

# 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: 601 W. Dayton Street

Title: UW-Madison Kohl Center Addition & Renovation

## 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested NOVEMBER 6, 2019

- 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 Christopher McMahan  
Street address 30 N. Mills Street  
Telephone 608-263-3159

Company University of Wisconsin-Madison  
City/State/Zip Madison, Wisconsin 53715  
Email christopher.mcmahan@wisc.edu

Project contact person Ian Griffiths  
Street address 310 Pine Street  
Telephone 920.569.8660

Company Berners-Schober Associates, Inc.  
City/State/Zip Green Bay, WI 54301  
Email igriffiths@bsagb.com

Property owner (if not applicant) Board of Regents, UW System  
Street address 1860 Van Hise Hall, 1220 Linden Drive  
Telephone 608-262-2324

City/State/Zip Madison, Wisconsin 53706  
Email board@uwsa.edu

**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 Tim Parks, Kevin Firchow, Jenny Kirchgatter on August 22, 2019.
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 Christopher McMahan Relationship to property Owner's Representative

Authorizing signature of property owner  Date 10.15.19

**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

# 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



# URBAN DESIGN COMMISSION APPROVAL PROCESS



## 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.**





October 16, 2016

Janine Glaeser  
City of Madison Urban Design Commission  
Madison Municipal Building, Suite 017  
215 Martin Luther King Jr. Blvd  
Madison, WI 53703

**RE: URBAN DESIGN COMMISSION: INFORMATIONAL APPLICATION  
MAJOR ALTERATION TO AN EXISTING PUD/GDP/SIP  
Kohl Center Addition and Renovation  
601 W. Dayton Street  
University of Wisconsin-Madison**

Dear Janine,

The Kohl Center Addition Project (#18H2G) constructs a 42,000 GSF addition over the existing loading dock area off the southwest corner of the Kohl Center. The project seeks to provide additional space to ensure the quality of UW-Madison facilities are consistent with Intercollegiate Athletics' values to promote academic and athletic excellence, personal growth, and social responsibility. The project seeks to create learning spaces adjacent to athletic areas, in line with new NCAA recommendations, that will facilitate improved academic performance, given the fact that student-athletes spend significant time in sports training.

The addition will serve programs such as academics, a student-athlete hub, sports nutrition, strength and conditioning, sports medicine, and administrative functions. The addition will allow for a significant square footage increase to the Academic Center which will accommodate additional tutoring suites, a multi-purposes classroom, a computer lab/lounge, and a career center. This addition will greatly expand and improve the student-athlete services currently being provided to the UW-Madison Men's and Women's Basketball, Hockey, Swimming and Diving, Golf, and Tennis programs.

This project was identified in the 2017 UW Athletics Facilities Master Plan (p.85), albeit originally planned on the southeast corner of the building which would have significantly altered the appearance of the south and east façades. The proposed southwest location occurs entirely over existing loading dock space and will enhance the façade along the Southwest Commuter path by providing additional glazing and massing to this current 'void' space.

The addition will be connected to campus utilities therefore minimal HVAC impacts will be seen on the roof of the new addition. User access to the new addition will be through the existing Kohl Center at all levels. An emergency exit stair is provided along the south façade. No public access will be allowed at this stairway. An at grade egress path will be provided adjacent to the building connecting from the stairway to an existing walkway to the east. This egress area is the only true landscape site on the project and includes a 10' wide utility easement within its 13' width before abutting the Wisconsin & Southern Railroad (WSOR) right-of-way. No additional parking will be required or included in this project.

#### Current Zoning

The project site is currently zoned Planned Development (PD) based on a PUD/GDP/SIP to guide the development of the Kohl Center (as approved by the City of Madison Common Council by Ordinance No. 11541 on March 5, 1996.) and has a City of Madison in situ address of 601 West Dayton Street (parcel #0709-232-2932-6). The City of Madison Land Use Application (LND) will be submitted in November 2019 as a Major Alteration to an existing PD and will require review and recommendation/approval from the Joint Campus Area Committee, Urban Design Commission, Plan Commission, and UW-Madison Design Review Board.

#### **Facilities Planning & Management**

30 N. Mills Street 4<sup>th</sup> Floor Madison, Wisconsin 53715-1211  
(608) 263-3000 FAX (608) 265-3139

Anticipated Schedule

Notify Alder Verveer (District #4) in writing	October 4, 2019
UW-Madison Design Review Board #1	October 15, 2019
Madison Development Assistance Team – city staff review	October 24, 2019
Joint Campus Area Committee-Informational	October 30, 2019
UDC Informational Meeting	November 6, 2019
City of Madison Land Use Application	November 2019
UDC Initial/Final Meeting	January 15, 2020
UW-Madison Design Review Board #2	January 21, 2020
Plan Commission Approval Meeting	January 27, 2020
Joint Campus Area Committee-Recommendation	February 2020
UW-Madison Design Review Board #3	March 2020
Start Construction	October 2020
Substantial Completion	March 2023

Please contact me at 608-263-3159 if you have any questions or need further information.

