

# 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 \_\_\_\_\_  
Submission 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    UDD #5  
 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.

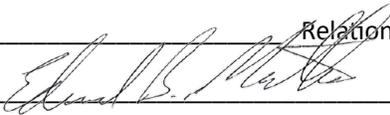
For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*\*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](mailto: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

November 26, 2019

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

Re: Letter of Intent  
Urban Design Commission Application - Informational  
Nexus: 2524 Winnebago Street

**Project Intent:**

Nexus is the final phase of the Union Corners master development, an infill development site surrounded by several well established, long standing, and dense neighborhoods. Adjacent to Nexus is the first phase of Union Corners, a 60,000 square foot UW Health medical clinic that opened in December 2016. In the middle of Union Corners is Carbon, the second phase. Carbon is a four-story mixed-use development with 18,000 square feet of ground floor retail space, 90 mixed-income apartment units, and underground parking. Carbon completed construction in September 2017. Across the street from Carbon, Gorman & Company is finishing construction on Generations at Union Corners, which features 60 units of mixed-income apartments targeted to grandfamilies and kinship families.

Nexus will feature approximately 16,000 SF of ground floor commercial space, approximately 75 market rate apartment units on the upper floors, and a fifth-story community room and rooftop deck. Underground parking will be provided for residents, with surface parking for overflow, visitors, and the commercial space.

Nexus will have an on-site leasing office so that residents will have convenient access to property management and maintenance staff. The building will also include a community room, fitness room, and rooftop amenity space. Apartment units will feature an open concept design with a large kitchen and living space, energy efficient appliances and fixtures, closets and storage spaces, secure entry, high-speed internet and cable hookups, in-unit washer/dryers, and modern finishes.

This site is located in Urban Design District 5, and the site and building design incorporate the principles of this district, including:

- Prominent corner design at E. Washington Ave. & Milwaukee St.
- Exterior building materials that are harmonious with those used on other buildings in the area.
- Parking areas located to the side or to the rear of buildings rather than in the front.
- Landscaping throughout site, include completion of the Union Corners promenade through the middle of the master development.

**Project Team:**

Applicant: Gorman & Company, LLC  
200 N. Main Street  
Oregon, WI 53575  
414-617-9997  
Contact: Ted Matkom  
[tmatkom@gormanusa.com](mailto:tmatkom@gormanusa.com)

Owner: Gorman & Company  
200 N. Main Street  
Oregon, WI 53575  
608-445-0995  
Contact: Nicole Solheim  
[nsolheim@gormanusa.com](mailto:nsolheim@gormanusa.com)

Architect: Korb + Associates Architects  
648 N Plankinton Avenue. Suite 240  
Milwaukee, Wisconsin 53203  
Contact: Jason Korb  
[JKorb@kaa-arch.com](mailto:JKorb@kaa-arch.com)

General Contractor: Gorman General Contractors, LLC  
200 N. Main Street  
Oregon, WI 5375  
Contact: Ron Swiggum  
[rswiggum@gormanusa.com](mailto:rswiggum@gormanusa.com)

