


# 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 \_\_\_\_\_  
Received by \_\_\_\_\_  
Aldermanic District \_\_\_\_\_  
Zoning District \_\_\_\_\_  
Urban Design District \_\_\_\_\_  
Submission reviewed by \_\_\_\_\_ 9/6/22  
11.48 a.m.   
Legistar # \_\_\_\_\_

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: 2300 South Park Street

Title: Village on Park Parking Structure

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

UDC meeting date requested September 21, 2022

- 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  
Public Project

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

**Applicant name** Matt Wachter,  
**Street address** 215 Martin Luther King Jr Blvd, Rm 161  
**Telephone** (608) 266-4675

**Company** Director, Development of Planning, Community and Economic Development  
**City/State/Zip** 53703  
**Email** mwachter@cityofmadison.com

**Project contact person** Peter Tan  
**Street address** 811 East Washington Blvd., Suite 200  
**Telephone** (608) 276-9200

**Company** Strang, Inc.  
**City/State/Zip** 53703  
**Email** ptan@strang-inc.com

**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.

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 Jessica Vaughn on August 5, 2022.
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 Matthew Wachter Relationship to property Owner  
 Authorizing signature of property owner Matthew R Wachter Date 9/6/2022

**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)

## 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: 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: September 6th, 2022

Re: Letter of Intent for the CDA Village on Park – Parking Structure

This project is to propose a parking structure for The Village on Park development for the Community Development Authority. We are formally submitting our design development plans to the Urban Design Commission for the purpose of an Informational Presentation.

We are requesting a time to present our master site plan update to the Urban Design Commission on September 21st, 2022 to obtain feedback and direction for this project. We have prepared preliminary plans and drawings that provide conceptual building layouts and elevations for development.

The design includes the following: A 6.5 level parking structure equaling 295 parking stalls for the Village on Park tenants with a modified central parking area including a central greenspace. The parking structure stair and circulation tower will be similar in design intent as the Villager “Atrium” building, using brick, stucco, and glass with architectural wood elements. The rest of the parking structure will utilize simple and durable metal screening systems standard to parking structure projects. There is also a central greenspace which will transform some of the existing drive into a usable community greenspace.

The project site is located at 2300 South Park Street in Madison, Wisconsin.

Thank you in advance for your time.

Sincerely,

**Strang, Inc.**

Mitchell Branscombe, AIA  
Project Architect

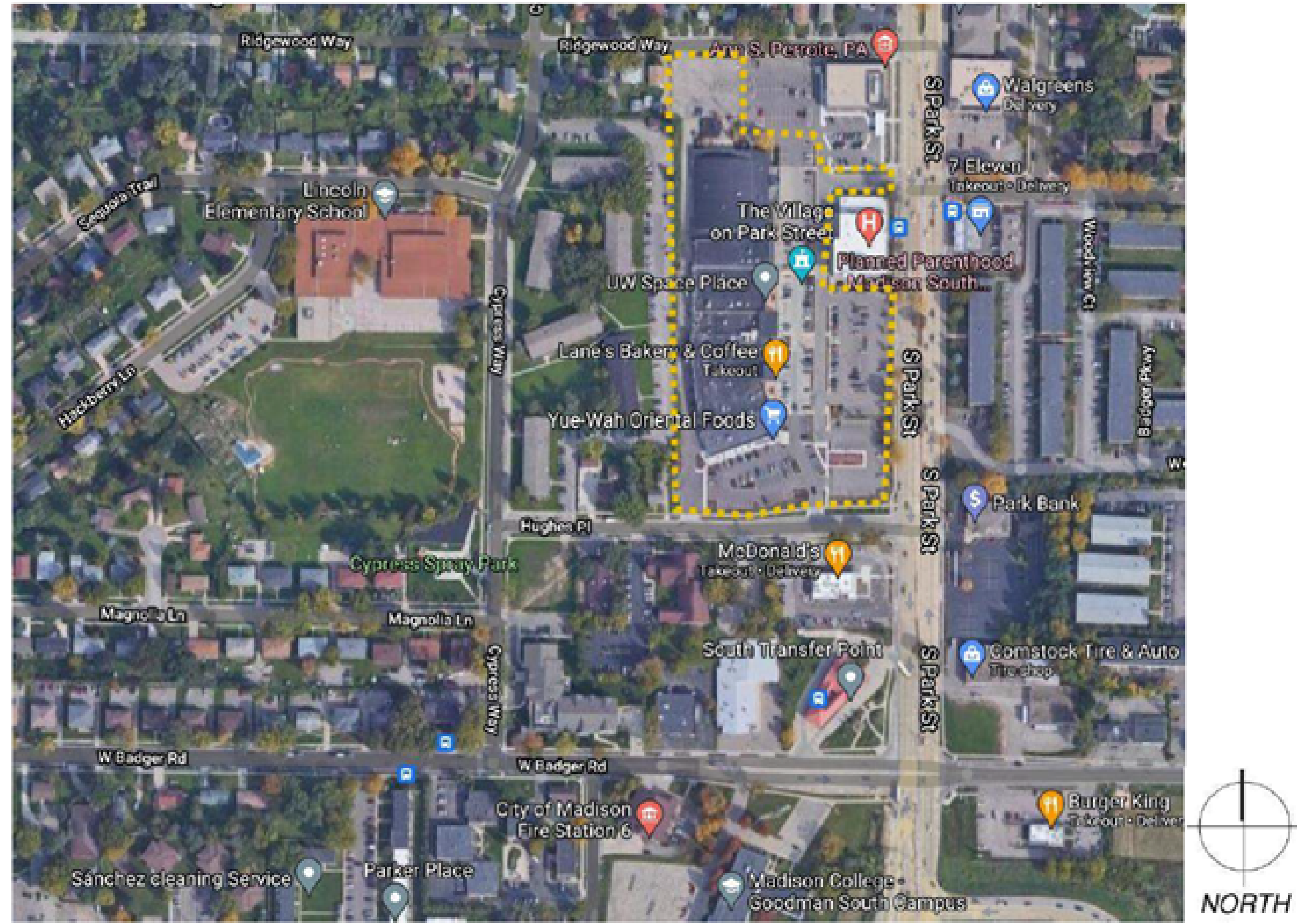


# VILLAGE ON PARK - PARKING STRUCTURE

**UDC Informational**



0.5 CONTEXTUAL SITE INFORMATION: PHOTOGRAPHS & LAYOUT OF ADJACENT BUILDINGS & STRUCTURES



VIEW ON SITE  
LOOKING SOUTH



VIEW ON PARK  
STREET  
LOOKING WEST



VIEW AT PARK  
STREET AND  
HUGHES PLACE  
LOOKING  
NORTHWEST

VILLAGE ON PARK - ATRIUM BUILDING



VIEW ON  
HUGHES PLACE  
LOOKING  
NORTH



VIEW ON  
HUGHES PLACE  
LOOKING  
NORTHEAST



SD

B

A

PROJECT INFORMATION:

PROJECT NUMBER: 20225013.00  
DATE: 09/06/2022  
DRAWN BY: DRW by  
CHECKED BY: CHK by  
APPROVED BY: Approver  
SCALE: AS NOTED

SHEET TITLE:

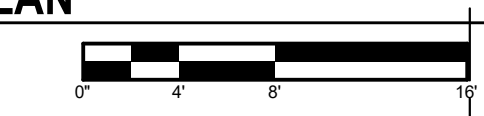
FIRST LEVEL PLAN

SHEET NUMBER:

