

# 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)

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](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 Kirk Keller Relationship to property Architect  
 Authorizing signature of property owner  Date 02 September 2022  
T. WAN ENTERPRISES MGR, LLC, ITS MANAGER

**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



September 2, 2022

City of Madison  
Planning Division  
215 Martin Luther King Jr Blvd, Suite 017  
Madison, WI 53701

**Re: Letter of Intent - The Moment Mixed-Use Development**

Project Address 131 W Wilson Street, Madison, WI 53703

Project Team

Owner/Developer	The Moment, LLC 133 W Wilson St Madison, WI 53703
Architect	Plunkett Raysich Architects, LLP 2310 Crossroads Dr, Suite 2000 Madison, WI 53718
Civil Engineer	Vierbicher Associates, Inc. 999 Fourier Dr, Suite 201 Madison, WI 53717
Landscape Design	The Bruce Company of Wisconsin, Inc. 2830 Parmenter Street Middleton, WI 53562

————— LIVE IN THE MOMENT —————

The Moment, LLC 133 W Wilson St Madison, WI 53703



Introduction

The Moment, LLC is seeking feedback from the Urban Design Commission for the redevelopment of 131 West Wilson Street (planned future address to be 133 W Wilson St).

The Moment, LLC is proposing a mixed-use development with multi-family and commercial uses. The development includes 263 units of luxury housing, approximately 6,887 square feet of commercial space, and approximately 251 enclosed parking stalls.

The proposed development will sit on 0.76 acres (33,190 s.f.). The development requires demolition of a 12-story office building that is currently being braced by 3,277 shoring posts due to structural concerns.

The Moment will be a 15-story building within the Capital View Preservation Height Limit. The development will contain 3½ stories of underground parking, first floor lobby and retail space, with commercial space, amenities, and apartment units on the second floor. The remaining apartment units will be on floors 3-15.

The proposed development complies with the existing UMX zoning while seeking two conditional uses:

28.076(4)(c) - All new buildings and additions greater than twenty thousand (20,000) square feet or that have more than four (4) stories shall obtain conditional use approval.

28.072(E)(2) - Conditional use approval required for all multi-family dwellings, >8 dwelling units.

Unit Mix

Micros	32
Studios	75
One-Bedroom	48
One-Bedroom + Den	25
Two-Bedroom	69
Two-Bedroom + Den	1
Three-Bedroom	13
<b>Total (approximate)</b>	<b>263</b>





The 15<sup>th</sup> floor will feature penthouse units with larger floor plans and upgraded appliances, fixtures, and finishes. Additional top floor amenities include wrap-around balconies, floor to ceiling windows, and exclusive penthouse services.

Standard units will feature: high-quality finishes and fixtures including granite or solid-surface countertop kitchen islands, stainless steel appliances, large windows, wide hallways, faucet sprayers, glass stovetops, and in-unit washer and dryers.

#### Building Amenities

- 2<sup>nd</sup> floor outdoor pool and hot tub
- Amenity patio pool lounging and cabana seating
- Amenity patio grilling and dining areas
- Golf simulator
- Movie theater
- Sauna and/or steam room
- Coworking lounge with private meeting rooms
- Catering Kitchen and dining room
- Bar area and community game room
- Indoor lounge room
- Fitness center with yoga studio and outdoor turf area
- Separate private, secure garage area
- 2-story lobby with direct street access
- Large resident package storage and refrigerated storage for grocery delivery
- Ample interior bike storage and maintenance area
- Pet wash area and exterior dog run
- Interior trash room with trash and recycling chutes

#### Building Details

- 15-stories (exterior will include a combination of champagne and bronze colored metal panel, faux wood panel and glass)
- 377,351 gross square feet
- Approximately 251 underground parking stalls

————— LIVE IN THE MOMENT —————

The Moment, LLC 133 W Wilson St Madison, WI 53703



Green/Sustainable Building Features

- Electric vehicle charging stations
  - 10% of parking stalls will have electric vehicle charging stations while 100% of our covered parking stalls will be wired to accommodate electric vehicle charging stations in the future
- Recycling and Reuse plan for demolition of existing structure
- Regionally sourced materials where possible
- Bike and scooter charging stations
- Photo voltaic ready roof-top construction
- Green roof sections
- Energy efficient appliances
- High efficiency glass
- LED lighting

Development Schedule

Demolition	October 2022 – May 2023
Construction	July 2023 (18-month duration)
Opening	January 2025

Thank you for your consideration of The Moment.

