


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 5
Submission reviewed by _____ 9/26/22
4:06 p.m. 
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)
Signage Exception

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*

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.

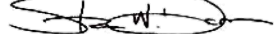
For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**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. 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

GALWAY

COMPANIES

September 26, 2022

City of Madison
215 Martin Luther King Jr. Blvd.
Madison WI 53703

Re: 4522 E. Washington Avenue-Application for informational review of a proposed Café Zupas restaurant with drive thru and Chapter Aesthetic studio and clinic.

Please find enclosed an application for informational review of a proposed Café Zupas restaurant with drive thru and a Chapter Aesthetic studio and clinic. The site is currently improved with an older and functionally obsolete retail building that was constructed in the 1970's. The building is past its useful life and in disrepair. The existing landscape retaining walls along the E. Washington Avenue frontage road are in the vision triangle and in need of rebuilding.

Tenant Summary:

Café Zupas:

At Cafe Zupas, we create globally inspired soups, salads, sandwiches, and desserts from scratch in our kitchens each day. Our team is excited to invite you in to experience food that not only tastes great but that you feel great about eating, too!

We're often asked why our food tastes so good. We make it from scratch, right here in our open-source kitchen, using over 200 exceptional ingredients. Every soup is prepared by hand, utilizing signature recipes. Each salad is created with fresh, hand-chopped veggies, and tossed with one of our house-made dressings. All sandwiches are made using our inspired signature spreads and fresh-baked ciabatta bread. And our desserts? Certifiably delicious. Why all the extra effort? Because we're passionate about creating kitchen-fresh food the old-fashioned way, and we know you can taste the difference.

We opened our first location back in 2004. Today we have over 50 kitchens across 8 states and are continuing to quickly join more communities each year. Our closest location to this proposed site is our kitchen at Greenway Station in Middleton, WI.

Chapter Aesthetic Studio:

Chapter is a leading aesthetic studio providing non-surgical and cosmetic face, body and skin treatments. Our team of skilled specialists are visionaries, artists and caring confidantes.

Chapter currently has 10 clinics across the country with the closest opened location to Madison, WI in West Des Moines, IA.

Proposal Summary:

Our proposal consists of two free-standing retail buildings both with four-sided architecture.

800 W Broadway, Suite 400
Madison, WI 53713

www.galwaycompanies.com

GALWAY

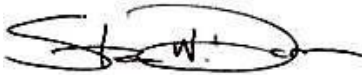
COMPANIES

- The Café Zupas building is currently proposed as 3,136sf with a drive thru, outdoor seating and parking sufficient to accommodate all guests, customers, and employees. The exterior elevations consist of an architecturally pleasing palette of materials including Brick, painted stucco at the upper signage band areas and composite wood.
- The Chapter Aesthetic Studio building is currently proposed at 3,510sf with four-sided architecture and parking sufficient to accommodate all guests, customers and employees. The exterior elevations consist of an architecturally pleasing palette of materials including nichicha fiber cement panel, brick and a glazed subway tile.

The building elevations submitted at this point are conceptual in nature and intended to solicit feedback from staff as well as the commission. We are hopeful to submit for final approval in Fall of 2022 for a Spring 2023 construction start date. Our final submittal will include more detailed plans including materials selections, landscaping, civil as well as all other documents required for the commission to act on.

Thank you in advance for your consideration of our request.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Doran", with a stylized flourish extending to the right.

