

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 9/19/25 11:50 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): _____

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 _____

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 _____

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

- 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 _____.
- 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

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

UDC Application LOI

Jenifer Street Market Project

Jenifer Street Market exterior renovation project will consist of an entire face lift to the façade of the exterior. Supreme Structures, a JG Development company will be removing the torn and weathered awning and replacing it with composite materials while not disrupting the existing brick. In November of 2024 we did a full roof tear off and replaced with TPO. This final project should be the last exterior project for quite some time. We believe the design and materials selected will allow for sustainability and minimal maintenance in the future. Once completed this will be an incredible stable in an already thriving neighborhood.

Here are some existing images for reference.

















Department of Planning & Community & Economic Development

Economic Development Division

Matthew B. Mikolajewski, Director

P.O. Box 2983

Madison, Wisconsin 53701-2983

Phone: (608) 266-4222

Fax: (608) 261-6126

obr@cityofmadison.com

www.cityofmadison.com/business

Office of Business Resources

Saran Ouk, Manager souk@cityofmadison.com

Tom Otto, Economic Development Specialist

Please send all inquiries to Tom

totto@cityofmadison.com

Façade Improvement Grant

APPLICATION

Please read the Program Summary, which explains the process for applying for this grant. The first step is to discuss your project with City Staff. Please call or e-mail Tom Otto to set up a conversation about your project before applying.

Tom Otto
(608) 243-0178
totto@cityofmadison.com

Application Type (select one):

☐ Mini Grant – Grant up to \$10,000

- Ideal for smaller projects (lighting, awnings, some signage, some maintenance, etc.)
- No architectural drawings required
- No Applicant funding match required
- Streamlined process. Staff review and approval in most circumstances

☐ Façade Improvement Grant – Grant \$10,001-\$20,000 per street facing facade

- Best for major projects, historic renovation, full façade replacement, etc.
- Architectural drawings may be required
- One-to-one match required
- Requires Façade Grant Team and Urban Design Commission approval

Applicant:

Phone:

Business Name:

Business Address:

Zip Code:

E-mail Address:

Property Owner:

Property Owner E-mail:

Property Owner Phone Number:

Number of Employees of Business:

Full-time

Part-time

How many Owners?

Ownership Type?

- ☐ Sole Proprietorship ☐ Partnership ☐ Corporation
☐ S-Corporation ☐ B-Corporation ☐ LLC

Legal Name of Grantee:

Lease Terms:

Explanation of Project Scope

--

Attachments

- ☐ Copy of lease, land contract or deed
☐ Building owner's written authorization
☐ Bids, estimates, contracts, product brochures, design drawings as appropriate

Total Project Budget*

List Individual Project Elements	Total Cost	Grant Dollars Used	Private Dollars Used
Totals			

Mini Grant - Grant requests for amounts up to \$10,000 have no match requirement

Façade Improvement Grant - Grant requests for over \$10,000 require a one-to-one match. Projects can request up to \$20,000 per street facing facade, \$40,000 per two street facing facades, and \$50,000 for a Flatiron Building

List Contractors and Suppliers				
Contractor/Supplier	E-mail	Item(s) or work proposed	Amount	Estimate Provided (Y/N)

Comments

--

Is the Project in target area (City of Madison Façade Grant Eligible Area)? ☐ Yes ☐ No

If No, please explain rationale that Project is in an emerging commercial node or activity area:

Applicant's Certification

The Applicant certifies that all information in this application and all information furnished in support of this application is given for the purpose of obtaining a grant under the City of Madison Facade Improvement Grant Program and is true and complete to the best of the applicant's knowledge and belief.

Signature:

Date:

Signature:

Date:

E-mail application to: Tom Otto Economic Development Specialist City of Madison totto@cityofmadison.com PREFERRED DELIVERY METHOD	Drop off application: ATTN: Tom Otto Economic Development Division Madison Municipal Building 215 Martin Luther King Jr. Blvd Rm 312 Madison, WI 53701	Mail application: ATTN: Tom Otto Economic Development Division P.O Box 2983 Madison 53701-2983
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EXTERIOR RENDERINGS

N.T.S.



EXISTING STREET VIEW

Supreme Structures
455 S. Junction Road
Madison, WI 53719
(608) 437-6181

**SUPREME
STRUCTURES**
INCORPORATED
Solid. Solutions.

Jenifer Street Market
2038 Jenifer St. Madison WI

DATE	DESCRIPTION
5/1/2025	SCHEMATIC STUDY
8/4/2025	CONCEPT UPDATE
9/9/25	EXTERIOR UPDATE
9/17/25	EXTERIOR UPDATE
9/18/25	FACADE GRANT
— / — / —	---

RENDERINGS

A-1



EXTERIOR RENDERINGS

N.T.S.



EXISTING STREET VIEW

SUPREME STRUCTURES IS PROTECTED UNDER ARCHITECTURAL WORKS COPYRIGHT PROTECTION ACT OF 1990. THESE PLANS ARE COPYRIGHTED UNDER SECTION 102 OF THE COPYRIGHT ACT, 17 USC. THE PROTECTION INCLUDES BUT IS NOT LIMITED TO THE OVERALL FORM, ARRANGEMENT, AND COMPOSITION OF SPACES AND ELEMENTS OF THE DESIGN.

