

# URBAN DESIGN COMMISSION APPLICATION

# UDC

City of Madison  
Planning Division  
126 S. Hamilton St.  
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 \_\_\_\_\_

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)

### 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 provided below for plan details)
- Filing fee **ALREADY APPROVED**
- Electronic Submittal\*

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. 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.

Applicant name \_\_\_\_\_ Relationship to property \_\_\_\_\_

Authorized 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 what 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.**

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*) **ALREADY APPROVED**
- Building Elevations in both black & white and color for all building sides (include material callouts) **ALREADY APPROVED**
- PD text and Letter of Intent (if applicable) **PD TEXT IS NOT 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 **ALREADY APPROVED**
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*) **ALREADY APPROVED**
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted) **ALREADY APPROVED**
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

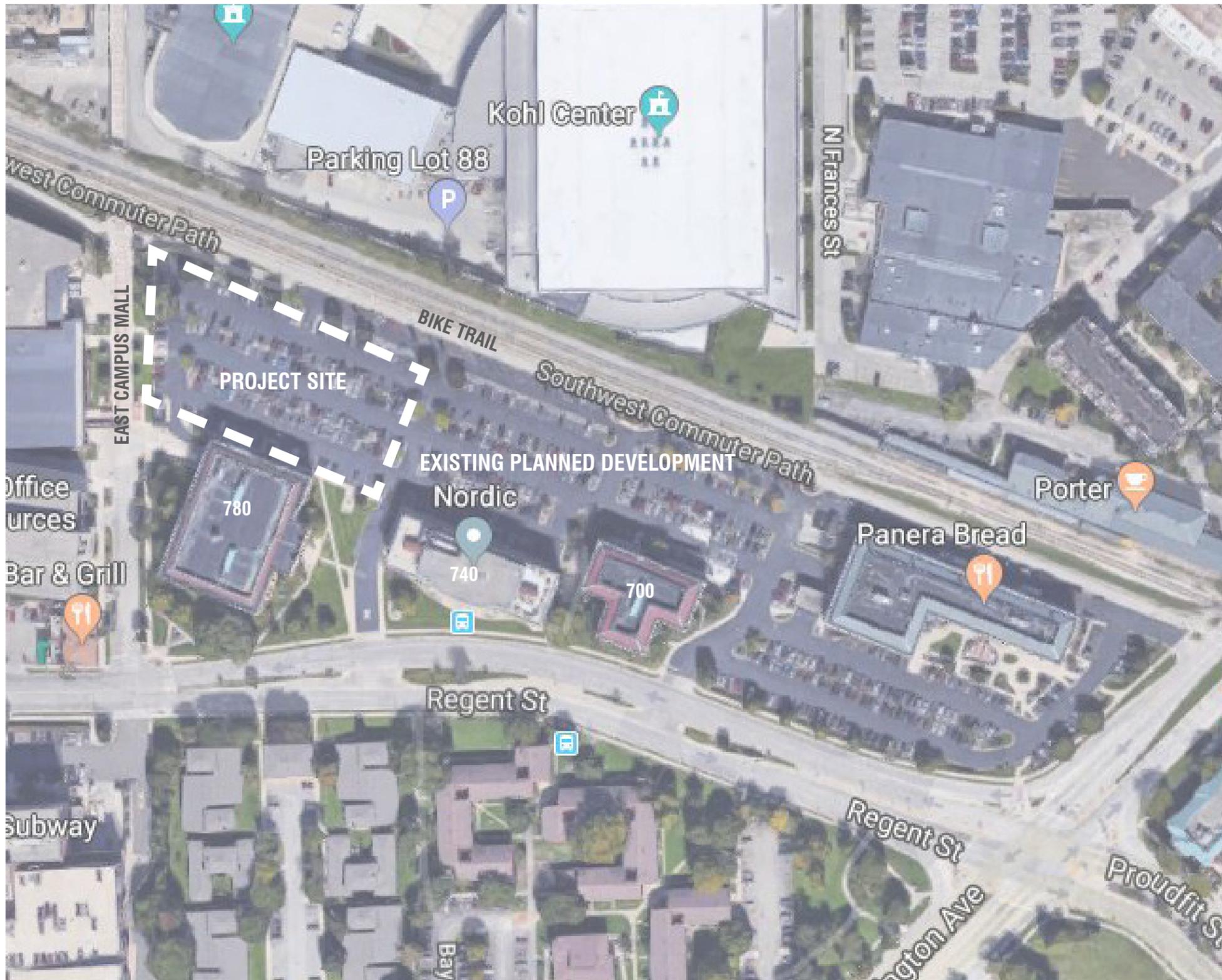
## 4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- 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)
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

# UW CAMPUS HOTEL



770 REGENT STREET | MADISON, WISCONSIN



↑ NOT TO SCALE



VIEW NORTH AT EAST CAMPUS MALL



VIEW WEST ON BIKE TRAIL



VIEW WEST FROM KOHL CENTER



VIEW SOUTH ON EAST CAMPUS MALL AT BIKE TRAIL

## LOCATION MAP AND CONTEXT PHOTOS

PARKING SCREENING GRAPHICS UDC SUBMITTAL | 07-16-2019 | PAGE 02

## OVERVIEW

The UW Campus Hotel project has been approved by the UDC, Plan Commission and the Common Council of the City of Madison. One item that was referred to further review from UDC were the decorative panels that partially screen the parking structure. The panels will be printed with original local art as a way to engage the community by creating visual interest on a façade that faces highly traveled East Campus Mall and Southwest Commuter Path pedestrian and bike routes. The podium of the hotel project includes a three-level parking structure along which the decorative panels create a vertical rhythm. On the north and west facades, the screens will be digitally printed with artwork and a generously landscaped zone with benches and a path to promote pedestrian linkages around the building and to the adjacent paths/trails.

