

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 # _____

8/30/21
1:16 p.m.

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 October 27, 2021

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

4. Applicant, Agent, and Property Owner Information

Applicant name _____

Street address _____

Telephone _____

Project contact person _____

Street address _____

Telephone _____

Property owner (if not applicant) _____

Street address _____

Telephone _____

Company _____

City/State/Zip _____

Email _____

Company _____

City/State/Zip _____

Email _____

City/State/Zip _____

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*

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 _____ 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

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

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

August 24, 2021
Urban Design Commission
Department of Planning and Development
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701

Re: **Comp Design Review**
Multi-Tenant Building
333 S. Westfield Rd.
Madison, WI 53717

Project Name: Multi-Tenant Monument Sign
333 S. Westfield Rd.
Parcel# 070823410041

Owner: Galway Properties
4605 Dovetail Dr
Middleton, WI 53704

Architect: Sketchworks Architecture

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

Dear UDC members,

Within the enclosed attachments you will find our formal sign package proposal for 333 S. Westfield Road.

Galway Companies –is requesting an **amendment** approved CDR on file for 333 S Westfield Rd. This property on the cross connected lot is owned by Galway Companies.

This lot consists of many cross connected drives for access to the various buildings and each building currently has ground signs. The lot it is cross connected with is UW Health at 301 S. Westfield Drive. West Place had a CDR approved on August 22, 2018. I have included the approved CDR package for reference.

This property is zoned SE or Group 3 (Suburban Employment District) and based on Mineral Point Rd. the property is allowed 64/128 for net/gross square footage with an overall height of 10'. Chapter 31 sign ordinance allows for up to two monument signs totaling 72sf with a height of 11' and an additional 32sf sign with a height of 8' where the lot frontage is 500' or more, per zoning lot. This lot already had an existing ground pylon sign that has been removed for construction of overall property improvements.

Galway Company is adding a multi-tenant building as overall property improvement to this location. The property will have a large driveway entry leading up to an entrance off of S. Westfield Road and two entrances with the shared cross connecting drives on its North side. You can see this on the site map provided. It is essential that pedestrians and traffic within the community understand where the driveway entry is. The ground sign proposed is a very reasonable in size. The overall net square footage is 32sqft with an overall height of 6'-10". This size would be allowed per code. It will be located at the drive entrance corner of Mineral Point and S Westfield Roads, to direct traffic to the building entrance.

Included in this package is the conceptual design for ground sign. The code compliant wall sign is provided for reference. We are asking for you to allow an additional ground sign to cross connect lot. This is a separate address and owner, but the zoning lot is cross connected.

CDR Criteria:

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 designed the ground sign to incorporate the building materials. The masonry and color were picked based on the buildings call outs. The ground sign clearly ties into the architecture of the building. We have incorporated led lighting and opaque panels for keeping lighting at night to within the confines of future tenants logo as panels are purchased.

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.

The cross connected nature of the lot does not allow for additional ground signage and due to that, we feel the additional requested signage is appropriate.

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 stated 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.



Wisconsin
Collaborative for...

