

# 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 4/14/25 10:54 a.m. ☐ Initial Submittal  
Paid \_\_\_\_\_ ☐ 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 hom 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): 531 W Washington

Title: The Virtue

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

UDC meeting date requested May 7, 2025

- ☐ 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** Jim Stoppie  
**Street address** 120 Regent Street  
**Telephone** 608-251-8777

**Company** Virtue LLC  
**City/State/Zip** Madison, WI 53715  
**Email** jim@madisonproperty.com

**Project contact person** Duane JKohnson  
**Street address** 8401 Greenway Blvd., Ste 900  
**Telephone** 608-836-3690

**Company** Knothe & Bruce Architects, LLC  
**City/State/Zip** Middleton, WI 53562  
**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](mailto: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.

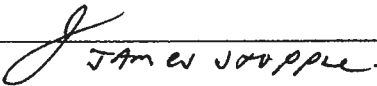
### Notification to the District Alder

- 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

- 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 \_\_\_\_\_.
- 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 Jim Stopple Relationship to property Owner

Authorizing signature of property owner  Date 4-9-2025

## 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

April 14, 2025

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  
531 West Washington Avenue – The Virtue  
KBA Project #2143

Ms. Jessica Vaughn and Urban Design Commission Members:

We are submitting the following materials for a Comprehensive Design Review for The Virtue, located at 531 W Washington Ave, LNDUSE-2022-00023.

**Project Description:**

The site is located on the south side of West Washington Avenue between South Bassett Street and North Bedford Street and is zoned DR-2.

The Virtue is a six-story, 140-unit development with two levels of underground parking. The project is currently under construction with a goal of opening in June of this year.

**Project Design:**

The proposed project is a 4 to 6-story, multi-family development with 140 dwelling units and underground parking. The surrounding neighborhood consists of residential rental homes, mixed-use, and commercial buildings. The main façade along West Washington Avenue has been broken down into 3 separate masses with outdoor courtyard spaces located in between. This provides a smaller scale along the street while offering multiple connections to the sidewalks and opportunities to connect with the neighborhood. The center of the three masses is the location of the main entry into the building and provides access to the lobby, mail, package area, and elevators. Although the architecture helps define the main entrance, we are also proposing a sign with the building name and logo over the canopy at this location to further identify the entrance point for guests and pedestrians. Within the DR-2 zoning this signage is not allowed without a Comprehensive Design Review.

**Proposed Signs:**

As demonstrated in the following drawings, the requested sign consists of an above canopy internally lit channel letter sign with the building name and lotus logo. This will be over the main building entry and will be the only sign on the project.

**Justification for the proposed Signs:**

Items addressing UDC Comprehensive Design Review criteria #1: *The proposal shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses:*

- The sign colors and aesthetics were specifically designed to complement the building architecture and material palette.
- Individual acrylic front lit channel letter signs, the style being proposed, provide a visually appealing and sophisticated means to identify the building and building entry day or night.
- The lotus logo helps to tie the building's branding into the overall public perception of the property.
- The entry canopy offers the most appropriate place to mount the sign, as there is not enough space on the entry's façade or surrounding façade for building identification.
- As seen in the example photos of existing buildings in the downtown area, similar canopy signs identifying multi-family residential buildings have been used in similar conditions.

Items addressing UDC Comprehensive Design Review criteria #2: *Each element shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph:*

- West Washington Avenue has a deep terrace of approximately 38' from the curb to the property line; in addition, our building is set back from the property line to the building face approximately an additional 20'. The sign will be located approximately 56' from the street curb. The canopy sign, including the logo, are appropriately sized for viewing from this distance.
- Due to the unique shape of the building with three building masses extending towards West Washington Avenue, the building's entry could be confusing to visitors. The architecture at the entry is helping to address this but signage at this location would dramatically increase the identification of the entrance.

In addition, the proposed signage will meet and be constructed in manner that meets the following UDC Comprehensive Design Review criteria:

- The proposal shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).
- All signs must meet minimum construction requirements under Sec.31.04(5).
- The proposal shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec.31.115.
- The proposal shall not be approved if any element of the plan:
  - presents a hazard to vehicular or pedestrian traffic on public or private property,
  - obstructs views at points of ingress and egress of adjoining properties,
  - obstructs or impedes the visibility of existing lawful signs on adjacent property, or
  - negatively impacts the visual quality of public or private open space.
- The proposal may only encompass signs on private property of the zoning lot or building site in question and shall not approve any signs in the right of way or on public property.

**Summary:**

We feel the proposed sign meets the Comprehensive Design review criteria and that the sign is necessary to identify the building and main building entrance. In addition, the sign is appropriately scaled for the building's unique set back from West Washington Avenue.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "D. Johnson", written in a cursive style.

