

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 _____

Zoning District _____

Urban Design District _____ 8/22/22
4:10 p.m. 

Submission 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. 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 Matthew R Wackter 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



milwaukee : 333 E Chicago St	414.271.5350
madison : 309 W Johnson St, Ste 202	608.442.5350
green bay : 124 N Broadway	920.336.9929
denver : 1899 Wynkoop St, Ste 700	303.595.4500
atlanta : 1401 Peachtree St NE, Ste 300	404.596.8006

eua.com

August 22, 2022

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
Madison, Wisconsin 53701

Letter of Intent

The City of Madison is recognized as one of the best places to live in the U.S. and has a very high livability score. The city continually strives to improve the quality of life for the residents, access to amenities and improved safety.

With these objectives in mind, the city has begun planning for the State Street Campus Garage Mixed Use project, located at 415 North Lake Street.

The city determined that the State Street Campus Garage – Lake Street has become obsolete and should be demolished and the site cleared for the construction of a new mixed-use development that includes a public parking deck with a bus terminal at the grade level. There will also be common spaces on the ground floor that serve a student housing component above and the community.

This project will greatly improve the character of the neighborhood with a new contemporary building that will activate the street level with common spaces and bus terminal activity. The streetscape will be improved with a combination of planting areas, hardscaped areas, lighting, and street furnishings that are contextual with the State Street neighborhood per the downtown plan. Hawthorne Court will be activated with the parking and bus use along with improved lighting.

This project will improve the quality of life and safety in the State Street neighborhood along with strengthening the urban fabric with a mixed-use development that energizes the street.

Project description

This is an informational submittal for a change in zoning from UMX to PD (GDP-SIP). See attached drawings for additional detail.

The project will consist of the construction of a new mixed-use building with bridge connections to the Frances Street parking structure.

Project details are as follow:

- This proposed project will include the demolition of the existing city parking structure at 415 Lake Street and the construction of the new State Street Campus Garage Mixed-Use building. This project will be processed as a planned development.
- There will be one level of below grade parking along with 6 levels of above grade parking in a building podium. The Lake Street façade portion of the podium will include loft-style student housing units. The ground floor will include a bus terminal, parking, and mixed-use space. The public will enter and exit the parking from Lake Street. Nine floors of student housing will be in a tower on top of the parking podium.

The residents of the housing component will enter and exit parking from Hawthorne Court. Common amenities for the student housing will include an open terrace located at the top of the podium and a roof top terrace above the highest level of student housing.

- The massing encompasses the entire footprint of the site for the podium while the tower is set back from the podium on the north, west and south facades. This approach complies with the zoning setback requirements and diminishes the impact of the tower on adjacent parcels. The south face of the podium is designed to be neutral and act as a backdrop that will not diminish the historic character of the building located at 626 University Avenue.
- The project is currently in the schematic design stage. The parking and housing podium will cover the entire site with a zero-lot line condition. Openings will not be allowed on the north or south elevations and the west elevation will be screened with housing units. The parking podium will be enclosed and ventilated with louver openings on the east elevation along Hawthorne Court. Material selections are underway and will include a combination of masonry and storefront window systems at the podium. Lightweight materials such as metal panel, continuous insulation system and punched window openings will be utilized for the tower facades.
- Vehicle and bicycle parking will be provided per zoning requirements.
- Mechanical equipment will be provided within the parking structure and on the roof. All equipment will be screened from view.
- The site will be designed to comply with storm water management, fire apparatus access and landscape requirements.
- Trash will be collected within the building and kept in carts that will be picked up by the Owners trash management company on a scheduled basis.

STATE STREET CAMPUS GARAGE MIXED-USE PROJECT

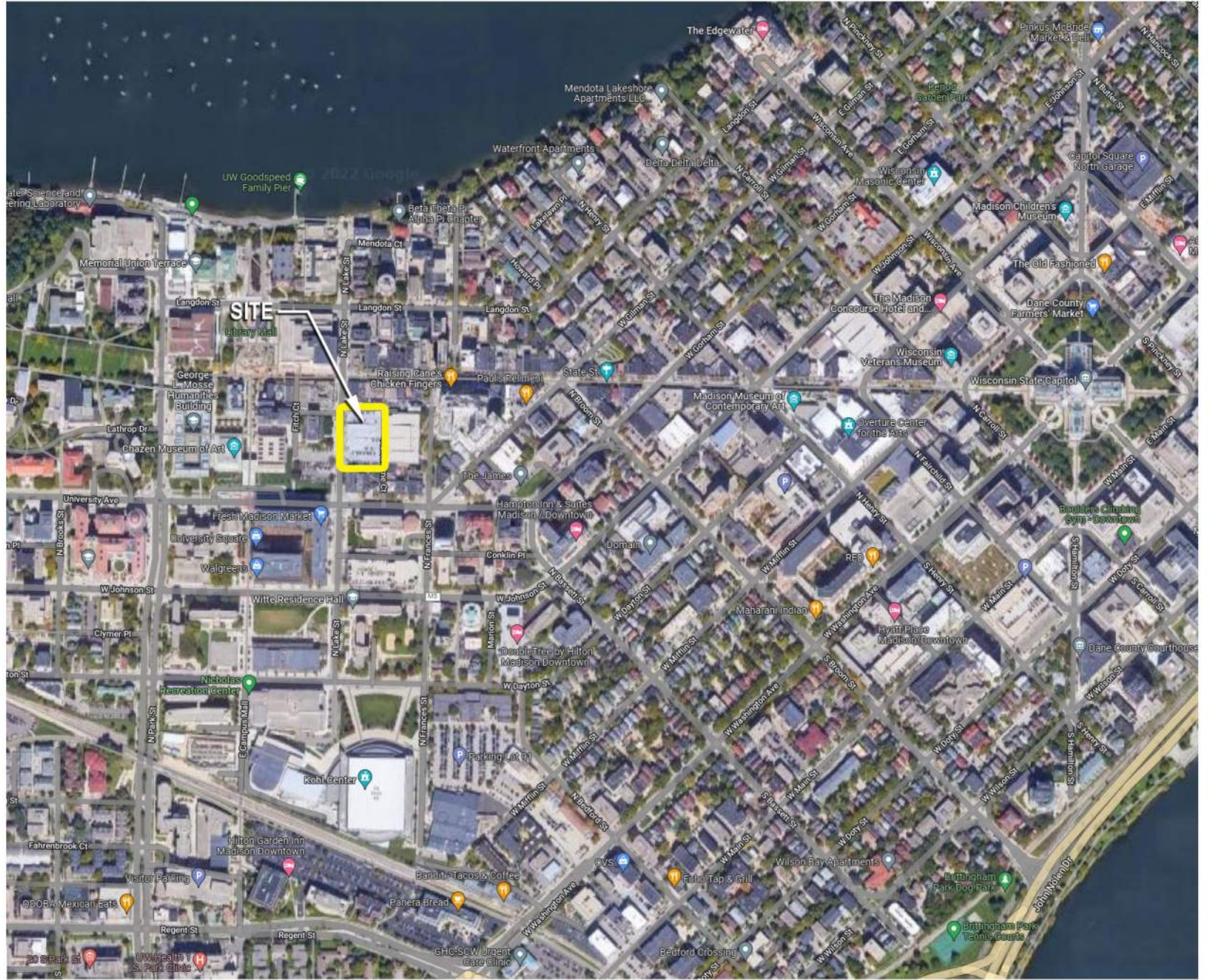
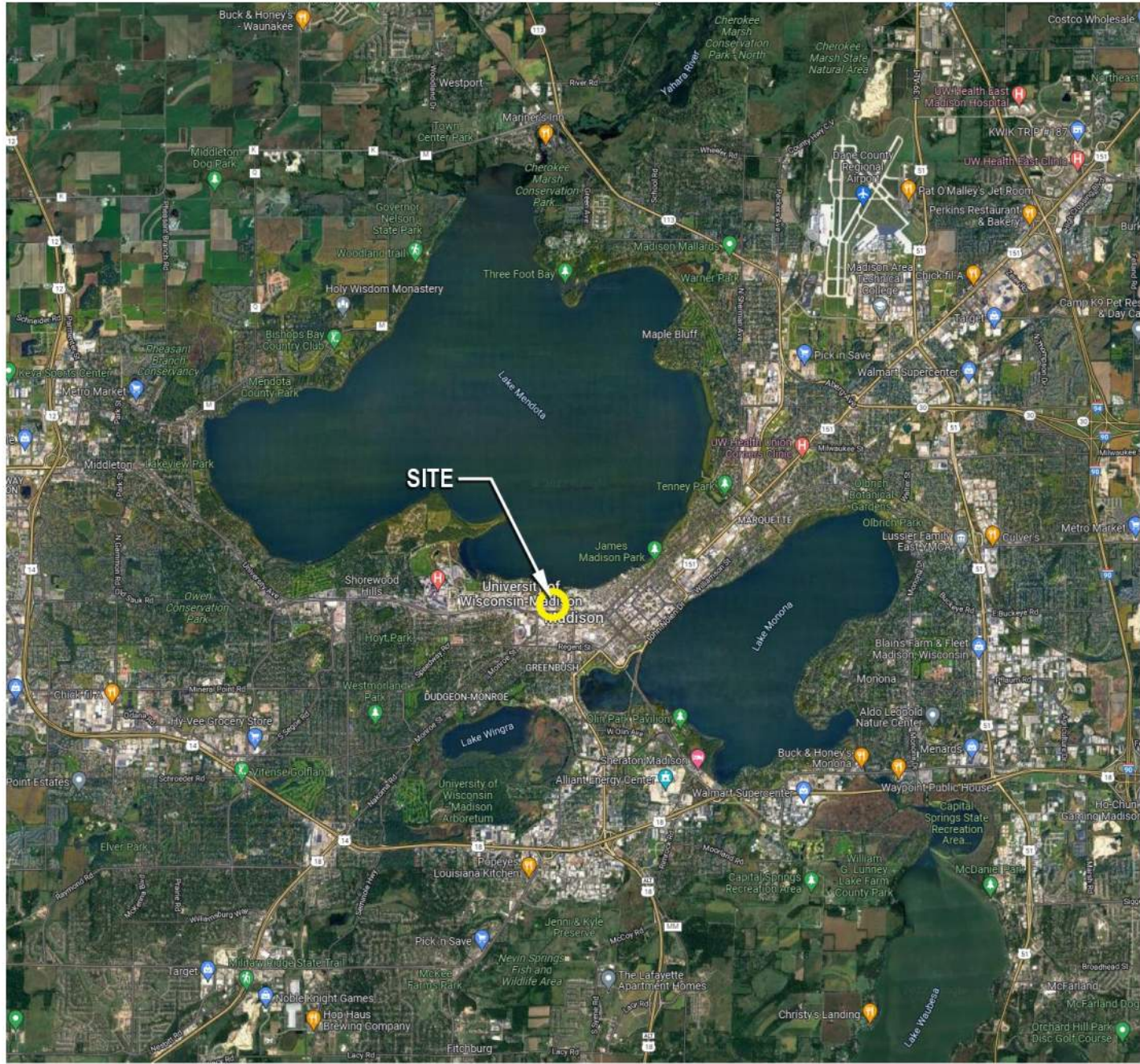
UDC INFORMATIONAL SUBMITTAL - 8/22/2022



