

# 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:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_

Date received \_\_\_\_\_

Received by \_\_\_\_\_

Aldermanic District \_\_\_\_\_

Zoning District \_\_\_\_\_

Urban Design District \_\_\_\_\_

Submittal reviewed by \_\_\_\_\_

Legistar # \_\_\_\_\_

**RECEIVED**

6/24/2020  
11:18 a.m.

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)

Signage Exception

### Other

Please specify

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

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

Street address \_\_\_\_\_

Telephone \_\_\_\_\_

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

Street address \_\_\_\_\_

Telephone \_\_\_\_\_

**Property owner (if not applicant)** \_\_\_\_\_

Street address \_\_\_\_\_

Telephone \_\_\_\_\_

Company \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

Company \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

City/State/Zip \_\_\_\_\_

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 on Page 4 for plan details)

**Filing fee**

**Electronic Submittal\***

**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.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. 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.

Name of applicant \_\_\_\_\_ Relationship to property \_\_\_\_\_

Authorizing 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 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

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.**

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

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)
- 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



Via E-Mail @ [JGlaeser@cityofmadison.com](mailto:JGlaeser@cityofmadison.com)

March 10, 2020

Ms. Janine Glaeser  
Urban Design Planner  
Department of Planning & Community & Economic Development Planning Division  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53701-2985

Re: ***Project Introduction to Planned Multi-Use Site for New Development to be located at 7213 Mineral Point Road, West Towne Mall, Madison, WI***

Dear Ms. Glaeser:

The project is a proposed multi-tenant building with at least two national tenants that complement the regional shopping, services and dining options located in the greater West Towne Mall regional trade area. The underlying property is located in the former parking lot area that sits in front of the JC Penney department store and is currently owned by Madison WTM, LLC, which is a special purpose entity created to purchase the property and develop the subject project.

Ownership representatives had a project staff meeting to discuss the proposed project on December 17, 2019, then later brought the project to a preliminary informational review meeting in front of the UDC on January 15, 2020. Ownership is now making its formal submission in order to procure a spot on the May 6, 2020 UDC agenda for project review for a "Planned Multi-Use Site for New Development". Assuming that the requisite city approvals and permits are received in order to move forward with the project in a timely manner, ownership desires to start construction this summer and deliver tenant spaces this fall/winter, 2020.

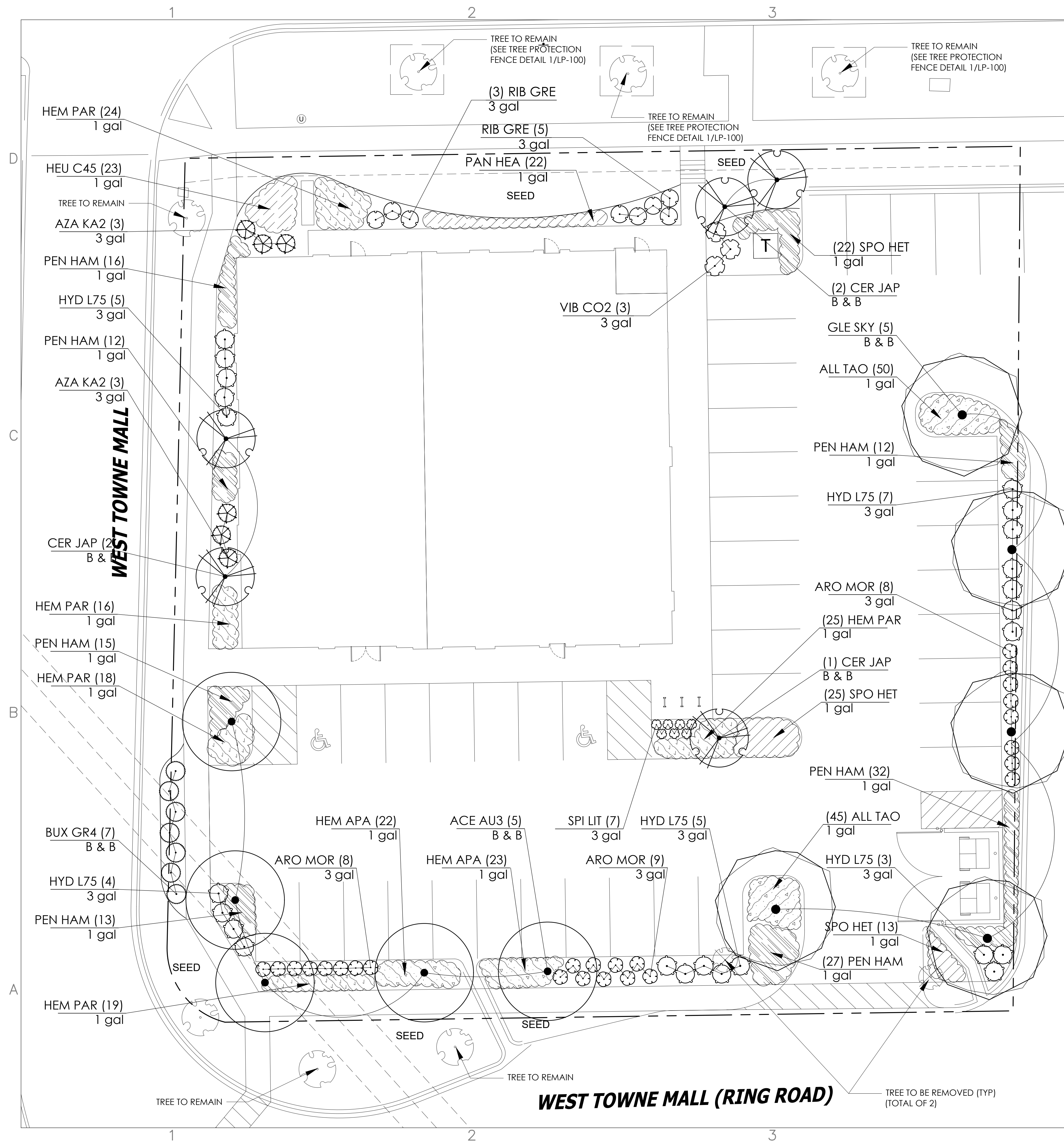
The proposed building's location is sited where feasible, given the allowable lot curb cut locations along the interior ring road of the mall, the required cross-access with the adjoining Firestone property and the existing sewer easement (no building structures allowed) that traverses the southwest corner of the site. The proposed building cannot be larger than 7,000 sf of gross building area nor can the building be higher than one story, given our requisite mall owner approvals that were obtained in order to create the lot and move forward with the proposed project. The proposed façade creates a "four-sided" building" with excellent street presence along Mineral Point Road that has been "simplified", given the comments that we received at the preliminary UDC meeting that we received. The underlying land comprising the project is the only land that we own and/or control at West Towne Mall. We are, therefore, not in a position to address larger master plan concerns that were raised during the preliminary UDC meeting.

Sincerely,

---

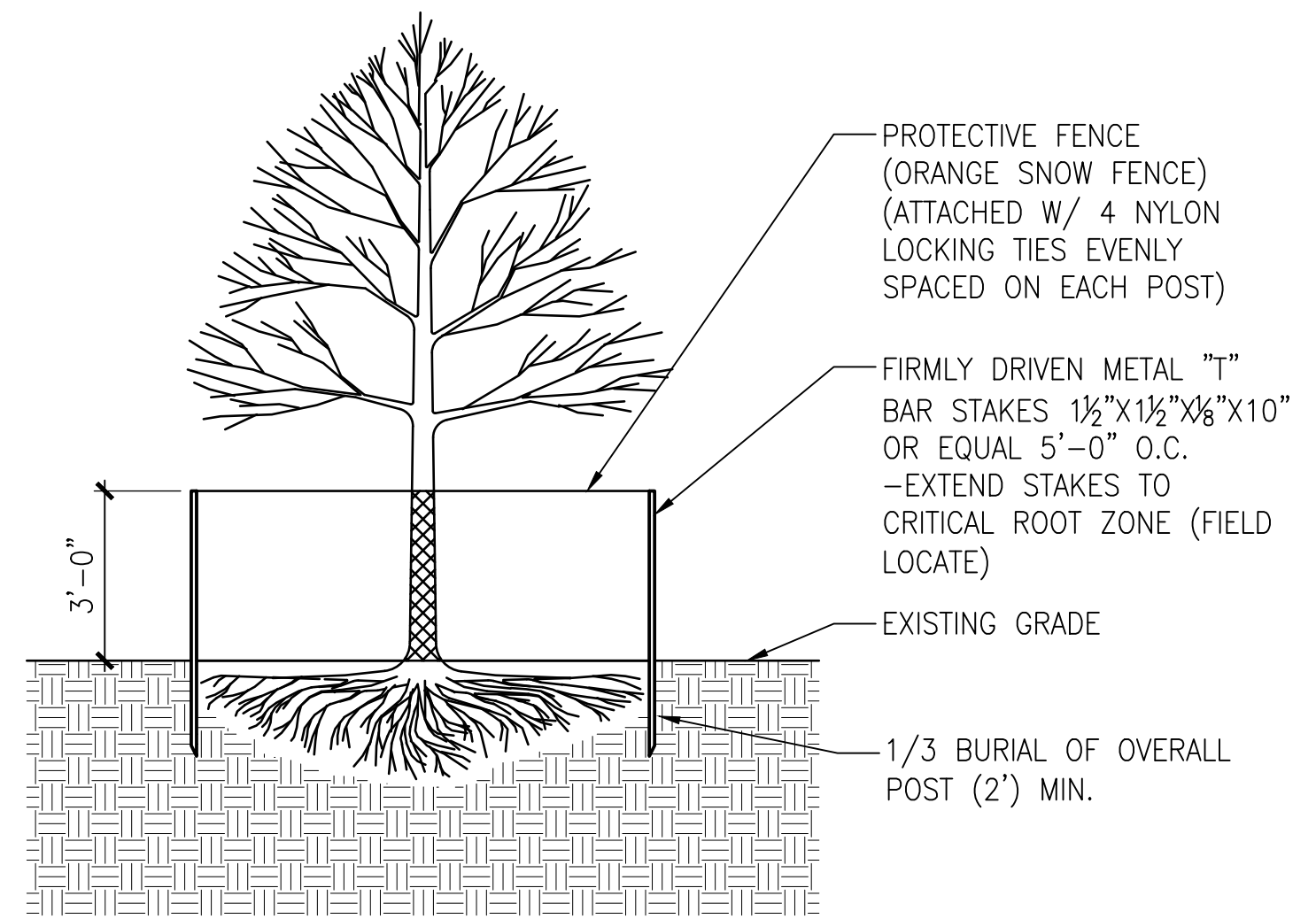
Andrew S. Goodman,  
Co-Manager, GMX Real Estate Group, LLC  
As Development Agent for Madison WTM, LLC





