

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:

Paid _____ Receipt # _____
Date received 9/29/23 4:27 p.m.
Received by _____
Aldermanic District _____
Zoning District _____
Urban Design District _____
Submittal reviewed by _____
Legistar # 73562

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: _____

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

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)

Signage Exception

Other

Please specify

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.

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.

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.

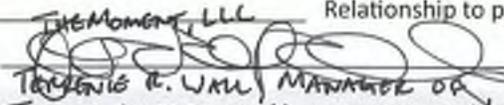
No paper copies are being submitted unless requested.

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. 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 _____ on _____.
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 Kirk Keller Relationship to property Architect
 Authorizing signature of property owner  Date _____
THOMAS R. WALL, MANAGER OF T. WALL ENTERPRISES MGR, LLC, ITS MANAGER

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

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

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)

Seeking approval of building accent lighting only. Nighttime renderings and cut sheets available

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



To Whom It May Concern:

At the April 26, 2023, Urban Design Commission Meeting, the UDC gave final approval for The Moment Residences mixed-use proposal. The Moment development team followed up with an exterior accent lighting proposal at UDC on September 6th and PC on September 18th. The lighting proposal was then referred for final approval with a few minor conditions of approval that must be met. This submittal is requesting final approval for The Moment's building accent lighting.

UDC Conditions of Approval

1. Fixture L3, lighting the top of the building finding that it is consistent with the Downtown Design Guidelines, granted that a cap (U shaped mounting versus J shaped mounting) is added to prevent direct view of the fixture.
2. Fixture L4 is modified to be compliant with cutoff requirements, and
3. Both fixtures shall return to the Commission for Final Approval.

Enclosed below is a letter from The Moment's lighting consultants, Steve Klein of Klein Lighting. The letter addresses the conditions of approval noting a U shaped mount (with a cap) has been added to Fixture L3, and Fixture L4 is modified to be compliant with cutoff requirements. Please read.

Closing

The project team has continuously looked to maintain a timeless building design that adds the Madison skyline. We are pleased to submit our exterior building accent design to the UDC. Thank you for your consideration of The Moment.

Sincerely,

The Moment Residences, LLC

By: 

Jake Bunz, Development Manager

—————LIVE IN THE MOMENT—————



September 18, 2023

PRA Architects
Kirk Keller
23101 Crossroads Drive #2000
Madison, WI 53718

Re: The Moment
UDC comments regarding TYPES L3, L4
"Uncharted Waters"

Dear Kirk,

In the UDC meeting on September 6, 2023, TYPE L3, L4 were reviewed by the group. Comments for TYPE L3, discussed partial approval, if the extrusion had an additional "lip" on the end of the extrusion which would provide additional concealment of the wet location LED extrusion and Adjustable Mounting Clip. Please see exhibit 'A' This extrusion from Eagle Mouldings will serve to provide the additional shield requested

TYPE L4 was summarily rejected because illumination produced by the LED strips inside the extrusion, even though the extrusion had a white diffuser lens, which, when mounted on the building produced direct brightness. Individuals in the group differed in opinion as to whether this way of producing the intended effect lacked subtlety. Although the code does not contemplate a continuous line of light, the design was potentially approvable because it is not illegal. All the group seemed to agree that if the effect could be made to be indirect, such as back lighting letters in signage, or creating a "halo effect" that would be approvable.

In response to this suggestion, we propose a different LED extrusion and mounting method. Please see exhibit 'B' The key to success is the mounting bracket which will allow a 90Degree rotation of the New Extrusion from KLUS. This means that the strip is now intended to point into a 'U' shaped architectural metal wall panel pocket and produce an indirect effect, which all members of the group seemed to think was OK. The lumens required to produce an indirect effect will necessarily be more than originally specified because of the 40% absorption of the lens and the fact that it is shining back at the building and reflecting off the interior of the pocket.

Two additional issues were raised. The group questioned if the LED in either location could change color. The answer is NO. They are specified in WHITE LIGHT 3000 Degrees Kelvin. They do not and cannot change color even if dimmed.

