

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 _____

1/13/21
11:02 a.m.

RECEIVED

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

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: 100 W Wilson St. Madison, WI 53703

Title: 100 W Wilson

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 Randy Christianson
Street address 702 N High Point Rd. STE 200
Telephone (608) 828-9117

Project contact person Erin Socha
Street address 7601 University Ave. STE 201
Telephone (608) 836-3690

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

Company Walter Wayne Development, LLC
City/State/Zip Madison, WI, 53717
Email rc@starkcommercial.com

Company Knothe & Bruce Architects
City/State/Zip Middleton, WI, 53562
Email esocha@knothebruce.com

City/State/Zip _____
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. 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 Randy Christianson Relationship to property Owner
 Authorizing signature of property owner  Date 01/13/2021

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.**

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

January 13, 2021

Ms. Janine Glaeser, AIA, LEED AP
Urban Design Planner
Department of Planning, Community & Economic Development
215 Martin Luther King Jr. Blvd., Ste 017
Madison, Wisconsin 53703



Re: Letter of Intent
West Wilson Street Development –UDC Informational
KBA Project #2017

Ms. Janine Glaeser,

The following is submitted together with the plans and applications for staff and Urban Design Commission consideration.

The proposed development is within the Urban Mixed-Use District in the City of Madison. It provides the high-density residential opportunity of this district, as well as commercial space to engage with the immediate surroundings. The required setbacks, height, and open space will be met. This project proposes a ten-story mixed-use building that will provide over 200 units of housing along with commercial space on the first floor. The new development is comparable to the neighboring building in height while maximizing views. The efficient planning takes the form of an angled “L” in a mix of classic and streamlined architecture. The light and neutral cast stone base paired with frosted glass with dark gray trim respect the surrounding neighborhood, especially the Stoner House across the street from the site. The ACM Metal Panels and Bird-Safe glass on the upper levels ensure the development will become a calm addition to the City of Madison’s skyline. It is a design for the community.

The development offers apartments ranging from studio to two bedrooms, and the unique shape of the upper tower allow for approximately 85% of the units have unblocked lake views. A pool with lake views, a dog run and pet washing station, and a golf simulator are a few of the offered as amenities. Community spaces such as co-working spaces, community room, kitchen, a solarium, and fitness and yoga rooms are also provided. Two levels of underground parking will be provided in addition to secured first floor parking.

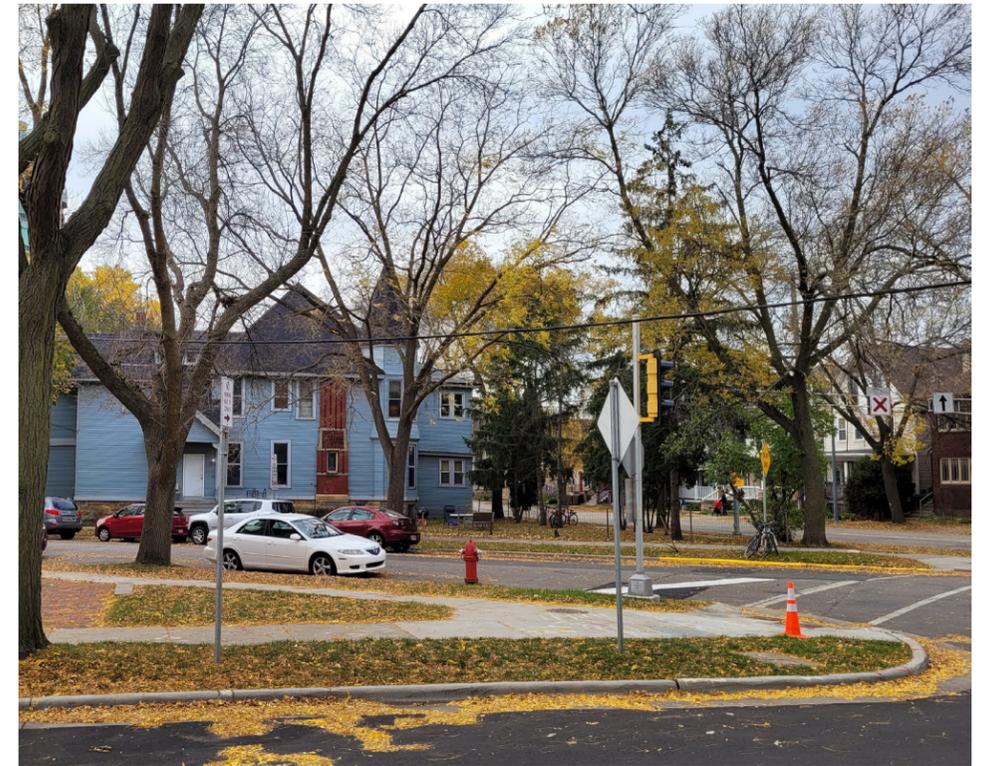
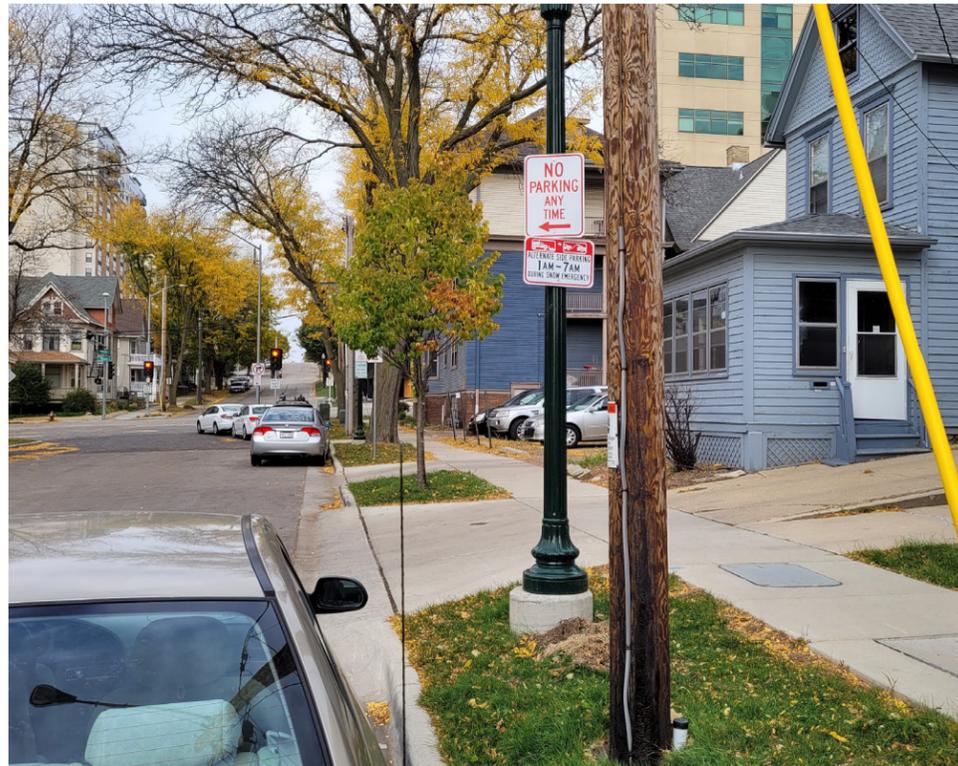
In addition to amenities, the building also offers a sustainable living experience. The building offers a 1:1 bike parking ratio for residents, and electric car charging stations. Units are equipped with low flow fixtures, energy star appliances, and high-performance glass while maximizing natural light. Green roofs and native vegetation in the landscape create a total sustainable environment and it is our intention to add solar panels to the project.