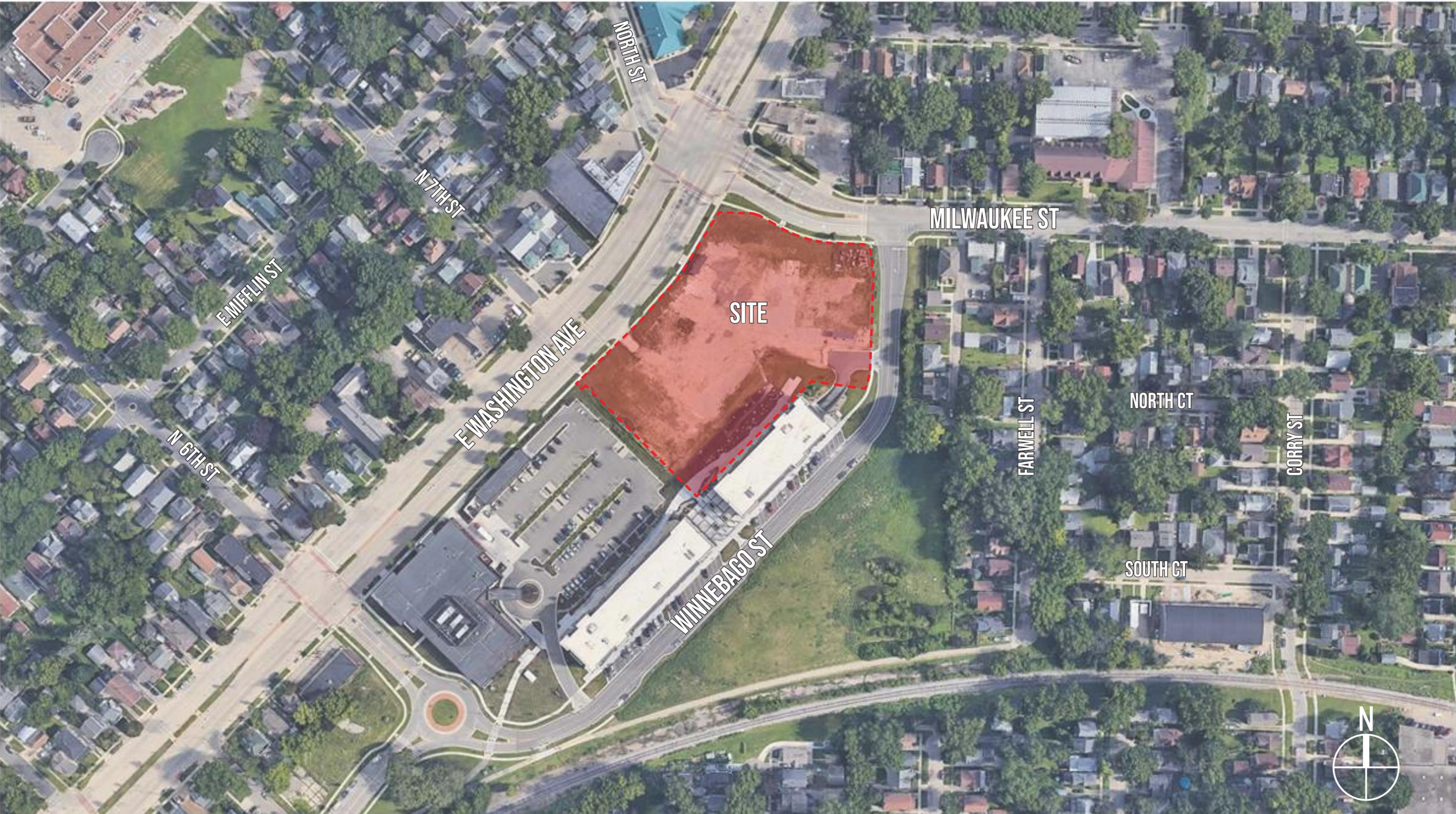
Civil: JSD Professional Services, Inc.  
7402 Stone Ridge Dr, Ste 4  
Weston, WI 54476  
Contact: Justin Frahm  
[justin.frahm@jzdinc.com](mailto:justin.frahm@jzdinc.com)

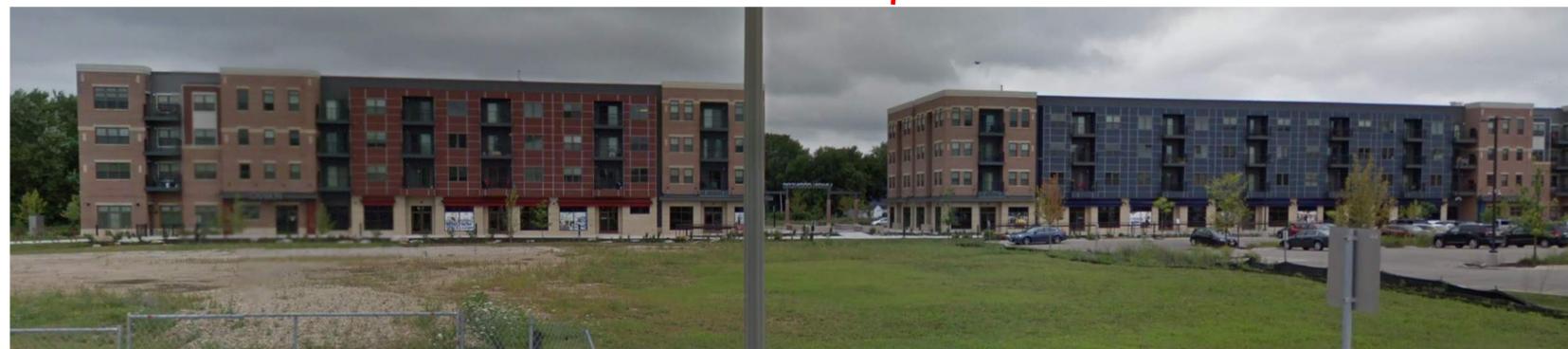
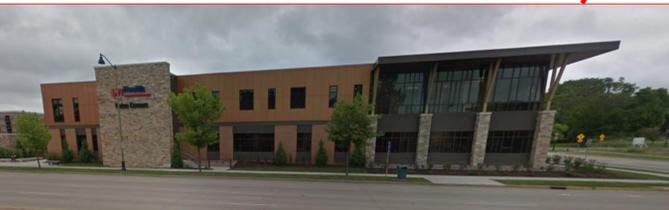
Thank you for your time in reviewing our proposal.