# A201

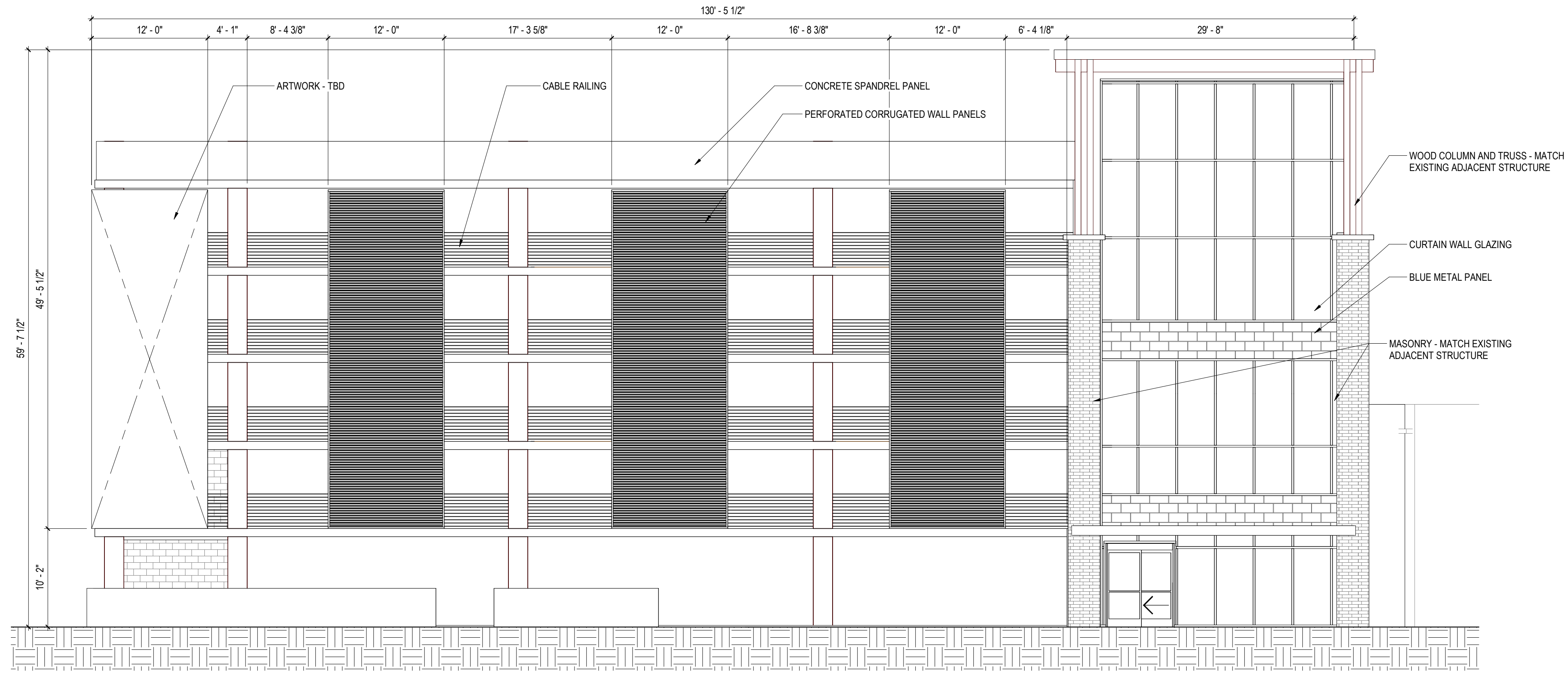


**FIRST FLOOR PLAN**  
SCALE: 1/8" = 1'-0"



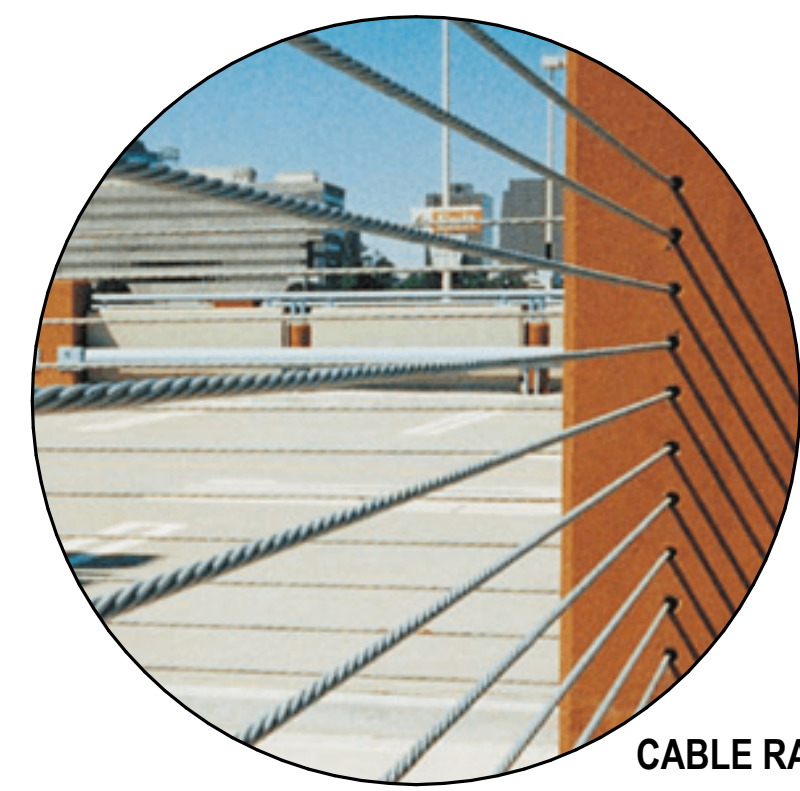
Autodesk Docs://20225013.00 - Village on Park Garage/20225013.00\_A.rvt  
9/6/2022 10:45:34 AM



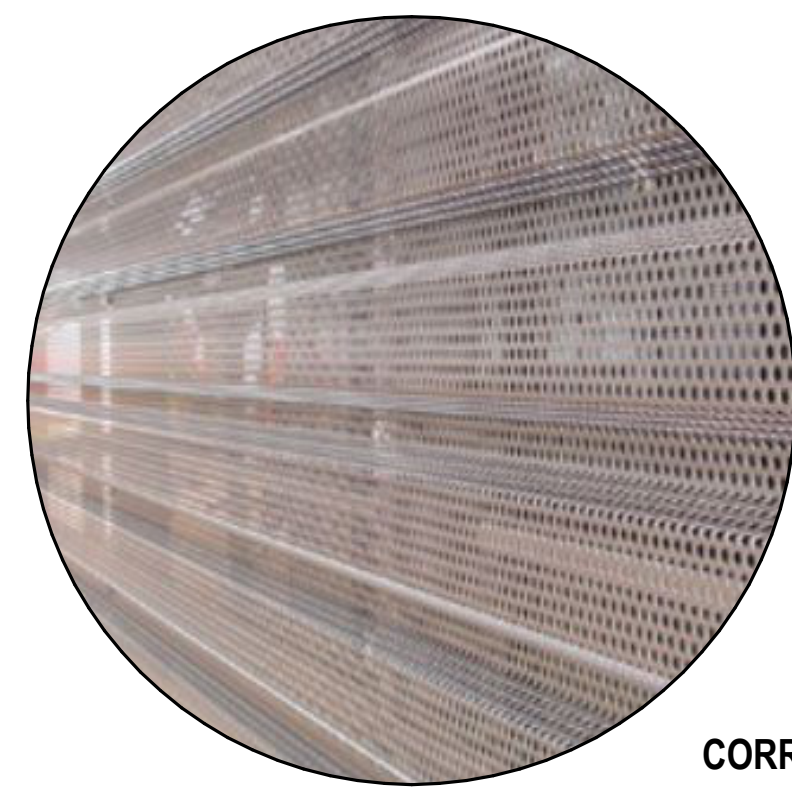


**ELEVATION - EAST**

SCALE: 1/8" = 1'-0"



