

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 _____

Registrar # _____

RECEIVED

5/14/21
1:55 p.m.

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: 5630 Schroeder Rd.

Title: Tailor Place Apartments - Request for an exception to the current UDD #2 set-back requirement of 15' to the ROW. See drawing 89496 MON-01.

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

UDC meeting date requested _____

- ☐ New development ☒ Alteration to an existing or previously-approved development
☐ Informational ☐ Initial approval ☒ 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)
☒ Signage Exception

Other

- ☒ Please specify
UCC #2 _____

4. Applicant, Agent, and Property Owner Information

Applicant name Deb Burton
Street address 922 S. 70th St.
Telephone 414-453-4010

Project contact person Same as applicant
Street address _____
Telephone _____

Property owner (if not applicant) Stone House Development, Inc.

Street address 1010 E. Washington Ave., #101
Telephone 608-251-6000

Company Poblocki Sign Company LLC
City/State/Zip West Allis, WI 53214
Email dburton@poblocki.com

Company _____
City/State/Zip _____
Email _____

City/State/Zip Madison, WI 53703
Email jillian@stonehousedevlopment.com

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***
- ☐ **Notification to the District Alder**
 - Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

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 Janine Glaeser and Christina Thiele on 5-4-21.
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 Deb Burton, Poblocki Sign Co. LLC Relationship to property Sign Contractor
 Authorizing signature of property owner  Date 5/13/21

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

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

There are three types of requests considered by the UDC:

- 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. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- 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

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.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. 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.

Applicants are 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. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

UDC

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
- ☐ 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)
- ☐ Contextual site information, including photographs and layout of adjacent buildings/structures
- ☐ Site Plan
- ☐ Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**** All plans must be legible, including the full-sized landscape and lighting plans (if required)**

2. Initial Approval

- ☐ Locator Map
- ☐ Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- ☐ 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 (*must be legible*)
- ☐ Building Elevations in both black & white and color for all building sides (include material callouts)
- ☐ PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus:**

- ☐ Grading Plan
- ☐ Proposed Signage (if applicable)
- ☐ Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- ☐ Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- ☐ Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- ☐ Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- ☐ Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- ☐ Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- ☐ Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- ☐ Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit



May 14, 2021

City of Madison UDC
Janine Glaeser
215 Martin Luther King Jr. Blvd. #107
Madison, WI 53703

Re: Tailor Place Apartments, 5630 Schroeder Rd. – Sign Exception Application

Herewith you will find our application for a Sign Exception to the set-back requirement for the placement of the freestanding identification sign. See drawing 89496 MON-01 and site plan for details.

This proposed sign appears to be in scale with the building and the site but there is a 15' set-back requirement for this type of sign design and the front area is only 16' deep. We are asking for a 10' set-back so it does not have to crowd the building and so it can be seen from Schroeder Rd.

Let us know if you need further information for this review.

Thank you.

Deb Burton
Poblocki Sign Company LLC
414-453-4010
dburton@poblocki.com
and Stonehouse Development Inc.

WWW.POBLOCKI.COM

MILWAUKEE BOSTON RALEIGH CHICAGO CHARLESTON MADISON GRAND RAPIDS ORLANDO TAMPA CHARLOTTE NASHVILLE VIRGINIA BEACH KANSAS CITY

POBLOCKI SIGN COMPANY LLC

Vendor: 19244: CITY OF MADISON

Check 134055

134055

Our Reference Number	Your Invoice	Invoice Date	Invoice Amount	Amount Paid Discount Taken	Net Check Amount
141675	FEE	5/13/2021	300.00	300.00	300.00
				Check Amt:	300.00

Tailor Place Apts
5630 Schroeder Rd.
Madison, WI
89496-500(UDC Exception)

Creative Document Solutions To Reorder Forms: 888-389-4252

SLIMP

WL85113M1

WZ358012-05-20

PRINTED IN U.S.A.

