

# 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](mailto: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 *J.P. Muss Gen. Partner* 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



August 12, 2024

MEMO

**Project Name:** West Mifflin Street

**RE:** Project Narrative / Letter of Intent

**TO:**

Jessica Vaughn, AICP

Urban Design Commission Secretary – Planning Division

Department of Planning & Community & Economic Development

City of Madison

**CC:** Linda Irving, Trinitas Ventures

**Submitted By:** Neil Reardon, ESG Architecture & Design

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Public Realm

From Mifflin Street cul-de-sac, the entry court for the building becomes an extension of the streetscape. Within the entry sequence, the design highlights the pedestrian zone with street trees, site furnishings and specialty pavement bringing details and scale down to the pedestrian. The pedestrian access also extends along the full façade adjacent the Art Lofts to create connectivity from Mifflin to the Harvey House/Train Depot parcel.

The vehicular circulation is minimal on site and is a shared use space that define zones for a safe drop off at the front door and a connection to the ramp proceeding down to the underground garage. The island at the front drop-off is designed with lush planting to define traffic patterns and create an aesthetically pleasing focal point. Emergency access and maintenance is located off Mifflin with a connection through the site at the plan NW corner.

The other facades of the building will accommodate foundation planting and trees, where space allows, to provide a visual buffer and seasonal interest, while bringing the scale down to the pedestrian zone.

Exterior Materials

Proposed exterior materials for the building will consist primarily of brick masonry, metal panel and glass, along with areas of Exterior Insulation and Finish Systems (EIFS).

Brick mostly defines the first two to three levels of the structure, with two different selected brick blends that relate in color and tone to the historic Weidenbeck Apartments building to the east and the historic Madison Depot to the west – while not copying its neighbors. The proposed brick building base will also incorporate cast stone sills at window locations, also in an attempt to connect with the architectural language of these historic structures.

The tower portion of the proposed building, Levels 4 through 10 above the brick base will feature elevations clad in high quality, non-reflective prefinished metal wall panels as the primary material. Three general panel colors and panel types are proposed. The tower massing is essentially organized into alternating fields of charcoal gray profiled sheet metal wall panels and medium gray profiled metal wall panels, with the third metal panel color – a “stone” white – utilized at recessed balcony bays to sub-divide the facades and act as transitional zones between the charcoal and medium gray fields. These all combine to provide a neutral backdrop to the adjacent historic structures and surrounding neighborhood, while creating good contrast amongst one another across the carefully composed building elevations. For both the charcoal and medium gray fields, the design intends to employ variable-width panels with reveals or standing seams to produce a textural appearance for the upper portions of the building. Finally, an EIFS cladding system is anticipated at the interior courtyard of the building, which will not be visible at grade from any public vantage point.

Window patterning is differentiated between the building base and the tower above. The former features a more classic arrangement of stacked masonry openings with window unit sizes compatible with the adjacent historic buildings – while the latter involves a randomized composition of narrow, vertically-expressed window units with color-matched head and sill panels. This juxtaposed patterning enlivens the building while providing plenty of daylight into the dwelling units. Larger areas of vision glass storefront are allocated for common amenity areas around the building, including the main lobby, Fitness spaces, Level 4 club room and top floor club room – to help distinguish them as special programmatic spaces and maximize natural light within these active areas.

#### Stormwater:

The project is considered a re-development per Wisconsin DNR and City of Madison standards. In accordance with applicable stormwater regulations, new infrastructure is proposed to meet the rate control, volume control, water quality, and pollutant reduction criteria.

As the majority of the 1.09 acre development area will be occupied with the new building, roof top planters will be implemented to reduce stormwater runoff. To further offset the impact of the development, an infiltration and detention basin are proposed on the north side of the property,

capturing surface flows in that area as well as discharge from the building before entering the City storm system.

Summary

It is our intent that the above outlines how our design approach will be consistent with the Downtown Urban Design Guidelines and best practices of quality public realm, architecture, and sustainability for this project's site.

**Neil Reardon** | Vice President, Partner

[neil.reardon@esgarch.com](mailto:neil.reardon@esgarch.com)