Growmark FS

Integrity Dr

Chipotle Mexican Grill
Takeout • Delivery

Noodles and Company
Takeout • Delivery

UW Health
Urgent Care Clinic

Sligo Dr

MOD
Takeout • D

333 S Westfield Rd,
Madison, WI 53717

S Westfield Rd

Mineral Point Rd

Mineral Point Rd

Mineral Point Rd

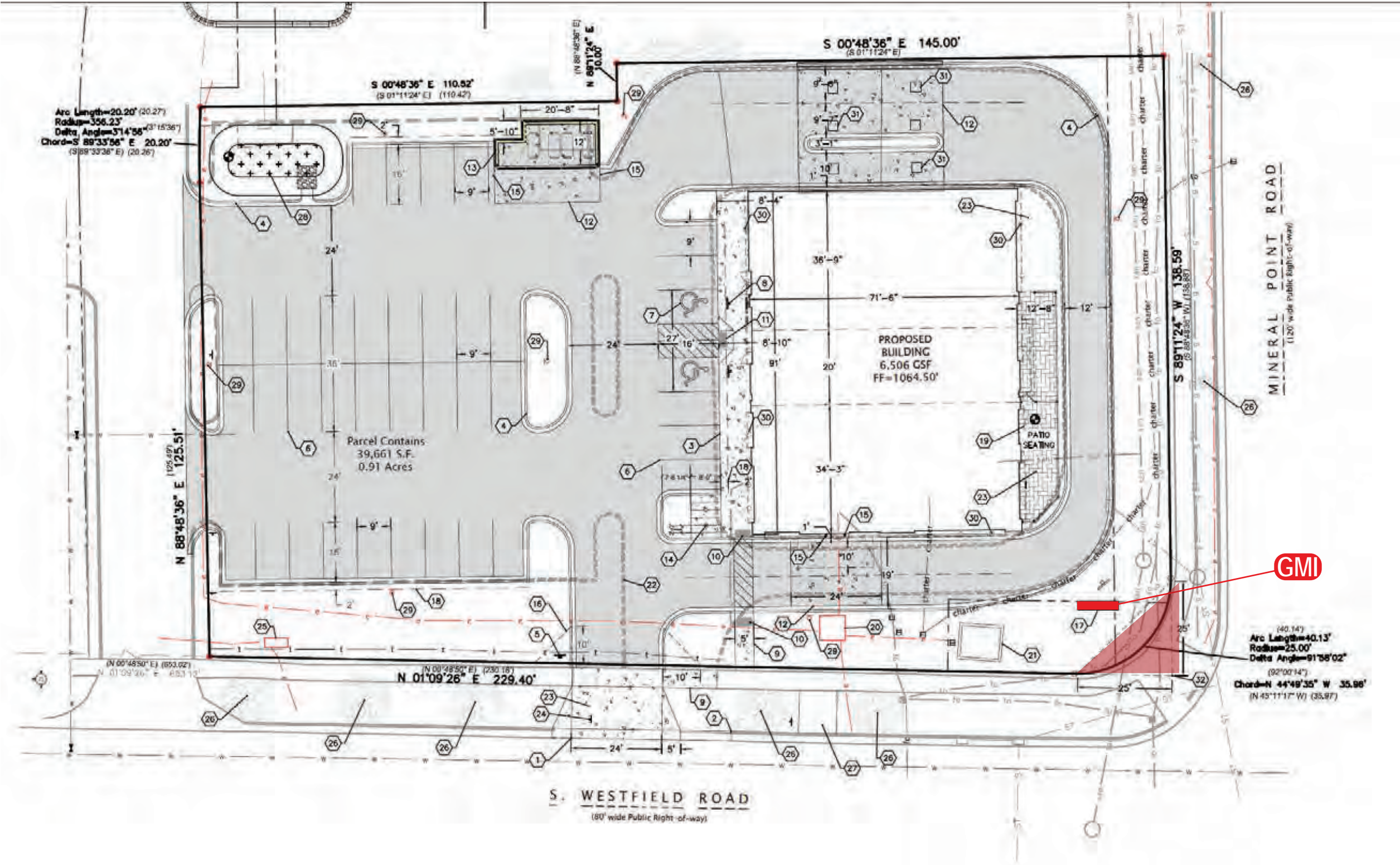
Olive Garden Italian
Takeout • Delivery

Panch

Firestone Complete
Auto Care
Tire shop

Sleep Number
Delivery

Bonefish Grill
Takeout • Delivery





Building look



Night View



KEY NOTES:

- A - D/F Illuminated Ground Monument Sign
Tube frame construction. Illuminate with white LED.
 - B - Brick to match building / Masonry by others.
 - C - All background color to be opaque at night.
only Tenants will light at night. Tenants / TBD
- Client will supply base and primary power.

FINISHES:

- ☒ Color to match building TBD
- ☐ 3M White opaque black out
(Opaque Background)
- ☐ Matthews Satin White

CALCULATIONS:

Box 1 = 32'sq
Total = 32'sq





February 14, 2019
Secretary of the Urban Design Commission
Department of Planning & Development
City of Madison
P.O. Box 2984
Madison, WI 53701-2984

RE: Comprehensive Design Review Final Submittal
West Place
361/321 Integrity Dr

Dear Secretary:

The attached Signage Plan dated 2/14/19 delineates our original plan of action and incorporates comments from the Urban Design Commission. This also represents the approval of the Urban Design Commission at the 8/22/2018 meeting.

Submitted by: Sign Art Studio

_____ Date: _____

Approved by: Livesey Co

_____ Date: 2/15/19

Approved by: Secretary of Urban Design Commission

_____ Date: _____

AGENDA # 1

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: August 22, 2018

TITLE: 361/321 Integrity Drive – Comprehensive Design Review for “West Place.” 9th Ald. Dist. (52159)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Janine Glaeser, Secretary

ADOPTED:

POF:

DATED: August 22, 2018

ID NUMBER:

Members present: Richard Wagner, Chair; Lois Braun-Oddo, Christian Harper, Rafeeq Asad, Cliff Goodhart, Tom DeChant and Amanda Hall.

