

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



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.

FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

1. Project Information

Address: 210-216 South Pinckney Street
Title: Judge Doyle Square

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 City of Madison Parking Utility Company _____

Street address 215 Martin Luther King Jr Blvd City/State/Zip Madison, WI 53703

Telephone _____

Project contact person Natalie Erdman Company City of Madison Dept of Planning, Community & Economic Development

Street address 215 Martin Luther King Jr Blvd City/State/Zip Madison, WI 53703

Telephone 608/266-4635 Email nerdman@cityofmadison.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 Janine Glaser and Kevin Fricke on September 28 and October 1, 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 Natalie Erdman, City of Madison DPCED Director Relationship to property Owner
 Authorized signature of Property Owner Natalie Erdman Date October 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

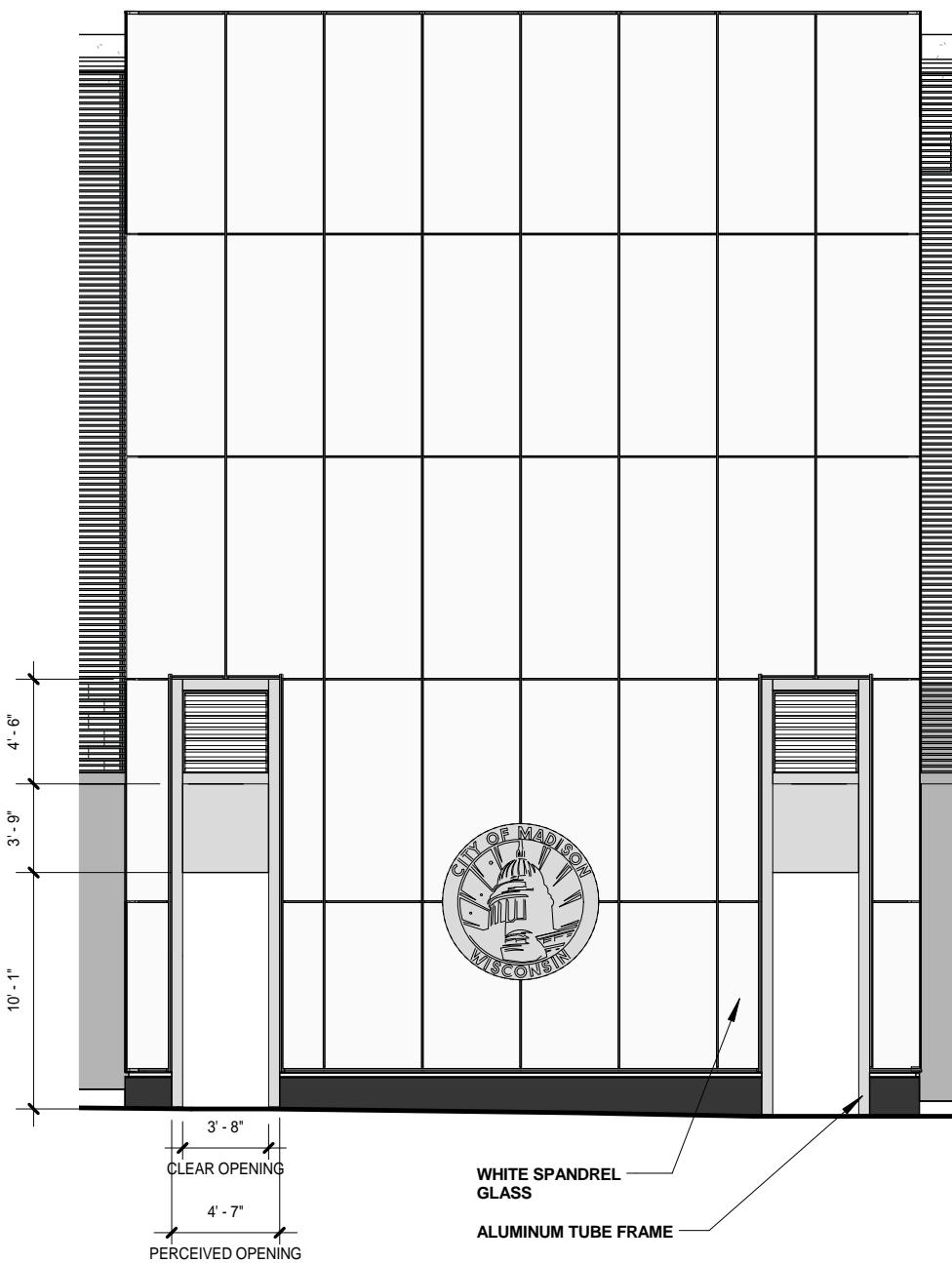
**JUDGE DOYLE SQUARE - BLOCK 88
DESIGN ALTERATIONS - PEDESTRIAN PARKING GARAGE ENTRY**

