

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 5/27/25 11:51 a.m.

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): _____

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)

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 _____

Street address _____

Telephone _____

Project contact person _____

Street address _____

Telephone _____

Property owner (if not applicant) _____

Street address _____

Telephone _____

Company _____

City/State/Zip _____

Email _____

Company _____

City/State/Zip _____

Email _____

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

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)

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

- 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 _____.
- 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 _____ Relationship to property _____

Authorizing signature of property owner _____ Date _____

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

LETTER OF INTENT

Urban Design Commission
05/27/2025

The project before this commission has been reviewed several times. During the intervening months, our application has lapsed, and the design team has changed to include Aro Eberle Architects.

The goal of the informational hearing is to review some of the design changes that were prompted by the various recommendations from the Plan Commission an Urban Design Commission and to reset our baseline understanding of the commission's desires. This will be the beginning of a new application for the project.

The design team has made numerous changes to the façade to achieve some of the desired improvements that were documented in the August 26, 2024 Staff Report. Our goal for this meeting is to understand if those changes have made progress towards pleasing the commission and what other improvements might be made before a initial/final approval application is submitted.

Project Data

Lot Area:	17,193 SF / .395 Acres
Dwelling Units:	320
Lot Area / D.U:	53.7 SF / D.U.
Building Footprint:	9692.7 SF
Lot Coverage:	12,128.4 SF / 70.4%
Gross Square Footage:	157,292 GSF
Number of Stories:	16
Major Building Height:	164.05'

Height: Max height for this proposal given MGO 28.134 (3) – Capitol View Preservation.

City datum @ 0'-0" is established per code at 845.6'. From there to top of column capital at rotunda, code provides max height of 187.2' above datum. The sum of these



433 West Washington Avenue, Suite 400
Madison, WI 53703
(608) 204-7464

is 1032.8'. Our spot elevation at front, center of sidewalk is 868.305'. Our FFE is 868.75'

Max height is $1032.8' - 868.75' = 164.05'$.

Parking: Per the ordinance there is no minimum car parking required. However, we will be providing 3 on-site car stalls with charging stations as part of a residence car share program.

Resident amenities include:

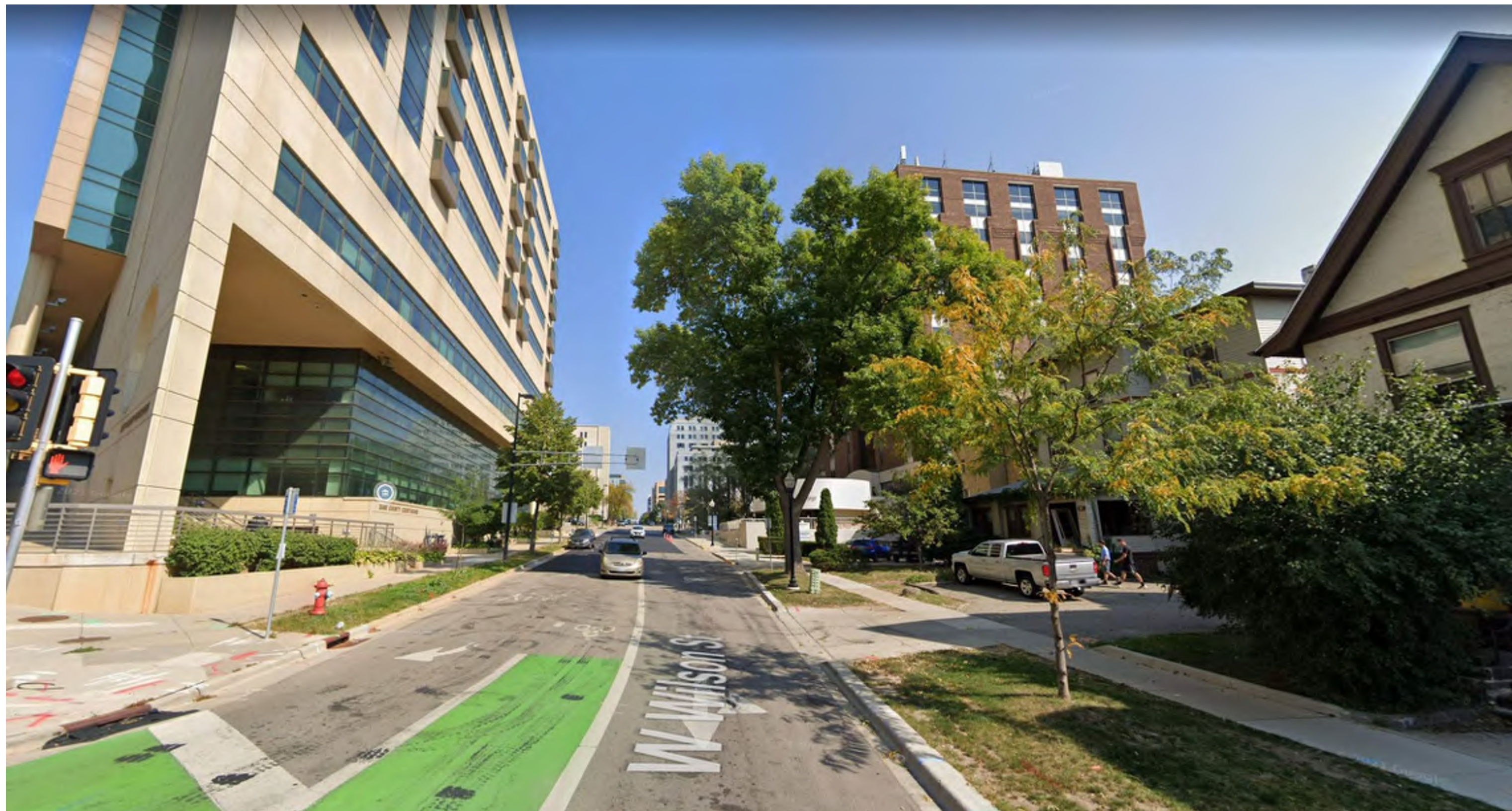
- Community lounge on top floor with views to lake and operable glass-wall for use during nice weather
- Remote workspace
- Fitness Center
- 3,230 SF private garden for residents
- On site car share program
- Laundry room on every floor
- Separate mail and secure package