The decorative panels consist of a clean modern aluminum framing system which is held off the building façade on steel brackets and wrapped with tensile polyvinyl coated membranes which have additional protective PVDF fluoropolymer coatings on both sides to help protect the façade surface makes it easier to maintain and clean. The material has a manufacturer's warranty and is mildew and fire resistant. The material can also accept 3D printed images. The decorative panels and the images thereon will be highly visible during the day. At night grazing uplights will be utilized to showcase the decorative panels.

## THE ARTIST

The project team has selected Daniella Willett-Rabin as the artist to project imagery for the panels.

Daniella was born in Madison, Wisconsin and during her formative years she lived in both Italy and Spain. She graduated from the visual arts high school Escuela de Artes y Superior de Conservación y Restauración in Salamanca, Spain in 1999. After graduation she pursued her love of percussion and studied drumming in both Los Angeles and Guinea, West Africa. Her work combines music and painting, expressing a rich and deep sense of movement, rhythm, color, and precision. She received a Bachelor of Fine Arts in 2013 from the Savannah College of Art and Design. Daniella lives in Madison, WI, where she is currently working as a freelance artist. Her work has been shown in galleries in Atlanta, Charleston, Madison, and Estes Park.

*Artist Statement: "Painting is my passion and joy, and art for me is a celebration of life. My paintings have a bright and saturated palette because I like the freedom of not having any restrictions when it comes to color. My work is expressed through patterns in a decorative and playful manner. I try to incorporate movement, imagination and artistry in each of my pieces. The media I currently work in both oil and acrylic. The subject matter I reflect in my paintings embraces music, dance, nature, and architecture, all of which inspire me as an artist. These are the elements that bring me happiness in my day to day life and I hope I can share that joy and passion with others through my art."*

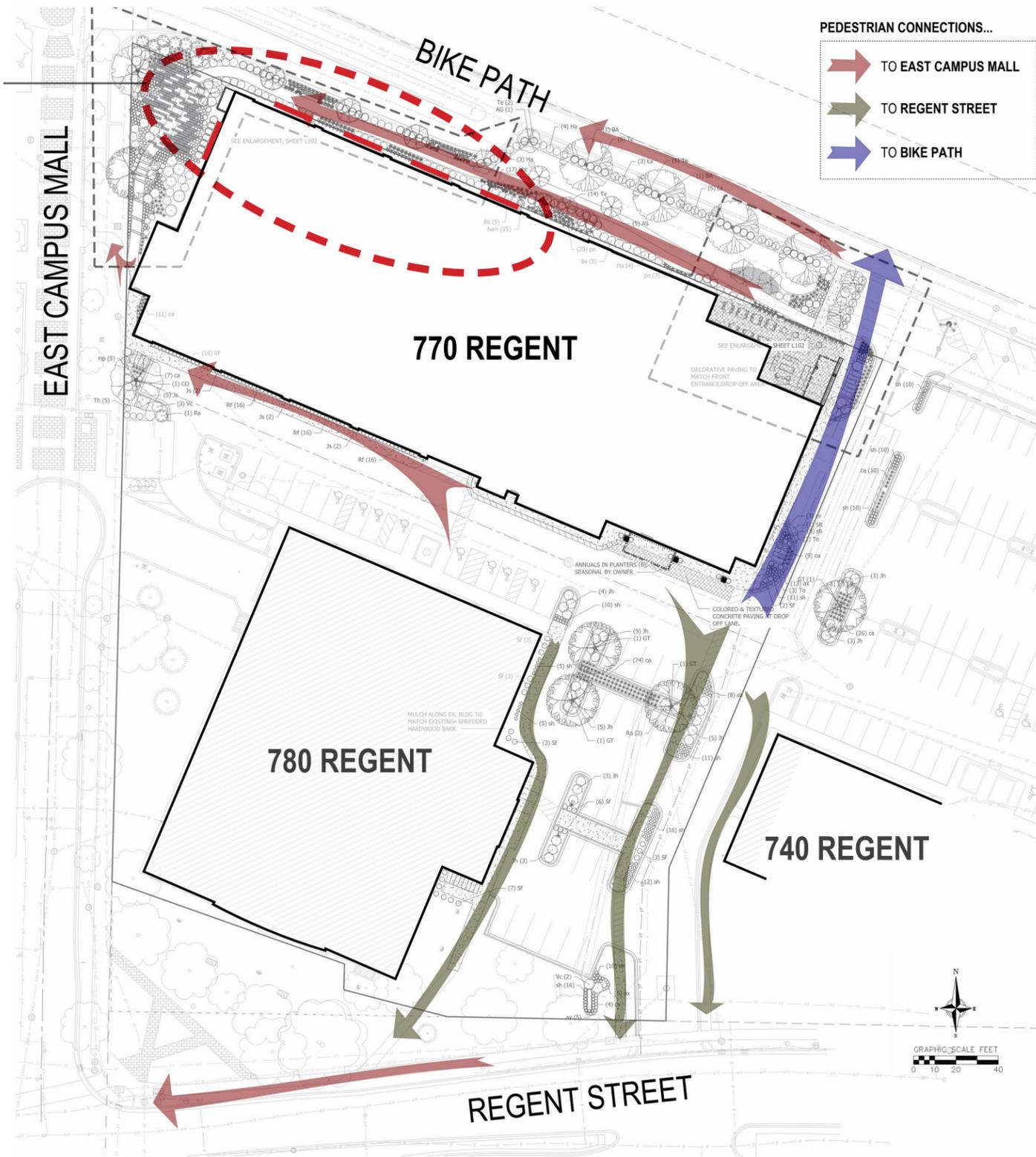
## THE ARTWORK

The artwork intended for the UW Campus Hotel is from Daniella's "City of Madison" painting which features building, landmarks, and the landscape of Madison. The images selected or cropped from the painting will be limited to five UW-Madison icons to align with the focus of the UW Campus Hotel. These are The Red Gym, the colorful chairs at Memorial Union Terrace, Bascom Hall, The Camp Randall Arch, and The Field House. These images are arranged as one per panel working the way on the building and campus from East to West (in the order noted above). The images prominently feature the building and some surrounding context of the original painting. The vibrant images will be bright and cheerful and stand out from the building they are attached too which has a more muted color palette. Please see the attached following for a representation of the design intent.

