

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # _____

RECEIVED

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: _____

Title: _____

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested _____

- | | |
|--|---|
| <input type="checkbox"/> New development | <input type="checkbox"/> Alteration to an existing or previously-approved development |
| <input type="checkbox"/> Informational | <input type="checkbox"/> Initial approval <input type="checkbox"/> Final approval |

3. Project Type

- ☐ Project in an Urban Design District
- ☐ Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- ☐ Project in the Suburban Employment Center District (SEC), 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 Residential Building Complex

Signage

- ☐ Comprehensive Design Review (CDR)
- ☐ Signage Variance (i.e. modification of signage height, area, and setback)

Other

- ☐ Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name _____	Company _____
Street address _____	City/State/Zip _____
Telephone _____	Email _____

Project contact person _____	Company _____
Street address _____	City/State/Zip _____
Telephone _____	Email _____

Property owner (if not applicant) _____	
Street address _____	City/State/Zip _____
Telephone _____	Email _____

5. Required Submittal Materials

- ☐ **Application Form**
- ☐ **Letter of Intent**
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- ☐ **Development plans** (Refer to checklist on Page 4 for plan details)
- ☐ **Filing fee**
- ☐ **Electronic Submittal***

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also 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 legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with _____ on _____.
2. 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 _____ Relationship to property _____

Authorizing signature of property owner _____ Date _____

7. Application Filing 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. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- ☐ Urban Design Districts: \$350 (per §35.24(6) MGO).
- ☐ Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- ☐ Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- ☐ Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- ☐ All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

5. Required Submittal Materials

- ☒ **Application Form**
- ☒ **Letter of Intent**
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- ☒ **Development plans** (Refer to checklist on Page 4 for plan details)
- ☒ **Filing fee**
- ☒ **Electronic Submittal***

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also 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 legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Matt Tucker and Chrissy Thiele on October 8th, 2020.
2. 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 Kiah Atkins

Relationship to property Project Manager - Sign Art Studio

Authorizing signature of property owner 

Date 10.22.2020

7. Application Filing 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. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- ☐ Urban Design Districts: \$350 (per §35.24(6) MGO).
- ☐ Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- ☒ Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- ☐ Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- ☐ All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

October 20th, 2020

Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: **Signage Package**
Block 89
10 E Doty St

Project Name: Block 89
10 E Doty St
Madison, WI

Parcel# 070924204161

Owner: Urban Land Interests
10 E Doty St #300
Madison WI 53703

Signage Subcontractor: Sign Art Studio
325 W. Front St.
Mount Horeb, WI 53572

Alderman: Mike Verveer

Dear UDC members,

Under new regulations for Madison sign code, any previously approved UDC sign packages that did not meet Chapter 31 sign code must be re-submitted for approval.

The existing sign package as made of tasteful signage that blends themselves well with the diverse architecture of the building. The sign types were designed not only for aesthetic appeal but also to solve architectural challenges for sign placement on the building.

The current sign package includes various sign types and each are unique to the sections of the building they are mounted to. A majority of the signs meet Chapter 31 sign ordinance, however there are also several that cross architectural details.

All signs will meet the dark background light copy requirements.

Any new ground sign will comply with MGO31 and shall require a CDR alteration

The exceptions to Chapter 31 sign code, we are asking for, are as follows:

- 1) To allow tenant signage to cross architectural details. These sign locations are shown on the attached signage plan drawings.

We have included pictures of the sign package along with details of sign types and locations.

Thank you for your consideration,
-Dan

Dan Yoder
Sign Art Studio

Sec. 31.043(4) (b) Comprehensive Design Review Criteria. The UDC shall apply the following criteria upon review of an application for a Comprehensive Sign Plan:

1. The Sign Plan shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses.

We feel that the existing sign package for Block89 is of high design and unique in sign type. The diversity in signage types and sign locations fits well with the diversity of architecture.

2. Each element of the Sign Plan shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph.

We feel that the proposed signage plan is necessary due sign location challenges and the diversity of the architecture.

