

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 # _____

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 _____

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 _____

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*

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



March 25, 2020 *revised April 10, 2020*

Urban Design Commission
Janine Glaeser, AIA, LEED AP
Urban Design Planner
Department of Planning & Community & Economic Development
215 Martin Luther King Jr. Blvd
Suite 017
Madison, Wisconsin 53703
Via email only: udcapplications@cityofmadison.com, jglaeser@cityofmadison.com

**RE: Letter of Intent for Urban Design Commission Informational Meeting
502 West Washington Avenue Mixed Use Building**

Ms. Janine Glaeser and Commission Members:
The following is submitted together with the plans and application for an introductory review by staff and the Urban Design Commission.

Narrative:

Located on the prominent city corner of West Washington Avenue and North Bassett Street, this project is one of the first to go forward after the adoption of the Mifflandia Neighborhood Plan. The project provides additional density in the downtown district with 103 apartments along with the potential for ground floor retail or food service. The project will require the demolition of 6 existing houses along West Washington Avenue and 3 along North Bassett Street.

The intent of the design is to create a great urban building that responds to its context, creates a pedestrian friendly and inviting streetscape and provides a great place to live. The proposed design of the 6-story building includes a 4-story brick lower volume and a lightweight metal panel clad upper volume that is stepped back. The size of the lot led to an “H” shaped floor plan that creates two open courtyard roof terraces. The “H” shaped building creates two separate masses along West Washington Avenue, modulating the scale of the building along the Avenue. Along Bassett Street the lower portion of the building is modulated by partially recessed balconies which provide privacy along the city street. The shared common areas are located on the second floor providing direct access to the southeast facing roof terrace adding to the life of the street below. The corner of the building is designed to allow for a retail or a dining establishment, like a traditional neighborhood corner gathering place, coffee shop, tavern or restaurant. The storefront has more glass and transparency to connect with pedestrians adding to the life of the street, the design of the storefront façade expresses that there is an inviting public place within. Along the street corner an 18” raised terrace provides

outdoor gathering and dining space further activating the street. Three walkup units are located along West Washington Avenue that are also raised 18” with outdoor private terraces. All vehicular parking is located internally on the first floor and one level below grade.

The building design follows the Mifflandia guidelines of four stories plus two that are stepped back. The required set backs and step-backs are followed as well:

West Washington Ave.	20’ set back	30’ step-back upper stories
North Bassett Street	10’ set back	10’ step-back upper stories

Project Data:

Current Zoning District: DR2 – Downtown Residential 2
 Re-zoning from DR2 to Planned Development to correspond with Mifflandia Neighborhood Plan and to allow potential for mixed-use
 Demolition Permit Required
 Aldermanic District 4, Michael Verveer

Building Data:

Building Area: approximately 155,000 SF
 Parking Area: approximately 45,300 SF
 Units: 103
 Parking: 100 enclosed parking stalls
 Height: 6 stories
 Bike Stalls: TBD

Structures to be demolished:

504 West Washington Avenue
 506 West Washington Avenue
 508/510 West Washington Avenue
 512 West Washington Avenue
 514 West Washington Avenue
 516 West Washington Avenue
 8 North Bassett Street
 10 North Bassett Street
 14 North Bassett Street

Organizational structure:

Role	Organization	Contacts
Developer:	Keller Real Estate Group	Dave Keller Tom Keller Dan Keller
Architect:	Potter Lawson, Inc.	Doug Hursh

Brian Reed
Zach Thielen
Leo Hursh

Civil Engineer: Wyser Engineering

John Thousand

Landscape Architect: Ken Saiki Design

Rebecca DeBoer
Jordan Teichen

Thank you for your consideration, we look forward to discussing the project with you, please contact me if you have any questions regarding this submittal. We hope that the city will be able to set up a virtual meeting so that we can keep the project on schedule.

Sincerely,

A handwritten signature in black ink, appearing to read "Douglas R. Hursh", followed by a long horizontal flourish.

Douglas R. Hursh, AIA, LEED AP
Director of Design



UDC Informational Submittal - Update

500 West Washington Development

04/10/2020

C:\Users\brianr\Documents\2019.25.00_500 West Washington_Arch_brianr@potterlawson.rvt



