

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): _____

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)

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 _____

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 _____

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

X 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.

X 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)

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

X 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

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.

Name of applicant _____ Relationship to property _____

Authorizing signature of property owner _____ Date _____

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



The Carey Group

Commercial Real Estate Services

June 26, 2023

Ms. Heather Stouder
Director, Planning Division
City of Madison Department of Planning & Community & Economic Development
215 Martin Luther King Jr. Blvd., Ste 017
Madison, WI 53703

Re: Letter of Intent for 529 University Avenue

The following is submitted together with the plans and application for the staff and Plan Commission's consideration of approval.

Organizational Structure

Owner:	The Carey Group 901 Deming Way, Suite 102 Madison, WI 53717 608-213-8962 Contact: Kevin Carey kevin@thecareygroup.net	Architect:	Iconica 901 Deming Way, Suite 102 Madison, WI 53717 608-664-3558 Contact: Jeremy Frommelt Jeremy.frommelt@iconicacreates.com
Engineer:	Vierbicher 999 Fourier Drive, #201 Madison, WI 53717 608-821-3950 Contact: Randy Kolinski rkol@vierbicher.com	Landscape:	Parkitecture 901 Deming Way, Suite 102 Madison, WI 53717 608-664-3558 Contact: Blake Thiesen blake@parkitecture.org

Introduction

This proposed mixed-use multi-family development involves the redevelopment of 529 University Avenue located within the Campus Area Neighborhood Association. The site is currently occupied by the Vintage Spirits and Grill. This application requests permission for the removal of the existing building for the development of a new, 12-story multi-family building. The development will include first floor commercial space and 33 dwelling units. The site is currently zoned UMX (Urban Mixed Use) and will remain UMX for the proposed redevelopment.

Project Description

The proposed project is a 12-story, mixed-use multi-family development with 1,450 square feet of commercial space on the first floor and 33 units (110 beds) on floors 2-12. There will also be an accessible rooftop deck with great views of the city and a gathering space for tenants. The surrounding neighborhood consists of commercial properties, including a liquor store, restaurants, and public gathering spaces along with other multi-family developments. The goal of this project is to develop a smaller scale housing option for students that prefer to reside in a building without upwards of 800-1,000 other students.

The prominent location of this property has driven the design team to create a building that is consistent with the future of downtown Madison, while maximizing density and efficiency. Despite the constrained and irregular footprint that allows for only subtle façade articulation, a complimentary blend of contrasting finishes and textures were employed to produce a design that is forward-looking and relevant for years to come.

City of Madison Input

We have met with the city on several occasions for this proposed development including pre-application meetings on January 13, 2023 and February 16, 2023 with Kevin Firchow and Jenny Kirchgatter and a Development Assistance Team meeting on April 20, 2023. We also met with Alder Juliana Bennett on April 18, 2023. The input we received from these meetings has helped shape this proposed development.

Demolition Standards

The existing building was built in 1927 as a gas station. It has since been used as a laundromat, a wholesale seafood business, and is currently the Vintage Spirits and Grill. Given the high demand for additional housing, especially in the heart of Madison where many people would like to live, it has been determined that the best use of this property is for high-density housing. We are proposing the existing building be demolished. While we are eliminating 2,700 square feet of commercial space, we are replacing that space with approximately 1,500 square feet of new commercial space that will likely be leased by a tenant who will continue to serve the needs of the building tenants, and those in the surrounding area. We will do our best to repurpose any of the useful items within the building and will allow their relocation should an interested party desire them. The demolition standards will be met, and a Re-use and Recycling Plan will be submitted prior to the deconstruction of the existing structure.

Site Development Data:

Densities:

Lot Area:	4,750 square feet (.11 acres)
Dwelling Units:	33 D.U.
Lot Area / D.U.:	144 square feet/D.U.
Density:	302 units/acre

Building Height: 12-stories

Project Unit Mix:

Commercial Space:	1,450 square feet
Two Bedroom	11 units
Four Bedroom	22 units
Total Units	33 units

Total Floor Area (Floors 1-12): 48,594

Floor Area Ratio: 10.2

Vehicular Parking: None Proposed

Moped Parking: (TBD)

Bicycle Parking: (TBD)

Inside : (TBD)

Outside: (TBD)

Total: (TBD)

Ms. Heather Stouder

Page 3

June 26, 2023

Project Schedule:

It is anticipated that construction will start spring of 2024 and be completed by early summer 2025.

Social & Economic Impacts:

This development will have a positive social and economic impact. The development will substantially increase the city tax base on an infill site with minimal if any, increased cost to the city. New higher density student housing in the central city reduces vehicular traffic and promotes pedestrian and bicycle traffic. It also allows the relocation of student residents from existing rental properties within old neighborhoods providing an opportunity to transition these properties back to owner occupancies.

Thank you for your time and consideration of our proposal.