The other issue was 'Dimmability' The general thought was that dimmability was "unsettling" because dimming left open the possibility of variability not a fixed luminous effect.

Please see the new selections,
Steve



**133 W. Wilson St.
The Moment**

Nolen Shore
Condominiums

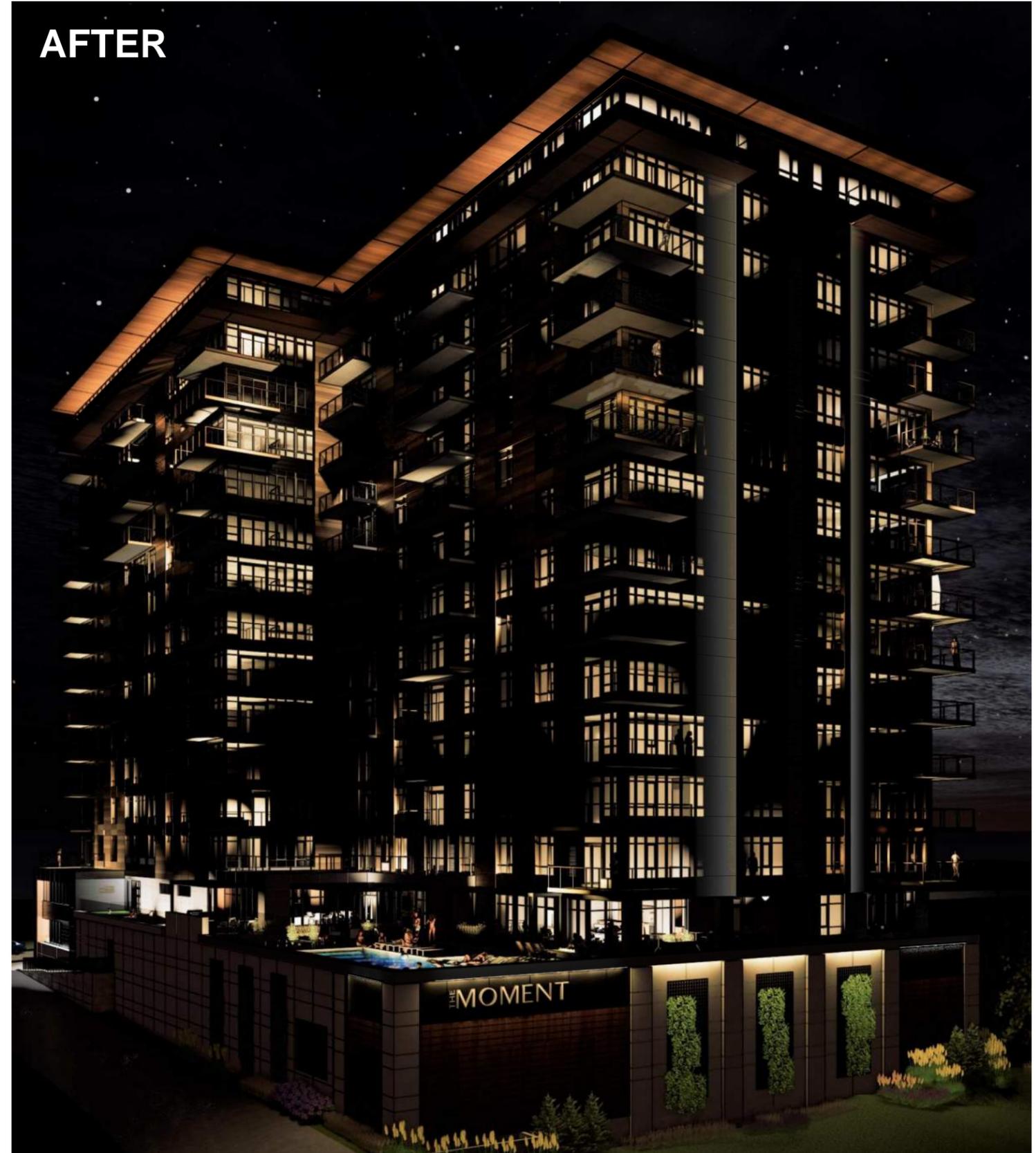
179 W. Wilson St.
(currently under
construction)