Sincerely,

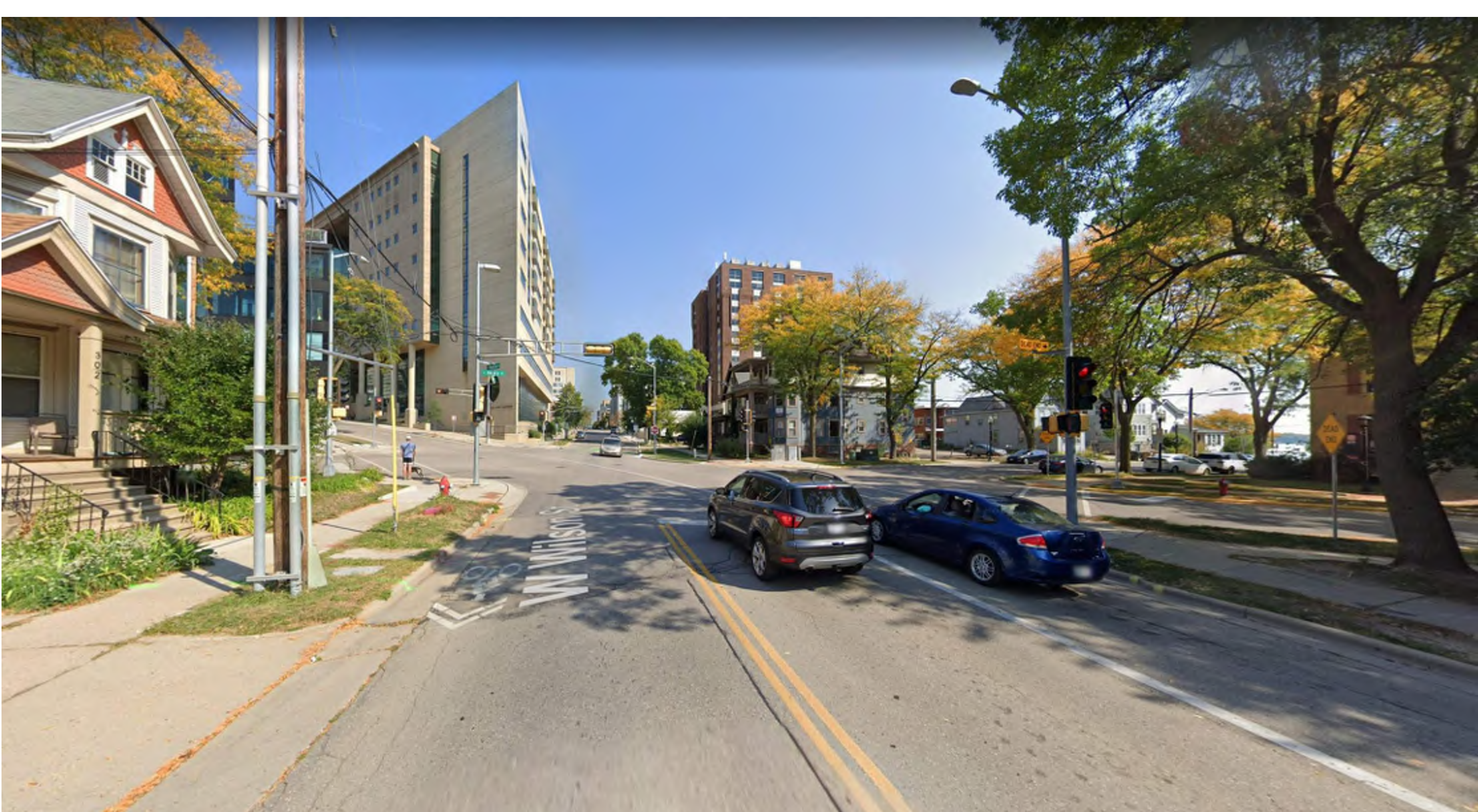
A handwritten signature in black ink, appearing to read "DPahl", with a stylized, horizontal flourish extending to the right.

