

**RECEIVED**5/27/2020
10:10 a.m.**URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON**

This form may also be completed online at:

<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>215 Martin Luther King Jr Blvd Ste 017
PO Box 2984

Madison, Wisconsin 53701-2985

Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>May 27, 2020</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>9/2/2020</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 1007 Fish Hatchery Road & 1027 Fish Hatchery Road Madison, WI 53715Project Title (if any): Peloton Residences, LLC

2. This is an application for (Check all that apply to this UDC application):

☐ New Development ☐ Alteration to an Existing or Previously-Approved Development**A. Project Type:**

- ☐ Project in an Urban Design District* (public hearing-\$300 fee)
☐ Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
☐ Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
☐ Planned Development (PD)
☐ General Development Plan (GDP)
☐ Specific Implementation Plan (SIP)
☐ Planned Multi-Use Site or Planned Residential Complex

B. Signage:

- ☒ Comprehensive Design Review* (public hearing-\$300 fee) ☐ Street Graphics Variance* (public hearing-\$300 fee)
☐ Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:☐ Please specify: _____**3. Applicant, Agent & Property Owner Information:**Applicant Name: Peloton Residences, LLCStreet Address: 1007 Fish Hatchery RoadTelephone: (608) 575-1018

Fax: ()

Company: T. Wall Enterprises Mgt, LLCCity/State: Madison, WIZip: 53715Email: contact@twallenterprises.comProject Contact Person: Jake BunzStreet Address: 1818 Parmenter St, Suite 400Telephone: (608) 444-0850

Fax: ()

Company: T. Wall Enterprises Mgt, LLCCity/State: Middleton, WIZip: 53562Email: jake@twallenterprises.com

Project Owner (if not applicant): _____

Street Address: _____

Telephone: ()

Fax: ()

City/State: _____

Zip: _____

Email: _____

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Janine Glaeser on March 21, 2020.
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant Jake BunzRelationship to Property Development Representative

Authorized Signature _____

Date May 27, 2020

5. Submission Requirements

Application: Each submittal must include **14 collated paper copies** (11" x 17" max.) and an **electronic copy** of all application materials. The electronic copy must include individual Adobe Acrobat PDF files compiled either on a non-returnable CD-ROM submitted with the paper copies, or in an e-mail sent to: UDCAplications@cityofmadison.com. The transmittal shall include the name of the project, address, and applicant. Applicants unable to provide the materials electronically should contact the Secretary of the Urban Design Commission at 267-8740 for assistance. For an application to be considered complete and scheduled for a UDC meeting, both the paper copies and electronic copy need to be submitted prior to the application deadline. Late materials will not be accepted. An application is required for each UDC appearance. For projects also requiring Plan Commission approval, applicants must have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be easily read when reduced.

Fees: Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer, Madison, Wisconsin.

Project Plans: The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- ☐ Locator Map
- ☐ Brief Narrative Description of the Project, Site Plan, and 2-dimensional images of proposed buildings or structures. Additional information may provide for a greater level of feedback from the Commission.
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Any and all relevant plans and information on which feedback from the UDC is requested.

2. Initial Approval

- ☐ Locator Map
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- ☐ Landscape Plan and Plant List
- ☐ Building Elevations for all building sides
- ☐ PD text and letter of intent (if applicable)

3. Final Approval

- ☐ Locator Map
- ☐ Site Plan showing location of existing and proposed buildings
- ☐ Grading Plan
- ☐ Landscape Plan
- ☐ Plant List, including scientific name, size at planting, quantity and root condition for each species.
- ☐ Building Elevations for all building sides, colored with shadow lines, including exterior building materials and colors.
- ☐ Proposed Signage
- ☐ Lighting Plan, including fixture cut sheets and photometrics plan
- ☐ Utility/HVAC equipment location and screening details
- ☐ PD text and letter of intent (if applicable)
- ☐ Samples of the exterior building materials (presented at the UDC meeting)

Signage: The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Initial Approval

- ☐ Locator Map
- ☐ Signage as it relates to the Sign Control Ordinance provisions for Variances or Comprehensive Design Review of Signage
- ☐ Site Plan (show location of all existing and proposed buildings, and all existing and proposed signage, specifying which existing signs, if any, are to be removed)
- ☐ Scale drawing of each proposed sign, including awning graphics
- ☐ Photographs of site

2. Final Approval

- ☐ Locator Map
 - ☐ Signage as it relates to the Sign Control Ordinance provisions for Variances or Comprehensive Design Review of Signage
 - ☐ Site Plan (show location of all existing and proposed buildings, and all existing and proposed signage, specifying which existing signs, if any, are to be removed)
 - ☐ Scale drawing of each proposed sign, including awning graphics
 - ☐ Description and/or samples of materials and colors for each proposed sign
 - ☐ Photographs of site
 - ☐ Context of signs in surrounding parcels, in addition to the site being discussed
-

***NOTE:** If supplemental perspective renderings are provided, an emphasis should be placed on providing pedestrian/automobile scale viewsheds, in addition to the other required graphics.