City of Madison
Public Parking & Podium - Phase 1 SIP

OCTOBER 03, 2018

The following pages are a response to the comments provided by the Urban Design Commission on September 26, 2018. Pages 4-16-A.1 through 4-16-A.7 exhibit two options that we feel acknowledge the concerns expressed by the committee members. All previously submitted sheets that contain the pedestrian garage entry on Doty Street and Wilson Street, would be superseded by the option that is deemed acceptable by the UDC.



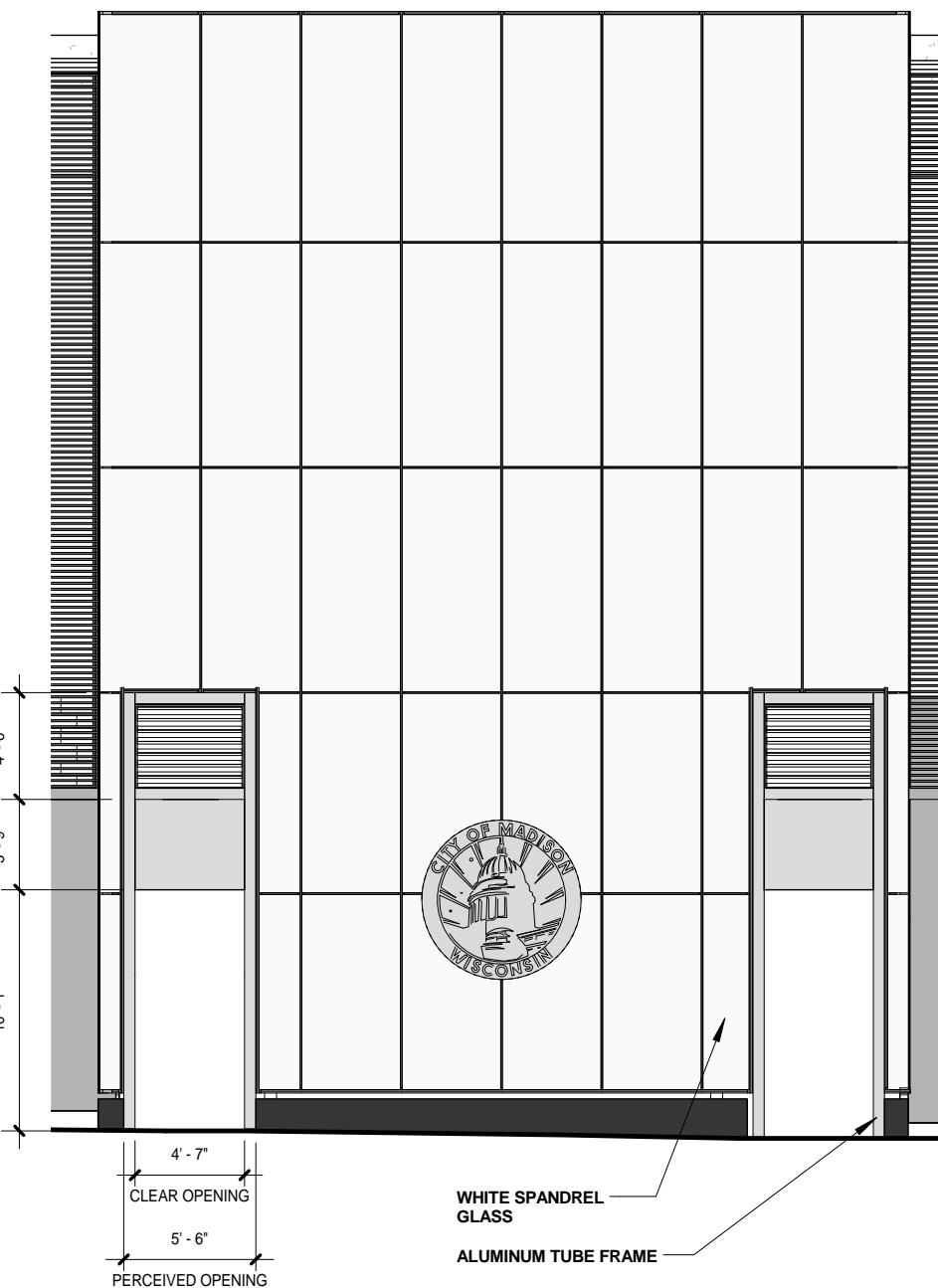


ORIGINAL

CLEAR OPENING: 3'-8"

PERCEIVED OPENING: 4'-7"

DESCRIPTION: This option was previously presented at the UDC meeting on 09/26/2018. The commission was concerned about the proportion of the pedestrian openings versus the overall scale of the vertical white spandrel glass. This elevation is shown as a comparison for options A and B which have been created as a response to the UDC comments

