

# 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 4/22/24 10:05 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 #6

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

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 \_\_\_\_\_

## 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](mailto: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 \_\_\_\_\_ 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 Randy Christianson 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



**JLA**  
ARCHITECTS

City of Madison  
Attn: Jessica Vaughn, AICP  
Urban Design Commission Secretary-Planning Division  
Department of Planning & Community Development  
215 Martin Luther King Jr. Blvd | Suite 017  
Madison, WI 53701  
Email Address: [jvaughn@cityofmadiosn.com](mailto:jvaughn@cityofmadiosn.com)

April 22, 2024

Re: Letter of Intent – Informational Presentation  
3575 University Ave (currently addressed as 3535 – 3553 University Ave)  
Madison, WI 53705

Dear Ms. Vaughn,

JLA Architects + Planners is submitting, on behalf of University 3000 LLC, the following informational presentation for review by City Staff.

**Project Team:**

Owner: University 3000 LLC, 1741 Commercial Ave, Madison, WI 53713  
Developer: Walter Wayne Development, 702 N. High Point Rd | Suite 200, Madison, WI 53717  
Architect of Record: JLA Architects + Planners, 800 West Broadway | Suite 200, Monona, WI 53713  
Civil Engineer & Landscape: JSD Engineers, 507 W Verona Ave | Suite 500, Verona, WI 53593  
Structural Engineer: Spire Engineering, 305 N. Plankinton Avenue | Suite 101, Milwaukee, WI 53203

**Site:**

The project consists of two 0.35-acre parcels on the south side of University Ave, currently addressed as 3535 University Ave and 3553 University Ave. It is in the 5<sup>th</sup> Aldermanic District within the confines of the Sunset Village Community, and Urban Design District 6.

Lot Size = 30,250 SF / .70 acre  
Lot Area/Dwelling Unit = 360 SF/Unit  
Open Space Requirement = 40 SF/Unit

Dwelling Units = 84  
Density = 120 Units/Acre  
Total Open Space Required = 3,360 SF

**Zoning:**

The parcels are currently zoned as PUD. A new CSM will create one parcel, addressed as 3575 University Ave and zoned Commercial Corridor -Transitional District (CC-T).

**Existing Conditions:**

There is currently 1 (one), two-story building on each parcel that will be demolished prior to construction. The remainder of the existing site is predominantly an asphalt parking lot. Photographs of the existing building are included in the informational presentation submittal. An existing 10' public storm and sanitary easement; that bisects the parcels and extends from Bruce Court to University Ave, will be vacated. A new easement will route sanitary and storm utilities around the west end of the proposed building and reconnect to the existing storm and sanitary laterals located under University Ave.

**Project Overview:**

University 3000 LLC is proposing a mixed-use apartment building at 3575 University Ave. The building will be 69,767 sq ft containing approximately 84 residential units with 985 SF of commercial/retail space. The

building will be 5 stories tall with a lobby, commercial and parking on the ground floor, two levels of underground parking below, and 4 stories of wood framed construction above the ground floor. Residential amenities will be located on the second floor and on the fifth floor with an outdoor terrace. University 3000 LLC plans to build and retain long-term ownership of the property.

**Architecture:**

The building is designed with a traditional aesthetic – meant to relate to the urban and residential design aesthetic of the area. It will be built with high quality materials, primarily consisting of masonry and fiber-cement siding. Covered parking is accessed from an existing curb cut on University Ave.

**Refuse, Recycling & Package Delivery**

A twenty-five-foot drive aisle is proposed on the west side of the building. Refuse, recycling, and delivery trucks will be able to back into the alley and pull out onto University Ave. Tenants will also park in this aisle for move in/out. Refuse and recycling containers serving the building will be in an enclosed room in the southwest corner of the building.

**Staff and Neighborhood Input:**

The project is in the Sunset Village Community.

The ownership and design team has met with Colin Punt, and Jacob Moskowitz twice, and will continue to work with City staff through design, entitlements and during construction.

We are meeting with Alder Vidaver on April 22, 2024.

The neighborhood meeting will be scheduled after the Alder meeting.

- DAT meeting was held April 11, 2024
- Preapplication Meeting was held April 17, 2024
- List-SERV Notice – April 17, 2024
- Alder Meeting – April 22, 2024
- UDC Informational Submittal – April 22, 2024
- UDC Informational Meeting – May 8, 2024
- Land Use Application Submittal – May 28, 2024
- UDC Meeting – July 17, 2024
- Plan Commission Meeting – July 28, 2024
- Common Council Meeting – August 8, 2024

**Project Schedule:**

Demolition – December 2024

Construction – February 2025 – March 2026

Thank you for your time in reviewing our proposal.

Sincerely,



Patrick Terry  
Project Manager

JLA Architects  
800 West Broadway – Suite 200  
Monona, WI 53718



# 3575 UNIVERSITY AVENUE

(CURRENTLY ADDRESSED 3535 - 3553 UNIVERSITY AVENUE)



