

# 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



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.*

## FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_

Date received \_\_\_\_\_

Received by \_\_\_\_\_

Aldermanic District \_\_\_\_\_

**RECEIVED**

8/19/2020

12:09 a.m.

Zoning District \_\_\_\_\_

Urban Design District \_\_\_\_\_

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

Legistar # \_\_\_\_\_

## 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

### Signage

Comprehensive Design Review (CDR)

Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)

Signage Variance (i.e. modification of signage height, area, and setback)

Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)

Signage Exception

Planned Development (PD)

### Other

General Development Plan (GDP)

Please specify

Specific Implementation Plan (SIP)

Planned Multi-Use Site or Residential Building Complex

## 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.

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.*

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.

## 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 Janine Glaeser on July 16, 2020.
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 United Financial Group, Inc. Relationship to property Construction Manager for Owner

Authorizing signature of property owner Marshall J. Launt, President of United Apartments Inc., manager of owner Date August 17, 2020

## 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 (MUC)
- 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

UDC

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 19, 2020

Ms. Janine Glaeser  
Department of Planning & Community & Economic Development  
Madison Municipal Building, Suite 017  
215 Martin Luther King Jr. Boulevard  
Madison, Wisconsin 53703



Re: Letter of Intent  
Paragon Place – UDC Informational  
**KBA Project #2021**

Ms. Janine Glaeser,

The following is submitted together with the plans and application for the Urban Design Commission's Informational Review and consideration:

This proposed project involves the development of a greenfield site located between Wilrich Street, Chaska Drive and Paragon Street in Madison. The development will consist of two lots having a combined area of approximately 5.6 acres. United Financial Group, Inc is proposing a multi-phased project including a 2-story, 36-unit apartment building, 2-story, 35-unit apartment building and three, 2-story, 4-unit townhouse buildings. Enclosed parking will be provided within each building for a total of approximately 150 vehicles, along with surface parking for 54 vehicles distributed about the site.

This site is not located within Urban Design District, but is a planned Multi-use Residential Building Complex. The proposed design of this building is traditional with a contemporary flare. Proposed materials will include a majority of masonry with composite siding. The site will be well landscaped, and we are creating useful outdoor spaces for the residents, including a swimming pool, outdoor grilling and dining area, a variety of outdoor seating areas and a yard game area. All apartment units will have their own balconies and some of the first floor units will have direct access to sidewalks.

We look forward to collaborating with you on this project and welcome your feedback to these initial concepts.

Thank you for your time reviewing our proposal.

Sincerely,

A handwritten signature in black ink that reads 'Kevin Burow'.

Kevin Burow, AIA, NCARB, LEED AP  
Managing Member

## Denise Salimes

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**From:** Kevin Burow  
**Sent:** Saturday, August 15, 2020 7:39 PM  
**To:** elderberry.northcentral@gmail.com; Paul Skidmore (district9@cityofmadison.com)  
**Cc:** Stacey Oehrke  
**Subject:** 30 Day Development Notice for 9703 Paragon Street

Alder Skidmore and Elderberry Neighborhood Association,

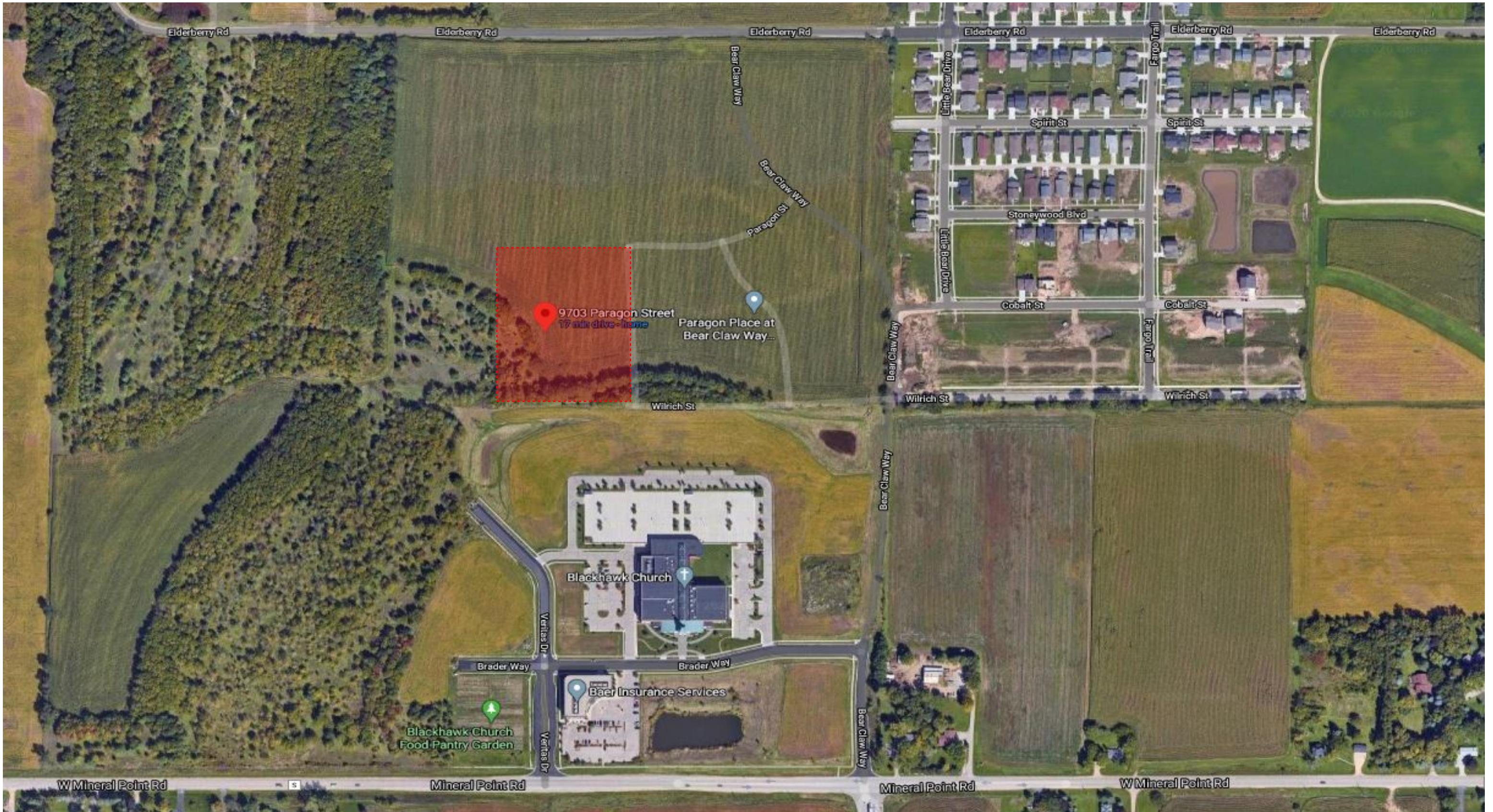
I would like to take this opportunity to formally notify you of a new proposed development. United Financial Group is continuing with their multifamily development Paragon Place at Bear Claw Way by developing lots 7 and 8, which are located between Wilrich St. and Paragon St and directly west of their existing buildings. We are proposing a two-story 35 unit building with a Club House and a 36 unit two-story building on lot 7. Both will have underground parking. On lot 8 we are proposing (3) 4-unit two-story townhome buildings with attached garages. We will be submitting our Land Use Application with the City of Madison on September 16, 2020 for this proposed development.