Sincerely,

The Moment, LLC

By:   
\_\_\_\_\_  
Jake Bunz, Development Manager





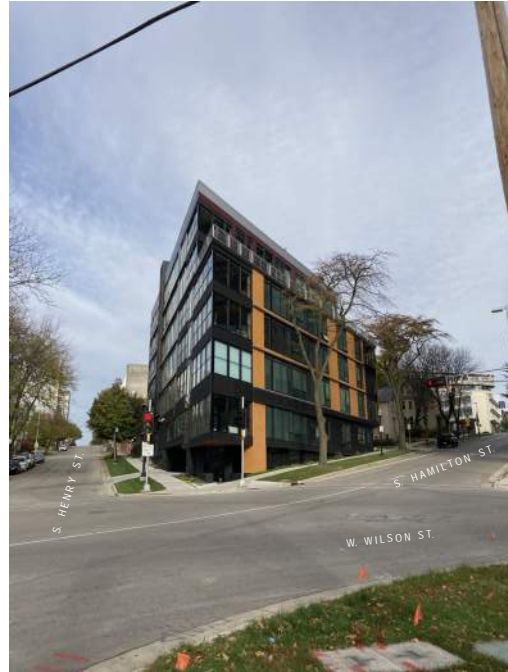


URBAN DESIGN COMMISSION - INFORMATIONAL SUBMITTAL

SEPTEMBER 2, 2022







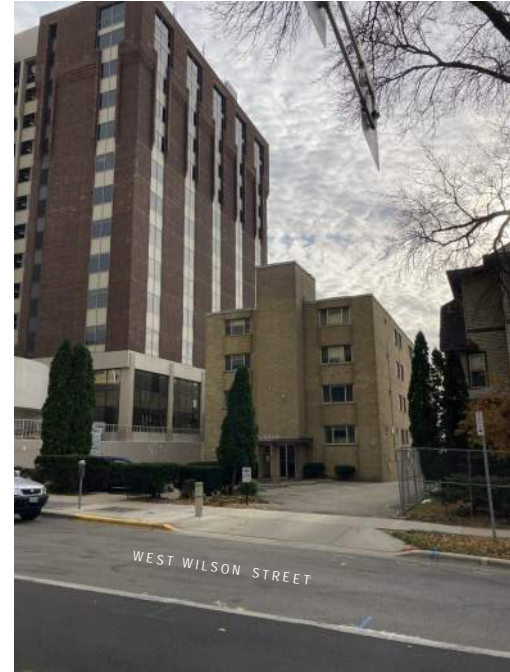
CORNER OF S. HENRY ST. AND S. HAMILTON ST.



CORNER OF S. HAMILTON ST. AND W. WILSON ST.



PHOTO BETWEEN 139 W. WILSON ST. AND 131 W. WILSON ST.  
 (DANE COUNTY COURTHOUSE BEYOND)



139 W. WILSON ST. (131 W. WILSON ST. BEYOND)



PHOTO BETWEEN 111 W. WILSON ST. AND 131 W. WILSON ST.



PHOTO BETWEEN MONONA TERRACE ENTRANCE AND 111 W. WILSON ST.



111 W. WILSON ST.

# EXISTING PHOTOS

LAKE MONONA SIDE OF 131 W. WILSON ST.



131 W. WILSON ST. LOOKING TOWARDS MONONA TERRACE

LAKE MONONA SIDE OF 131 W. WILSON ST.



131 W. WILSON ST. LOOKING TOWARDS 111 W. WILSON ST.

LAKE MONONA SIDE OF 131 W. WILSON ST.