Thank you,



Christopher McMahon, AIA, NCARB, LEED AP  
University Architect and Design Review Board Chair  
Executive Director, Facility Planning & Delivery  
Facilities Planning & Management, University of Wisconsin-Madison

cc: Gary Brown, UW-Madison FP&M Director of Campus Planning & Landscape Architecture  
Aaron Williams, UW-Madison FP&M Assistant Campus Planner  
Brandon Brathwaite, UW-Madison FP&M Project Manager  
Tim Luttrell, DFDM Project Manager





DAYTON STREET

EAST CAMPUS MALL

LA BAHN  
ARENA

KOHL  
CENTER

N FRANCES STREET

N. PARK STREET

WISCONSIN SOUTHERN RAILROAD

PROPOSED  
SITE

PROPOSED  
UW CAMPUS HOTEL

REGENT STREET

SOUTHWEST COMMUTER PATH

Google

AERIAL PLAN OF SITE

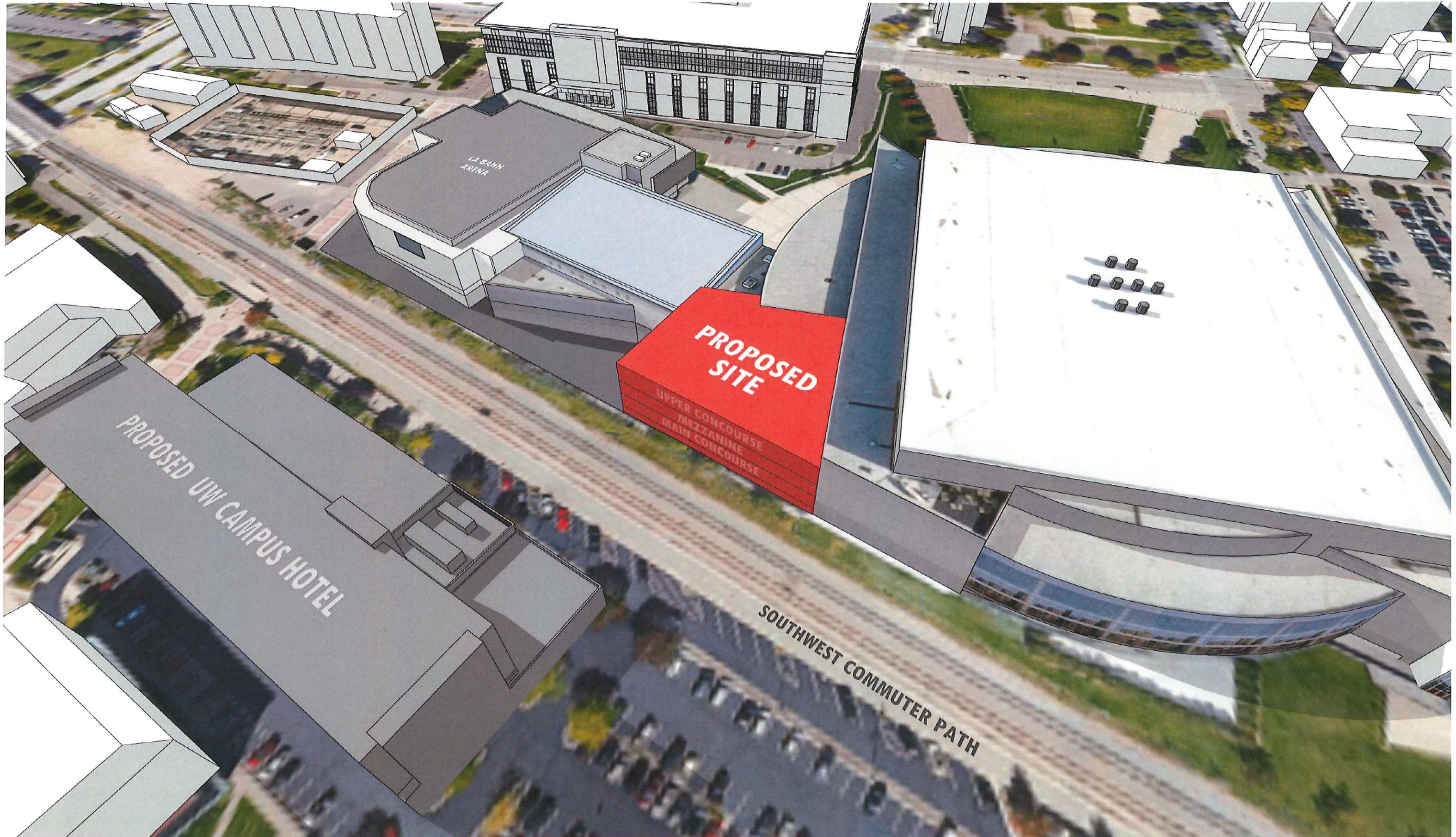
18H2G | UNIVERSITY OF WISCONSIN | KOHL CENTER ADDITION + RENOVATION  
URBAN DESIGN COMMISSION APPLICATION