We look forward to working with you in continuing to make this a successful development.

If you have any questions please feel free to contact me.

Thanks,  
Kevin

Kevin Burow, AIA, NCARB, LEED AP | Architect | Knothe & Bruce Architects, LLC | Ph: 608.836.3690 Ext. 110 | Cell: 608.575.3123  
7601 University Avenue; Suite 201, Middleton, WI 53562 | [kburow@knothebruce.com](mailto:kburow@knothebruce.com) | [www.knothebruce.com](http://www.knothebruce.com)



Locator Map  
9703 Paragon St  
Madison, WI



Existing Site looking South from Paragon St. - Blackhawk Church in the distance



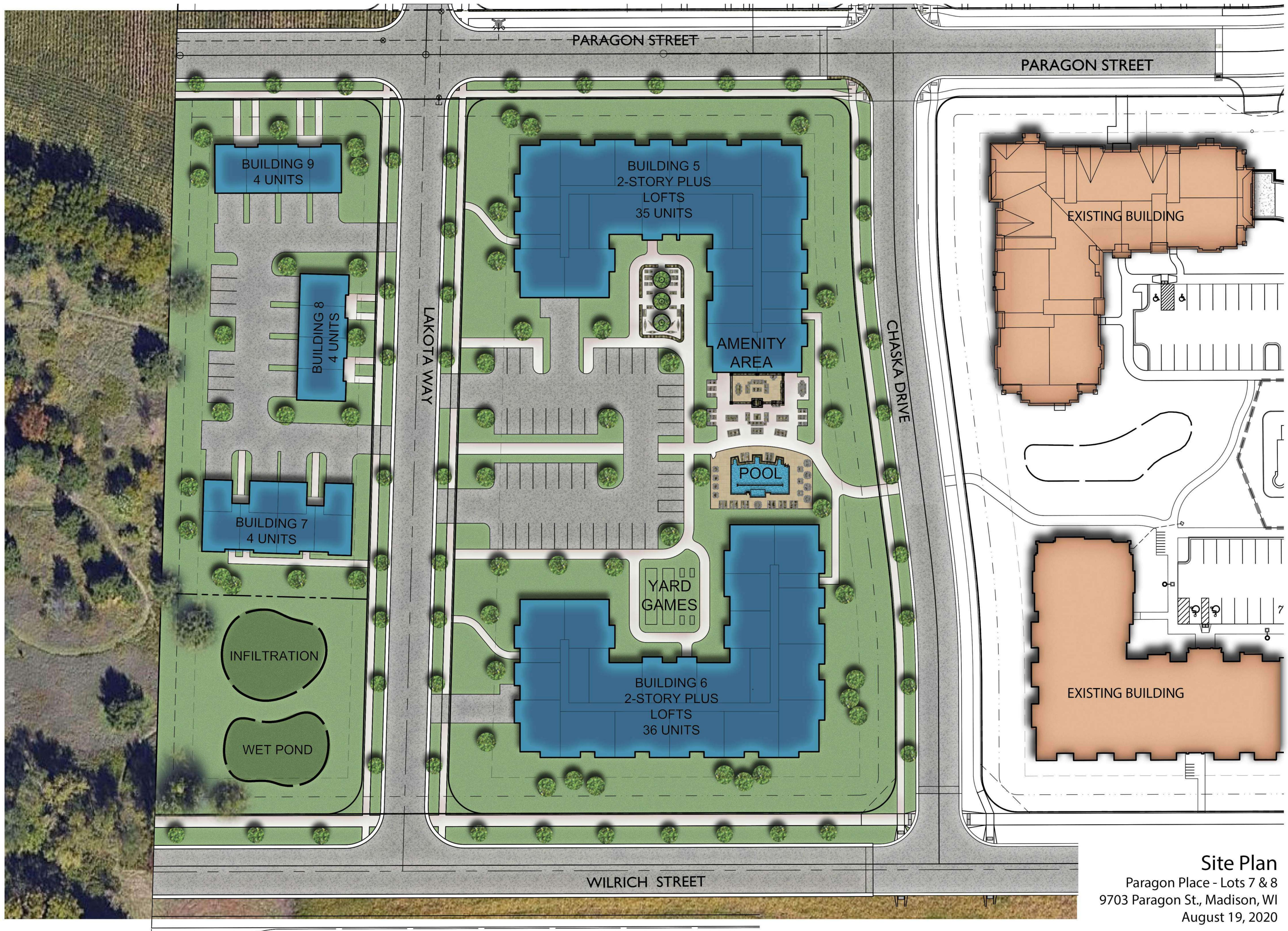
East of Site



West of Site

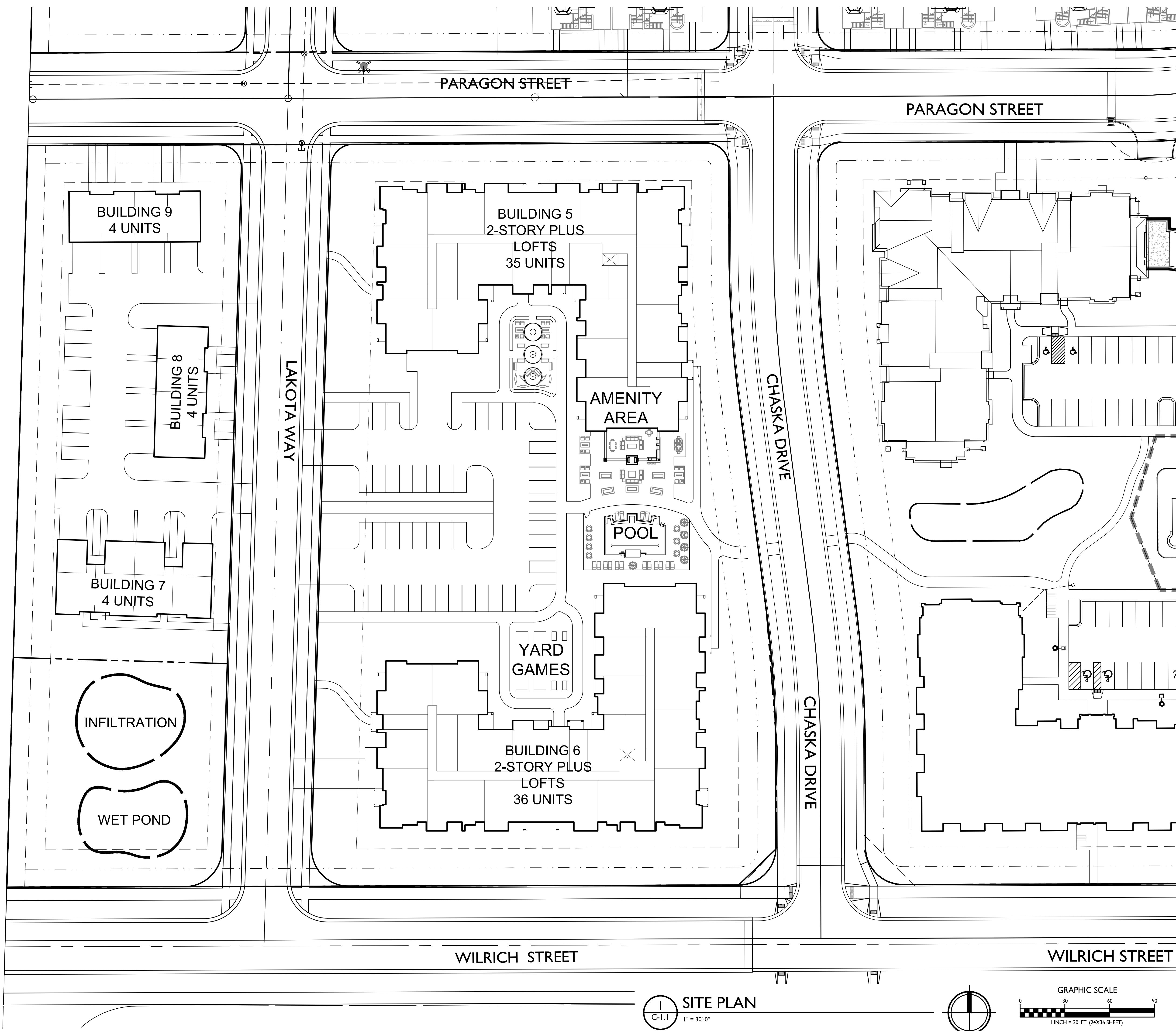


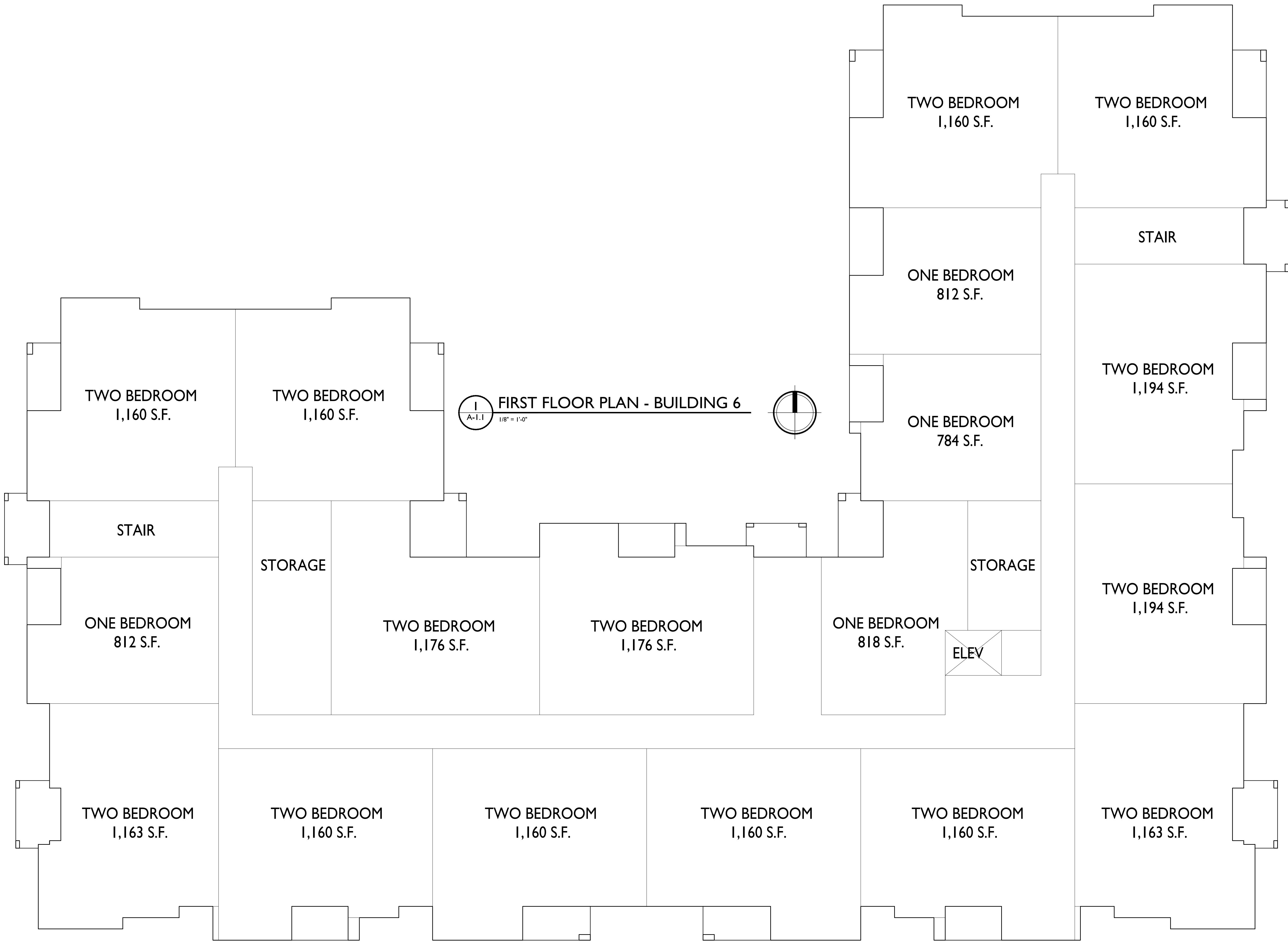
North of Site



Site Plan