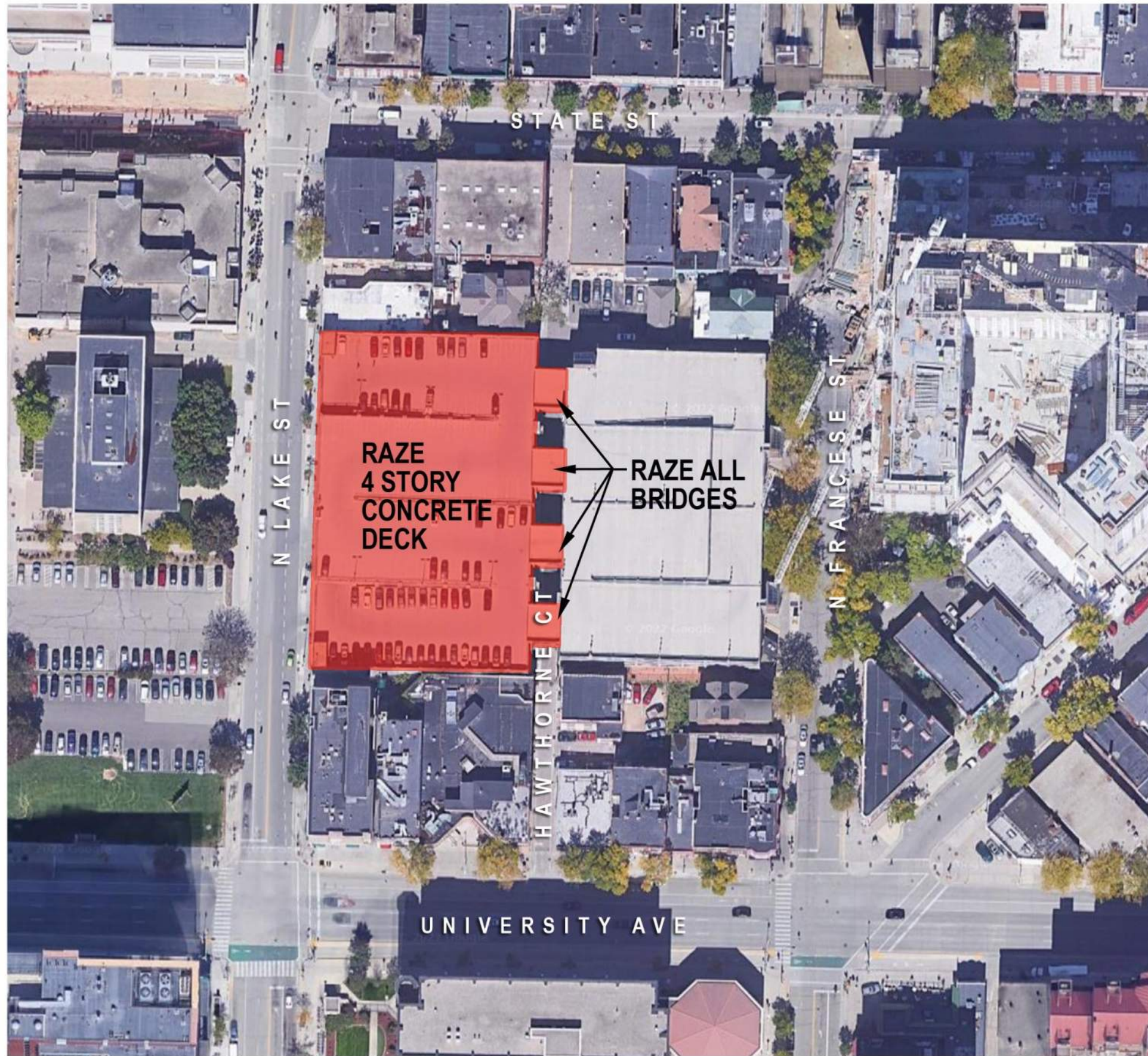
INDEX

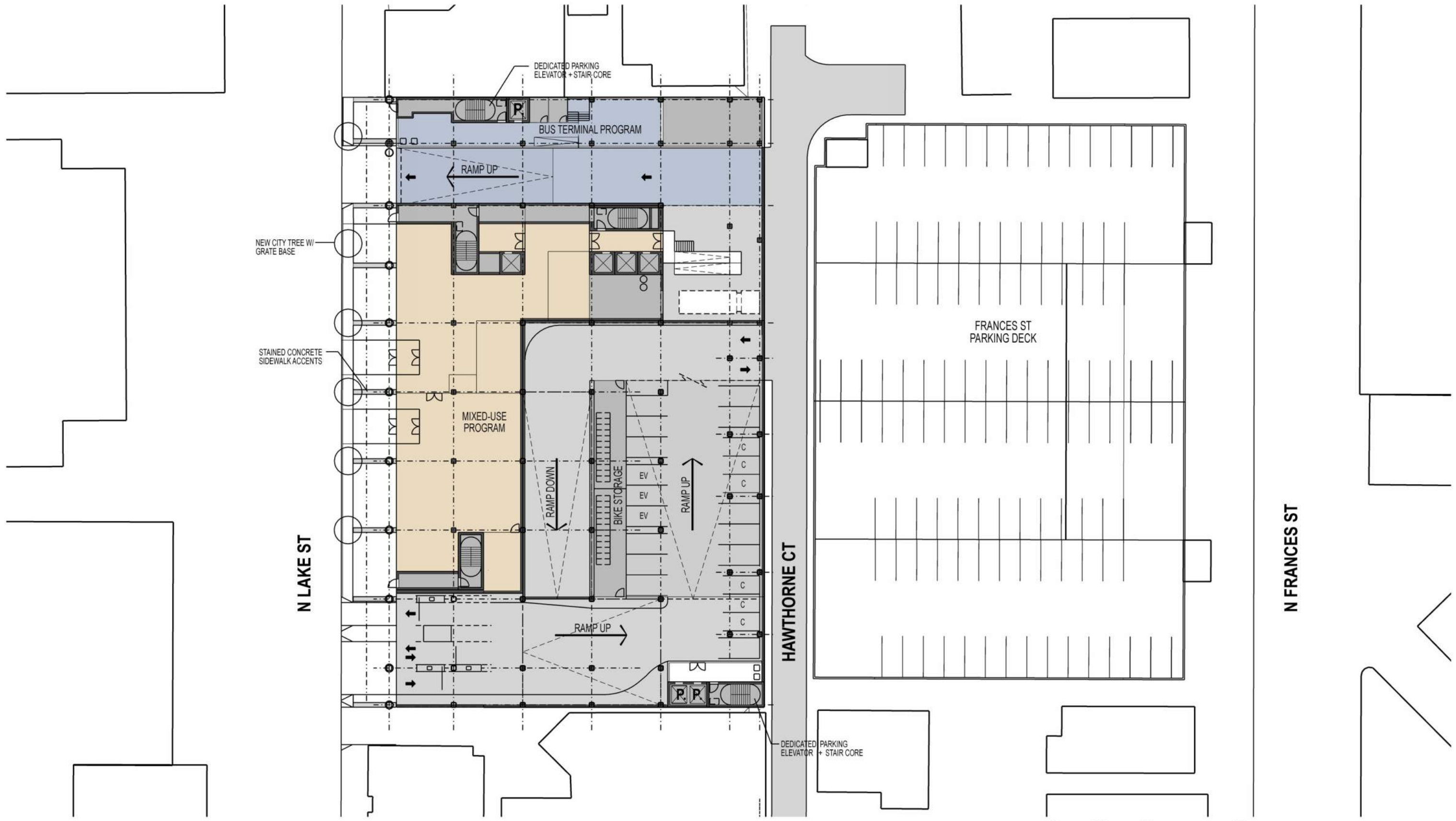
A002	LOCATION MAP	A400	EXTERIOR IMAGE
A003	AERIAL	A401	EXTERIOR IMAGE
A110	DEMOLITION PLAN	A402	EXTERIOR IMAGE
A100	FLOOR PLAN	A403	EXTERIOR IMAGE
A101	FLOOR PLAN	A404	EXTERIOR IMAGE
A102	FLOOR PLAN	A405	EXTERIOR IMAGE
A103	FLOOR PLAN	A500	MATERIAL INSPIRATION