Sincerely,



Ted Matkom  
WI Market President  
Gorman & Company, LLC







**PUBLIC SPACE**

- INCORPORATE BATTERY FACTORY BRICK
- VERTICAL SCULPTURAL ELEMENT

MILWAUKEE ST

**PUBLIC SPACE**

- CENTRAL SCULPTURAL ELEMENT

EAST WASHINGTON AVE

80 UNDERGROUND PARKING STALLS

**COMMUNITY GARDENS**

WINNEBAGO ST

**PUBLIC GATHERING AREA**

- INCORPORATE BATTERY FACTORY BRICK
- VERTICAL SCULPTURAL ELEMENTS THROUGHOUT PARK
- SPACE FOR MARKET TENTS
- SEATING/GATHERING AREAS

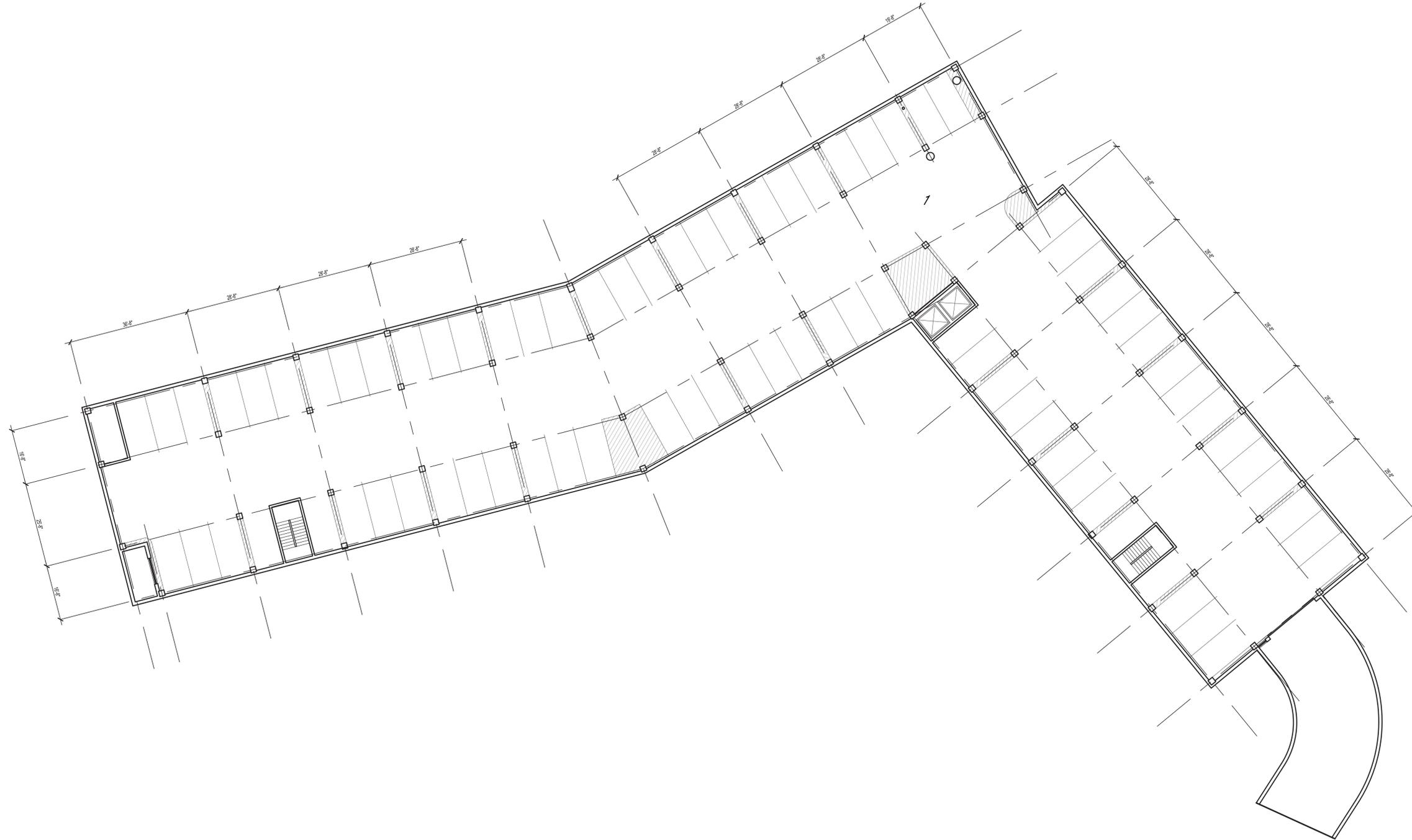


BASEMENT FLOOR PLAN KEY

GSF: 27,073

1. RESIDENTIAL PARKING - 80 STALLS

REVIEW SET ONLY  
NOT FOR CONSTRUCTION



PROJECT NAME:  
NEXUS - UNION CORNERS  
E. WASHINGTON AVE &  
MILWAUKEE ST  
MADISON, WI 53704

OWNERS INFO:  
GORMAN & COMPANY  
200 N. MAIN STREET  
OREGON, WI 53575  
P 608.835.3900

ARCHITECT:  
KORB + ASSOCIATES  
648 N. PLANKINTON AVE.  
SUITE 240  
MILWAUKEE, WI 53203  
P 414.273.8230

REV. NO.	DATE:

PROJ. NO.	19002 01
SCALE:	AS NOTED
PHASE:	INFORMATIONAL PRES.
DATE:	11-27-2019

BASEMENT PARKING

1/16" = 1'-0"



