

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.

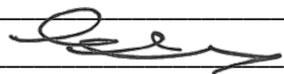
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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 3, 2021

Ms. Janine Glaeser, AIA, LEED AP
Urban Design Planner
Department of Planning, Community & Economic Development
215 Martin Luther King Jr. Blvd., Ste 017
Madison, Wisconsin 53703



Re: Letter of Intent – UDC Informational
2902 Dryden Dr.
KBA Project #2108

Ms. Janine Glaeser,

The following is submitted together with the plans and applications for staff and Urban Design Commission consideration.

The redevelopment of 2902 Dryden Dr. is at the intersection of Northport Rd. and Dryden Dr. It will be the next phase of the Prism development and will include the demolition of the existing single-story former bank building, and the construction of a proposed 4-story multi-family development with underground parking. The 45 units will be a mix of one-, two-, and one-bedroom with a den unit styles. There will also be a first-floor fitness center and fourth-floor common space with a roof deck that provides views to Warner Park. This development will be the second phase of the Prism Apartments Development at 2830 Dryden Dr. that just opened late last year and the exterior design will be similar to this well received project. These ideas will be discussed in more detail and your feedback on this is welcomed.

Thank you for your time reviewing our proposal.

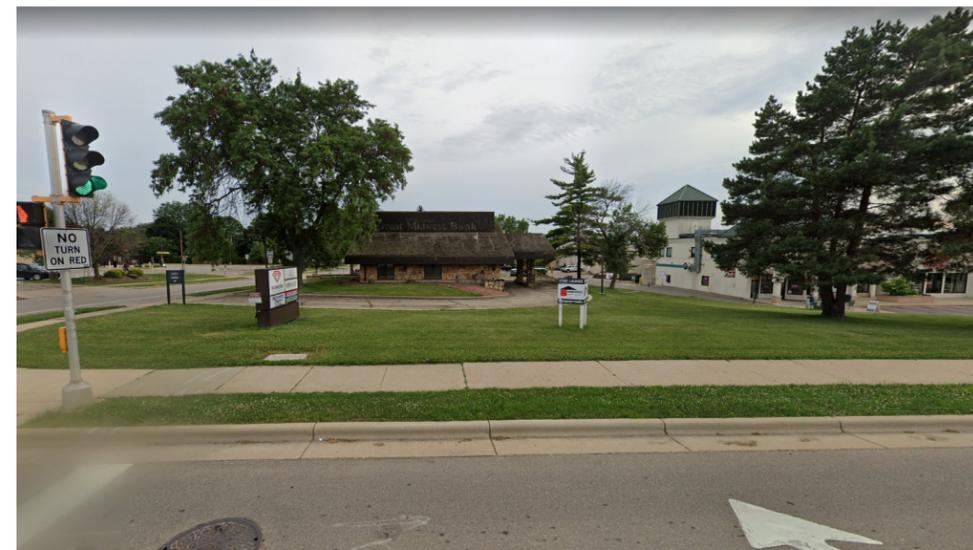
Sincerely,

A handwritten signature in black ink that reads 'Kevin Burow'.

Kevin Burow, AIA, NCARB, LEED AP
Managing Member



Prism I
Contextual Site Images



2902 Dryden Dr.
Contextual Site Images



Phase II
Prism Apartments
Aerial Site Plan
January 26, 2021





ISSUED
 Issued for UDC Info Submittal - March 3, 2021

PROJECT TITLE
PRISM II
APARTMENTS

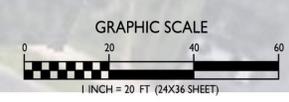
2902 Dryden Drive
 Madison, Wisconsin
 SHEET TITLE
Site Plan

SHEET NUMBER

C-1.1

PROJECT NO. **2103**
 © Knothe & Bruce Architects, LLC

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





knothe • bruce
ARCHITECTS

Phone: 7601 University Ave., Ste 201
608.836.3690 Middleton, WI 53562

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Issued for UDC Informational - March 3, 2021