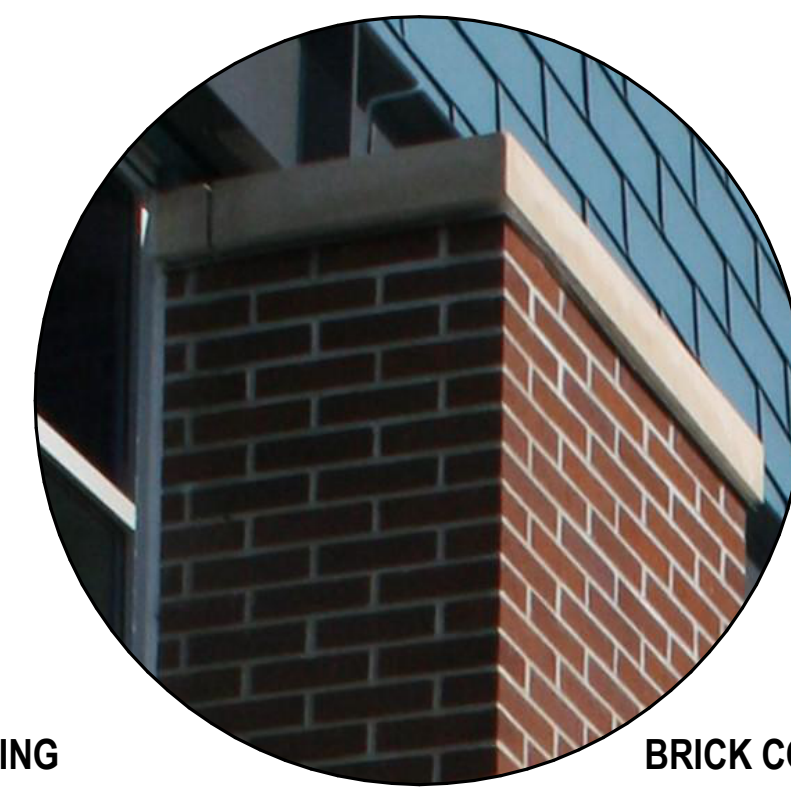
CABLE RAIL



CORRUGATED METAL PANEL



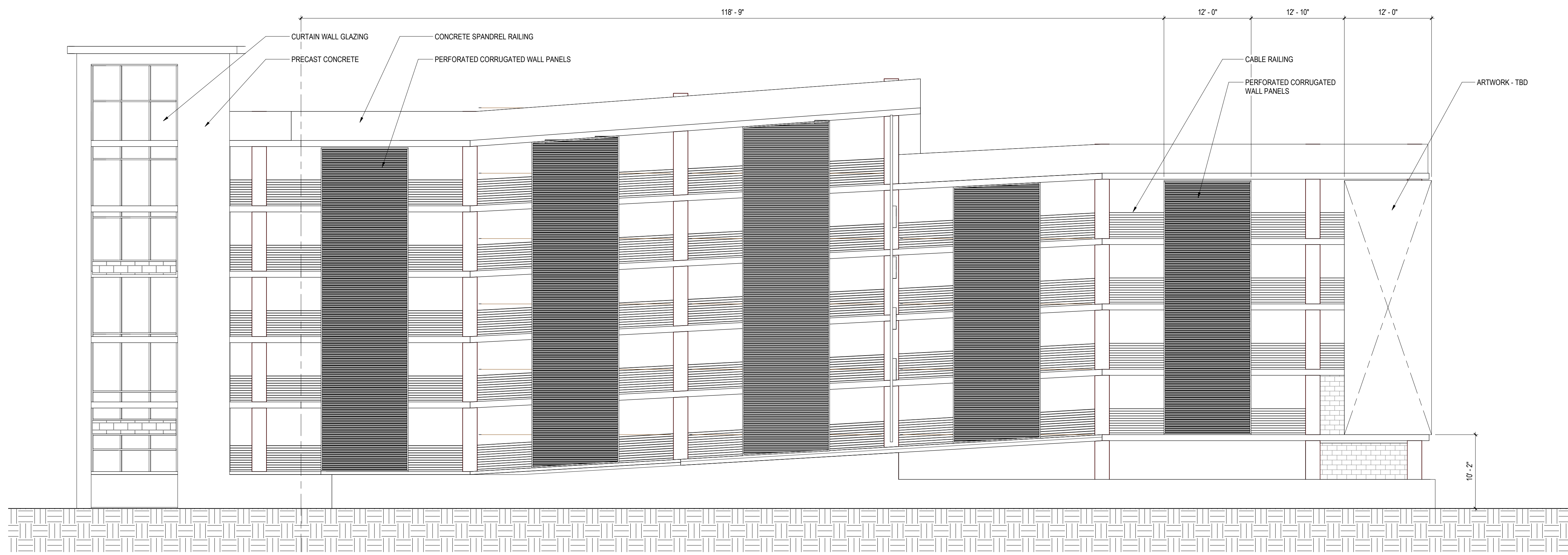
ARCHITECTURAL WOOD DETAILING



BRICK COLUMN WRAP



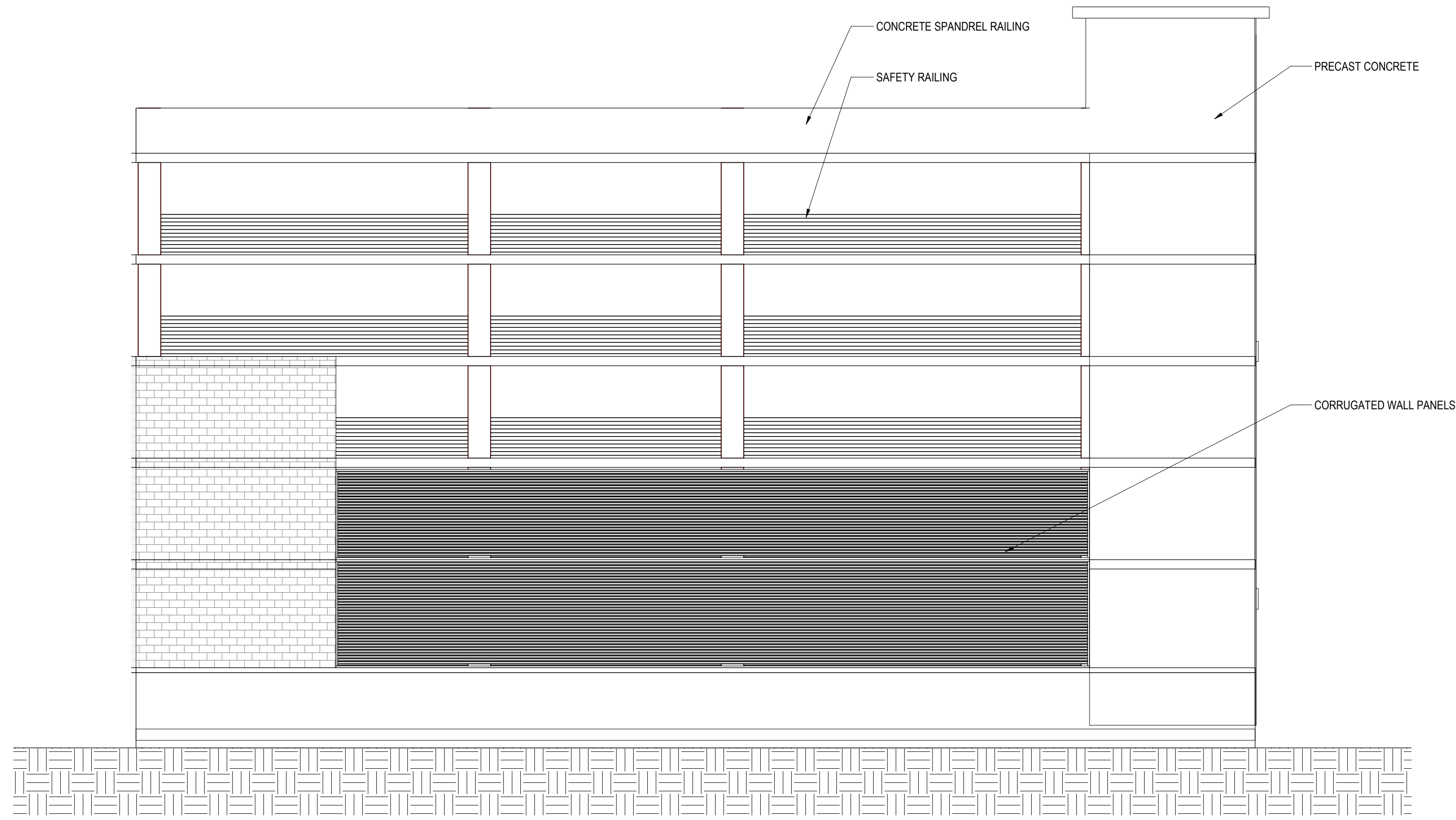
STOREFRONT AND ENTRY CANOPY



**ELEVATION - SOUTH**

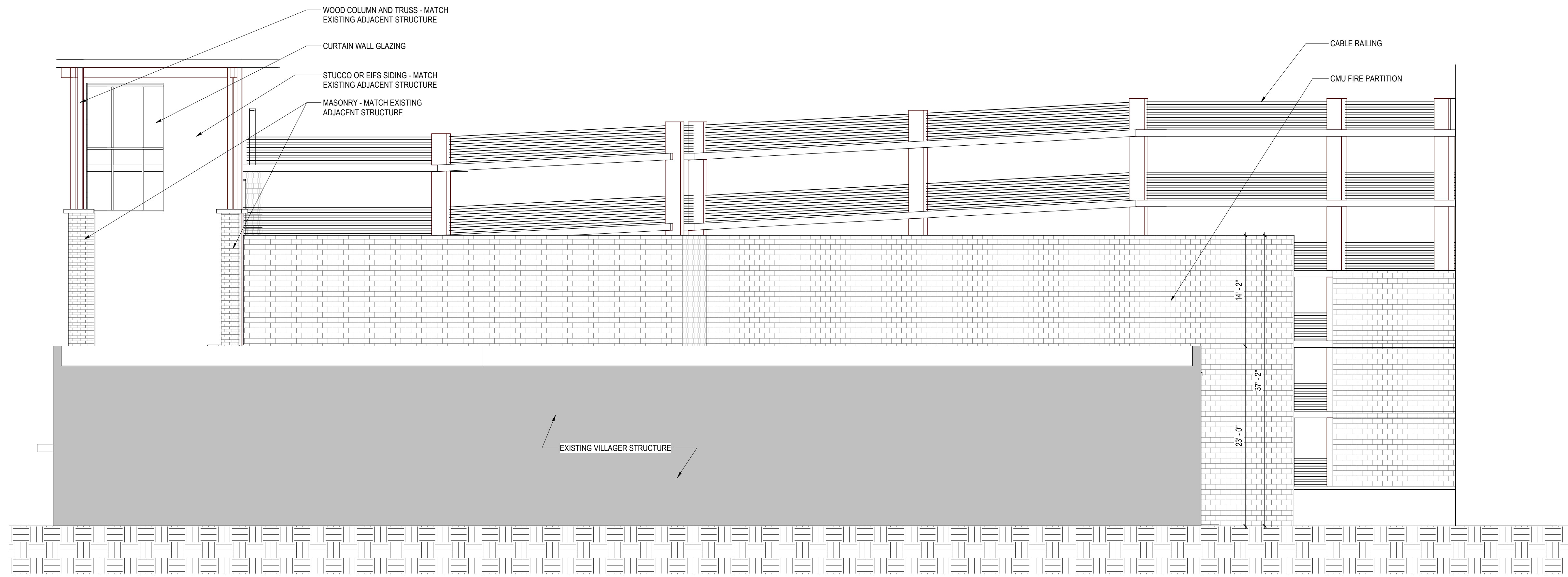
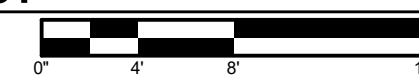
SCALE: 1/8" = 1'-0"





