

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:

3/27/23 4:45 p.m.

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

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

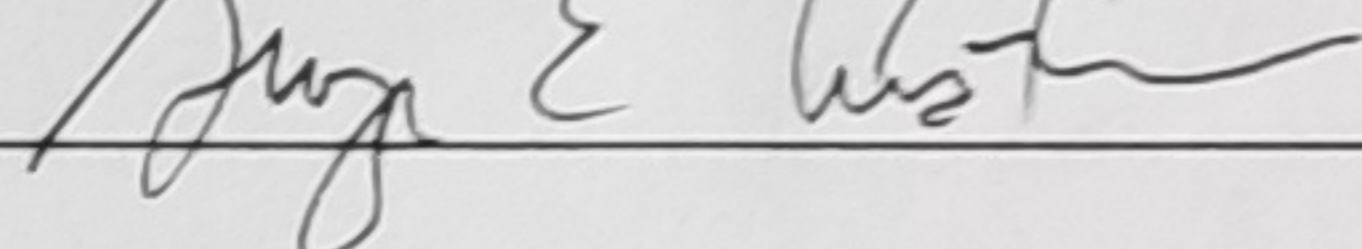
- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

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 Julie Cleveland on 3/23/2023.

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 Wisconsin Historical Society Relationship to property owner

Authorizing signature of property owner  Date 3/27/2023

Application Filing Fees

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*, 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

LAKE MONONA

N CARROLL ST

MUSEUM
SITE

W MIFFLIN ST

N FAIRCHILD ST

LOCATOR MAP
NOT TO SCALE



WISCONSIN
HISTORICAL
SOCIETY

URBAN DESIGN COMMITTEE SUBMITTAL

WISCONSIN'S HISTORY CENTER

continuum SMITHGROUP
ARCHITECTS + PLANNERS

March 27, 2023

Urban Design Commission

Re: Informational Presentation, Letter of Intent

To Whom It May Concern:

The Wisconsin Historical Society is proposing to replace its current museum at 30 North Carroll Street on the Capitol Square with a new 100,000 square foot Wisconsin History Center. The History Center will be a flagship venue for the Society and a center for American history and community engagement. The current museum and the adjoining properties at 20 and 22 North Carroll Street will be demolished for the new facility. Construction is slated to commence in early 2024 with completion in 2026. Below is a description of how WHC complies with Downtown Urban Design Guidelines and Zoning Requirements.

URBAN DESIGN GUIDELINES | SITE DESIGN + BUILDING PLACEMENT

Orientation

The History Center sits at the prominent intersection of Carroll, Mifflin, and State Street. The conceptual building mass has taken this into consideration and intentionally shifts the volume to offer a **strong corner presence** and **respects vistas identified in the Downtown Plan**. The base of the History Center aligns to the urban context, while the rotated upper volume effectively helps the building mass visually turn the corner, opening up views from the capitol towards the Northwest as well as from the State Street pedestrian arrival towards the Capitol. This shift in plan intentionally preserves, for the public, into the future, opportunities to appreciate these planned vistas from a series of exterior building terraces. At grade, the building arrival is intentionally aligned to the Mifflin Plaza, strengthening a currently underutilized space. This move is both functional in its ability to manage visitor arrival, as well as to orient maximum activation towards this public plaza envisioned as a “gateway” opportunity to an existing cultural district. The building mass holds the corner at Carroll and Mifflin, with a tall glazed interior lobby volume intentionally placed here to maximize Capitol sightlines for pedestrians arriving west from Mifflin. The lobby façade will also offer significant transparency from Carroll to maximize pedestrians’ opportunity to visually engage with the Wisconsin Historical Society’s collection presented within this public lobby.

The project will pursue a reduced loading requirement for its limited back of house service requirements, and the single loading dock door along Mifflin is intended to be integrated into the building façade as to not be highly visible.

Access + Circulation

The site surrounding Wisconsin’s History Center will be studied to properly resolve the intensive pedestrian and bicycle traffic, and activities anticipated in this location. Access to the loading dock will be provided via the Mifflin Street cul-de-sac.

Landscaping

The project intends to replace the Mifflin Plaza following its use as the construction staging space. This replacement and modifications along the Carrol Street pedestrian zone are seen as

opportunities to **strengthen the urban landscape**. The project team is working with the City of Madison on the plaza replacement process and will submit this space for review at a future UDC date.

