

# 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 \_\_\_\_\_  
Submission reviewed by \_\_\_\_\_  
Legistar # \_\_\_\_\_

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

## 1. Project Information

Address: \_\_\_\_\_

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

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

UDC meeting date requested \_\_\_\_\_

- New development       Alteration to an existing or previously-approved development  
 Informational       Initial approval       Final approval

## 3. Project Type

- Project in an Urban Design District  
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)  
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)  
 Planned Development (PD)  
     General Development Plan (GDP)  
     Specific Implementation Plan (SIP)  
 Planned Multi-Use Site or Residential Building Complex

### Signage

- Comprehensive Design Review (CDR)  
 Signage Variance (i.e. modification of signage height, area, and setback)

### Other

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

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

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

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

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

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

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

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

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

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

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

**5. Required Submittal Materials**

- Application Form
- Letter of Intent
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans (Refer to checklist on Page 4 for plan details)
- Filing fee
- Electronic Submittal\*

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized 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 JANINE GLAESER AT DAT MEETING on SEPTEMBER 12, 2019.
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 ALEXIS LONDON Relationship to property OWNER

Authorizing signature of property owner  Date 10/09/2019

**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



## **Development Introduction**

### **Bayview Townhouses**

Bayview Foundation, Inc. and its development partner, Horizon Development Group, are proposing a redevelopment of Bayview Townhouses located at 601 Bay View in Madison, Wisconsin. Bayview Townhouses is an existing 102-unit multifamily housing community which is owned and managed by Bayview Foundation, Inc., a 501(c)(3) nonprofit. The 6.4-acre property is part of Madison's "Triangle" neighborhood and is bordered by Regent Street on the north, West Washington on the east, and is accessed via Braxton Street from the west. The development is located in the heart of Madison's historic "Greenbush" neighborhood and within one mile of the state Capitol building. The current Bayview community was constructed in 1971 and provides Section 8 subsidized housing for low- and moderate-income households. There are nearly 300 residents that live at Bayview, many with diverse ancestry. Bayview's origins are rooted in a strong immigrant and refugee population and continue to be home to a variety of ethnic groups (50% Hmong, 15% Vietnamese, Cambodian, or Laotian, 20% Latino, 13% African American, 2% White). There are several residents who have called Bayview home for 20 to 30 years, and absolutely love the stability, safety and diversity of the community.

The proposed redevelopment aims to honor resident culture, build on positive community features, and address items in need of change. Bayview conducted extensive community outreach to foster an inclusive, collaborative development approach and worked with a design team to thoughtfully address the patterns that emerged. The outreach efforts included more than 15 resident meetings and the implementation of surveys reaching approximately 70% of all households. A sense of community and connection to open spaces was very important to residents as well as a need to address physical shortcomings of an aging property, such as accessibility. The existing 102-unit housing community consists of all two- and three- bedroom, two-story townhomes. The development plan includes complete demolition of existing residential spaces and new construction of 130 total units, which will create 28 additional housing units at Bayview. All new construction will be phased so that current residents are not displaced.

The project will include a variety of amenities available for resident use. On-site parking will include approximately 82 underground and 50 surface parking stalls. Residents will have access to a large community green that may be used for cultural gatherings, gardening and outdoor activities, including an enlarged playground area for Bayview's 125+ resident children. An outdoor pavilion is envisioned for social, cultural and ceremonial gatherings. In addition, gardens, walking pathways, public and community-based artwork, a basketball court, a playground and other community gathering and green spaces, along with sustainable landscaping, will be included in the redevelopment. The community center will continue to be a focal point for Bayview residents, offering the following amenities: youth, adult and senior programming; community events, fitness center; commercial kitchen; flexible, multi-use spaces; administrative offices; and support services.

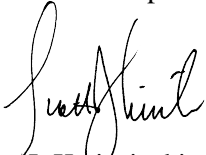
Bayview's redevelopment plans align very closely with the Triangle Monona Bay Neighborhood Plan adopted in 2019. The plan calls for a commitment to affordability, accessibility, diversity and inclusivity, all values held by Bayview Foundation. The development team has integrated feedback from City Planning over the last year, including developing a site design and buildings that hold the street edges,

increasing permeability with the surrounding neighborhoods, adding height and dimension at corners of the property, and increasing access to the centrally located community center.