SUMMARY:

At its meeting of August 22, 2018, the Urban Design Commission **GRANTED FINAL APPROVAL** of a Comprehensive Design Review for “West Place” located at 361/321 Integrity Drive. Appearing on behalf of the project was Dan Yoder, Sign Art Studio. Registered in support and wishing to speak was Janet Hirsch. Registered in support and available to answer questions were Christina Finet and Caryl Terrell.

The signage plan shows all the ground signs from this lot because of cross connected drives. The proposed signage and the existing signage are within the lot under the control of the owner. Two options were presented with Option B having two less signs than their preferred Option A. They are asking for two monument signs as well as other monument signs (B1 and B2) at the same size, larger than what the Sign Code allows for. B1 and B2 are extremely important as they will show people where to enter the development. They are asking for an exception to place a “Navitus” sign on the screen wall at the roofline. Matt Tucker, Zoning Administrator noted the issue with the two restaurant signs. The Lumicera sign is a code compliant sign, and the Navitus sign is code compliant in terms of its size, it just needs an exception to be higher up on the wall. Staff is not recommending the redundancy of two signs (A1 and A2).

Public Comment:

Janet Hirsch spoke with some concerns, representing the Tamarack Trails West Place Work Group. They are a large housing development just to the northeast adjacent to this site. They agree with Option 3 that would place the Navitus sign above the roofline on the screen. They do have questions on lighting and what material the sign is made of. They are also hoping that this would be the only building to have such a large and high sign. The Lumicera sign is of concern due to its size and amount of lighting. The monument signs are intriguing with the lighting. They agree that signs A and B by the restaurants probably aren’t needed, it might look too cluttered. She inquired as to whether existing signs are being removed.



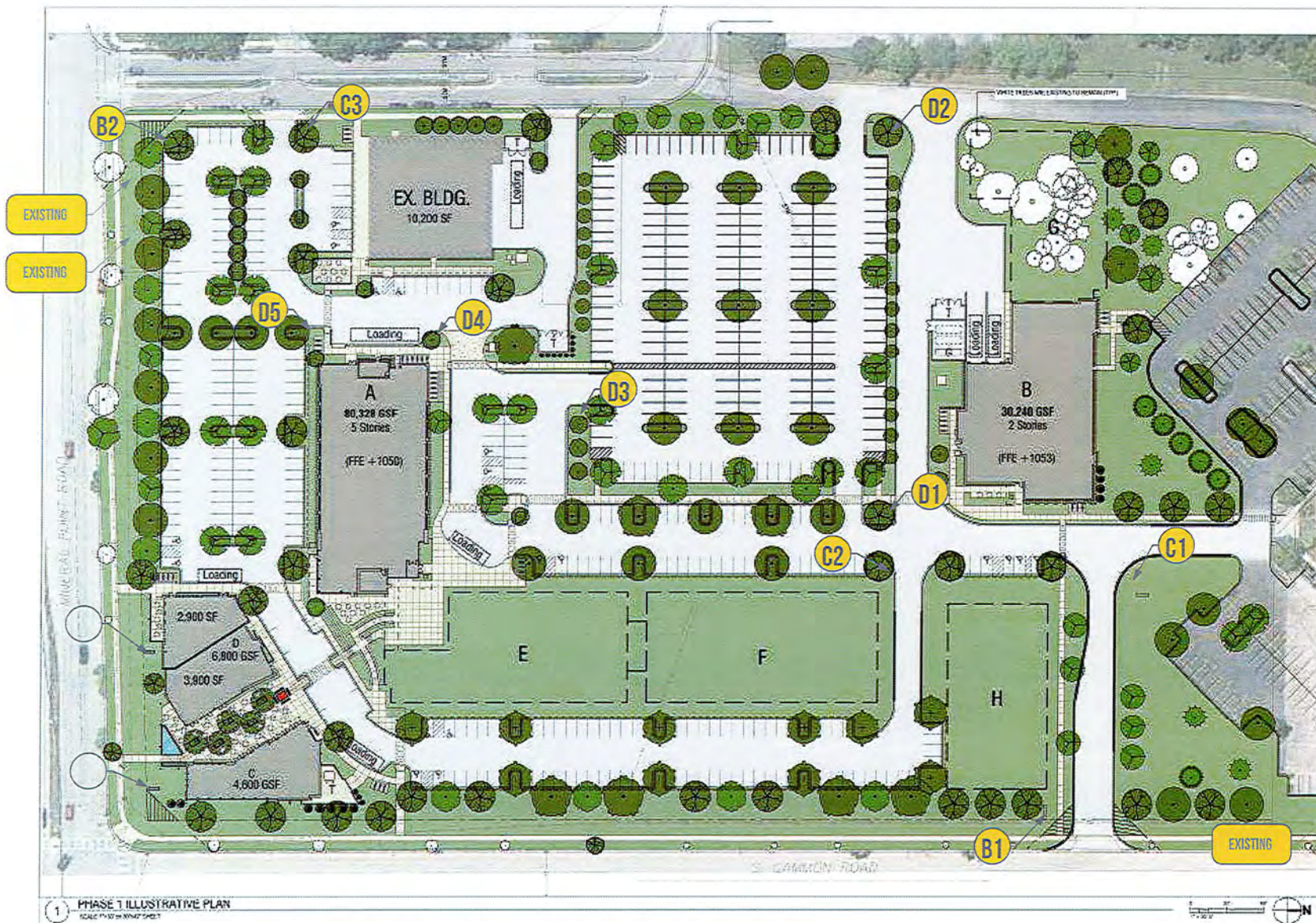
makesignsnotwar.com
325 W Front St, Mount Horeb, WI 53572

