

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:

Date Received _____ ☐ Initial Submittal
Paid _____ ☐ Revised Submittal

Complete all sections of this application, including the desired meeting date and the action requested. If your project requires both UDC and Land Use application submittals, a completed [Land Use Application](#) and accompanying submittal materials are also required to be submitted.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.

Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.

1. Project Information

Address (list all addresses on the project site): 2150 Commercial Avenue

Title: Central at The Forge

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

UDC meeting date requested July 30, 2025

- ☒ 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)
☐ Modifications of Height, Area, and Setback
☐ Sign Exceptions as noted in [Sec. 31.043\(3\)](#), MGO

Other

- ☐ Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Rachel Kriech
Street address 8680 Edison Plaza Drive
Telephone 317-775-1853

Company The Annex Group
City/State/Zip Fishers, IN 46038
Email rkriech@theannexgrp.com

Project contact person Jennifer Camp
Street address 800 W. Broadway, Suite 200
Telephone 608-241-9500

Company JLA Architects
City/State/Zip Monona, WI 53713
Email jcamp@jla-ap.com

Property owner (if not applicant) _____
Street address _____
Telephone _____

City/State/Zip _____
Email _____

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. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. 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 Modification 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

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

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. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimum 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, including material and color 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
- ☐ 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)
- ☐ Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials
- ☐ Proposed sign areas and types (if applicable)

4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per [Sec. 31.043\(3\)](#))*)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications 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

5. Required Submittal Materials

☐ Application Form

- 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.

☐ 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 Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

☐ Development Plans (Refer to checklist on Page 4 for plan details)

☐ Filing Fee (Refer to Section 7 (below) for a list of application fees by request type)

☐ Electronic Submittal

- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to UDCapplications@cityofmadison.com. The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

☐ 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.

6. Applicant Declarations

- Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Jessica Vaughn and Jenny Kirchgatter on 06-17-25.
- 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 Rachel Kriech

Relationship to property Owner

Authorizing signature of property owner Rachel M Kriech Date 06/30/2025

Digitally signed by Rachel M Kriech
DN: c=US, e=RKriech@theannexgrp.com, o=The Annex Group,
ou=Director of Development, cn=Rachel M Kriech
Date: 2025.06.30 13:47:37-0400

7. Application Filing Fees

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

Please consult the schedule below for the appropriate fee for your request:

- ☐ Urban Design Districts: \$350 (per [§33.24\(6\) 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 Sign Modifications (of 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



July 14, 2025

Ms. Jessica Vaughn
City of Madison
Department of Planning & Community & Economic Development
Madison Municipal Building
215 Martin Luther King Jr. Blvd, Suite 017
Madison, WI 53703

Re: Letter of Intent
Central at The Forge Affordable Housing
JLA Project #W24-0805

Dear Ms Vaughn,

The following is submitted together with the UDC Informational Application and associated plans for review by the Urban Design Commission.

Project Organizational Structure:

Owner: The Annex Group
8680 Edison Plaza Drive
Fishers, IN 46038
317-775-1853
Contact: Rachel Kriech
rkriech@theannexgrp.com

Architect: JLA Architects & Planners
800 W. Broadway, Suite 200
Monona, WI 53713
608-210-1232
Contact: Jennifer Camp
icamp@jla-pa.com

Project Overview:

The Annex Group is proposing a multi-family/commercial mixed-use project to be located at the corner of Packers, Commercial and Oscar Avenues where the Oscar Mayer parking lot is currently located. The project as proposed would have 241 total units with approximately 6,000 sf of retail space. The intent is to promote the use of carbon free transportation (bicycles) as much as possible as well as encourage the use of public transit. In addition, we intend on offering numerous electric car charging stations within the project with the ability to expand over time as we see demand increase. The project as proposed is a five-story building wrapped around a five-story parking garage. Specific building areas and other pertinent information are provided in the attached drawings.

Site:

The project is located on a three-parcel site which includes 2150 Commercial Avenue, 2231 Myrtle St, and 2235 Myrtle St. It is located in the 12th Aldermanic District within the confines of the Sherman Neighborhood. The site is currently zoned RMX, resides in the City of Madison Urban Design District # 4 and within the Oscar Mayer Special Area Plan. Multi-family and retail are permitted uses within these zoning types.

Zoning:

The project is located in the City of Madison Urban Design District #4. The site is currently an existing asphalt parking lot, with the exception of the 2 parcels on the northeast side of the proposed site. These buildings will be demolished. Photographs of the existing buildings are attached.

