

# 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** \_\_\_\_\_

Street address \_\_\_\_\_

Telephone \_\_\_\_\_

**Project contact person** \_\_\_\_\_

Street address \_\_\_\_\_

Telephone \_\_\_\_\_

**Property owner (if not applicant)** \_\_\_\_\_

Street address \_\_\_\_\_

Telephone \_\_\_\_\_

Company \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

Company \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

## 5. Required Submittal Materials

### Application Form

### Letter of Intent

- If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
- For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.

### Development Plans (Refer to checklist on Page 4 for plan details)

### Filing fee

### Electronic Submittal\*

### Notification to the District Alder

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

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

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

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](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**:

- N/A ☐ Grading Plan
- N/A ☐ 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





October 10, 2022

City of Madison  
215 Martin Luther King Jr. Blvd  
P.O. Box 2985  
Madison, WI 53703-2985  
Email Address: [udcapplication@cityofmadison.com](mailto:udcapplication@cityofmadison.com)

Attention: Colin Punt

Re: Letter of Intent  
Palisade Apartments - Minor Alteration UDC Approval  
535 West Johnson St  
Madison, WI 53703

Dear Mr. Punt,

The following is submitted together with an application and associated plans for review by City Staff, and Urban Design Commission. We are requesting approval of a minor alteration to an existing building.

**Project Team:**

Owner: Willow Partners  
725 East Johnson St.  
Madison, WI 53703  
Chris Houden Jr.  
[chris@willow-partners.com](mailto:chris@willow-partners.com)  
608.770.2332

General Contractor: Friede & Associates  
122 West Washington Ave.  
Suite 105  
Madison, WI 53703  
Carole Schaeffer  
[cjschaeffer@friede.com](mailto:cjschaeffer@friede.com)  
608.786.9803

Design Architect: JLA Architect  
800 West Broadway  
Suite 200  
Monona, WI 53713  
Patrick Terry  
[pterry@jla-ap.com](mailto:pterry@jla-ap.com)  
608.442.3823

Engineer of Record: Pierce Engineering  
222 West Washington Ave.  
Suite 650  
Madison, WI 53703  
Richard Pierce  
[rcpierce@pierceengineers.com](mailto:rcpierce@pierceengineers.com)  
608.256.7304

Pool Contractor: Neuman Pools Inc.  
W9684 Beaverland Pkwy  
Michael Nelson  
[mnelson@neumanpools.com](mailto:mnelson@neumanpools.com)  
920.885.3366

**Existing Conditions:**

The project is located on the corner of W Johnson St. and Marion St. between the Double Tree Hotel and the Nitty Gritty. The existing 12 story/93 unit apartment building was completed in 2002, and primarily is student housing.

**Project Overview:**

The project consists of improving and expanding the existing roof deck area by adding a pool and decorative pergola, along with exchanging a portion of the existing parapet with glass and metal railings.

**Operations:**

The property is managed by Willow Partner.

**Staff and Neighborhood Input:**

Willow Partners and Friede & Associates have discussed the project with Ald. Verveer, Kevin Furchow, Matt Tucker and Heather Stouden prior to submittal.

**Zoning:**

Project is part of an existing planned development and does not require any rezoning.

**Lot Coverage:**

Building footprint is unchanged  
Dwelling units are unchanged

**Construction Timeline**

Winter/Spring 2023 – August 2023

Thank you for your time in reviewing our proposal.

Sincerely,



Patrick Terry  
Project Manager

JLA Architects  
800 West Broadway – Suite 200  
Monona, WI 53718







PROJECT ADDRESS

PALISADE APARTMENTS

535 W. JOHNSON STREET MADISON, WI 53703

OWNER INFORMATION

WILLOW PARTNERS

725 EAST JOHNSON STREET  
MADISON, WI 53703

CONTACT: Chris Houden Jr.  
EMAIL: chris@willow-partners.com  
MAIN: 608.770.2332



PROJECT TEAM

GENERAL CONTRACTOR

FRIEDE & ASSOCIATES

122 WEST WASHINGTON AVENUE, SUITE 105  
MADISON, WI 53703  
CONTACT: Carole J. Schaeffer  
EMAIL: cjschaeffer@friede.com  
MAIN: 608.768.9803



ARCHITECT OF RECORD

JLA ARCHITECTS & PLANNERS

800 WEST BROADWAY STREET, SUITE 200  
MADISON, WI 53713  
CONTACT: Patrick Terry  
EMAIL: pterry@jla-ap.com  
MAIN: 608.442.3823

ENGINEER OF RECORD

PIERCE ENGINEERS

222 WEST WASHINGTON AVENUE #650  
MADISON, WI 53703  
CONTACT: Richard Pierce  
EMAIL: rcpierce@pierceengineers.com  
MAIN: 608.256.7304



POOL CONSULTANT

NEUMAN POOLS INC.

W9684 BEAVERLAND PARKWAY  
BEAVER DAM, WI 53916  
CONTACT: Michael Nelson  
EMAIL: mnelson@neumanpools.com  
MAIN: 920.885.3366



SET ISSUE

MINOR ALTERATIONS UDC SUBMITTAL

10.10.2022

SHEET INDEX

SHEET INDEX			
SHEET NUMBER		REVISIONS	
		Mark	Date
001	COVER		
002	INDEX		
003	EXISTING SITE PLAN		
004	PENTHOUSE PLANS		
005	TWELFTH FLOOR BALCONY PLANS		
006	EXISTING NORTH ELEVATION		
007	EXISTING EAST ELEVATION		
008	EXISTING WEST ELEVATION		
009	PROPOSED NORTH ELEVATION		
010	PROPOSED EAST ELEVATION		
011	PROPOSED WEST ELEVATION		
012	PROPOSED NORTH ELEVATION B/W		
013	PROPOSED EAST ELEVATION B/W		
014	PROPOSED WEST ELEVATION B/W		
015	EXISTING RENDERING		
016	EXISTING RENDERING		
017	EXISTING RENDERING		
018	PROPOSED RENDERING		
019	PROPOSED RENDERING		
020	PROPOSED RENDERING		
021	PROPOSED RENDERING		
022	PROPOSED SECTIONS & DETAILS		
023	PROPOSED LIGHTING PLAN		
024	PRECEDENT IMAGERY & MATERIAL COLOR		
025	W JOHNSON STREET SCAPE		