## SHEET INDEX - UDC

SHEET DISCIPLINE AND NUMBER	
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### ARCHITECTURAL

COVER	COVER
G001	SITE CONTEXT
G002	EXISTING SITE PLAN
G003	PROPOSED SITE PLAN
	UTILITY & EASEMENT EXHIBIT
U100	TYPICAL BELOW GRADE PARKING LAYOUT
U101	FIRST FLOOR PLAN
U102	SECOND FLOOR PLAN
U103	THIRD & FORTH FLOOR PLAN
U104	FIFTH FLOOR PLAN
U105	ROOF PLAN
U201	NORTH ELEVATION
U202	NORTH ELEVATION - B&W
U203	SOUTH ELEVATION
U204	SOUTH ELEVATION - B&W
U205	EAST & WEST ELEVATIONS
U206	EAST & WEST ELEVATIONS - B&W
U207	SHADOW STUDY - MARCH/JUNE
U208	SHADOW STUDY - SEPT/DEC
U300	BUILDING SECTIONS
U401	STREET VIEW LOOKING EAST
U402	STREET VIEW LOOKING WEST
U403	PROPOSED BRUCE CT. PERSPECTIVE 3
U404	CONTEXT PHOTOS
U405	CONTEXT PHOTOS
U500	MATERIAL BOARD

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3575 UNIVERSITY AVENUE

COVER

JLA PROJECT No: W23-0222

UDC INFORMATIONAL SUBMITTAL

COVER

4/22/24

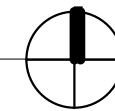








① EXISTING SITE PLAN  
1/64" = 1'-0"



