



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>June 28, 2017</u>	<input checked="" type="checkbox"/> Informational Presentation <input type="checkbox"/> Initial Approval <input type="checkbox"/> Final Approval
UDC Meeting Date: <u>July 12, 2017</u>	
Combined Schedule Plan Commission Date (if applicable): _____	

1. Project Address: 722 East Main Street  
Project Title (if any): MGE Blount Substation Enclosure

2. This is an application for (Check all that apply to this UDC application):

- New Development
- Alteration to an Existing or Previously-Approved Development

**A. Project Type:**

- Project in an Urban Design District\* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or 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 Planned Residential Complex

**B. Signage:**

- Comprehensive Design Review\* (public hearing-\$300 fee)
- Street Graphics Variance\* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

**C. Other:**

Please specify: \_\_\_\_\_

**3. Applicant, Agent & Property Owner Information:**

Applicant Name: Tim Blieferticht Company: MGE  
 Street Address: 623 Railroad St City/State: Madison, WI Zip: 53703  
 Telephone: (608) 252-5687 Fax: ( ) Email: TBlieferticht@mge.com

Project Contact Person: Dean Proctor Company: Vandewalle & Associates  
 Street Address: 120 East Lakeside St City/State: Madison, WI Zip: 53715  
 Telephone: (608) 255-3988 Fax: ( ) Email: dproctor@vandewalle.com

Project Owner (if not applicant) : \_\_\_\_\_  
 Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: ( ) Fax: ( ) Email: \_\_\_\_\_

**4. Applicant Declarations:**

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Kevin Firchow on June 22, 2017.

B. 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 Tim Blieferticht Relationship to Property Director - Facilities Management

Authorized Signature [Signature] Date 6/28/17



# VANDEWALLE & ASSOCIATES INC.

**Date:** June 28, 2017

**To:** City of Madison Urban Design Commission

**From:** Dean Proctor - Vandewalle & Associates

**CC:** Kevin Firchow, City of Madison

Tim Bliefert, MGE

**Re:** MGE Blount Substation Enclosure, 722 East Main St

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The proposed MGE Substation Enclosure Structure provides (1) protection for important community infrastructure and (2) a bold aesthetic enhancement for a burgeoning entertainment area in Madison's Capitol East District.

Replacing the existing chain link fence enclosing the substation (located on Main, Blount, and Livingston Streets), the new structure will protect facilities that supply downtown Madison and a portion of the city's east isthmus with electrical power. The enclosure will prevent unwelcome vehicles from accessing the facility and prevent potential damage of the facility from the street and pedestrian level while on-site parking and gates will allow MGE access to service and support their facility.

Recognizing that this facility is in the center of a growing entertainment district, located on city streets that see an increasing number of pedestrians, and adjacent to new redevelopment drawing thousands to music and creative ventures as well as the public and employees parking in a major new structure, the new MGE structure was designed as an aesthetic contribution to the neighborhood and Capitol East District. The new structure and adjacent streetscape will also provide a critical link between the downtown core and the growing employment-oriented Capitol East District.

The primary materials (brick and architectural metal) of the enclosure are inspired by its surroundings. The lower portion will be faced with brick that match the color of nearby historic masonry buildings of this working industrial district. Creative detailing and banding of three colors of brick add visual interest to the lower portion of the wall and the pedestrian experience. The upper portion's perforated metal panels are similar in appearance to the industrial metals of the substation, the power plant, and other working structures in the neighborhood. The panels, layered to provide additional visual interest, are partially transparent to reduce the perceived height of the enclosure and to allow light and air to pass through.

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[www.vandewalle.com](http://www.vandewalle.com)

Shaping places, shaping change

Added to these two primary components, large custom-designed metal panels will be mounted to the gates and at several other positions on the enclosure, located to create a pleasing composition on the Main, Blount and Livingston Street facades. With their placement, color, and pattern they will add an artistic touch to the street and cityscape. Also, artistic treatment (emulating electrons) will be integrated into the middle band of the upper metal panels, symbolizing the substation's role in providing electric power to the downtown and east isthmus.

At Livingston Street near the new entertainment venue, and at the intersection of Main and Livingston Streets, space is set aside for potential sculptural art works and interpretive features, enhancing the appearance of the streetscape and enriching the pedestrian experience.

Together, these contextual materials, pedestrian-scaled components, creatively designed elements, and art works will not only protect our community's valuable infrastructure, but will be a positive aesthetic addition to this growing vibrant neighborhood and enhance the experience and image of the Capitol East District and the City of Madison.