Corner of West Washington Ave & Bedford St



Park Place Apartments - Dayton St & Bassett St



The Depot - West Washington & Bedford



West Washington Place Development - 600 Block West Washington Ave



Washington Plaza - 400 Block West Washington Ave



448 West Washington Ave



4th Ward Lofts - Corner of Bedford & Main St

Neighborhood Context

500 West Washington Development
03/25/2020

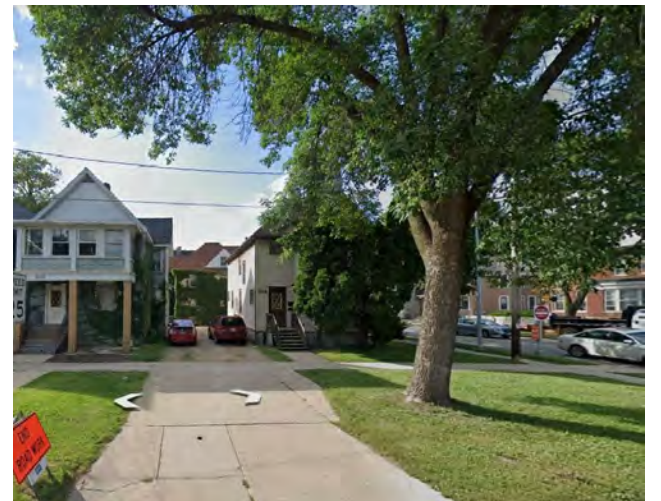
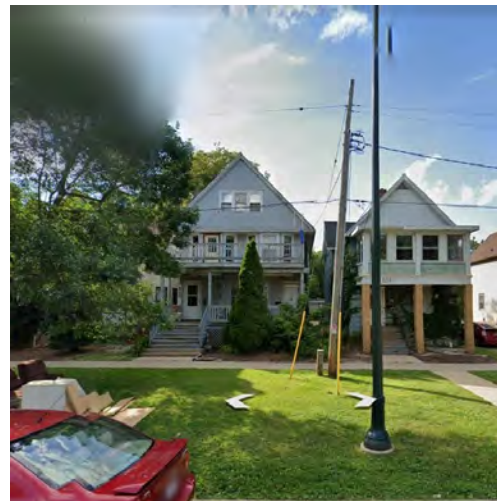
C:\Users\zacht\Documents\2019.25.00_500 West Washington_Arch_zacht\FGCZC.rvt



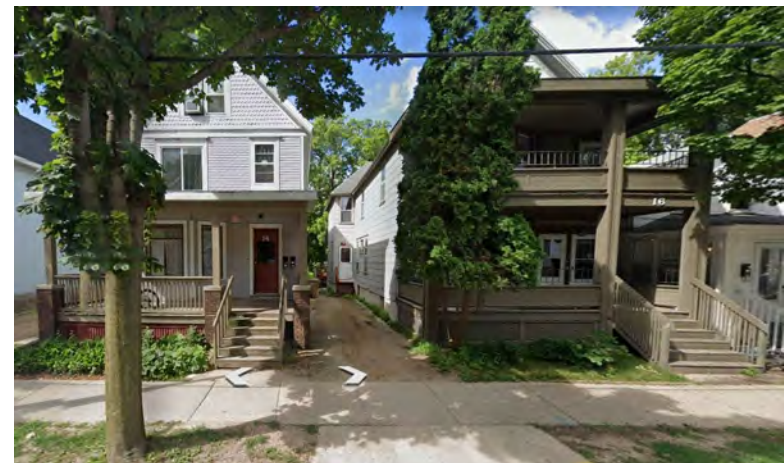
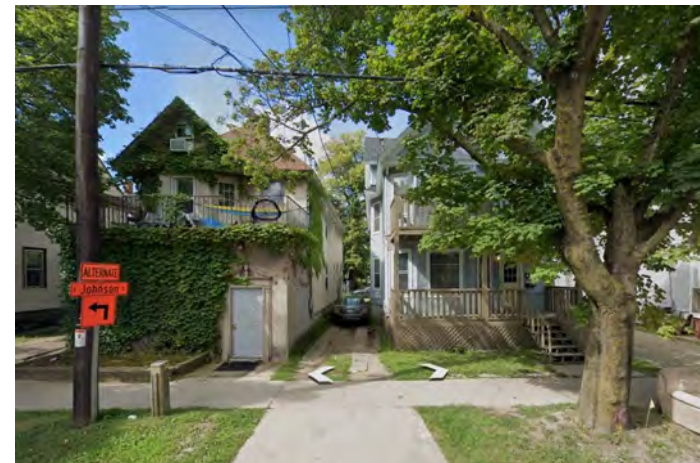
Demolition of Existing Conditions