PROJECT TITLE
**PRISM II
APARTMENTS**

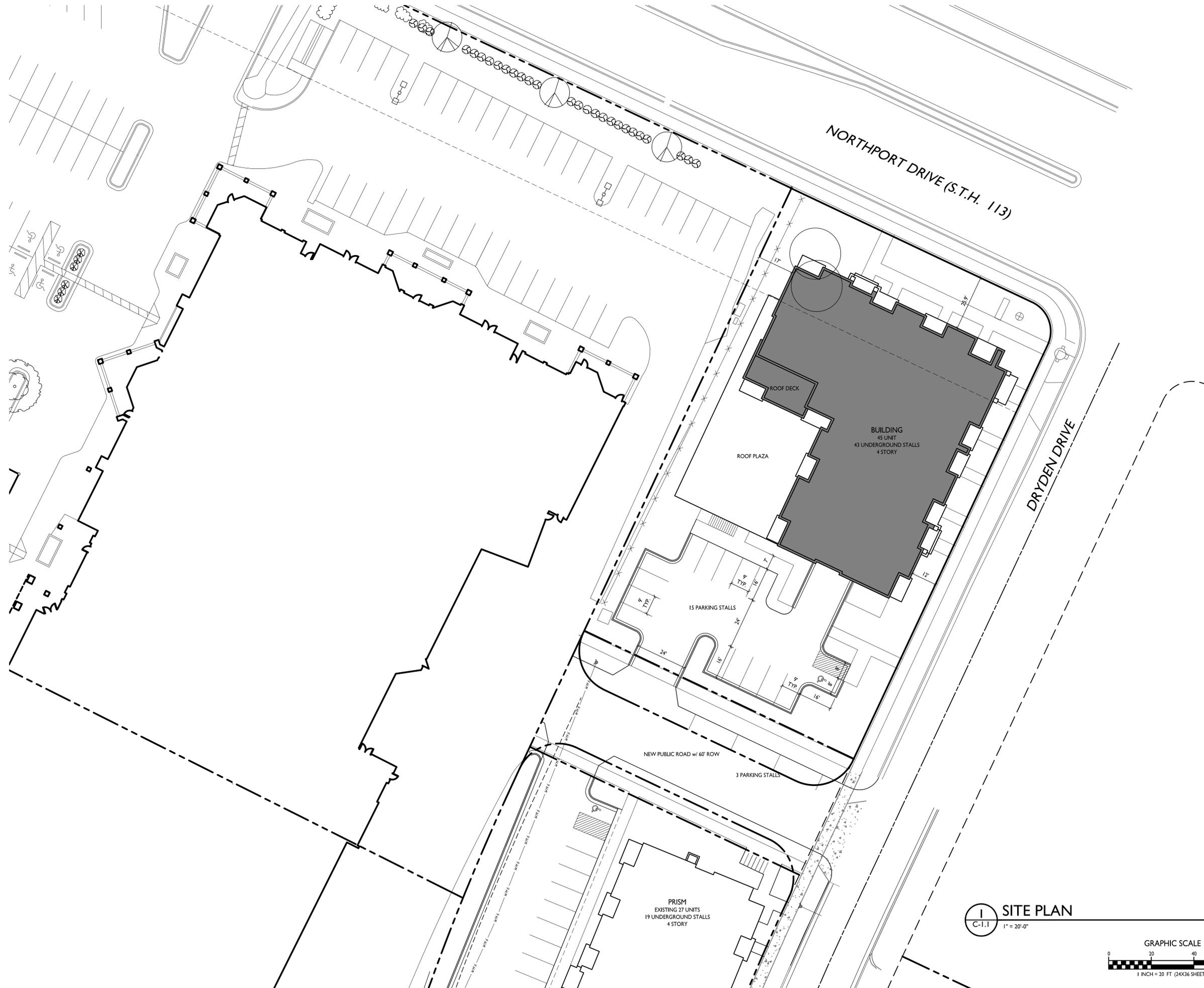
2902 Dryden Drive
Madison, Wisconsin
SHEET TITLE
Site Plan

SHEET NUMBER

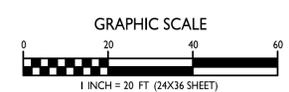
C-1.1

PROJECT NO. **2103**

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





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PROJECT TITLE
PRISM II
APARTMENTS