**1 ELEVATION - WEST**

SCALE: 1/8" = 1'-0"



**2 ELEVATION - NORTH**

SCALE: 1/8" = 1'-0"







VIEW LOOKING WEST



VIEW LOOKING NORTH



VIEW LOOKING NORTHWEST

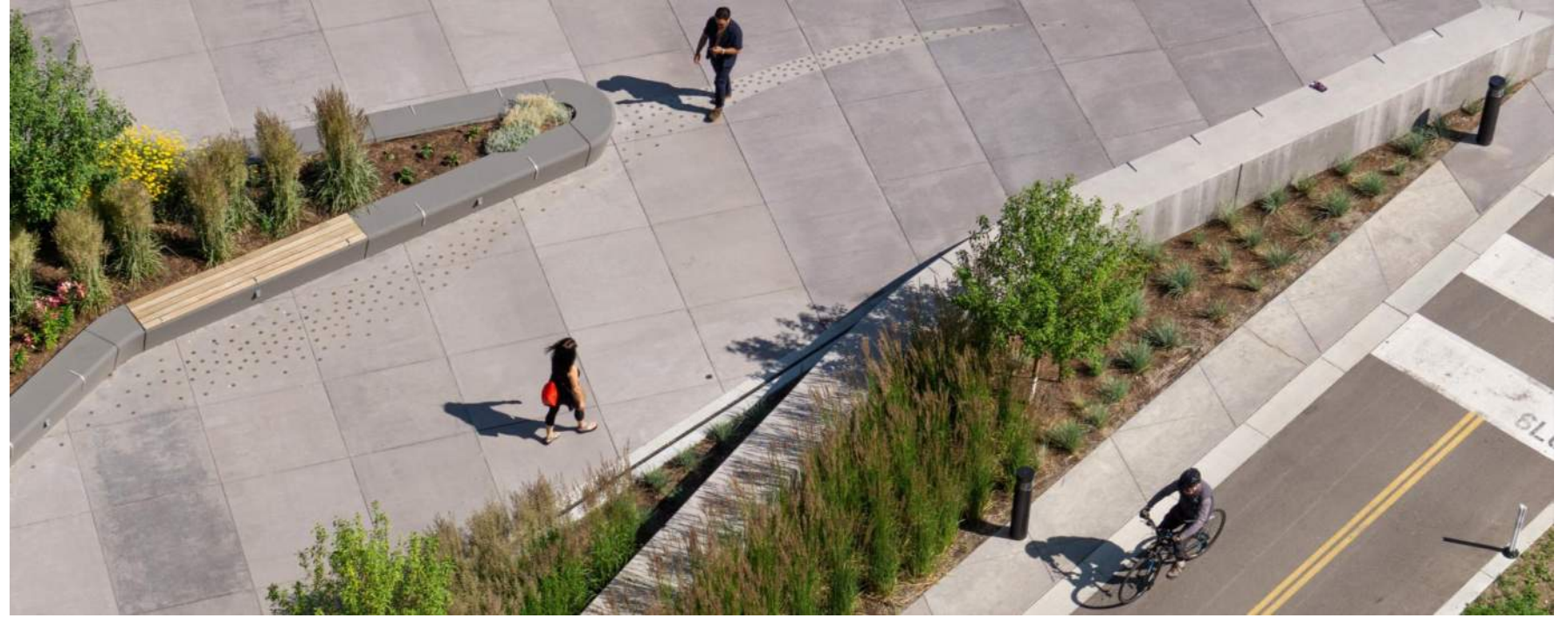


VIEW LOOKING SOUTHWEST



VIEW LOOKING NORTHEAST





## SEATING &



## IDENTITY







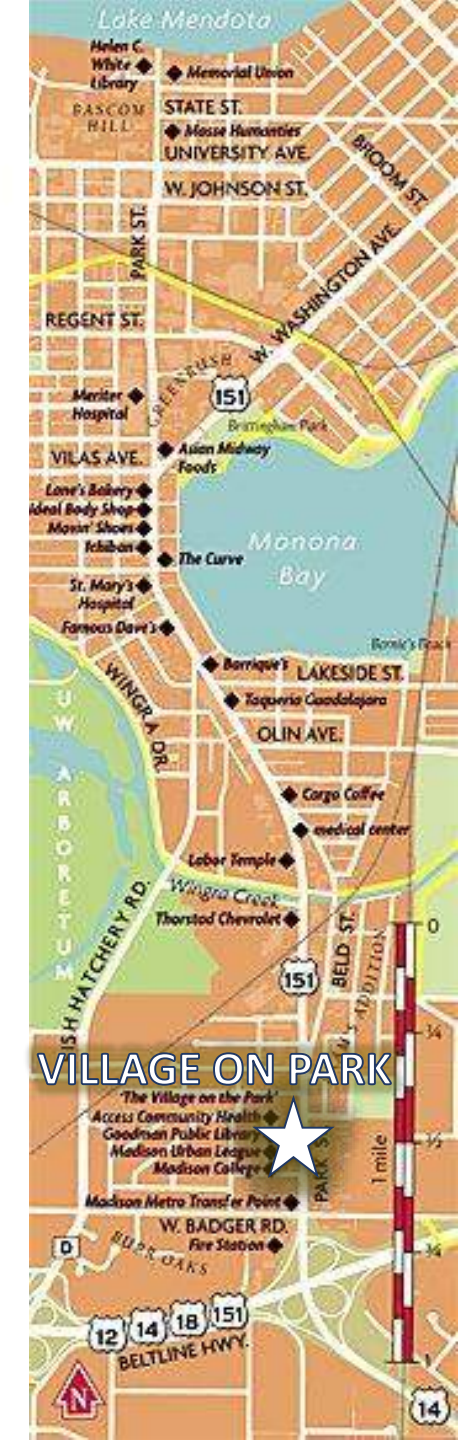
# VILLAGE GREEN

UDC Informational

# CULTURAL & LOCATION CONTEXT



- The “Gateway to Madison” from the Beltline
- “The thoroughly modern facility is **lively, curving, colorful and, above all, busy**. To visit on a Saturday is to see the spirit of Greenbush alive and well... people of every color make it a beehive of activity.”
- “Plans for South Park Street must include **greater voices from residents in the community**. One thing they don't want is to become the "nonprofit service area" for the city... Instead, they want **similar amenities that other areas of town desire**: places to shop, a café where they can **eat and socialize**, an accessible grocery store with healthy food, health and fitness facilities, and more **organized recreational activities for children and adults**.”





# ARCHITECTURAL INFLUENCE

V.O.P.