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# 3575 UNIVERSITY AVENUE

## EXISTING SITE PLAN

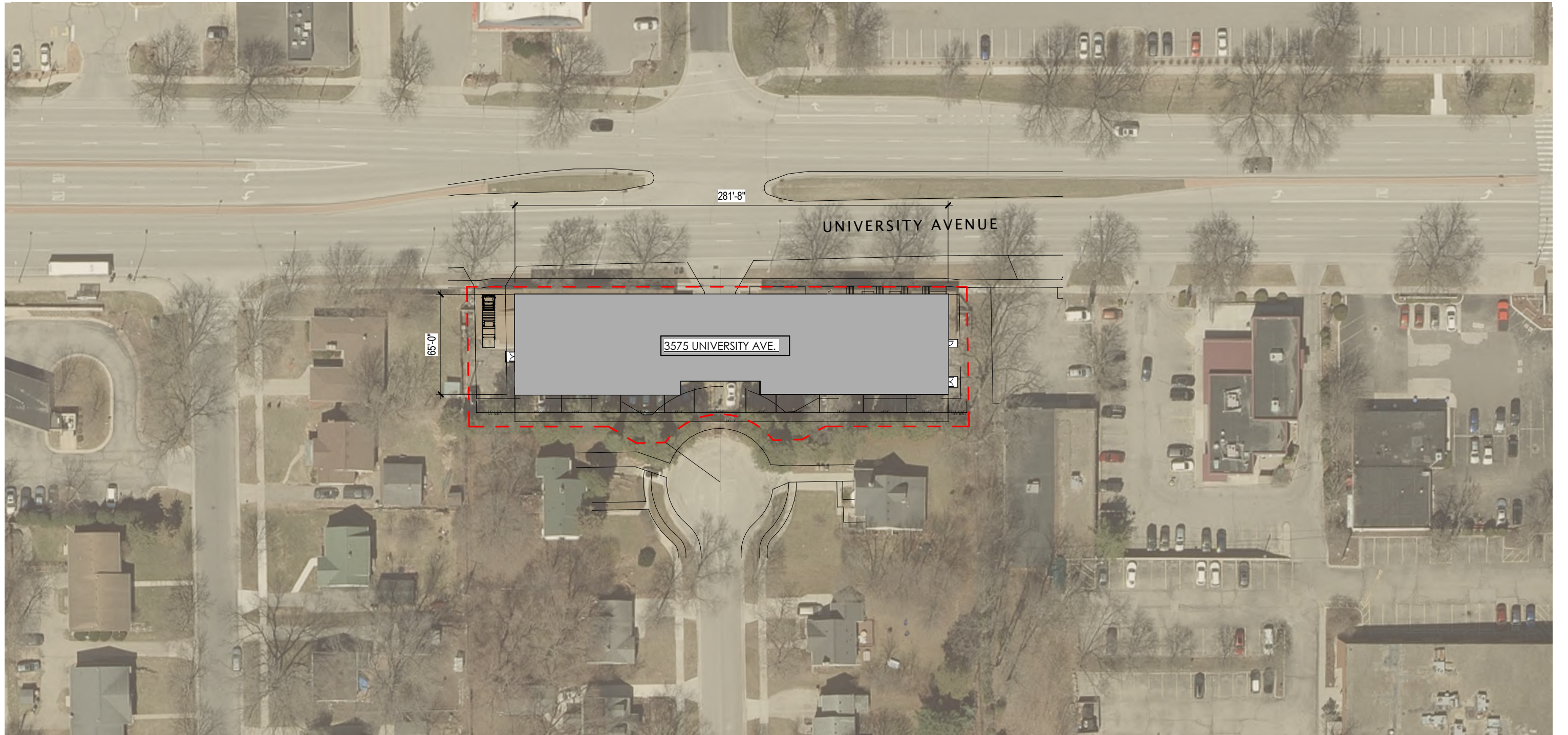
JLA PROJECT No: W23-0222

UDC INFORMATIONAL SUBMITTAL

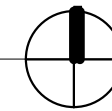
# G002

4/22/24



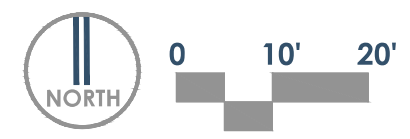
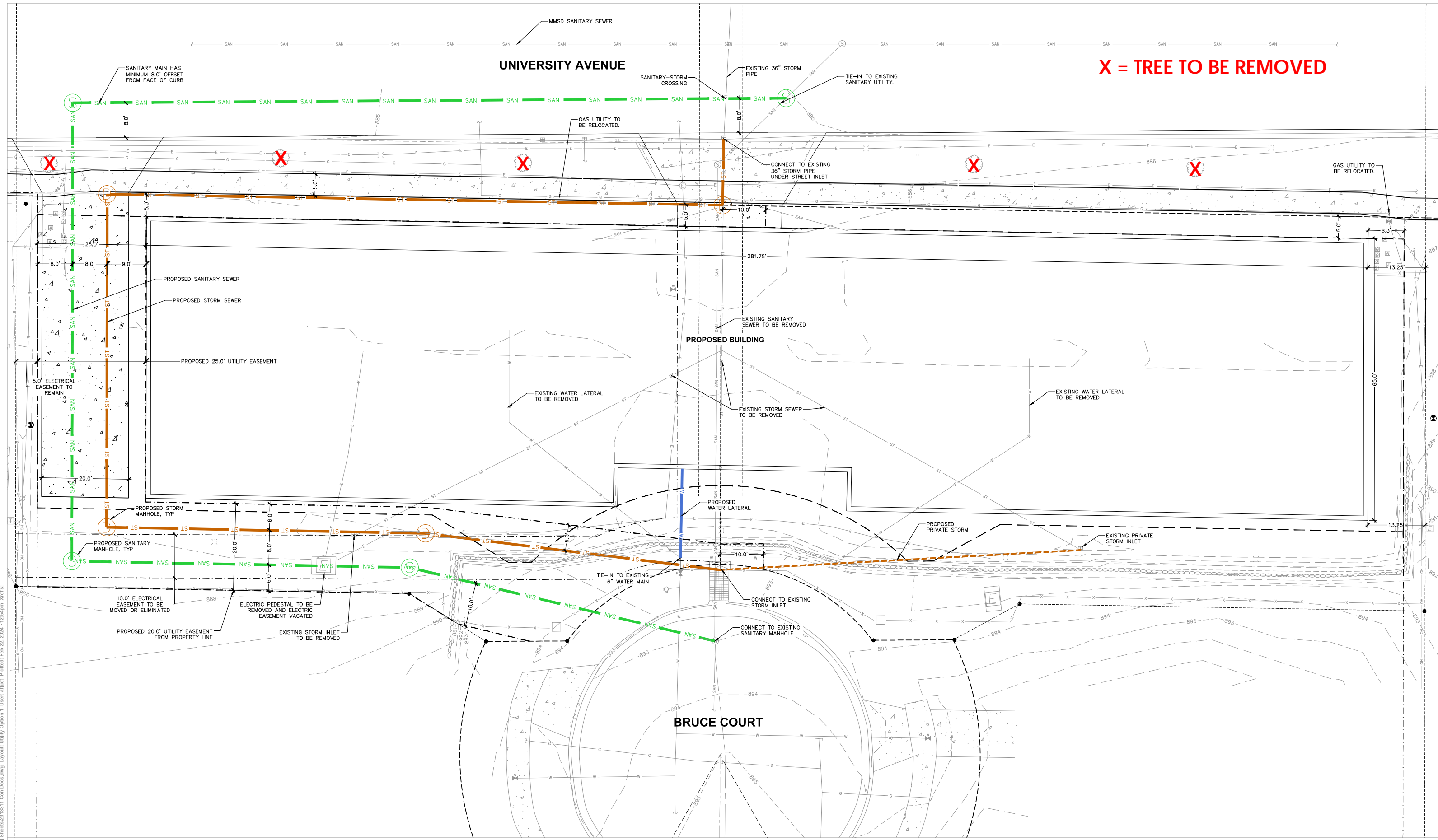


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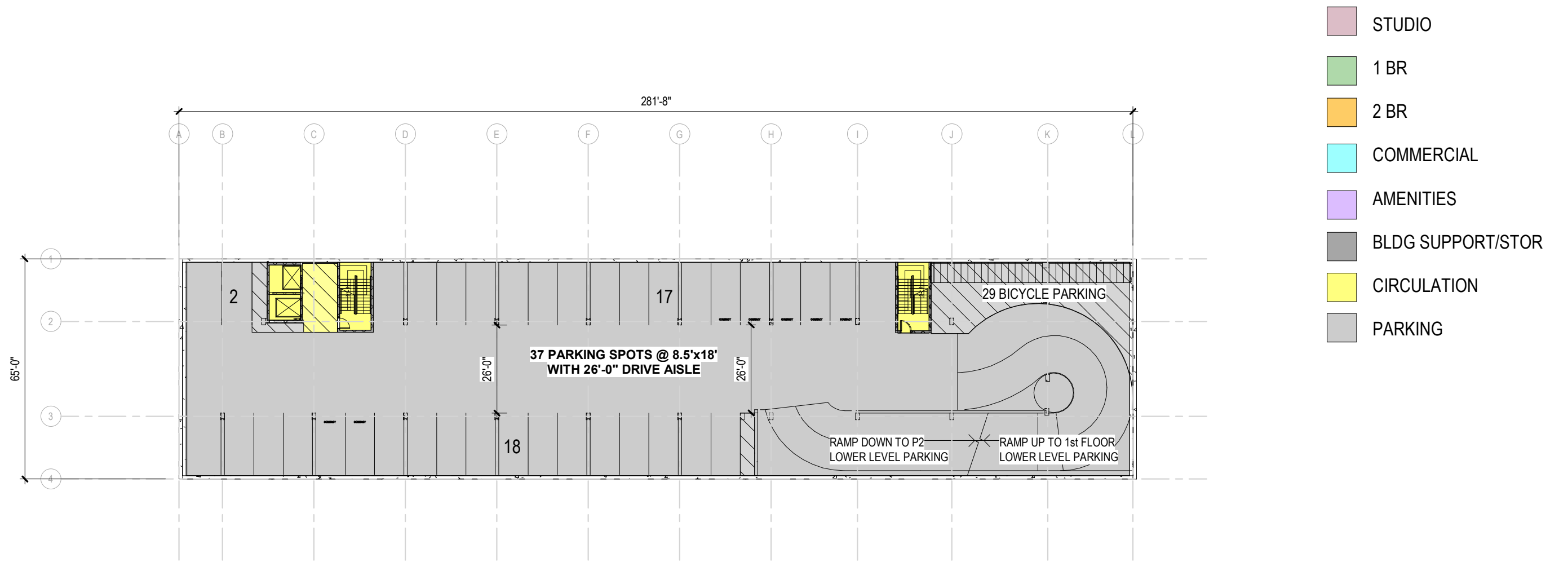




