

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.

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. No paper copies are being submitted unless requested.

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. 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

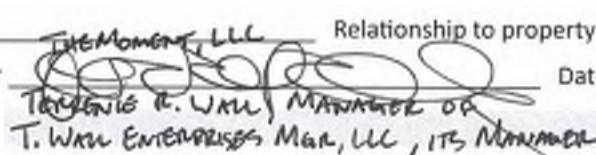
1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with _____ on _____.
2. The applicant attests that all required materials are included in this submittal and understands that if any required 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 _____



THEMOMENT, LLC
T. Wall, MANAGER OF
T. Wall Enterprises, Inc., 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

UDC

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*)
Seeking approval of building accent lighting only. Nighttime renderings and cut sheets available
- 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 25, 2023

City of Madison
Urban Design Commission
215 Martin Luther King Jr Blvd
Madison, WI 53701

Re: Letter of Intent - The Moment Building Accent Lighting

Project Address 131 W Wilson Street, Madison, WI 53703

Project Team

Owner/Developer The Moment Residences, 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 Design Studio etc.
330 W Lakeside St
Madison, WI 53715

—LIVE IN THE MOMENT—

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



To Whom It May Concern:

At the April 26, 2023, Urban Design Commission Meeting, the UDC gave final approval for The Moment Residences mixed-use proposal. Final approval did not include the building accent lighting. This submittal is requesting final approval for The Moment's building accent lighting.

Proposal

Our intent, aligning with the City's Downtown Urban Design Guidelines, is to provide a subtle, indirect glow on the building as accent lighting that blends into the Madison skyline.

The accent lighting was carefully designed to accentuate the building architecture while maintaining minimal intensity on the Madison skyline. This design will be compatible on a city, neighborhood, and block level.

The Moment's building lighting, fixtures, and cabinets will comply with all city ordinances and design standards. We've included spec sheets that show details on light emission and mounting cabinets for the L-3 and L-4 building accent lights. We have also provided nighttime views of the Madison skyline from Esther Beach Park, Olin Park, and John Nolan Drive. These views interlay The Moment to show the subtle proposed accent light design and minimal intensity from these fixtures against the skyline and surrounding buildings.

Our accent lighting design features two parts: 15th floor soffit lighting and façade vertical lighting.

15th Floor Soffit Lights – Fixture L-3

15th floor soffit lighting is depicted as fixture L-3 within our submittal. To create the intended glow, we are proposing an LED tape (strip) light that is 0.7" wide. The light will be 3,000 Kelvin. Additionally, the lights are dimmable and will be set to a light level that matches the renderings submitted or levels satisfactory to the city.

Fixture L-3 is mounted via a j-hook cabinet so that no light will spill beyond the soffit. The intention is to create a soft glow on the soffit, minimizing glare and bright glow to avoid creating a nuisance to The Moment residents in the top floor units. The cabinet is made from a black powder coated aluminum and only 3" wide.

Vertical Lights – Fixture L-4

Vertical lighting is depicted as fixture L-4 within our submittal. To create the intended glow, we are proposing an LED tape (strip) light that is 0.67" wide. The light will be 3,000 Kelvin. Additionally, the lights are dimmable and will be set to a light level that matches the renderings submitted or levels satisfactory to the city.

Fixture L-4 is directed away from the façade and will be shielded by a lens as shown within the submittal. The lens will be frosted to reduce glare and produce a clean, subtle line of light. The

—LIVE IN THE MOMENT—



cabinet will be hidden within the siding of the building so that the only visible feature of the cabinet/light will be the poly carbonate lens (only 4" wide).

The spec sheets show details on light emission and mounting cabinets for the fixtures.

Closing

The project team has continuously looked to maintain a timeless building design that adds the Madison skyline. We are pleased to submit our exterior building accent design to the UDC. Thank you for your consideration of The Moment.