10/6/2022 1:58:52 PM



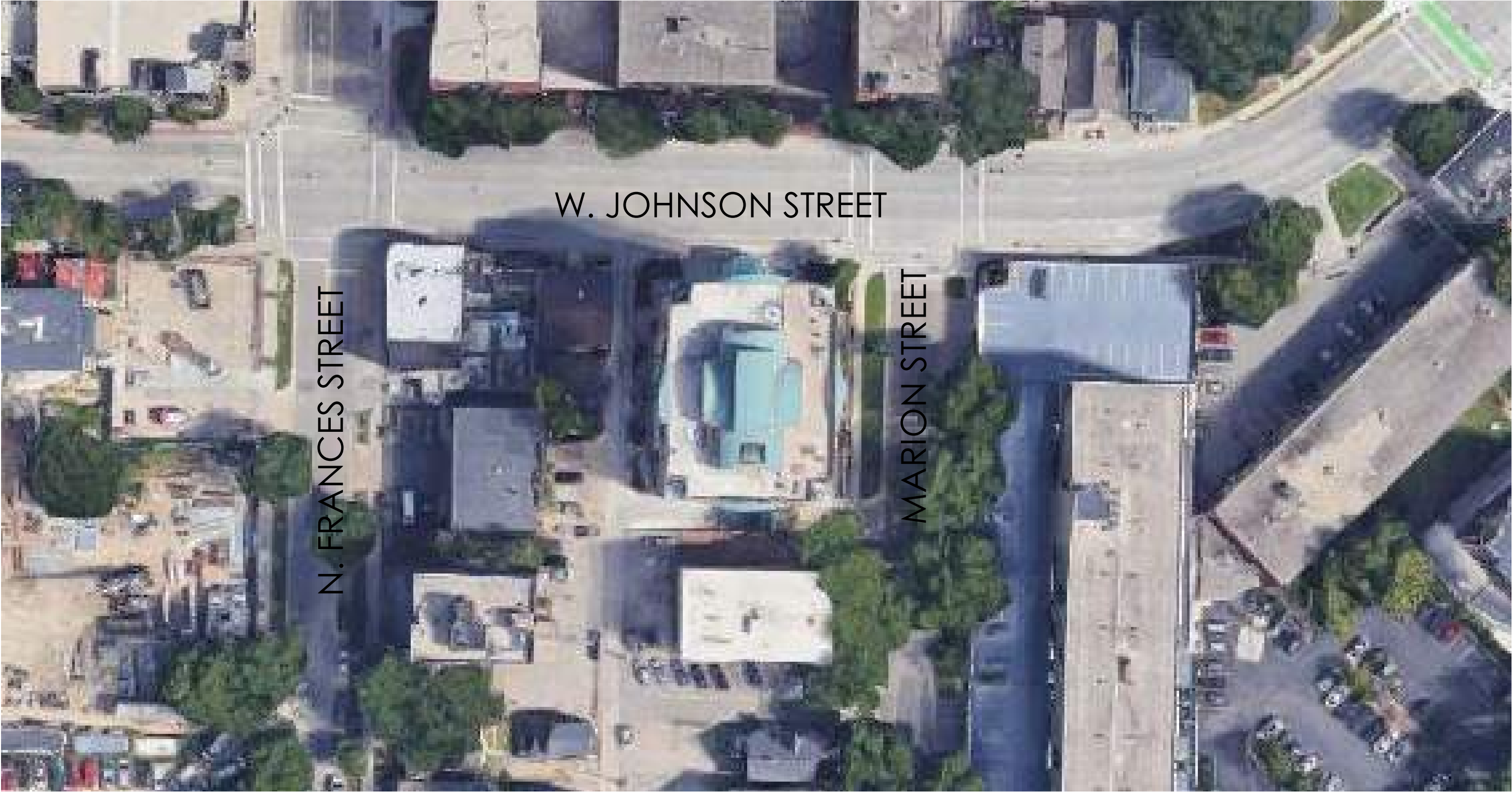
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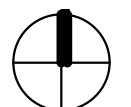
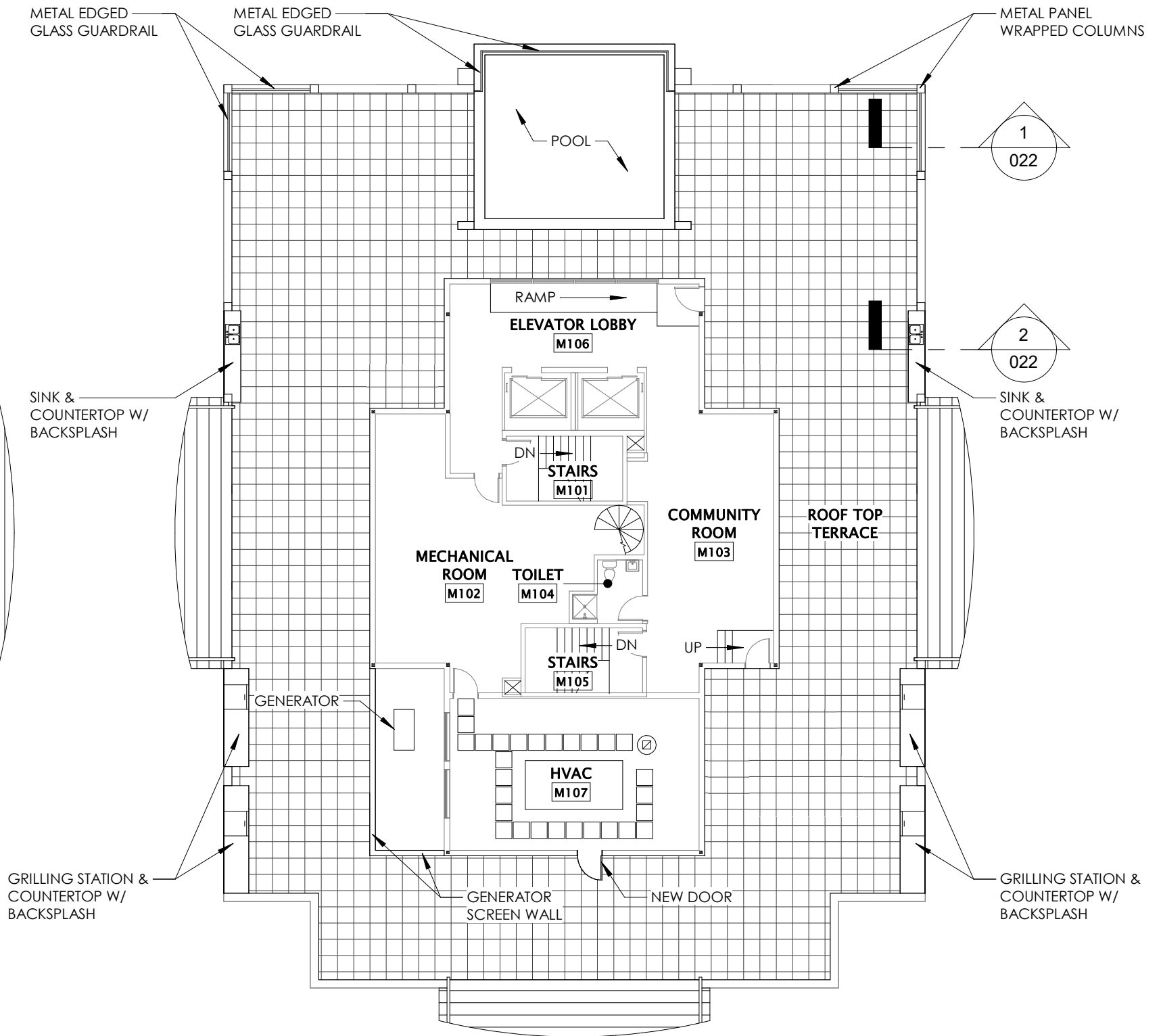
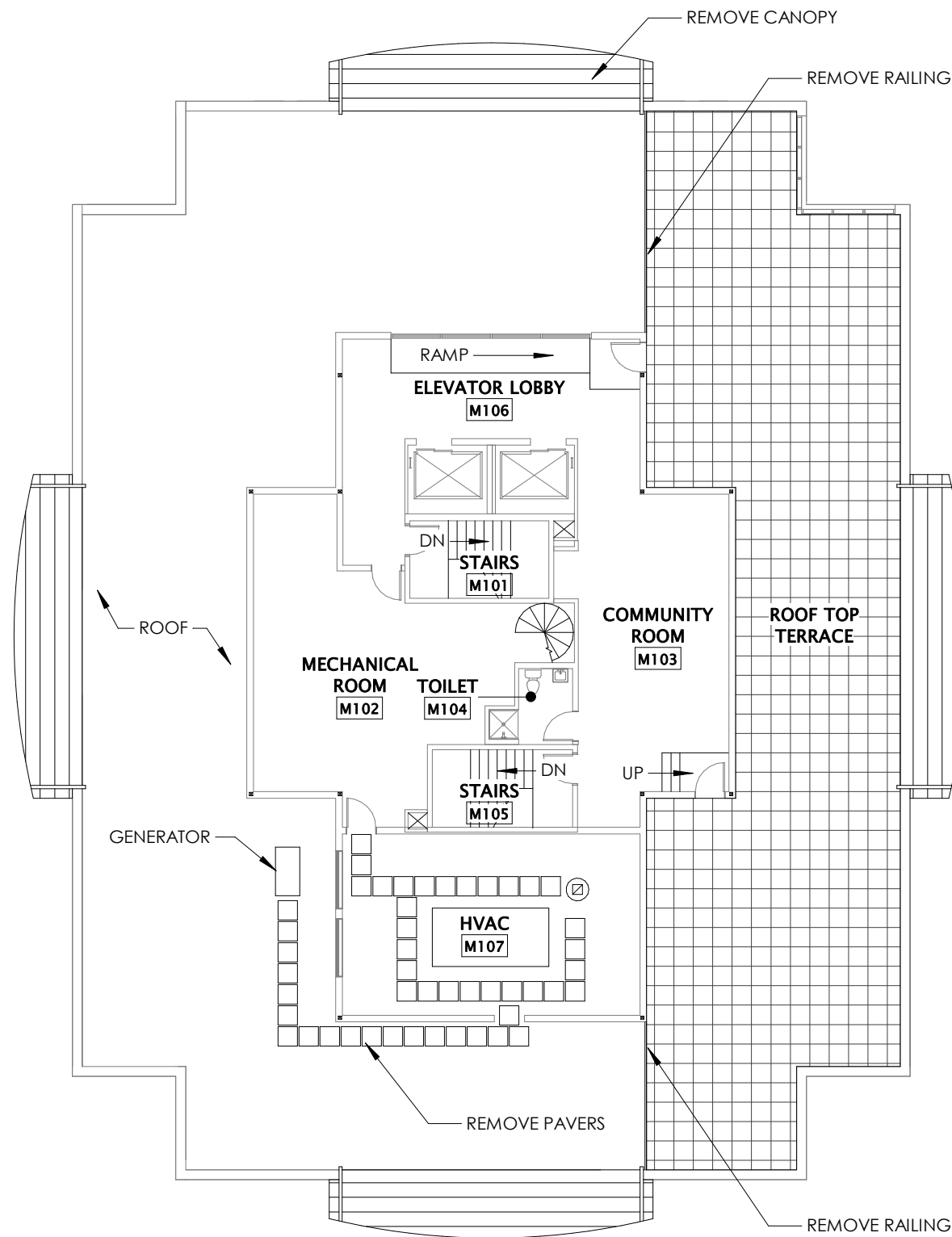
MINOR ALTERATIONS UDC SUBMITTAL