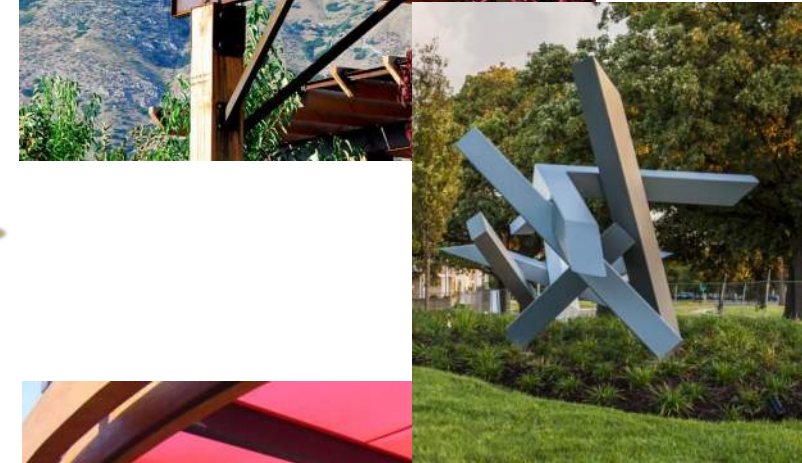
## BUILDING MATERIALS



## LANDSCAPE APPLICATION



HUB

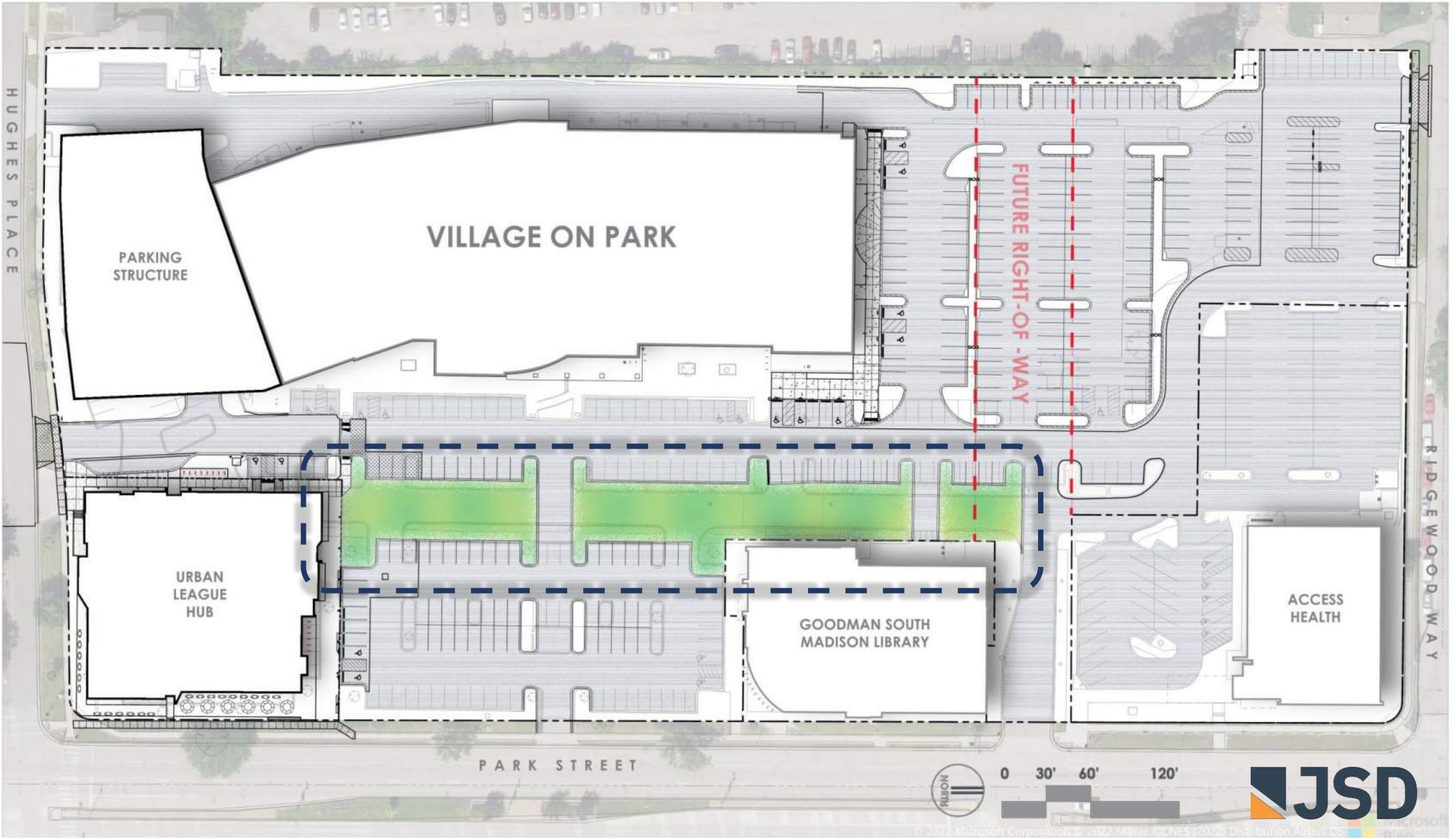


Library

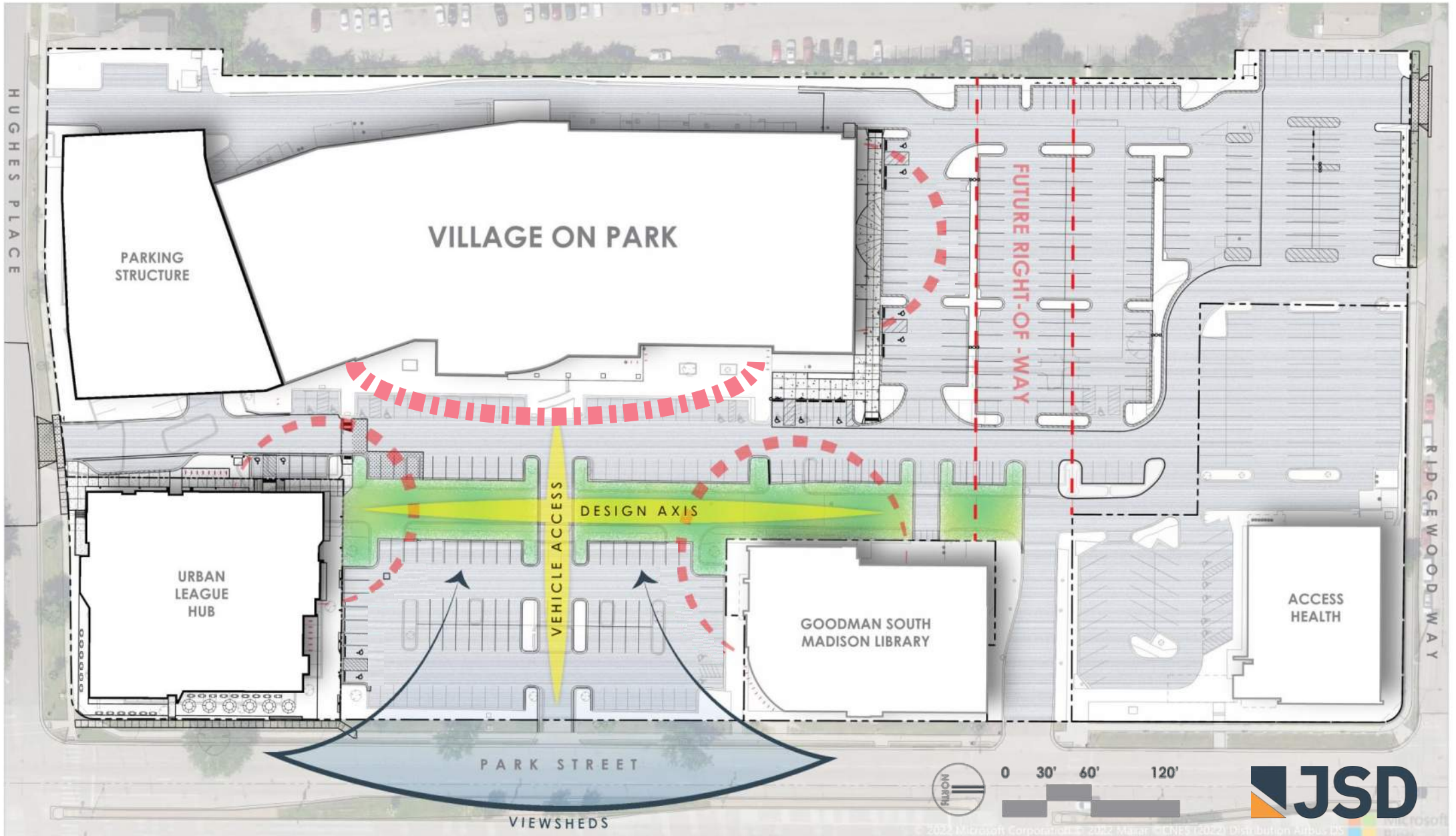




