

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 10/4/24 3:15 p.m.

Initial Submittal

85707

Revised Submittal

Paid _____

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

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. 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 _____ 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 Matthew Wachter Date 10-2-2024

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

From: [Jeff Mack](#)
To: isadore.knox@gmail.com
Cc: [Jacob Morrison](#); [Winkler, Adam](#)
Subject: Park Badger Master Plan submission
Date: Wednesday, October 2, 2024 2:46:48 PM

Hello Alder,

Hope you are well. Thank you again for your time on August 23rd during the 2nd Community Engagement Meetings. Glad they went well!

The Development Team is **submitting the Park Badger Master Plan to the UDC for an Informational Review. We need to make sure you are aware. Please confirm receipt of this email when you get a moment to reply.**

Thank you,

--

Jeff Mack Jr.

Captains RE Management Inc.

306 E Wilson Street LL

Madison, WI 53703

608-630-8666 (o)

608-658-6265 (c)

www.captainsrentals.com 

**Potter
Lawson**

Success by **Design**

Potter Lawson, Inc.
Jacob Morrison
749 university Ave, Suite 300
Madison, WI 53705
jacobm@potterlawson.com
(608)274-2741
10-03-2024

Urban Design Commission
Attn: Jessica Vaughn
City of Madison
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

Subject: Letter of Intent for Park Badger Redevelopment Project.

Dear Urban Design Commission Members,

I am writing to submit plans and other related materials for an informational presentation of the Park Badger Master Plan at the next Urban Design Commission meeting. The properties in question are: 810 West Badger Road, 818 West Badger Road, 2340 S. Park Street and 825 Hughes Place. All four properties are contiguous and form the new Park Badger Redevelopment that will include a new Fire Station #6, a new home for the Public Health of Madison and Dane County (PHMDC) and aprox. 360 new residential units. The proposed master plan will also include aprox. 440 parking stalls that will serve both the residential units as well as the Fire Station and PHMDC. Aprox. 20 stalls will be located on the ground floor under part of the building and will serve as parking for visitors to the PHMDC. The remainder of the stalls will be in structured parking either underground or on the ground floor behind residential units and not visible from the street.

The Park Badger Redevelopment is a project that builds on the South Madison Plan and has the goal of providing affordable housing opportunities as well as a new home for both Fire Station #6 and for many of the components of Public Health of Madison and Dane County that are currently spread across the city. In addition to the new housing and civic/health uses the Master Plan aims to insure both public greenspaces for the neighborhood and private greenspaces on the rooftops of the proposed buildings for the residents.

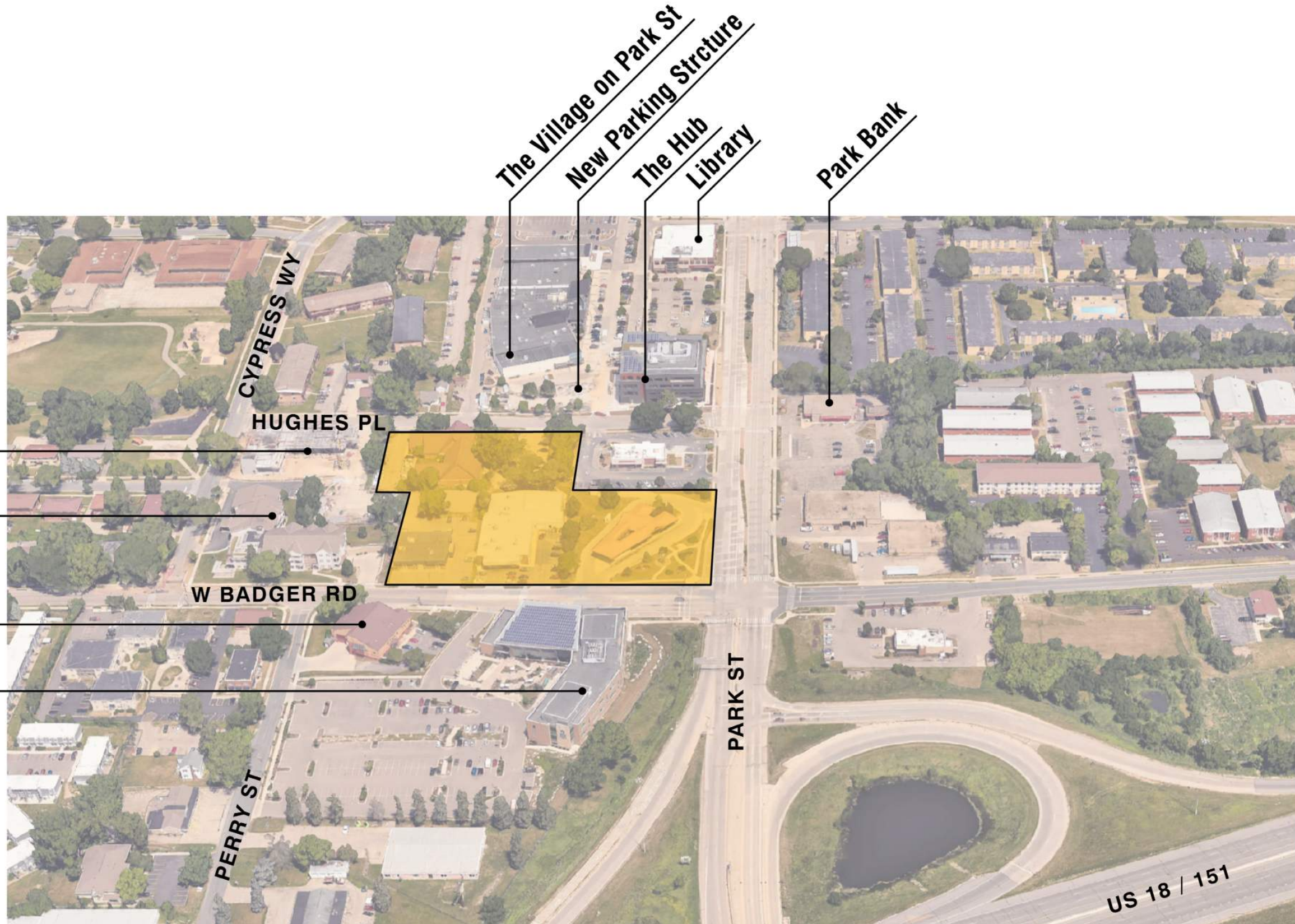
This project is being developed in partnership with the Madison CDA and with local developers: Alexander Co., New Year Investments and Captains Inc. We have also engaged with of the neighbors in the surrounding area. In addition to the groups listed above we have worked with JSD for Site Design, OPN for the design of the new Fire Station, Design Engineers for MEP and Sustainability and Pierce Engineers for Structural Concepts.

We look forward to sharing our plans,

Sincerely,



Jacob Morrison, AIA, IIDA
Potter Lawson, Inc.



