

# 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 11/6/23 Initial Submittal  
11:58 a.m.  
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): \_\_\_\_\_

Title: \_\_\_\_\_

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

UDC meeting date requested November 29 2023

New development

Alteration to an existing or previously-approved development

Informational

Initial Approval

Final Approval

## 3. Project Type

Project in an Urban Design District 4

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** \_\_\_\_\_

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 \_\_\_\_\_

## 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**

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 11-6-23

**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

November 6, 2023

TO:  
**JESSICA VAUGHN**  
Urban Design Planner  
Department of Planning & Development  
215 Martin Luther King Jr. Blvd Suite 017  
Madison, WI 53703

TO:  
**KEVIN FIRCHOW**  
Principal Planner  
Department of Planning & Development  
215 Martin Luther King Jr. Blvd Suite 017  
Madison, WI 53703

RE:  
Letter of Intent – UDC Informational Submittal

**PROJECT:**  
Madison Square Storage  
2230 Pennsylvania Avenue, Madison, WI

AY PROJECT # 76850

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Jessica and Commission members,  
The following is submitted together with the plans and application for informational review by the Urban Design Commission. With this application we will be requesting an informational review of the submitted plans and project.

**ORGANIZATIONAL STRUCTURE:**

**OWNER/ DEVELOPER:**  
Madison Square Storage,  
LLC  
902 Williamson St.  
Madison, WI 53703  
Contact: Eric Welch

**ARCHITECT/ SITE DESIGNER:**  
Angus-Young  
316 W. Washington Ave - Ste  
800 Madison, Wisconsin  
Contact: Jeff Davis  
j.davis@angusyoung.com

**SURVEY/ CIVIL ENGINEER**  
Wyser Engineering  
300 East Front Street  
Mount Horeb, WI 53572  
Contact: Wade Wyse



## PROJECT LOCATION:

The subject site is 2230 Pennsylvania Ave. The property is bounded on the East by Pennsylvania Avenue, to the West by Wisconsin Southern Railroad, and to the south by Wisconsin Greenhouse Company. There is an existing 1-story industrial building to the North that is vacant. It is located in the Emerson East Neighborhood, Aldermanic District 12.



CONTEXT MAP

## INTRODUCTION TO OUR PROJECT:

This property is zoned IL – Industrial - Limited and is in the Urban Design District #4.

The IL zoning district allows an Indoor Storage facility as a conditional use.

## UDD 4 GUIDELINES

### PROJECT DESCRIPTION:

The proposed project is a vertical self-storage facility consisting of four-stories of climate-controlled indoor self-storage on approximately 2.67 acres of land at 2230 Pennsylvania Avenue, Madison, WI.

The project site is currently, as has been for its known history, vacant land that has been used for predominantly for heavy machinery storage. All necessary utilities are currently in Pennsylvania Avenue.

The site is located in an industrial district with light manufacturers, warehouse storage, and Madison's principal rail yard. This project meets a market demand in a more sustainable manner than traditional self-storage. By building up rather than out and selecting an urban location, the land use can be maximized to provide storage solutions for many residents in a more locationally conscious manner.

This planned development of 2230 Pennsylvania Avenue includes approximately 100,000 sf of rentable storage space, plus 50,120 sf drive-in unloading, office, restrooms, and support space.

### PROPOSED USE:

The proposed use is a modern climate-controlled self-storage facility with ancillary sales and a management office. As part of the self-storage principal use, the storage of personal items, including household items (kitchen wares, furniture, family heirlooms, etc.), personal recreation items (i.e., kayaks, canoes, bicycles, etc.), and office and business off-site storage materials (records, etc.) are anticipated. Customer leases will restrict items that are not allowed to be stored in the facility including any hazardous or toxic materials. The ancillary sales will include the sale of boxes, tape, packing materials, moving supplies, etc. Ground floor exterior-accessed units will provide much needed accessible storage for residents and small businesses and tradespeople in the downtown area where storage space is at a premium

### DESIGN CONCEPT:

The proposed building consists of a contemporary urban design with expansive mural art elements along with both vision and spandrel glass and masonry. To activate the street the building will contribute substantially to the visual environment both of the neighborhood and the entire corridor with the largest mural installation in the city.