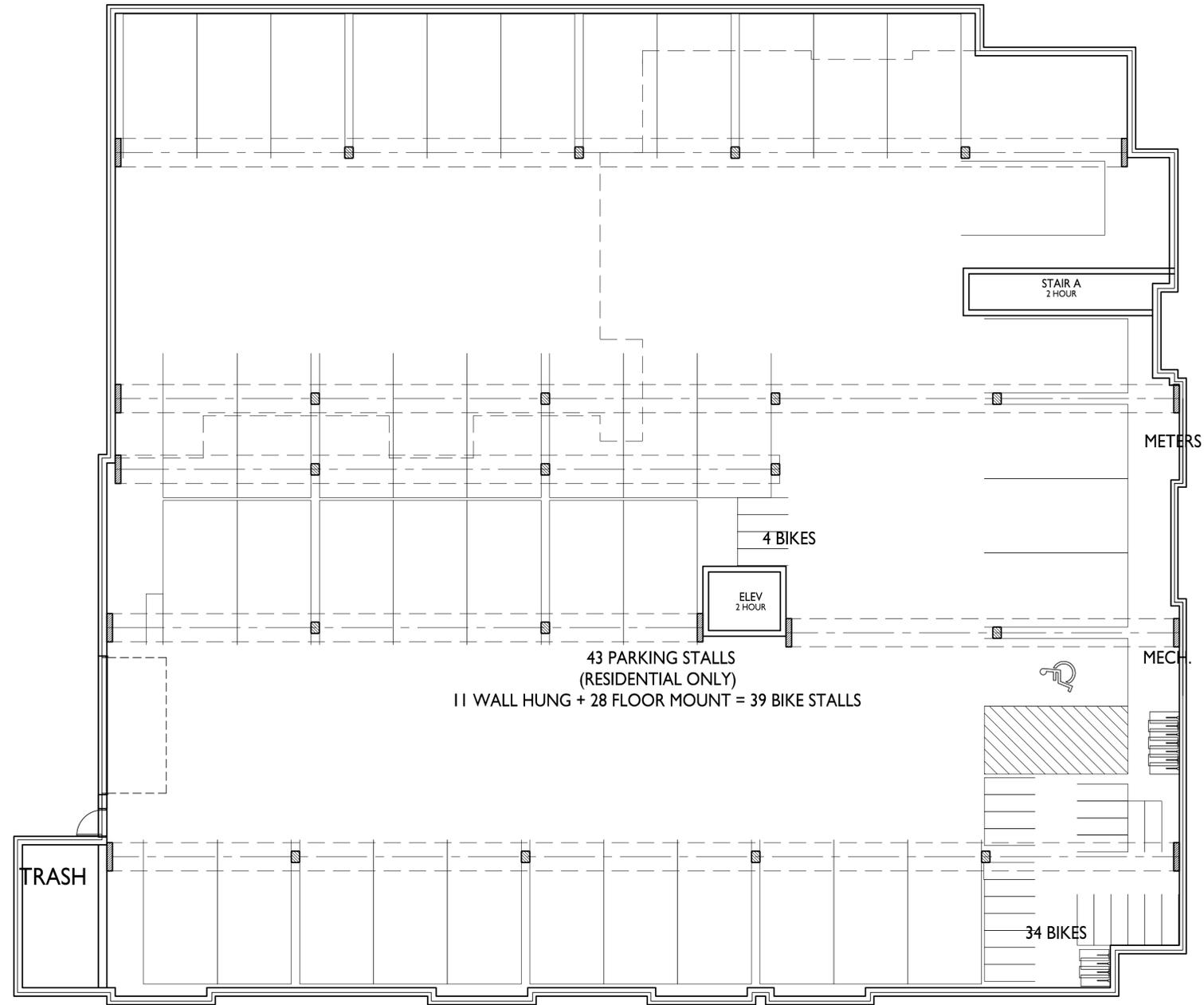
2902 Dryden Drive
Madison, Wisconsin
SHEET TITLE
Basement Floor
Plan

SHEET NUMBER

A-1.0

PROJECT NO. **2103**

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1 BASEMENT FLOOR PLAN
A-1.0 1/8" = 1'-0"





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PROJECT TITLE
PRISM II
APARTMENTS

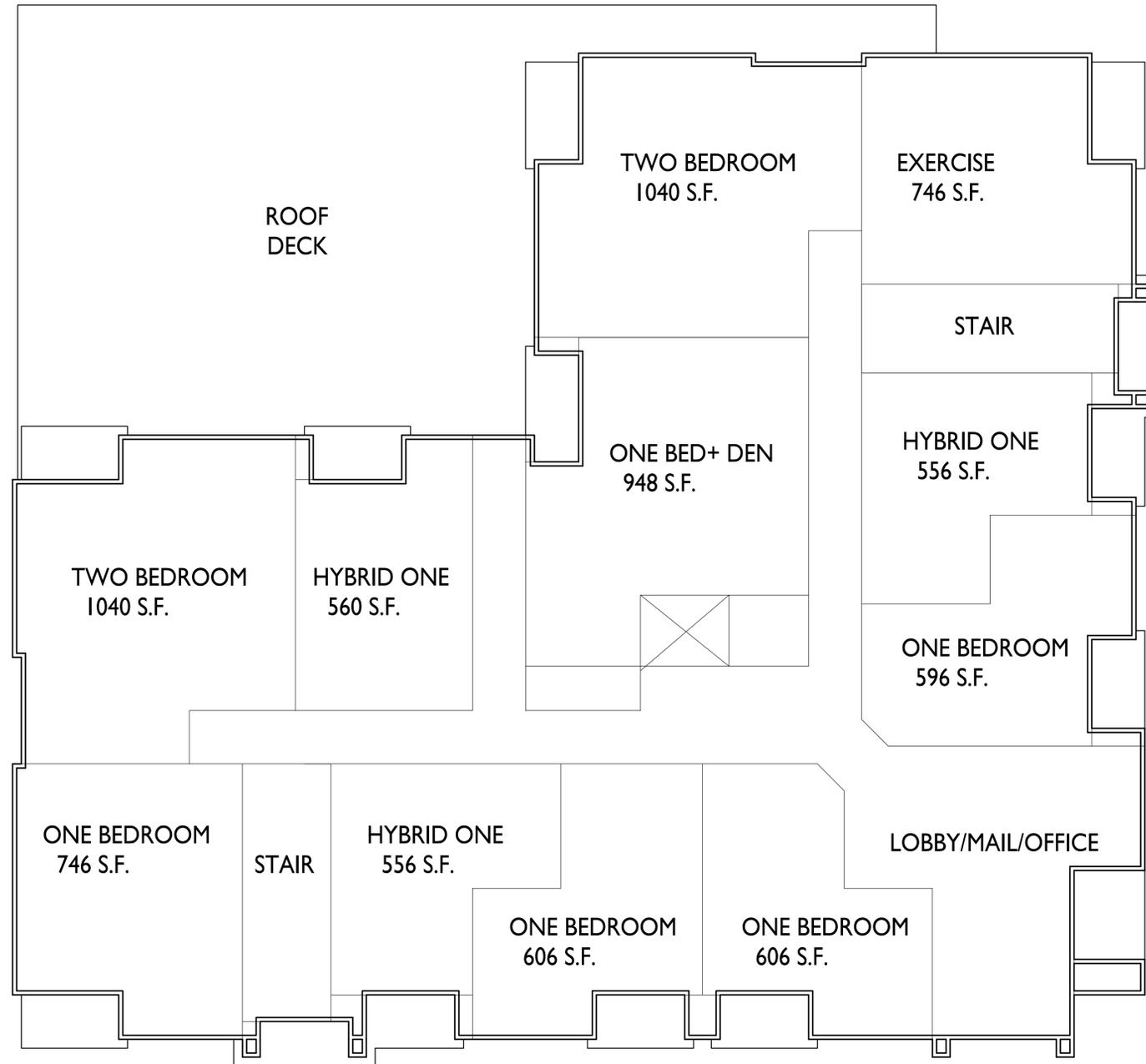
2902 Dryden Drive
Madison, Wisconsin
SHEET TITLE
First Floor Plan