**PLANT SCHEDULE**

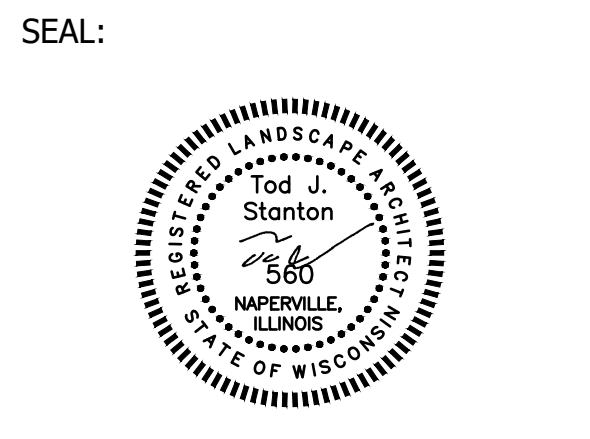
TREES	BOTANICAL / COMMON NAME	CONT	SIZE	QTY
ACE AU3	Acer freemanii "Autumn Blaze" / Autumn Blaze Maple	B & B	3" Cal	5
CER JAP	Cercidiphyllum japonicum / Katsura Tree	B & B	5" H.	5
GLE SKY	Gleditsia triacanthos "Skyline" / Skyline Honey Locust	B & B	3" Cal	5
SHRUBS	BOTANICAL / COMMON NAME	CONT	SIZE	QTY
ARO MOR	Aronia melanocarpa "Morton" TM / Iroquois Beauty Black Chokeberry	3 gal	18" H.	25
AZA KA2	Azalea x "Karen" / Azalea	3 gal	24" H.	6
BUX GR4	Buxus x "Green Mountain" / Boxwood	B & B	36" H.	7
HYD L75	Hydrangea paniculata "Little Quick Fire" / Little Quick Fire Hydrangea	3 gal	24" H.	24
RIB GRE	Ribes alpinum "Green Mound" / Green Mound Alpine Currant	3 gal	18" H.	8
SPI LIT	Spiraea x bumalda "Little Princess" / Little Princess Spiraea	3 gal	24" H.	7
VIB CO2	Viburnum carlesii "Compactum" / Korean Spice Viburnum	3 gal	24" H.	3
GROUND COVERS	BOTANICAL / COMMON NAME	CONT	SPACING	QTY
ALL TAO	Allium x "Millenium" / Millenium Ornamental Onion	1 gal	18" o.c.	95
HEM APA	Hemerocallis x "Chicago Apache" / Chicago Apache Daylily	1 gal	24" o.c.	45
HEM PAR	Hemerocallis x "Pardon Me" / Pardon Me Daylily	1 gal	24" o.c.	102
HEU C45	Heuchera x "Caramel" / Caramel Coral Bells	1 gal	24" o.c.	23
PAN HEA	Panicum virgatum "Heavy Metal" / Blue Switch Grass	1 gal	24" o.c.	22
PEN HAM	Pennisetum alopecuroides "Hameln" / Hameln Dwarf Fountain Grass	1 gal	24" o.c.	127
SPO HET	Sporobolus heterolepis / Prairie Dropseed	1 gal	24" o.c.	60
SEED	Bluegrass, Rye and Fescue Blend with Blanket	5,100 sf		



