

# 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 6/1/26 11:29 a.m.  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): 301 S Westfield Road  
Title: \_\_\_\_\_

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

UDC meeting date requested June 17, 2026  
 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** Steven Murphy      Company RFA  
**Street address** 8215 Greenway Blvd Ste 220      City/State/Zip Middleton, WI 53562  
**Telephone** 608-830-6300      Email steven.murphy@rfa.ca

**Project contact person** Kevin Burow      Company Knothe & Bruce Architects  
**Street address** 8401 Greenway Blvd., Ste 900      City/State/Zip Middleton, WI 53562  
**Telephone** 608-836-3690      Email kburow@knothebruce.com

**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

**Urban Design Commission Application (continued)**

**5. Required Submittal Materials**

**Application Form**

- A completed application form is required for each UDC appearance. For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (Initial or Final Approval) from the UDC.

**Letter of Intent**

- If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required.
- For signage applications, a summary of how the proposed signage is consistent with the applicable Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

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

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

**Electronic Submittal**

- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to [UDCapplications@cityofmadison.com](mailto: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 Jessica Vaughn on May 28, 2026.
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 Steven Murphy Relationship to property Developer

Authorizing signature of property owner Steven Murphy Date 29 May 2026 | 12:07 PM CDT

**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

June 1, 2026

Jessica Vaughn; Urban Design Commission Secretary  
Madison Municipal Building, Suite 017  
215 Martin Luther King Jr. Blvd  
P.O. Box 2985  
Madison, Wisconsin 53701-2985



Re: Letter of Intent – UDC Informational  
301 S Westfield Rd  
**KBA Project #2614**

Ms. Jessica Vaughn,

On behalf of our client, RFA, the following is submitted together with the plans and application for the Urban Design Commission's Informational Review and consideration.

**Project Description:**

We are pleased to present our proposal for the redevelopment of the property located at 301 S. Westfield Rd. Situated on the east side of S. Westfield Road, between Tree Lane and Mineral Point Road with S. Gammon Road to the east, the proposed development consists of razing the commercial office building currently located at 301 S. Westfield Rd to develop the 9-acre site into a mixed-use development with 5 buildings containing a total of 571 units, commercial space, and underground parking below each building.

The northern half of the development contains 3 of the 5 buildings and as such is considered a residential building complex, which falls under the purview of the Urban Design Commission, while the southern two buildings do not, given they are a mixed-use development.

In synergy with the surrounding modern multifamily development off Tree Lane and nearby amenities, the façades feature cream masonry along the first floor, with dark grey and wood-tone horizontal siding oscillating among the bays. A white composite panel is used as accenting and featured on the prominent corners.

The plazas for each building contain landscaping to provide ample green space for residents, while the street-face landscaping will accentuate the building and provide a pleasant pedestrian buffer between the roadways.

We look forward to collaborating with you on this project and welcome your feedback on the initial designs.

Thank you for considering our proposal.

Sincerely,

A handwritten signature in black ink that reads 'Kevin Burow'. The signature is fluid and cursive, with the first letters of 'Kevin' and 'Burow' being capitalized and prominent.

Kevin Burow, AIA, NCARB, LEED AP  
Managing Member



METCALF'S MARKET

TREE LANE

SUNSET MEMORY GARDENS

S. WESTFIELD RD.

VISTA WEST RETIREMENT COMMUNITY

VEL PHILLIPS MEMORIAL HIGH SCHOOL

S. GAMMON RD.

NAVITUS

UW HEALTH CLINIC

CULVER'S

MAC'S

MINERAL POINT RD.