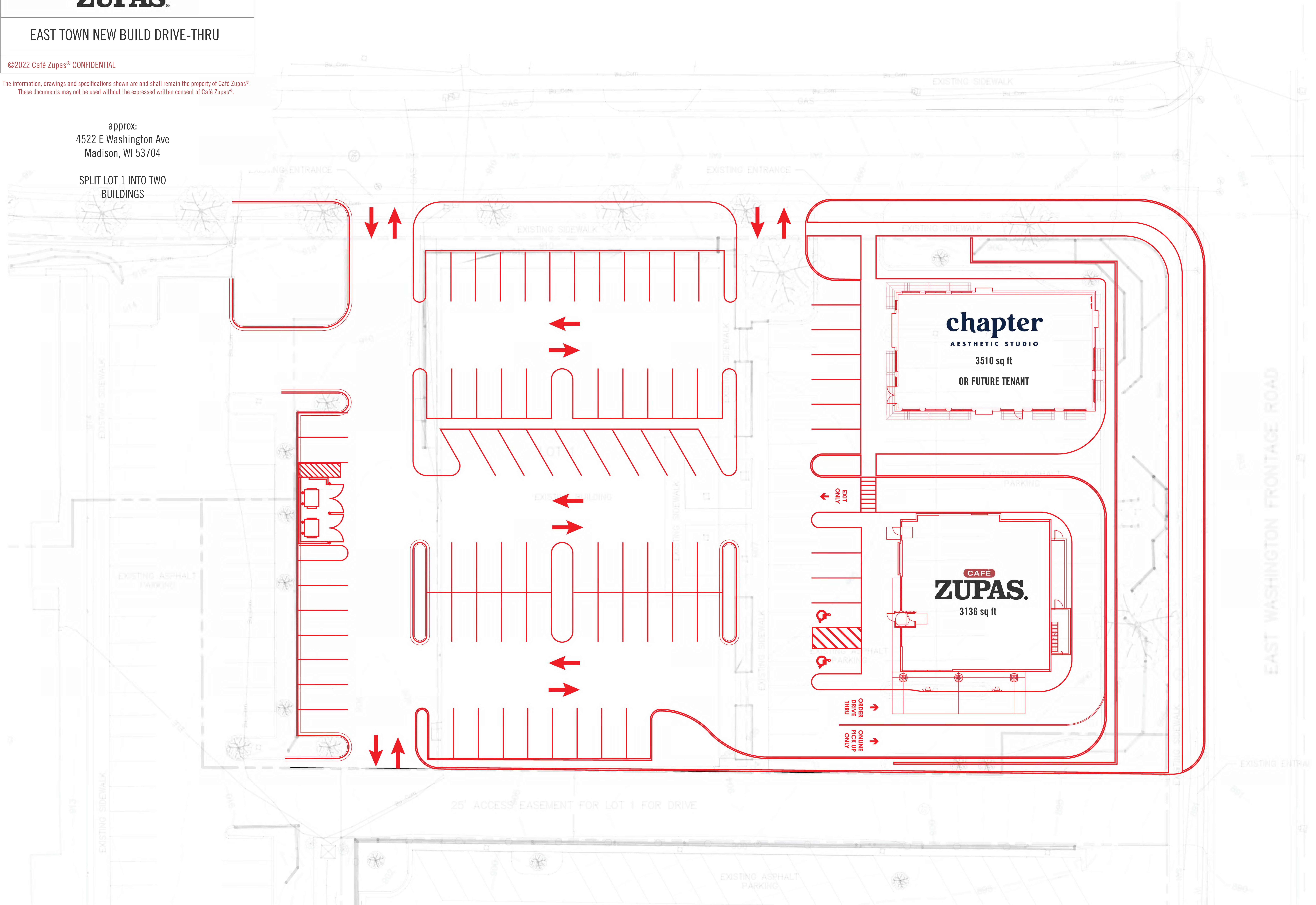
Steve Doran, Galway Companies, Inc.