Proposed Building in Context



W Washington Ave Existing Conditions

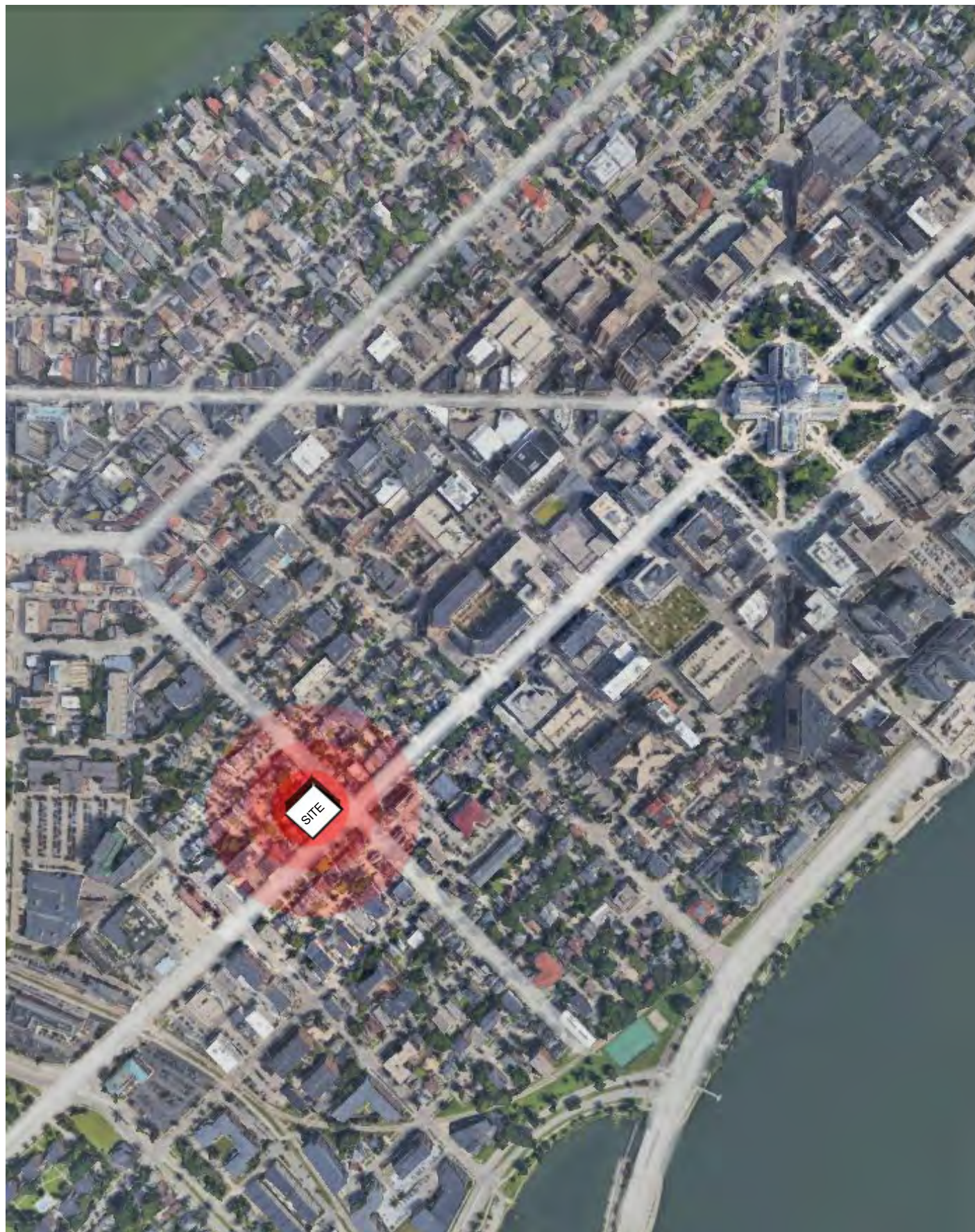


N Bassett St Existing Conditions

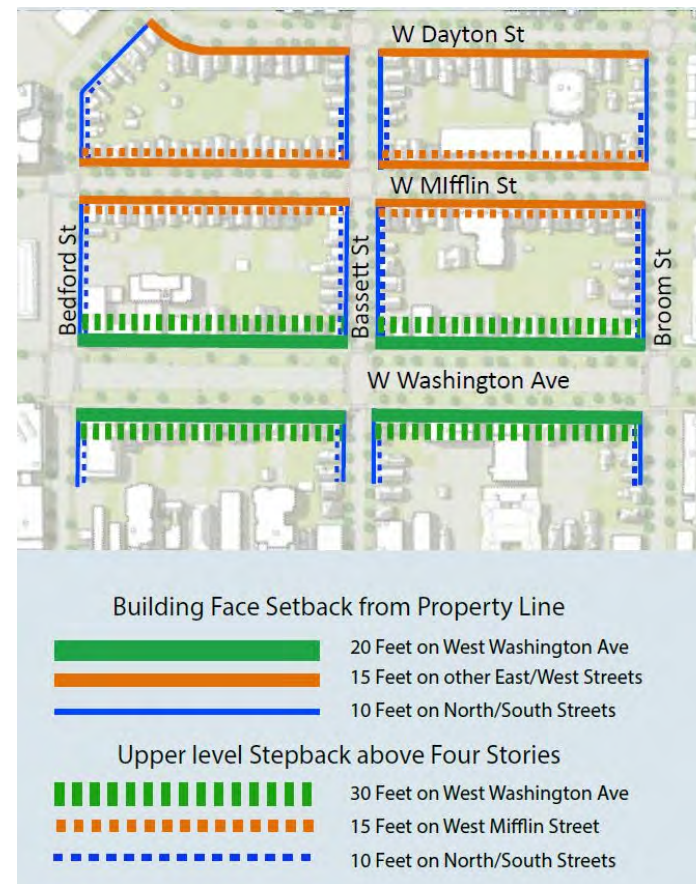
Site Context

500 West Washington Development
03/25/2020

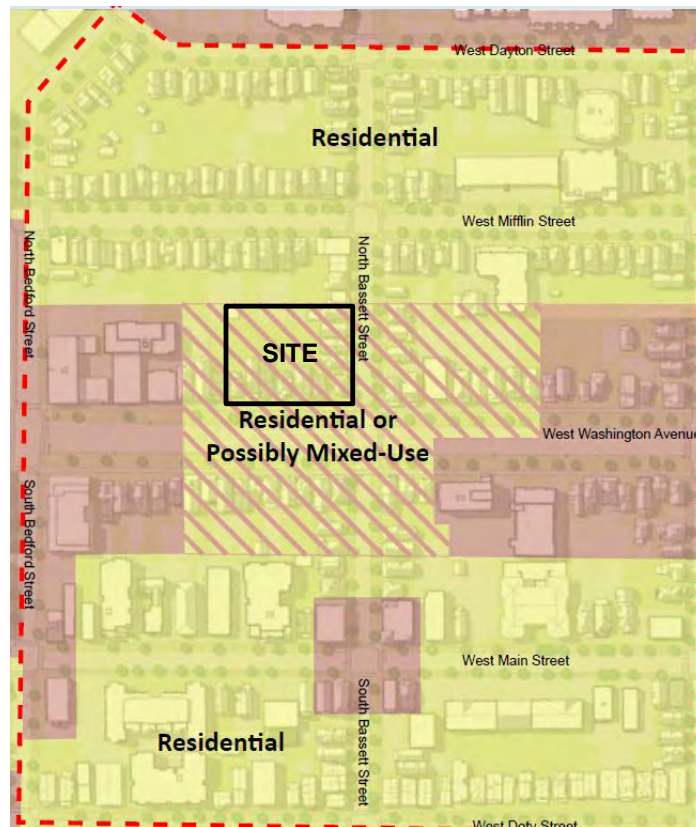
C:\Users\zacht\Documents\2019.25.00_500 West Washington_Arch_zacht\FGCZC.rvt