Supreme Structures
455 S. Junction Road
Madison, WI 53719
(608) 437-6181

SUPREME
STRUCTURES

INCORPORATED

Solid. Solutions.™

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RENDERINGS

A-2



EXTERIOR RENDERINGS

N.T.S.



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RENDERINGS

A-3



EXTERIOR RENDERINGS

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		<div> SUPREME STRUCTURES INCORPORATED</div> <div>Solid. Solutions.™</div>	
		Jennifer Street Market 2038 Jenifer St. Madison WI	
DATE	DESCRIPTION		
5/1/2025	SCHEMATIC STUDY		
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9/17/25	EXTERIOR UPDATE		
9/18/25	FACADE GRANT		
— / — / —	---		
RENDERINGS			
		A-4	



EXTERIOR RENDERINGS

N.T.S.



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RENDERINGS			
		A-5	



EXTERIOR RENDERINGS

N.T.S.



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(608) 437-6181

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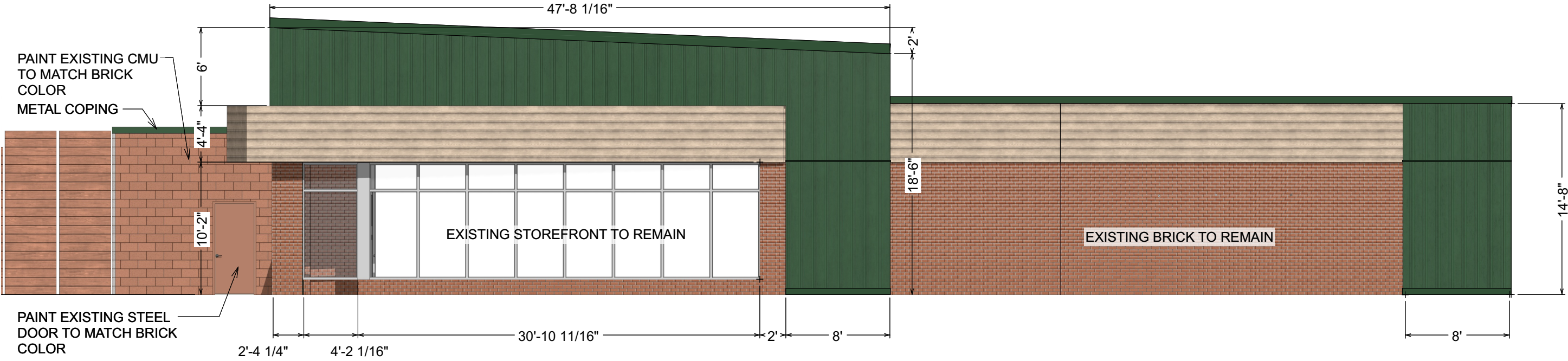
Jenifer Street Market

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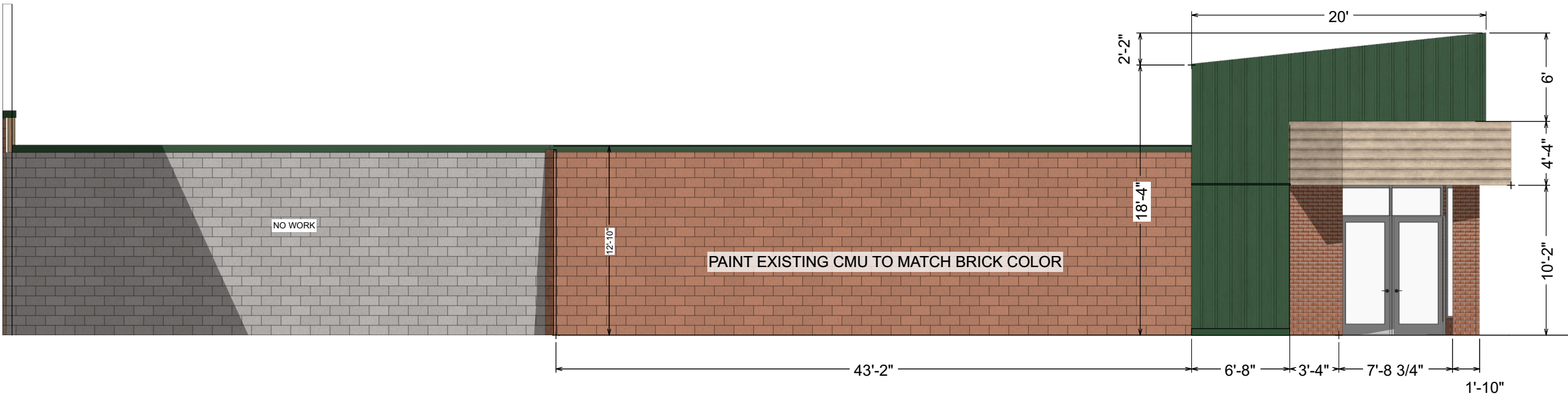
RENDERINGS

