

# 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: \_\_\_\_\_

Title: \_\_\_\_\_

## 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)

### Other

- Please specify \_\_\_\_\_

## 4. Applicant, Agent, and Property Owner Information

**Applicant name** \_\_\_\_\_ **Company** \_\_\_\_\_

**Street address** \_\_\_\_\_ **City/State/Zip** \_\_\_\_\_

**Telephone** \_\_\_\_\_ **Email** \_\_\_\_\_

**Project contact person** \_\_\_\_\_ **Company** \_\_\_\_\_

**Street address** \_\_\_\_\_ **City/State/Zip** \_\_\_\_\_

**Telephone** \_\_\_\_\_ **Email** \_\_\_\_\_

**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](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 \_\_\_\_\_ on \_\_\_\_\_.
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 \_\_\_\_\_ Relationship to property \_\_\_\_\_

Authorized signature of **Property Owner** \_\_\_\_\_ Date \_\_\_\_\_

**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.**

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



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**Email** jamesspahr@lionsharegroupllc.com



**URBAN DESIGN INFORMATIONAL  
NARRATIVE**

**1.22.2019**

Single-Tenant Distribution Center  
Parcel Address: 5409 Femrite Drive

The project consists of a 40,000 sf, state-of-the-art, single-tenant distribution center for a wholesale electrical supply company. The building will have office and showroom facing North on Femrite Drive, and loading docks facing East to Marsh Road (cul-de-sac). The building will be constructed out of 30' tall pre-cast concrete walls.

**1. Site Planning**

- a. The site provides for ingress and egress from both Femrite Drive and Marsh Road.
- b. The site is being developed to allow run-off to be captured in a storm water retention pond centrally located on the property.
- c. Utilities to serve the building will be underground.
- d. There is an existing abandoned house with two out-buildings for which a demolition permit application has been submitted.

**2. Parking Lots / Loading Docks**

- a. Parking lots are designed to provide landscaped islands as well as extensive perimeter landscaping.

- b. Trash collection areas will be located behind the building and will be screened from adjacent properties with a combination of screen walls and landscaping.

### 3. Landscaping

- a. Landscaping includes both functional and decorative purposes. Screening of cars from street and shading of parking lot pavement.
- b. A variety of trees and shrubs will be proposed, mostly native species suitable to this environment.
- c. Tree groupings including shade trees, ornamental trees, and evergreens will be proposed for the periphery areas.
- d. Foundation plantings will be used along the front and East side of the building.

### 4. Building / Site Relationships

- a. The building is located to provide optimal function for employees, customers, and trucking logistics.
- b. The site is ideally suited for this use as shown by the number of other distribution facilities in the proximity including Design Air, DuPont, Milwaukee Insulation, and is located next to a multi-tenant building filled with distributors such as Sherwin-Williams.
- c. Meier Truck Fleet Repair and Badger Bus are located immediately East of the site.

### 5. Lighting

- a. Lighting will be developed to minimize light pollution and light spilling onto adjacent properties.

- b. Lighting will be designed to minimize glare to Femrite traffic, there is no residential anywhere in the vicinity. Pole lights are planned for the perimeter of the site parking lot and loading drives.
- c. Building Facades: wall lights will be used over the loading doors facing Marsh Road, soffit lights are planned at the office and showroom entries, there will also be a suspended canopy along parts of the North and East elevations which will also utilize soffit down-lighting.

#### 6. Utility Service

- a. The utilities are underground on this site.

#### 7. Signs

- a. There are no ground signs.
- b. Wall signage will be located on the Northeast side of the building facing Femrite Drive and on the Southwest corner.
- c. The height of the wall signs is limited to 18 feet in the UDC guidelines, although UDC can allow an exception for both legibility from the roadway at prevailing speeds and if the height will result in a superior overall design. We will show the wall signs closer to the top of the walls, the walls are 30' tall, as this results in a better composition.
- d. The signage package will be in conformance with Madison sign ordinances and will be submitted at a later date.