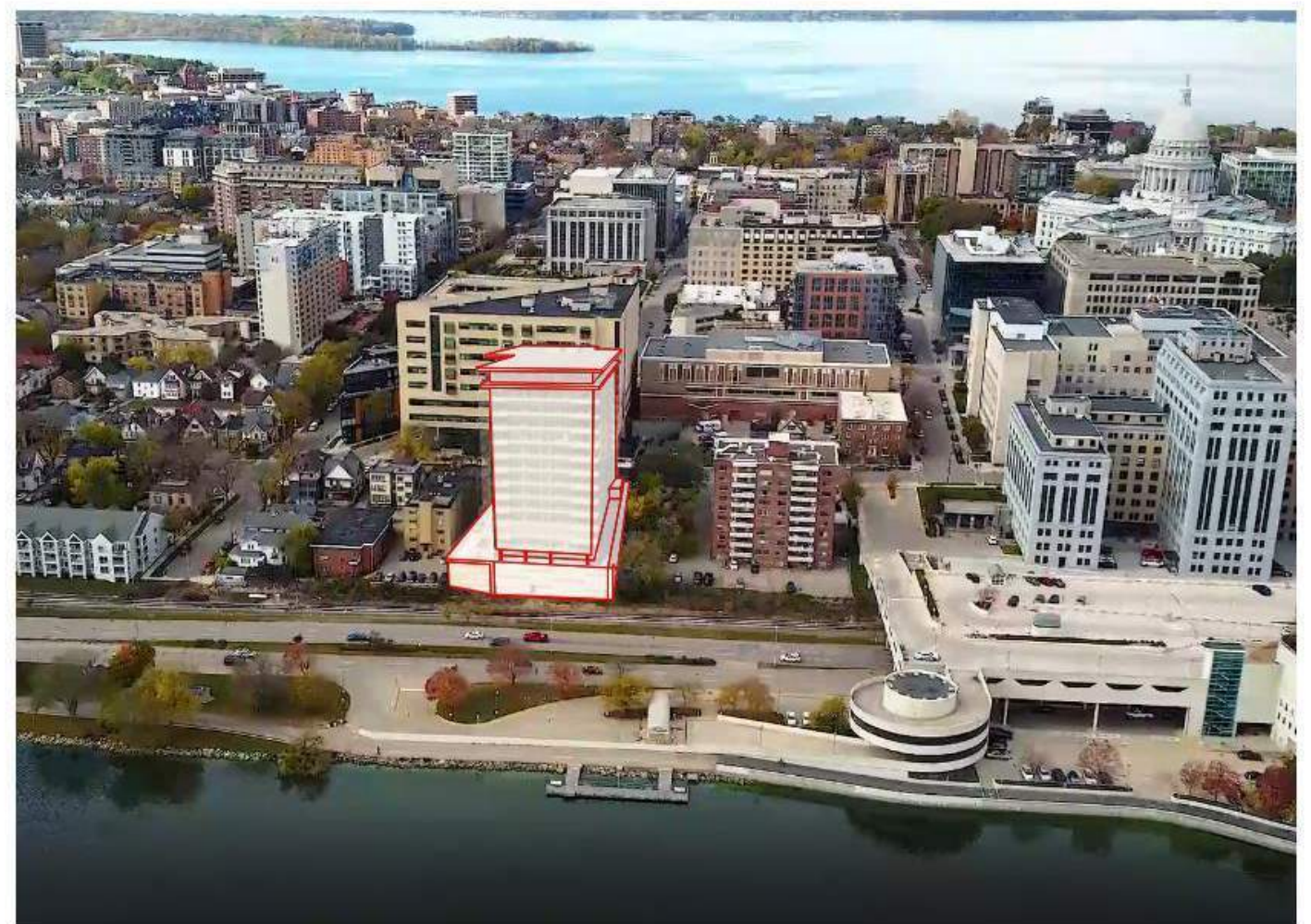


131 W. WILSON ST. LOOKING TOWARDS LAKE MONONA

LAKE MONONA SIDE OF 131 W. WILSON ST.