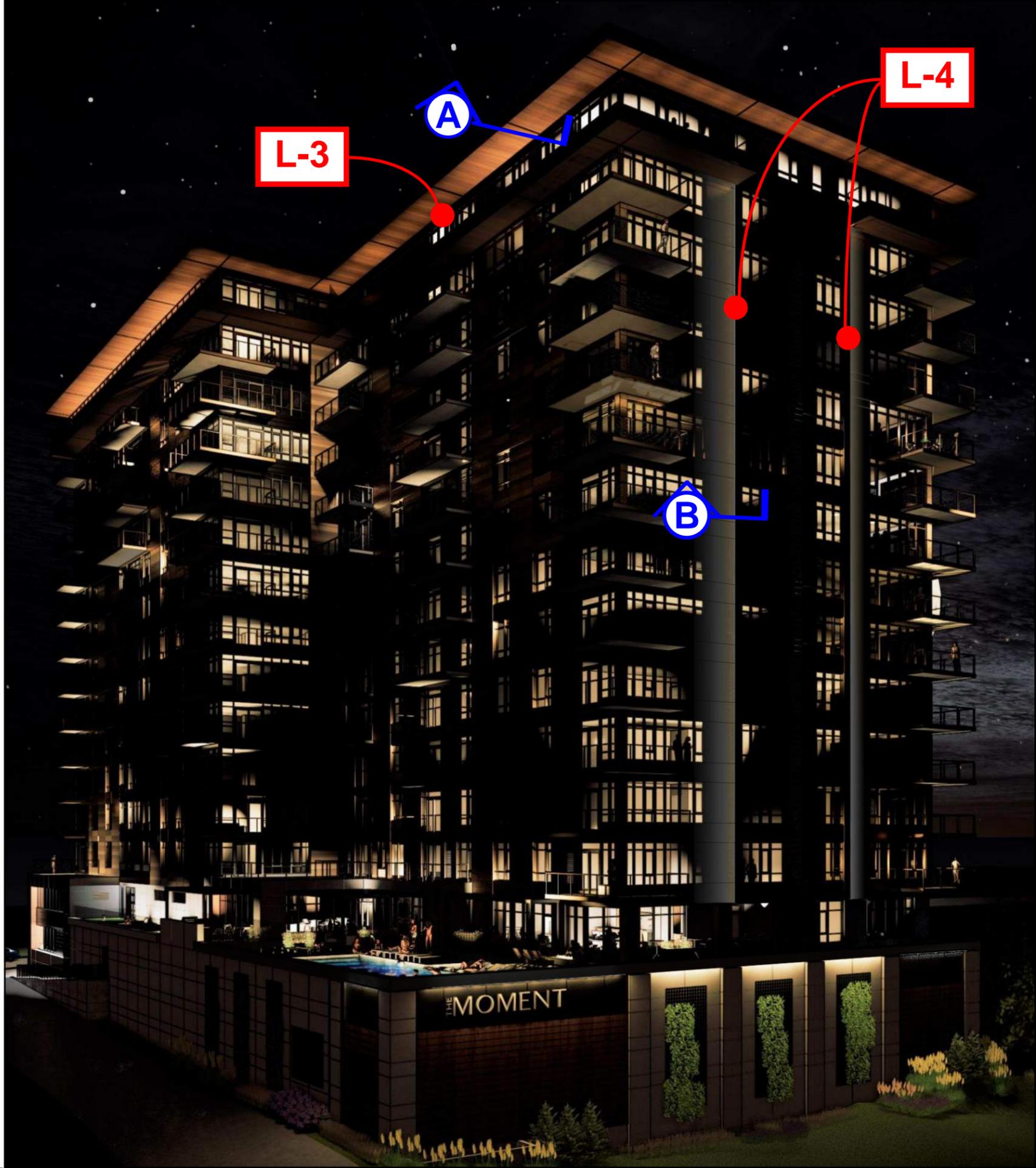