Locator Map



Miflandia Setback Requirements



Miflandia Zoning



Recommended New Maximum Building Heights



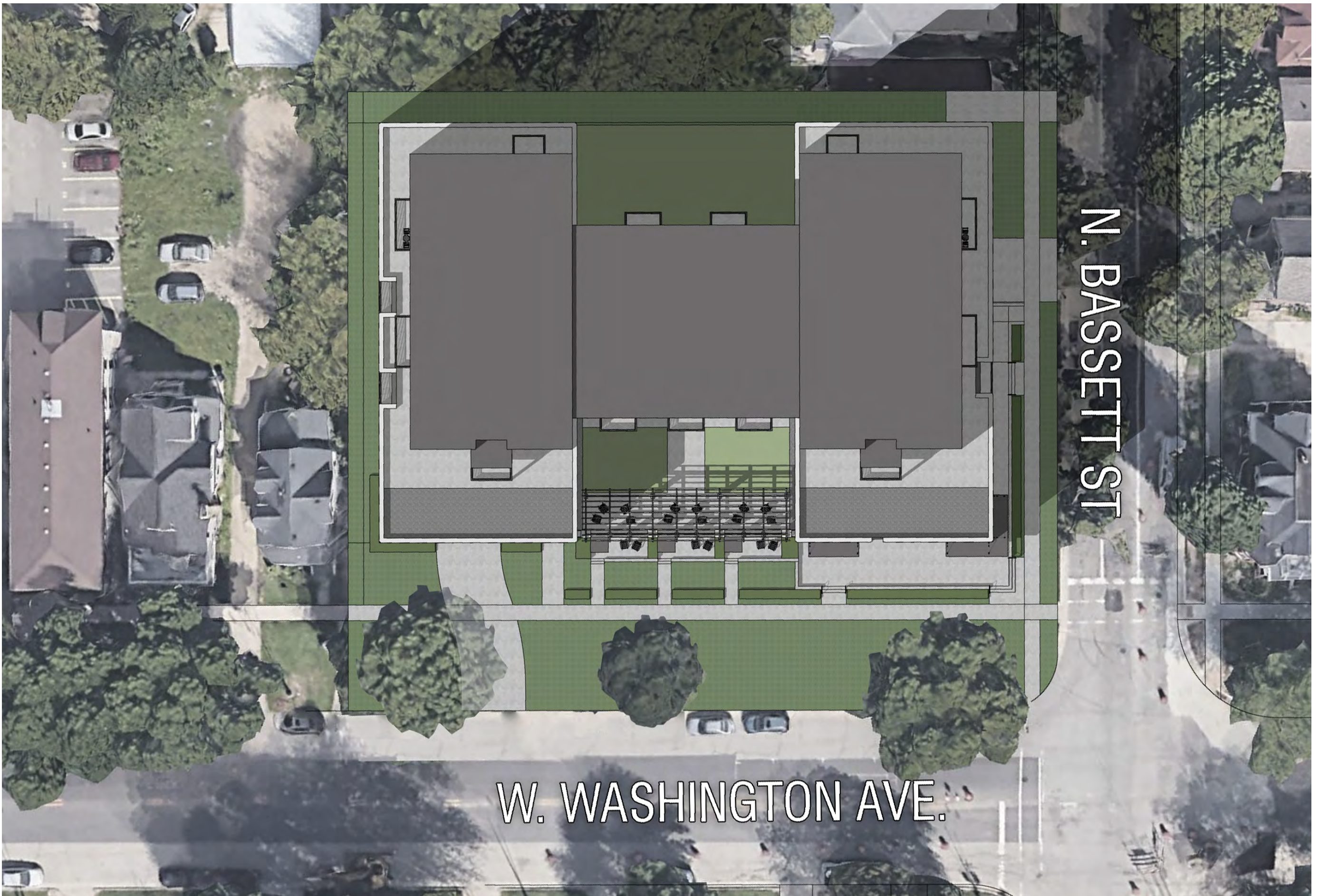
Current Zoning / Miflandia Zoning Building Heights