A-6



JENIFER STREET ELEVATION

SCALE: 1/8" = 1'-0"



PARKING LOT ELEVATION

SCALE: 1/8" = 1'-0"

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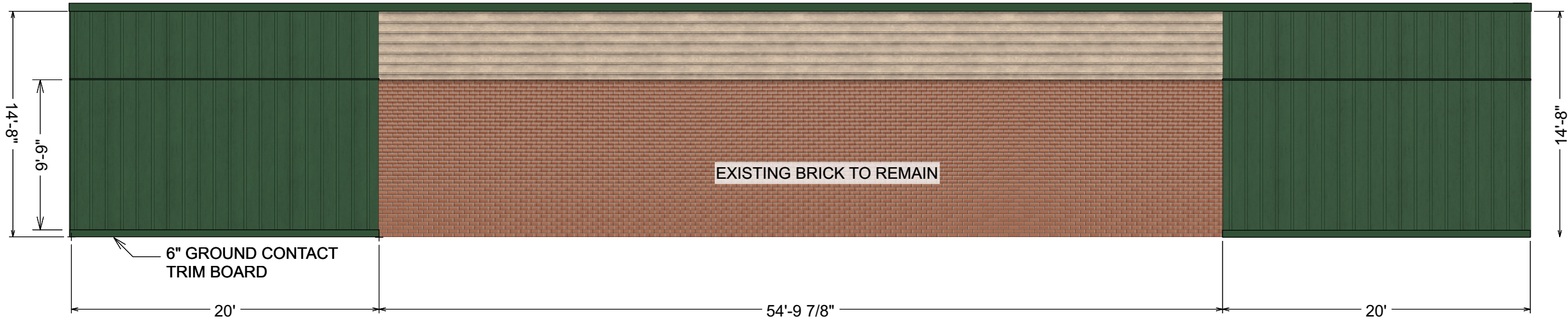
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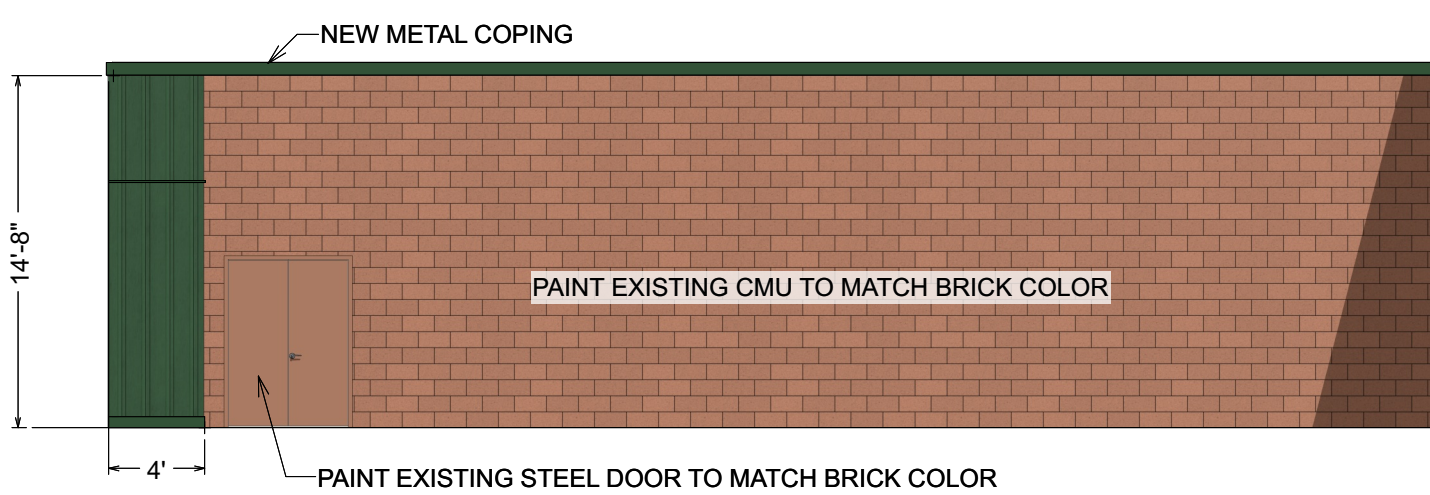
ELEVATIONS

A-7



DIVISION STREET ELEVATION

SCALE: 1/8" = 1'-0"



LOADING DOCK ELEVATION

SCALE: 1/8" = 1'-0"

EXTERIOR MATERIALS



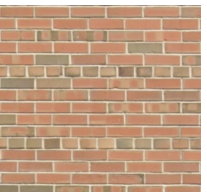
METAL COPING, COLOR: GREEN TO MATCH SIDING



HARDIE BOARD 8.25" CEDARMILL LAP SIDING (7" EXPOSURE) COLOR: COBBLESTONE



HARDIE BOARD CEDARMILL BOARD AND BATTEN (12" EXPOSURE) COLOR: PRIMED FOR PAINT, SW 6447 EVERGREENS



EXISTING BRICK

Supreme Structures
455 S. Junction Road
Madison, WI 53719
(608) 437-6181

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ELEVATIONS

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