SHEET NUMBER

A-1.1

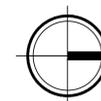
PROJECT NO. **2103**

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1 BED (HYBRID)	9
1 BEDROOM	25
1 BED + DEN	4
2 BEDROOM	7
	45

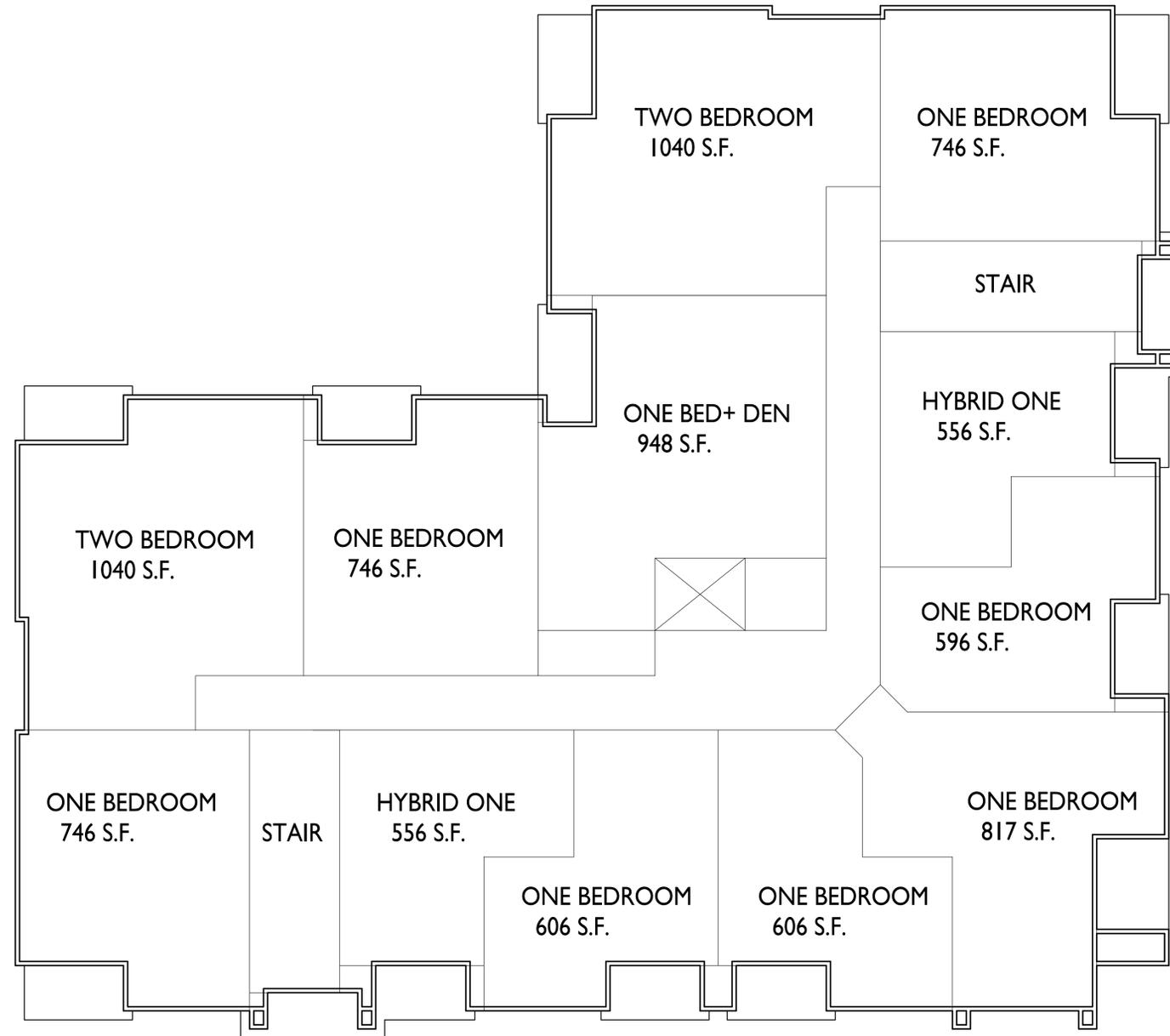
FIRST FLOOR PLAN
A-1.1 1/8" = 1'-0"





