

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 10/16/23
9:18 a.m.

Paid _____

Initial Submittal

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 horn 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): 3007 University Avenue

Title: Smoky's Club Redevelopment

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

UDC meeting date requested 11/8/23

- 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 John Flad **Company** 3005 University, LLC
Street address 3330 University Ave. Ste 206 **City/State/Zip** Madison, WI 53705
Telephone 608-833-8100 **Email** jflad@flad-development.com

Project contact person Duane Johnson **Company** Knothe & Bruce Architects
Street address 8401 Greenway Blvd., Ste 900 **City/State/Zip** Middleton, WI 53562
Telephone 608-836-3690 **Email** djohnson@knothebruce.com

Property owner (if not applicant) _____
Street address _____ **City/State/Zip** _____
Telephone _____ **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

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 10/12/23.
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 John Flad Relationship to property Owner

Authorizing signature of property owner  Date 10/13/23

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



October 16, 2023

Jessica Vaughn
Urban Design Commission Secretary
Department of Planning & Community & Economic Development
Madison Municipal Building, Suite 017
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

Re: Letter of Intent – UDC
3007 University Avenue – Smokey’s Redevelopment
KBA Project #1838

Ms. Jessica Vaughn and Urban Design Commission Members:

We are submitting the following materials for UDC review at the Smokey’s Redevelopment, located at 3007 University Ave, LNDUSE-2022-00004.

Project Description:

The site is located on the south side of University Avenue between Hill Street and Schmitt Place. It is zoned CC-T and is in Urban Design District 6.

Smokey’s Redevelopment is a five-story mixed-use development with 1,340 square feet of commercial space, 59 apartments and one level of underground parking. The project is currently under construction with a goal of opening in spring of 2024.

Proposed Lighting:

We are proposing to incorporate a clear LED strip accent light into the metal panel architectural feature at the front corner of the building.

As shown in the attached drawing, the light will be located at the vertical red panel feature on University Avenue and along the top of this feature on University and Schmitt Place. The light is 68’ L.F. on the University Avenue elevation and 26’ L.F. on the Schmitt Place elevation.

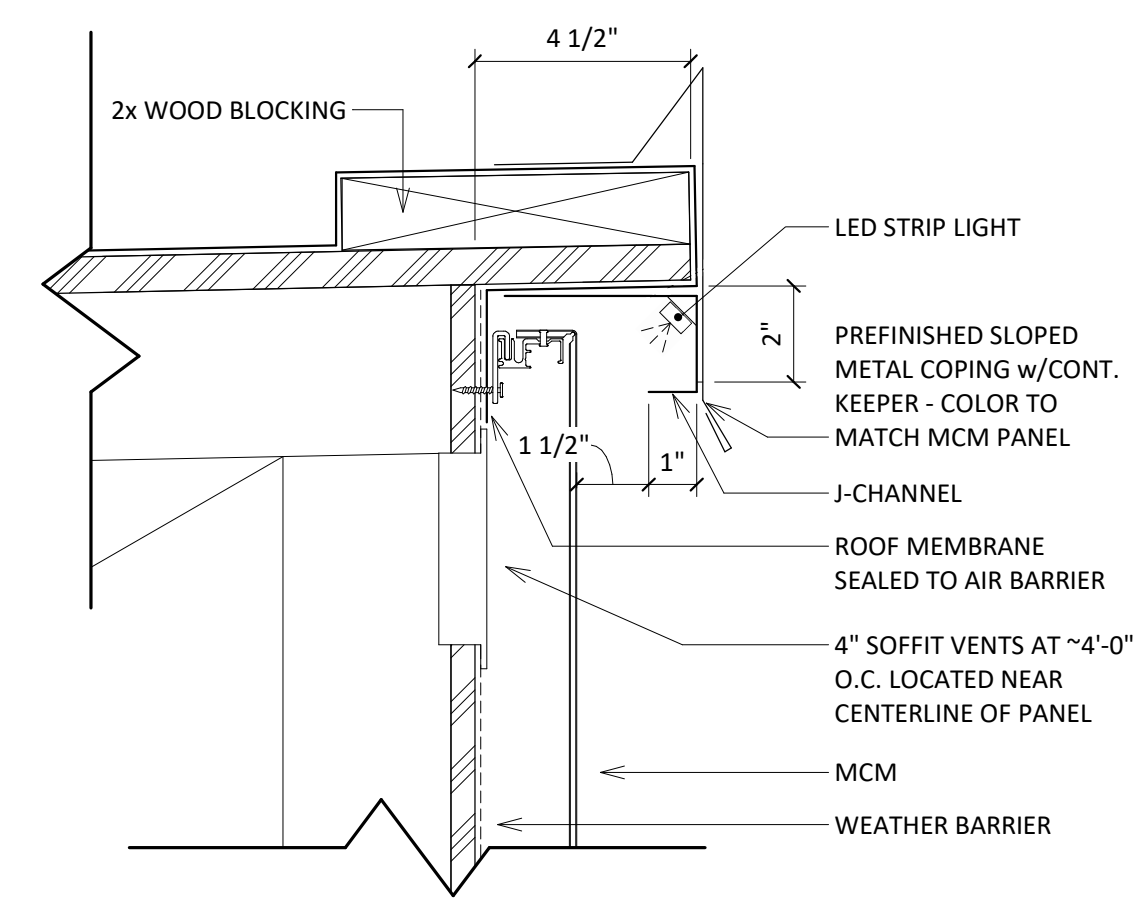
The light source of this light will be shielded by the implementation of a cove that will be the same color as the metal panels. These lights will be continuous lengths in each vertical or horizontal section so the light will be uniform without dark spots.

