

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submission reviewed by _____

Legistar # _____

RECEIVED

9/16/2020
10:41 a.m.

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: 522 South Gammon Road

Title: Portillo's

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 Todd Mosher

Street address 1245 East Diehl Road #102

Telephone (847) 682-9241

Project contact person Todd Mosher

Street address 1245 East Diehl Road # 102

Telephone (847) 682-9241

Property owner (if not applicant) Seritage SRC Finance, LLC

Street address 489 Fifth Avenue - 18th Floor

Telephone (646) 876-7334

Company RA Smith, Inc.

City/State/Zip Naperville, IL 60563

Email todd.mosher@rasmith.com

Company RA Smith, Inc.

City/State/Zip Naperville, IL 60563

Email todd.mosher@rasmith.com

City/State/Zip New York, NY 10017

Email cmrozinski@seritage.com

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.

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.*

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.

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 Janine Glaeser on September 10, 2020.
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 Todd Mosher Relationship to property Agent

Authorizing signature of property owner *T Mosher* Date 9/15/2020

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



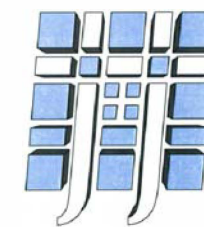
Portillo's Diner: OLO & Curbside Pick-up & Delivery Concept

Scale: N.T.S.

New Diner Concept - August 3rd, 2020



Portillo's - New Diner Restaurant .



Jensen & Jensen

architects • engineers • planners

Since 1915

Copyright 2020 - Jensen & Jensen Architects, P.C.



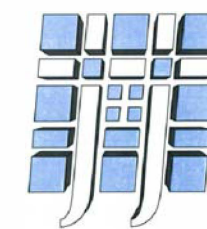
Portillo's Diner: OLO & Curbside Pick-up & Delivery Concept

Scale: N.T.S.

New Diner Concept - August 3rd, 2020



Portillo's - New Diner Restaurant



Jensen & Jensen

architects • engineers • planners

Since 1915

Copyright 2020 - Jensen & Jensen Architects, P.C.



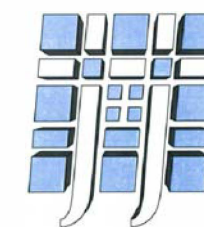
Portillo's New Diner: Entry View

Scale: N.T.S.