A104	FLOOR PLAN	A600	CONTEXT PHOTOS
A200	ELEVATION	A601	CONTEXT PHOTOS
A201	ELEVATION	A602	CONTEXT PHOTOS
A202	ELEVATION	A603	CONTEXT PHOTOS
A300	SECTION		





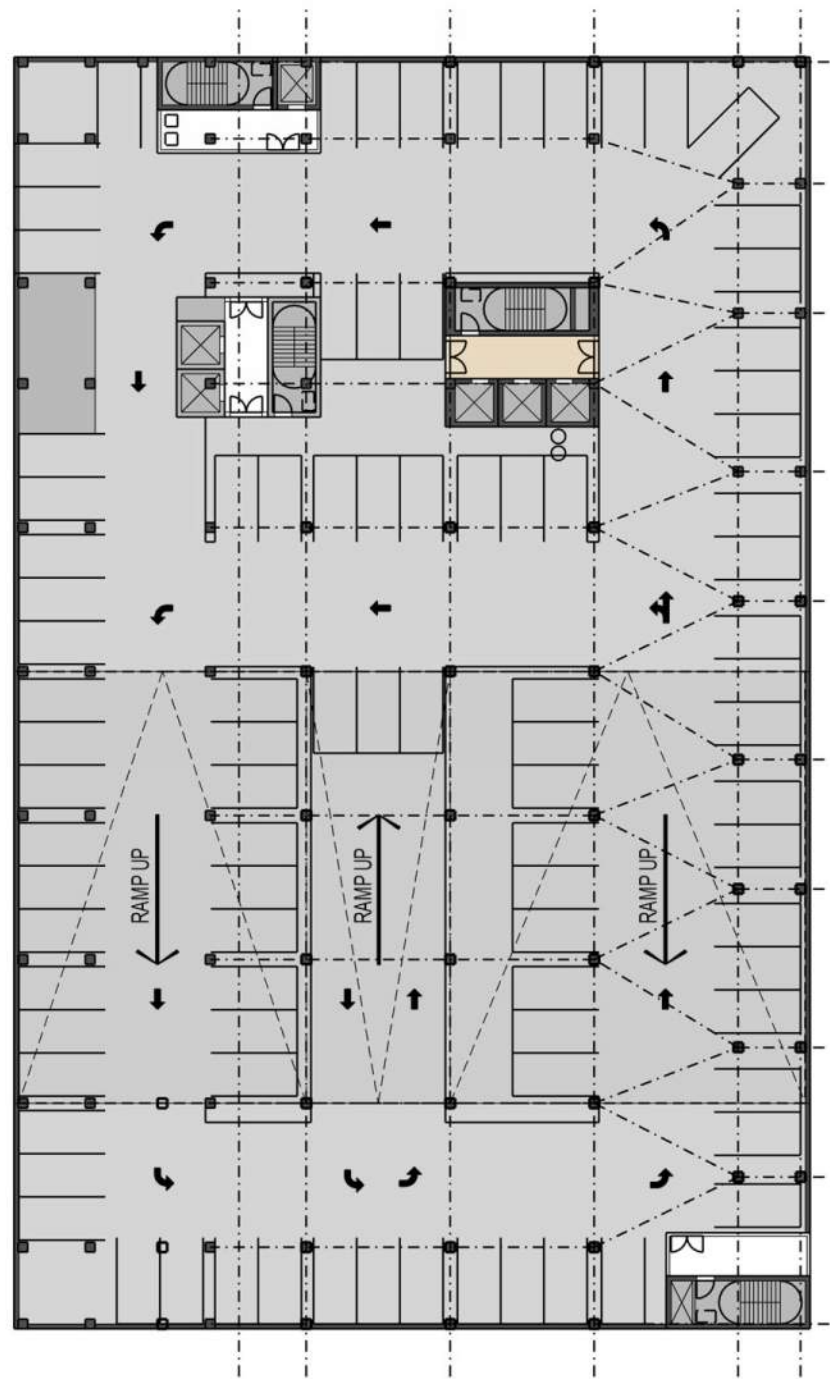




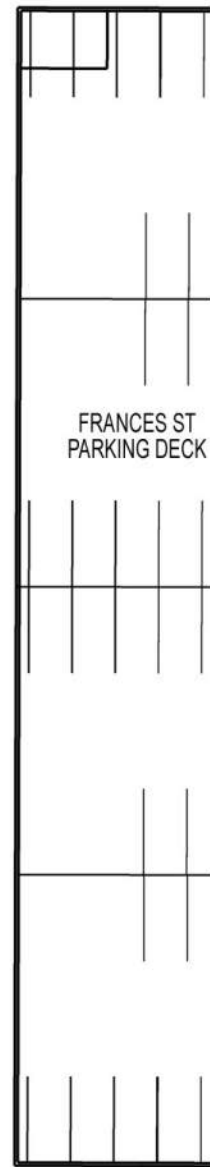


NOTE: PLANS ARE CONCEPTUAL AND SUBJECT TO CHANGE. SITE SURVEY AND ELEVATIONS NEED TO BE VERIFIED.

