URBAN DESIGN COMMISSION APPLICATION



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 Received8/18/25 11:43 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.

aco	•			e Application and re also required to	Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau contaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhino, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.					
1. Pro	oject Informatio	n								
	Idress (list all addr			ject site): <u>425 N Frances an</u> reet Project	d 450 V	V Gilman				
2. Ap	plication Type (check all t	hat a	pply) and Requested Da	te					
UD	C meeting date r	equested	Sept	tember 17, 2025						
 ✓	New developm Informational	ent		Alteration to an existing of Initial Approval	or prev	viously-approved development Final Approval				
3. Pro	oject Type									
	Mixed-Use Distri Project in the Su Campus Institut District (EC) Planned Develo General De Specific Im	owntown C ct (UMX), or uburban Em tional Distri pment (PD evelopmen aplementat	ore Di r Mixed nployn ct (CI)) t Plan ion Pla	strict (DC), Urban d-Use Center District (MXC) nent Center District (SEC), , or Employment Campus (GDP)		Comprehensive Design Review (CDR) Modifications of Height, Area, and Setback Sign Exceptions as noted in Sec. 31.043(3), MGO her Please specify				
Ap Str Tel Pro Str Tel	plicant name reet address ephone pject contact per reet address ephone	Brad Ayo 506 W 220 (254)535 son Brian 120 East L 608.609.4	nd Stree-5804 Munssakesid	on le Street	Cit Co	Villas Student Housing, LLC. ty/State/Zip Austin, TX 78705 nail bradaycock@villas-sh.com ompany Vandewalle & Associates ty/State/Zip Madison, WI 53715 nail bmunson@vandewalle.com				
Str	operty owner (if reet address ephone		ant) _	Oce allauneu		ty/State/Zip				

URBAN DESIGN COMMISSION APPROVAL PROCESS



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)
- <u>Initial Approval</u>. 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.
- <u>Final Approval</u>. 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. Informa	ational Presentation		
	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 A	pproval		
	Letter of Intent (If the project is within a development proposal addresses the distri Contextual site information, including photogr Site Plan showing location of existing and bike parking, and existing trees over 18" di Landscape Plan and Plant List (<i>must be legi</i> Building Elevations in both black & white ar and color callouts PD text and Letter of Intent (if applicable)	ct criteria is required) raphs and layout of adjacent building proposed buildings, walks, drive ameter fble)	gs/structures es, bike lanes, minimums may generate a greater level of
3. Final Ap	proval		
	equirements of the Initial Approval (see above Grading Plan Lighting Plan, including fixture cut sheets at Utility/HVAC equipment location and scree Site Plan showing site amenities, fencing, to PD text and Letter of Intent (if applicable) Samples of the exterior building materials Proposed sign areas and types (if applicable)	nd photometrics plan (must be le ning details (with a rooftop plan i rash, bike parking, etc. (if applicab	if roof-mounted)
4. Signage	Approval (Comprehensive Design Review (CDR), Sign Modifications, and Sig	gn Exceptions (per <u>Sec. 31.043(3)</u>)
	Locator Map Letter of Intent (a summary of how the proposed Contextual site information, including phoproject site Site Plan showing the location of existing sidriveways, and right-of-ways Proposed signage graphics (fully dimension Perspective renderings (emphasis on pedes	otographs of existing signage bot ignage and proposed signage, dimined, scaled drawings, including ma	th on site and within proximity to the nensioned signage setbacks, sidewalks aterials and colors, and night view)
	Illustration of the proposed signage that me Graphic of the proposed signage as it relate	•	

Urban Design Commission Application (continued)

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 <u>UDCapplications@cityofmadison.com</u>. 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	ne applicant is required to discuss the proposed project with	n Urban Design Co	mmission staff.
	This application was discussed with	DAT	on August 14, 202	5

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	Drad	l hycock	Relationship to property		
	1DF16	73895B3428			
Authorizing signature of property of	owner	See attached	Da	ate	8/18/2025

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,

approvals: \$300 (per §31.041(3)(d)(2) MGO)

Commission: Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)

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

- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan
- Planned Multi-Use Site or Residential Building Complex

including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for Sign Modifications (GDP) and/or Specific Implementation Plan (SIP) (of height, area, and setback), and additional sign code



8/15/2025

As Broker for Edward Shinnick and Walter Borowski, they are currently under contract to sell their property located at 425 N Frances Street, Madison, WI to Villas Student Housing.