bernersschber







**SITE MASSING**

18H2G | UNIVERSITY OF WISCONSIN | KOHL CENTER ADDITION + RENOVATION  
URBAN DESIGN COMMISSION APPLICATION



bernerschaber







Existing southwest corner/facade view from commuter bike path



View into Kohl Center loading area



View of southwest corner of La Bahn Arena



Existing southeast corner/facade view from commuter bike path







View of adjacent La Bahn Arena



Nicholas Recreation Center



Proposed UW Campus Hotel - South Facade



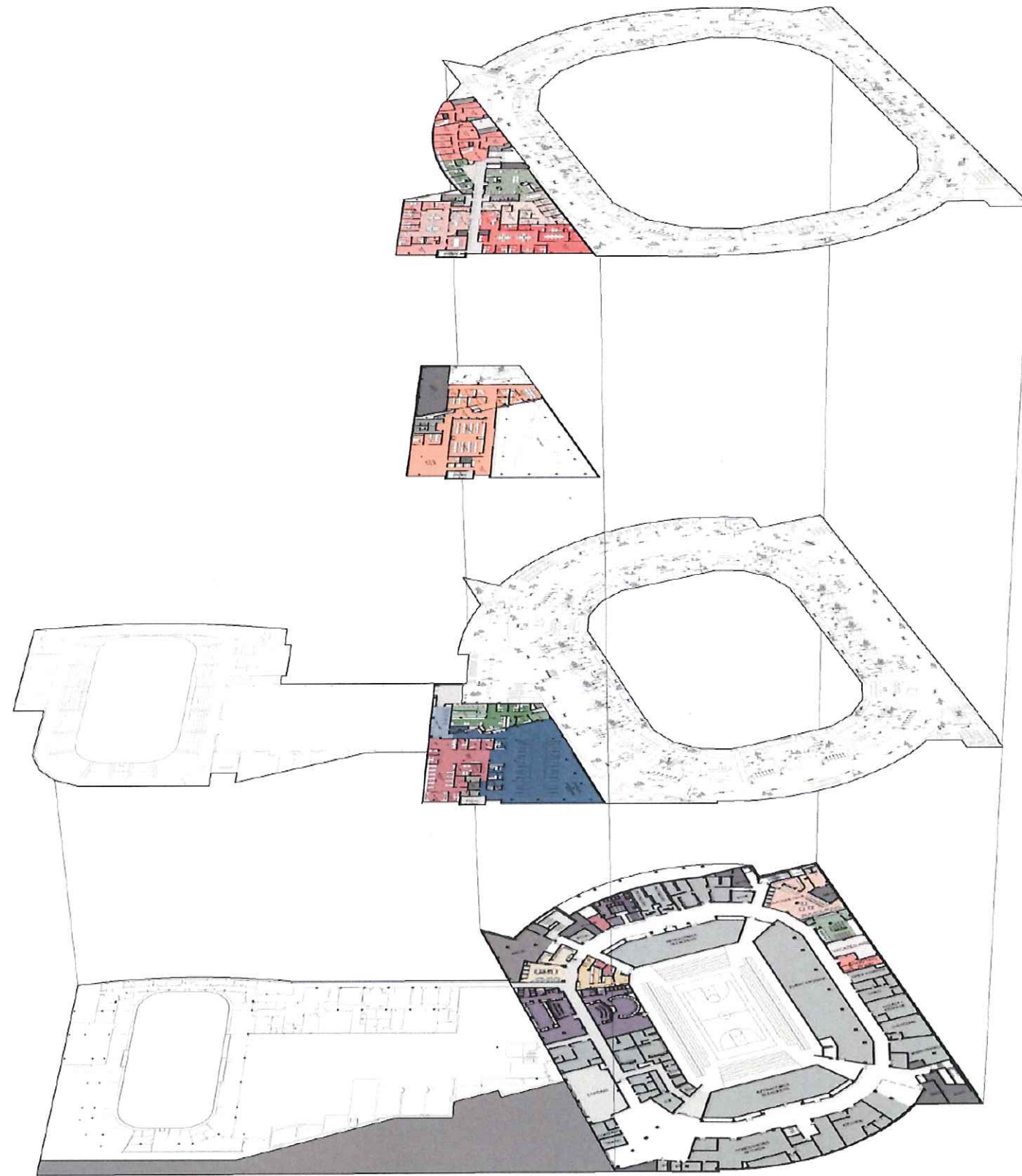
View southeast into private business development