Paragon Place - Lots 7 & 8  
9703 Paragon St., Madison, WI  
August 19, 2020





ISSUED  
Issued for Review - August 14, 2020

PROJECT TITLE  
Paragon Place at  
Bear Claw Way  
Buildings 5 - 9

Lakota Way  
Madison, Wisconsin  
SHEET TITLE  
First Floor Plan -  
Building 6

SHEET NUMBER

**A-I.1**



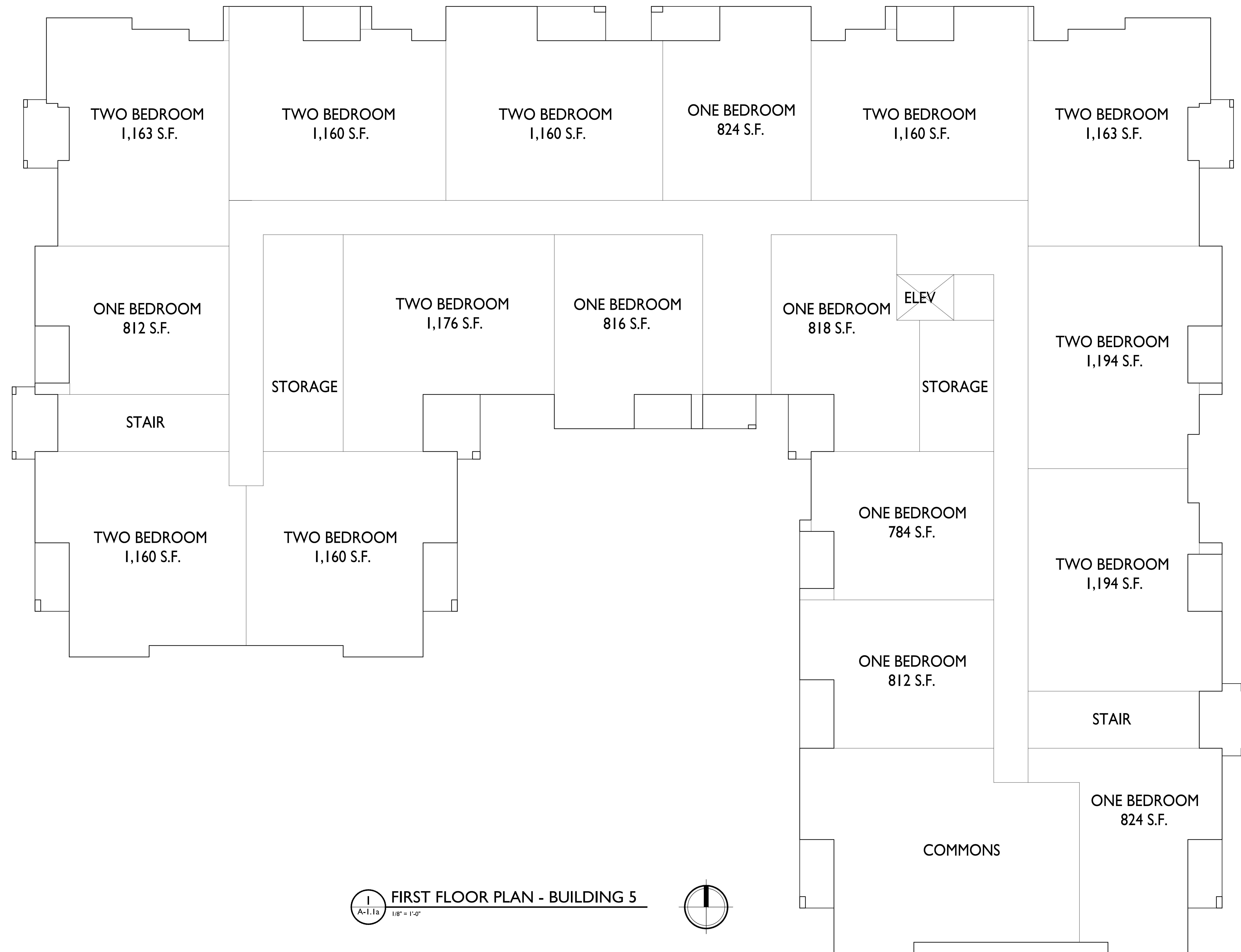
ISSUED  
Issued for Review - August 14, 2020