**1 TREE PROTECTION FENCE**  
SCALE: NTS  
LS\_Tree\_Protection



REV.	COMMENT	DATE
1	SITE PLAN UPDATE	3/9/20
2	SITE PLAN UPDATE	6/2/20
3	SITE PLAN UPDATE	6/22/20



DATE: 1/20/2020  
JOB NO.: 18-078N  
DRAWN BY: CE  
CHECKED BY: TS

DRAWING TITLE:  
**LANDSCAPE PLAN**

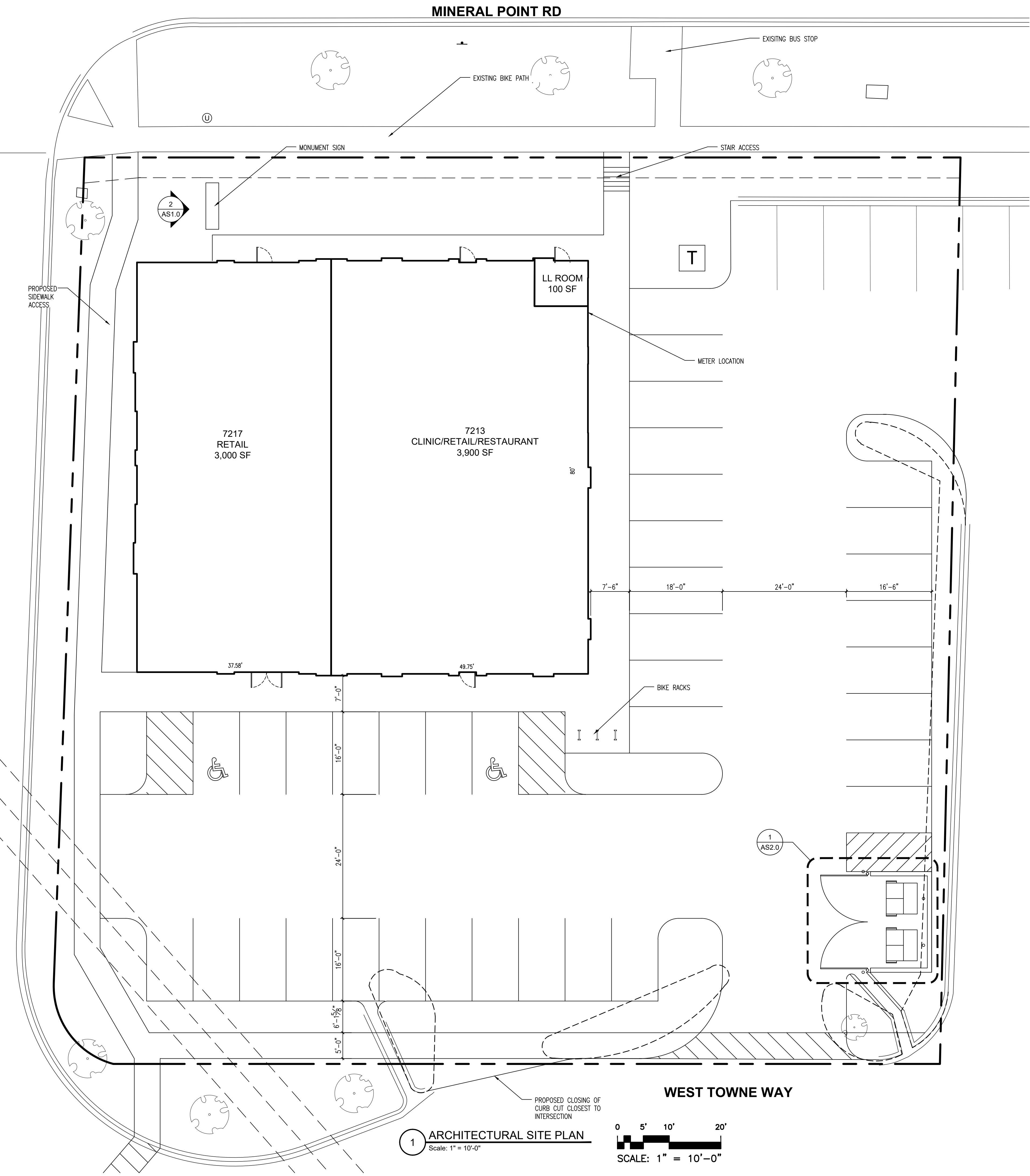
SHEET NO.:  
**LP-100**



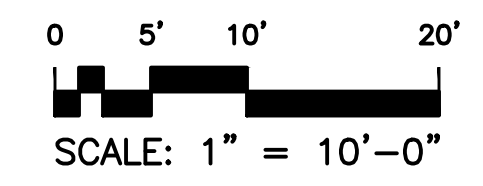




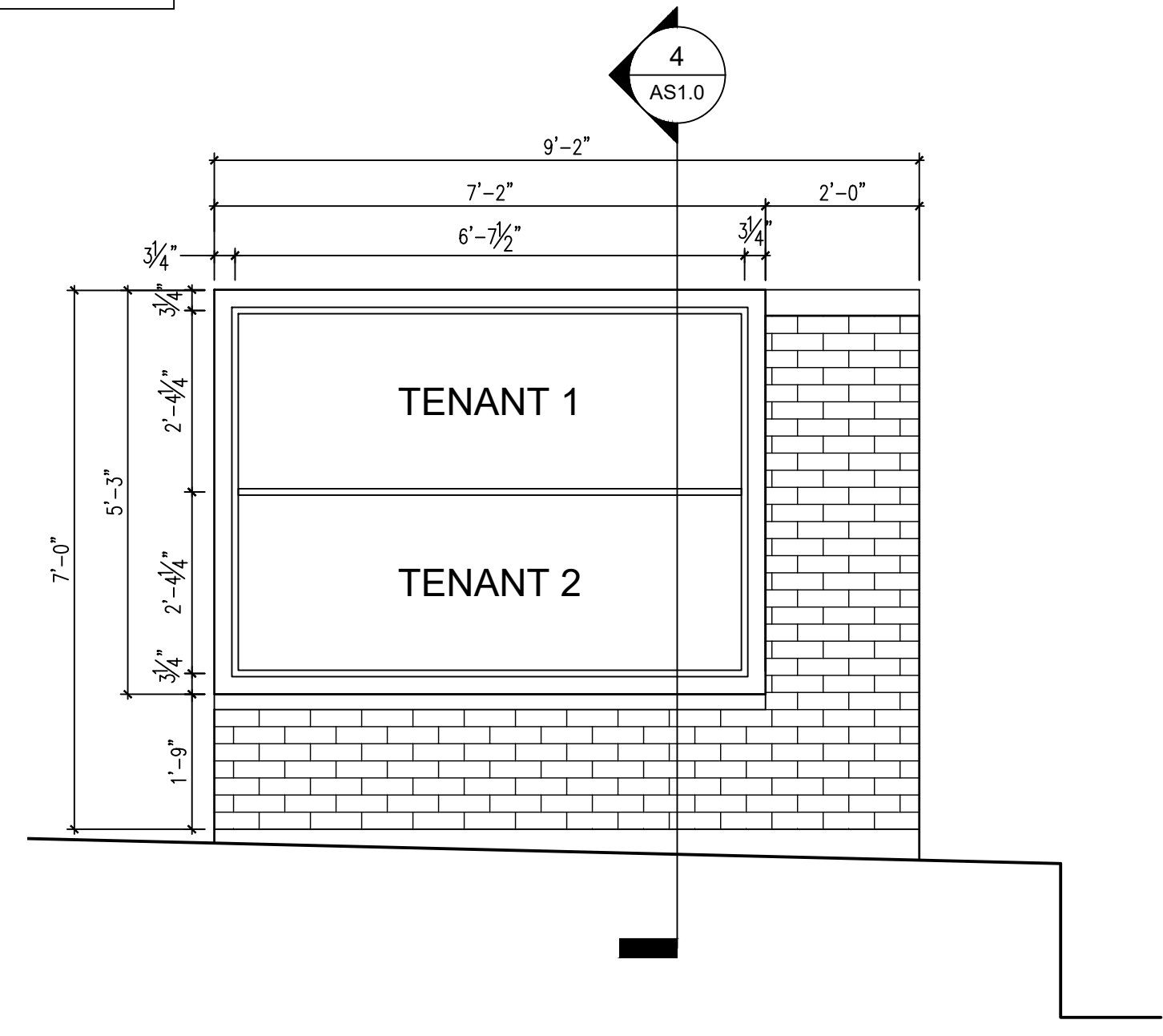
These drawings are the property of JTS Architects, Inc. and are to be used only for the project and site for which they were prepared. No part of these drawings may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written consent of JTS Architects, Inc. The user shall be responsible for obtaining all necessary permits and approvals from the appropriate authorities. The user shall also be responsible for obtaining all necessary information from the appropriate authorities. The user shall also be responsible for obtaining all necessary information from the appropriate authorities. The user shall also be responsible for obtaining all necessary information from the appropriate authorities.



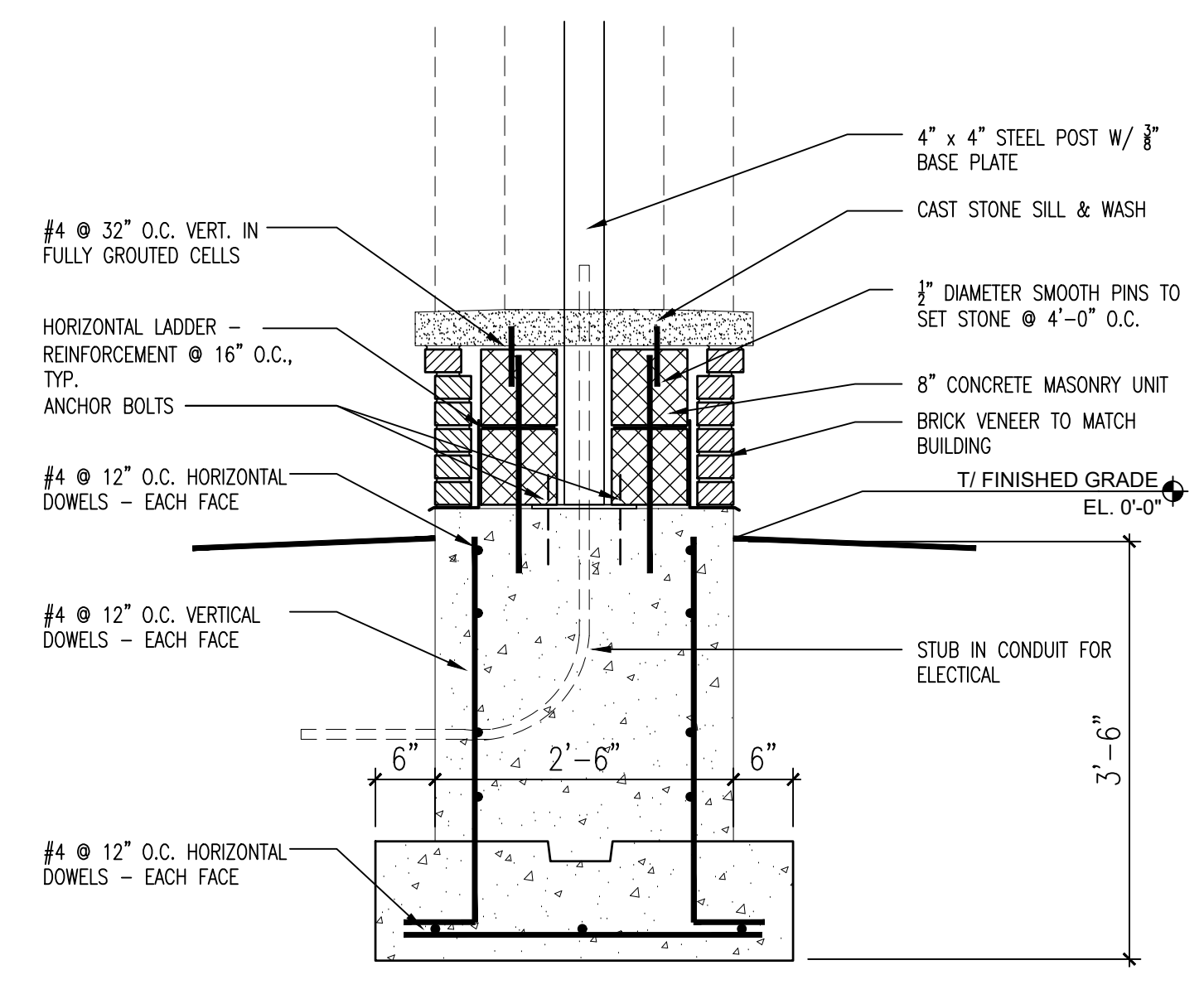
1 ARCHITECTURAL SITE PLAN  
Scale: 1" = 10'-0"



<b>LOT AREA</b>	
LOT 1:	±.7 ACRES
<b>BUILDING AREAS</b>	
LOT 1	
RETAIL	3,000 SF
CLINIC/RETAIL/REST	3,900 SF
LANDLORD ROOM	100 SF
TOTAL	7,000 SF
<b>PARKING DATA</b>	
LOT 1:	41 STALLS
BIKE RACK:	6 SLOTS