Proposed UW Campus Hotel - North Facade







**UPPER CONCOURSE ADDITION**

- MENS BASKETBALL OFFICES
- WOMENS BASKETBALL OFFICES
- MENS ICE HOCKEY OFFICES
- SWIMMING & DIVING OFFICES

**MEZZANINE ADDITION**

- STUDENT SERVICES

**MAIN CONCOURSE ADDITION**

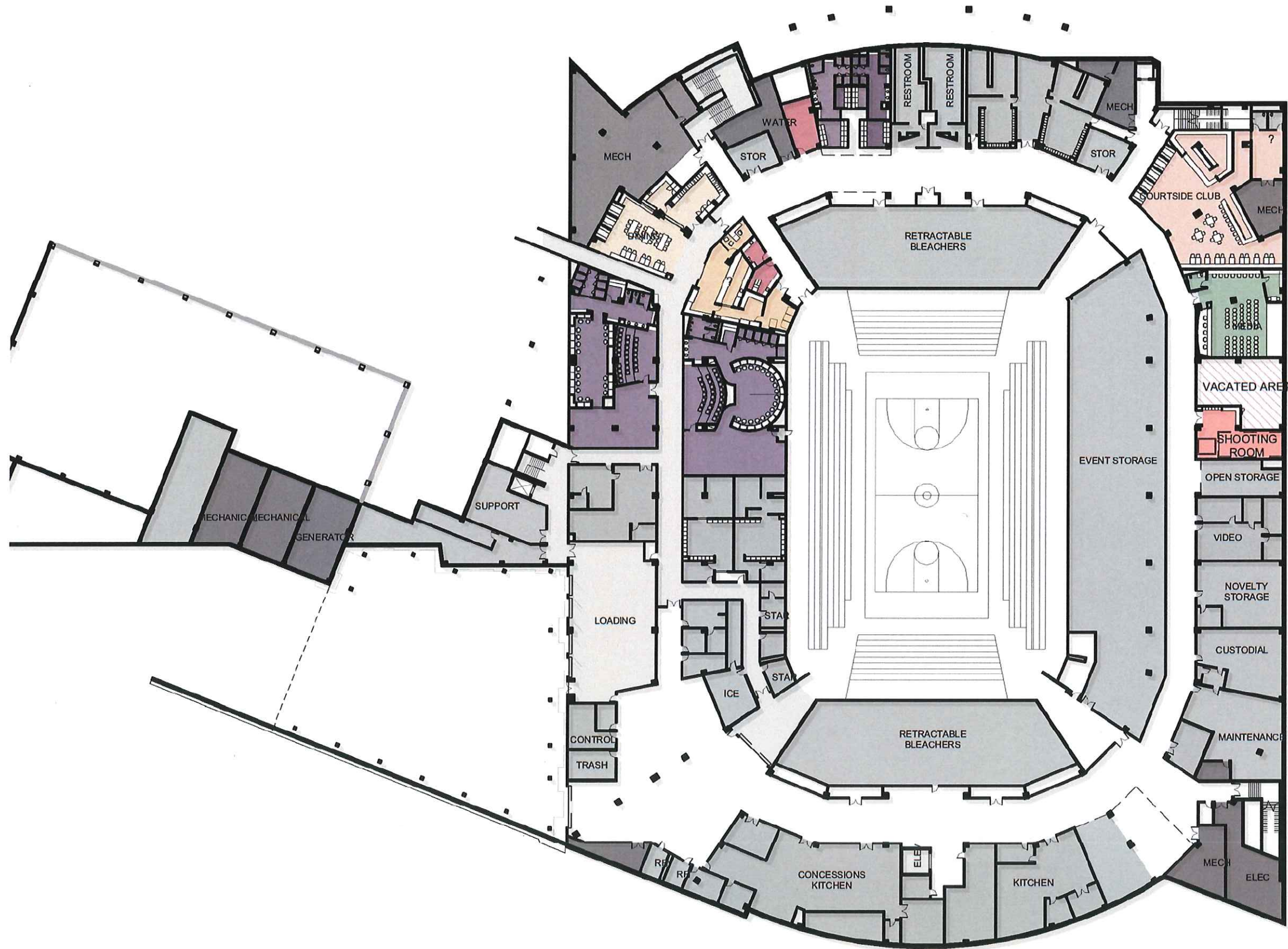
- STRENGTH & CONDITIONING
- SPORTS MEDICINE

**EVENT CONCOURSE (RENOVATION SCOPE)**

- MENS & WOMENS BASKETBALL LOCKER ROOMS
- MENS & WOMENS COACHES LOCKER ROOMS
- DINING CENTER
- NUTRITION HUB
- SATELLITE SPORTS MEDICINE ROOM
- PREMIUM CLUB SPACE