# WEST MIFFLIN STREET

UDC INFORMATIONAL MEETING

AUGUST 28, 2024

SUBMITTED AUGUST 12, 2024



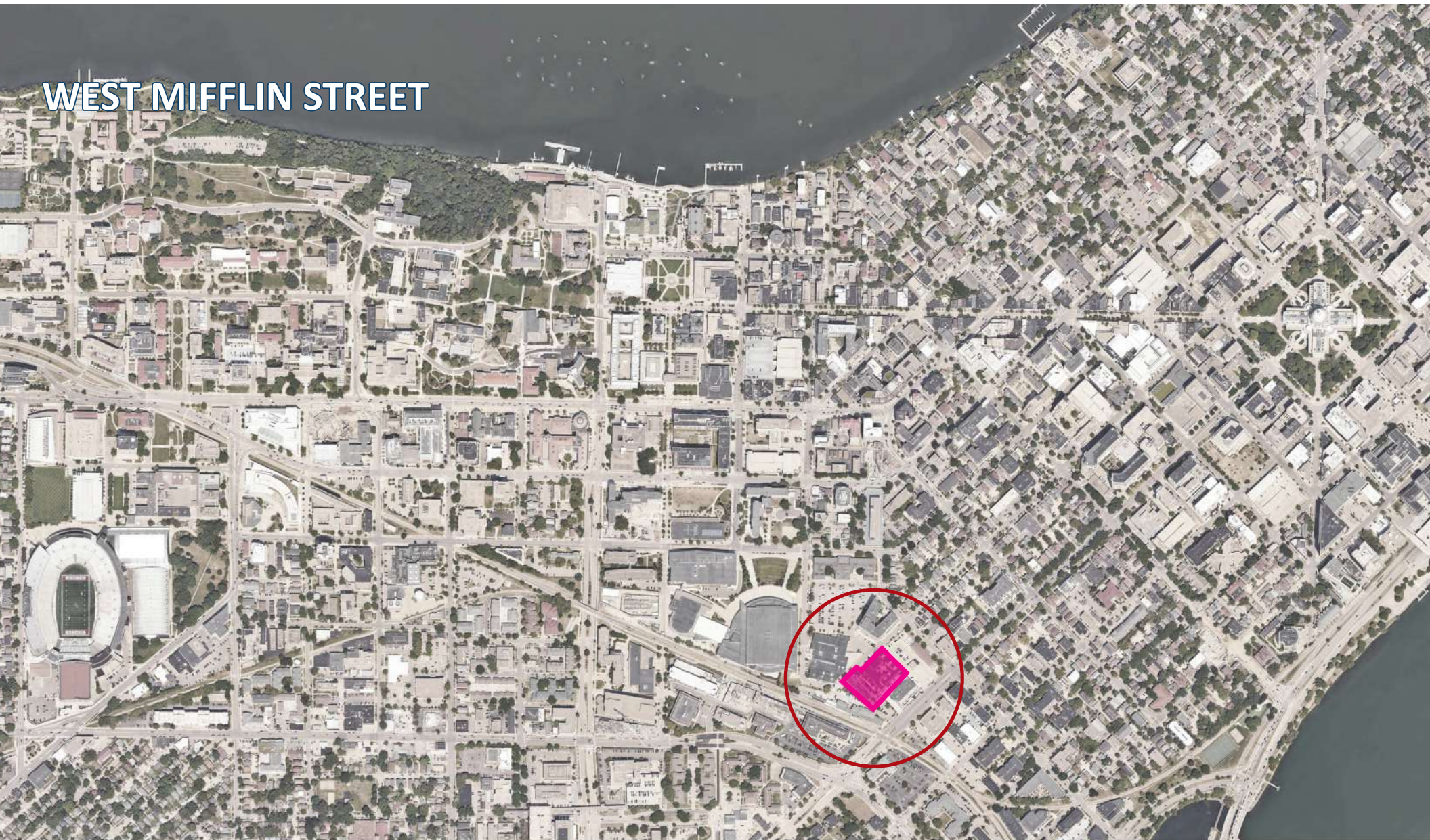
esg

DF/

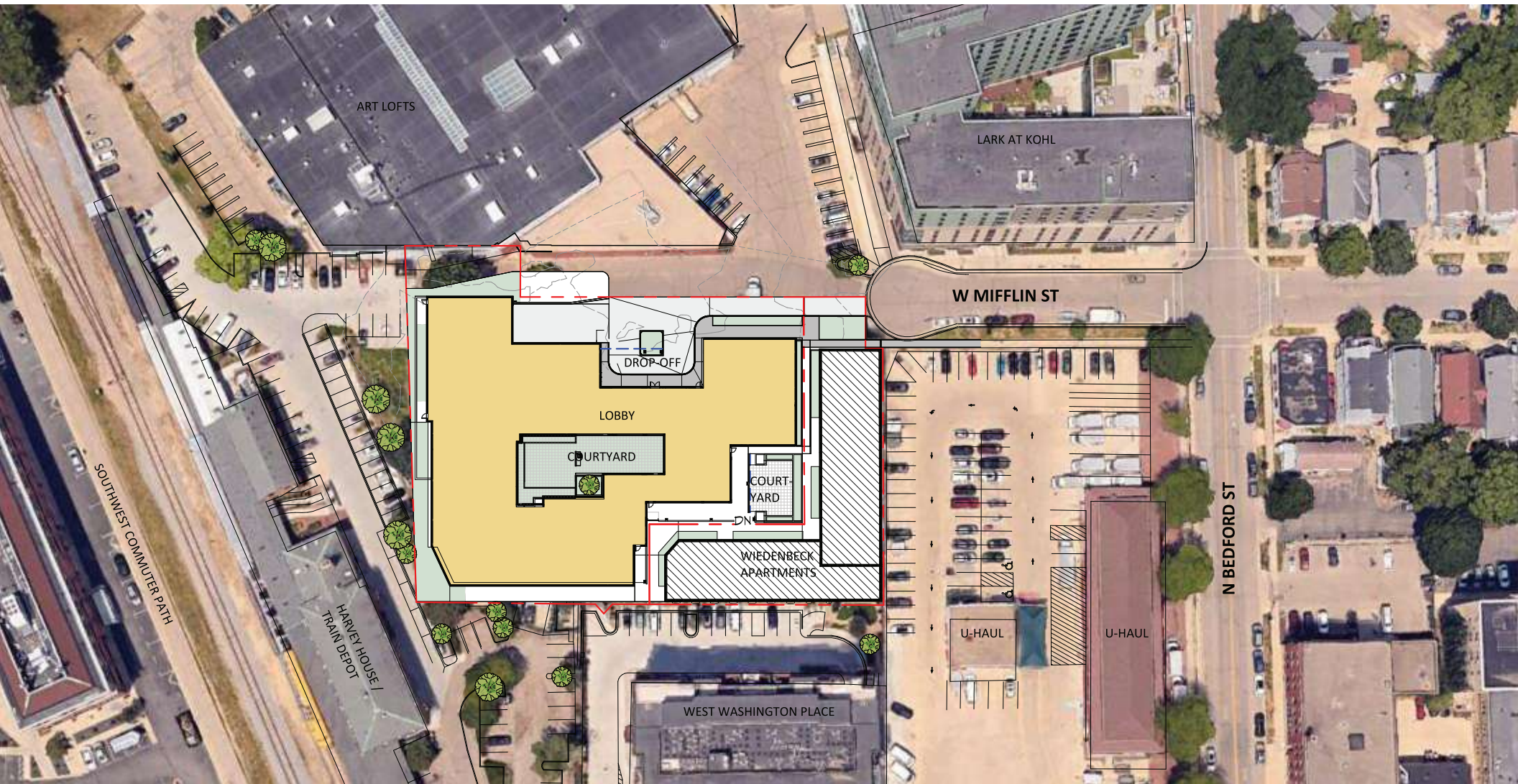
HERITAGE | CONSULTING GROUP

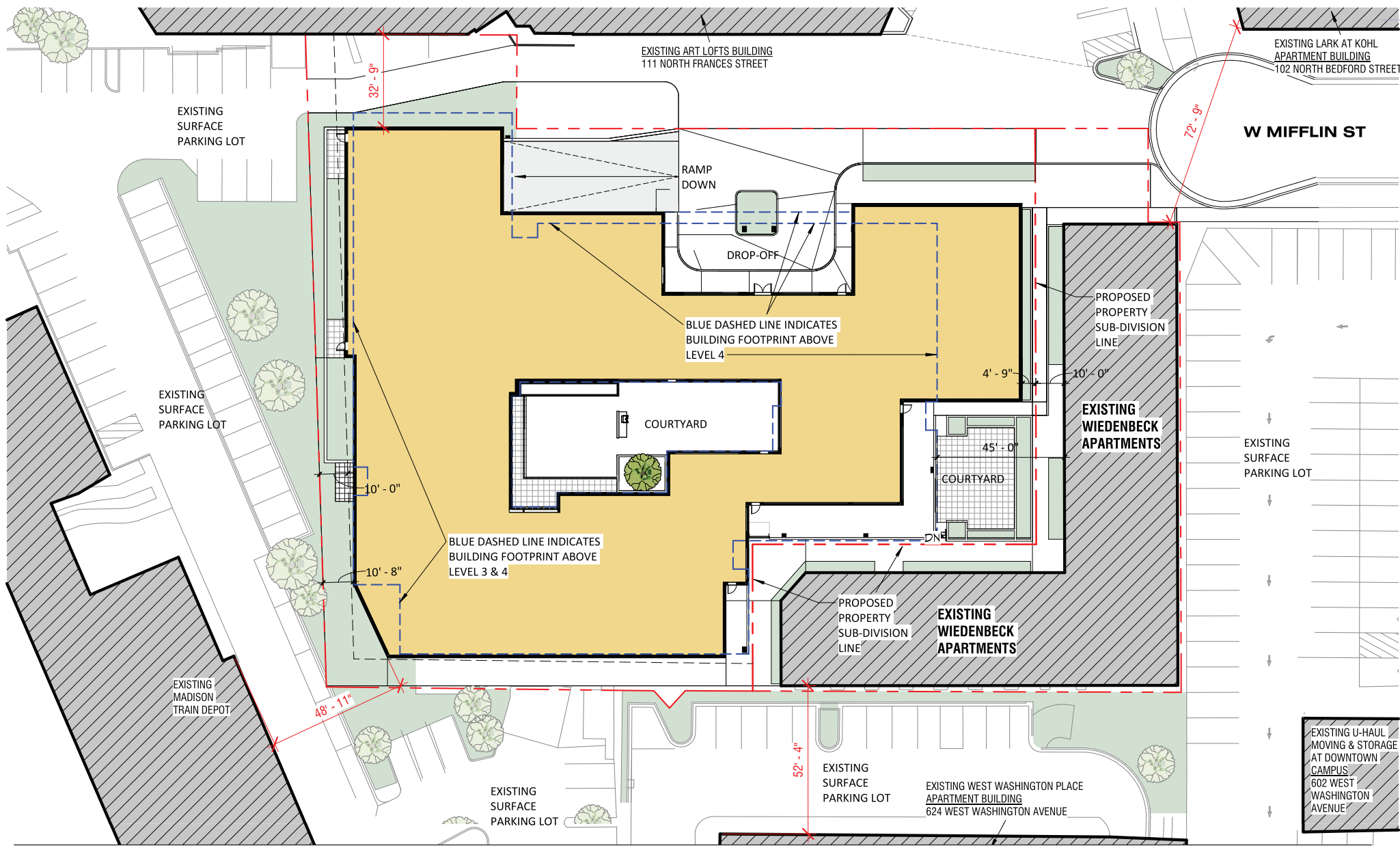


WEST MIFFLIN STREET









EXISTING ART LOFTS BUILDING  
111 NORTH FRANCES STREET

EXISTING LARK AT KOHL  
APARTMENT BUILDING  
102 NORTH BEDFORD STREET

W MIFFLIN ST

EXISTING  
SURFACE  
PARKING LOT

EXISTING  
SURFACE  
PARKING LOT

EXISTING  
MADISON  
TRAIN DEPOT

RAMP  
DOWN

DROP-OFF

BLUE DASHED LINE INDICATES  
BUILDING FOOTPRINT ABOVE  
LEVEL 4

COURTYARD

PROPOSED  
PROPERTY  
SUB-DIVISION  
LINE

EXISTING  
WIEDENBECK  
APARTMENTS

EXISTING  
SURFACE  
PARKING LOT

BLUE DASHED LINE INDICATES  
BUILDING FOOTPRINT ABOVE  
LEVEL 3 & 4

COURTYARD

PROPOSED  
PROPERTY  
SUB-DIVISION  
LINE

EXISTING  
WIEDENBECK  
APARTMENTS

EXISTING U-HAUL  
MOVING & STORAGE  
AT DOWNTOWN  
CAMPUS  
602 WEST  
WASHINGTON  
AVENUE

EXISTING  
SURFACE  
PARKING LOT

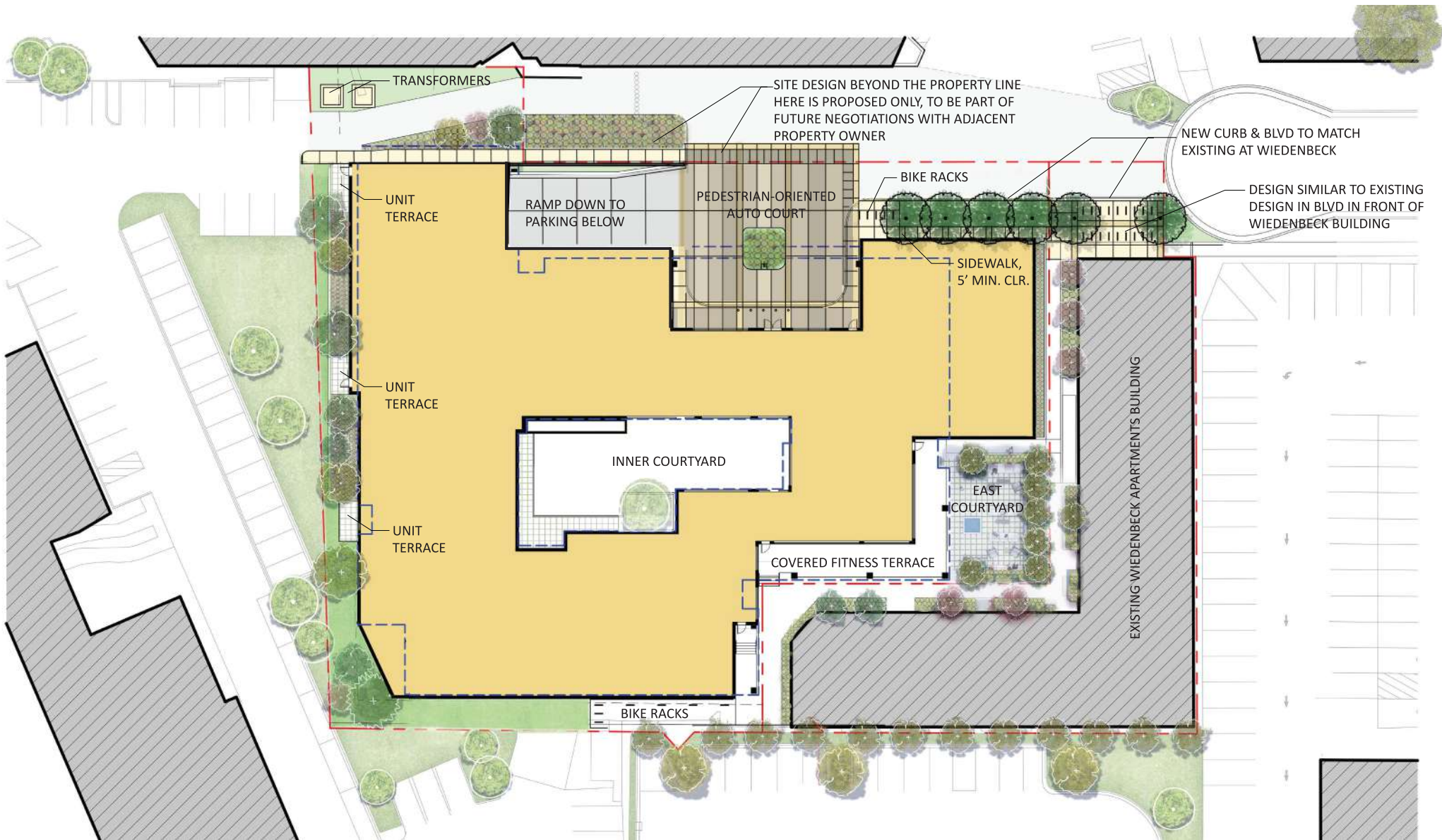
EXISTING WEST WASHINGTON PLACE  
APARTMENT BUILDING  
624 WEST WASHINGTON AVENUE

