

# 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 # \_\_\_\_\_

**RECEIVED**

8/19/2020  
12:11 p.m.

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** \_\_\_\_\_

Street address \_\_\_\_\_

Telephone \_\_\_\_\_

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

Street address \_\_\_\_\_

Telephone \_\_\_\_\_

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

Street address \_\_\_\_\_

Telephone \_\_\_\_\_

Company \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

Company \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Email \_\_\_\_\_

City/State/Zip \_\_\_\_\_

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 \_\_\_\_\_ 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



August 19, 2020

Ms. Janine Glaeser  
Department of Planning & Community & Economic Development  
Madison Municipal Building, Suite 017  
215 Martin Luther King Jr. Boulevard  
Madison, Wisconsin 53703



Re: Letter of Intent  
7601 Mineral Point Rd – Pizzeria Uno Site – UDC Informational  
**KBA Project #2033**

Ms. Janine Glaeser,

The following is submitted together with the plans and application for the Urban Design Commission's Informational Review and consideration:

This proposed development involves the redevelopment of 7601 Mineral Point Rd, which is the former site of Pizzeria Uno Restaurant and associated parking lot. Northpointe Development is proposing a 4-story apartment building with approximately 60 Units, including 1-bedroom, 2-bedroom, 3-bedroom apartment units and 3-bedroom townhouse units. There will also be enclosed parking for approximately 78 vehicles, along with surface parking for 17 vehicles. Street parking is available along both sides of Ganser Way which will be maintained.

The current design relocates and repurposes the existing building to become commons space for the residents

This site is not located within an Urban Design District, but is zoned a Planned Development. The site is also not located within an assigned neighborhood group, but we have, with the assistance of Alder Paul Skidmore, conducted a neighborhood meeting where local residents and business owners were invited to review the design and offer feedback. The proposed building design is contemporary, and we are presenting high-quality materials with the use of masonry and composite siding/panels. The site will be well landscaped, and will include a play area. All apartment units located on the first floor will have direct access to the sidewalks and all upper units will have their own balconies.

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

Thank you for your time reviewing our proposal.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kevin Burow', written in a cursive style.

Kevin Burow, AIA, NCARB, LEED AP  
Managing Member

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**From:** Sean O'brien  
**Sent:** Monday, July 20, 2020 12:51 PM  
**To:** [district9@cityofmadison.com](mailto:district9@cityofmadison.com)  
**Subject:** 7601 Mineral Point Road Redevelopment- Written Notice

Mr. Skidmore,

Thanks again for all of your assistance to date regarding our development proposal. We took our site plan before the Development Assistance Team (DAT) and no major concerns regarding the plan were stated by City staff.

**Next Steps:**

We intend to host a virtual neighborhood meeting regarding the project Aug 4<sup>th</sup> at 6pm. Attached is an invitation to that meeting and I ask for your assistance in getting the word out given that the site isn't located near any neighborhood associations.

Also, we take this email as written notice that we plan to submit a formal land use application by September 2<sup>nd</sup>. The purpose of the application would be to amend the current zoning. The property is zoned PD Planned Development and will need a zoning map amendment to change the Planned Development.

Please let me know if you have any availability this week for a phone call. Thanks much.

Sean O'Brien  
Northpointe Development  
2628 Saw Tooth Drive  
Fitchburg WI 53711  
608-334-5665







# 7601 Mineral Point Road



Locator Map  
7601 Mineral Point Rd  
Madison, WI







Existing Pizzeria Uno Site - 7601 Mineral Point Rd.



KFC east of site along Mineral Point Rd.



Building west of site along Mineral Point Rd.



North of site across Mineral Point Rd.