***NOTE:** If applying for final approval without having received initial approval, all materials required for initial approval will be required.

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF, or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City's Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

Urban Design Commission Approval Process

INTRODUCTION

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

TYPES OF APPROVALS

Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback.

Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information.

Final Approval. Applicants may request final approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

PRESENTATIONS TO THE COMMISSION

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. The applicant is encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed.

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

August 14, 2020

Urban Design Commission
City of Madison

Re: 1007 & 1027 Fish Hatchery Road Sign Plan Approval – Peloton Residences – Comprehensive Design Review Application

City of Madison Urban Design Commission:

Peloton Residences is seeking approval for the proposed signage listed below. We would like to add signage that is consistent with the Urban Design Commission and Comprehensive Design Review Criteria.

The intent of this CDR is to confirm that the property owner has discretion to allow any commercial tenant to have signage in any one signable area (as see in Exhibit G) as reasonably close to its space as possible.

We believe the requests related to this proposal satisfy the seven items for consideration of Madison Sign Control Ordinance, Section 31.043(4)(b) Comprehensive Design Review Criteria, as discussed below:

1. The wall signs proposed intend to create visual harmony between the signs, buildings and site and results in a signage of appropriate scale and character. Due to the multiple buildings, addresses and front entrances, Peloton is proposing the wall signs as wayfinding for guests and delivery people to navigate the different buildings.
2. The ground sign proposed is intended to identify the property and retail tenants located at Peloton and direct customers in an effective manner to the multiple commercial spaces on site
3. The signage proposed is not intended to violate stated purposes of ordinances.
4. The signage proposed will meet minimum construction requirements of the Chapter 31 Sign Control Ordinance.
5. The signage proposed is on-premise of the owner's property and does not go beyond the restrictions of advertising or off-premise directional signs in the Chapter 31 sign Control Ordinance.
6. The signage proposed is not intended to present hazards, obstruct views, obstruct visibility of lawful signs, or negatively impact visual quality, and it does not appear to do so.
7. The signage proposed is on the owner's private property.

Peloton Residences has recently installed the previously approved signage attached in Exhibit B. To create a cohesive and visually pleasing look we have designed the following proposed signage to match the previously approved signage in style and color. Listed below

is the signage we are seeking approvals, including allowances for future commercial tenant's signage:

- Exhibit C
 - "1007" addressing wall sign on the Fish Hatchery Road façade, Building A
 - Sign square footage fits within 30% of the signable area
- Exhibit D
 - "1027" addressing wall sign on the Fish Hatchery Road façade, Building C
 - Sign square footage fits within 30% of the signable area
- Exhibit E
 - "1027" addressing wall sign on the South Street façade next to the garage entrance
 - Sign square footage fits within 30% of the signable area
- Exhibit F
 - Triangular monument/ground sign at the corner of Fish Hatchery Road and Park Street to distinguish property name and address, as well as commercial tenants name and directional way finding for customers.
- Exhibit G
 - Commercial tenant signage allowances (example images)
 - Blade signage
 - Would sit from 7'6" - 9'6" high
 - Would be located out of the pedestrian right of way and above landscaping or next to staired entrances
 - Canopy signage
 - Individual channel letters
 - Allowance for less than 4 sq. ft. logo above the canopy
 - Greater than 3' away from the façade of building

Following is information specific to the City of Madison Signage ordinance and guidelines with requests for exceptions.

Wall Sign Ordinance (1007 and 1027 addressing signs – Fish Hatchery Road façade)

- Requirements
 - *There shall be one signable area, whether on the wall or the roof, for each façade facing a street*
- Peloton already has an above Canopy sign, we are asking for additional addressing signs for the purpose below:
- An exception for having more than one wall sign on the Fish Hatchery Road façade is necessary because Building A/B (north side of Fish Hatchery Road) have a different address and main entrance than Building C (south side of Fish Hatchery Road) thus, these wall signs would differentiate the address of the two buildings providing useful wayfinding for visitors to the multiple front entrances and buildings.

Wall Sign Ordinance (1027 addressing sign – South Street façade)

- Requirements
 - *Wall Signs adjacent to Off-Street Parking. Wall signs may be displayed on the facade of a building that does not face a street but is adjacent to an offstreet customer parking area of at least thirty-three (33) feet in width if the parking area is not on the same zoning lot but is available for use under a reciprocal **cross-access agreement***
- An exception to have an addressing wall sign facing off street parking is necessary. The sign is located near Peloton's garage entrance on South Street and the front entrance for building C (1027) and would be used for wayfinding to those driving north on Fish Hatchery Road and turning in to enter the building's garage, as well as visitors and delivery people accessing Peloton from the building C front entrance. Peloton does have a Cross Access Agreement with UW Health Arboretum Clinic south of our site, making this an eligible façade for a sign.
- This sign is also mounted on a raceway and will need an exception. As property managers we prefer the raceway mount because it reduces the number of wall penetrations for the sign. The raceway will be painted black to ensure it doesn't stand out against the darker color façade.

