

# 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 \_\_\_\_\_  
Submission 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: 7050 Watts Road, Madison, WI  
Title: At Home Subdivision

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

UDC meeting date requested 10/02/2019

- 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** Daniel Stewart Company 7050 Watts Rd, LLC  
**Street address** 405 State Highway 121, Ste A250 City/State/Zip Lewisville, Texas 75067  
**Telephone** (469) 444-3950 Email dstewart@dec-en.com

**Project contact person** Michelle L. Burse Company Burse Surveying and Engineering, Inc.  
**Street address** 2801 International Lane, Ste 101 City/State/Zip Madison, WI 53704  
**Telephone** 608-250-9263 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 provided below for plan details)
- Filing fee**
- Electronic Submittal\***

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. 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 Janine Glaeser on July 23, 2019.
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.

Applicant name Daniel Stewart Relationship to property Development Manager  
 Authorized signature of **Property Owner** *Daniel Stewart* Date September 10, 2019

**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

September 10, 2019

At Home Development, 7050 Watts Road, Madison, WI

Brief Narrative:

At Home currently owns the land located at 7050 Wats Road and is requesting to divide the largely unused parking area into a commercial space. No tenants and/or specific uses being presented at this time; this request is for General Development Plan approval only. A Specific Implementation Plan will still be required at time of development of the new lot.

An existing landscape area will be reduced with development of the new lot. It is believed that this landscape area was remainder property not needed for the Walmart and (former) Sam's Club parking areas and landscaping was installed to partially screen the parking areas from Watts Road. The proposed building will act as that screening in addition to new landscaping that will be planted within the landscape buffer area being retained. The plan is consistent with the zoning intent of the City of Madison by providing only one bay of parking between the public street and the new building.

The combined parking area for Walmart and At Home consists of approximately 1055 parking spaces. This proposed use will result in a combined total of 1071 parking spaces. The conceptual site plan is not increasing the total impervious surface area by more than 20,000 square feet.

Proposed GDP Criteria:

- 3 lots are permitted.
- Allowed uses to be all permitted uses in the Commercial Center (CC) District
- Minimum front yard along Watts Road: 50'
- Minimum Inferior/side lot line: 5'
- Maximum Building Height: 1 story/24'
- Overall shared Parking Lot stalls: may not be reduced
- Landscape buffer along Watts Road shall be 20 feet deep, no landscape buffer is required along the interior lot lines.
- All lots will have rights to signage on the shared multi-tenant sign along the beltway frontage.