131 W. WILSON ST. LOOKING TOWARDS JOHN NOLEN DR.









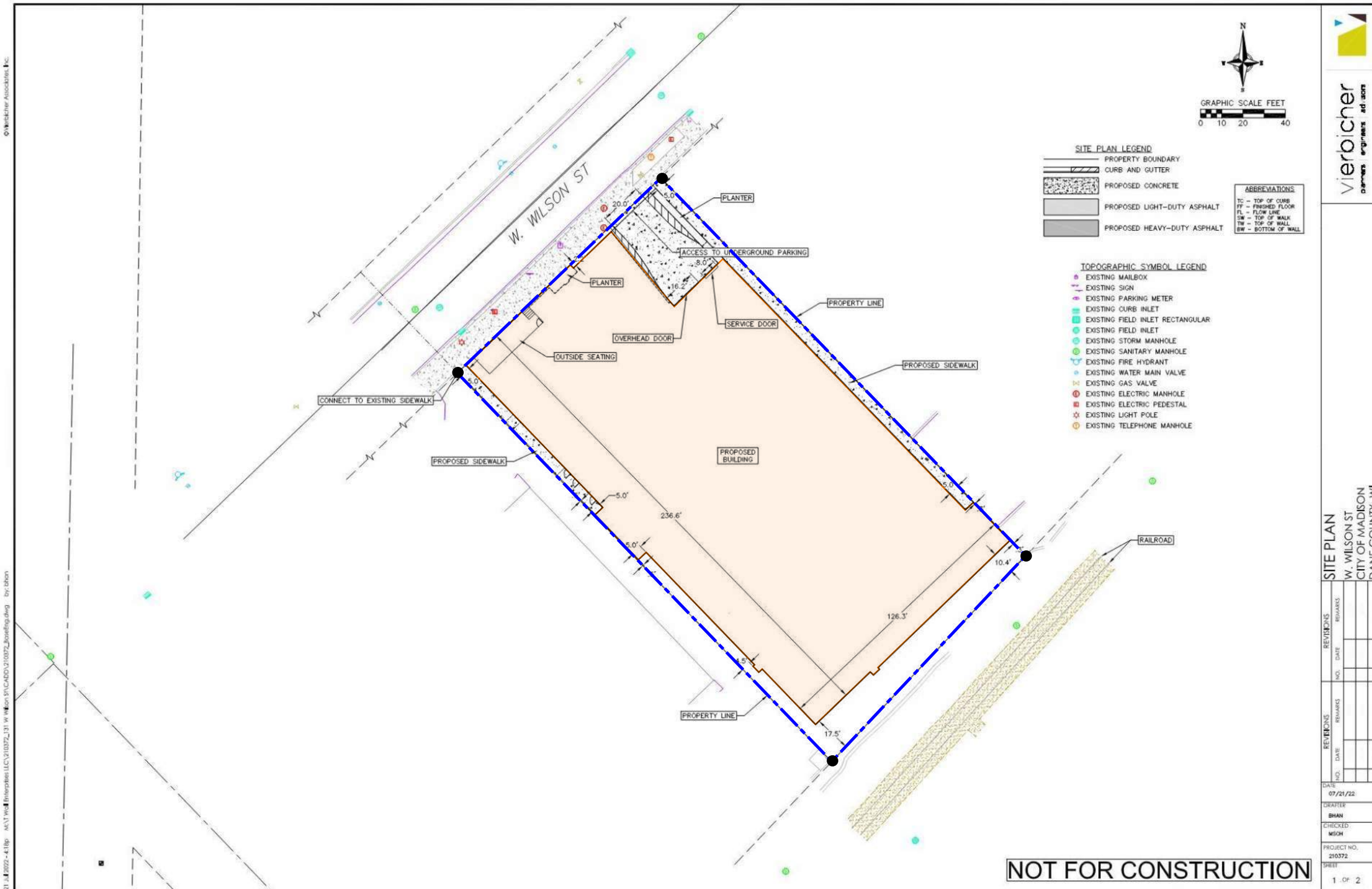








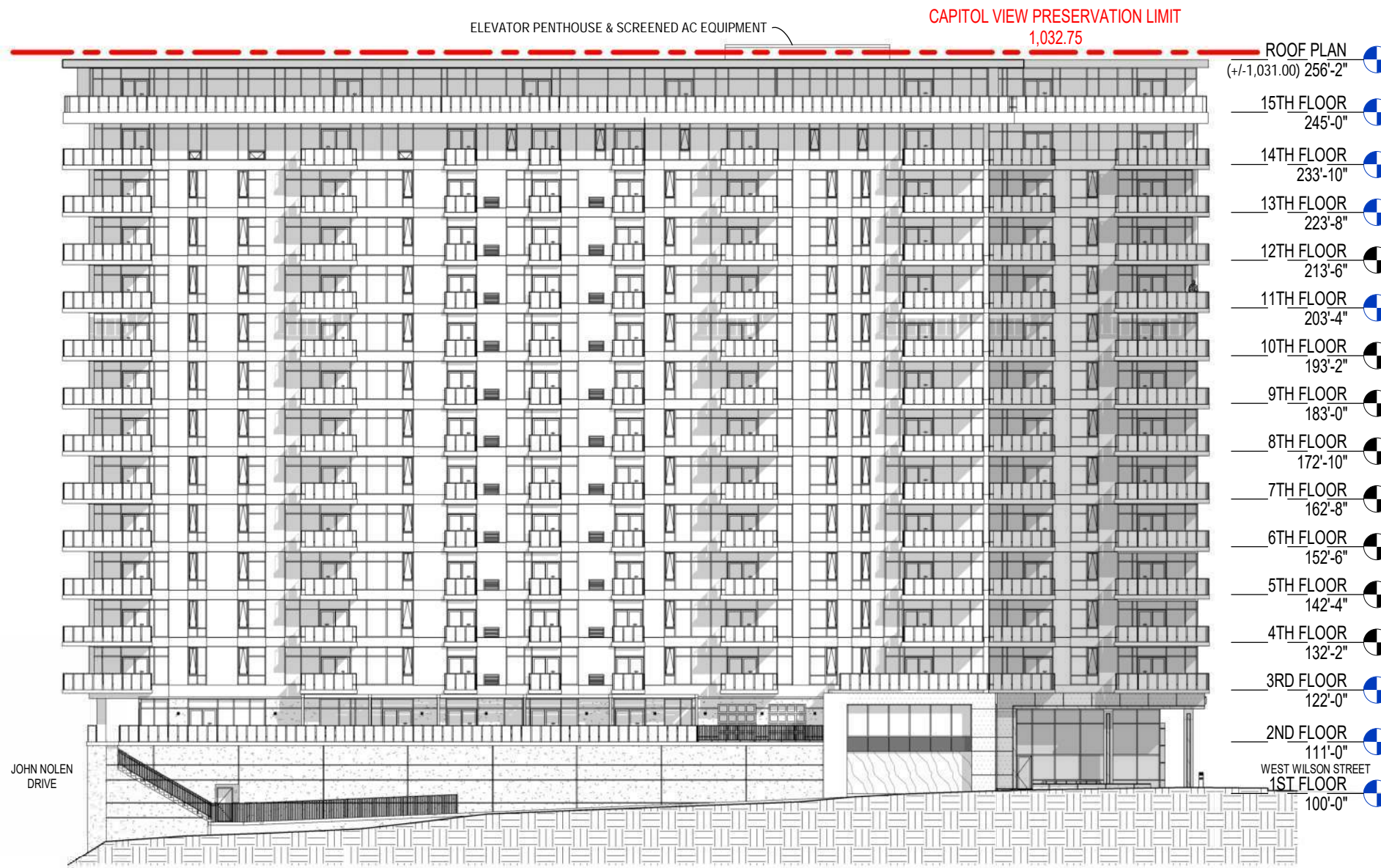




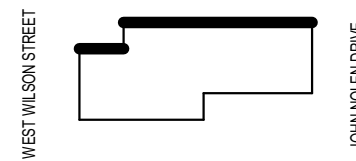
**SITE PLAN**  
W. WILSON ST  
CITY OF MADISON  
DANE COUNTY, WI

REV. NO.	DATE	REVISIONS	REVISIONS

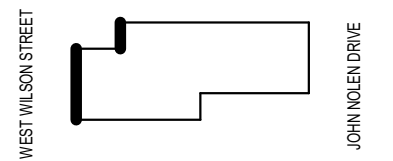
DATE: 07/21/22  
DRAFTER: BHAN  
CHECKED: MSH  
PROJECT NO.: 210372  
SHEET: 1 OF 2