INDEX

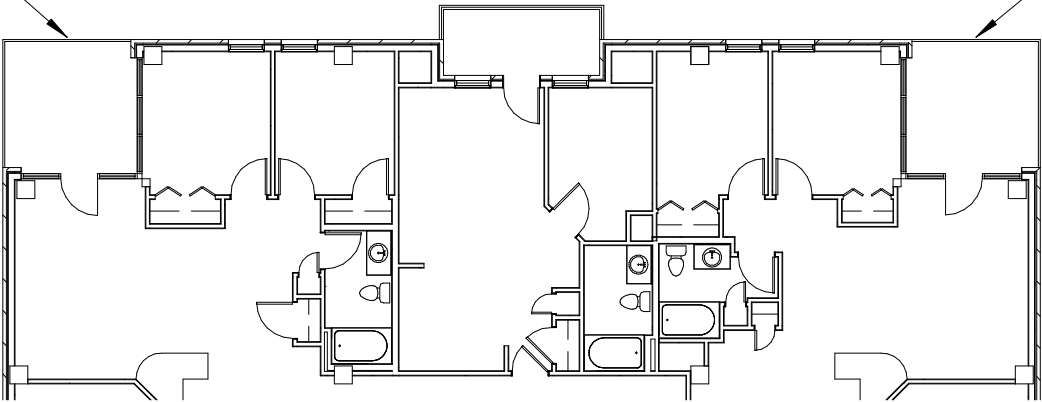
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DATE OF ISSUANCE:	10.10.2022
REVISION DATE:	

002





ADDED STRUCTURE &  
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GUARDRAIL TO MATCH  
EXISTING

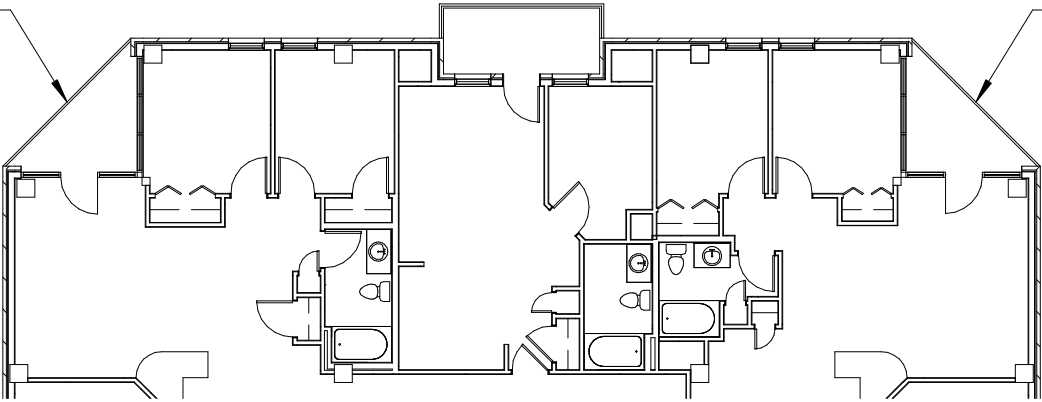


ADDED STRUCTURE &  
PAINTED METAL PIPE  
GUARDRAIL TO MATCH  
EXISTING

PROPOSED TWELFTH FLOOR PLAN

1/16" = 1'-0"