How the development will address the district criteria:

- Parking will be hidden behind the main façade of the building along Packers Ave. The one exposed elevation of the parking structure along Oscar Ave will have architectural features to add interest.

- Exterior materials will be durable, low-maintenance, and visually harmonious with other buildings in the area.
- Large facades will have breaks using different materials, balconies and recesses to create visual interest.
- All facades are of importance and will be carefully designed.
- Lighting will be part of the architectural design to illuminate building facades, pedestrian walkways and parking areas.
- Landscaping will be provided for both visual appeal and practical benefits, including view framing, visual screening along roadways and between differing land uses, and architectural enhancement.

Additional key zoning requirements:

- Electric Vehicle Charging Station Requirements - Chapter 28.141(8)e:
- Bike Parking Requirements - Chapter 28.141(11):
- Bird Safety Glass Requirements - Chapter 29.129:
- Signage – Chapter 31:

Neighborhood Input:

The project is in the Sherman Neighborhood. A neighborhood meeting was held on January 16, 2025, with positive feedback.

Preliminary Project Schedule:

June 2025: Pre-Application UDC Meeting
July 2025: UDC Informational Meeting
September 2025: Land Use Application Submittal
May 2026: Start of Construction
May 2028: Certificate of Occupancy

Thank you for your time in reviewing our proposal.

Sincerely,



Jennifer Camp, AIA
jcamp@jla-ap.com
608-210-1232



JLA
ARCHITECTS

CENTRAL AT THE FORGE AFFORDABLE HOUSING

STREET VIEW – NORTH/EAST

JULY 11, 2025
NTS @ 11x17

UNIT NAME		1 BEDROOM		2 BEDROOMS				3 BEDROOMS							(1) TOTAL UNITS	(1) TOTAL BEDROOMS	COMMERCIAL NET AREA LEASABLE	RESIDENTIAL NET AREA LEASABLE	(3) GROSS AREA (S.F.)	EFFICIENCY	PARKING AREA (S.F.)	COVERED PARKING	SURFACE PARKING	PARKING RATIO	
		B1	B2	D1	D2	D3	D4	F1	F2	F3	F4	F5	F6	F7											
BEDROOMS		1	1	2	2	2	2	3	3	3	3	3	3	3											
AREA (S.F.)		575	578	826	829	855	959	1,103	1,170	1,185	1,240	1,278	1,300	1,440											
F L O O R S	5	2	18	13	2	3	1	5	1	1	1	1	1	0	49	88	-	37,862	48,720	77.7%	24,380	63			
	4	2	18	13	2	3	1	5	1	1	1	1	1	1	50	91	-	39,302	48,720	80.7%	24,380	61			
	3	2	18	13	2	3	1	5	1	1	1	1	1	1	50	91	-	39,302	48,720	80.7%	24,380	61			
	2	2	18	13	2	3	1	5	1	1	1	1	1	1	50	91	-	39,302	48,720	80.7%	24,380	61			
	1	3	16	13	1	3	0	5	0	0	0	0	0	1	42	71	6,190	32,060	48,810	65.7%	24,380	38			
TOTALS		11	88	65	9	15	4	25	4	4	4	4	4	4	241	432	6,190	187,828	243,690	77.1%	121,900	284	0	1.18	0.66
PERCENT		4.6%	36.5%	27.0%	3.7%	6.2%	1.7%	10.4%	1.7%	1.7%	1.7%	1.7%	1.7%												
		41.1%		36.9%				18.7%							779 Average N.S.F. per unit					429 Average S.F. per space					

- NOTES:
- 1 TOTAL UNIT & BEDROOM COUNT ASSUMES IDENTICAL FOOTPRINT FROM FLOORS 1 THRU 5
 - 2 TABLE ABOVE INCLUDES 3,315 S.F. OF COMMON AMENITY SPACE ON 1ST FLOOR & 1,440 SF ON 5TH FLOOR
 - 3 GROSS AREA DOES NOT INCLUDE PARKING AREAS.
 - 4 1st FLOOR CONTAINS THE MAIN ENTRY LOBBY.
 - 5 PARKING AREAS INCLUDE THE STAIRS & ELEVATOR.