Thank you for your time and consideration.

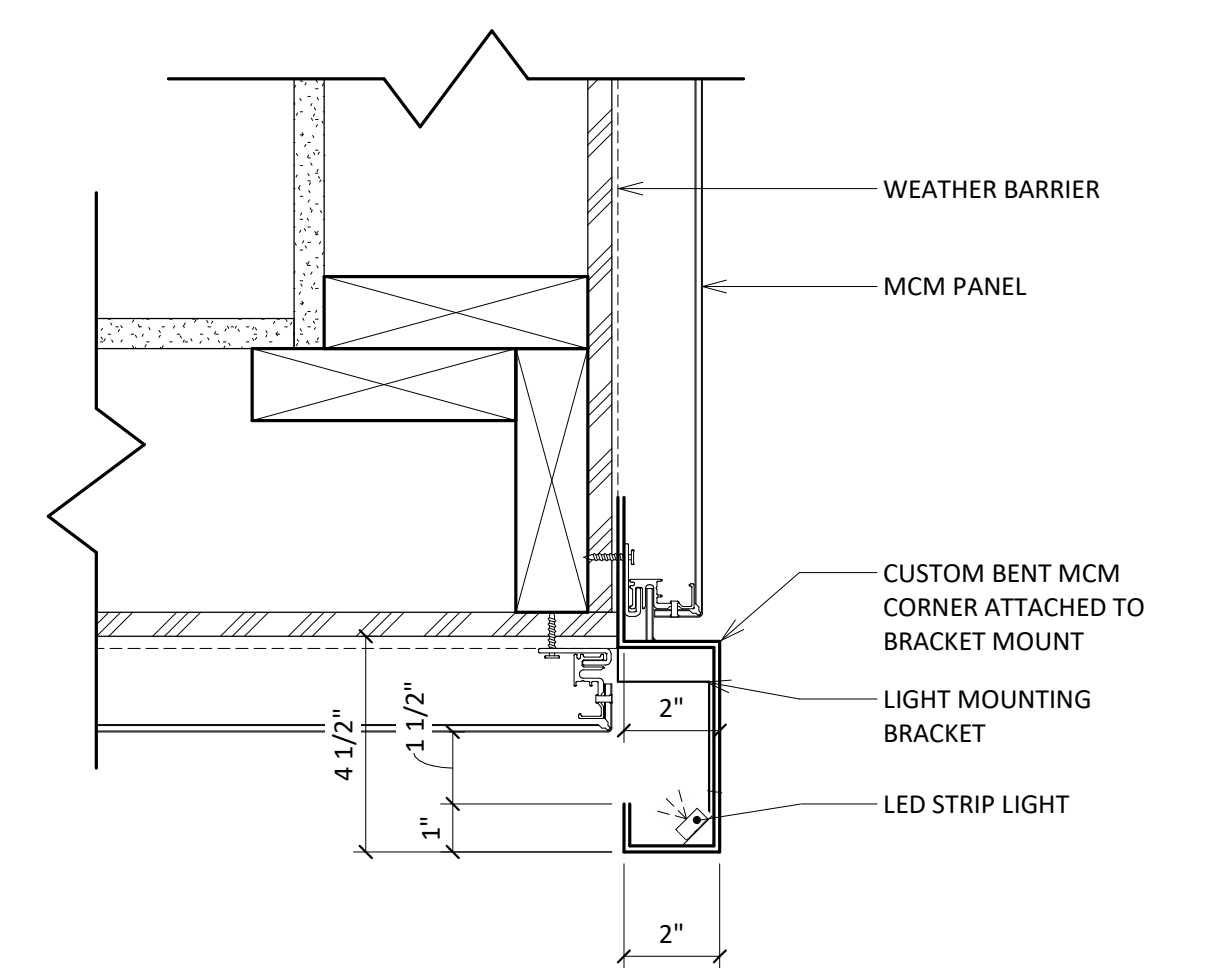
Sincerely,

A handwritten signature in black ink, appearing to read 'D. Johnson'.

