

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: 555 W Washington Avenue

Title: _____

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

UDC meeting date requested October 24, 2018

- 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 Brendan Baxter Company PJB-II Inc.

Street address 2303 W. Beltline Hwy City/State/Zip Madison, WI 53713

Telephone 608-276-0244 Email baxter.bt@gmail.com

Project contact person Kevin Burow Company Knothe and Bruce Architects

Street address 7601 University Ave. Ste 201 City/State/Zip Middleton, WI 53562

Telephone 608-836-3690 Email kburow@knothebruce.com

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
- 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.

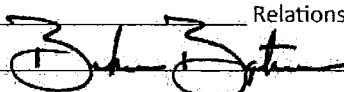
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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. 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 Heather Stauder, Kevin Firchow, Bill Freuling on February 12, 2018.
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 Brendan Baxter Relationship to property Owner
 Authorized signature of Property Owner  Date 10/3/2018

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.**

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

October 5, 2018

Ms. Janine Glaeser
Urban Design Committee
City of Madison
126 S. Hamilton Street
PO Box 2985
Madison, Wisconsin 53701



Re: 555 W. Washington Ave.

Ms. Janine Glaeser:

We appreciate the time that the Urban Design Commission has devoted to reviewing our project and we are excited to share our latest designs with the commission. In a project like this, UDC's role is to review the plans and forward a recommendation to the Plan Commission. In conducting its review, UDC is guided by the design standards in the zoning code, and the Downtown Design Standards. Over the course of several meetings, UDC has reviewed our project against those standards and we have made many revisions to date to address the UDC's comments. Below we have summarized the various comments that have been voiced by individual UDC members, followed by a brief explanation of how the most recent plans respond to those comments.

UDC comments from 8/8/18: (responses noted below each point)

- W Washing Elevation – Stone façade: Overhang needs detailing.
 - *This has been modified to a brick façade with a traditional parapet edge.*
- W Washing Elevation – Stone façade: The second band on the bays needs more definition of a sill.
 - *Additional bands have been added to the bays to provide definition for all of the sills.*
- The scale doesn't match the surrounding residential. This is not a brownstone as it does not create an edge or complete the corner. Exceptional design benefits from single architectural style or expression. I have objections to the height.
 - *The updated design does not focus on a brownstone look and has the brick façade from the sides of the building carried around to the front such that we have a cohesive design with a single style of architecture.*
- The two architectural styles are very jarring.
 - *The W Washington Elevation has been revised to be predominantly brick to match the rest of the project and the bay elements are cast stone, to match the cast stone base. This has made a much more cohesive building.*
- The design is improved from the last one but it doesn't honor the other ones. If you had showed the other side relating to the warehouses that would have strengthened your argument.
 - *The overall design is now in line with The Depot project which is located across the street.*
- The rhythm is solved but I have a problem with the articulated bays and stone.
 - *The amount of stone has been greatly reduced in order to tie the two sides together.*

- The entrances are competing with each other.
 - *The main entry has been widened while the unit entries on either side have been revised by eliminating the columns that surround them and thus minimizing their presence on that façade.*
- The terrace on West Washington is not a garden space. I question if it's appropriate to that level.
 - *The amount of landscaping has been reduced in this area.*
- Part of our decision is approving the height, depending on the design quality.
- There's a lot of good elements, but we're not sure it's what we would make judgment on.
- It's tempting to read as two separate buildings, it is one building, but it's a stretch. I like the stone material but it doesn't read successfully as two separate buildings.
 - *The building has been redesigned to remove a majority of the cast stone and incorporate the brick on all sides of the building with cohesive accent bands and details.*
- The style does not work, it's not common to Madison. It's a revival style and I don't know why you'd go with that in that location.
 - *The new design has created a more cohesive building and utilizes brick as the main element which ties in well with the surrounding buildings.*
- The juxtaposition of what's on top and behind doesn't relate. Taken out of context it is a nice design. Looking at it along the Bedford Street side you can really see that it should be two different buildings.
 - *The new design has these merged into one cohesive building.*
- I like the height of 3 stories on West Washington, but it's only in height that it relates to anything in the area.
 - *The updated design that is predominantly brick now ties in with the buildings that are also located on the other corners of this intersection with West Washington and Bedford Streets.*

We appreciate the UDC's input on our project, which has resulted in significant and valuable design changes, making it an exceptional project. We respectfully request the UDC make a positive recommendation to the Plan Commission, and identify any specific elements that may remain of concern so that we may address those concerns when we proceed to Plan Commission on November 5, 2018 for consideration of our zoning application.

Sincerely,



Kevin Burow, AIA



July 2, 2018

Ms. Janine Glaeser
Urban Design Committee
City of Madison
146 S. Hamilton Street
PO Box 2985
Madison, Wisconsin 53701

Re: Letter of Intent
555 W. Washington Ave.
KBA Project #1713

Ms. Janine Glaeser:

The exterior lighting will be a combination of wall sconces and downlights. We are required to provide illumination at each exit door to light the exit pathway. The main entry will have a recessed downlight and each balcony/patio will have a wall sconce light fixture. The exact light fixtures are yet to be determined.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kevin Burow', written in a cursive style.

Kevin Burow, AIA