Existing Pizzeria Uno Site along Ganser Way



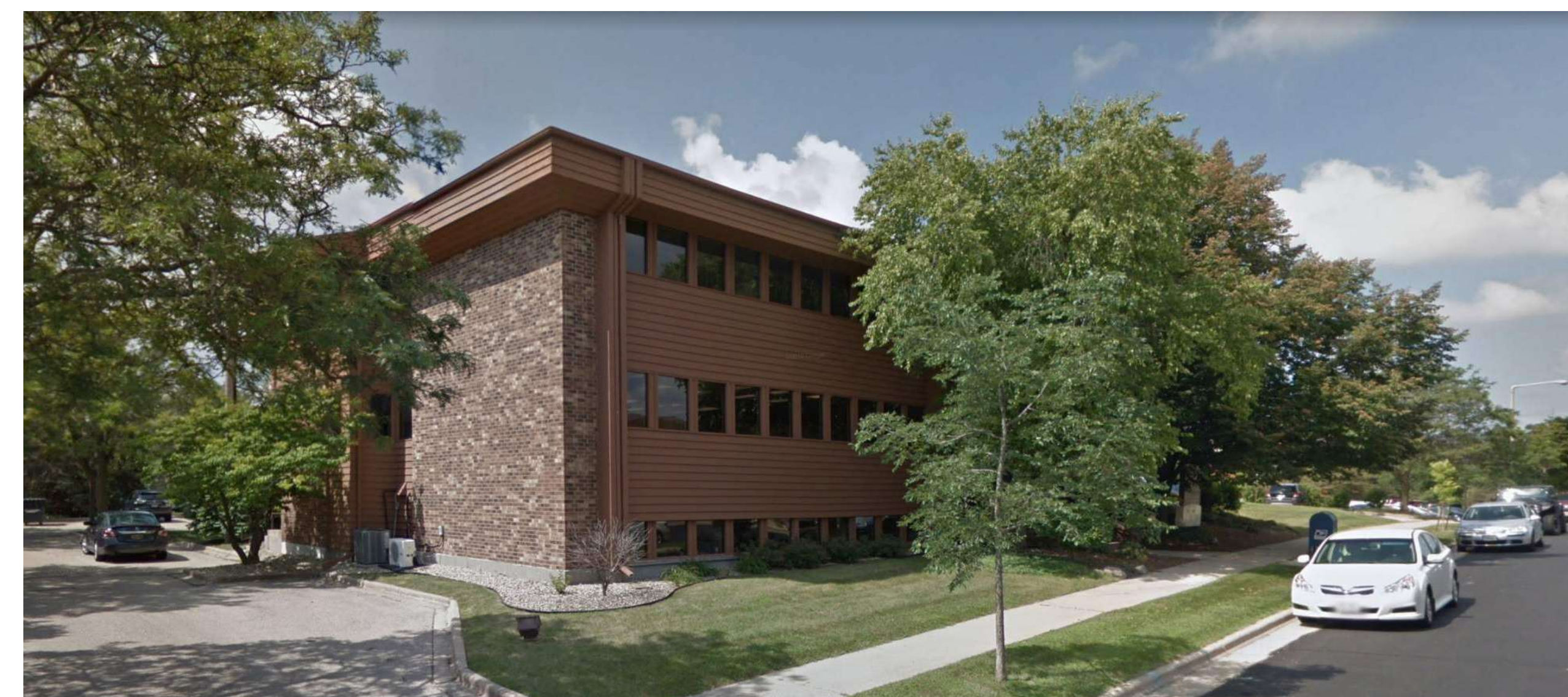
West of Pizzeria Uno along Ganser Way



East of Pizzeria Uno along Ganser Way



Corner of D'Onofrio Drive and Ganser Way looking west



Building on Ganser Way across from Pizzeria Uno





**knothe • bruce**  
ARCHITECTS

Phone: 7601 University Ave., Ste 201  
608.836.3690 Middleton, WI 53562