**X = TREE TO BE REMOVED**

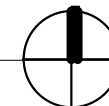






- STUDIO
- 1 BR
- 2 BR
- COMMERCIAL
- AMENITIES
- BLDG SUPPORT/STOR
- CIRCULATION
- PARKING

1 TYPICAL BELOW GRADE PARKING PLAN  
1/32" = 1'-0"



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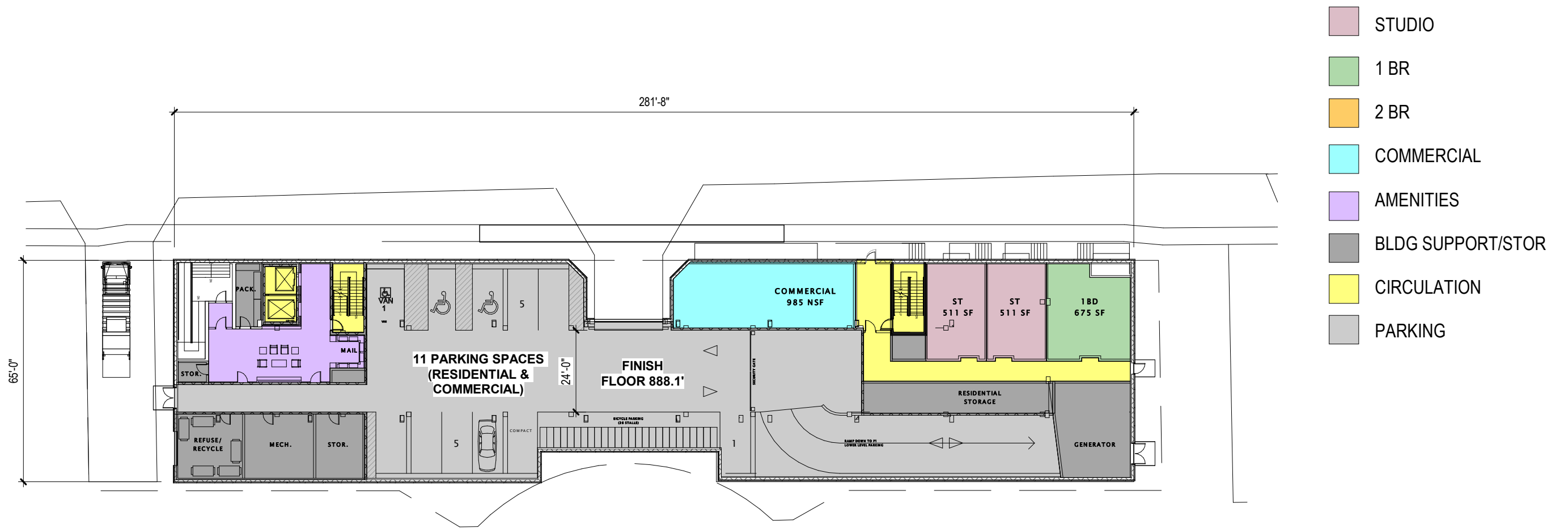
3575 UNIVERSITY AVENUE  
TYPICAL BELOW GRADE PARKING LAYOUT

JLA PROJECT No: W23-0222

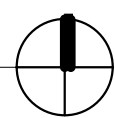
UDC INFORMATIONAL SUBMITTAL

U100

4/22/24



1 FIRST FLOOR PLAN  
1/32" = 1'-0"



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3575 UNIVERSITY AVENUE  
FIRST FLOOR PLAN

