

**APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL**

**AGENDA ITEM # \_\_\_\_\_**  
**Project # \_\_\_\_\_**

DATE SUBMITTED: <u>9/04/13</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>9/11/13</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 212 South Brooks Street, Madison, WI

ALDERMANIC DISTRICT: 13

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>The Alexander Company</u>	<u>Iconica</u>
<u>145 East Badger Road, Suite 200</u>	<u>901 Deming Way</u>
<u>Madison, WI 53513</u>	<u>Madison, WI 53717</u>

CONTACT PERSON: John Seamon  
Address: Iconica  
901 Deming Way, Madison, WI 53717  
Phone: 608-664-3550  
Fax: 608-664-3535  
E-mail address: john.seamon@iconicacreates.com

**TYPE OF PROJECT:**

(See Section A for:)

- Planned Unit Development (PUD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review\* (Fee required)
- Street Graphics Variance\* (Fee required)
- Other \_\_\_\_\_

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

# URBAN DESIGN COMMISSION APPROVAL PROCESS

## 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.

The process outlined here is intended to:

- Facilitate the preparation of meeting agendas.
- Provide information on projects to UDC members in advance of the meeting at which they will consider a project.
- Provide a record of the plans approved for a given project.

## TYPES OF APPROVALS

Informational Presentation. Applicants are often encouraged to make an Informational Presentation to the UDC prior to seeking any approvals in order to obtain an initial reaction and direction before undertaking detailed design. Applicants should provide details on any concept, site and building plans, and other relevant information on which the Urban Design Commission can provide feedback.

Initial Approval and/or Recommendation. Applicant may obtain initial approval and/or recommendation of a project by presenting preliminary design information/detail.

Final Approval and/or Recommendation. Applicant may obtain final approval and/or recommendation of a project by presenting final project details. Recommendations/concerns expressed in the initial approval must be addressed at this time.

## PRESENTATIONS TO THE COMMISSION

When presenting projects to the Urban Design Commission, applicants should fill out a registration slip provided in the meeting room and present it to the Secretary. The applicant is 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. Graphics should be mounted on rigid boards so that they may be easily displayed.

Primarily, the Commission 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.

Presentations should generally be limited to 5-10 minutes. The Commission will withhold questions until the end of the presentation.

## APPLICATION REQUIREMENTS

Submission requirements for all types of applications for Urban Design Commission approval are as outlined in the following sections A-D. In addition, Electronic Application Submittal is required by all applicants consisting of a copy of the completed application form, descriptive materials, and plans as individual Adobe Acrobat PDF files compiled either on a non-returnable CD-ROM to be included with their application materials, or in an e-mail sent to [UDCApplcations@cityofmadison.com](mailto:UDCApplcations@cityofmadison.com) The transmittal shall

include the name of the project, address, and applicant. Applicants unable to provide the materials electronically should contact the Secretary of the Urban Design Commission at 267-8740 for assistance.

An application is required for each Urban Design Commission appearance. For projects also requiring Plan Commission approval, applicants must have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. Applicants are strongly encouraged to meet with UDC staff prior to preparing an application. Please call (608) 266-4635 to arrange an appointment.

**NOTICE REGARDING LOBBYING ORDINANCE:** If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF, or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City's Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

**All application fees shall be included with the application. Make check payable to City Treasurer, Madison, Wisconsin.**

# SECTION A

## SUBMISSION REQUIREMENTS FOR:

- PUD's,\* PCD's, PRD's
- New Construction or Major Exterior Remodeling in Urban Design District\*\* (\$300 Application Fee)
- Minor Exterior Remodeling in Urban Design District (\$150 Application Fee)
- School, Public Building, or Space (Application Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel, or Motel Building Exceeding 40,000 Sq .Ft.
- Planned Commercial Site

\* NOTE: Applications for Planned Unit Development Districts in Downtown Design Zones are required to address the provisions of Section 28.07(6) of the Zoning Code including the "Exterior and Interior Design Criteria for Planned Unit Development Districts in Downtown Design Zones."

\*\* Public Hearing Required

### 1. Informational Presentation

Applications to make an Informational Presentation of a project to the UDC should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. Brief Narrative Description of the Project
- c. Any and all relevant plans and information on which feedback by the Urban Design Commission is requested.

### 2. Initial Approval and/or Recommendation

Applications to make an Initial Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. Site Plan showing location of existing and proposed buildings
- c. Landscaping Plan
- d. Building Elevations
- e. Contextual site information including photographs and layout of adjacent buildings/structures
- f. PUD text and letter of intent

### 3. Final Approval and/or Recommendation

Applications to obtain Final Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. Site Plan showing location of existing and proposed buildings
- c. Grading Plan
- d. Landscape Plan
- e. Building Elevations, colored with shadow lines required
- f. Proposed Signage
- g. Lighting Plan/Details/Photometrics
- h. Utility/HVAC equipment location and screening details
- i. PUD text and letter of intent

The applicant shall bring to the UDC meeting, samples of the exterior building materials and color scheme to be used on the project; in addition to providing a list of exterior building materials and colors as an attachment and/or detail to the building elevations.