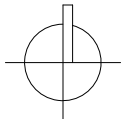


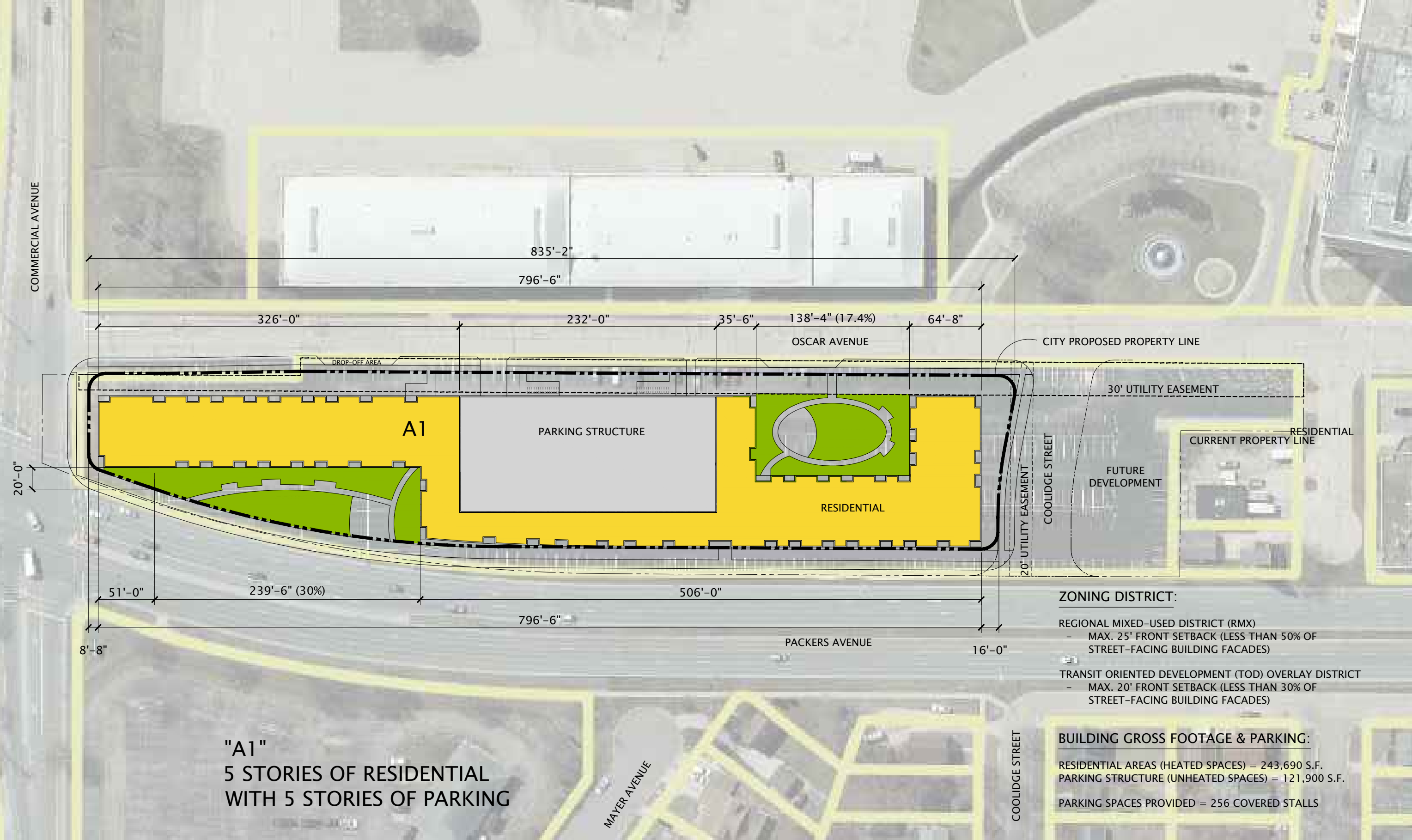
JLA
ARCHITECTS

CENTRAL AT THE FORGE AFFORDABLE HOUSING

SITE LOCATION & PROJECT DATA

JULY 11, 2025
NTS @ 11x17



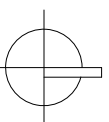


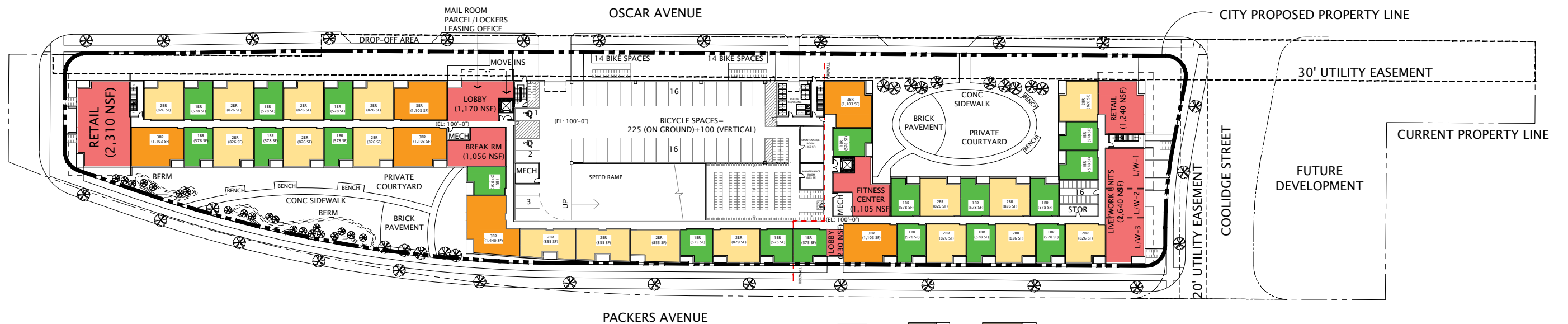
JLA
ARCHITECTS

CENTRAL AT THE FORGE AFFORDABLE HOUSING

PROPOSED SITE PLAN

JULY 11, 2025
1"=80' @ 11x17





UNITS ON 1ST FLOOR=42 UNITS

RESIDENT STORAGE (3'x6')=16 (1ST FLOOR) & 242 (TOTAL)



19 UNITS

17 UNITS

6 UNITS

CALCULATION OF REQUIRED BIKE SPACES
(BASED ON 241 RESIDENTIAL UNITS):

UNIT TYPES	UNIT COUNT	BIKE SPACES
1 BEDROOM	99	99
2 BEDROOM	93	93
3 BEDROOM	49	74

REQUIRED LONG-TERM SPACES= 266
 REQUIRED GUEST SPACES= 27 (10%x266 UNITS)
 REQUIRED RESIDENT STORAGE= 241 (3'x6'/UNIT)

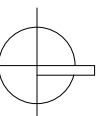


JLA
ARCHITECTS

CENTRAL AT THE FORGE AFFORDABLE HOUSING