3. The Sign Plan shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).

The proposed sign plan does not violate these sated purposes

4. All signs must meet minimum construction requirements under Sec. 31.04(5).

All signs meet and exceed the minimum construction requirements under Sec. 31.04(5)

5. The Sign Plan shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec. 31.115.

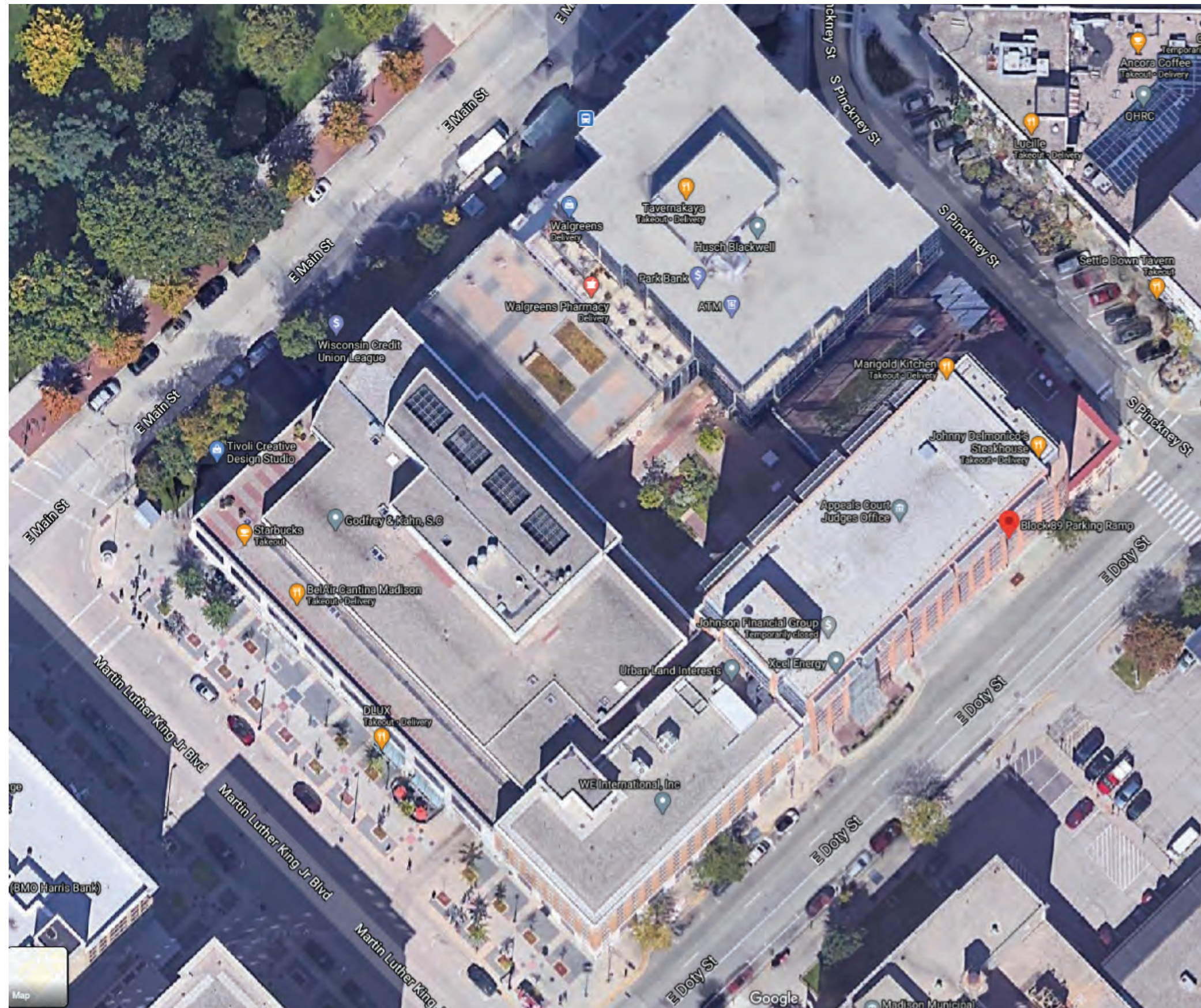
The sign plan does not include any advertising signs or off premise directional signs

