

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 # _____

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 _____

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 _____

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. 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

Letter of Intent

March 18, 2022

This UDC Application, and corresponding Façade Grant Application, is to replace the two (2) front entry doors at The Soap Opera at 319 State Street. The existing doors are from 1984 and are at the end of their useful life and have holes drilled in from putting boards in during the unrest of 2020. One of the window panes in one of the doors is also broken. The new doors will be oak prefinished with new hardware, kick plates, furnished and installed.

Stacey Scannell
The Soap Opera
319 State St, Madison, WI

City of Madison, Wisconsin

REPORT OF: FAÇADE IMPROVEMENT GRANT STAFF TEAM

TO: URBAN DESIGN COMMISSION

Façade Improvement Grant Application:
1: 319 State Street, LLC dba The Soap Opera, 319 State St.

AUTHOR: Tom Otto
Office of Business Resources
Economic Development Division

DATED: March 17, 2022

SUMMARY:

On October 3, 2000, the Common Council adopted Resolution No. 61179, approving the Objectives and Criteria for the Façade Improvement Grant Program. The resolution specifies that all Façade Improvement proposals be referred to the Urban Design Commission for comments and recommendations.

Attached for your review is the following Facade Improvement proposal:

**1. 319 State Street, LLC
dba The Soap Opera, 319 State St**

The scope of the exterior work will include:

Façade work on the State St façade including:

a. Replacement of existing storefront doors (installed)

Total project cost is estimated at \$7,577.00. Façade Improvement Grant up to 50% of project cost and not to exceed \$10,000.

RECOMMENDATION:

The above Façade Improvement Grant proposal has been reviewed by the Façade Improvement Grant Program staff team and meets the requirements of the program. The Staff Team recommends approval of the above Facade Improvement Grant proposal.



CITY OF MADISON
FAÇADE IMPROVEMENT GRANT PROGRAM
Building and beautifying Madison, one storefront at a time



Department of Planning & Community & Economic Development
 Economic Development Division
 215 Martin Luther King Jr Blvd, Suite 300
 Tom Otto (608) 243-0178
totto@cityofmadison.com

PROGRAM APPLICATION

Applicant: Stacey Scannell Phone: 715-213-2745
 Business Name: ~~Deer~~ Wisconsin Soaps LLC.
 Building Name: The Soap Opera
 Business Address: 319 Steve St. Zip Code 53703
 E-mail Address: Stacey@TheSoapOpera.com
 Property Owner: Stacey Scannell
 Address: Same as above
 Name of Grantee: _____

Lease Terms: N/A own property

Definition of Project Scope: The doors that our customers come in & out of are from 1984 & have holes drilled in from putting beads in during the winter of 2020. Some are also broke a window in the door last Fall 2021, so they need to be replaced.

ATTACHMENT

Please provide photographs and copy of lease, land contract, or deed. Tenants must provide owner's written authorization. Attached

PROJECT BUDGET

List Individual Project Elements: (Awning, sign, painting of trim, etc.)	Total Cost	Grant \$	Private \$
<u>New Doors</u> with door kickplate	<u>\$7,577</u> <u>(before tax)</u>	<u>(as much as you can offer)</u>	
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Total:	_____	_____	_____



**CITY OF MADISON
FAÇADE IMPROVEMENT GRANT PROGRAM**

Building and beautifying Madison, one storefront at a time

Department of Planning & Community & Economic Development
Economic Development Division
215 Martin Luther King Jr Blvd, Suite 300
Tom Otto (608) 243-0178
totto@cityofmadison.com



Contractor/Supplier: Bauer Builders Inc.
Address: 2866 Agriculture Dr., Madison, WI 53718

ATTACHMENT

* Bids, estimates, and/or contracts, product brochures, locator map and design drawings, if appropriate.

REMARKS Attached

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 Façade Grant Program and is true and complete to the best of the applicant's knowledge and belief.

Signature: [Signature] Date: 3/1/2022
Signature: _____ Date: _____

Please send this completed application, accompanying materials, and application fee of \$100 to:

Economic Development Division
Attn: Tom Otto
PO Box 2983
Madison, WI 53701-2983



2866 Agriculture Drive
Madison, WI 53718
www.bauer-raether.com

Phone: 608-222-8941
Fax: 608-222-0862

November 1, 2021

The Soap Opera
319 State St.
Madison, WI 53703
Attn: Stacey Scannell

Proposal

This proposal is to furnish and install (2) two new front entry doors with two options.

Option #1 of 2:

- Oak doors prefinished with new hardware, furnished and installed.

Cost: \$6,977.00

Option #2 of 2:

- White aluminum doors with new hardware, furnished and installed.

Cost: \$6,100.00

Note: Add for custom decorative steel grill over the top of the upper glass.

Add Approximately: \$600.00

Sincerely,

Bauer Builders, Inc.

Acceptance of Proposal

Signature: _____
Dennis Bauer, President
Bauer Builders, Inc.

Signature Date

319 State Street / The Soap Opera/ 319 State Street LLC



Figure 1 Existing

319 State Street / The Soap Opera/ 319 State Street LLC



Figure 2 New Door(s)

Wisconsin Department of Financial Institutions

Strengthening Wisconsin's Financial Future

Search for:

319 State

Search Records

[Search](#)
[Advanced Search](#)
[Name Availability](#)

Corporate Records

Result of lookup for **T078009** (at 3/2/2022 9:22 AM)

319 STATE STREET LLC

You can: [File an Annual Report](#) - [Request a Certificate of Status](#) - [File a Registered Agent/Office Update Form](#)

Vital Statistics

Entity ID T078009

Registered Effective Date 08/28/2018

Period of Existence PER

Status Restored to Good Standing [Request a Certificate of Status](#)

Status Date 07/06/2020

Entity Type Domestic Limited Liability Company

Annual Report Requirements Limited Liability Companies are required to file an Annual Report under s. 183.0120, WI Statutes.

Addresses

Registered Agent Office SEAN SCANNELL
319 STATE ST
MADISON , WI 53703
[File a Registered Agent/Office Update Form](#)

Principal Office 319 STATE ST
MADISON , WI 53703

Historical Information

Annual Reports

Year	Reel	Image	Filed By	Stored On
2020	000	0000	online	database

[File an Annual Report](#) - [Order a Document Copy](#)

Certificates of Newly-elected Officers/Directors None

Old Names None

Chronology

Effective Date	Transaction	Filed Date	Description
08/28/2018	Organized	08/28/2018	E-Form
07/01/2020	Delinquent	07/01/2020	
07/06/2020	Restored to Good Standing	07/06/2020	OnlineForm 5

[Order a Document Copy](#)