ISSUED  
Issued for UDC Informational - August 19, 2020

PROJECT TITLE  
**PIZZERIA UNO**  
Site Redevelopment

7601 Mineral Point Rd  
SHEET TITLE  
**Site & Basement**  
Floor Plans

SHEET NUMBER

**A-1.1**

PROJECT NO. **2033**  
© Knothe & Bruce Architects, LLC

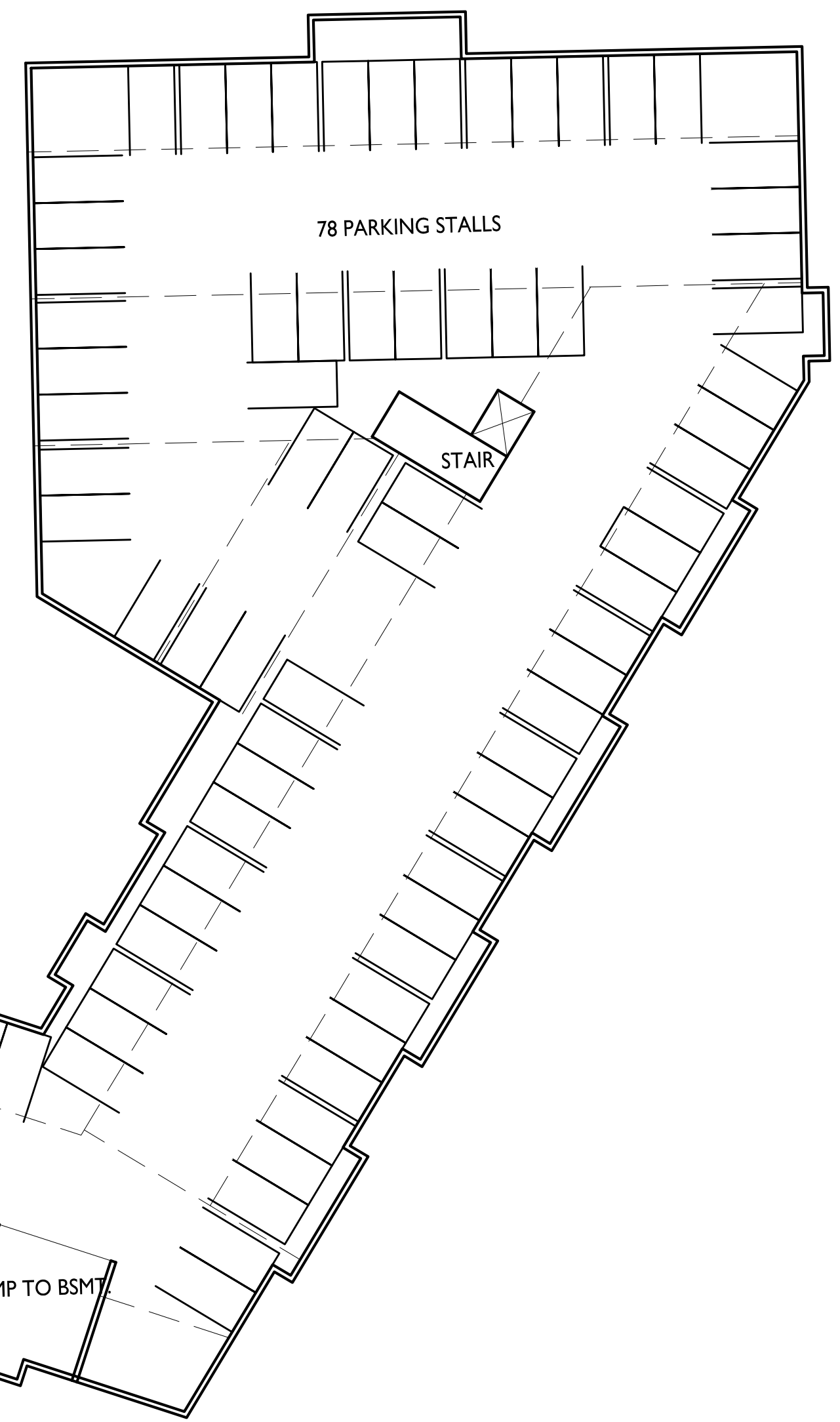
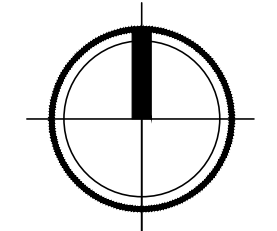
MINERAL POINT ROAD

D'ONOFRIO DR.