Duane Johnson, AIA
Member
Knothe and Bruce Architect, LLC



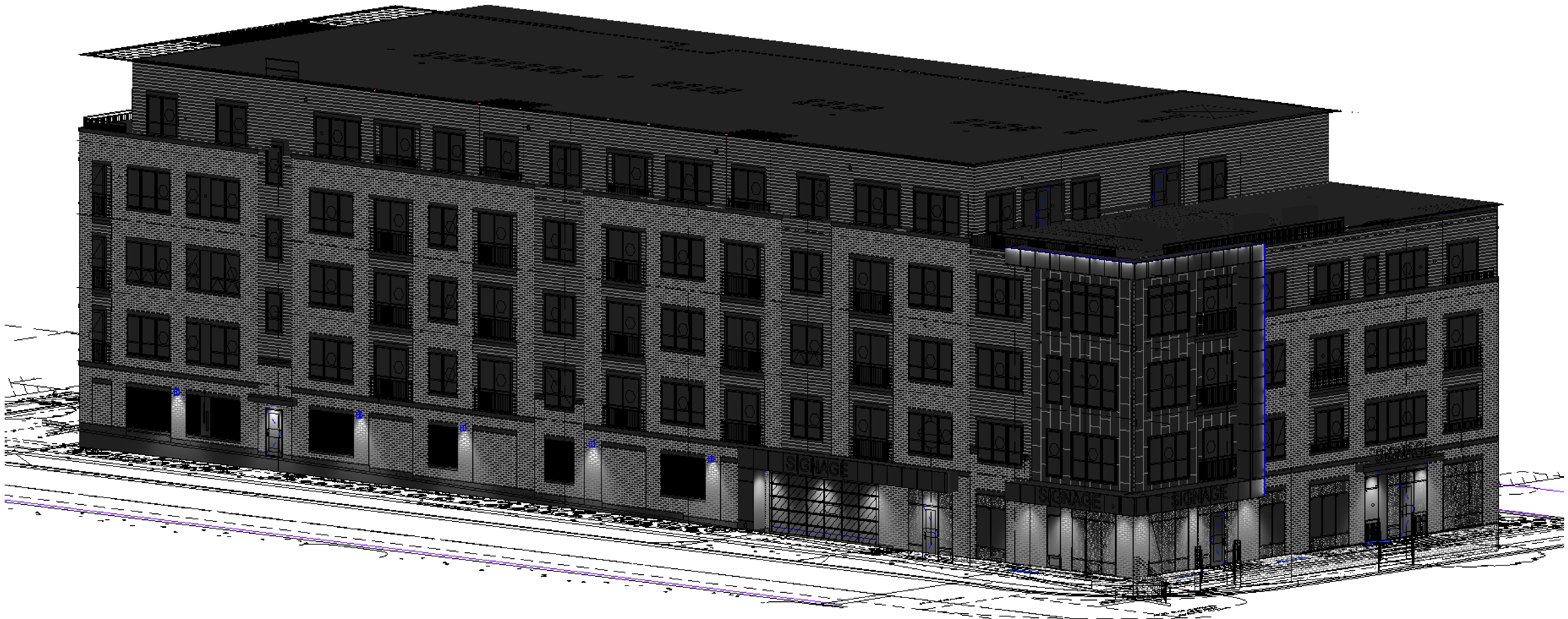
24
A406 HORIZONTAL ACCENT LIGHTING AT 5TH FLOOR EYEBROWS
3" = 1'-0"