Centro Hispano

Burr Oaks Senior Apts

Future Day Care Facility

Madison College

The Village on Park St
New Parking Structure
The Hub Library

Park Bank

CYPRESS WY

HUGHES PL

W BADGER RD

PERRY ST

PARK ST

US 18 | 151



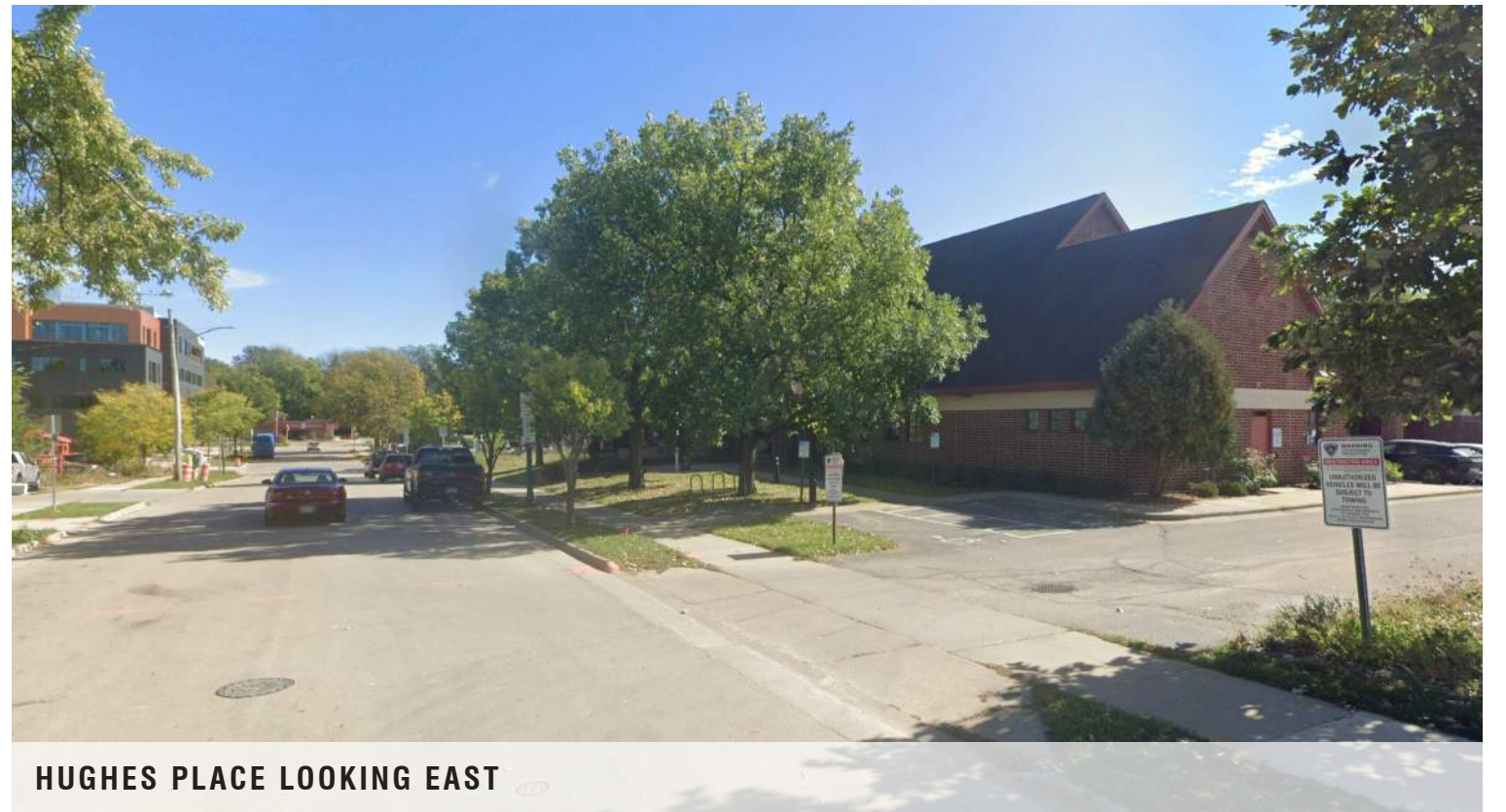
CORNER OF S. PARK ST AND W BADGER RD



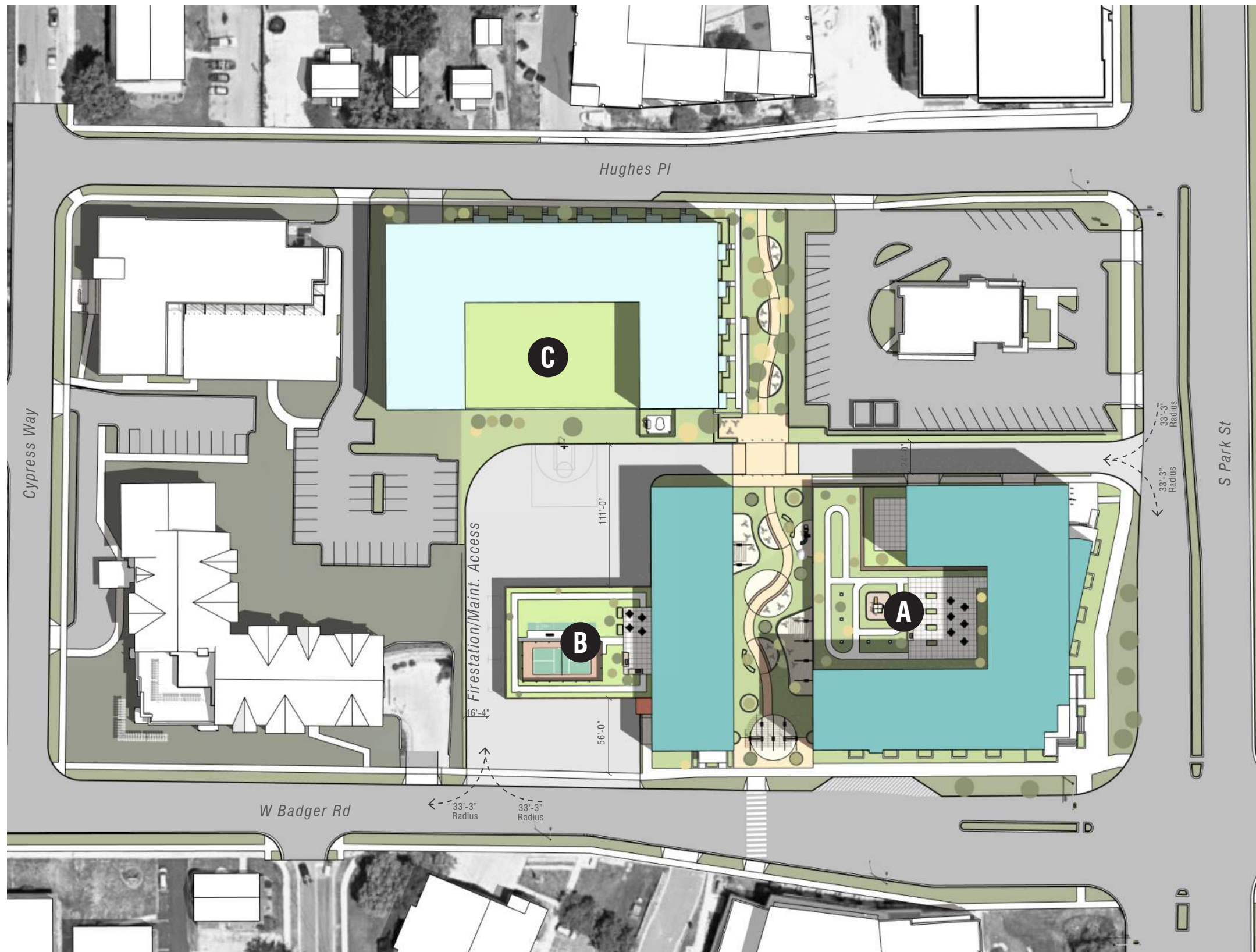
S. PARK ST LOOKING SOUTH



W. BADGER RD LOOKING EAST



HUGHES PLACE LOOKING EAST



PHASE 1

BUILDING A		MIXED-USE		
	SF	Units	Total Units	Parking
Floor 8	24,000 SF	28	184	
Floor 7	24,000 SF	28	156	
Floor 6	24,000 SF	28	128	
Floor 5	24,000 SF	28	100	
Floor 4	24,000 SF	28	72	
Floor 3	24,000 SF	26	44	
Floor 2	24,000 SF	18	18	
Floor 1	64,000 SF		PHMDC	20
Basement 1				150
Basement 2				150
TOTAL	232,000 SF	184		320

BUILDING B		SENIOR LIVING		
	SF	Units	Total Units	Parking
Floor 5	20,000 SF	16	60	
Floor 4	20,000 SF	16	44	
Floor 3	20,000 SF	16	28	
Floor 2	24,000 SF	12	12	
Floor 1	24,000 SF		Fire Station	
TOTAL	108,000 SF	60		

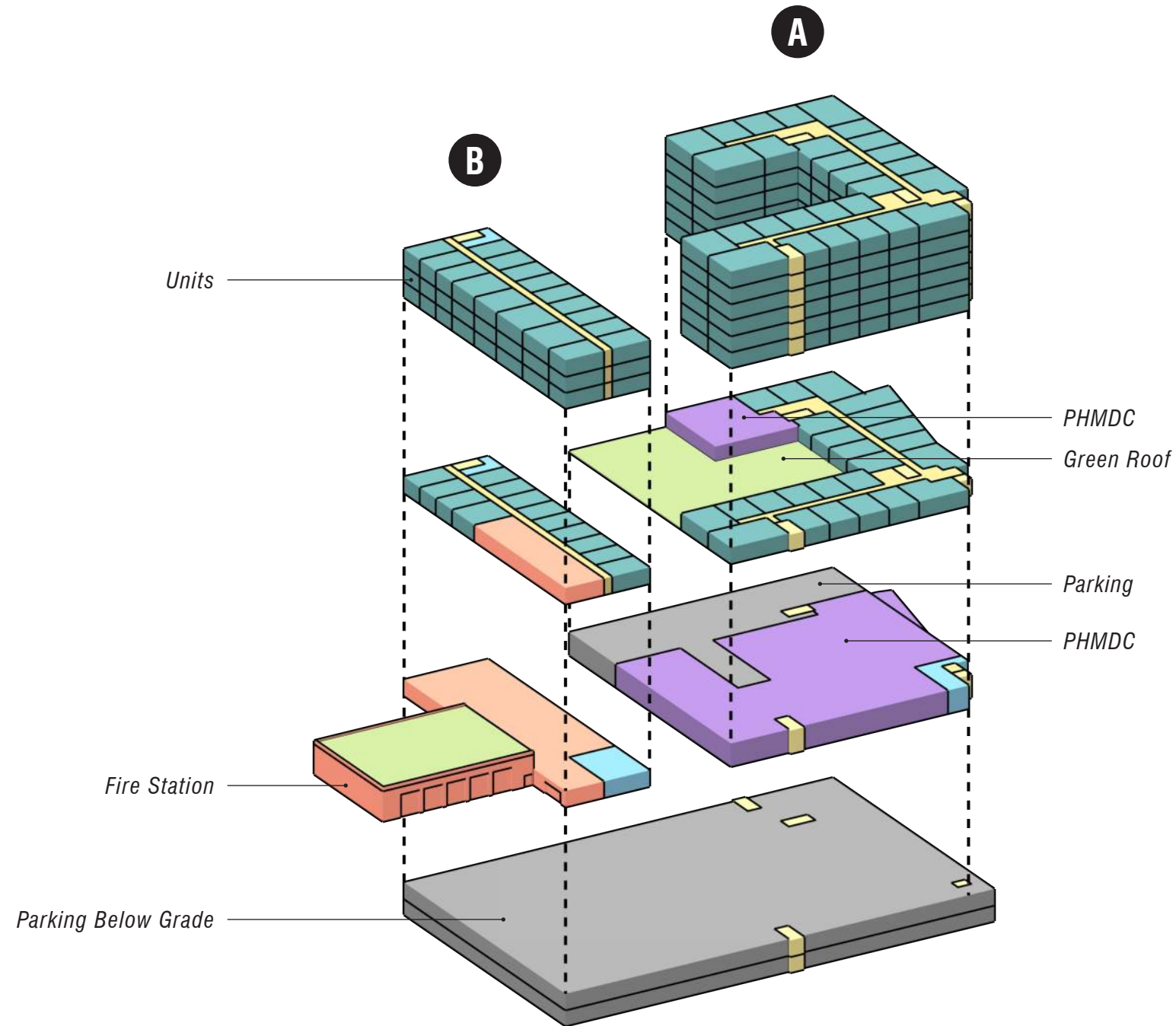
PHASE 2

BUILDING C		MULTI-FAMILY	
Up to Five Floors			
Up to 120 Units			
Up to 120 Parking Stalls			