This email serves as formal acknowledgement and authorization for Villas Student Housing to submit development plans related to the property to the City of Madison.

Signed: Edward G. Shinnick

Signed by:

Edward G. Shinnick

CB506524425741A...

8/15/2025

Walter S. Borowski

Signed by:

43980693E71541E... 8/15/2025

Thank you,

— DocuSigned by:

Heather Ewing
— 251BFAE48B574E3...

Heather Ewing, Founder | Principal Broker ABSTRACT Commercial Real Estate LLC I have been informed by Garrett Kilcrease that the City of Madison has asked for an e-mail confirming that 450 W. Gilman Street, Madison, WI ("Property") is under contract with Villas Student Housing, LLC ("Buyer"). I am the attorney representing Ridgeview Investments of Madison, LLP ("Owner") the owner of the Property and am authorized to provide this email. The Owner confirms the Property is under contract with the Buyer and that the Owner supports providing development plans to the City of Madison. If applicable at this stage of the development entitlement process, the Owner supports Buyer making an informational presentation before the Urban Design Commission with respect to the Property and the submittal of plans for that purpose. Owner confirms that Owner is aware of the submittal of development plans and supports the filing of those plans with the City of Madison.

Thank you.

Ed

Edward Lawton

Attorney

AXLEY BRYNELSON LLP

N17W24222 Riverwood Dr. Ste 250 | Waukesha, WI 53188

Phone: 262.409.2278 | Fax: 262.524.9200 Email: <u>ELawton@axley.com</u> | <u>bio</u> | <u>axley.com</u>

Legal Assistant: Lisa Thomaschek

Phone: 608.283.6759 | Email: lthomaschek@axley.com



To: Urban Design Commission

From: Brian Munson

CC: Grant Zucker

Bobby Tait

Justin Zampardi

Alder Will Ochowicz

Date: Monday, August 18, 2025

Re: West Gilman Street Apartments

UDC Informational Presentation

Attached please find an informational UDC submittal packet for the 425 North Frances/450 Gilman Street Redevelopment, a 16-story mixed-use student housing project. This project is proposed by Villas Student Housing as a vibrant addition to the neighborhood that transitions in scale from the adjoining Grimm Book Bindery to the Hub while maintaining well-articulated architecture and massing. This project utilizes the downtown height ordinance to integrate 16 stories within the 12 story/172' site designation through the inclusion of affordable student housing.

Project Name: West Gilman Street Apartments

Properties: 425 North Frances Street

450 Gilman Street

Applicant: Villas Student Housing, LLC.

506 West 22nd Street Austin, Texas 78705 **Design Team:**

Architecture: Rhode Partners

515 Congress Avenue

Suite 1600

Austin, Texas 76701

Engineering/Landscape: Vierbicher

999 Fournier Drive Madison, WI 53717

Entitlements: Vandewalle & Associates

120 East Lakeside Street

Madison, WI 53715

Potential Requests:

Rezoning from Urban Mixed Use (UMX) to Downtown Core (DC) Conditional Use (building greater than 6 stories, outdoor recreation) Certified Survey Map Affordable Housing Land Use Restriction

Project Description:

16 story building
115 units (1-bedroom to 5-bedroom units)
432 bedrooms
105 parking stalls
240 bike parking stalls
Tenant Amenities
Rooftop Outdoor Recreation
First Floor Retail

08/19/25 Page 2 of 5

Existing Conditions:



Frances Street (site)



Frances Street (view North)



Frances Street (view north)



Frances Street (view south)

08/18/25 Page 3 of 5



Frances Street (view across street)



Frances Street (view across street)



Frances Street (Grimm Book Bindery)



Frances Street (Eleanor)



Gilman Street (site)



Gilman Street (view north)

08/18/25 Page 4 of 5



Gilman Street (view south)



Gilman Street (Grimm Book Bindery)



Gilman Street (view across street)



Gilman street (Hub)

08/18/25 Page 5 of 5

W Gilman Street Apartments UDC INFORMATIONAL SUBMITTAL

RHODE: PARTNERS



VICINITY MAP



SITE PLAN NOTES:

- CONCRETE TO BE 5" THICK, CONSTRUCTED ON A BASE OF 4" COMPACTED SAND OR CRUSHED STONE.
- CONCRETE FOR DRIVEWAYS AND SIDEWALK AT DRIVEWAY ENTRANCES SHALL BE 7" THICK, CONSTRUCTED ON A BASE OF 5" COMPACTED SAND OR CRUSHED STONE.
- ALL DIMENSIONS WITH CURB & GUTTER ARE REFERENCED TO THE FACE OF CURB.
- CONTRACTOR SHALL DEEP TILL ANY DISTURBED AREAS AFTER CONSTRUCTION IS COMPLETE AND BEFORE RESTORING.
- 5. CONTRACTOR TO OBTAIN ANY NECESSARY DRIVEWAY CONNECTION, RIGHT OF WAY AND EXCAVATION PERMITS PRIOR TO CONSTRUCTION.
- 6. ALL ABANDONED DRIVEWAYS ADJACENT TO THE SITE SHALL BE REPLACED WITH CURB AND THE TERRACE SHALL BE RESTORED WITH GRASS.
- 7. ANY SIDEWALK AND CURB & GUTTER ABUTTING THE PROPERTY SHALL BE REPLACED IF IT IS DAMAGED DURING CONSTRUCTION OR IF THE CITY ENGINEERING DEPARTMENT DETERMINES THAT IT IS NOT AT A DESIRABLE GRADE, REGARDLESS OF WHETHER THE CONDITION EXISTED PRIOR TO BEGINNING CONSTRUCTION.



---- PROPERTY BOUNDARY

CURB AND GUTTER (REVERSE CURB HATCHED)