Sincerely,

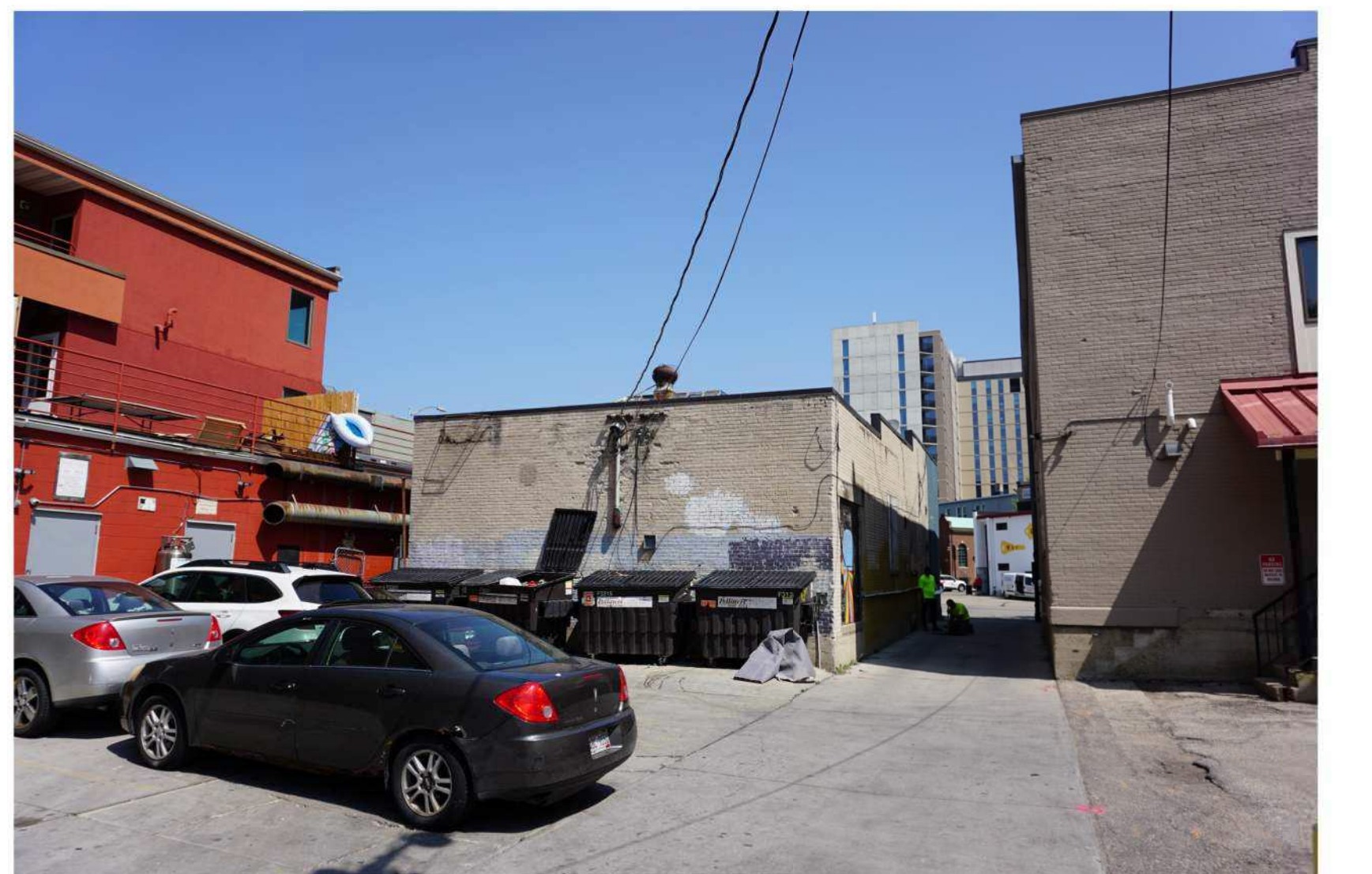
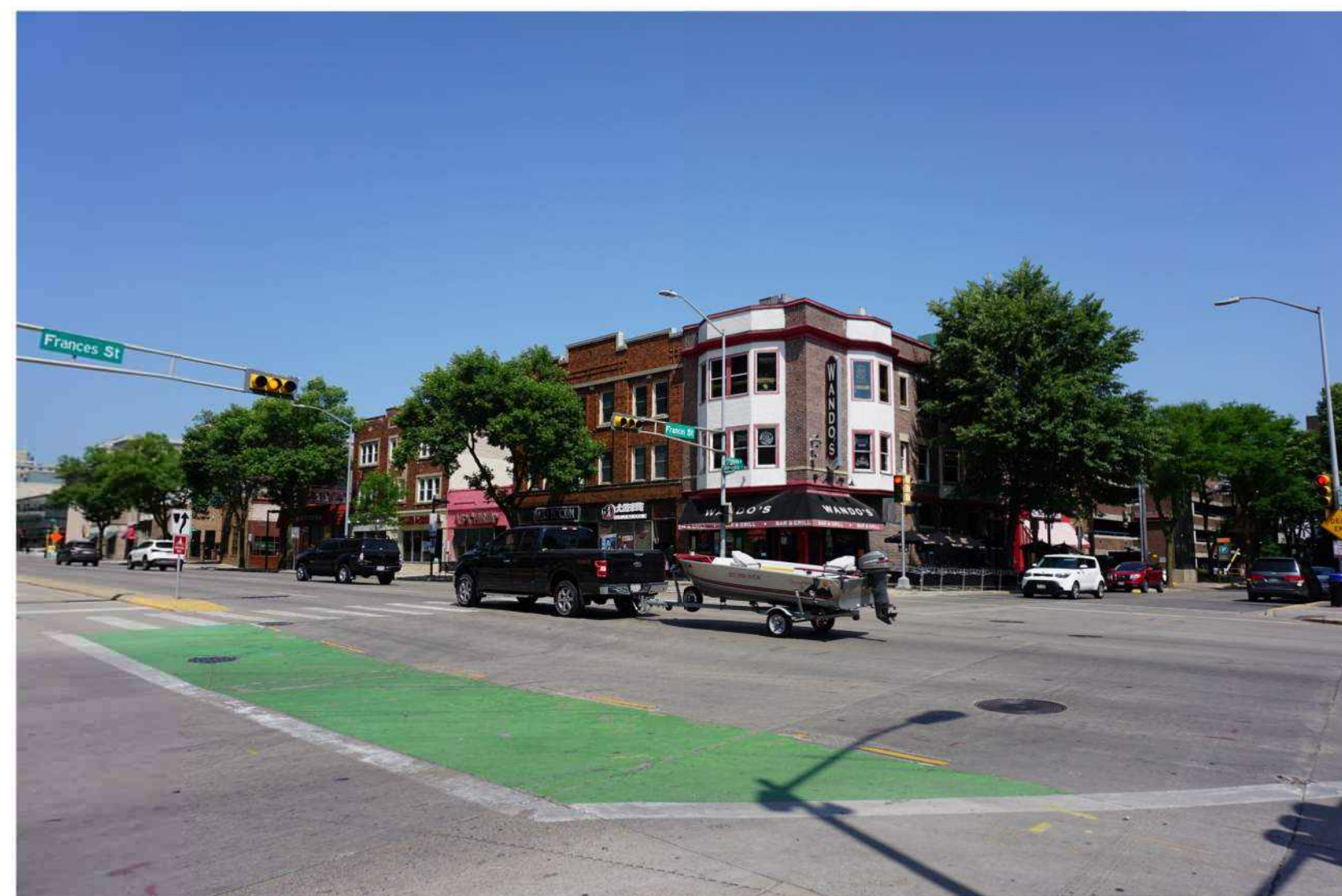
Kevin Carey