SITE SUMMARY

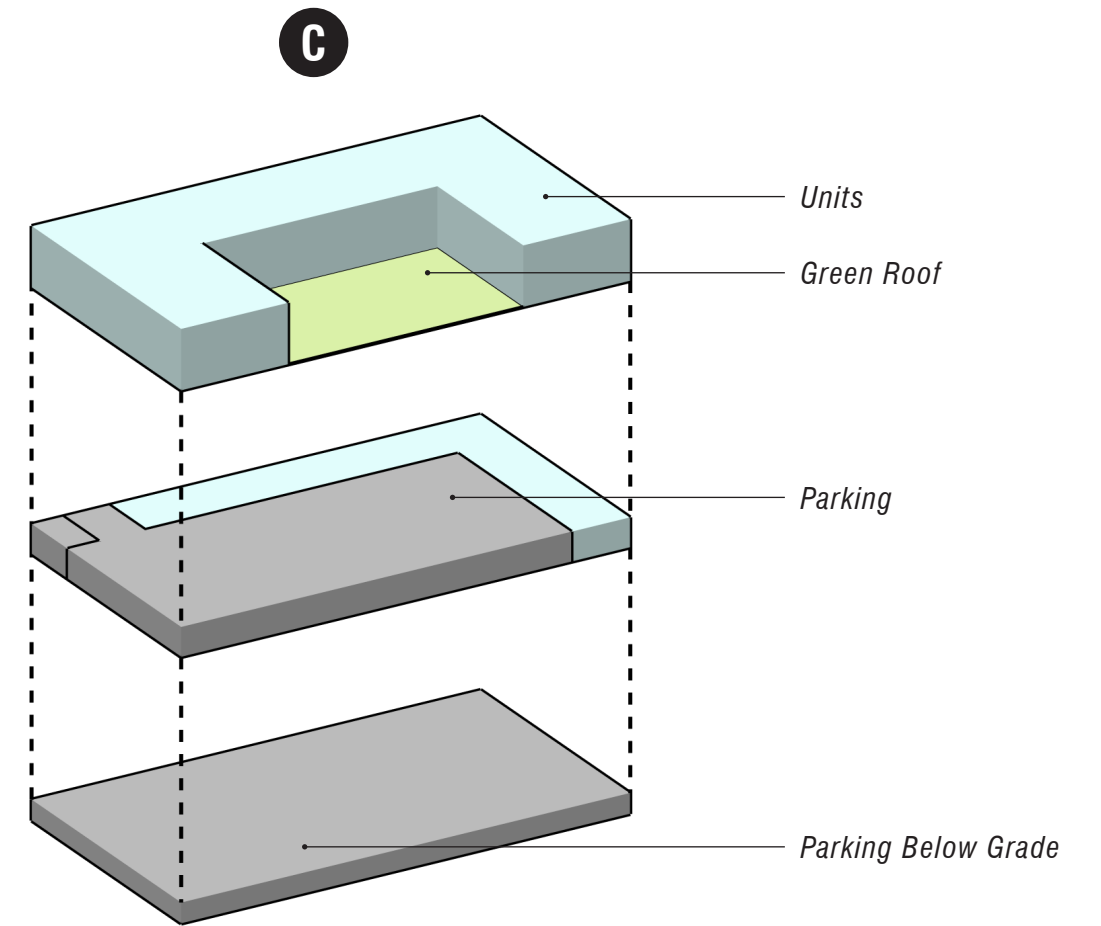
	Units	Parking		
		First Floor	Basement	Total
Building A	184	20	300	320
Building B	60			
Building C	120	50	70	120
TOTAL	364	70	370	440

PHASE 1



PHASE 1			
	<i>SF</i>	<i>Units</i>	<i>Parking</i>
Building A	232,000 SF	184	320
Building B	108,000 SF	60	
TOTAL	340,000 SF	244	320