Thank you for your time reviewing our proposal.

Sincerely,

A handwritten signature in black ink that reads 'Kevin Burow'. The signature is written in a cursive, flowing style.

Kevin Burow, AIA, NCARB, LEED AP
Managing Member



100 W Wilson
Contextual Site Images

PROJECT GOALS

Maximize Views

- Orient massing to maximize views of Lake & Capitol
- Orient amenities/pool with view to the Lake
- Take advantage of prominent views from John Nolen Drive

Efficiency of Planning

- Efficiency of building form
- Consistency of unit types & floor plates
- Strategic amenity programming

Classic & Streamlined Architecture

- Efficiency of building form
- Clarity in massing, materials & hierarchy
- Simplify language

Financially Responsible

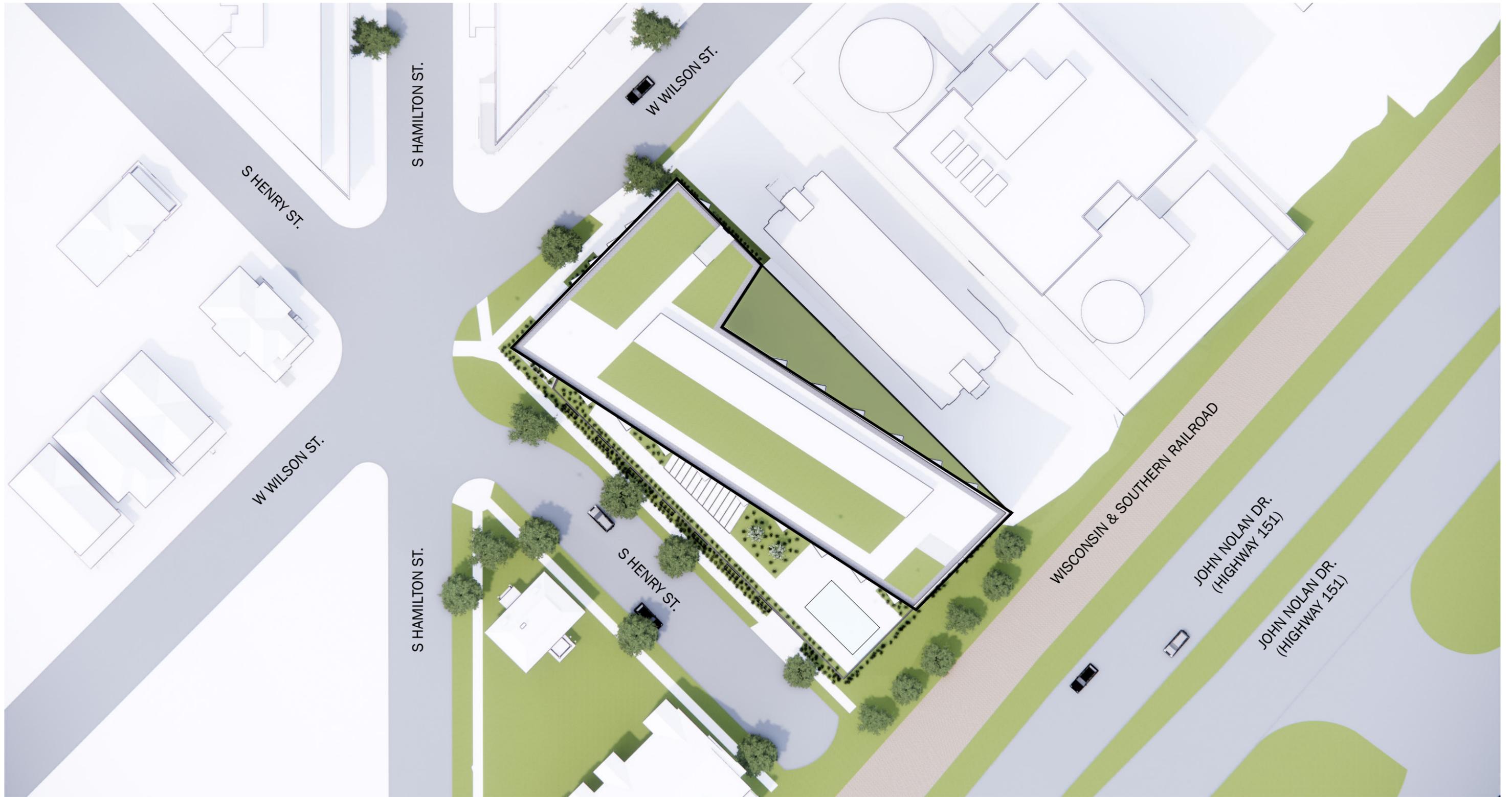
- Leverage efficiency of planning & streamlined architecture
- Hit target demographic & price point
- Design for staying power

