

# 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 2/7/22 \_\_\_\_\_  
11:50 a.m. **RECEIVED**  
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: \_\_\_\_\_

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.

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 \_\_\_\_\_ 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 \_\_\_\_\_ Relationship to property \_\_\_\_\_

Authorizing signature of property owner  \_\_\_\_\_ Date \_\_\_\_\_

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





February 7, 2022

City of Madison  
Department of Planning  
215 Martin Luther King Jr. Blvd.  
Madison WI 53703

RE: Urban Design Commission Application  
Informational Presentation  
7820-7874 Mineral Point Rd.

Dear Commission members:

On behalf of Steve Doran – Galway Companies, Inc., Sketchworks Architecture, LLC is submitting this letter of intent and application for the proposed exterior renovation to the Vintage Brewing Co. located at 674 S. Whitney Way. This building is located in Urban Design District #3 and part of the Whitney Square shopping Center development.

We presented the project scope to Kevin Firchow, Jessica Vaughn, and Jenny Kirchgatter on January 11, 2022 to gain information and better knowledge into the requirements of this proposed renovation and specific UDC requirements.

**Proposal Summary:**

The existing building is constructed of masonry exterior walls having a lath with concrete exterior finish. This material is consistent with the other buildings in this development that were renovated in the spring of 2020. This exterior wall finish is part of the structural design of the exterior wall as we found during that renovation project. The roof is a mansard style wood structure with a natural cedar shake appearance.

The proposed renovation addresses the failing shake roofing material and removing the mansard style roof with a more contemporary roof form that is complimentary to the overall development. This will also provide areas for signage that do not currently exist on the building. A new entry canopy will be constructed at the main entrance. The existing faux wood columns will be removed along the east, west, and south facades. The north columns will be rebuilt around the existing structural members and painted a complementary color to the building. Exterior walls will be maintained and painted as they are part of the structural composition. Stone accents will be maintained at the chimney, existing patio planters, and main entrance. New windows will be added along the east façade overlooking the patio area in addition to maintaining the existing bay windows.

The existing site will remain intact as it was updated at part of the 2020 renovation which included the entire development. Outside seating areas for current and future tenants will be maintained.



**Zoning District:**

The property is currently zoned (CC) Commercial Center  
Urban Design - 3

**Project Schedule:**

The project construction schedule will be as follows:

Pre-Application Meeting	January 11, 2022
Submit UDC Informational Application	February 7, 2022
UDC Meeting – Informational	February 23, 2022
Submit UDC Final Application	March 14, 2022
UDC Meeting – Final Approval	April 13, 2022
Plan Review/Permit Submittal:	April 25, 2022
Start Construction	May 16, 2022

**Project Team:**

The key individuals and firms involved in this planning and design process include:

Tenant/ Building Owner:  
Galway Companies, Inc.  
800 W Broadway Ave. Suite 400  
Monona, WI 53713  
Contact: Steve Doran  
(608) 327-4006

Architect:  
Sketchworks Architecture, LLC  
7780 Elmwood Ave Ste 208  
Middleton, WI 53562  
Contact: Brad Koning  
(608) 836-7570