PHASE 2



PHASE 2
 Up to Five Floors
 Up to 120 Units
 Up to 120 Parking Stalls



SOUTH EAST



SOUTH WEST



NORTH EAST



NORTH WEST



BADGER ROAD PLAZA



GREEN SPACE CONNECTION



SEATING AND PLAY AREA



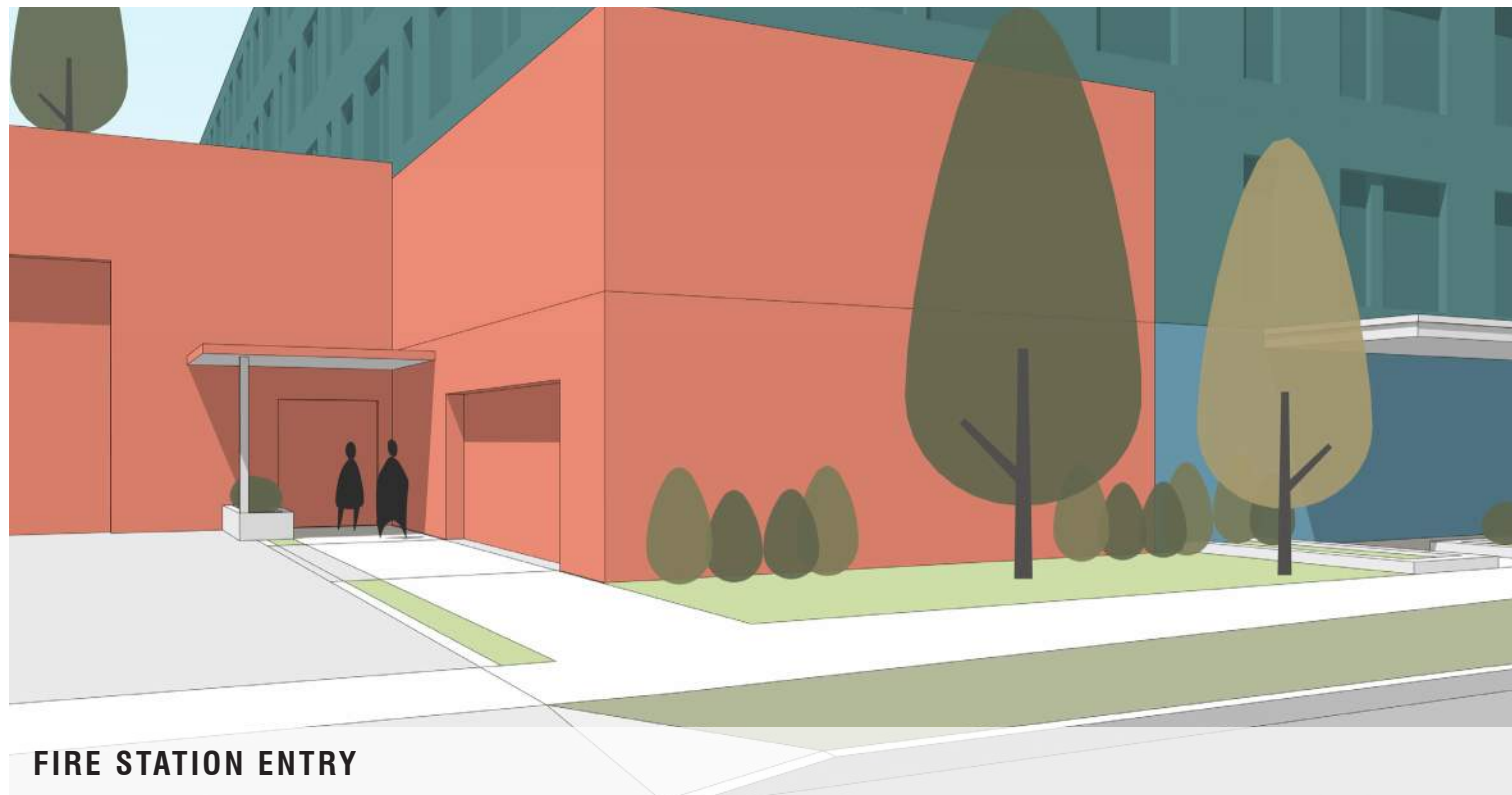
PATH TO BADGER ROAD



BUILDING A RESIDENTIAL ENTRY



PHMDC ENTRY



FIRE STATION ENTRY



BUILDING B RESIDENTIAL ENTRY

A Building A - 8 Stories

B Building B - 5 Stories

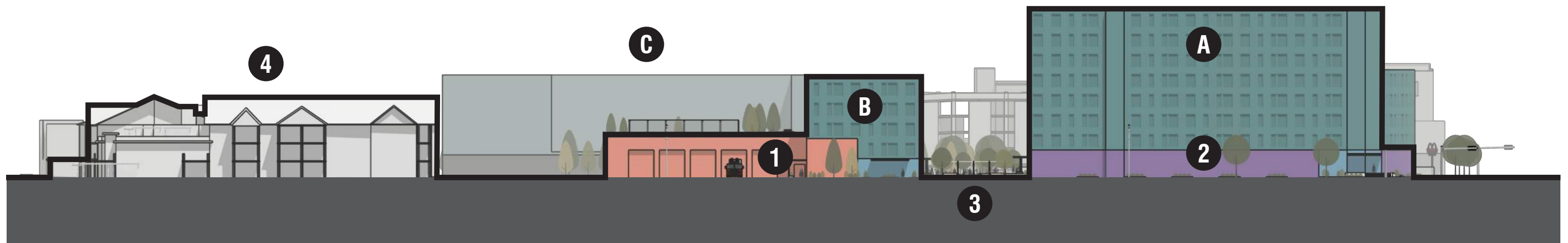
C Phase 2

1 Firestation

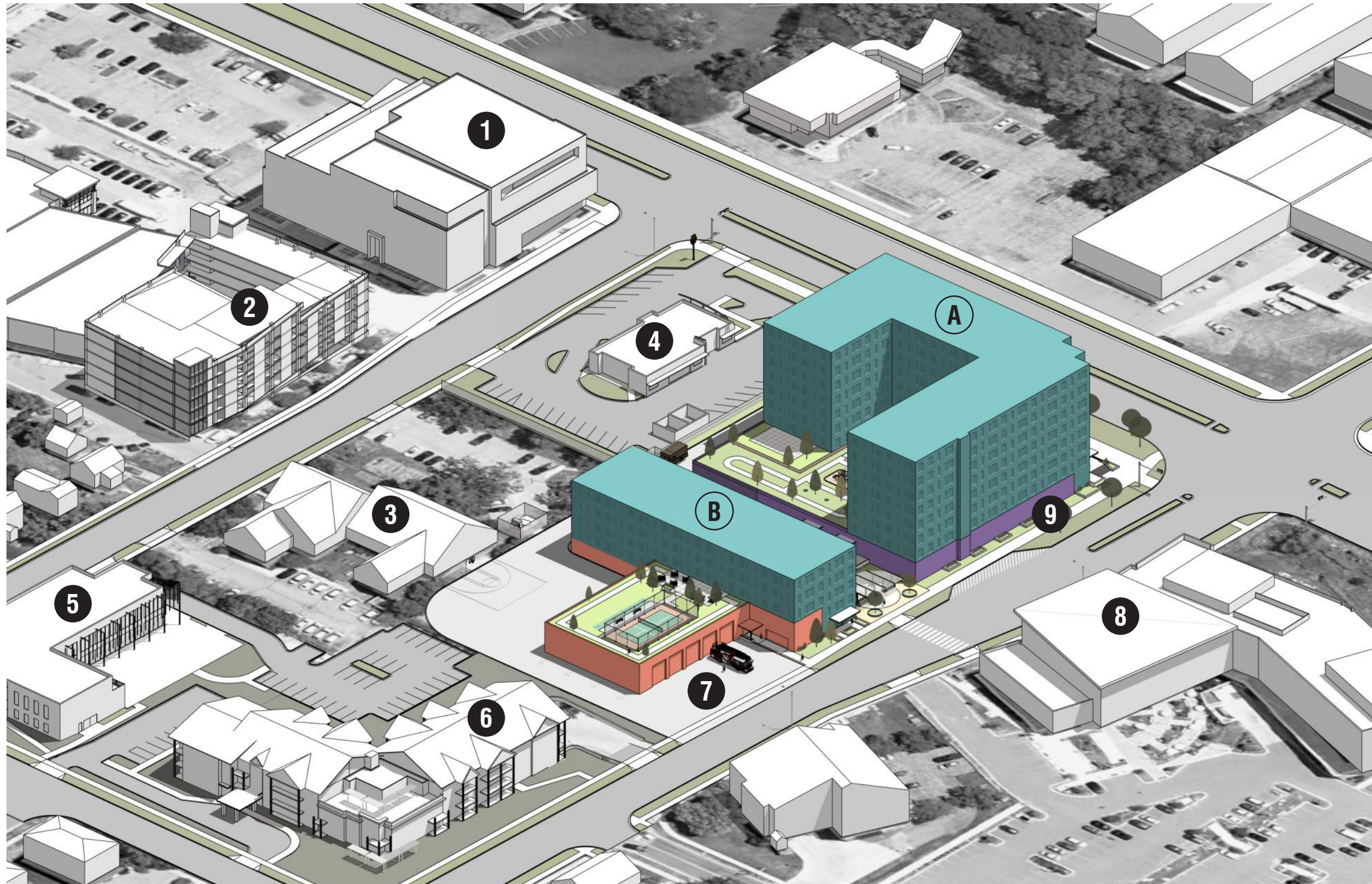
2 PHMDC

3 Greenspace

4 Burr Oaks Senior Apartments

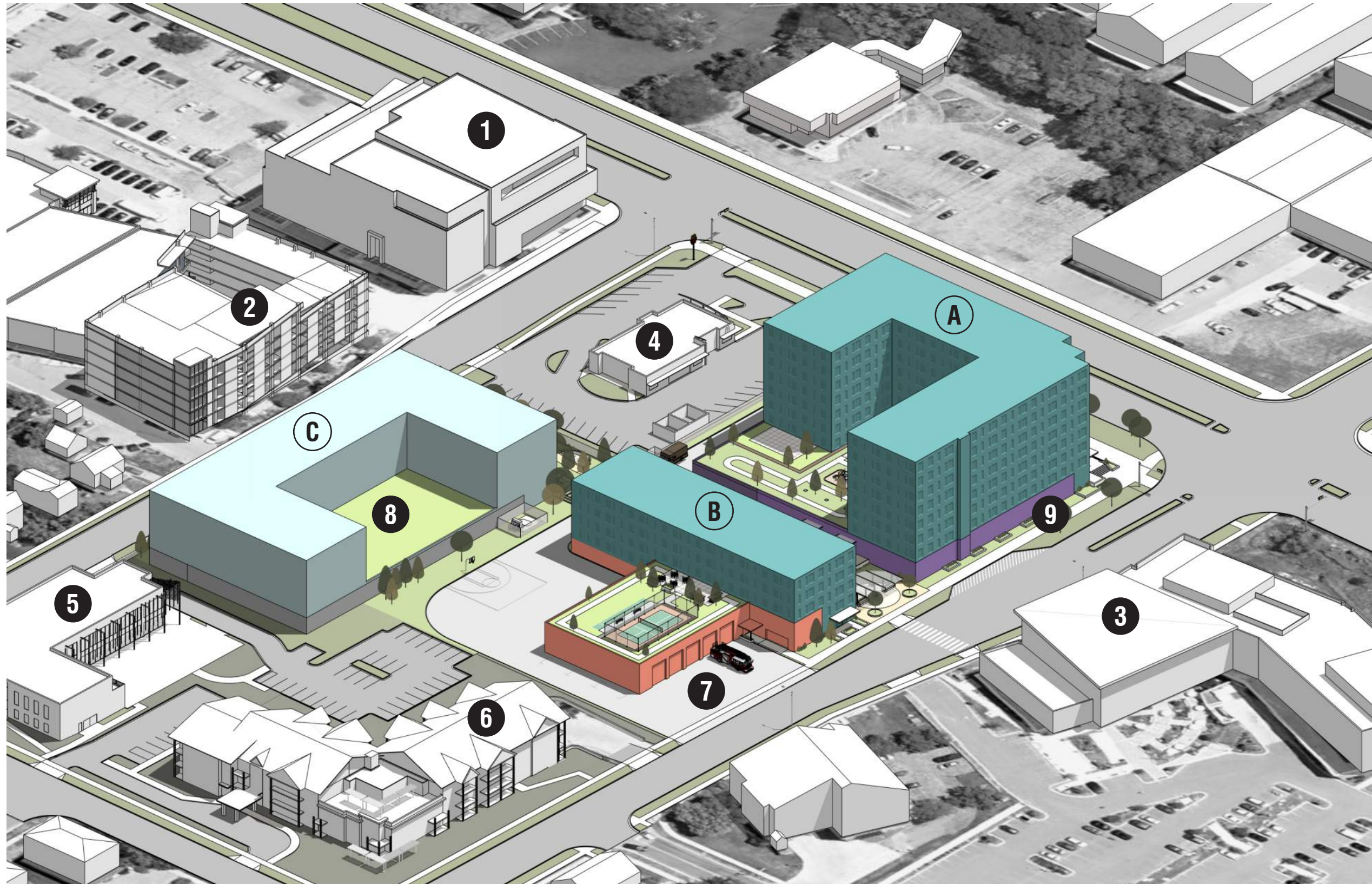


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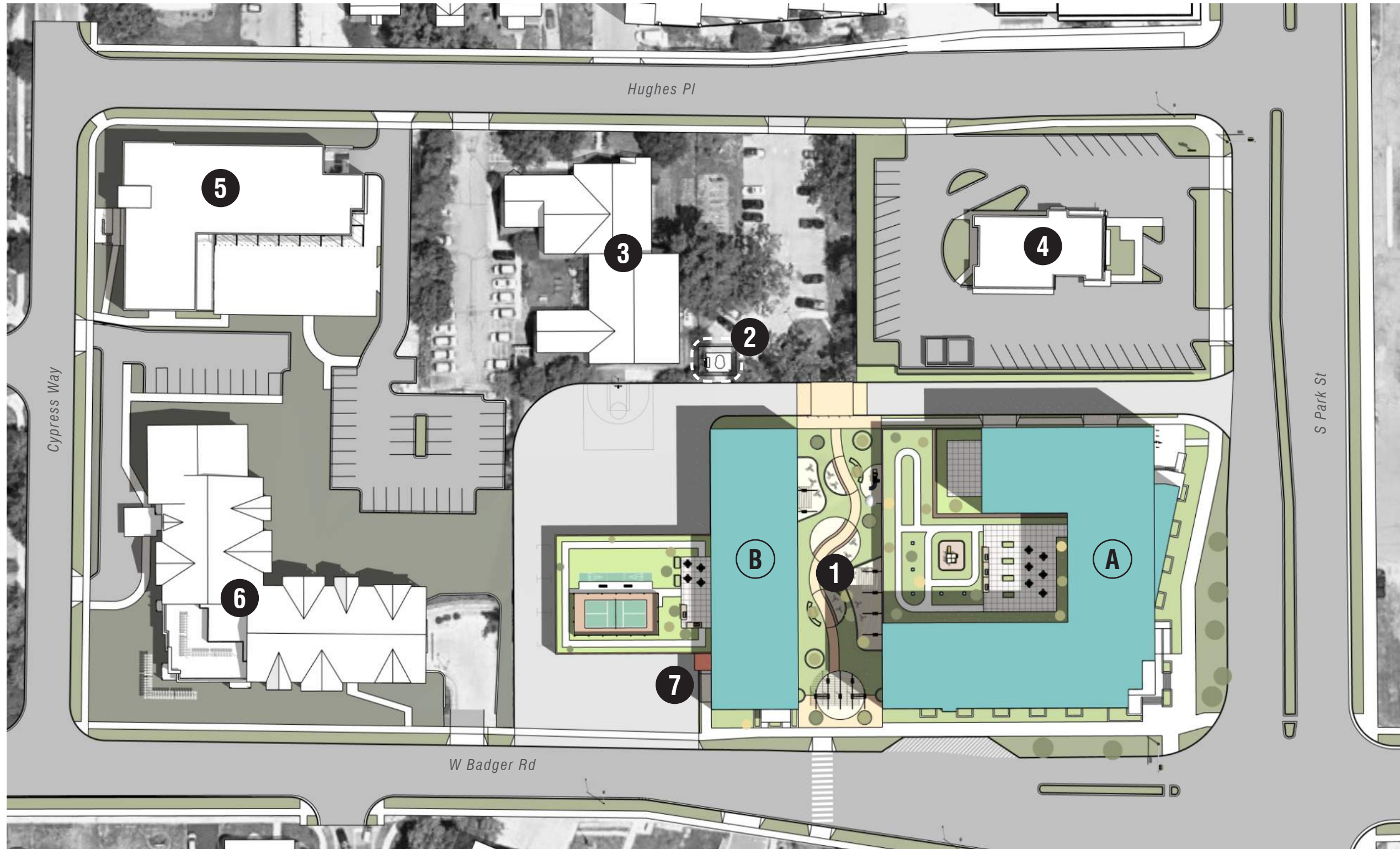
- 1 Black Business Hub
- 2 Planned Parking Structure
- 3 Police Station
- 4 McDonald's
- 5 Centro Hispano
- 6 Burr Oaks Senior Apartments
- 7 Fire Station
- 8 Madison College South Campus
- 9 PHMDC