New Diner Concept - July 20th, 2020



Portillo's - New Diner Restaurant



Jensen & Jensen

architects • engineers • planners

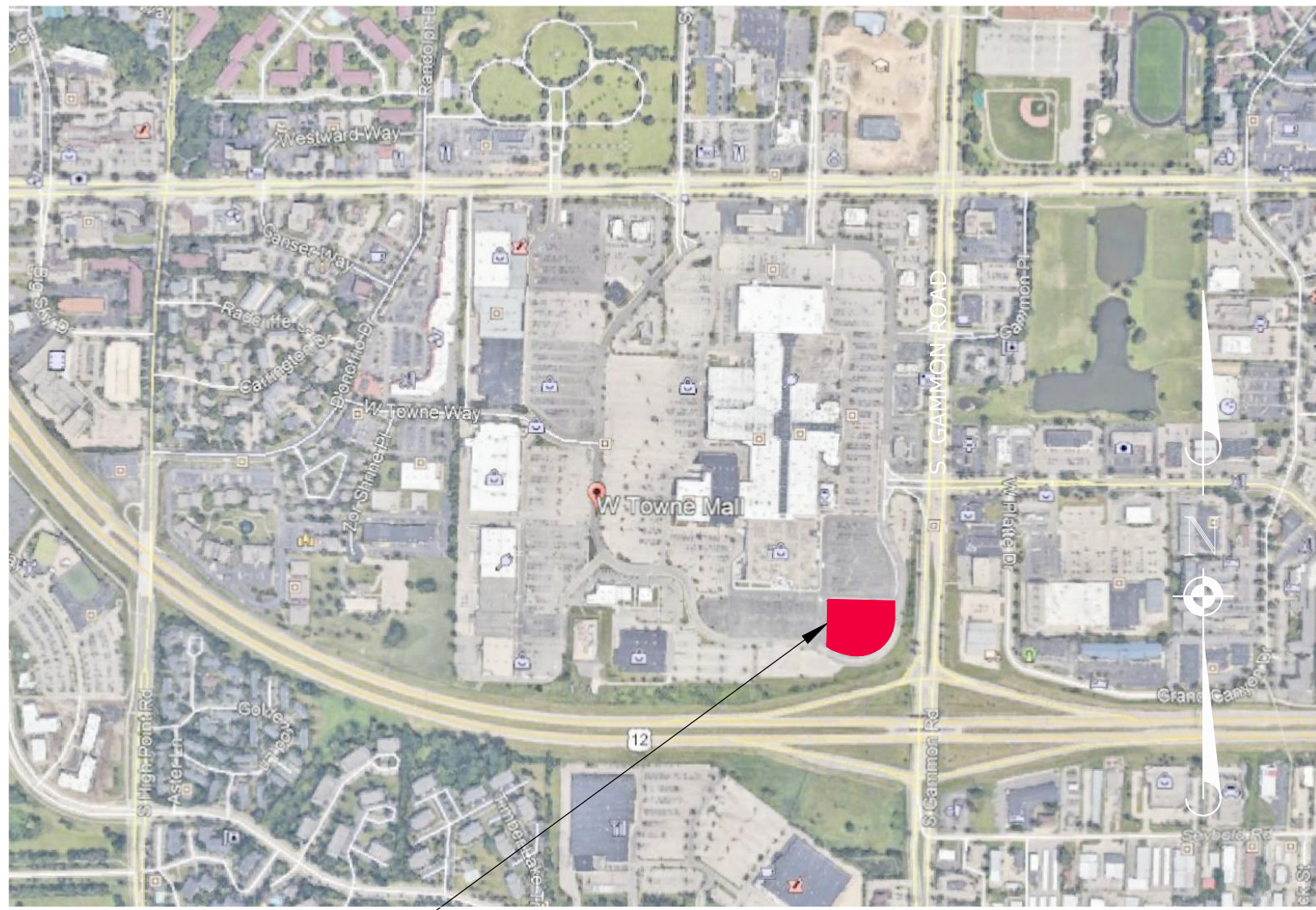
Since 1915

Copyright 2020 - Jensen & Jensen Architects, P.C.









