

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 _____ 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): 1302 S. Midvale Blvd. Madison WI, 53711

Title: Midvale Mixed-Use

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested 01/10/2024

- 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 Randy Manning
Street address P.O. Box 459
Telephone 608-444-2813

Company _____
City/State/Zip Spring Green, WI 53588
Email randymanning60@frontier.com

Project contact person Ian Luecht
Street address 2501 Parmenter Street, Suite 300A
Telephone (608)-836-7570

Company Sketchworks Architecture
City/State/Zip Middleton, WI 53562
Email iluecht@sketchworksarch.com

Property owner (if not applicant) 401 North Third Street NV, LLC

Street address 6357 State Road 23
Telephone _____

City/State/Zip Spring Green, WI 53588
Email jpdq@me.com

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 Jessica Vaughn and Jenny Kirchgatter on 11/27/2023.
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 Randy Manning Relationship to property Owner Representative

Authorizing signature of property owner  Date Dec 18, 2023

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



December 18th, 2023

City of Madison Urban Design Commission
215 Martin Luther King Jr. Blvd.
P.O Box 2985
Madison, WI 53701-2985

RE: 1302 S Midvale Blvd.
UDC Informational – Letter of Intent

Dear Commission Members,

On behalf of 401 North Third Street NV, LLC, Sketchworks Architecture, LLC is submitting this letter of intent and application for an informational meeting regarding Concept Site, Building Plans and Elevations at 1302 S Midvale Blvd. Our submittal is for a new 55-unit, mixed-use apartment building with first floor retail space and rooftop amenity space on the corner of Midvale Blvd. and Hammersley Rd.

The site is zoned Commercial Corridor Transitional (CC-T). The intended use is a permitted use and specific first floor retail tenants will be reviewed on a tenant-by-tenant basis and is not presently part of this review. As the site is cross connected with other lots, we will be applying for a major alteration to an existing conditional use. This site is also not part of any Urban Design Districts.

On June 29th, 2023, we presented our concept to the Madison Development Assistance Team through a DAT meeting and are designing per their recommendations.

The Alderperson of District 10 is Alder Figueroa Cole and was part of the earlier DAT meeting and separately met with the design team for more specific recommendations.

In response to the pre-application meeting with Jessica for the original planned submission, we discussed a few concerns and ultimately decided to delay our meeting and address some of the concerns. As this is still preliminary, we have not yet fully developed the solutions and will continue to address the noted items.

Proposal Summary:

New seven-story, mixed-use building with residential, retail, and amenity space.

Existing Conditions:

The proposed lot contains a vacant, single-story standalone retail building that will be demolished. The borders of the site to the North and East are Hammersley Rd. and Midvale Blvd., to the west are a series of four-unit rental properties, and to the south is a series of strip retails and restaurants. There are two existing curb cuts to the north, one of which we will be closing. There exists a cross access easement that will be maintained from Hammersley Rd to the strip retail to the south. On the South-East corner, there is a bus stop with no shelter.

Legal Description:

LOT 1 OF CERTIFIED SURVEY MAP NO 2274 RECORDED IN DANE COUNTY REGISTER OF DEEDS IN VOLUME 9 PAGE 95 OF CERTIFIED SURVEYS, EXCEPT THAT PART AS DESCRIBED IN DOC 5042004 FOR ROAD ROW. (*Abbreviated*)

Proposed Uses:

The proposed uses of the building are as follows:

- Approximately 10,000 SF First floor retail rented as one large tenant or subdivided into up to four smaller tenants with shared common space.
- Fifty-five apartment units including Studios, 1 Bedrooms, and 2 Bedrooms.
- Second floor and seventh floor amenity spaces including a fitness room, clubroom, and a rooftop patio space.

Design Attributes:

This development seeks to effectively utilize and respect the prominence of the intersection it is located on to function as both a gateway into the neighborhoods and an anchor for any future developments along this strip. We also are using this opportunity to promote pedestrian traffic in the area through a combination of encouraging public transportation with a thoughtfully designed bus stop area and walkable first floor retail areas.

This building proposed is seven stories above grade with one level of secure underground parking.

The building features a rooftop patio space that overlooks the Madison skyline at the North-East Corner, including views of the UW-Arboretum and Lake Wingra, along with distant views of the Capital Building and Lake Monona. We are providing a variety of types of spaces for residents to use, both interior and exterior.

Formally, we use vertically oriented masses with horizontal linear elements to provide both texture and layering within the façade with an otherwise intentionally limited palette of materials. Our exterior materials are intended to be thoughtful and cohesive with the context of the border between the commercial and residential zones, and to provide that transitional characteristic intended by this zoning district.

Site Planning:

On the existing site there are (2) curb cuts on Hammersley Rd. We will be closing the one closest to the Midvale Blvd intersection and maintaining the cross access between the entrance and the property directly to the south. Closing this curb cut will also have the added benefit of improving the traffic flow by minimizing congestion at the intersection.

Elsewhere on the site, we will be providing an integrated shelter to be a continuation of the building architecture for the existing bus stop on Midvale Blvd.

Parking:

There will be 38 surface stalls and 43 secure underground parking spaces (81 total). Two stalls in each area will be van accessible.

Building / Site Relationships:

The building will be in the North-East corner of the site promoting pedestrian traffic and access to retail uses, with vehicle parking behind the building, near the main entrance. There will be direct access from the existing bus stop to the main retail and residential entrance.

Lighting:

Site lighting has not been developed yet.

Utilities:

Utilities serving the building will be underground. Final design and layout to be determined.

Signs:

The signage package is to be designed in conformance with MGO regulations. Specific signage will be addressed in a separate submittal. Signage shown on this submittal is representational only.

In summary, the project will consist of the general criteria below:

Zoning District:

This Property is Currently Zoned CC-T.

UDC District:

This property is not within any Urban Design Districts.

Project Schedule:

The Current Milestone Schedule is as follows:

- Initial DAT Meeting: June 29th, 2023
- Alder Notification: November 6th, 2023
- Neighborhood Announcement: November 24th, 2023
- Second DAT Meeting: January 4th, 2024
- UDC Informational: January 10th, 2024
- Neighborhood Meeting 1: January 11th, 2024
- UDC Initial Approval: March 13th, 2024
- Submit Land Use Application: April 8th, 2024
- UDC Final Approval: May 8th, 2024
- Plan Commission (Assumed): May 20th, 2024
- Common Council Meeting: June 4th, 2024
- Submit Site Plan verification: July 2024
- Submit Building Inspection: August 2024
- Begin Construction: October 2024

These dates are estimates based on meeting dates and favorable results, and therefore may be subject to adjustment as the project progresses through the approval process.

Project Team:

The Key individuals and firms involved in the planning and design of the project include:

Building Owner:
401 North Third Street NV, LLC
6357 State Road 23
Spring Green WI 53588
Member: Jeffery J. Jacobsen

Architect:
Sketchworks Architecture, LLC
2501 Parmenter Street, Suite 300A
Middleton, WI 53562
Contact: Ian Luecht
(608) 836-7570

Civil Engineer:
Quam Engineering, LLC
4604 Siggelkow Rd, Suite A
McFarland, WI 53558
Contact: Ryan Quam
(608) 838-7750

Please feel free to contact us with any questions you may have regarding this request.

Respectfully,



Ian Luecht
Sketchworks Architecture, LLC

SHEET INDEX - UDC

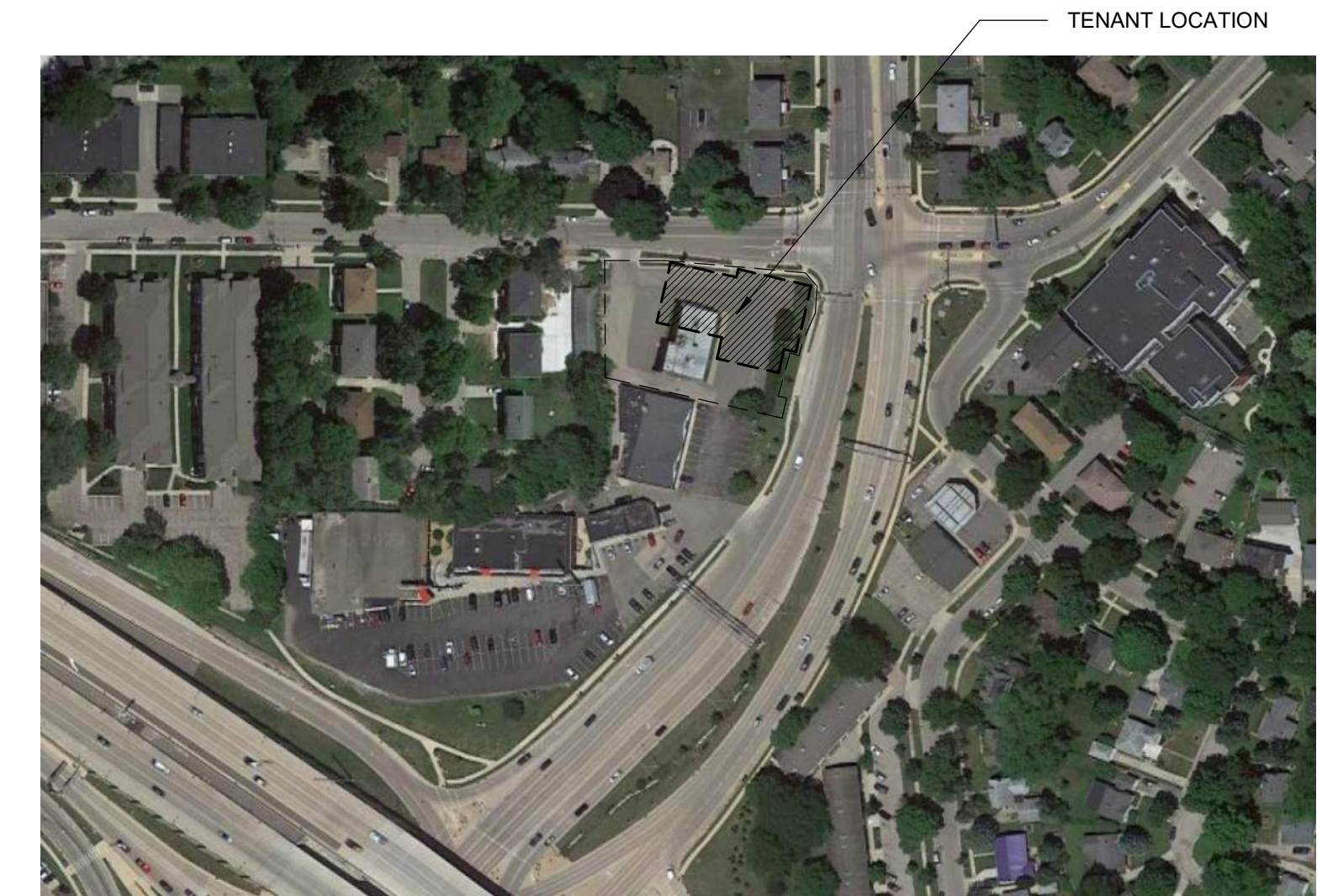
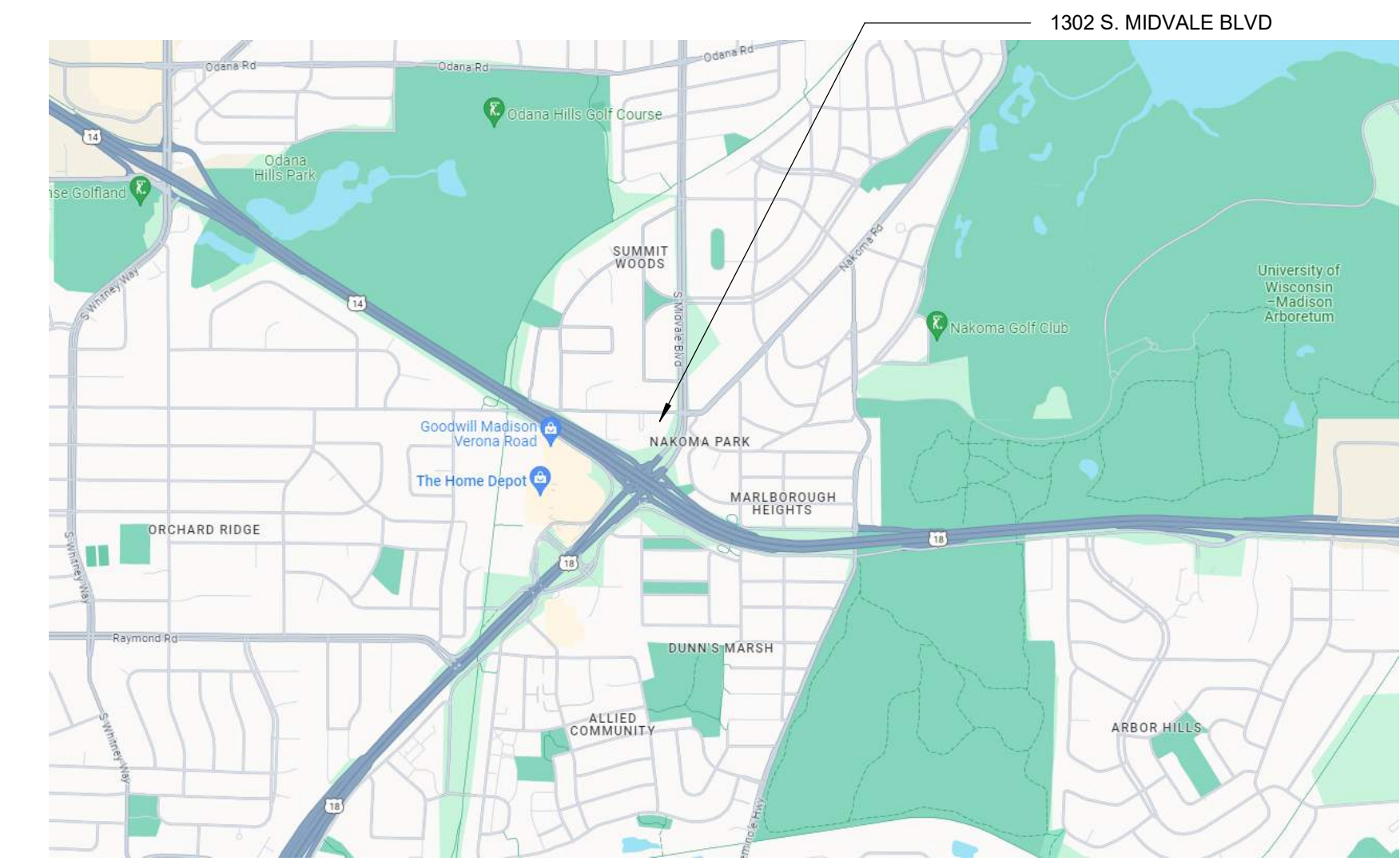
SHEET NUMBER	SHEET NAME	REVISIONS	
		MARK	DATE
PRESENTATION			
1 OF 20	COVER SHEET		
2 OF 20	EXISTING SITE PICTURES		
3 OF 20	NEIGHBORHOOD CONTEXT - COMMERCIAL		
4 OF 20	NEIGHBORHOOD CONTEXT - RESIDENTIAL		
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16 OF 20	EAST ELEVATION		
17 OF 20	SOUTH ELEVATION		
18 OF 20	WEST ELEVATION		
19 OF 20	EXTERIOR RENDERS		
20 OF 20	EXTERIOR RENDERS		

