

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 _____ 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): 307 E WILSON STREET MADISON, WI 53703

Title: SUMMIT CREDIT UNION - DOWNTOWN BRANCH ALTERATIONS

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

UDC meeting date requested MARCH 1ST, 2023

- 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)
 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 Greg Polacheck
Street address 1709 Landmark Drive
Telephone 608-243-5000 ext 7974

Company Summit Credit Union
City/State/Zip Cottage Grove, WI 53527
Email Greg.Polacheck@summitcreditunion.com

Project contact person Alec Hembree
Street address 811 E. Washington Ave. Suite 200
Telephone 608-720-1822

Company Strang, Inc.
City/State/Zip Madison, WI 53703
Email ahembree@strang-inc.com

Property owner (if not applicant) _____
Street address _____
Telephone _____

City/State/Zip _____
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

Urban Design Commission Application (continued)**UDC****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)**N/A** **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. 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 Jessica Vaughn on January 27, 2023.
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 Greg Polacheck

DocuSigned by:

Relationship to property OwnerAuthorizing signature of property owner Date February 9, 2023

GG14F8ABA2D34AC...

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



To: Jessica Vaughn
Secretary of the Urban Design Commission
Department of Planning & Community & Economic Development
Planning Division
Madison Municipal Building, Suite LL-100
215 Martin Luther King, Jr. Blvd.
Madison, Wisconsin 53701-2985

Date: February 10th, 2023

Re: Letter of Intent for the Summit Credit Union - Downtown Branch Alterations

This project is to propose alterations to the exterior facades of Summit Credit Union's Downtown Branch. We are formally submitting our preliminary design concepts to the Urban Design Commission for the purpose of an Informational Presentation.

We are requesting a time to present our facade alterations to the Urban Design Commission on March 1st, 2023 to obtain feedback and direction for this project. We have prepared preliminary site information, drawings, and imagery for feedback and further development.

The design includes the following:

On the East Wilson Street façade, a redesigned entrance volume provides updated materials and architectural forms in keeping with both the Summit brand and with recent development on the East Wilson corridor. Materials of the entrance design include brick, metal panel, and glass storefront. Additionally, an on-brand metal canopy structure extending over the entrance to the existing parking lot will maintain the urban street edge façade at the pedestrian level. The exterior walls surrounding the parking lot will be painted to complement the entrance updates.

On the side facing John Nolen Drive, the existing façade will be updated with paint application over the entire façade complementing the architectural changes on the East Wilson side and copper-colored metal panel accent bands matching the entrance volume characteristics of the East Wilson side.

The project site is located at 307 East Wilson Street, Madison, Wisconsin.

Thank you in advance for your time.

Sincerely,

Strang, Inc.

Alec Hembree, AIA, NCARB, LEED GA
Design Architect

Alec Hembree

From: Greg Polacheck <Greg.Polacheck@summitcreditunion.com>
Sent: Wednesday, February 1, 2023 12:48 PM
To: Michael E. Verveer (mverveer@cityofmadison.com)
Cc: Austen R. Conrad; Alec Hembree
Subject: Summit Credit Union Remodel - East Wilson Street
Attachments: SCU Downtown Remodel - Madison UDC Presentation -01.27.2023.pdf

Follow Up Flag: Follow up
Flag Status: Completed

*** [EXTERNAL] This message comes from an external organization. Exercise caution when opening attachments or clicking links, especially from unknown senders. ***

Hello Alder Verveer. I am with Summit Credit Union, and we have been working on plans to remodel the exterior of the Summit Credit Union branch on East Wilson Street in downtown Madison.


We recently met with the city of Madison planners and are now prepared to submit the following presentation on February 10th for consideration at the Madison Urban Design Commission meeting on March 1st.

We wanted to send this presentation to you as a courtesy "heads up" to see if you have any questions or concerns. We would be happy to meet with you ahead of time in person to review any questions you might have.