Canopy Sign Ordinance (**allowances for commercial tenants**)

- Requirements
 - *Above Canopy Signs – A sign may be erected on the top of an attached canopy in a position parallel, or nearly so, to the building face in lieu of a wall sign, if there is no canopy fascia sign visible when facing the building*
- An exception to this ordinance would be necessary because Peloton has six commercial spaces on the Park St façade that need their business names displayed. Only having the allowable window signs would not be enough advertisement/signage for the commercial tenants to be noticed and attract customers.

Projecting (Blade) Sign Ordinance (**allowances for commercial tenants**)

- Requirements
 - *Projecting signs must vertically clear any pedestrian area by at least ten (10) feet.*
- An exception to this ordinance would be necessary in order for the commercial tenant's blade sign to sit under the light fixture which is 10 feet above the ground. The sign would sit from 7'6" feet vertically clear of any pedestrian area. This exception is also necessary for two reasons:
 - It keeps the blade sign underneath the light fixture for illumination at night
 - Placing the blade sign above the light fixture wouldn't be standard design and may be blocked by awnings and canopies. At it's proposed height above the ground (7'6" – 9'6" high) the blade signs are out of the pedestrian right of way, as they are located next to stairway entrances or over landscaping (see picture below).
- Blade signs are also necessary for traffic traveling north and south on Park Street.

Please note that we intend for any window signs and ground signs allowable by the Sign Control Ordinance to remain allowable per the ordinance.

In Summary, the proposed signage is intended to optimize property identification. As such, we are seeking approval of this sign plan.