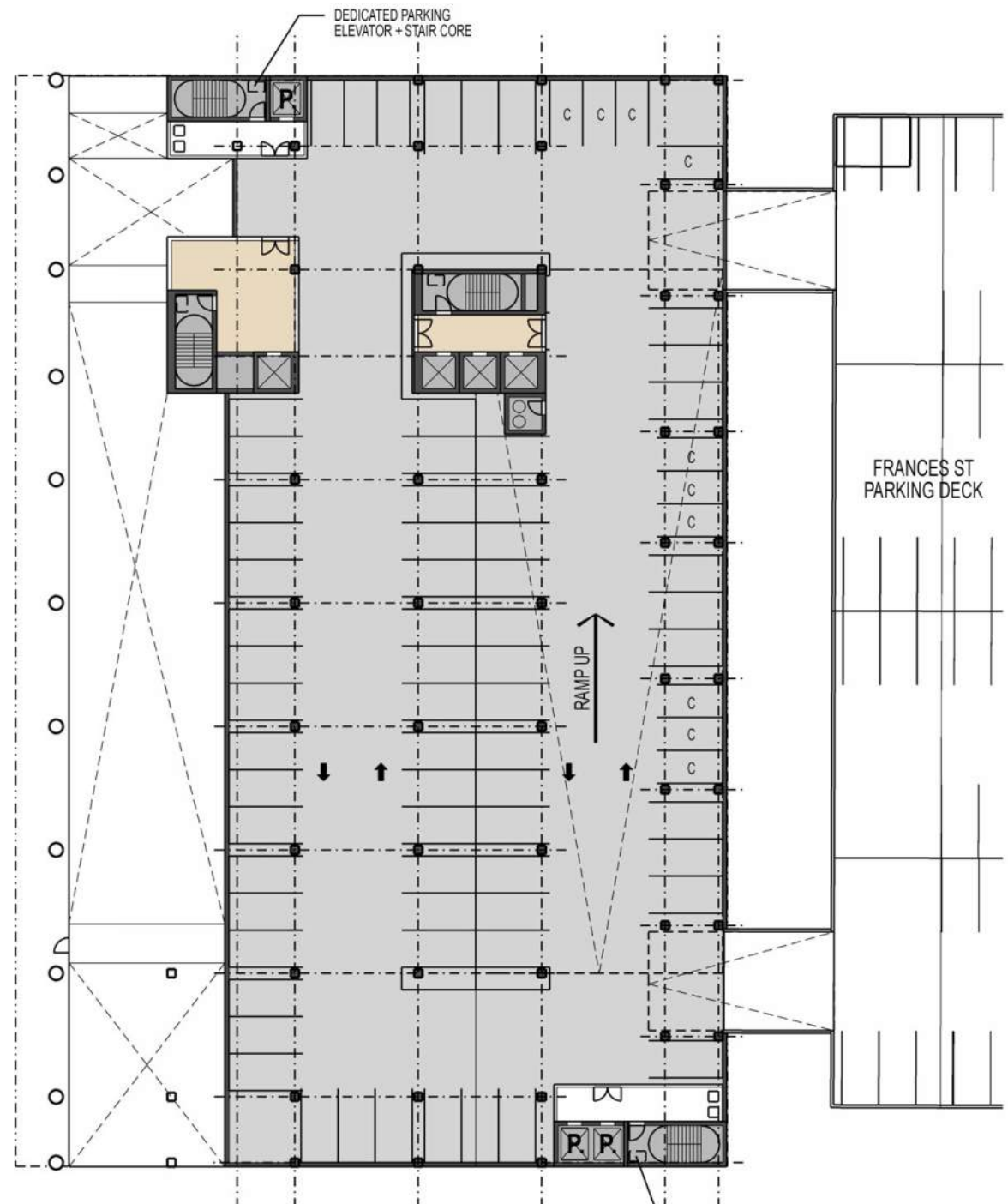
GROUND FLOOR



LOWER LEVEL



FRANCES ST
PARKING DECK



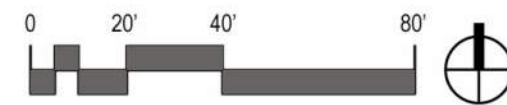
LEVEL P2

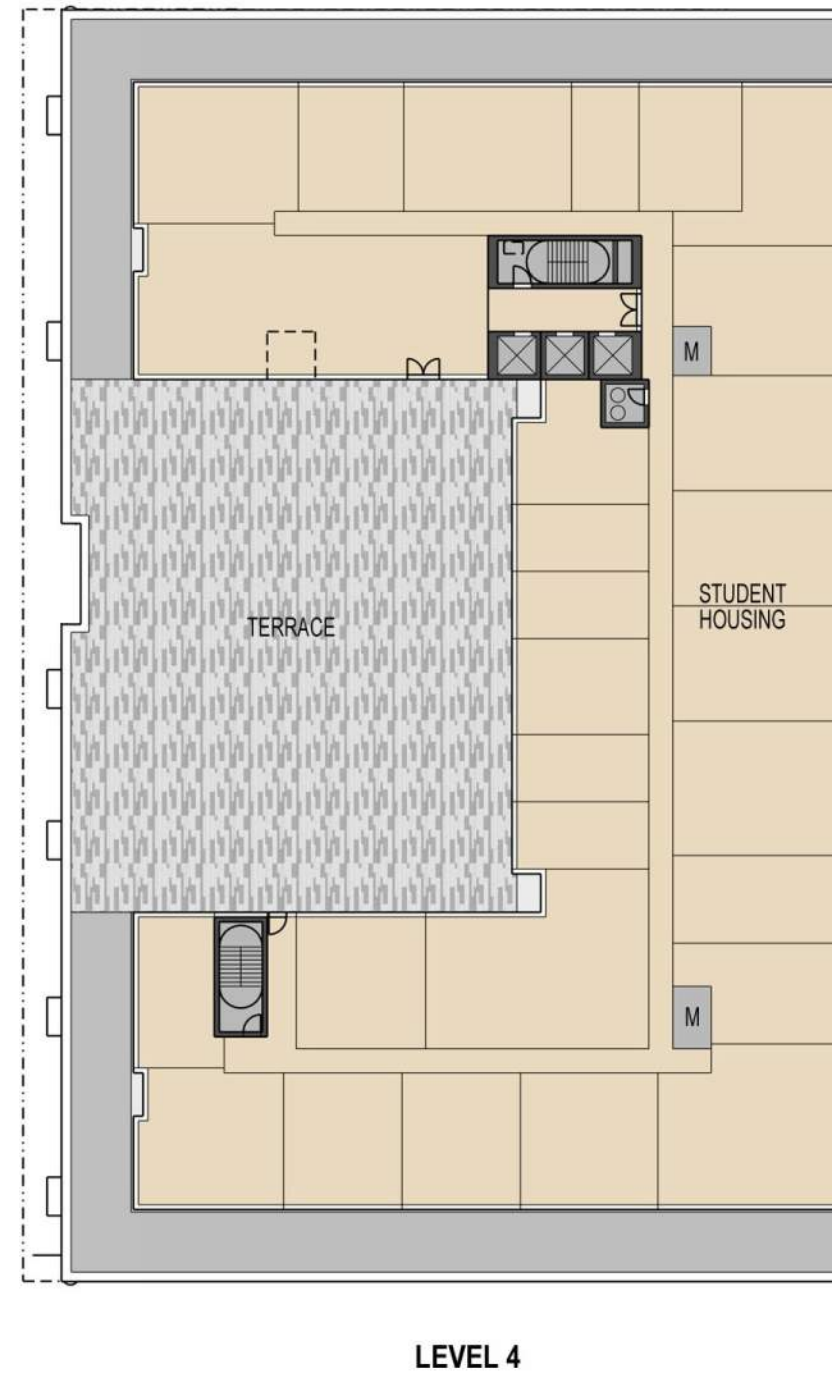
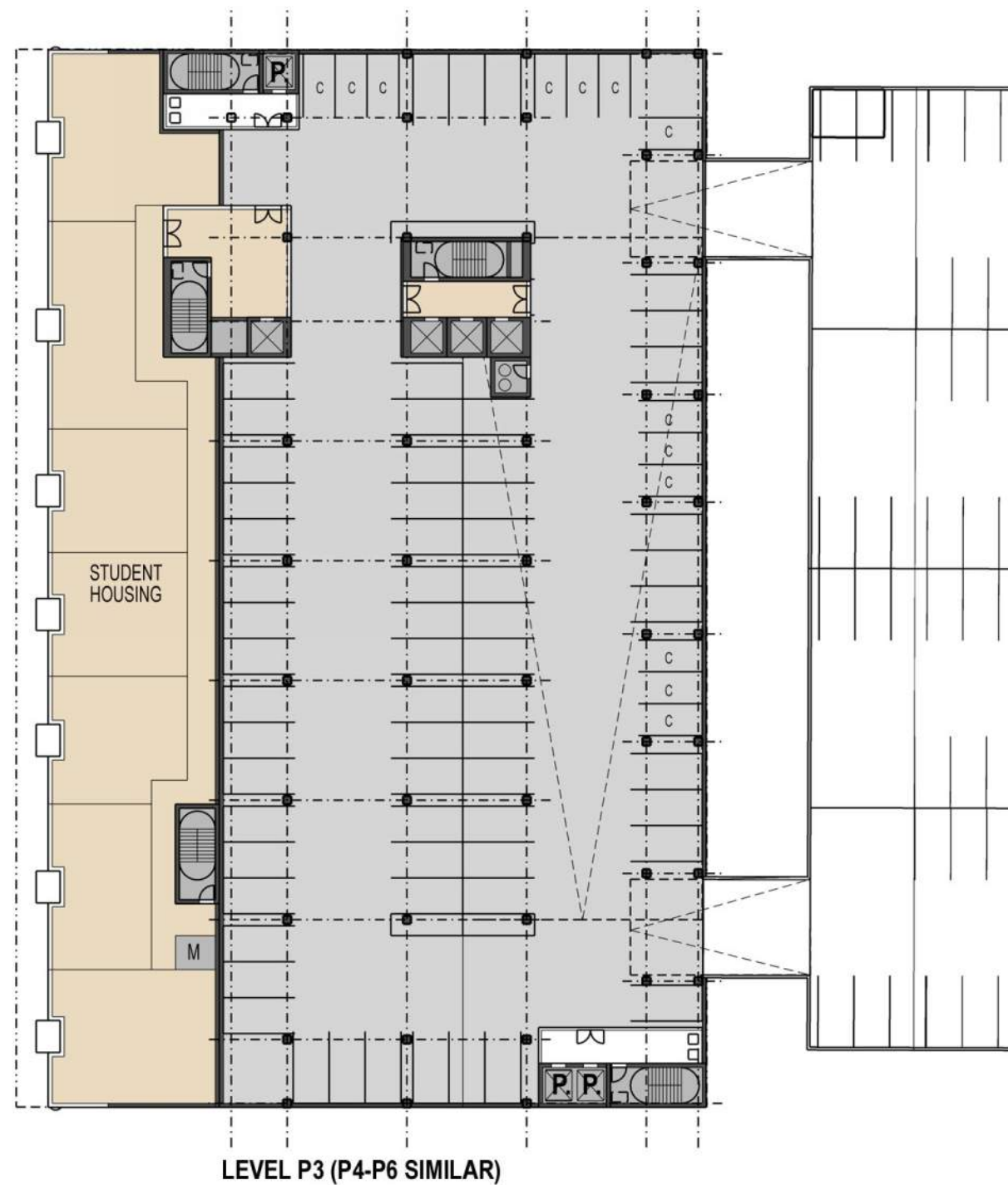
DEDICATED PARKING
ELEVATOR + STAIR CORE

