

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: East Town Plaza : 2025 Zeier Rd. Madison, Wisconsin 53704
Title: East Town Plaza : Burlington

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

UDC meeting date requested April 11, 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
Existing Retail Tenant facade remodel

4. Applicant, Agent, and Property Owner Information

Applicant name Ross Gallentine **Company** Ramco-Gershenson Inc
Street address 31500 Northwestern Highway **City/State/Zip** Farmington Hills, Michigan 48334
Telephone 248-613-5794 **Email** rgallentin@rgpt.com

Project contact person Ross Gallentine **Company** Ramco-Gershenson Properties Trust
Street address 31500 Northwestern Highway **City/State/Zip** Farmington Hills, Michigan 48334
Telephone 248-613-5794 **Email** rgallentine@rgpt.com

Property owner (if not applicant) Edward A. Eickhoff
Street address 31500 Northwestern Hwy #300 **City/State/Zip** Farmington Hills, MI 48334
Telephone 248-592-6510 **Email** eeickhoff@rgpt.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 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 Glaeser, Planner and Jenny Kirchgatter, Zoning on March 19, 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 Ross Gallentine Relationship to property Owners Agent

Authorized signature of Property Owner Edward A Eickhoff Date 3/20/18

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



City of Madison

APPLICATION FOR ALTERATION OF EXISTING CONDITIONAL USE

FOR OFFICE USE ONLY

Date: _____

LNDMAC: _____

Parcel # _____

TO ZONING ADMINISTRATOR:

The undersigned owner (contract owner) of property herein described hereby applies for approval to make minor alterations to an existing conditional use.

Location of Property/Street Address: East Town Plaza 2025 Zeier Road Ald. District: 17

Madison, WI 53704 Zoning District: RC

Existing Conditional Use: Retail Tenant at East Town Plaza

Proposed Alteration (Describe): Tenant Facade Remodel (Burlington)

This application must be accompanied by four (4) sets of construction and plot plans indicating the proposed alteration, if there are no exterior changes to the site or parking lot. Eight (8) sets of construction and parking lot plans are required, if exterior changes are proposed to the site or parking lot. An Adobe Acrobat PDF File of the submitted plans, either on a non-returnable CD or USB flash drive, or emailed to zoning@cityofmadison.com, must also be submitted. The application fee is \$100, in addition to applicable site plan review fees.

Section 28.183(8). states: “No alteration of a conditional use shall be permitted unless approved by the City Plan Commission provided, however, the Zoning Administrator following consideration by the alderperson of the district, may approve minor alterations or additions which are approved by the Director of Planning and Community and Economic Development and are compatible with the concept approved by the Plan Commission and the standards in subsection 28.183(6).”

Respectfully submitted,

Name Ross Gallentine Address 31500 Northwestern Hwy., Suite 300

Farmington Hills, MI 48334

Telephone 248-613-5794 Email rgallentine@rgpt.com

ALDER’S RECOMMENDATION:

ZONING ADMINISTRATOR’S COMMENTS:

Occupancy Certificate Status _____

Outstanding Orders _____

Conditions of Approval Met _____

Compatibility of Proposed Alteration with Concept Approved By Plan Commission

Compatibility of Proposed Alteration with Standards 28.183(6)

Approved according to 28.183(8).	☐ Director of Planning & Community & Economic Development/Date
Disapproved – Refer to Plan Commission	☐ Director of Planning & Community & Economic Development/Date



WAH YEE ASSOCIATES
ARCHITECTS & PLANNERS
Since 1961

LETTER OF INTENT

March 20, 2018

City of Madison Planning & Zoning Dept.
126 S. Hamilton Street
Madison, WI 53701

Job Name: East Town Plaza - Burlington
Madison, Wisconsin

Job Number: 4988

Planning and Zoning:

The purpose of this proposal is to accommodate an existing tenant, being Burlington. The existing Burlington is downsizing from 60,200 S.F. to 43,000 S.F. The remaining 17,200 S.F. will; then be released to a future tenant.

Tenant identity is a critical factor relating to their success, thus Burlington would also like to upgrade their façade at this time. A new entry canopy feature will be constructed with materials and scale compatible with other existing major tenants in the Shopping Center.

There is no change in building square footage or footprint. There are no changes proposed to the site parking, landscaping or lighting.