Douglas Pahl, AIA

Aro Eberle Architects, Inc.



view NE down Wilson east of Hamilton/Henry intersection



view NE down Wilson west of Hamilton/Henry intersection



view S onto Wilson at intersection of Wilson and Hamilton



view SE down West Wilson just east of S. Carroll

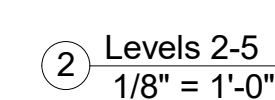
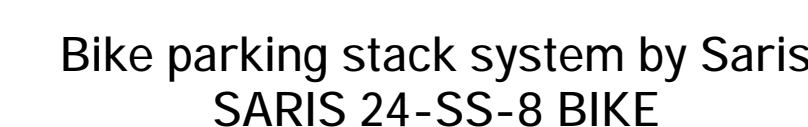
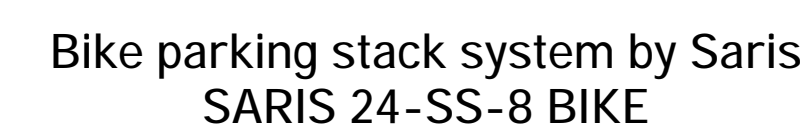
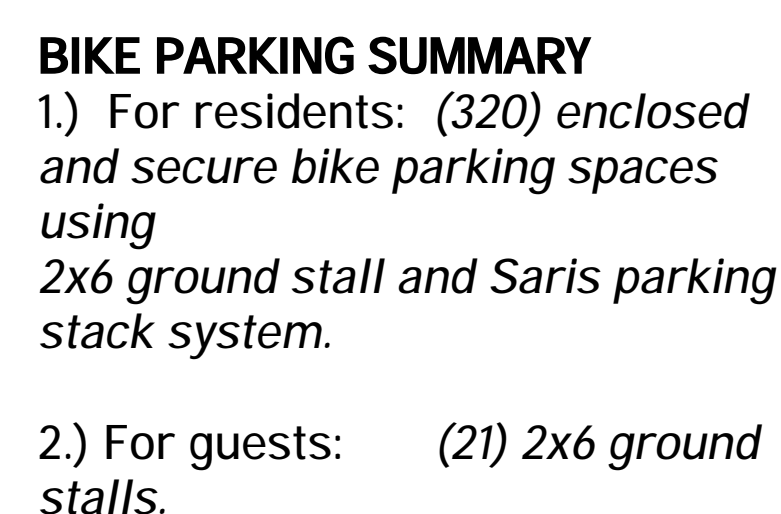
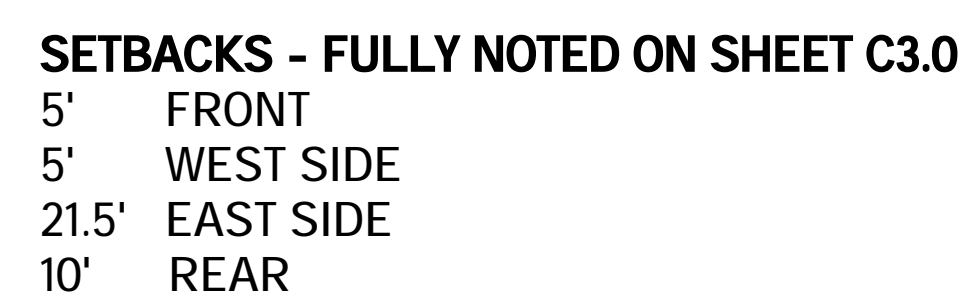


view looking NE onto intersection of Wilson and Hamilton



view S down West Wilson between Hamilton and S. Carroll

Revisions:	
UDC	12/11/2023
P.C.	12/11/2023
Project #:	21.000
Issued For:	Review
Date:	12/11/2023