Kevin Carey
Owner/Principal



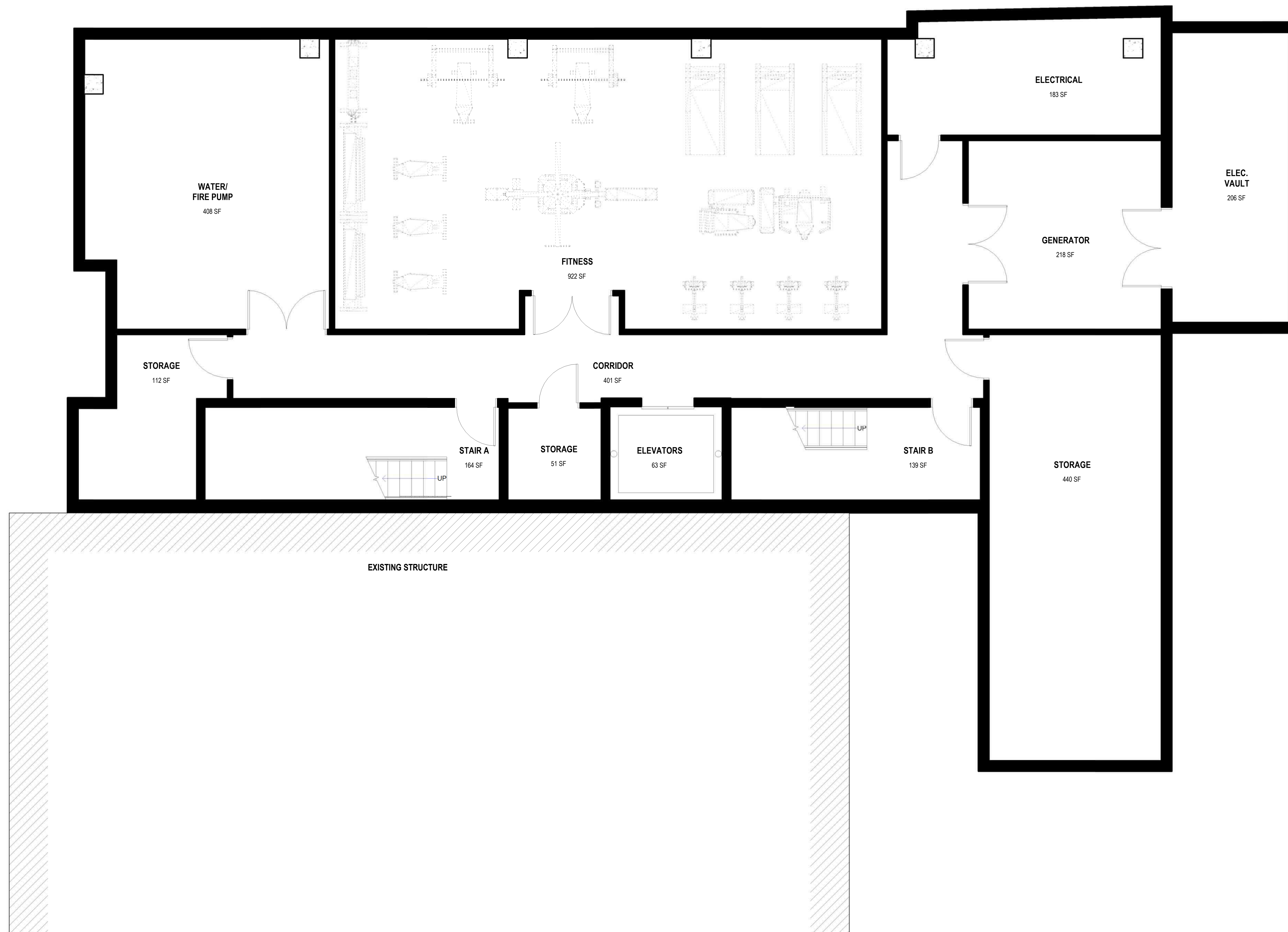
PROJECT LOCATION

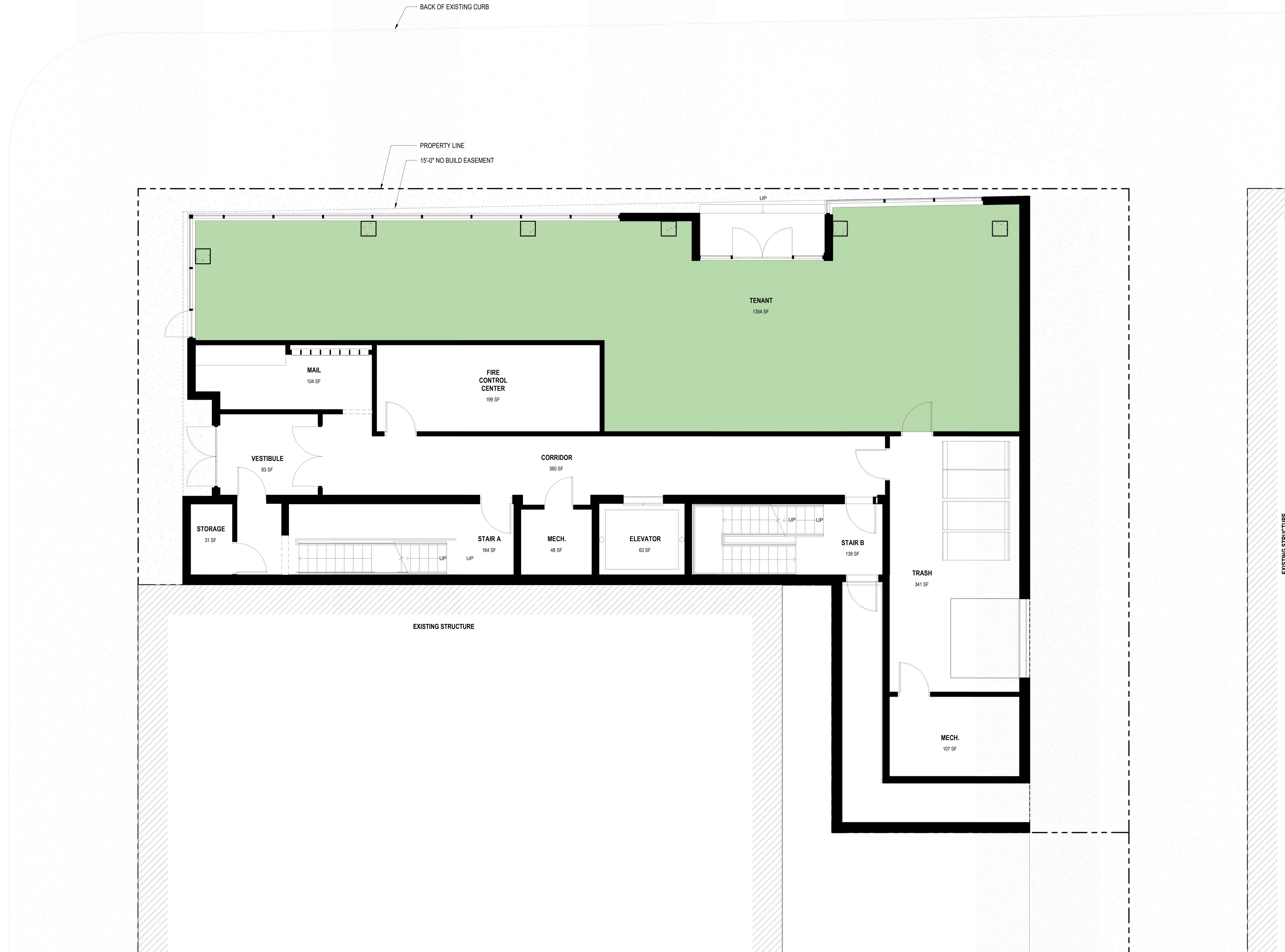
SITE LOCATOR MAP
1" = 1'-0"