Lighting

The design team has begun studying the integration of lighting and its opportunity to **reinforce key architectural and site elements** while creating a unique and appropriate nighttime identity. Overall project light levels are being wholistically considered to ensure positive contribution to the urban **ambiance**, while considering the latest research in safety perception, control technology, and integration with smart systems.

URBAN DESIGN GUIDELINES | ARCHITECTURE

Massing

Wisconsin’s History Center building mass responds to numerous contextual cues, **articulating the building in plan and profile** to best **respond to the scale within the vicinity**. Its base sits aligned to its urban context and keeps the volume down towards the scale and datum set by the existing architecture along State Street. At its top, the project aligns with the cornice of the adjacent Churchill building while incorporating an intentional reveal where the two structures meet, celebrating the Churchill Building’s verticality and resolving the dynamic moves within the History Center volume. Each of these moves considers the building’s contribution and impact toward important **viewsheds**, as discussed within “orientation.”

Building Components

The project is considering arrival and **vantage points of this project** from all directions. Final materiality and façade details will be studied within the next phase to ensure a dynamic, engaging, and inviting experience. A lenticular façade is being studied, allowing for a thoughtful cladding strategy that is dynamic from all perspectives. An enclosed penthouse will be provided at the roof level, below the Capitol View Preservation Limit, to **screen MEP equipment** not able to be located within the lower level.

Visual Interest

Wisconsin’s History Center has been designed from an interior experience expressed outward. Significant transparency within the façade is utilized pointedly to express key public spaces within the building program while exhibit spaces are clad to ensure controlled light levels to protect the collection on display. A lenticulated façade composed of **quality materials** is being considered to add visual interest from multiple vantage points within the **urban environment**. All three sides of the building volume will share similar approach.

Building Materials

The project intends to use a **simple palette of durable materials**. Materials being studied include glass, concrete, high quality metal or terracotta. These materials are still being considered in their approach to enriching **the pedestrian environment through use of scale, color texture, + details**. The design intends to respect the surrounding material context of the Capitol Square while ensuring the History Center as a uniquely identifiable landmark.

Terminal Views and Highly Visible Corners

Wisconsin's History Center sits at a prime location to be bold and achieve this guideline. The building parti distinctly **emphasizes** its unique **location** in the urban context while respecting its context.

Signage

The project team is at the early stages of studying the **simple and clear** exterior signage approach for this project with the intent to propose an **architecturally compatible** and **integrated** solution.

PROJECT SPECIFIC ZONING CONSIDERATIONS + APPROACHES

Zoning District : DC Downtown Core

Capitol View Preservation Limit: Project Approach: One elevator penthouse and photovoltaic equipment may be above the Capitol View Preservation Limit by ~3'-0". The current zoning code does not speak to allowing photovoltaic equipment projection into the Capitol View Preservation limit. The project team would intend to use roof screening to conceal the elevator penthouse and rooftop photovoltaic equipment, and a conditional use would be pursued if incorporated.

Setback Requirements : No setback requirements on either street.

Loading : WHC is in compliance as their loading is off Mifflin Plaza.

Entrance Orientation: Primary building entrances on all new buildings shall be oriented to the primary abutting public street and have a functional door. Project Approach: WHC's entrance is designed off of Mifflin Plaza due to need for queuing as numerous large student groups will be traversing the entry hourly for school field trips. Because no business currently opens up onto Mifflin Plaza, the Plaza is challenged from a safety and welcoming perspective. By creating more traffic on Mifflin Plaza the new WHC entry will contribute to a more activated and comfortable urban environment for all. Additionally, WHC and the adjoining plaza will act as the gateway and connection between the Capitol and the Cultural District that includes the Library, Overture Center, MMOCA, and Veterans Museum. By placing our entry on Mifflin Plaza, WHC acknowledges the importance of this corridor. A conditional use approval will be pursued.

Story Heights + Treatments : The City of Madison has noted that they are currently rewriting this story height requirements portion of the Zoning Ordinance. The new WHC will comply the updated ordinance.