OWNER:
401 NORTH THIRD STREET NV, LLC
6357 STATE ROAD 23
SPRING GREEN, WI 53588

CONTACT:
JEFF JACOBSON (MEMBER)

ARCHITECT:
SKETCHWORKS ARCHITECTURE, LLC
2501 PARMENTER STREET, SUITE 100B
MIDDLETON, WI 53562

CONTACT:
STEVE SHULFER (ARCHITECT)
IAN LUECHT (DESIGNER / CONTACT)
608-836-7570



MIDVALE MIXED USE

COVER SHEET



MIDVALE MIXED USE

EXISTING SITE PICTURES



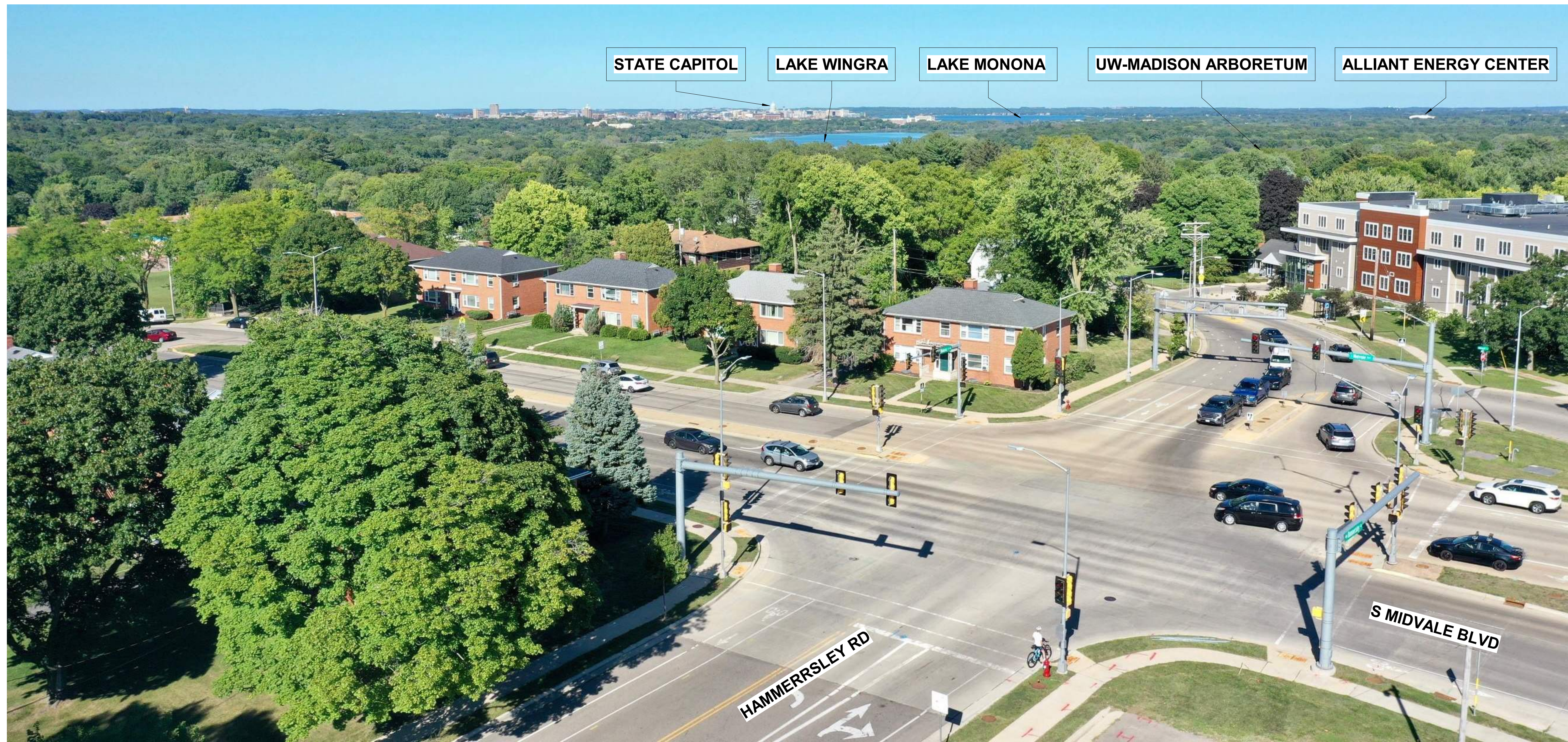
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NEIGHBORHOOD CONTEXT - COMMERCIAL



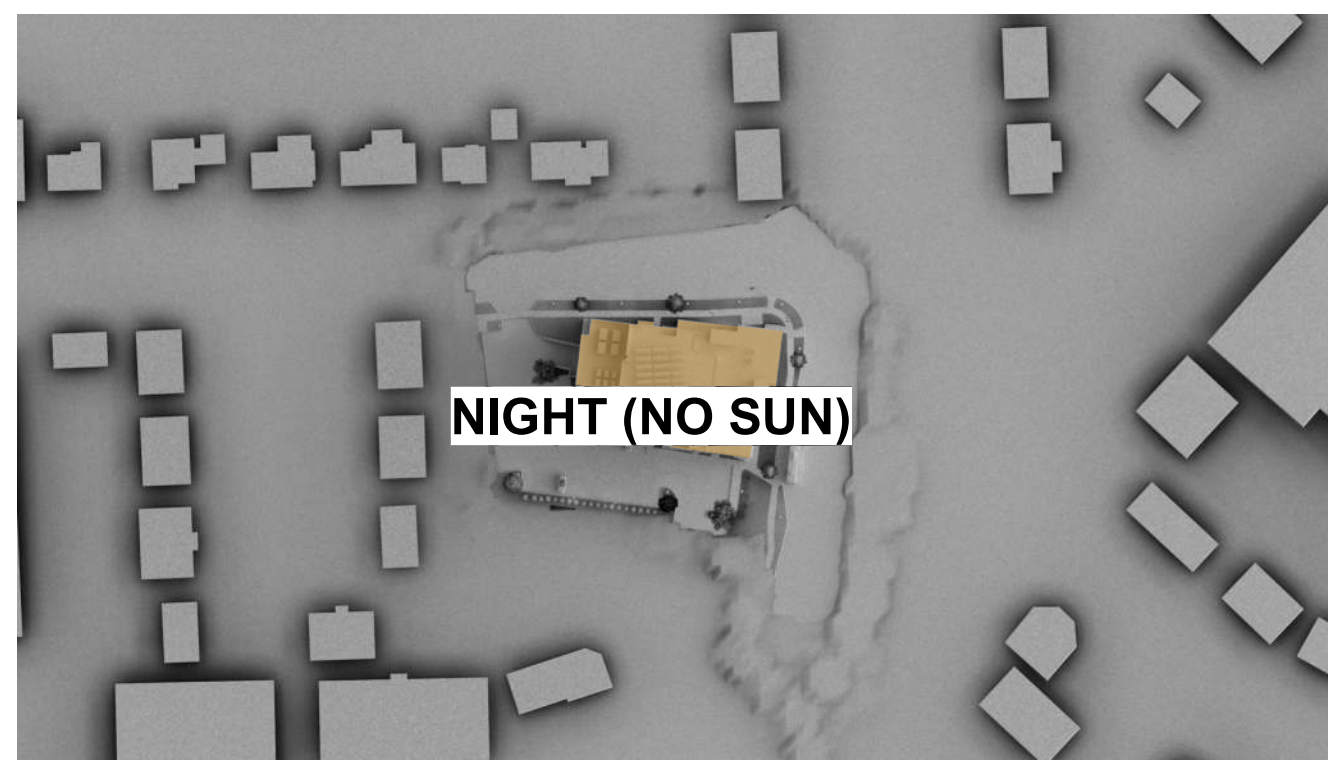
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NEIGHBORHOOD CONTEXT - RESIDENTIAL