CONTEXT PHOTOS
1/8" = 1'-0"

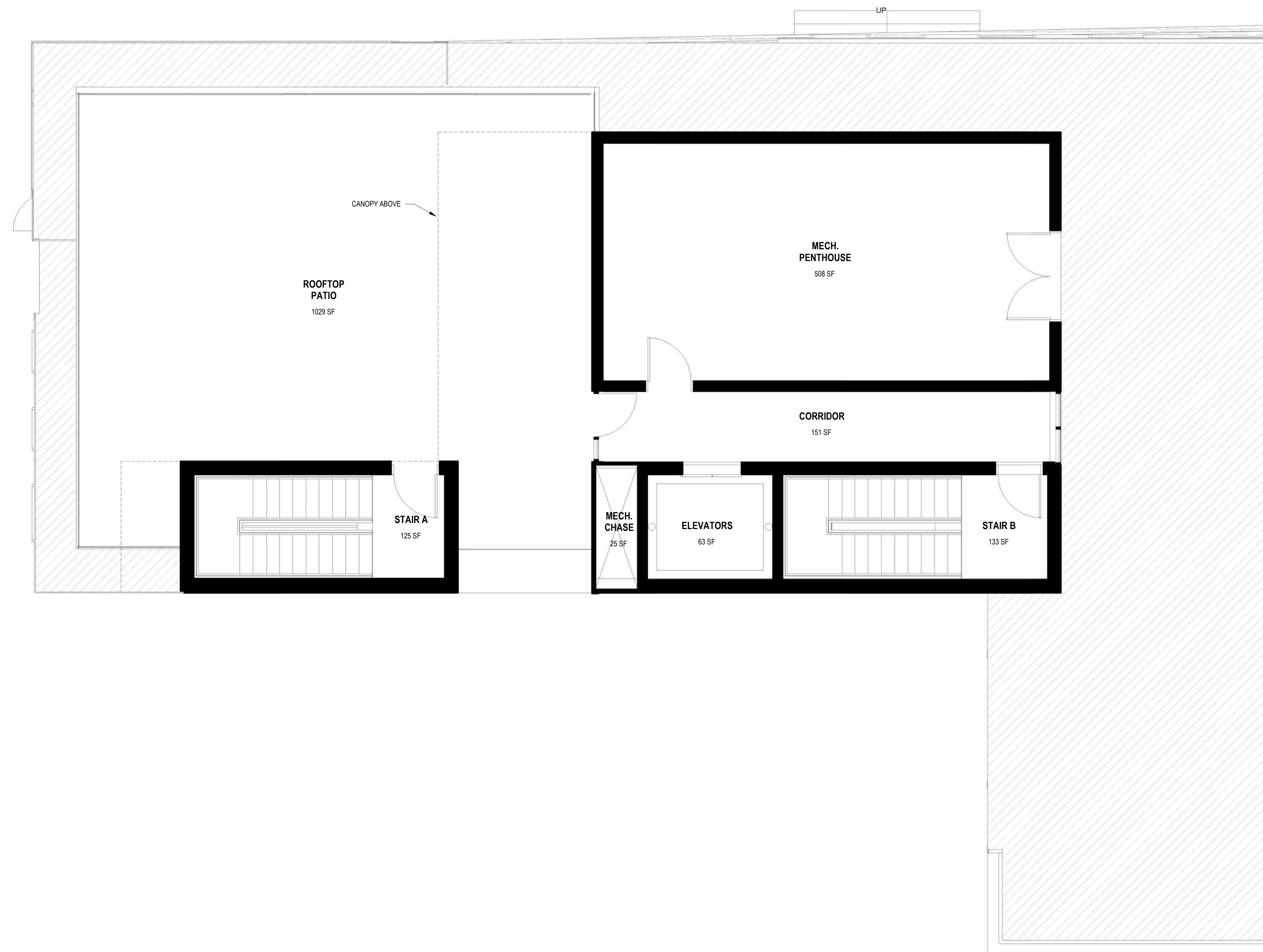