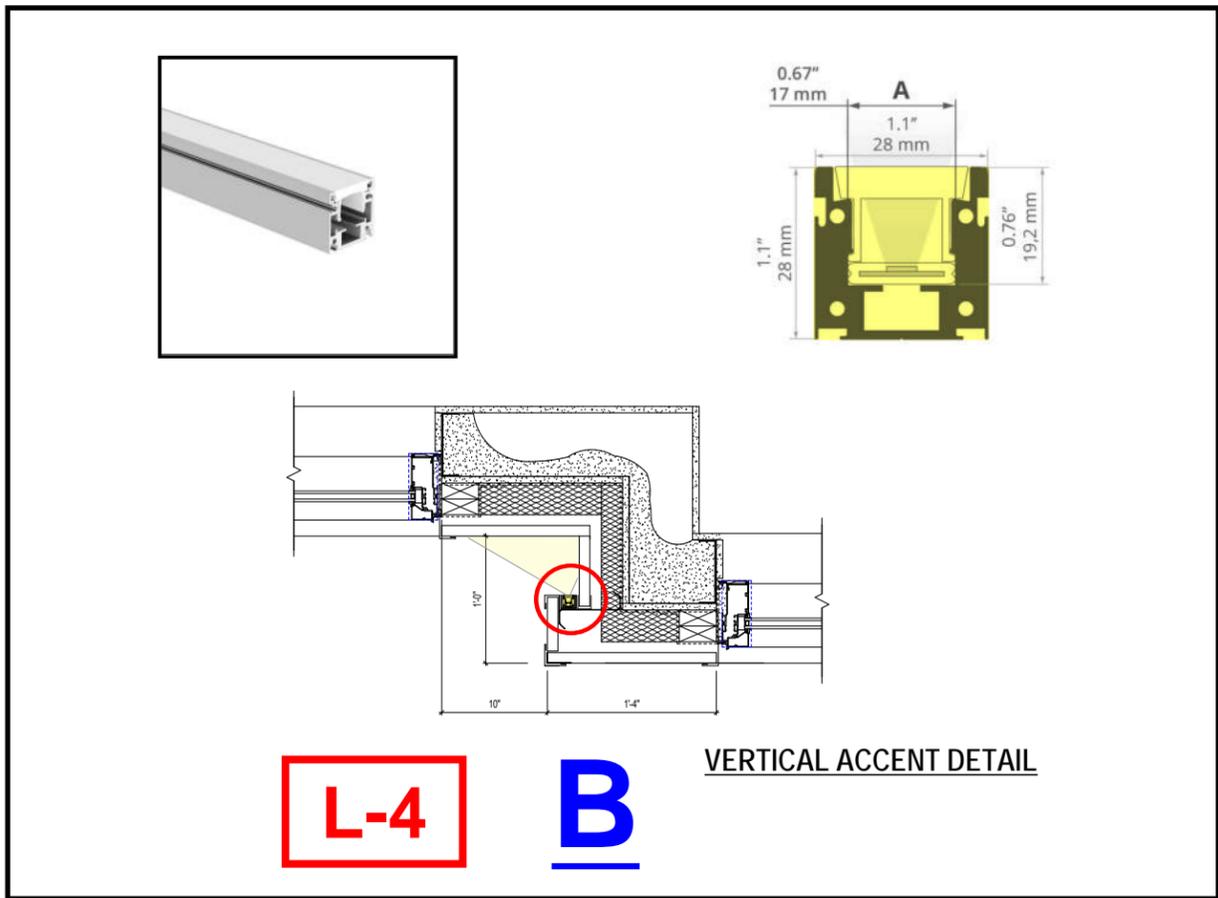