Let me know if you would like to get together or if you have any questions. Thank you.

Greg Polacheck, CCIM, CPM
Real Estate Manager
Summit Credit Union
Pronouns: He/Him/His
1709 Landmark Drive
Cottage Grove, WI 53527
608-243-5000 ext. 7974
(cell) 920-362-4734

[SummitCreditUnion.com](https://www.summitcreditunion.com)

 Think before you ink. Consider the environment before printing this email.



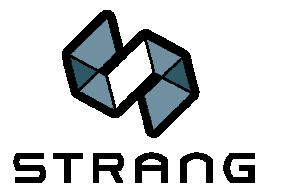
*The Wisconsin's #1 Mortgage Lender designation is based on the number of loans originated in 2021, gathered from the Home Mortgage Disclosure Act data compiled annually by the Consumer Financial Protection Bureau. The results of the data were obtained through the Consumer Financial Protection Bureau's website: <https://ffiec.cfpb.gov/data-publication/modified-lar/2021>. LEI: 254900NTAC4H10MGSU23.

**SBA Lender of the Year Award for Credit Unions as awarded by the Small Business Administration of Wisconsin in 2022.

This e-mail, including any attachments, is intended only for the addressee(s) and may contain confidential information. If you have received this in error please delete the information, destroy all copies and notify the sender. Thank you.