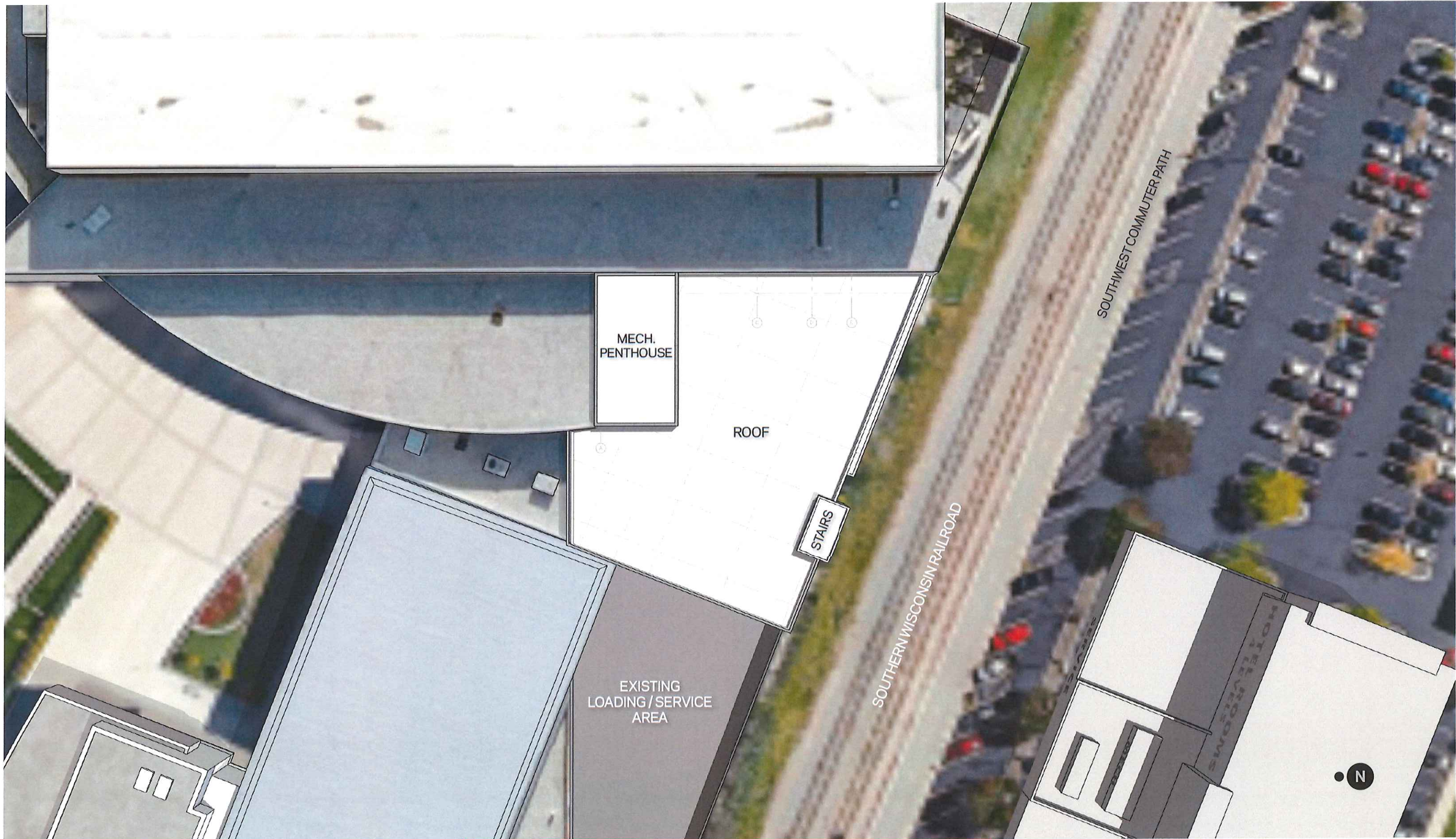




EVENT LEVEL - RENOVATION SCOPE





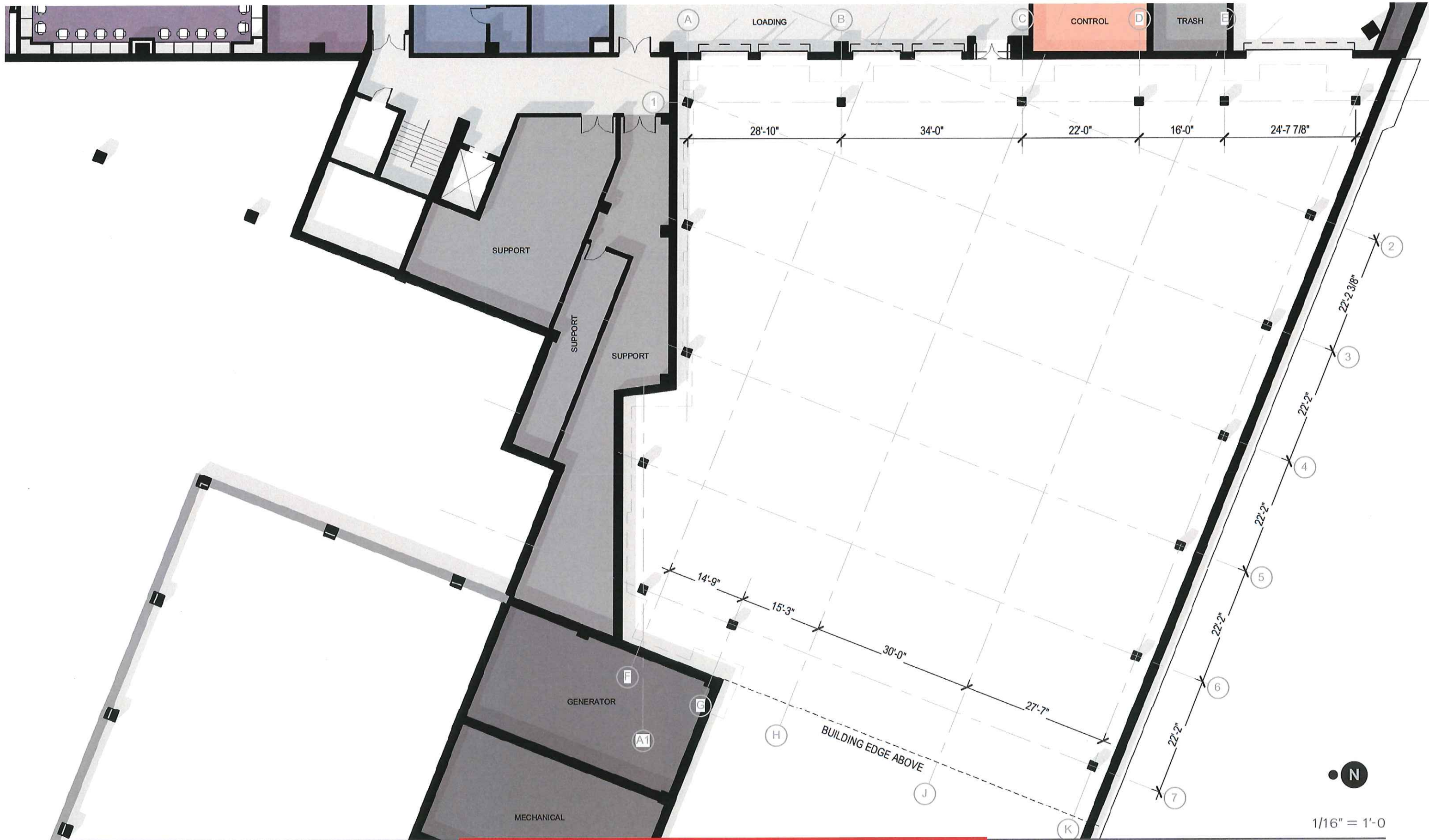


**ARCHITECTURAL SITE PLAN**

18H2G | UNIVERSITY OF WISCONSIN | KOHL CENTER ADDITION + RENOVATION  
URBAN DESIGN COMMISSION APPLICATION







**EVENT CONCOURSE LEVEL - LOADING AREA**

18H2G | UNIVERSITY OF WISCONSIN | KOHL CENTER ADDITION + RENOVATION  
 URBAN DESIGN COMMISSION APPLICATION







**MAIN CONCOURSE LEVEL - ADDITION**

18H2G | UNIVERSITY OF WISCONSIN | KOHL CENTER ADDITION + RENOVATION  