THE FACE OF THIS DOCUMENT HAS A COLORED BACKGROUND ON WHITE PAPER



POBLOCKI
SIGN COMPANY

922 S. 70th St West Allis, WI 53214
414.453.4010

INLAND BANK
OAK BROOK, ILLINOIS 60523

70-2559/719

134055

Three Hundred and 00/100 Dollars

Vendor	Check Date	Check
19244	5/13/2021	134055
		Check Amount
		*****300.00

Pay to the
Order of

CITY OF MADISON
United States



VOID AFTER 90 DAYS

AUTHORIZED SIGNATURE

⑈134055⑈ ⑆071925596⑆ 145716⑈

[A] - CABINET

Material: Aluminum
Depth: 2"
Lighting: Non-Lit
Face Color: White
Return Color: White
Backside Color: White
Installation: New Structure

B] - GRAPHICS

Material: 1/4" FCO Aluminum
Color: White

C] - GRAPHICS

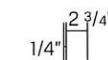
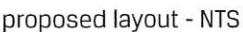
Material: Vinyl
Color: Black

D] - GRAPHICS

Material: Vinyl
Color: Yellow [TBD]

E] - BASE

Material: Aluminum
Color: Paint Brown [TBD]



side view



This document is owned by and the information contained in it is proprietary to Poblocki Sign Company, LLC. By receipt hereof, the holder agrees not to use the information, disclose it to any third party or reproduce this document without the prior written consent of Poblocki Sign Company, LLC. Holder also agrees to immediately return this document upon request by Poblocki Sign Company, LLC.

This document represents only an approximation of material colors specified. Actual product colors may vary from this print or digital image.

Project

Schroeder Road

Madison, Wisconsin

Scale: 1/2"=1'

Original Page Size: 11" x 17"

Notes

COLORS [TBD]

Revisions

REV	DESCRIPTION	BY	DATE
01	PREPROD	jeb	01/18/21
02	sign location	seb	02.18.21

Rep.: Dan Schumann

Drawn By: Sarah Biagioni Orig. Date: 12/08/20

Sign Loc. No. .