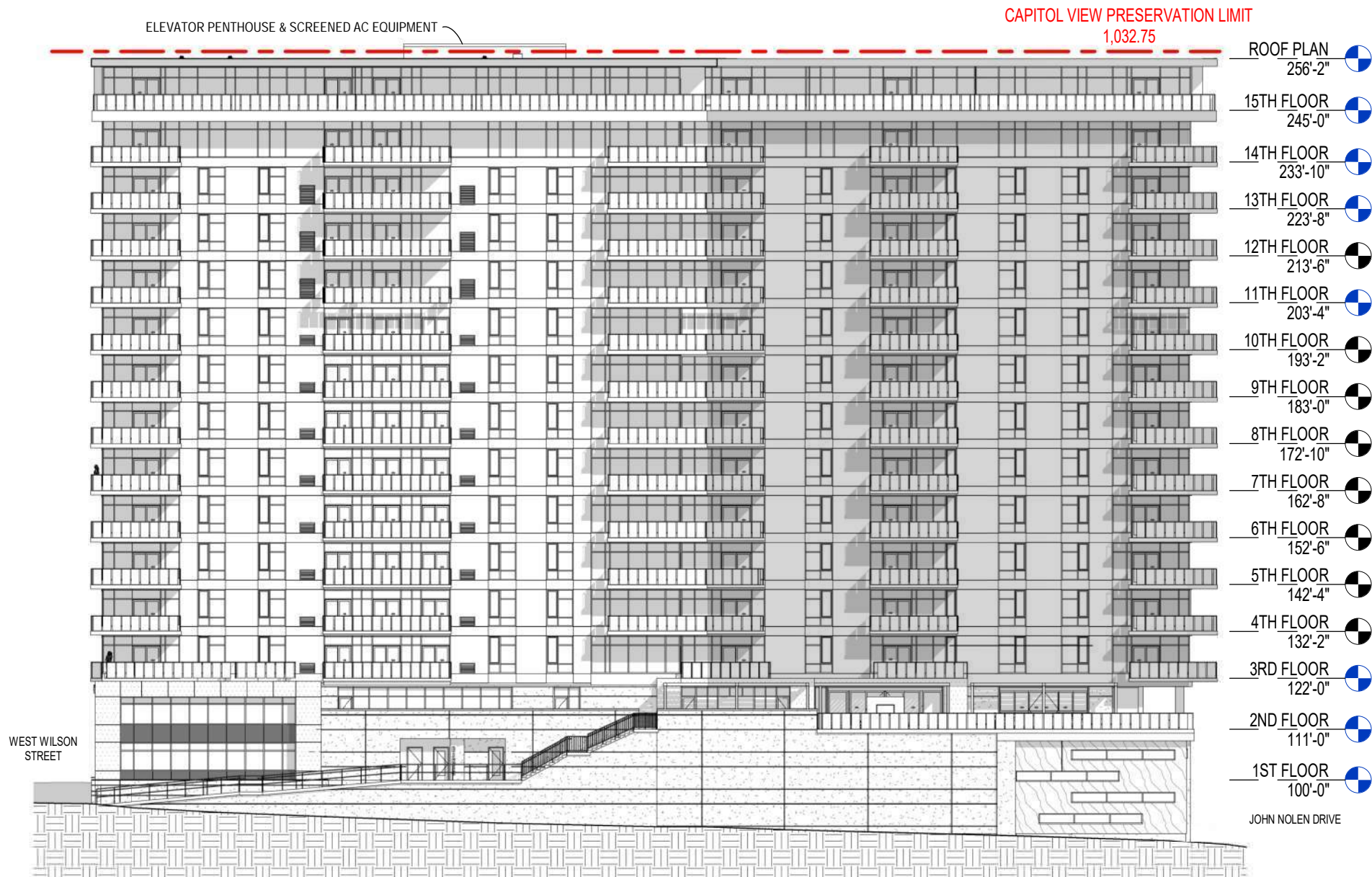


**NORTH ELEVATION**

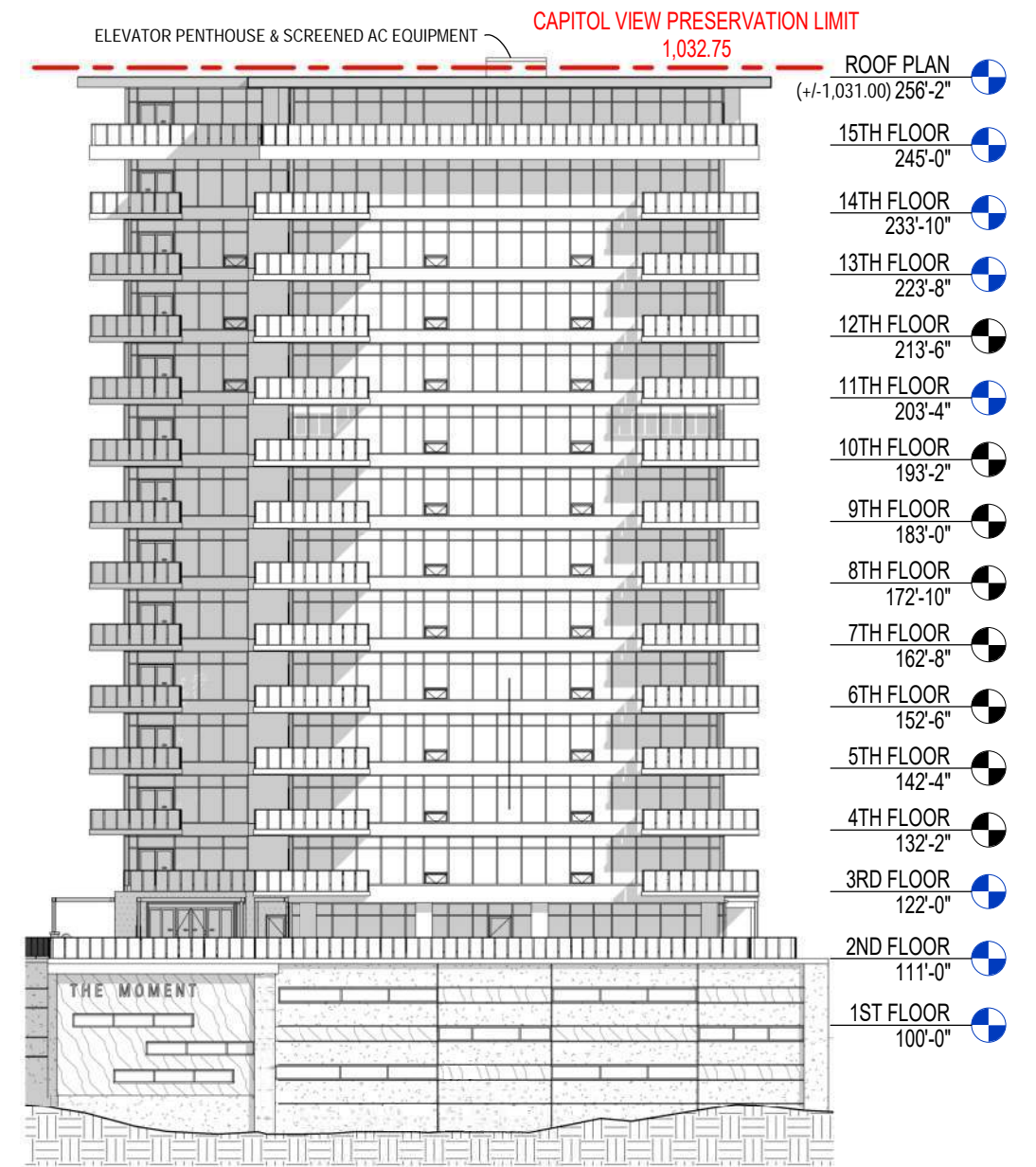
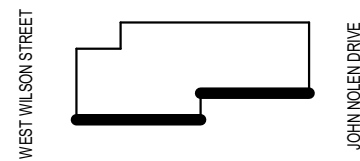