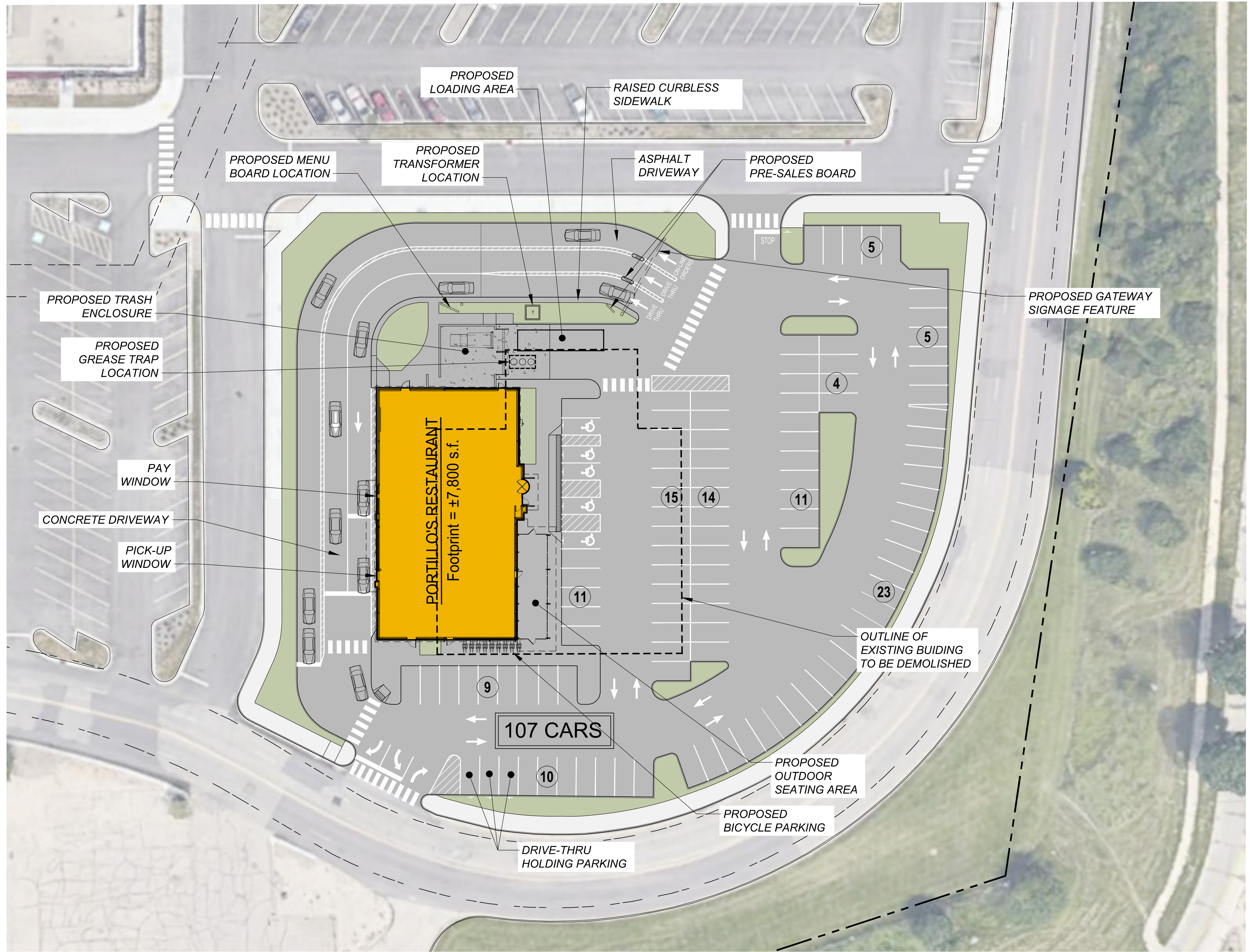
PROJECT LOCATION

LOCATION PLAN

BUILDING FOOTPRINT: ±7,800 S.F.
 STYLE: DINER 2, NO CAR, SIDE ENTRY
 TOTAL PARKING PROVIDED: 107 CARS

H.C. SPACES REQUIRED: 5 CARS
 H.C. SPACES PROVIDED: 5 CARS

FLOOR PLAN: SPRINGFIELD



PRELIMINARY SITE PLAN

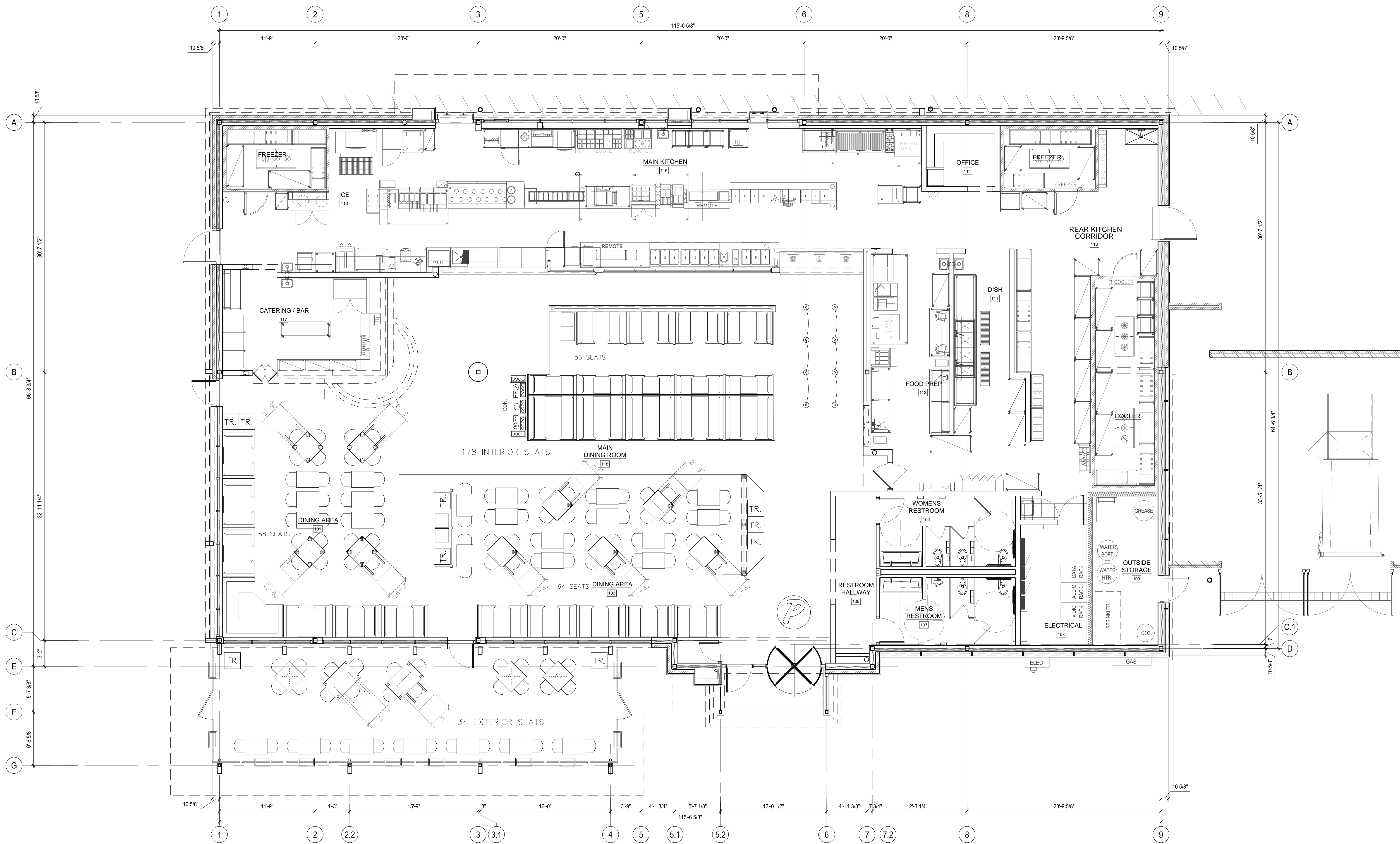
SCALE: N.T.S.

APPROXIMATE SITE AREA: 2.03 Ac
 STACKING: 24 CARS

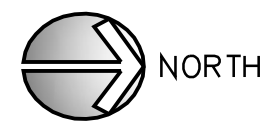


MADISON, WI.
 S. GAMMON RD. AND US 12
 WEST TOWNE MALL

CONCEPT NO. 4
 DATED: 08/26/20
 Proj. #201925



1 SEATING FLOOR PLAN
Scale: 3/16" = 1'-0"



| RESTAURANT SEATING QUANTITIES | | | |
|-------------------------------|---------------|--------------|----------------|
| TYPE | TOTAL SEATING | H.C. SEATING | % SEATING H.C. |
| INDOOR TABLES | 178 | 9 | 5.05% |
| OUTDOOR TABLES (SEASONAL) | 34 | 2 | 5.88% |
| TOTAL | 212 | 11 | 5.19% |