## OPERATIONS

The ownership of the hotel intends to keep the panels in good condition through a regular maintenance and inspection program. The artwork and panels should be considered permanent for their lifespan.

AREA OF ART PANELS



**SITE DIAGRAM**



**ORIGINAL RENDERINGS WITH CONCEPT ART**

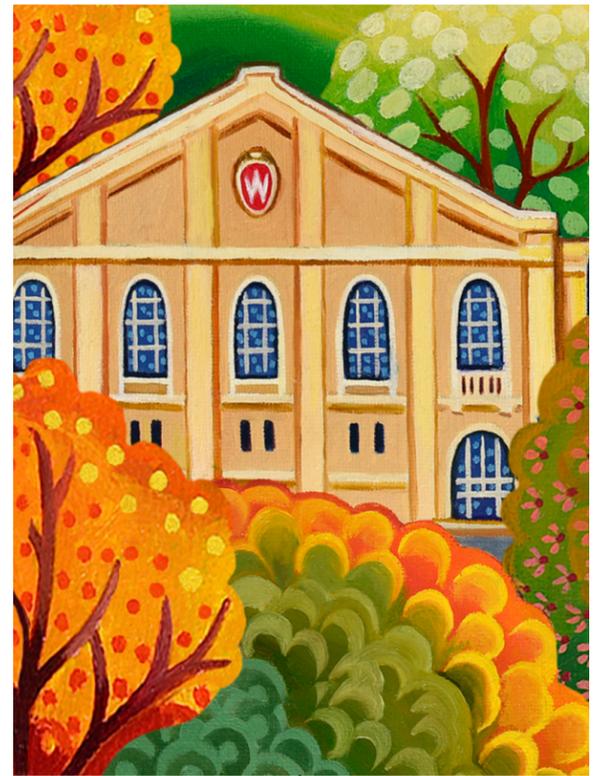
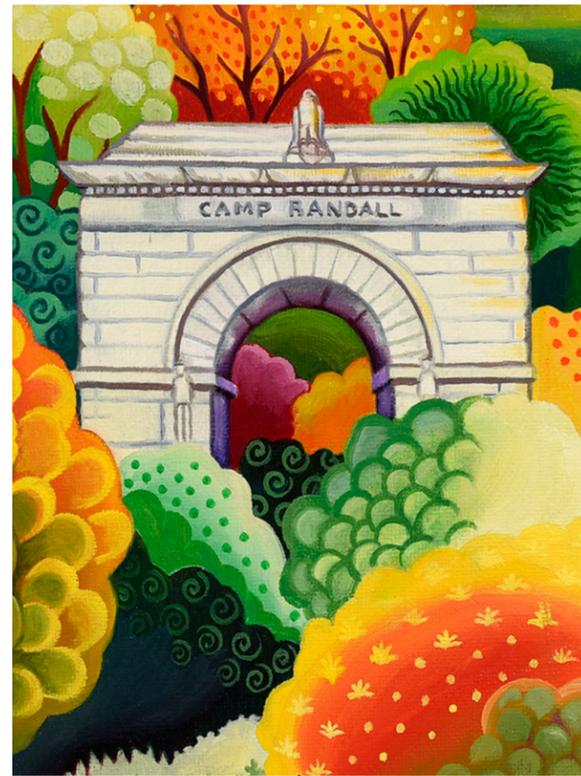
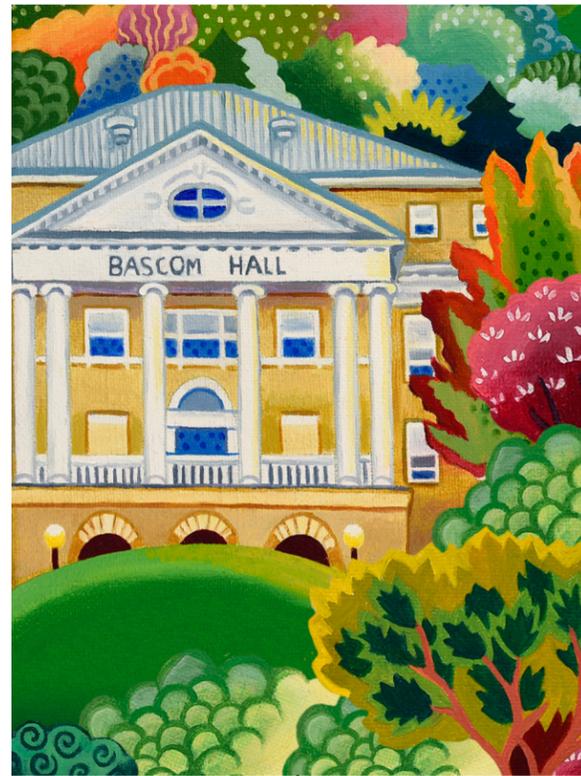
PARKING SCREENING GRAPHICS UDC SUBMITTAL | 07-16-2019 | PAGE 05