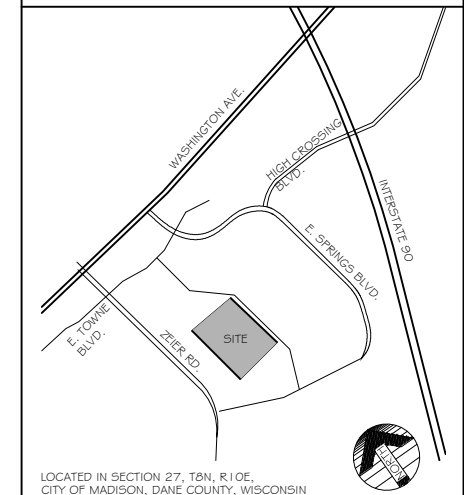
Sincerely,

Matt Niles,
Senior Project Designer
Wah Yee Associates



[illegible]

VICINITY MAP



GENERAL NOTES :

1. NO WORK PROPOSED TO EXISTING PARKING FIELDS.
2. NO SITE WORK PROPOSED.
3. NO BUILDING EXPANSION PROPOSED.

EAST TOWN PLAZA : BURLINGTON

MADISON, WISCONSIN

OWNER :



**RAMCO
GERSHENSON**
PROPERTIES TRUST

RAMCO-GERSHENSON, INC.
31500 NORTHWESTERN HIGHWAY
SUITE 300
FARMINGTON HILLS, MI 48334



WAH YEE ASSOCIATES
ARCHITECTS & PLANNERS

42400 GRAND RIVER AVENUE
NOVI, MICHIGAN 48375
PHONE 248.489.9160

PROJECT NO. 4988

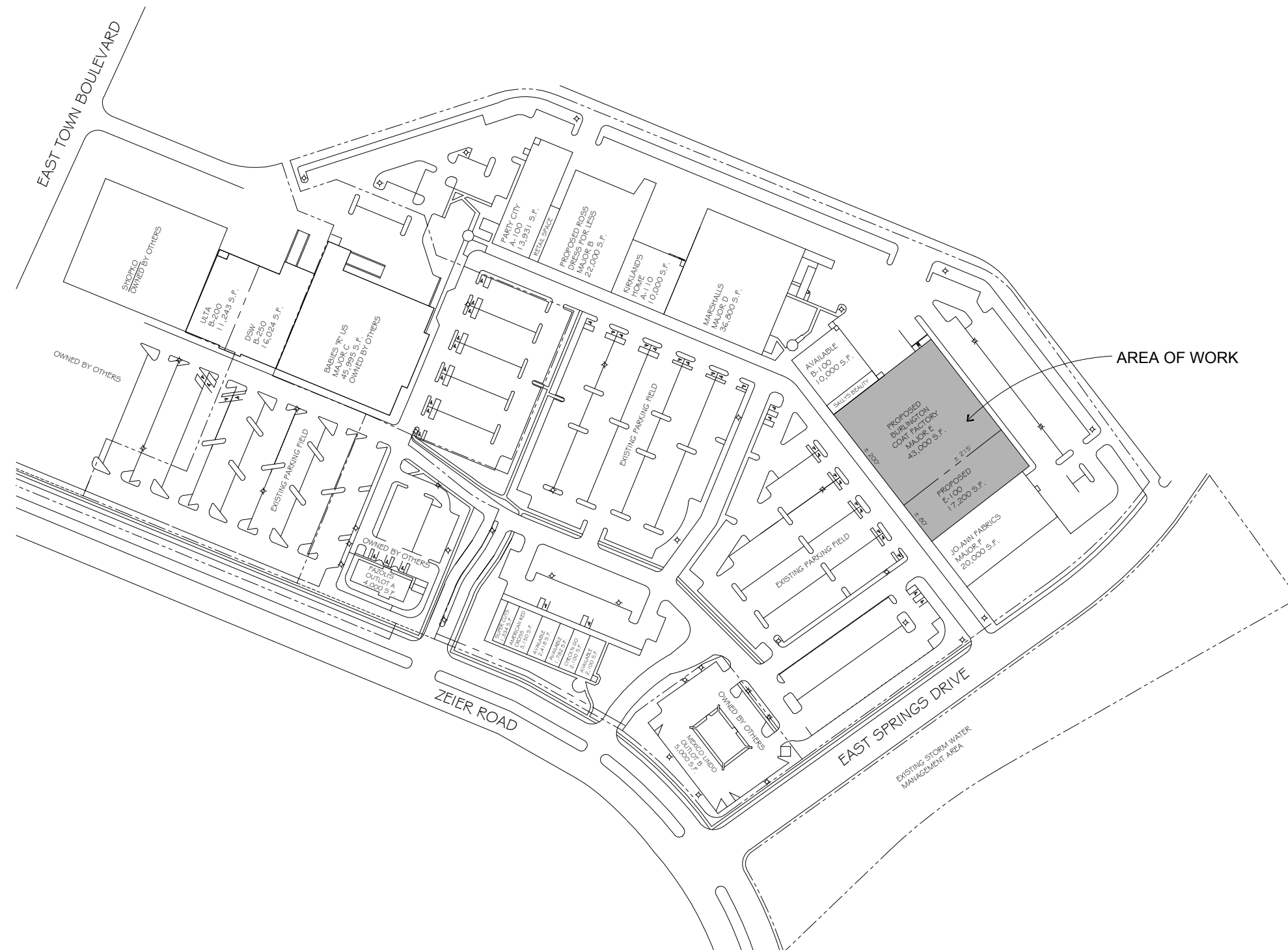
CAD DWG 4988_P1.1.DWG

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PRELIMINARY
NOT FOR CONSTRUCTION

SUBMITTED FOR
OWNER REVIEW
MARCH 2, 2018
CITY SUBMITTAL
MARCH 21, 2018

P1.1



SITE PLAN

SCALE: 1" = 100'-0"





SITE PLAN
SCALE: NOT TO SCALE



EAST TOWN PLAZA :
BURLINGTON
MADISON, WISCONSIN

OWNER :
RAMCO GERSHENSON
PROPERTIES TRUST
RAMCO-GERSHENSON, INC.
31500 NORTHWESTERN HIGHWAY
SUITE 300
FARMINGTON HILLS, MI 48334