Duane Johnson, AIA

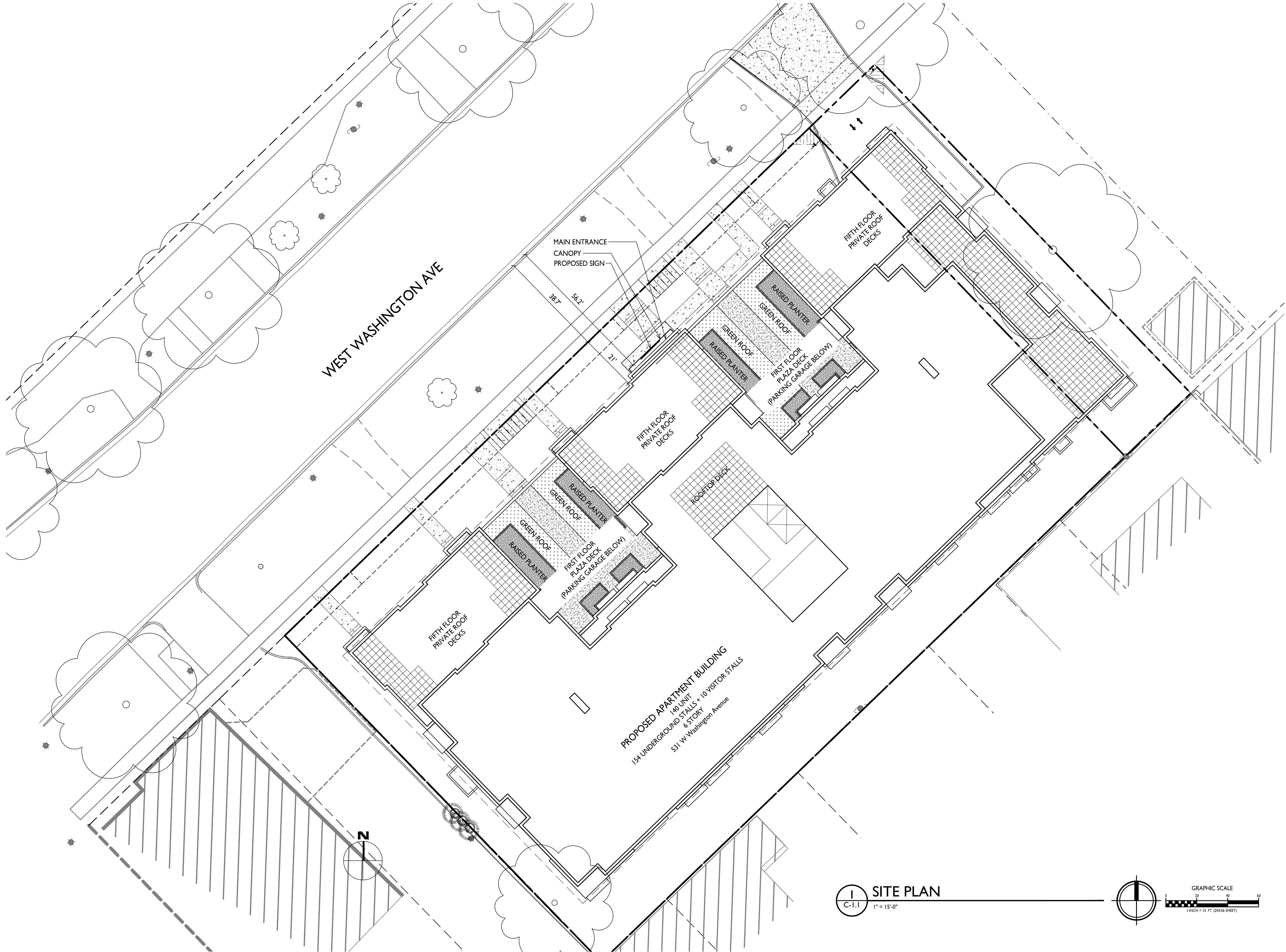
Partner

Knothe and Bruce Architect, LLC









**ISSUED**  
Issued for LUA & UDC Submittal - Feb. 28, 2022  
Issued for Site Plan Review - June 29, 2022  
Progress Set - March 23, 2023  
MEPPP RFP - July 28, 2023  
Issued for Site Plan Review - August 18, 2023  
Progress Set - November 29, 2023  
Issued for Construction - February 26, 2024