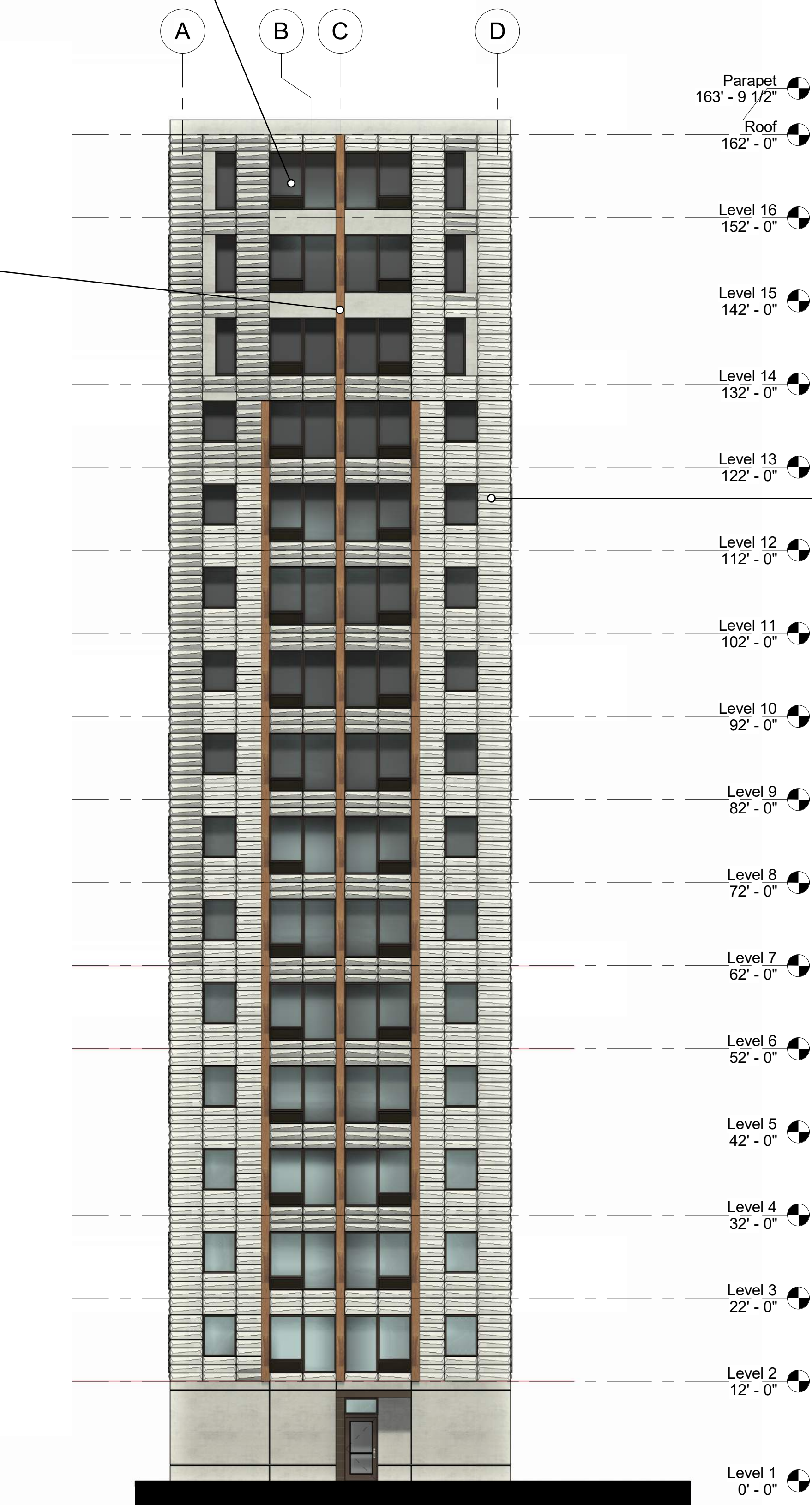


Revisions:	
UDC	12/11/2023
P.C.	12/11/2023
P.C.	7.15.2024
Project #:	21.000
Issued For:	Review
Date:	12/11/2023

PREVIOUS DESIGN (07.15.2024)

DARK BRONZE ANODIZED ALUMINUM FRAME DUAL PANE 1" INSULATED GLAZING WITH FLUSH- INTEGRATED LOUVER PANELS WHERE SHOWN. TYP.

WALNUT FINISH ALUMINUM PANELS.
See note 7 and Sheet A301.



1 South
3/32" = 1'-0"

Acid etched concrete wall panel. Color: PEARL WHITE

ENCLOSED ELEVATOR PENTHOUSE AND EGRESS STAIR FOR FIRE DEPARTMENT ACCESS.

WALNUT FINISH ALUMINUM PANELS.
See note 7 and Sheet A301.

ACID ETCHED CONCRETE WALL PANELS WITH 1' X 4' PROFILED FACETS.
COLOR TO BE PEARL WHITE. TYP.

INTERNALLY LIT WALL ART ENCLOSURE.
See Note 5 this sheet

2 North
3/32" = 1'-0"

DARK BRONZE ANODIZED ALUMINUM FRAME DUAL PANE 1" INSULATED GLAZING WITH FLUSH- INTEGRATED LOUVER PANELS WHERE SHOWN. TYP.