2 MONUMENT SIGN ELEVATION  
SCALE: 1/2" = 1'-0"



3 SECTION - MONUMENT SIGN  
SCALE 3/4" = 1'-0"

450 E. Higgins Road - Suite 202  
 Elk Grove Village, IL 60007  
 P 847.952.9970  
 F 847.574.8075  
 www.jtsarch.com

**JTS** Architects

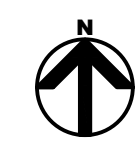
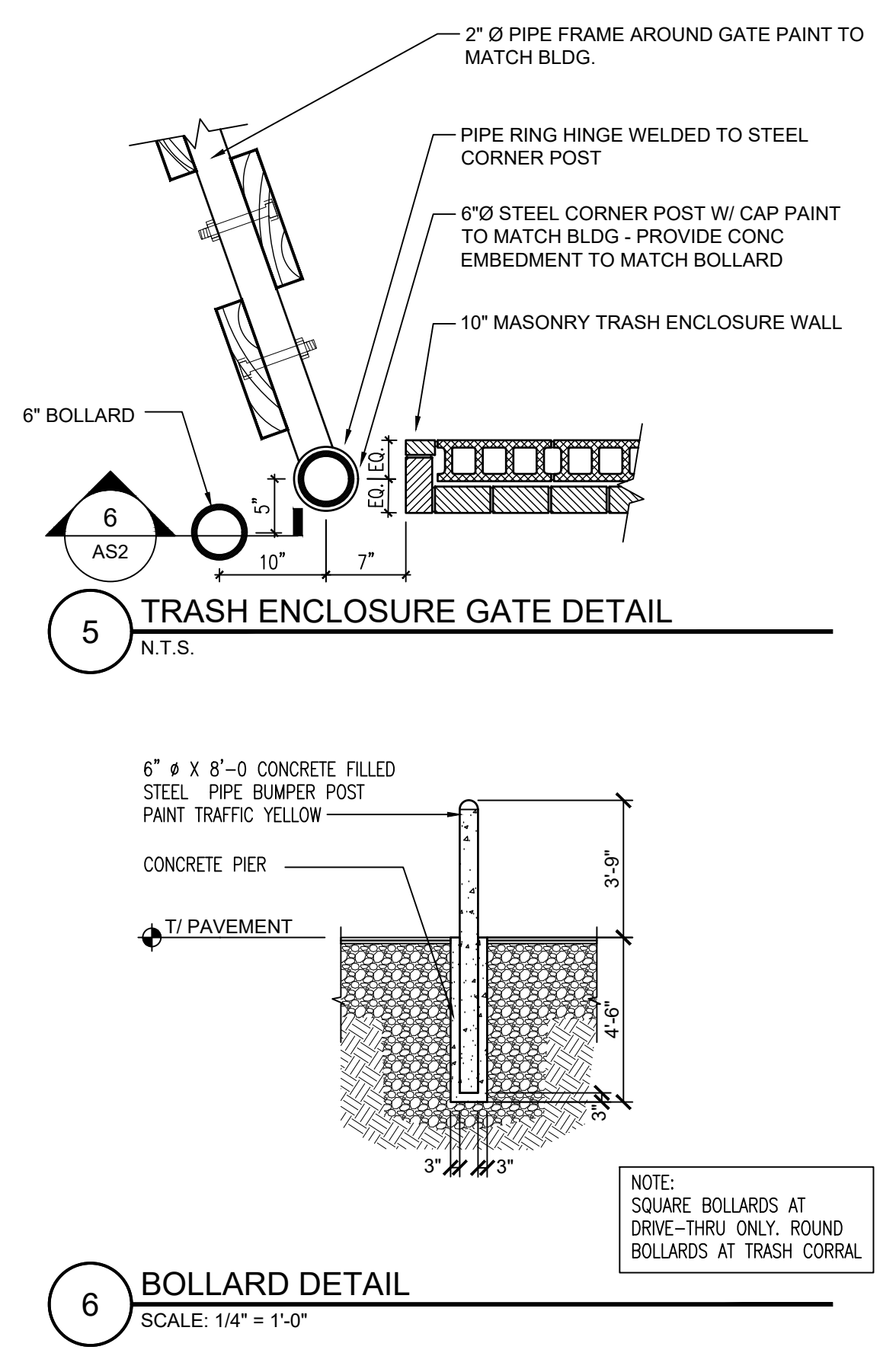
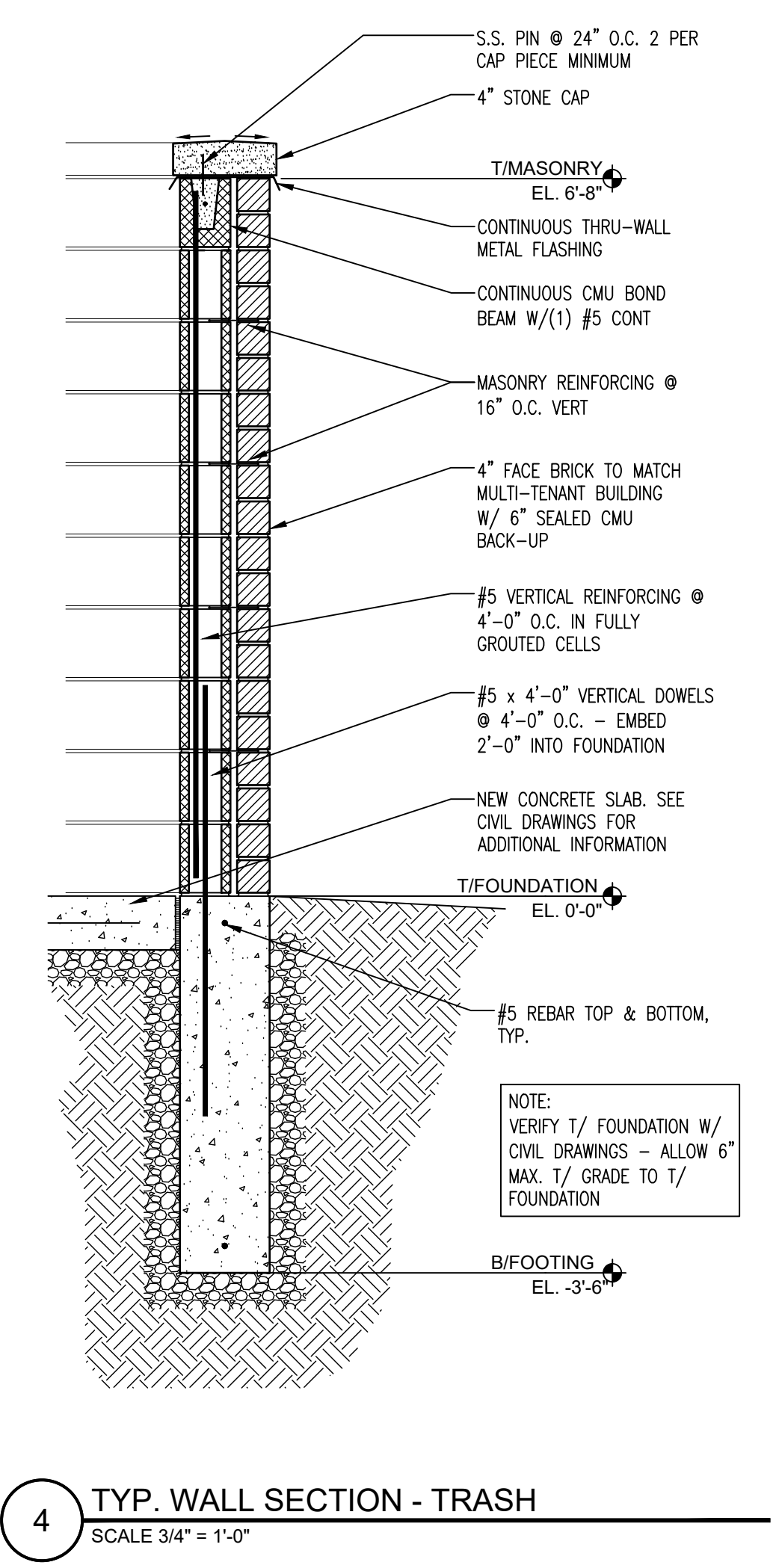
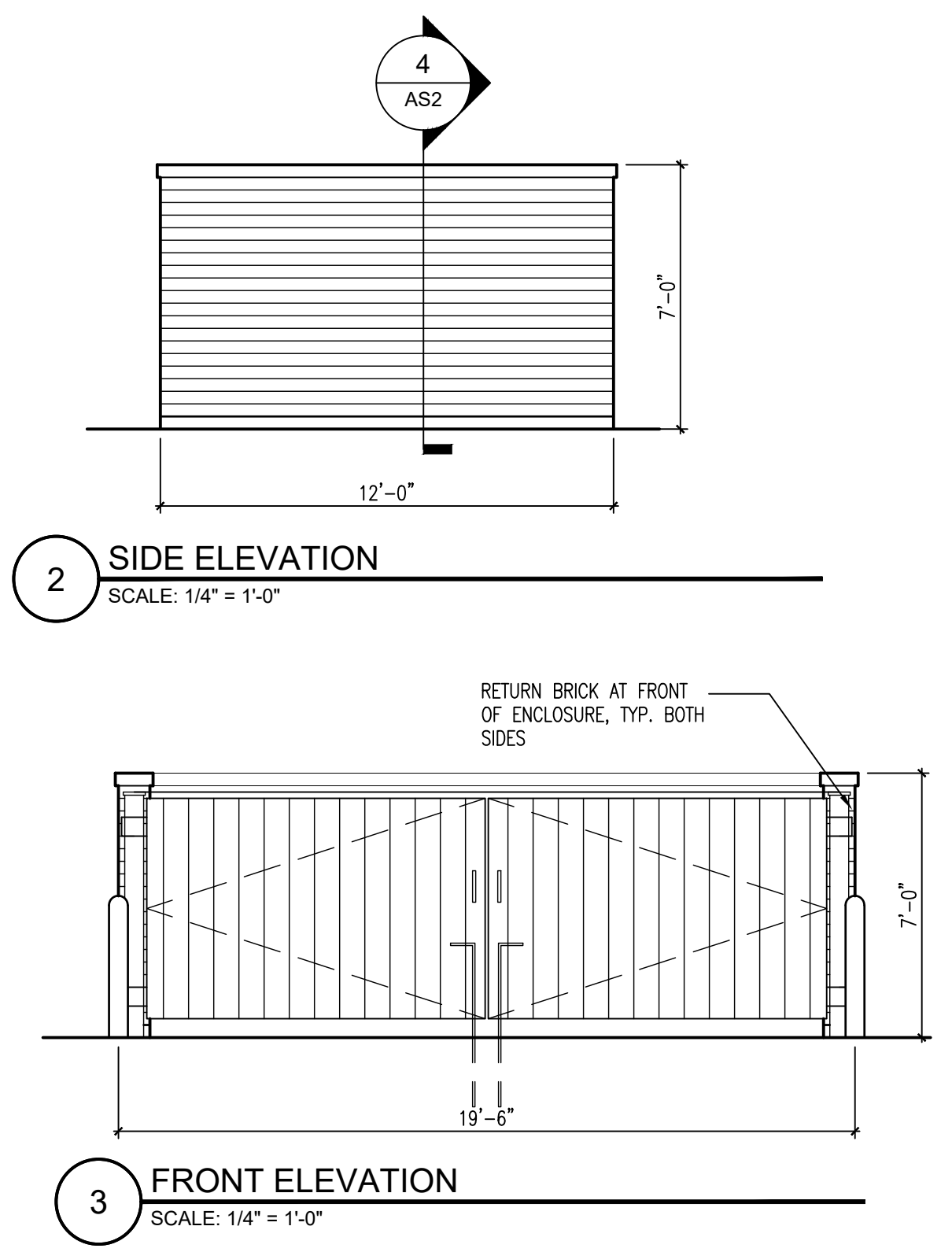
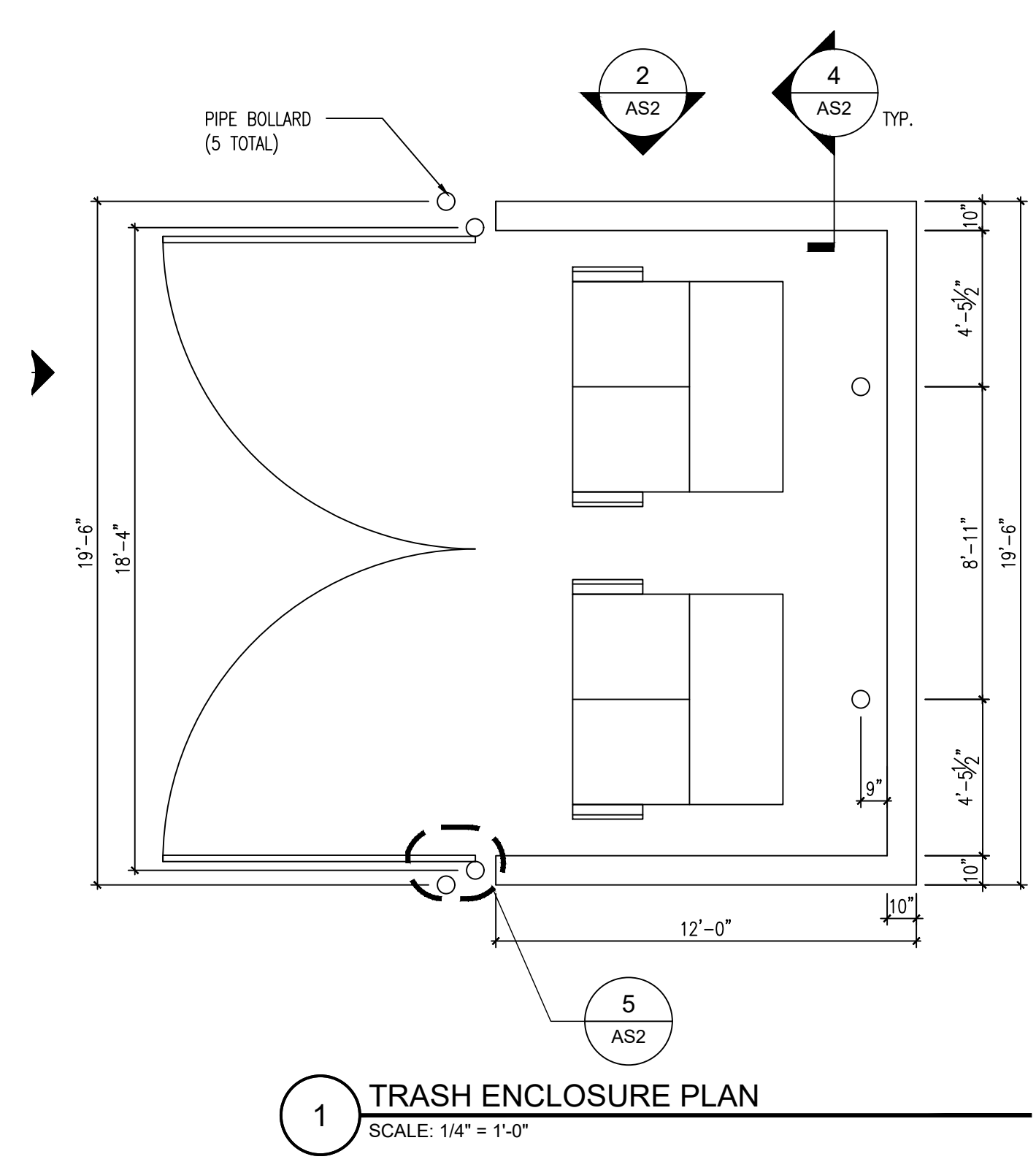
**GMX REAL ESTATE, LLC**  
 NEW CONSTRUCTION  
 WEST TOWNE MALL OUTLOT, MADISON, WI