Sincerely,

The Moment Residences, LLC

By: 

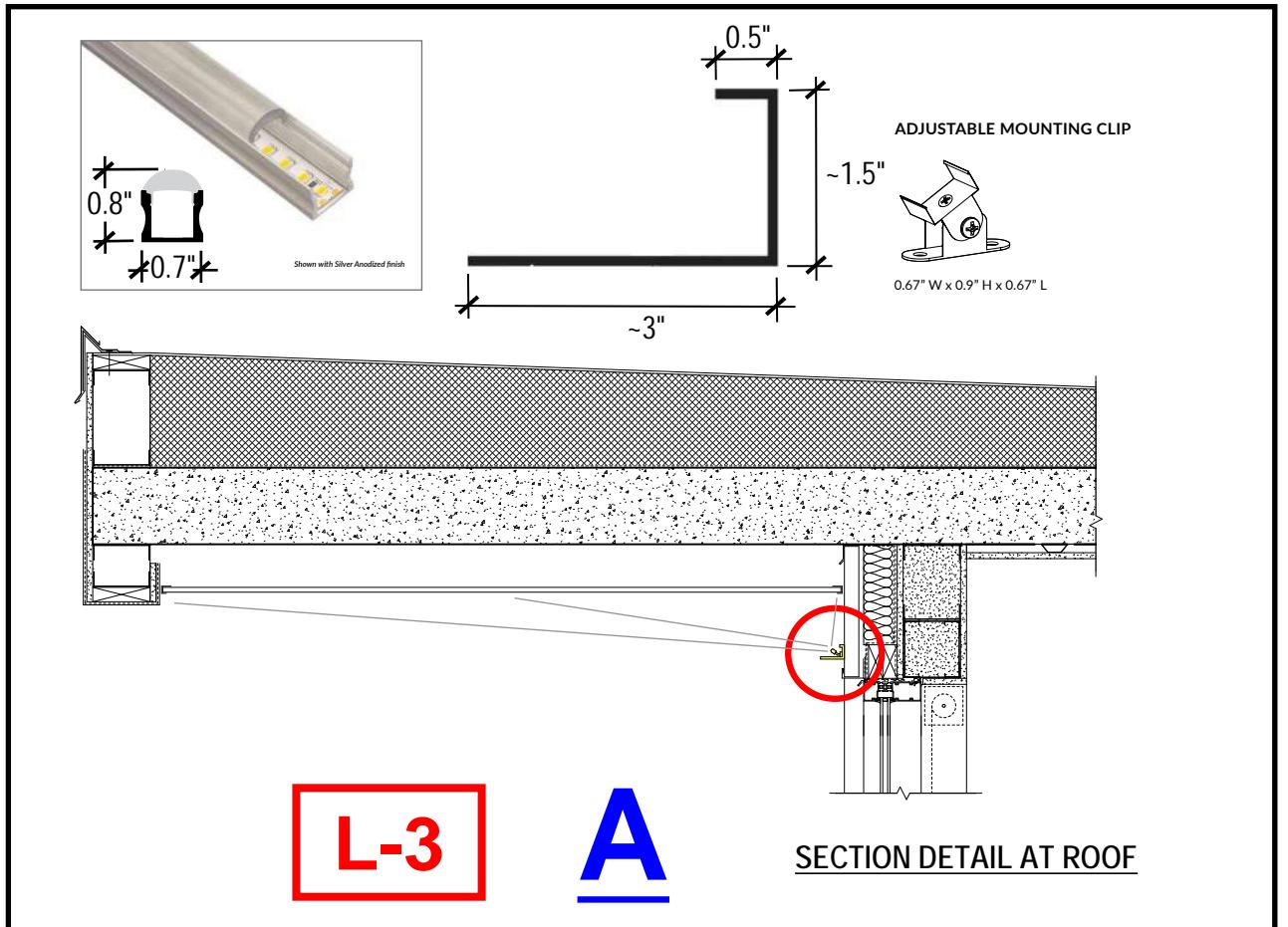