PROPOSED CHAIN LINK FENCE
PROPOSED WOOD FENCE

PROPOSED CONCRETE

Š Š PROPOSED BUILDING
PROPOSED SIGN

PROPOSED LIGHT POLE
PROPOSED BOLLARD

PROPOSED ADA DETECTABLE WARNING FIELD

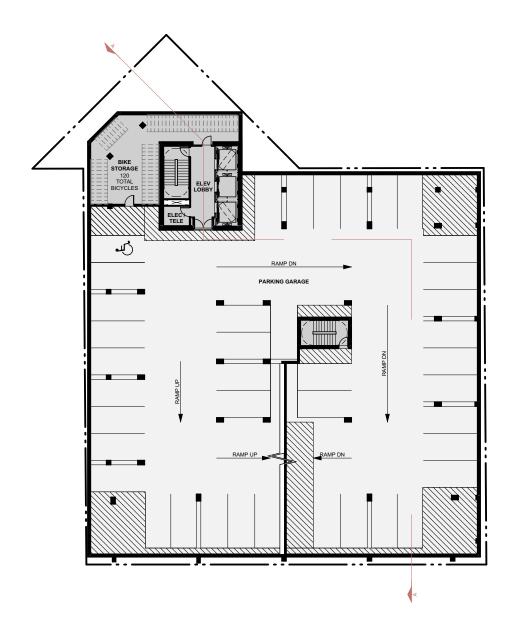
PROPOSED HANDICAP PARKING

0 8' 16' 33

SITE PLAN EXHIBIT

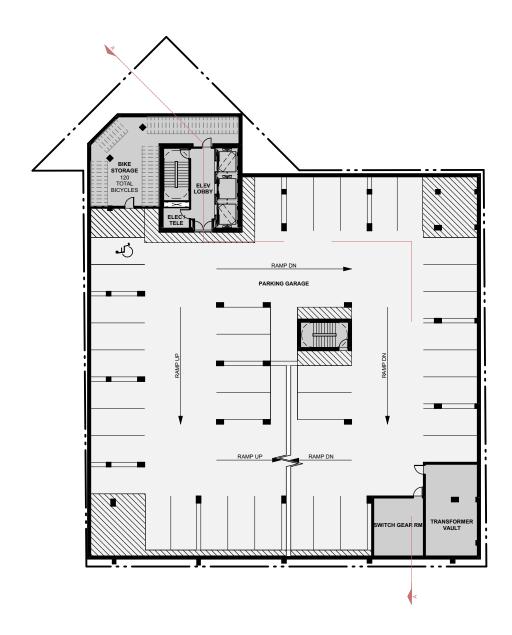
<u>ABBREVIATIONS</u>

TC — TOP OF CURB
FF — FINISHED FLOOR
FL — FLOW LINE
SW — TOP OF WALK
TW — TOP OF WALL
BW — BOTTOM OF WAL



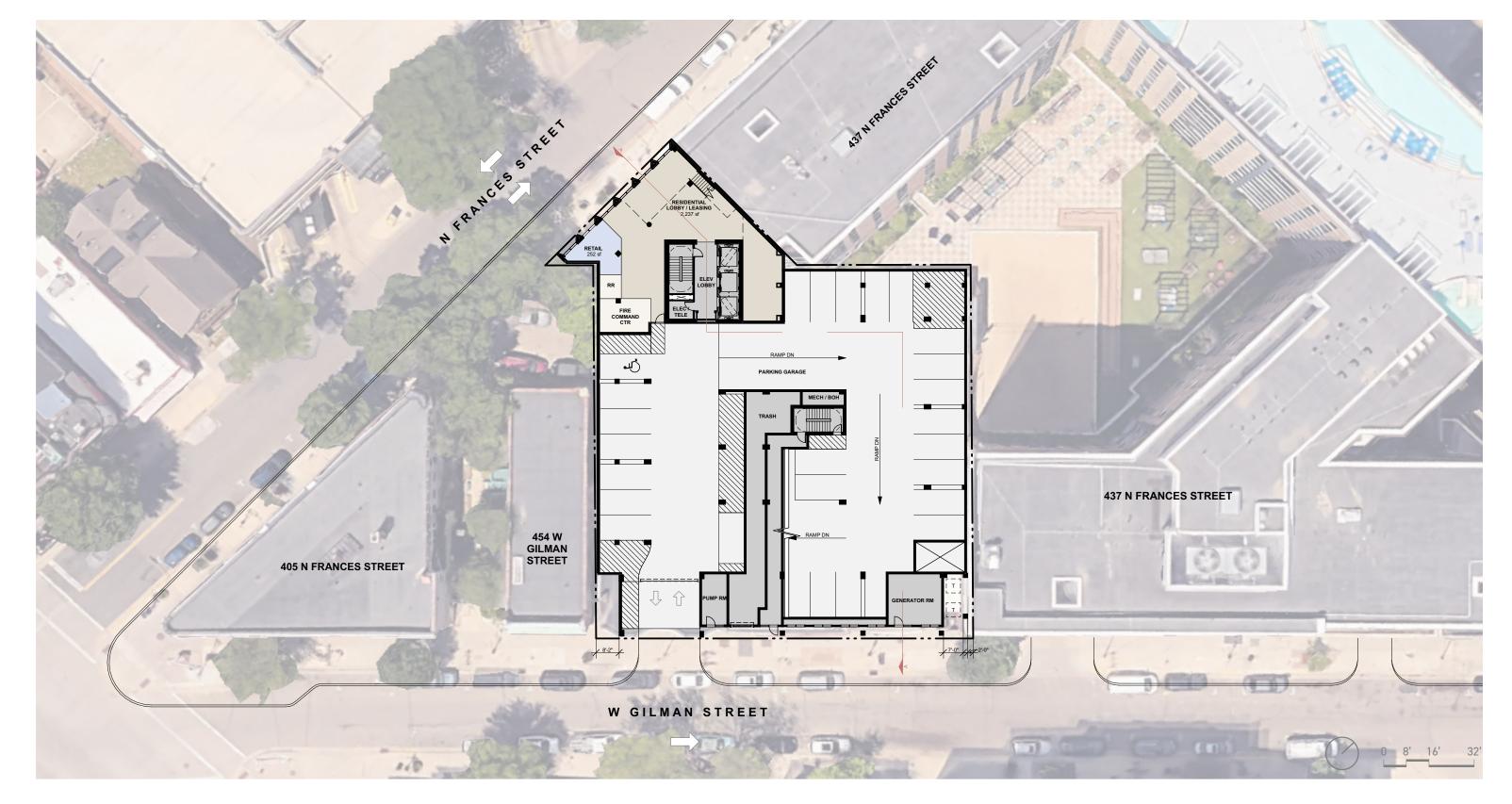


FLOOR PLAN LEVEL -2 PARKING





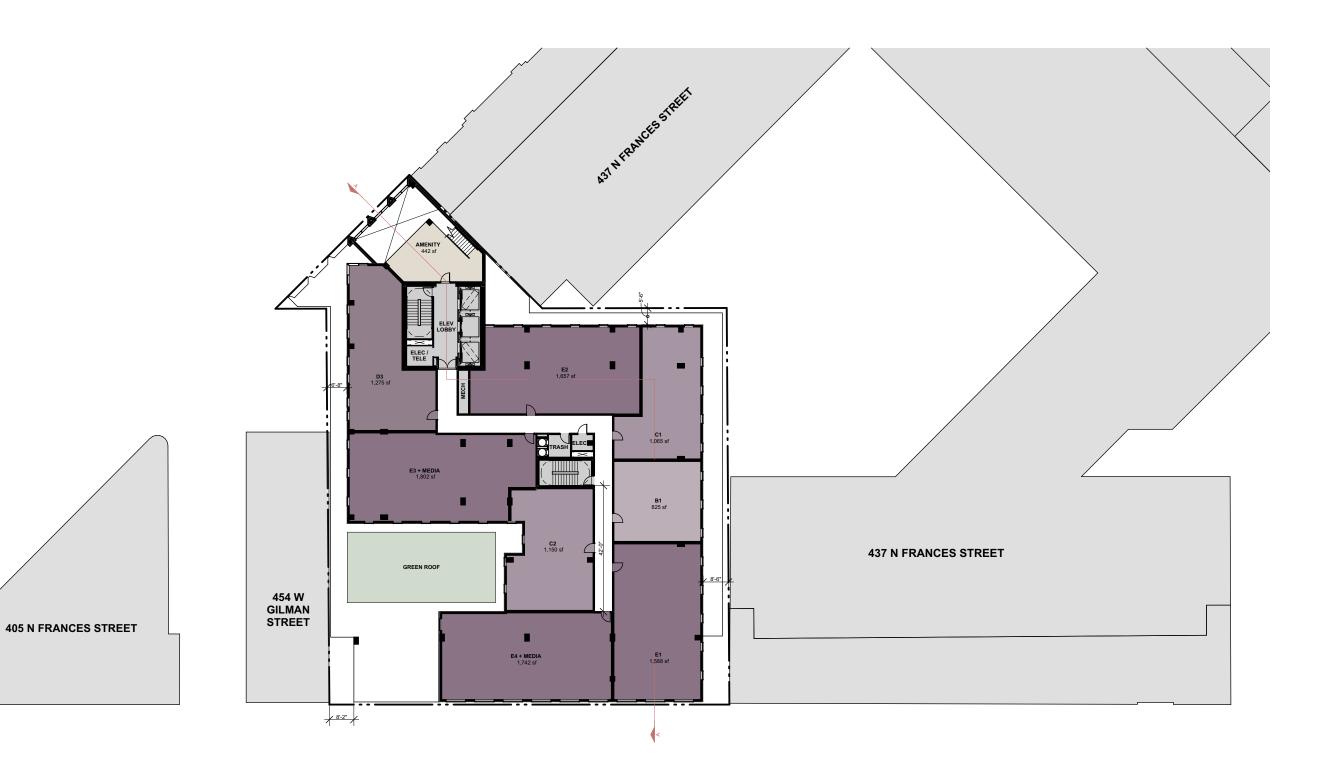
FLOOR PLAN LEVEL -1 PARKING



FLOOR PLAN LEVEL 1 LOBBY / RETAIL / PARKING





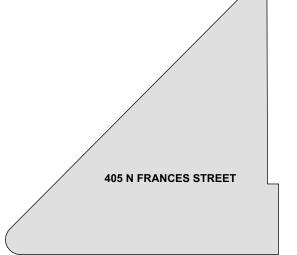