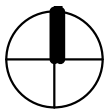
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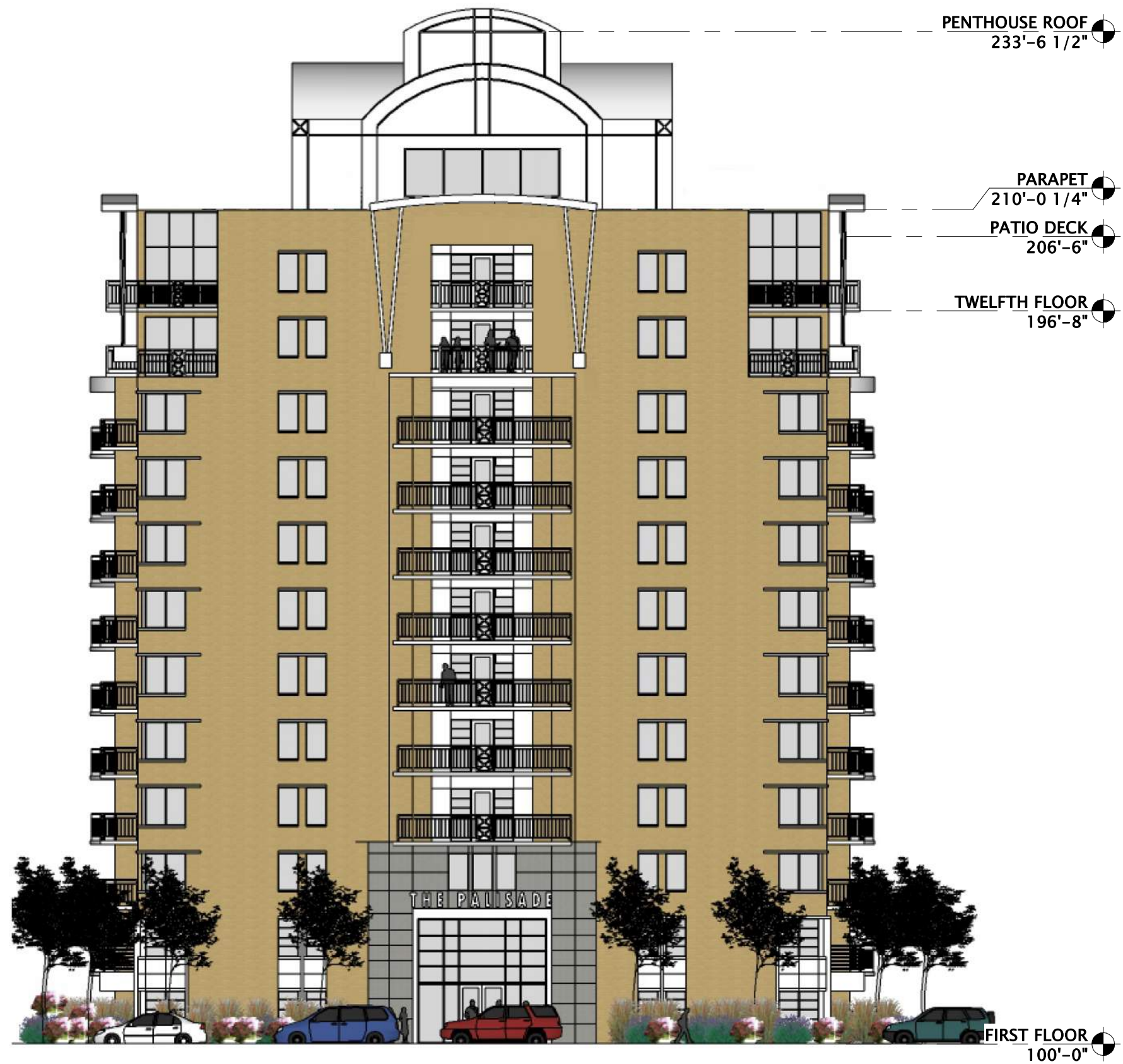
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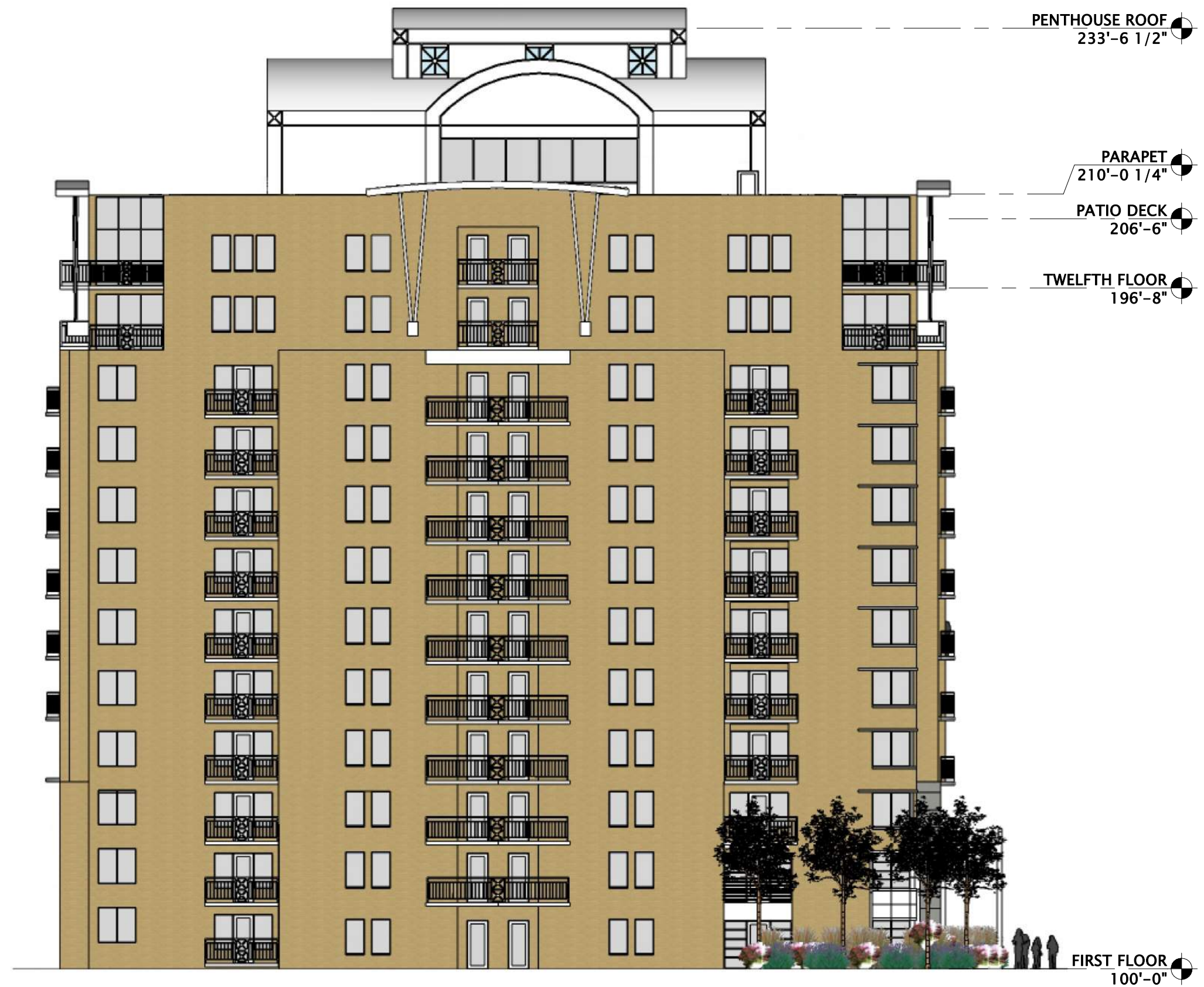
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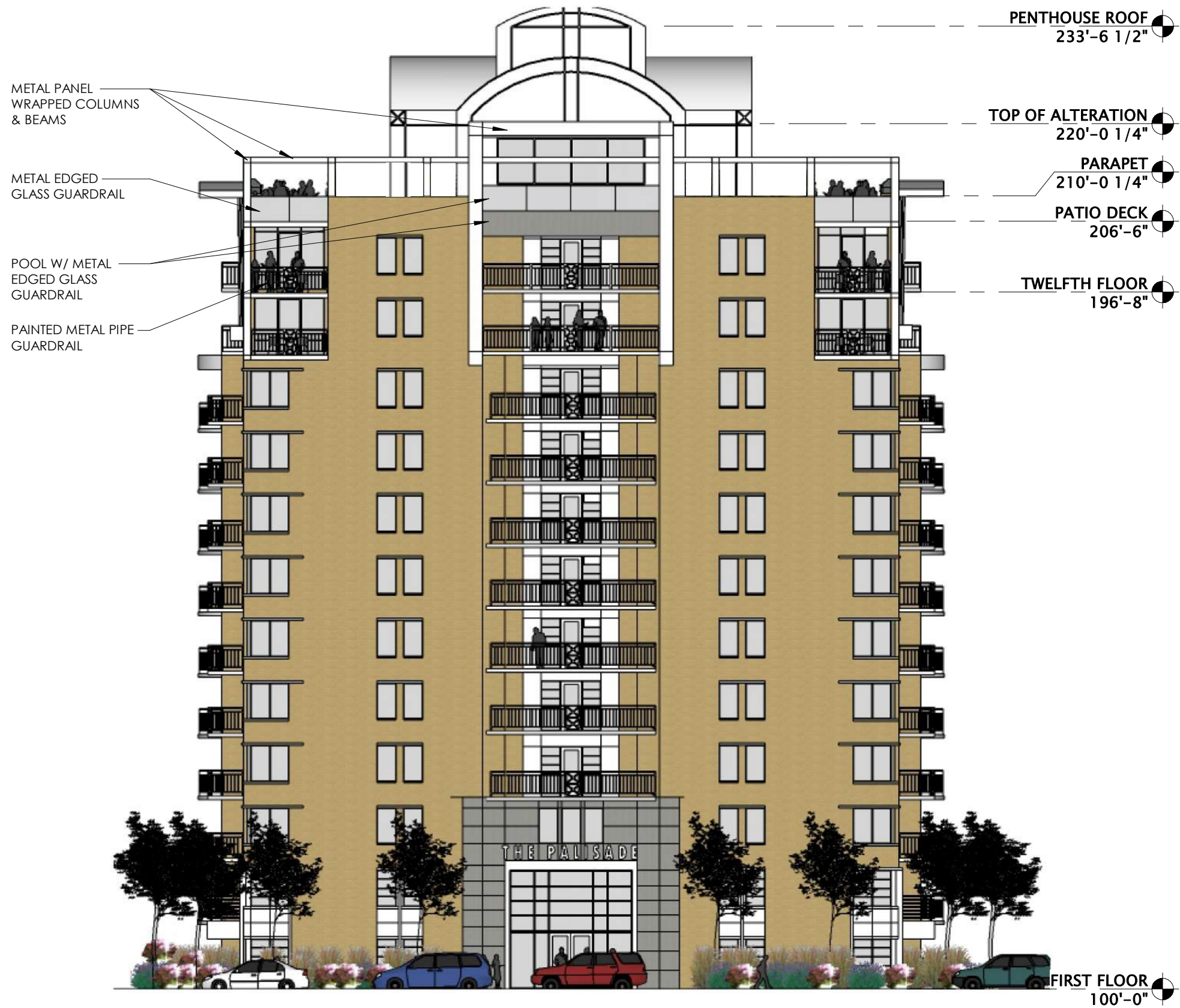