FRANCES ST
PARKING DECK

NOTE: PLANS ARE CONCEPTUAL AND
SUBJECT TO CHANGE. SITE SURVEY
AND ELEVATIONS NEED TO BE VERIFIED.

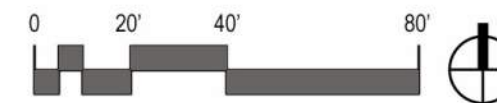
SITE + BRIDGE ELEVATIONS - TO BE VERIFIED





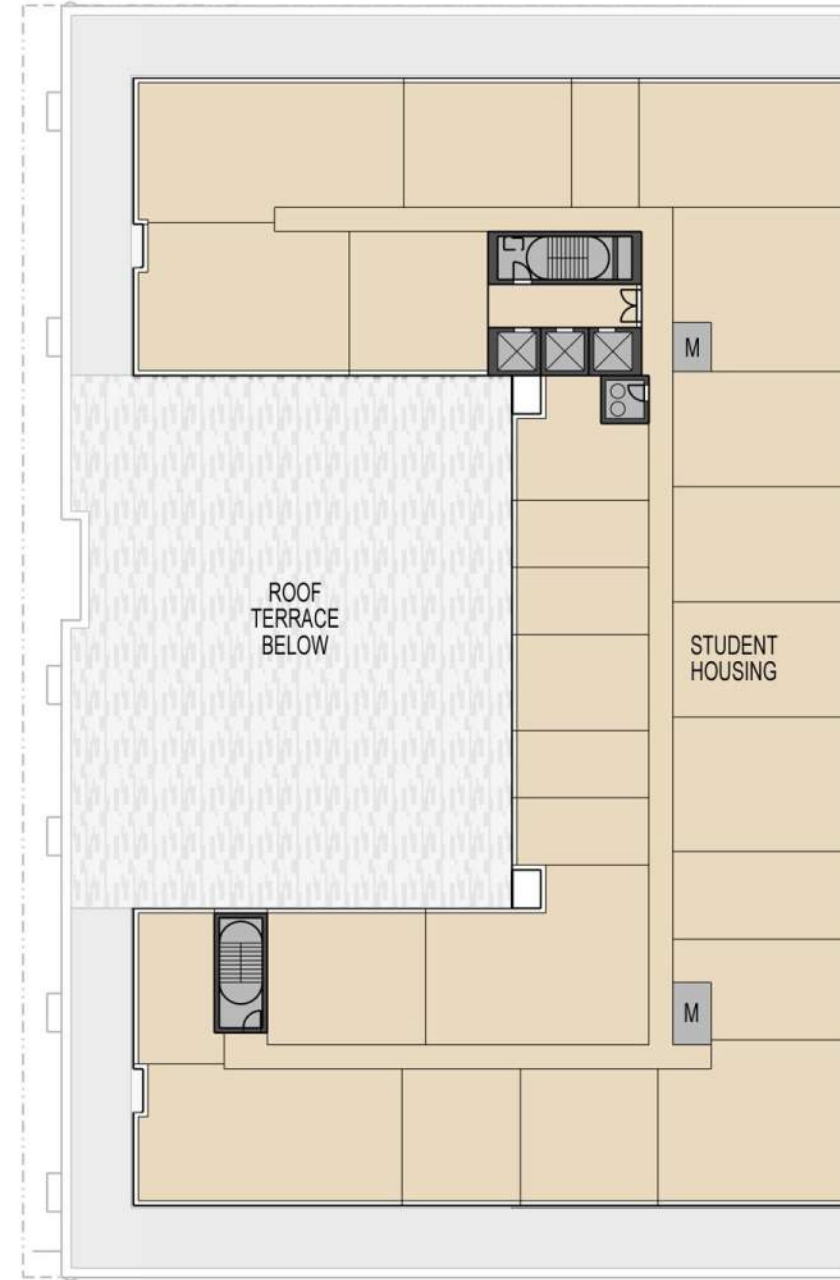
NOTE: PLANS ARE CONCEPTUAL AND SUBJECT TO CHANGE. SITE SURVEY AND ELEVATIONS NEED TO BE VERIFIED.