# MGE Blount Substation Enclosure

## Location Map

Madison, Wisconsin



# MGE Blount Substation Enclosure Context and Pedestrian Spine

Madison, Wisconsin



# MGE Blount Substation Enclosure

## Existing Conditions

Madison, Wisconsin



Facing East Washington



From Livingston St



From Main St



From Blount St

# MGE Blount Substation Enclosure

## Material Inspirations

Madison, Wisconsin



Industrial/Metal/Electric

Red Brick/History

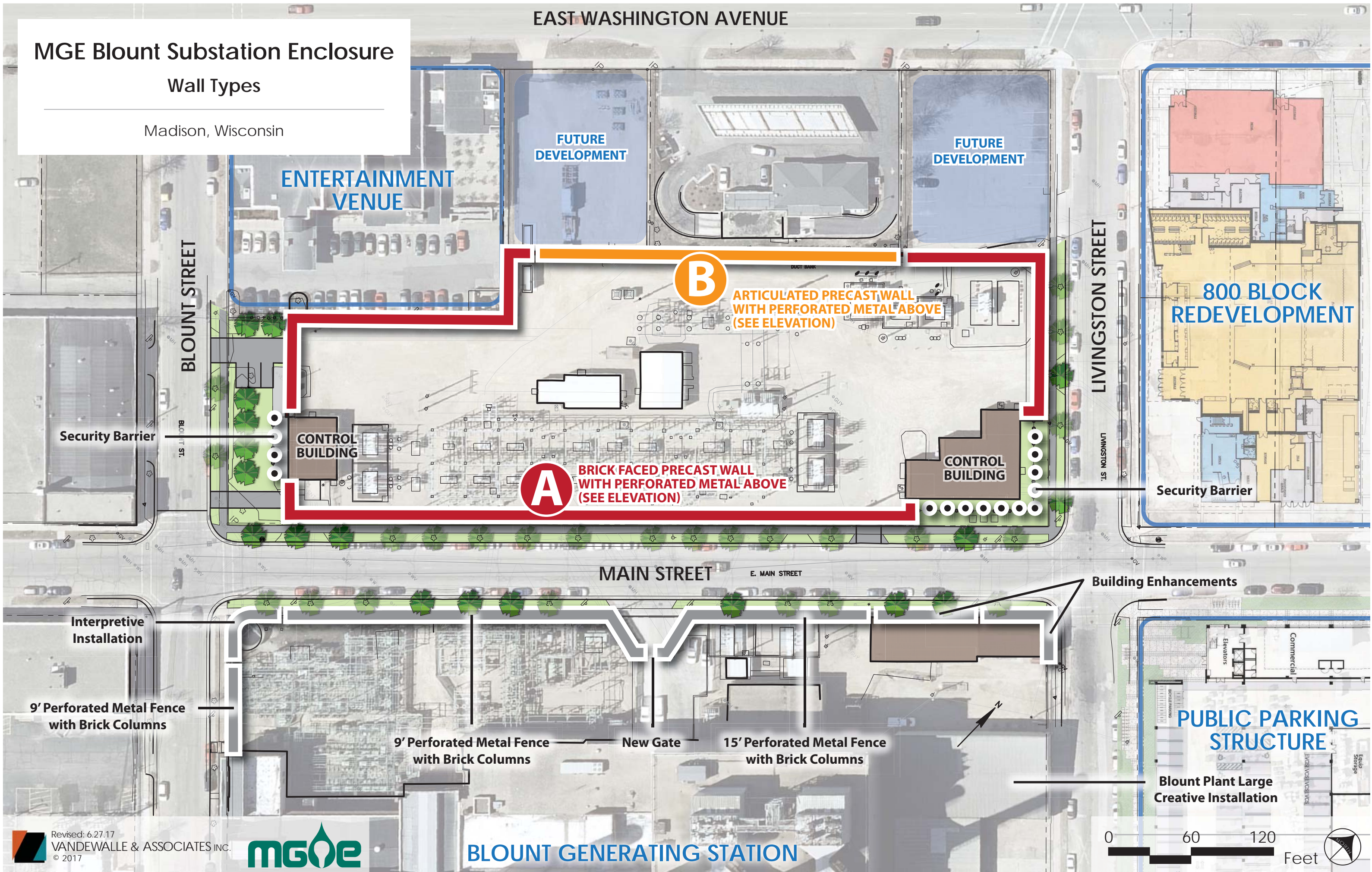


# MGE Blount Substation Enclosure

## Wall Types

Madison, Wisconsin

EAST WASHINGTON AVENUE





EAST WASHINGTON AVENUE

# MGE Blount Substation Enclosure Conceptual Landscape Plan

Madison, Wisconsin

BLOUNT STREET

LIVINGSTON STREET

800 BLOCK REDEVELOPMENT

Site Amenities Zone

New Street Tree (typ.)