**PROJECT TITLE**  
Virtue

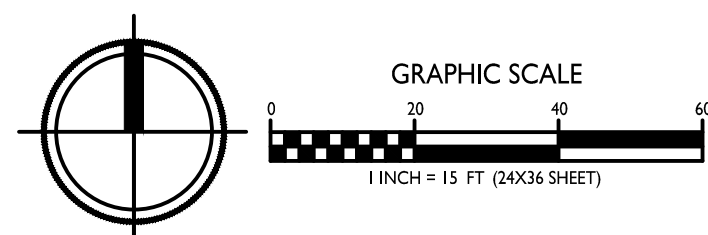
531 W Washington Ave.  
Madison, Wisconsin  
**SHEET TITLE**  
Site Plan

**SHEET NUMBER**

**C-1.1**

**PROJECT NO.** 2143  
© Knothe & Bruce Architects, LLC

**SITE PLAN**  
1" = 15'-0"

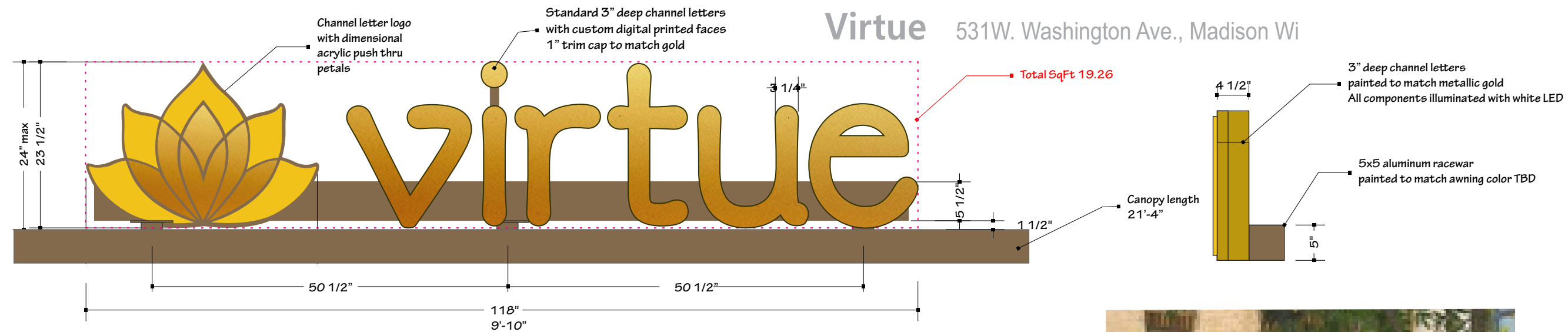




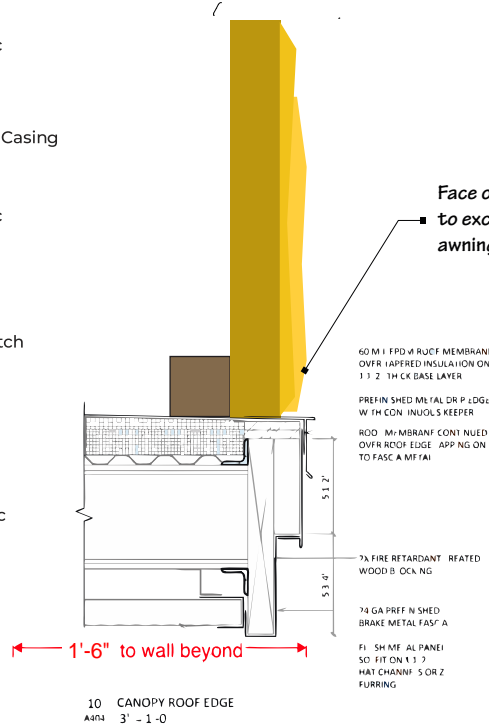
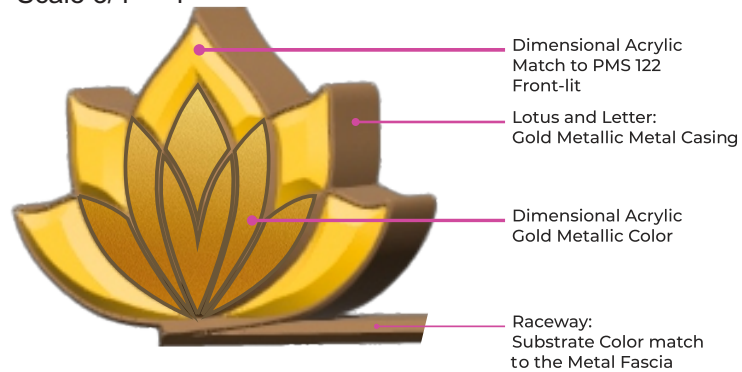


## Neighboring Signage





Scale 3/4" = 1'



Letters on Raceway

	Pantone 122c outer petals
	Pantone 100c to PMS 177 to PMS 146c color gradation
	MAP Satin Metallic Gold letter returns
	MAP paint match to fascia color







## Concept Images