FLOOR PLAN LEVEL 2 LOBBY / RESIDENTIAL

7 OF 18

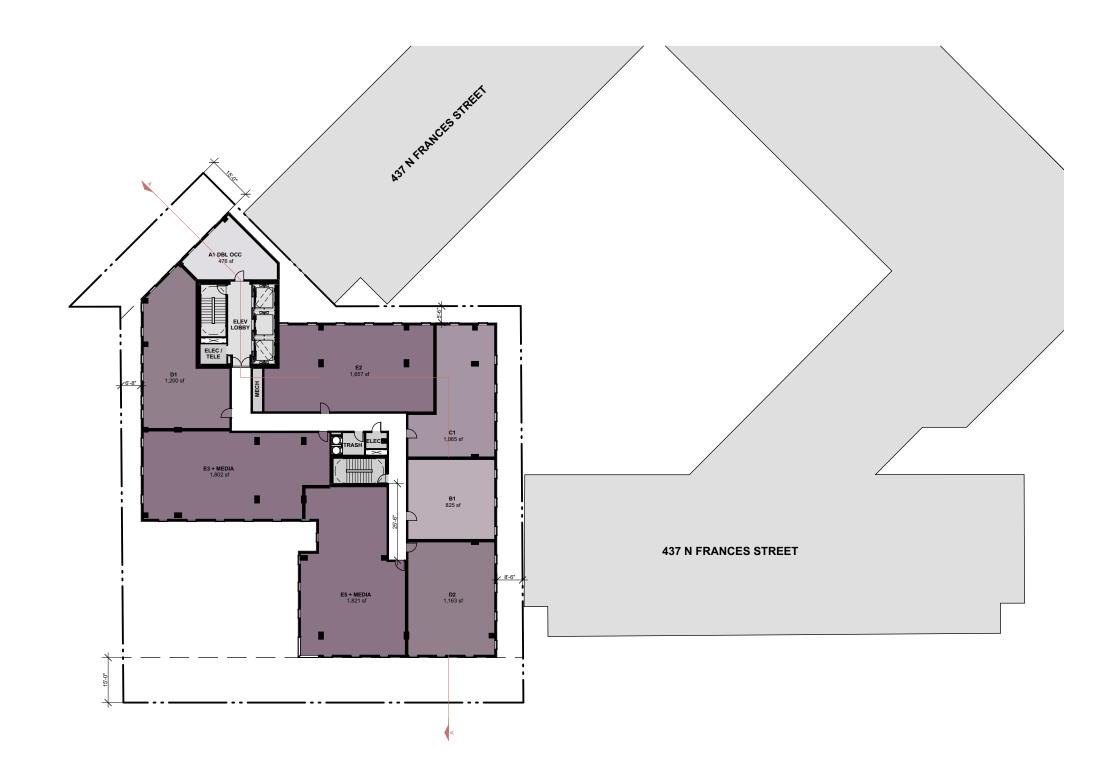






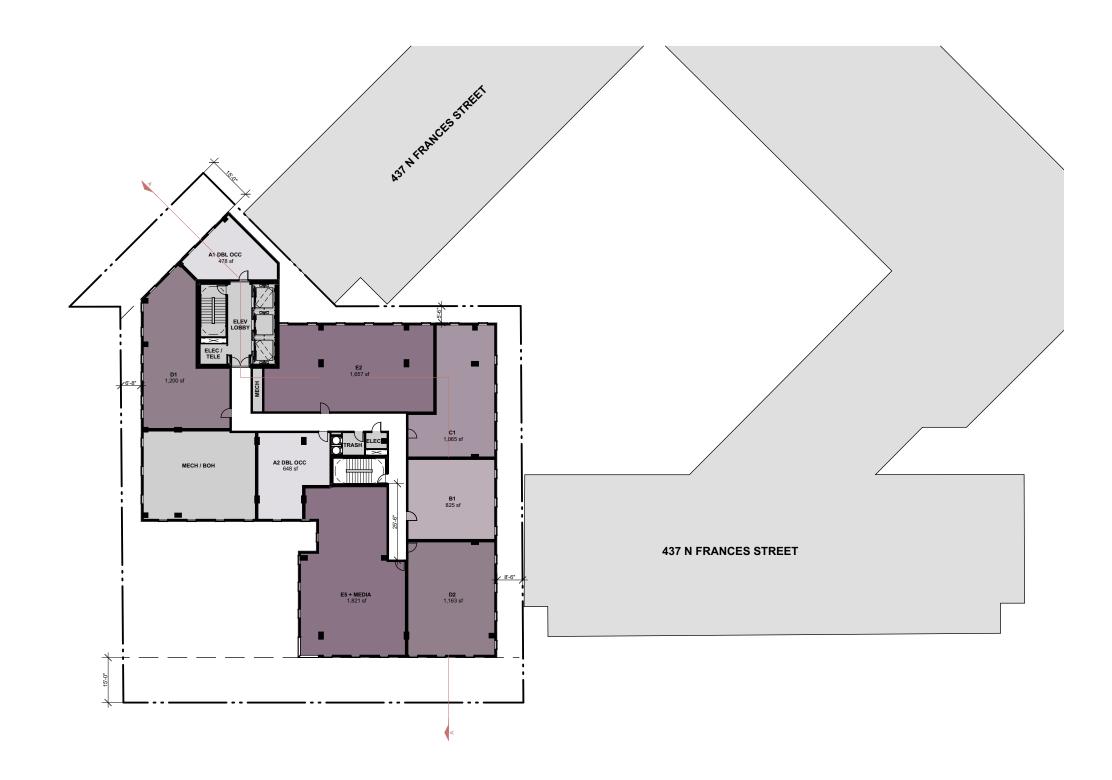
FLOOR PLAN LEVELS 3-4 RESIDENTIAL





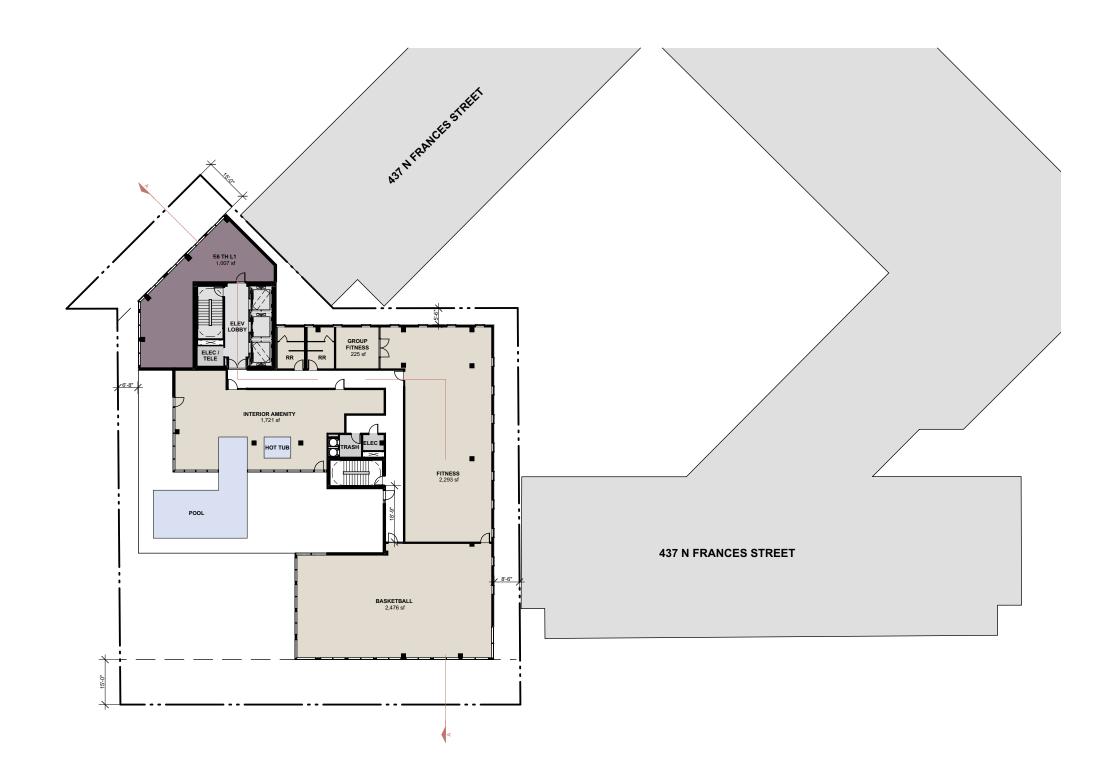


FLOOR PLAN LEVELS 5-14 RESIDENTIAL





FLOOR PLAN LEVEL 15 RESIDENTIAL





FLOOR PLAN LEVEL 16 AMENITY





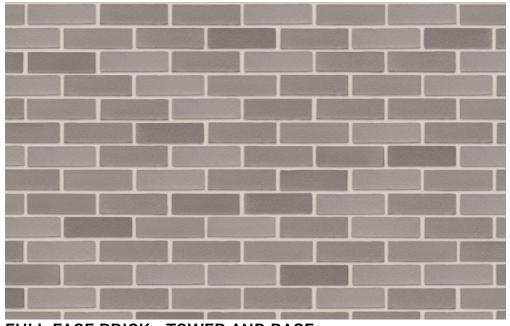
BUILDING SECTION





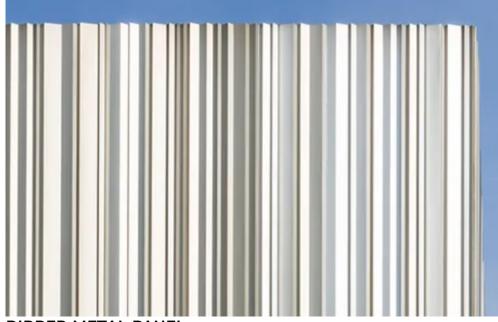












FULL-FACE BRICK - TOWER AND BASE

BRASS METAL PANEL

RIBBED METAL PANEL









FULL-FACE BRICK - TOWER

PRECAST CONCRETE

FIBER CEMENT PANEL

MATERIAL PALETTE

ZONING CALCULATIONS & PROJECT TOTALS		
Land Area SF	19,623	
Total Zoning GSF	225,662	
Total Zoning GSF Proposed	225,662	