DATE	SUBMITTED FOR
SHEET TITLE	
ARCHITECTURAL SITE PLAN	
DATE	
06/24/2020	
JOB NO.	
2881	
SHEET	
AS1.0	



These documents are the property of JTS Architects, Inc. and are to be used only for the project and site specifically identified herein. No part of these documents may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of JTS Architects, Inc. The user shall assume all liability for any and all consequences arising from the use of these documents. The user shall also assume all liability for any and all consequences arising from the use of these documents. The user shall also assume all liability for any and all consequences arising from the use of these documents. The user shall also assume all liability for any and all consequences arising from the use of these documents.



AS2.0

DATE 06/24/2020  
JOB NO. 2881  
SHEET

SHEET TITLE  
SITE PLAN DETAILS



GMX REAL ESTATE, LLC  
NEW CONSTRUCTION  
WEST TOWNE MALL OUTLOT, MADISON, WI

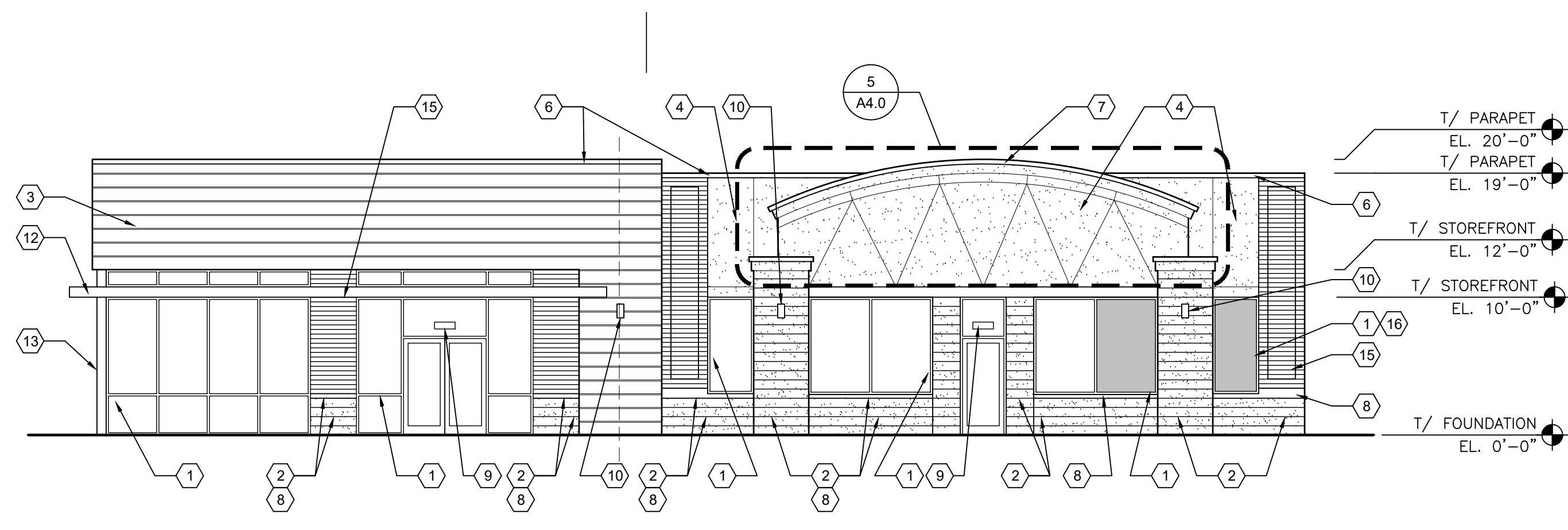
JTS Architects

450 E. Higgins Road - Suite 202  
Elk Grove Village, IL 60007  
P 847.952.9970  
F 847.574.8075  
www.jtsarch.com

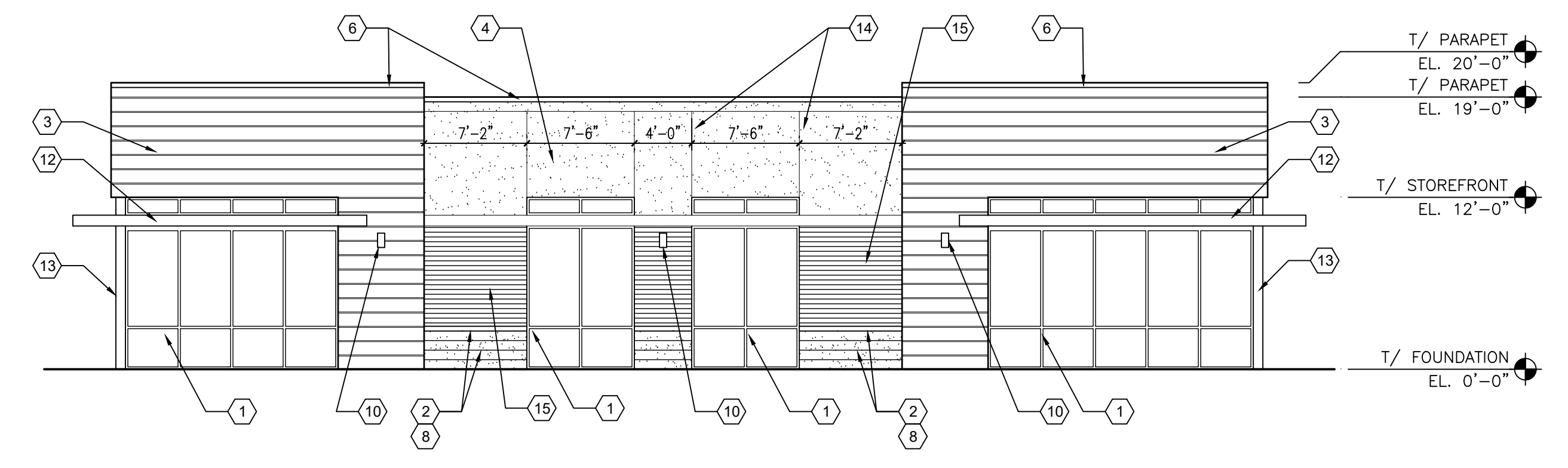




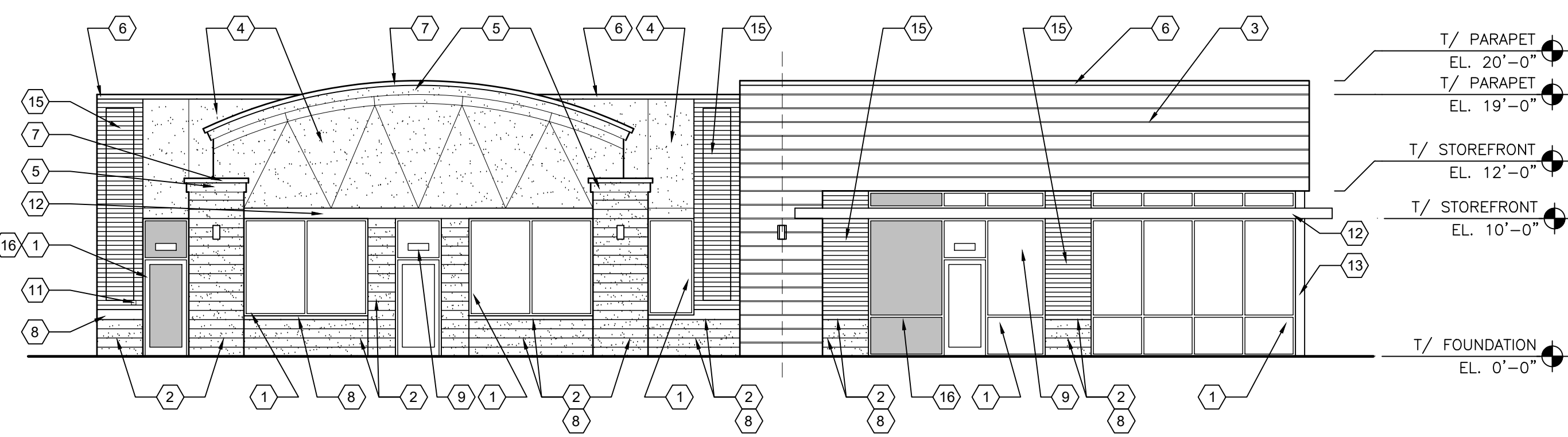
These documents are the property of JTS Architects, LLC. They are to be used only for the project and site specifically identified herein. No part of these documents may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written consent of JTS Architects, LLC. The user shall be responsible for obtaining all necessary permits and approvals for the project. The user shall be responsible for obtaining all necessary permits and approvals for the project. The user shall be responsible for obtaining all necessary permits and approvals for the project.



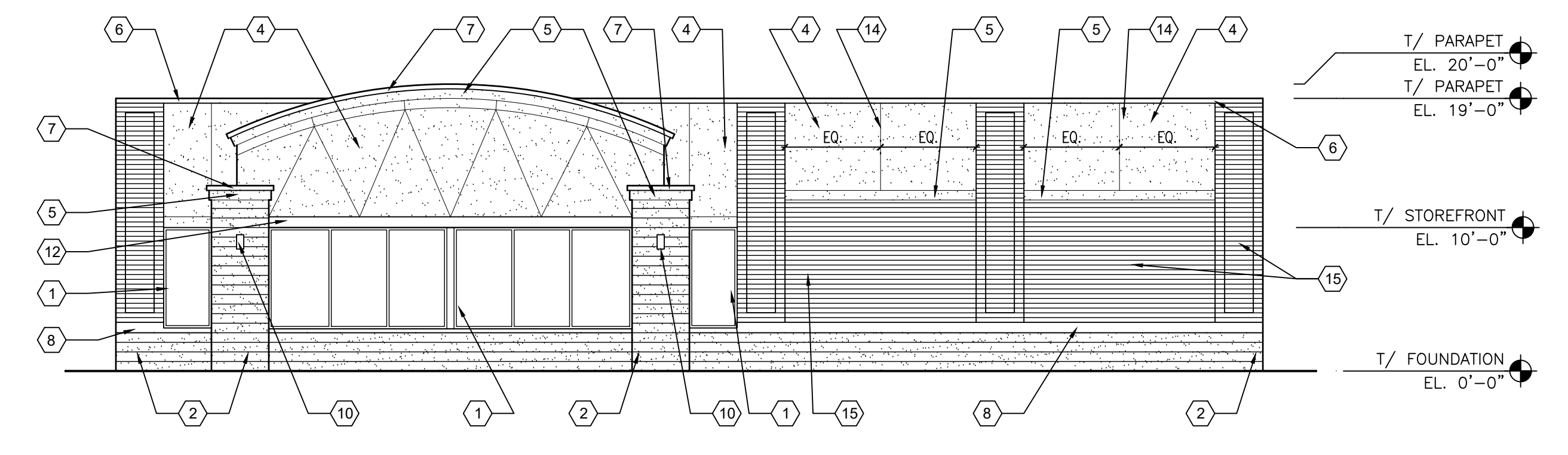
**1 SOUTH ELEVATION**  
SCALE: 1/8" = 1'-0"



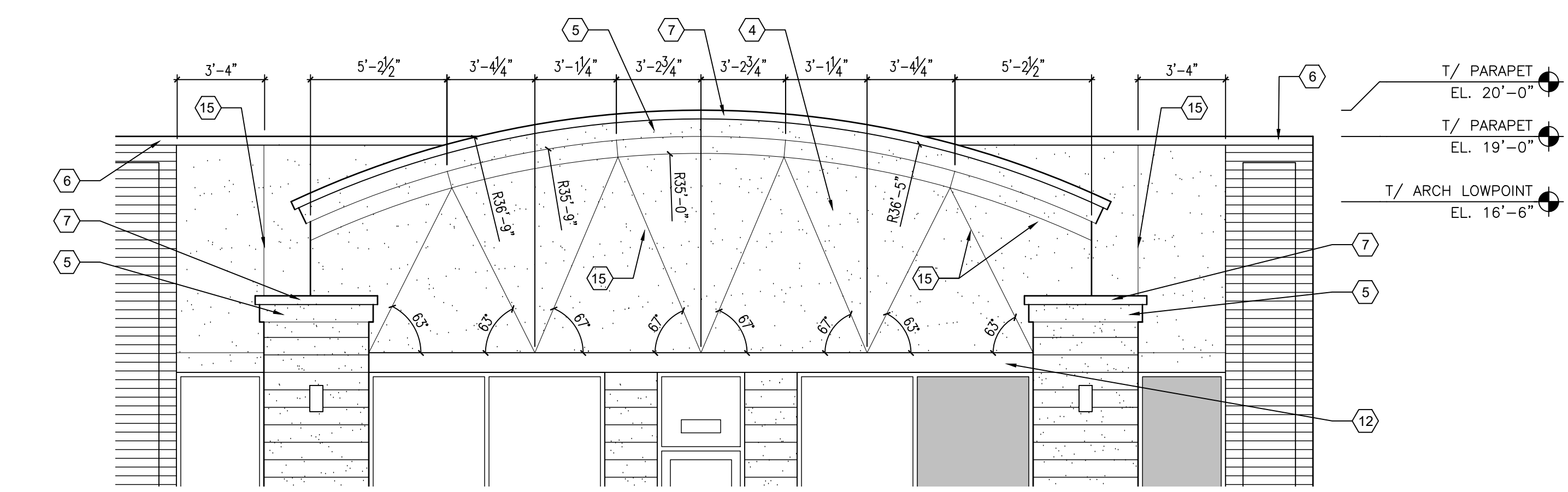
**2 WEST ELEVATION**  
SCALE: 1/8" = 1'-0"