SITE + BRIDGE ELEVATIONS - TO BE VERIFIED



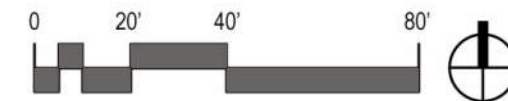


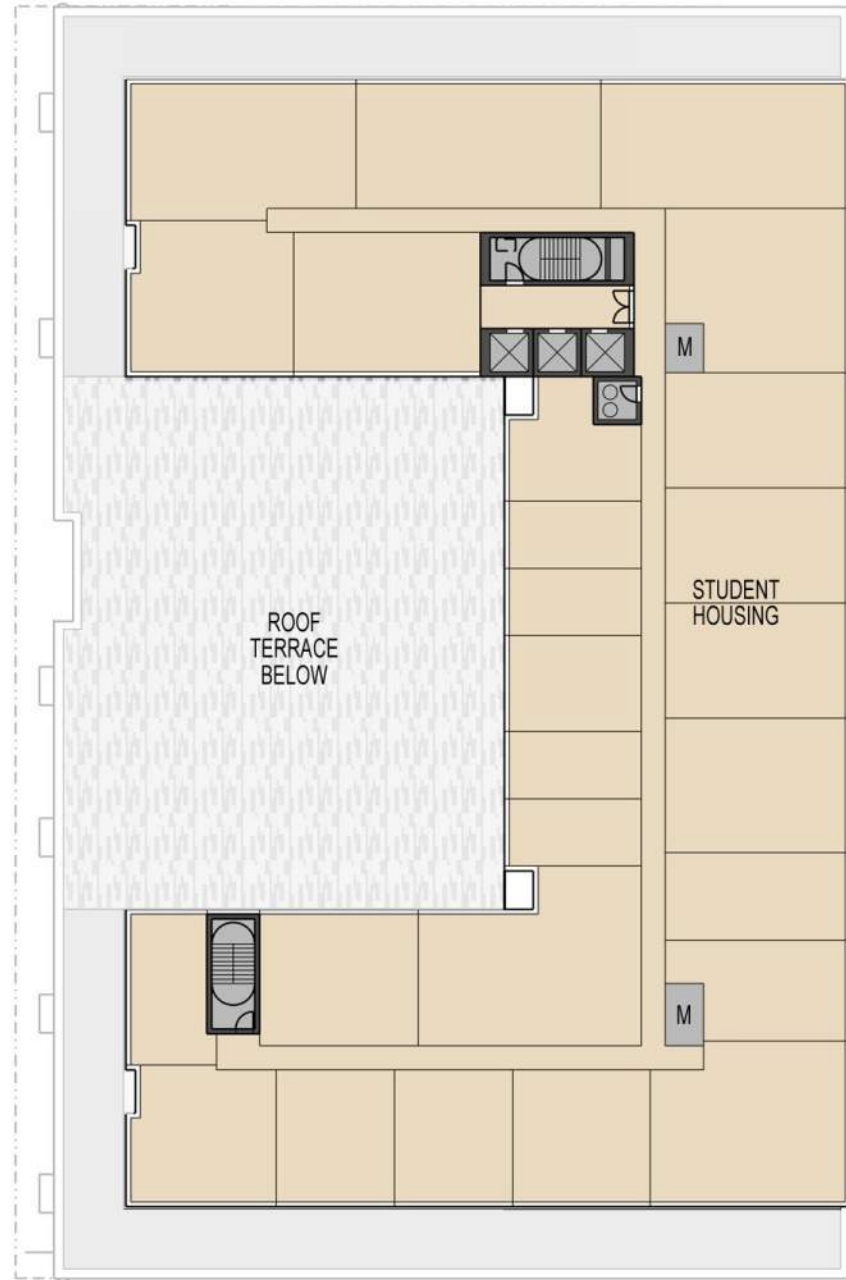
LEVELS 5 - 8 FLOOR PLAN



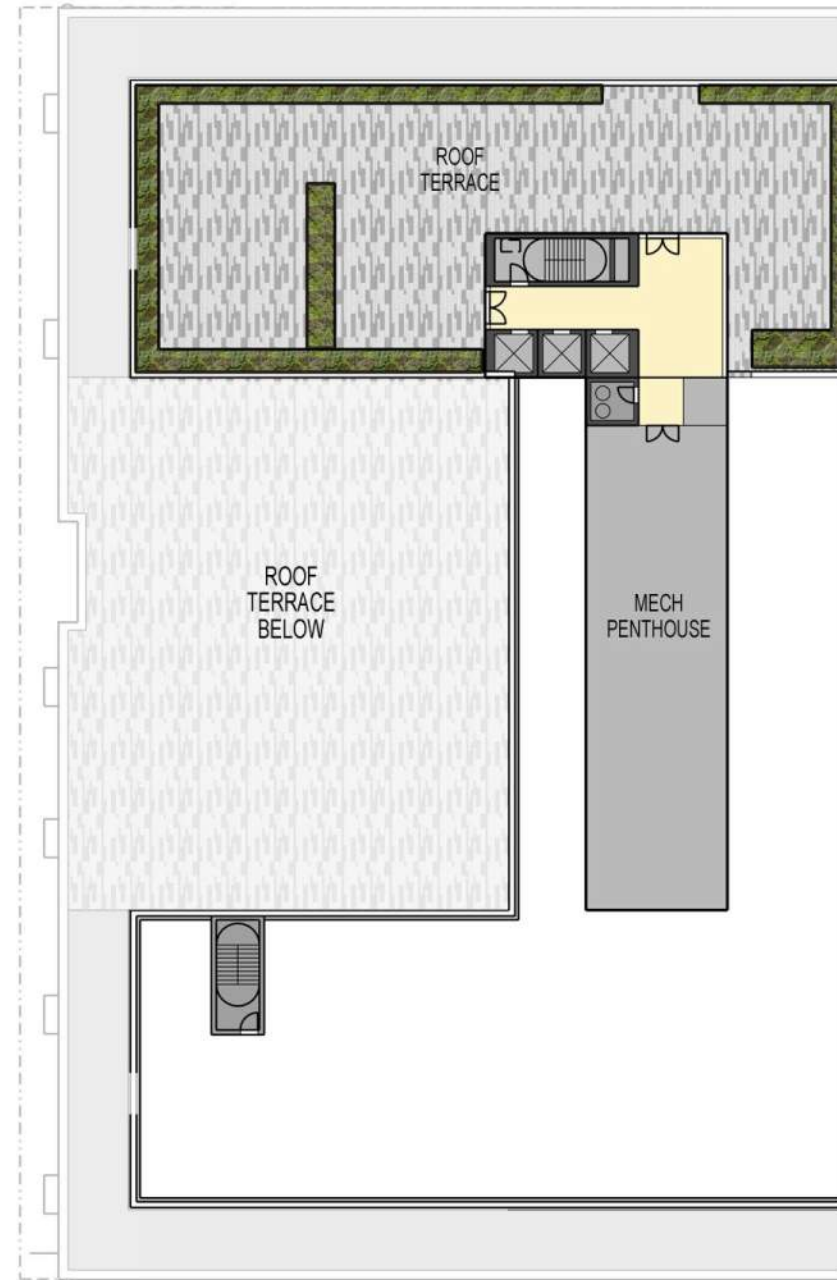
LEVELS 9 - 11 FLOOR PLAN

NOTE: PLANS ARE CONCEPTUAL AND
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AND ELEVATIONS NEED TO BE VERIFIED.