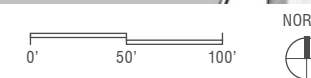


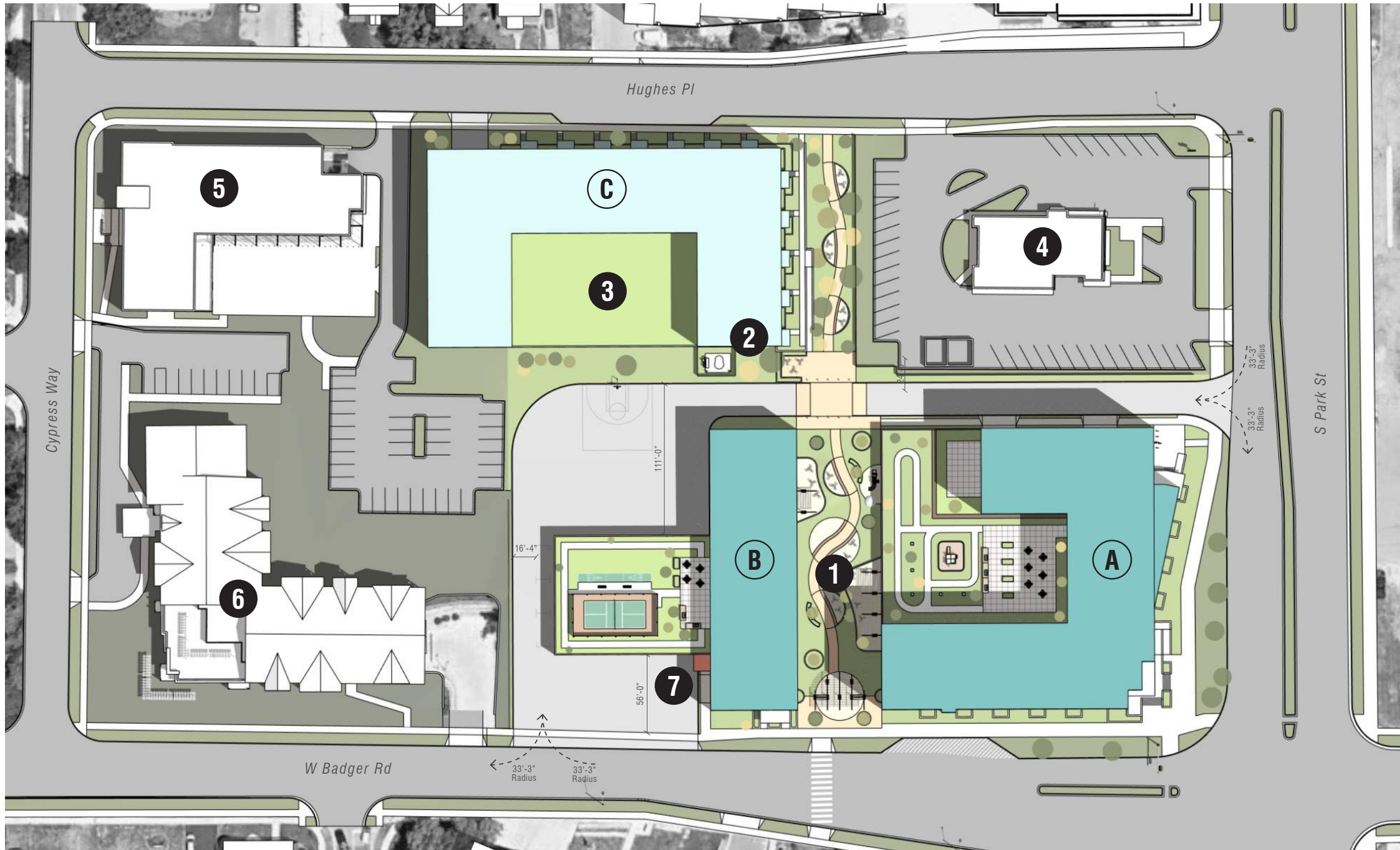
- 1 Black Business Hub
- 2 Planned Parking Structure
- 3 Phase 2
- 4 McDonald's
- 5 Centro Hispano
- 6 Burr Oaks Senior Apartments
- 7 Fire Station
- 8 Madison College South Campus
- 9 PHMDC





- 1 Green Space
- 2 Lift Station
- 3 Existing Police Station
- 4 McDonald's
- 5 Centro Hispano
- 6 Burr Oaks Senior Apartments
- 7 Fire Station

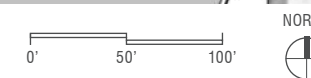
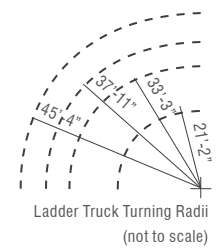