 URBAN DESIGN COMMISSION APPLICATION



bernersschber



1/16" = 1'-0"





**MEZZANINE LEVEL - ADDITION**

18H2G | UNIVERSITY OF WISCONSIN | KOHL CENTER ADDITION + RENOVATION  
 URBAN DESIGN COMMISSION APPLICATION



bernersschber







**UPPER CONCOURSE LEVEL - ADDITION**

18H2G | UNIVERSITY OF WISCONSIN | KOHL CENTER ADDITION + RENOVATION  
 URBAN DESIGN COMMISSION APPLICATION

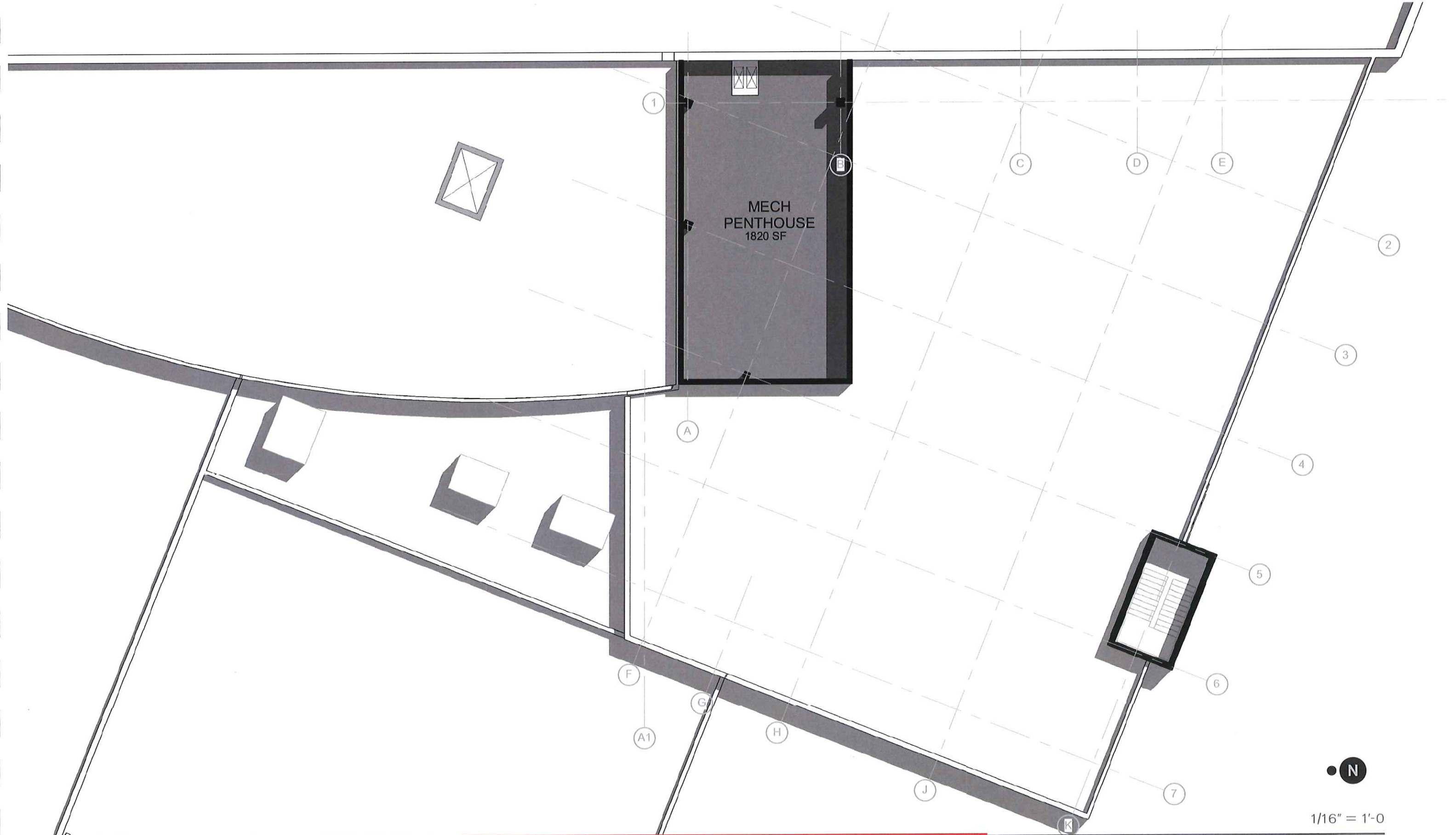


bernerssch•ber



1/16" = 1'-0"