CITY OF MADISON | DANIELLA WILLETT-RABIN

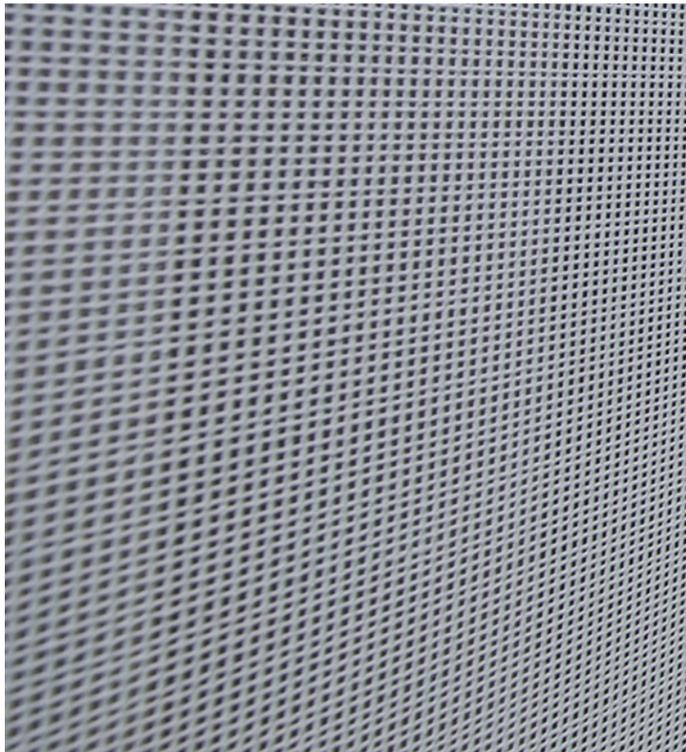
PARKING SCREENING GRAPHICS UDC SUBMITTAL | 07-16-2019 | PAGE 06