Existing Street Tree (typ.)

Access Drive

New Landscape  
Lawn & Trees

Stormwater Basin

Access Drive

CONTROL BUILDING

CONTROL BUILDING

New Street Tree (typ.)

Existing Street Tree (typ.)

MAIN STREET

E. MAIN STREET

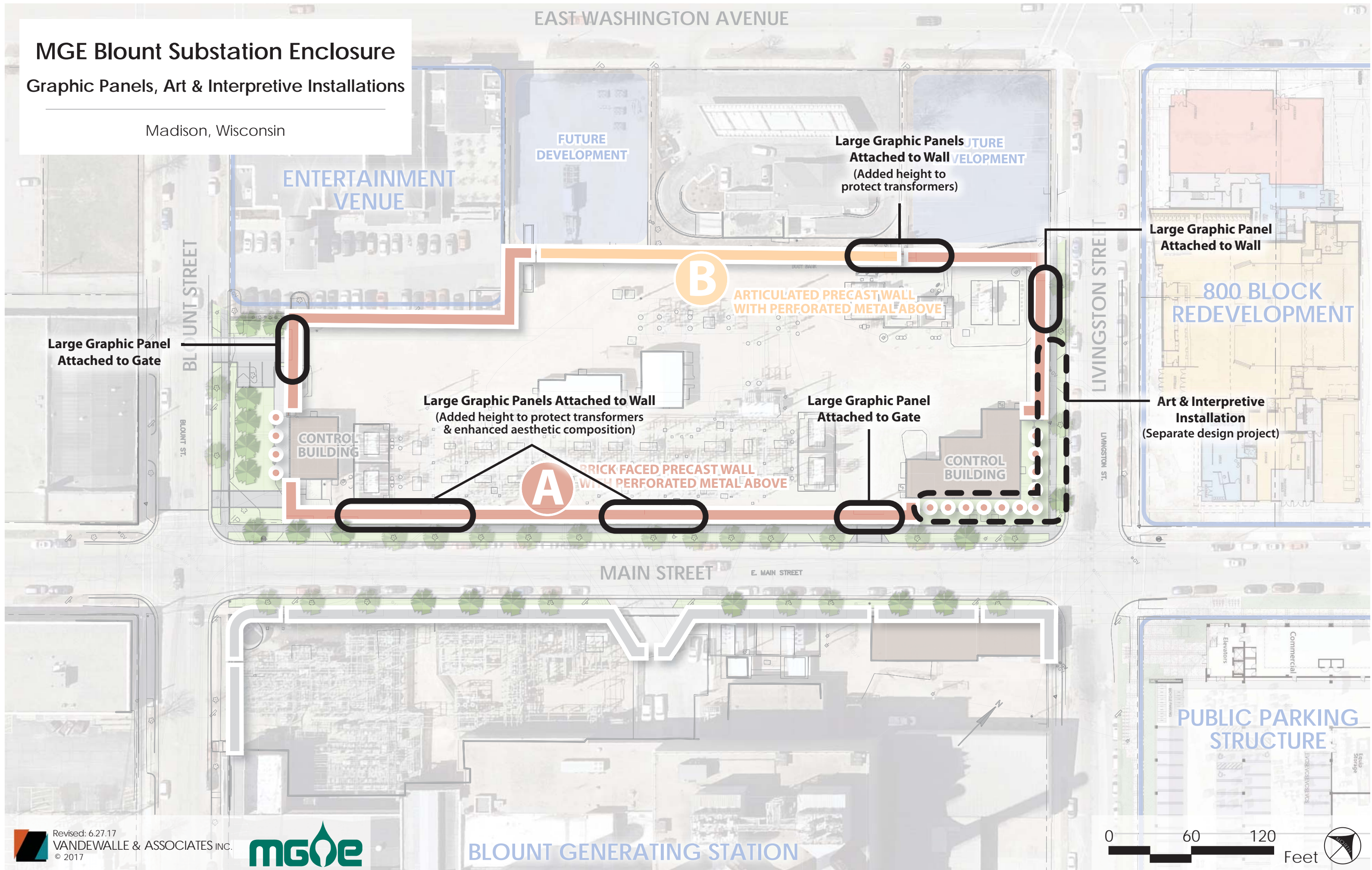
PUBLIC PARKING STRUCTURE



# MGE Blount Substation Enclosure