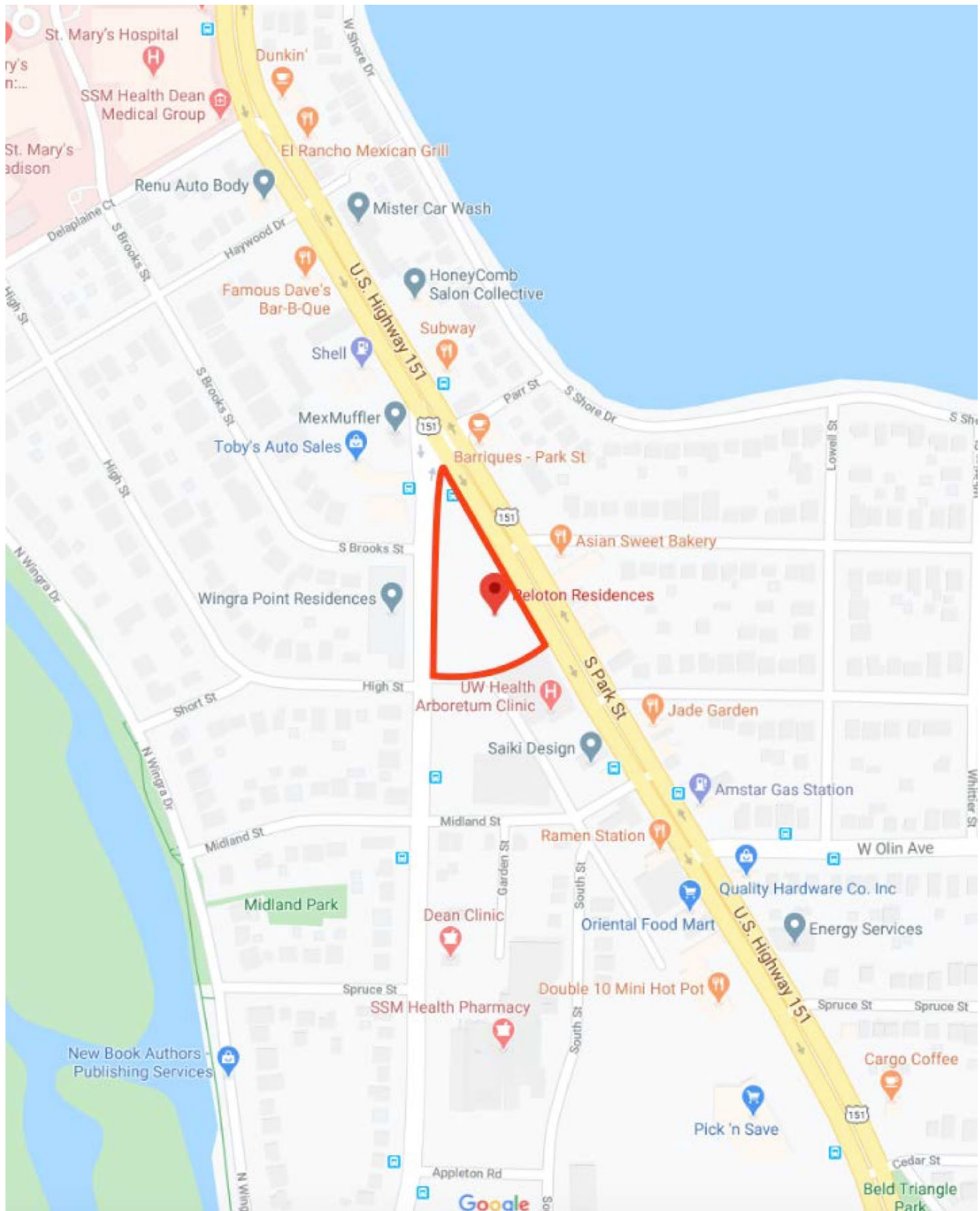
Sincerely,

Jake Bunz
Development Representative
Peloton Residences, LLC

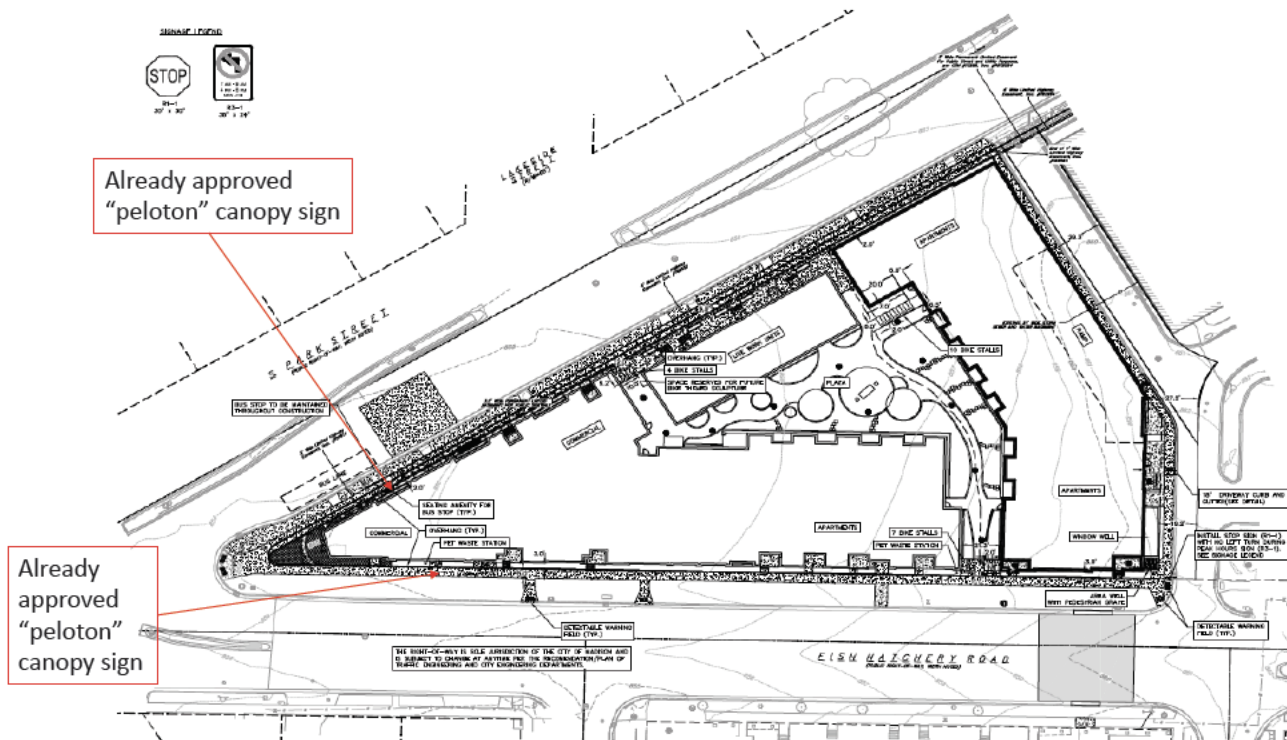
Exhibit A

Locator Map, Site Plan, Addressing Site Plan

Locator Map



Peloton Site Plan



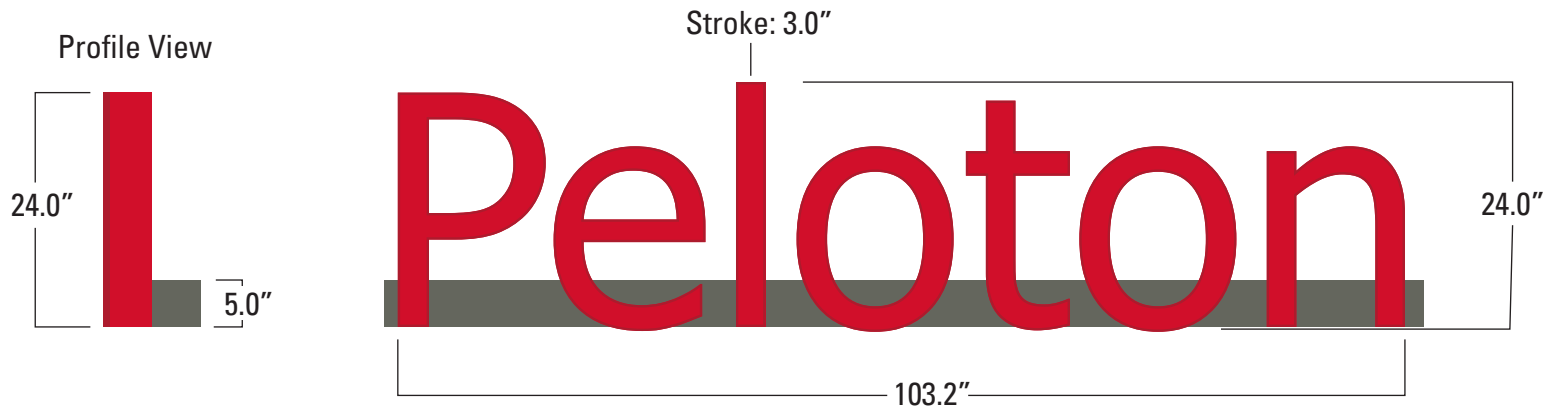
Peloton Addressing Site Plan



Exhibit B

Previously approved Peloton canopy signage, Fish Hatchery Rd and Park St facades

- *Mounted flush to top of awning and through bolted
- *Must be a minimum of 3'-0" from facade of building.
- *No to project past the face of the awning

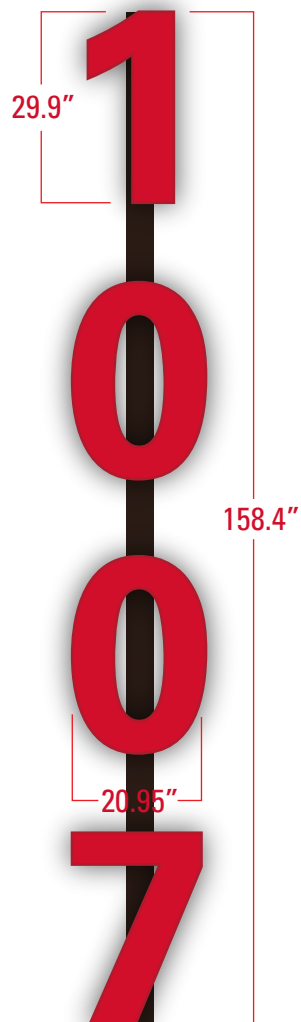


Client	Size	Materials & Specs	Colors	Revisions	Representative
T. Wall Enterprises	See Above	Face Lit Channel Letters <ul style="list-style-type: none">- Principle Red LED's- Bottom 5.0" Raceway Mounted- Alum. Backes to be painted to match red- Red Plexi Faces: 2793 Red- Red Trim Cap & Returns	<div></div> PlexiGlass 2793 Red <ul style="list-style-type: none"><div></div> Red Trim Cap & Returns<div></div> Raceway Color: SW 399C210FP: Fluropon Classic II Pure-Anodic clear	<div></div> REVISION <ul style="list-style-type: none"><div></div> REVISION<div></div> REVISION<div></div> REVISION<div></div> REVISION	Brad H.
EST/INV #	Quantity				Designer
EST - 4136	<div></div> 1 <div></div> 2 <div></div> 3 <div></div> 4 <div></div> 5 <div></div> 88				Brian Harrigan Date: 06/19/2020

Exhibit C

"1007" addressing wall sign on north end of Fish Hatchery Road facade

Qty: 1 23 sq ft



www.Innovative-Signs.com

Client

T. Wall Enterprises
Address Numbers

EST/ORD #

EST - 4146

Size

See Above

Quantity

1 2 3 4 5 88

Materials & Specs

Face Lit Channel Letters

- Red LED's
- Red Acrylic
- Red Trim Cap & Returns
- Raceway Mounted
- Raceway Painted: **TBD**