GANSER WAY



**1** SITE / FIRST FLOOR PLAN  
A-1.1 1" = 20'-0"



**2** BASEMENT PARKING PLAN  
A-1.1 1" = 20'-0"



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ARCHITECTS

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608.836.3690 Middleton, WI 53562

ISSUED  
Issued for UDC Informational - August 19, 2020

PROJECT TITLE  
**PIZZERIA UNO**  
Site Redevelopment

7601 Mineral Point Rd  
SHEET TITLE  
**Second - Fourth**  
Floor Plans

SHEET NUMBER

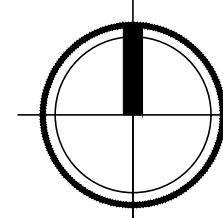
**A-1.2**

PROJECT NO. **2033**

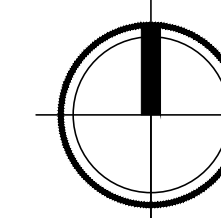
© Knothe & Bruce Architects, LLC



**1** SECOND FLOOR PLAN  
A-1.2 1" = 20'-0"



**2** THIRD & FOURTH FLOOR PLAN  
A-1.2 1" = 20'-0"







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knothebruce.com 608.836.3690  
7601 University Ave. • Suite 201 • Middleton, WI 53562

KEY PLAN



1 West Angle  
A-2.1 N.T.S.

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2 East Angle  
A-2.1 N.T.S.