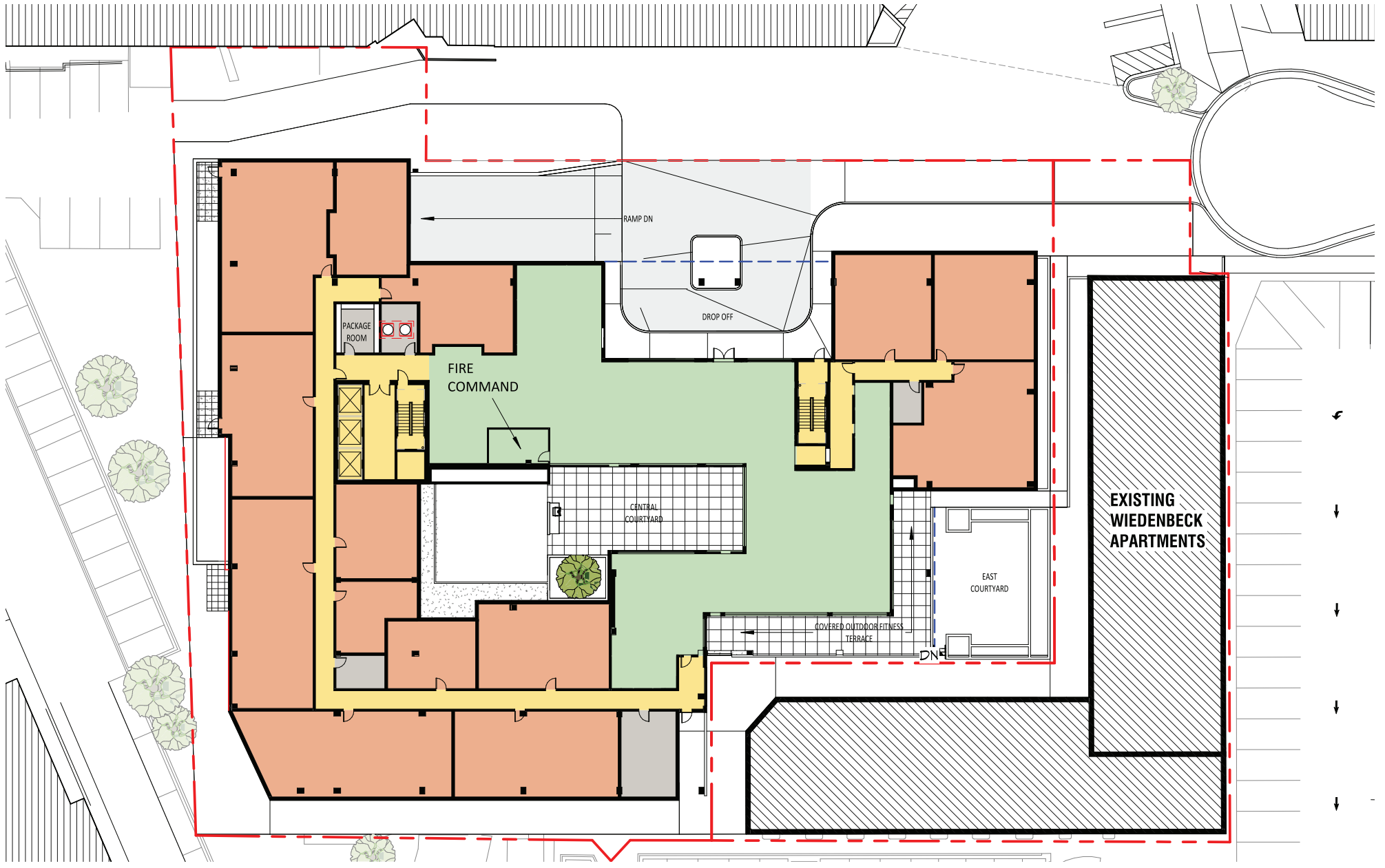
EXISTING  
SURFACE  
PARKING LOT

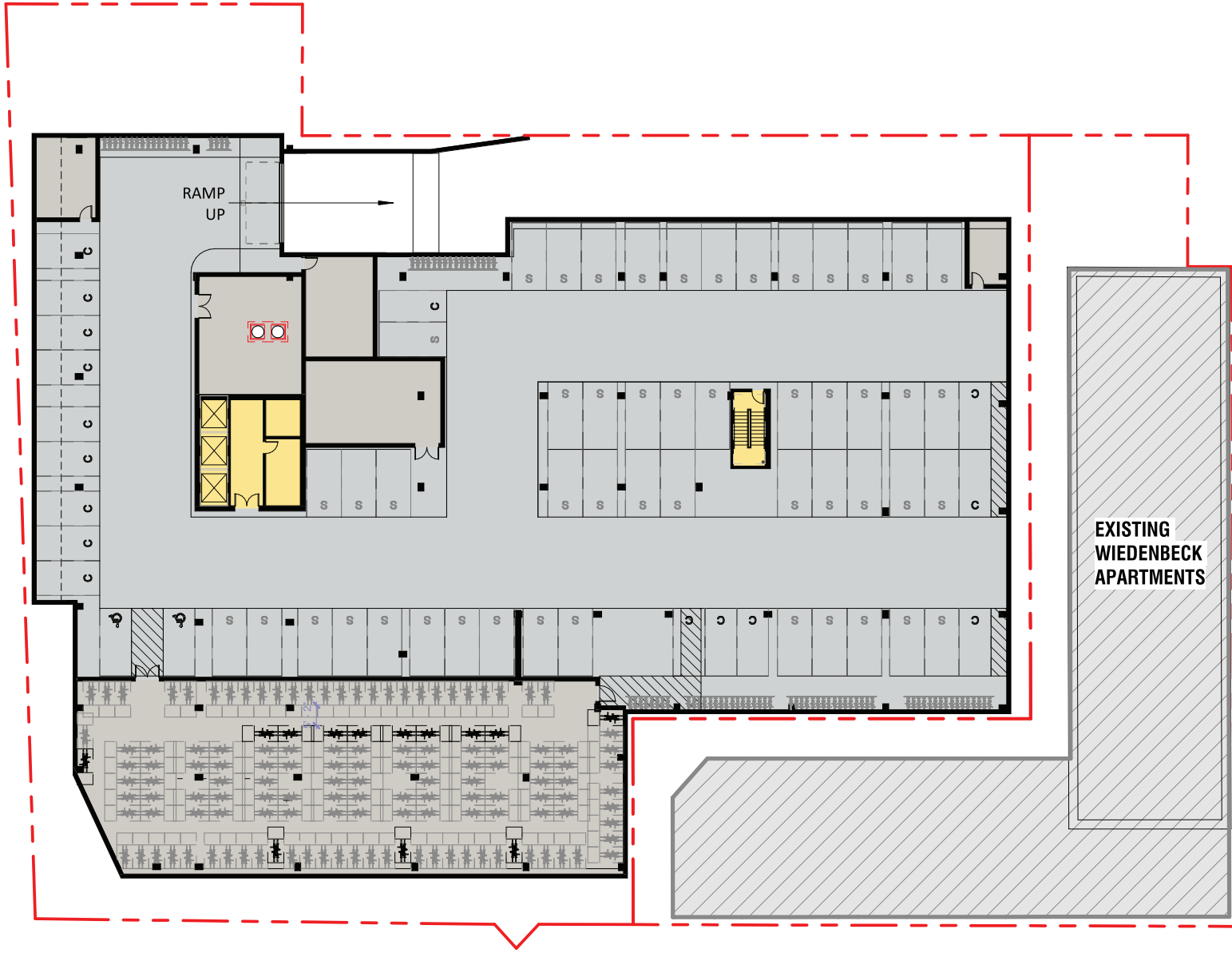


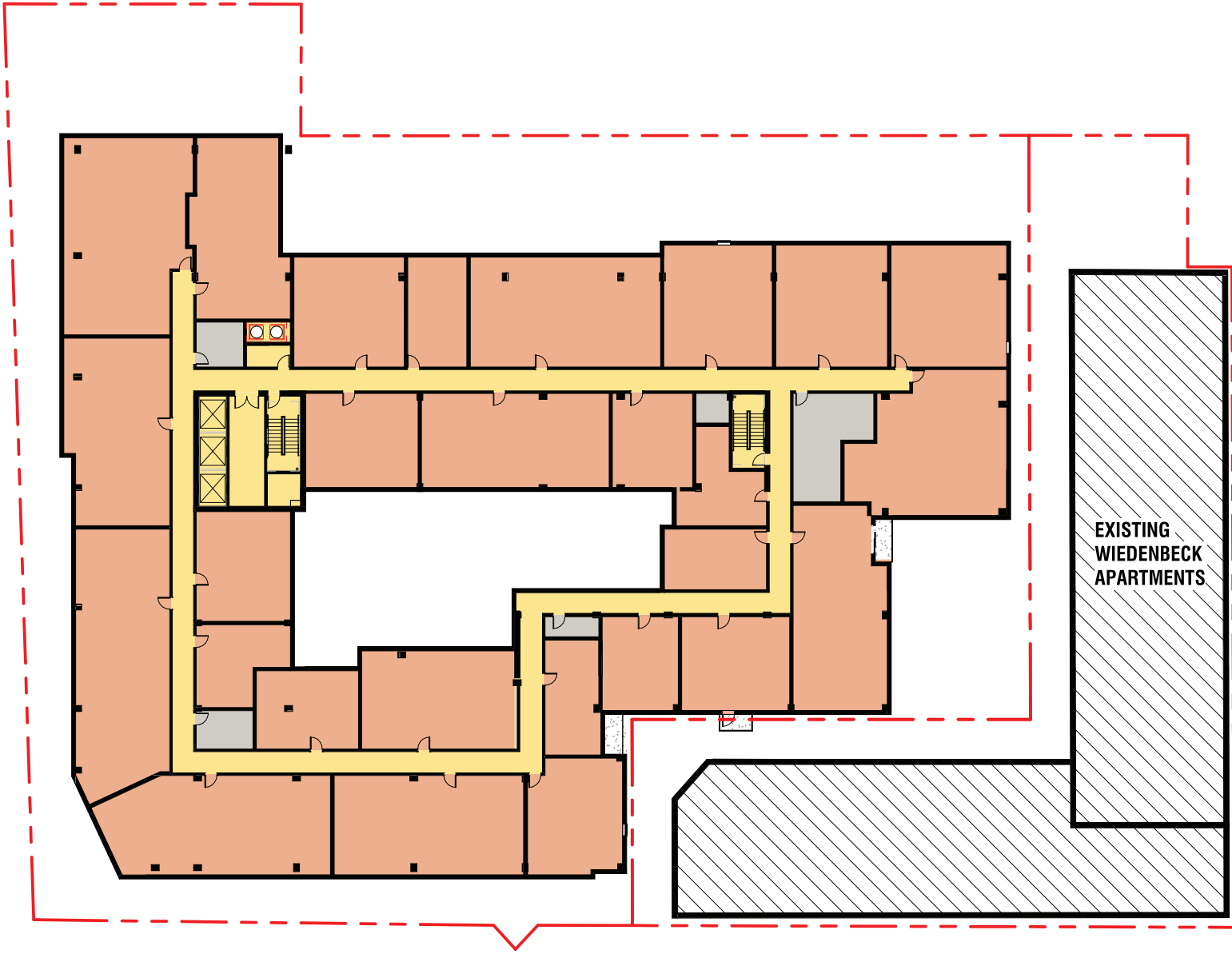


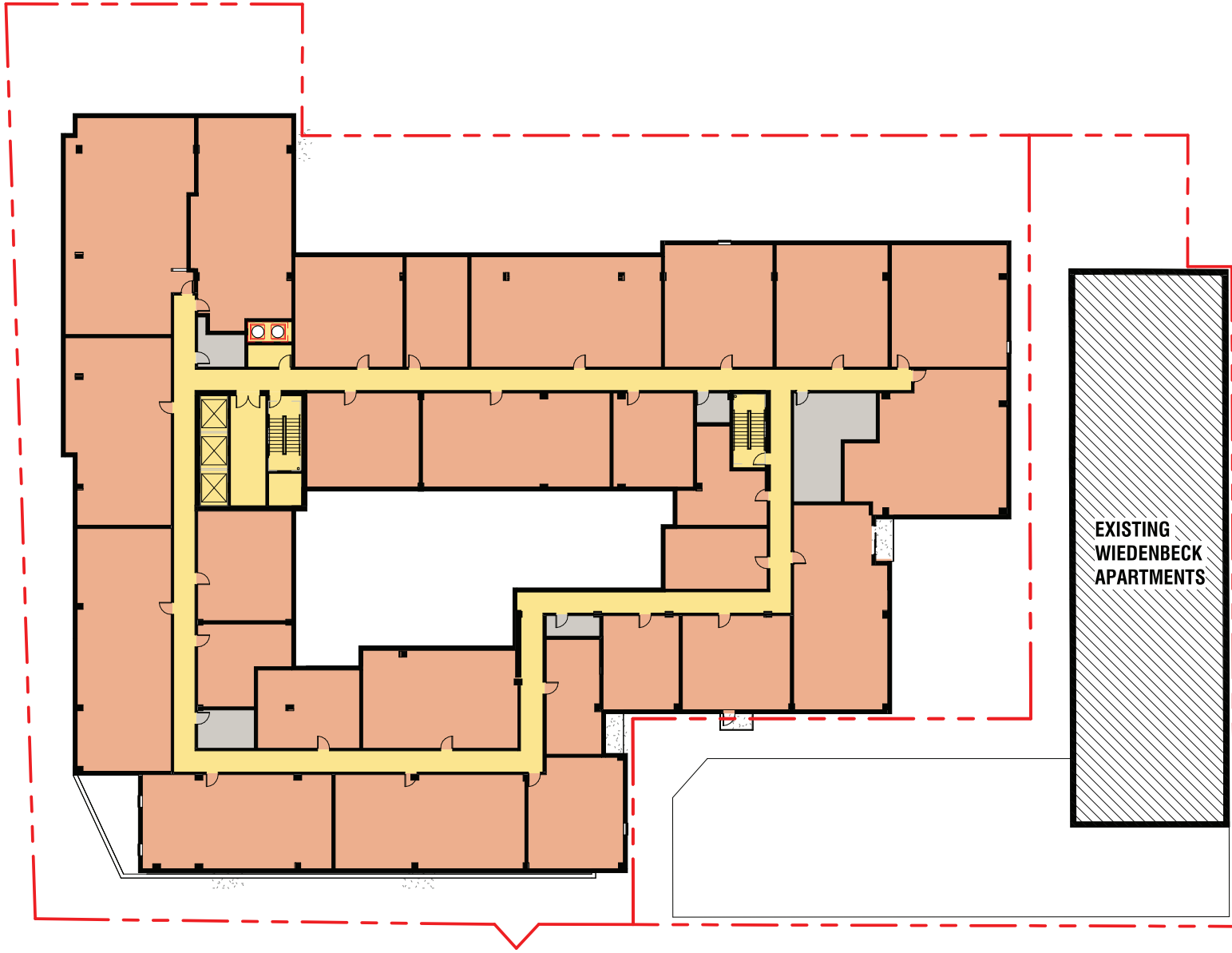


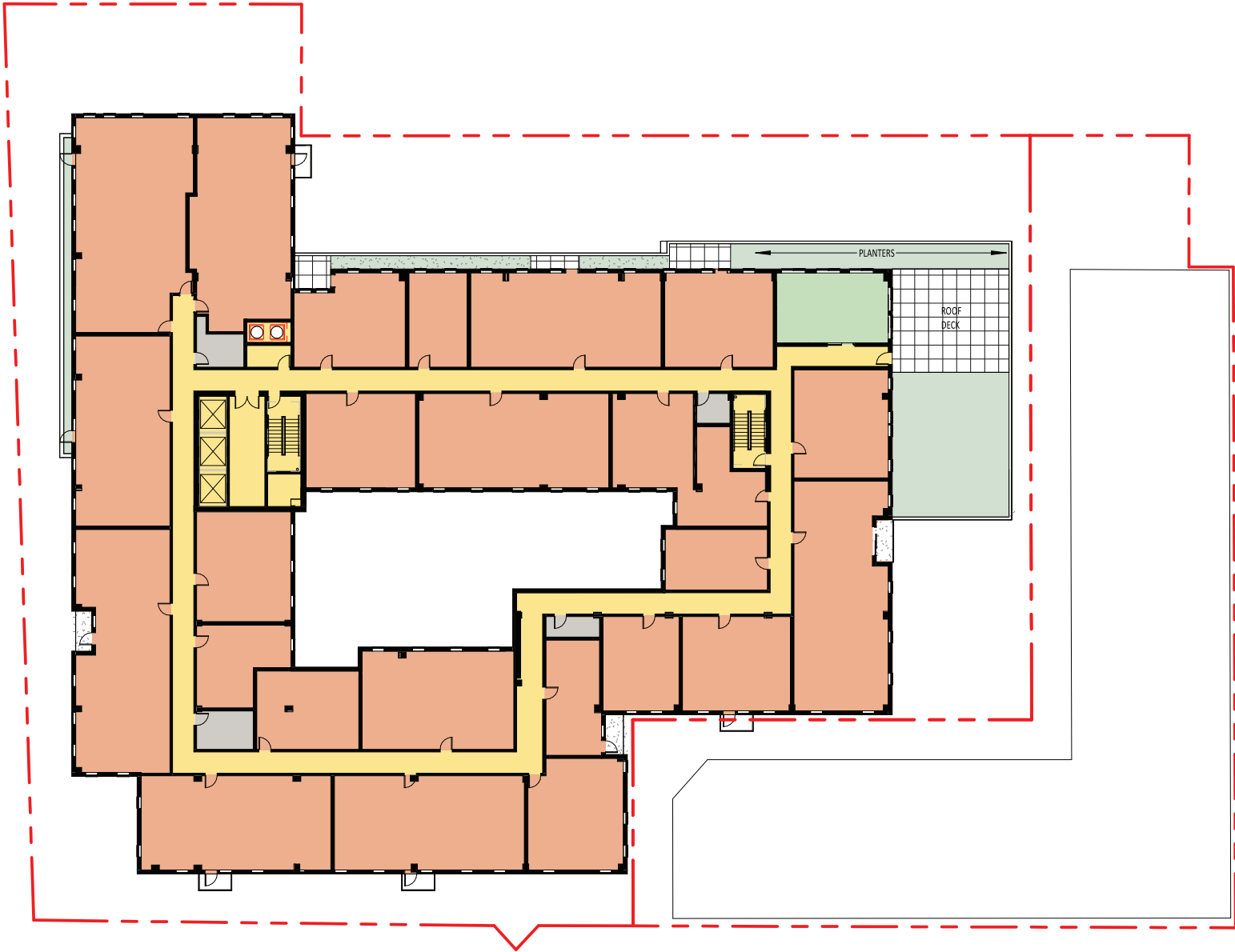