# CERTIFIED SURVEY MAP DRAFT

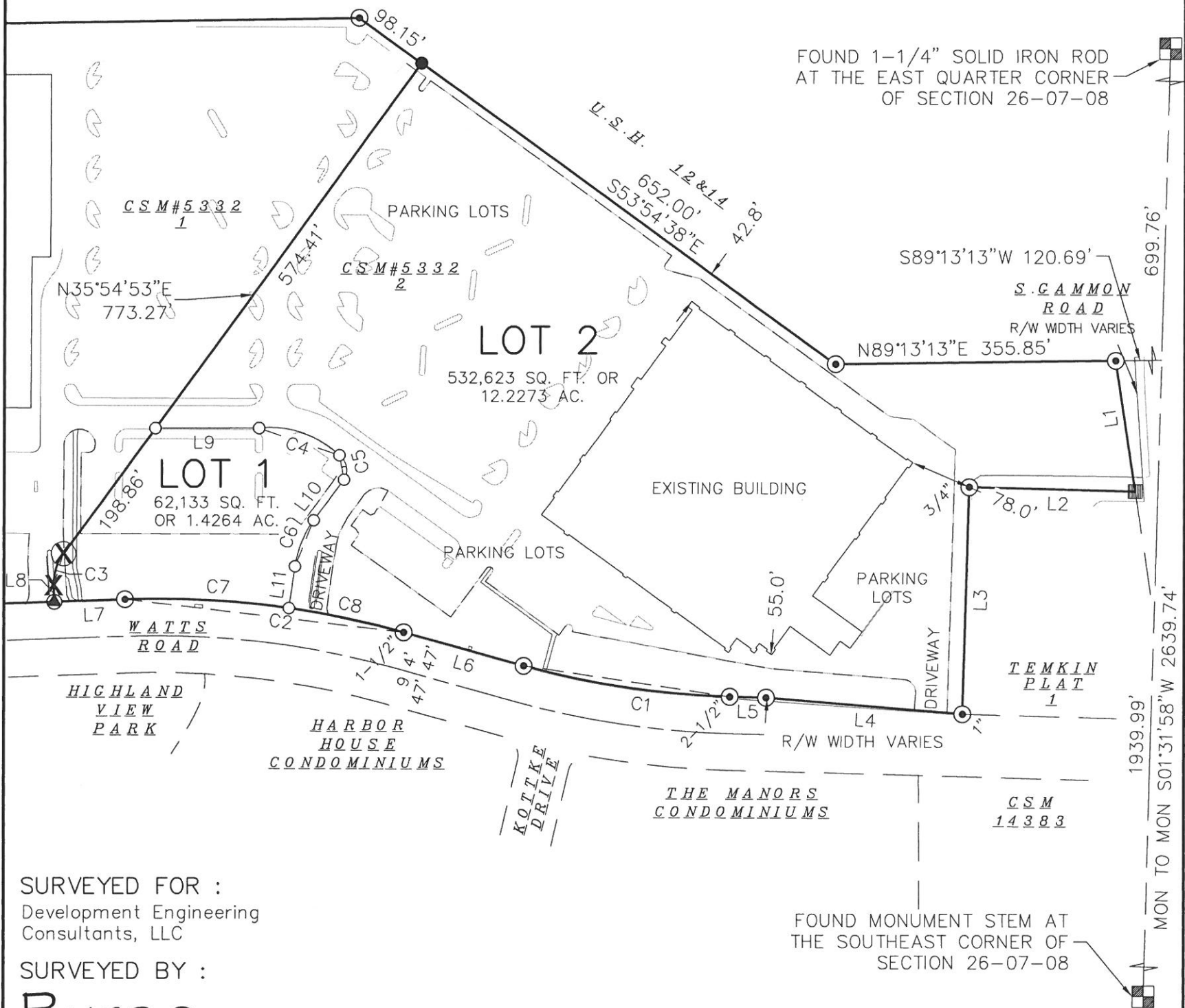
ALL OF LOT 2, CERTIFIED SURVEY MAP NUMBER 5332 AS RECORDED IN VOLUME 24 OF CERTIFIED SURVEY MAPS, ON PAGES 173-175, AS DOCUMENT NUMBER 2040024, DANE COUNTY REGISTRY, LOCATED IN THE NORTHWEST AND NORTHEAST QUARTERS OF THE SOUTHEAST QUARTER OF SECTION 26, TOWNSHIP 07 NORTH, RANGE 08 EAST, CITY OF MADISON, DANE COUNTY, WISCONSIN.

**GRID NORTH**  
BEARINGS ARE BASED UPON THE WISCONSIN COUNTY COORDINATE SYSTEM (DANE ZONE)

0 100 200 400 600



**NOT TO SCALE**



SURVEYED FOR :  
Development Engineering  
Consultants, LLC

SURVEYED BY :

**Burse**

surveying & engineering Inc.

2801 International Lane, Suite 101  
Madison, WI 53704 608.250.9263  
Fax: 608.250.9266  
email: mburse@bse-inc.net  
www.bursesurveyengr.com