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PROJECT TITLE
PRISM II
APARTMENTS

2902 Dryden Drive
Madison, Wisconsin
SHEET TITLE
Second Floor Plan

1 SECOND FLOOR PLAN
A-1.2 1/8" = 1'-0"

SHEET NUMBER

A-1.2

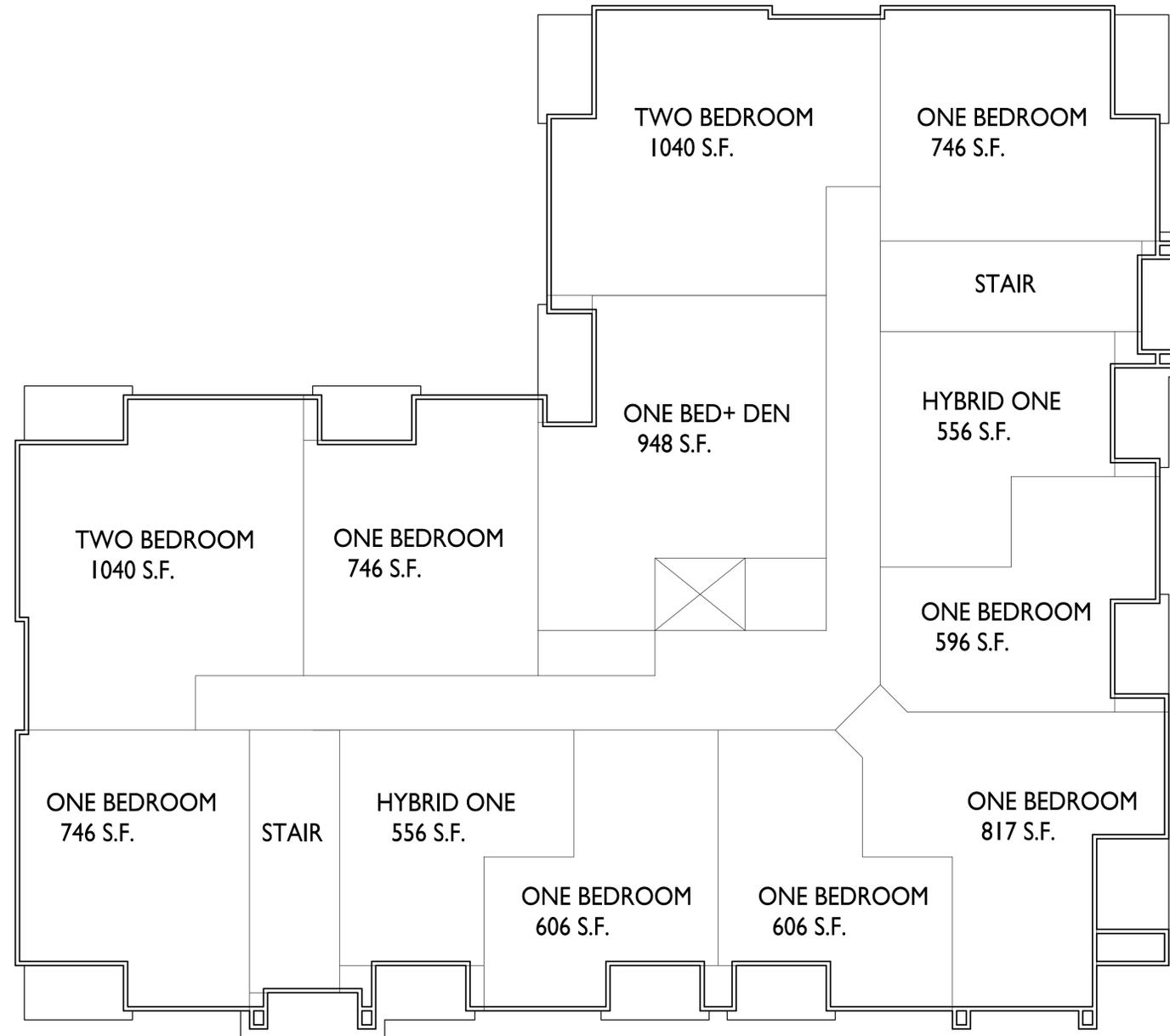
PROJECT NO. **2103**

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PROJECT TITLE
PRISM II
APARTMENTS