| REV. | DATE | DESCRIPTION |
|------|------|-------------|
| | | |
| | | |
| | | |



Sioux City Brick: Cabernet Burgundy



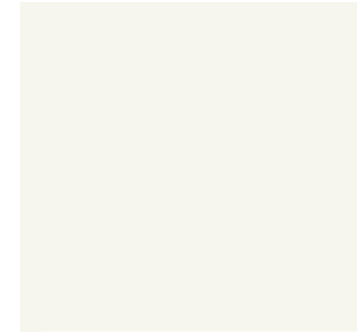
Brite Red - PAC-Clad



Clear Anodized Aluminum - PAC-Clad



Silversmith - PAC-Clad



Bone White - PAC-Clad



Arriscraft White Rocked Georgia Sill



Colonial Red - PAC-Clad



Sioux City Brick: Ebonite Smooth



Charcoal - PAC-Clad



Portillo's Diner - Streetview 3D Color Rendering for Reference

| MATERIAL-COLOR SCHEDULE | | |
|-------------------------|-----------------------|--|
| KEY-NOTE | MATERIAL | MATERIAL SPECIFICATION |
| 1 | ALUMINUM STOREFRONT | 2"W x 4-1/2"D THERMALLY BROKEN PRE-FIN. ALUM. STOREFRONT W/ 1" INSULATED GLASS CENTER SET. OLD CASTLE SERIES 3000XT OUTSIDE GLAZED OR EQUAL COLORS; GLASS, "SOLAR GRAY" SOLARBAN 60 (TEMPERED AS REQUIRED.); ALUM. CLEAR ANOD. |
| 1A | ALUMINUM STOREFRONT | 2"W x 4-1/2"D NON-THERMALLY BROKEN PRE-FIN. ALUM. STOREFRONT W/ 1/4" CENTER SET, OLD CASTLE SERIES FG-1000 OUTSIDE GLAZED OR EQUAL COLORS; GLASS, CLEAR (TEMPERED AS REQUIRED.); ALUM. CLEAR ANOD. |
| 2 | FACE BRICK | UTILITY SIZE FACE BRICK RUNNING BOND SIOUX CITY BRICK COLOR: EBONITE SMOOTH |
| 3 | FACE BRICK | UTILITY SIZE FACE BRICK RUNNING BOND SIOUX CITY BRICK COLOR: RED/BROWN RANGE |
| 4 | PRECAST STONE TRIM | SMOOTH FACE CAST STONE TRIM PIECES SIZE AND SHAPE VARY RENAISSANCE STONE COLOR: ALABASTER |
| 5 | CORRUGATED WALL PANEL | PRE-FINISHED 7/8" DEEP CORRUGATED WALL PANELS WITH TRIM PAC-CLAD PETERSEN COLOR: COLONIAL RED |
| 6 | COMPOSITE WALL PANEL | PRE-FINISHED PAC-3000 RS WALL PANELS PAC-CLAD PETERSEN COLOR: BONE WHITE |
| 7 | COMPOSITE WALL PANEL | PRE-FINISHED PAC-3000 RS WALL PANELS PAC-CLAD PETERSEN COLOR: SILVERSMITH |
| 8 | COMPOSITE WALL PANEL | PRE-FINISHED PAC-3000 RS WALL PANELS PAC-CLAD PETERSEN COLOR: BRITE RED |
| 9 | MISC. BRAKE METAL | PAC-CLAD PETERSEN COLOR: BRITE RED |
| 10 | RIBBED METAL PANEL | PRECISION SERIES WALL PANEL HIGHLINE C2 PAC-CLAD PETERSEN COLOR: CHARCOAL |
| 11 | MISC. BRAKE METAL | PAC-CLAD PETERSEN COLOR: BONE WHITE |
| 12 | MISC. BRAKE METAL | PAC-CLAD PETERSEN COLOR: SILVERSMITH |
| 13 | SOFFIT PANELS | PRE-FINISHED FLUSH PERFORATED PANELS WITH TRIM PAC-CLAD PETERSEN OR EQUAL COLOR: BRITE RED |
| 14 | STAINLESS STEEL | BRUSHED, REFER TO DOOR SCHEDULE SHEET A&O |
| 15 | MISC. BRAKE METAL | CLEAR ANOD. ALUM. TO MATCH STOREFRONT |
| 16 | MISC. BRAKE METAL | PAC-CLAD PETERSEN COLOR: CHARCOAL |
| 17 | PAINT | PAINT DOOR AND TRIM TO MATCH ADJACENT SURFACES |
| 18 | CORRUGATED WALL PANEL | PRE-FINISHED 7/8" DEEP CORRUGATED WALL PANELS WITH TRIM PAC-CLAD PETERSEN COLOR: CHARCOAL |
| 19 | METAL FENCE | ORNAMENTAL IRON FENCE OR EQUAL. SEE DETAIL DRAWING A1.3. FOR PAINT COLOR: TBD |
| S | ORNAMENTAL FEATURE | REFER TO A5 SERIES DRAWINGS & SIGN PACKAGE |



Portillo's - Exterior Material and Color Palette Board

Scale: N.T.S.

New Diner Concept V7.0 - June 25th, 2020



Portillo's - New Diner Restaurant
NWC St. Route 32 & Wheeler Rd.
Westfield, IN