MON-01

S/F Monument
Sign. Type

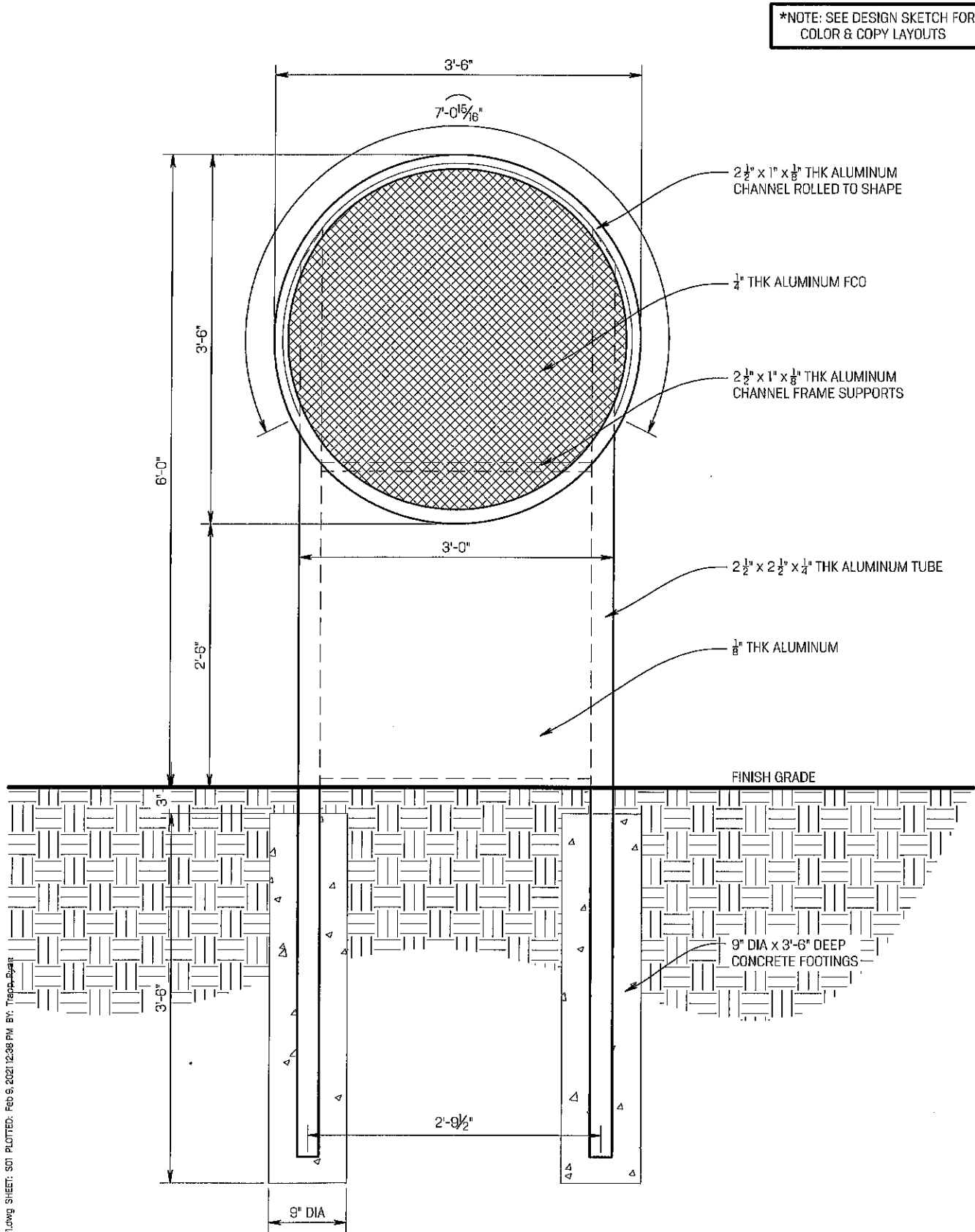
89496

OPP - Project - Job No.

103

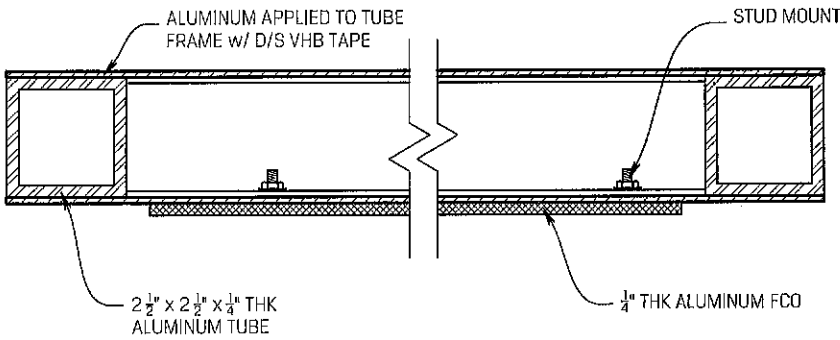
Design

FILE: R:\Drawings\Tailor Place\89496_MON-01.dwg SHEET: S01 PLOTTED: Feb 6 2021 12:38 PM BY: TRAPP, RYAN



FRONT ELEVATION

SCALE : 3/4" = 1'-0"



TYPICAL SECTION

SCALE : 3" = 1'-0"



822 S. 70th St., West Allis, WI 53214
414.453.4010 • www.poblocki.com

This document is owned by and the information contained in it is proprietary to Poblocki Sign Company, LLC. By receipt hereof, the holder agrees not to use the information, disclose it to any third party or reproduce this document without the prior written consent of Poblocki Sign Company, LLC. Holder also agrees to immediately return this document upon request by Poblocki Sign Company, LLC.

This document represents only an approximation of material colors specified. Actual product colors may vary from this print or digital image.

Project

**TAILOR PLACE
APARTMENTS**

SCHROEDER ROAD
MADISON, WI

Scale: **AS NOTED**

Original Page Size: 11" X 17"

Notes

Revisions

REV	DESCRIPTION	BY	DATE
X	X	X	X

Rep.: **DAN SCHUMANN** Orig. Date: **02.09.2021**

Drawn By: **RYAN TRAPP**

Sign Loc. No.

MON-01

S/F MONUMENT

Sign Type

89496

OPP-Project-Job No.