26
A406 VERTICAL ACCENT LIGHTING AT MCM CORNER
3" = 1'-0"

Current View

SMOKY'S
NORTH ELEVATION PHOTOMETRICS



Current View

SMOKY'S
NORTHEAST ELEVATION PHOTOMETRICS



SMOKY'S CLUB REDEVELOPMENT

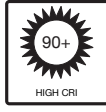
3003, 3007 UNIVERSITY AVE. MADISON, WI
EXTERIOR LIGHTING RENDER



INFINILINE® 120V LED Strip Light



SPECIFICATION SHEET



Item # _____

Project _____



INFINILINE®	
Voltage/Wattage	120VAC / 3.7W/ft.
Lumens¹	2700K 289 Lm/ft.
	3000K 300 Lm/ft.
	3500K 308 Lm/ft.
	4200K 351 Lm/ft.
Max. Run²	164 feet
Custom Produced	See Page 2
LED Chips	21/foot
CRI	90+
Field Cuttable	No
Dimensions	0.63 x 0.31 in. (W x H)
Environment	Outdoor / Wet Location / IP65
Certification	UL Listed (US), ETL Listed (Canada)
Dimmable	Yes (Hardwire only), down to 10% using Lutron DVELV-300P, NTELV-300, or NTF-10 Dimmers
Warranty	5-Year Standard, 2-Year Deep Cold ³

SPECIFICATIONS

- LED Chip Type: 2835
- LED Chip Beam Angle: 120°
- Luminous Efficacy⁴ (lm/w): ~80-90
- Mounting: Mounting Clips / Mounting Channel
- Connections⁵: 60 in. Plug-In, 15 ft. Hardwired
- Ambient Temp⁶: -43 ~ 122°F (-42 ~ 50°C) (Control system must be used to turn on lights when temperature drops below -5°F³)
- Environment⁸: Outdoor / Wet location / Indoor / Deep Cold³
- UV Resistance: Yes but may still degrade over time
- Jacket Material: PVC, UL94 5VA Rated

COMPLIANCE & REGULATORY APPROVALS

Safety

- UL Listed 2388 Flexible Lighting Products. File # E470197
- UL Listed 1598 Surface Mount Luminaires. File # E503268
- ETL Certified, Canada - UL std. 1598 Surface Mount Luminaires (Hardwired only)

SKU Builder

DI	-	120V	-	INFBSC3	-		-		-	
		Voltage		Model		Color Temp		Connection		SKU Length
						27 (2700K)		- (Plug-In)		SEE PAGE 2
						30 (3000K)		H (Hardwire)		MTCL (Mounting Clips)
						35 (3500K)				RTCL* (Rotating Mounting Clips)
						42 (4200K)				MTCH (Channel)

Example: DI-120V-INFBSC335-H-240= Diode, 120 Volt, INFINILINE®, 4200K CCT, Hardwire lead, 20 feet custom cut.

*Rotating Mounting Clips must be used with Hardwire installations to retain UL Listing.

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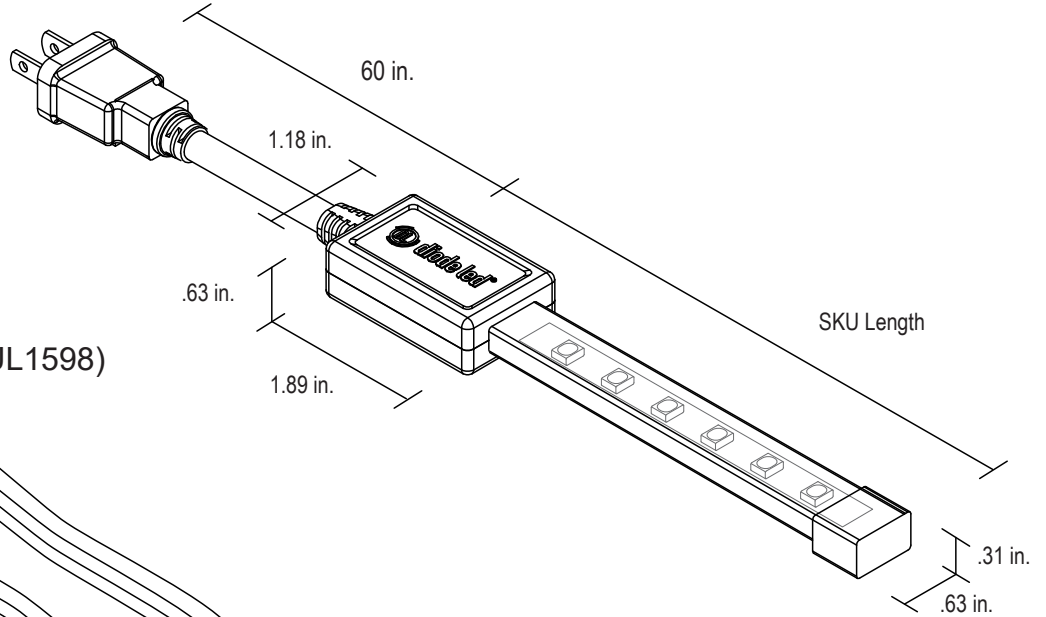
Toll Free: 877.817.6028 | Fax: 415.592.1596 | www.DiodeLED.com | info@DiodeLED.com