2902 Dryden Drive
Madison, Wisconsin
SHEET TITLE
Third Floor Plan

1 THIRD FLOOR PLAN
A-1.3 1/8" = 1'-0"



SHEET NUMBER

A-1.3

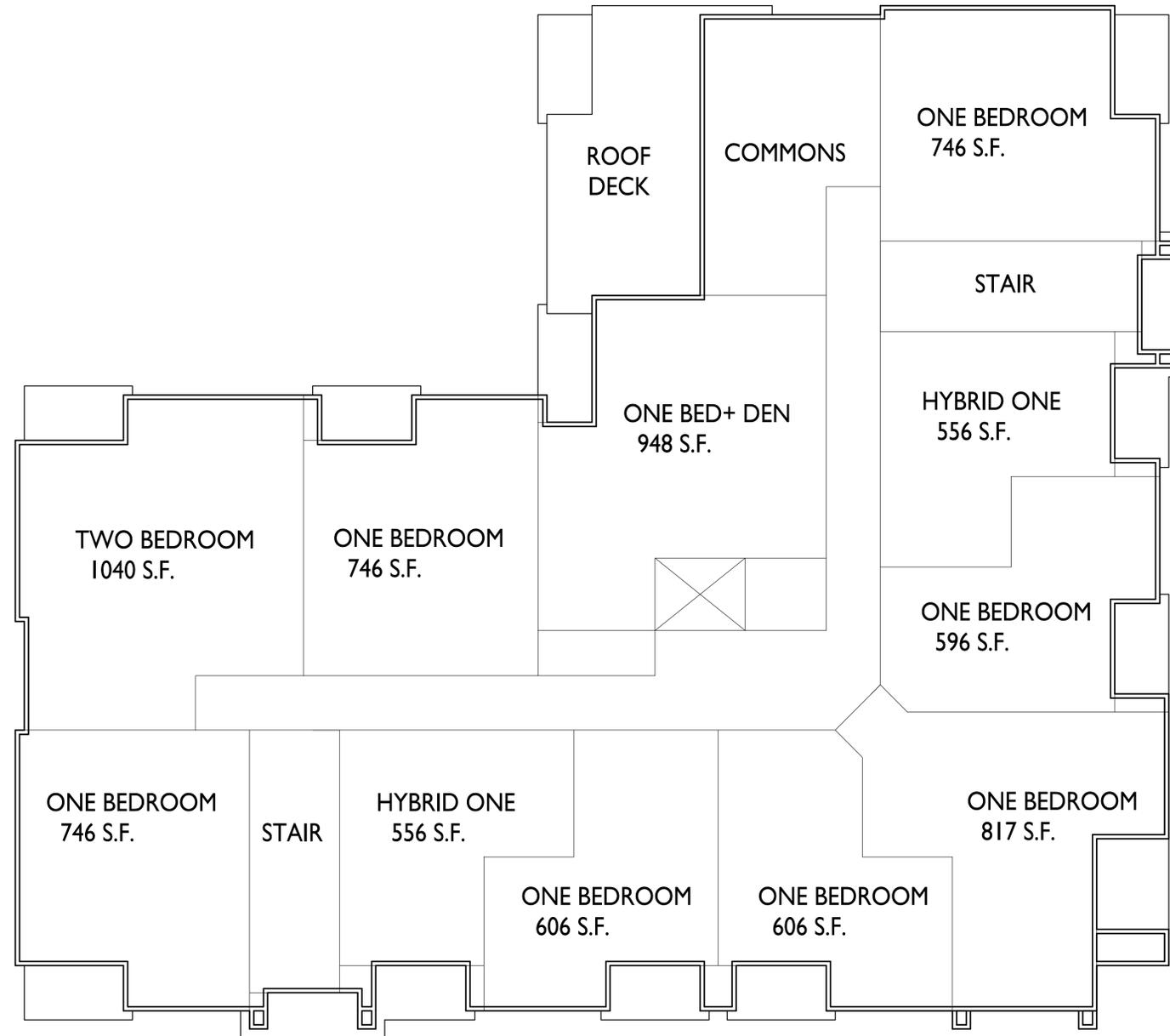
PROJECT NO. **2103**

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PROJECT TITLE
PRISM II
APARTMENTS