## Graphic Panels, Art & Interpretive Installations

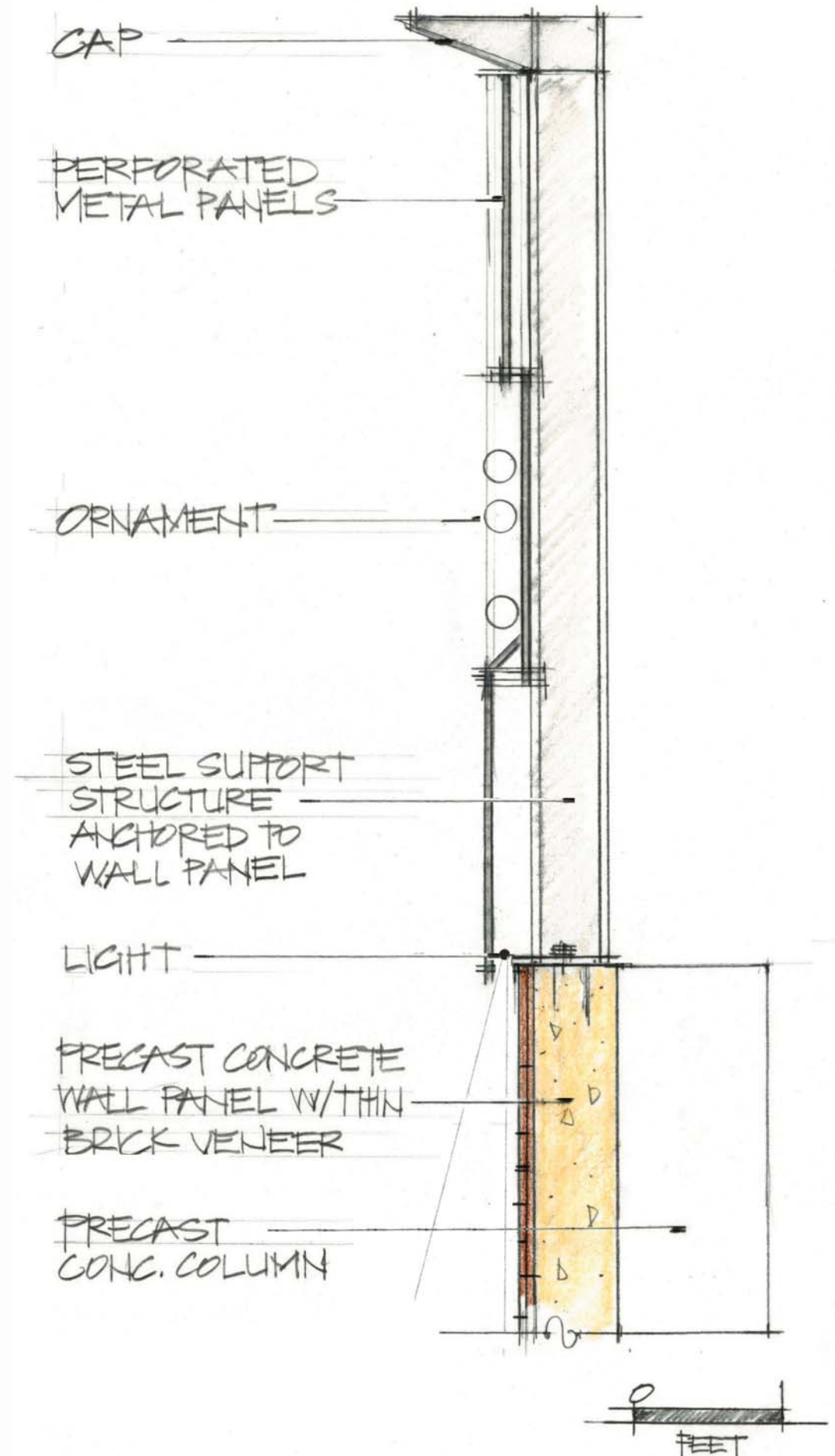
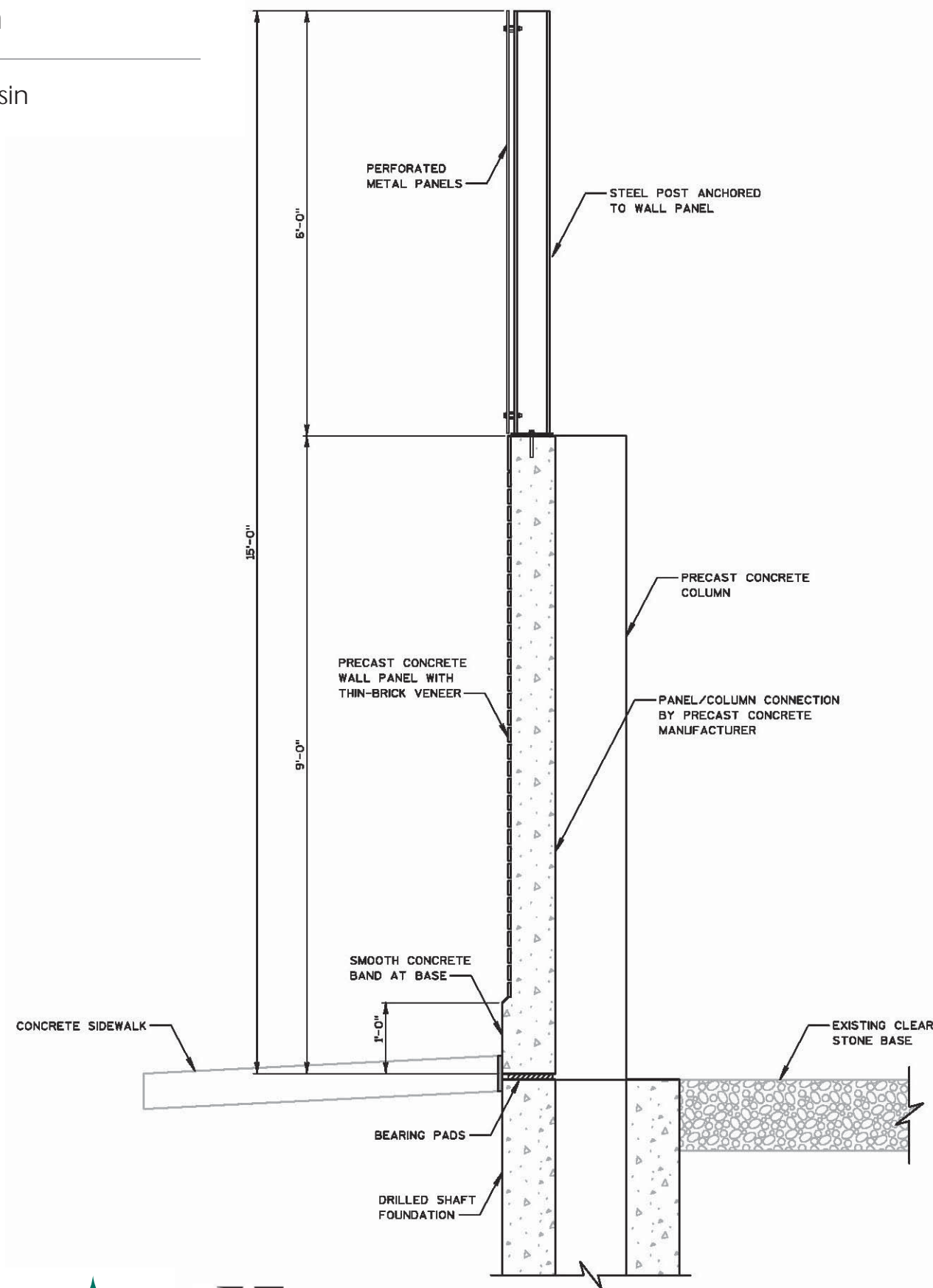
Madison, Wisconsin