City of Madison Support – The City of Madison continues to place emphasis on creation of affordable housing and related neighborhood revitalization efforts. Most notably, this is evident with the City’s goal of creating affordable housing units and establishing an affordable housing fund to assist projects with financial gaps. Bayview is proud to be one of the few projects selected to receive a commitment from the City’s Affordable Housing Fund in 2019. The approved \$2,900,000 demonstrates the City’s commitment to advancing affordable housing and the Bayview project. Without this public/private partnership, the project would not be possible.

Respectfully submitted,

Horizon Development Group, Inc.



Scott J. Kwiecinski  
Development Manager

Bayview Foundation, Inc.



Alexis London  
Executive Director

# SITE CONTEXT



# STREET VIEWS



REGENT ST LOOKING WEST



REGENT ST LOOKING EAST



W WASHINGTON AVE AT REGENT ST



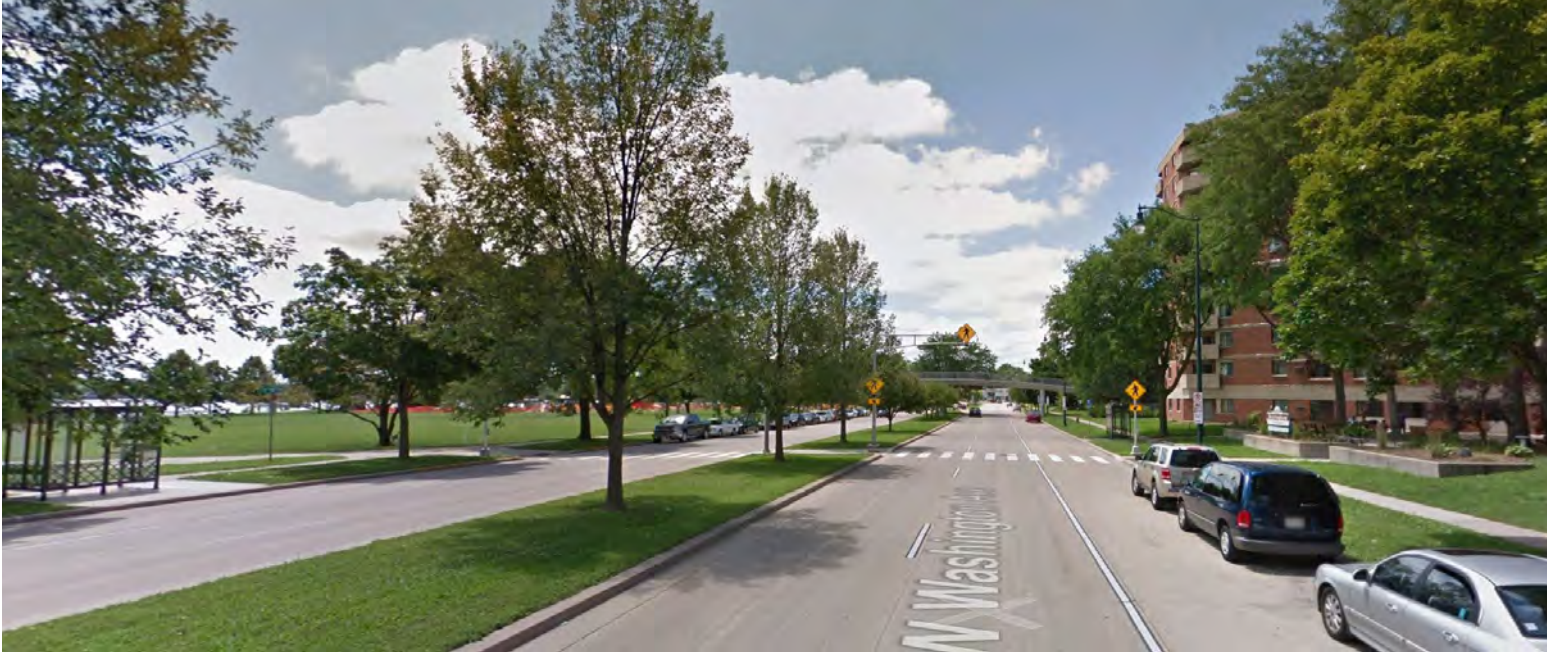
REGENT & W WASHINGTON AVE INTERSECTION



# STREET VIEWS



W WASHINGTON AVE LOOKING NORTHEAST



W WASHINGTON AVE LOOKING SOUTHWEST



BRAXTON PLACE LOOKING WEST



BAYVIEW AT BRAXTON PLACE

# EXISTING CONDITIONS



# MASTER PLAN



# SITE CONCEPT



**“THE VINE”**  
 Sprawling tendrils of life & growth always connecting back to the center trunk.  
 Flowing and fruitful. Connected and intertwined.

