

# URBAN DESIGN COMMISSION APPLICATION

# UDC

City of Madison  
Planning Division  
126 S. Hamilton St.  
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 \_\_\_\_\_

Submittal reviewed by \_\_\_\_\_

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: 810 Badger Road

Title: Madison College - South Campus

## 2. Application Type (check all that apply) and Requested Date

UDC meeting date requested September 27, 2017

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)

**Other**

Please specify \_\_\_\_\_

## 4. Applicant, Agent, and Property Owner Information

**Applicant name** Kirk Keller      **Company** Plunkett Raysich Architects, LLP

**Street address** 2310 Crossroads Dr., #2000      **City/State/Zip** Madison, WI 53718

**Telephone** 608 478 4013      **Email** kkeller@prarch.com

**Project contact person** Kirk Keller      **Company** Plunkett Raysich Architects, LLP

**Street address** 2310 Crossroads Dr., #2000      **City/State/Zip** Madison, WI 53718

**Telephone** 608 478 4013      **Email** kkeller@prarch.com

**Property owner (if not applicant)** Michael Stark

**Street address** 1701 Wright Street      **City/State/Zip** Madison, WI 53704-2599

**Telephone** 608 246 6737      **Email** mmstark@madisoncollege.edu

05 September 2017

Urban Design Commission  
City of Madison  
Planning Division  
126 S. Hamilton  
P.O. Box 2985  
Madison, WI 53701-2985

RE: Madison College – South Campus  
Urban Design Commission – Informational Meeting - Letter of Intent

URBAN DESIGN COMMISSION, extensive media coverage has occurred for this proposed additional building component to the Madison College campus system. The intent and goal of creating greater opportunities in our community to people of color and women meshes with this new building's physical presence and intent of continuing redevelopment within the South Park Street neighborhood. These two key points meet many of the goals of the District 7 Urban Design Commission criteria.

This Letter of intent will introduce three main elements of the planned design. First, is how the entire development supports the South Park Street **Neighborhood**. The project description then lists specific goals and design items for the project **Site**. Finally, major elements of the **Proposed Building** exterior are defined, which represent the Madison College design image.

**Neighborhood** – Multiple view corridors into this area create the necessity of developing a new addition to the neighborhood that is a true four-sided 'complete' architectural design. The new building is visible from the South Beltline Highway. In addition, there are extensive views into the site from both South Park Street and Badger Road.

The Madison College facility will bring the new building closer to the immediate neighborhood. This represents a major change from the way the current Employee Trust Fund Building is viewed in its existing context set back from the street edge. This stronger design approach to 'holding the street edge' will make the new facility feel more a part of its South Park Street and Badger Road environment. The building location will then be physically tied into the surrounding area with a walkway and driveway system that can be seen from multiple directions.

**Site**-- The existing site is occupied by the State offices of the Employee Trust Fund. As this State function transitions to new facilities, the entire existing 4.35-acre site will become available for new development. The intent is to fully develop the site while leaving room for an intended future building addition.

The surface parking configuration is designed in a manner that screens an extensive amount of the vehicle areas from the intended major views along South Park Street. With the need for vehicle parking and access arranged to best serve the intended users, the storm water retention will be proposed as an underground system directly beneath the surface parking.

209 south water street milwaukee, wisconsin 53204 414 359 3060  
2310 crossroads drive suite 2000 madison, wisconsin 53718 608 240 9900  
205 north orange avenue suite 202 sarasota, florida 34236 941 444 8845

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Partners: Michael P. Brush, Martin P. Choren, Gregg R. Golden, Mark C. Herr, John J. Holz, Nicholas D. Kent,  
Steven A. Kieckhafer, Scott A. Kramer, Jason W. Puestow, David J. Raysich, Michael H. Scherbel, Larry A. Schneider, Michael J. Sobczak



The surface parking is shown to accommodate 250 parking stalls. The walkway system from the parking allows for direct access to the main student entry. The two delivery bays are arranged to not interfere with either vehicular circulation, or the code required needs of emergency vehicles.

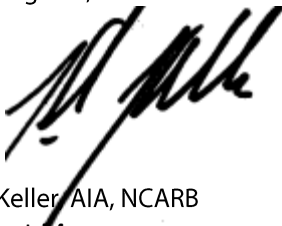
The site will be fully landscaped. Amenities such as extensive outdoor seating, canopied areas at entries and the required bicycle parking are some of the elements being designed into the project. Future drawings will include the development of the site lighting and site/building signage.