PROPOSED 1ST FLOOR PLAN

JULY 11, 2025
1"=80' @ 11x17





UNITS ON 2ND FLOOR=50



RESIDENT STORAGE (3'x6')=62 (2ND-4TH FLOOR) & 242 (TOTAL)



UNITS ON 3RD FLOOR=50



RESIDENT STORAGE (3'x6')=62 (2ND-4TH FLOOR) & 242 (TOTAL)

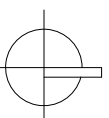


JLA
ARCHITECTS

CENTRAL AT THE FORGE AFFORDABLE HOUSING

PROPOSED 2ND-3RD FLOOR PLANS

JULY 11, 2025
1"=80' @ 11x17



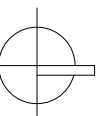


JLA
ARCHITECTS

CENTRAL AT THE FORGE AFFORDABLE HOUSING

PROPOSED 4TH-5TH FLOOR PLANS

JULY 11, 2025
1"=80' @ 11x17





EAST ELEVATION-1



	FIBER-CEMENT PANEL NIGHT GRAY (SMOOTH)		CHARCOAL SMOOTH (YANKEE HILL BRICK)
	FIBER-CEMENT SIDING RUSTIC ROSEWOOD (TEXTURED)		SANTA FE (BOWERSTON BRICK)
	FIBER-CEMENT PANEL AGED PEWTER (SMOOTH)		PERFORATED METAL PANEL
	FIBER-CEMENT PANEL ARCTIC WHITE (SMOOTH)		PRECAST CONCRETE PANEL