Designing for Community

- Make design decisions based on target demographic & wellness concepts
- Design for community interaction within building
- Be good neighbors



PROJECT LOCATION



1 RENDERED SITE PLAN

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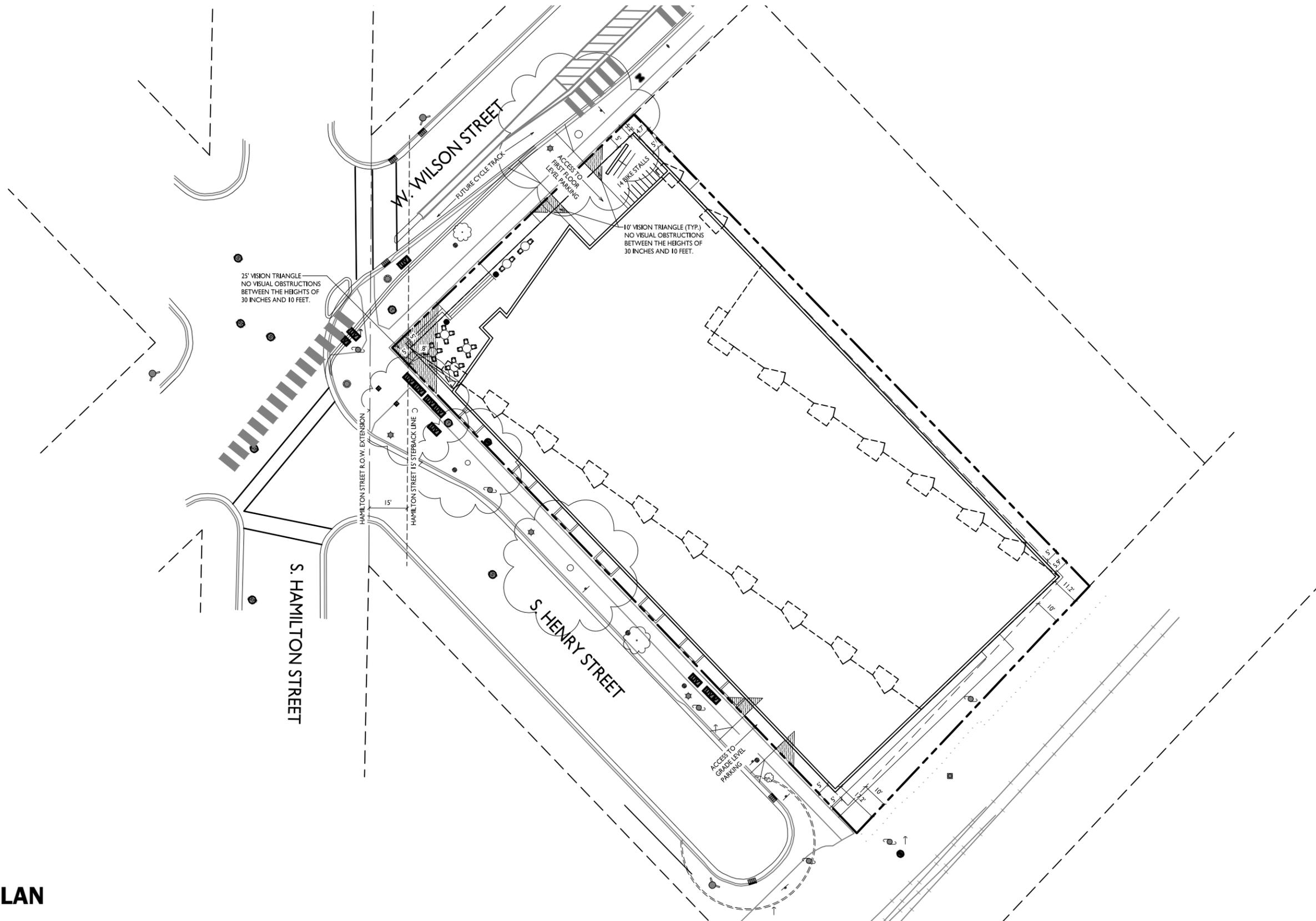


APEX PROPERTIES & WALTER WAYNE DEVELOPMENT
W WILSON ST.