# SECTION B

## SUBMISSION REQUIREMENTS FOR:

- **New Construction or Major Exterior Remodeling in C4 District (No application fee required – covered by Plan Commission application)**
- **Minor Exterior Remodeling in C4 District (\$150 Application Fee)**

### 1. Informational Presentation

Applications to make an Informational Presentation of a project to the UDC should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11” x 17” max.), including the following **required** items:

- a. Locator Map
- b. Brief Narrative Description of the Project
- c. Any and all relevant plans and information on which feedback by the Urban Design Commission is requested.

### 2. Initial Approval and/or Recommendation

Applications to make an Initial Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11” x 17” max.), including the following **required** items:

- a. Locator Map
- b. Building Elevations including adjacent buildings
- c. Photographs of existing buildings as well as adjacent buildings.

### 3. Final Approval and/or Recommendation

Applications to obtain Final Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11” x 17” max.), including the following **required** items:

- a. Locator Map
- b. Building Elevations including adjacent buildings
- c. Photographs of existing buildings as well as adjacent buildings.
- d. Proposed Signage

The applicant shall bring to the UDC meeting, samples of the exterior building materials and color scheme to be used on the project; in addition to providing a list of exterior building materials and colors as an attachment and/or detail to the building elevations.

# SECTION C

## SUBMISSION REQUIREMENTS FOR:

- **RPSM Parking Variance (\$300 Application Fee)**

### 1. Informational Presentation

Applications to make an Informational Presentation of a project to the UDC should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. Brief Summary of the Parking Variance Request
- c. Any and all relevant plans and information on which feedback by the Urban Design Commission is requested.

### 2. Initial Approval and/or Recommendation

Applications to make an Initial Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. Summary of the Parking Variance Request
- c. Site Plan
- d. Landscape Plan

### 3. Final Approval and/or Recommendation

Applications to obtain Final Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. Summary of the Parking Variance Request
- c. Site Plan
- d. Landscape Plan
- e. Parking Lot Lighting Plan/Details/Photometrics

# SECTION D

## SUBMISSION REQUIREMENTS FOR:

- **Comprehensive Design Review (\$200 Application Fee)**
- **Street Graphics Variance (\$200 Application Fee)**

**NOTE: Public Hearing Required**

### 1. Informational Presentation

Applications to make an Informational Presentation of a project to the UDC should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. Brief Narrative Description of the Project
- c. Any and all relevant plans and information on which feedback by the Urban Design Commission is requested.

### 2. Initial Approval and/or Recommendation

Applications to make an Initial Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. A written explanation of the variance requested comparing the Sign Code allowance to the proposed signage.
- c. Site Plan (show location of all existing and proposed buildings, and all existing and proposed street graphics, specifying which existing graphics, if any, are to be removed)
- d. Scale drawing of each proposed graphic, including awning graphics
- e. Photographs of site

### 3. Final Approval and/or Recommendation

Applications to obtain Final Approval and/or Recommendation of a project should be accompanied by an electronic pdf submission **AND 14 collated sets** of all materials (11" x 17" max.), including the following **required** items:

- a. Locator Map
- b. A written explanation of the variance requested comparing the Sign Code allowance to the proposed signage.
- c. Site Plan (show location of all existing and proposed buildings, and all existing and proposed street graphics, specifying which existing graphics, if any, are to be removed)
- d. Scale drawing of each proposed graphic, including awning graphics
- e. Description and/or samples of materials and colors for each proposed sign
- f. Photographs of site
- g. If any graphics similar to proposed graphics are in use elsewhere, photographs of the similar graphics

## **STREET GRAPHICS VARIANCE AND/OR COMPREHENSIVE DESIGN REVIEW**

Section 31.04 of the Madison General Ordinance provides for the City's Urban Design Commission, after a public hearing to:

- Approve a street graphic up to twenty-five percent (25%) larger or higher than the maximum square footage or height otherwise allowed or reduce the yard or setback required if a variance:
  - Is necessary for a street graphic located on the site of an establishment to be identifiable and legible from the nearest roadway at prevailing speeds; and
  - Will result in a street graphic more in scale with the building and site and in a superior overall design.
- Permit street graphics which will front on roads which according to the official map or capital improvement program indicate a change in size of that road or a change of zoning in the future as if the change were currently in effect;
- Permit the use of an above-roof graphic on a given zoning lot in a commercial district provided that the graphics on adjacent properties reduce the effectiveness of other types of conforming street graphics or were topographic relationships between structures and right-of-ways would deem their use appropriate;
- Permit the use of an above-roof graphic when the architecture of the building does not provide a reasonable signable area;
- Permit the use of wall graphics on building facades not adjacent to off-street parking areas where, due to variation of building setbacks, a signable area exists, provided the area of the graphic shall not exceed the area of the wall graphic permitted on the front of the building;
- Approve a comprehensive design plan for either an existing or new building should the integration of street graphics into an overall building design be prohibited solely by the restrictions of this ordinance, with the objective of the comprehensive design review being recognition of exceptional effort to create visual harmony between street graphics, the building and the building site; and
- Permit an above-canopy graphic that crosses architectural detail to be erected closer than five (5) feet to the nearest face of a building.