For non-residential uses, the average ground story floor elevation shall not be lower than the front sidewalk elevation nor higher than eighteen (18) inches above the sidewalk elevation. Project Approach: Due to the slope on the site, there will be portions of Level 01 that will be both below the sidewalk elevation and more than 18" above the sidewalk elevation. By increasing the ground floor glazing, WHC activates the façade to views in to the 3-level lobby space, even if it floor elevation is offset from the sidewalk.

Door and Window Openings .For street-facing facades with ground story non-residential uses, the ground story door and window openings shall comprise a minimum of fifty percent (50%) of the facade area. Project Approach: WHC's street-facing ground floor façade is ~65% glazing.

For all buildings, upper story openings shall comprise a minimum of fifteen percent (15%) of the facade area per story. Project Approach: The upper stories are 20%. Due to the possible future development along the private alley as well as fire rating requirements due to being adjacent to the property line, WHC focuses its glazing on the two street-facing facades - when only considering those facades our glazing percentage is 28.5%. The exterior wall adjacent to Churchill Building is not included in the calculation as it will be hidden. The design team is also meeting requirements set by the DFD design standards.

Glass on all windows and doors shall be clear or slightly tinted, allowing views into and out of the interior. Spandrel glass may be used on service areas on the building. Project Approach: WHC complies.

Equipment and Service Area Screening: Outdoor loading areas or mechanical equipment are not permitted in the front yard. When visible from an abutting public street or walkway, they shall be screened by a decorative fence, wall, or screen of plant material. Project Approach: All equipment and screening will occur within the building or on the roof.

Screening of Rooftop Equipment: All rooftop equipment, with the exception of solar and wind equipment, shall be screened from view from adjacent streets and public rights-of-way. Rooftop equipment shall be screened from view from adjacent buildings to the extent possible. Project Approach: Screening provided at rooftop equipment.

The equipment shall be within an enclosure. This structure shall be set back a distance of one and one-half (1½) times its height from any primary facade fronting a public street. Screens shall be of durable, permanent materials (not including wood) that are compatible with the primary building materials. (Am. by ORD-15-00104, 10-15-15) Project Approach: Screening will be held off of Carroll Street and Mifflin plaza by a minimum of 27'-0" as this is 1 ½ times the height.

Bird Safe Glass Requirements: Project Approach: WHC will use a combination of frit patterns and metal screens to accommodate bird safe glass requirements and will comply with % requirements listed.

Parking Requirements: Project Approach: No automobile parking is required and WHC is not providing any. Bicycle parking is required at 1 per 2,000 SF. WHC is ~110,000 GSF and so requires 55 bicycle parking spots. WHC will provide a portion of the requirement interior to the building, and the WHC will pursue working with the City of Madison to locate the remainder of these bicycle parking spots within the re-designed Mifflin Plaza.

Off-Street Loading Requirements: Project Approach: Based on the loading requirements table and GSF of the building, 3 loading spaces should be provided. Due to the infrequency of deliveries because of the use of the building, only 1 interior, conditioned loading space will be provided. This loading space meets the loading size requirements. A conditional use approval will be pursued for the reduction in number of spaces.

Landscape Requirements: Project Approach: All landscape requirements will be considered when designing the Mifflin Plaza.

Screening of Other Site Elements: Project Approach: None of the items listed in this section are positioned on grade.

Development Adjacent to a Landmark or Landmark Site: Project Approach: WHC will require a review from the Landmark Commission due to its proximity to the State Capitol Building.

Encroachments : Project Approach: Soil retention systems and MG&E Electrical vault and Main Electrical Room along Carroll. WHC will work with the city to determine an appropriate agreement.