PROJECT TITLE  
**PIZZERIA  
UNOS SITE  
REDEVELOPMENT**

7601 Mineral Pt Rd  
Madison, WI 53719

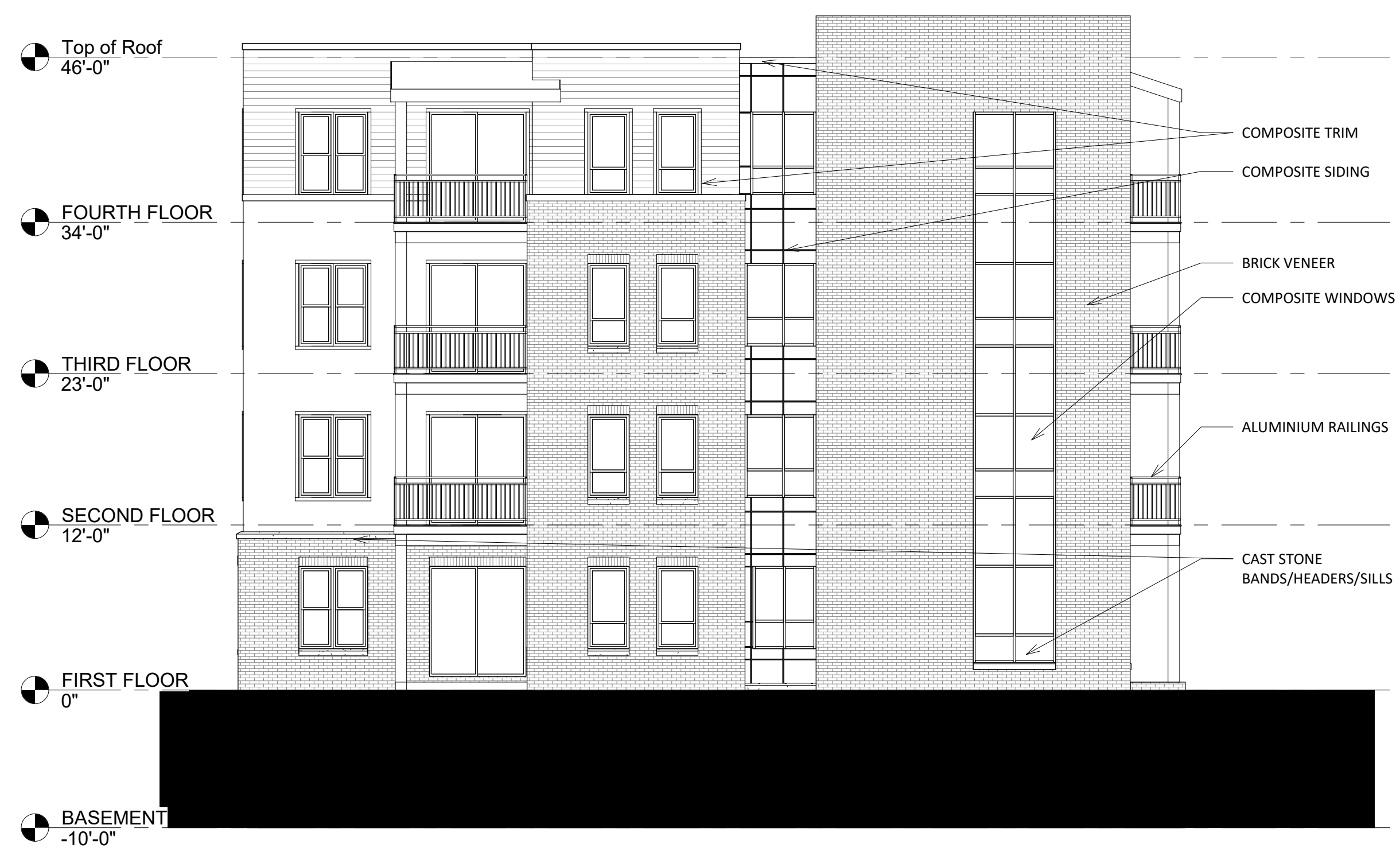
SHEET TITLE  
**EXTERIOR  
ELEVATIONS**

SHEET NUMBER

**A-2.1**

PROJECT NUMBER 2033

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5 West  
A-2.2 N.T.S.



2 South  
A-2.2 N.T.S.



3 East  
A-2.2 N.T.S.



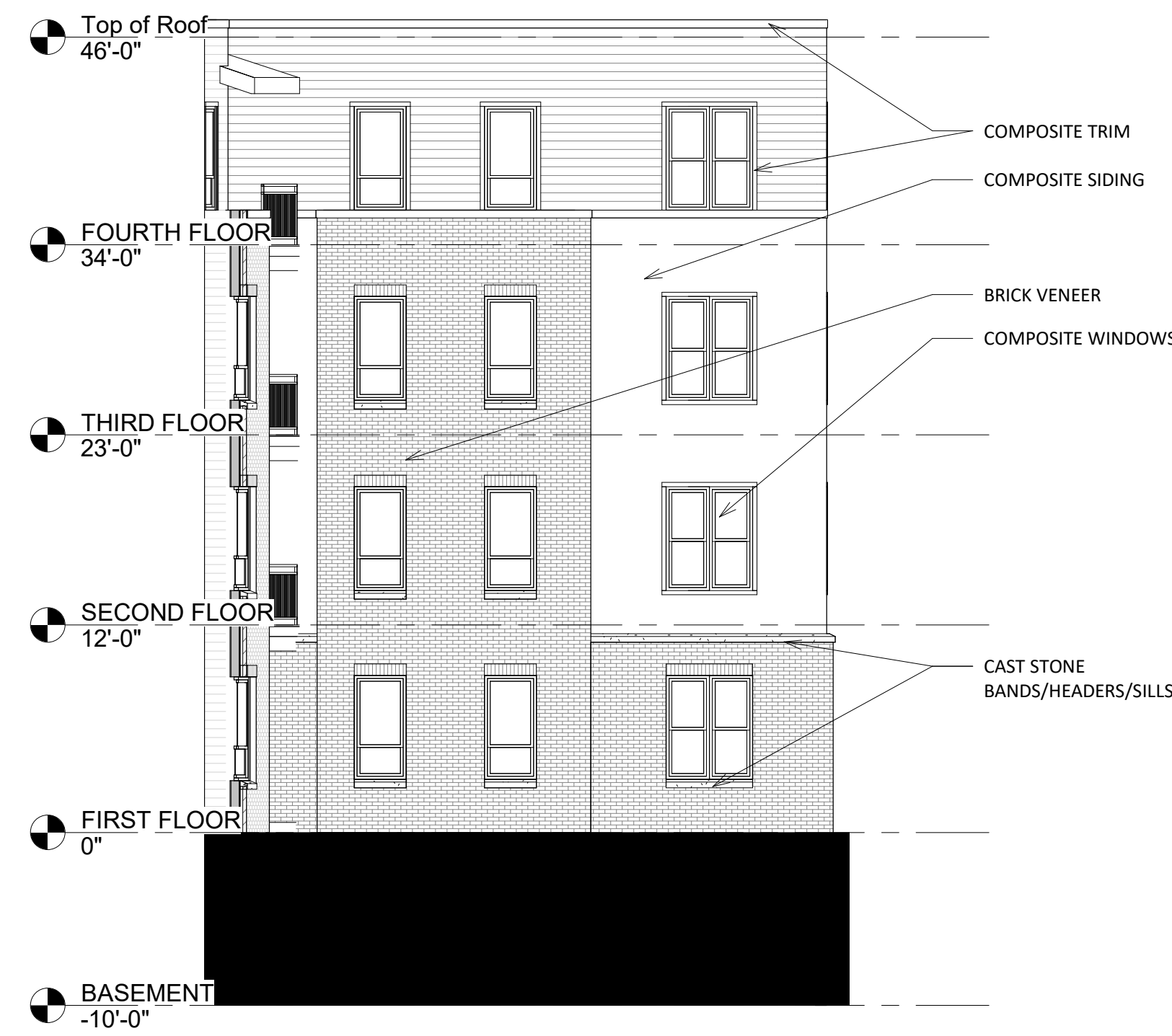
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7601 University Ave. • Suite 201 • Middleton, WI 53562