INFINILINE® 120V LED Strip Light

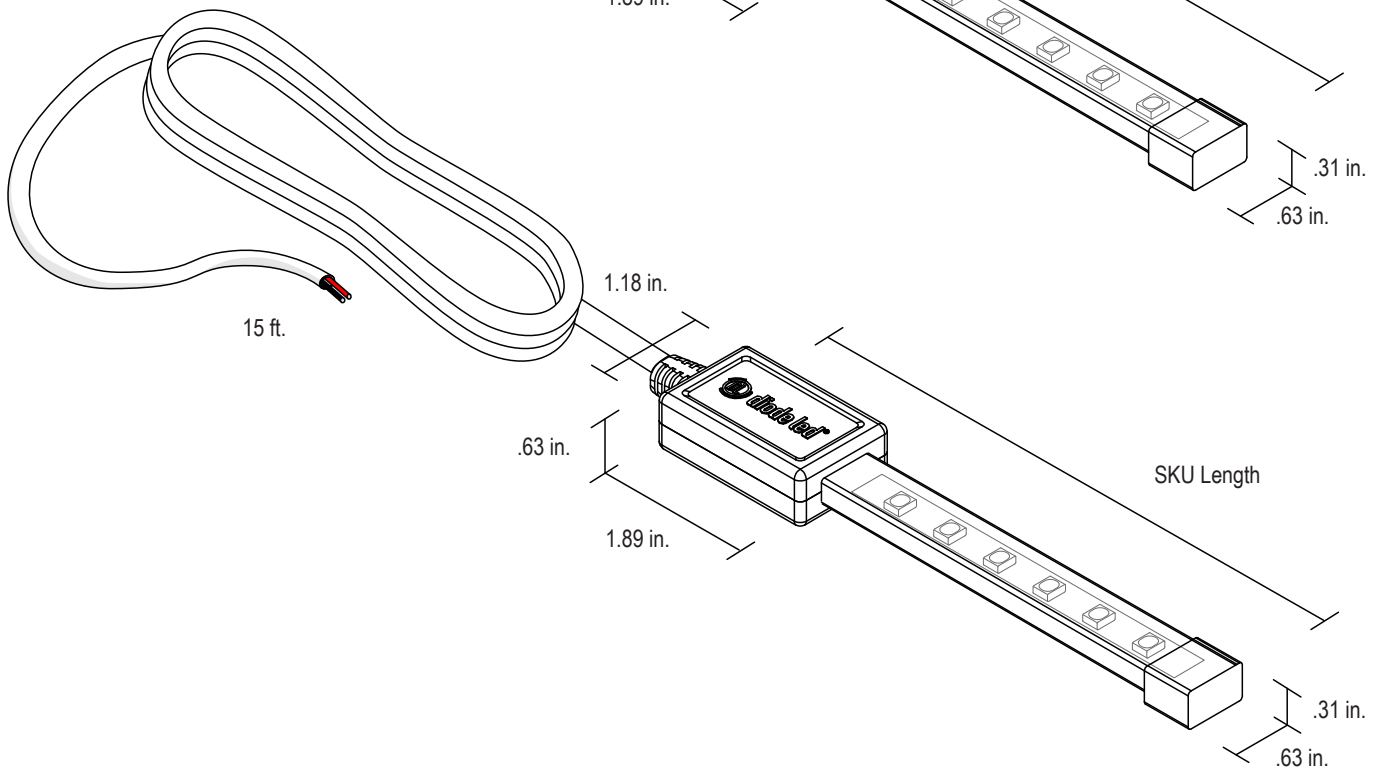
SPECIFICATION SHEET

MECHANICAL DIAGRAMS (CONT.)