Colors

- Red Acrylic Face
- Red Trim Cap & Returns
- Raceway Color: **TBD**

Project Manager

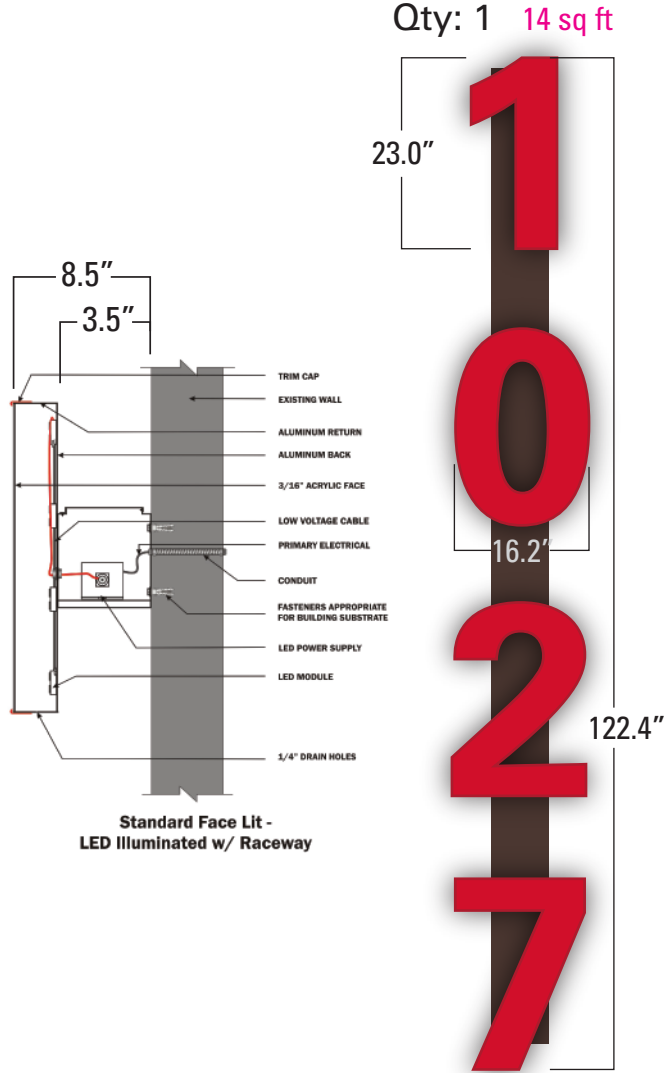
Brad H.

Designer

Brian Harrigan
Date: 08/11/2020

Exhibit D

"1027" addressing wall sign on south end of Fish Hatchery Road facade



www.Innovative-Signs.com

Client
T. Wall Enterprises
Address Numbers
EST/ORD #
EST - 4146

Size
See Above
Quantity
☒ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 88

Materials & Specs
Face Lit Channel Letters
- Red LED's
- Red Acrylic
- Red Trim Cap & Returns
- Raceway Mounted
- Raceway Painted: **TBD**

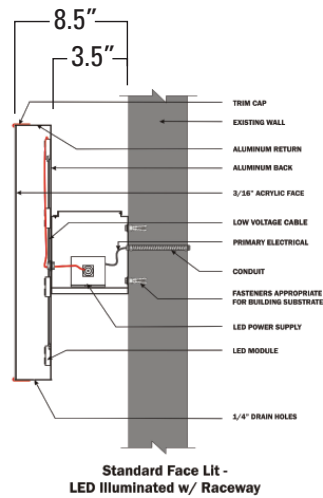
Colors
☒ Red Acrylic Face
☒ Red Trim Cap & Returns
☒ Raceway Color: **TBD**

Project Manager
Brad H.

Designer
Brian Harrigan
Date: 08/11/2020

Exhibit E

"1027" addressing wall sign on South Street façade near garage entrance



3.5 sq ft



www.Innovative-Signs.com

Client

T. Wall Enterprises
Address Numbers

EST/ORD

EST - 4146

Size

See Above

Quantity

☒ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 88

Materials & Specs

Face Lit Channel Letters

- Red LED's
- Red Acrylic
- Red Trim Cap & Returns
- Raceway Mounted
- Raceway Painted: **TBD**

Colors

- Red Acrylic Face
- Red Trim Cap & Returns
- Raceway Color: **TBD**

Project Manager

Brad H.

Designer

Brian Harrigan
Date: 08/12/2020

Exhibit F

Triangular monument ground sign at the corner of Park Street and Fish Hatchery Road

Ground Sign Location



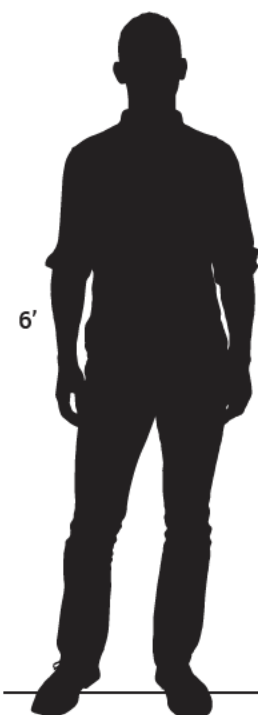
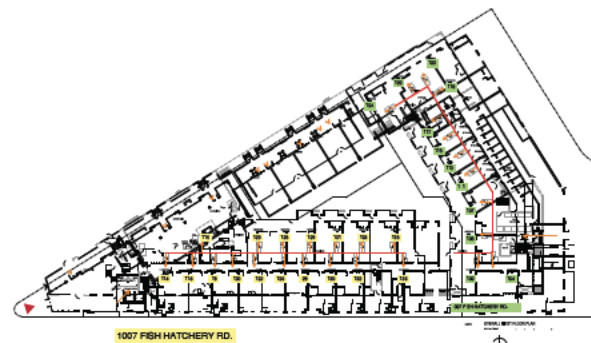
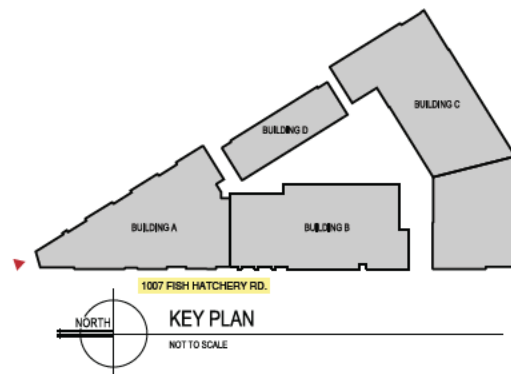
Angus
Young
Architecture | Engineering
Interiors | Landscape