Thank you for your consideration,

George Austin



CAPITOL SQUARE CHARACTER - MIFFLIN STREET



CAPITOL SQUARE CHARACTER - CARROLL STREET

SITE CONTEXT

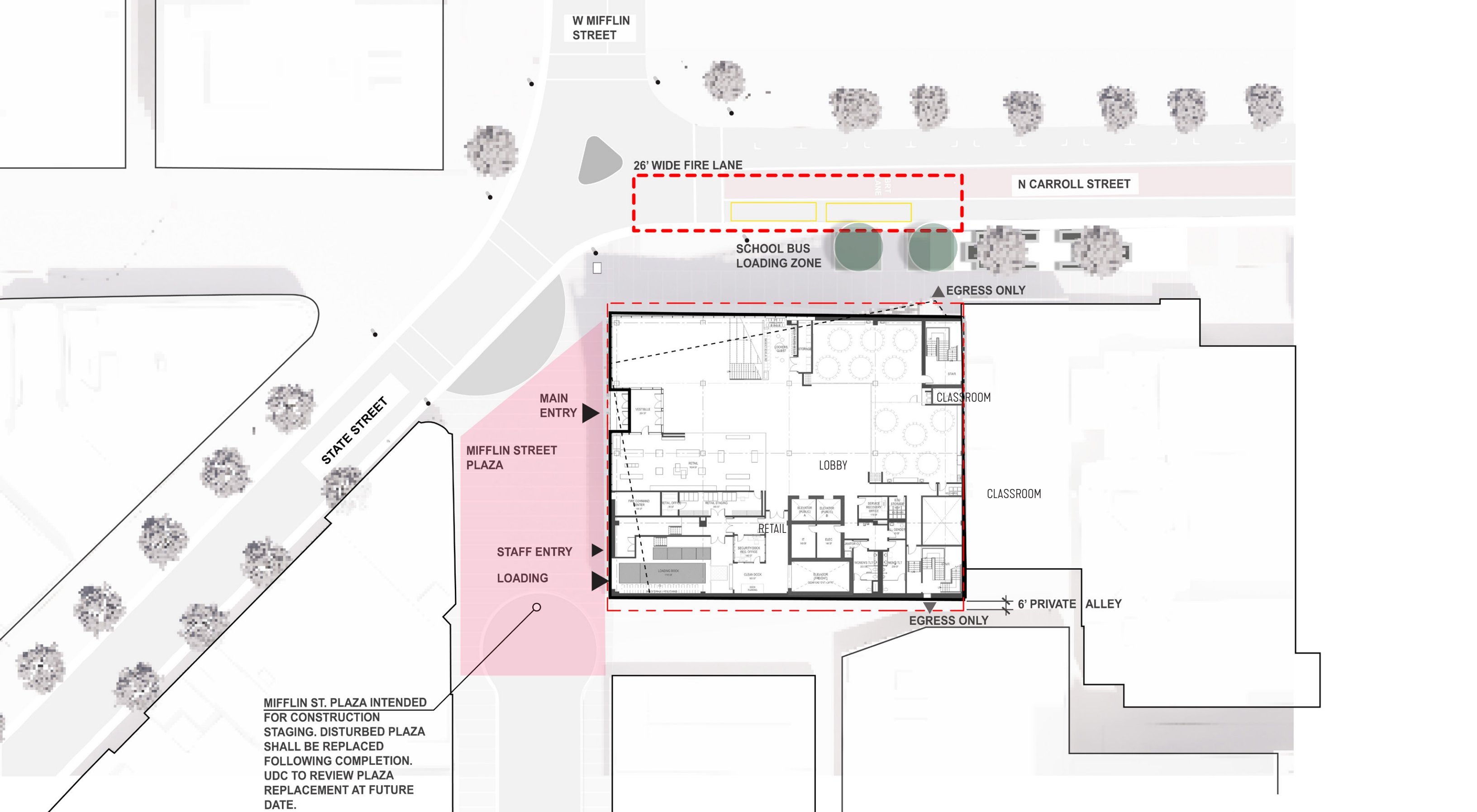


CAPITOL SQUARE CHARACTER - MAIN STREET



CAPITOL SQUARE CHARACTER - PINCKNEY STREET

SITE CONTEXT



NOT TO SCALE 

SITE PLAN



WISCONSIN'S HISTORY CENTER
PROPERTY OF THE WISCONSIN HISTORICAL SOCIETY

PERSPECTIVE VIEW FROM CORNER OF MIFFLIN AND CARROLL



WISCONSIN'S HISTORY CENTER