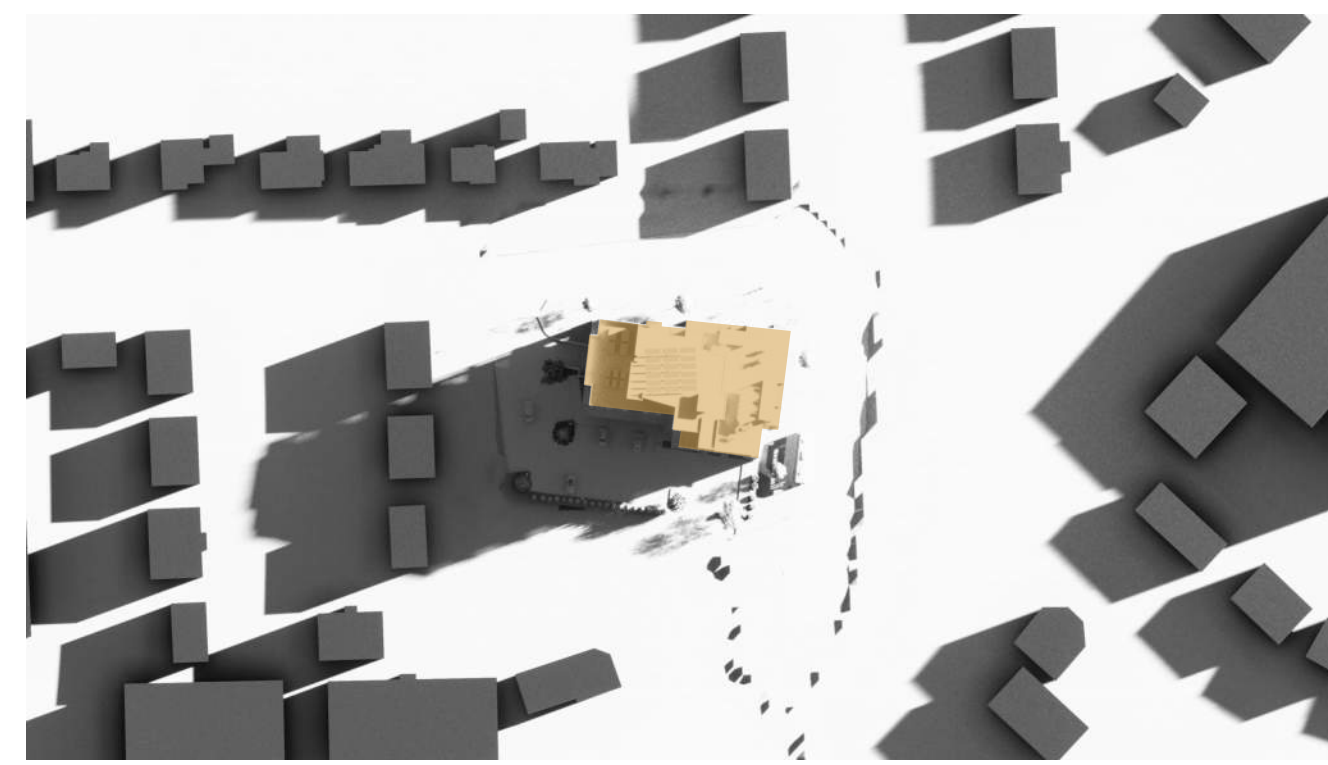
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ROOFTOP VIEWS

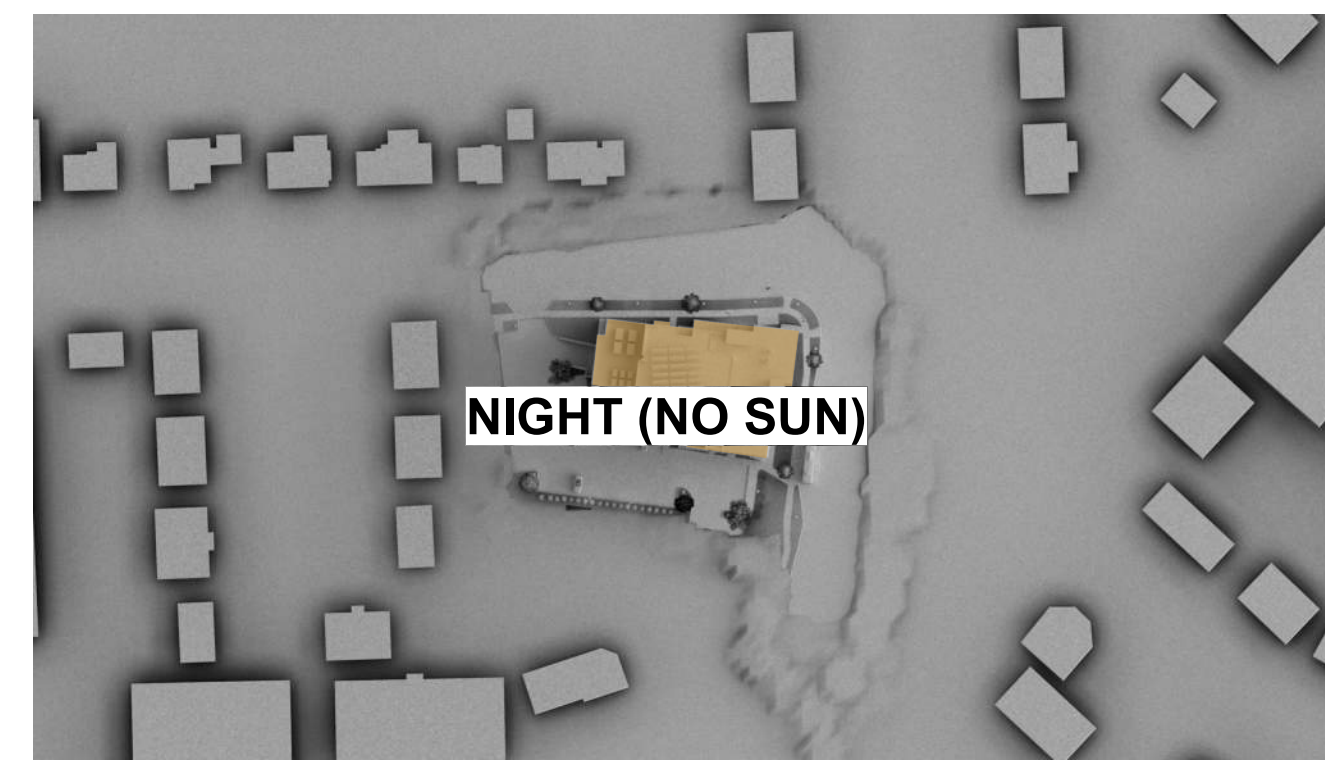


NIGHT (NO SUN)