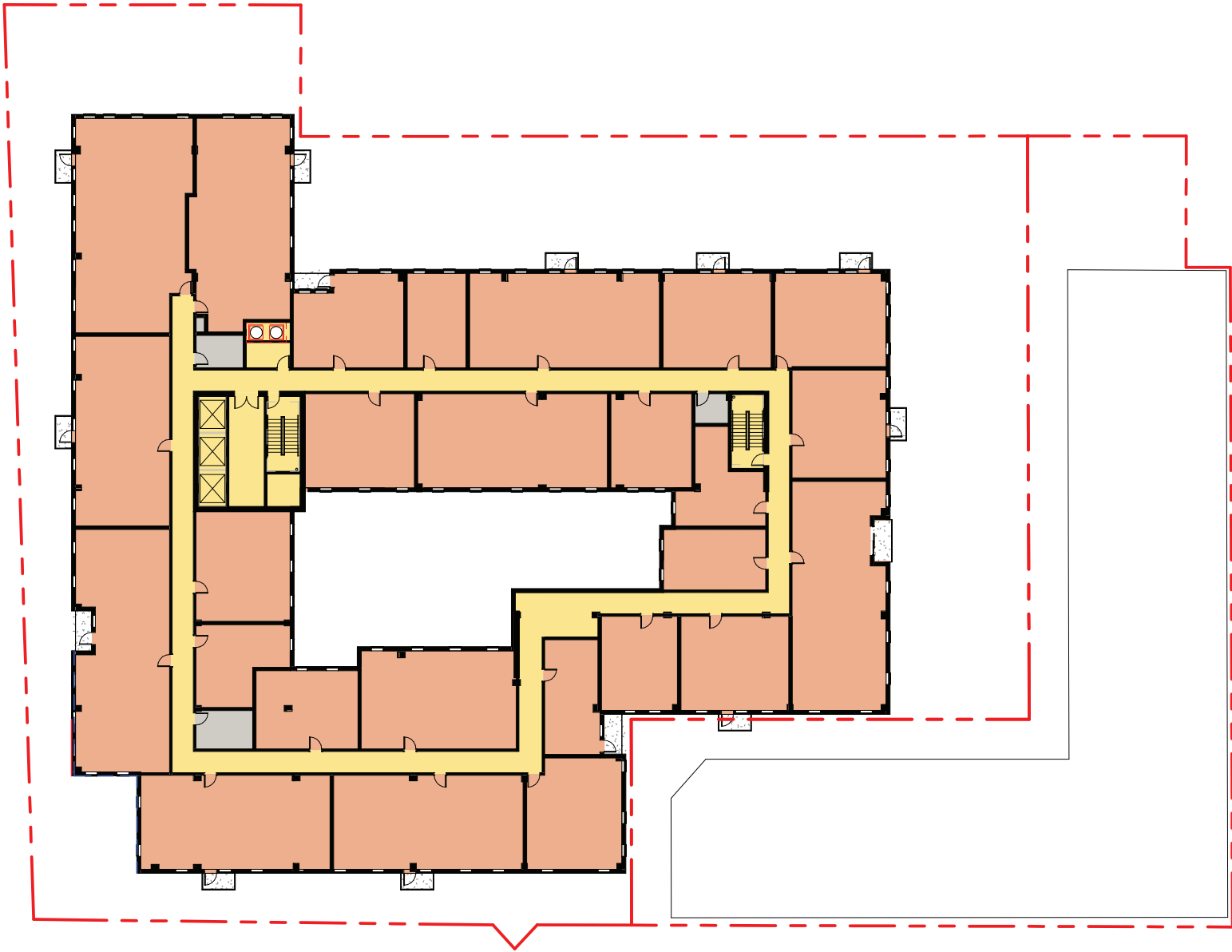


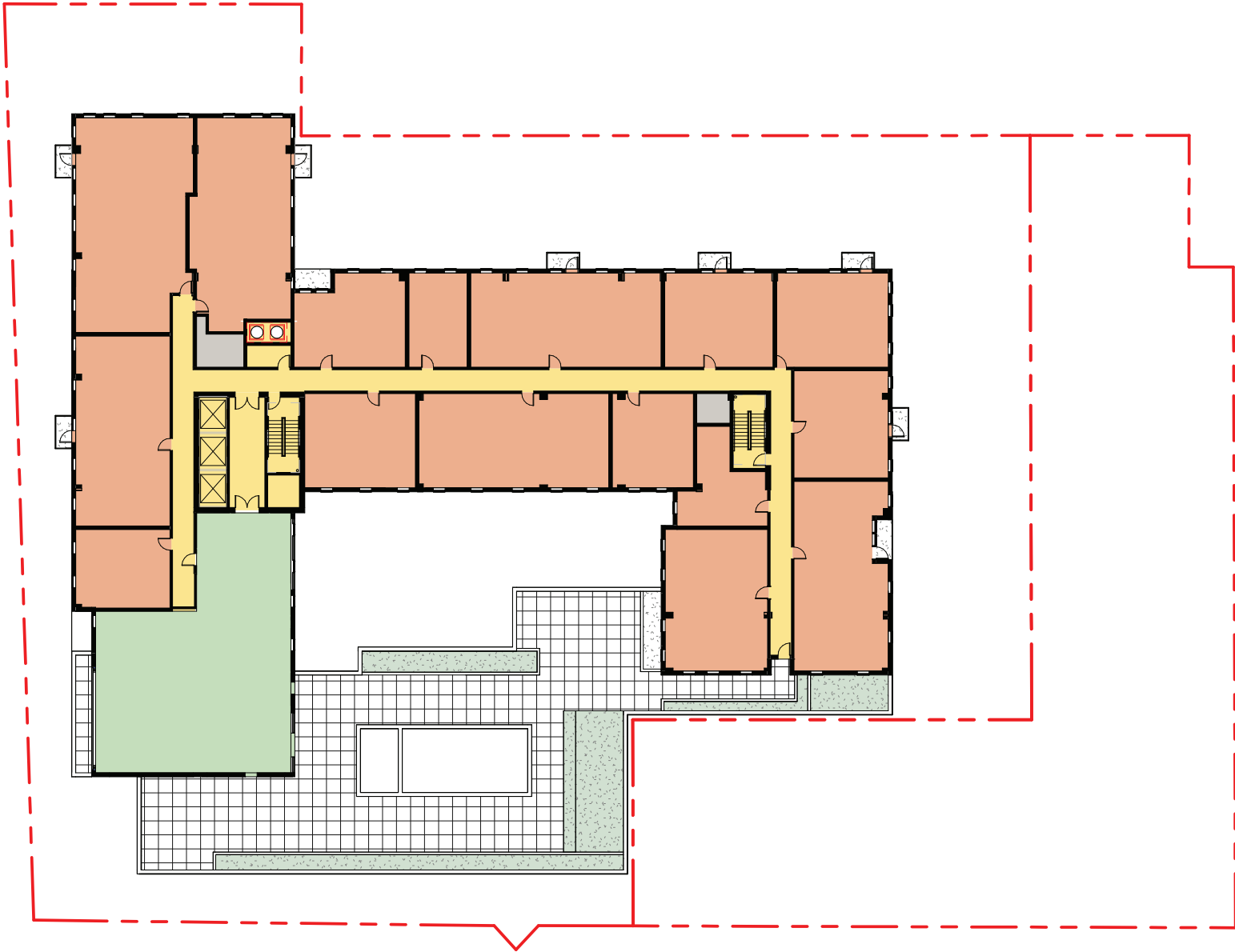


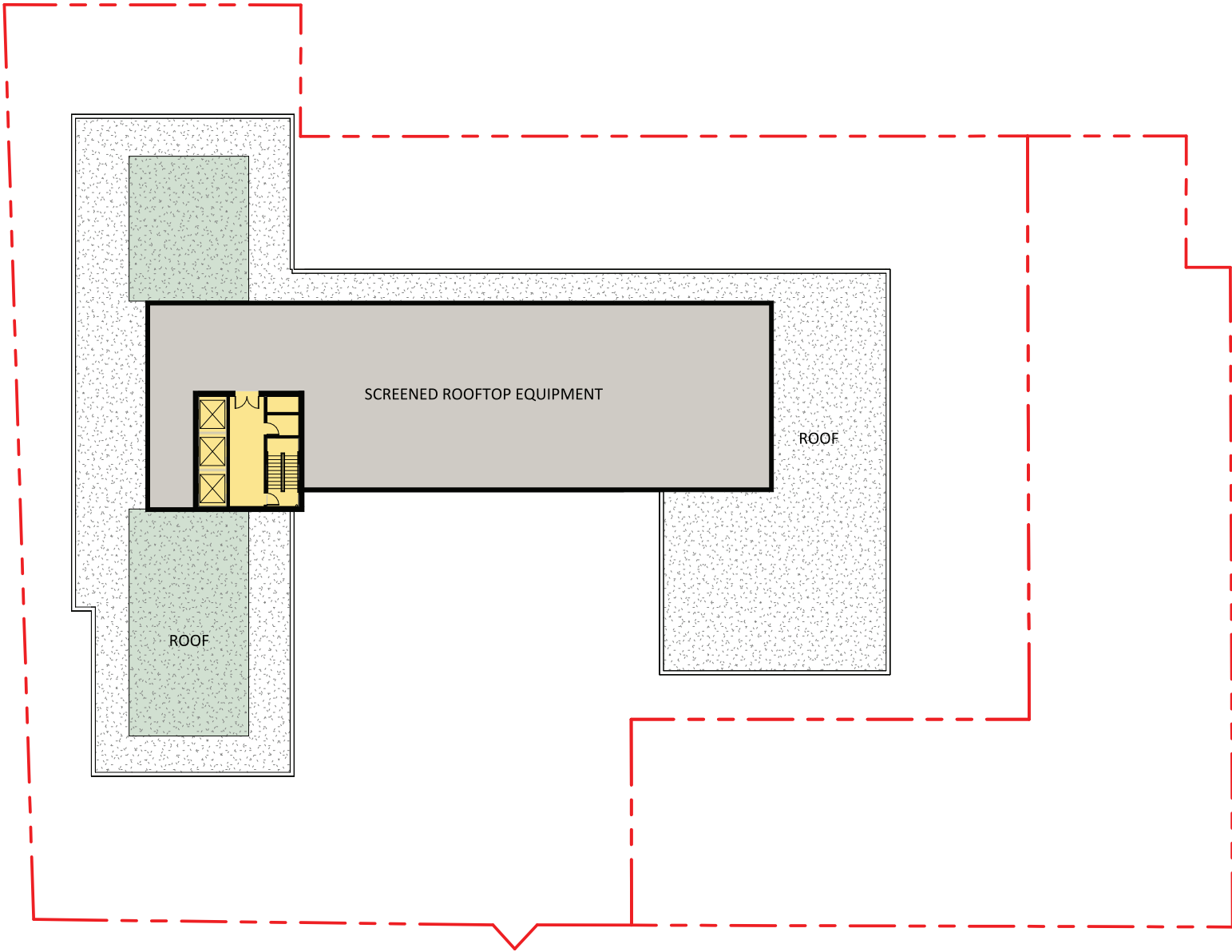
















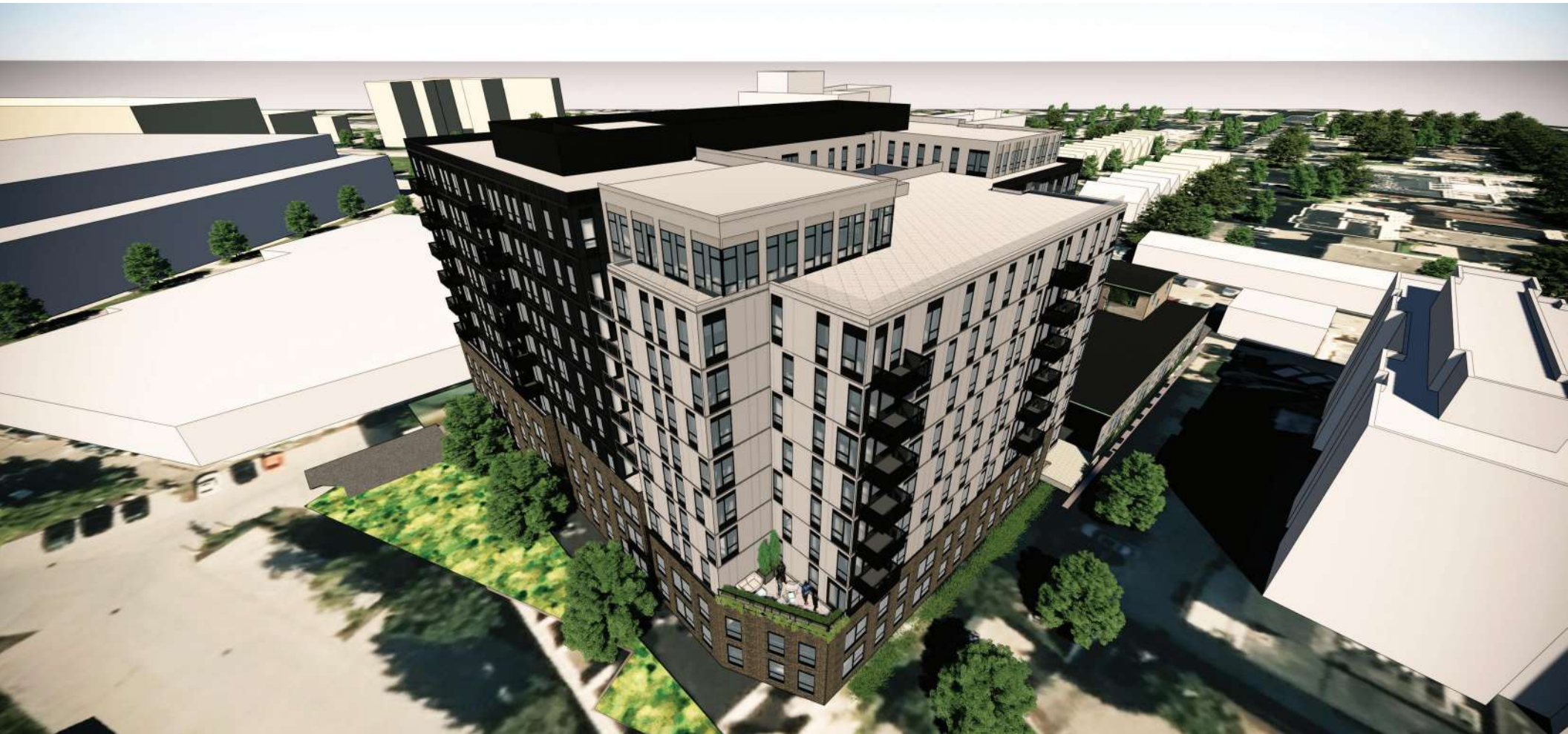