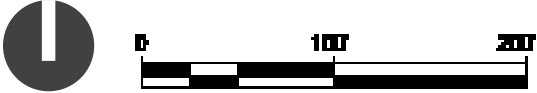
**GOALS** (AS INTERPRETTED FROM RESIDENT ENGAGEMENT REPORT & DRAFT PATTERNS)

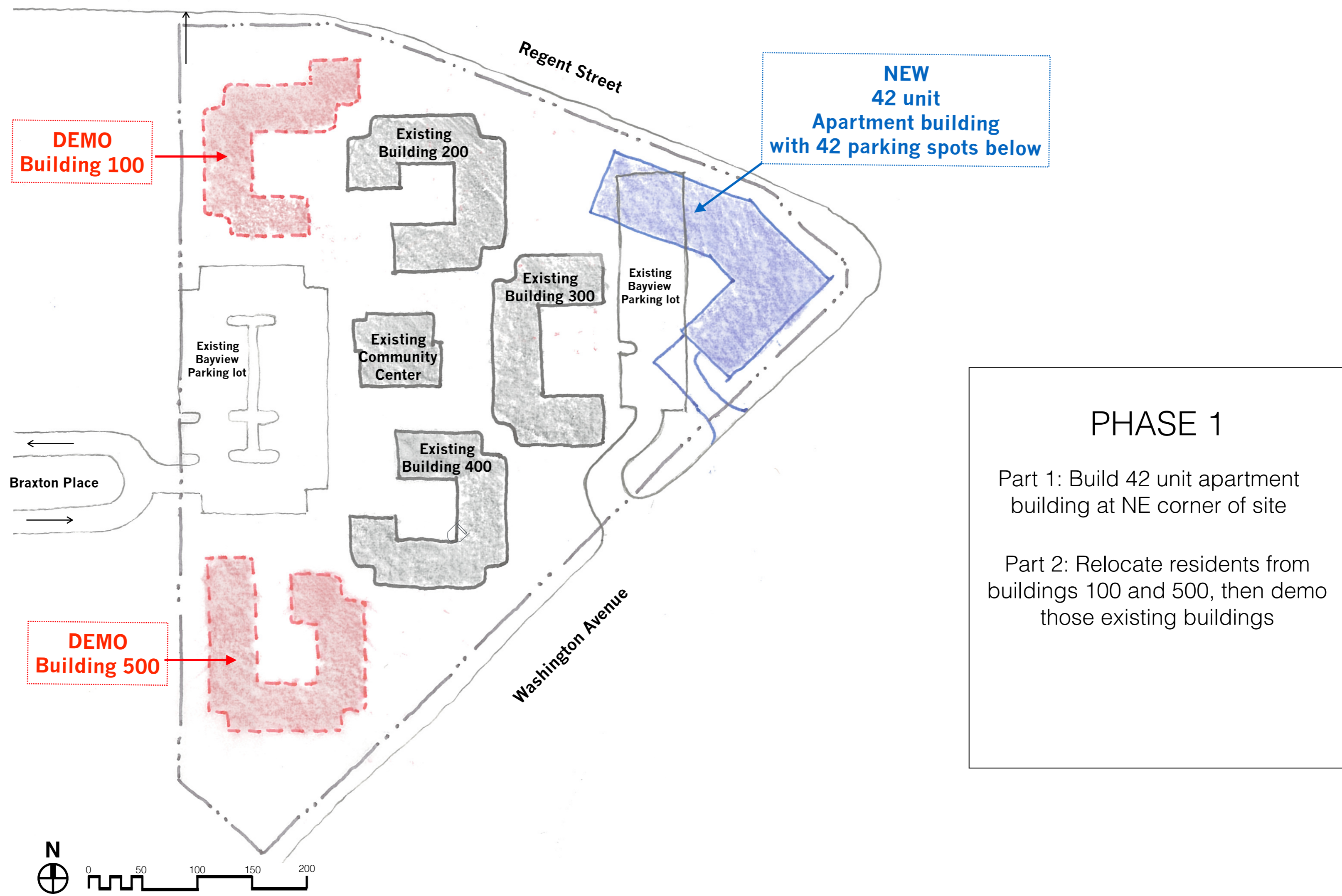
1. Safety
2. Community
3. Accessibility
4. Play
5. Privacy