BASEMENT FLOOR PLAN

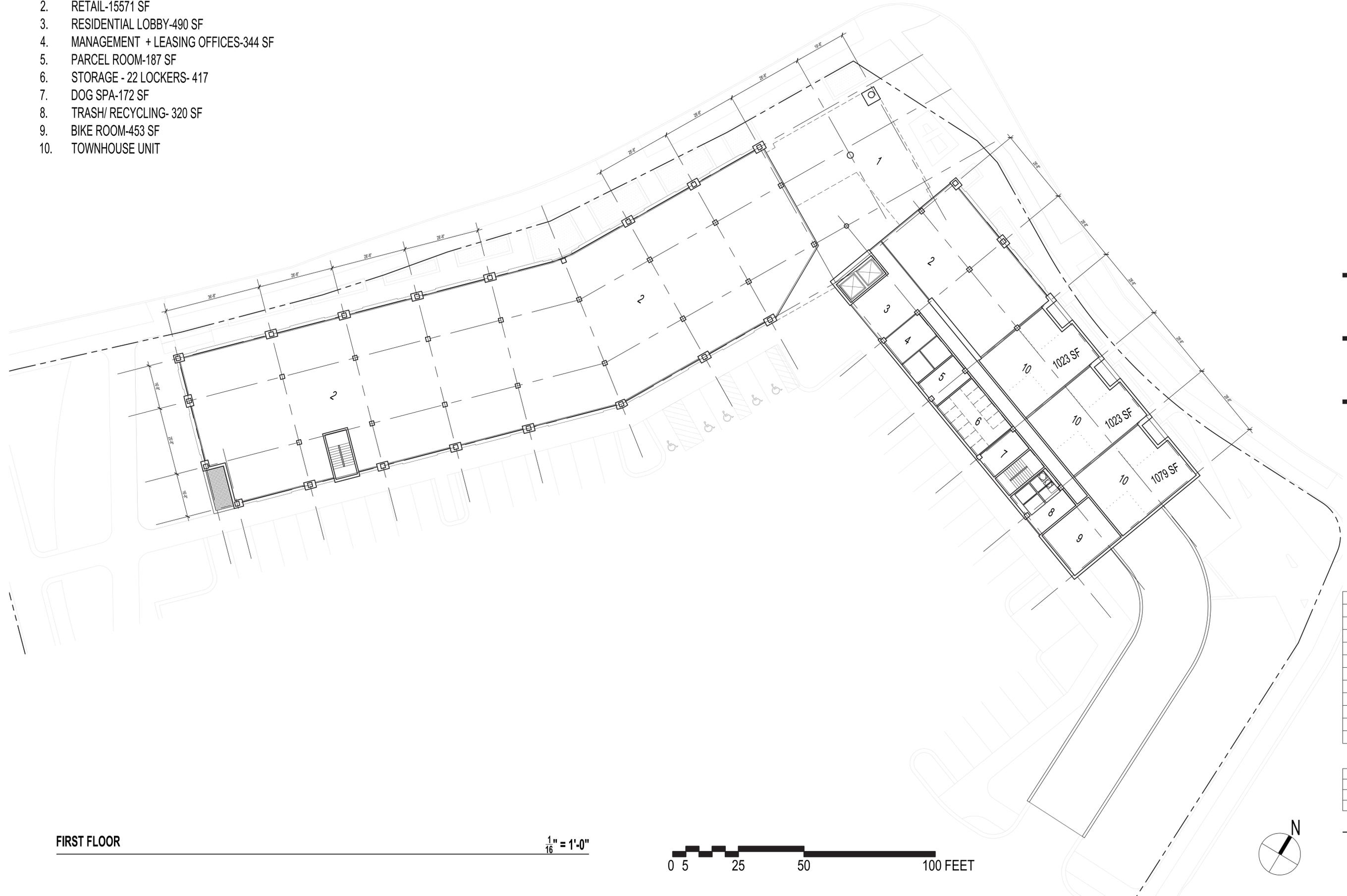
A100

FIRST FLOOR PLAN KEY

GSF:21987 SF

1. PLAZA
2. RETAIL-15571 SF
3. RESIDENTIAL LOBBY-490 SF
4. MANAGEMENT + LEASING OFFICES-344 SF
5. PARCEL ROOM-187 SF
6. STORAGE - 22 LOCKERS- 417
7. DOG SPA-172 SF
8. TRASH/ RECYCLING- 320 SF
9. BIKE ROOM-453 SF
10. TOWNHOUSE UNIT

REVIEW SET ONLY  
NOT FOR CONSTRUCTION



PROJECT NAME:  
NEXUS - UNION CORNERS  
E. WASHINGTON AVE &  
MILWAUKEE ST  
MADISON, WI 53704

OWNERS INFO:  
GORMAN & COMPANY  
200 N. MAIN STREET  
OREGON, WI 53575  
P 608.835.3900

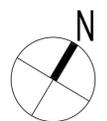
ARCHITECT:  
KORB + ASSOCIATES  
648 N. PLANKINTON AVE.  
SUITE 240  
MILWAUKEE, WI 53203  
P 414.273.8230

REV. NO.	DATE:

PROJ. NO.	19002 01
SCALE:	AS NOTED
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DATE:	11-27-2019

FIRST FLOOR

1/16" = 1'-0"



FIRST FLOOR PLAN

A101

SECOND FLOOR PLAN KEY

GSF:23845 SF

1. ELEVATOR LOBBY
2. OPEN TO BELOW
3. TRASH/RECYCLING
4. ELECTRICAL/DATA CLOSET

REVIEW SET ONLY  
NOT FOR CONSTRUCTION



PROJECT NAME:  
NEXUS - UNION CORNERS  
E. WASHINGTON AVE &  
MILWAUKEE ST  
MADISON, WI 53704

OWNERS INFO:  
GORMAN & COMPANY  
200 N. MAIN STREET  
OREGON, WI 53575  
P 608.835.3900

ARCHITECT:  
KORB + ASSOCIATES  
648 N. PLANKINTON AVE.  
SUITE 240  
MILWAUKEE, WI 53203  
P 414.273.8230

REV. NO.	DATE:

PROJ. NO.	19002 01
SCALE:	AS NOTED
PHASE:	INFORMATIONAL PRES.
DATE:	11-27-2019

SECOND FLOOR

1" = 1'-0"