KEY PLAN



1 North  
A-2.3 N.T.S.



2 North Angle  
A-2.3 N.T.S.

ISSUED  
Issued for UDC Informational - August 19, 2020

PROJECT TITLE  
**PIZZERIA  
UNOS SITE  
REDEVELOPMENT**

7601 Mineral Pt Rd  
Madison, WI 53719

SHEET TITLE  
**EXTERIOR  
ELEVATIONS**

SHEET NUMBER

**A-2.3**

PROJECT NUMBER **2033**

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**1** COLROED - West Angle  
A-2.4 N.T.S.

ISSUED  
Issued for UDC Informational - August 19, 2020



**2** COLORED - East Angle  
A-2.4 N.T.S.

PROJECT TITLE  
**PIZZERIA  
UNOS SITE  
REDEVELOPMENT**

7601 Mineral Pt Rd  
Madison, WI 53719

SHEET TITLE  
**EXTERIOR  
ELEVATIONS -  
COLORED**

SHEET NUMBER

**A-2.4**

PROJECT NUMBER **2033**

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1 COLROED - West  
A-2.5 N.T.S.



2 COLROED - South  
A-2.5 N.T.S.



3 COLROED - East  
A-2.5 N.T.S.





1 COLROED - North  
A-2.6 N.T.S.



2 COLROED - North Angle  
A-2.6 N.T.S.

PROJECT TITLE  
**PIZZERIA  
UNOS SITE  
REDEVELOPMENT**

7601 Mineral Pt Rd  
Madison, WI 53719

SHEET TITLE  
**EXTERIOR  
ELEVATIONS -  
COLORED**

SHEET NUMBER

**A-2.6**

PROJECT NUMBER 2033

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PIZZERIA UNOS  
SITE REDEVELOPMENT

7601 Mineral Pt Rd  
Madison, WI 53719







**PIZZERIA UNOS  
SITE REDEVELOPMENT**

7601 Mineral Pt Rd  
Madison, WI 53719







PIZZERIA UNOS  
SITE REDEVELOPMENT

7601 Mineral Pt Rd  
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