Jake Bunz, Development Manager

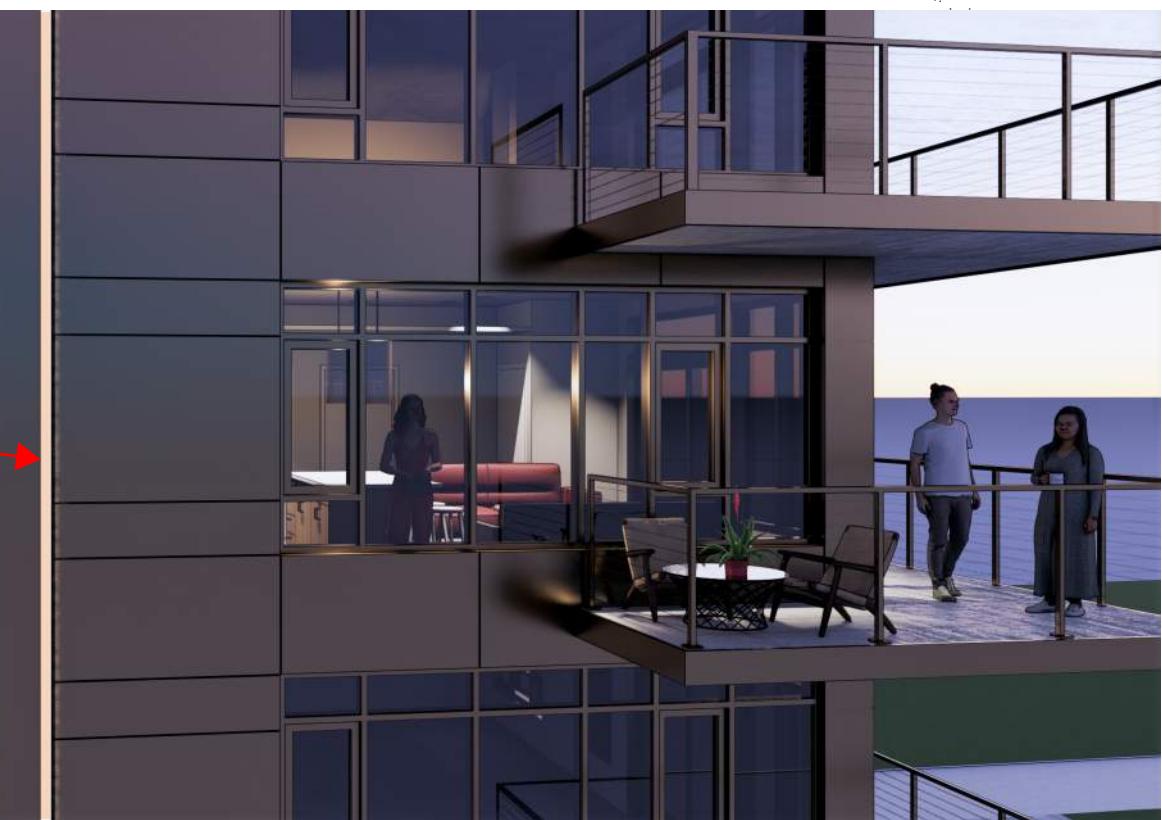