Site Zoning / Miflandia

500 West Washington Development

03/25/2020

C:\Users\zacht\Documents\2019.25.00_500 West Washington_Arch_zacht\FGCZC.rvt



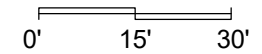
N. BASSETT ST

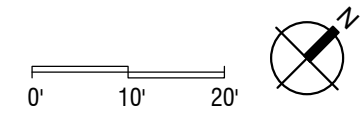
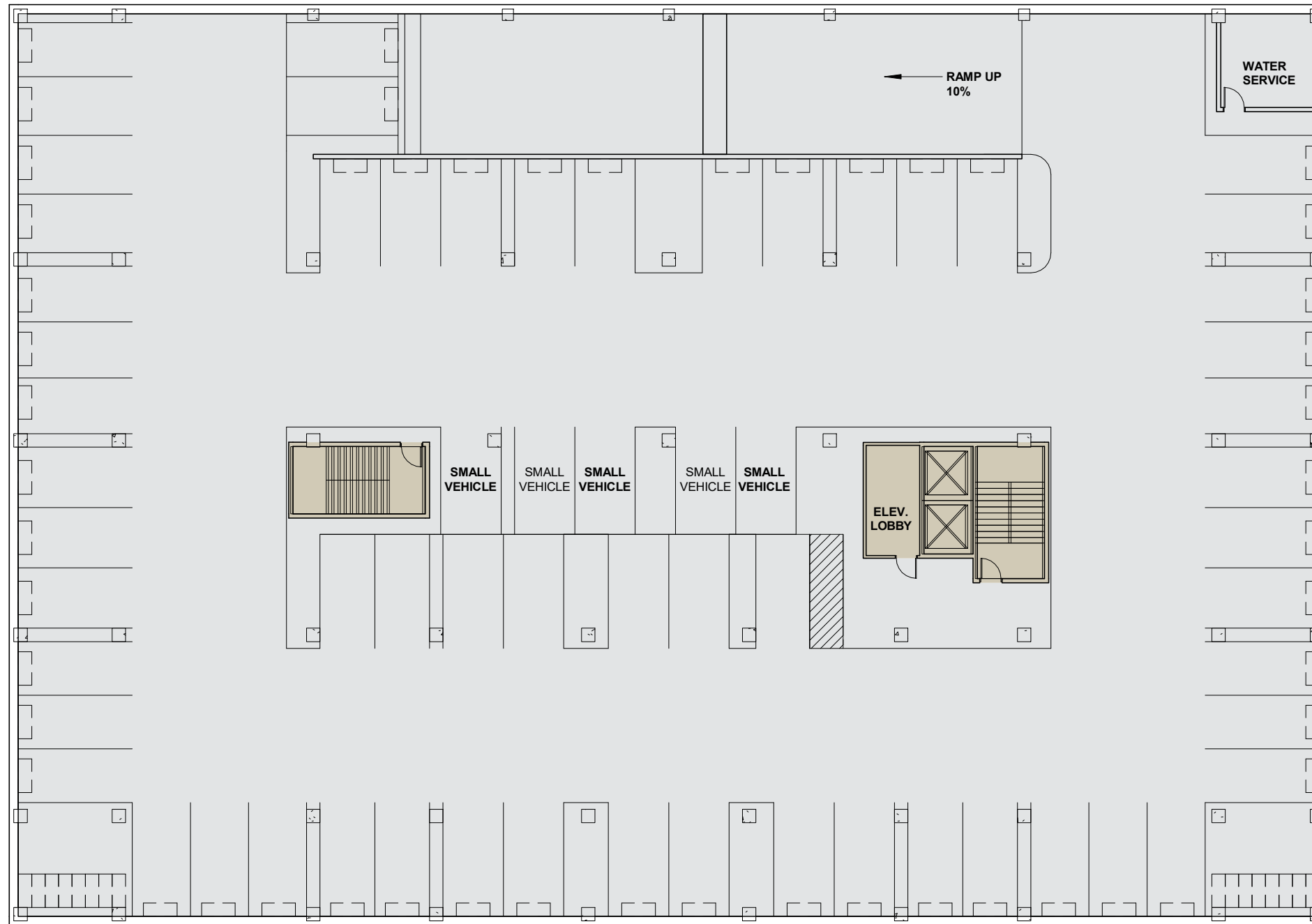
W. WASHINGTON AVE.

Site Plan

500 West Washington Development
04/10/2020

C:\Users\brianr\Documents\2019.25.00_500 West Washington_Arch_brianr@potterlawson.rvt





Parking Level Plan

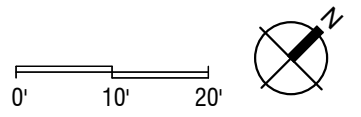
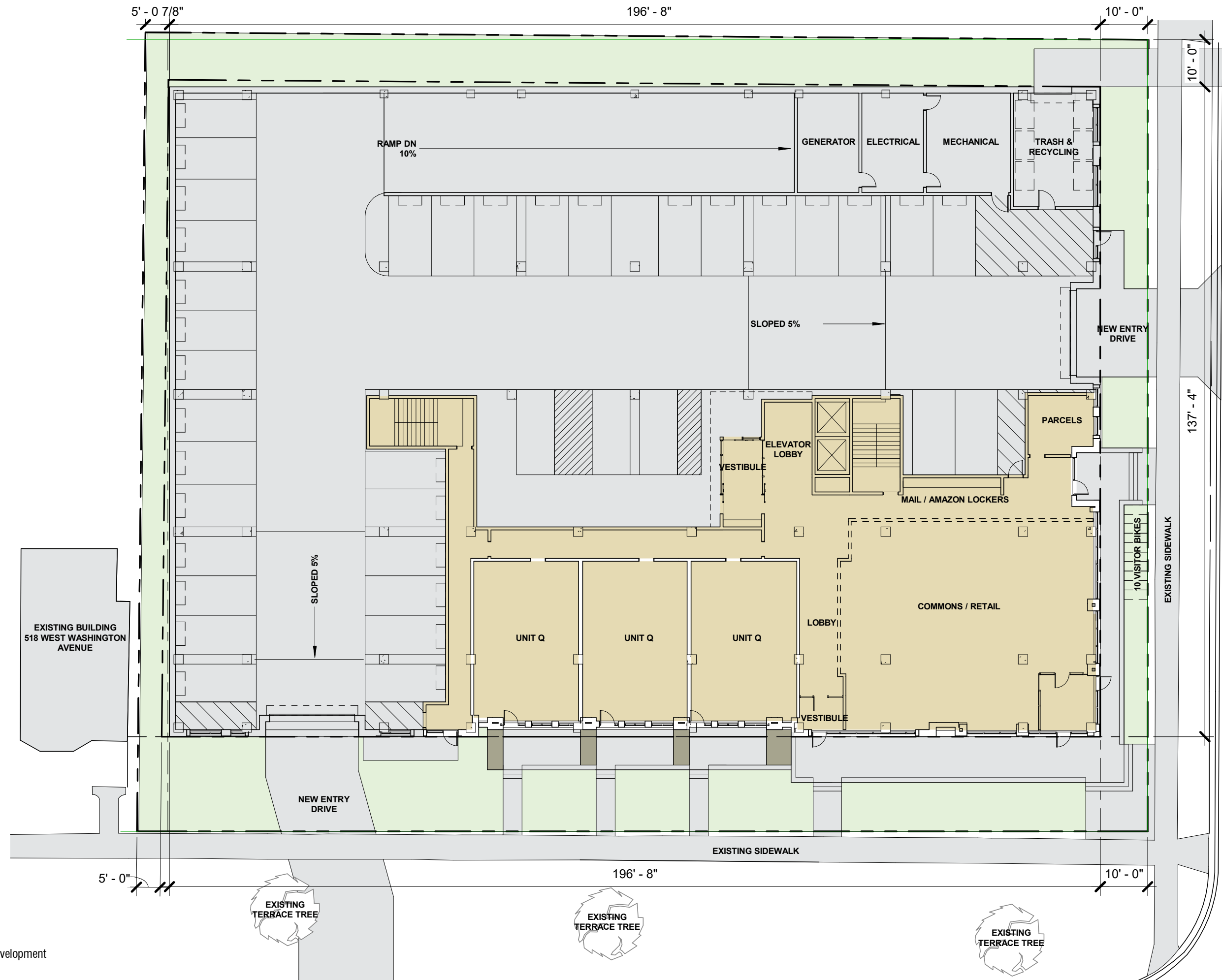
500 West Washington Development