MARCH 21 - 6AM

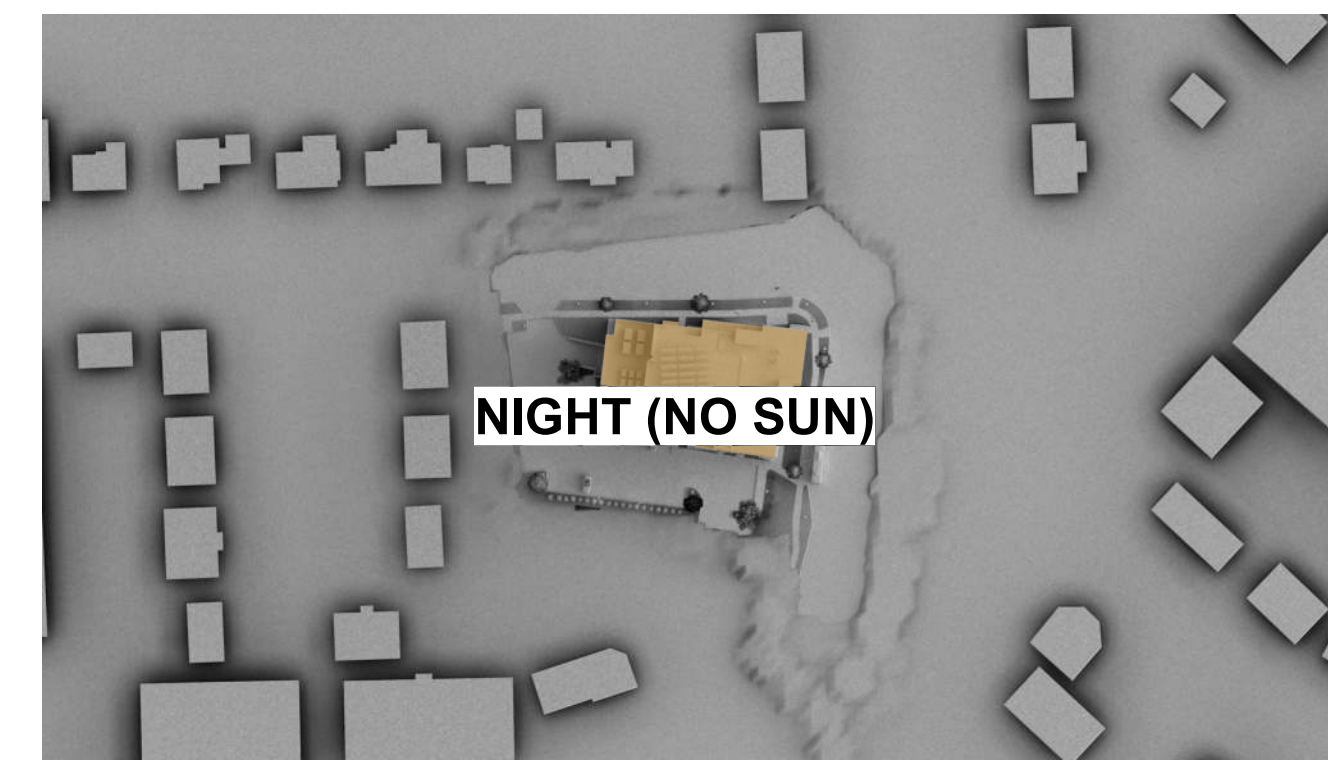


JUNE 21 - 6AM



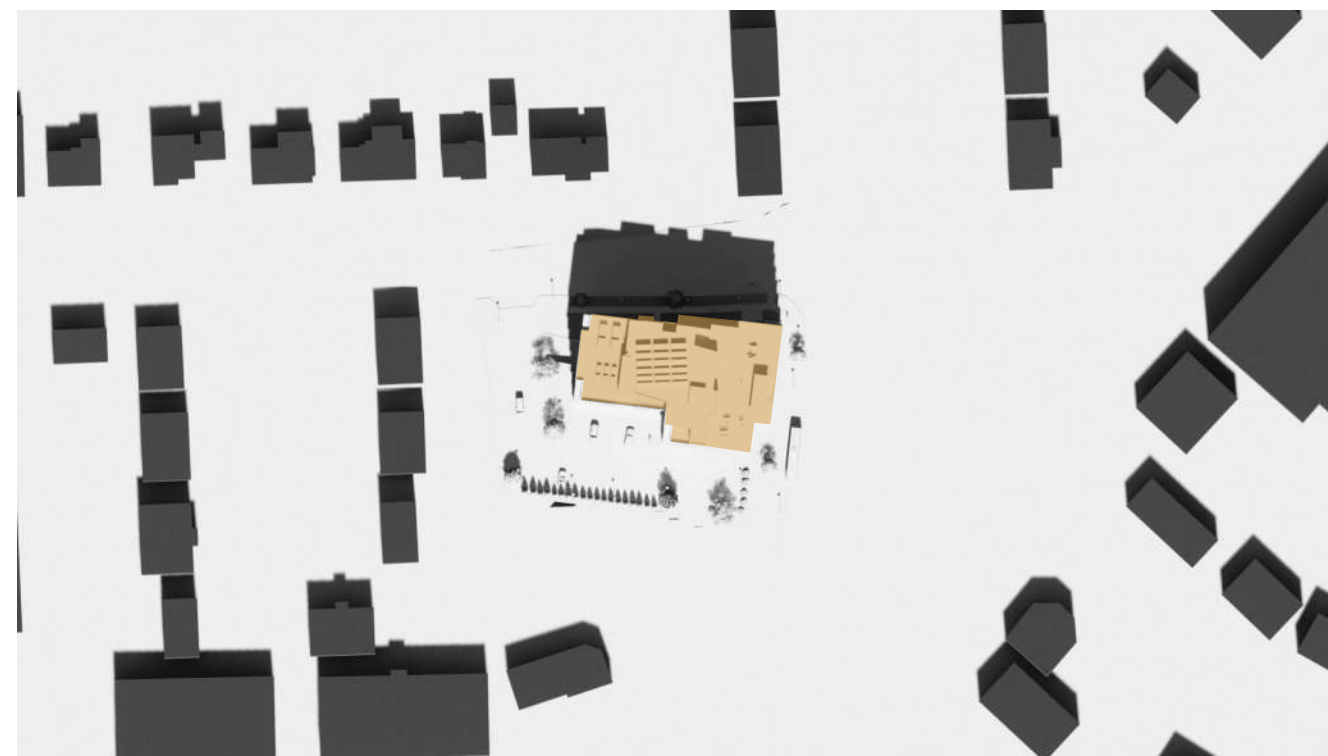
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SEPTEMBER 21 - 6AM



NIGHT (NO SUN)

DECEMBER 21 - 6AM



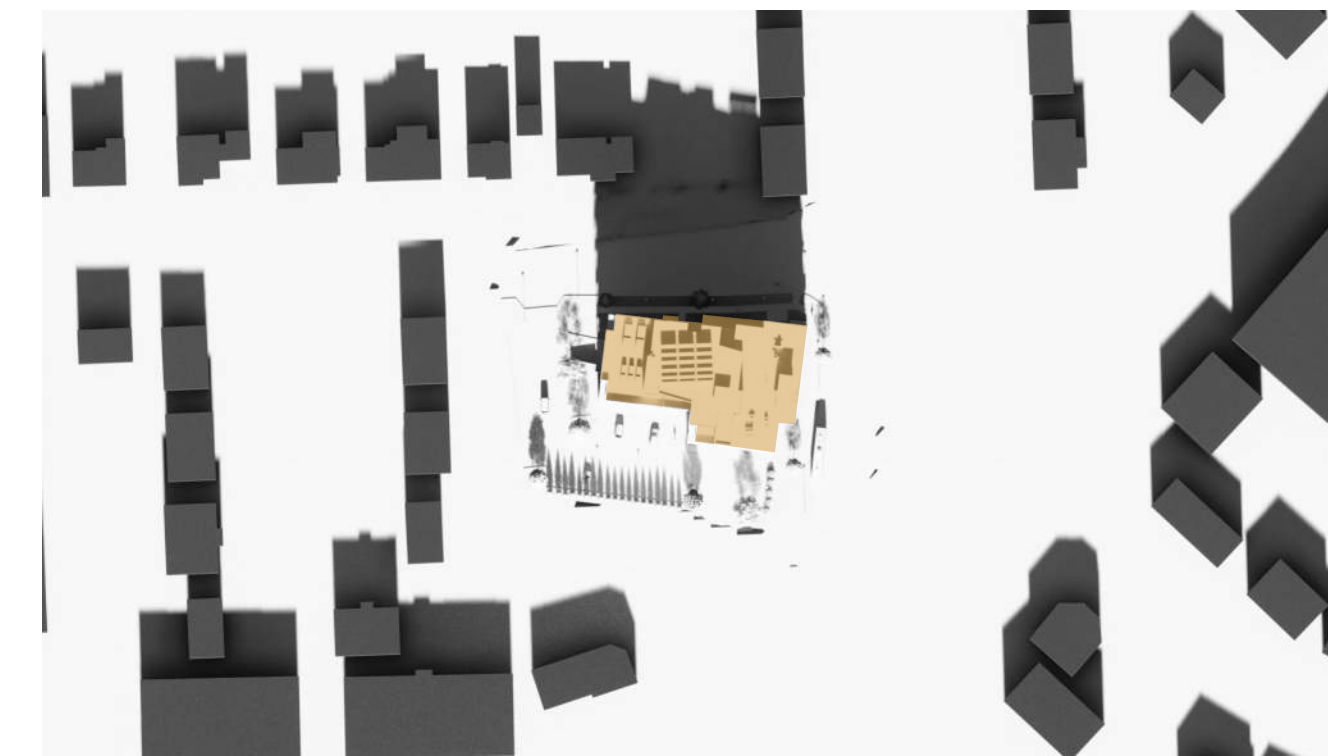
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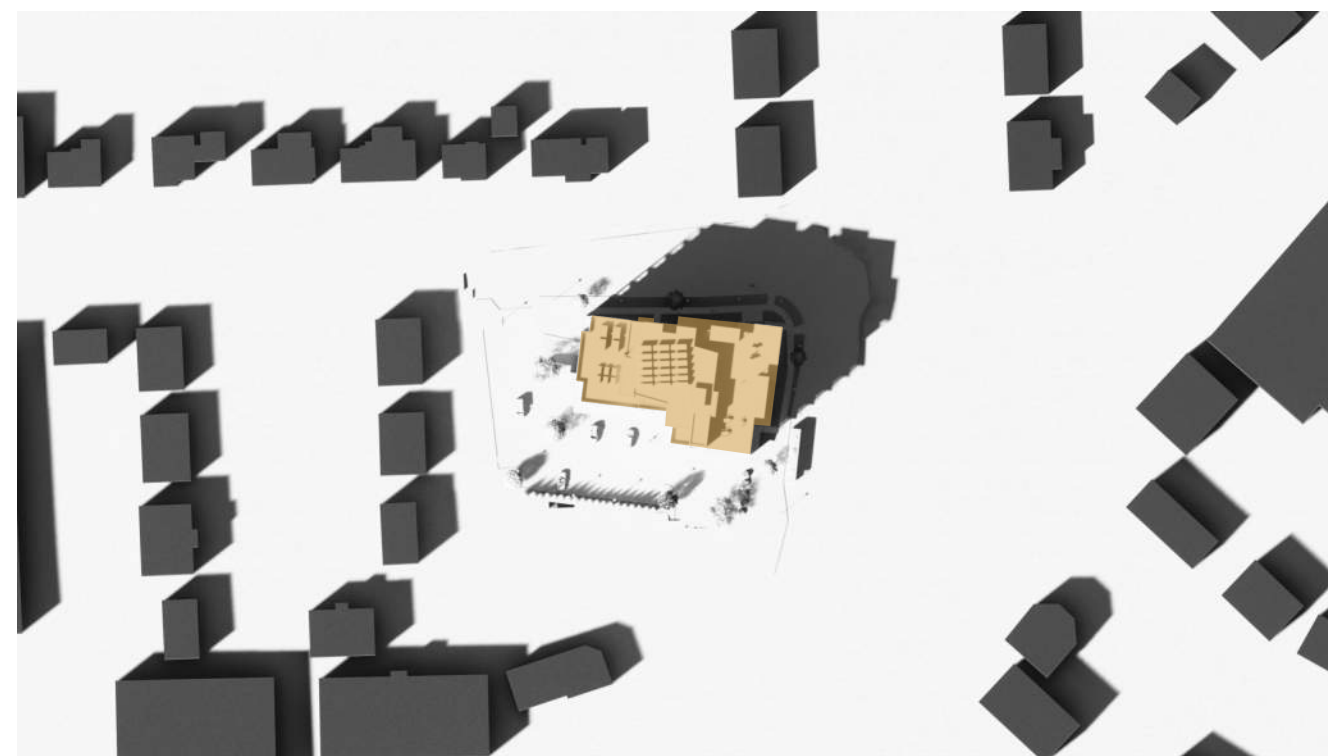
JUNE 21 - 12PM