**3 NORTH ELEVATION**  
SCALE: 1/8" = 1'-0"



**4 EAST ELEVATION**  
SCALE: 1/8" = 1'-0"



**5 EIFS REVEAL ELEVATION**  
SCALE: 1/4" = 1'-0"

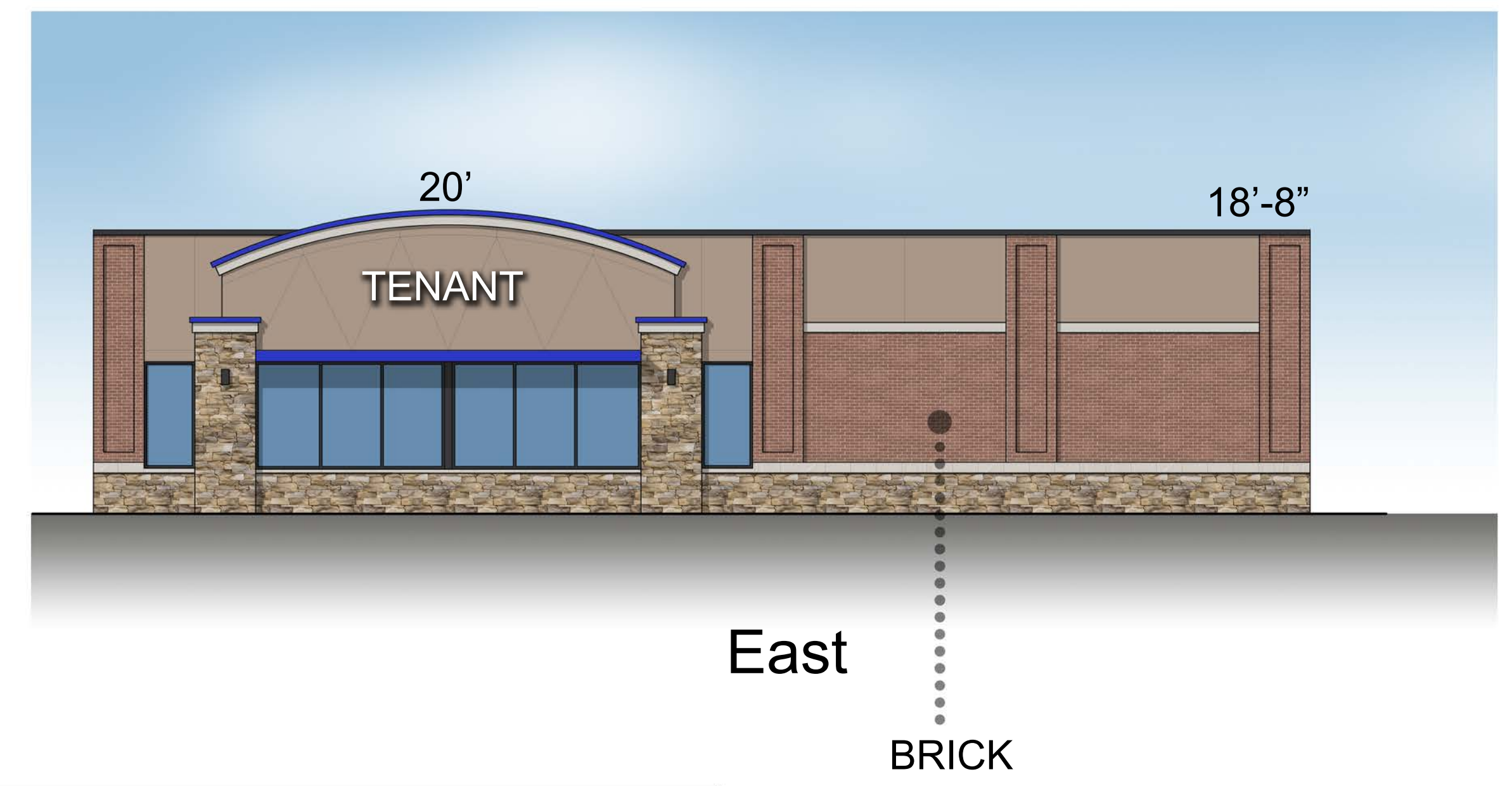
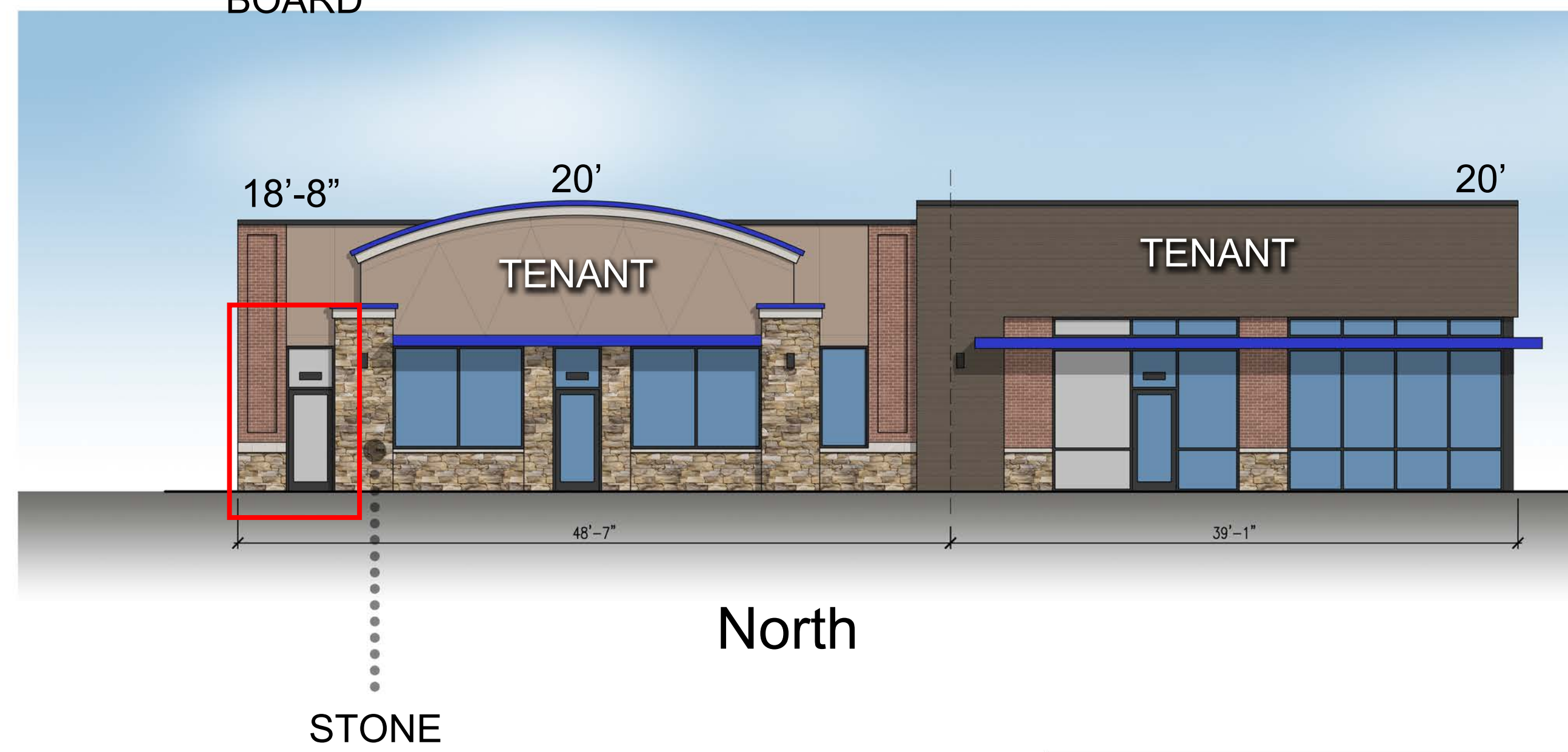
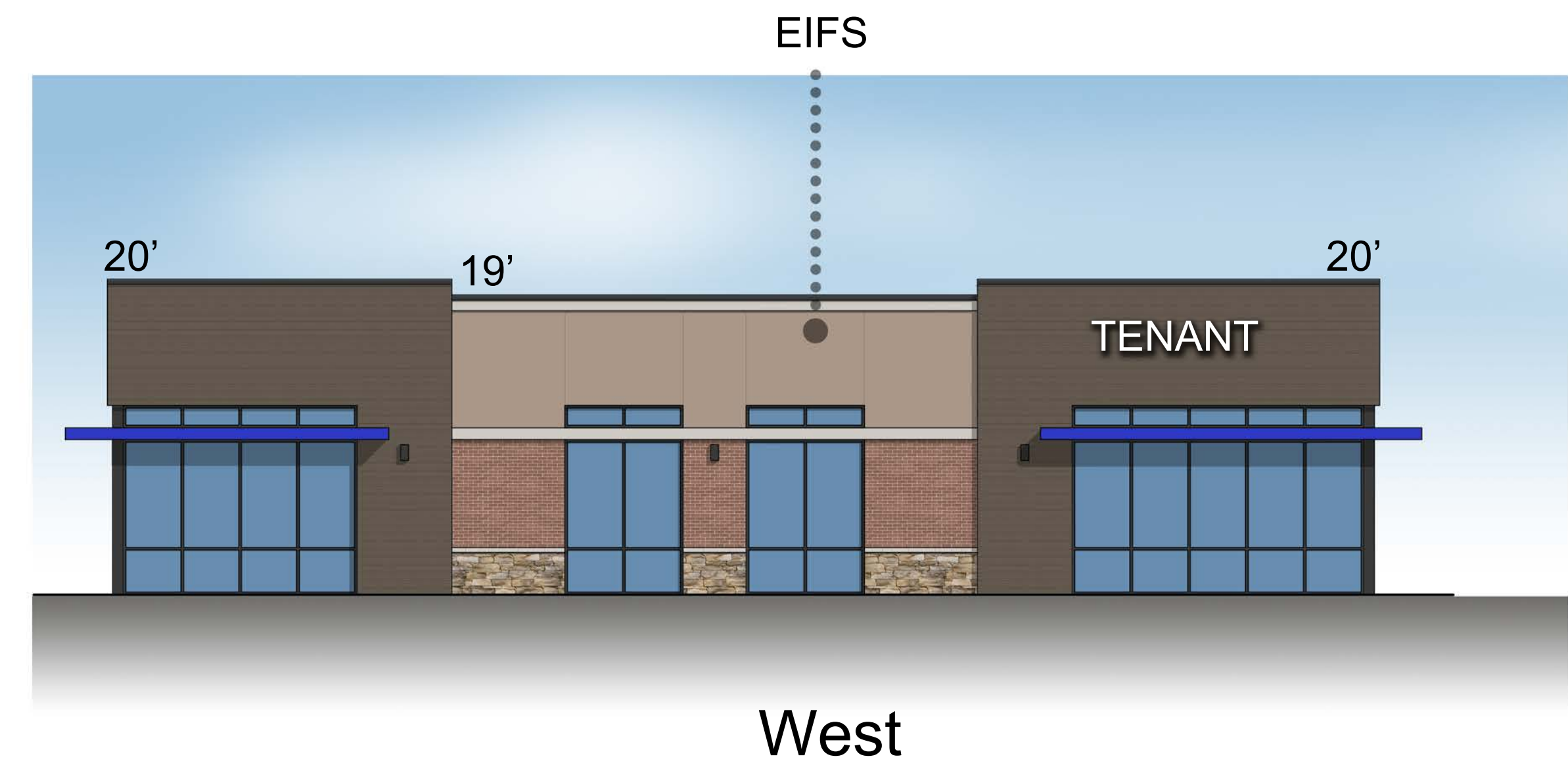
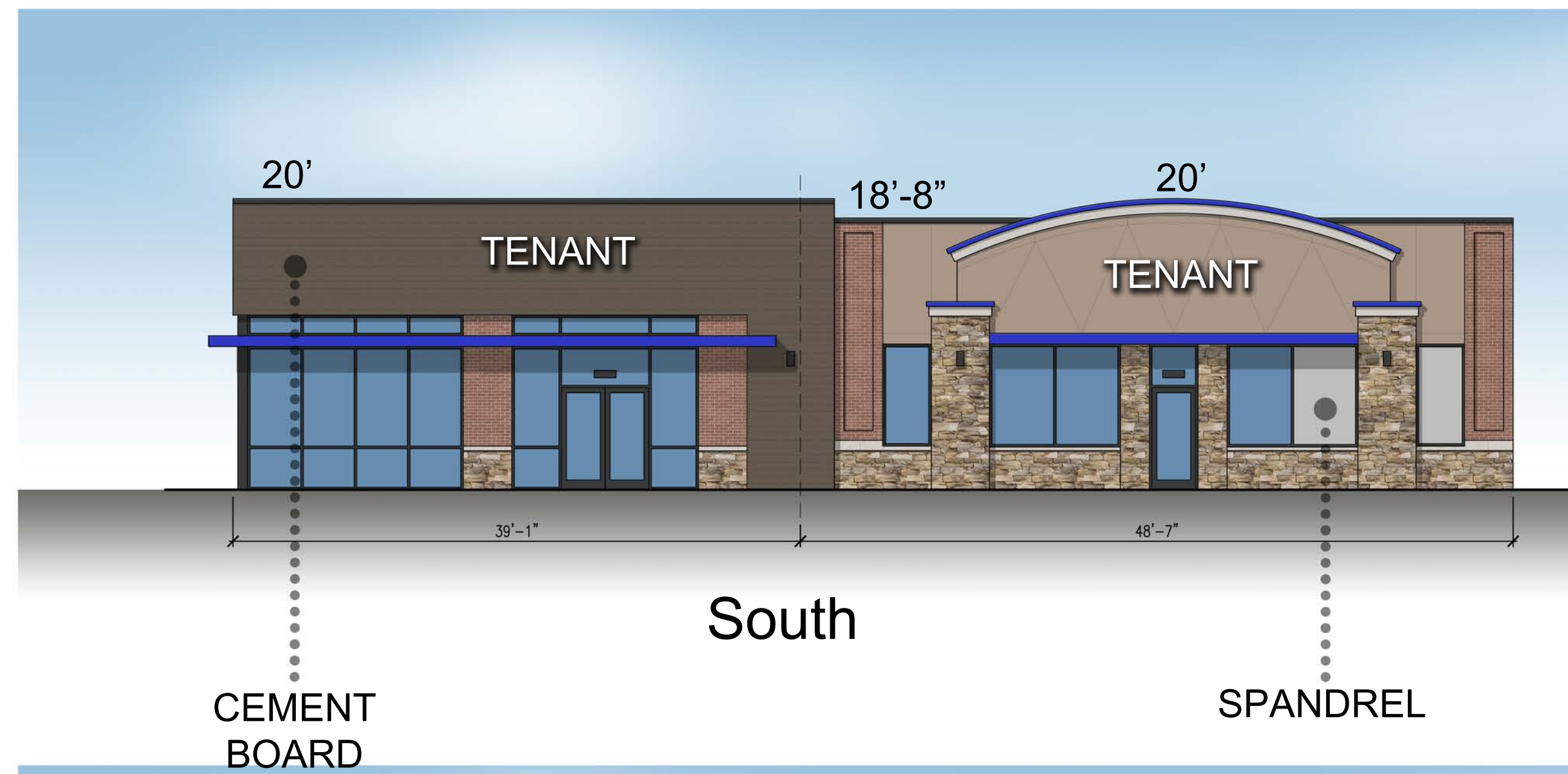
### GLAZING CALCULATIONS