**FEATURES** (AS DESCRIBED IN MASTER PLAN AND JUNE '19 OUTLINE)

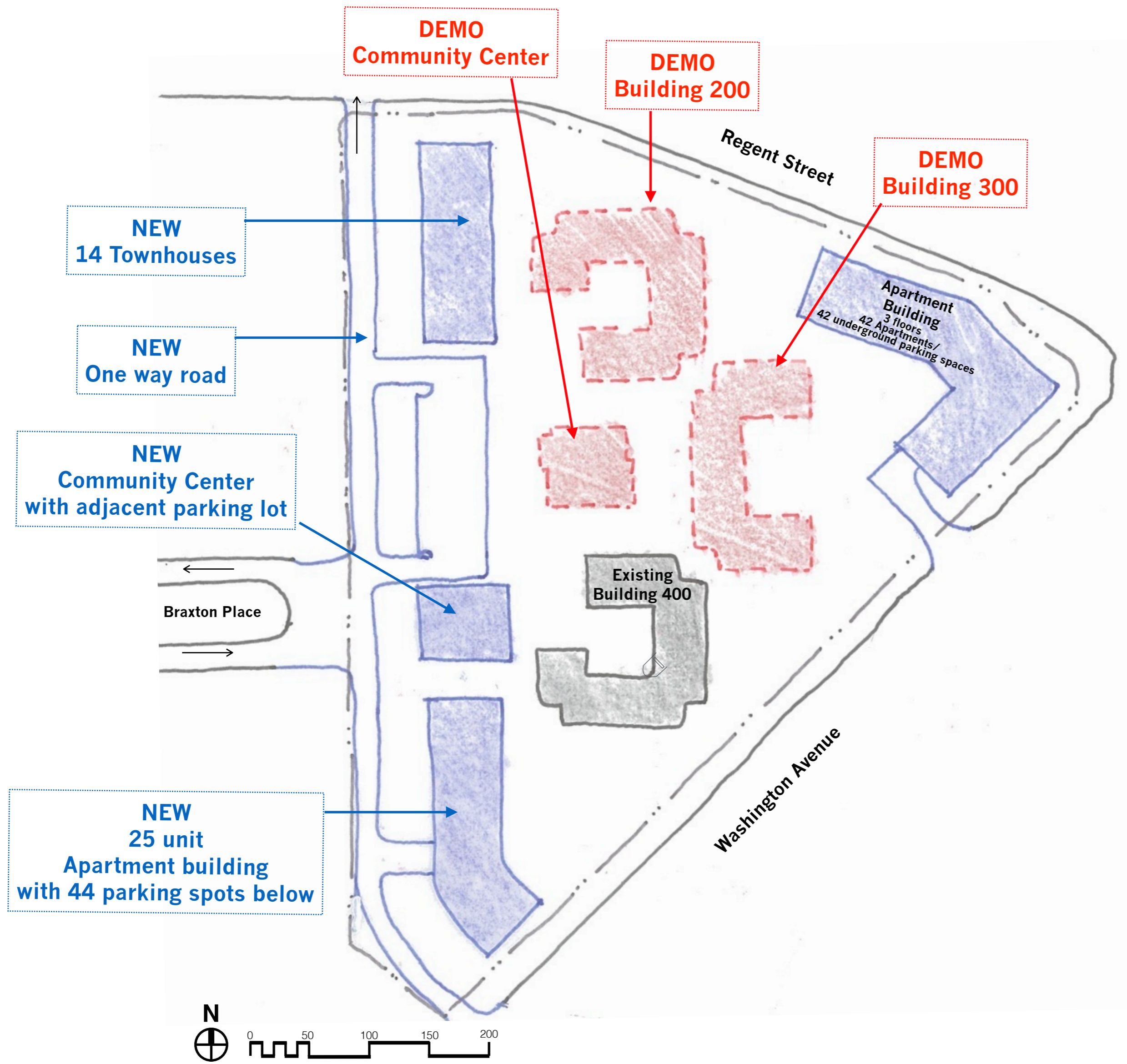
1. Personal patios + Garden space
2. Community Green, +/-24,000 SF
3. 10x10 community garden plots
4. Children's garden, 100-150 SF
5. Garden Shed
6. Benches/ picnic tables
7. Playground, 2-5 yrs old, 5-12 yrs old
8. Art Opportunities
9. Bike Fix It station
10. Arbors/ Archways to identify private zones
11. Perimeter Fence
12. Pavilion
13. Orchard
14. Parking
15. Basketball + other rec