SECOND FLOOR PLAN

A102

THIRD FLOOR PLAN KEY

GSF: 25445

1. ELEVATOR LOBBY
2. FITNESS-1151 SF
3. TRASH/RECYCLING
4. ELECTRICAL/DATA CLOSET

REVIEW SET ONLY  
NOT FOR CONSTRUCTION



PROJECT NAME:  
NEXUS - UNION CORNERS  
E. WASHINGTON AVE &  
MILWAUKEE ST  
MADISON, WI 53704

OWNERS INFO:  
GORMAN & COMPANY  
200 N. MAIN STREET  
OREGON, WI 53575  
P 608.835.3900

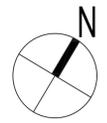
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P 414.273.8230

REV. NO.	DATE:

PROJ. NO.	19002 01
SCALE:	AS NOTED
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DATE:	11-27-2019

THIRD FLOOR

1" = 1'-0"



THIRD FLOOR PLAN

A103

FOURTH FLOOR PLAN KEY

GSF: 25445

1. ELEVATOR LOBBY
2. LOUNGE-1151 SF
3. TRASH/RECYCLING
4. ELECTRICAL/DATA CLOSET

REVIEW SET ONLY  
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PROJECT NAME:  
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MILWAUKEE ST  
MADISON, WI 53704

OWNERS INFO:  
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REV. NO.	DATE

PROJ. NO.	19002 01
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FOURTH FLOOR

1" = 1'-0"