MAP NO. \_\_\_\_\_

DOCUMENT NO. \_\_\_\_\_

VOLUME \_\_\_\_\_ PAGES \_\_\_\_\_

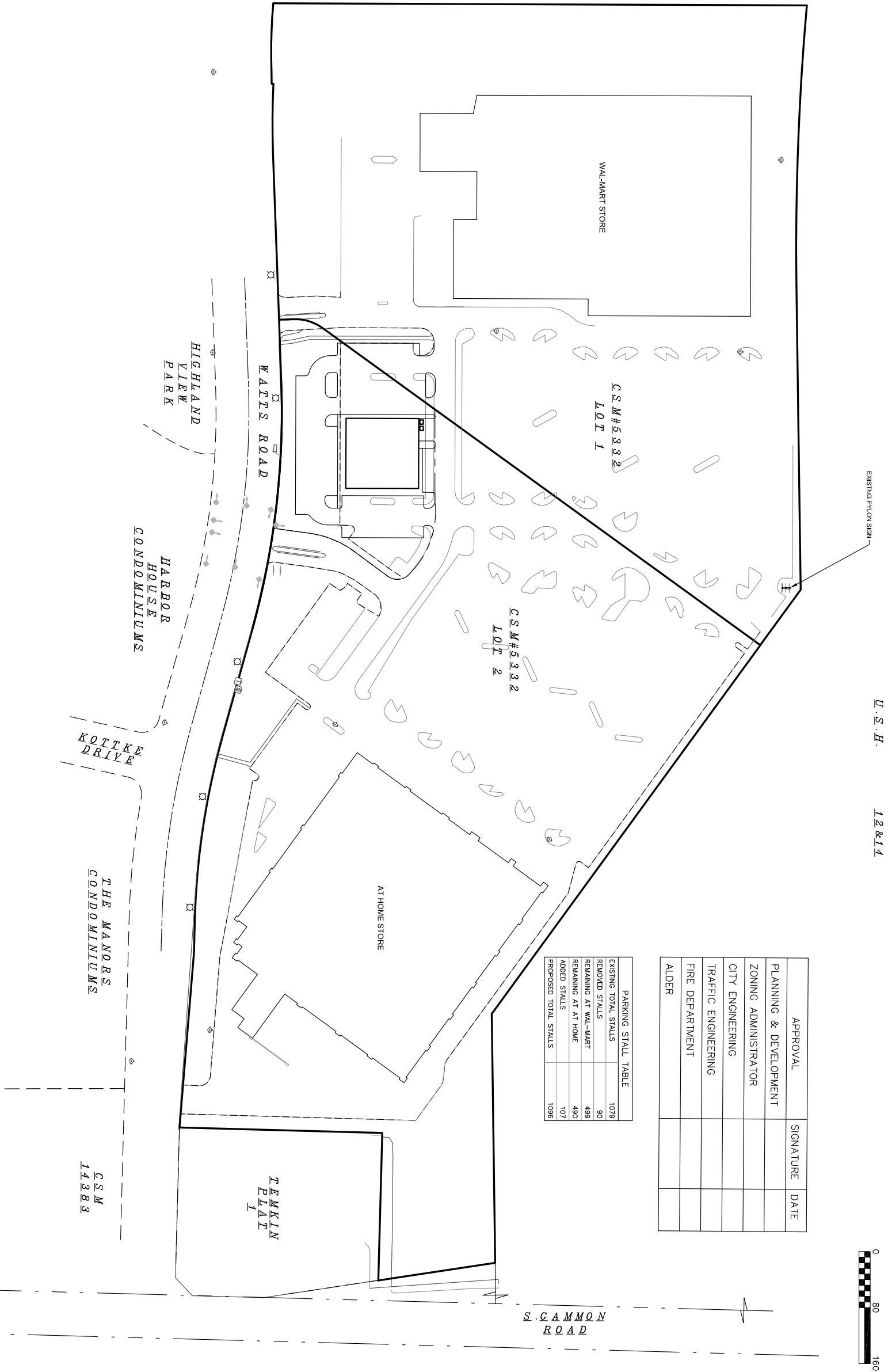
Date: September 10, 2019

Plot View: CSM

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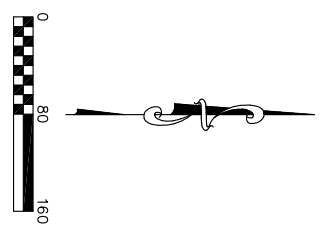


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APPROVAL	SIGNATURE	DATE
PLANNING & DEVELOPMENT		
ZONING ADMINISTRATOR		
CITY ENGINEERING		
TRAFFIC ENGINEERING		
FIRE DEPARTMENT		
ALDER		

PARKING STALL TABLE	
EXISTING TOTAL STALLS	1079
REMOVED STALLS	90
REMAINING AT WAL-MART	499
REMAINING AT AT HOME	490
ADDED STALLS	107
PROPOSED TOTAL STALLS	1096