UDC INFORMATIONAL PRESENTATION | 02/03/21



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1 SITE PLAN

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200+ UNIT APT TOWER

ACCESSIBLE GREEN
ROOFTOP WITH POTENTIAL
SOLAR PANELS

PARKING PODIUM

AMENITY ROOF DECK

AERIAL VIEW

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WILSON ST. + HENRY ST. LOOKING EAST

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BIRD GLASS



ACM METAL PANEL



DARK GRAY ANODIZED ALUMINUM
(WINDOW TRIM, RECESSES)



FROSTED GLASS



CAST STONE PANEL



MATERIAL PALETTE

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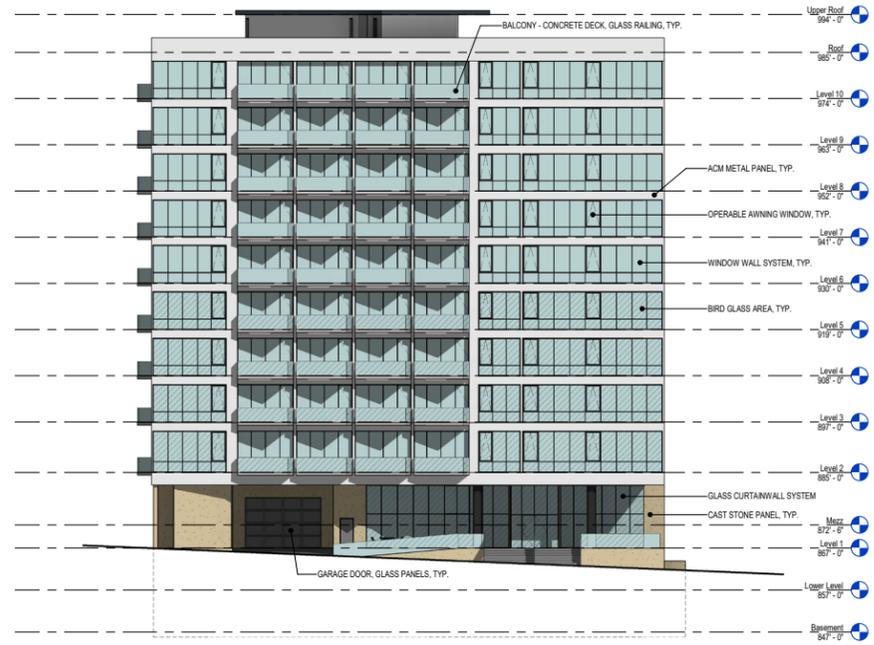


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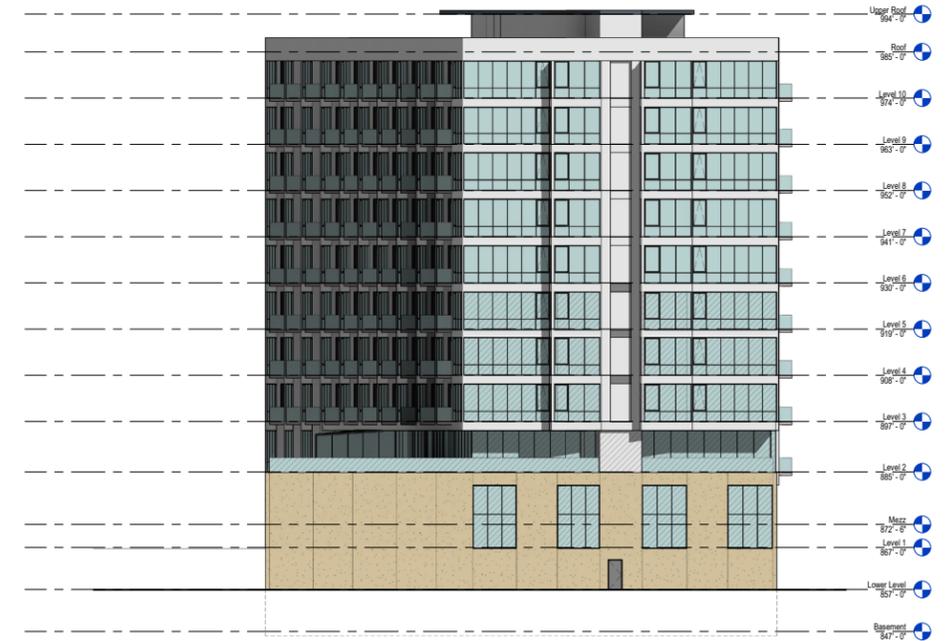
1 WILSON ST. ELEVATION
1/16" = 1'-0"



2 HENRY ST. ELEVATION
1/16" = 1'-0"



3 NORTHEAST ELEVATION
1/16" = 1'-0"



4 JOHN NOLEN DRIVE ELEVATION
1/16" = 1'-0"

EXTERIOR ELEVATIONS

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BUILDING STATISTICS

AMENITIES

LAKE VIEWS FOR 85% OF APTS
 ACCESSIBLE ROOF DECKS (3)
 POOL WITH LAKE VIEWS
 BIKE STORAGE / REPAIR
 DOG RUN
 PET WASHING STATION
 CO-WORKING SPACE
 FITNESS / YOGA
 COMMUNITY ROOM
 KITCHEN / PDR
 GOLF SIMULATOR
 SOLARIUM