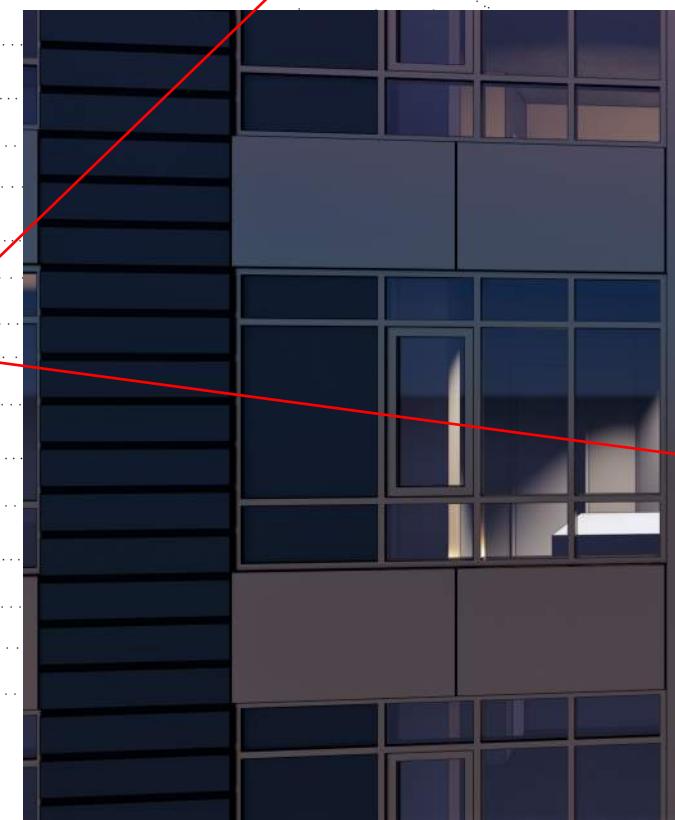
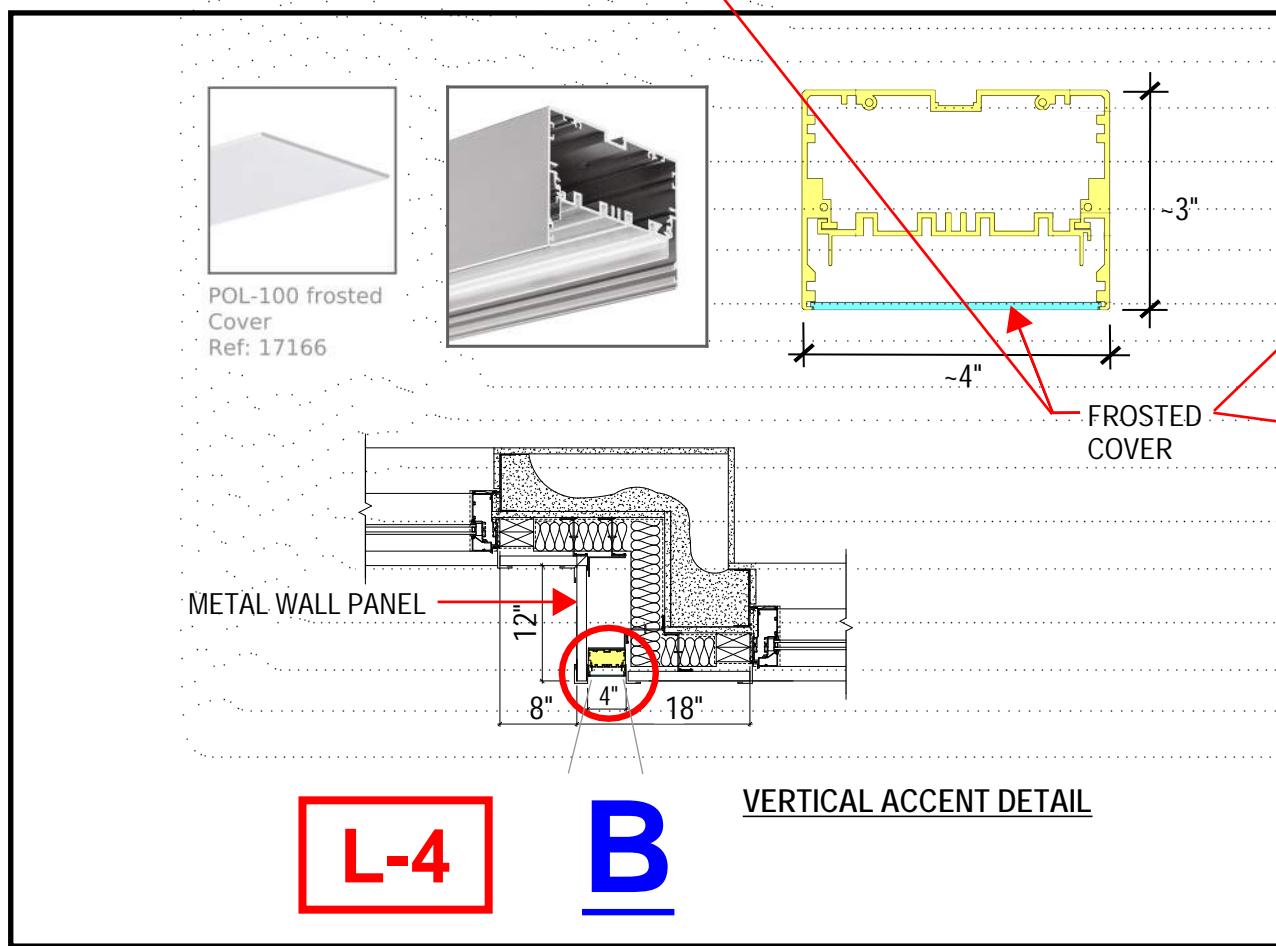