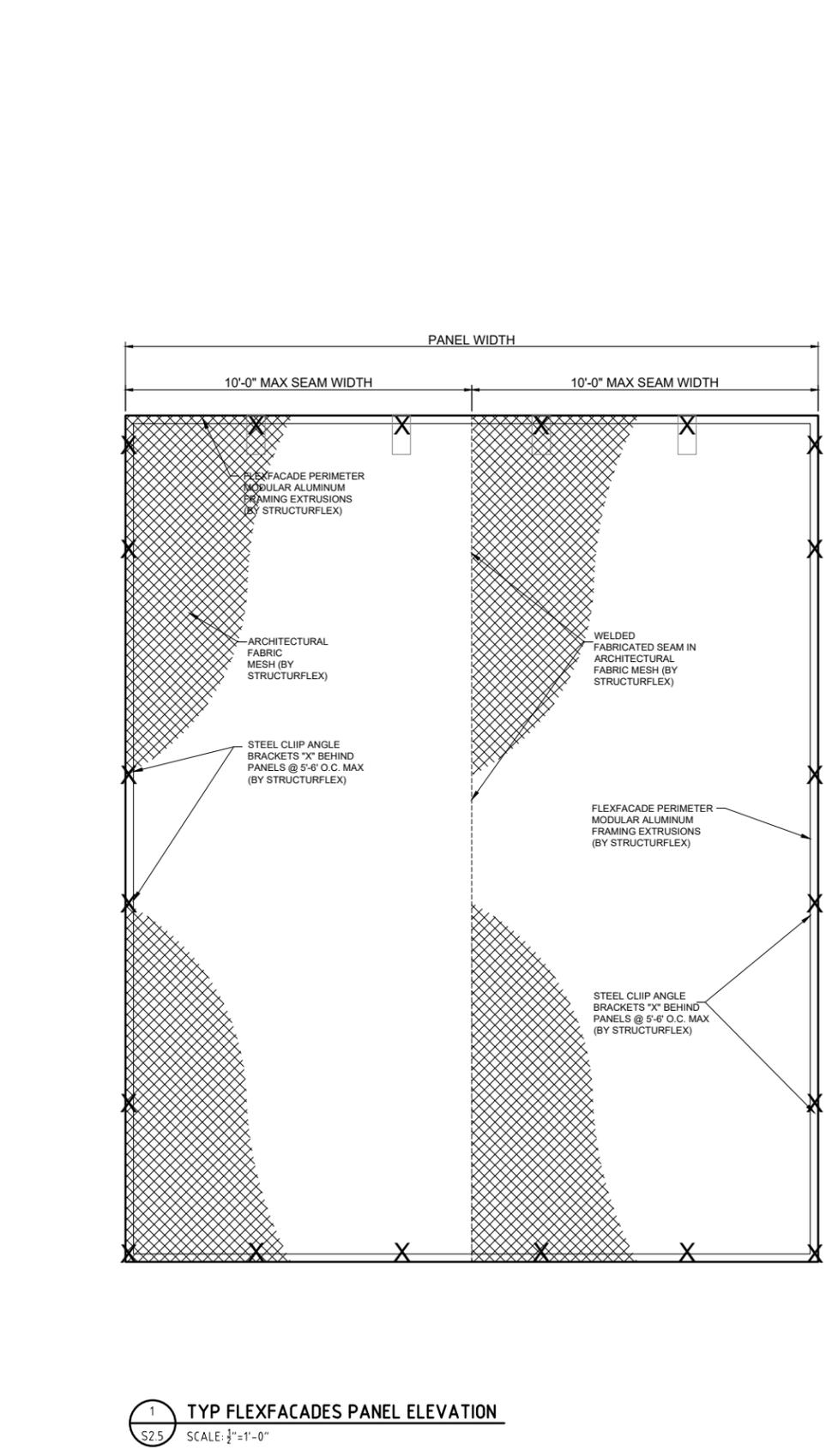
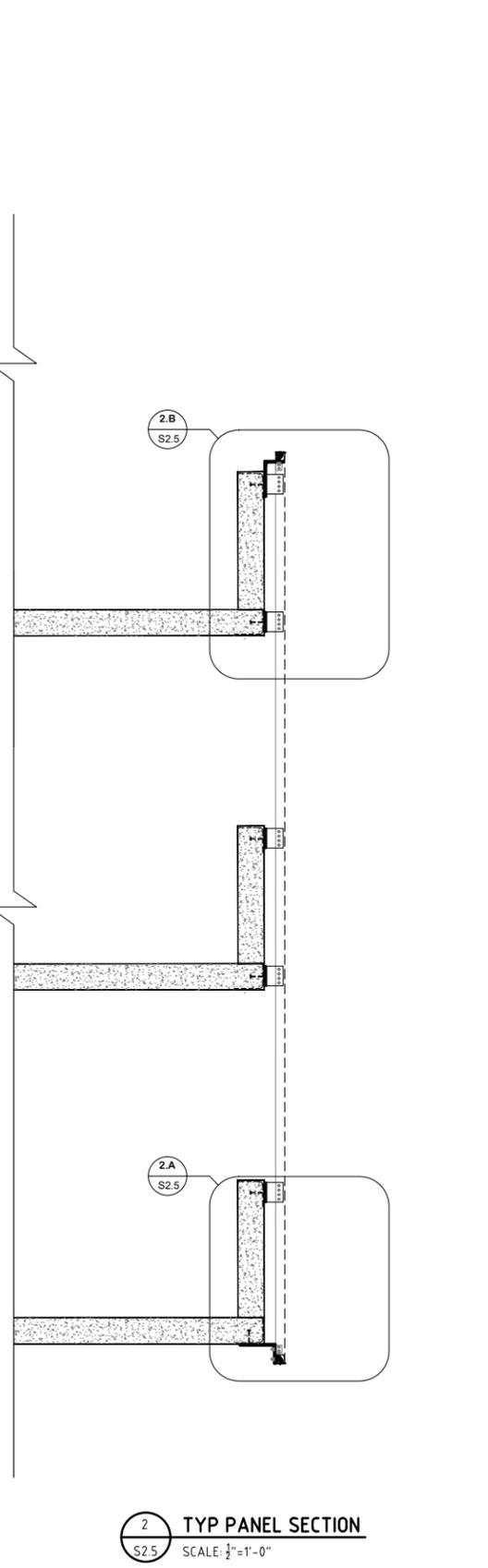
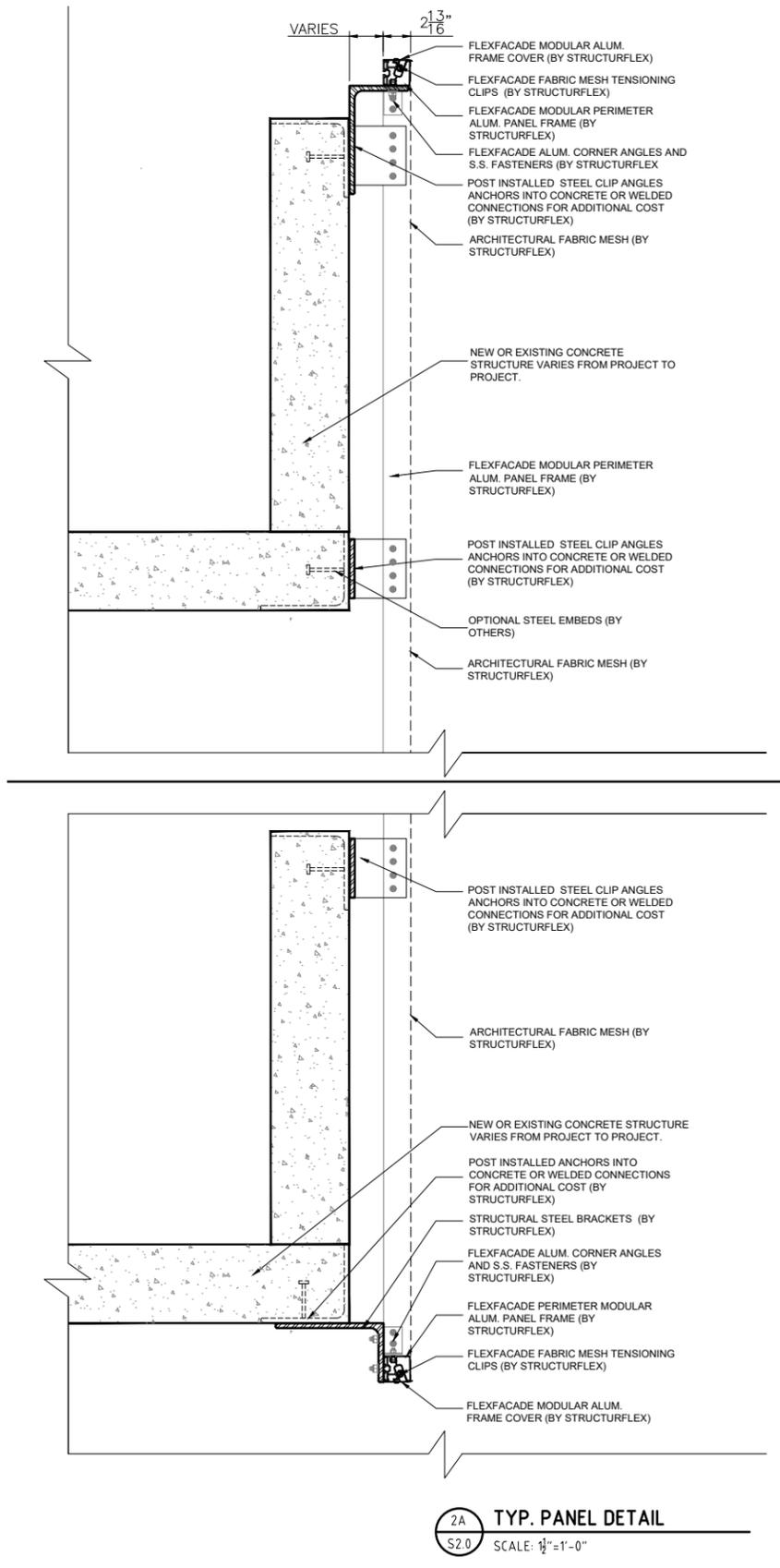




**SELECTED IMAGES**

PARKING SCREENING GRAPHICS UDC SUBMITTAL | 07-16-2019 | PAGE 08





EXAMPLE DETAILS

## Memorandum

111 West Wisconsin Avenue  
Milwaukee, WI 53203  
P 414.272.2000

**Date** 7/24/2019

**Distribution**

**To** Janine Glaeser  
Architect, Urban Design Planner  
Department of Planning & Community &  
Economic Development  
215 Martin Luther King Jr. Blvd, Suite 017  
Madison, WI 53703