SUSTAINABILITY

GREEN ROOFS
 POTENTIAL SOLAR PANELS
 >1:1 BIKE PARKING
 LANDSCAPING WITH NATIVE VEG
 MAXIMIZING NATURAL LIGHT
 LOW FLOW FIXTURES
 ENERGY STAR APPLIANCES
 ELECTRIC CAR CHARGING STATIONS
 HIGH PERFORMANCE GLASS
 BIKE MAINTENANCE STATION

PARKING

TOTAL STALLS 246
 STALLS / UNIT 1.2
 STALLS / BR 1.1
 BIKE PARKING 242

HEIGHT

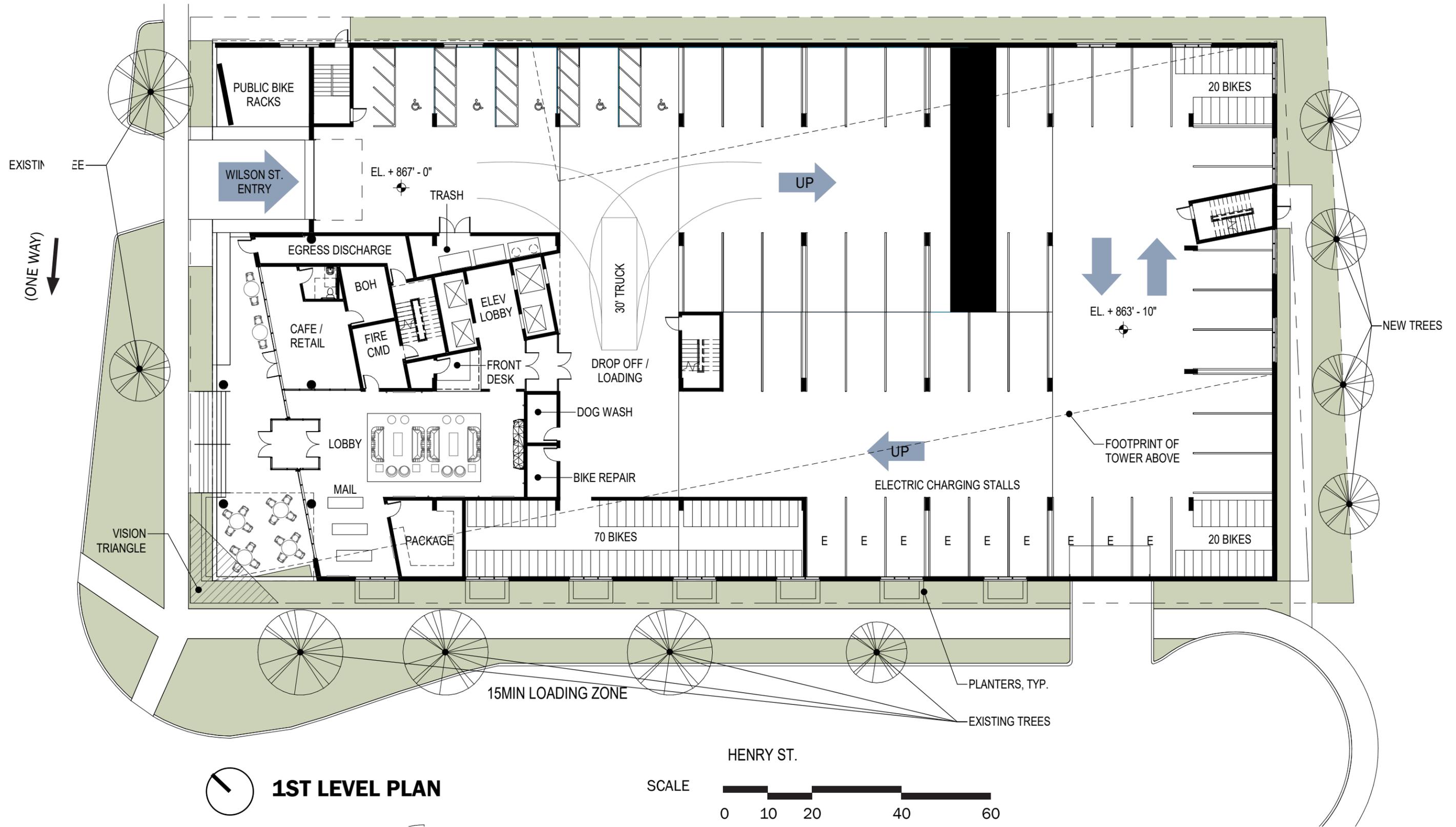
STORIES ABOVE GRADE 10
 FROM GRADE (HIGHEST POINT) 125'