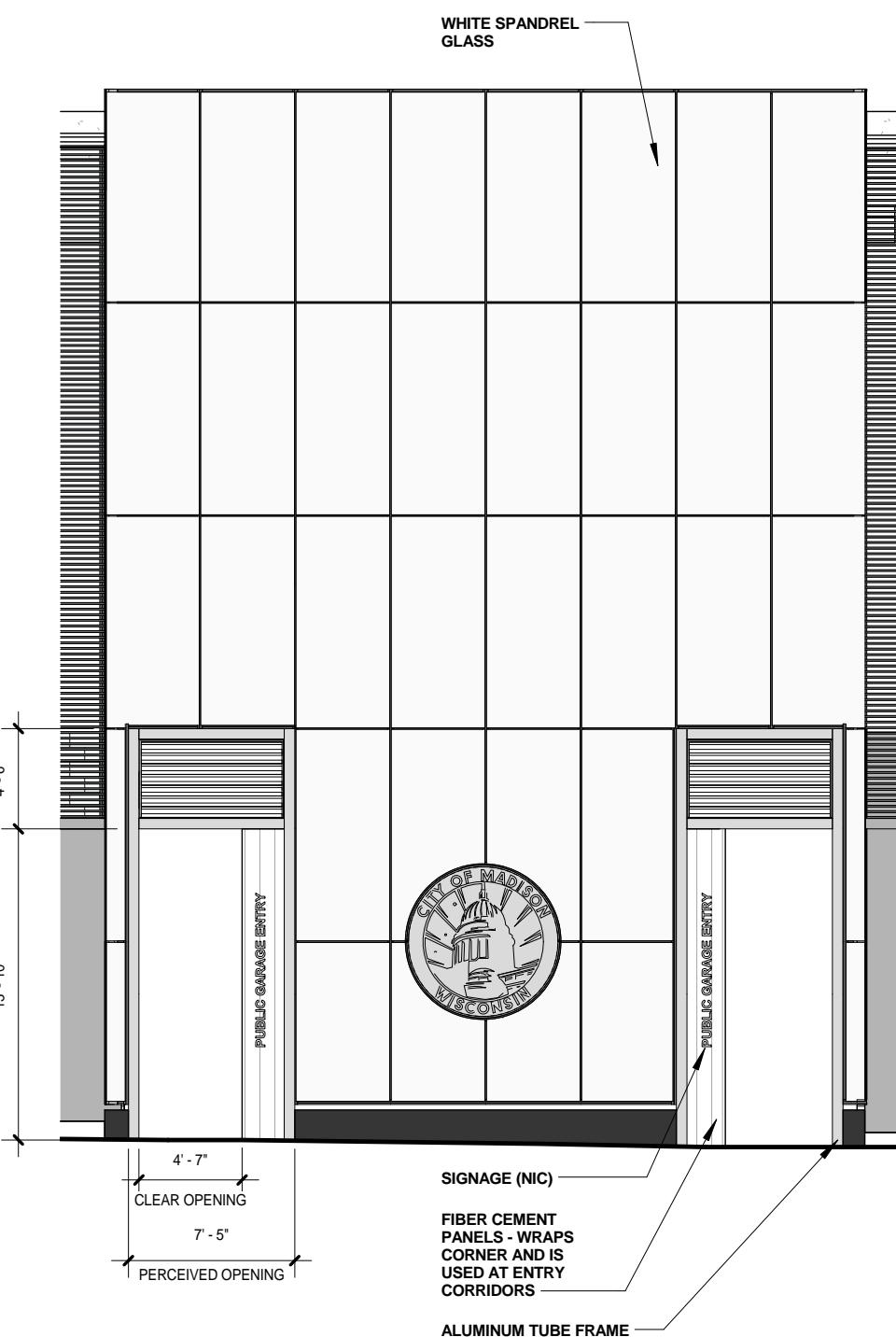


OPTION A

CLEAR OPENING: 4'-7"

PERCEIVED OPENING: 5'-6"

DESCRIPTION: The pedestrian entries, which originally had a clear opening of 3'-8", have been widened to 4'-7" with the total width of the perceived opening (including the aluminum frame) to be 5'-6".



OPTION B

CLEAR OPENING: 4'-7"

PERCEIVED OPENING: 7'-5"

DESCRIPTION: The clear openings at the entries have been widened to 4'-7" and the total width of the perceived opening has been increased to 7'-5". The fiber cement wall panels, which were previously only on the inside of the garage, now wrap the corners of the elevator shaft wall and have a small presence on the exterior façade. These panels are inset 8" from the exterior face of the aluminum frame and have the potential to support signage options, as shown with the vertical lettering in the sketch.