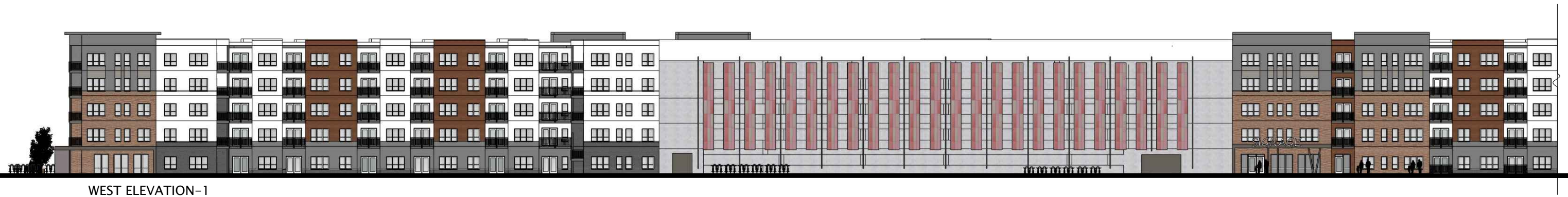
JLA
ARCHITECTS

CENTRAL AT THE FORGE AFFORDABLE HOUSING

BUILDING ELEVATION – EAST

JULY 11, 2025

1"=40'-0" @ 11x17



	FIBER-CEMENT PANEL NIGHT GRAY (SMOOTH)		CHARCOAL SMOOTH (YANKEE HILL BRICK)
	FIBER-CEMENT SIDING RUSTIC ROSEWOOD (TEXTURED)		SANTA FE (BOWERSTON BRICK)
	FIBER-CEMENT PANEL AGED PEWTER (SMOOTH)		PERFORATED METAL PANEL
	FIBER-CEMENT PANEL ARCTIC WHITE (SMOOTH)		PRECAST CONCRETE PANEL



JLA
ARCHITECTS

CENTRAL AT THE FORGE AFFORDABLE HOUSING

BUILDING ELEVATION – WEST

JULY 11, 2025

1"=40'-0" @ 11x17



	FIBER-CEMENT PANEL NIGHT GRAY (SMOOTH)		CHARCOAL SMOOTH (YANKEE HILL BRICK)
	FIBER-CEMENT SIDING RUSTIC ROSEWOOD (TEXTURED)		SANTA FE (BOWERSTON BRICK)
	FIBER-CEMENT PANEL AGED PEWTER (SMOOTH)		PERFORATED METAL PANEL
	FIBER-CEMENT PANEL ARCTIC WHITE (SMOOTH)		PRECAST CONCRETE PANEL



JLA
ARCHITECTS

CENTRAL AT THE FORGE AFFORDABLE HOUSING

BUILDING ELEVATIONS – NORTH / SOUTH

JULY 11, 2025

1"=40'-0" @ 11x17



JLA
ARCHITECTS

CENTRAL AT THE FORGE AFFORDABLE HOUSING

STREET VIEW – SOUTH/WEST

JULY 11, 2025
NTS @ 11x17



JLA
ARCHITECTS

CENTRAL AT THE FORGE AFFORDABLE HOUSING

STREET VIEW – NORTH/WEST

JULY 11, 2025
NTS @ 11x17



JLA
ARCHITECTS

CENTRAL AT THE FORGE AFFORDABLE HOUSING

STREET VIEW - SOUTH/EAST-1

JULY 11, 2025
NTS @ 11x17



JLA
ARCHITECTS

CENTRAL AT THE FORGE AFFORDABLE HOUSING

STREET VIEW – SOUTH/EAST-2

JULY 11, 2025
NTS @ 11x17



JLA
ARCHITECTS

CENTRAL AT THE FORGE AFFORDABLE HOUSING

STREET VIEW – RESIDENT ENTRANCE

JULY 11, 2025
NTS @ 11x17



LOOKING NORTH AT THE SITE FROM THE CORNER OF OSCAR AND COMMERCIAL AVE



LOOKING SOUTH DOWN OSCAR AVE WITH THE SITE ON THE LEFT



ON PACKERS AVE LOOKING SOUTHWEST AT THE SITE AND THE NEIGHBORING BUILDING ACROSS THE STREET



ON PACKERS AVE LOOKING NORTHWEST AT THE NEIGHBORING BUILDING ACROSS THE STREET



LOOKING SOUTH DOWN PACKERS AVE WITH THE SITE LOCATED ON THE RIGHT



BUILDINGS TO BE DEMOLISHED



BUILDINGS TO BE DEMOLISHED



BUILDINGS TO BE DEMOLISHED



JLA
ARCHITECTS

CENTRAL AT THE FORGE AFFORDABLE HOUSING
CONTEXTUAL SITE INFORMATION