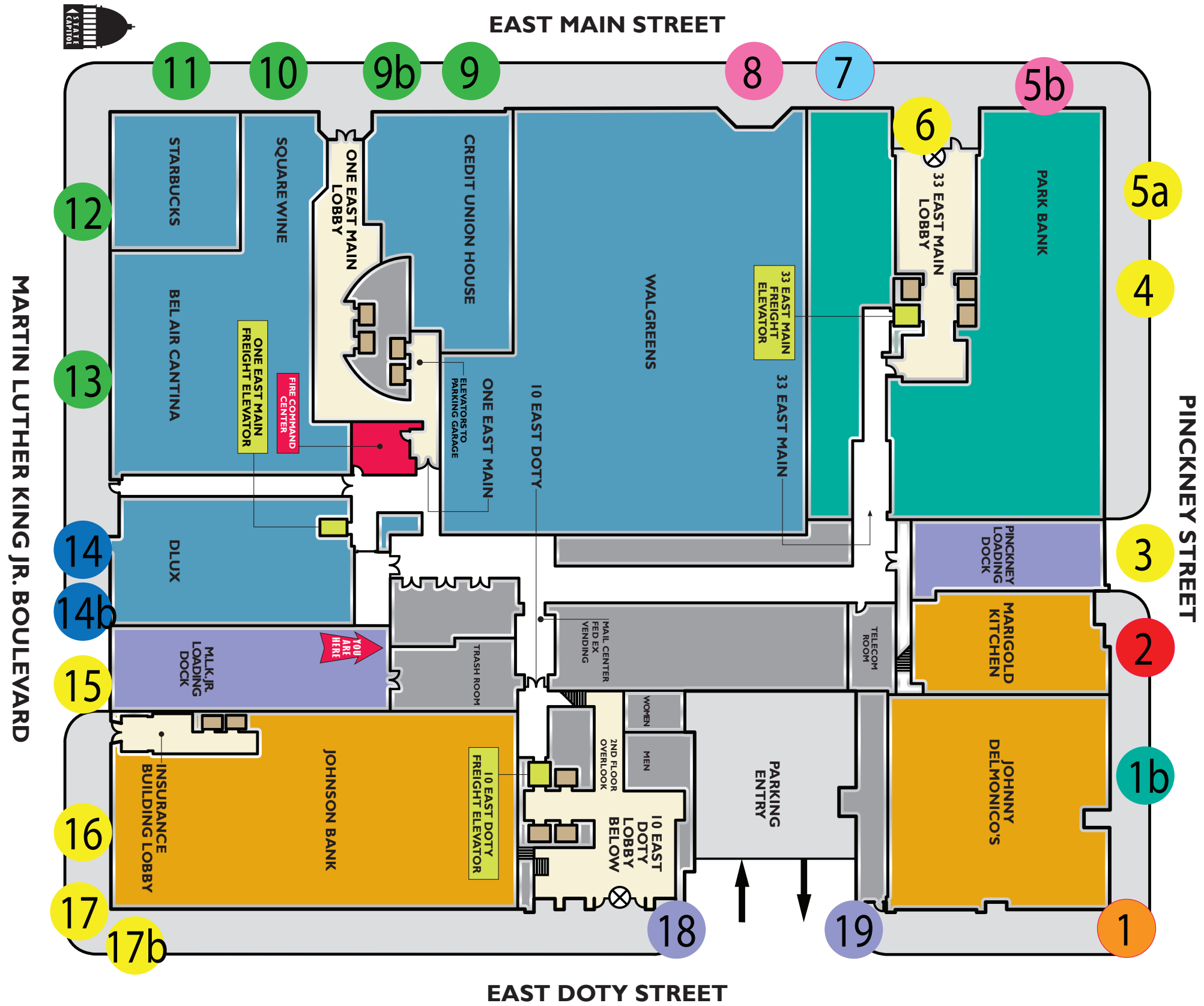
6. The Sign Plan shall not be approved if any element of the plan:
 - a. presents a hazard to vehicular or pedestrian traffic on public or private property,
 - b. obstructs views at points of ingress and egress of adjoining properties,
 - c. obstructs or impedes the visibility of existing lawful signs on adjacent property, or
 - d. negatively impacts the visual quality of public or private open space.

The proposed sign plan complies with all items in this section.

7. The Sign Plan may only encompass signs on private property of the zoning lot or building site in question, and shall not approve any signs in the right of way or on public property.

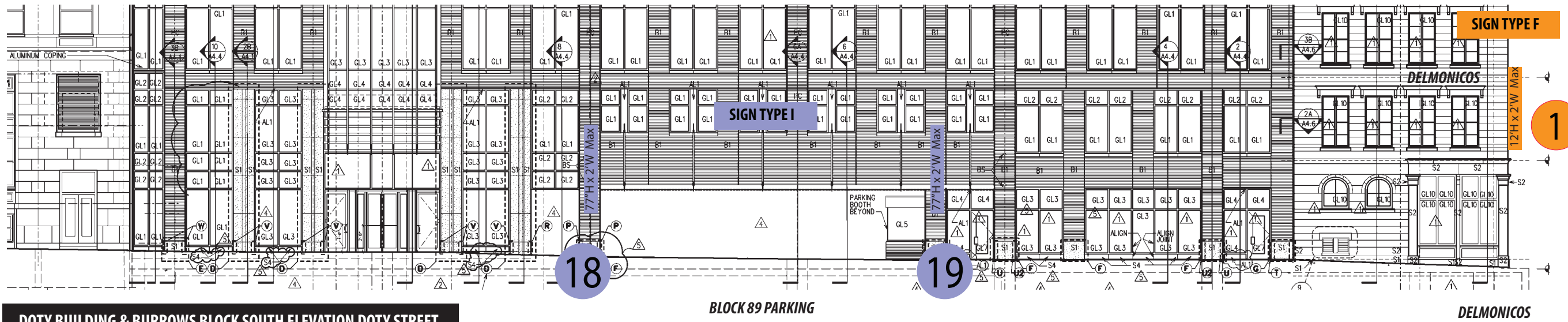
All proposed signage is on private property