LOCATOR MAP: WEST PLACE



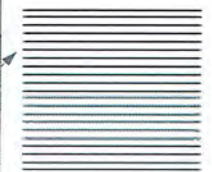
makesignsnotwar.com
325 W Front St, Mount Horeb, WI 53572

EXISTING GROUND SIGNAGE



**Potter
Lawson**
Success by Design

**saiki
DESIGN**
**SIGNART
STUDIO**

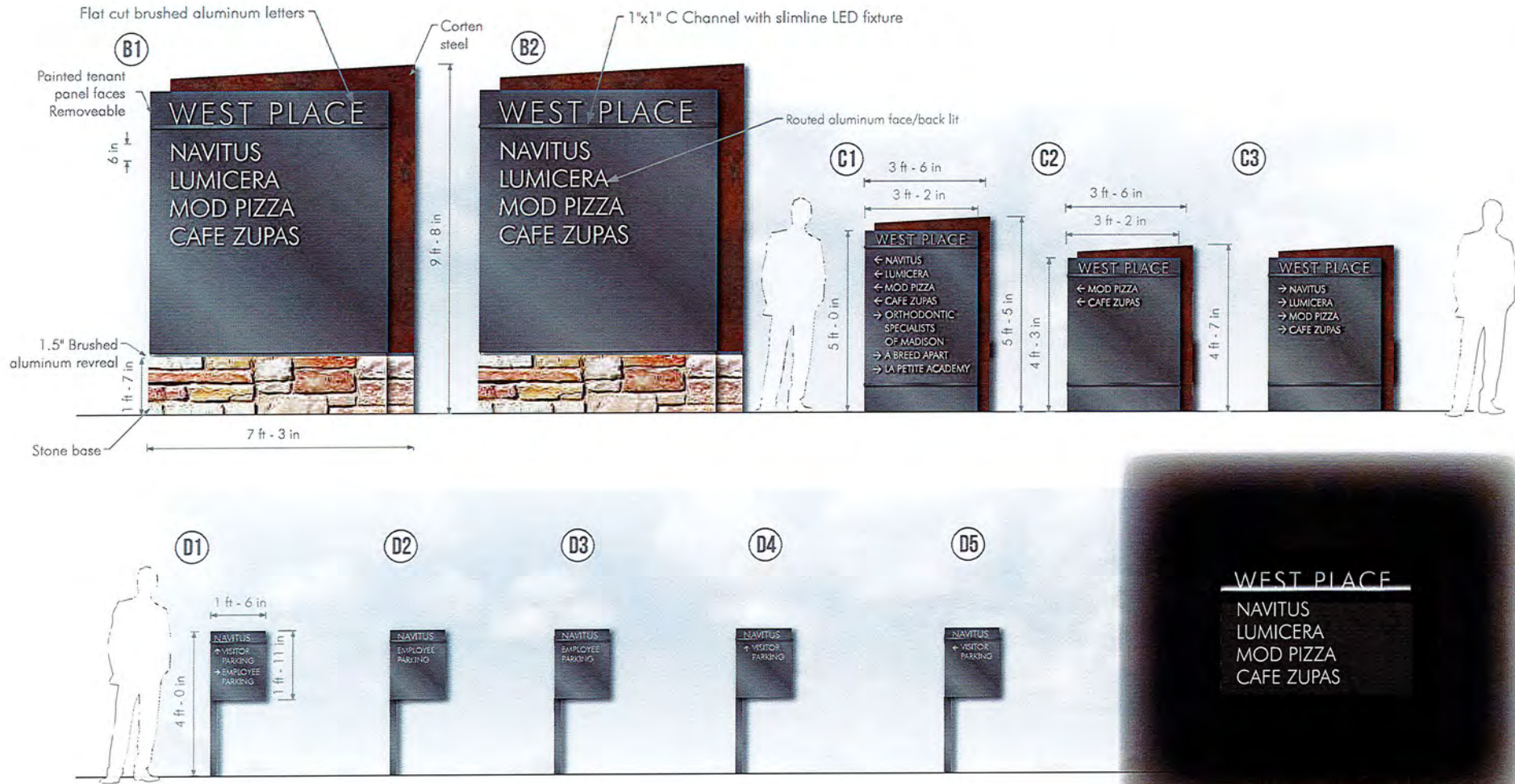


Phase 1
Illustrative Plan

1 PHASE 1 ILLUSTRATIVE PLAN
SCALE: 1/8" = 1'-0"

SIGN LOCATIONS: WEST PLACE

NOTE: ROADWORKS/PAVEMENT BEEN UPDATED FOR