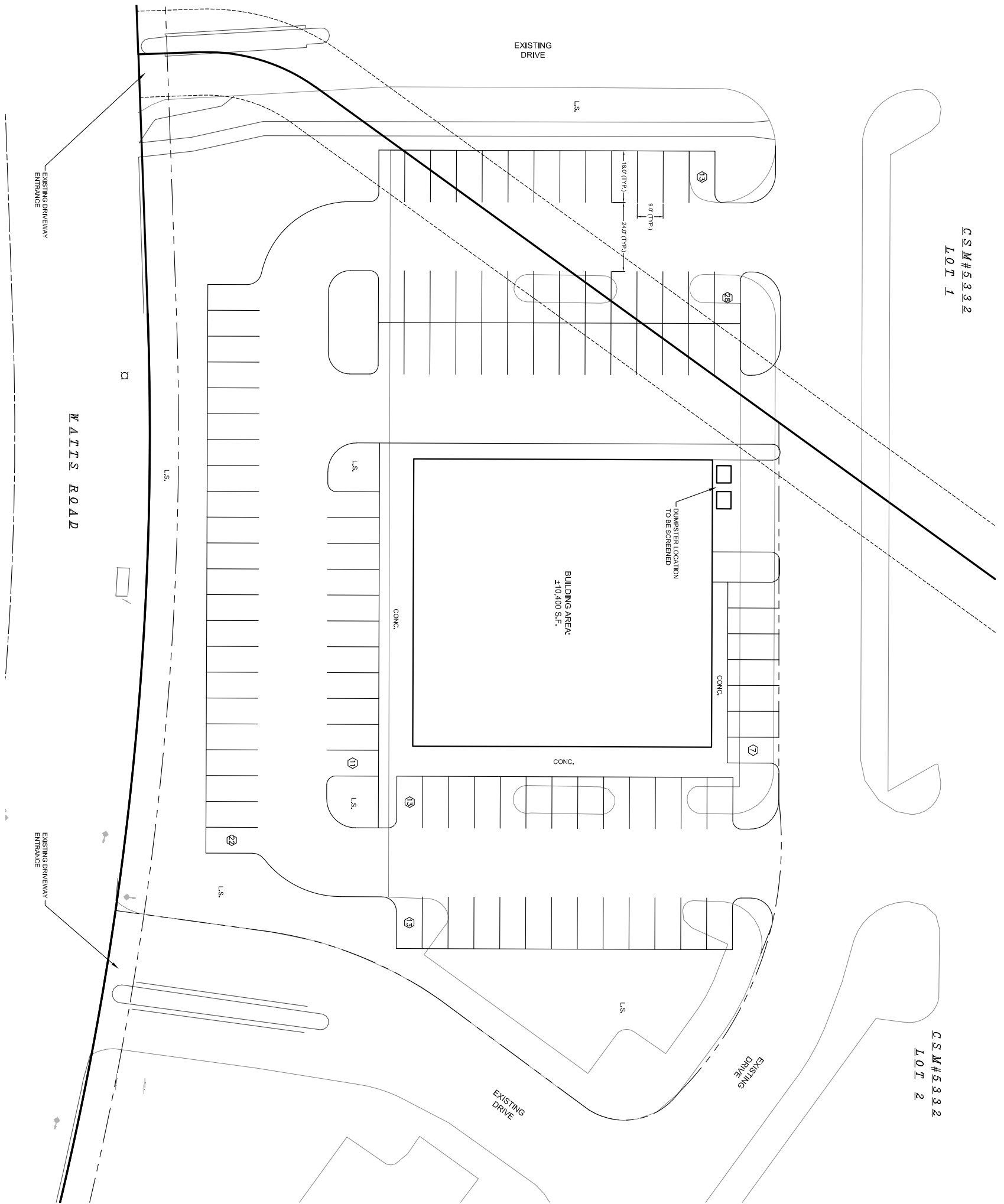
 <p><b>Burse</b> Surveying and Engineering, Inc.</p> <p><small>This document contains confidential or proprietary information of Burse Surveying and Engineering, Inc. Neither the document nor the information herein is to be disseminated, copied, or otherwise used in any way without the express written consent of Burse Surveying and Engineering, Inc.</small></p> <p><b>DRAWING NUMBER</b> <b>C100</b></p>	<p><b>WATTS ROAD GDP</b> 7050 WATTS ROAD CITY OF MADISON, WISCONSIN</p> <p>Development Engineering Consultants, LLC</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>PROJECT EMB:</td> <td>MLB</td> </tr> <tr> <td>DESIGNED BY:</td> <td>CRB</td> </tr> <tr> <td>DRAWN BY:</td> <td>CRB</td> </tr> <tr> <td>CHECKED BY:</td> <td>PDF</td> </tr> <tr> <td>APPROVED:</td> <td>MLB</td> </tr> </table>	PROJECT EMB:	MLB	DESIGNED BY:	CRB	DRAWN BY:	CRB	CHECKED BY:	PDF	APPROVED:	MLB	<p>2301 International Lane, Suite 101 Madison, WI 53704 Phone: 608-250-9263 Fax: 608-250-9266 e-mail: <a href="mailto:Madison@Burse-INC.net">Madison@Burse-INC.net</a> <a href="http://www.bursesurveying.com">www.bursesurveying.com</a></p>						