04/10/2020

C:\Users\zacht\Documents\2019.25.00_500 West Washington_Arch_zacht\FGCZC.rvt

63 STALLS

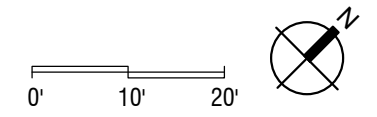




3 UNITS
37 STALLS



First Floor Plan
500 West Washington Development
04/10/2020



20 UNITS

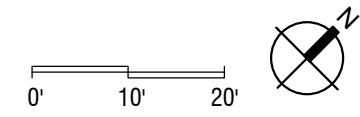
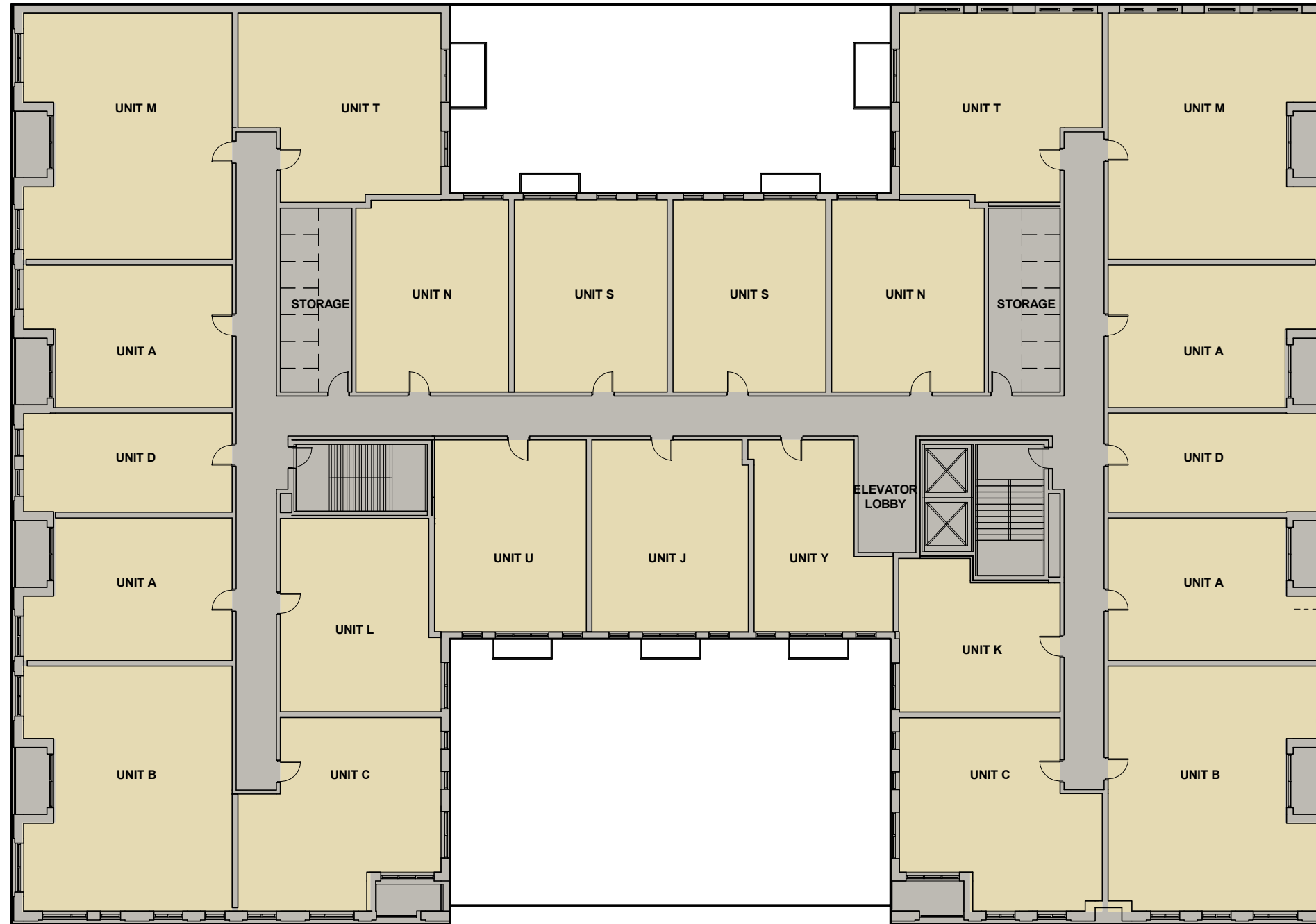