STREETCARTS AS SHOWN IN THE PLAN.



makesignsnotwar.com
325 W Front St, Mount Horeb, WI 53572

CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

SHEET

GS-1

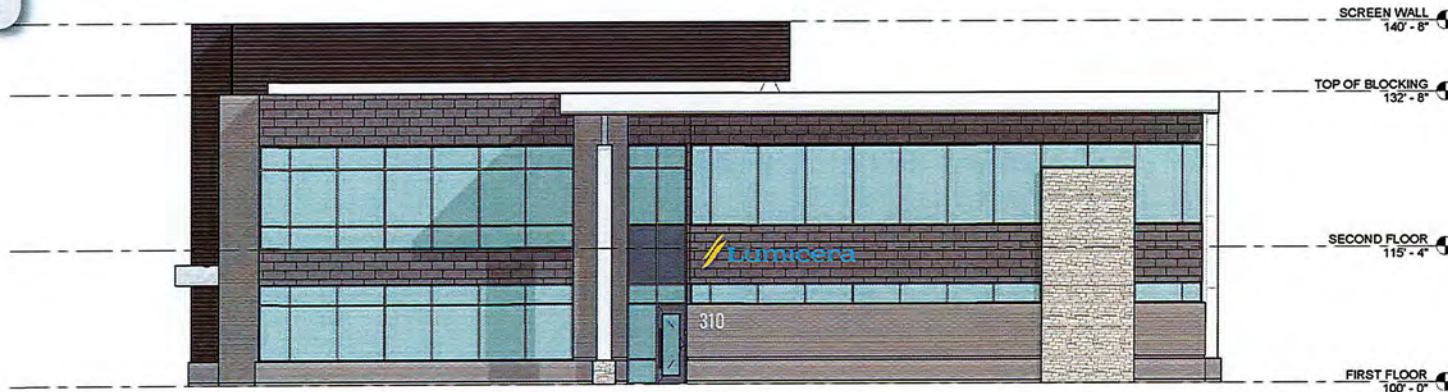
By signing this approval you are hereby authorizing Sign Art Studio LLC to proceed with the work as described. Any deviation from these specifications will become the customer's financial responsibility.