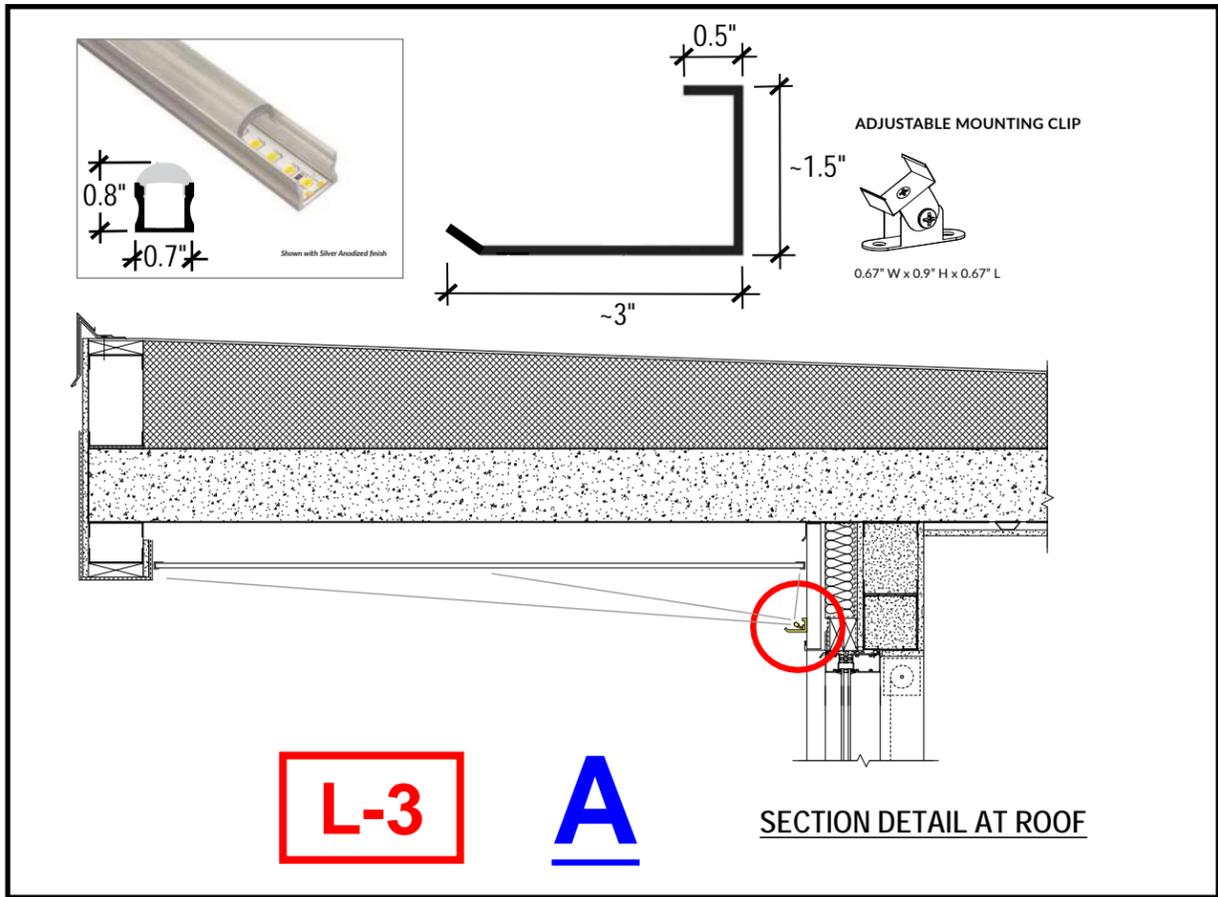
111 W. Wilson St.