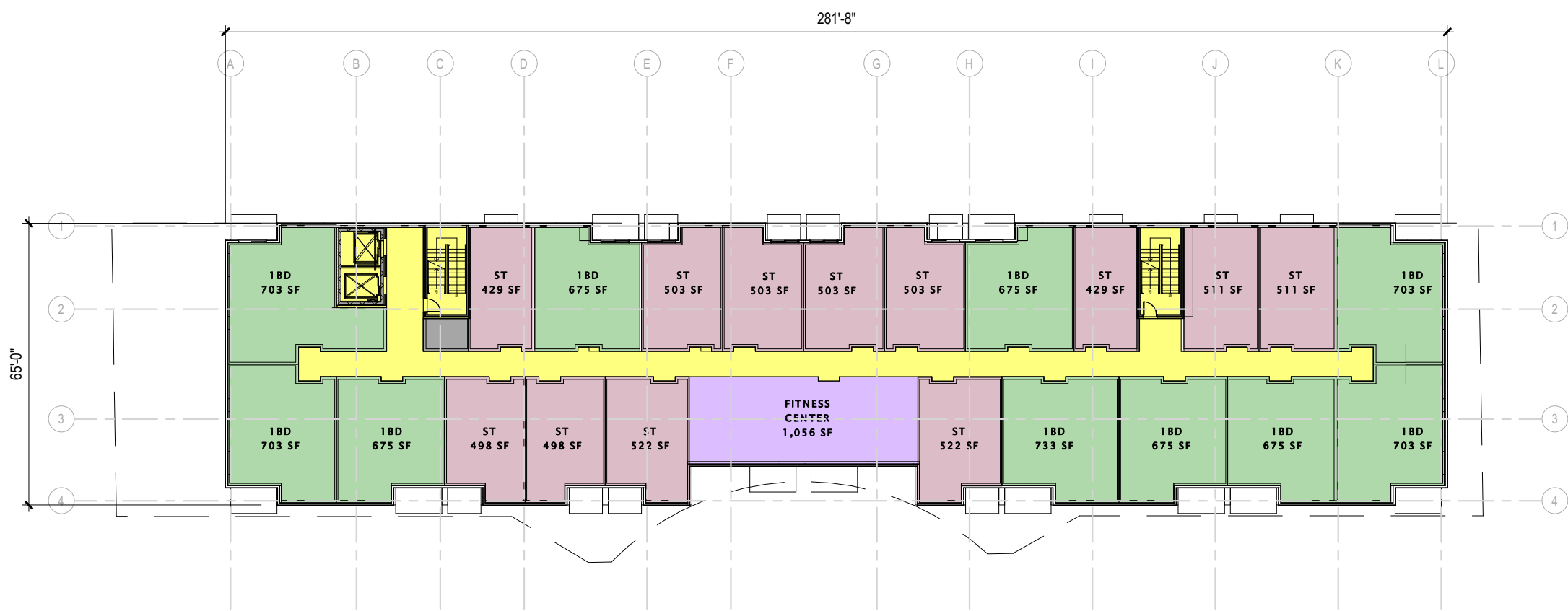
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UDC INFORMATIONAL SUBMITTAL

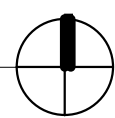
U101

4/22/24

- STUDIO
- 1 BR
- 2 BR
- COMMERCIAL
- AMENITIES
- BLDG SUPPORT/STOR
- CIRCULATION
- PARKING



1 SECOND FLOOR PLAN  
1/32" = 1'-0"



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3575 UNIVERSITY AVENUE  
SECOND FLOOR PLAN

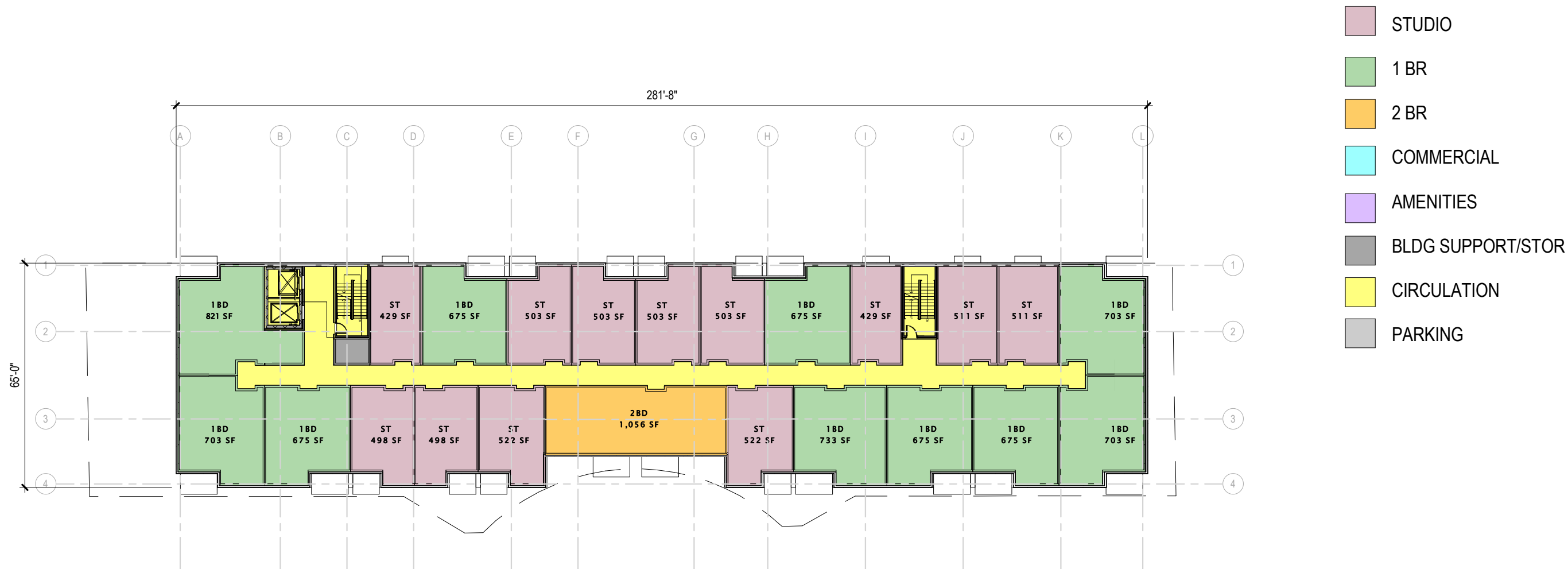
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UDC INFORMATIONAL SUBMITTAL