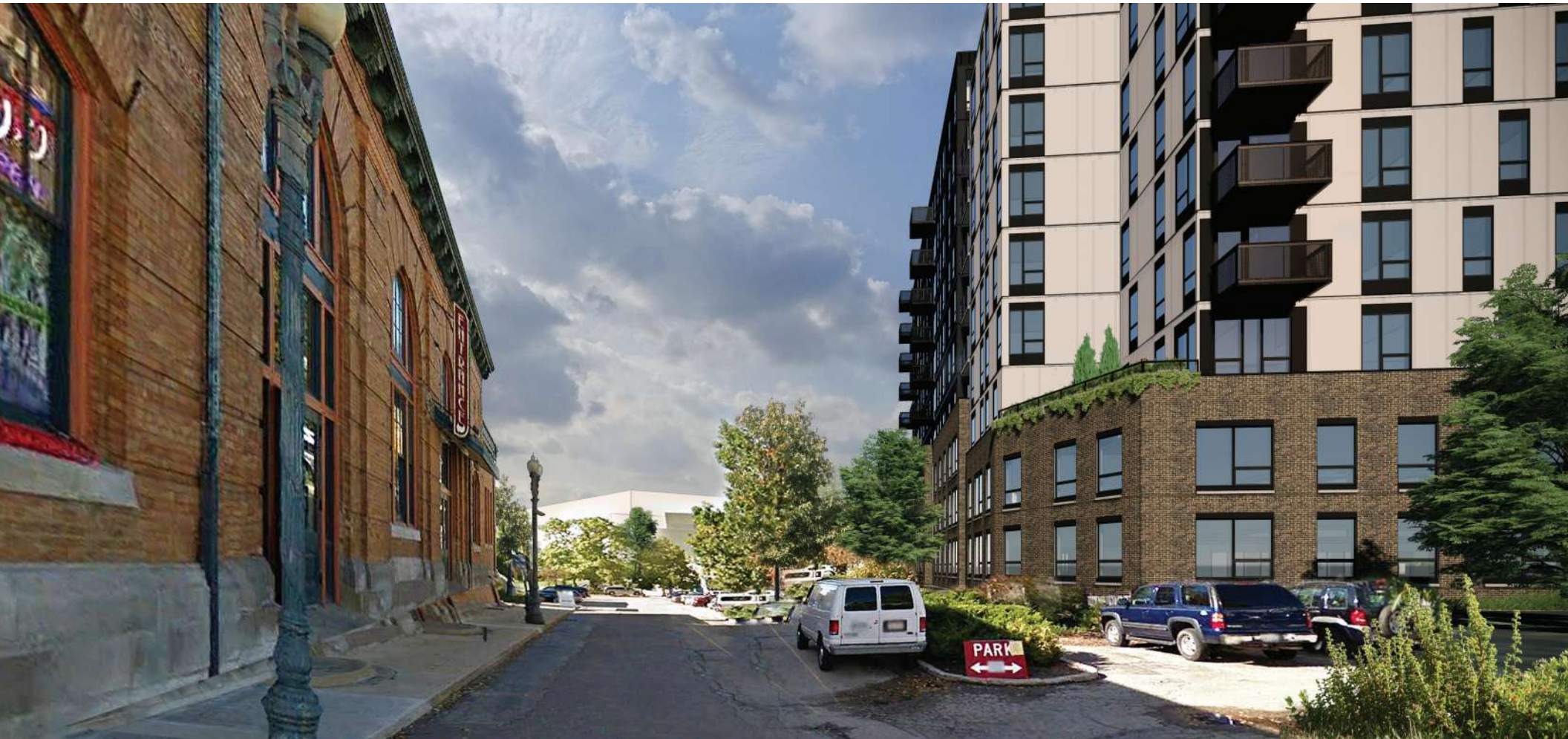










































# L2 SOFTSCAPE RECOMMENDATIONS | PLANTING

## COURTYARD PLANT PALETTE OVERVIEW

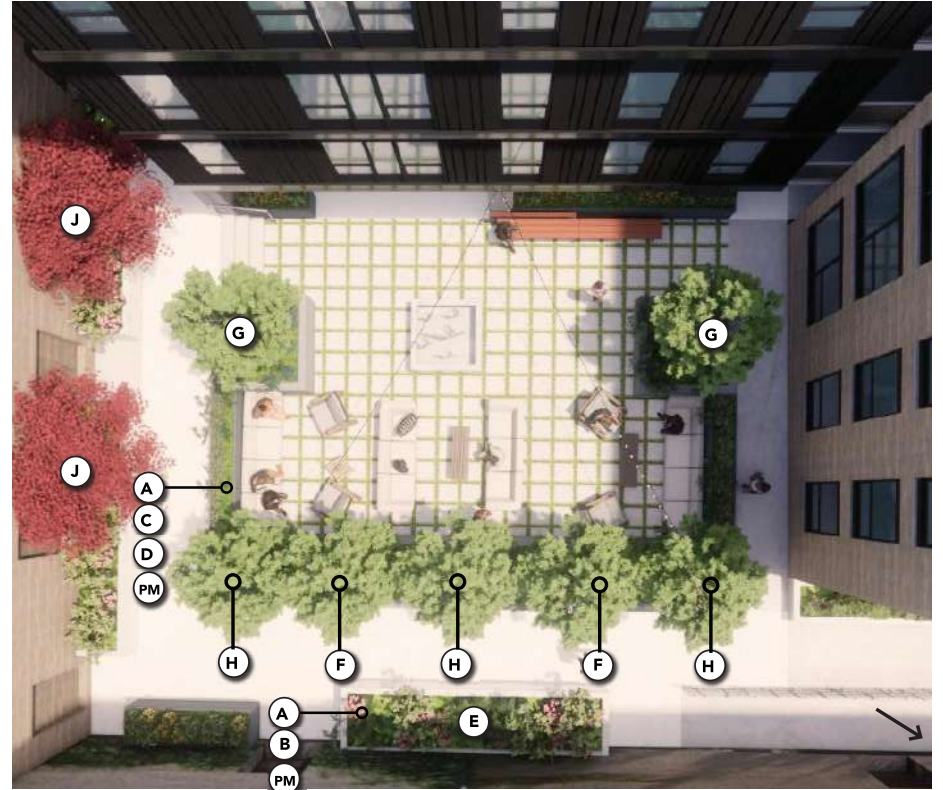
● Full shade - less than 4 hours of direct sun per day