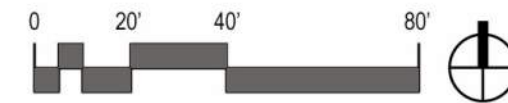


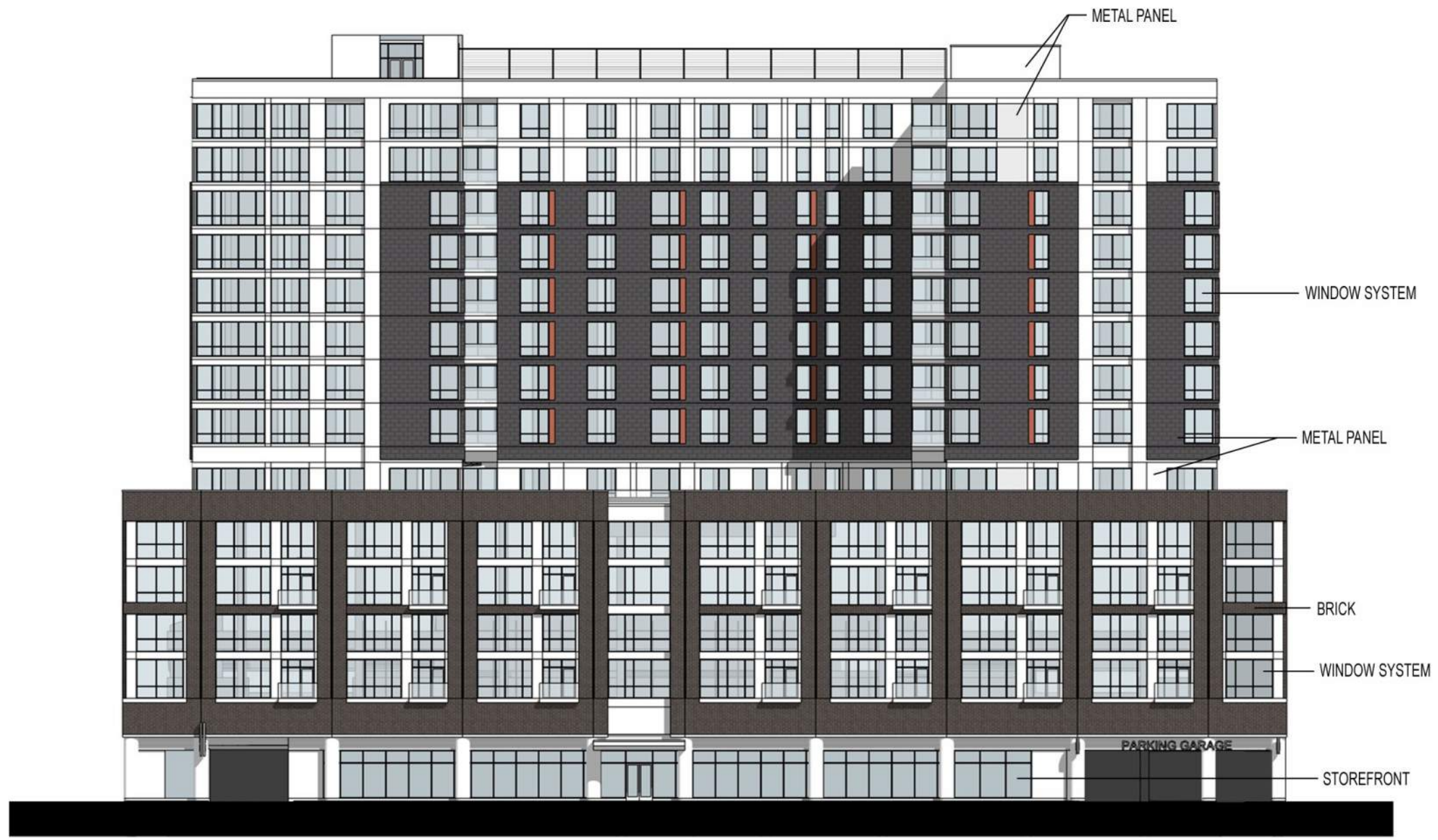
LEVEL 12 FLOOR PLAN



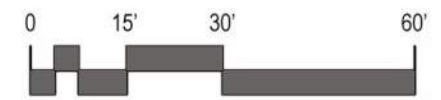
ROOF LEVEL TERRACE

NOTE: PLANS ARE CONCEPTUAL AND SUBJECT TO CHANGE. SITE SURVEY AND ELEVATIONS NEED TO BE VERIFIED.





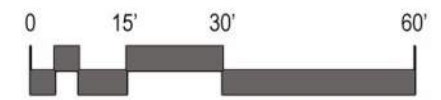
WEST ELEVATION



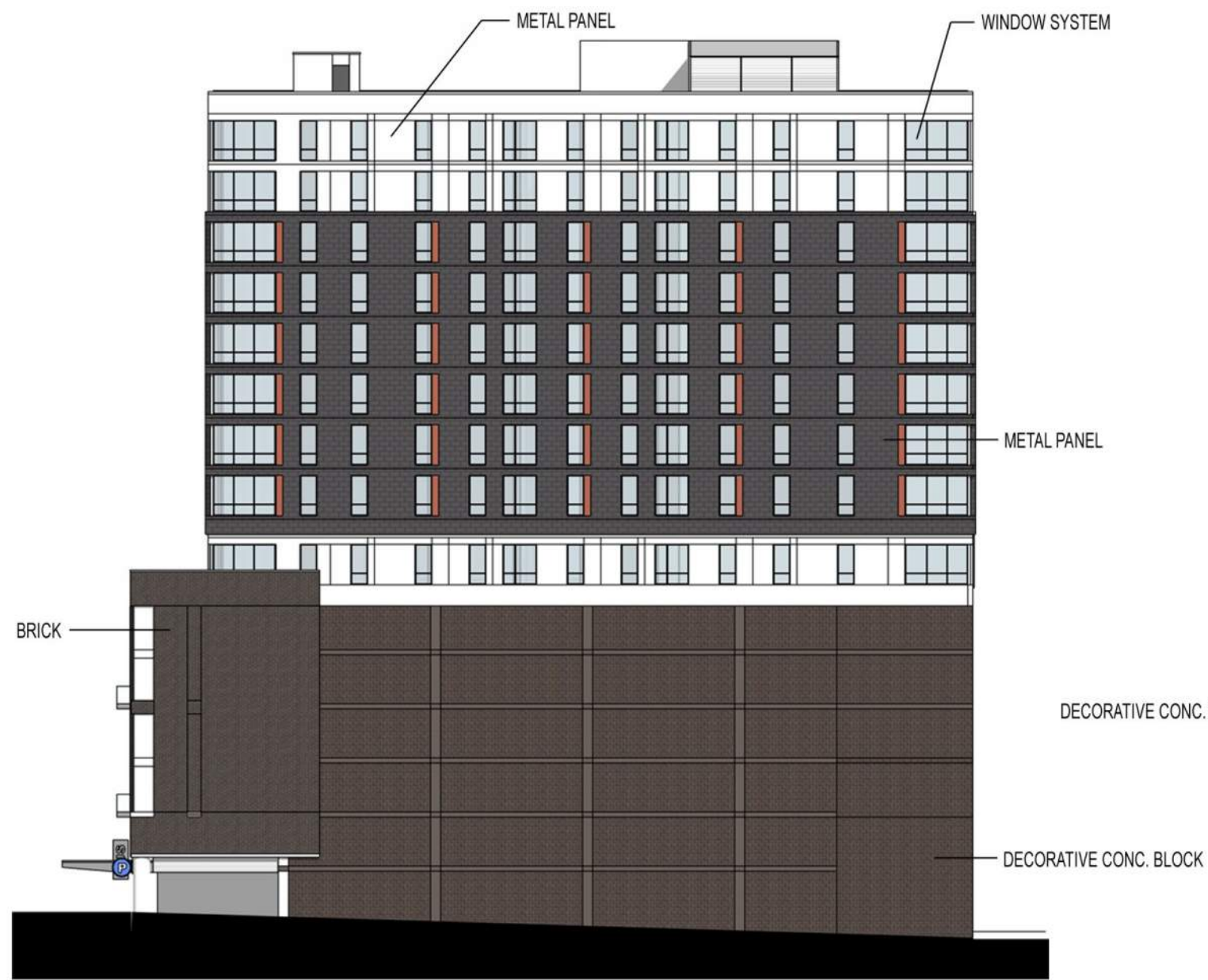
NOTE: ELEVATIONS ARE CONCEPTUAL AND SITE SURVEY AND ELEVATIONS NEED TO BE VERIFIED.