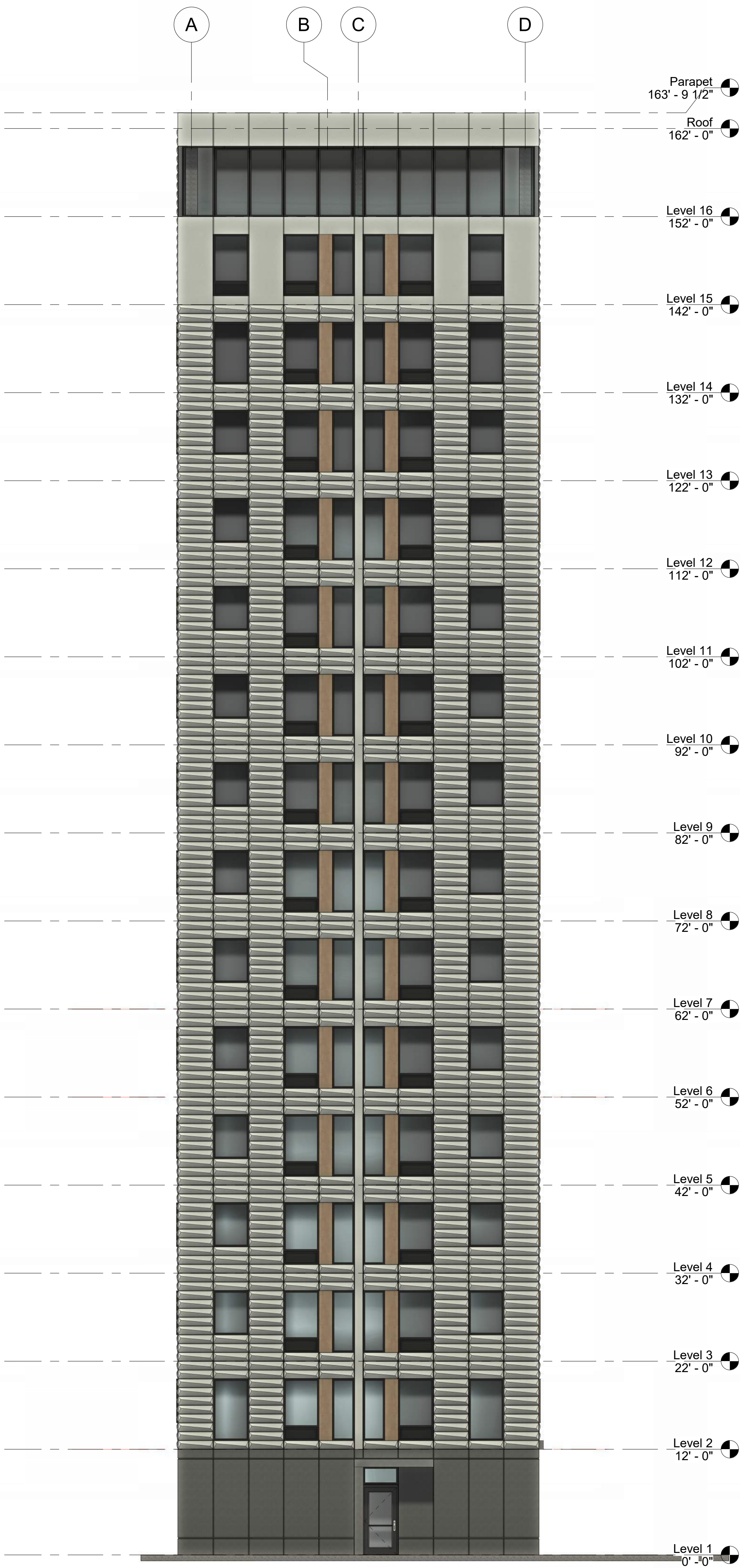


GENERAL MATERIAL NOTES:

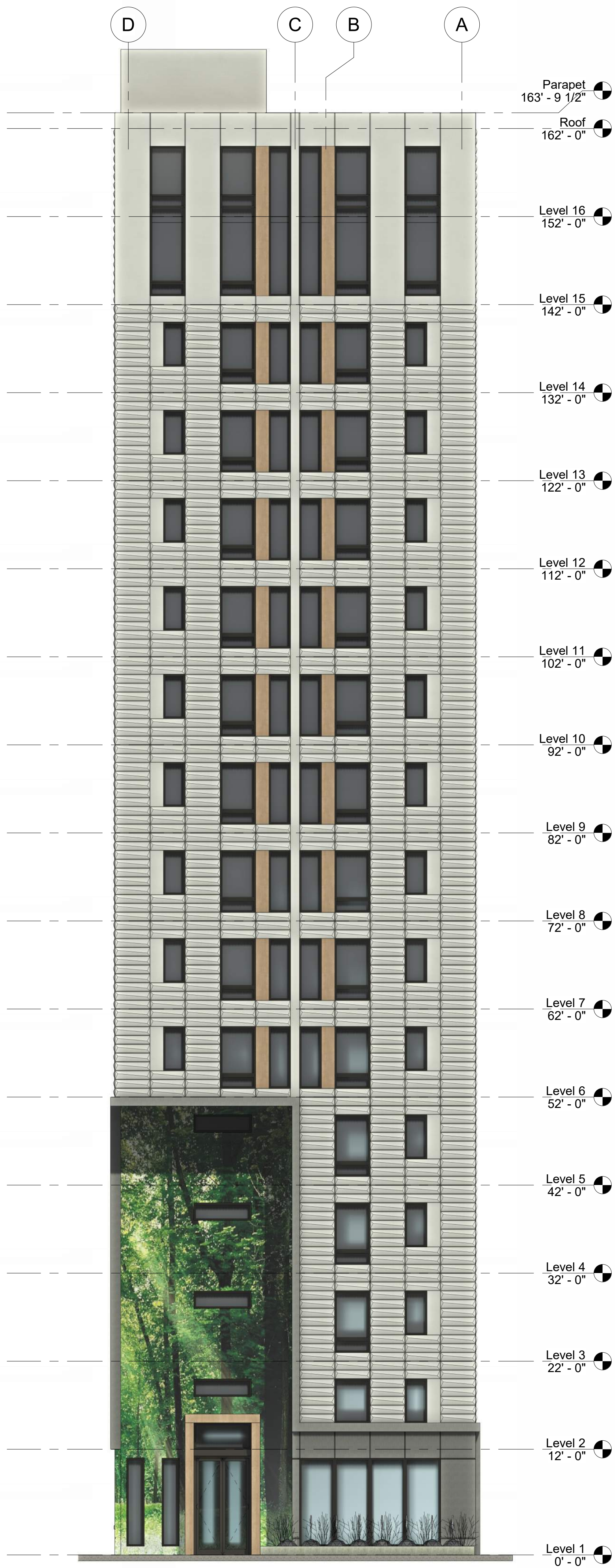
- 1.) The glass on all windows and doors shall be slightly tinted to allow views into and out of the interior.
- 2.) The primary exterior material will be an highly durable acid etched concrete wall panel by Wells Infinite Facades, typically 10' H x 32' W, with a custom faceted profile.
- 3.) The 1' x 4' faceting will occur on all facades.
- 4.) The facets incorporate a horizontal and vertical articulation and twist within each unit, creating a pattern and texture change throughout the facade.
- 5.) Wall art enclosures: See sheets A302; A302.1, and A302 for details. The art images would be color jet printed on 4' x 10' Di-bond composite panels, mounted behind a glass curtain wall and internally lit with an LED neon tube. Glass to be 48" w x 120" h 1/4" clear tempered. These would occur in the following locations:
 - Recessed Wilson Street entry condition with a 51 feet tall, L-shaped (10' x 20') wide.
 - The interior walls of the zip car garage to utilize same wall assembly without glass curtain wall.
- 6.) Aluminum T&G rain-screen panel. 18"W x 84"H. attached directly to wall panel. Wood grain walnut finish. Longboard Architectural products. See details and product sheet on Sheet A301.