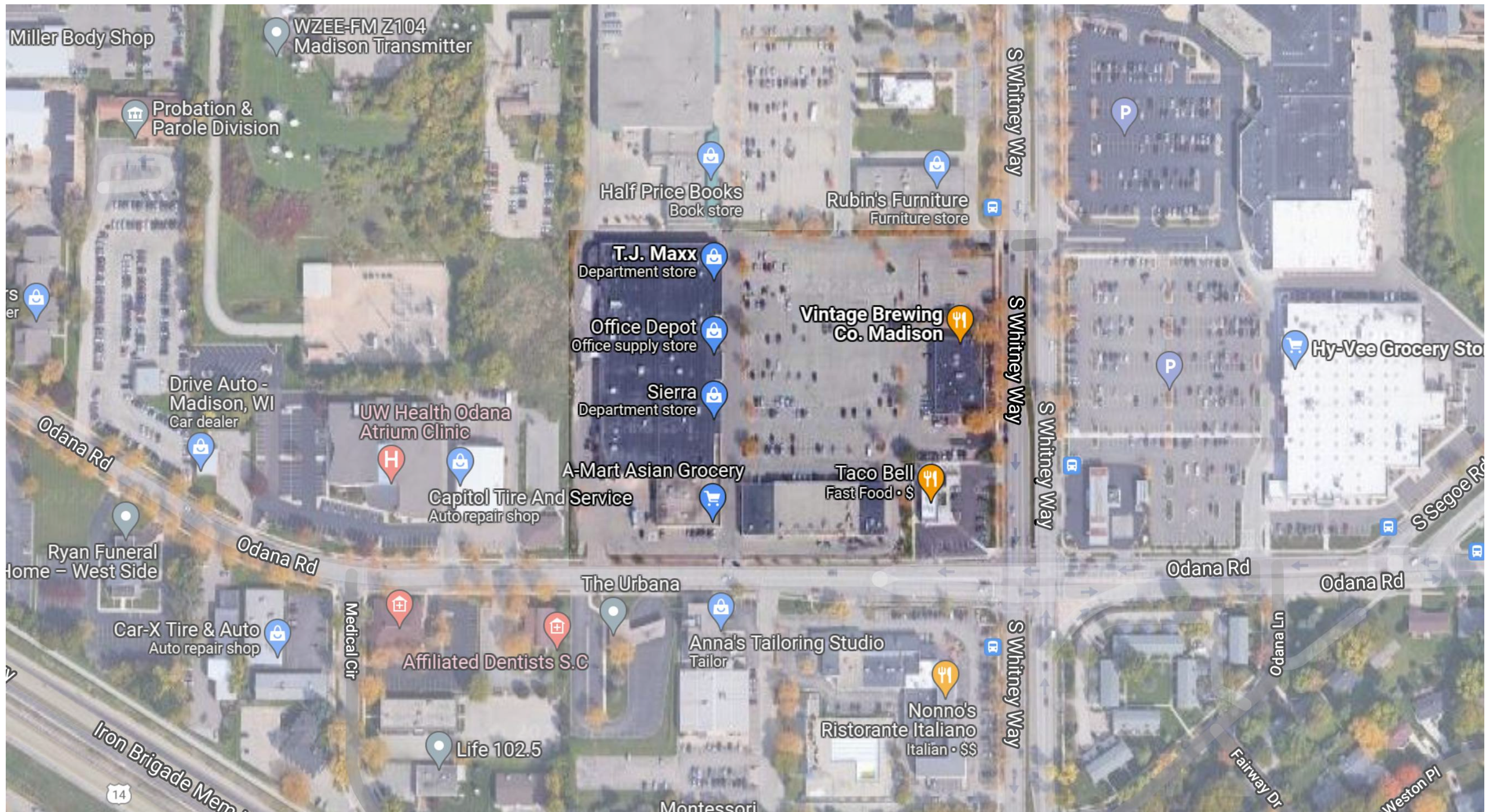
Please feel free to contact us with any questions you may have regarding this request.

Respectfully,

A handwritten signature in black ink that reads "Bradley Koning". The signature is written in a cursive, flowing style.