U102

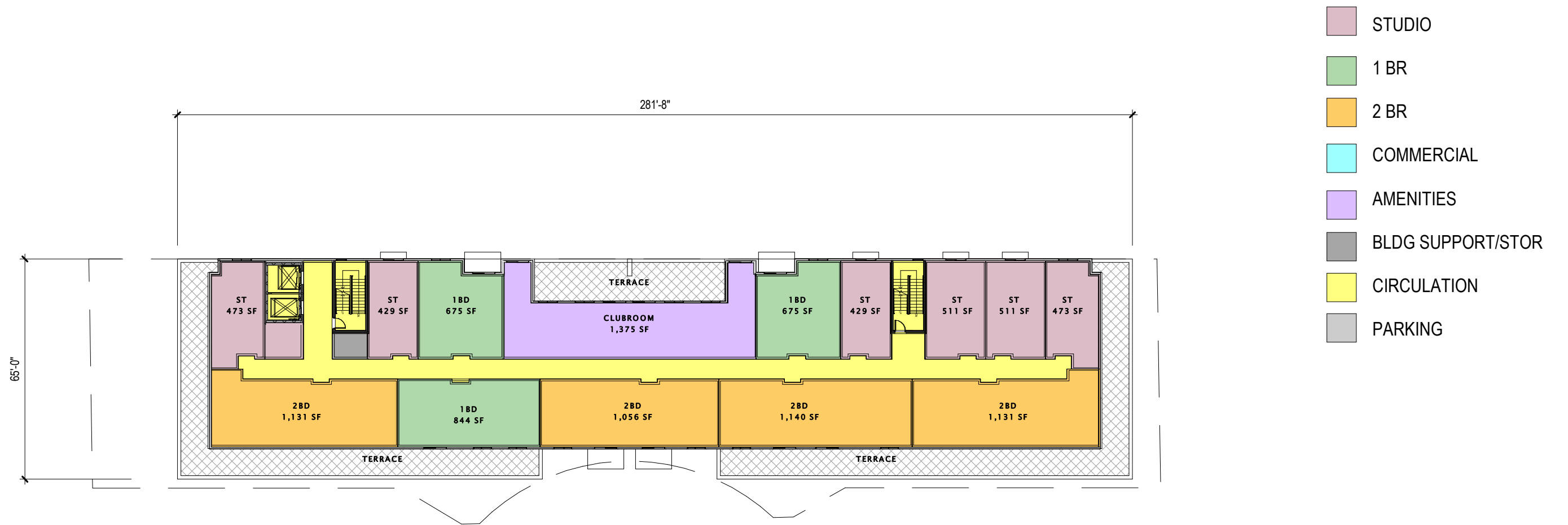
4/22/24



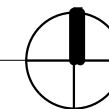


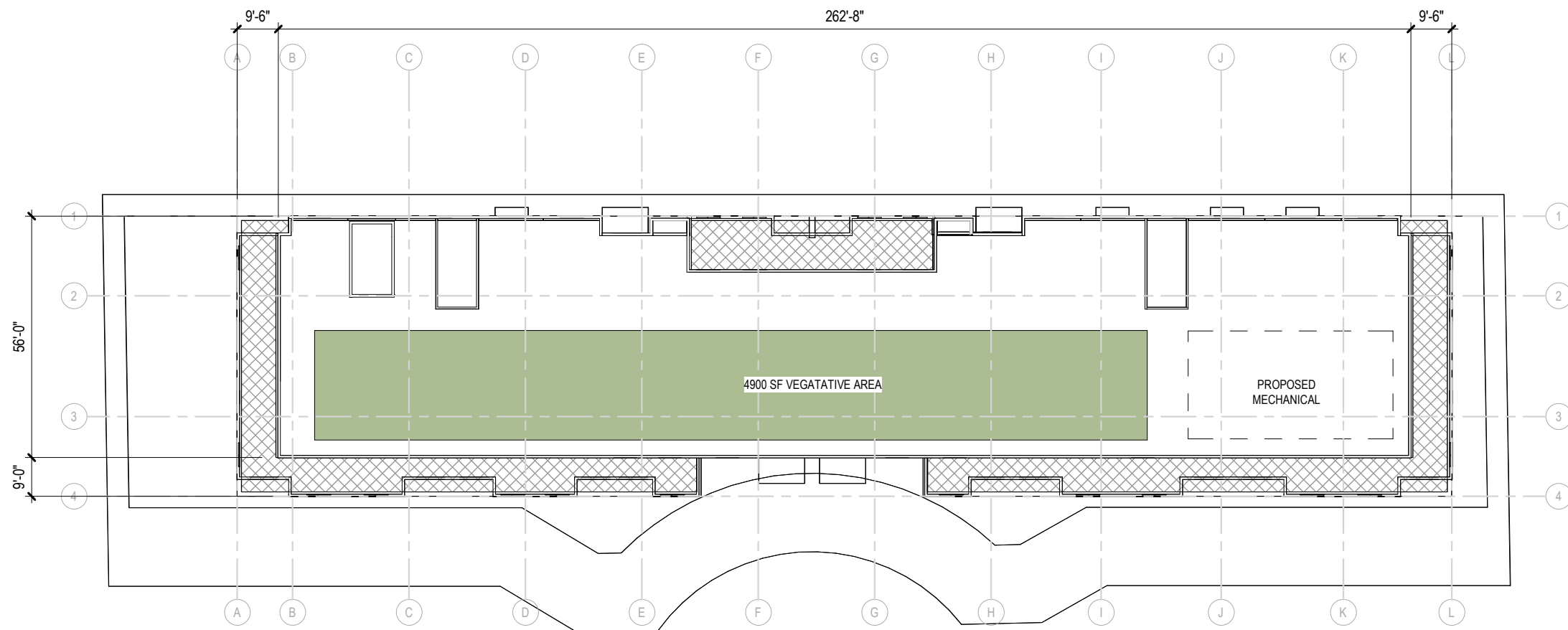
1 THIRD & FORTH FLOOR PLAN  
1/32" = 1'-0"