800 W Broadway, Suite 400
Madison, WI 53713

www.galwaycompanies.com

approx:
4522 E Washington Ave
Madison, WI 53704

SPLIT LOT 1 INTO TWO
BUILDINGS

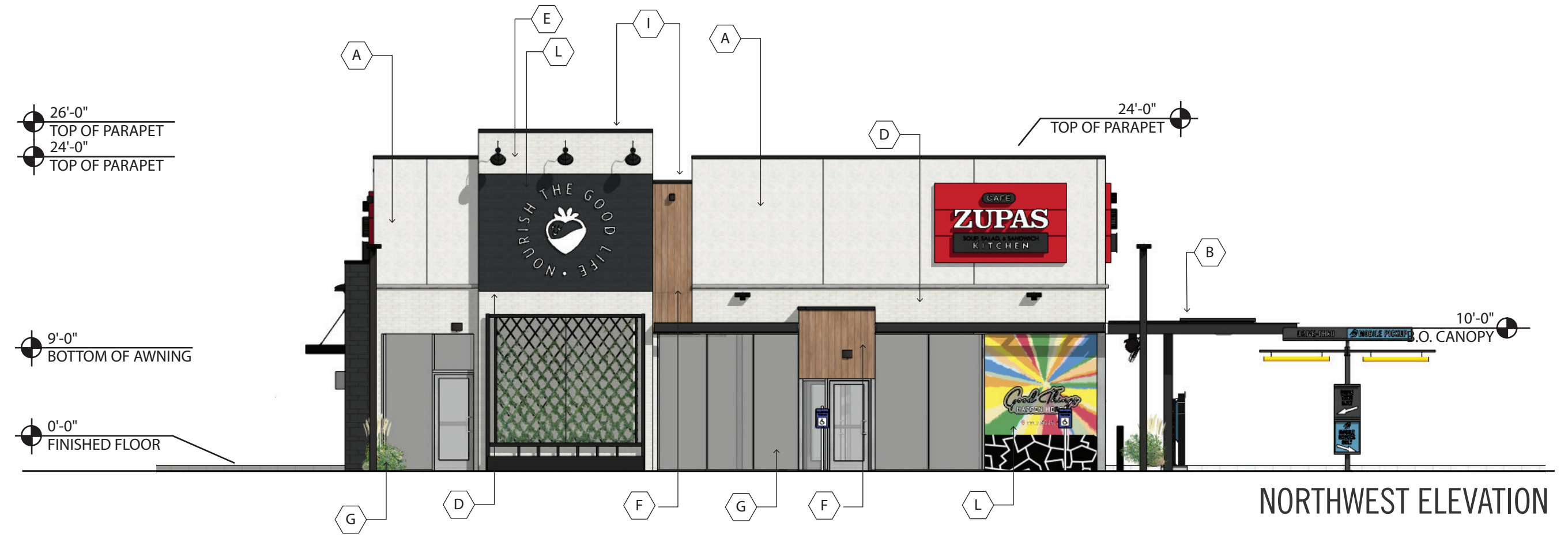


The information, drawings and specifications shown are and shall remain the property of Café Zupas®. These documents may not be used without the expressed written consent of Café Zupas®.

approx:
4522 E Washington Ave
Madison, WI 53704

MATERIALS AND COLORS

- A PAINTED STUCCO:**
FINISH: FREESTYLE
MFG: DRYVIT
COLOR: 310 CHINA WHITE
- B ALUMINUM METAL CANOPY**
COLOR: BLACK
- C PAINTED STUCCO:**
FINISH: FREESTYLE
MFG: DRYVIT
COLOR: SW 6258 "TRICORN BLACK"
- D BRICK:**
FINISH: NORMAN 2.25X11.685
MFG: BELDEN BRICK
COLOR: ALASKA WHITE VELOUR PAINT
SW 7004 SNOWBOUND
- E BRICK:**
FINISH: NORMAN 2.25X11.685
MFG: BELDEN BRICK
COLOR: DOWNING BLACK VELOUR PAINT
SW 6258 TRICORN BLACK
- F COMPOSITE WOOD:**
MFG: NICHIIHA
STYLE: VINTAGE WOOD (FCB)
COLOR: "SPRUCE"
- G MULLIONS:**
MFG: KAWNEER ALUMINUM
COLOR: CLEAR ANODIZED
STYLE: FRONT-LOADED
- H PAINTED HALLOW METAL DOORS:**
MFG: DUNN EDWARDS
COLOR: DET620 "BARNWOOD GRAY"
- I METAL COPING:**
MFG: FIRESTONE
COLOR: PREFINISHED "BLACK"
- J CMU:**
MFG: ECHELON
COLOR: PAINT SNOWBOUND or TRICORN BLACK
- K PAINTED STUCCO:**
FINISH: FREESTYLE
MFG: DRYVIT
COLOR: SW 6258 "TRICORN BLACK"
- L PAINTED MURAL:**
FINISH: BRICK OR EIFS
MFG: BY OWNER
COLOR: CUSTOM
- M FENESTRATION:**
FINISH: VIEW THRU GLASS
MFG: TBD
COLOR: DK ANODIZED
- N FENESTRATION:**
FINISH: SPANDREL GLASS
MFG: TBD
COLOR: DK ANODIZED