# MGE Blount Substation Enclosure

## Wall Section

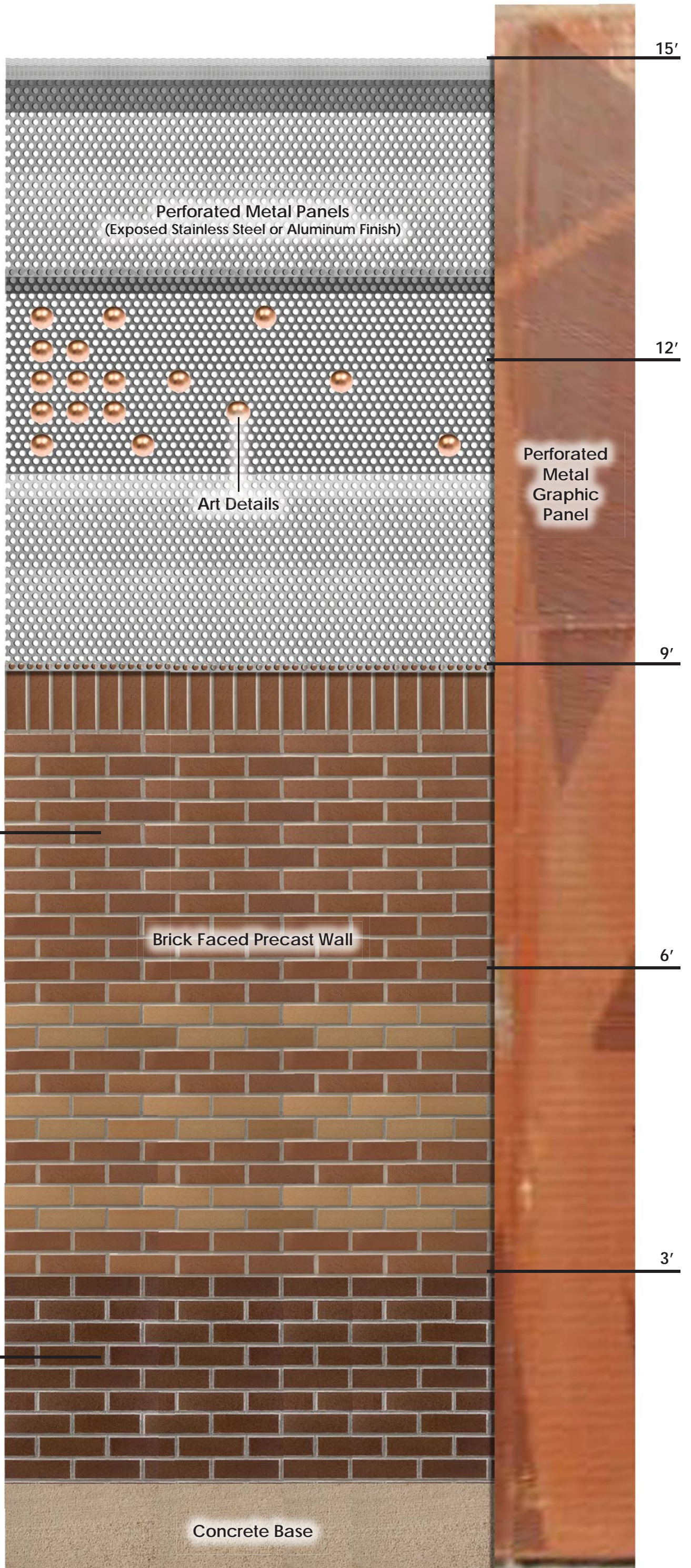
Madison, Wisconsin



# MGE Blount Substation Enclosure

## Wall Type A Elevation

Madison, Wisconsin