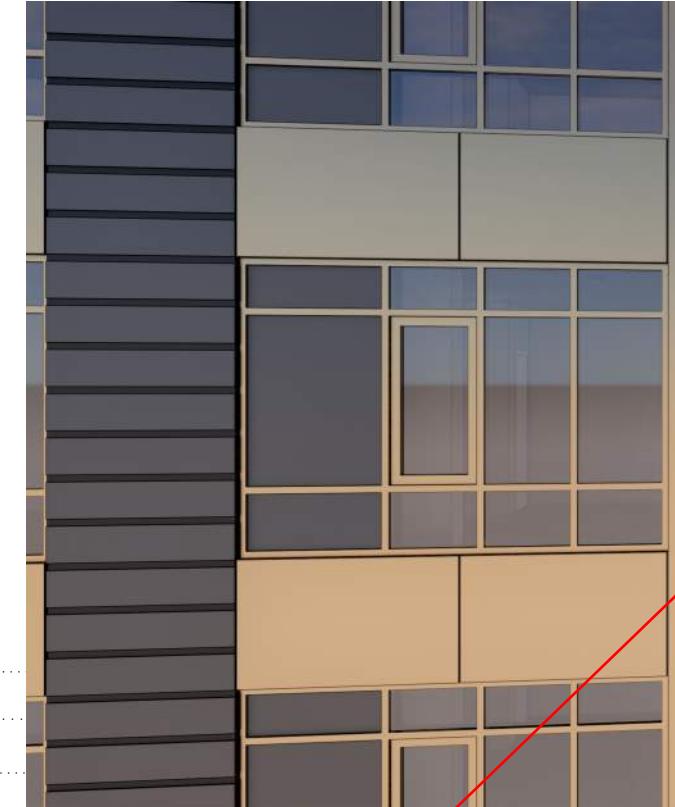
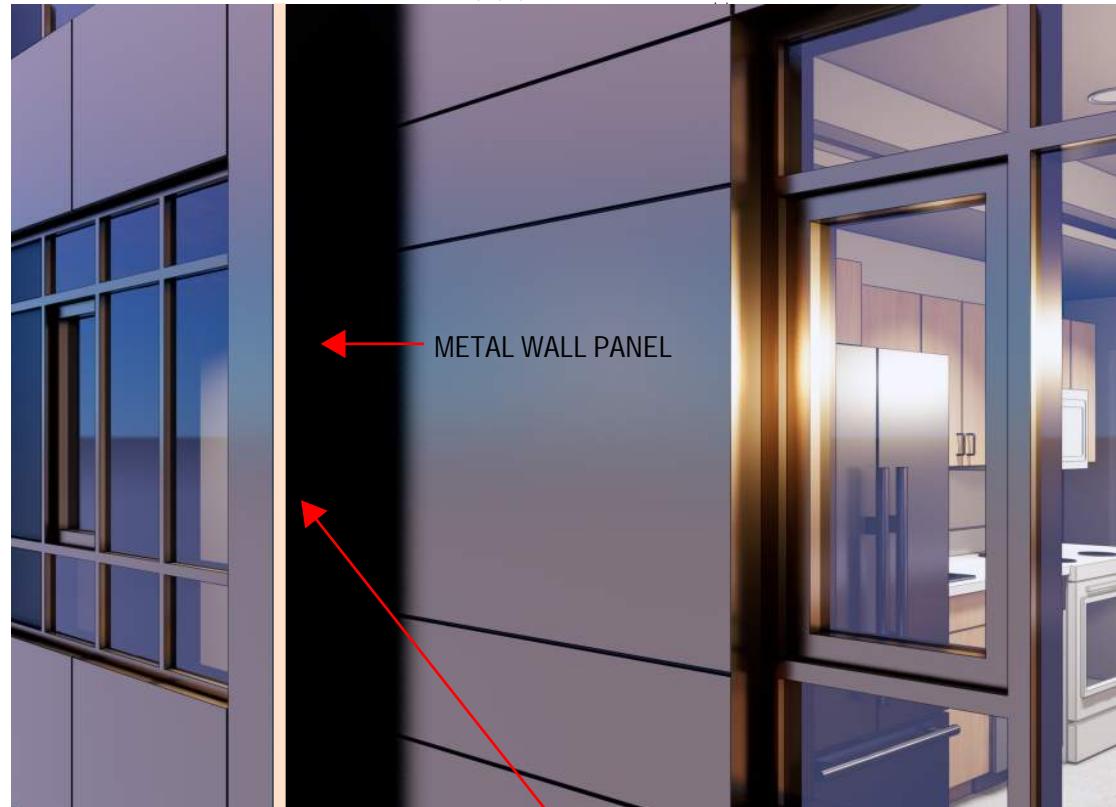
—LIVE IN THE MOMENT—