NORTHWEST ELEVATION



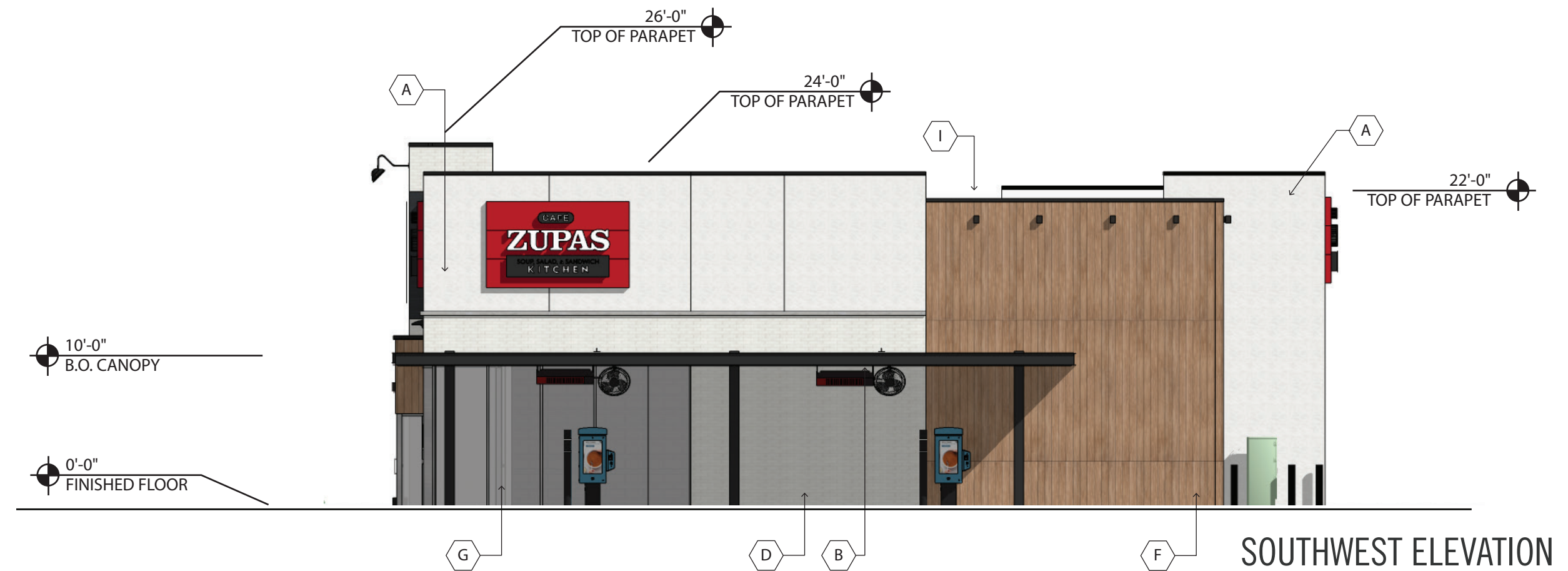
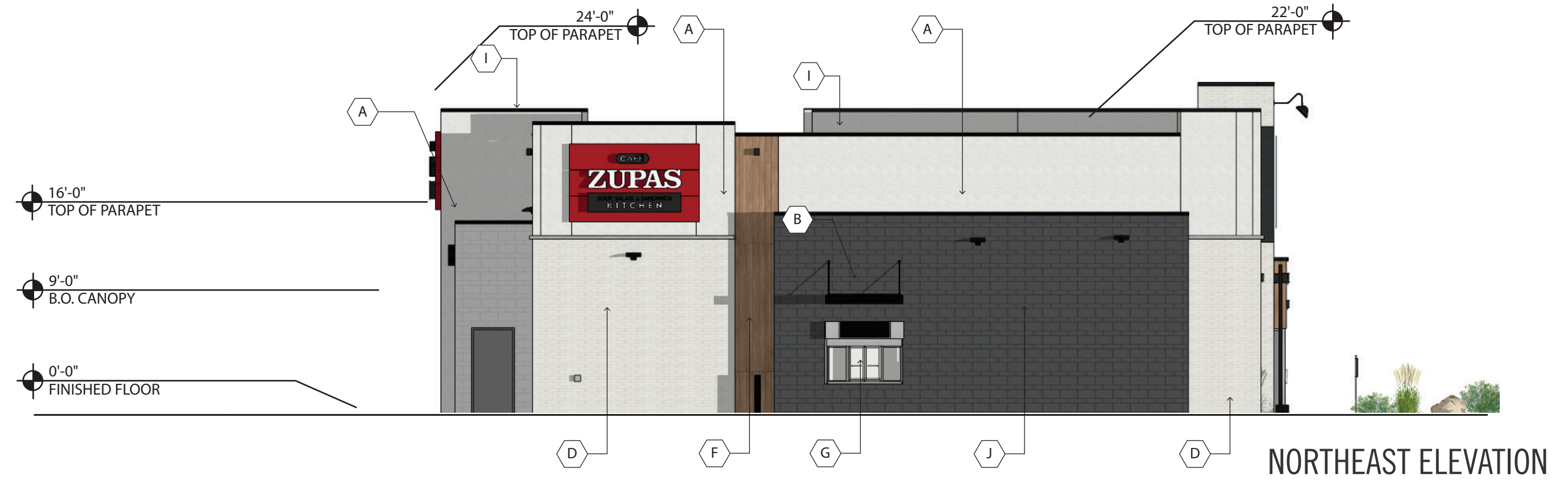
SOUTHEAST ELEVATION

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approx:
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Madison, WI 53704