SEPTEMBER 21 - 12PM



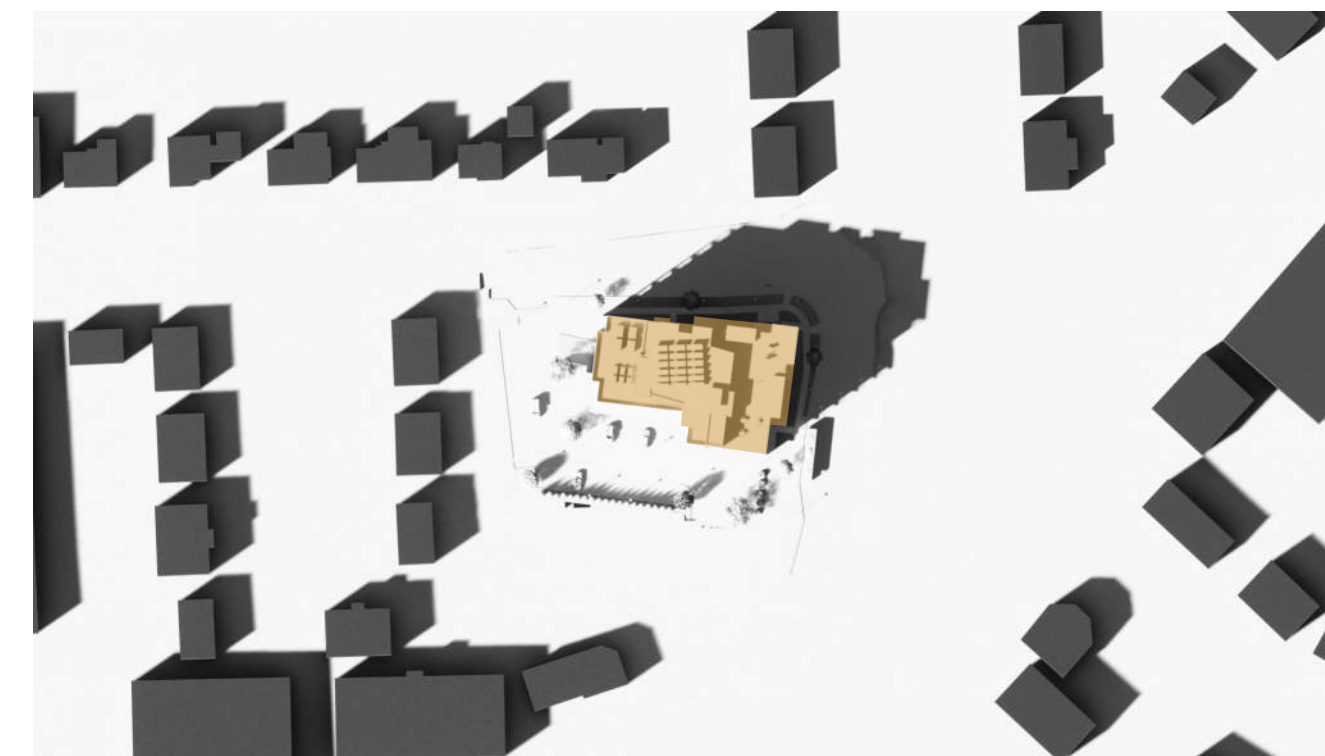
DECEMBER 21 - 12PM



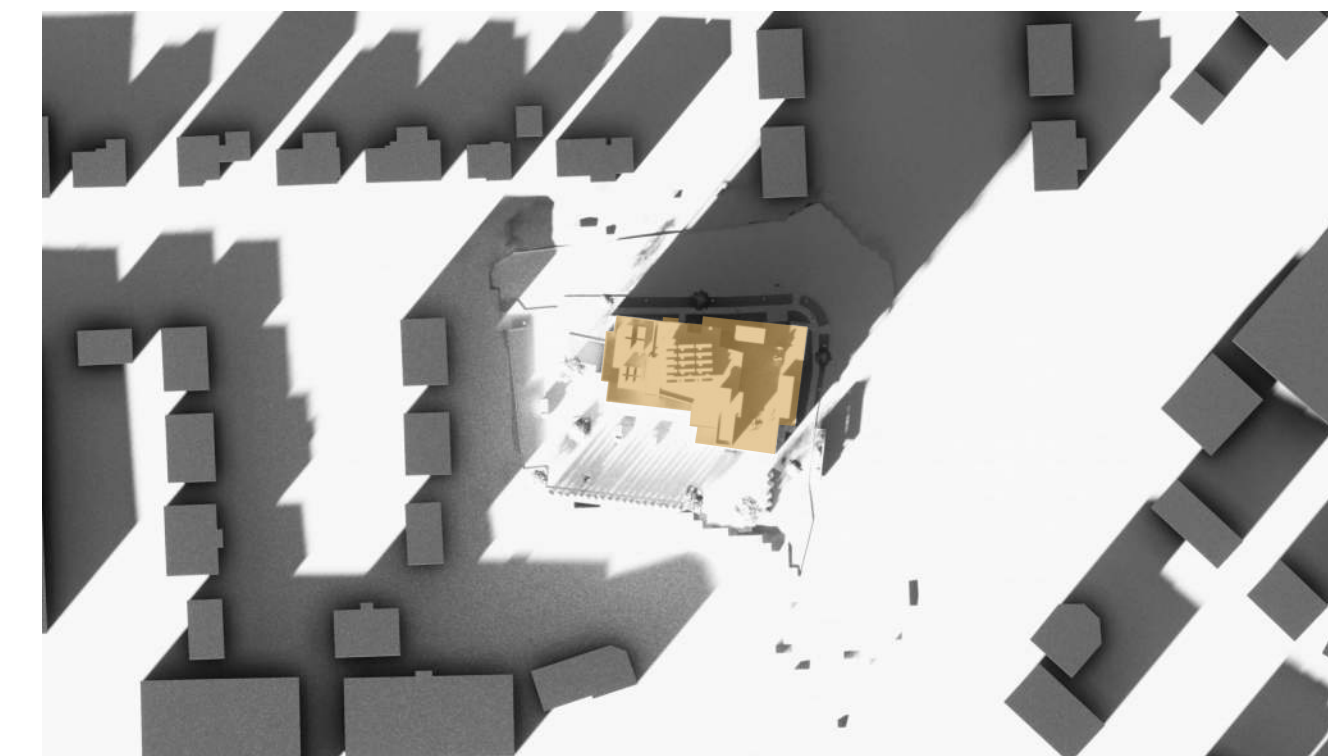
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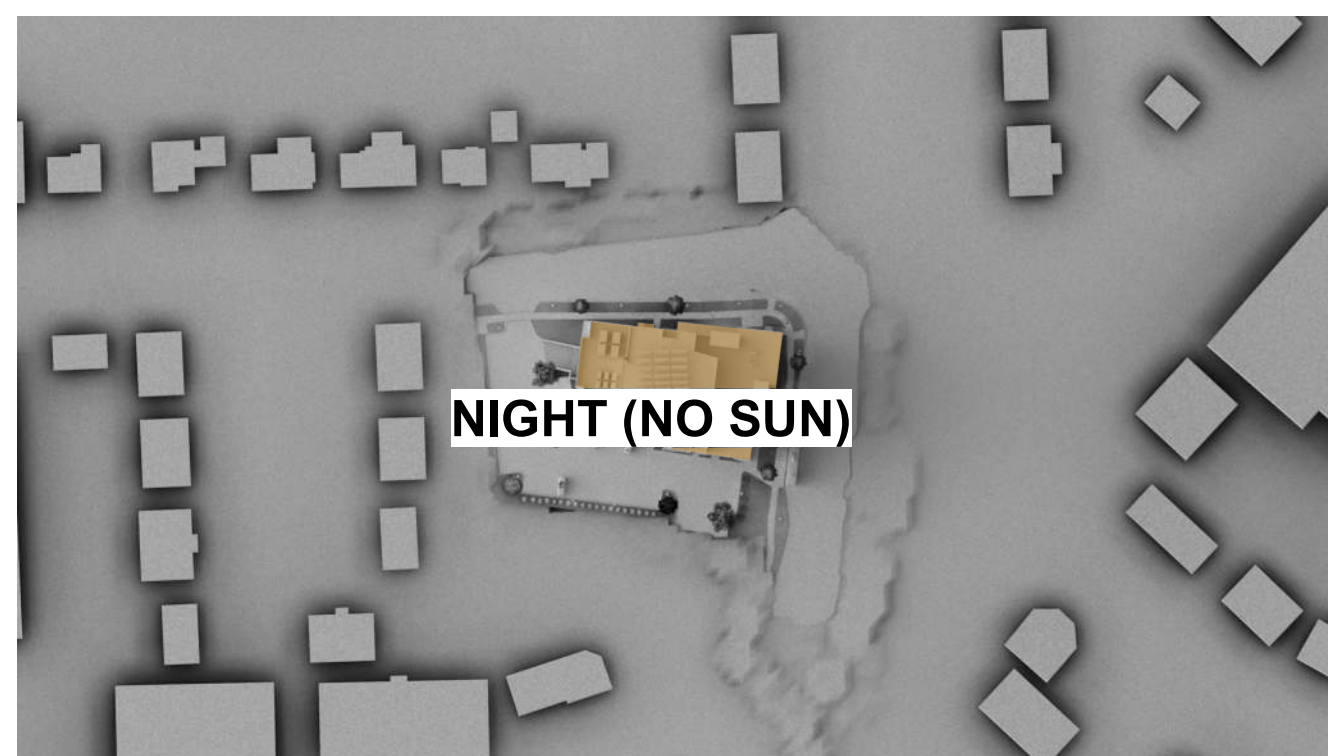
JUNE 21 - 3PM