GRILLING STATION &  
COUNTERTOP W/ BACKSPLASH

PENTHOUSE ROOF  
233'-6 1/2"

METAL PANEL WRAPPED  
COLUMNS & BEAMS

TOP OF ALTERATION  
220'-0 1/4"

PARAPET  
210'-0 1/4"

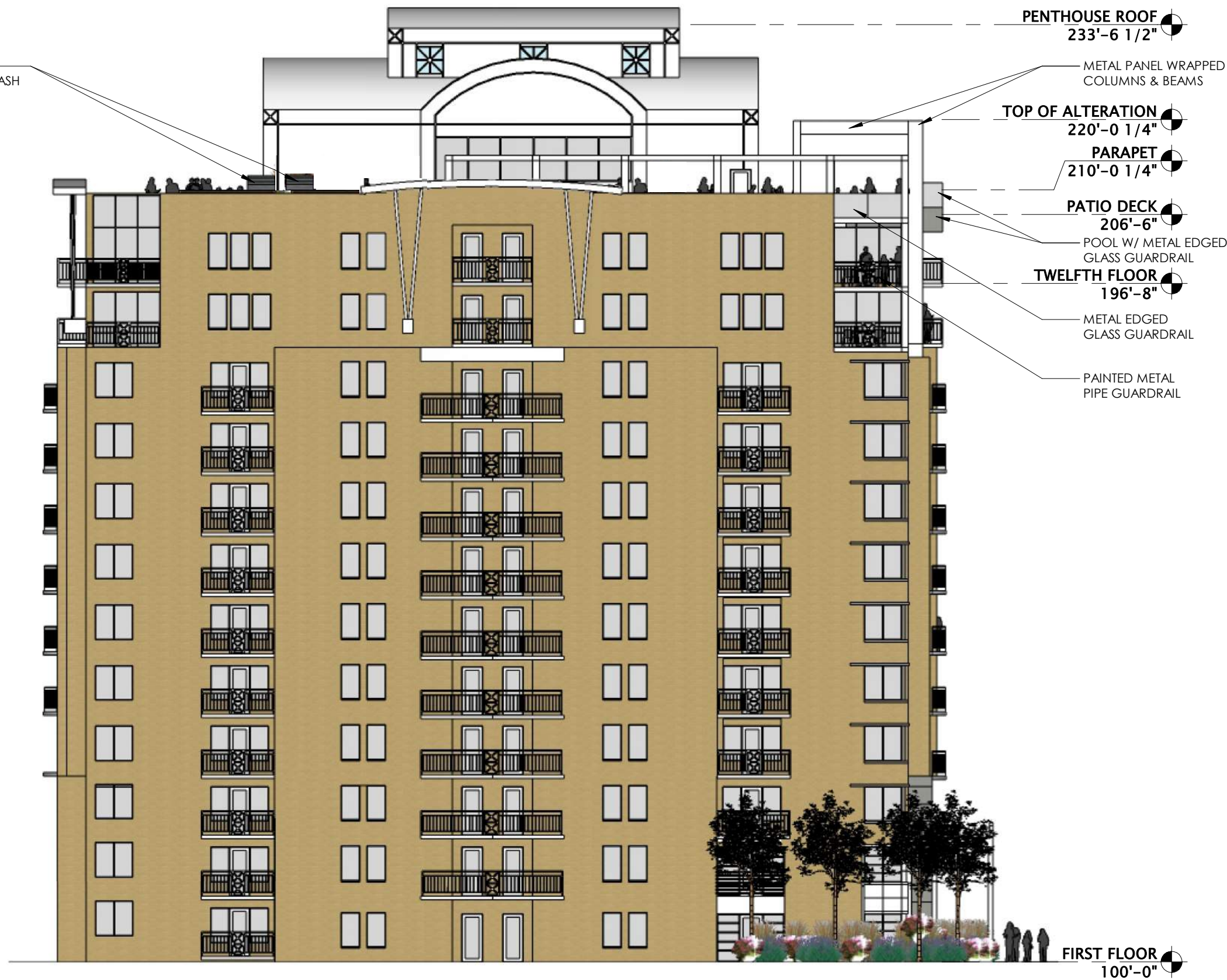
PATIO DECK  
206'-6"

POOL W/ METAL EDGED  
GLASS GUARDRAIL

TWELFTH FLOOR  
196'-8"