PROJECT TITLE  
Paragon Place at  
Bear Claw Way  
Buildings 5 - 9

Lakota Way  
Madison, Wisconsin  
SHEET TITLE  
Second Floor Plan -  
Building 6

SHEET NUMBER

**A-1.2**



ISSUED  
Issued for Review - August 17, 2020

PROJECT TITLE  
Paragon Place at  
Bear Claw Way  
Buildings 5 - 9

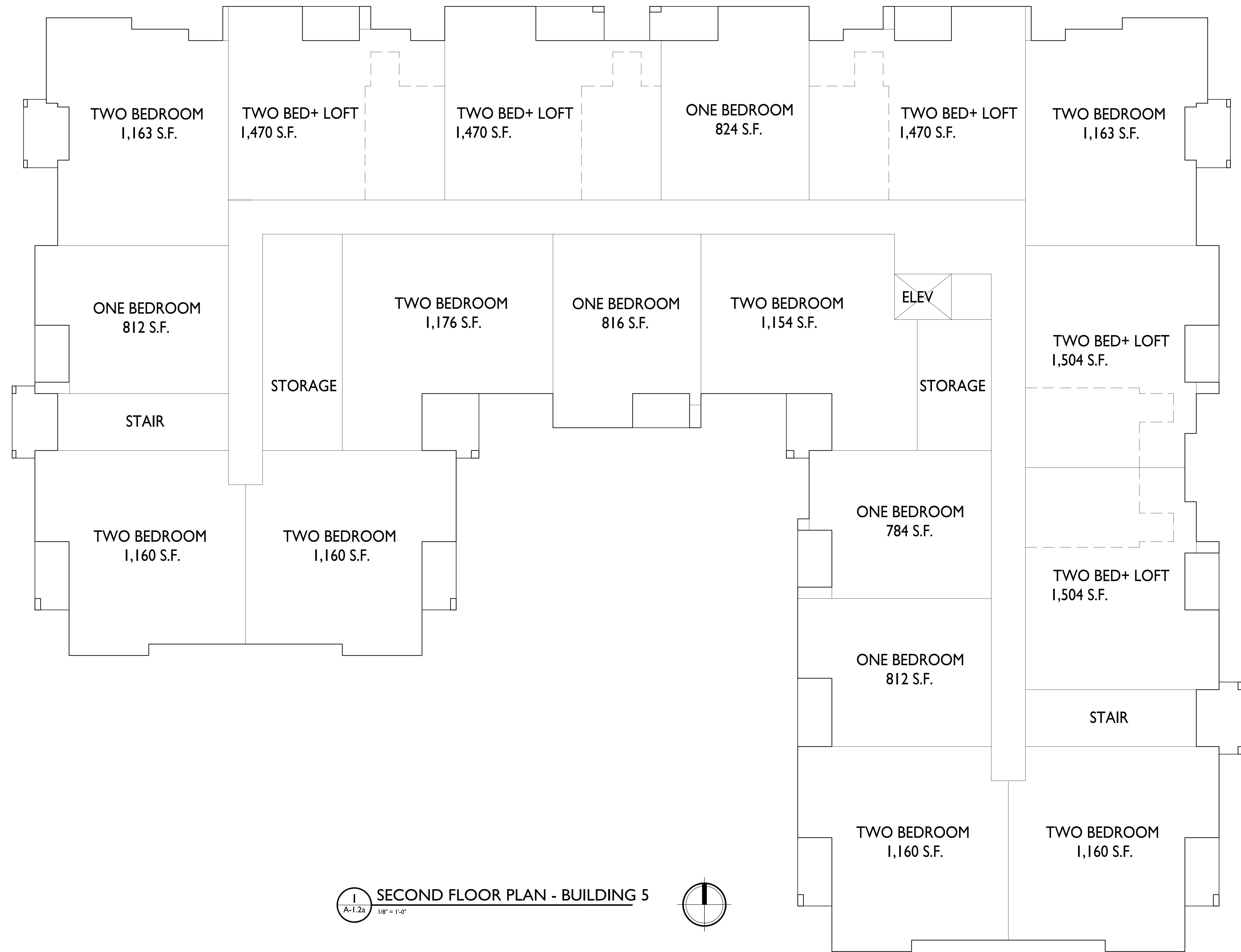
Lakota Way  
Madison, Wisconsin  
SHEET TITLE  
First Floor Plan -  
Building 5

SHEET NUMBER

**A-1.1a**

PROJECT NO.  
2021

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**SECOND FLOOR PLAN - BUILDING 5**  
A-1.2a  
1/8" = 1'-0"

ISSUED  
Issued for Review - August 17, 2020

PROJECT TITLE  
Paragon Place at  
Bear Claw Way  
Buildings 5 - 9

Lakota Way  
Madison, Wisconsin  
SHEET TITLE  
Second Floor Plan -  
Building 5

SHEET NUMBER

**A-1.2a**



**NORTH ELEVATION**

1  
A-2.1

1/8" = 1'-0"

ISSUED  
Issued for UDC Info - August 19, 2020



**WEST ELEVATION**

2  
A-2.1

1/8" = 1'-0"

PROJECT TITLE  
Paragon Place  
at Bear Claw  
Way Buildings  
5-9



**EAST ELEVATION**

3  
A-2.1

1/8" = 1'-0"