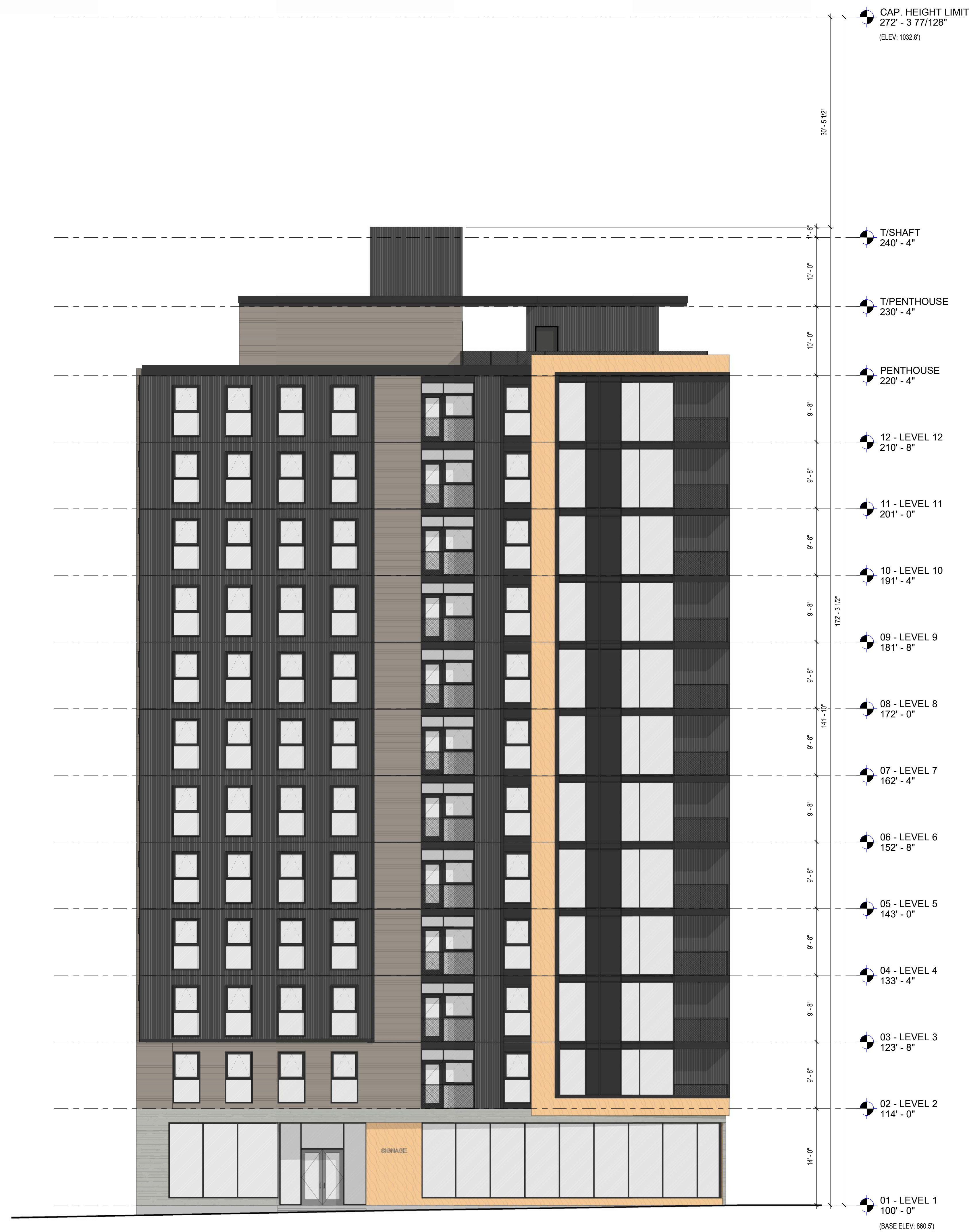




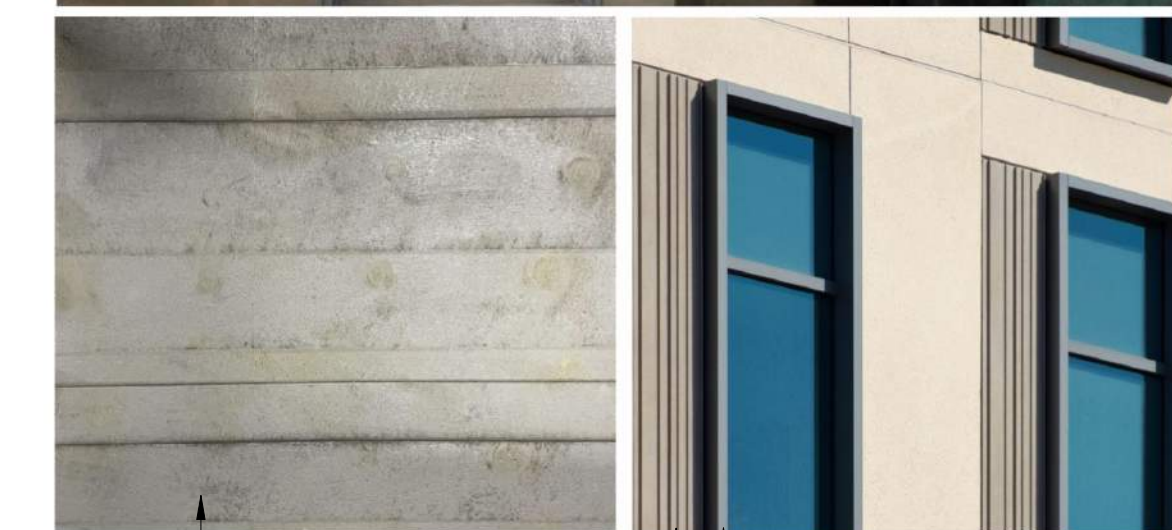