METAL EDGED  
GLASS GUARDRAIL

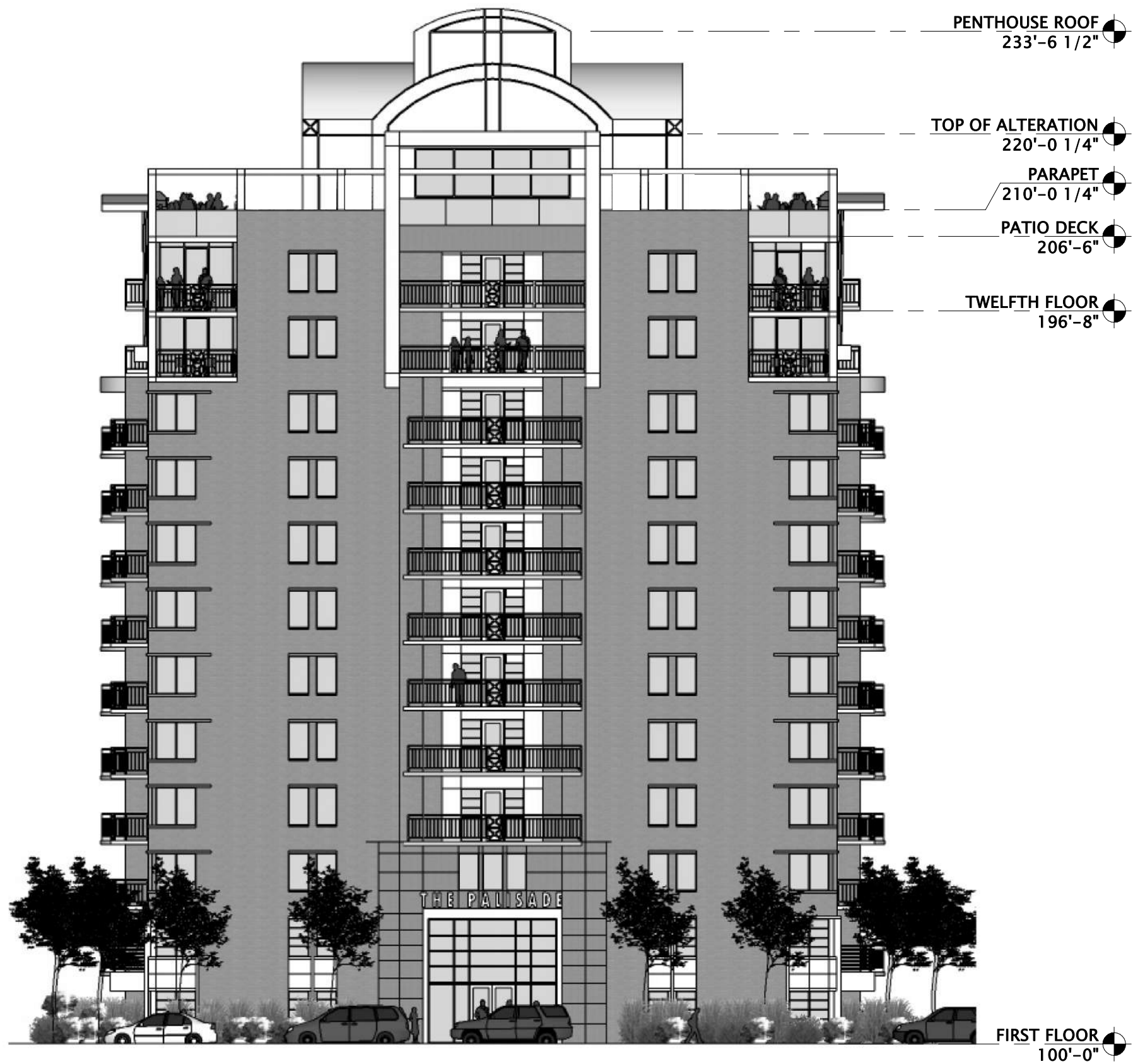
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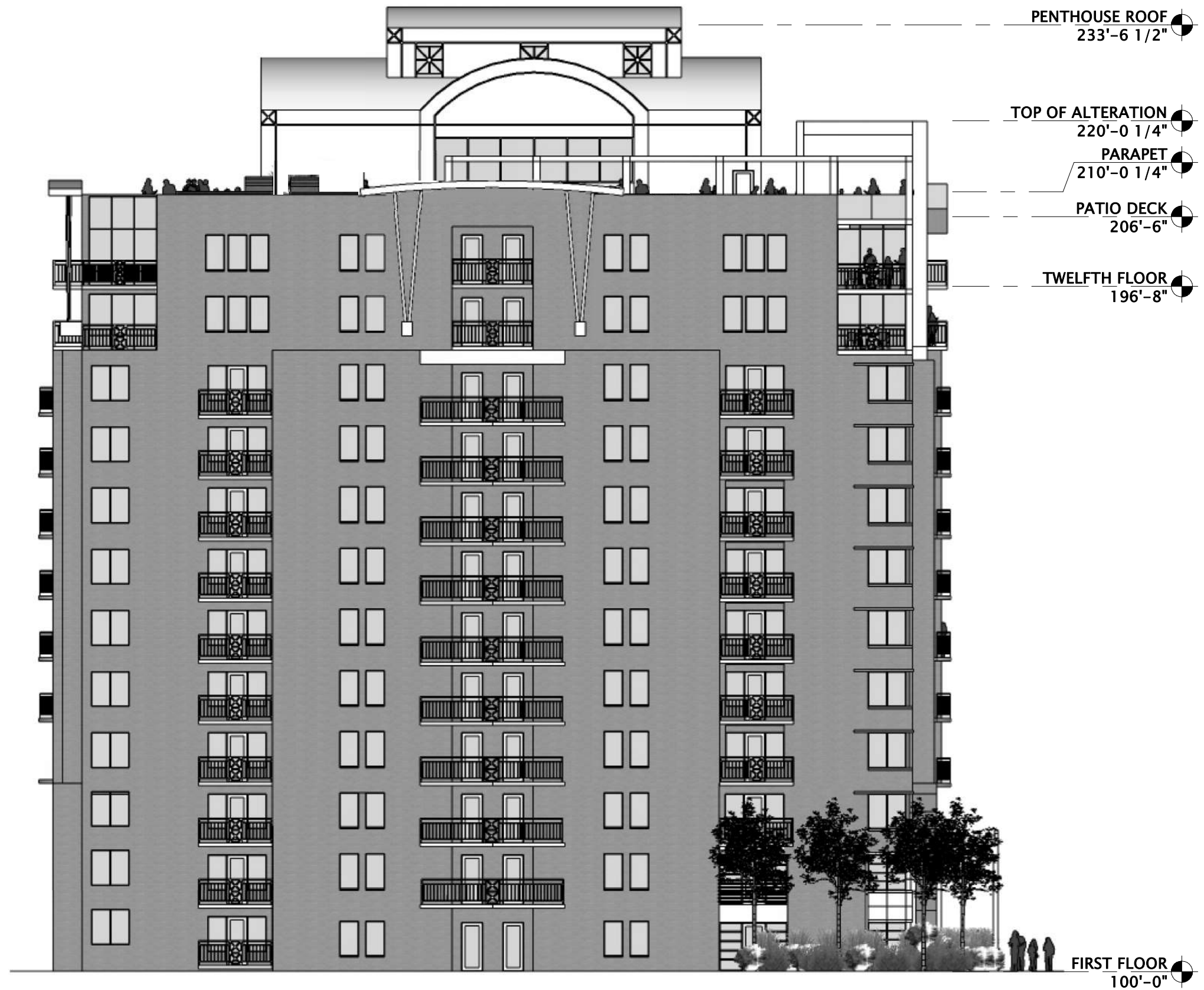
FIRST FLOOR  
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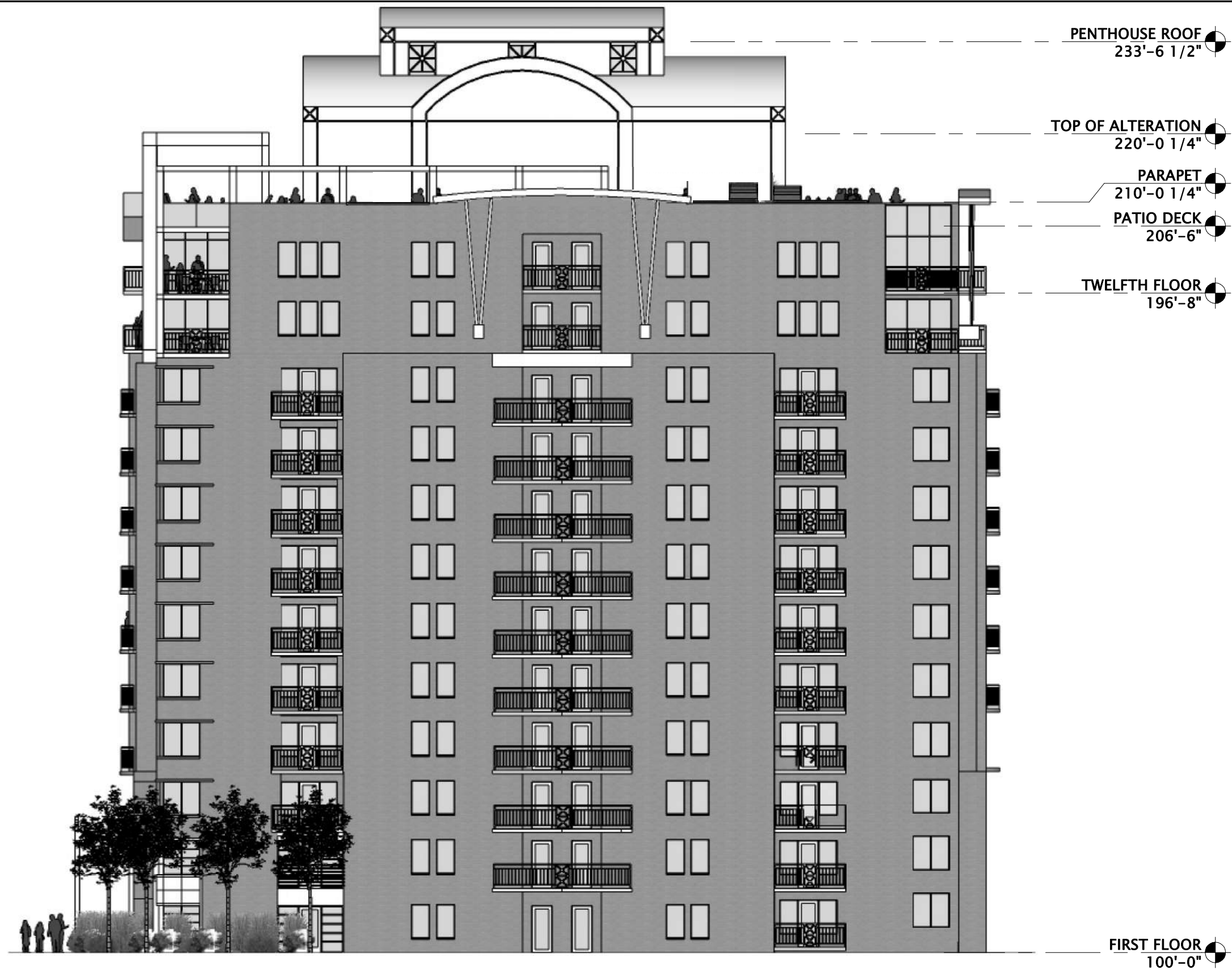




