Second Floor Plan

500 West Washington Development

04/10/2020

C:\Users\zacht\Documents\2019.25.00_500 West Washington_Arch_zacht\FGCZC.rvt



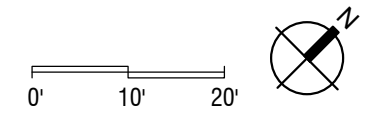
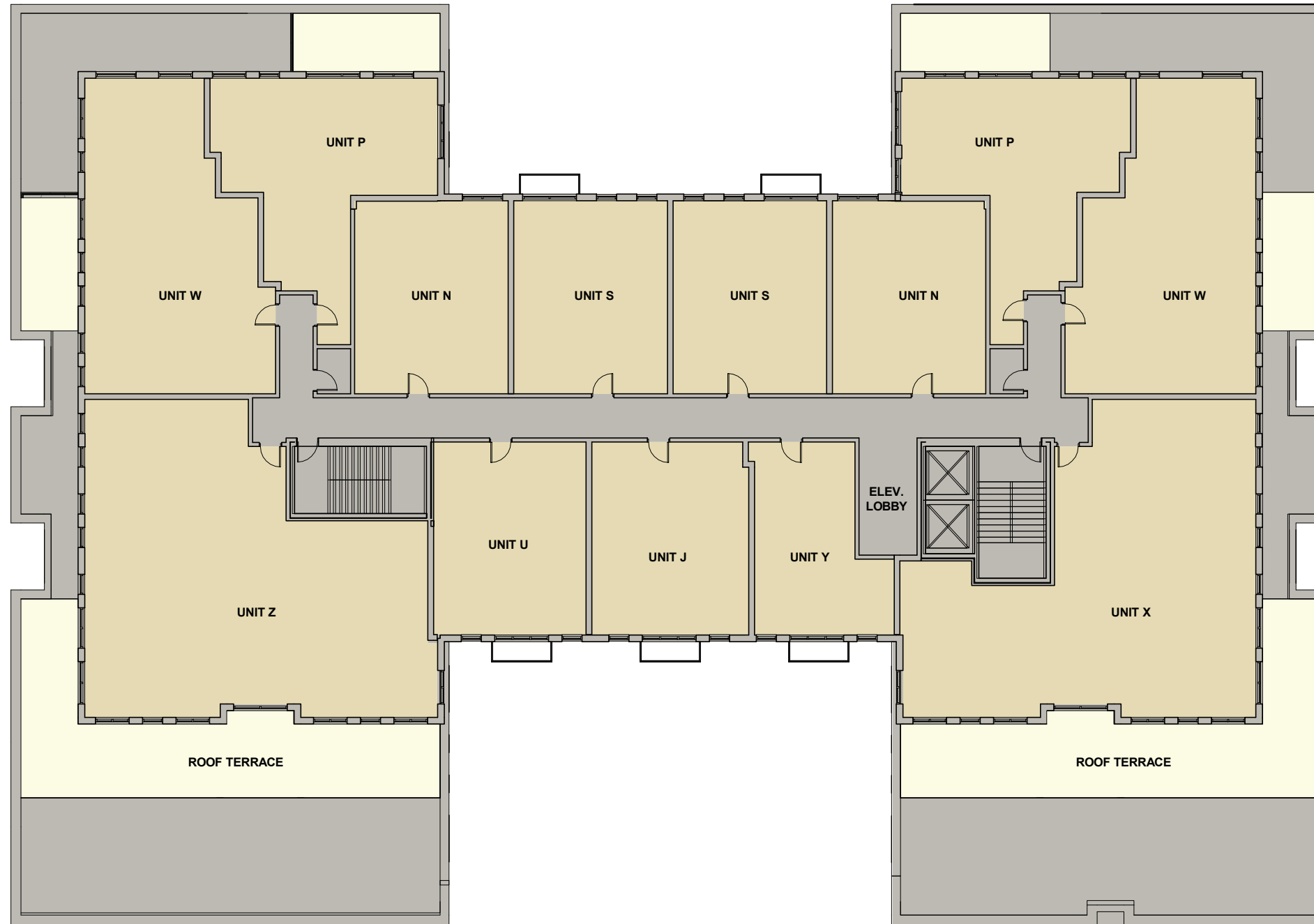
23 UNITS