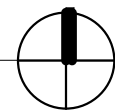


16 FIFTH FLOOR PLAN  
1/32" = 1'-0"





16 ROOF PLAN  
1/32" = 1'-0"







① NORTH ELEVATION  
3/64" = 1'-0"

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3575 UNIVERSITY AVENUE

NORTH ELEVATION

JLA PROJECT No: W23-0222

UDC INFORMATIONAL SUBMITTAL

U201

4/22/24



1 NORTH ELEVATION  
3/64" = 1'-0"

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3575 UNIVERSITY AVENUE

NORTH ELEVATION - B&W

JLA PROJECT No: W23-0222

UDC INFORMATIONAL SUBMITTAL

U202

4/22/24



① SOUTH ELEVATION  
3/64" = 1'-0"





① SOUTH ELEVATION  
3/64" = 1'-0"





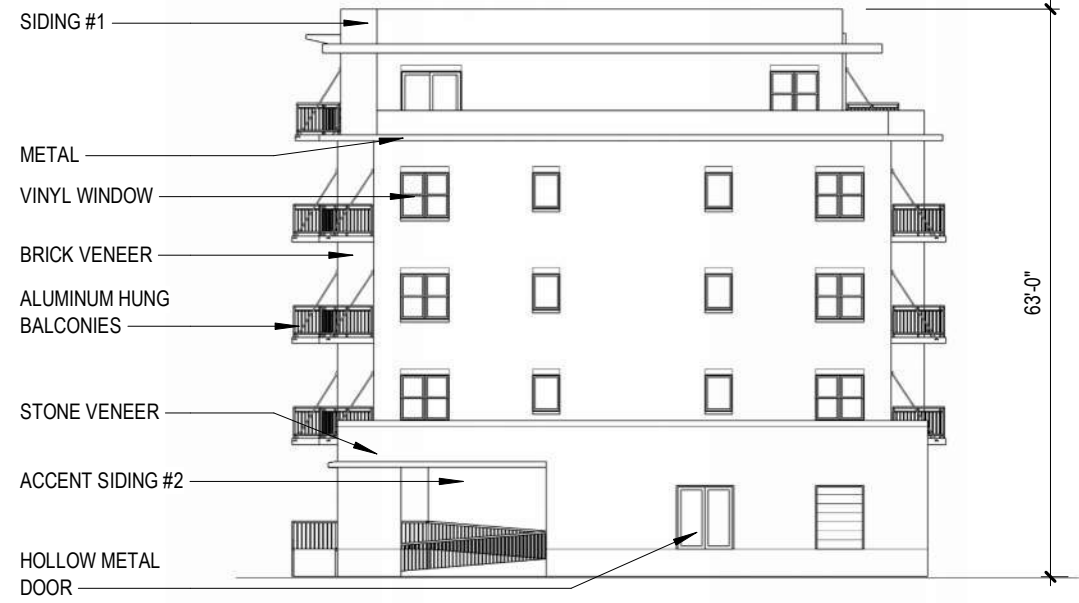
① EAST ELEVATION  
3/64" = 1'-0"



② WEST ELEVATION  
3/64" = 1'-0"



1 EAST ELEVATION  
3/64" = 1'-0"



2 WEST ELEVATION  
3/64" = 1'-0"





SHADOW ON MARCH 21ST @ 9AM



SHADOW ON JUNE 21ST @ 9AM



SHADOW ON MARCH 21ST @ 2PM



SHADOW ON JUNE 21ST @ 2PM



SHADOW ON MARCH 21ST @ 4PM



SHADOW ON JUNE 21ST @ 4PM

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# UNIVERSITY 3000 MIXED USE

## SHADOW STUDY - MARCH/JUNE

JLA PROJECT No:	W23-0222
DATE OF ISSUANCE:	4/22/24
REVISION DATE:	