**Proposed Building** – At this time cost estimating efforts are being refined to determine if an approximately 37,500 square foot building can be developed, or, if an approximately 44,000 square foot facility fits within the overall budget. The building will be a three level facility. The lowest floor will be a partially exposed 'walk-out' level. The main floor will include the major entry points and a full second floor will be a part of the project. The main, entry level, will consist of a floor plan of between 17,500 square feet and 20,000 square feet.

Horizontal expansion is anticipated. This future expansion would also be a three level, two story building. This future addition would add approximately 10,000 square feet to the first floor. No vertical expansion has been considered.

The major exterior materials will be limestone, brick and metal panels. The intent is to show a consistent palette of materials with the current construction at the existing Truax campus. Along with traditional glazed window areas into the educational spaces, a large two story glazed central area will serve as a main entry with access into the central library, bookstore and cafeteria areas of the building.

Best regards,



Kirk Keller, AIA, NCARB  
Project Manager



05 September 2017

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RE: Madison College – South Campus  
Supplemental Information for the Urban Design Commission Informational Application

URBAN DESIGN COMMISSION, this supplemental information is provided in support of the Informational application made for the Madison College - South Campus project.

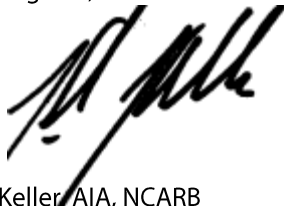
Section 6. Applicant Declarations, item 1. Requested the date when a meeting was held with Urban Design Commission Staff. In lieu of a formal single meeting various meetings have been held with City Officials and staff. I ask for confirmation of the actions taken meet the requirements of this application per the meetings with the individuals listed below.

1. Alderperson Cheri Carter, District 14 – Members of Madison College have met with Alder Carter
2. Matt Tucker, City Zoning Department – Conversations about this projects zoning requirements
3. Heather Stouder, City Planning Director - A meeting is scheduled for September 14 with Ms. Stouder and selected staff

The meeting with Heather Stouder is after this Informational application and prior to the September 27<sup>th</sup> presentation. This was arranged per this timeframe due to the schedules of the attendees.

If any additional information is required to complete this application process, please contact me at 608 478 4013.

Best regards,



Kirk Keller, AIA, NCARB  
Project Manager

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**Madison College - South Campus**  
**UDC Informational Submittal**