Revisions:	
UDC	12/11/2023
P.C.	12/11/2023
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DESIGN UPDATE



① South
1/8" = 1'-0"



② North
1/8" = 1'-0"

No.	Description	Date

Owner

Project Name

Enter address here

North & South
Elevations

Project Status	
Project number	Project Number
Date	Issue Date

A202

PREVIOUS DESIGN (07.15.2024)

DARK BRONZE ANODIZED ALUMINUM
FRAME DUAL PANE 1" INSULATED
GLAZING WITH FLUSH- INTEGRATED
LOUVER PANELS WHERE SHOWN. TYP.

ACID ETCHED CONCRETE WALL PANELS
WITH 1' X 4' PROFILED FACETS.
COLOR TO BE PEARL WHITE. TYP.

ENCLOSED ELEVATOR PENTHOUSE AND
EGRESS STAIR FOR FIRE DEPARTMENT
ACCESS.

WALNUT FINISH ALUMINUM
PANELS.
See note 7 and Sheet A301.



INTERNALLY LIT WALL ART
ENCLOSURE.
See Note 5 this sheet

INTERNALLY LIT WALL ART
ENCLOSURE.
See Note 5 this sheet

① East
3/32" = 1'-0"

Acid etched concrete wall panel. Color: PEARL WHITE

GENERAL MATERIAL NOTES:

- 1.) The glass on all windows and doors shall be slightly tinted to allow views into and out of the interior.
- 2.) The primary exterior material will be an highly durable acid etched concrete wall panel by Wells Infinite Facades, typically 10' H x 32' W, with a custom faceted profile.
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DESIGN UPDATE