Endicott Brick Color Similar to MGE Blount Plant Color



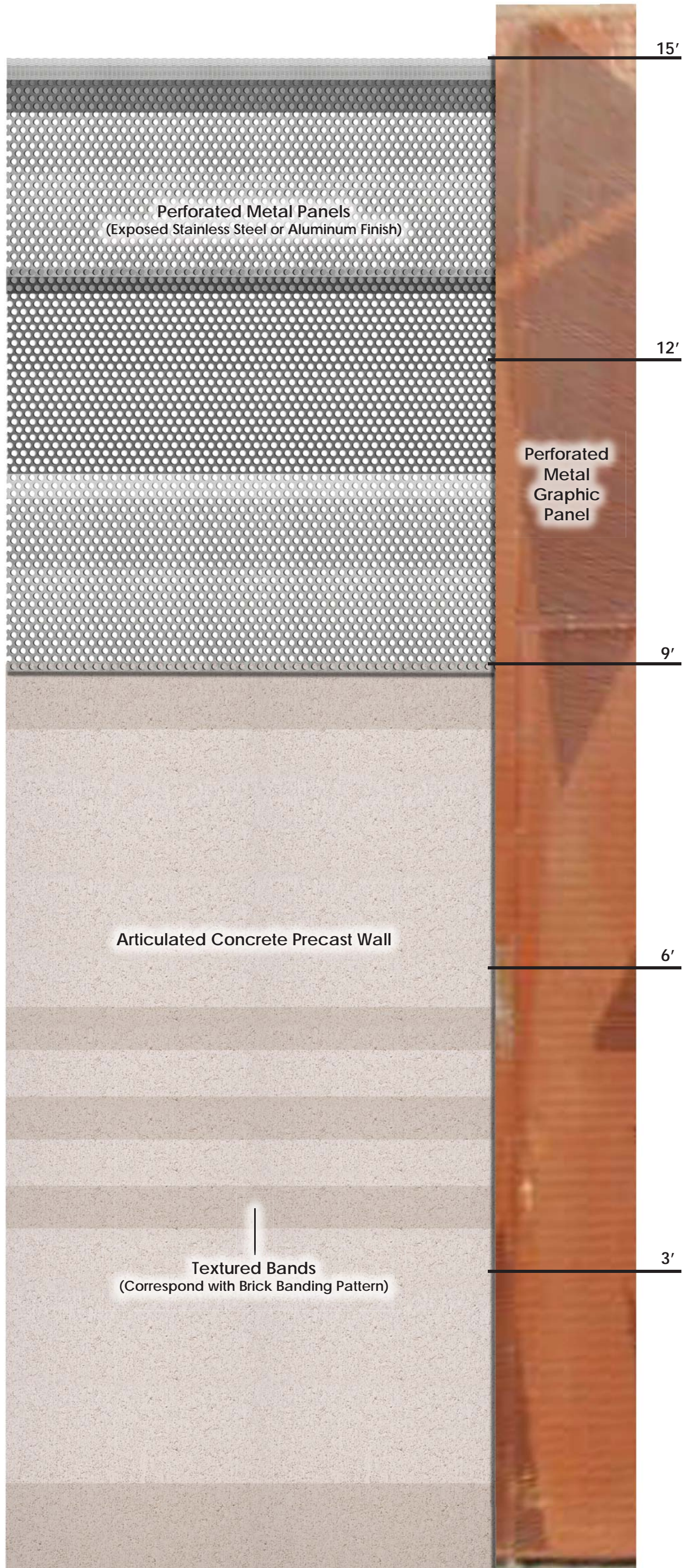
Endicott Brick Color Similar to MGE Service Building Color