**JLA**  
ARCHITECTS



**JLA**  
ARCHITECTS  
MADISON | MILWAUKEE | DENVER  
JLA-AP.COM

PALISADE APARTMENTS  
MINOR ALTERATIONS UDC SUBMITTAL

PROPOSED RENDERING

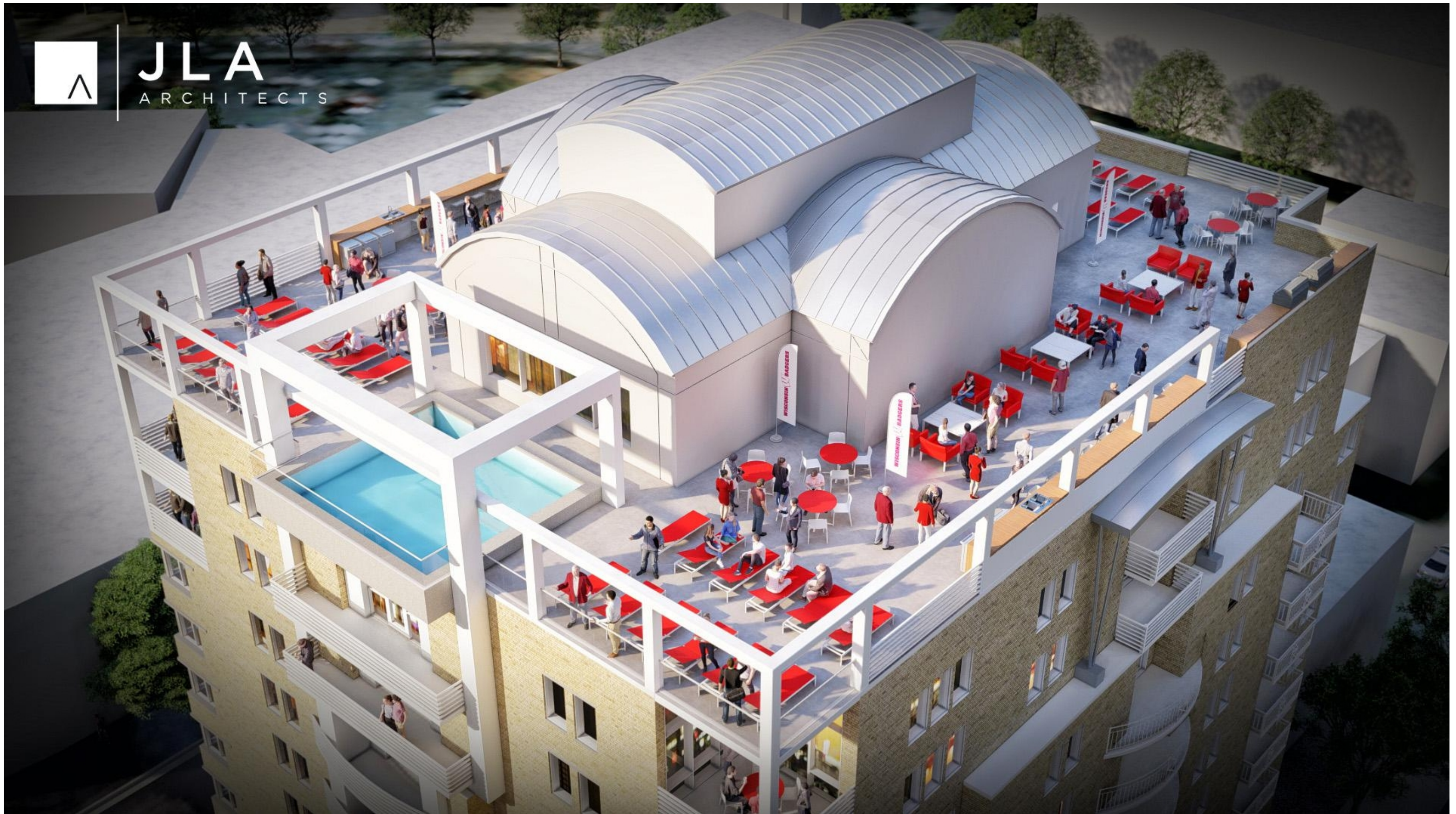
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DATE OF ISSUANCE:	10.10.2022
REVISION DATE:	

018





**JLA**  
ARCHITECTS



**JLA**  
ARCHITECTS  
MADISON | MILWAUKEE | DENVER  
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PALISADE APARTMENTS  
MINOR ALTERATIONS UDC SUBMITTAL

PROPOSED RENDERING

JLA PROJECT No:	W22-0211
DATE OF ISSUANCE:	10.10.2022
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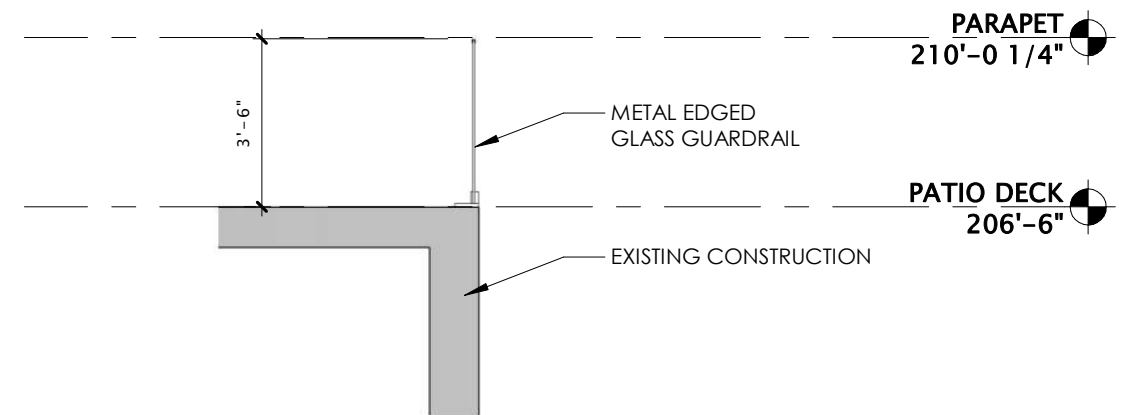