Kahler Slater, Mortenson

**From** Chad Bloedel

**Project** 218051

**Project Number** UW Campus Hotel

**Re** Parking Screening Graphics UDC Submittal

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Please see our responses below for additional information regarding our Parking Screening Graphics UDC Submittal:

- 1. Is there a written agreement with the artist that grants permission to use the art?*
  - Yes, we are finalizing a license agreement with the artist that grants permission to use the art.
- 2. Please provide lighting fixture cut-sheets and confirm the lighting is dark sky compliant.*
  - To illuminate these screens, we've proposed an uplighting solution. This fixture provides a tight cutoff which can be closely tuned to the panel extents, ensuring that the majority of light emitted stops at the panel. To prevent glare at ground level, we've also situated these lights behind landscape plantings. We believe that uplighting (as shown in our rendering) best complements the artwork while hiding the light source. If required, the fixture is able to be reversed to a downlighting position for dark sky compliance. See attached for the fixture cut-sheet and diagram of our strategy.
- 3. Please provide an elevation view of the building with proposed screens, artwork and dimensions.*
  - See attached.

Thanks.

Chad Bloedel, AIA  
Architect, Associate



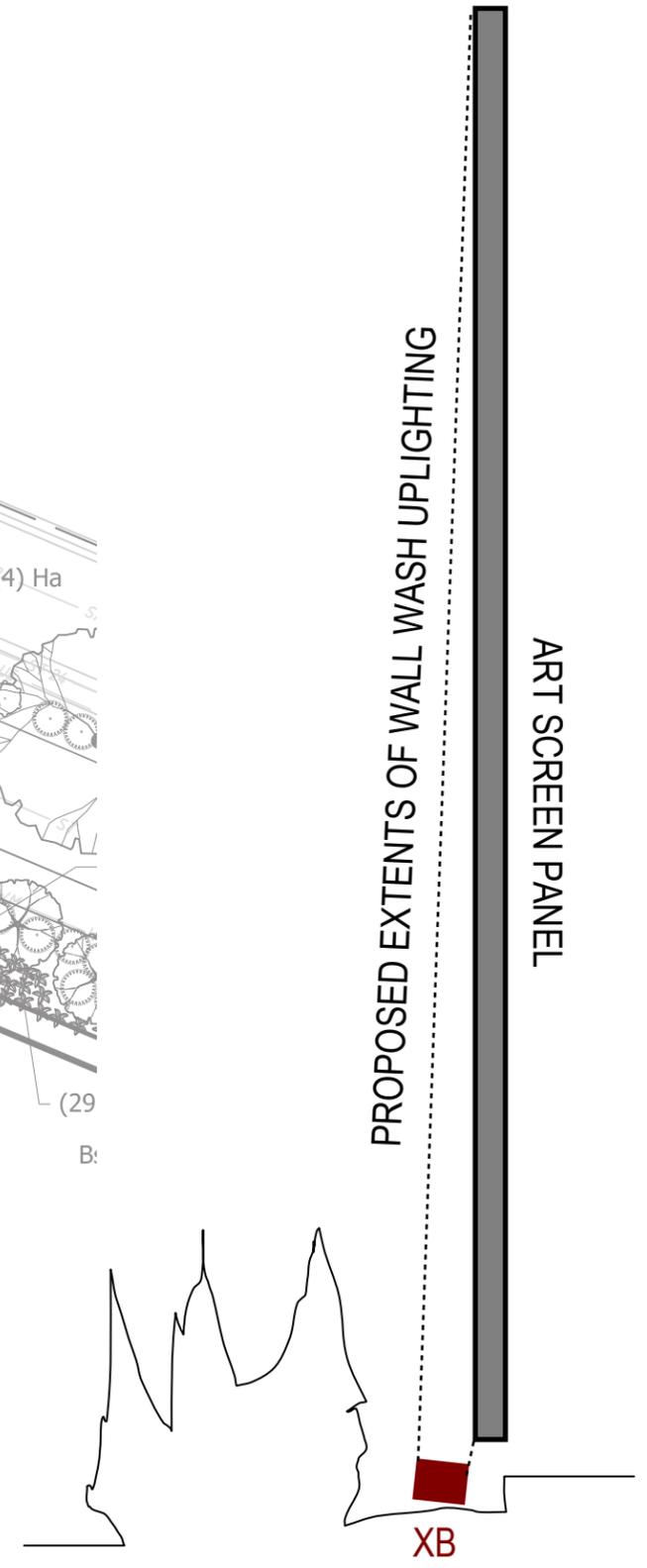
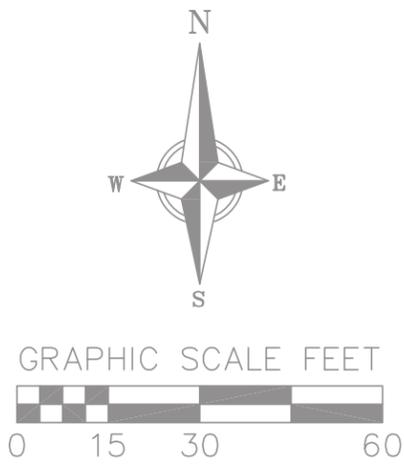
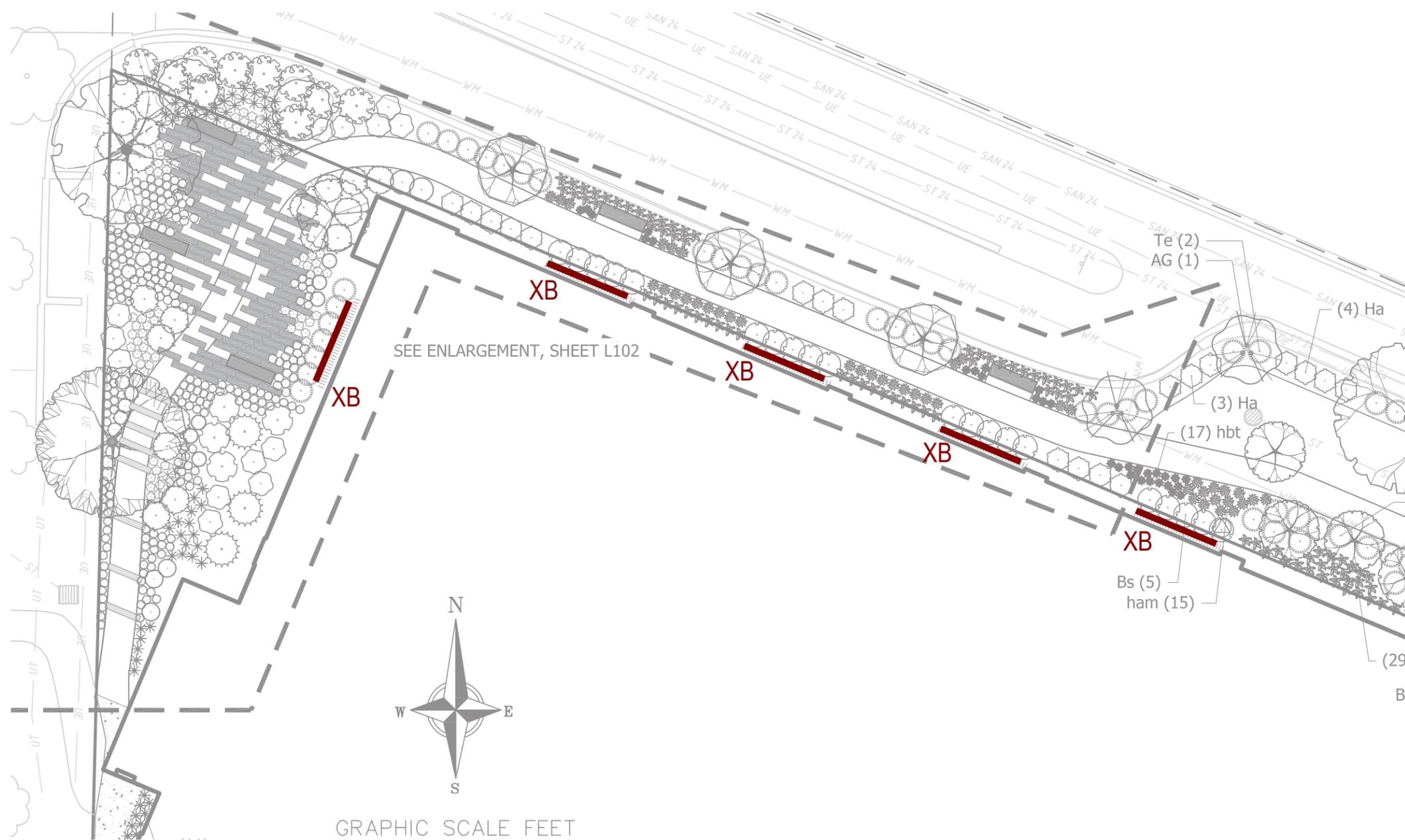
**NORTH ELEVATION**