September 05, 2017











Burger King



Comstock Tires



Villager Mall



Madison Metro South Transfer





Madison Fire Station #6



Nehemiah Community Center



Residential - Perry Street



Leisure Concepts





View from Hwy-12 West on-ramp



View from South Park Street



View from intersection of South Park Street and West Badger Road



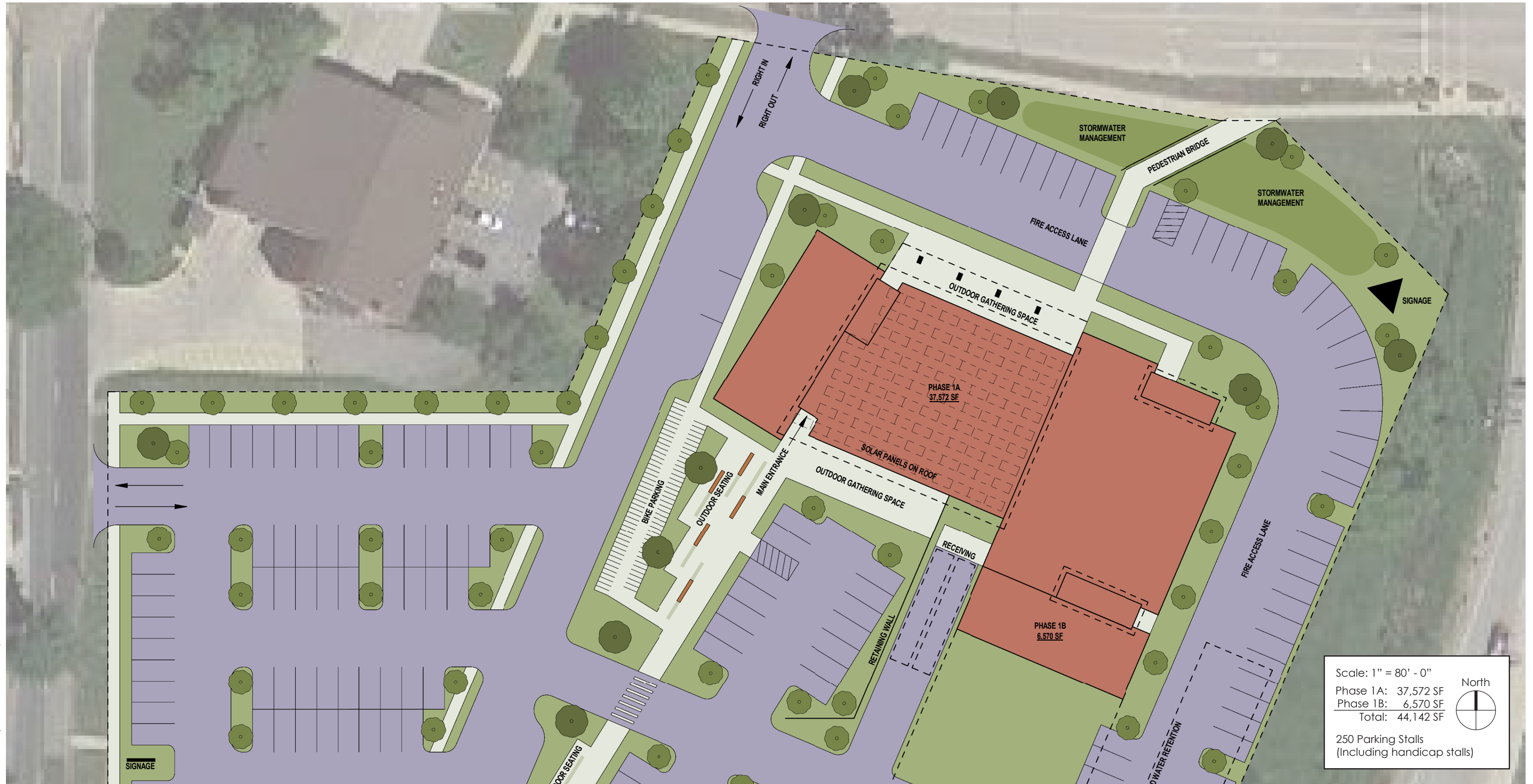
View from West Badger Road


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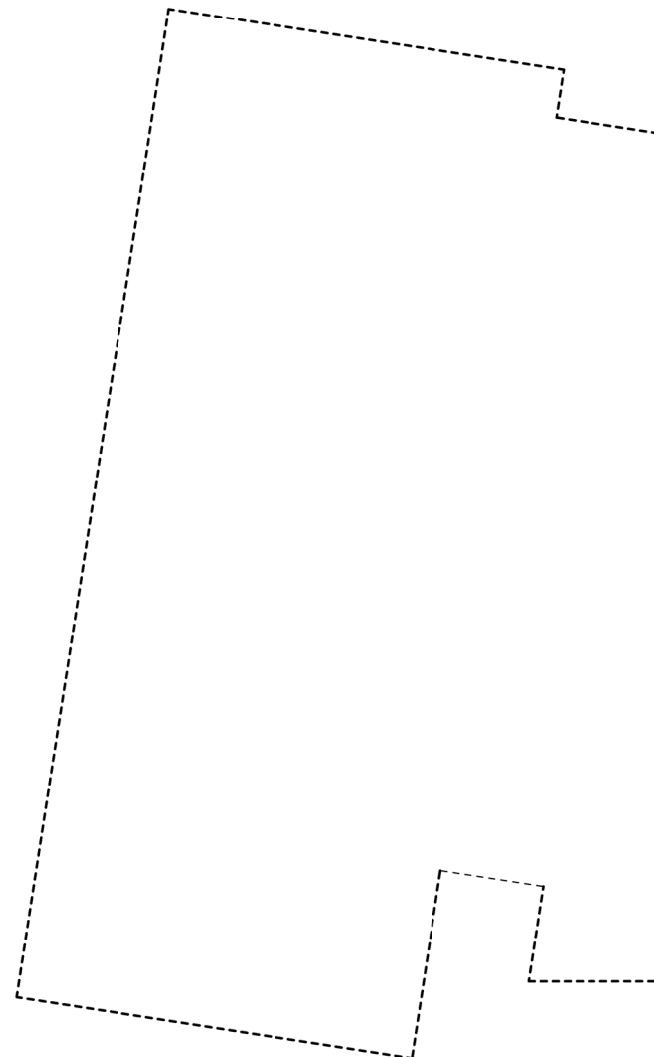
Scale: 1" = 80' - 0"	North 
Phase 1A: 37,572 SF Phase 1B: 6,570 SF Total: 44,142 SF	
250 Parking Stalls (Including handicap stalls)	


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Scale: 1/16" = 1' - 0"	North
Phase 1A: 37,572 SF	
Phase 1B: 6,570 SF	
<b>Total: 44,142 SF</b>	





Scale: 1/16" = 1' - 0"	North 
Phase 1A: 37,572 SF	
Phase 1B: 6,570 SF	
Total: 44,142 SF	