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SIGNAGE ELEVATIONS: GS-1



ILLUMINATION



3 EAST ELEVATION
A201a 1/8" = 1'-0"



makesignsnotwar.com
325 W Front St, Mount Horeb, WI 53572

CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

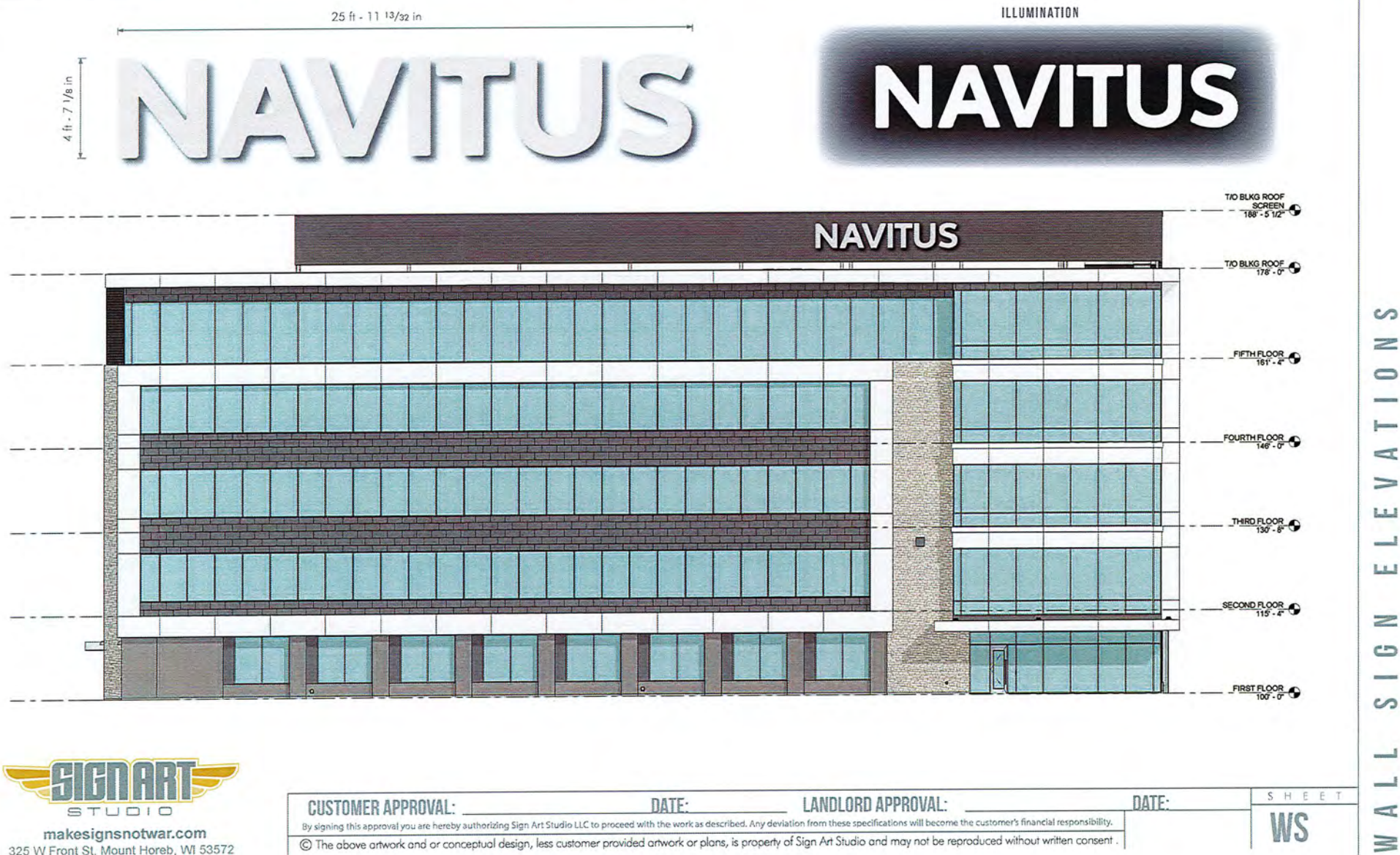
SHEET

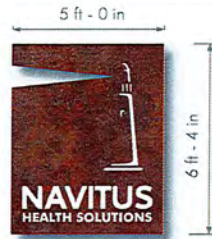
WS

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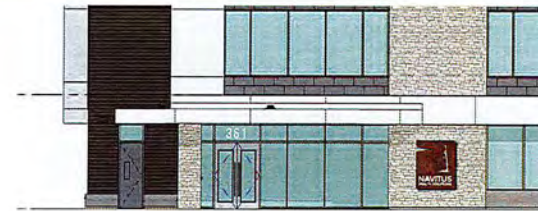
WALL SIGN ELEVATIONS





361
6 ft - 4 in

ILLUMINATION



ALTERNATE ADDRESS LAYOUT



1 NORTH ELEVATION
A201a 1/8" = 1'-0"



325 W Front St, Mount Horeb, WI 53572

CUSTOMER APPROVAL: _____

DATE: _____

LANDLORD APPROVAL: _____

DATE: _____

SHEET

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WALL SIGN ELEVATIONS