The building design also incorporates architectural elements, material variations, and dynamic art to breakdown the scale of walls along each facade. Additionally, the street-facing façade also features height and elevation variation.

The building will have branding/signage elements from the selected management company and the signage package will be submitted at a later date. The building will be accessed by a partially enclosed loading area as shown on the included site plan, is planned as steel framing with concrete floor slab floors.

As part of our overall commitment to improving of the built and visual environment, we will consider eliminating the three existing billboards on the site. In lieu of the illuminated billboards, we would like to add some sight lighting to illuminate the murals.

### SITE CIRCULATION:

The site will be served by one point of access from Pennsylvania Ave with two site access points have been incorporated into the site design to provide fire and vehicular access.

## UDD 4 GUIDELINES

### URBAN DESIGN DISTRICT 4 APPROACH:

In our packet is a summary of our approach to UDD 4 Requirements and Guidelines in addition to what is outlined below.

1. Public Rights of Way.
  - a. Requirements:
    - i. Public rights-of-way existing landscaping is proposed to remain. We would plan to supplement the existing hedge row with new plantings to meet the requirements. The existing plantings will screen the overhead doors into the building.
    - ii. We plan to allow public access to the landscaped setback along Pennsylvania Ave.
  - b. Guidelines:
    - i. The building will be 2 different height massing along the public right of way to break up the longer façade. We'll use a combination of glazing, masonry, as well as mural art to make up the composition of the street facing façade.
2. Off-Street Parking and Loading Areas
  - a. Requirements:
    - i. Parking lot landscaping will meet requirements
  - b. Guidelines:
    - i. Parking area is located on the side of the building, set back from Pennsylvania Ave.
    - ii. Drive in doors, and indoor parking entrances are integrated into the building, along with landscape screening along Pennsylvania Ave.
3. Signs
  - a. Requirements:
    - i. Signage will meet all requirements.
    - ii. There are 3 existing billboards on site. (Eliminating these is an option)
    - iii. Signs will be integrated into the façade
4. Building Design
  - a. Requirements
    - i. Exterior building materials will be a mix of masonry, metal panel, and glass.
    - ii. Expansive murals will be incorporated.
    - iii. Mechanical elements will be screened as required
  - b. Guidelines
    - i. The structure fits in it's zoning designation as IL.
    - ii. The large façade along Pennsylvania Avenue will feature a mural by a local artist. We will provide height variation along the façade, as well as a lower massing.
5. Lighting
  - a. Requirements
    - i. The site and building will be lit appropriately to accent the architecture.
    - ii. The mural will be lit to enhance it along Pennsylvania Ave.
  - b. Guidelines
    - i. The building lighting will complement the façade. This effort is forthcoming.



## UDD 4 GUIDELINES

6. Landscaping
  - a. Requirements
    - i. Landscaping will enhance locations where appropriate and screen the overhead doors along Pennsylvania Avenue.
  - b. Guidelines
    - i. Landscape plan is forthcoming

## PROPOSED SCHEDULE:

The intent is to start construction August 2024 and complete the project June of 2025.

**PROPOSED SITE DEVELOPMENT DATA:**

Site Area:	2.67 acres
Building Height:	4 Stories
Floor Area Calculations:	
First Floor	38,970 gsf
Second Floor	37,050 gsf
Third Floor	37,050 gsf
Fourth Floor	37,050 gsf
Total:	150,120 gsf
Vehicle Parking Stalls:	
Site	10 guest Parking Stalls
Bicycle parking stalls:	As required.

Thank you for your time reviewing our proposal. We are looking forward to your support and feedback!

Sincerely,

Jeff Davis, AIA, LEED  
AP Angus-Young

EXISTING SITE PHOTOS:



View Facing Site from South



View facing site from West





Adjacent site to North



Adjacent Site to South





Aerial View facing NE