# FOCUS AREA

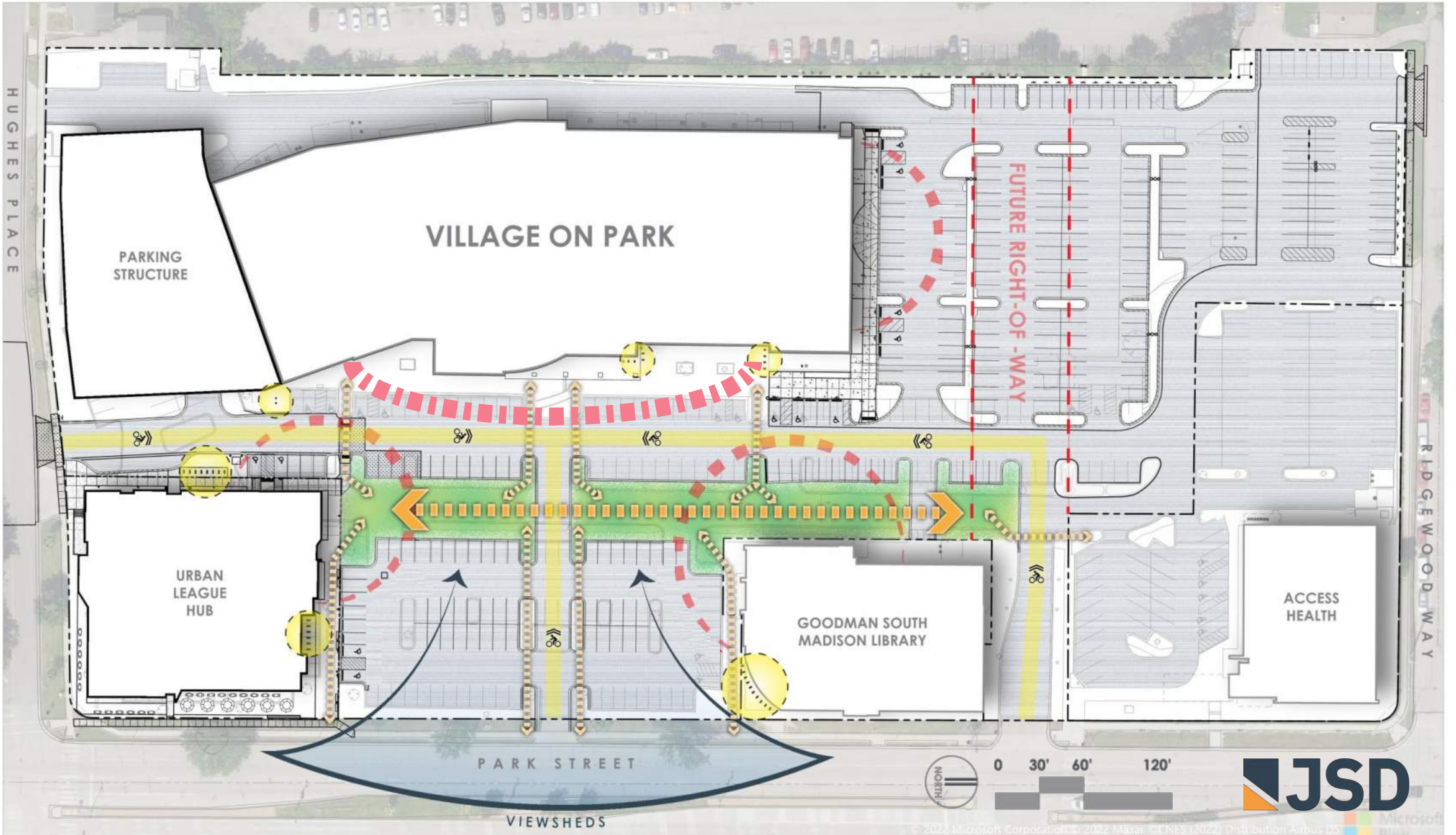


# ANALYSIS



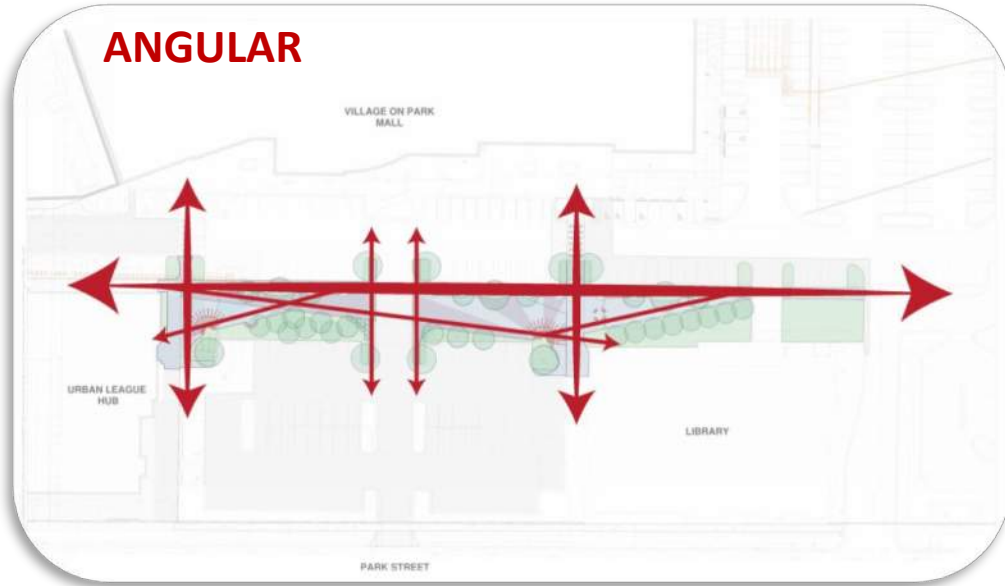


# ANALYSIS

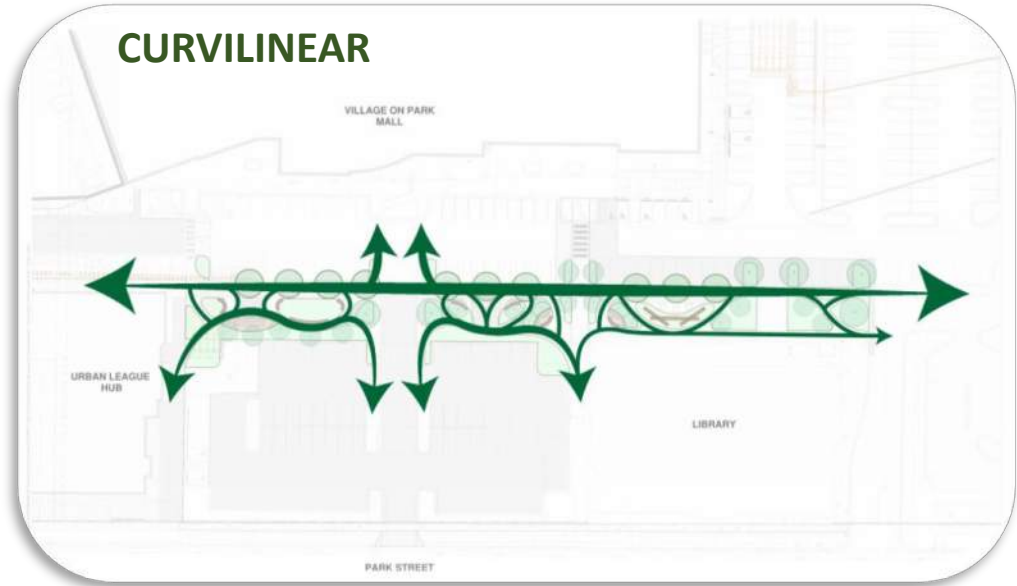


# CIRCULATION

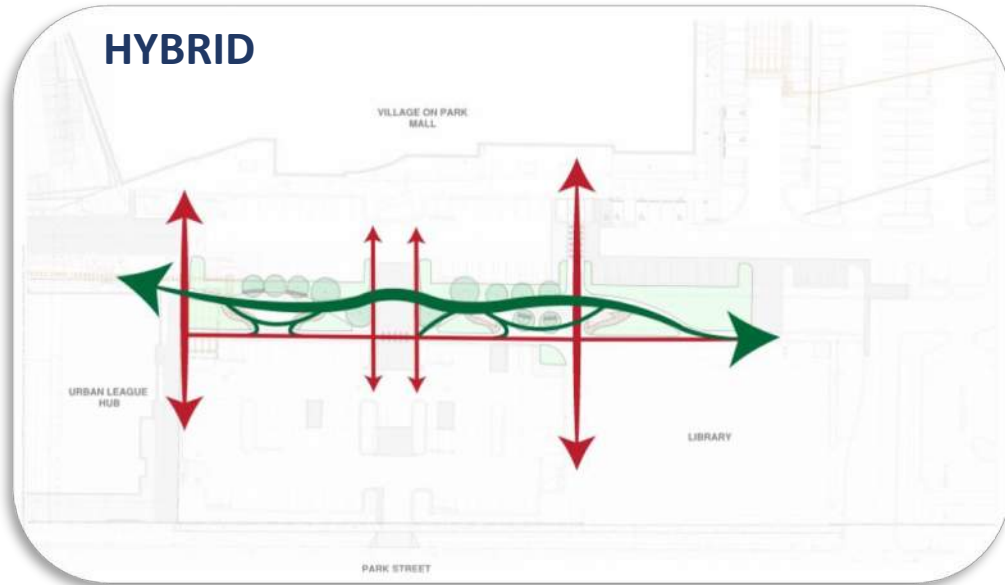