MATERIALS AND COLORS

- A PAINTED STUCCO:**
FINISH: FREESTYLE
MFG: DRYVIT
COLOR: 310 CHINA WHITE
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COLOR: BLACK
- C PAINTED STUCCO:**
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MFG: DRYVIT
COLOR: SW 6258 "TRICORN BLACK"
- D BRICK:**
FINISH: NORMAN 2.25X11.685
MFG: BELDEN BRICK
COLOR: ALASKA WHITE VELOUR PAINT
SW 7004 SNOWBOUND
- E BRICK:**
FINISH: NORMAN 2.25X11.685
MFG: BELDEN BRICK
COLOR: DOWNING BLACK VELOUR PAINT
SW 6258 TRICORN BLACK
- F COMPOSITE WOOD:**
MFG: NICHIIHA
STYLE: VINTAGE WOOD (FCB)
COLOR: "SPRUCE"
- G MULLIONS:**
MFG: KAWNEER ALUMINUM
COLOR: CLEAR ANODIZED
STYLE: FRONT-LOADED
- H PAINTED HALLOW METAL DOORS:**
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MFG: FIRESTONE
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- J CMU:**
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COLOR: SW 6258 "TRICORN BLACK"
- L PAINTED MURAL:**
FINISH: BRICK OR EIFS
MFG: BY OWNER
COLOR: CUSTOM
- M FENESTRATION:**
FINISH: VIEW THRU GLASS
MFG: TBD
COLOR: DK ANODIZED
- N FENESTRATION:**
FINISH: SPANDREL GLASS
MFG: TBD
COLOR: DK ANODIZED



approx:
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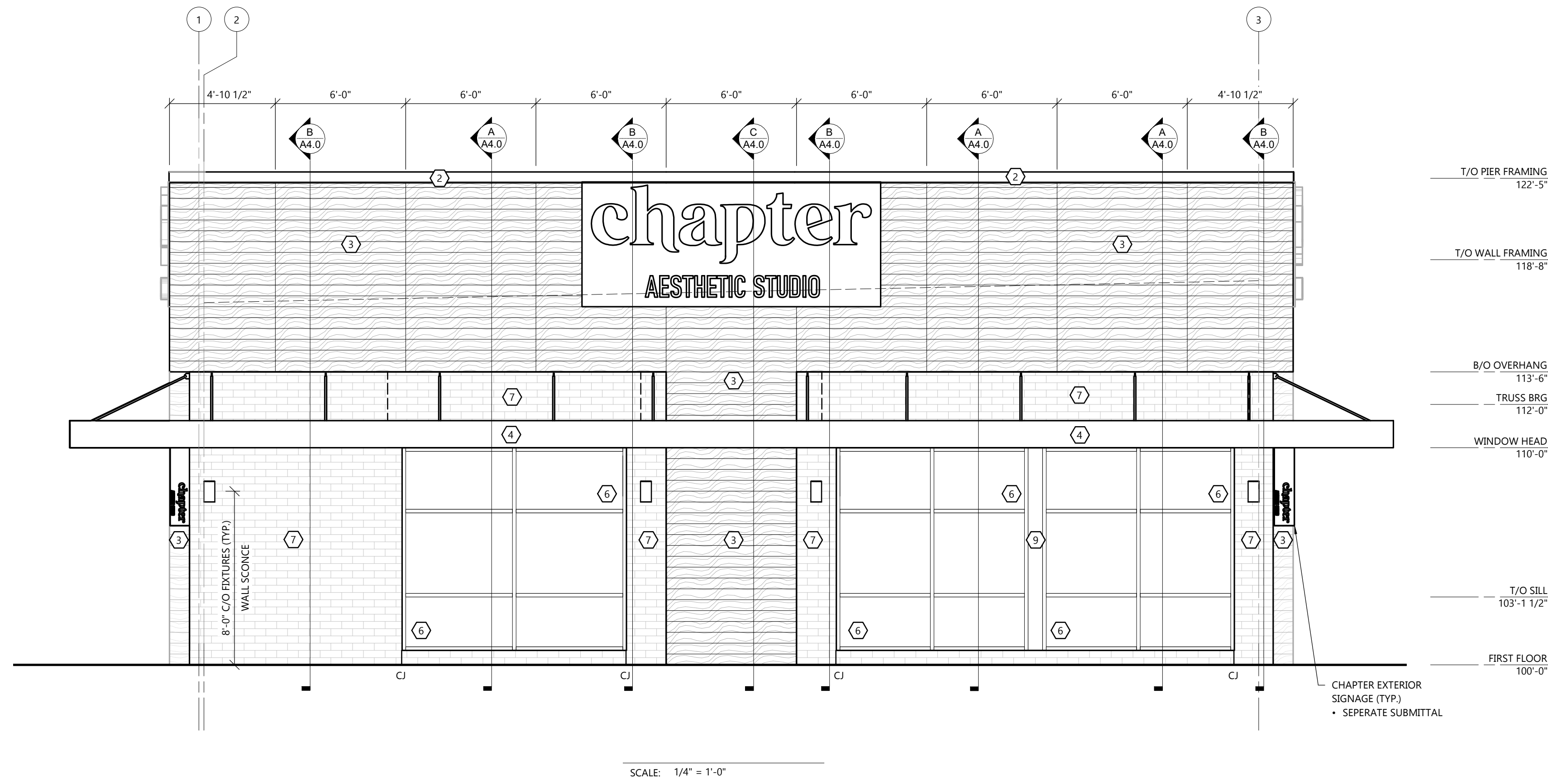
SOUTH ELEVATION