SUMMIT CREDIT UNION DOWNTOWN BRANCH ALTERATIONS

UDC INFORMATIONAL SUBMITTAL



CONTEXT PHOTOS



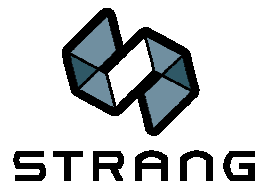
FACADE CHANGES
PER ELEVATIONS

NEW ENTRY VOLUME
AND CANOPY

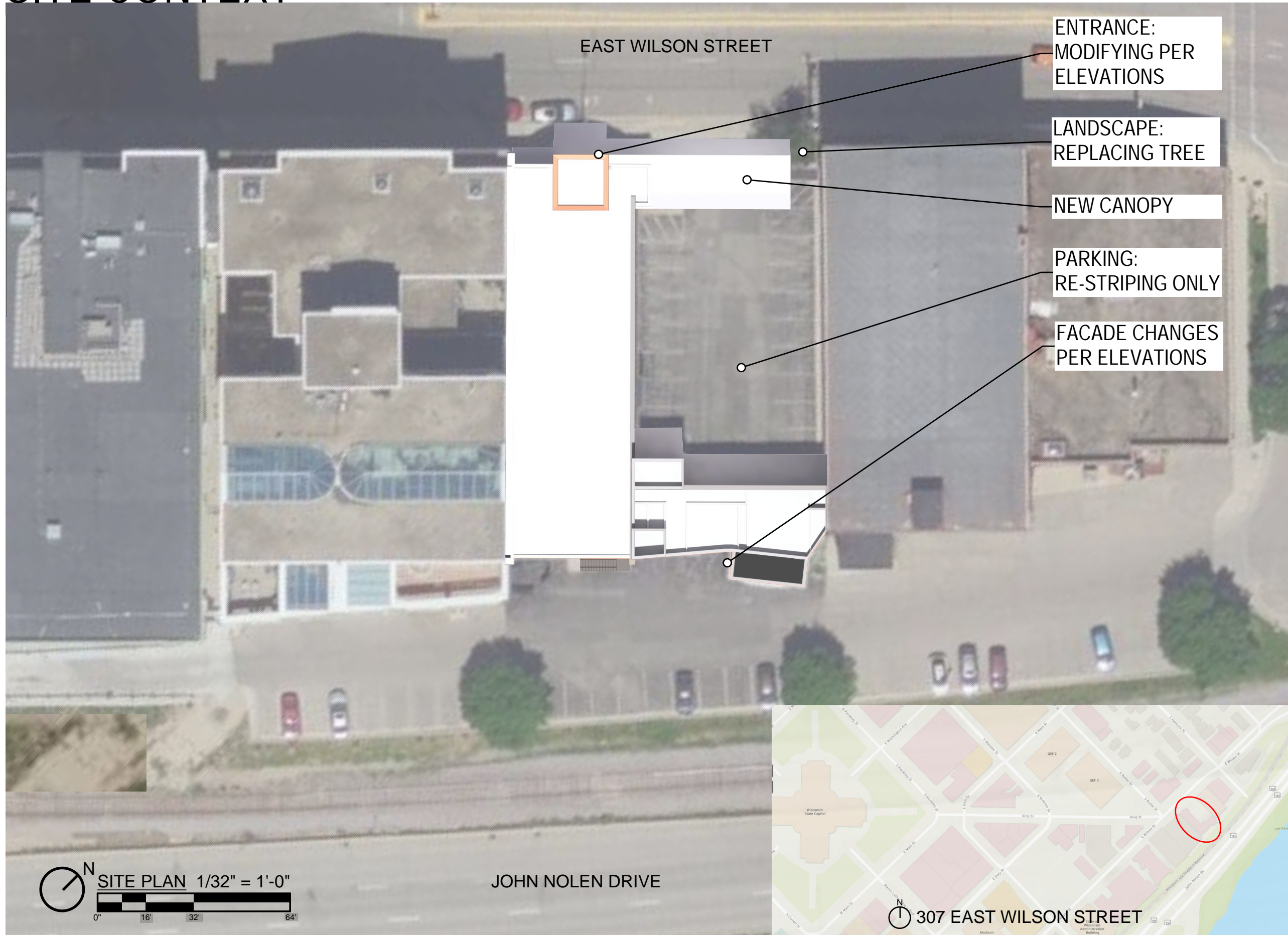


JOHN NOLEN DRIVE

WILSON STREET



SITE CONTEXT



ENTRANCE:
MODIFYING PER
ELEVATIONS

LANDSCAPE:
REPLACING TREE

NEW CANOPY

PARKING:
RE-STRIPING ONLY

FACADE CHANGES
PER ELEVATIONS

EAST WILSON STREET

JOHN NOLEN DRIVE

307 EAST WILSON STREET

N
SITE PLAN 1/32" = 1'-0"
0' 16' 32' 64'



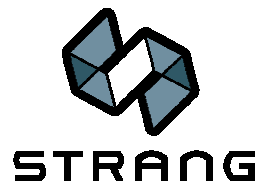
DESIGN GOALS - EXTERIOR REMODEL

WILSON STREET FRONTAGE

- UPDATE FACADE TO COMPLEMENT NEWER SUMMIT BRANCHES AND ADJACENT ARCHITECTURE
- CONTINUE ARCHITECTURE ACROSS PARKING LOT TO MAINTAIN URBAN EDGE AND MAINTAIN PEDESTRIAN SCALE WITH NEW METAL CANOPY
- USE CONSISTENT BRANDING TO DESIGNATE PARKING LOT FOR SUMMIT CREDIT UNION
- USE SIMILAR MATERIALS FROM OTHER BRANCHES TO MAINTAIN CONSISTENT AESTHETICS (TINTED GLASS, METALLIC COLOR EXTERIOR PANELS, MANGANESE IRON SPOT BRICK, ETC)

JOHN NOLEN DRIVE FRONTAGE

- INCREASE BRAND VISIBILITY FROM JOHN NOLEN DRIVE AND LAKE MONONA
- UPDATE AND IMPROVE FACADE WITH NEW PAINT APPLICATION
- CREATE VISUAL & BRAND CONSISTENCY BETWEEN WILSON & JOHN NOLEN FRONTAGES WITH METALLIC COPPER PANEL