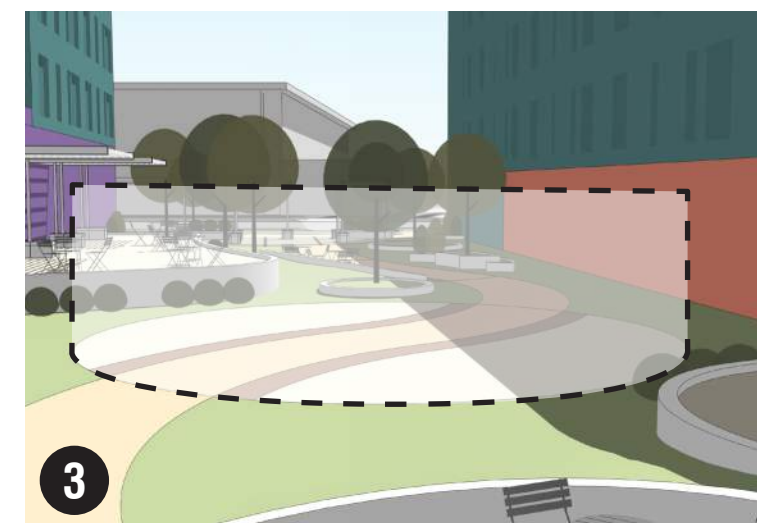
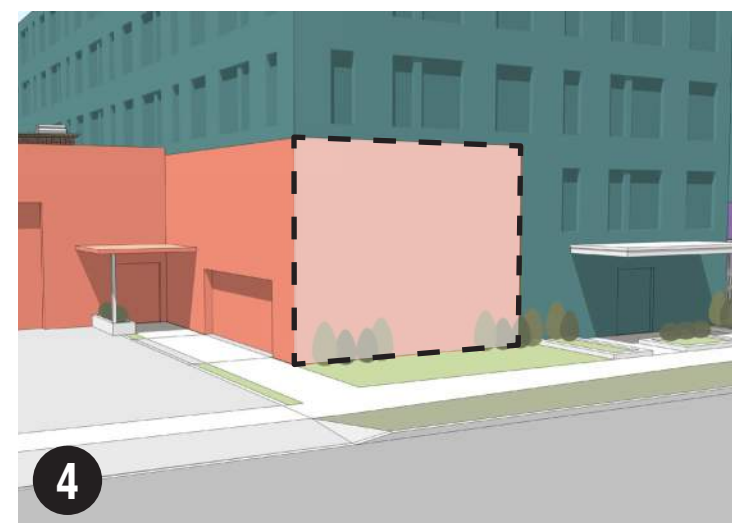
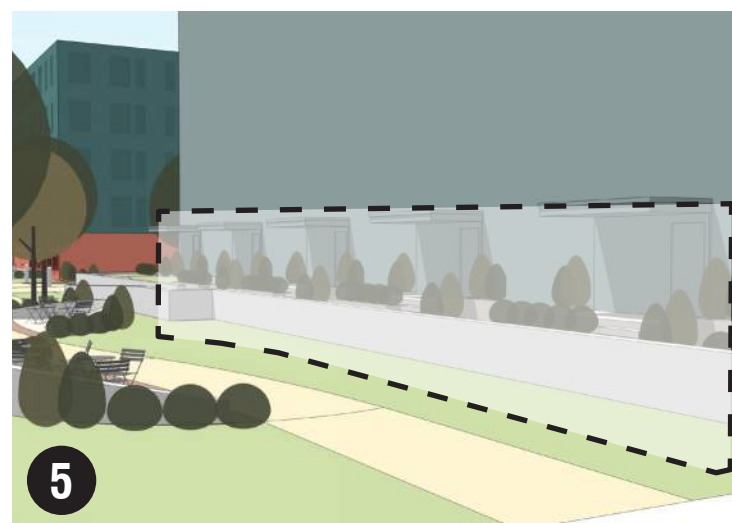
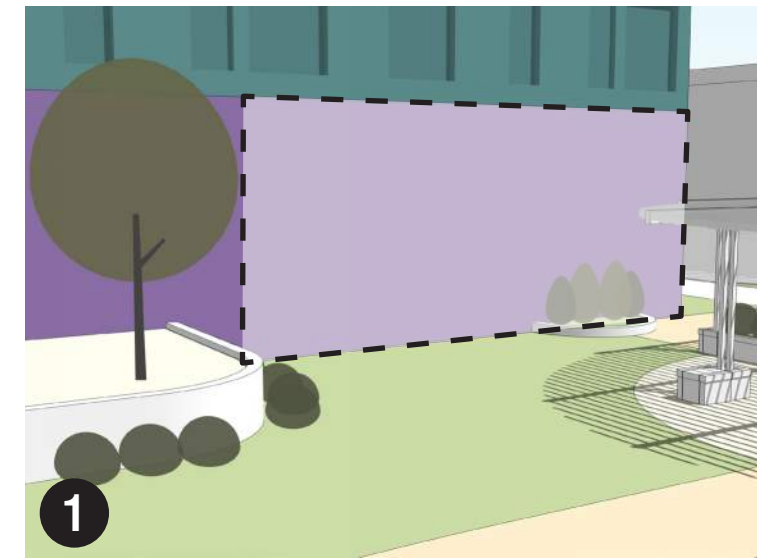
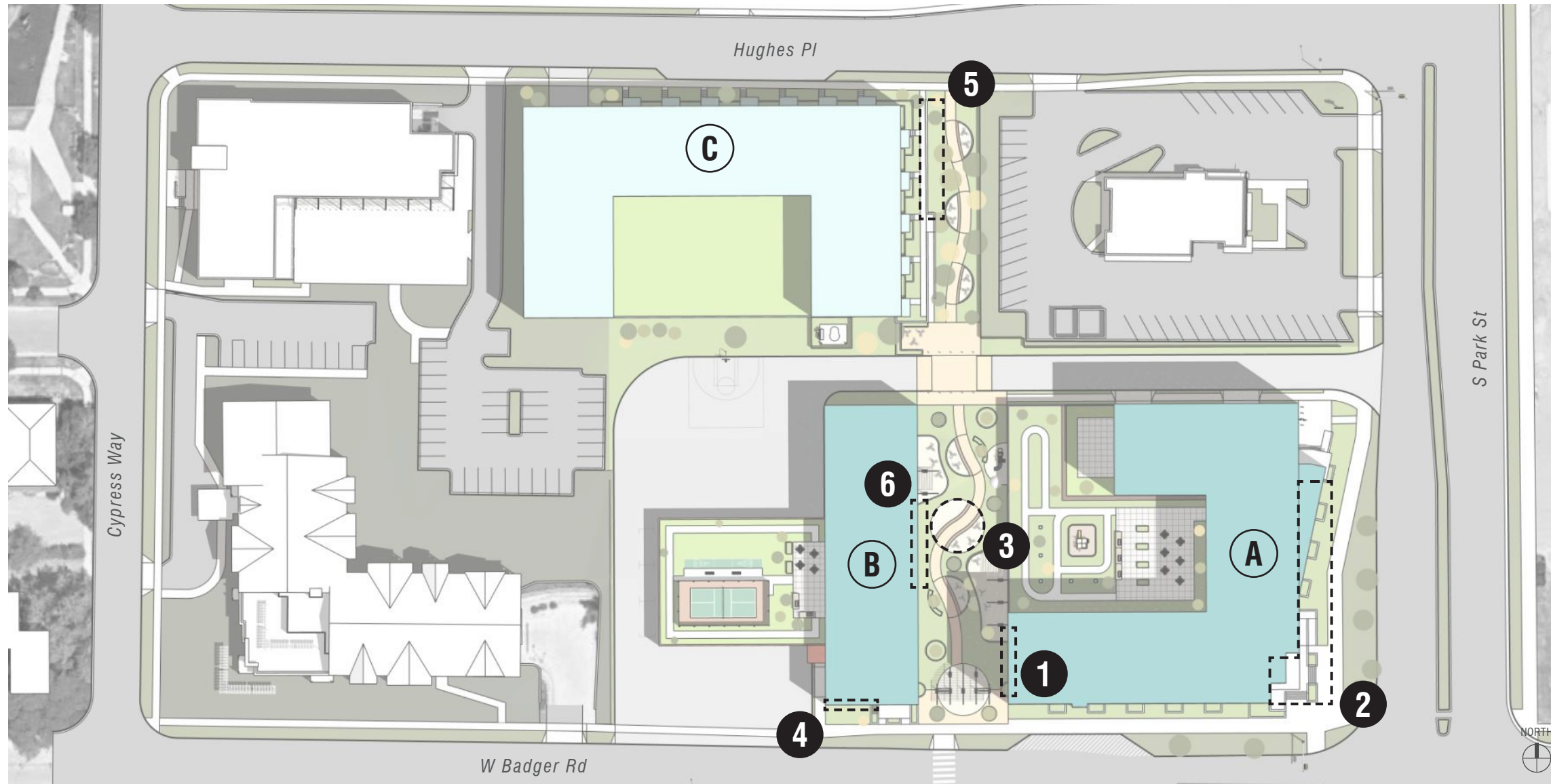


- 1 Green Space
- 2 Lift Station
- 3 Phase 2
- 4 McDonald's
- 5 Centro Hispano
- 6 Burr Oaks Senior Apartments
- 7 Fire Station

TURNING RADII

Ladder Truck	
Inside Turn	21'-2"
Curb to Curb	37'-11"
Wall to Wall	45'-4"
Engine	
Inside Turn	20'-2"
Curb to Curb	36'-6"
Wall to Wall	42'-0"