Third & Fourth Floor Plans

500 West Washington Development
04/10/2020

C:\Users\zacht\Documents\2019.25.00_500 West Washington_Arch_zacht\FGCZC.rvt

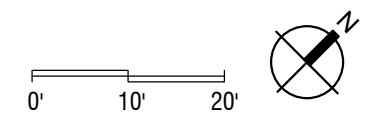
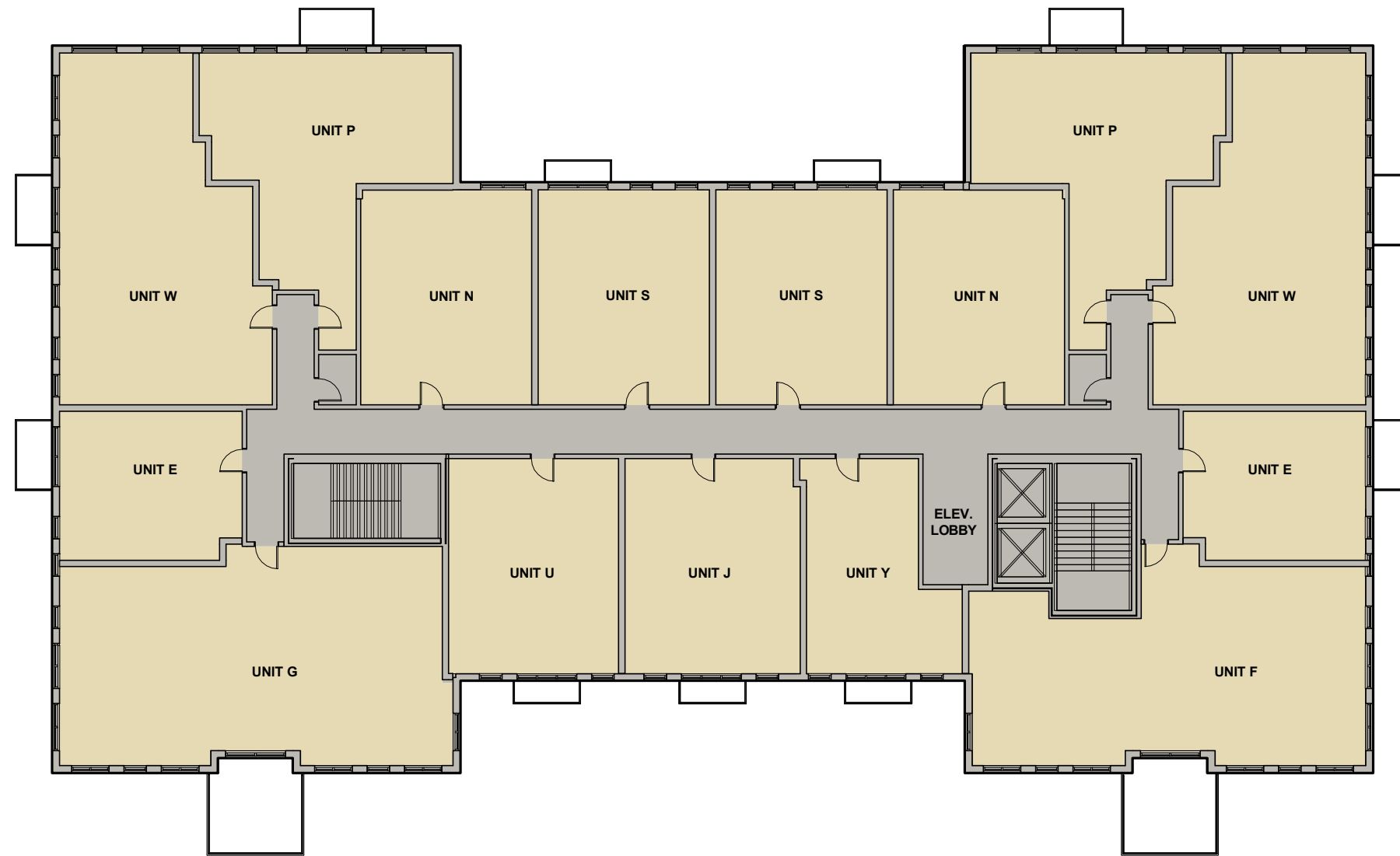


13 UNITS



Fifth Floor Plan
 500 West Washington Development
 04/10/2020

C:\Users\zacht\Documents\2019.25.00_500 West Washington_Arch_zacht\FGCZC.rvt



15 UNITS



Sixth Floor Plan

500 West Washington Development

04/10/2020

C:\Users\zacht\Documents\2019.25.00_500 West Washington_Arch_zacht\FGCZC.rvt



South Elevation

500 West Washington Development

04/10/2020

C:\Users\brianr\Documents\2019.25.00_500 West Washington_Arch_brianr@potterlawson.rvt



North Elevation

500 West Washington Development

04/10/2020

C:\Users\brianr\Documents\2019.25.00_500 West Washington_Arch_brianr@potterlawson.rvt



East Elevation

500 West Washington Development

04/10/2020

C:\Users\brianr\Documents\2019.25.00_500 West Washington_Arch_brianr@potterlawson.rvt



West Elevation

500 West Washington Development

04/10/2020

C:\Users\brianr\Documents\2019.25.00_500 West Washington_Arch_brianr@potterlawson.rvt



Northeast Perspective

500 West Washington Development

04/10/2020

C:\Users\brianr\Documents\2019.25.00_500 West Washington_Arch_brianr@potterlawson.rvt



West Washington Avenue & North Bassett Intersection

Exterior Perspective

500 West Washington Development

04/10/2020

C:\Users\brianr\Documents\2019.25.00_500 West Washington_Arch_brianr@potterlawson.rvt



West Washington Avenue Perspective

Exterior Perspective

500 West Washington Development

04/10/2020

C:\Users\brianr\Documents\2019.25.00_500 West Washington_Arch_brianr@potterlawson.rvt