**ROOF LEVEL - ADDITION**

18H2G | UNIVERSITY OF WISCONSIN | KOHL CENTER ADDITION + RENOVATION  
 URBAN DESIGN COMMISSION APPLICATION

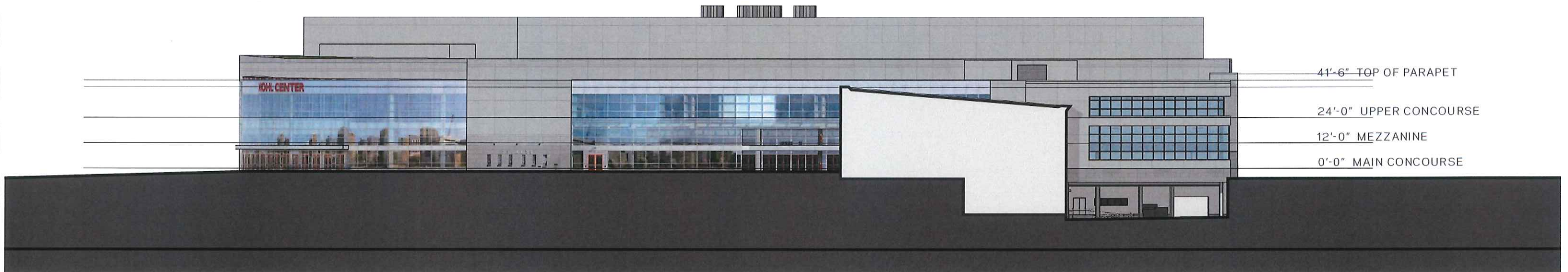
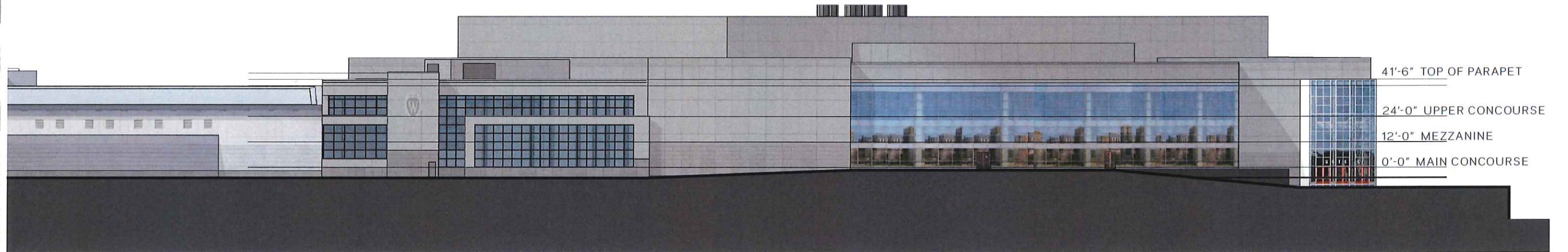


bernerschaber



1/16" = 1'-0"