SEPTEMBER 21 - 3PM

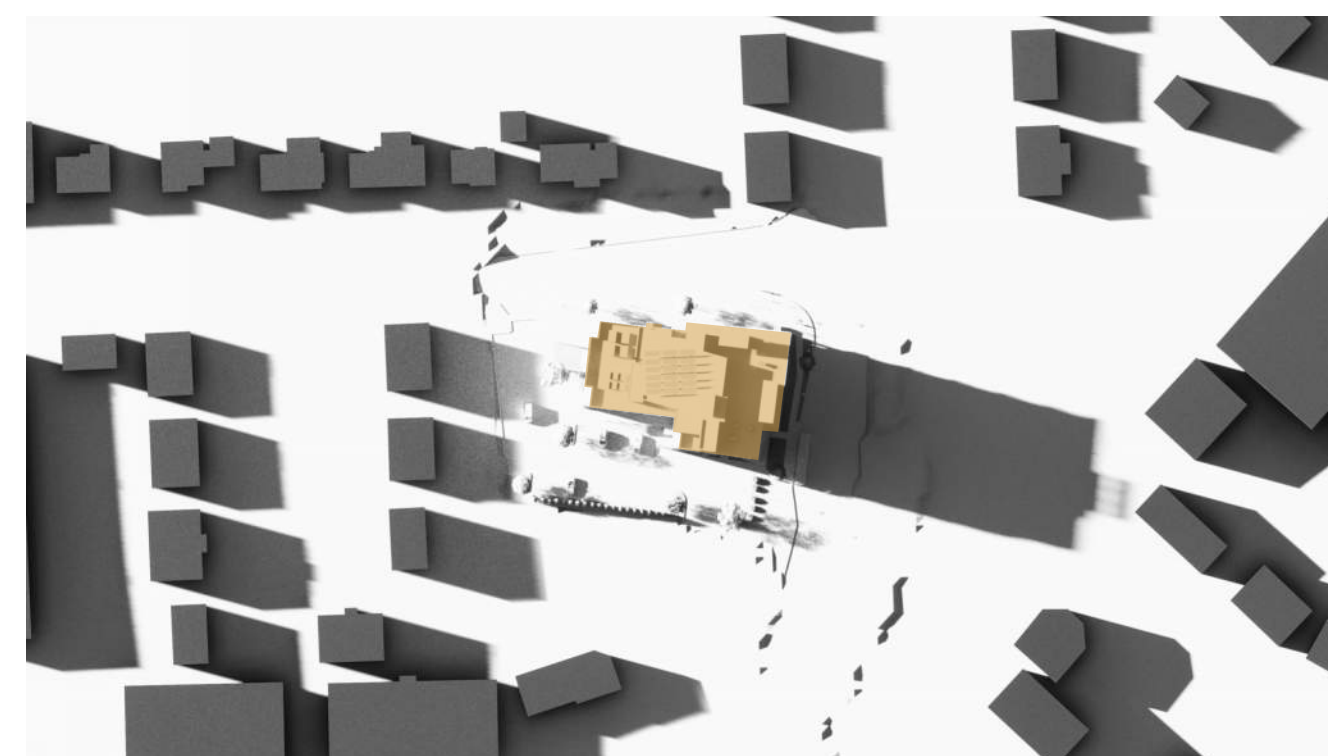


DECEMBER 21 - 3PM

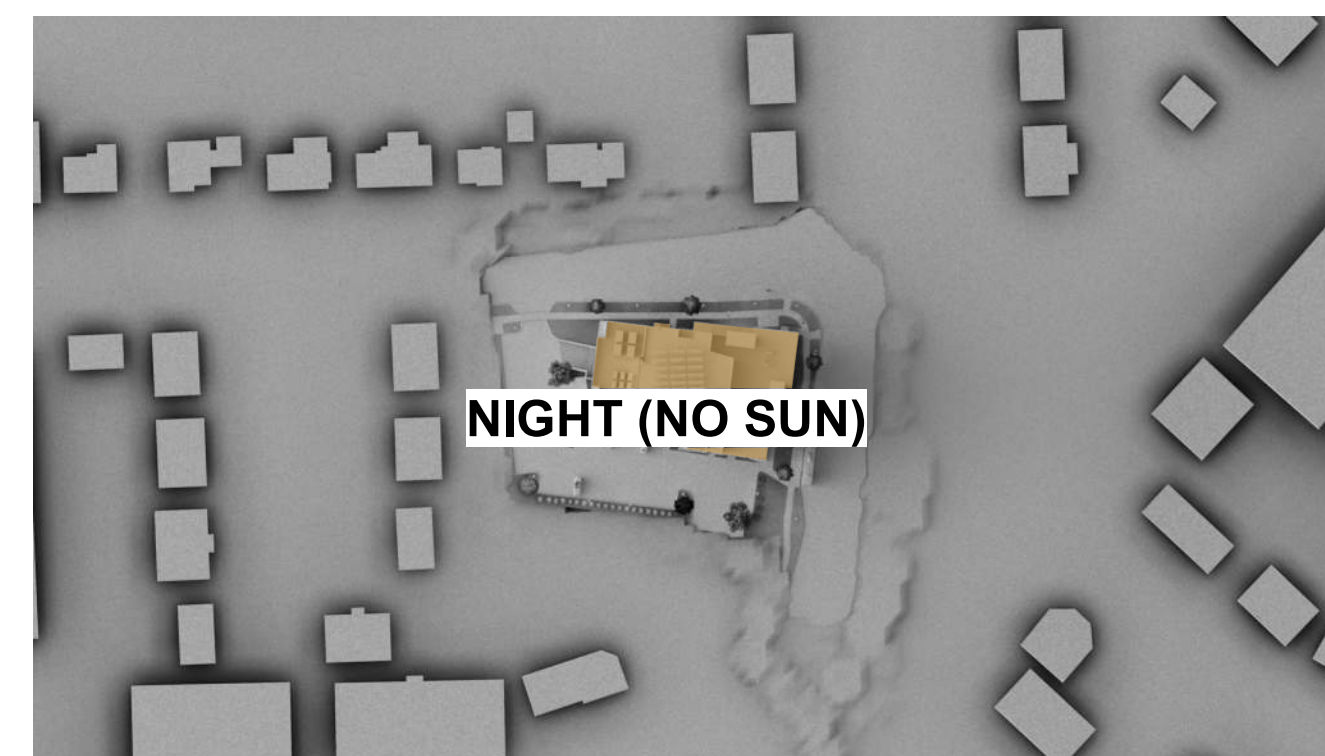


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MARCH 21 - 6PM

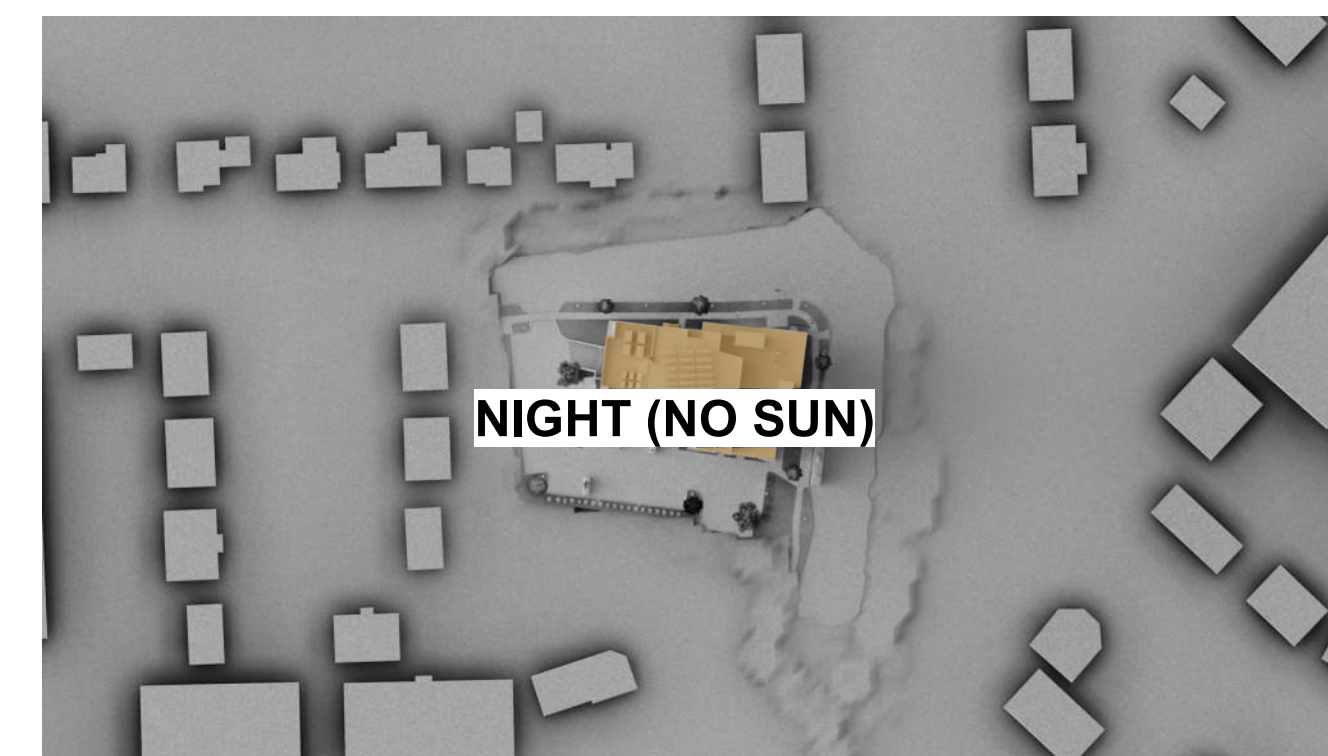


JUNE 21 - 6PM



NIGHT (NO SUN)

SEPTEMBER 21 - 6PM

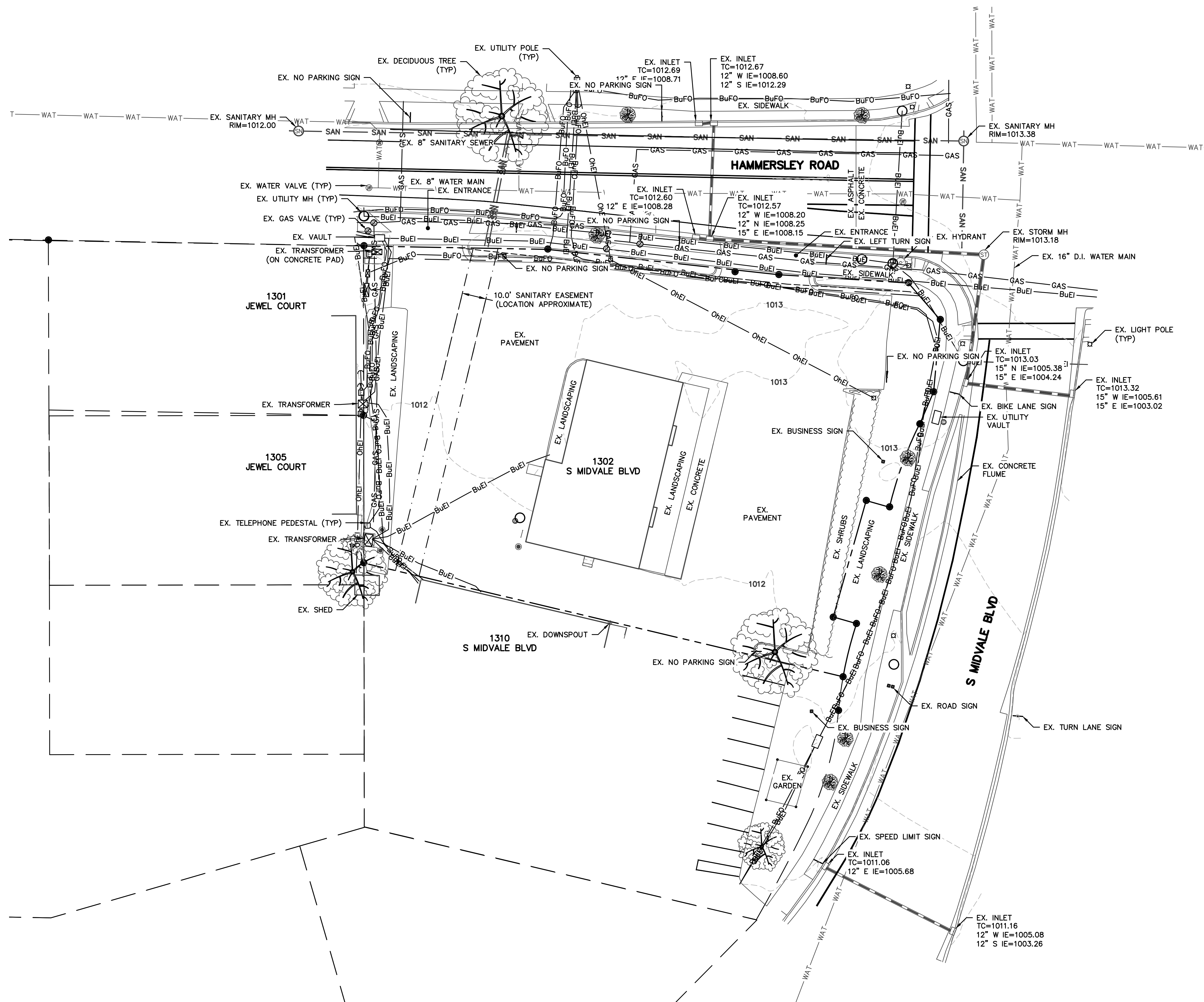


NIGHT (NO SUN)