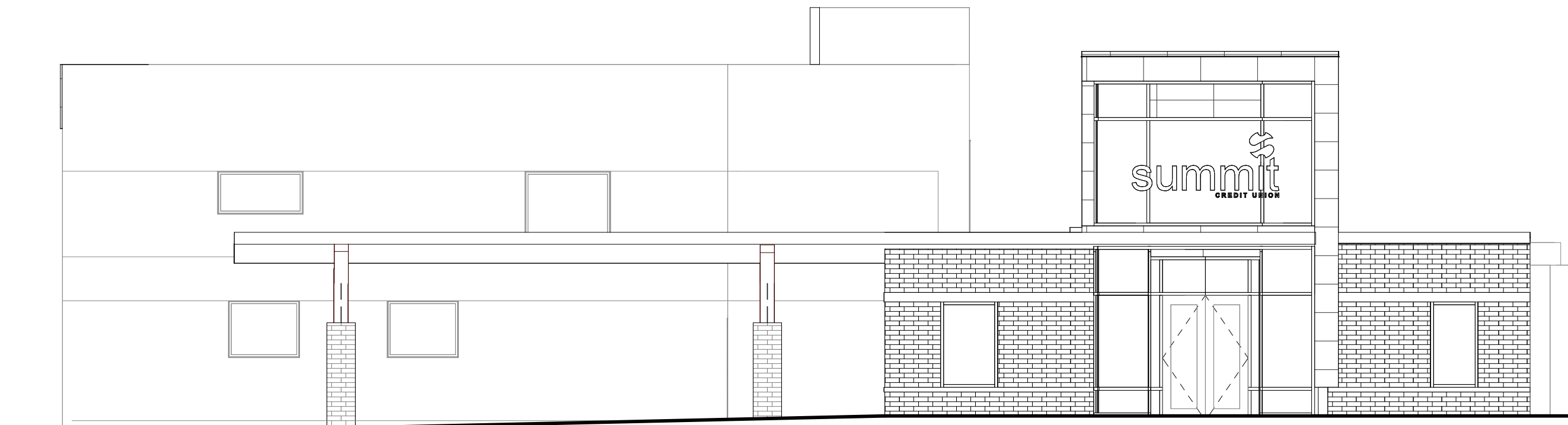
WILSON STREET FRONTAGE



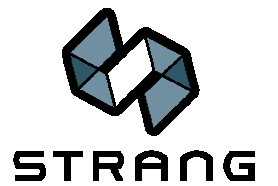
NORTHWEST ELEVATION 1/8" = 1'-0"



WILSON STREET FRONTAGE



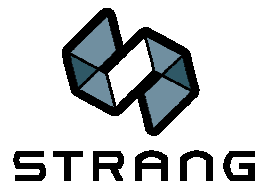
NORTHWEST ELEVATION 1/8" = 1'-0"