2902 Dryden Drive
Madison, Wisconsin
SHEET TITLE
Fourth Floor Plan

FOURTH FLOOR PLAN
1 / A-1.4 1/8" = 1'-0"

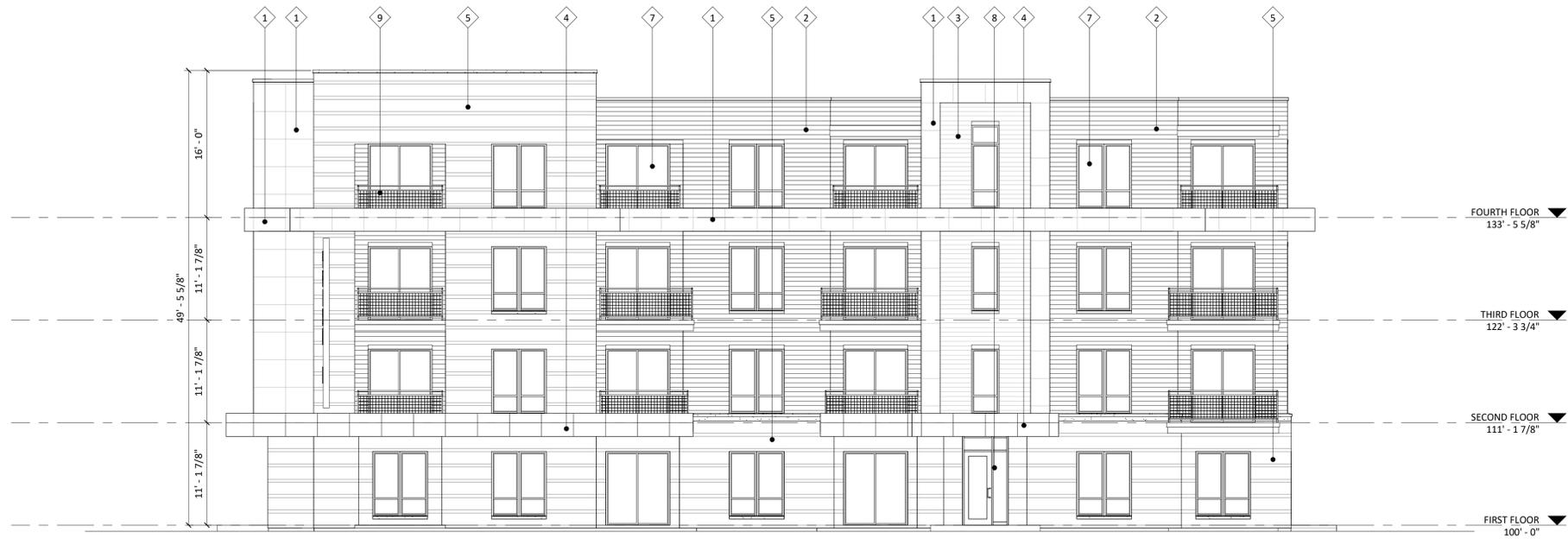


SHEET NUMBER

A-1.4

PROJECT NO. **2103**

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1 ELEVATION - NORTH
A-2.1 1/8" = 1'-0"



2 ELEVATION - EAST
A-2.1 1/8" = 1'-0"

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PROJECT TITLE
PRISM II
APARTMENTS

2902 DRYDEN DRIVE
MADISON, WI

SHEET TITLE
EXTERIOR
ELEVATIONS

SHEET NUMBER

A-2.1

PROJECT NUMBER **2103**

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EXTERIOR MATERIAL SCHEDULE		
BUILDING ELEMENT	MANUFACTURER	COLOR
(#1) - REVEAL COMPOSITE PANELS	JAMES HARDIE	ARCTIC WHITE
(#2) - 6" COMPOSITE LAP SIDING	JAMES HARDIE	RICH ESPRESSO
(#3) - 6" COMPOSITE LAP SIDING	JAMES HARDIE	WOODTONE SUMMER WHEAT
(#4) - REVEAL COMPOSITE PANELS	JAMES HARDIE	HL - 0599 FLORIDA WATERS
COMPOSITE TRIM	JAMES HARDIE	MATCH ADJ. SIDING COLOR
(#5) - STONE VENEER	ROCKCAST	SLATE
(#6) - CAST STONE BANDS & SILLS	ROCKCAST	SLATE
(#7) - COMPOSITE WINDOWS	ANDERSEN 100	DARK BRONZE
(#8) - ALUM. STOREFRONT	N/A	DARK BRONZE ANODIZED
CANOPY & BAY SOFFITS	JAMES HARDIE	COLOR TO MATCH ADJ. TRIM/SIDING
(#9) - RAILINGS & HANDRAILS	SUPERIOR	DARK BRONZE