PROPERTY OF THE WISCONSIN HISTORICAL SOCIETY



WISCONSIN'S HISTORY CENTER
PROPERTY OF THE WISCONSIN HISTORICAL SOCIETY



WISCONSIN'S HISTORY CENTER
PROPERTY OF THE WISCONSIN HISTORICAL SOCIETY

PERSPECTIVE VIEW FROM MIFFLIN STREET

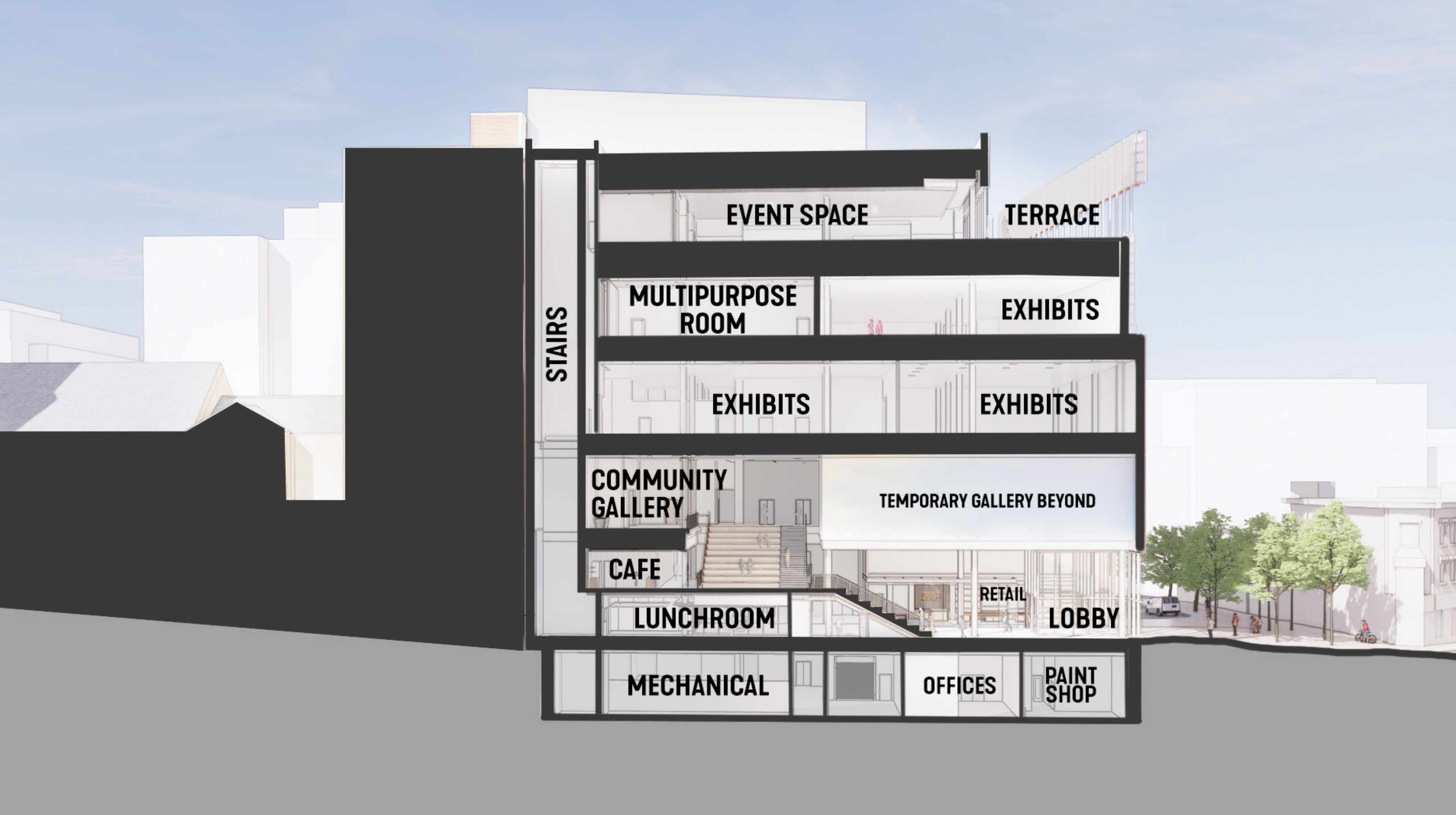


WISCONSIN'S HISTORY CENTER
PROPERTY OF THE WISCONSIN HISTORICAL SOCIETY

PERSPECTIVE VIEW FROM OVERTURE CENTER



WISCONSIN'S HISTORY CENTER
PROPERTY OF THE WISCONSIN HISTORICAL SOCIETY



PROGRAMMATIC BUILDING SECTION