## ANGULAR



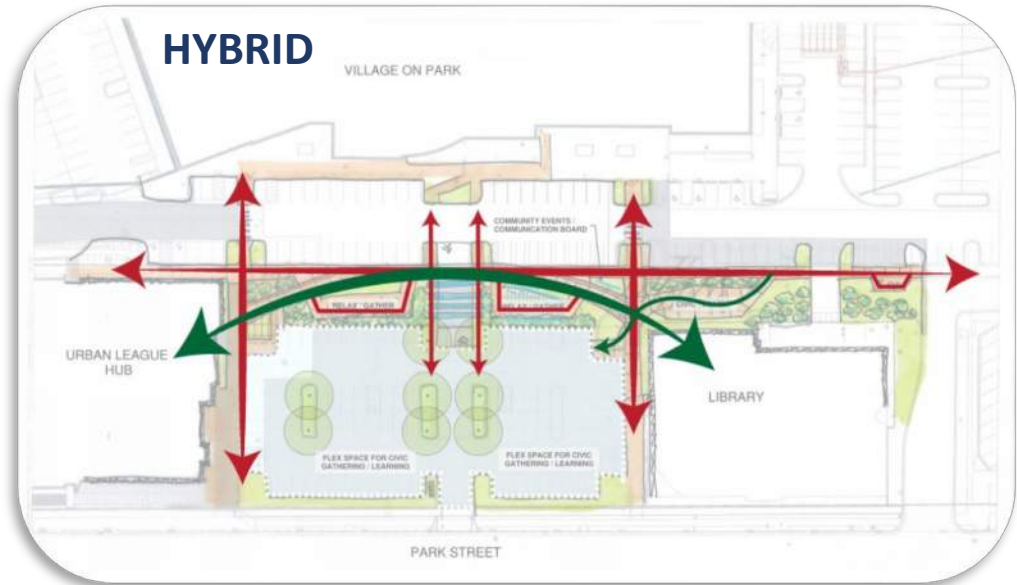
## CURVILINEAR



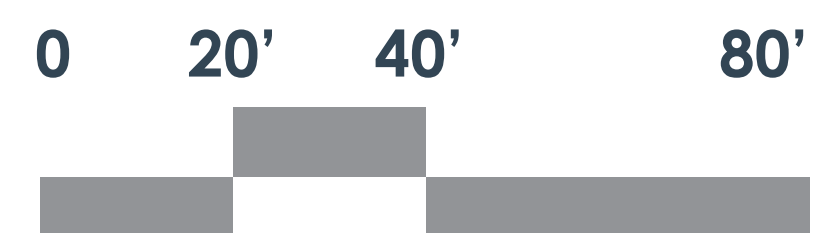
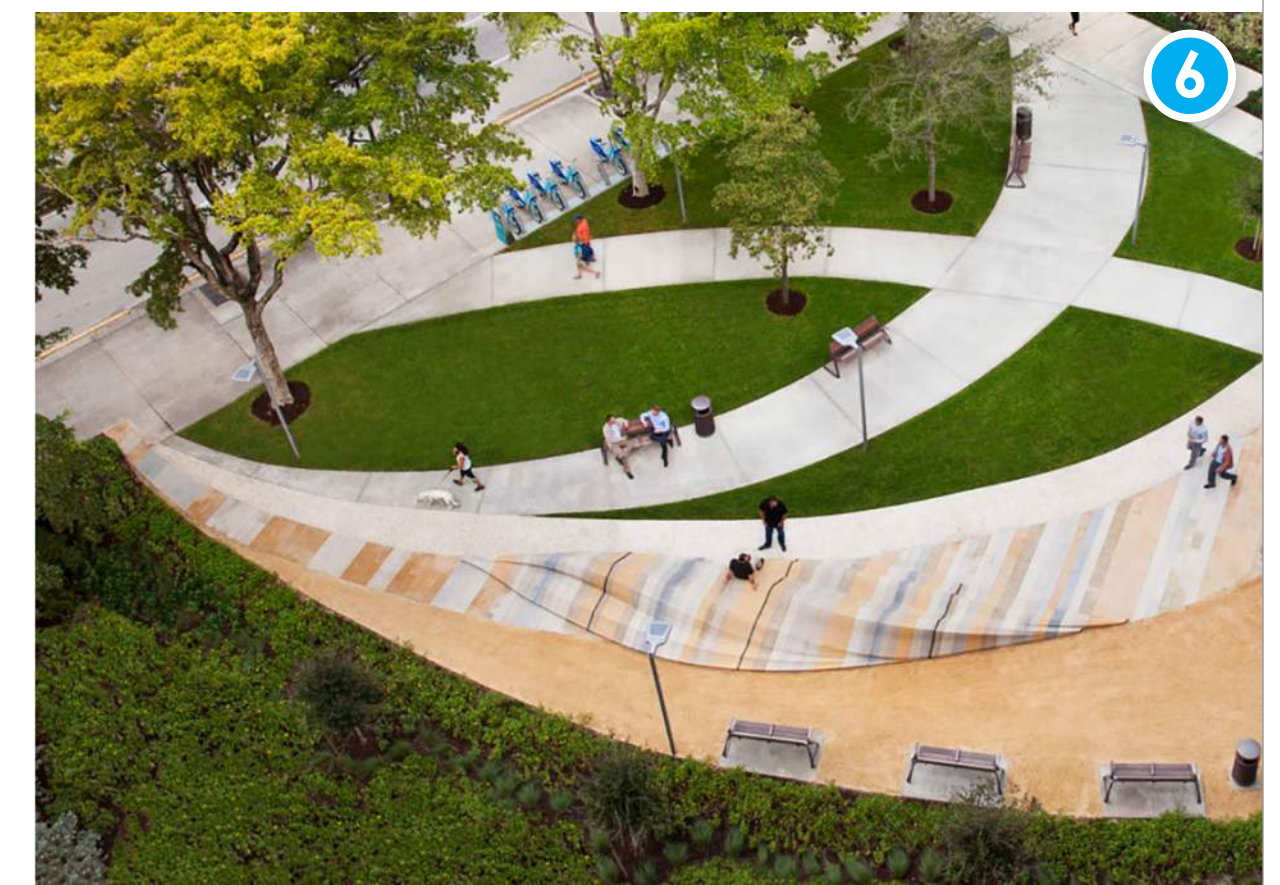
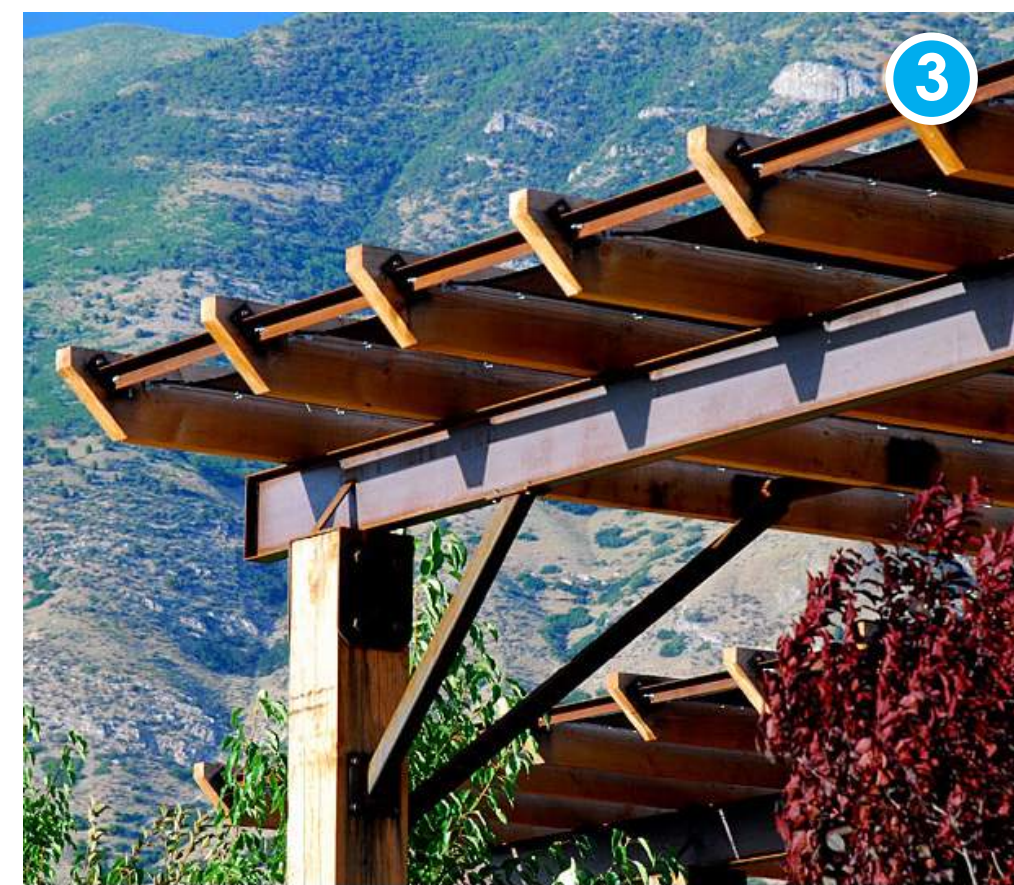