BLOCK 89 Urban Land Interests tenant signage guide

3

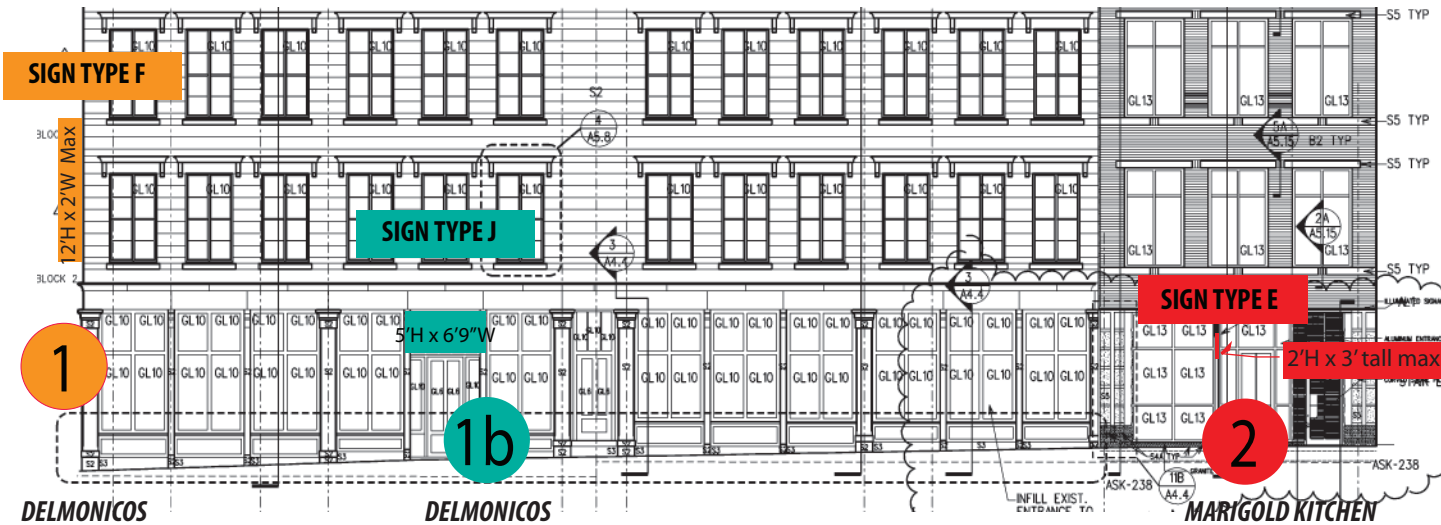


DOTY BUILDING & BURROWS BLOCK SOUTH ELEVATION DOTY STREET

BLOCK 89 PARKING

DELMONICOS

SCALE 1/16"



BURROWS BLOCK & ADDITION / EAST ELEVATION PINCKNEY STREET

SCALE 1/16"