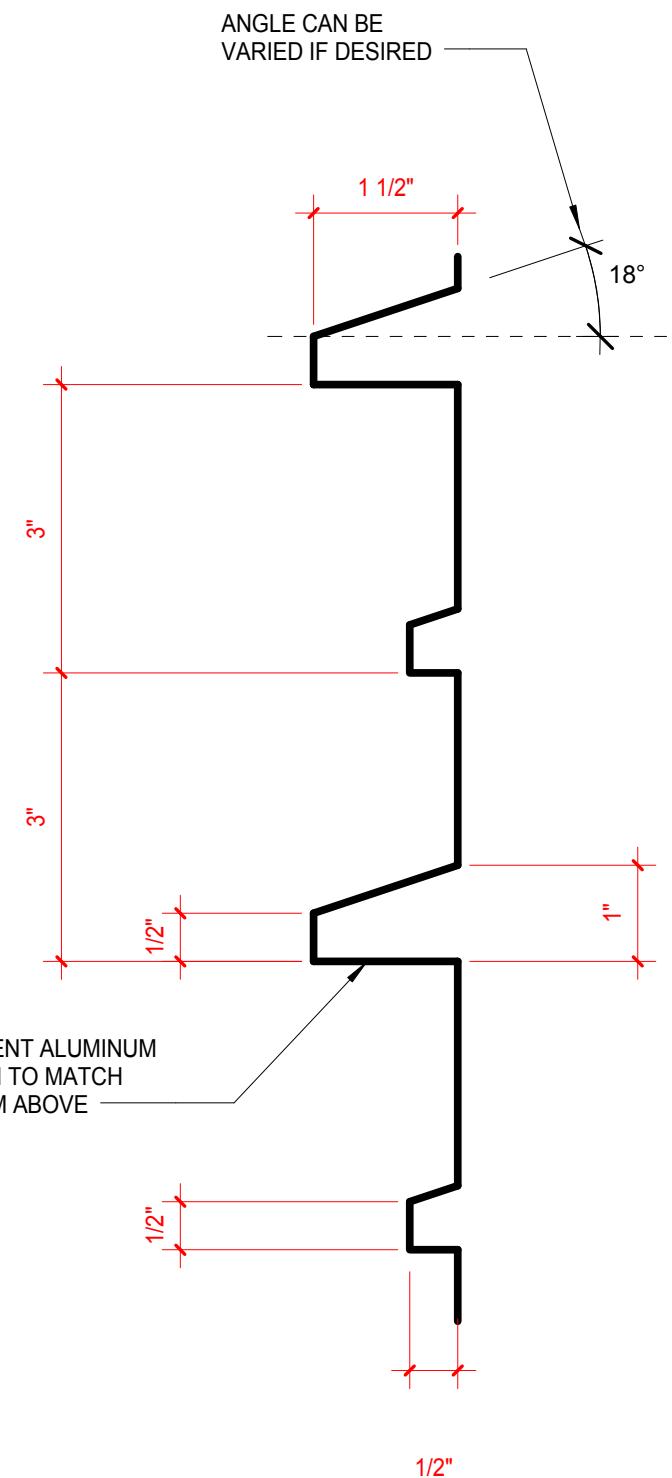




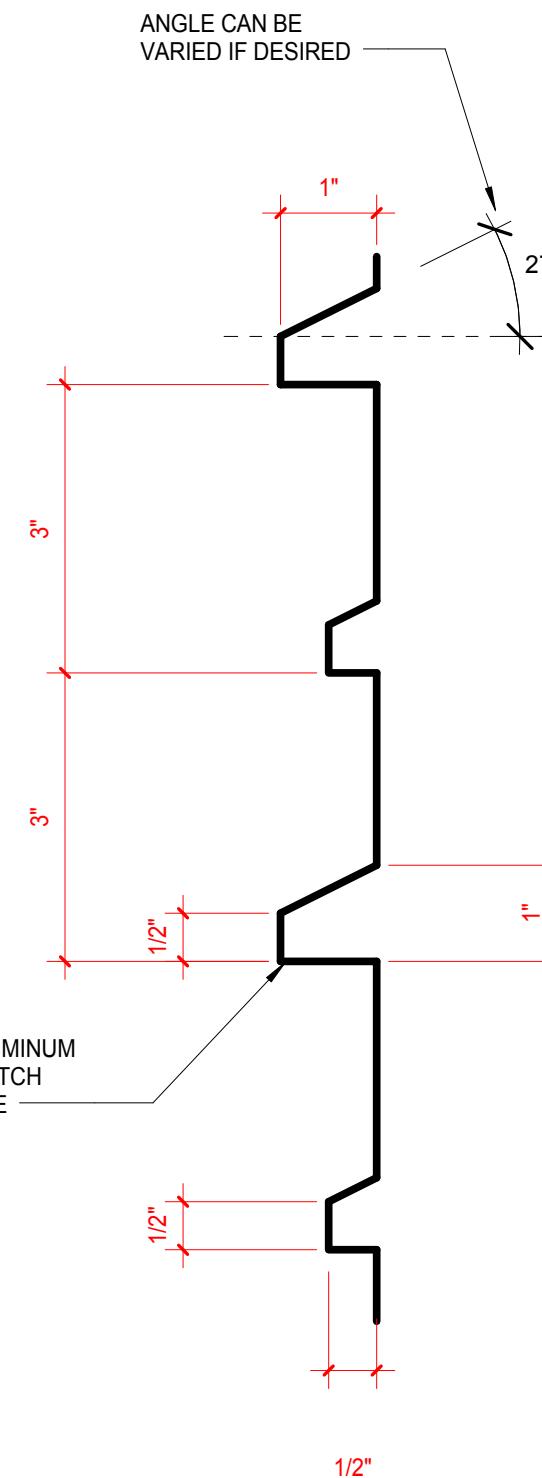