ASPEN DENTAL

OLIVE GARDEN

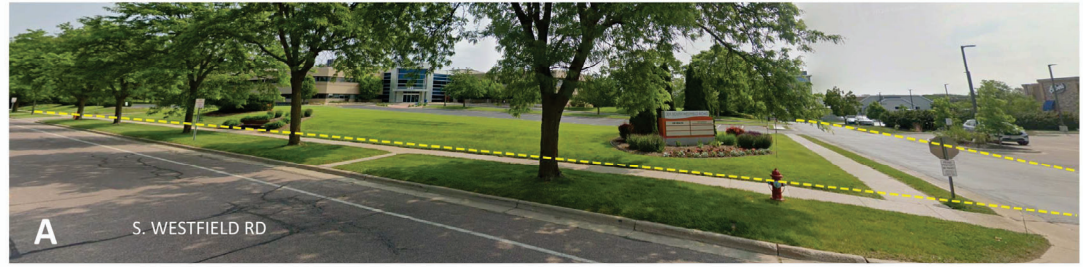
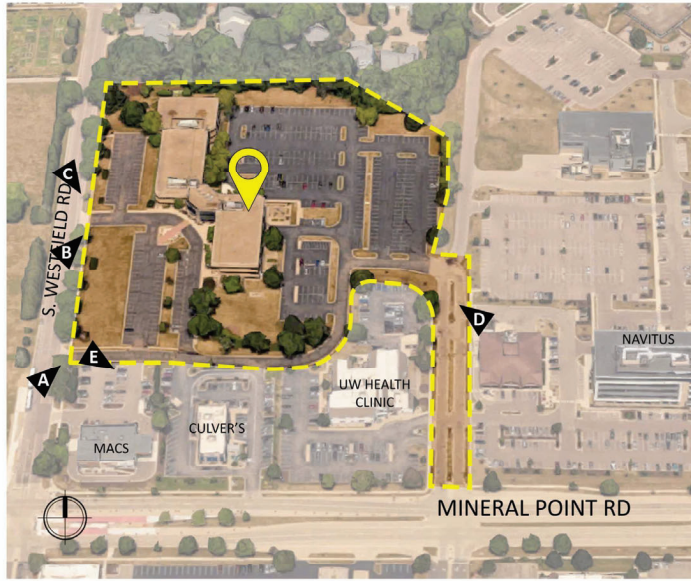
WEST TOWNE MALL



### SITE LOCATOR MAP

MIXED-USE REDEVELOPMENT  
301 S. WESTFIELD RD., MADISON, WI  
UDC INFORMATIONAL SUBMITTAL | 2026-06-01 | 2614





CONTEXT PHOTOS

**SITE SUMMARY**

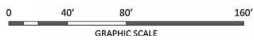
LOT AREA	395,333 S.F./9.07 ACRES
DEVELOPMENT LOT AREA	341,252 S.F./7.8 ACRES
DWELLING UNITS	571 UNITS
DEVELOPMENT LOT AREA/D.U.	598 S.F./D.U.
DENSITY OF DEVELOPMENT LOT	73.2 D.U./ACRE

**VEHICLE PARKING STALLS**

SURFACE	197
UNDERGROUND	545
TOTAL	742
	1.3 VEHICLE STALLS/D.U.