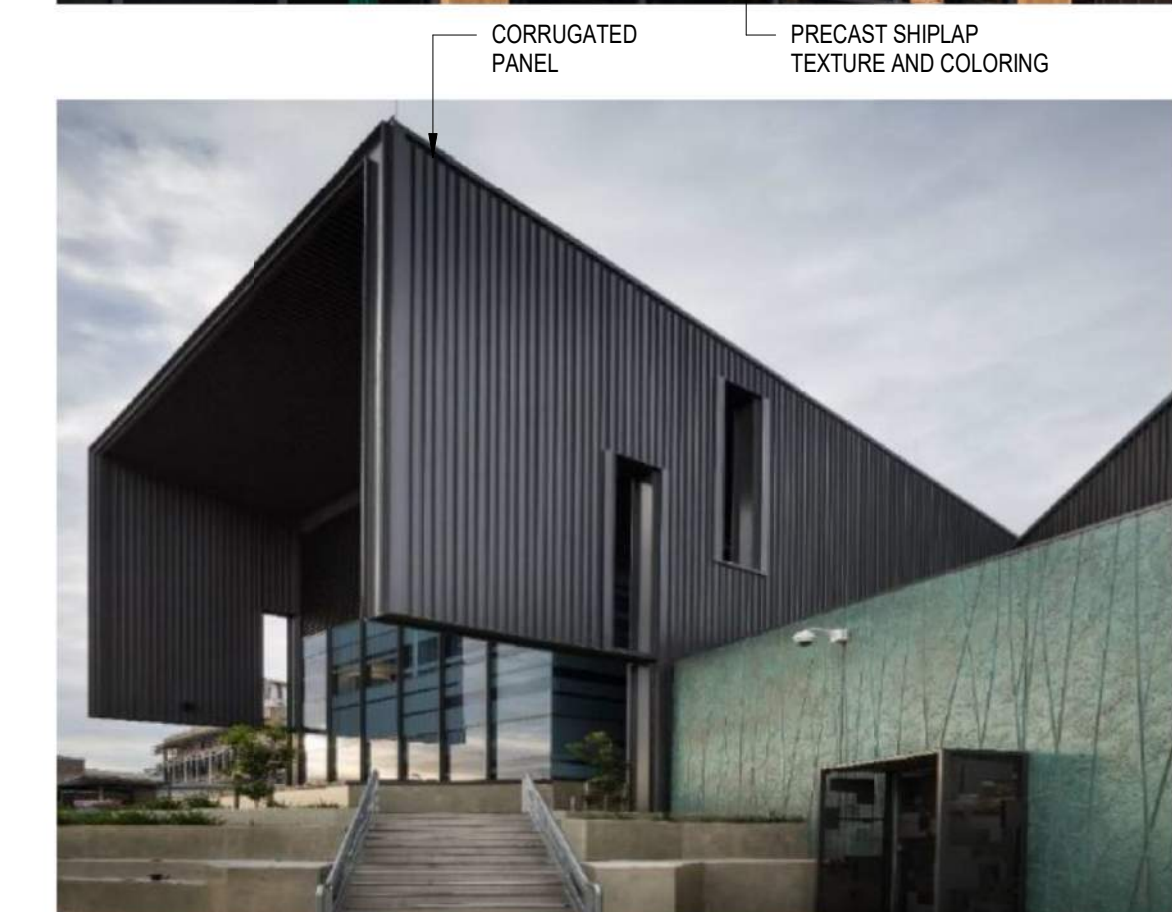
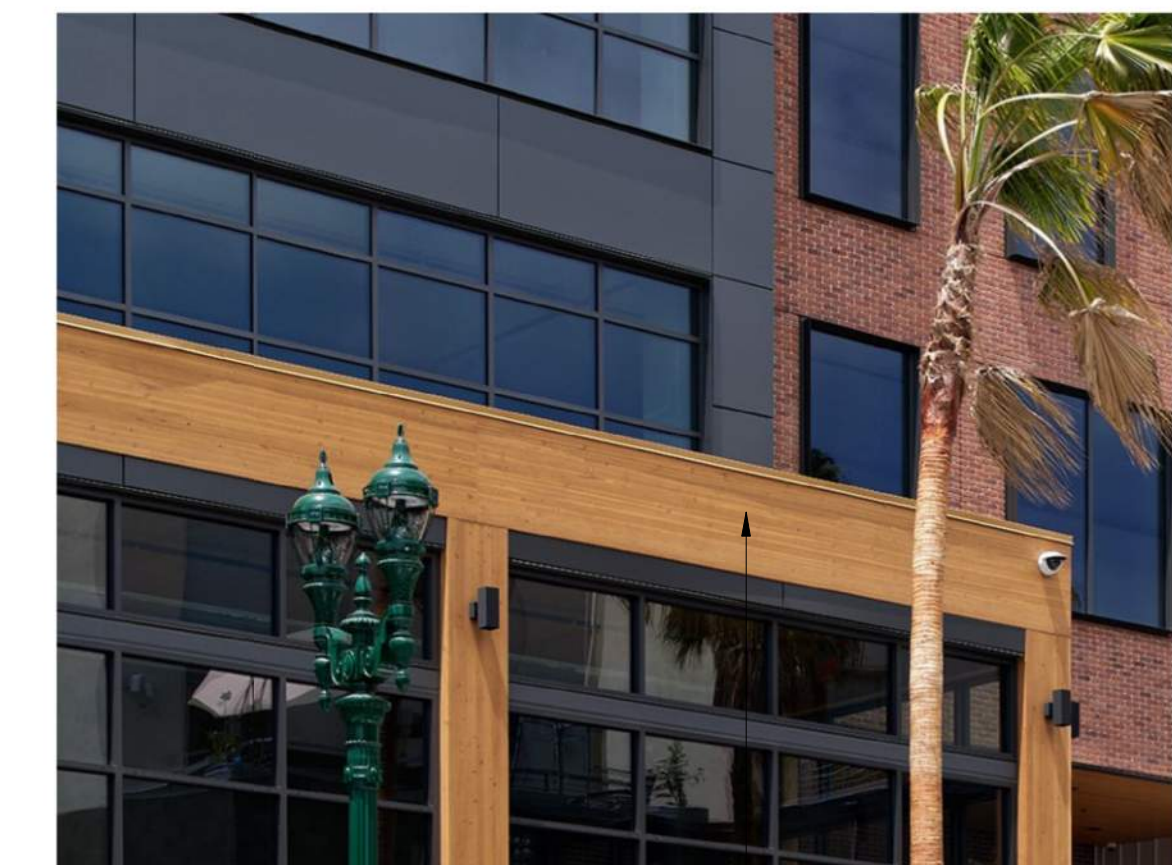