The Moment Residences, LLC

133 W Wilson St Madison, WI 53703







DEEP GRAZER EXTRUSION + LED TAPELIGHT

Fixture Type
L3

**5 YEAR
LIMITED
WARRANTY**

DIMMABLE
**ASSEMBLED IN THE
USA**

SPECIFICATIONS

FINISH	Silver Anodized, Black Powder Coat, White Powder Coat
LENS	15° Grazing
WATTAGE	1.5W/ft to 7.6W/ft
IP RATING	IP20, IP65 – rating applies to tapelight, see page 2 for details
CCT / COLOR	2200K - 5200K; RGB; RGBW; tunable white; warm fade
BEAM SPREAD	15° typical with Grazing lens
INPUT VOLTAGE	24VDC
LENGTH	Made to order. Actual lengths vary by LED tapelight cut points. Maximum assembled length is 94in. Lengths over 94in are made with multiple sections, shipped unassembled.
OUTPUT	117 to 651 lm/ft
LEDS	Single binned LEDs +/- 30-70 CCT, MacAdam 3 SDCM
MATERIAL	Extrusion - Anodized aluminum; Lens - Polycarbonate
MOUNTING	Mounting clips recommended
POWER SUPPLY	Requires a 24V power supply – see page 5
WARRANTY	IP20 - 5 year limited, IP65 - 3 year limited

FEATURES & RECOMMENDED APPLICATIONS

Surface-mount extrusion with a deep profile and 15° Clear Grazing lens. Highlight textured walls and irregular surfaces, bringing features to life. Ideal for textured plaster, brick surfaces, stone facades, wave walls, and corrugated surfaces.


PRODUCT: LLI-DEP-SG-H4.4W-30K-24V-94IN

DEEP GRAZER EXTRUSION + LED TAPELIGHT

Fixture Type **L3**

ORDERING GUIDE (CONTINUED)

5. LENGTH

5.
LENGTH
94IN

Enter overall extrusion length in inches. Maximum assembled length is 94in. Lengths over 94in are made with multiple sections, shipped unassembled. Overall Extrusion+LED tapelight length will be rounded down based on nearest LED tapelight cut point.

6. MOUNTING (OPTIONAL)

6.
MOUNTING
Default [blank] - Standard Clip
ADJ Adjustable Clip

STANDARD MOUNTING CLIP INCLUDED
UNLESS OTHERWISE SPECIFIED



0.70" W x 0.68" H x 0.56" L

ADJUSTABLE MOUNTING CLIP

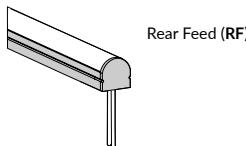
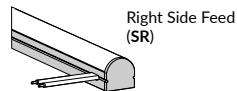
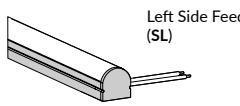
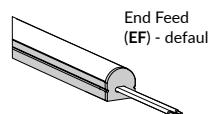


0.67" W x 0.9" H x 0.67" L

7-9. POWER FEED (OPTIONAL)

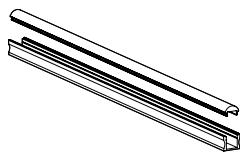
7. LEAD TYPE [blank]	8. LEAD LENGTH [blank]	9. FEED TYPE [blank]
Default [blank] - 48" hard wire end feed (PWR48EF)		
PWR Hard wire MBC* Male barrel FBC* Female barrel	Enter desired wire length in inches.	EF End Feed SL Left Side Feed SR Right Side Feed RF Rear Feed

STANDARD 48" HARD WIRE END FEED INCLUDED
UNLESS OTHERWISE SPECIFIED



*Barrel connectors not compatible with RGB, RGB(W), or Tunable White tapelights.