**WEST ELEVATION**

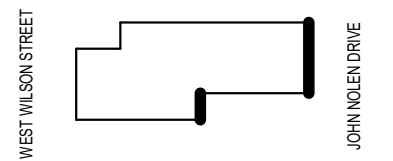


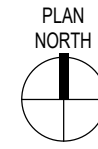
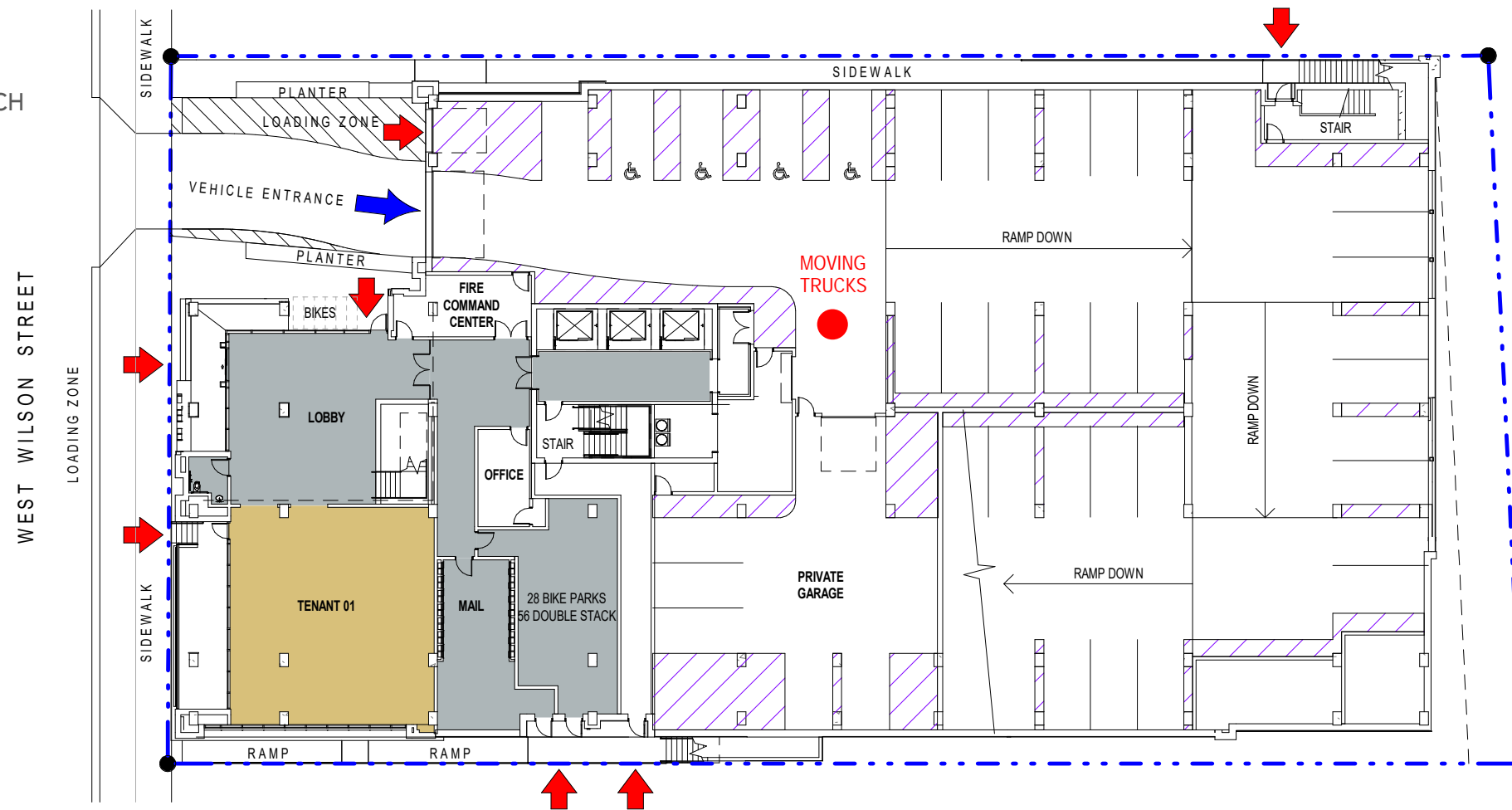