T. Wall Enterprises, LLC
Creating Places Where People Interact

FIRST LEVEL FLOOR PLAN

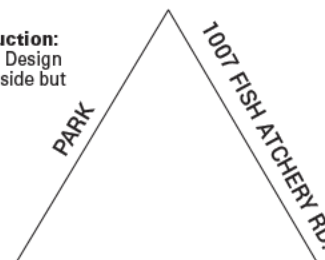
PELTON RESIDENCES, LLC

1007 & 1027 FISH HATCHERY RD., MADISON, WI 53715

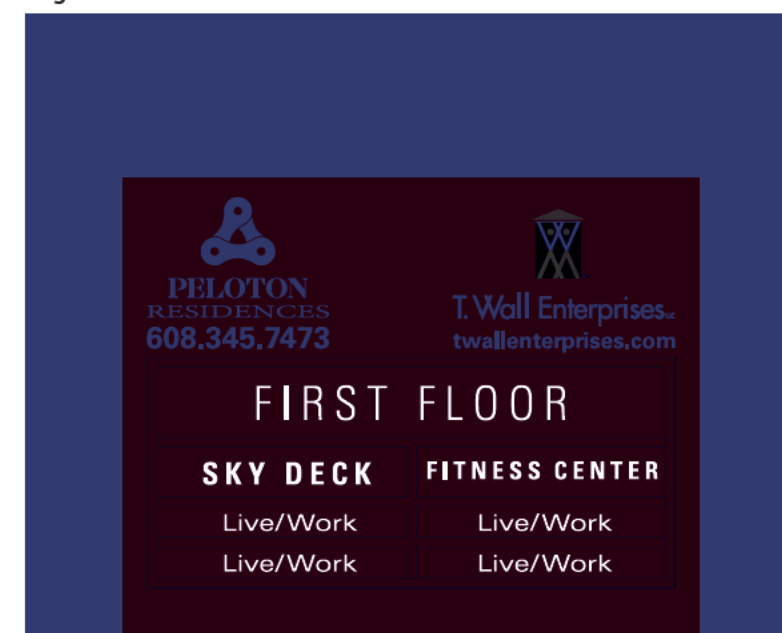


Non Lit Top Portion
- Digital Print Vinyl Logo's

Cabinet Construction:
- 3 Sided Triangle Design
- Hollow on the inside but
capped on top



Night View



Location: Corner of Fish Hatchery and Park



www.Innovative-Signs.com

Client
T.Wall Enterprises,
Fish Hatchery & Park
EST/ORD #
EST - 4742

Size
See Above
Quantity
☒ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 88

Materials & Specs
Small Triangle Monument
- LED Internally Lit Monument
- Non Lit Digital Print Top Logo's
- Aluminum Top Painted to
match 2793 acrylic
- Routed Aluminum Tenant Panels
with push through acrylic
- #7328 White Acrylic Backed Faces
- Cabinet Construction:
Hollow on the inside but
capped on top

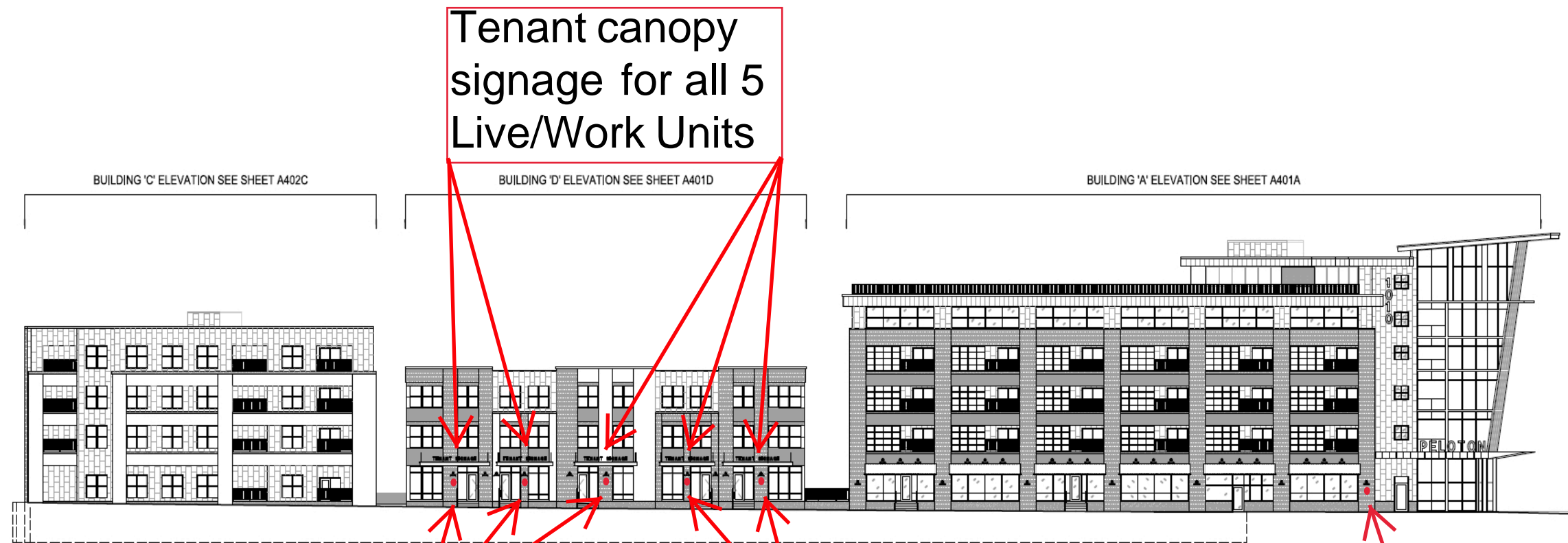
Colors
☒ Best Match to 2793 Acrylic
☐ #7328 White Acrylic
☐ Pantone **TBD**
☐ Pantone **TBD**