approx:
4522 E Washington Ave
Madison, WI 53704



SOUTHEAST ELEVATION

Orientation and design to be modified to meet City of Madison requirements



EXTERIOR SIGNAGE

- PROVIDE ADDITIONAL BLOCKING OR STUD EXTENDER BEHIND SIGNAGE WHEN STUD IS NOT AVAILABLE
- COORDINATE SIGNAGE LOCATION w/ SIGNAGE SUPPLIER.
- ALUM. CANOPY DESIGN AND CONNECTIONS BY VENDOR - SEE EXTERIOR FINISH KEY FOR FINISH

CONTROL JOINTS

- 'CJ' INDICATES THE LOCATION OF A MASONRY CONTROL / EXPANSION JOINT
- ALL MASONRY CONTROL JOINTS SHOWN AT CORNER CONDITIONS TO BE AT INSIDE CORNER

FOUNDATIONS

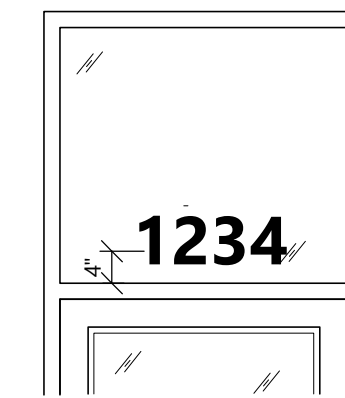
- HAND RUB ALL EXPOSED CONCRETE FOUNDATIONS PER SPEC 03 30 00 F (SHEET A0.1) AND STAIN TO MATCH STONE

TYPICAL BACK OF PARAPET

SEAL ALL JOINTS PER MFR REQUIRMENTS TO MAINTAIN WARRANTY

- AT HIGH PARAPETS:**
1. RUN ROOF MEMBRANE UP TO LEVEL OF LOW PARAPET
 2. FLASH w/ SS TERMINATION BAR
 3. RUN PVC MEMBRANE UP AND OVER PARAPET (SEE DETAILS)

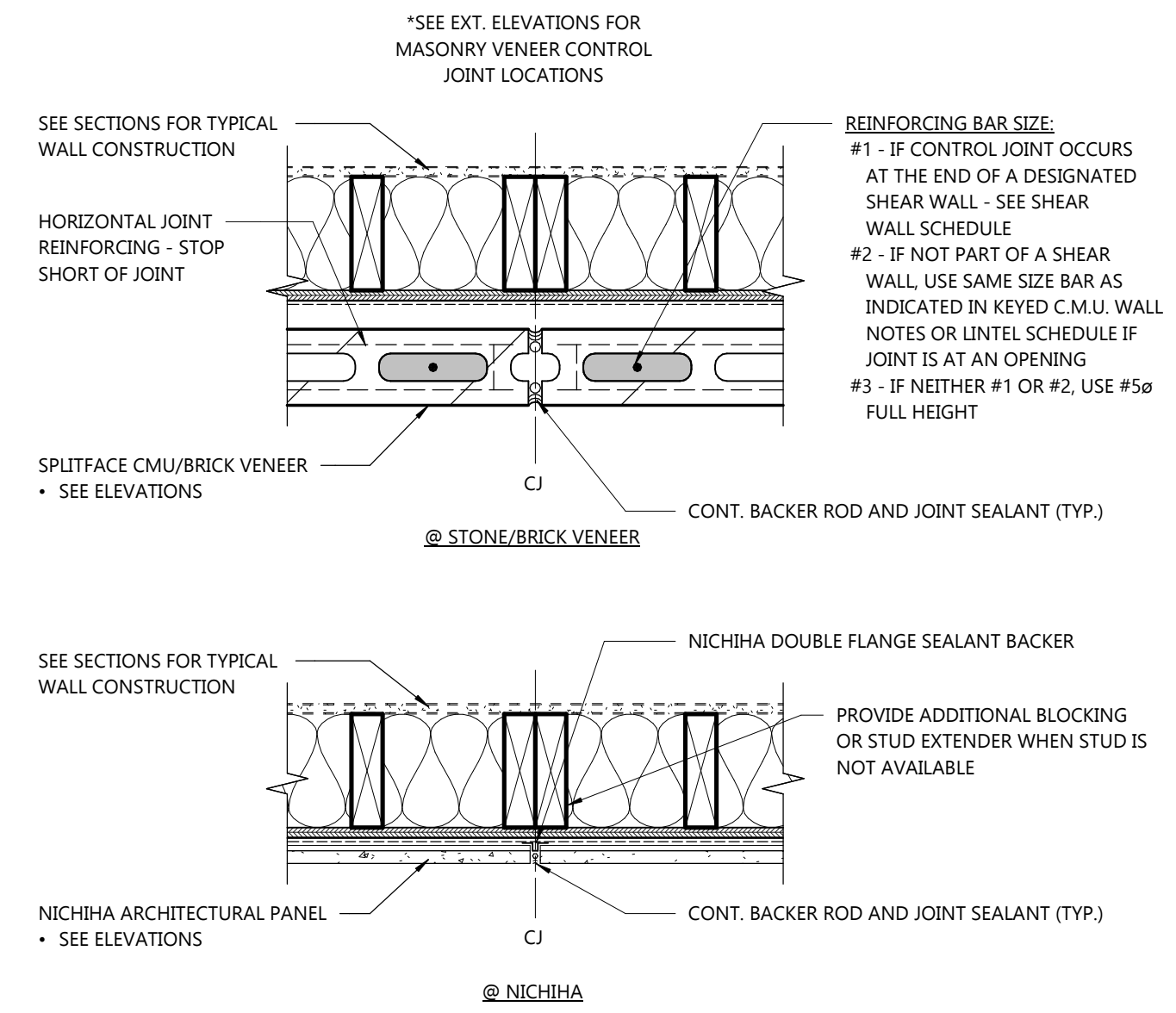
- AT LOW PARAPETS:**
1. ROOF MEMBRANE TO RUN CONTINUOUS OVER TOP OF PARAPET (SEE DETAILS)