(9703 Paragon St.)  
Lakota Way  
Madison Wisconsin

SHEET TITLE  
**BLDG 5**  
EXTERIOR  
ELEVATIONS

SHEET NUMBER

**A-2.1**

PROJECT NUMBER  
**2021**

**BLDG 6 SIM.**

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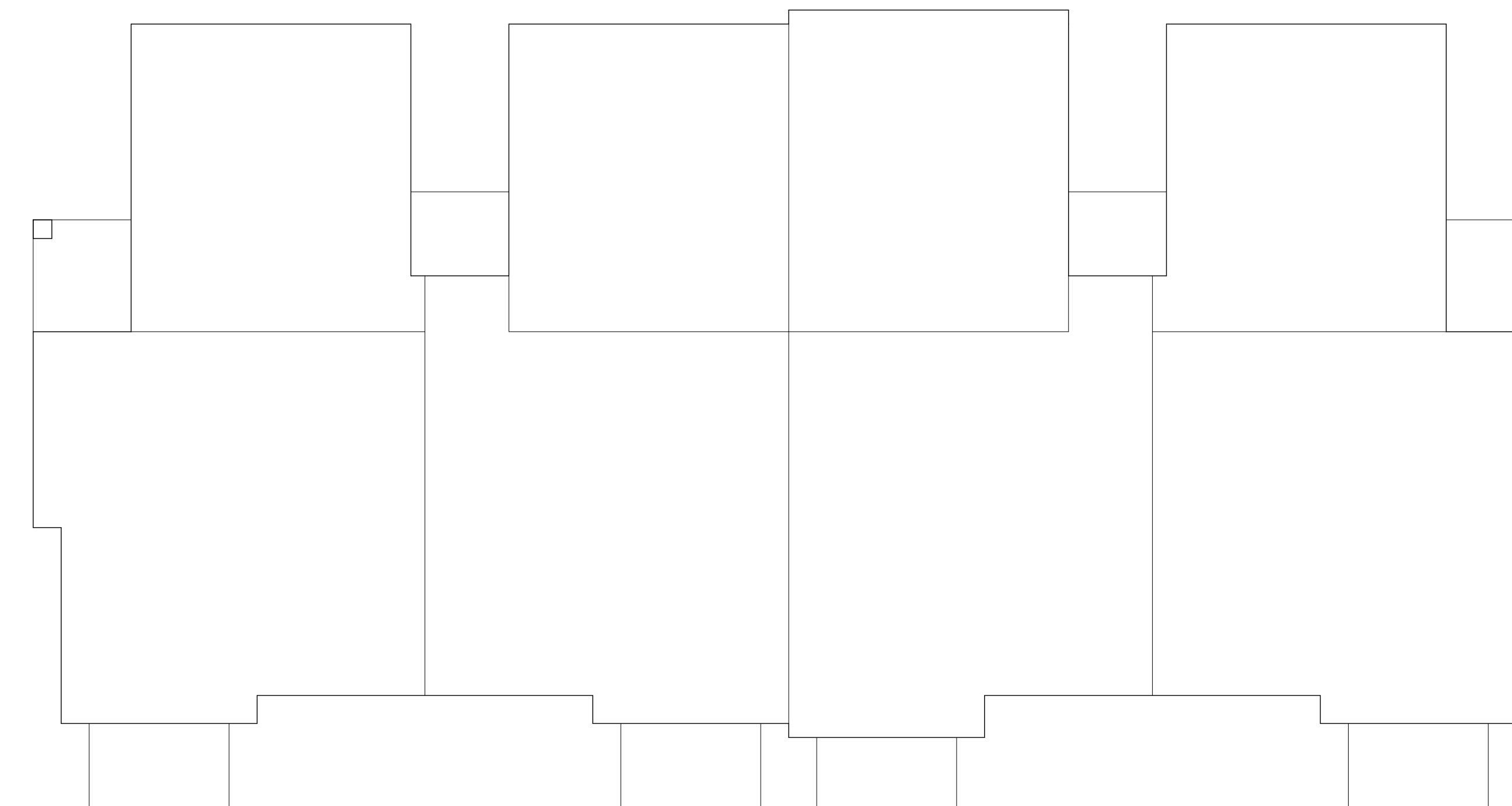
**NORTH ELEVATION**  
1 A-2.2 1/8" = 1'-0"



**WEST ELEVATION**  
3 A-2.2 1/8" = 1'-0"



**EAST ELEVATION**  
2 A-2.2 1/8" = 1'-0"



**FIRST FLOOR PLAN**  
4 A-2.2 1/8" = 1'-0"

ISSUED  
Issued for UDC Info - August 19, 2020

PROJECT TITLE  
Paragon Place  
at Bear Claw  
Way Buildings  
5-9

(9703 Paragon St.)  
Lakota Way  
Madison Wisconsin

SHEET TITLE  
BLDG 7  
EXTERIOR  
ELEVATIONS &  
PLANS

SHEET NUMBER

**A-2.2**

PROJECT NUMBER  
2021  
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**FRONT ELEVATION**  
1  
A-2.3 1/8" = 1'-0"



**SIDE ELEVATION COLOR**  
3  
A-2.3 1/8" = 1'-0"



**SIDE ELEVATION COLOR**  
2  
A-2.3 1/8" = 1'-0"

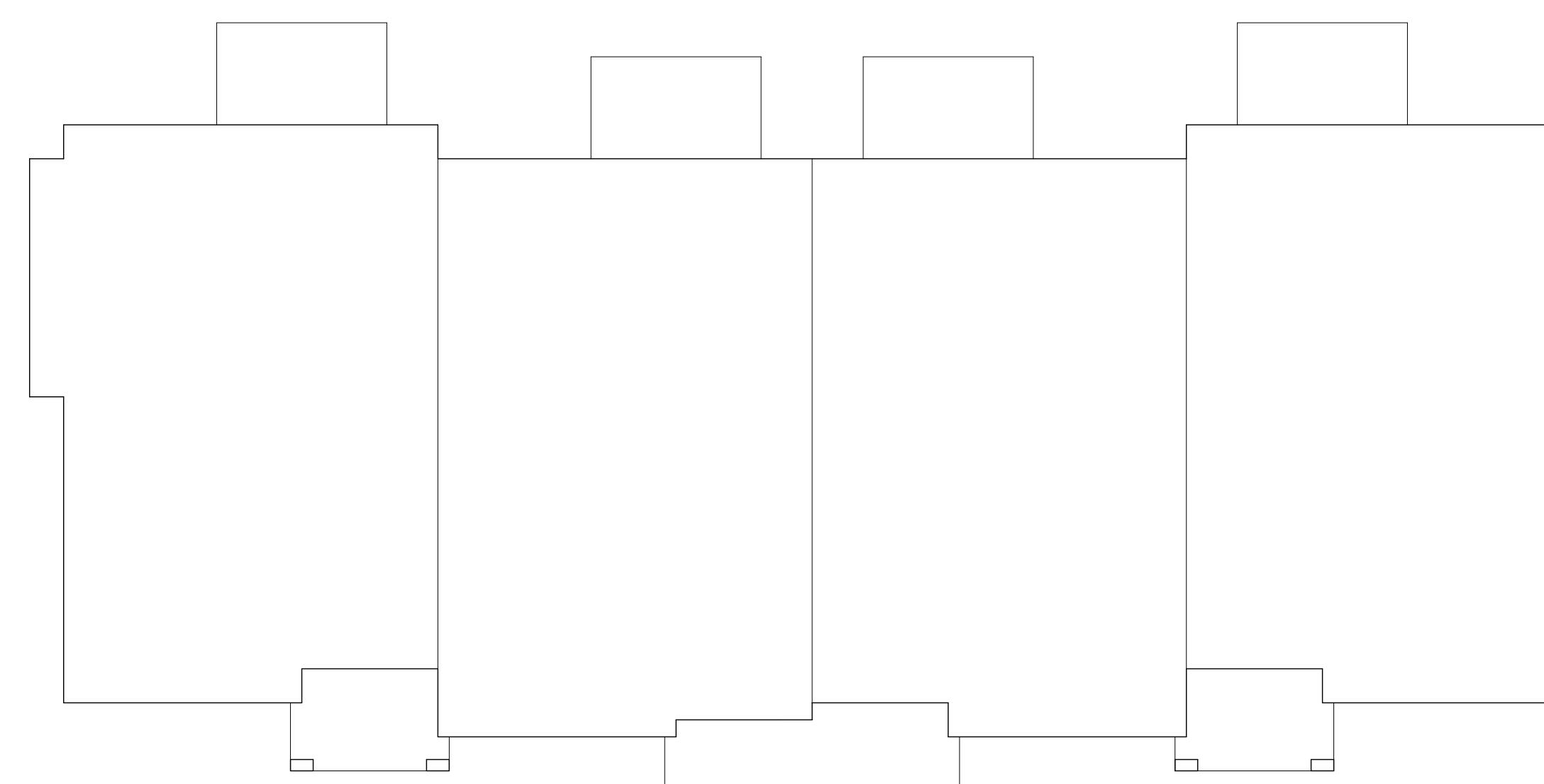
ISSUED  
Issued for UDC Info - August 19, 2020