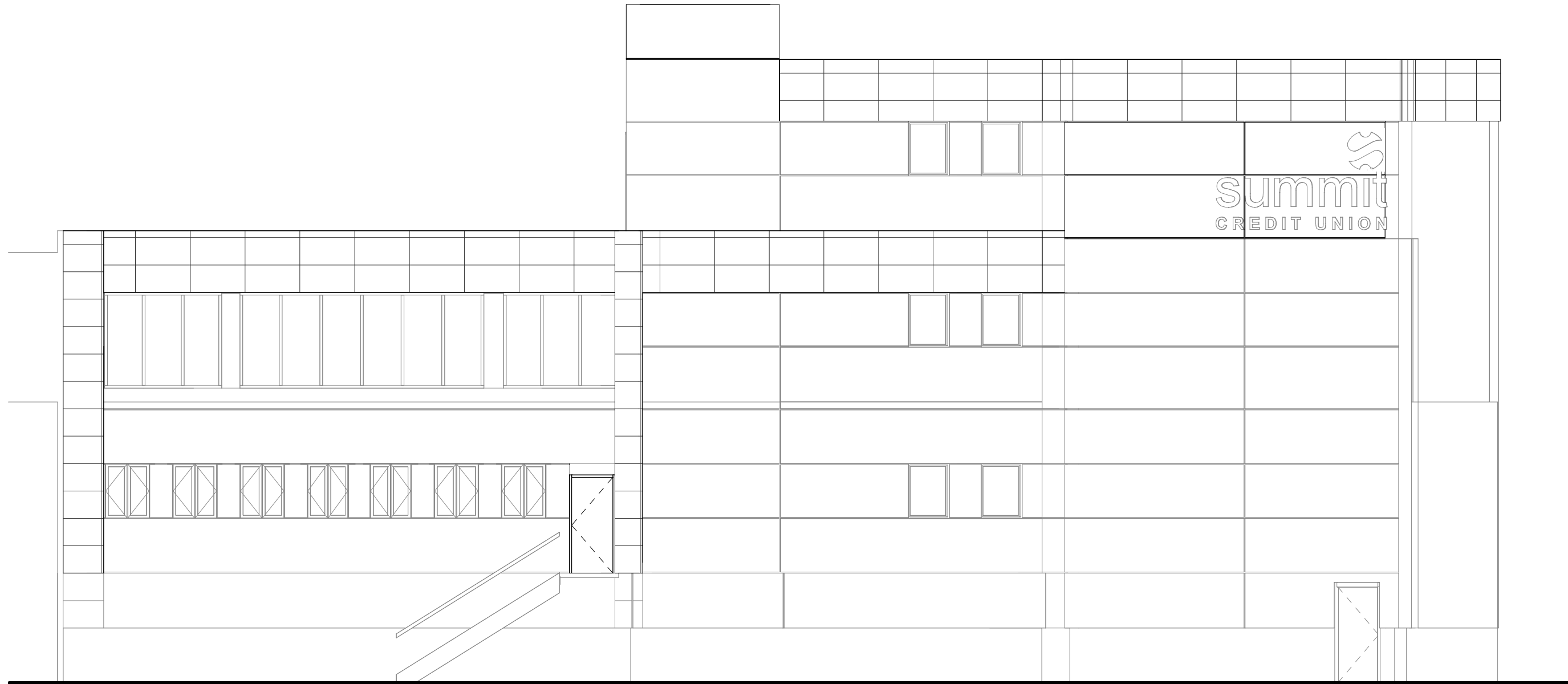
JOHN NOLEN DRIVE FRONTAGE



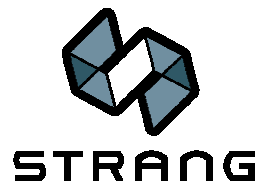
SOUTHEAST ELEVATION 1/8" = 1'-0"