UNIT MIX

STUDIO 71 (34%)
 1BR 111 (54%)
 2BR 25 (12%)
 TOTAL UNITS 207
 TOTAL BEDROOMS 232

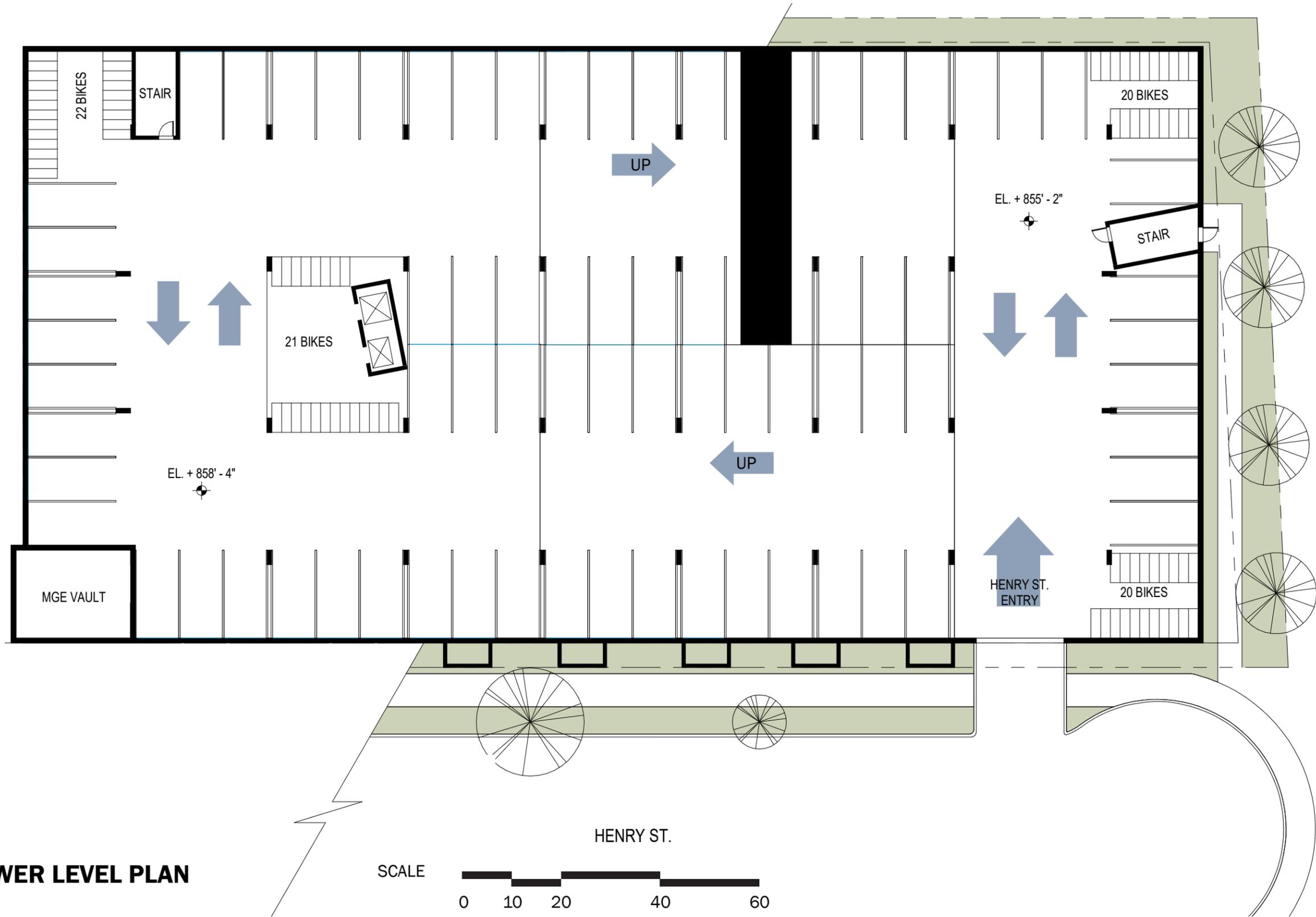
AVERAGE AREAS

STUDIO 504 SF
 1BR 780 SF
 2BR 1,168 SF



1ST LEVEL PLAN





LOWER LEVEL PLAN

SCALE



HENRY ST.