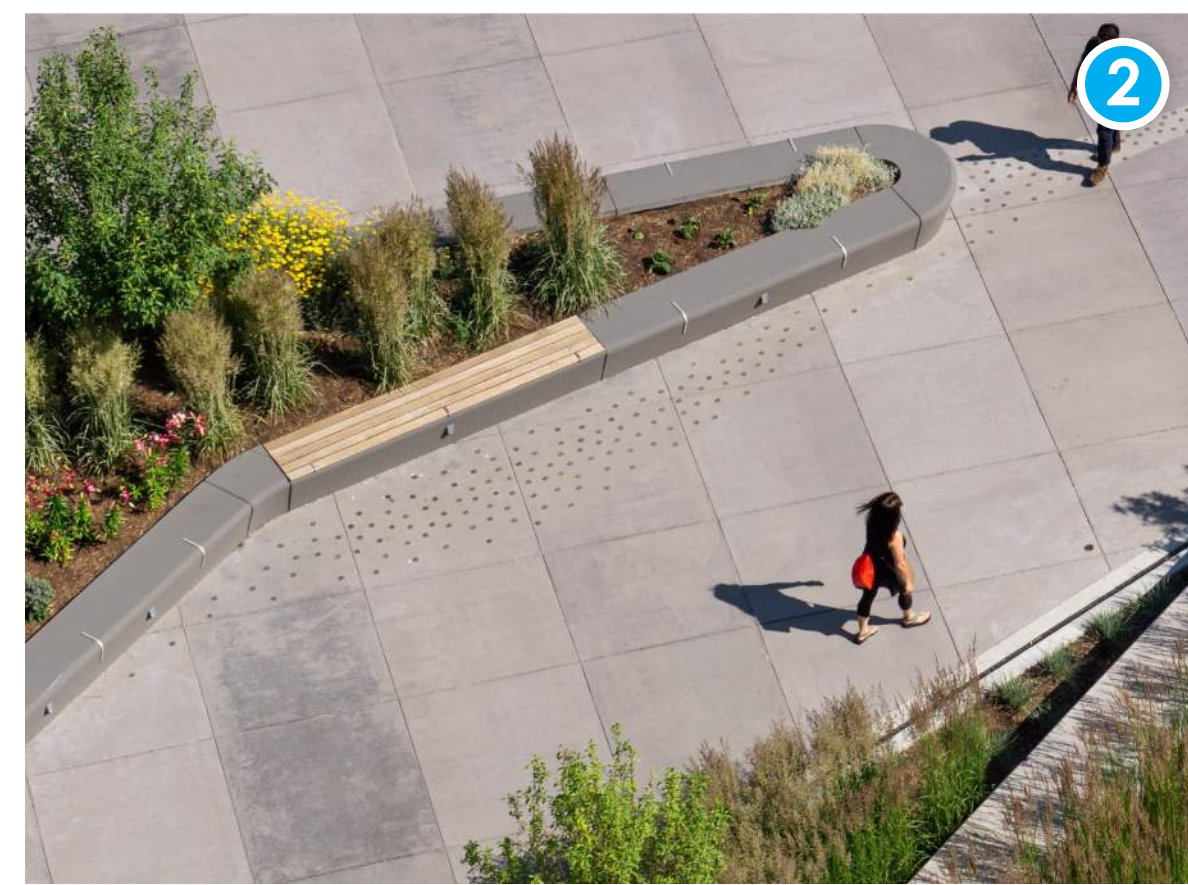
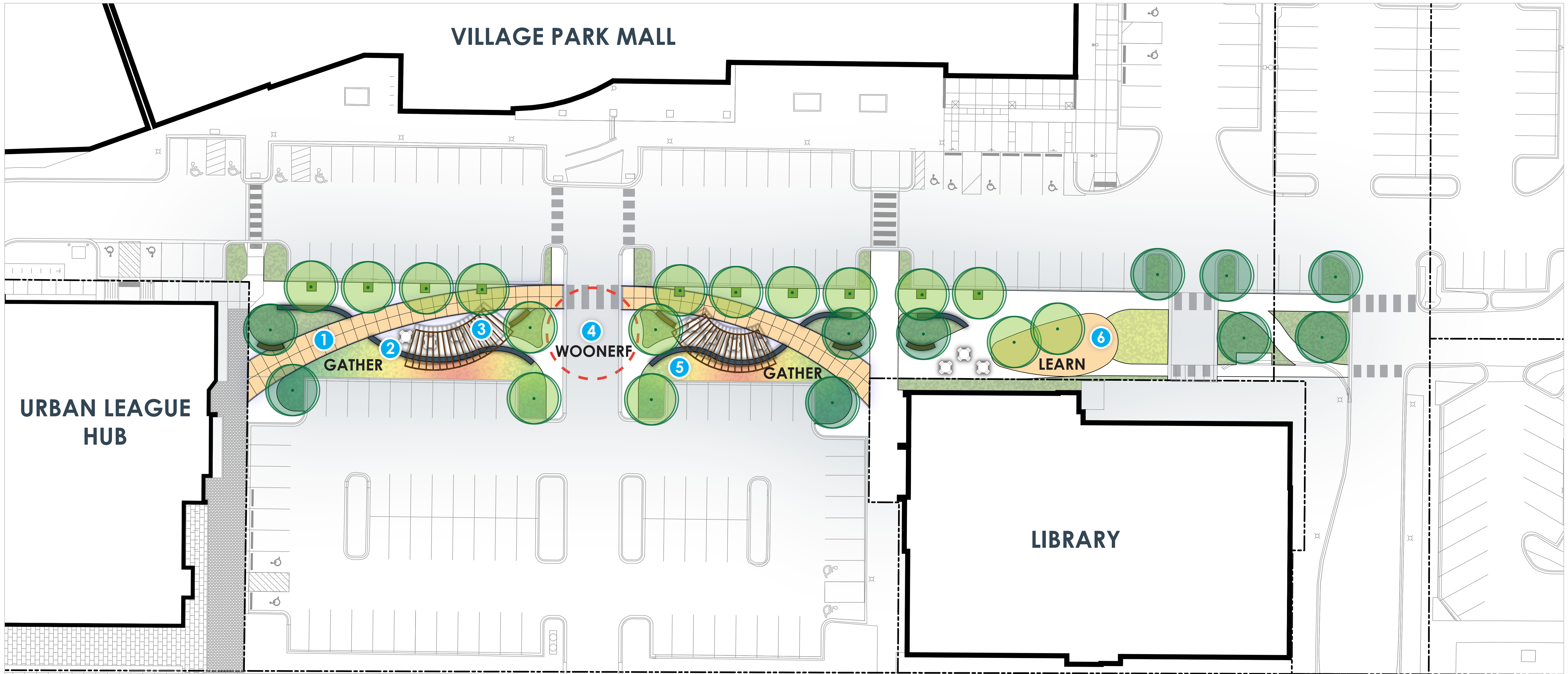
## HYBRID



## HYBRID



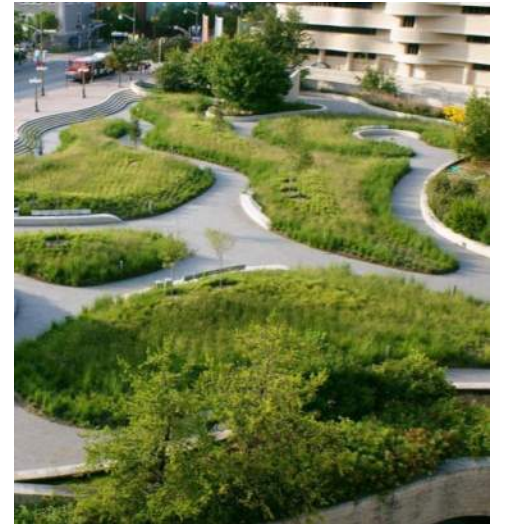








# CIRCULATION





# QUESTIONS?