FOURTH FLOOR PLAN

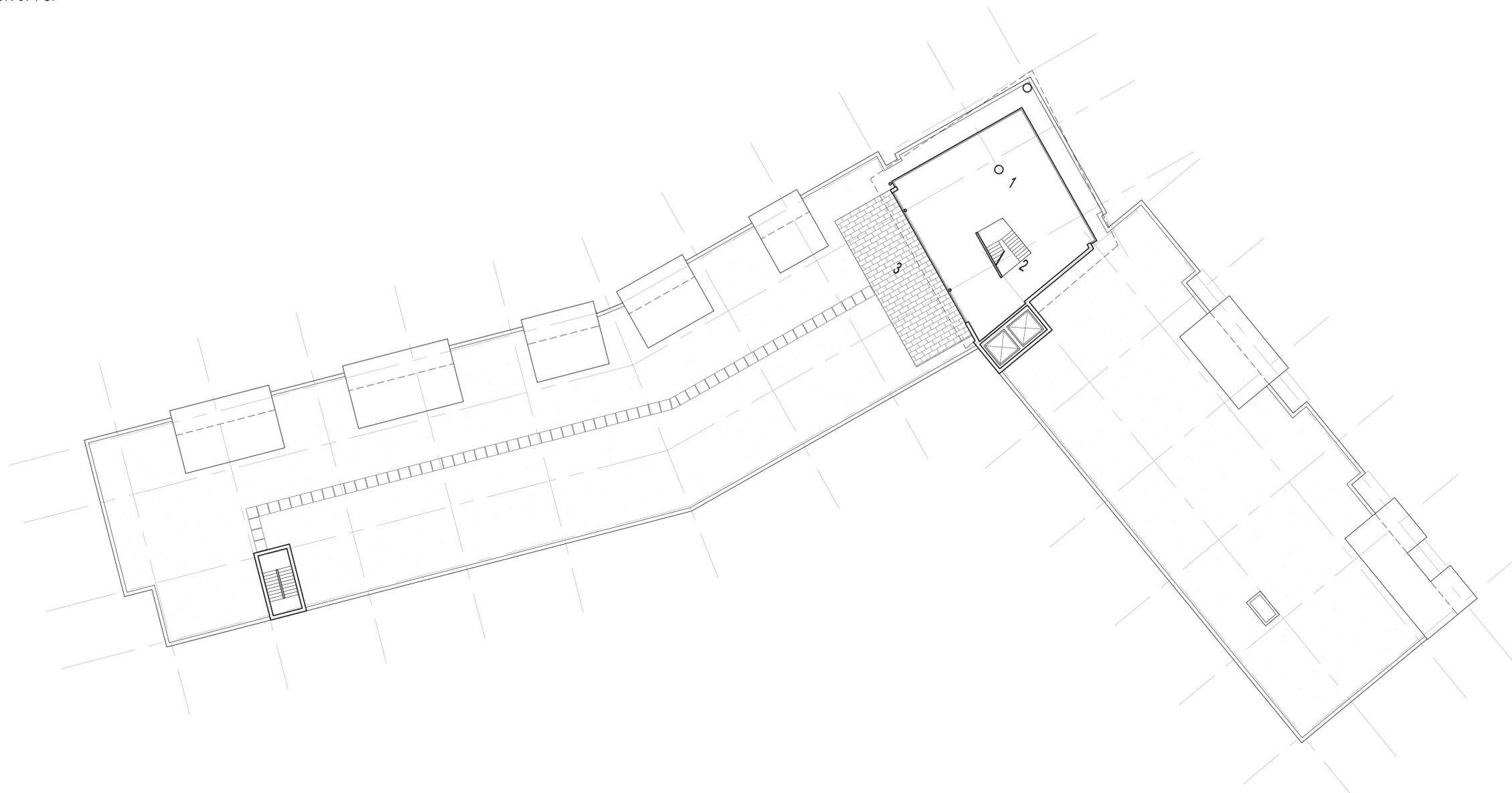
A104

FIFTH FLOOR PLAN KEY

GSF: 2463

- 1. BUILDING LOUNGE-2523 SF
- 2. COMMUNICATING STAIR
- 3. SUN DECK-874 SF

REVIEW SET ONLY  
NOT FOR CONSTRUCTION



PROJECT NAME:  
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MILWAUKEE ST  