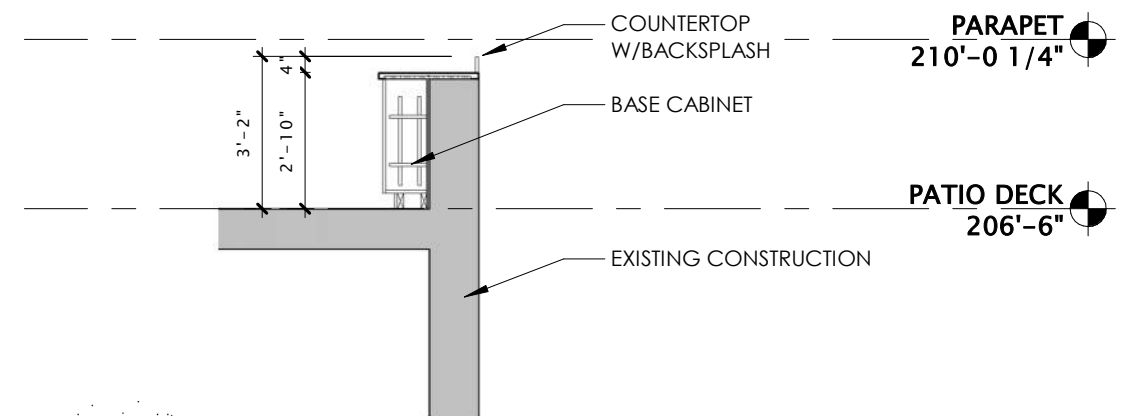




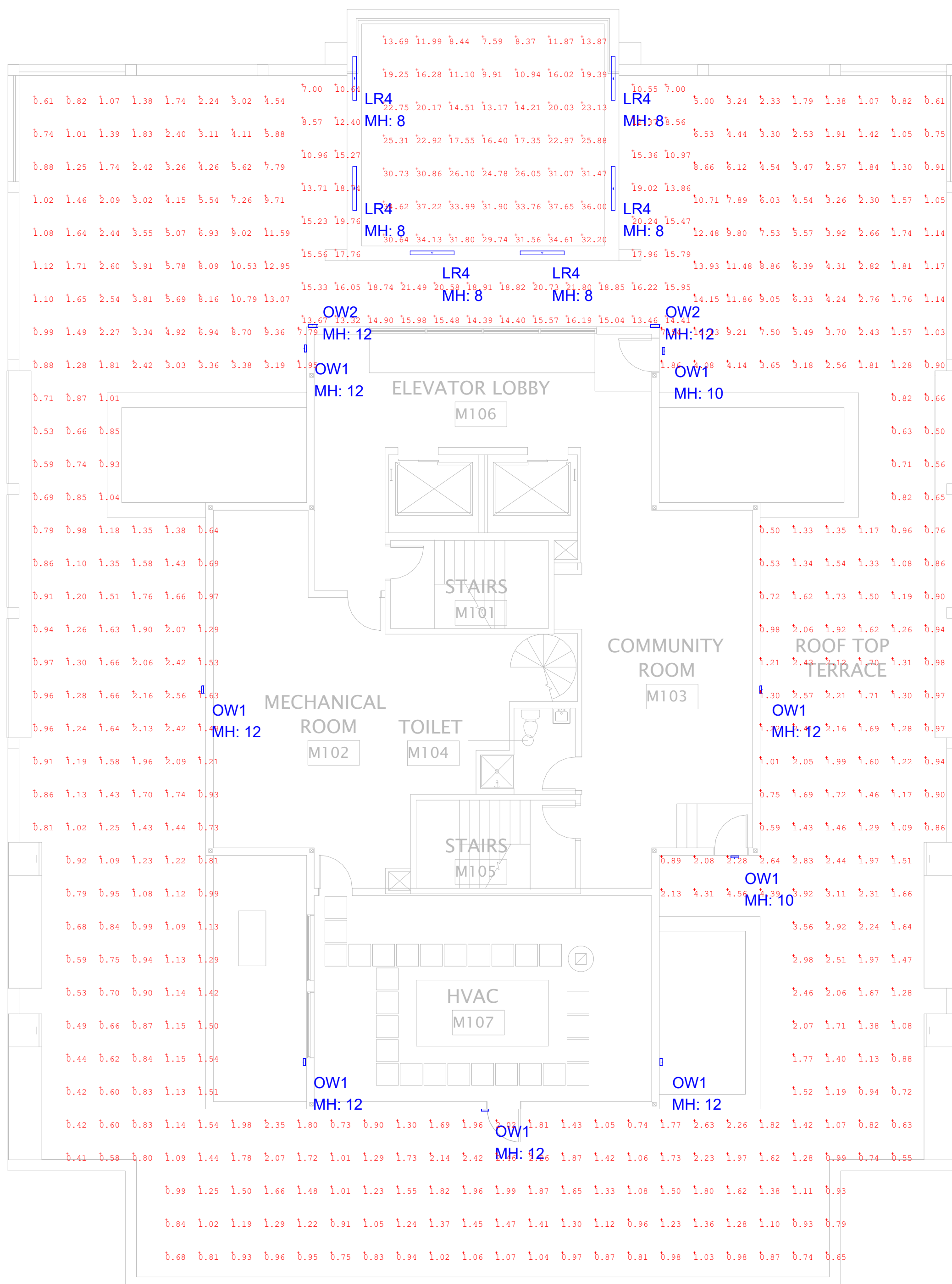




1 TYPICAL METAL EDGED GUARDRAIL  
1/4" = 1'-0"



2 TYPICAL BASE CABINET W/ INTEGRAL BACKSPLASH  
1/4" = 1'-0"



Luminaire Schedule						
Qty	Label	MFG	Description	LLF	Lum. Watts	Total Watts
6	LR4	LUMENWERX	VIAWETASYR-PYC-HLO-LED-80-750-xx-4FT (volt) (driver) (mounting) (finish)	0.950	30	180
8	OW1	LITHONIA	WPX1 LED P1 xxK MVOLT (finish)	0.950	11	88
2	OW2	LITHONIA	WPX2 LED 40K MVOLT (finish)	0.950	47	94

Calculation Summary						
Label	Units	Avg	Max	Min	Max/Min	Avg/Min
Pool Deck	Fc	15.27	21.80	7.00	3.11	2.18
Pool Surface_Planar	Fc	22.98	37.65	7.59	4.96	3.03
Roof Deck_Planar	Fc	2.23	14.15	0.41	34.51	5.44



REVISIONS			#	DATE	COMMENTS

DRAWN BY : JT
DATE : 10-7-2022
SCALE : 1/8" = 1'

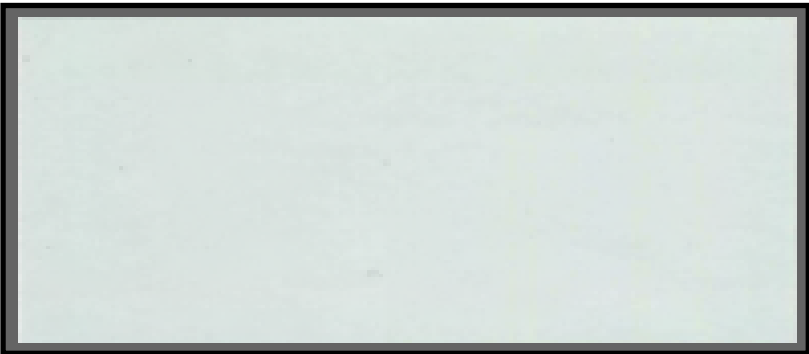
PALISADE APARTMENTS
MADISON, WI
PENTHOUSE LIGHTING LAYOUT



PERGOLA (EXAMPLE)



RAILING (EXAMPLE)



PROPOSED METAL COLOR - WHITE



RAILING (EXAMPLE)