○ Part shade - 4 to 6 hours of direct sun per day, mostly before mid-day

### SELECTION OF PERENNIALS & FERNS MIX - 40%



### SELECTION OF SHRUBS & TREES - 60%

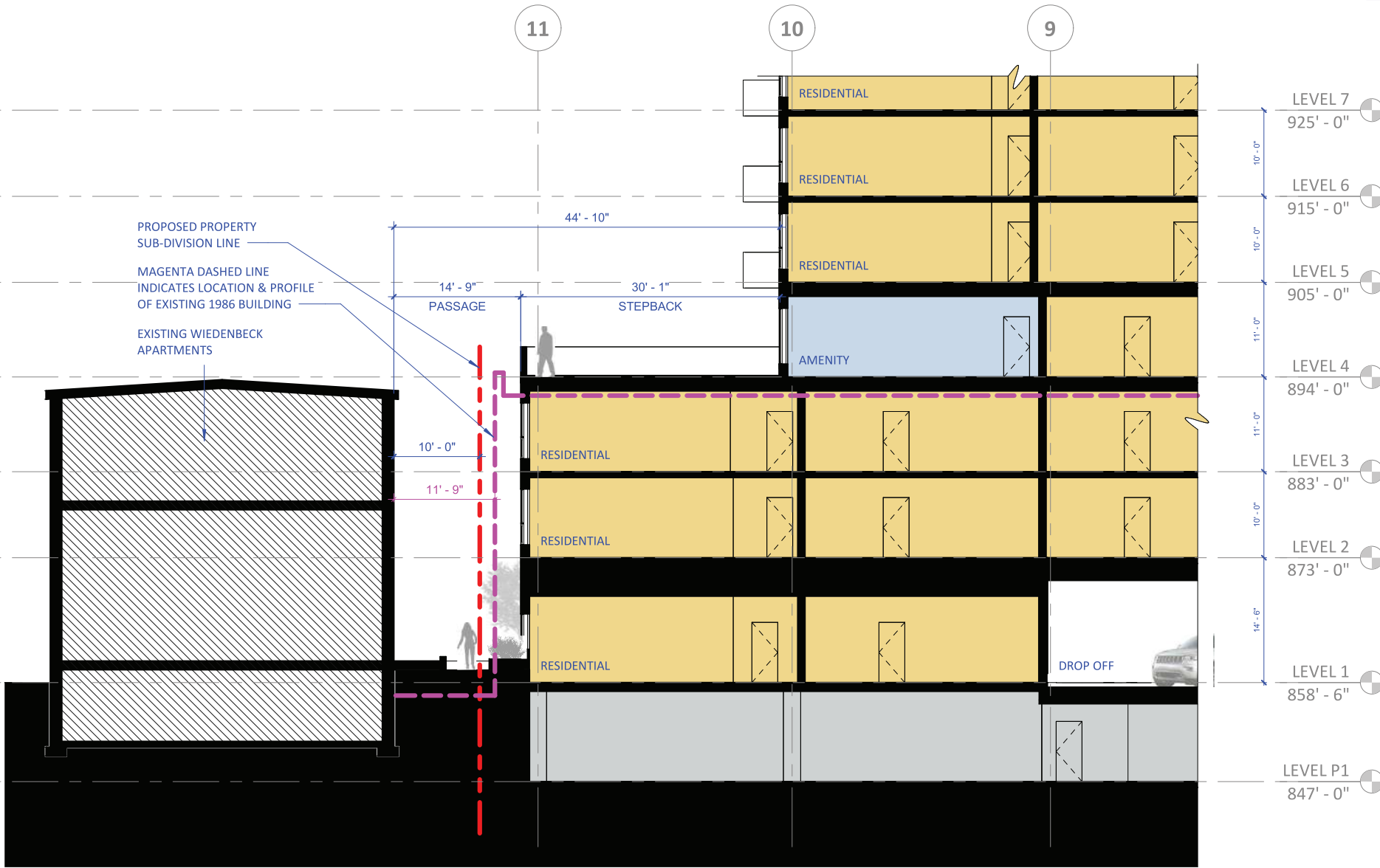




**THANK YOU**

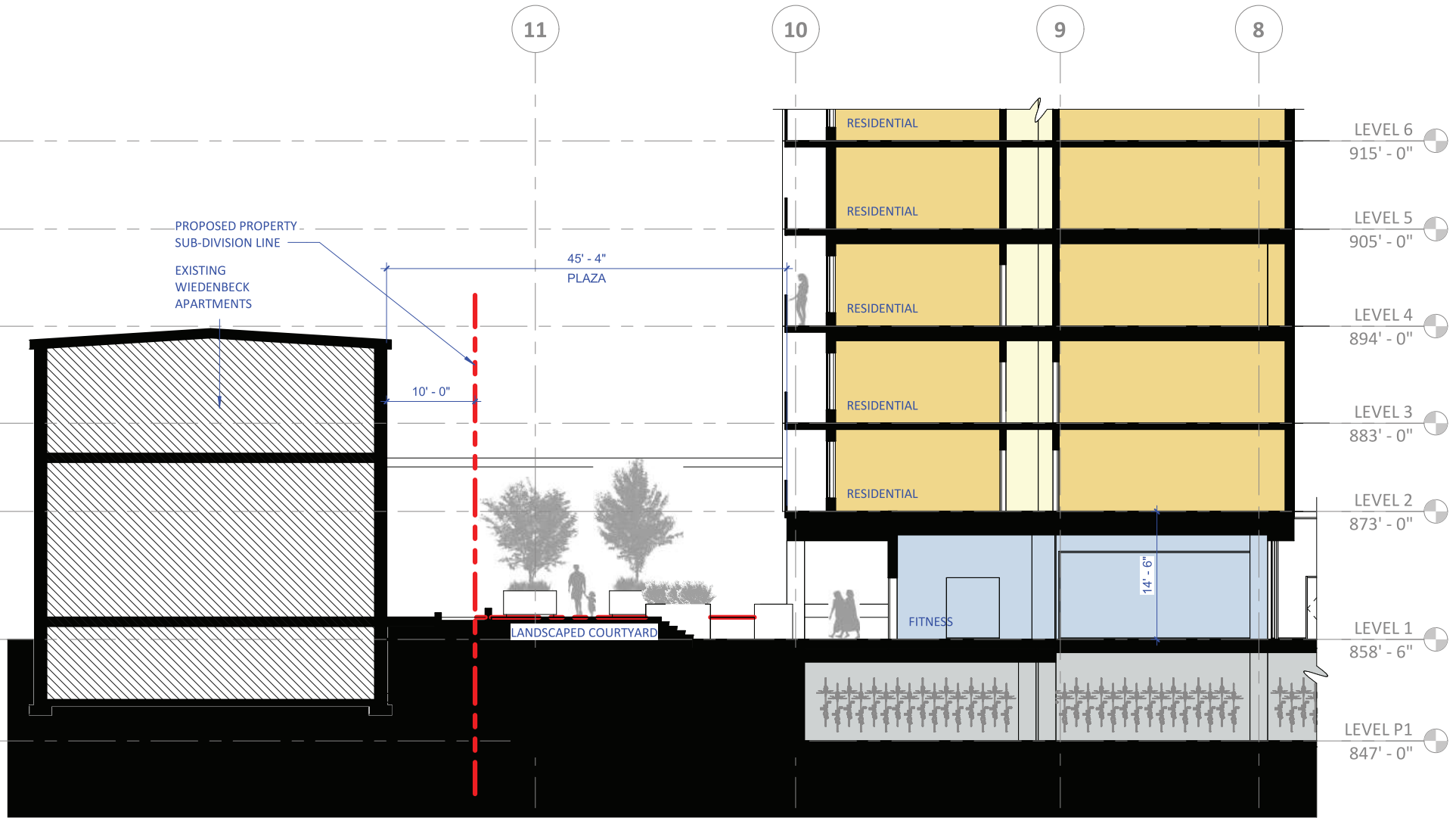


# **BUILDING DIAGRAMS**

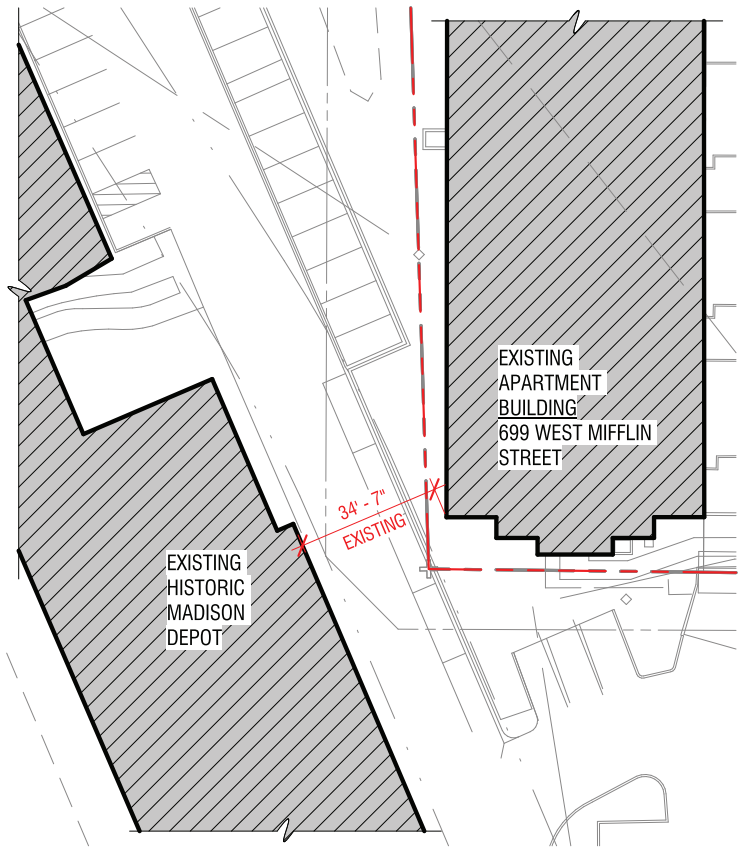


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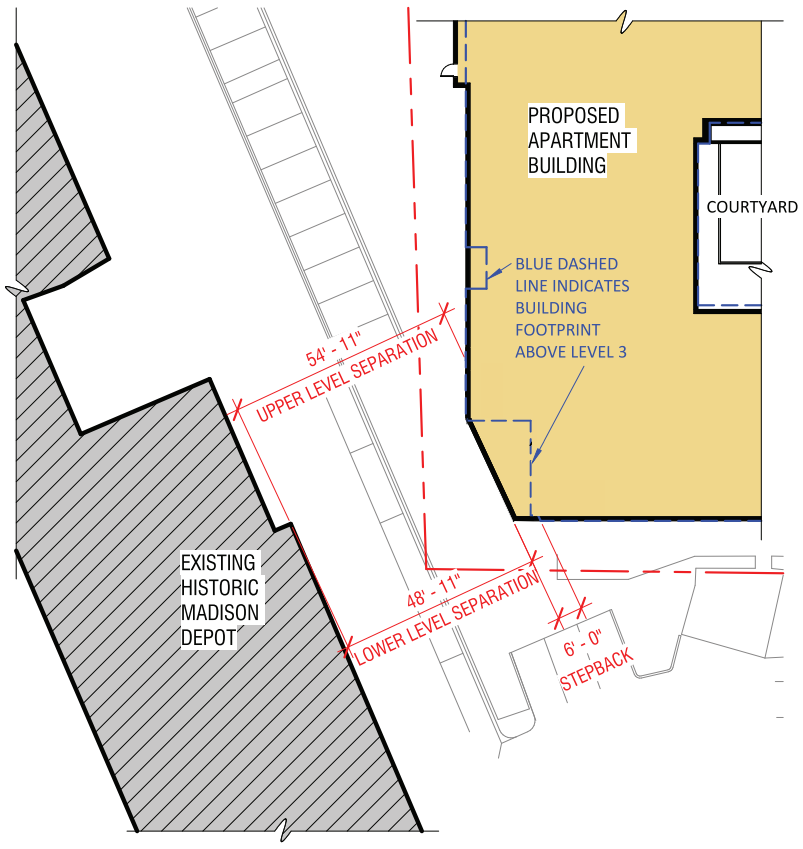