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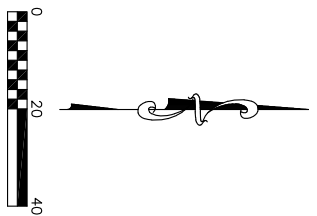
 Surveying and Engineering, Inc. <small>The document contains confidential or proprietary information. It is the property of Burse Surveying and Engineering, Inc. Without the document owner's written consent, it is not to be reproduced, distributed, or used for any other purpose. Burse Surveying and Engineering, Inc.</small>	SITE PLAN WITH AERIAL	PROJECT #: BSE2188 PLOT DATE: REVISION DATES:	<b>WATTS ROAD GDP</b> 7050 WATTS ROAD CITY OF MADISON, WISCONSIN Development Engineering Consultants, LLC	APPROVALS PROJECT ENG: <b>MLB</b> DESIGNED BY: <b>CRB</b> DRAWN BY: <b>CRB</b> CHECKED BY: <b>PDF</b> APPROVED: <b>MLB</b>	 2301 Intercontinental Lane, Suite 101 Madison, WI 53704 Phone: 608-250-9263 Fax: 608-250-9266 e-mail: <a href="mailto:Madison@Burse-INC.net">Madison@Burse-INC.net</a> <a href="http://www.burseeng.com">www.burseeng.com</a>
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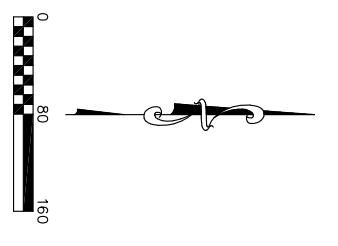
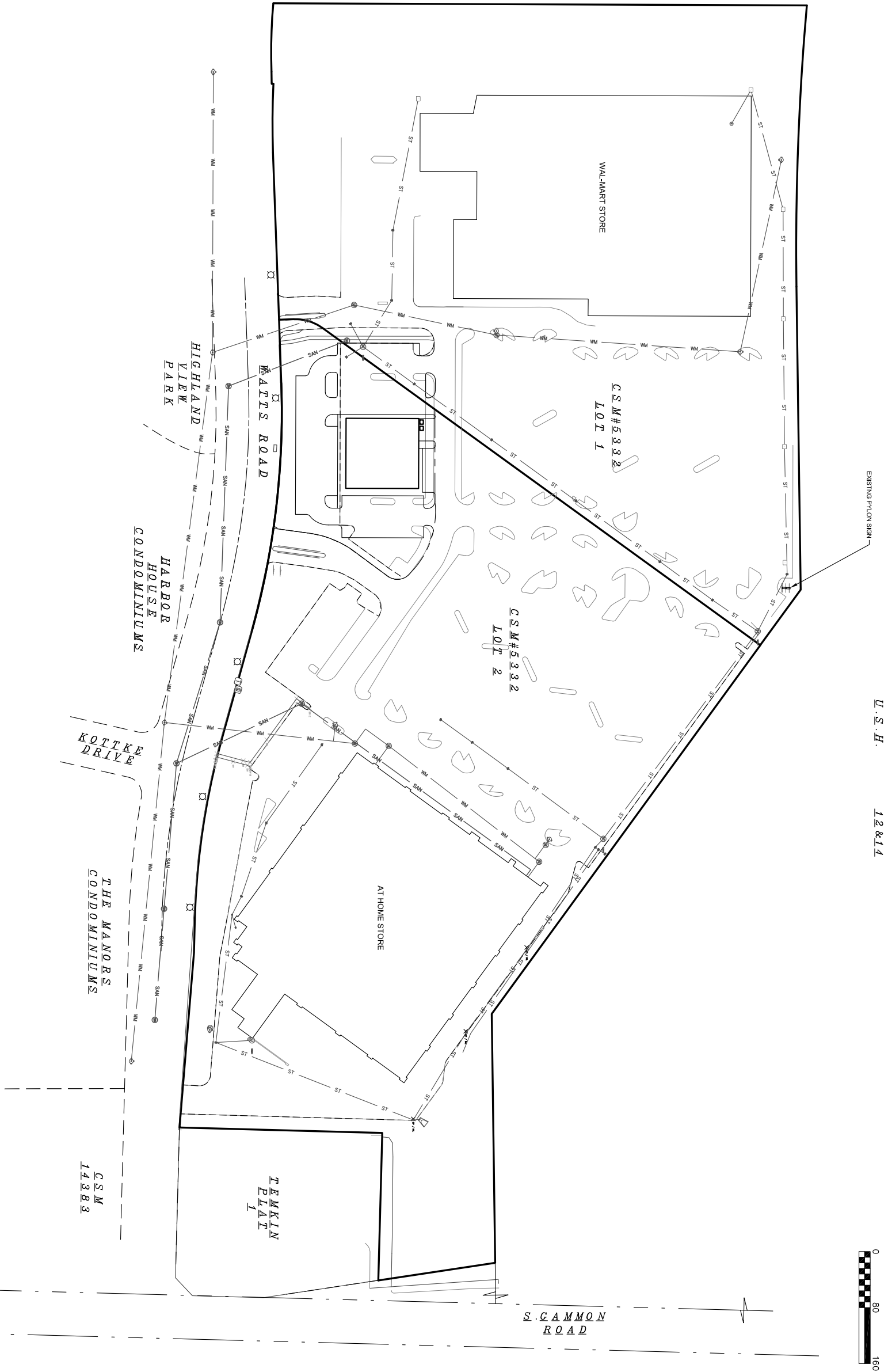
CSM#5332  
LOT 1