PROJECT TITLE  
**Paragon Place  
at Bear Claw  
Way Buildings  
5-9**

(9703 Paragon St.)  
Lakota Way  
Madison Wisconsin

SHEET TITLE  
**BLDG 8-9  
EXTERIOR  
ELEVATIONS &  
PLANS**

SHEET NUMBER



**FIRST FLOOR PLAN**  
4  
A-2.3 1/8" = 1'-0"

**A-2.3**

PROJECT NUMBER  
**2021**

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**NORTH ELEVATION COLOR**

1  
A-2.4  
1/8" = 1'-0"

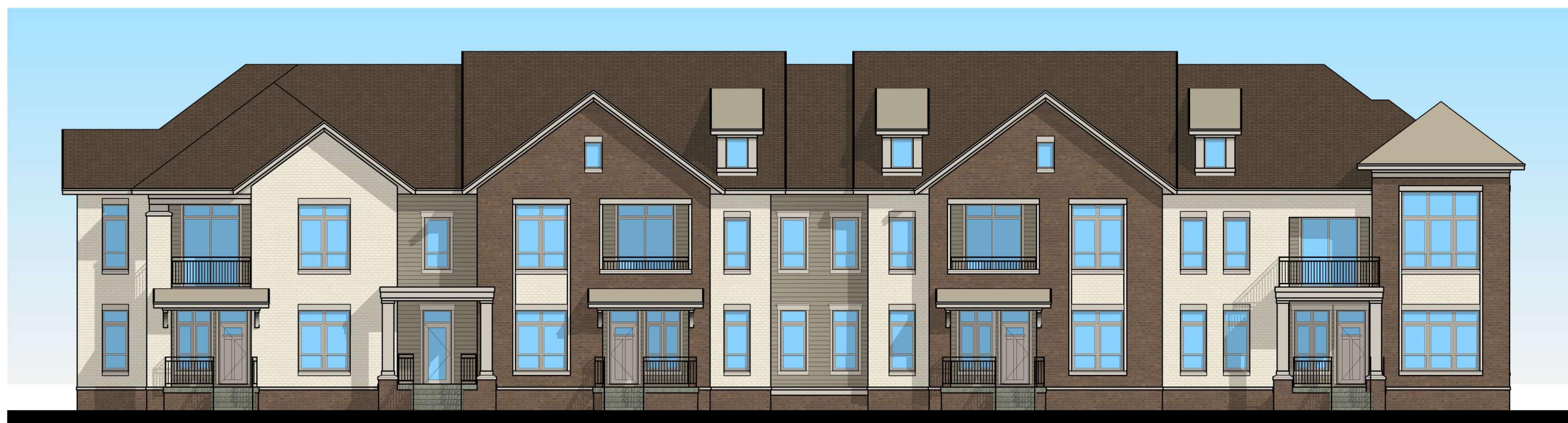
ISSUED  
Issued for UDC Info - August 19, 2020