INFINILINE® - Plug-In (UL2388)



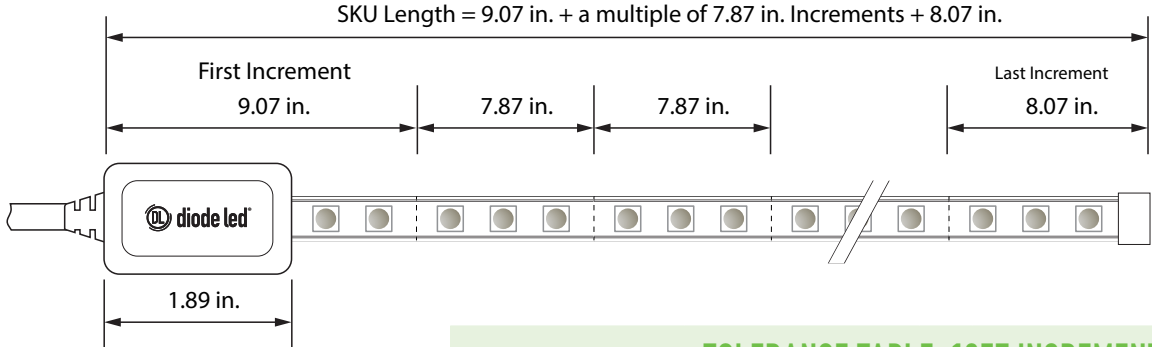
INFINILINE® - Hardwired (UL1598)



INFINILINE® 120V LED Strip Light

SPECIFICATION SHEET

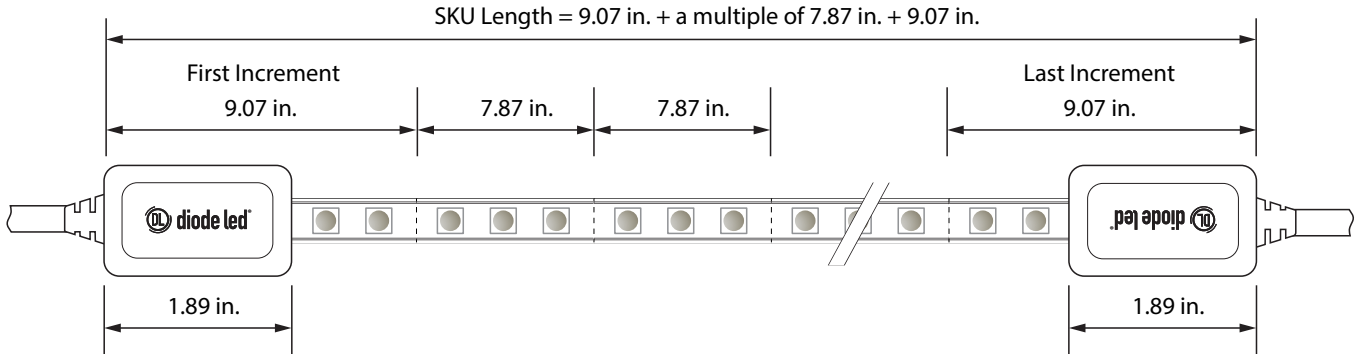
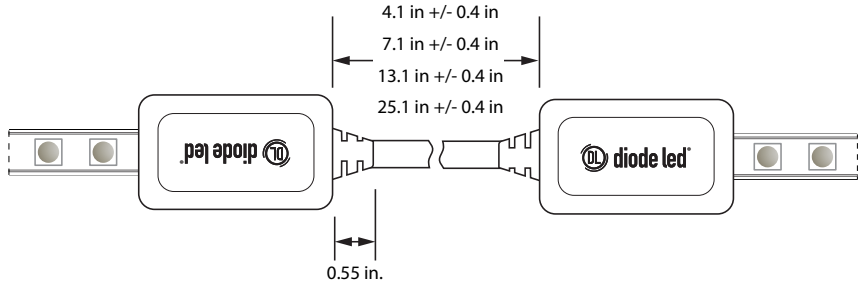
SYSTEM DIAGRAM