CSM#5332  
LOT 2



 2301 Intermodal Lane, Suite 101 Madison, WI 53704 Phone: 608-250-9263 Fax: 608-250-9266 e-mail: Mburse@burse.com www.burseengineering.com	<h2 style="margin: 0;">WATTS ROAD GDP</h2> <p style="margin: 0;">7050 WATTS ROAD CITY OF MADISON, WISCONSIN</p> <p style="margin: 0;">Development Engineering Consultants, LLC</p>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td style="font-size: 8px;">APPROVALS</td></tr> <tr><td style="font-size: 8px;">PROJECT ENG: <b>MLB</b></td></tr> <tr><td style="font-size: 8px;">DESIGNED BY: <b>CRB</b></td></tr> <tr><td style="font-size: 8px;">DRAWN BY: <b>CRB</b></td></tr> <tr><td style="font-size: 8px;">CHECKED BY: <b>PDF</b></td></tr> <tr><td style="font-size: 8px;">APPROVED: <b>MLB</b></td></tr> </table>	APPROVALS	PROJECT ENG: <b>MLB</b>	DESIGNED BY: <b>CRB</b>	DRAWN BY: <b>CRB</b>	CHECKED BY: <b>PDF</b>	APPROVED: <b>MLB</b>
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ISSUE DATES:								

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	<p>PROJECT #: BSE2188</p> <p>PLOT DATE:</p> <p>REVISION DATES:</p> <p>ISSUE DATES:</p>	<p>EXISTING SITE UTILITY PLAN</p> <p>DRAWING NUMBER <b>C103</b></p>