PARKING SCREENING GRAPHICS UDC SUPPLEMENT | 07-24-2019 | PAGE 11



**WEST ELEVATION**

PARKING SCREENING GRAPHICS UDC SUPPLEMENT | 07-24-2019 | PAGE 12



**LIGHTING PLAN (OVER LANDSCAPING DESIGN)**

**LIGHTING SECTION (PROPOSED)**

## i2 | Gen2™

An architectural-grade, wet-location LED luminaire engineered for the illumination and grazing of walls and surfaces, with perfect continuous light and plug-together design.



### ▶ FEATURES

- Plug-and-play design allows for any combination of 1, 2, 3 and 4FT modules to be installed for up to 20Ft from a single power feed.
- 1% Low-Level Flicker Free Dimming.
- Active Thermal Management Monitors Fixture Case Temperature and Discreetly Dims Fixture Upon Signs of Possible Overheat.
- SmartDriver Technology Integrated in Every Fixture, Maintaining Continuous Output Regardless of Voltage Drop, Temperature or Voltage Fluctuations.
- Actively Managed ANSI Sub-Binning to Ensure Accurate and Consistent Color Matching for Each Fixture.

### ▶ PHYSICAL

- Mil-Spec Anodized Aluminum Housing/UV Resistant Acrylic Lens.
- Weight: 1Ft: 1.7 lbs, 2Ft: 3.1 lbs, 3Ft: 4.5 lbs. 4Ft: 5.7 lbs.
- Protection Rating: IP66
- Warranty: 3 Years

### ▶ ELECTRICAL SPECIFICATIONS

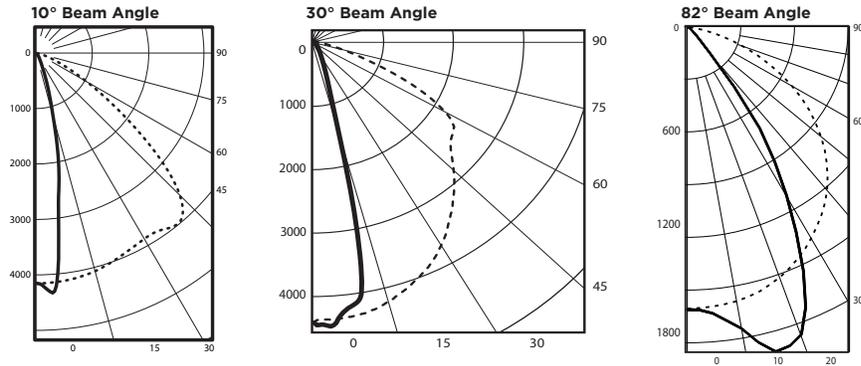
<b>Input Voltage</b>	20-30V DC Use with E10PW280W/560W
<b>Input Power</b>	7W/FT-14W/FT, For More Wattage Options Contact Factory
<b>Max. Load</b>	20Ft @ 14W/FT & 40Ft @ 7W/FT
<b>Max. Wire Distance</b>	50Ft from Last Light to Power Box using 12 AWG
<b>Temperature</b>	Startup /Operating: -20°C to +40°C Relative Humidity: 0-95% (non-condensing)
<b>Dimming</b>	1% via 0 - 10 VDC
<b>Life</b>	60,000 hours to L70