TOLERANCE TABLE, 10FT INCREMENTS			
Length Range	Tolerance	Length Range	Tolerance
0-10ft	± 0.3 in.	70-80ft	± 2.5 in.
10-20ft	± 0.7 in.	80-90ft	± 2.8 in.
20-30ft	± 1.0 in.	90-100ft	± 3.1 in.
30-40ft	± 1.3 in.	100-110ft	± 3.4 in.
40-50ft	± 1.6 in.	110-120ft	± 3.7 in.
50-60ft	± 2.0 in.	120-130ft	± 4.0 in.
60-70ft	± 2.2 in.	>130ft	± 4.0 in.

CUSTOMIZATION OPTIONS

Up to three jumpers may be built into the length of each Infiniline® 120V LED Tape Light. (Call for more information)



INFINILINE® 120V LED Strip Light

SPECIFICATION SHEET

ADDITIONAL ACCESSORIES

Accessories listed below fully support our Tape Light product line. Further information on these products and more accessories can be found in our latest catalog or online at www.DiodeLED.com.

Visit the product page at www.DiodeLED.com for installation guides, .IES files, voltage drop charts, and LM-79 reports.

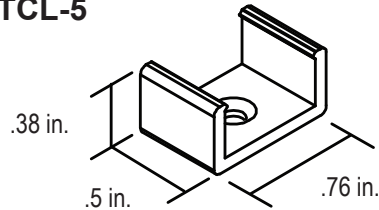
SKU	DESCRIPTION
DI-INF-MTCL-5	MOUNTING CLIP (5 PACK) Small clip used to secure INFINILINE® LED Strip Light. Includes 5 clips and 5 screws. <i>(Sold Separately)</i>
DI-INF-RTCL-2	MOUNTING CLIP (2 PACK) Small clip used to secure INFINILINE® LED Strip Light for post-installation adjustability. Includes 2 clips and 2 screws. <i>(Must be utilized with mounting channel)</i> . <i>(Sold Separately)</i>
DI-INF-MTCH	MOUNTING CHANNEL Cutttable channel used to secure INFINILINE® LED Strip Light. <i>(Sold Separately)</i>

MECHANICAL DIAGRAMS

INFINILINE®

Mounting Clip

DI-INF-MTCL-5



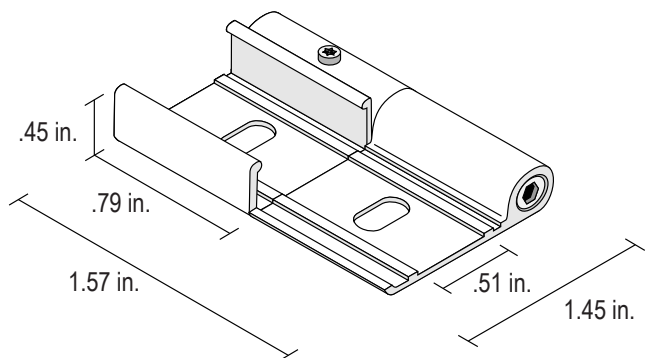
INFINILINE®

Rotating Mounting Clip

(Included with Hardwired Infiniline orders)

(Must be utilized with mounting channel)