S01

Sheet

ISSUED
 ISSUED FOR BID - SEPT. 11, 2019

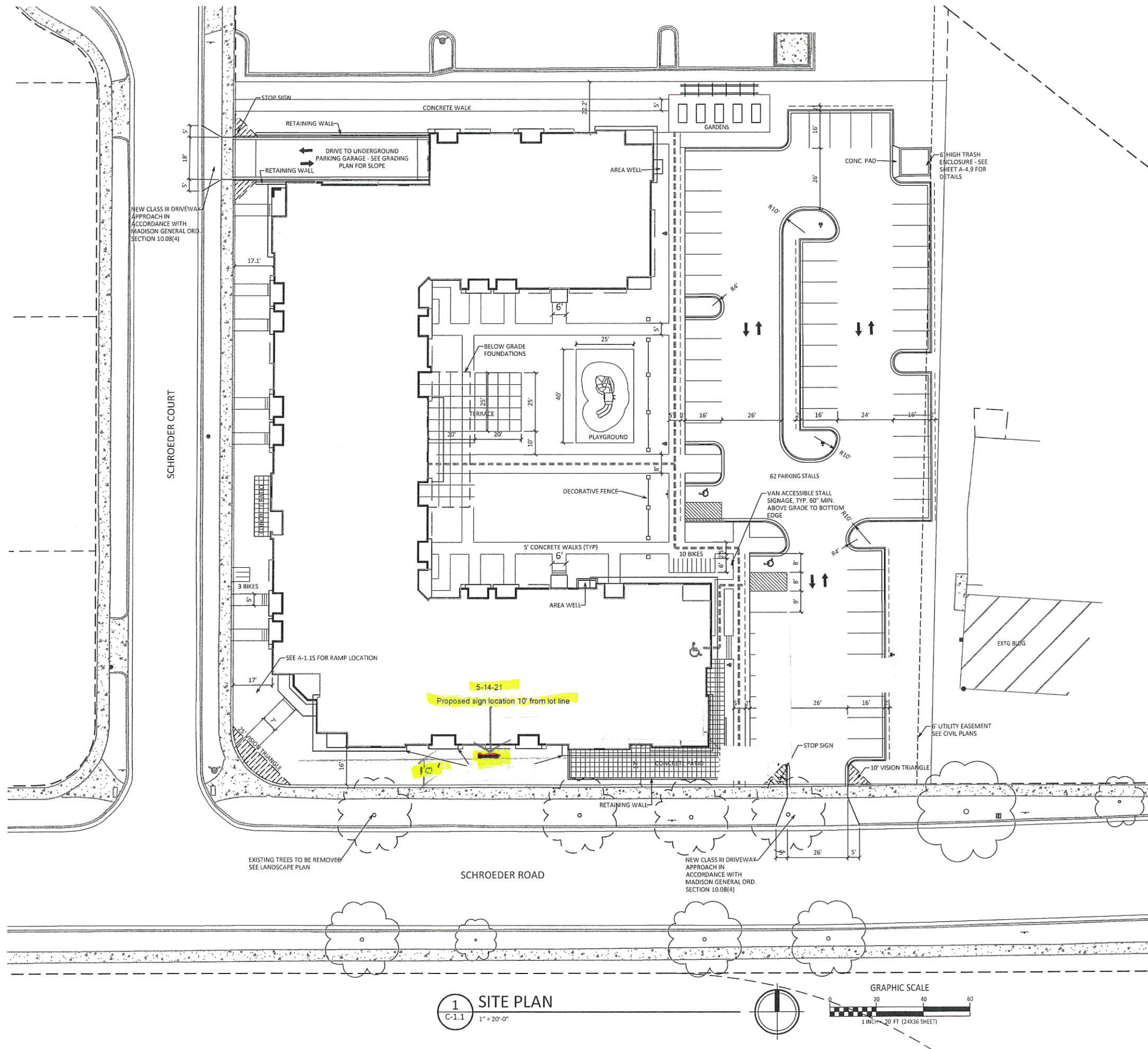
PROJECT TITLE
 Schroeder Road

5630 Schroeder Rd.
 Madison, WI
 SHEET TITLE
 Site Plan

SHEET NUMBER

C-1.1

PROJECT NO. 1851
 © Knothe & Bruce Architects, LLC



SITE DEVELOPMENT DATA:

DENSITIES:	
LOT AREA	91,053 SF / 2.09 ACRES
DWELLING UNITS	96 DU
LOT AREA / D.U.	948 SF / UNIT
DENSITY	45.9 UNITS/ACRE
USABLE OPEN SPACE	35,546 S.F.
LOT COVERAGE	60,049 S.F. = 66%
COMMERCIAL AREA	
BUILDING	~ 4,032 SF
PATIO	~ 1,117 SF
TOTAL	~ 5,149 SF
RESIDENTIAL AREA	109,425 SF
BUILDING HEIGHT	4 STORIES
DWELLING UNIT MIX:	
ONE BEDROOM	46
ONE BEDROOM + DEN	1
TWO BEDROOM	34
THREE BEDROOM	1
THREE BEDROOM T.H.	14
TOTAL DWELLING UNITS	96
VEHICLE PARKING:	
UNDERGROUND/ COVERED	82 STALLS
SURFACE	62 STALLS
TOTAL	144 STALLS
BICYCLE PARKING:	
UNDERGROUND GARAGE - WALL	25 STALLS (COVERED)
UNDERGROUND/STD. 2'X6'	78 STALLS (COVERED)
SURFACE RESIDENTIAL	1 STALL
SURFACE GUEST	10 STALLS (10% OF UNITS)
SURFACE COMMERCIAL	2 STALLS
TOTAL	116 STALLS

- GENERAL NOTES:**
- THE APPLICANT SHALL REPLACE ALL SIDEWALK AND CURB AND GUTTER WHICH ADJUTS THE PROPERTY WHICH IS DAMAGED BY THE CONSTRUCTION OR ANY SIDEWALK AND CURB AND GUTTER WHICH THE CITY ENGINEER DETERMINES NEEDS TO BE REPLACED BECAUSE IT IS NOT AT A DESIRABLE GRADE REGARDLESS OF WHETHER THE CONDITION EXISTED PRIOR TO BEGINNING CONSTRUCTION.
 - ALL WORK IN THE PUBLIC RIGHT-OF-WAY SHALL BE PERFORMED BY A CITY LICENSED CONTRACTOR.
 - ALL DAMAGE TO THE PAVEMENT, ADJACENT TO THIS DEVELOPMENT SHALL BE RESTORED IN ACCORDANCE WITH THE CITY OF MADISON'S PAVEMENT PATCHING CRITERIA.
 - APPROVAL OF PLANS FOR THIS PROJECT DOES NOT INCLUDE ANY APPROVAL TO PRUNE, REMOVE, OR PLANT TREES IN THE PUBLIC RIGHT-OF-WAY. PERMISSION FOR SUCH ACTIVITIES MUST BE OBTAINED FROM THE CITY FORESTRY, 266-4816.
 - EASEMENT LINES SHOWN ON THIS SHEET ARE FOR GENERAL REFERENCE ONLY - SEE CSM AND CIVIL SHEETS FOR ADDITIONAL AND MORE COMPLETE EASEMENT INFORMATION.
 - CONTRACTOR SHALL INSTALL TREE PROTECTION FENCING IN THE AREA BETWEEN THE CURB AND SIDEWALK AND EXTEND IT AT LEAST 5 FEET FROM BOTH SIDES OF THE TREE ALONG THE LENGTH OF THE TERRACE. NO EXCAVATION IS PERMITTED WITHIN 5 FEET OF THE OUTSIDE EDGE OF THE TREE TRUNK. IF EXCAVATION WITHIN 5 FEET OF ANY TREE IS NECESSARY, CONTRACTOR SHALL CONTACT CITY FORESTRY (266-4816) PRIOR TO EXCAVATION TO ASSESS THE IMPACT TO THE TREE AND ROOT SYSTEM. TREE PRUNING SHALL BE COORDINATED WITH CITY FORESTRY PRIOR TO THE START OF CONSTRUCTION. TREE PROTECTION SPECIFICATIONS CAN BE FOUND IN SECTION 107.13 OF CITY OF MADISON STANDARD SPECIFICATIONS FOR PUBLIC WORKS CONSTRUCTION. ANY TREE REMOVALS THAT ARE REQUIRED FOR CONSTRUCTION AFTER THE DEVELOPMENT PLAN IS APPROVED WILL REQUIRE AT LEAST A 72-HOUR WAIT PERIOD BEFORE A TREE REMOVAL PERMIT CAN BE ISSUED BY FORESTRY, TO NOTIFY THE ALDER OF THE CHANGE IN THE TREE PLAN.
 - THE RIGHT-OF-WAY IS THE SOLE JURISDICTION OF THE CITY OF MADISON AND IS SUBJECT TO CHANGE AT ANY TIME PER THE RECOMMENDATION/PLAN OF TRAFFIC ENGINEERING AND CITY ENGINEERING DEPARTMENTS.

1 SITE PLAN
 C-1.1 1" = 20'-0"