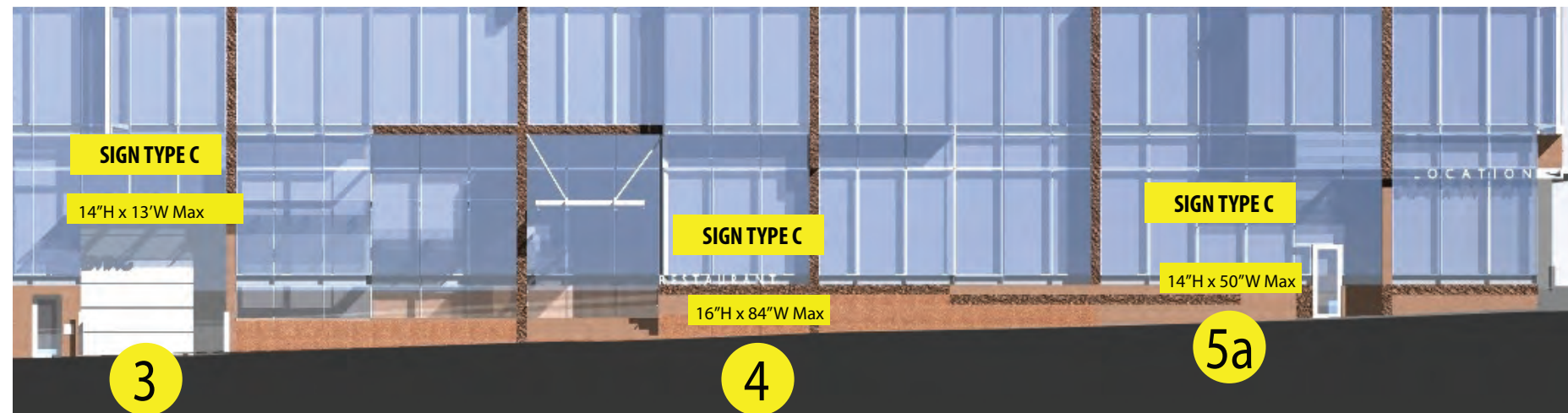
Sign Type Key (Applicable to all sign types on Block 89 Building)

- **Sign Type A:** Sign type A shall consist of internally illuminated letters/logos mounted to either a raceway or aluminum frame that is to be suspended from the soffit areas shown on the elevations. Color and illumination type determined by landlord.
- **Sign Type B:** Sign type B shall consist of internally illuminated letters/logos mounted to existing canopies as shown on the elevations. Color and illumination type determined by landlord.
- **Sign Type C:** Sign type C shall consist of individual non internally illuminated letters/logos direct mounted to the building as shown on the elevations. Color and material type determined by landlord.
- **Sign Type D:** Sign type D shall consist of cast metal plaques direct mounted to the building as shown on the elevations. Color and material type determined by landlord.
- **Sign Type E:** Sign type E shall be non internally illuminated blade style signs with suspended mount to soffit as shown. Color and material type determined by landlord.
- **Sign Type F:** Sign type F shall be internally illuminated blade style signs mounted to the building as shown. Color and illumination type determined by landlord.
- **Sign Type G:** Sign type G shall consist of internally illuminated cabinets with push thru acrylic letters mounted to the building as shown. Color and illumination type determined by landlord.
- **Sign Type H:** Sign type H shall consist of individual internally illuminated letters/logos direct or raceway mounted to the building as shown on the elevations. Color and material type determined by landlord.
- **Sign Type I:** Sign type I shall be non internally illuminated blade style signs with perforated metal panels and dimensional letters. Color determined by landlord.
- **Sign Type J:** Sign type J shall consist of a logo applied to an awning as shown. Color to be determined by landlord.

At no time shall a tenant be allowed more than one sign type per facade with the exception of Sign Type I. Sign Type I shall be allowed no more than 2 of the same sign type per facade
Tenant sign content shown may not necessarily represent future tenant sign content

Sign Sizes (Applicable to signs shown on this page only)

- **Sign 1:** 12'-0" x 2'-0" maximum
- **Sign 1b:** No more than 40% of the area of a 5'-0" x 6'-9" awning face
- **Sign 2:** 2'-0" x 3'-0" maximum
- **Sign 18/19:** 6'-5" x 2'-0" maximum



RECEIVING

PARK BANK

BLOCK 89 PARKING ENTRANCE

PINCKNEY EAST ELEVATION FROM MARIGOLD TO THE NORTH CORNER

SCALE 1/16"