### ▶ PERFORMANCE

EFFICACY: **68lms/W High Output, 14W/FT**

POLAR PLOT ——— 0 Deg. Plane    - - - - - 90 Deg. Plane



### ▶ LED MODULE PART CODE TABLE

Product	Output	Length	Beam Angle	LED Color	Location	Finish
<b>V2355</b>						
	<b>A = 14W/FT</b>	<b>1 = 12.57"</b>	<b>1 = 10°</b>	<b>CBA = 2700K</b>	<b>Blank = Outdoor</b>	<b>Blank = Black Anodize</b>
	<b>B = 07W/FT</b>	<b>2 = 24.38"</b>	<b>3 = 30°</b>	<b>CBB = 3000K</b>	<b>1 = Indoor</b>	<b>2 = Clear Anodize</b>
		<b>3 = 36.19"</b>	<b>8 = 82°</b>	<b>CBC = 3500K</b>		<b>3 = White</b>
		<b>4 = 48.00"</b>		<b>BBD = 4000K</b>		<b>C = Custom*</b>
<b>V2355</b>				<b>BBE = 4500K</b>		
				<b>AAF = 5000K</b>		
				<b>AAG = 5700K</b>		
				<b>AAH = 6500K</b>		

\*For More Wattage Options Contact Factory  
EXAMPLE: V2355A-11CBB

\*For Additional Colors Including Solid Colors Contact Factory



Integrated Illumination Systems, Inc.  
355 Bantam Lake Road  
Morris, CT 06763 USA

tel +1.860.567.0708  
sales@i2systems.com

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**www.i2systems.com**  
RevB  
Page 1 of 3

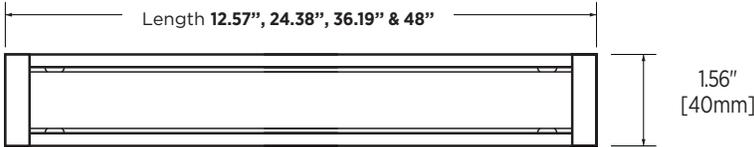
## i2 | Gen2™

An architectural-grade, wet-location LED luminaire engineered for the illumination and grazing of walls and surfaces, with perfect continuous light and plug-together design.



### ▶ LED MODULE DIMENSIONS

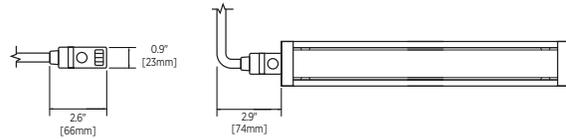
Available in 4 lengths "A":



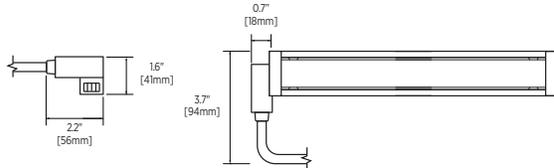
### ▶ SELECT ALL THAT APPLY

#### ▶ CABLE OPTIONS

**Power Input Straight Cable:**  VLAK2-C1-06

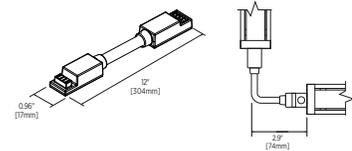


**Power Input Right Angle Cable:**  VLAK2-C1-06R

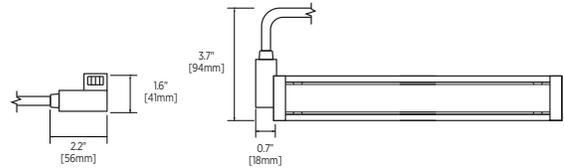


#### ▶ EXTENSION CABLES VLAK2-C2-xx

- 06" VLAK2-C2-6IN
- 12" VLAK2-C2-01
- 24" VLAK2-C2-02
- 36" VLAK2-C2-03
- 72" VLAK2-C2-06
- 120" VLAK2-C2-10
- 240" VLAK2-C2-20
- 360" VLAK2-C2-30

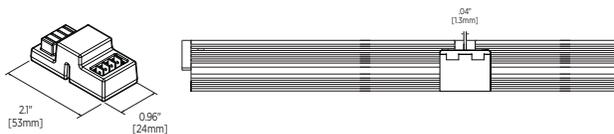


**Power Input Left Angle Cable:**  VLAK2-C1-06L

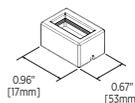


#### ▶ STRAIGHT CONNECTOR

**End-to-End Jumper:**  VLAK2-J1



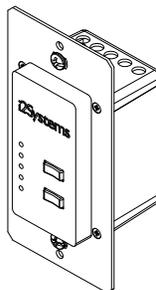
**End Plug:**  VLAK2-P1  
(Required for Terminating LED Module)



#### ▶ DIMMING CONTROL

**LightLink:**  LL-205-10V

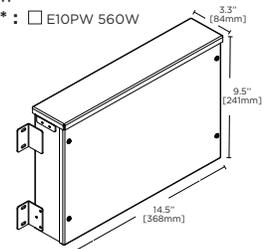
**Indoor Dimming Cable:**  685-01561-100  
**Outdoor Dimming Cable:**  685-02026-100



#### ▶ POWER BOXES

**280W Power Box\*:**  E10PW 280W  
**560W Dual Output Power Box\*\*:**  E10PW 560W

\*Powers up to 20 Ft of Gen2 HO, 40 Ft of Gen2 SO  
\*\*Powers up to 40 Feet of Gen2 HO (2 runs of 20 Ft) and 80 Ft of Gen2 SO (2 runs of 40 Ft).



Integrated Illumination Systems, Inc.  
355 Bantam Lake Road  
Morris, CT 06763 USA

tel +1.860.567.0708  
sales@i2systems.com

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Page 2 of 3