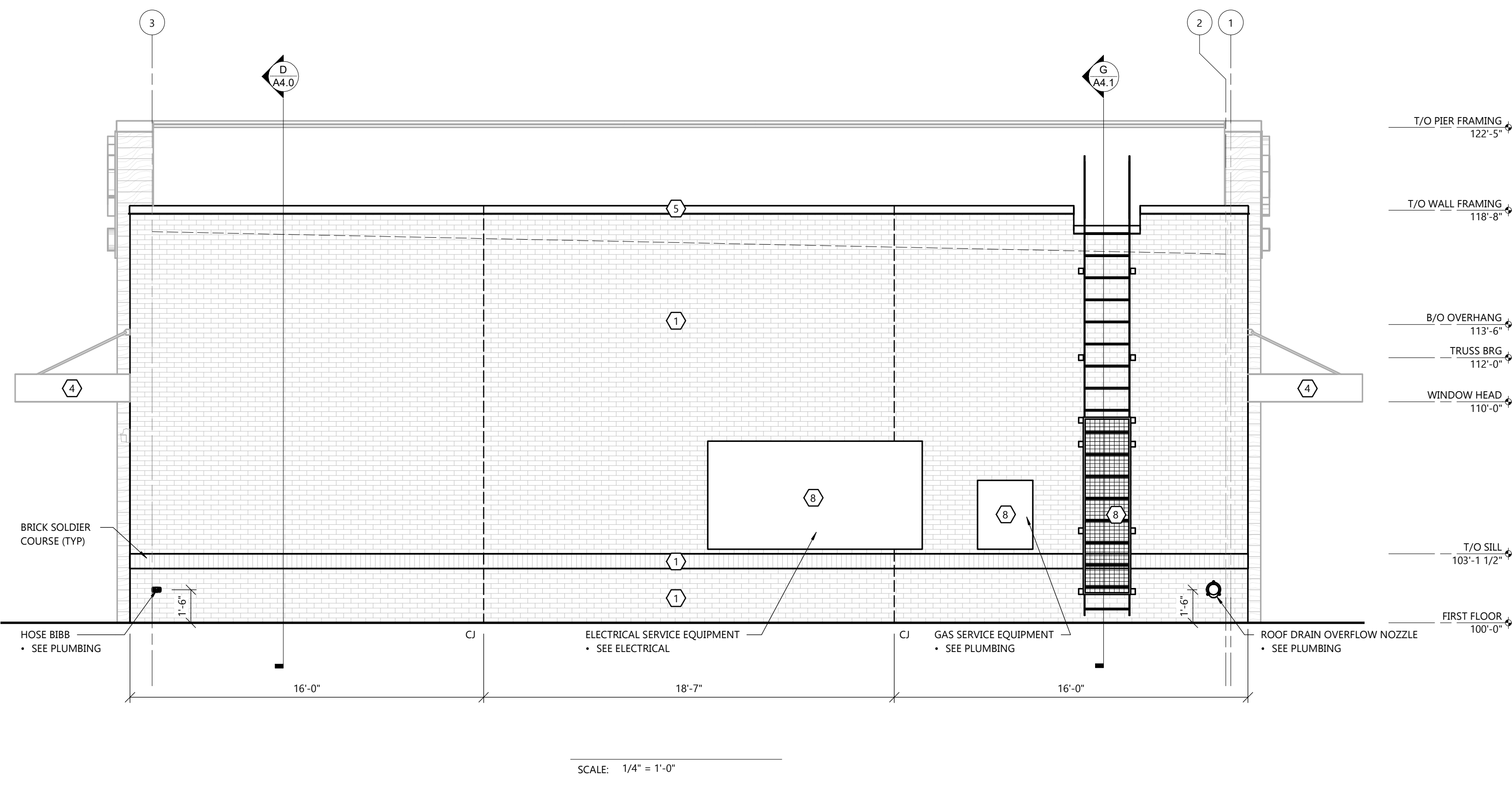
1 ADDRESS DETAIL
A2.0 NOT TO SCALE

EXTERIOR FINISH KEY

- 5 THERMALLY BROKEN ALUMINUM FRAME w/ INSULATED SPANDREL GLAZING - SEE A6 SHEET(S)
- 6 PAINT COLOR: PAINT TO MATCH BRICK
- 7 GLAZED SUBWAY TILE CROSSVILLE RETRO ACTIVE ROYAL NAVY 4"x12"
- 8 THERMALLY BROKEN ALUMINUM FRAME w/ INSULATED GLAZING - SEE A6 SHEET(S)
- 9 PREFINISHED METAL COPING MFR: FIRESTONE UNA-CLAD COLOR: STONE WHITE
- 4 PREFINISHED METAL COPING MFR: LAMINATORS PRODUCT: OMEGA-LITE COLOR: REGAL BLUE (VERIFY WITH OWNER)
- 3 FIBER CEMENT PANEL MFR: NICHHA STYLE: VINTAGE WOOD COLOR: SPRUCE
- 2 PREFINISHED METAL COPING MFR: FIRESTONE UNA-CLAD COLOR: SIERRA TAN
- 1 BRICK VENEER MFR: BELDEN BRICK COLOR: ALASKAN WHITE VELOUR



2 CONTROL JOINT
A2.0 NOT TO SCALE



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Always a Better Plan
100 Camelot Drive
Fond Du Lac, WI 54935
Phone: (920) 926-9800
www.EXCELENGINEER.com

PROJECT INFORMATION

PROPOSED CHAPTER AESTHETIC STUDIO DEVELOPMENT FOR:
OWNER GROUP
123 ADDRESS STREET • CITY, STATE XXXX

PROFESSIONAL SEAL

PRELIMINARY DATES
NOV. 23, 2021

NOT FOR CONSTRUCTION

JOB NUMBER
XXXXXXXX

SHEET NUMBER
A2.0

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OWNER GROUP
123 ADDRESS STREET • CITY, STATE XXXX