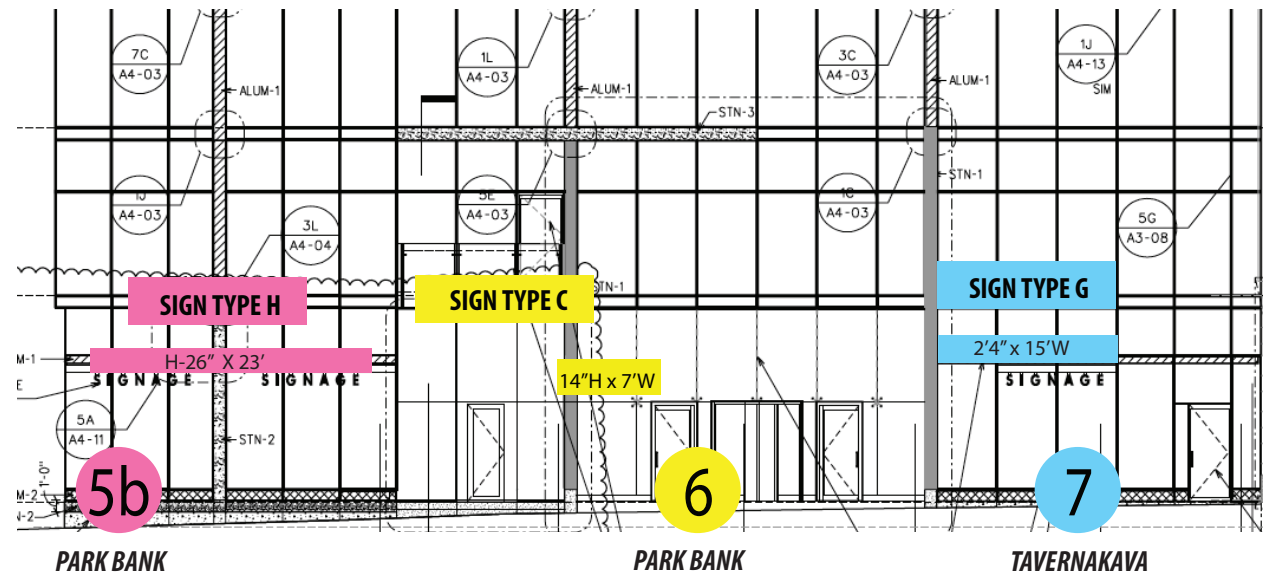
Sign Type Key (Applicable to all sign types on Block 89 Building)

- Sign Type A:** Sign type A shall consist of internally illuminated letters/logos mounted to either a raceway or aluminum frame that is to be suspended from the soffit areas shown on the elevations. Color and illumination type determined by landlord.
- Sign Type B:** Sign type B shall consist of internally illuminated letters/logos mounted to existing canopies as shown on the elevations. Color and illumination type determined by landlord.
- Sign Type C:** Sign type C shall consist of individual non internally illuminated letters/logos direct mounted to the building as shown on the elevations. Color and material type determined by landlord.
- Sign Type D:** Sign type D shall consist of cast metal plaques direct mounted to the building as shown on the elevations. Color and material type determined by landlord.
- Sign Type E:** Sign type E shall be non internally illuminated blade style signs with suspended mount to soffit as shown. Color and material type determined by landlord.
- Sign Type F:** Sign type F shall be internally illuminated blade style signs mounted to the building as shown. Color and illumination type determined by landlord.
- Sign Type G:** Sign type G shall consist of internally illuminated cabinets with push thru acrylic letters mounted to the building as shown. Color and illumination type determined by landlord.
- Sign Type H:** Sign type H shall consist of individual internally illuminated letters/logos direct or raceway mounted to the building as shown on the elevations. Color and material type determined by landlord.
- Sign Type I:** Sign type I shall be non internally illuminated blade style signs with perforated metal panels and dimensional letters. Color determined by landlord.
- Sign Type J:** Sign type J shall consist of a logo applied to an awning as shown. Color to be determined by landlord.

At no time shall a tenant be allowed more than one sign type per facade with the exception of Sign Type I. Sign Type I shall be allowed no more than 2 of the same sign type per facade. Tenant sign content shown may not necessarily represent future tenant sign content.

Sign Sizes (Applicable to signs shown on this page only)

- Sign 3:** 1'-2"x 13'-0" maximum
- Sign 4:** 1'-4"x 7'-0" maximum
- Sign 5a:** 1'-2"x 4'-2" maximum



5b

6

7

PARK BANK

PARK BANK

TAVERNAKAVA

NORTH MAIN STREET PARK BANK TO TANERNAKAVA

SCALE 1/16"



5b



6



7

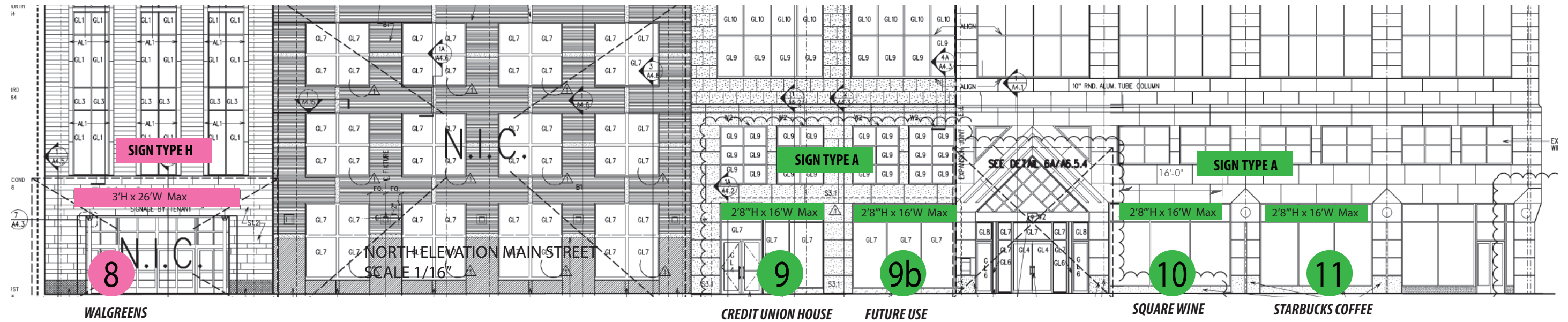
Sign Type Key (Applicable to all sign types on Block 89 Building)