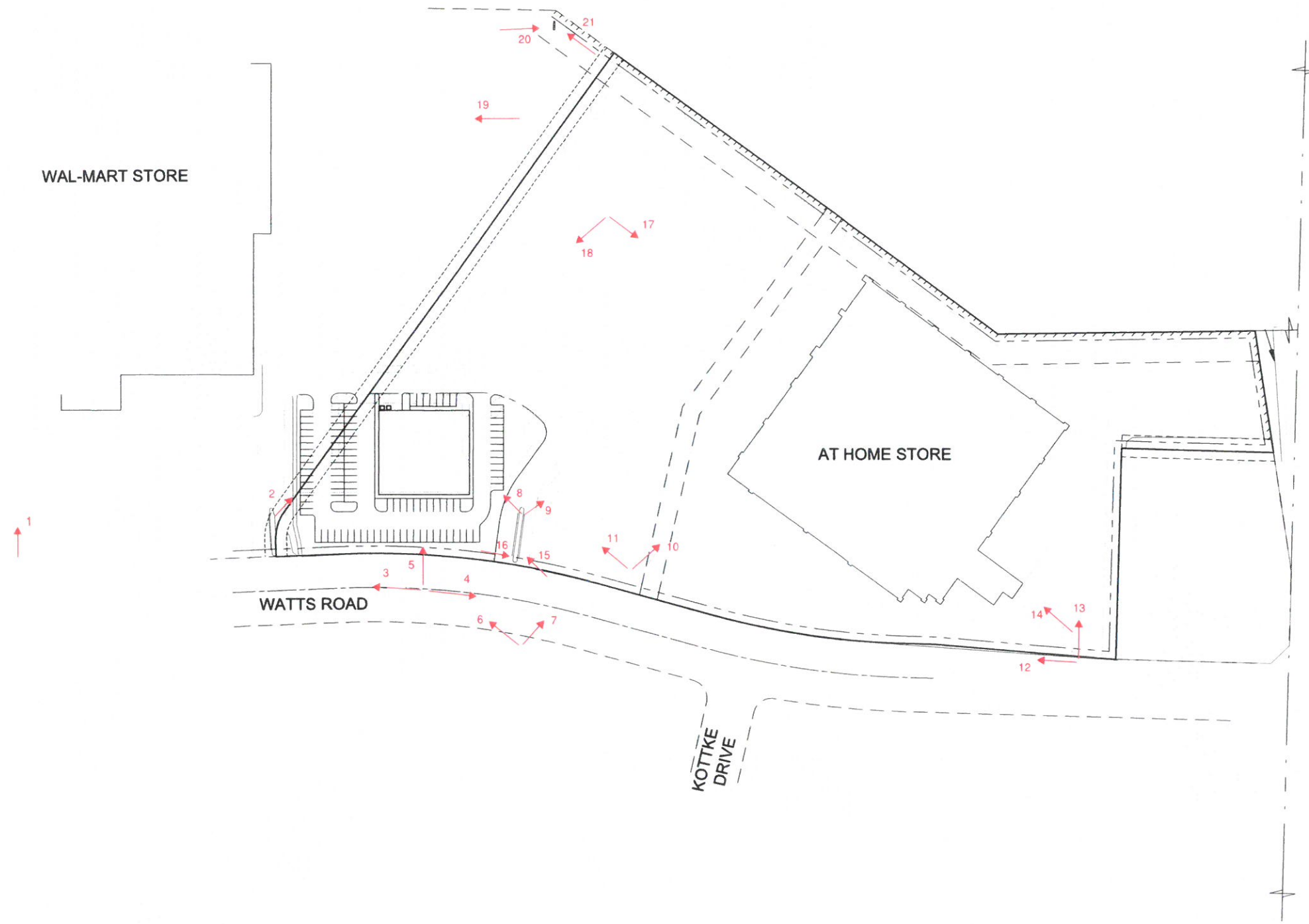
WAL-MART STORE

AT HOME STORE

WATTS ROAD

KOTTKE DRIVE

S. GAMMON ROAD



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www.burse-surveying.com

APPROVAL	DATE	BY
PROJECT MGR		
DESIGNED BY		
DRAWN BY		
CHECKED BY		
DATE		

**WATTS ROAD SIP**  
7050 WATTS ROAD  
CITY OF MADISON, WISCONSIN  
Development Engineering Consultants, LLC

PROJECT #:	BSE2188
PLOT DATE:	
REVISION DATES:	
ISSUE DATES:	

CONCEPTUAL SITE PLAN

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DRAWING NUMBER  
**PHOTO KEY**

# 7050 WATTS ROAD

Photo 1 Looking North



Photo 2 Looking Northeast



Photo 3 Looking West



**7050 WATTS ROAD**

Photo 4 Looking East



Photo 5 Looking North



Photo 6 Looking Northwest



**7050 WATTS ROAD**

Photo 7 Looking Northeast



Photo 8 Looking Northwest



Photo 9 Looking Northeast



**7050 WATTS ROAD**

Photo 10 Looking Northeast



Photo 11 Looking West



Photo 12 Looking West



**7050 WATTS ROAD**

Photo 13 Looking North



Photo 14 Looking Northwest



Photo 15 Looking Northwest



**7050 WATTS ROAD**

Photo 16 Looking East



Photo 17 Looking Southeast



Photo 18 Looking Southwest



**7050 WATTS ROAD**

Photo 19 Looking West



Photo 20 Looking East



Photo 21 Looking Northwest