	GLAZING LENGTH	WALL LENGTH	GLAZING PERCENTAGE (PER LENGTH)	GLAZING AREA (SF)	WALL AREA (SF)	GLAZING PERCENTAGE (PER AREA)	SPANDREL PERCENTAGE
NORTH	55'-8"	87'-8"	63.5%	547	1,184	46.2%	17.4%
EAST	32'-0"	80'-0"	40.0%	225	1,080	20.8%	N/A
SOUTH	56'-4"	87'-8"	64.3%	547	1,184	46.2%	10.1%
WEST	49'-8"	80'-0"	62.1%	596	1,120	53.2%	N/A

**TENANT SIGNAGE NOTE:**  
 -BUILDING SIGNAGE WILL BE REVIEWED AS INDIVIDUAL TENANTS SUBMIT THEIR SIGN PERMIT APPLICATIONS.  
 -PROVIDE FRT 1/2" PLYWOOD SHEATHING AT ALL SIGNAGE LOCATIONS AND JUNCTION BOX CENTERED BEHIND ALL SIGN BOARD AREAS ABOVE STOREFRONT - COORDINATE WITH TENANT SIGN PACKAGES

### EXTERIOR ELEVATION KEYNOTES

- 1 4 1/2" KAWNEER IS451 ALUMINUM STOREFRONT SYSTEM W/ CLEAR 1" INSULATED GLAZING (NON-TINTED, NON-REFLECTIVE) DARK BRONZE FINISH
- 2 STONE - FRONTENAC - SHOULDRICE - 23 ANTIQUE WHITE - LATICRETE OR EQUAL
- 3 CEMENT BOARD SIDING - RICH ESPRESSO - BEADED SMOOTH - HARDIE BOARD OR EQUAL
- 4 EIFS - 382 TAMALE - SANDPEBBLE FINE - DRYVT OR EQUAL
- 5 EIFS CORNICE - 110 VAN DYKE - SANDPEBBLE FINE - DRYVT OR EQUAL
- 6 PRE-FINISHED ALUMINUM COPING - DARK BRONZE - UNA-CLAD OR EQUAL
- 7 PRE-FINISHED ALUMINUM COPING - ELECTRIC BLUE - UNA-CLAD OR EQUAL
- 8 STONE SILL - CHAMOIS - SHOULDRICE SMOOTH (2 SIZES - SEE SECTIONS)
- 9 PROVIDE BUILDING ADDRESS ABOVE FRONT ENTRY DOOR & ON REAR ACCESS DOOR
- 10 EXTERIOR WALL SCONCES MOUNTED AT 9'-0" AFF TO CENTER OF J-BOX
- 11 KNOX BOX AT 42" AFF - 3200 SERIES - DARK BRONZE
- 12 PRE-MANUFACTURED ALUMINUM SUNSHADE CANOPY - BLUE
- 13 PRE-FINISHED ALUMINUM BREAKMETAL - DARK BRONZE
- 14 EIFS REVEAL - SEE WALL SECTION FOR DETAIL
- 15 BRICK - HARVEST BLEND M/S - BRICKCRAFT - 56 DESERT KHAKI GROUT - LATICRETE OR EQUAL
- 16 SPANDREL GLAZING - LIGHT WHITE



GLAZING CALCULATIONS							
	GLAZING LENGTH	WALL LENGTH	GLAZING PERCENTAGE (PER LENGTH)	GLAZING AREA (SF)	WALL AREA (SF)	GLAZING PERCENTAGE (PER AREA)	SPANDREL PERCENTAGE
NORTH	55'-8"	87'-8"	63.5%	547	1,184	46.2%	17.4%
EAST	32'-0"	80'-0"	40.0%	225	1,080	20.8%	N/A
SOUTH	56'-4"	87'-8"	64.3%	547	1,184	46.2%	10.1%
WEST	49'-8"	80'-0"	62.1%	596	1,120	53.2%	N/A