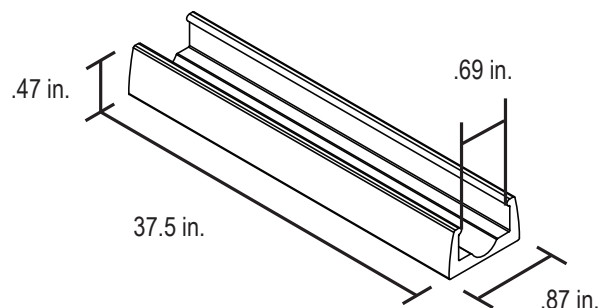
DI-INF-RTCL-2



INFINILINE®

Mounting Channel

DI-INF-MTCH



1. LED chips have a luminous flux range with a tolerance of +/- 5%.
2. Each maximum run requires a dedicated power feed. Do not extend beyond the recommended maximum run length.
3. Deep Cold applications are warranted for 2 years. Out of warranty condition is a greater than 25% loss of light output from initial installation.
4. Actual efficacy value is dependent on specified LED driver (power supply). An estimated efficacy value can be calculated as follows: Lumen value divided by average power consumption per foot.
5. Wire leads and accessories are not rated for in-wall installation unless otherwise noted.
6. Do not install product in an environment outside the listed ambient temperature. Exceeding the maximum ambient temperature may damage LED chips, reduce the total lamp life, lumen output, and/or adversely impact color consistency.
7. Operating temperature is measured according to the minimum and maximum ambient temperature environment.
8. Do not install in environment where LED chips are exposed to direct sunlight as damage to the phosphor will occur.

ADDITIONAL INFORMATION

- INFINILINE® 120V LED STRIP LIGHT Installation Guide

SAFETY / WARNINGS / DISCLOSURES

1. Install in accordance with national and local electrical code regulations.
2. This product is intended to be installed and serviced by a qualified, licensed electrician.
3. Only use copper wiring. Use wires rated for at least 176°F (80°C) and certified for use with external connection of electrical equipment.
4. Each maximum run requires a dedicated power feed. Do not extend beyond the recommended maximum run length.
5. Tape light, and attached wire leads, are not rated for in-wall installation unless otherwise noted.
6. Ensure applicable wire is installed between driver, fixture, and any controls in-between. When choosing wire, factor in voltage drop, amperage rating, and type (in-wall rated, wet location rated, etc.). Inadequate wire installation could overheat wires, and cause fire.
7. Do not install in environment where LED chips are exposed to direct sunlight as damage to the phosphor will occur.
8. Do not install in environment where excessive heat may exist (ex. close proximity to fireplace, etc.) See Ambient Temperature ratings
9. Do not install indoor LED tape light products in outdoor / wet location environments. Only wet location tape light models are rated for outdoor / wet locations.
10. Do not modify product beyond instructions or warranty will be void.
11. Tape light must be handled with care. Excessive handling, bending, and pressure may damage the product, voiding the warranty.
12. Actual color may vary from what is pictured on this sheet and other print materials due to the limitations of photographic processes.
13. We reserve the right to modify and improve the design of our fixtures without prior notice. We cannot guarantee to match existing installed fixtures for subsequent orders or replacements in regards to product appearance, CCT, or lumen output.

WARRANTY

Limited Warranty

This product has a five (5) year limited warranty from the date of shipment.

Applications below -5°F (Deep Cold): This product has a two (2) year limited warranty from the date of shipment.

This warranty does not include the additional accessories referenced in this specification sheet. Complete warranty details for fixtures and additional accessories are available at www.diodeled.com/limited-warranty/ within the Policies section. For warranty related questions please contact product support.

Consumer's Acknowledgment

Elemental LED, Inc. stands behind its products when they are used properly and according to our specifications. By purchasing our products, the purchaser agrees and acknowledges that lighting design, configuration and installation is a complex process, wherein seemingly minor factors or changes in layout and infield adjustments can have a significant impact on an entire system. Choosing the correct components is essential. Elemental LED is able to work with the original purchaser to make an appropriate product selection to the extent of the limited information that the customer can provide, but it is virtually impossible for Elemental LED to design a system that foresees every unknown factor. For this reason, this Warranty does not cover problems caused by improper design, configuration or installation issues. Any statement from a Elemental LED employee or agent regarding a customer's bill of goods and/or purchase order is NOT an acknowledgment that the products purchased are designed and configured correctly. The purchase agrees and acknowledges that it is the customer's responsibility to adhere strictly to all information contained in the Product Specification Sheets.

There is often more than one way to design, configure and layout an LED lighting application properly to achieve the same lighting effect. Elemental LED strongly recommends that licensed professionals be used in the design and installation of lighting systems that include Elemental LED products. The specifications include important information that a designer and installer should carefully review and strictly follow. Qualified designers and certified and/or licensed installers, with access to the final installation environment, customer goals, and Elemental LED product specifications can make the requisite decisions appropriate for a successful finished lighting application.



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Specifications are subject to change without notice.

Toll Free: 877.817.6028 | Fax: 415.592.1596 | www.DiodeLED.com | info@DiodeLED.com

SPEC SHEET | INFINILINE® 120V LED Strip Light | SS060121-6.0 | 5 OF 5