# SCHEMATIC SITE PLAN





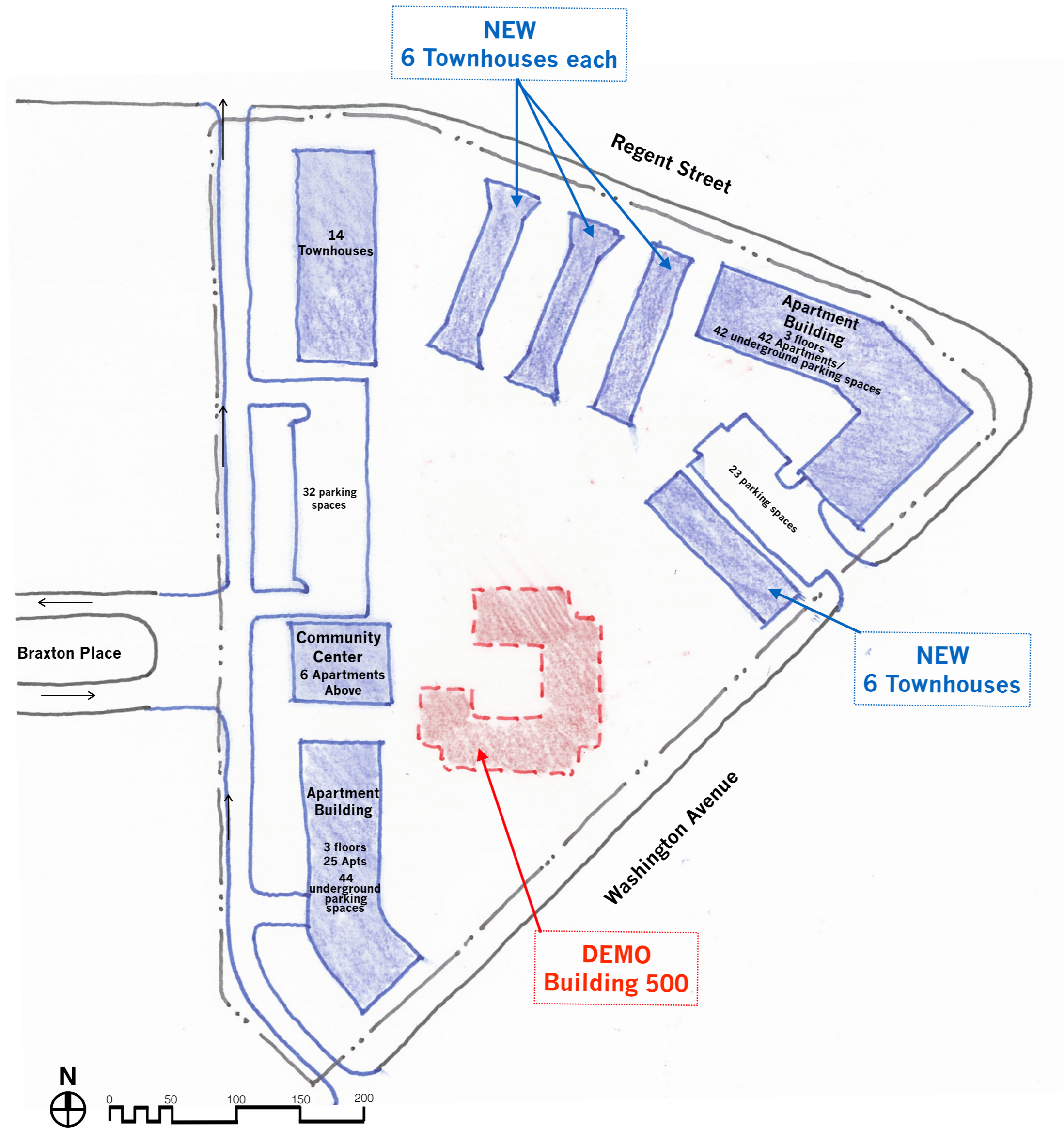
**Bayview Masterplan - Phasing Diagrams**