BEFORE



AFTER





DEEP GRAZER EXTRUSION + LED TAPELIGHT Fixture Type **L3**



SPECIFICATIONS

FINISH	Silver Anodized, Black Powder Coat, White Powder Coat
LENS	15° Grazing
WATTAGE	1.5W/ft to 7.6W/ft
IP RATING	IP20, IP65 - rating applies to tapelight, see page 2 for details
CCT / COLOR	2200K - 5200K; RGB; RGBW; tunable white; warm fade
BEAM SPREAD	15° typical with Grazing lens
INPUT VOLTAGE	24VDC
LENGTH	Made to order. Actual lengths vary by LED tapelight cut points. Maximum assembled length is 94in. Lengths over 94in are made with multiple sections, shipped unassembled.
OUTPUT	117 to 651 lm/ft
LEDS	Single binned LEDs +/- 30-70 CCT, MacAdam 3 SDCM
MATERIAL	Extrusion - Anodized aluminum; Lens - Polycarbonate
MOUNTING	Mounting clips recommended
POWER SUPPLY	Requires a 24V power supply - see page 5
WARRANTY	IP20 - 5 year limited, IP65 - 3 year limited

5 YEAR
LIMITED
WARRANTY



FEATURES & RECOMMENDED APPLICATIONS

Surface-mount extrusion with a deep profile and 15° Clear Grazing lens. Highlight textured walls and irregular surfaces, bringing features to life. Ideal for textured plaster, brick surfaces, stone facades, wave walls, and corrugated surfaces.



PRODUCT: LLI-DEP-SG-H4.4W-30K-24V-94IN

DEEP GRAZER EXTRUSION + LED TAPELIGHT

ORDERING GUIDE (CONTINUED)

5. LENGTH

5. LENGTH

Enter overall extrusion length in inches. Maximum assembled length is 94in. Lengths over 94in are made with multiple sections, shipped unassembled. Overall Extrusion+LED tapelight length will be rounded down based on nearest LED tapelight cut point.

6. MOUNTING (OPTIONAL)

6. MOUNTING

 Default [blank] - Standard Clip
ADJ Adjustable Clip

<p>STANDARD MOUNTING CLIP INCLUDED UNLESS OTHERWISE SPECIFIED</p>  <p>0.70" W x 0.68" H x 0.56" L</p>	<p>ADJUSTABLE MOUNTING CLIP</p>  <p>0.67" W x 0.9" H x 0.67" L</p>
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7-9. POWER FEED (OPTIONAL)

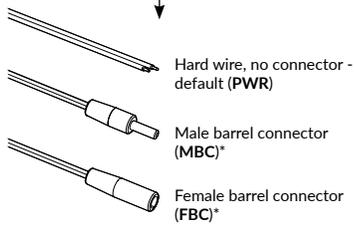
7. LEAD TYPE <input type="text" value="[blank]"/>	8. LEAD LENGTH <input type="text" value="[blank]"/>	9. FEED TYPE <input type="text" value="[blank]"/>
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Default [blank] - 48" hard wire end feed (PWR48EF)

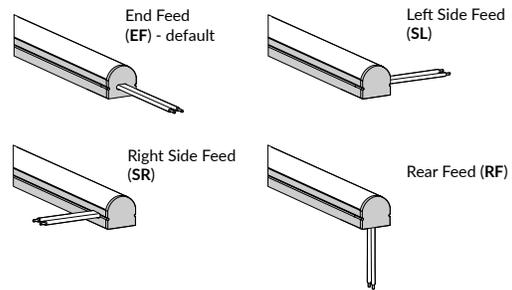
- PWR** Hard wire
- MBC*** Male barrel
- FBC*** Female barrel

Enter desired wire length in inches.

- EF** End Feed
- SL** Left Side Feed
- SR** Right Side Feed
- RF** Rear Feed

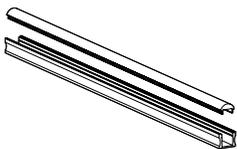


STANDARD 48" HARD WIRE END FEED INCLUDED UNLESS OTHERWISE SPECIFIED



*Barrel connectors not compatible with RGB, RGB(W), or Tunable White tapelights.