1 East
3/32" = 1'-0"

No.	Description	Date

Owner

Project Name

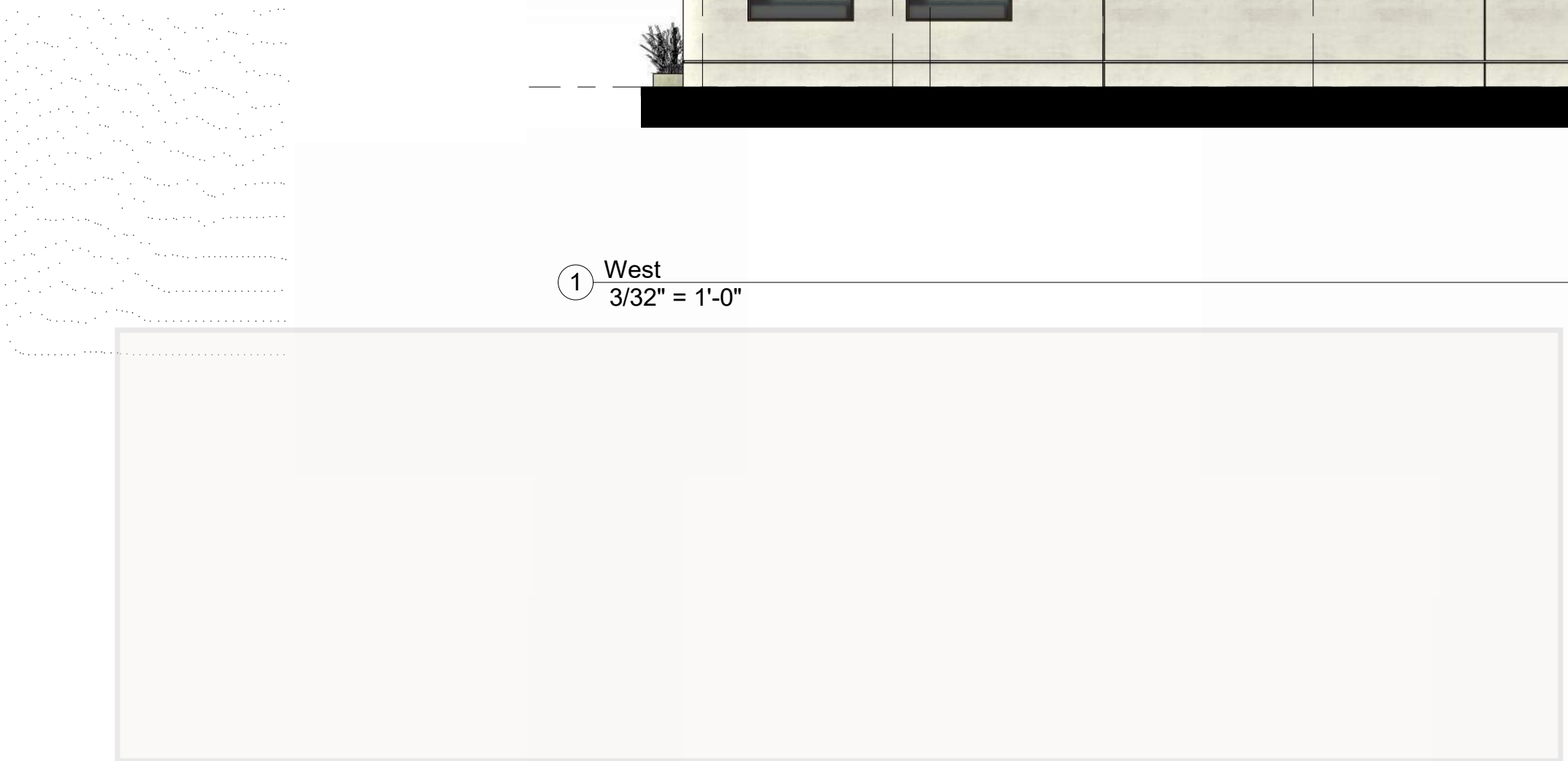
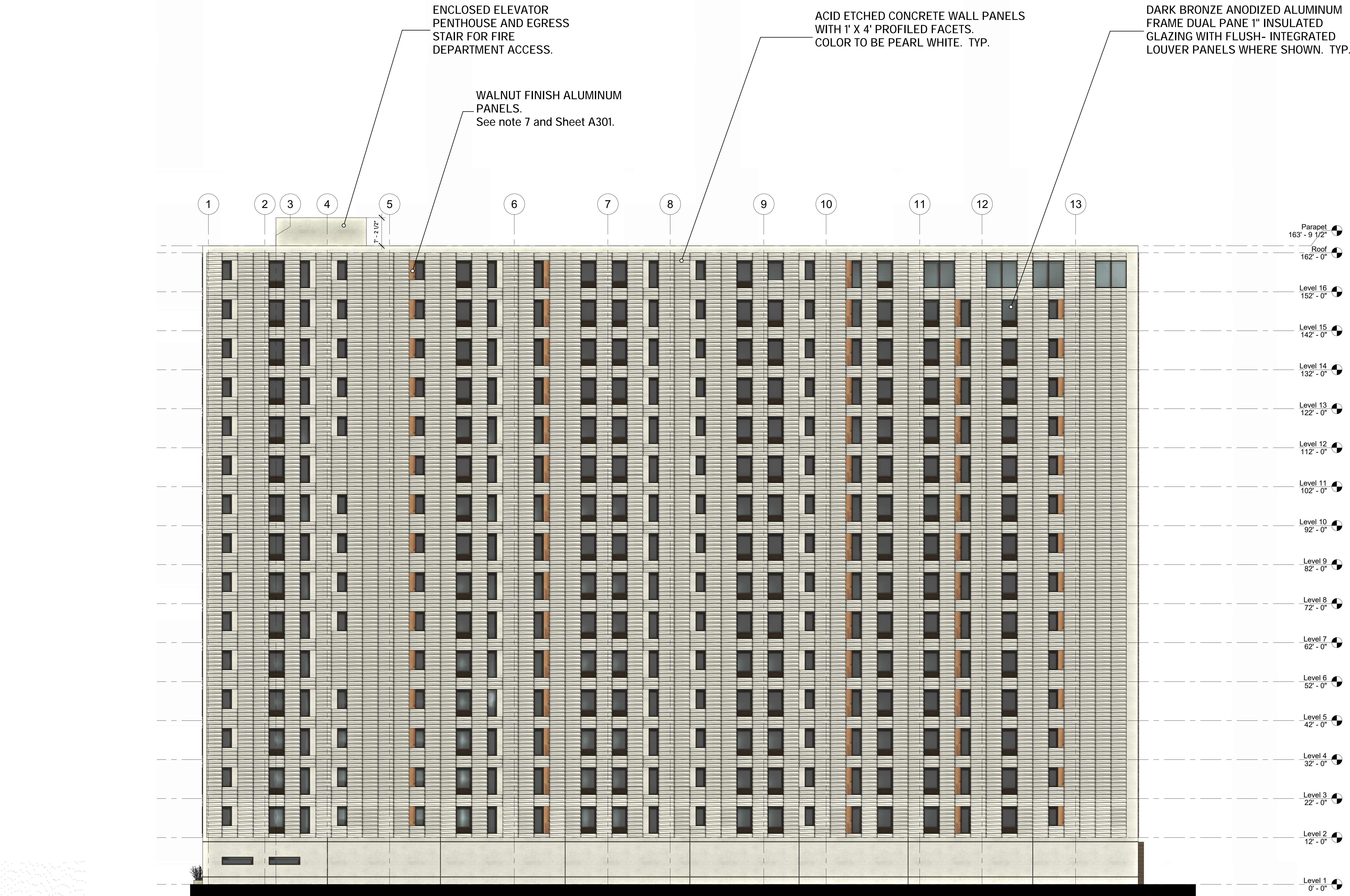
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East Elevation