**WEST ELEVATION COLOR**

2  
A-2.4  
1/8" = 1'-0"

PROJECT TITLE  
Paragon Place  
at Bear Claw  
Way Buildings  
5-9



**EAST ELEVATION COLOR**

3  
A-2.4  
1/8" = 1'-0"

(9703 Paragon St.)  
Lakota Way  
Madison Wisconsin

SHEET TITLE  
**BLDG 5**  
EXTERIOR  
ELEVATIONS  
COLOR

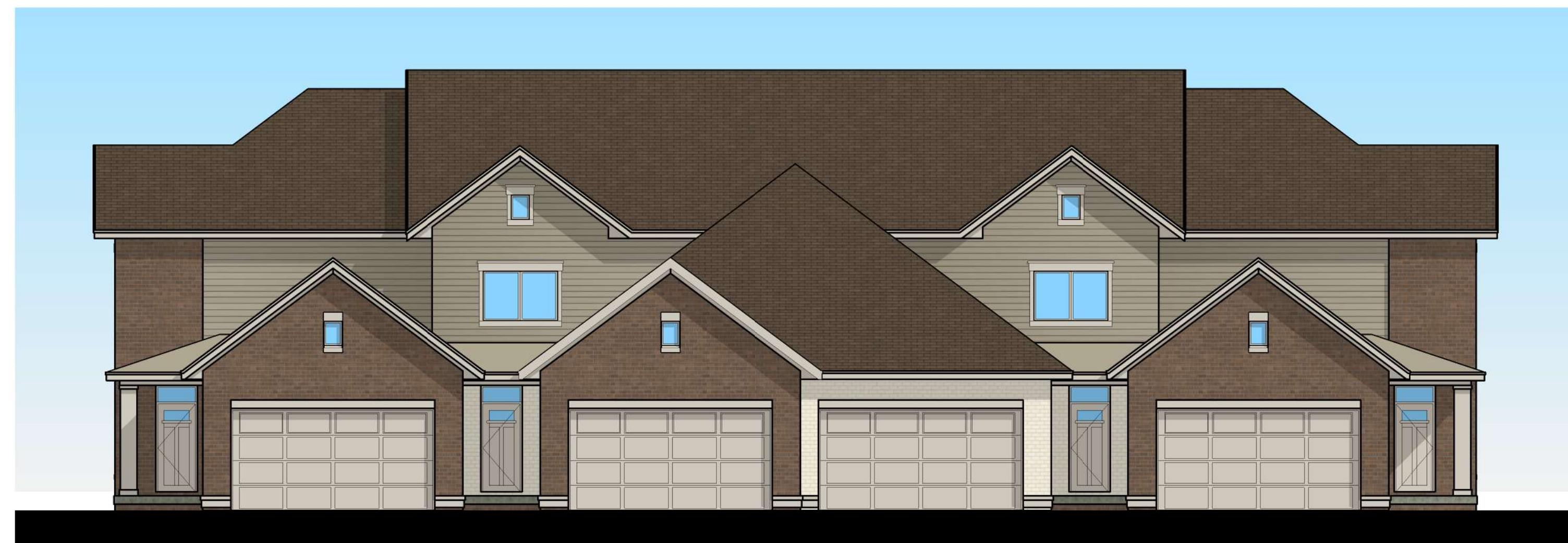
SHEET NUMBER

**A-2.4**

**BLDG 6 SIM.**

PROJECT NUMBER  
2021

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**NORTH ELEVATION COLOR**

1  
A-2.5  
1/8" = 1'-0"

ISSUED  
Issued for UDC Info - August 19, 2020



**WEST ELEVATION COLOR**

3  
A-2.5  
1/8" = 1'-0"



**EAST ELEVATION COLOR**

2  
A-2.5  
1/8" = 1'-0"

**PROJECT TITLE**  
**Paragon Place**  
**at Bear Claw**  
**Way Buildings**  
**5-9**

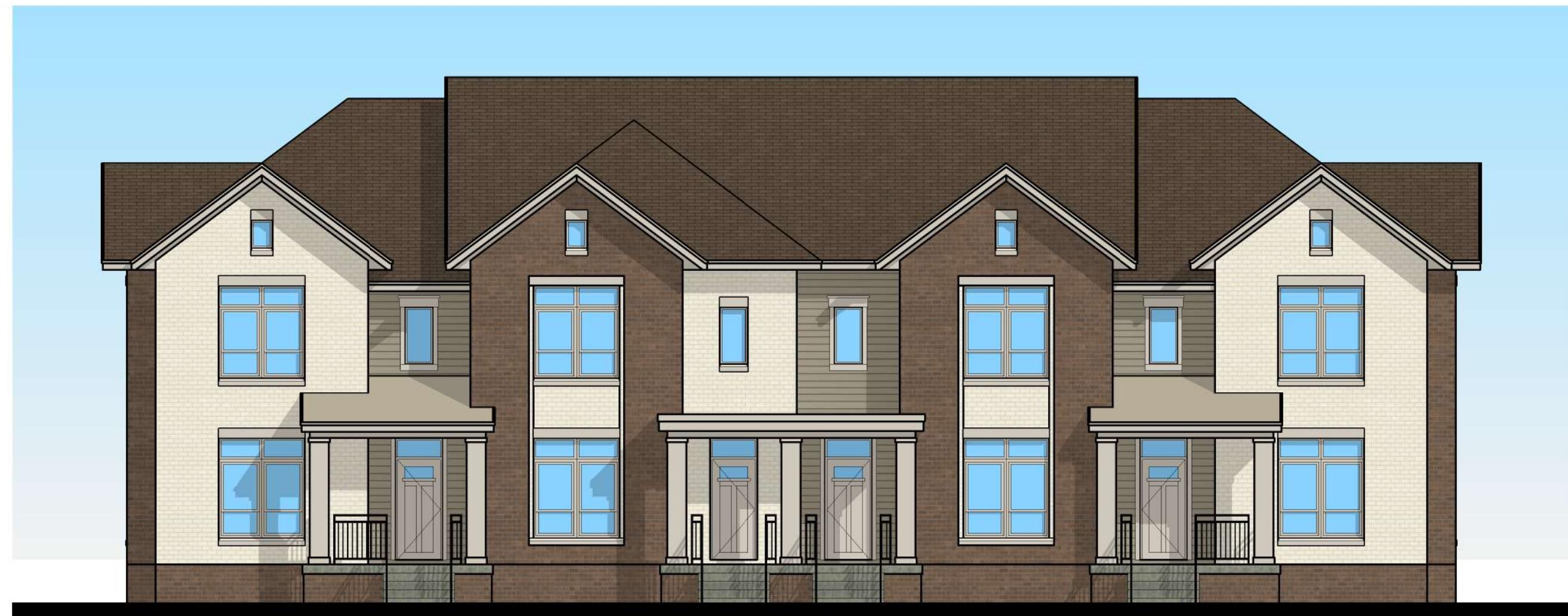
(9703 Paragon St.)  
 Lakota Way  
 Madison Wisconsin

**SHEET TITLE**  
**BLDG 7**  
**EXTERIOR**  
**ELEVATION**  
**COLOR**

**SHEET NUMBER**

**A-2.5**

**PROJECT NUMBER**  
**2021**  
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FRONT ELEVATION COLOR  
 1  
 A-2.6 1/8" = 1'-0"

ISSUED  
Issued for UDC Info - August 19, 2020



SIDE ELEVATION COLOR  
 3  
 A-2.6 1/8" = 1'-0"



SIDE ELEVATION COLOR  
 2  
 A-2.6 1/8" = 1'-0"

PROJECT TITLE  
**Paragon Place  
 at Bear Claw  
 Way Buildings  
 5-9**

(9703 Paragon St.)  
 Lakota Way  
 Madison Wisconsin

SHEET TITLE  
**BLDG 8-9  
 EXTERIOR  
 ELEVATIONS  
 COLOR**

SHEET NUMBER

**A-2.6**

PROJECT NUMBER  
**2021**  
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