Brad Koning  
Sketchworks Architecture, LLC

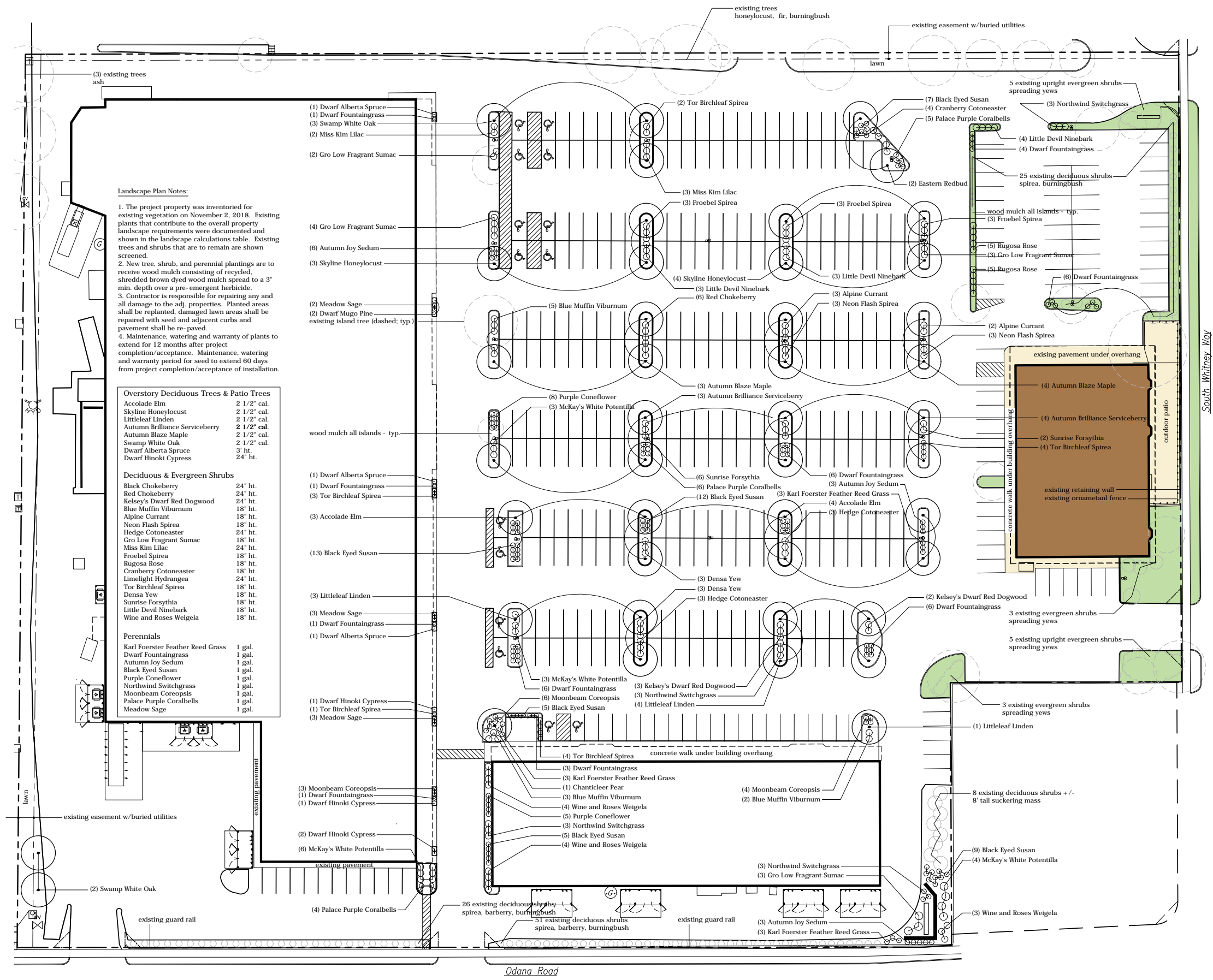




**LOCATION MAP**  
674 S WHITNEY WAY







**Landscape Plan Notes:**

- The project property was inventoried for existing vegetation on November 2, 2018. Existing plants that contribute to the overall property landscape requirements were documented and shown in the landscape calculations table. Existing trees and shrubs that are to remain are shown screened.
- New tree, shrub, and perennial plantings are to receive wood mulch consisting of recycled, shredded brown dyed wood mulch spread to a 3" min. depth over a pre-emergent herbicide.
- Contractor is responsible for repairing any and all damage to the adj. properties. Planted areas shall be replanted, damaged lawn areas shall be repaired with seed and adjacent curbs and pavement shall be re-paved.
- Maintenance, watering and warranty of plants to extend for 12 months after project completion/acceptance. Maintenance, watering and warranty period for seed to extend 60 days from project completion/acceptance of installation.

Overstory Deciduous Trees & Patio Trees	
Accolade Elm	2 1/2" cal.
Skyline Honeylocust	2 1/2" cal.
Littleleaf Linden	2 1/2" cal.
Autumn Brilliance Serviceberry	2 1/2" cal.
Autumn Blaze Maple	2 1/2" cal.
Swamp White Oak	2 1/2" cal.
Dwarf Alberta Spruce	3' ht.
Dwarf Hinoki Cypress	24" ht.

Deciduous & Evergreen Shrubs	
Black Chokeberry	24" ht.
Red Chokeberry	24" ht.
Kelsey's Dwarf Red Dogwood	24" ht.
Blue Muffin Viburnum	18" ht.
Alpine Currant	18" ht.
Neon Flash Spirea	18" ht.
Hedge Cotoneaster	24" ht.
Gro Low Fragrant Sumac	18" ht.
Miss Kim Lilac	24" ht.
Froebel Spirea	18" ht.
Rugosa Rose	18" ht.
Cranberry Cotoneaster	18" ht.
Limelight Hydrangea	18" ht.
Tor Birchleaf Spirea	18" ht.
Densa Yew	18" ht.
Sunrise Forsythia	18" ht.
Little Devil Ninebark	18" ht.
Wine and Roses Weigela	18" ht.

Perennials	
Karl Foerster Feather Reed Grass	1 gal.
Dwarf Fountaingrass	1 gal.
Autumn Joy Sedum	1 gal.
Black Eyed Susan	1 gal.
Purple Coneflower	1 gal.
Northwind Switchgrass	1 gal.
Moonbeam Coreopsis	1 gal.
Palace Purple Coralbells	1 gal.
Meadow Sage	1 gal.