- Sign Type A:** Sign type A shall consist of internally illuminated letters/logos mounted to either a raceway or aluminum frame that is to be suspended from the soffit areas shown on the elevations. Color and illumination type determined by landlord.
- Sign Type B:** Sign type B shall consist of internally illuminated letters/logos mounted to existing canopies as shown on the elevations. Color and illumination type determined by landlord.
- Sign Type C:** Sign type C shall consist of individual non internally illuminated letters/logos direct mounted to the building as shown on the elevations. Color and material type determined by landlord.
- Sign Type D:** Sign type D shall consist of cast metal plaques direct mounted to the building as shown on the elevations. Color and material type determined by landlord.
- Sign Type E:** Sign type E shall be non internally illuminated blade style signs with suspended mount to soffit as shown. Color and material type determined by landlord.
- Sign Type F:** Sign type F shall be internally illuminated blade style signs mounted to the building as shown. Color and illumination type determined by landlord.
- Sign Type G:** Sign type G shall consist of internally illuminated cabinets with push thru acrylic letters mounted to the building as shown. Color and illumination type determined by landlord.
- Sign Type H:** Sign type H shall consist of individual internally illuminated letters/logos direct or raceway mounted to the building as shown on the elevations. Color and material type determined by landlord.
- Sign Type I:** Sign type I shall be non internally illuminated blade style signs with perforated metal panels and dimensional letters. Color determined by landlord.
- Sign Type J:** Sign type J shall consist of a logo applied to an awning as shown. Color to be determined by landlord.

At no time shall a tenant be allowed more than one sign type per facade with the exception of Sign Type I. Sign Type I shall be allowed no more than 2 of the same sign type per facade
Tenant sign content shown may not necessarily represent future tenant sign content

Sign Sizes (Applicable to signs shown on this page only)

- Sign 5b:** 2'-4"x 23'-0" maximum
- Sign 6:** 1'-4"x 7'-0" maximum
- Sign 7:** 2'-4"x 15'-0" maximum



NORTH MAIN STREET WALGREENS TO STARBUCKS

SCALE 1/16"



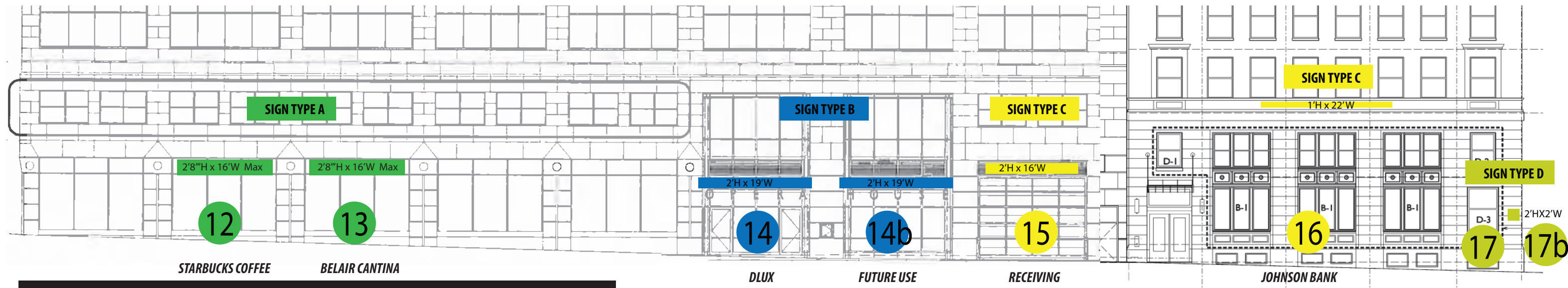
Sign Type Key (Applicable to all sign types on Block 89 Building)