WHAT'S INCLUDED



EXTRUSION WITH LENS



LED TAPELIGHT WITH
POWER FEED



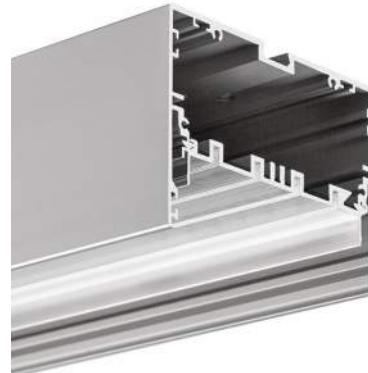
ENDCAPS



MOUNTING CLIPS

PRODUCT DESCRIPTION

- Service is carried out from below, enabling the construction of wall-to-wall lighting fixtures
- An LED lighting fixture with a low glare rating UGR below 19 (with the JUN-100 prismatic cover) can be built
- The fixture can accommodate control electronics
- A system solution for comfortable assembly and disassembly
- Directs light downwards and upwards
- Ability to build lighting fixtures with high light output
- Resistance to vibrations - safety
- Can be combined into strings and segmented lines
- Light output can be increased with REFLEX 16-60 reflectors
- LED tapes or LED current modules can be used



FINISH :

Silver anodized

Fill empty fields

Product nr.	
Fixture type	
Company	
Job name	
Date	

TECHNICAL SPECIFICATION

Application

- for the construction of advanced ceiling fixtures, mounted to the surface or in difficult installation locations

Mounting

- comfortable and reliable assembly,
- the possibility of using self-tapping screws.

Additional information

- the MOD-100 lighting fixture can be anodized or painted,
- MOD-100 lighting fixtures can produce a strong downward light beam (6 LED tapes, 10 mm wide) or 2 LED current modules 24 mm wide), and an upward beam (1 LED tape, 10 mm wide),
- MOD-100 is designed as a "core" (profile with LED tapes), which can be prepared in advance (in factory conditions),
- at the installation site, it is enough to insert the prepared "core" into the body of the fixture and connect power,
- use 2 locking bolts for each 1m of the fixture. With fixtures shorter than 1m, use at least 2 bolts.

The following covers should be used with the MOD-100 fixture:

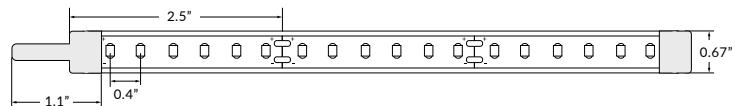
- **JUN-100 prismatic** material: PMMA, length: 59"/1.5 m, UV resistant, glare rating UGR ≤ 19 possible,



MEDIUM LUMINOSITY 3.5W LED TAPELIGHT - IP68



Fixture Type **L4**



TECHNICAL INFORMATION

NOTE: All data has +/- 5% tolerance.

WATTAGE	3.5W per foot
IP RATING	IP68 - wet locations. Protected against temporary submersion, limited protection against harsh environments.
OUTPUT	22K - 225 lm/ft 27K - 235 lm/ft 30K - 243 lm/ft 35K - 249 lm/ft 42K - 262 lm/ft 52K - 271 lm/ft
INPUT VOLTAGE	24VDC
OPERATING TEMP.	-13° to 140° F
CRI	90+
CUT LENGTH	Every 2.5", or every 6 LEDs
MAXIMUM RUN	40 feet
DIMENSIONS	0.67" W x 0.35" H (17mm x 9mm)
ADHESIVE BACKING	Yes - VHB
LIFESPAN	50,000 hrs
WARRANTY	3 year limited
POWER SUPPLY	Compatible with all 24VDC power supplies - see page 4

CONNECTOR OPTIONS (SOLD SEPARATELY)

Not compatible with connectors - must be fabricated to specification by factory. Use Layout Guide on page 3 to specify factory-assembled connections.

MOUNTING OPTIONS (SOLD SEPARATELY)



ARCHITECTURAL EXTRUSIONS
(see website, llialighting.com)



TAPE MOUNTING CLIP
(sold in packs of 10)

LLI-TAPE-CLIPS-WET-10MM

PART NUMBER BUILDER / ORDERING GUIDE

Example part number: LLI-L3.5W-68-27K-24V-90-96in

If a custom, pre-assembled layout is desired, please use the layout guide on page 3 to specify a layout code

SERIES	IP RATING	COLOR	VOLTAGE	CRI	LENGTH
LLI-L3.5W	68	30K	24V	90	R016
		22K (225 lm/ft)			(enter length in inches, up to 480")
		27K (235 lm/ft)			
		30K (243 lm/ft)			
		35K (249 lm/ft)			
		42K (262 lm/ft)			
		52K (271 lm/ft)			