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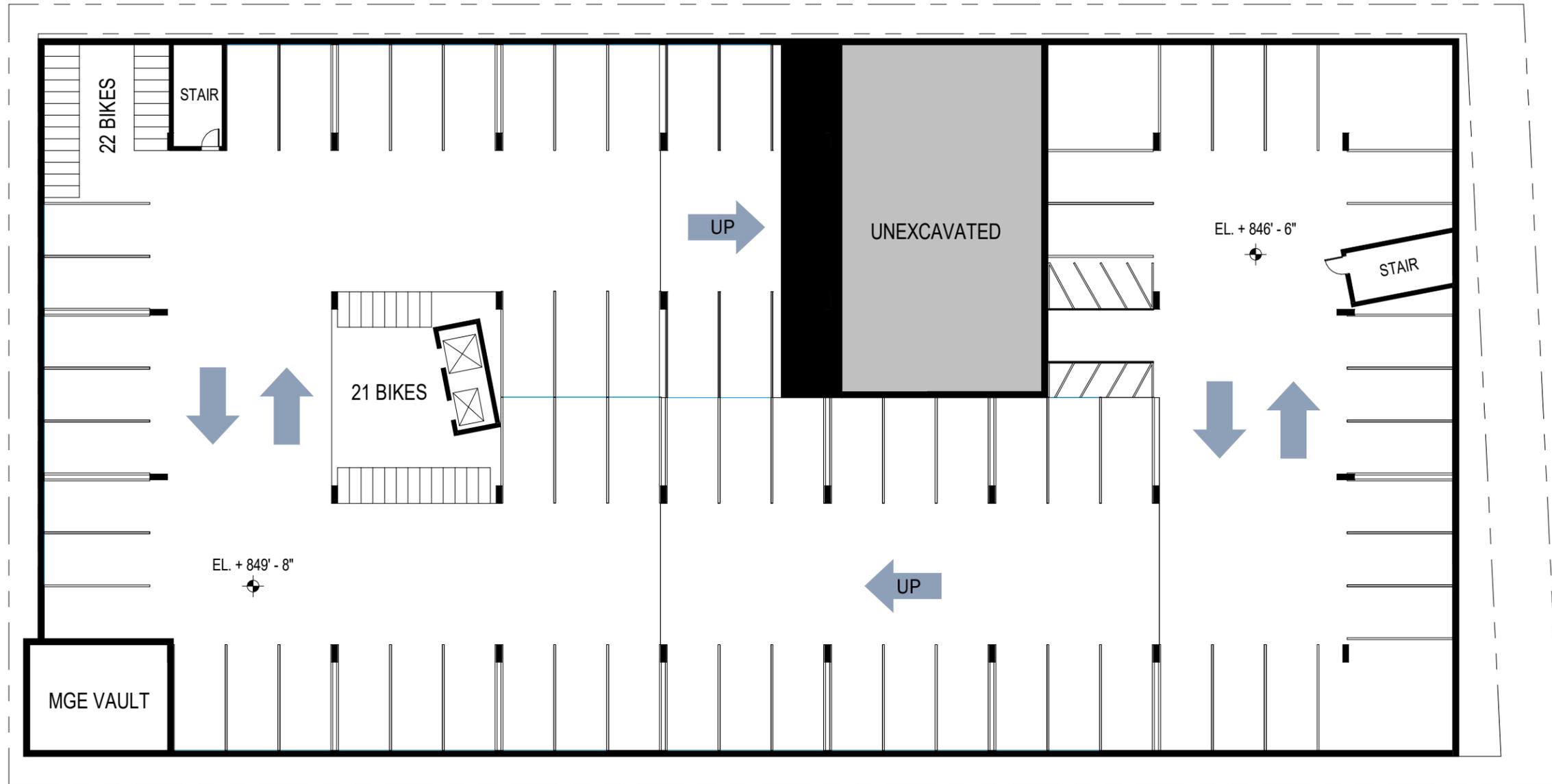