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**BUILDING SEPARATION @ MADISON DEPOT - EXISTING CONDITION**

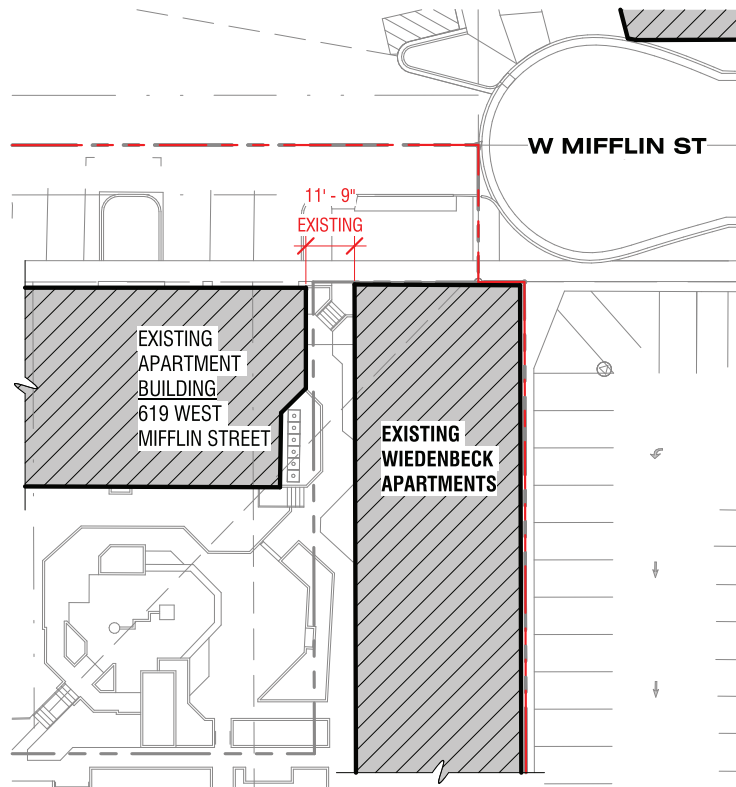


**BUILDING SEPARATION @ DEPOT - PROPOSED**

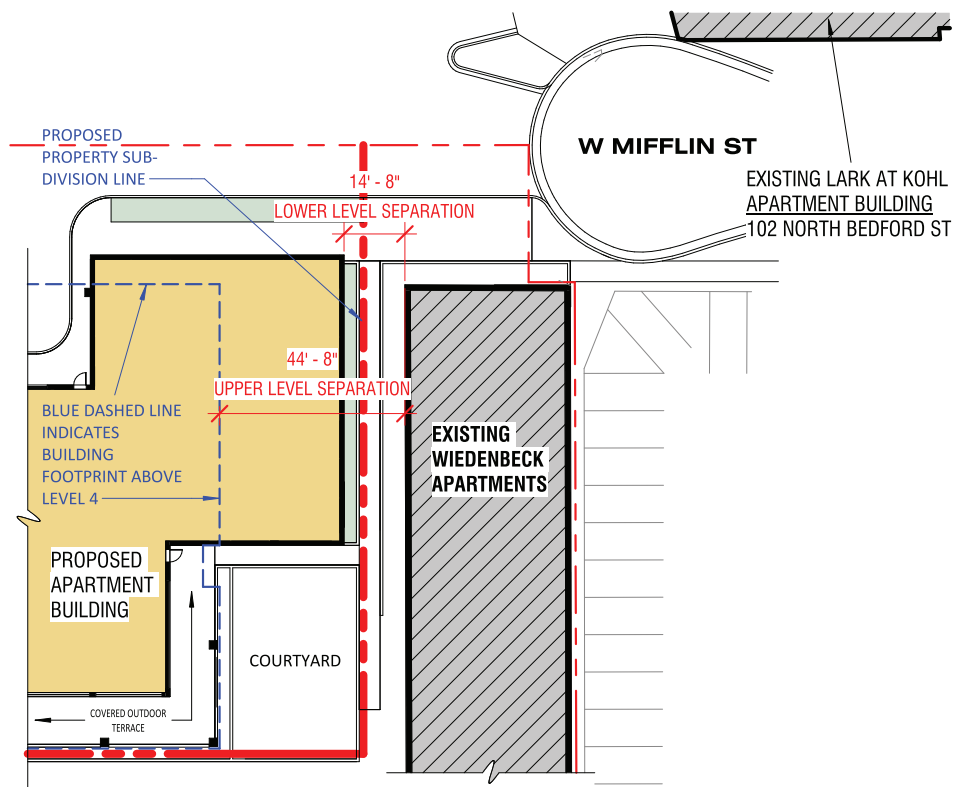
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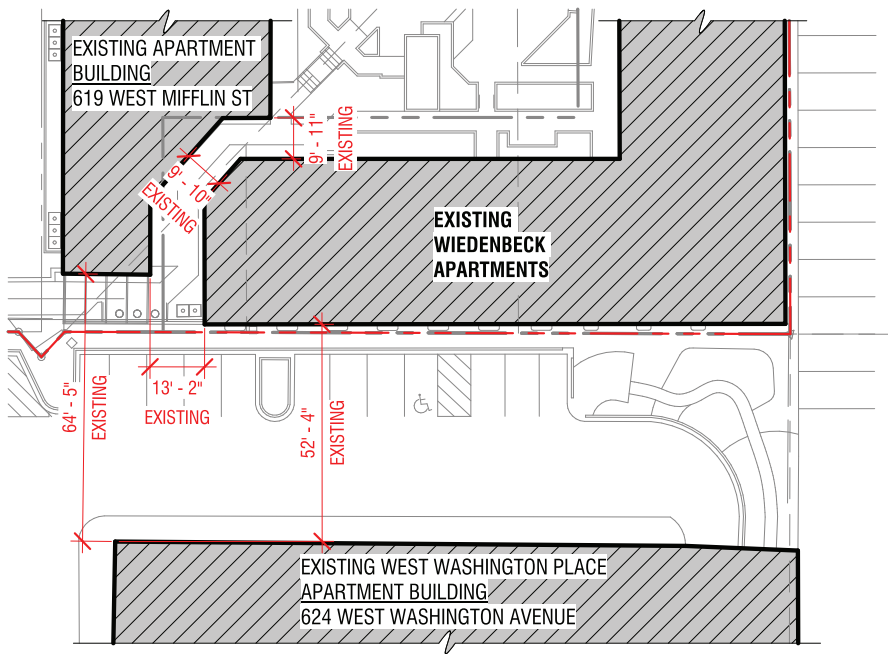
**BUILDING SEPARATION @ WIENBECK - EXISTING CONDITION**