05_DOTY - OPTION A

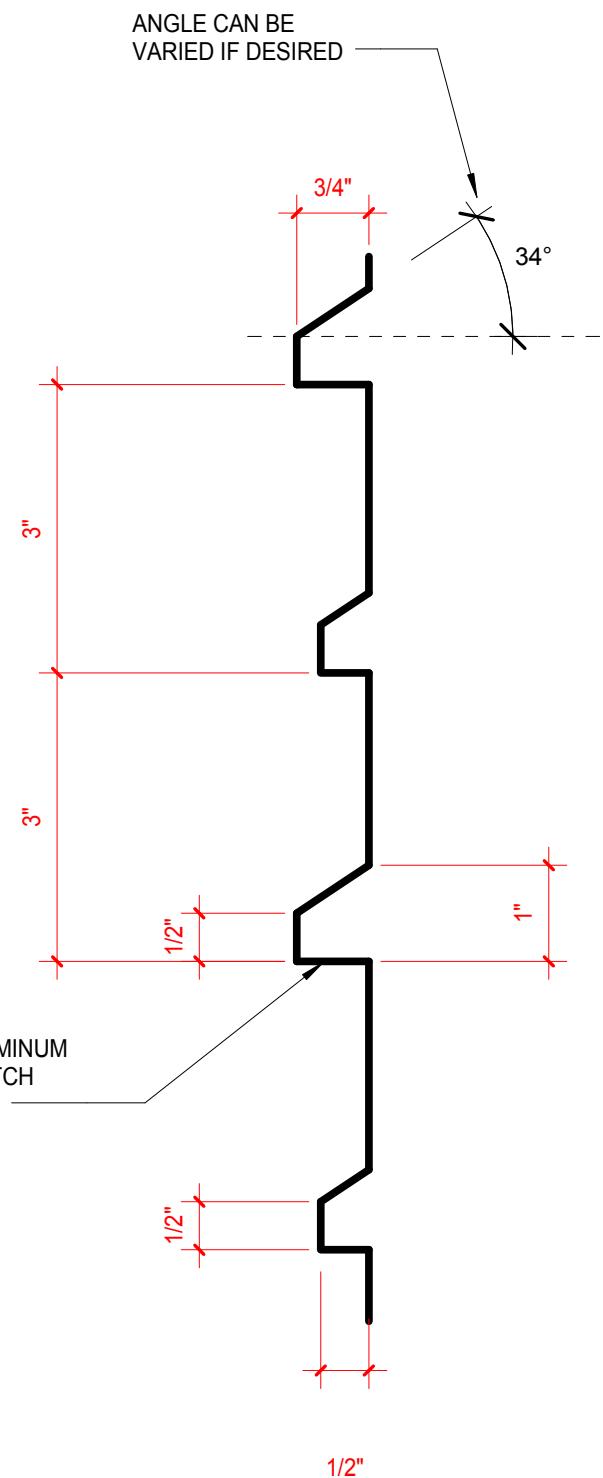




BATTEN PROFILE DEPTH - 1 1/2"



BATTEN PROFILE DEPTH - 1"



BATTEN PROFILE DEPTH - 3/4"