PAINTED MURAL



LANDMARK SCULPTURE



PAINTED MURAL



LANDMARK SCULPTURE



PAINTED MURAL



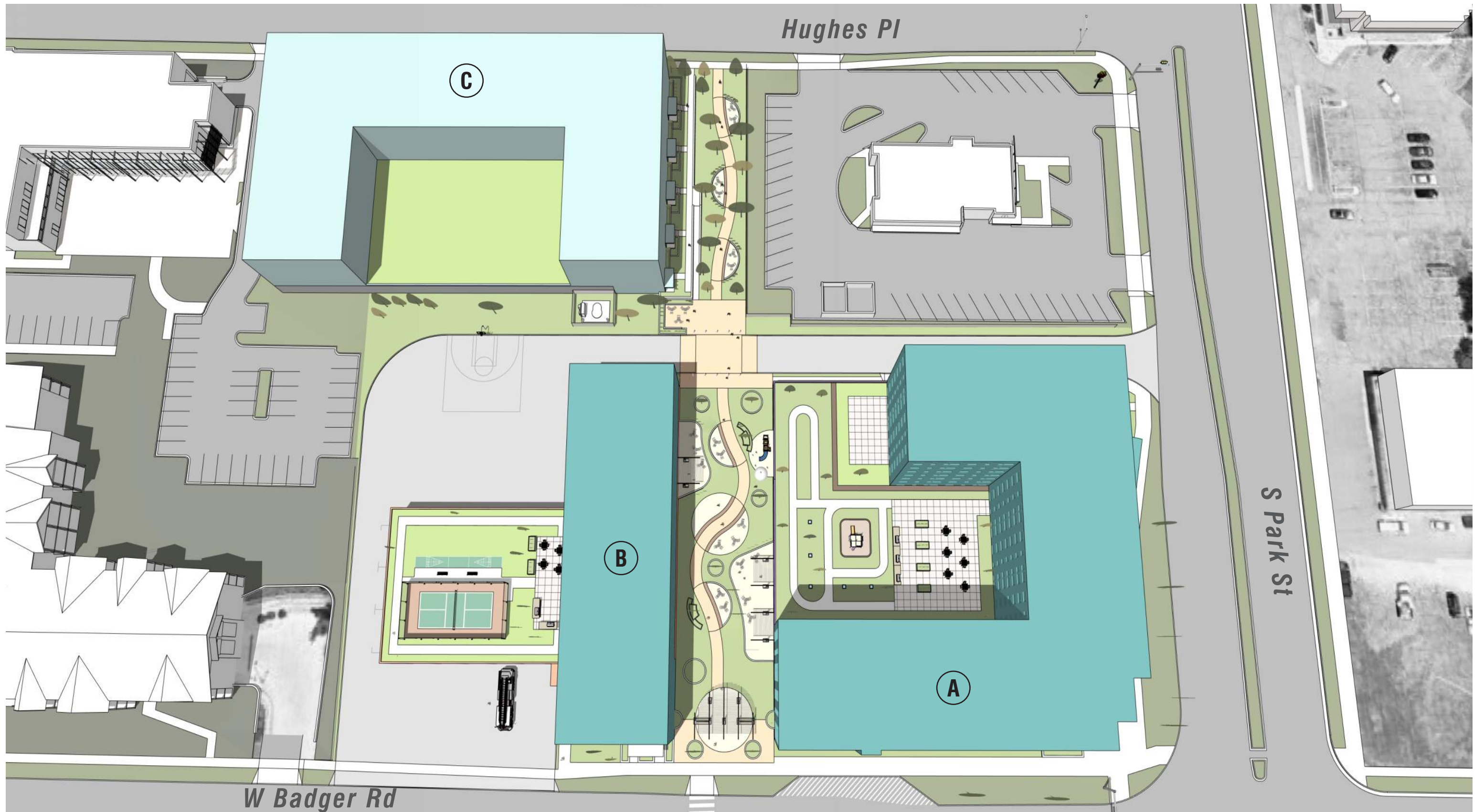
LIGHTED SCULPTURE

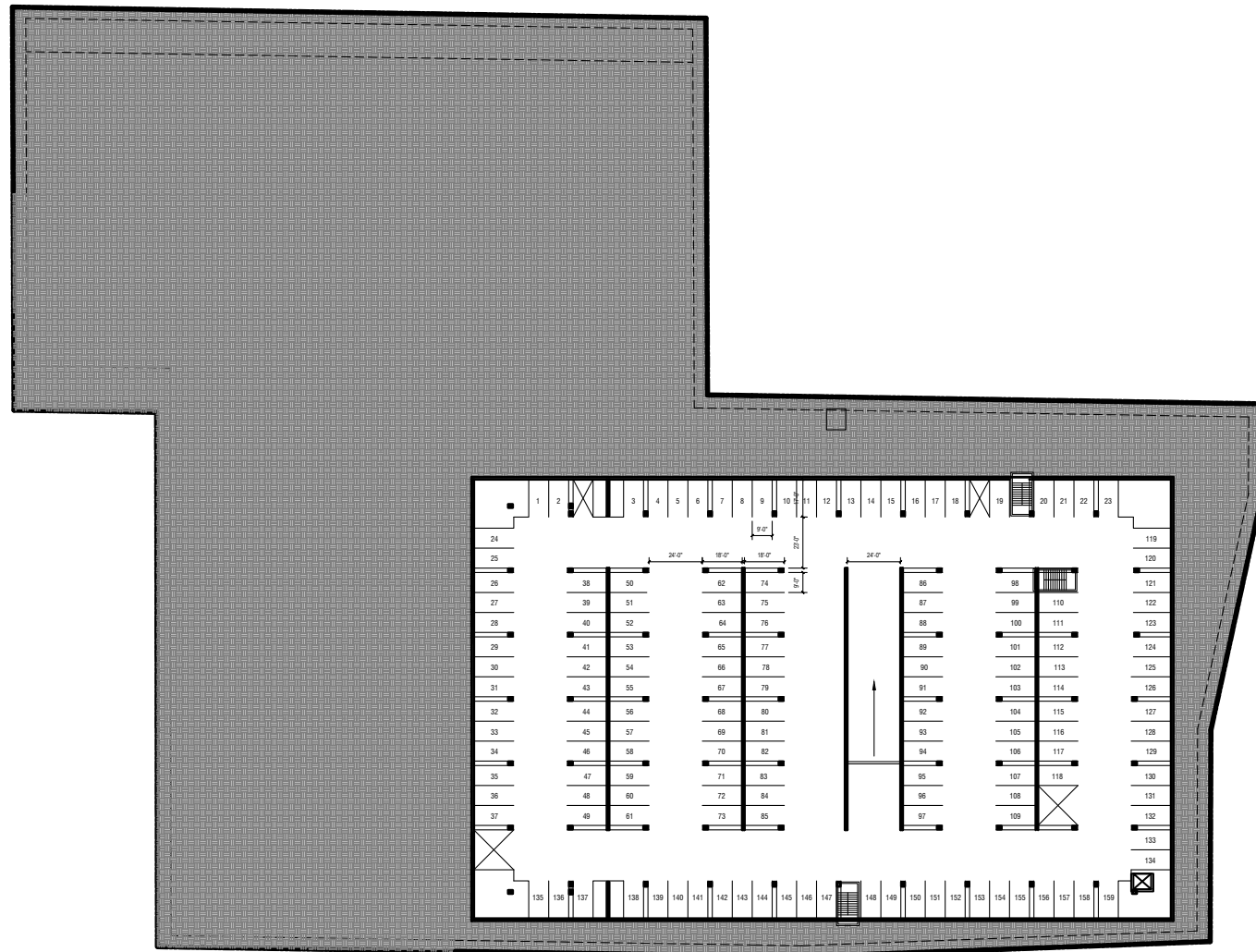


INTERACTIVE SCULPTURE

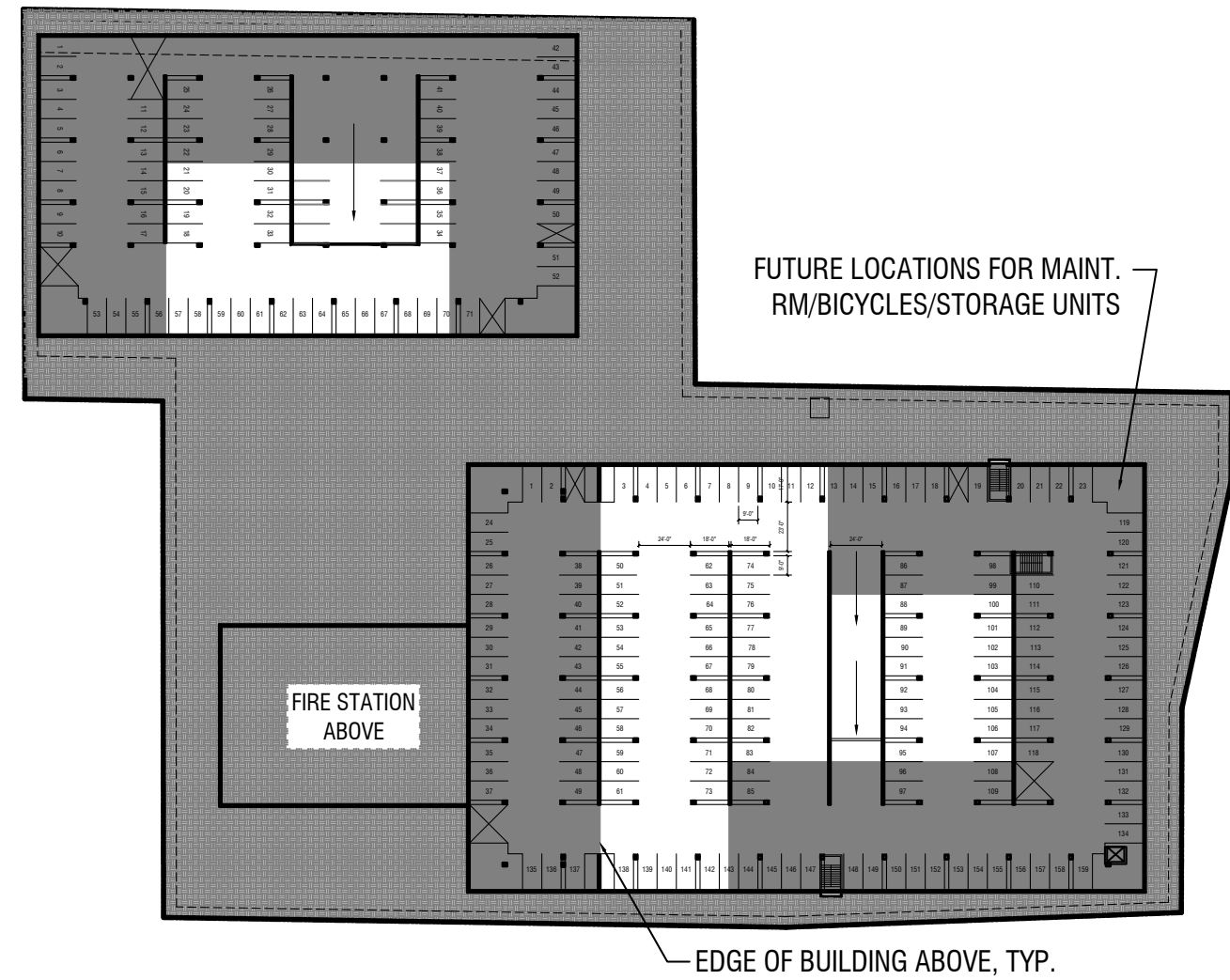