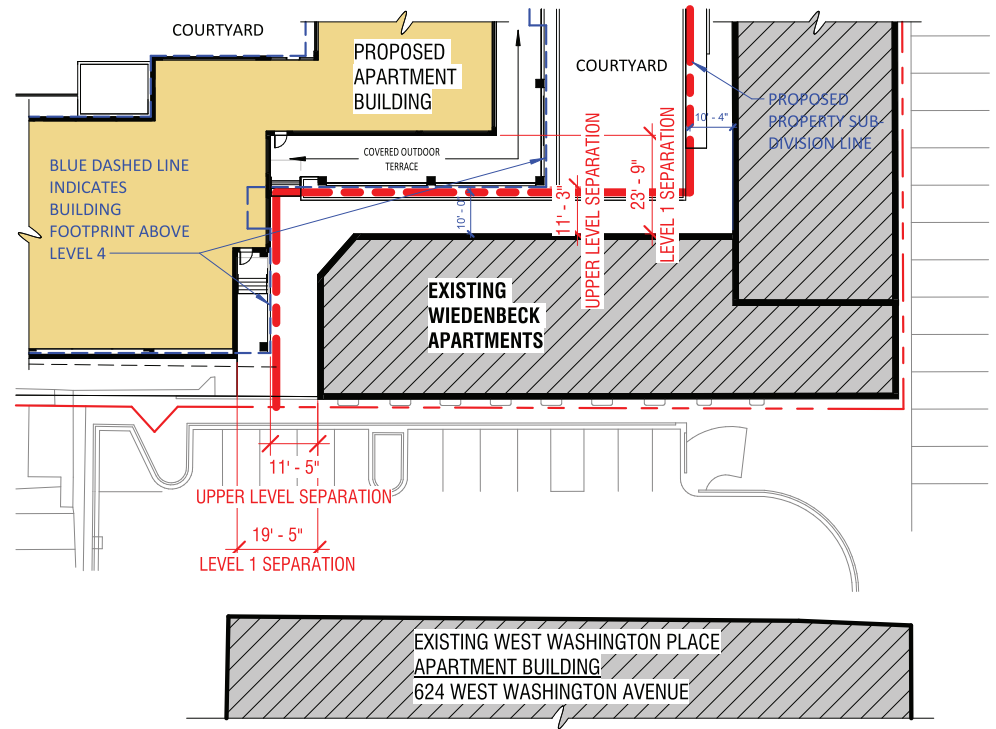
**BUILDING SEPARATION @ WIENBECK - PROPOSED**

Scale: 1" = 30'-0"





**BUILDING SEPARATION @ WIEDENBECK - EXISTING CONDITION**

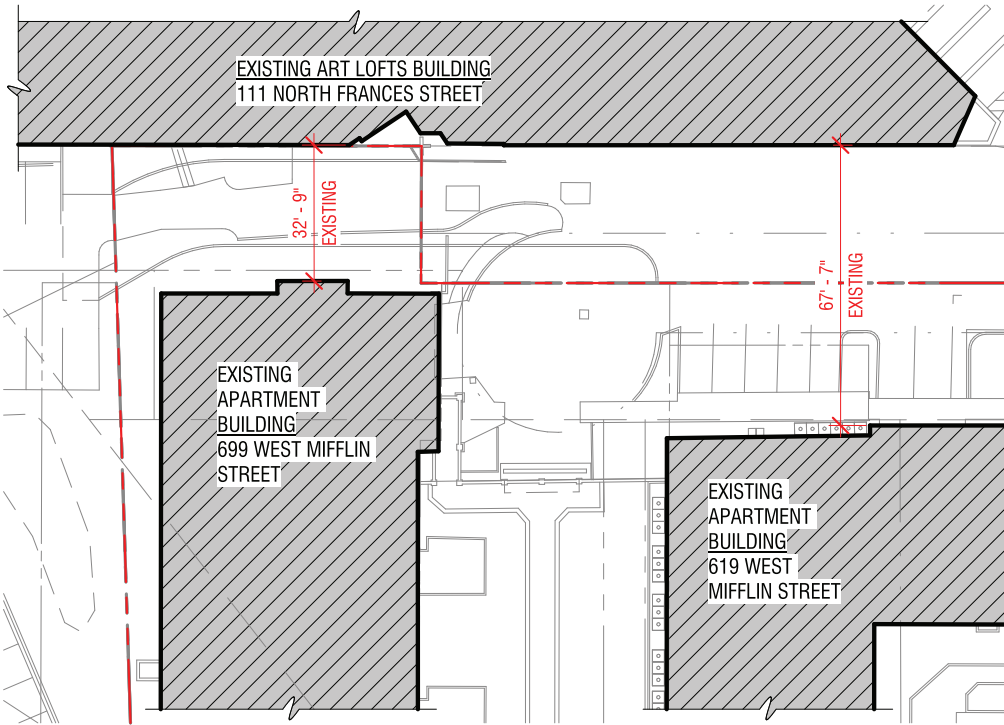


**BUILDING SEPARATION @ WIEDENBECK - PROPOSED**

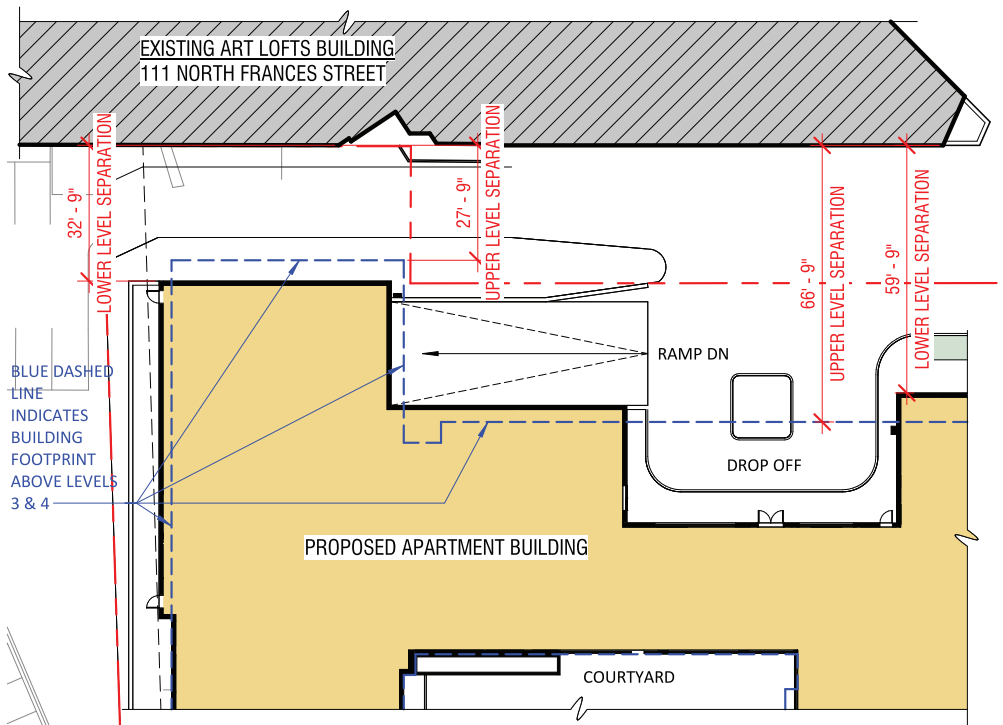
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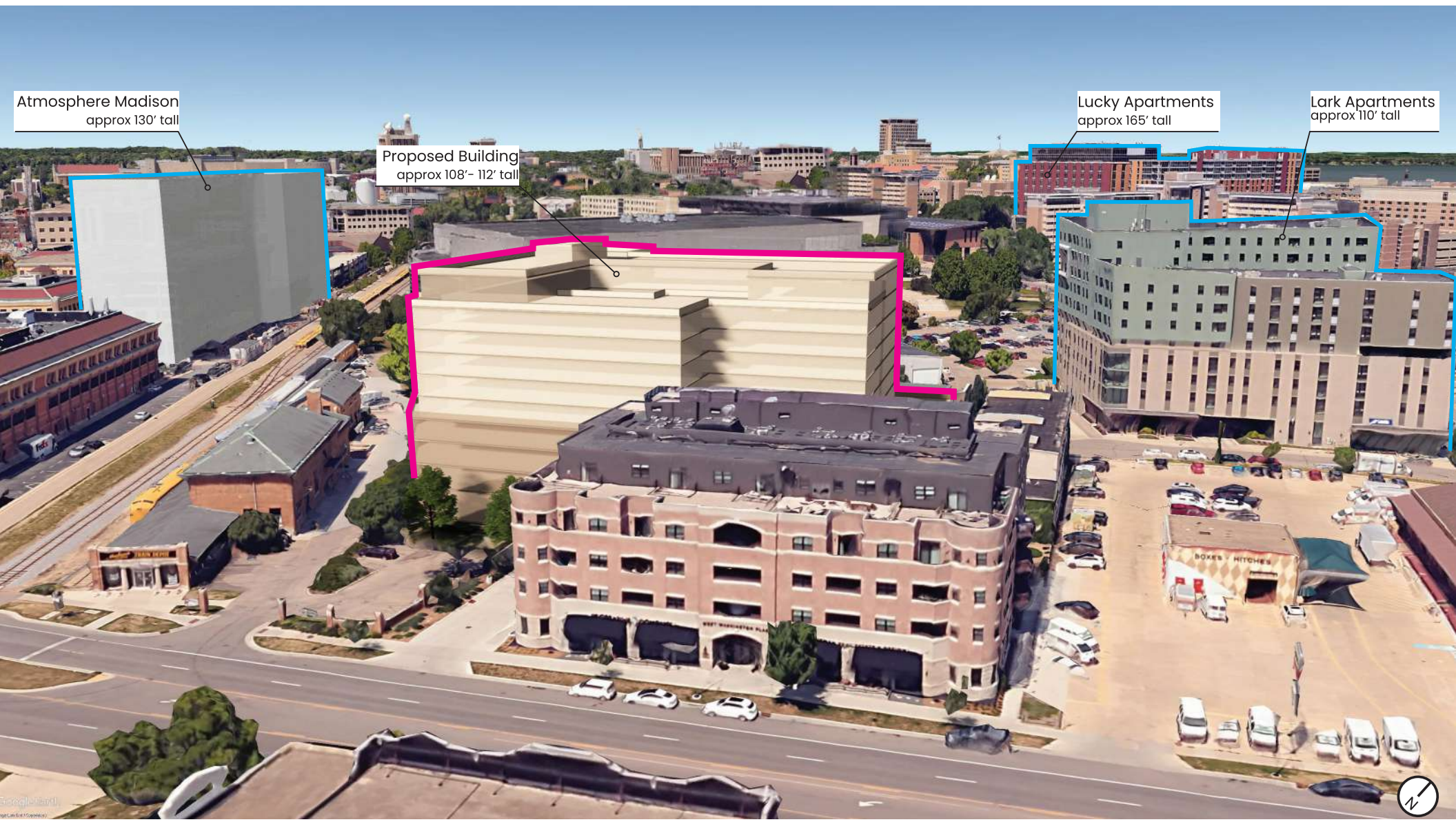
**BUILDING SEPARATION @ ART LOFTS - EXISTING CONDITION**



**BUILDING SEPARATION @ DEPOT - PROPOSED**

Scale: 1" = 30'-0"





Atmosphere Madison  
approx 130' tall

Proposed Building  
approx 108'- 112' tall

Lucky Apartments  
approx 165' tall

Lark Apartments  
approx 110' tall

Google Earth  
Map data © OpenStreetMap contributors





# COURTYARD





