DECEMBER 21 - 6PM

MIDVALE MIXED USE

SOLAR STUDIES

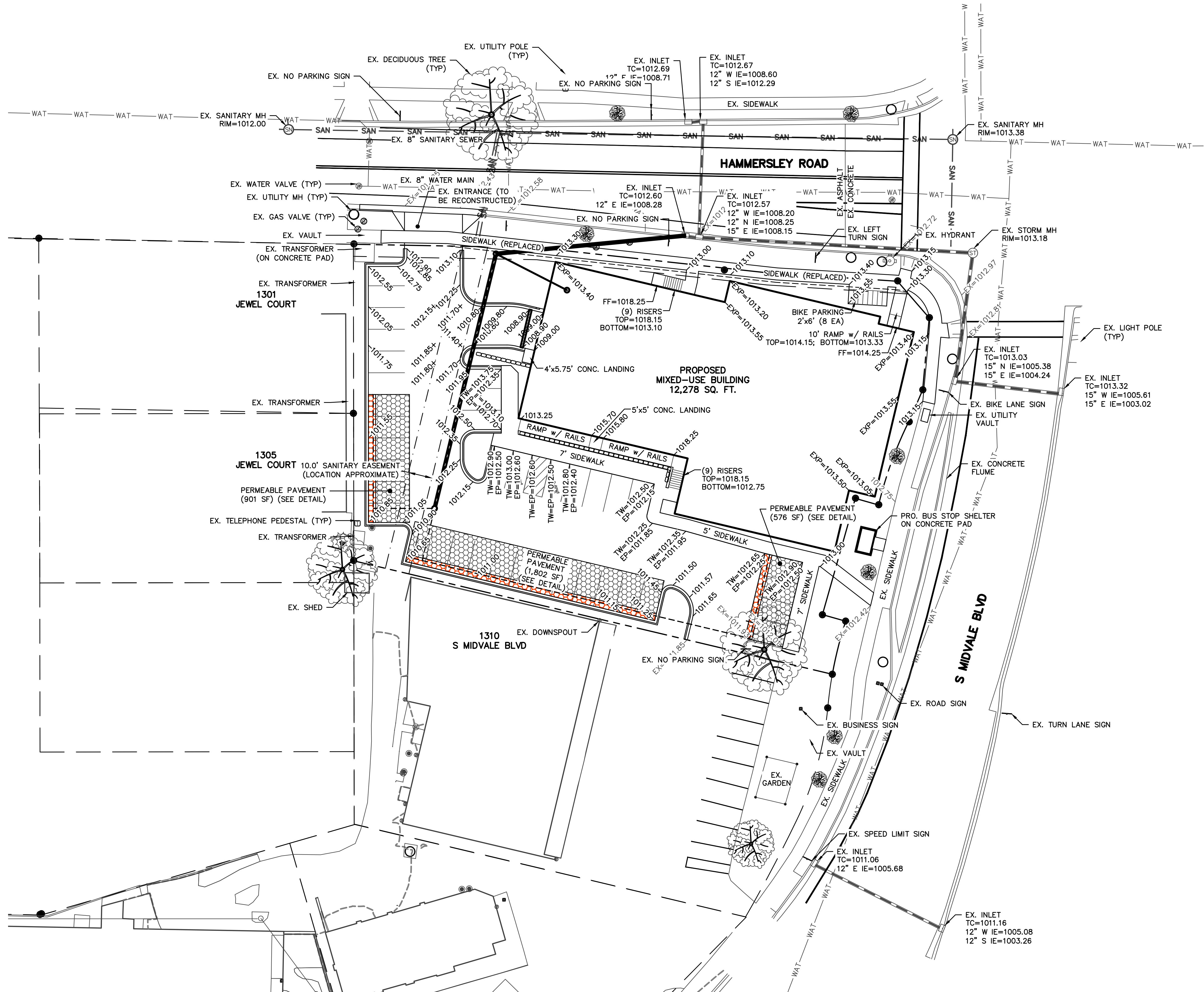


MIDVALE MIXED USE

EXISTING SITE PLAN

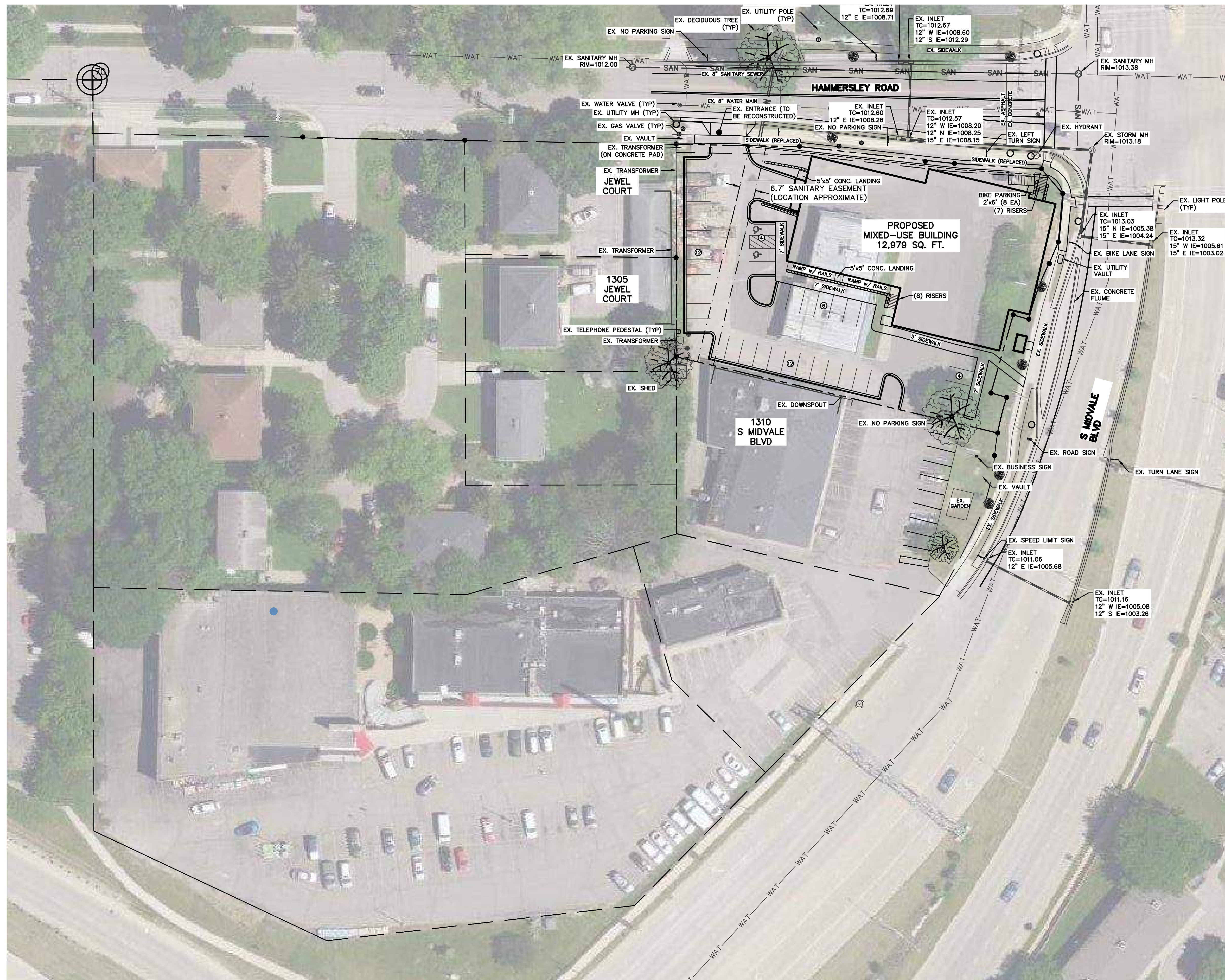
SITE INFORMATION

- A. 7-STORY MIXED-USE BUILDING
- B. 55 APARTMENT UNITS
- C. ABOVE GROUND PARKING
 - a. 43 STALLS TOTAL
- D. UNDERGROUND PARKING
 - a. 38 STALLS
 - b. 1 VAN ACCESSIBLE STALL
- E. FIRST FLOOR
 - a. 10,200 SF COMMERCIAL SPACE
- F. SECOND FLOOR
 - a. 12,000 SF
- G. THIRD-SIXTH FLOORS
 - a. 9 APARTMENT UNITS
 - b. FITNESS ROOM
 - c. CLUB ROOM
- H. SEVENTH FLOOR
 - a. 9,800 SF
 - b. 2 APARTMENT UNITS
 - c. CLUB ROOM WITH OUTDOOR PATIO