PROFESSIONAL SEAL

PRELIMINARY DATES
NOV. 23, 2021

NOT FOR CONSTRUCTION

JOB NUMBER
XXXXXXX

SHEET NUMBER
A2.1

EXTERIOR FINISH KEY

- 9 THERMALLY BROKEN ALUMINUM FRAME W/ INSULATED SPANDREL GLAZING
• SEE A6 SHEET(S)
• CONFIRM FINAL LOCATIONS w/ TENANT INTERIOR DOCUMENTS PRIOR TO ORDERING
- 8 PAINT
COLOR: PAINT TO MATCH BRICK
- 7 GLAZED SUBWAY TILE
CROSSVILLE RETRO ACTIVE
ROYAL NAVY 4"x12"
- 6 THERMALLY BROKEN ALUMINUM FRAME w/ INSULATED GLAZING
• SEE A6 SHEET(S)
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MFR: FIRESTONE UNA-CLAD
COLOR: STONE WHITE
- 4 PREFINISHED METAL COPING
MFR: LAMINATORS
PRODUCT: OMEGA-LITE
COLOR: REGAL BLUE (VERIFY WITH OWNER)
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MFR: NICHHA
STYLE: VINTAGE WOOD
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MFR: FIRESTONE UNA-CLAD
COLOR: SIERRA TAN
- 1 BRICK VENEER
MFR: BELDEN BRICK
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TYPICAL BACK OF PARAPET

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AT HIGH PARAPETS:
1. RUN ROOF MEMBRANE UP TO LEVEL OF LOW PARAPET
2. FLASH w/ SS TERMINATION BAR
3. RUN PVC MEMBRANE UP AND OVER PARAPET (SEE DETAILS)

AT LOW PARAPETS:
1. ROOF MEMBRANE TO RUN CONTINUOUS OVER TOP OF PARAPET (SEE DETAILS)