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BASEMENT LEVEL PLAN

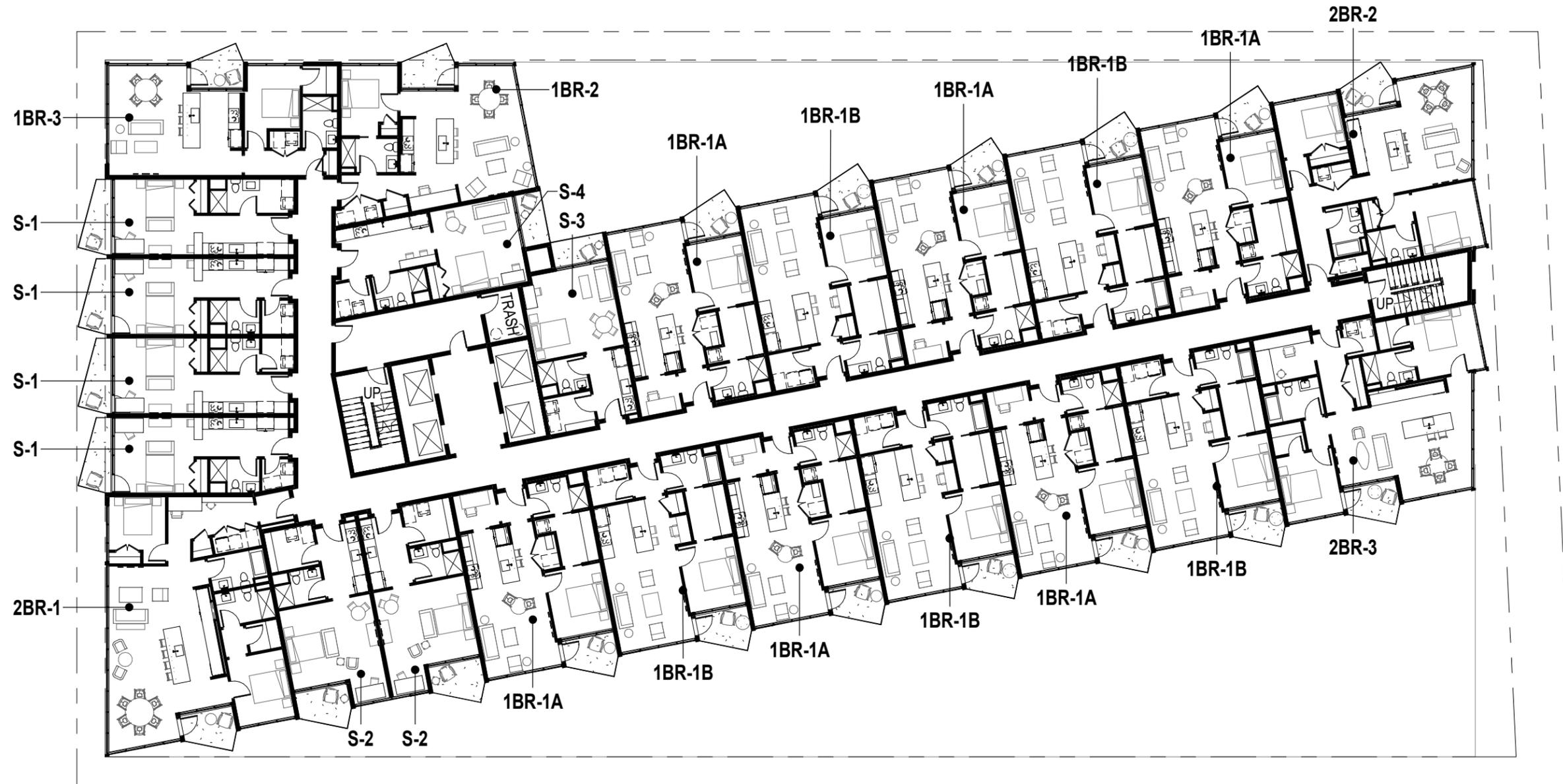
SCALE





 **2ND LEVEL PLAN**

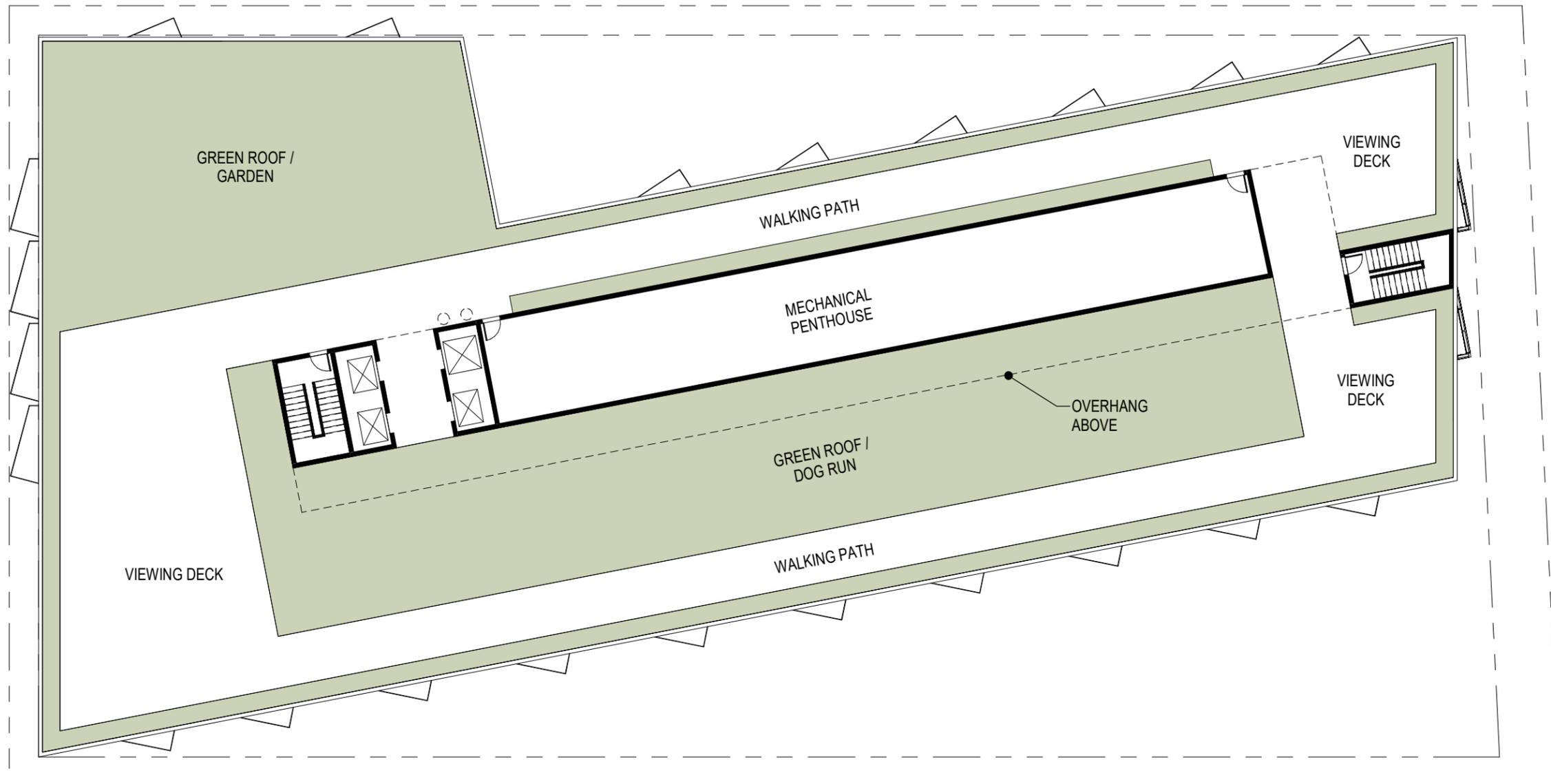




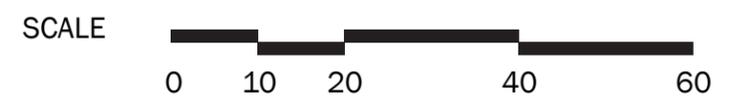
TYPICAL FLOOR PLAN (3-10)

SCALE





 **ROOF LEVEL PLAN**





VIEW FROM LAKE MONONA

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