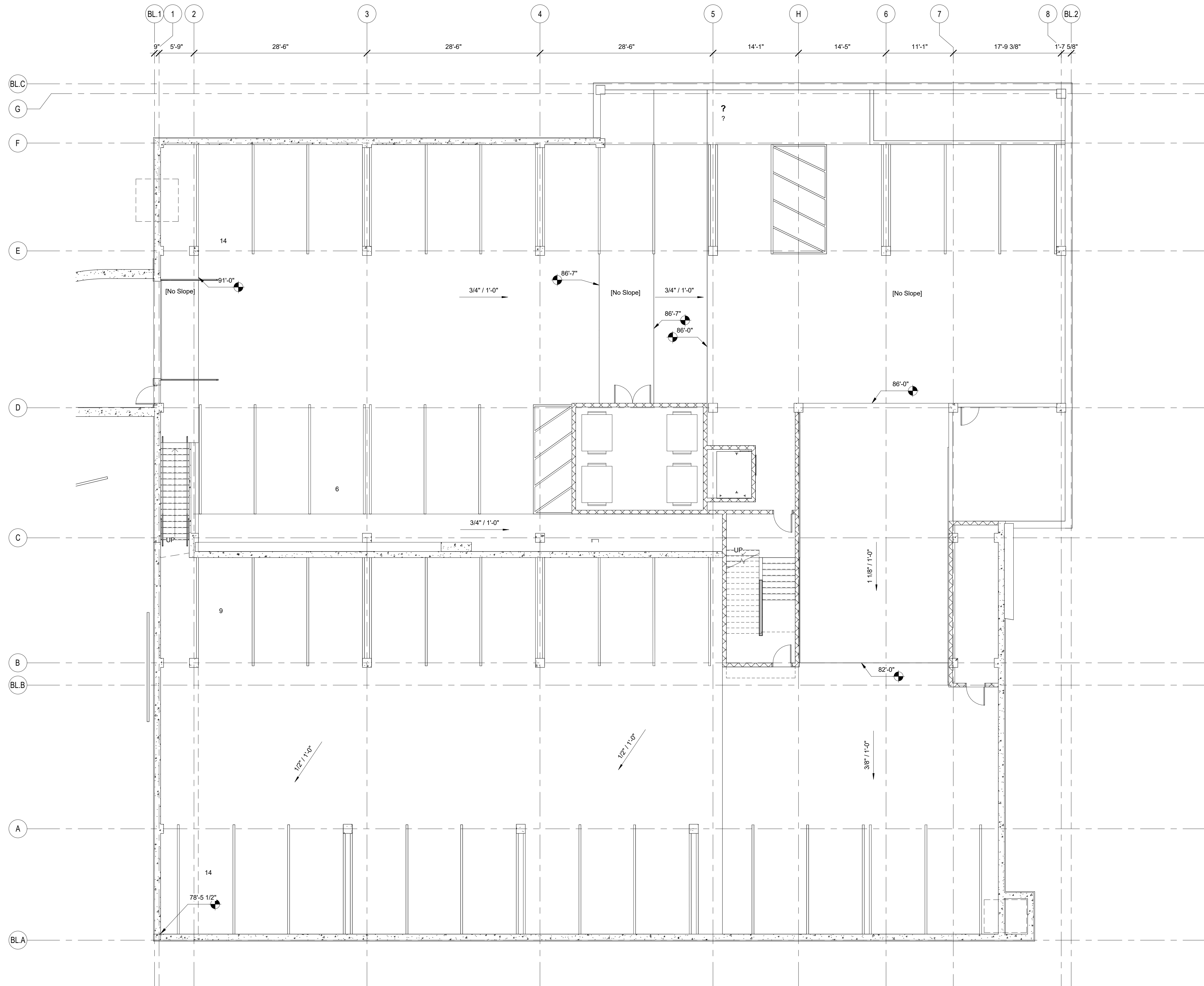
MIDVALE MIXED USE

CONCEPT SITE PLAN



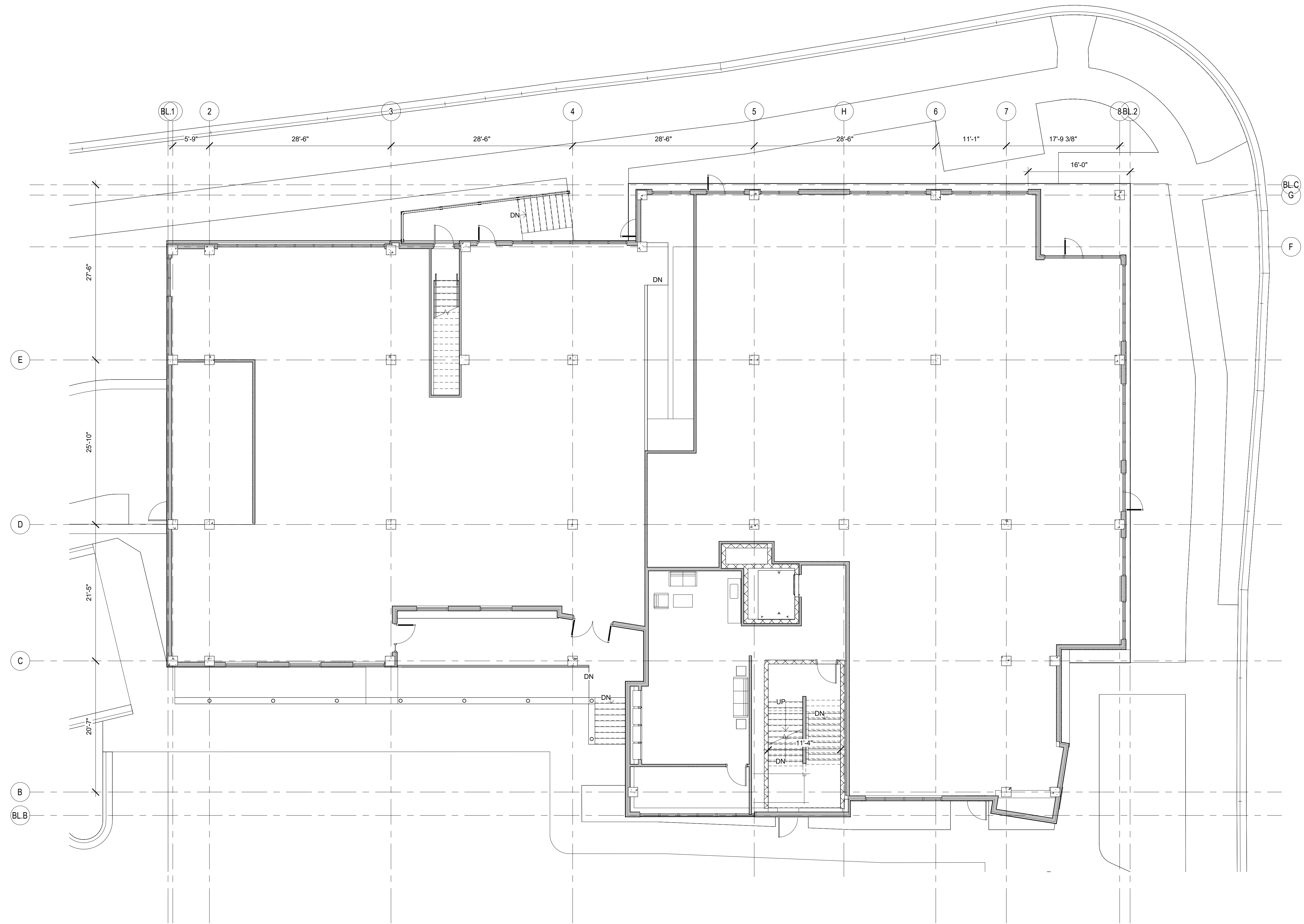
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CONCEPT SITE PLAN



MIDVALE MIXED USE

BASEMENT PLAN



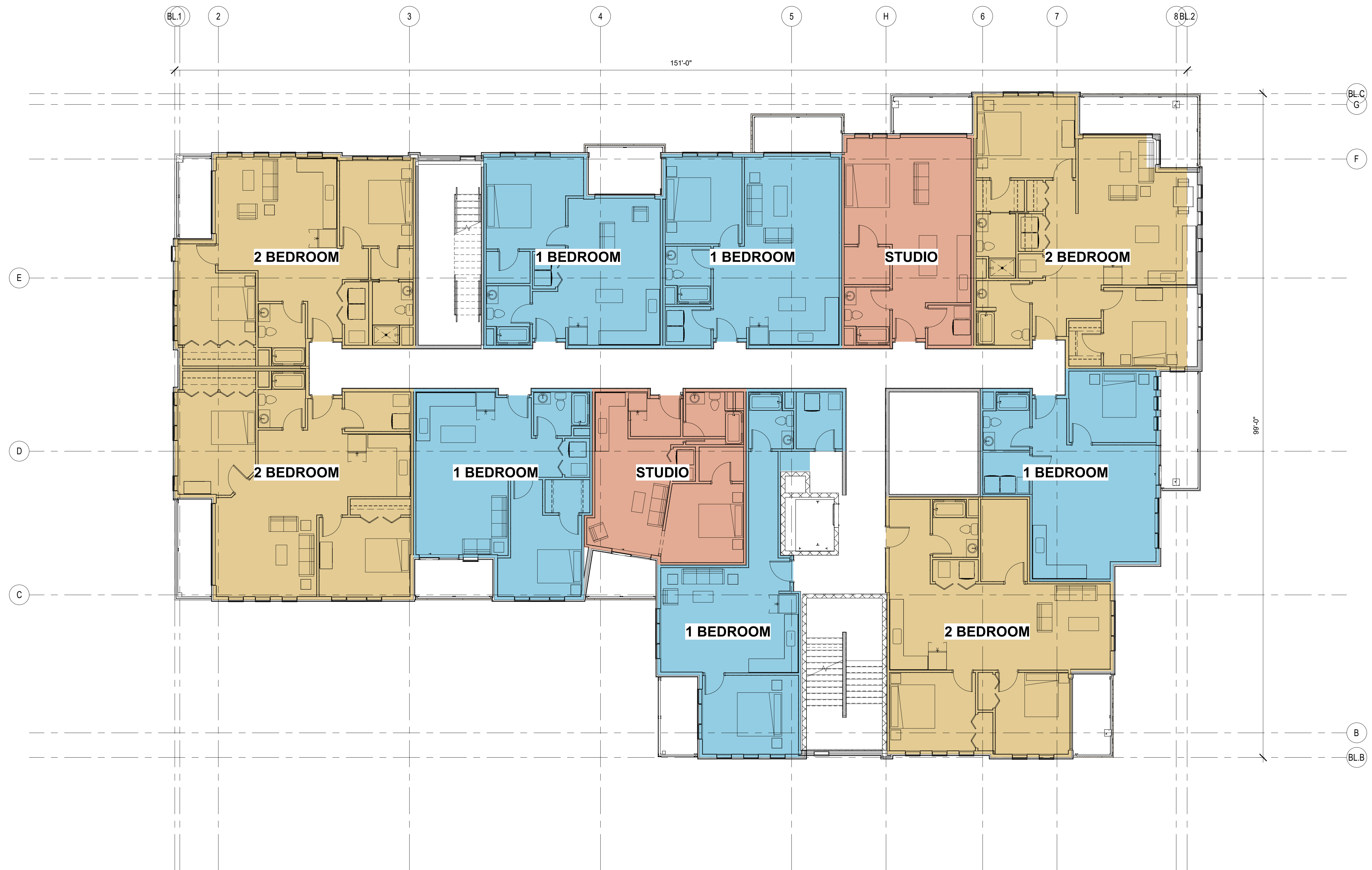
MIDVALE MIXED USE

FIRST FLOOR PLAN



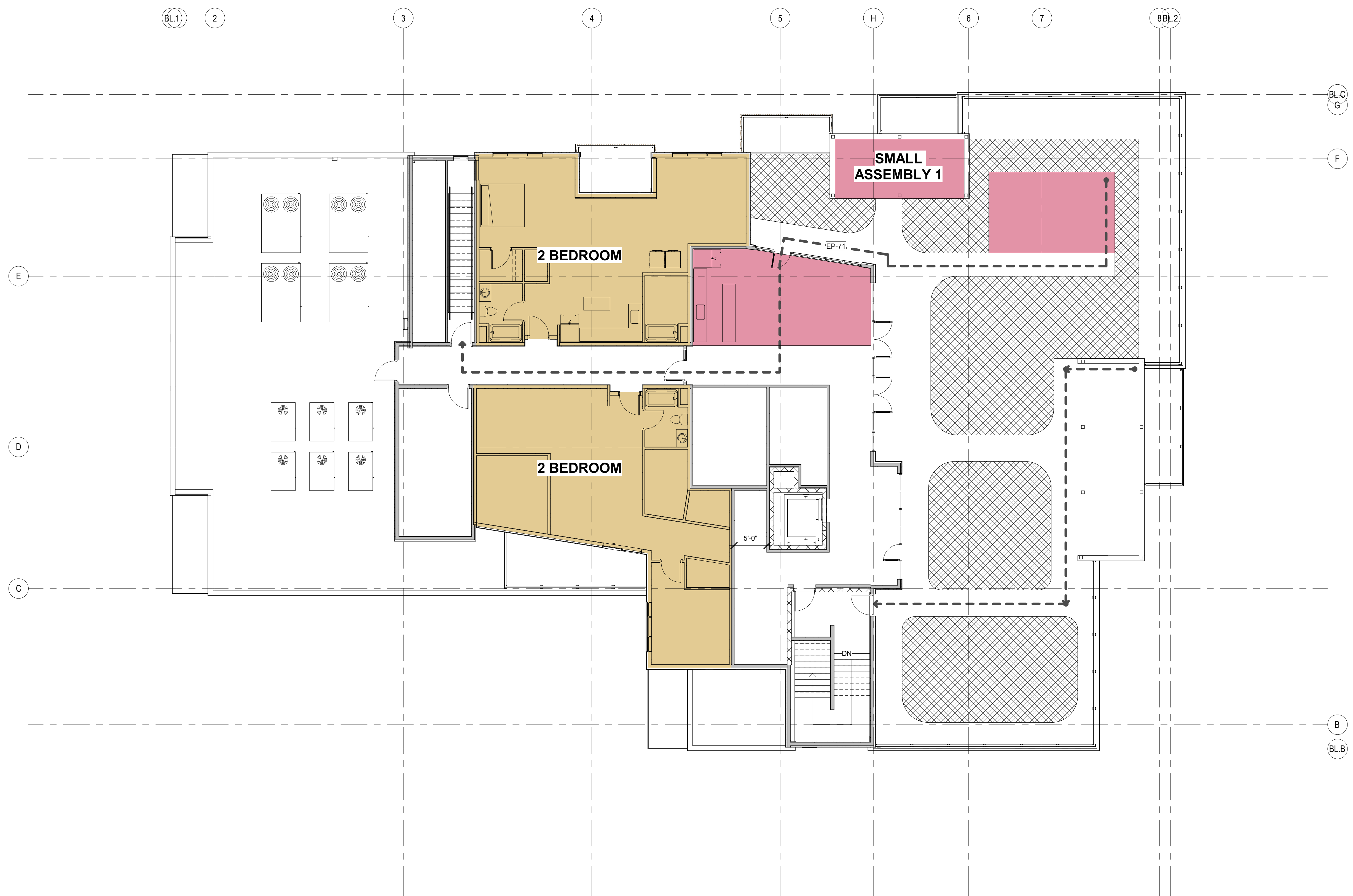
MIDVALE MIXED USE

SECOND FLOOR PLAN



MIDVALE MIXED USE

TYPICAL UNIT FLOOR PLAN



MIDVALE MIXED USE

SEVENTH FLOOR PLAN



MIDVALE MIXED USE

NORTH ELEVATION



MIDVALE MIXED USE

EAST ELEVATION



MIDVALE MIXED USE

SOUTH ELEVATION



MIDVALE MIXED USE

WEST ELEVATION



MIDVALE MIXED USE

EXTERIOR RENDERS



BUS STOP

MIDVALE MIXED USE

EXTERIOR RENDERS