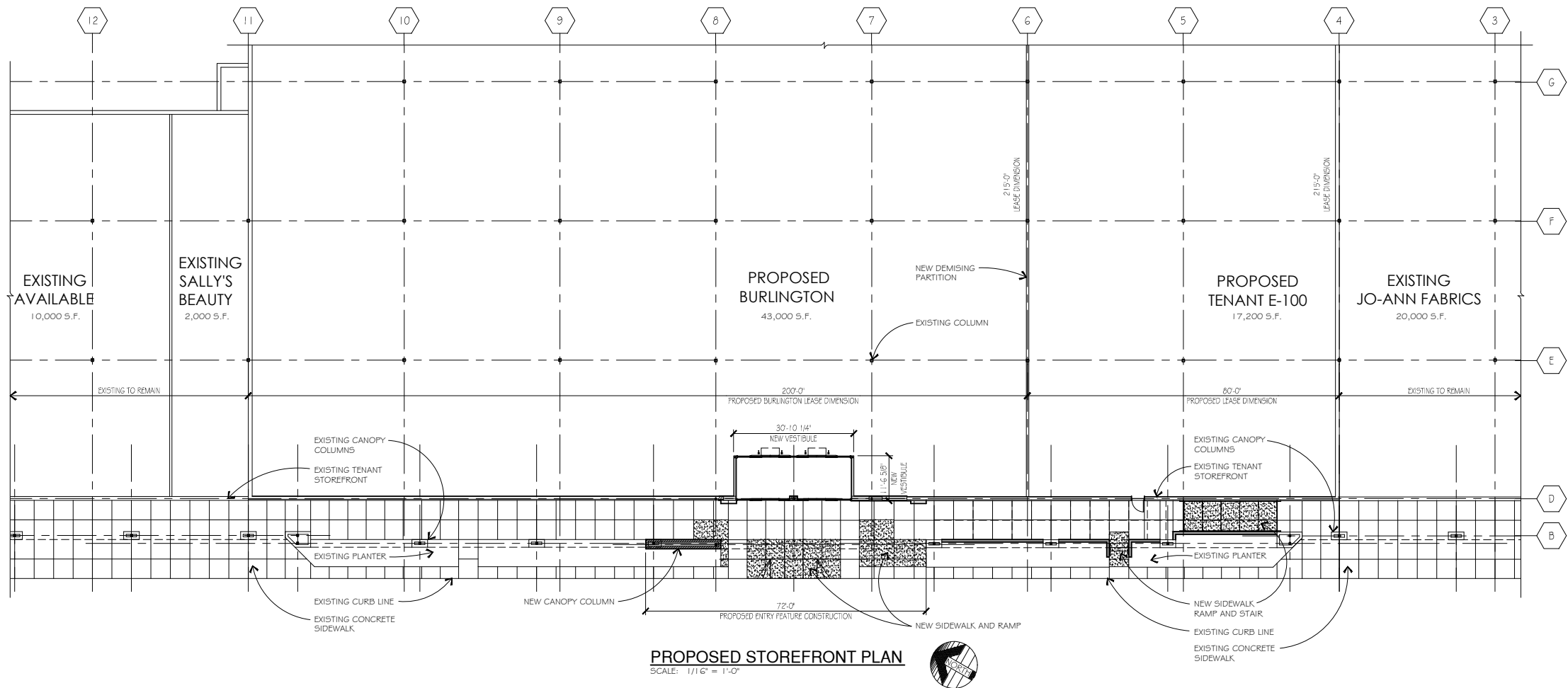
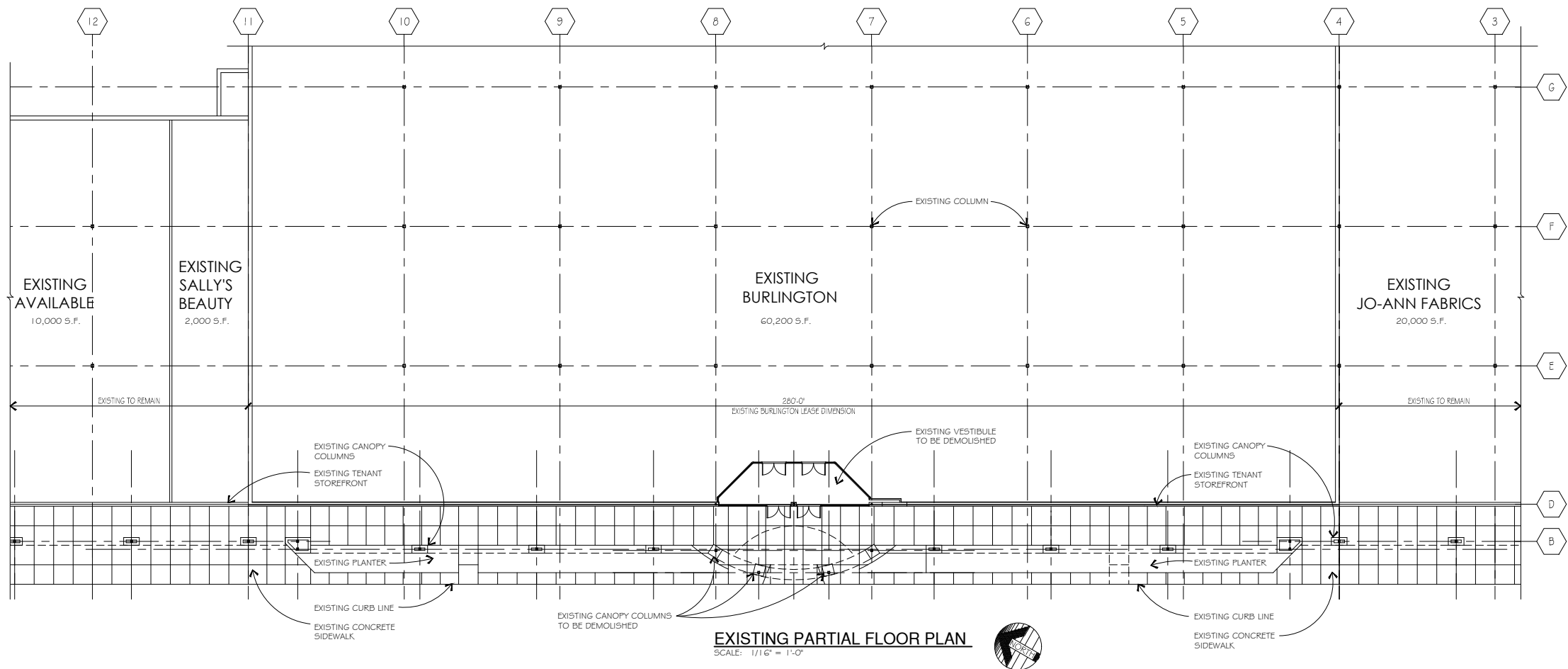
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EAST TOWN PLAZA : BURLINGTON