**SOUTH ELEVATION**



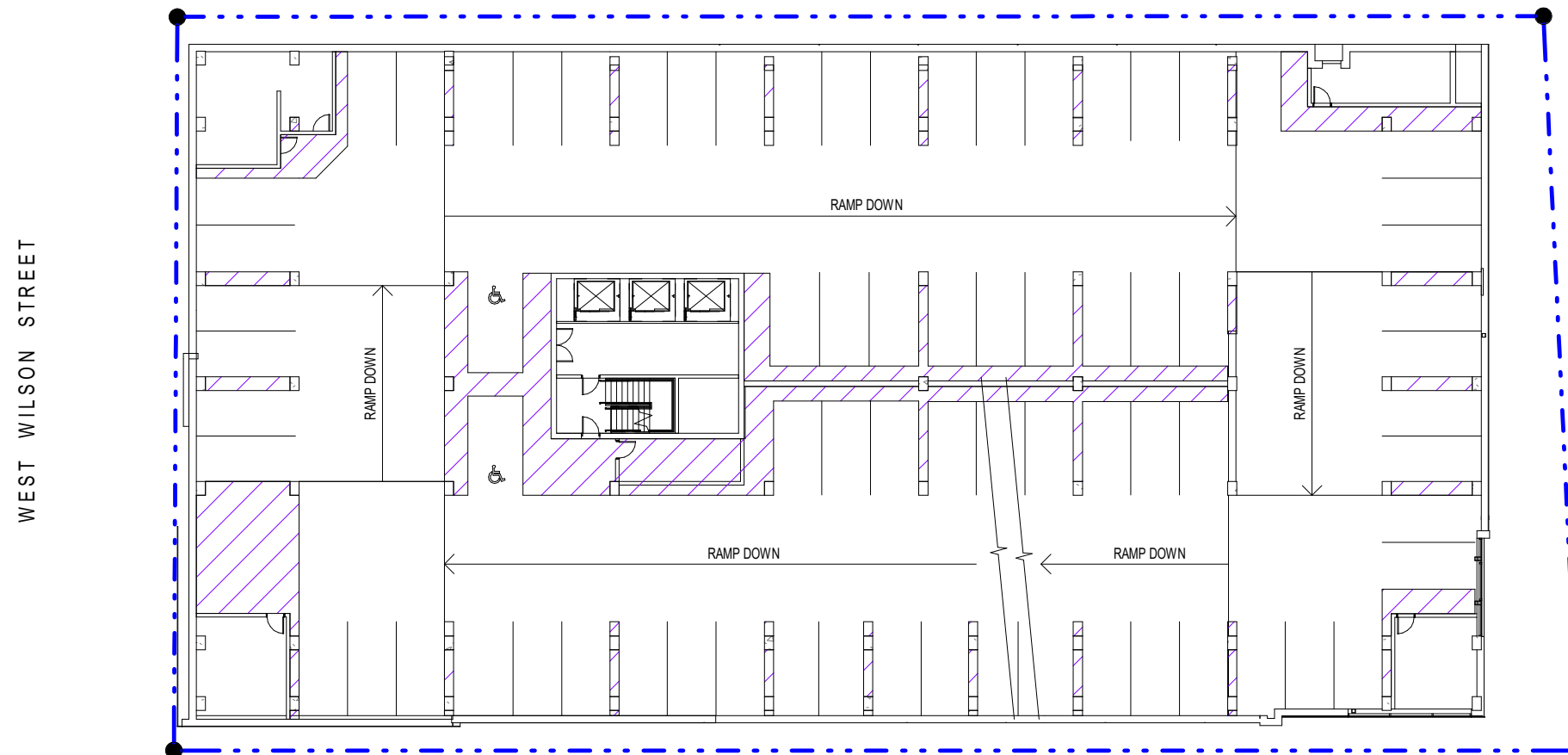
**EAST ELEVATION**





**FIRST FLOOR PLAN**

1" = 30'-0"



**UNDERGROUND PARKING (TYPICAL)**

1" = 30'-0"