# U207





SHADOW ON SEPT 21ST @ 9AM



SHADOW ON DEC 21ST @ 9AM



SHADOW ON SEPT 21ST @ 2PM



SHADOW ON DEC 21ST @ 2PM



SHADOW ON SEPT 21ST @ 4PM



SHADOW ON DEC 21ST @ 4PM

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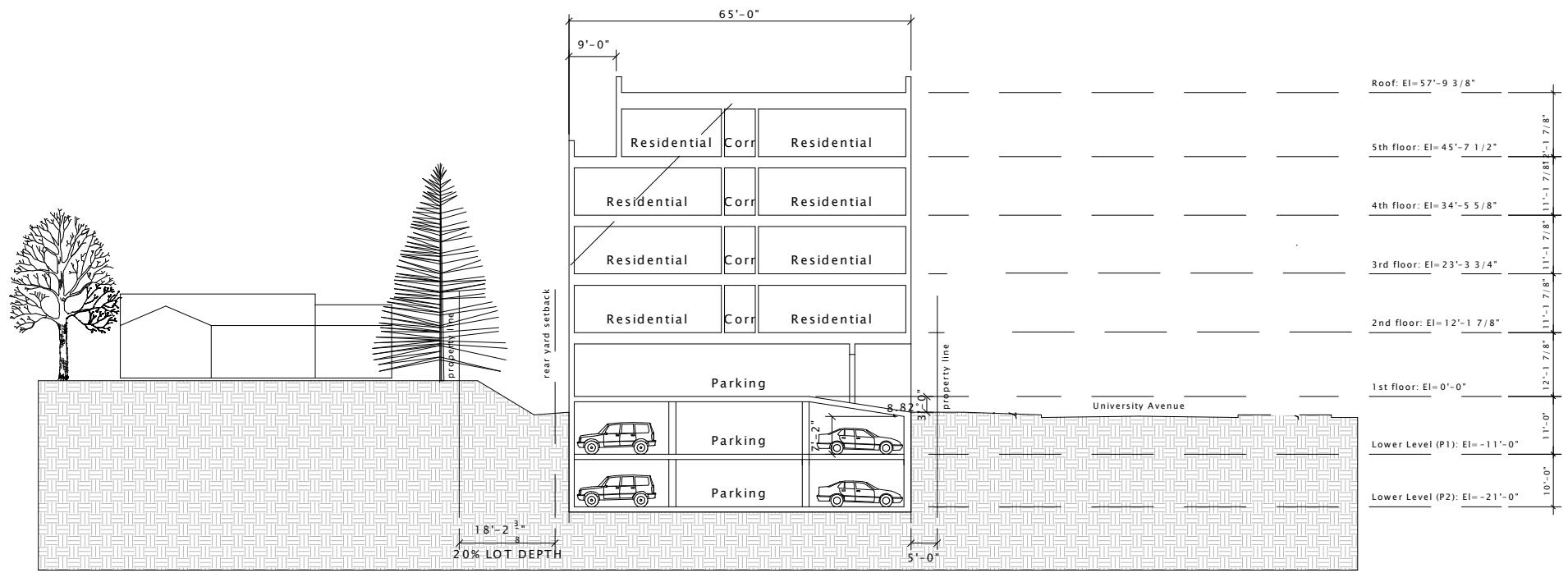
# UNIVERSITY 3000 MIXED USE

## SHADOW STUDY - SEPT/DEC

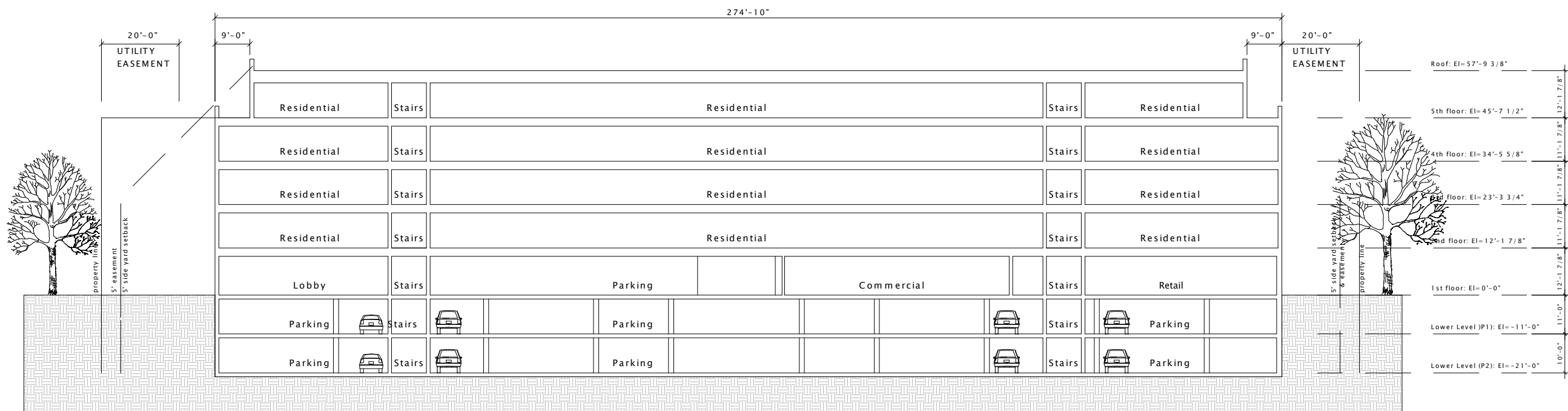
JLA PROJECT No:	W23-0222
DATE OF ISSUANCE:	4/22/24
REVISION DATE:	

# U208





Cross Section: South to North looking West



Longitudinal Section: West to East looking North



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3575 UNIVERSITY AVENUE

STREET VIEW LOOKING EAST

JLA PROJECT No: W23-0222

UDC INFORMATIONAL SUBMITTAL

U401

4/22/24





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3575 UNIVERSITY AVENUE

STREET VIEW LOOKING WEST

JLA PROJECT No: W23-0222

UDC INFORMATIONAL SUBMITTAL

U402

4/22/24





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3575 UNIVERSITY AVENUE

PROPOSED BRUCE CT. PERSPECTIVE 3

JLA PROJECT No: W23-0222

UDC INFORMATIONAL SUBMITTAL

U403

4/22/24





EXISTING VIEW - WEST FACING



EXISTING WEST BUILDING  
3553 UNIVERSITY AVENUE

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3575 UNIVERSITY AVENUE

CONTEXT PHOTOS

JLA PROJECT No: W23-0222

UDC INFORMATIONAL SUBMITTAL

U404

4/22/24





EXISTING EAST BUILDING  
3535 UNIVERSITY AVENUE



EXISTING VIEW - EAST FACING

4/18/2024 8:05:53 PM



3575 UNIVERSITY AVENUE

CONTEXT PHOTOS

JLA PROJECT No: W23-0222

UDC INFORMATIONAL SUBMITTAL

U405

4/22/24





MASONRY VENEER - RUNNING BOND



METAL



FIBER CEMENT SIDING HORIZONTAL



FIBER CEMENT SIDING  
WOODTONE ACCENT



STONE VENEER - ASHLAR