MADISON, WISCONSIN

OWNER :



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SUITE 300
FARMINGTON HILLS, MI 48334



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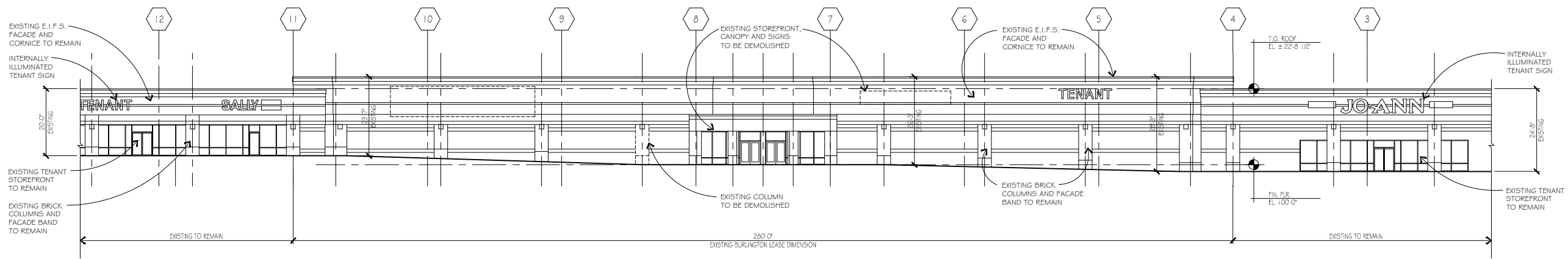
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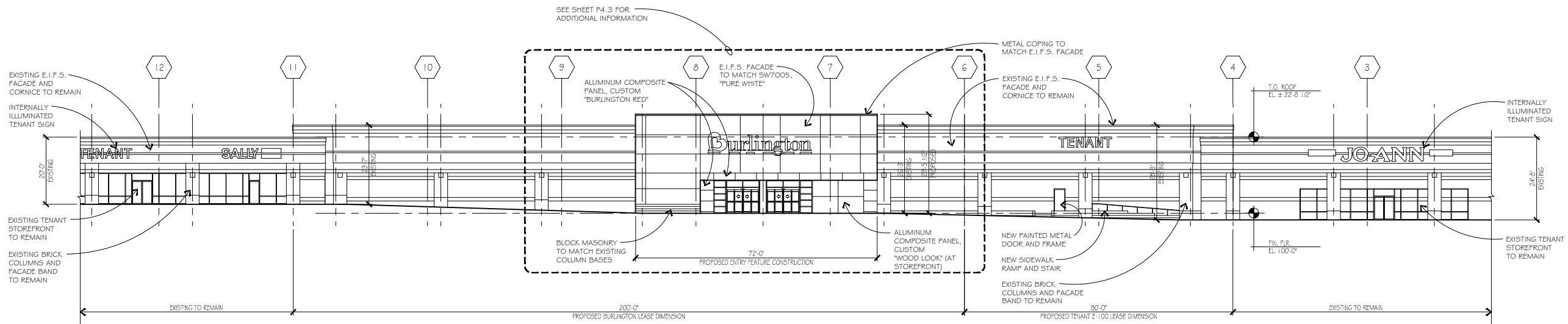
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EXISTING ELEVATION
SCALE: 1/16" = 1'-0"