# 5409 Femrite Drive Location

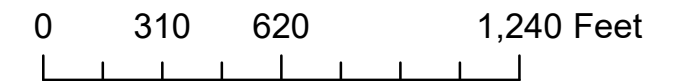


January 22, 2019

Road Names

Tax Parcels

1 inch = 500 feet





Site Photos – 5409 Femrite Drive



Looking north across Femrite Drive





Site Photos – 5409 Femrite Drive



Looking northeast of Marsh Road/Femrite Drive intersection





Site Photos – 5409 Femrite Drive



*Existing house on site to be demolished*





Site Photos – 5409 Femrite Drive



Development east of site at Agriculture Drive





## Site Photos – 5409 Femrite Drive



Looking northwest of site (northwest corner of Marsh Road/Femrite Drive intersection)





Site Photos – 5409 Femrite Drive



Looking northeast of site (northeast of Marsh Road/Femrite Drive intersection)



Site Photos – 5409 Femrite Drive



*Development west of site (south of Femrite Drive)*





Site Photos – 5409 Femrite Drive



Development east of site (east side of Marsh Road)





Site Photos – 5409 Femrite Drive



*Existing buildings on site to be razed*





Site Photos – 5409 Femrite Drive



Looking south on Marsh Road from north side of Femrite Drive







REVISIONS	NO.	DATE	REMARKS

SCALE	AS SHOWN
DATE	01/10/2018
DRAFTER	ZDRE
CHECKED	GBLA
PROJECT NO.	180140
SHEET	1 OF 1
DWG. NO.	

**LEGEND**

	PROPOSED CONCRETE
	PROPOSED ASPHALT
	PROPOSED BUILDING





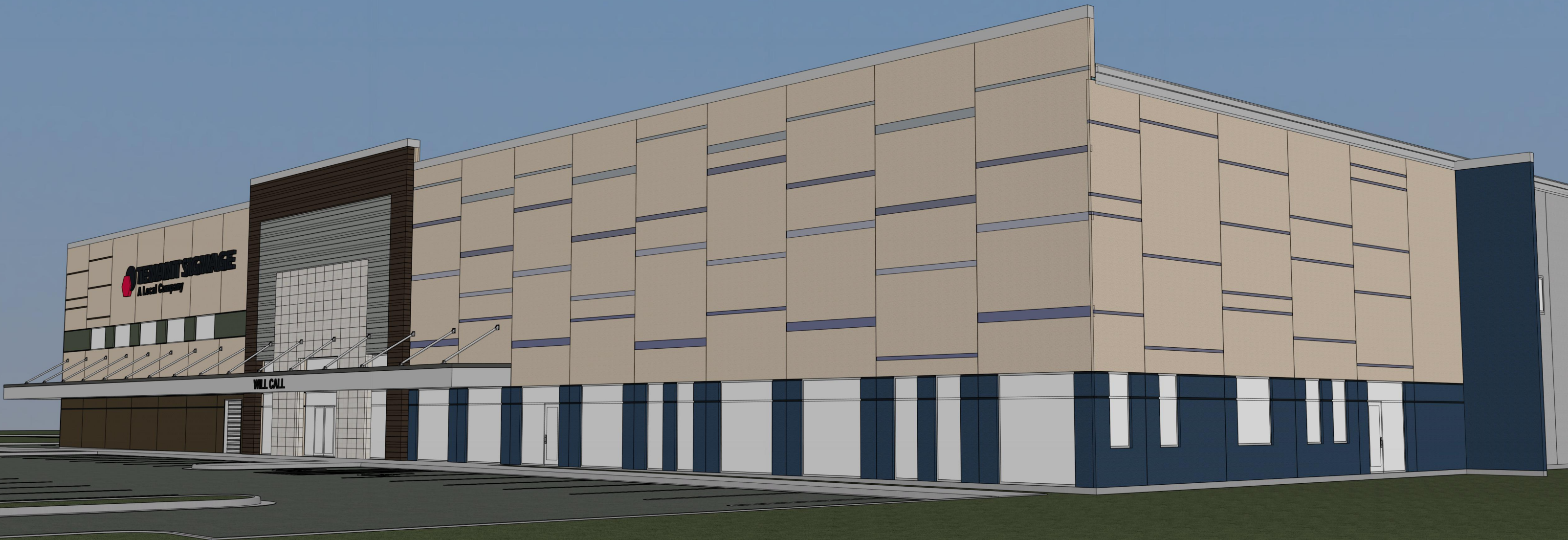


**TENANT SIGNAGE**  
A Local Company

**WILL CALL**











**RECEIVING**

1

2

**SHIPPING**

3

4

5

6

7