# SITE PLAN

674 S WHITNEY WAY







**CONTEXTUAL PHOTOS**  
674 S WHITNEY WAY







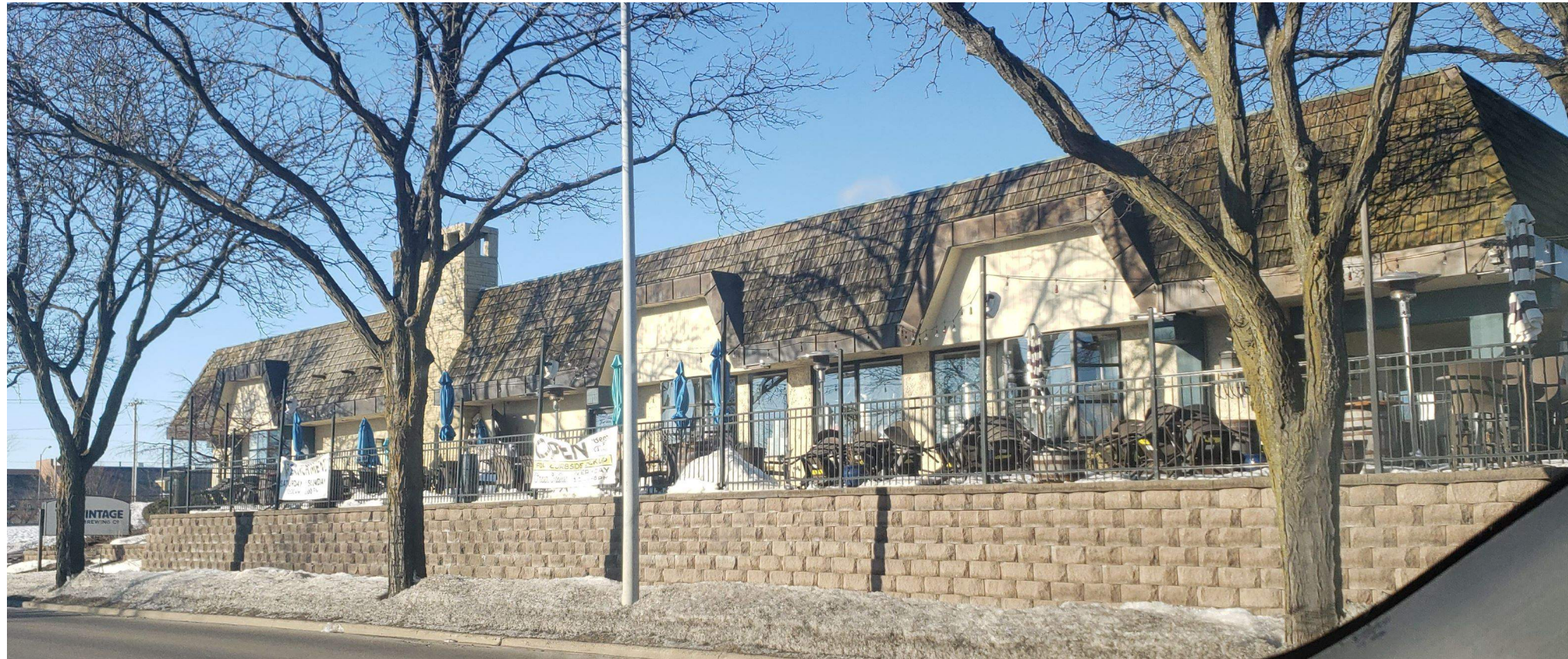




**EXISTING BUILDING PHOTOS**  
674 S WHITNEY WAY



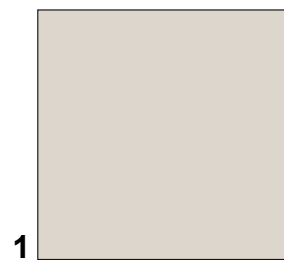




**EXISTING BUILDING PHOTOS**  
674 S WHITNEY WAY



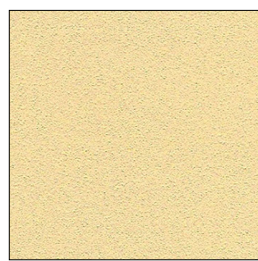




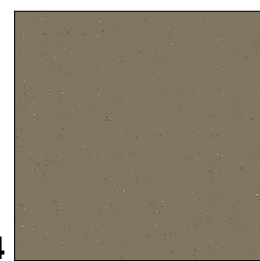
1 CMG SANDSTONE - METAL COPING



2 #103A NATURAL WHITE - PANELIZED EIFS



3 #435A SUNDANCE - JH-5 1/2" TRIM BOARD



4 454A STONE GRAY - PAINTED EXISTING STUCCO



5 STONE VENEER - MATCH EXISTING



6 CMG DARK BRONZE (METAL COLUMNS/CANOPY)



**PROPOSED RENDERINGS**  
674 S WHITNEY WAY







**PROPOSED RENDERINGS**  
674 S WHITNEY WAY







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674 S WHITNEY WAY







**PROPOSED RENDERINGS**  
674 S WHITNEY WAY