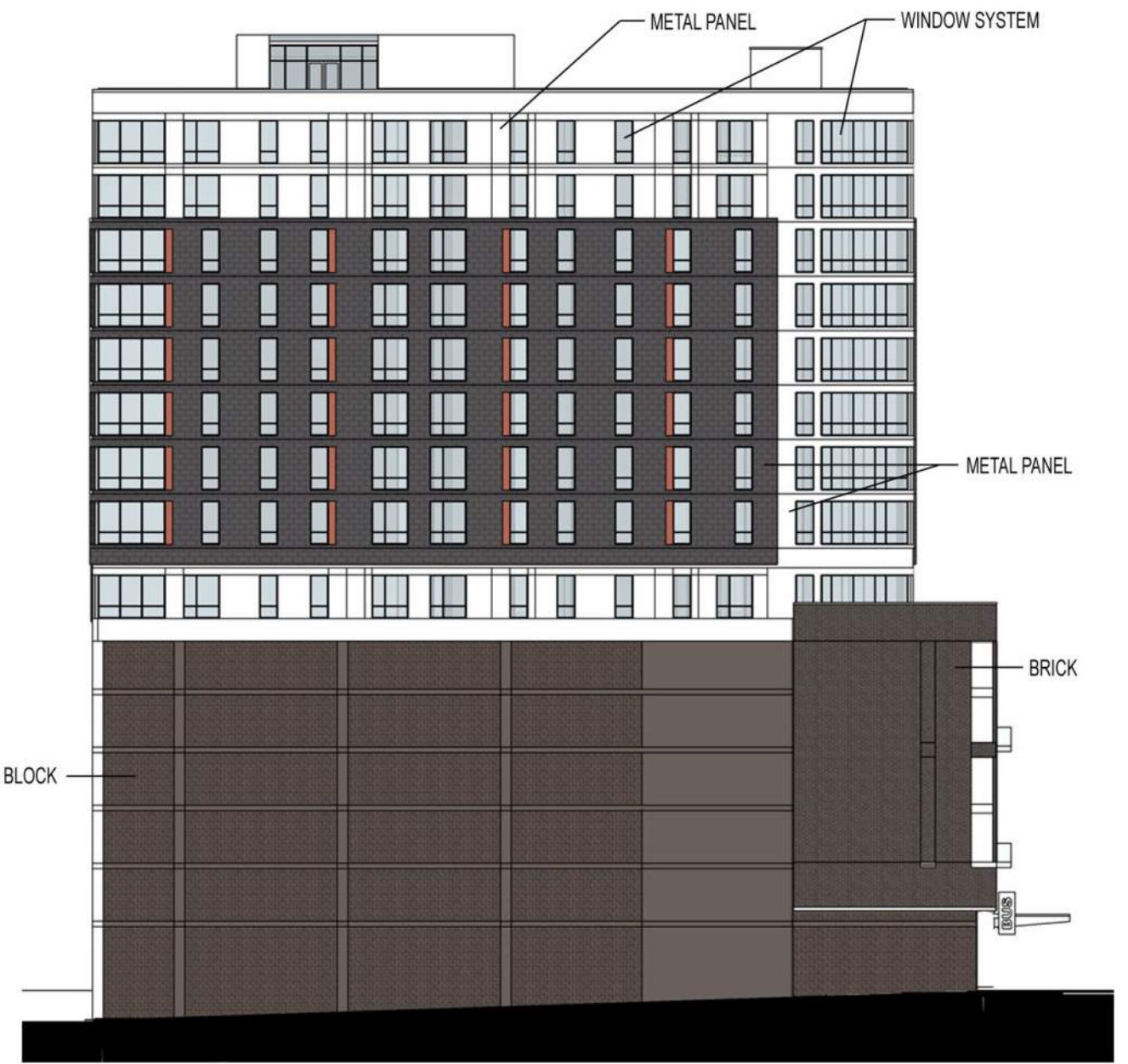
EAST ELEVATION



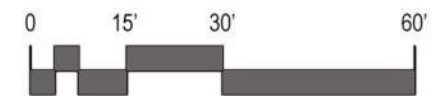
NOTE: ELEVATIONS ARE CONCEPTUAL AND SITE SURVEY AND ELEVATIONS NEED TO BE VERIFIED.



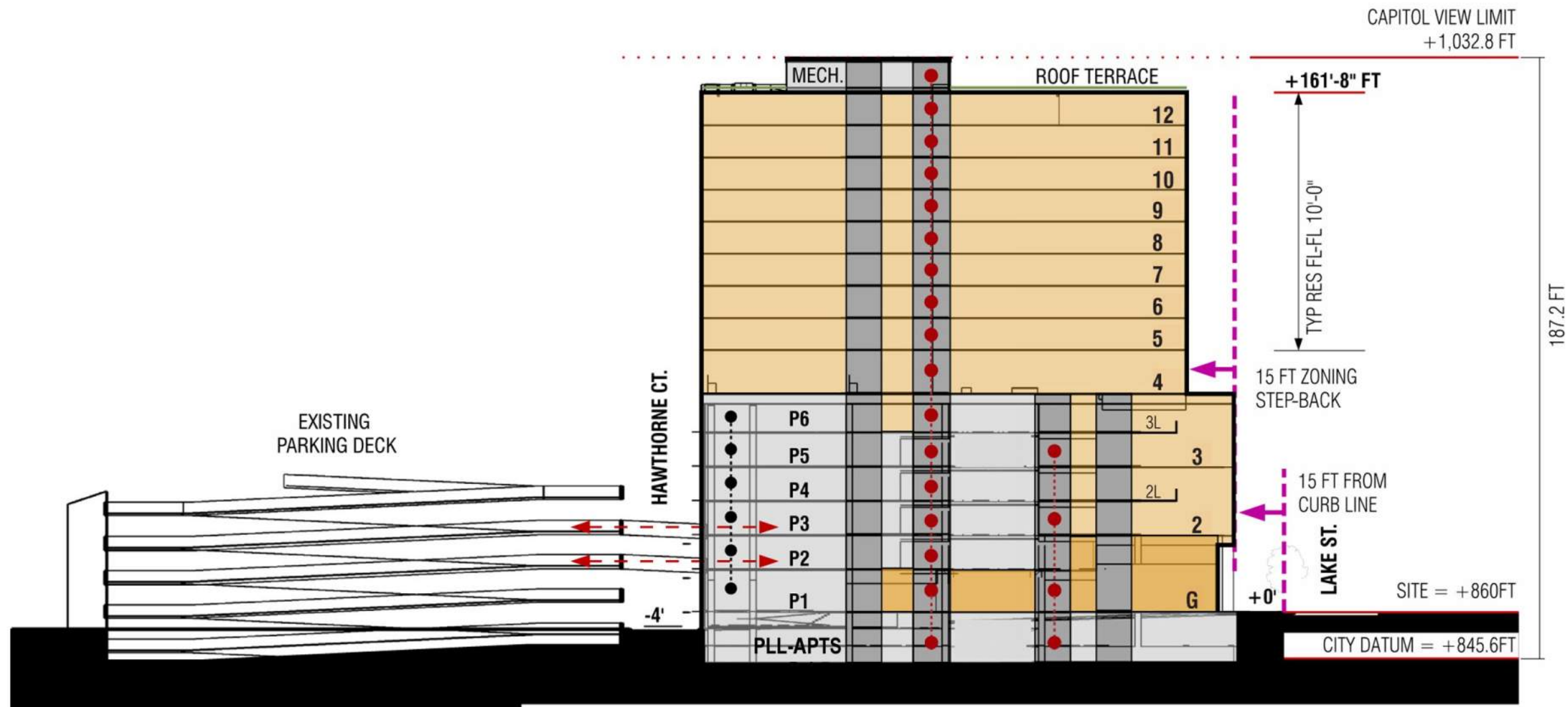
SOUTH ELEVATION



NORTH ELEVATION



NOTE: ELEVATIONS ARE CONCEPTUAL AND SITE SURVEY AND ELEVATIONS NEED TO BE VERIFIED.



COMPLYING WITH THE CITY'S ZONING CODE OF A 12 STORY MAXIMUM BUILDING HEIGHT ON THE SITE, THE MASSING STRATEGY FOR THE NEW THEORY MADISON DEVELOPMENT UTILIZES 2 FLOORS OF LOFT APARTMENT UNITS IN FRONT OF THE NEW PARKING STRUCTURE TO CREATE A MORE ACTIVE STREET SCAPE ENVIRONMENT ON LAKE STREET.

IN ADDITION TO THE REQUIRED FRONTAGE SETBACK AND BUILDING STEP-BACK AT LAKE STREET, THE TEAM IS ALSO PROPOSING A COLONADE TO FURTHER IMPROVE THE PEDESTRIAN SIDEWALK CONDITION.

CONSISTENT WITH THE ADJACENT HUB AND JAMES DEVELOPMENTS TO THE EAST, AN OUTDOOR ROOF TERRACE IS PROPOSED FOR THE BUILDING TO TAKE ADVANTAGE OF THE GREAT VIEWS OF OUR CITY AND TO LAKE MENDOTA THAT THE SITE OFFERS.

LEGEND

- APARTMENT ELEVATOR STOP
- PARKING GARAGE ELEVATOR STOP

NOTE: SECTION IS CONCEPTUAL AND SITE SURVEY AND ELEVATIONS NEED TO BE VERIFIED.













METAL PANEL

Color #1: White
Color #2: Dark Grey



ALUMINUM WINDOW SYSTEM

Color #1: White
Color #2: Dark Bronze



CONTINUOUS INSULATION SYSTEM

Color #1: White
Color # 2: Dark Grey
Finish: Fine



BRICK

Color: Midnight Black
Size: Utility



DECORATIVE CONCRETE BLOCK

Color: Dark Grey
Size: 8X16