WHAT'S INCLUDED



EXTRUSION WITH LENS



LED TAPELIGHT WITH POWER FEED



ENDCAPS



MOUNTING CLIPS

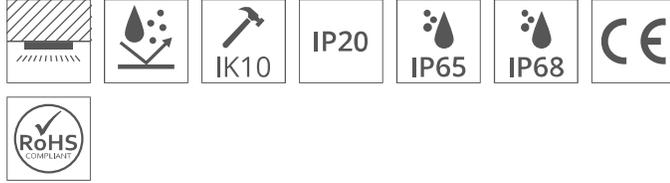
Extrusion HR-OPTI

Ref. A01844

Ref. arch C1844

Fixture Type **L4**

KLUŠ Inspiring Solutions



- For installation on facades
- Designed for IP68 and IK10 protection ratings
- Corrosion resistance at high salinity
- Corresponds to the width of the HR-MAX facade system
- Adjustable lighting angle

APPLICATION

- decorative lighting

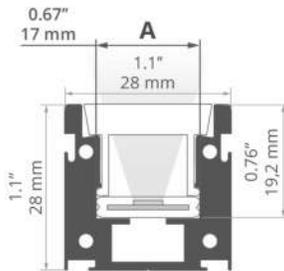
MOUNTING

- to the surface, using dedicated accessories

ADDITIONAL INFORMATION

- possibility to fasten the lighting fixture with the back or side to the mounting surface
- possibility of smooth transition from a facade into an in-ground lighting fixture
- standard lengths of KLUŠ profiles and covers: 1000 mm (tolerance ± 1.5 mm) and 2005 mm / 3010 mm (tolerance + 5 mm); for selected covers: 6050 mm, 10050 mm (tolerance + 5 mm)
- when choosing a different length of profiles / covers than available in the standard, you should additionally choose the cutting service at KLUŠ

TECHNICAL DRAWING



TECHNICAL SPECIFICATIONS

Material	aluminum
Color	■ silver anodized
Possible fixture IP	20, 65, 68
Possible fixture shapes	linear
Profile cross-section	rectangular
Width	1.1"
Height	1.1"
LED gluing width A	0.67"
Number of LED strips A (8 mm wide)	2
Lighting angle adjustment up to	240
Corrosion resistance at high salinity	yes
Impact protection IK10	yes
Building type	Outdoor, Commercial, Retail, Hotel / Restaurant
Facility zone	urban architecture, facade lighting, wall lighting, green architecture
The cover is cut to the length of the profile	yes
Wire out back of extrusion	yes

Length	Ref
39.37"	A01844A_1 C1844ANODA_1
78.94"	A01844A_2 C1844ANODA_2
9'11"	A01844A_3 C1844ANODA_3

SAMPLE PROJECTS



RELATED ACCESSORIES > COVERS

NAME	MATERIAL	MATERIAL TRANSMITTANCE	COLOR	REF.
HR-21	PMMA	45 %	frosted	B17152M 17152

RELATED ACCESSORIES > END CAPS

NAME	MATERIAL	COLOR	REF.
HR-OPTI-STN	stainless steel	gray	C28019N00 24387

RELATED ACCESSORIES > OTHER ACCESSORIES > MOUNTING BRACKETS



MOUNTING BRACKET
HR-OPTI-45
C28091N00
Ref. arch 42125



MOUNTING BRACKET
HR-OPTI-75
C28092N00
Ref. arch 42138



MOUNTING BRACKET
HR-OPTI-90
C28093N00
Ref. arch 42170



MOUNTING BRACKET
HR-OPTI-105
C28094N00
Ref. arch 42126



MOUNTING BRACKET
HR-OPTI-155
C28095N00
Ref. arch 42124

Extrusion HR-OPTI

Ref. A01844

Ref. arch C1844

Fixture Type **L4**

KLUŠ Inspiring
Solutions



MOUNTING BRACKET

HR-OPTI

C28090N00

Ref. arch 42121

RELATED ACCESSORIES > OTHER ACCESSORIES > OTHER



HERMETIC COUPLER

C28239C02

Ref. arch 42702



GLAND

M16x1,5

C42271C02

Ref. arch 42271



ANGULAR GLAND

M16x1,5-L90

C28158C02

Ref. arch 42289