MADISON, WI 53704

OWNERS INFO:  
GORMAN & COMPANY  
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OREGON, WI 53575  
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DATE:	11-27-2019

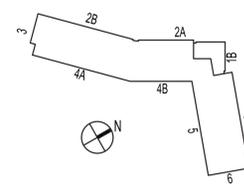
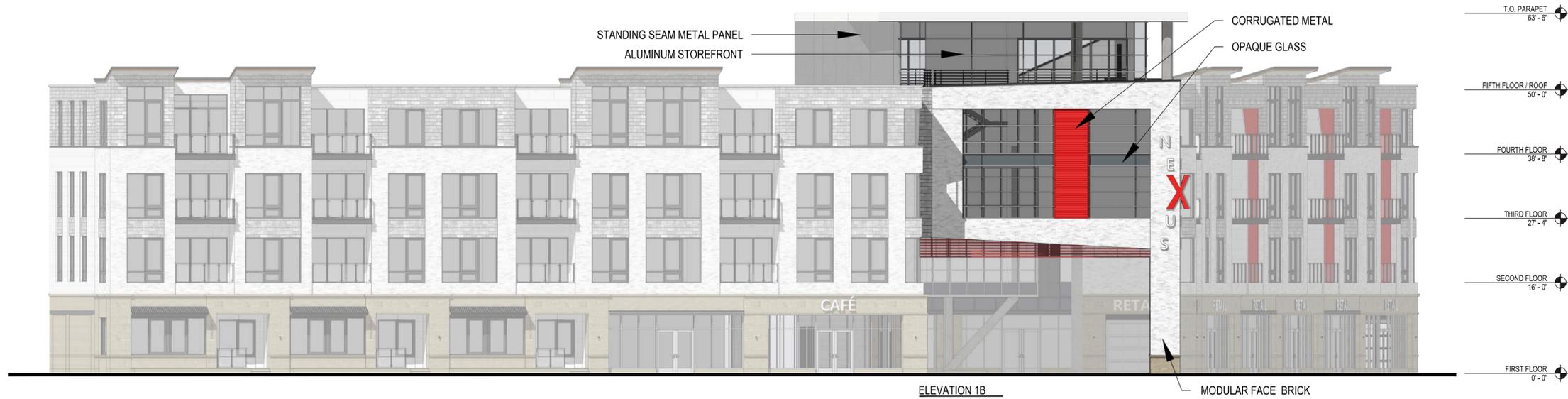
FIFTH FLOOR