INTERACTIVE SCULPTURE

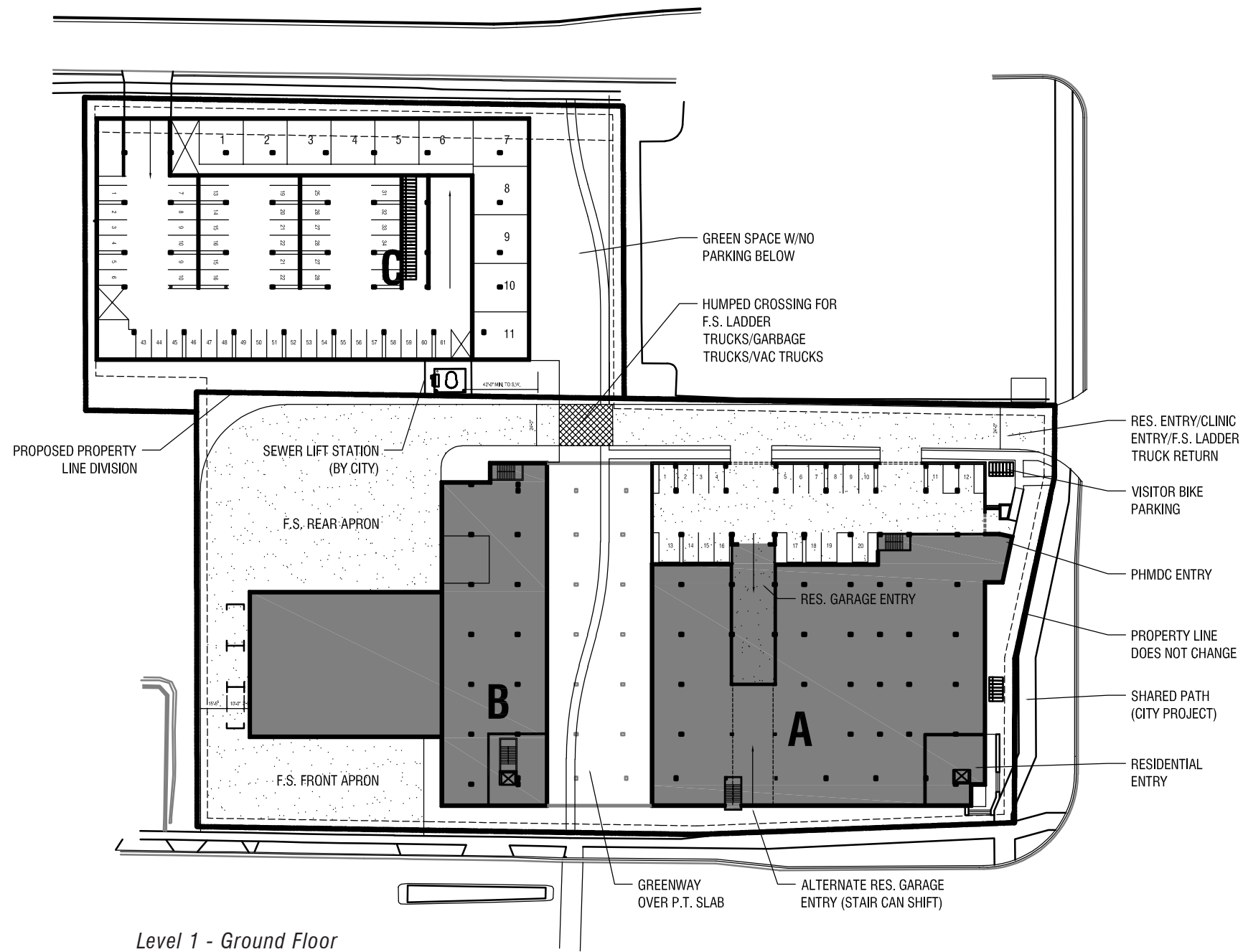


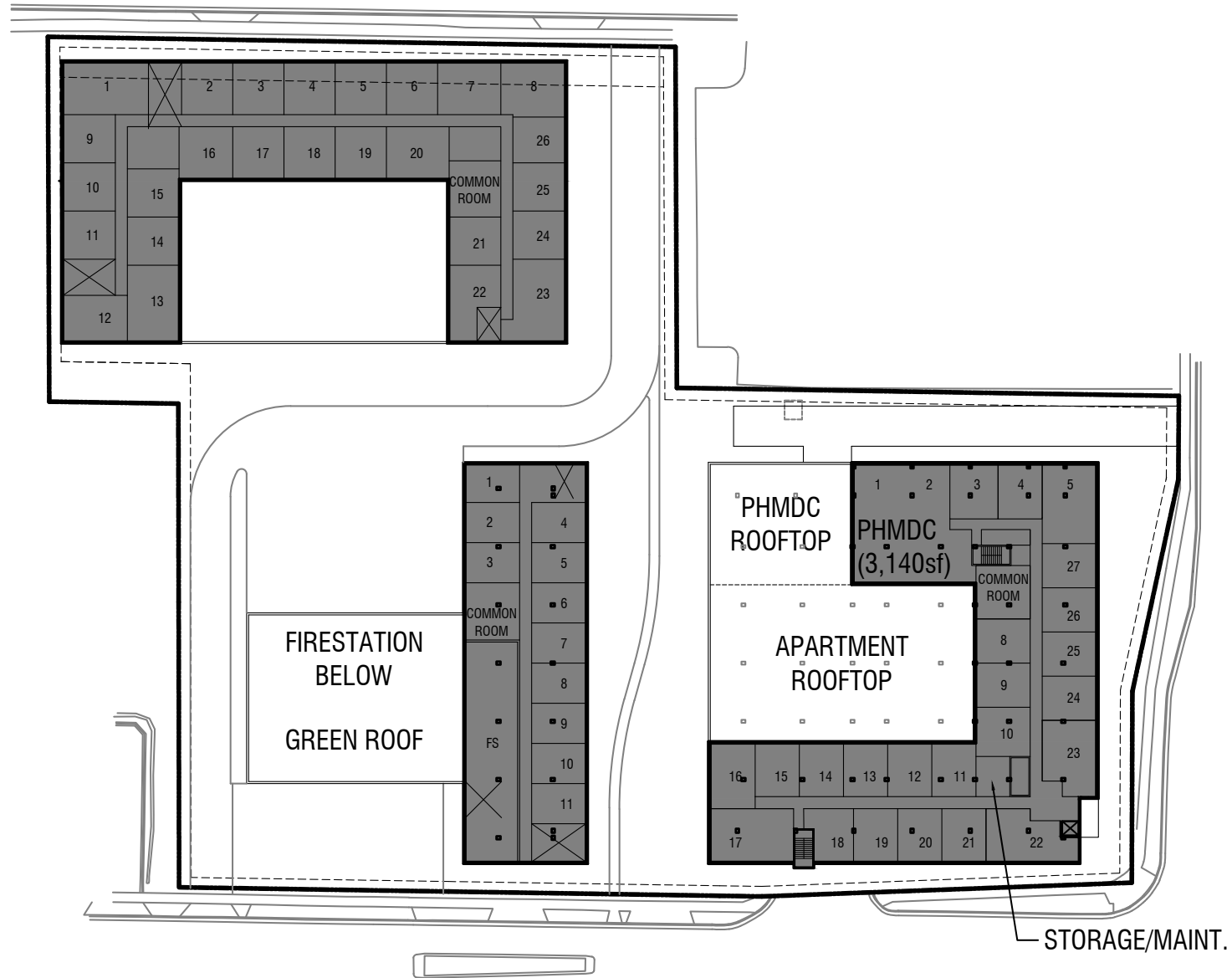


Lower Level 2 - Parking

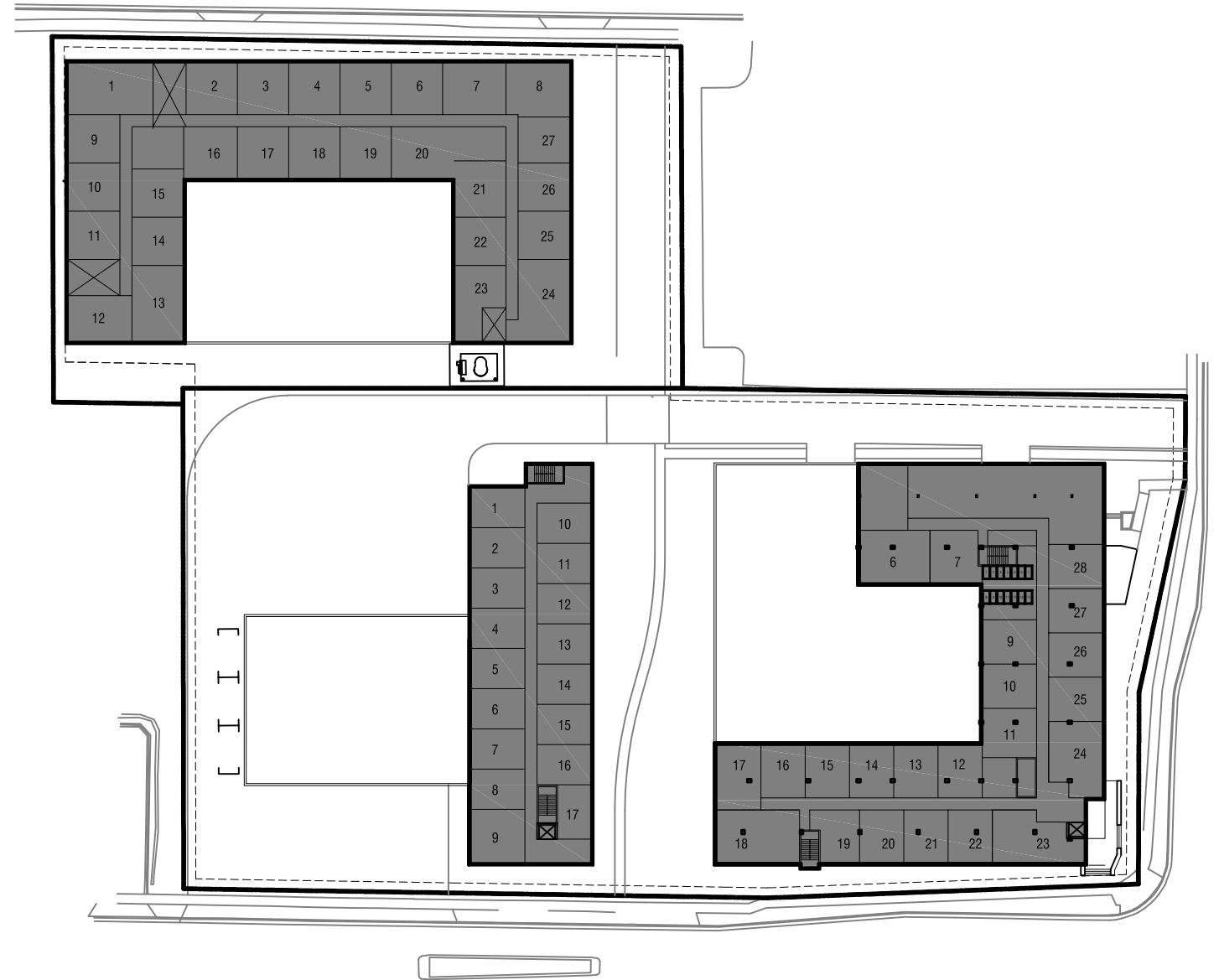


Lower Level 1 - Parking





Level 2 - 2nd Floor



Level 3 - 3rd Floor and above