Project Manager
Brad H.

Designer
Brian Harrigan
Date: 06/19/2020

Exhibit G

Commercial tenant signage allowances. Example images



Tenant canopy
signage for all 5
Live/Work Units

Tenant projecting
(blade) signage for
all 5 Live/Work Units

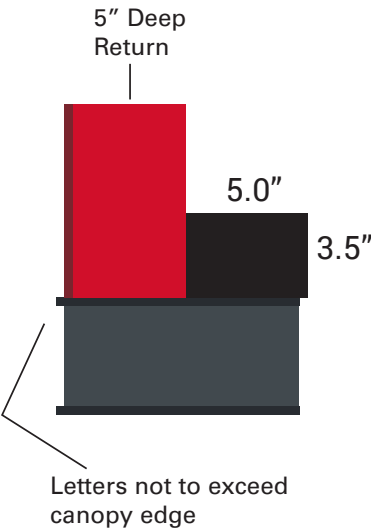
02
A401 OVERALL EAST ELEVATION (PARK ST.)
SCALE: 1/16" = 1'-0"

Tenant projecting
(blade) sign for
corner retail

Qty: 1

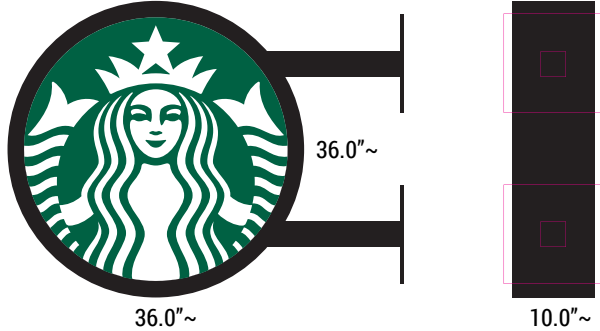


Profile View



Projecting Sign Option A

- LED Face Lit
- Double Sided
- Routed Aluminum Face's with Routed Push Through Acrylic
- Pole & Plate Mounting to building



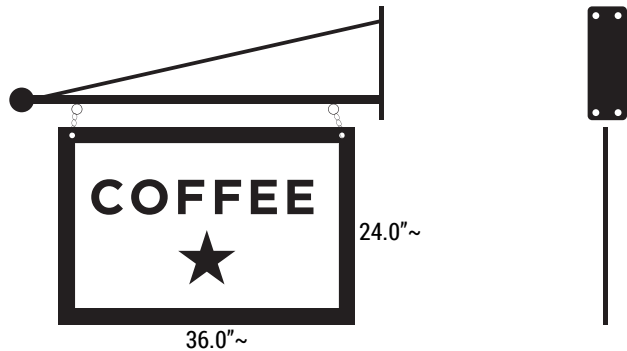
Projecting Sign Option B

- Non Lit
- Double Sided
- Dimensional Logo
- Pole & Plate Mounting to building



Projecting Sign Option C

- Non Lit, Flat Aluminum Panel
- Double Sided
- Dimensional Logo
- Wall Mount Bracket w/chaines



Projecting Blade sign placed over landscaping and out of pedestrian right of way



Client	EST/ORD #	Size	Sides	Quantity	Project Manager	Designer - Date
Pelaton Building Projecting Sign	ISI- 4752	See Above	<input type="checkbox"/> S/S <input type="checkbox"/> D/S	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 88	Brad H.	Brian Harrigan 08/11/2020

**Projecting Blade
signs located
underneath light
fixtures and out of
pedestrian right of
way**



Exhibit H

Nearby existing signage