REFERENCE IMAGES FOR PATTERNS OR TEXTURES SHOWN IN PRELIMINARY LEGEND BELOW



CORRUGATED PANEL
PRECAST SHIPLAP TEXTURE AND COLORING
BOARD MARKED CONCRETE EXAMPLE
WINDOW FRAME EXTENSION
RANDOM STRIATED RIB

EXTEIR MATERIAL LEGEND:

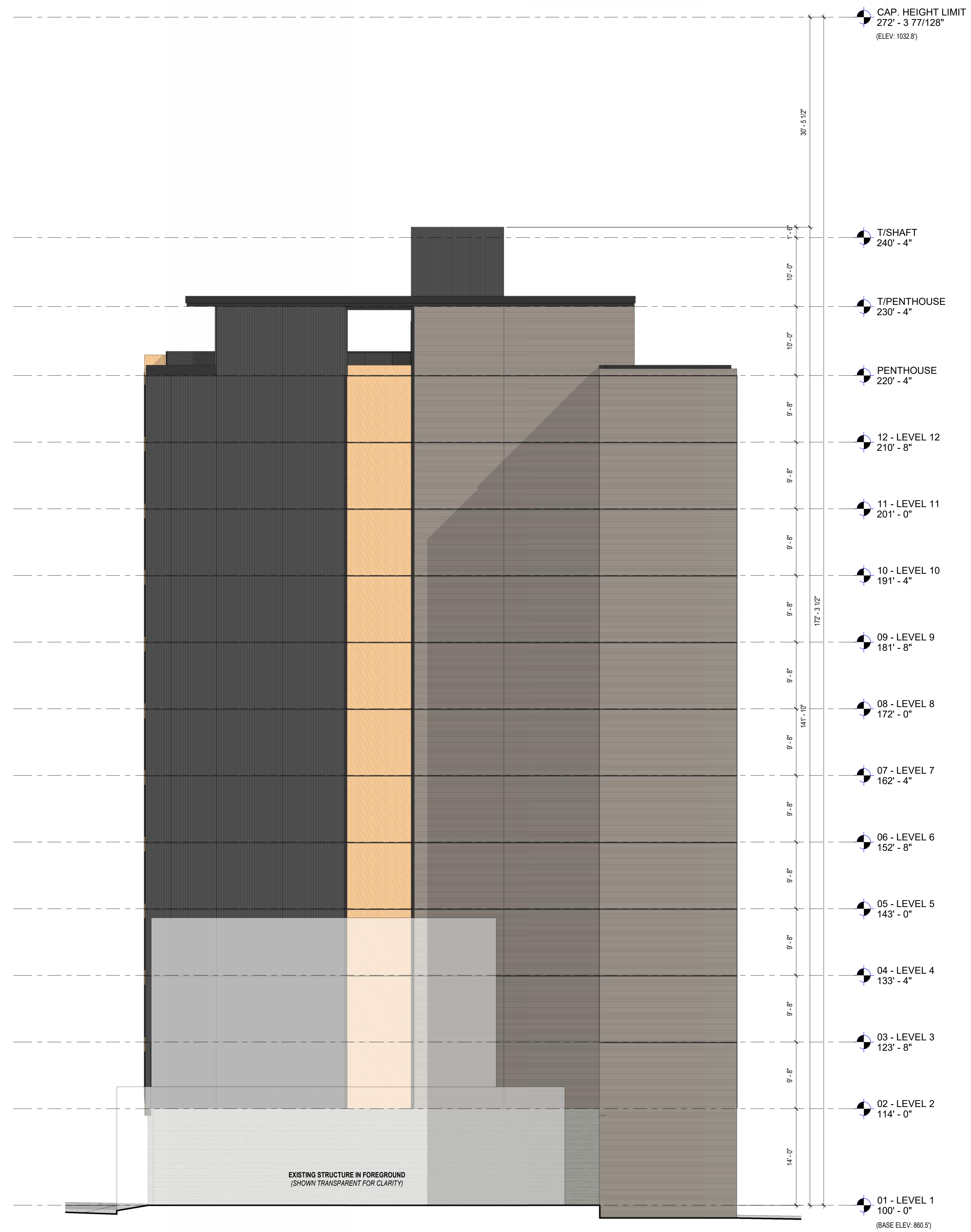
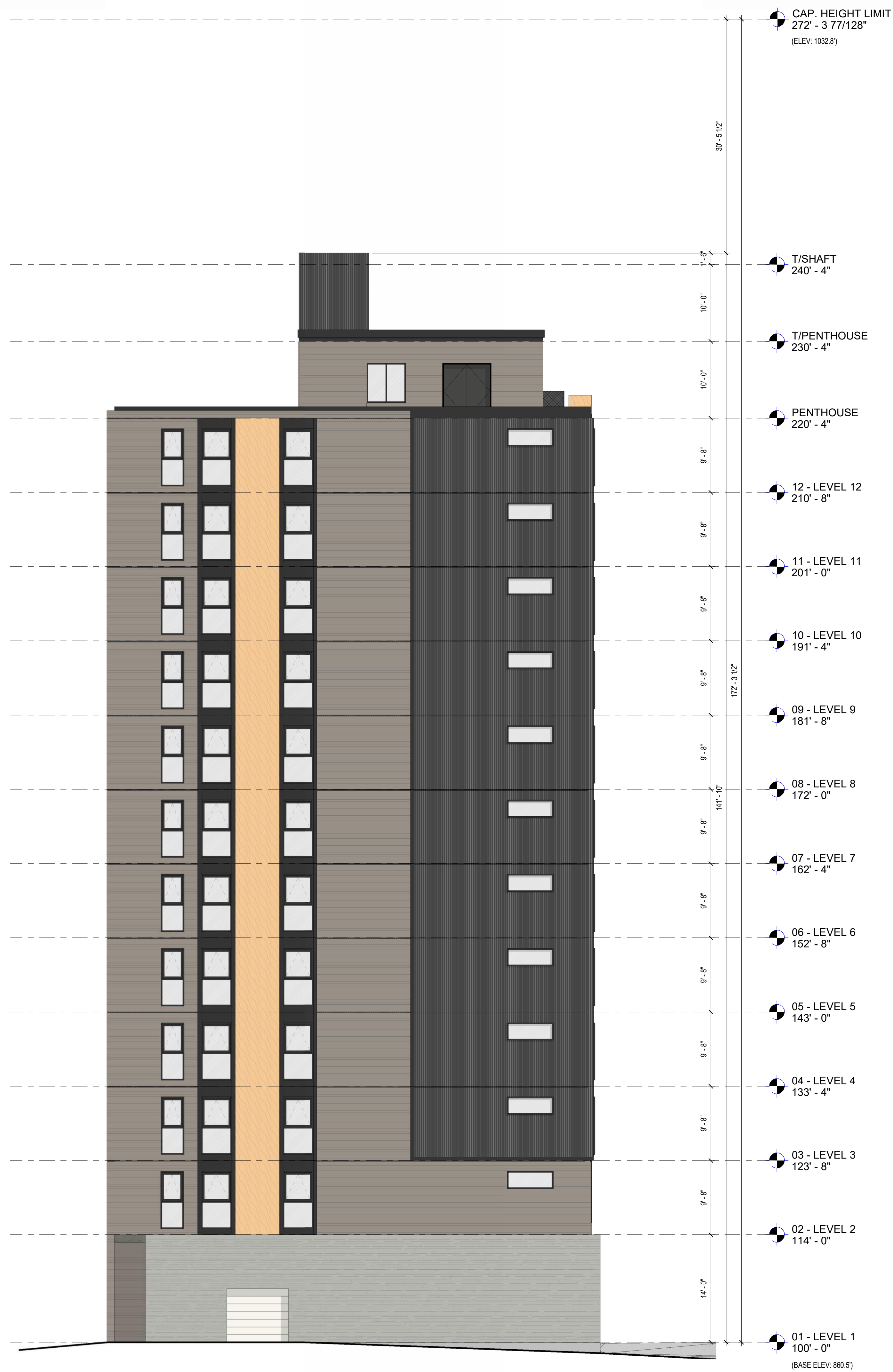
- PRECAST PANEL - CORRUGATED:**
-INFINITE FACADE SYSTEM PANEL
-CORRUGATED, SINEWAVE PATTERN (4" O.C., 2" DEPTH)
-CHARCOAL - SEMI GLOSS
- PRECAST PANEL - RANDOM STRIATED RIB:**
-INFINITE FACADE SYSTEM PANEL
-RANDOM STRIATED REVEAL PATTERN WITHIN SMOOTH PANEL
-COLOR TBD - SATIN
- PRECAST PANEL - WOOD GRAIN:**
-INFINITE FACADE SYSTEM PANEL
-4" SHIPLAP, SUBTLE GRAINING
-STAINED TO EMULATE DOUG FIR - SEMI GLOSS
- PRECAST PANEL - BOARD MARKED CONCRETE:**
-INFINITE FACADE SYSTEM PANEL
-RANDOM WIDTH BOARD MARKED CONCRETE PATTERN
-SEALED (CLEAR) - MATTE

GENERAL NOTES:

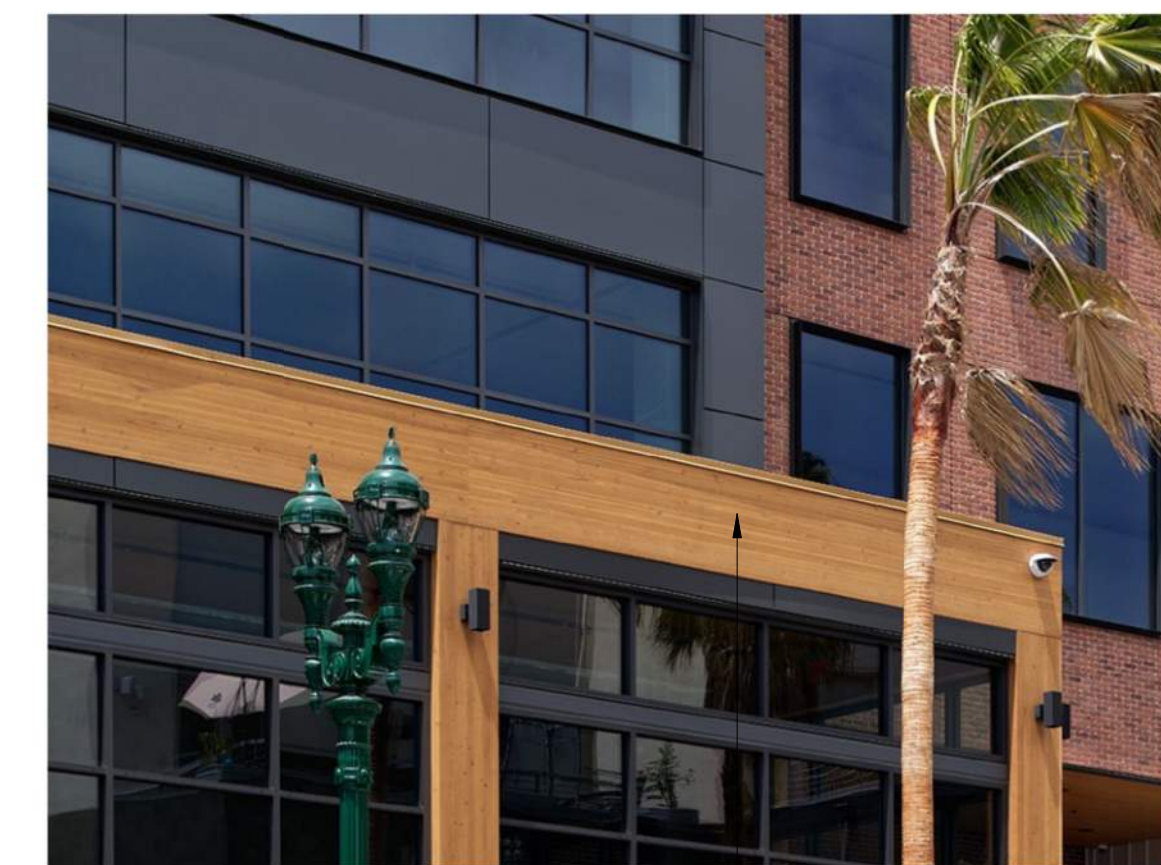
1. ALL GLAZING TO RECEIVE ANODIZED ALUMINUM FRAMES AND MULLIONS - BLACK
2. ALL BALCONY RAILINGS TO RECEIVE WELDER WIRE MESH WITHIN CUSTOM SQUARE TUBE STEEL FRAME
3. PREFINISHED METAL CLOSURE SOFFIT PANEL AT UNDERSIDE AND PERIMETER OF BALCONIES - BLACK

2 PRELIMINARY EXTERIOR ELEVATION - NORTH
Z301 1/8" = 1'-0"

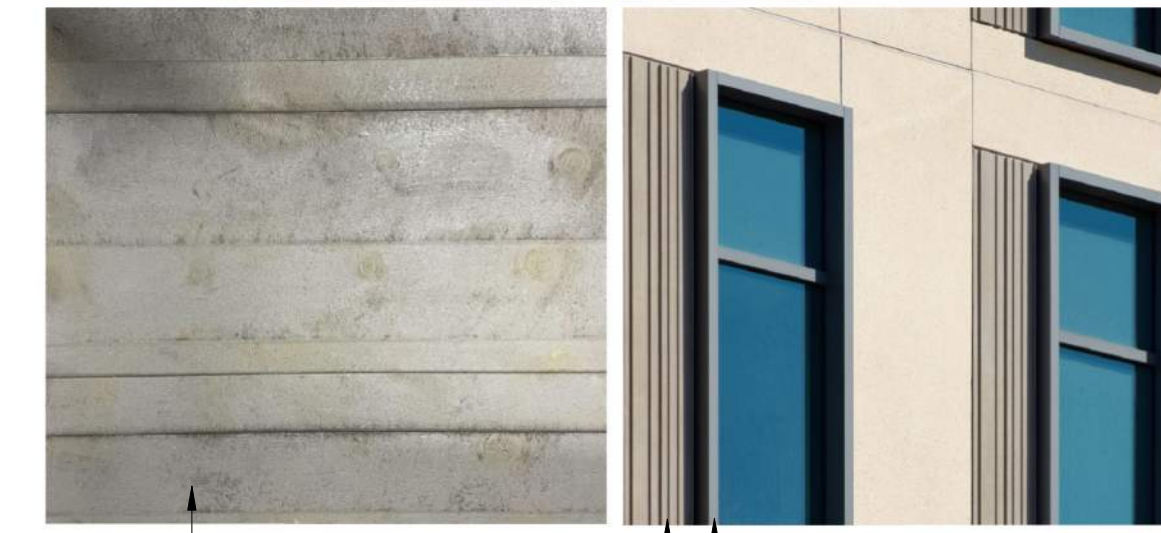
1 PRELIMINARY EXTERIOR ELEVATION - WEST
Z301 1/8" = 1'-0"



REFERENCE IMAGES FOR PATTERNS OR TEXTURES SHOWN IN PRELIMINARY LEGEND BELOW



CORRUGATED PANEL PRECAST SHIPLAP TEXTURE AND COLORING



BOARD MARKED CONCRETE EXAMPLE WINDOW FRAME EXTENSION RANDOM STRIATED RIB

EXTEIOR MATERIAL LEGEND:

- PRECAST PANEL - CORRUGATED:**
-INFINITE FACADE SYSTEM PANEL
-CORRUGATED, SINEWAVE PATTERN (4" O.C., 2" DEPTH)
-CHARCOAL - SEMI GLOSS
- PRECAST PANEL - RANDOM STRIATED RIB:**
-INFINITE FACADE SYSTEM PANEL
-RANDOM STRIATED REVEAL PATTERN WITHIN SMOOTH PANEL
-COLOR TBD - SATIN
- PRECAST PANEL - WOOD GRAIN:**
-INFINITE FACADE SYSTEM PANEL
-SHIPLAP, SUBTLE GRAINING
-STAINED TO EMULATE DOUG FIR - SEMI GLOSS
- PRECAST PANEL - BOARD MARKED CONCRETE:**
-INFINITE FACADE SYSTEM PANEL
-RANDOM WIDTH BOARD MARKED CONCRETE PATTERN
-SEALED (CLEAR) - MATTE

GENERAL NOTES:

1. ALL GLAZING TO RECEIVE ANODIZED ALUMINUM FRAMES AND MULLIONS - BLACK
2. ALL BALCONY RAILINGS TO RECEIVE WELDER WIRE MESH WITHIN CUSTOM SQUARE TUBE STEEL FRAME
3. PREFINISHED METAL CLOSURE SOFFIT PANEL AT UNDERSIDE AND PERIMETER OF BALCONIES - BLACK

2 PRELIMINARY EXTERIOR ELEVATION - EAST
Z302 1/8" = 1'-0"

1 PRELIMINARY EXTERIOR ELEVATION - SOUTH
Z302 1/8" = 1'-0"