- **Sign Type A:** Sign type A shall consist of internally illuminated letters/logos mounted to either a raceway or aluminum frame that is to be suspended from the soffit areas shown on the elevations. Color and illumination type determined by landlord.
- **Sign Type B:** Sign type B shall consist of internally illuminated letters/logos mounted to existing canopies as shown on the elevations. Color and illumination type determined by landlord.
- **Sign Type C:** Sign type C shall consist of individual non internally illuminated letters/logos direct mounted to the building as shown on the elevations. Color and material type determined by landlord.
- **Sign Type D:** Sign type D shall consist of cast metal plaques direct mounted to the building as shown on the elevations. Color and material type determined by landlord.
- **Sign Type E:** Sign type E shall be non internally illuminated blade style signs with suspended mount to soffit as shown. Color and material type determined by landlord.
- **Sign Type F:** Sign type F shall be internally illuminated blade style signs mounted to the building as shown. Color and illumination type determined by landlord.
- **Sign Type G:** Sign type G shall consist of internally illuminated cabinets with push thru acrylic letters mounted to the building as shown. Color and illumination type determined by landlord.
- **Sign Type H:** Sign type H shall consist of individual internally illuminated letters/logos direct or raceway mounted to the building as shown on the elevations. Color and material type determined by landlord.
- **Sign Type I:** Sign type I shall be non internally illuminated blade style signs with perforated metal panels and dimensional letters. Color determined by landlord.
- **Sign Type J:** Sign type J shall consist of a logo applied to an awning as shown. Color to be determined by landlord.

At no time shall a tenant be allowed more than one sign type per facade with the exception of Sign Type I. Sign Type I shall be allowed no more than 2 of the same sign type per facade
Tenant sign content shown may not necessarily represent future tenant sign content

Sign Sizes (Applicable to signs shown on this page only)

- **Sign 8:** 3'-0"x 26'-0" maximum
- **Sign 9:** 2'-8"x 16'-0" maximum
- **Sign 9b:** 2'-8"x 16'-0" maximum
- **Sign 10:** 2'-8"x 16'-0" maximum
- **Sign 11:** 2'-8"x 16'-0" maximum



SOUTH ELEVATION M.L.K. JR BLVD

SCALE 1/16"



Sign Type Key (Applicable to all sign types on Block 89 Building)

- Sign Type A:** Sign type A shall consist of internally illuminated letters/logos mounted to either a raceway or aluminum frame that is to be suspended from the soffit areas shown on the elevations. Color and illumination type determined by landlord.
- Sign Type B:** Sign type B shall consist of internally illuminated letters/logos mounted to existing canopies as shown on the elevations. Color and illumination type determined by landlord.
- Sign Type C:** Sign type C shall consist of individual non internally illuminated letters/logos direct mounted to the building as shown on the elevations. Color and material type determined by landlord.
- Sign Type D:** Sign type D shall consist of cast metal plaques direct mounted to the building as shown on the elevations. Color and material type determined by landlord.
- Sign Type E:** Sign type E shall be non internally illuminated blade style signs with suspended mount to soffit as shown. Color and material type determined by landlord.
- Sign Type F:** Sign type F shall be internally illuminated blade style signs mounted to the building as shown. Color and illumination type determined by landlord.
- Sign Type G:** Sign type G shall consist of internally illuminated cabinets with push thru acrylic letters mounted to the building as shown. Color and illumination type determined by landlord.
- Sign Type H:** Sign type H shall consist of individual internally illuminated letters/logos direct or raceway mounted to the building as shown on the elevations. Color and material type determined by landlord.
- Sign Type I:** Sign type I shall be non internally illuminated blade style signs with perforated metal panels and dimensional letters. Color determined by landlord.
- Sign Type J:** Sign type J shall consist of a logo applied to an awning as shown. Color to be determined by landlord.

At no time shall a tenant be allowed more than one sign type per facade with the exception of Sign Type I. Sign Type I shall be allowed no more than 2 of the same sign type per facade
Tenant sign content shown may not necessarily represent future tenant sign content

Sign Sizes (Applicable to signs shown on this page only)

- Sign 12:** 2'-8"x 16'-0" maximum
- Sign 13:** 2'-8"x 16'-0" maximum
- Sign 14:** 2'-0"x 19'-0" maximum
- Sign 14b:** 2'-0"x 19'-0" maximum
- Sign 15:** 2'-0"x 16'-0" maximum
- Sign 16:** 1'-0"x 22'-0" maximum
- Sign 17/17b:** 2'-0"x 2'-0" maximum