1 ELEVATION - SOUTH
A-2.2 1/8" = 1'-0"



2 ELEVATION - WEST
A-2.2 1/8" = 1'-0"

EXTERIOR MATERIAL SCHEDULE		
BUILDING ELEMENT	MANUFACTURER	COLOR
(#1) - REVEAL COMPOSITE PANELS	JAMES HARDIE	ARCTIC WHITE
(#2) - 6" COMPOSITE LAP SIDING	JAMES HARDIE	RICH ESPRESSO
(#3) - 6" COMPOSITE LAP SIDING	JAMES HARDIE	WOODTONE SUMMER WHEAT
(#4) - REVEAL COMPOSITE PANELS	JAMES HARDIE	HL - 0599 FLORIDA WATERS
COMPOSITE TRIM	JAMES HARDIE	MATCH ADJ. SIDING COLOR
(#5) - STONE VENEER	ROCKCAST	SLATE
(#6) - CAST STONE BANDS & SILLS	ROCKCAST	SLATE
(#7) - COMPOSITE WINDOWS	ANDERSEN 100	DARK BRONZE
(#8) - ALUM. STOREFRONT	N/A	DARK BRONZE ANODIZED
CANOPY & BAY SOFFITS	JAMES HARDIE	COLOR TO MATCH ADJ. TRIM/SIDING
(#9) - RAILINGS & HANDRAILS	SUPERIOR	DARK BRONZE



1 ELEVATION - NORTH COLOR
A-2.3 1/8" = 1'-0"



2 ELEVATION - SOUTH COLOR
A-2.3 1/8" = 1'-0"

ISSUED
Issued for UDC Info. - March 3, 2021

PROJECT TITLE
PRISM II
APARTMENTS

2902 DRYDEN DRIVE
MADISON, WI

SHEET TITLE
EXTERIOR
ELEVATIONS -
COLOR

SHEET NUMBER

A-2.3

PROJECT NUMBER **2103**

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EXTERIOR MATERIAL SCHEDULE		
BUILDING ELEMENT	MANUFACTURER	COLOR
(#1) - REVEAL COMPOSITE PANELS	JAMES HARDIE	ARCTIC WHITE
(#2) - 6" COMPOSITE LAP SIDING	JAMES HARDIE	RICH ESPRESSO
(#3) - 6" COMPOSITE LAP SIDING	JAMES HARDIE	WOODTONE SUMMER WHEAT
(#4) - REVEAL COMPOSITE PANELS	JAMES HARDIE	HL - 0599 FLORIDA WATERS
COMPOSITE TRIM	JAMES HARDIE	MATCH ADJ. SIDING COLOR
(#5) - STONE VENEER	ROCKCAST	SLATE
(#6) - CAST STONE BANDS & SILLS	ROCKCAST	SLATE
(#7) - COMPOSITE WINDOWS	ANDERSEN 100	DARK BRONZE
(#8) - ALUM. STOREFRONT	N/A	DARK BRONZE ANODIZED
CANOPY & BAY SOFFITS	JAMES HARDIE	COLOR TO MATCH ADJ. TRIM/SIDING
(#9) - RAILINGS & HANDRAILS	SUPERIOR	DARK BRONZE



1 ELEVATION - EAST COLOR
A-2.4 1/8" = 1'-0"



2 ELEVATION - WEST COLOR
A-2.4 1/8" = 1'-0"

EXTERIOR MATERIAL SCHEDULE		
BUILDING ELEMENT	MANUFACTURER	COLOR
(#1) - REVEAL COMPOSITE PANELS	JAMES HARDIE	ARCTIC WHITE
(#2) - 6" COMPOSITE LAP SIDING	JAMES HARDIE	RICH ESPRESSO
(#3) - 6" COMPOSITE LAP SIDING	JAMES HARDIE	WOODTONE SUMMER WHEAT
(#4) - REVEAL COMPOSITE PANELS	JAMES HARDIE	HL - 0599 FLORIDA WATERS
COMPOSITE TRIM	JAMES HARDIE	MATCH ADJ. SIDING COLOR
(#5) - STONE VENEER	ROCKCAST	SLATE
(#6) - CAST STONE BANDS & SILLS	ROCKCAST	SLATE
(#7) - COMPOSITE WINDOWS	ANDERSEN 100	DARK BRONZE
(#8) - ALUM. STOREFRONT	N/A	DARK BRONZE ANODIZED
CANOPY & BAY SOFFITS	JAMES HARDIE	COLOR TO MATCH ADJ. TRIM/SIDING
(#9) - RAILINGS & HANDRAILS	SUPERIOR	DARK BRONZE



PRISM II APARTMENTS

2902 DRYDEN DRIVE MADISON, WI
RENDERED PERSPECTIVE

X-1.0





PRISM II APARTMENTS

2902 DRYDEN DRIVE MADISON, WI
RENDERED PERSPECTIVE

X-1.1





PRISM II APARTMENTS

2902 DRYDEN DRIVE MADISON, WI
RENDERED PERSPECTIVE

X-1.2