# MGE Blount Substation Enclosure

## Wall Type B Elevation

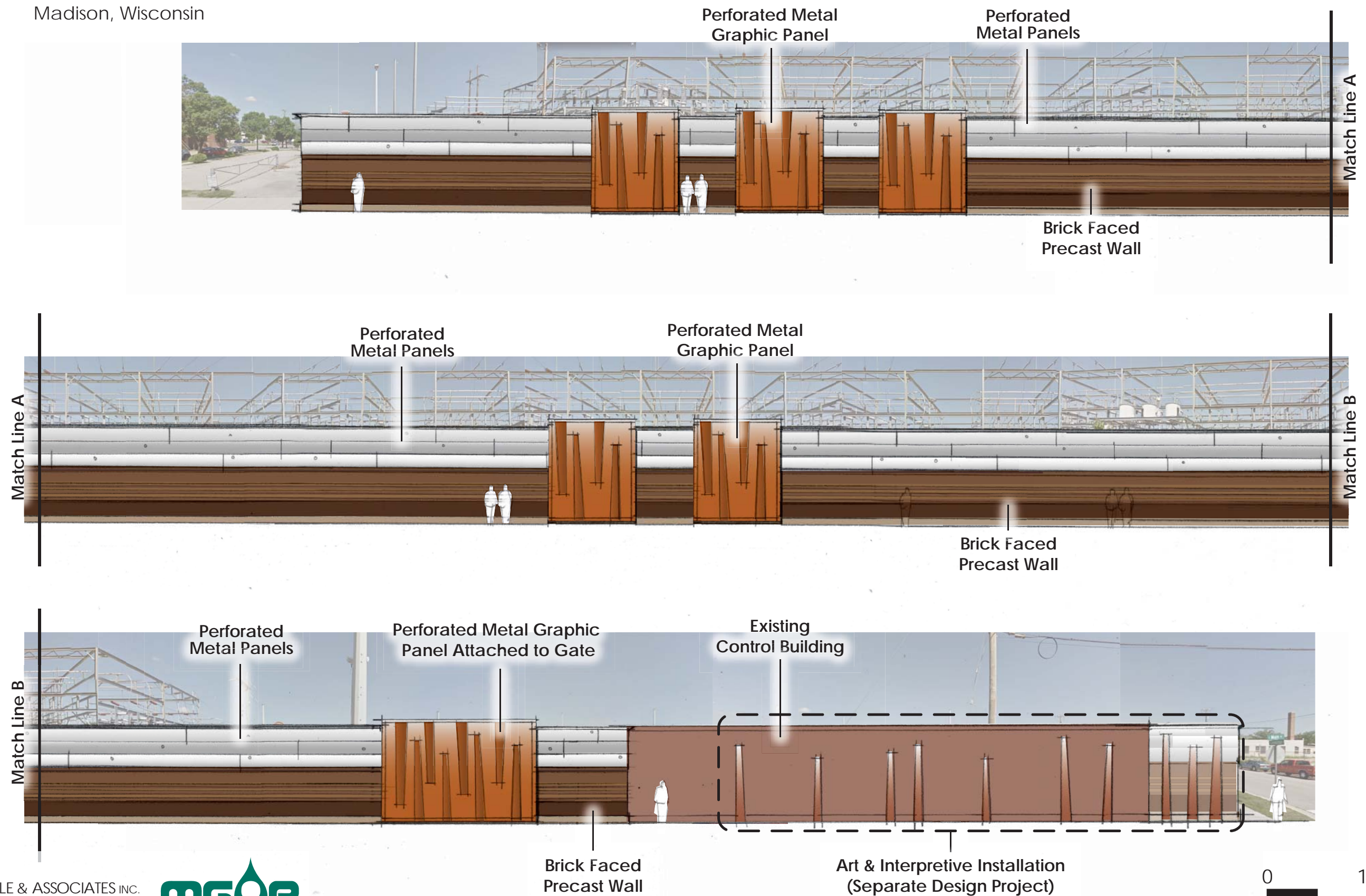
Madison, Wisconsin



# MGE Blount Substation Enclosure

## South Elevation - Main St

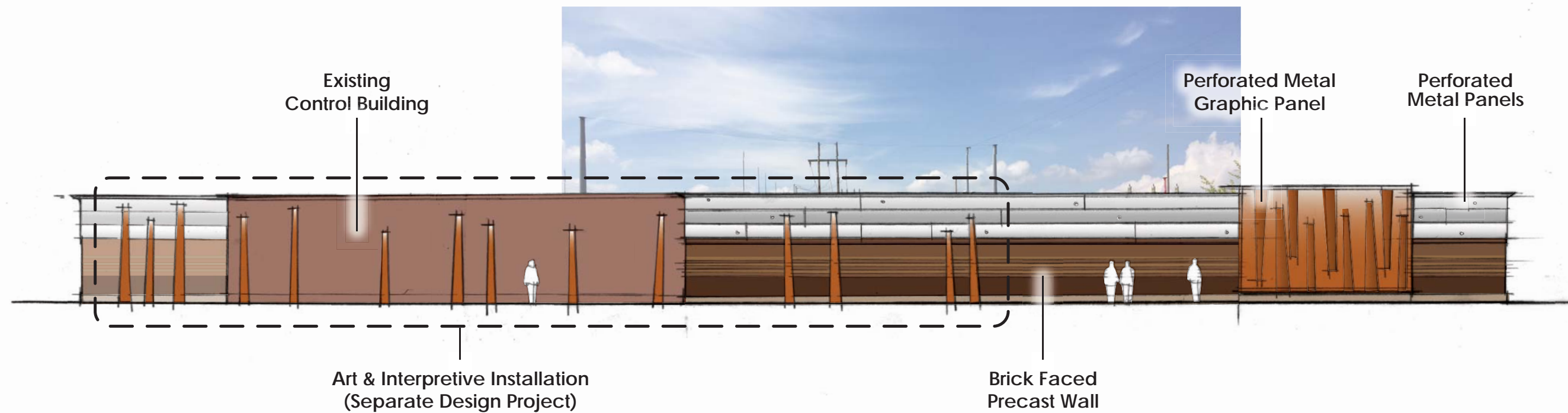
Madison, Wisconsin



# MGE Blount Substation Enclosure

## East Elevation - Livingston St

Madison, Wisconsin



Blount St  
View (Before)





Blount St  
View (After)



Main St  
View (Before)



Main St  
View (After)



# Livingston St View (Before)



Livingston St  
View (After)



Northwest View  
- Facing East  
Washington  
Ave (Before)



Northwest View  
- Facing East  
Washington  
Ave (After)