P4.1

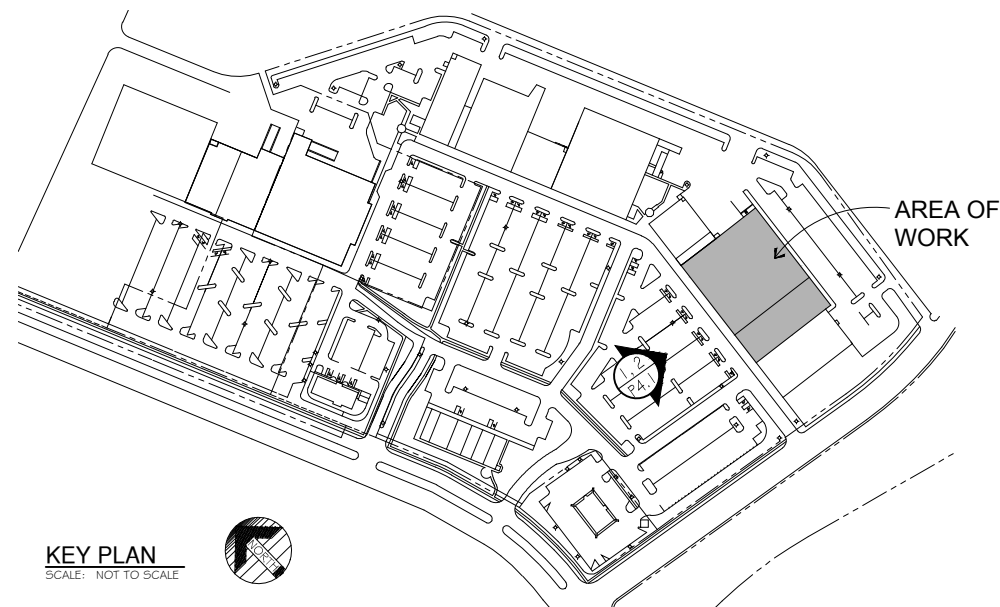


PROPOSED ELEVATION
SCALE: 1/16" = 1'-0"

2
P4.1

GENERAL NOTES :

1. NEW TENANT SIGNAGE SHOWN FOR CONCEPT ONLY TO BE SUBMITTED AND APPROVED UNDER SEPARATE APPLICATION.
2. PROPOSED TENANT E-100 FUTURE STOREFRONT TO BE INSTALLED PER TENANT REQUIREMENTS.



KEY PLAN
SCALE: NOT TO SCALE



EAST TOWN PLAZA :
BURLINGTON
MADISON, WISCONSIN

OWNER :



WAH YEE ASSOCIATES
ARCHITECTS & PLANNERS
37911 WEST TWELVE MILE ROAD
FARMINGTON HILLS, MICHIGAN 48331
PHONE 248.489.9160 FAX 489.0133
PROJECT NO. 4988

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P4.1

CAD DWG 4988_P4.1.DWG



EXISTING FACADE



PROPOSED FACADE



PROPOSED FACADE

EAST TOWN PLAZA :
BURLINGTON
MADISON, WISCONSIN

OWNER :
RAMCO GERSHENSON
PROPERTIES TRUST
RAMCO-GERSHENSON, INC.
31500 NORTHWESTERN HIGHWAY
SUITE 300
FARMINGTON HILLS, MI 48334

Wah Yee Associates
ARCHITECTS & PLANNERS
42400 GRAND RIVER AVENUE
NOVI, MICHIGAN 48375
PHONE 248.489.9160
PROJECT NO. 4988

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EAST TOWN PLAZA :
BURLINGTON
MADISON, WISCONSIN



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A-100 : PARTY CITY



A-110 : KIRKLAND'S HOME

PROPOSED MAJOR B LOCATION :
ROSS DRESS FOR LESS



A-110 : KIRKLAND'S HOME



MAJOR D : MARSHALLS

MAJOR D : MARSHALLS

EAST TOWN PLAZA :
BURLINGTON
MADISON, WISCONSIN

OWNER :
RAMCO GERSHENSON
PROPERTIES TRUST
RAMCO-GERSHENSON, INC.
31500 NORTHWESTERN HIGHWAY
SUITE 300
FARMINGTON HILLS, MI 48334

Wah Yee Associates
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PH1.1



MAJOR D : MARSHALLS



EXISTING MAJOR E : BURLINGTON



MAJOR F : JO-ANN FABRICS

EAST TOWN PLAZA :
BURLINGTON
MADISON, WISCONSIN

OWNER :



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PH1.2



OWNED BY OTHERS : SHOPKO



B-200 : ULTA BEAUTY



B-250 : DSW



MAJOR C : BABIES "R" US

EAST TOWN PLAZA :
BURLINGTON

MADISON, WISCONSIN

OWNER :



**RAMCO
GERSHENSON**
PROPERTIES TRUST
RAMCO-GERSHENSON, INC.
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SUITE 300
FARMINGTON HILLS, MI 48334



WAH YEE ASSOCIATES
ARCHITECTS & PLANNERS

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NOVI, MICHIGAN 48375
PHONE 248.489.9160

PROJECT NO. 4988

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