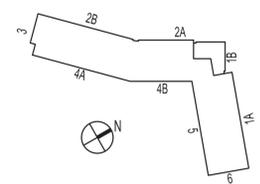
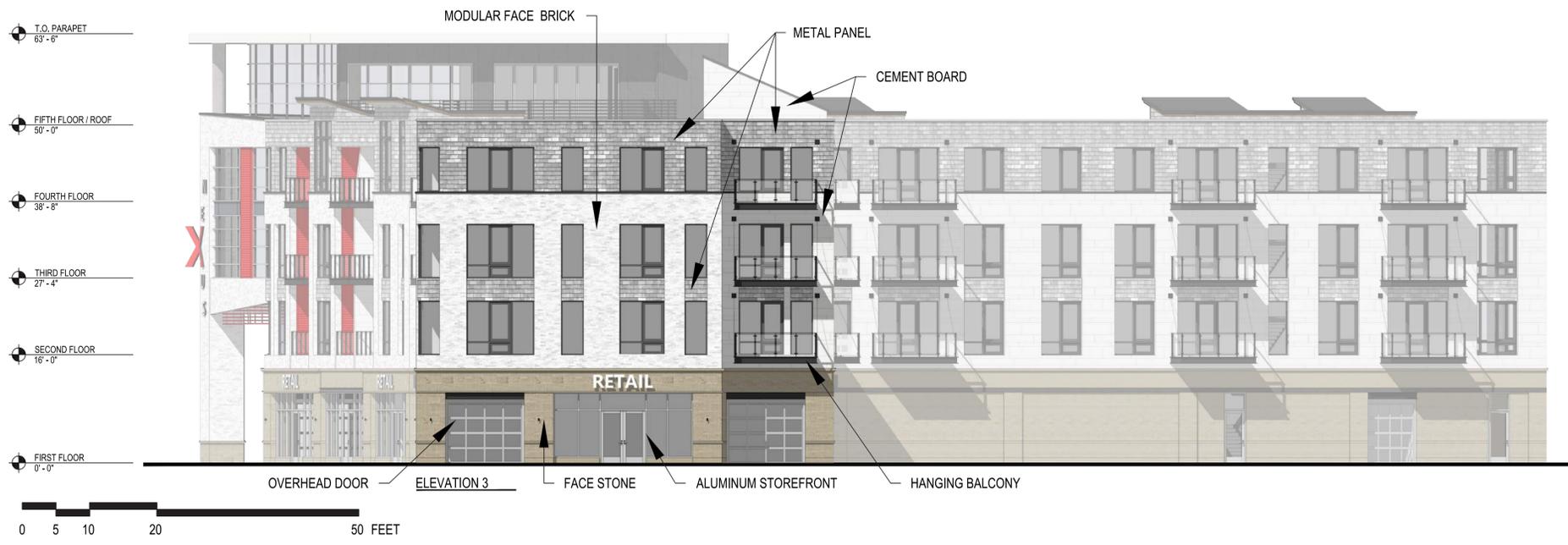
1" = 1'-0"



FIFTH FLOOR/ROOF PLAN

A105



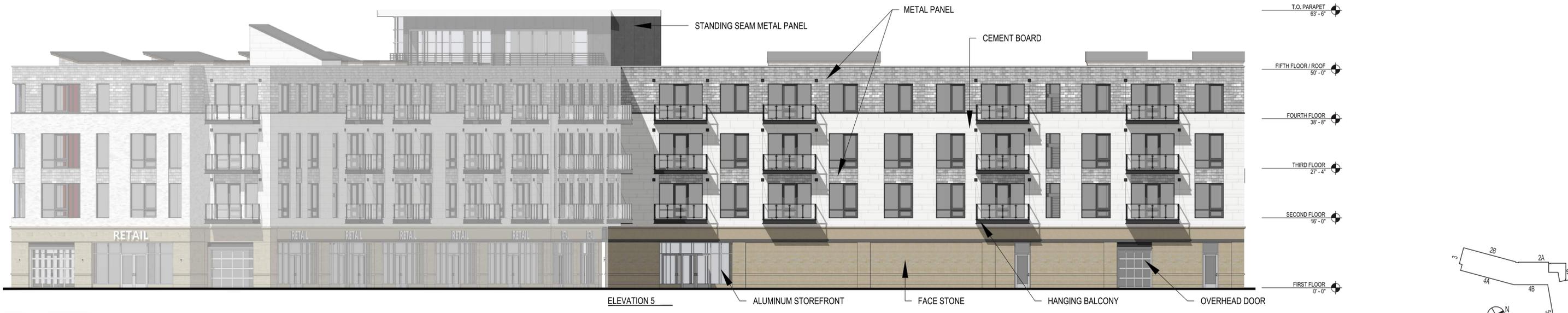




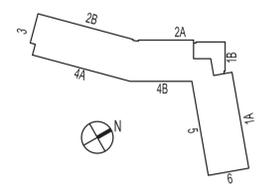
ELEVATION 4A



ELEVATION 4B



ELEVATION 5





**GORMAN**  
& COMPANY



GORMAN  
& COMPANY