**PHASE 2**

Part 1: Build 25 unit apartment building at SW corner of site, build new community center with 6 apartments above, build new 14 unit townhouse building, build associated parking and one way road

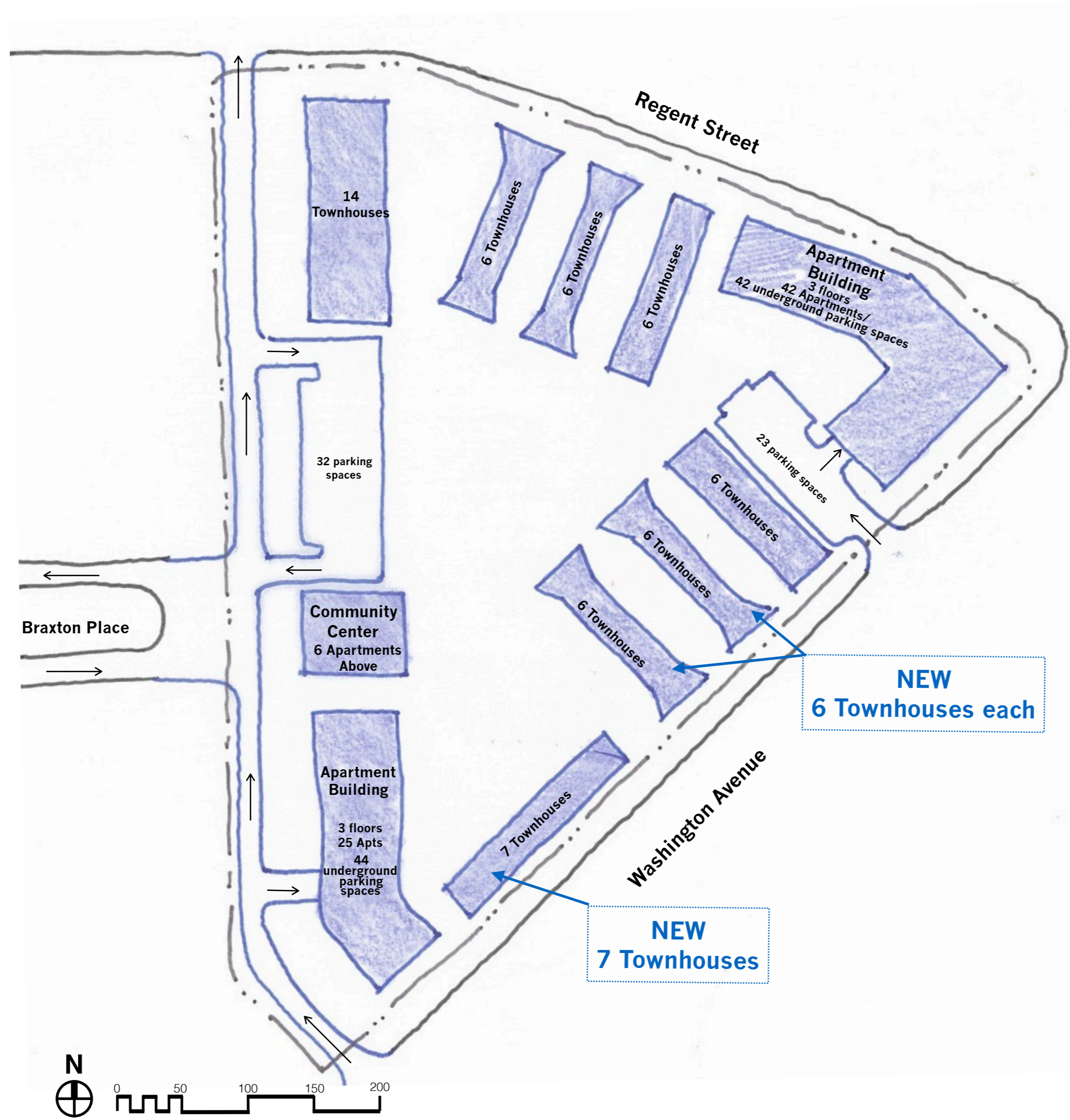
Part 2: Relocate residents from buildings 200 and 300, and relocate community center then demo those existing buildings



**PHASE 3**

Part 1: Build (4) new blocks of townhouses with 6 units each

Part 2: Relocate residents from building 400 then demo that existing building



**PHASE 4**

Part 1: Build (2) new blocks of townhouses with 6 units each, and build (1) new block of townhouses with 7 units.