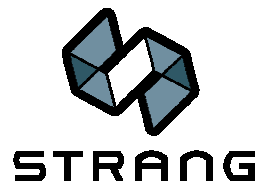
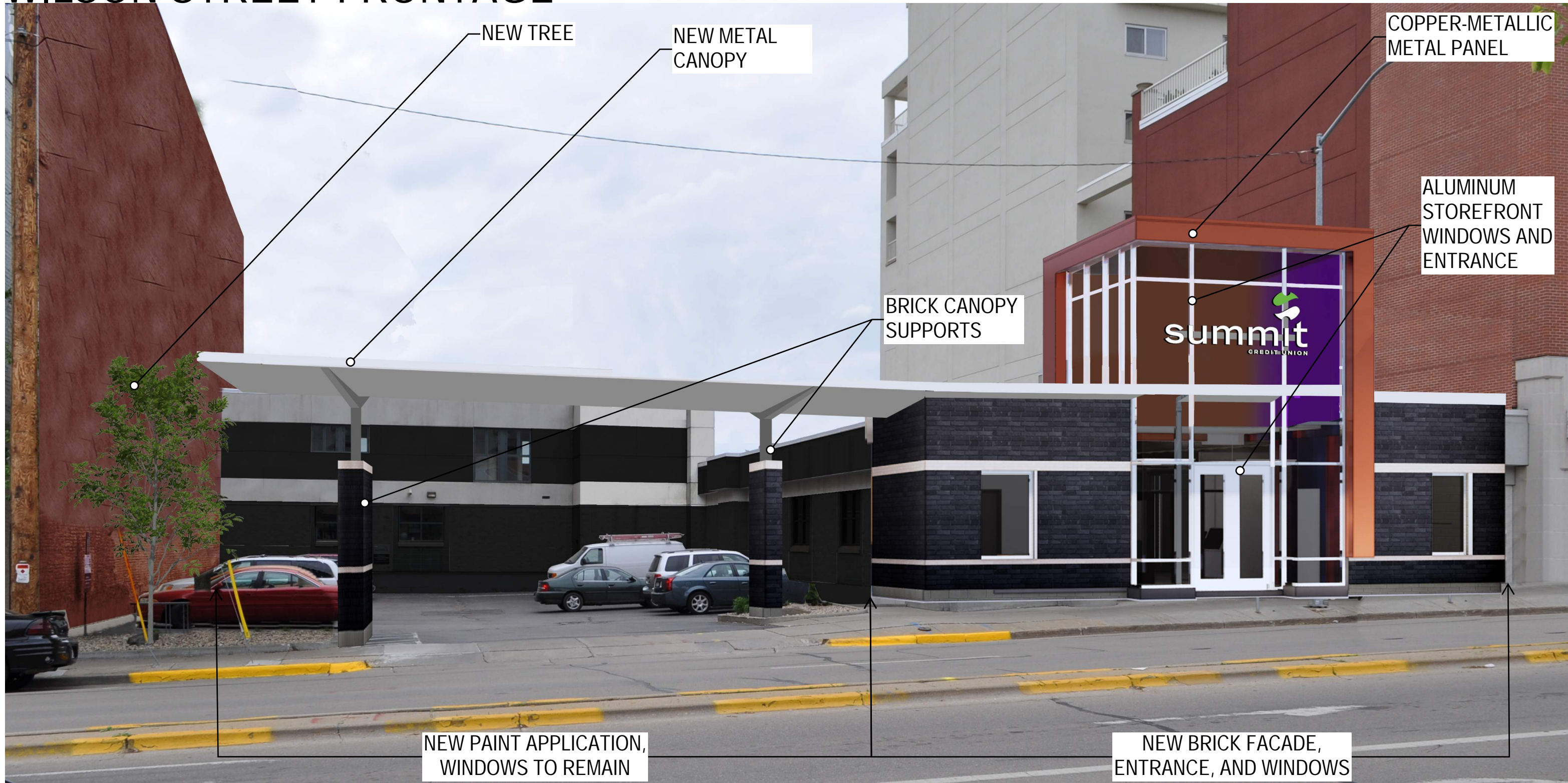
JOHN NOLEN DRIVE FRONTAGE



SOUTHEAST ELEVATION 1/8" = 1'-0"



WILSON STREET FRONTAGE

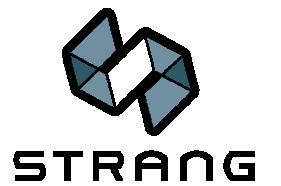


JOHN NOLEN FRONTAGE



COPPER-METALLIC
METAL PANEL

NEW PAINT APPLICATION
ACROSS ENTIRE FACADE,
WINDOWS TO REMAIN



REFERENCE IMAGES

V-SHAPED METAL CANOPY



SUMMIT CREDIT UNION MT HOREB BRANCH

BRICK CANOPY SUIPPORT (IN MANGANESE IRONSPOT BRICK)



SUMMIT CREDIT UNION WAUKESHA BRANCH

TINTED GLASS - NEW WINDOWS

MANGANESE IRONSPOT BRICK

METALLIC COPPER METAL PANEL