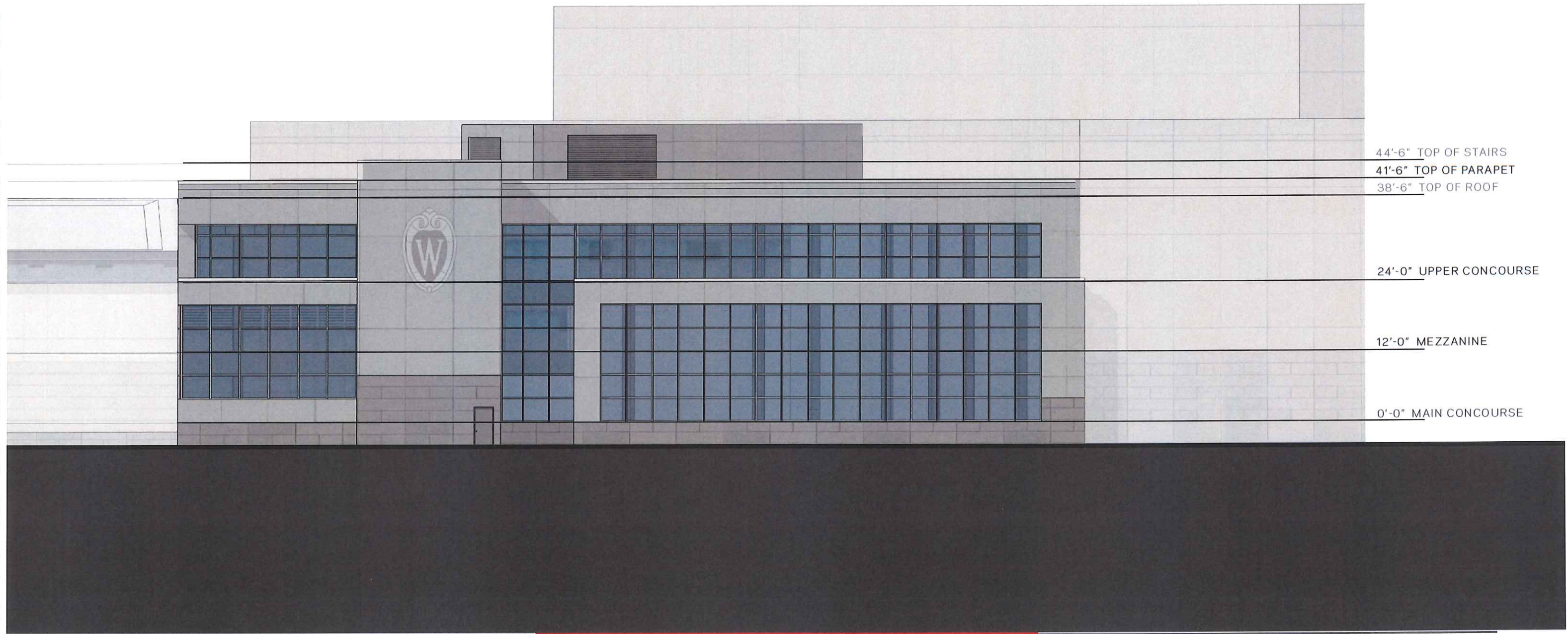




**ELEVATIONS - FULL KOHL CENTER**  
18H2G | UNIVERSITY OF WISCONSIN | KOHL CENTER ADDITION + RENOVATION  
URBAN DESIGN COMMISSION APPLICATION







ELEVATIONS - ADDITION - SOUTH

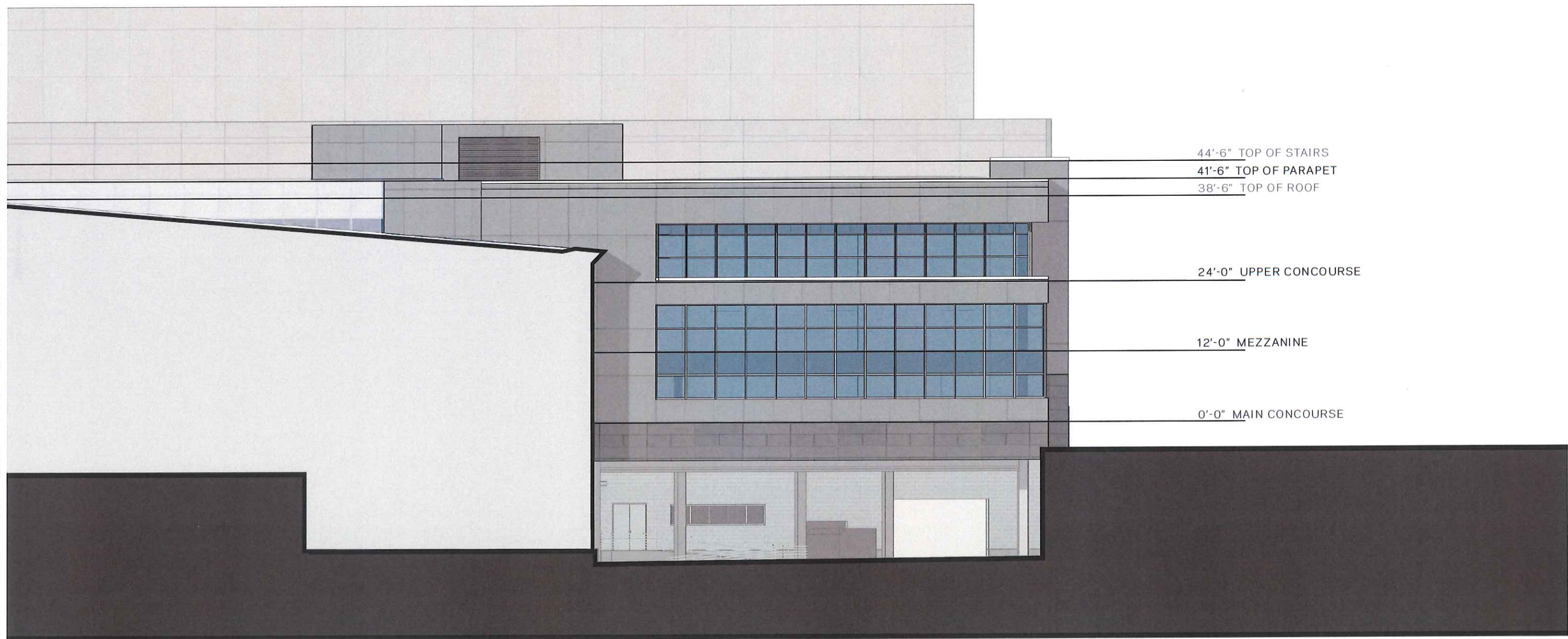
18H2G | UNIVERSITY OF WISCONSIN | KOHL CENTER ADDITION + RENOVATION  
URBAN DESIGN COMMISSION APPLICATION



bernerschaber







ELEVATIONS - ADDITION - WEST

18H2G | UNIVERSITY OF WISCONSIN | KOHL CENTER ADDITION + RENOVATION  
URBAN DESIGN COMMISSION APPLICATION











18H2G | UNIVERSITY OF WISCONSIN | KOHL CENTER ADDITION + RENOVATION  
URBAN DESIGN COMMISSION APPLICATION

bernerschaber











18H2G | UNIVERSITY OF WISCONSIN | KOHL CENTER ADDITION + RENOVATION  
URBAN DESIGN COMMISSION APPLICATION

bernerschaber











18H2G | UNIVERSITY OF WISCONSIN | KOHL CENTER ADDITION + RENOVATION  
URBAN DESIGN COMMISSION APPLICATION

bernerschaber











18H2G | UNIVERSITY OF WISCONSIN | KOHL CENTER ADDITION + RENOVATION  
URBAN DESIGN COMMISSION APPLICATION

bernerschaber