Project Status	
Project number	Project Number
Date	Issue Date

A200

PREVIOUS DESIGN (07.15.2024)



Acid etched concrete wall panel. Color: PEARL WHITE

GENERAL MATERIAL NOTES:

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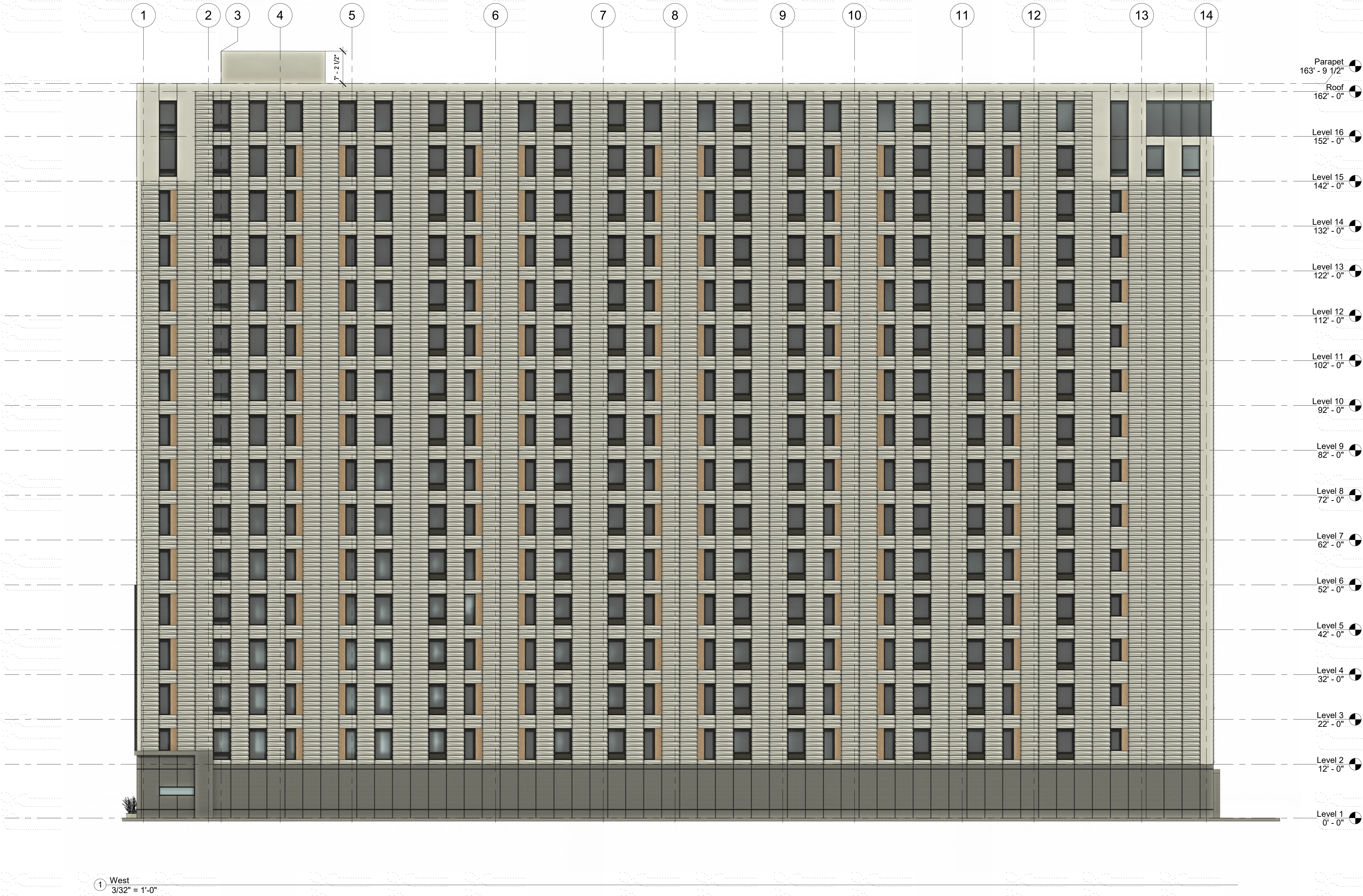
progression

139 West Wilson
Madison, Wisconsin
West Elevation

Revisions:	
UDC	12/11/2023
P.C.	12/11/2023
Project #:	21.000
Issued For:	Review
Date:	12/11/2023

A201

DESIGN UPDATE



No.	Description	Date

Owner

Project Name

Enter address here

West Elevation

Project Status	
Project number	Project Number
Date	Issue Date

A201



NORTH ELEVATION



NORTHEAST CORNER



SOUTH ELEVATION



SOUTHEAST ELEVATION



CLOSE-UP VIEW AT ENTRY



CLOSE-UP VIEW AT PATIO