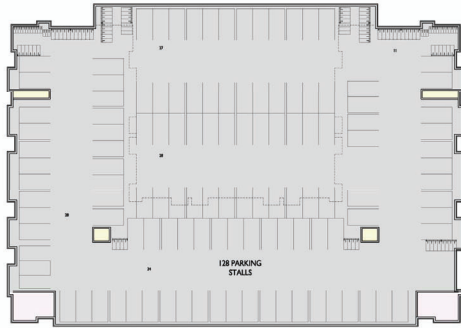
**BIKE PARKING STALLS**

SHORT-TERM GUEST SURFACE	58
LONG-TERM UNDERGROUND	571
COMMERCIAL	2
TOTAL	631 BIKE STALLS



**CONCEPT SITE PLAN**

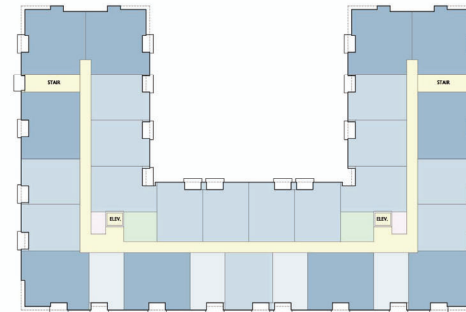




BASEMENT



FIRST FLOOR



SECOND - FOURTH FLOOR



FIFTH FLOOR

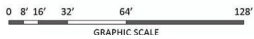
**BUILDING 3 - UNIT MIX**

STUDIO	20
1 BEDROOM	73
2 BEDROOM	45
<b>TOTAL</b>	<b>138</b>

**LEGEND**

	CIRCULATION
	AMENITY
	STUDIO
	1 BEDROOM
	2 BEDROOM
	STORAGE
	PARKING
	UTILITY

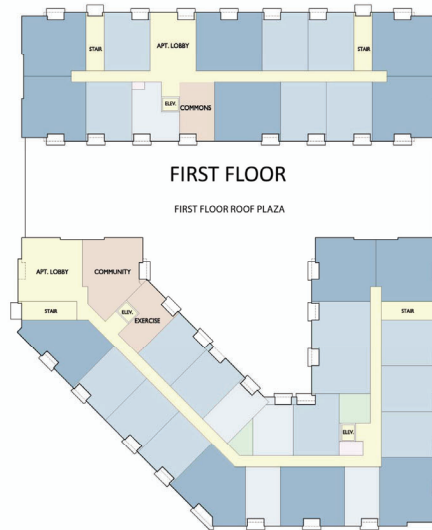
SITE MAP



CONCEPT FLOOR PLANS - BUILDING 3



BASEMENT



FIRST FLOOR

**BUILDING 4 - UNIT MIX**

STUDIO	7
1 BEDROOM	27
2 BEDROOM	24
<b>TOTAL</b>	<b>58</b>



SECOND - FOURTH FLOOR



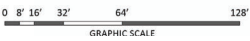
FIRST FLOOR

**BUILDING 5 - UNIT MIX**

STUDIO	24
1 BEDROOM	55
2 BEDROOM	38
<b>TOTAL</b>	<b>117</b>



SECOND - FIFTH FLOOR



**LEGEND**

	CIRCULATION
	AMENITY
	STUDIO
	1 BEDROOM
	2 BEDROOM
	STORAGE
	PARKING
	UTILITY

CONCEPT FLOOR PLANS - BUILDINGS 4 & 5





BUILDING 3 - NORTH ELEVATION



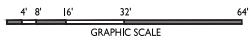
BUILDING 3 - SOUTH ELEVATION



BUILDING 3 - WEST ELEVATION ALONG WESTFIELD RD



BUILDING 3 - WEST ELEVATION WITHIN COURTYARD



## CONCEPTUAL ELEVATIONS



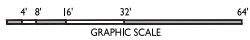
BUILDING 4 - NORTH ELEVATION



BUILDING 4 - SOUTH ELEVATION ALONG PLAZA



BUILDING 4 - END ELEVATION



GRAPHIC SCALE

## CONCEPTUAL ELEVATIONS

MIXED-USE REDEVELOPMENT  
301 S. WESTFIELD RD., MADISON, WI  
UDC INFORMATIONAL SUBMITTAL | 2026-06-01 | 2614





BUILDING 5 - EAST ELEVATION



BUILDING 5 - WEST ELEVATION



BUILDING 5 - SOUTHWEST ELEVATION

BUILDING 5 - SOUTH ELEVATION

CONCEPTUAL ELEVATIONS





CONCEPT IMAGE  
BUILDING 3 - LOOKING NORTHEAST



# CONCEPT IMAGE

BUILDING 5 - LOOKING EAST

MIXED-USE DEVELOPMENT  
301 S. WESTFIELD RD., MADISON, WI

UDC INFORMATIONAL SUBMITTAL | 2026-06-01 | 2614