FAR Proposed	11.50	

Floor Area Summary						_	
FLOOR	RES. NET RENTABLE SF	ZONING GROSS SF	EFFICIENCY (NET/GROSS)	PARKING SPACES	GARAGE GROSS SF	PARKING EFFICIENCY (SFISPAC	FLOOR TO FLOOR
-2 - PARKING	2	17,328	ш	39	14,909	382	8.75
-1 - PARKING		17,328		39	14,909		11.00
1 - LOBBY/RETAIL/PARKING		17,776		27	11.821	438	15.00
2 - RESIDENTIAL/AMENITY	11,114	13.003			,		9.75
3 - RESIDENTIAL	11.573	13,031	89%				9.75
4 - RESIDENTIAL	11,573	13,031	89%				9.75
5 - RESIDENTIAL	10,012	11,359	88%				9.75
6 - RESIDENTIAL	10,012	11,359	88%				9.75
7 - RESIDENTIAL	10,012	11,359	88%				9.75
8 - RESIDENTIAL	10,012	11,359	88%				9.75
9 - RESIDENTIAL	10,012	11,359	88%				9.75
10 - RESIDENTIAL	10,012	11,359	88%				9.75
11 - RESIDENTIAL	10,012	11,359	88%				9.75
12 - RESIDENTIAL	10,012	11,359	88%				9.75
13 - RESIDENTIAL	10,012	11,359	88%				9.75
14 - RESIDENTIAL	10,012	11,359	88%				9.75
15 - RESIDENTIAL	8,855	10,205	87%				9.75
16 - RESIDENTIAL/AMENITY	1,980	10,370	19%				9.75
ROOF	,						9.75
TOTAL	145,215	225,662		105	41,639	397	171.00

evel 1 - Lobby / Leasing / Re	otail	2.237 SF				
.obby / Leasing Retail		2,237 SF 252 SF				
L evel 1.5 - Amenity Study		442 SF				
Level 16 - Interior Amenity		7,010 SF				
•						
Level 16 - Exterior Amenity		2,496 SF				
Bike Parking					Minimum Per CoM	Proposed
Resident Bike Parking	Long Term				216	224
Guest Parking	Short Term			1 per 10 units	11.5	14
Retail	Short Term			1 per 2,000 SF	0.1	2
TOTAL BIKE PARKING					228	240
					Windows Bur O. W	
Darking					Minimum Per CoM	Proposed
Resident Parking					N/A	102
Resident Parking Standard / Compact					N/A 3	
Resident Parking Standard / Compact Accessible						102 <u>3</u> 105
Resident Parking Standard / Compact Accessible Total Residential Unit Parking Ratio	(includes Accessible Spaces)		0.91			<u>3</u>
	(includes Accessible Spaces) Ratio (includes Accessible Spaces)		0.91 0.24			<u>3</u>
Resident Parking Standard / Compact Accessible Total Residential Unit Parking Ratio						<u>3</u>

Residential Unit Type	Description	%	Unit SF		Unit Sub-Total	Bed Sub-Total	SF Sub-Total	Bike Parking Req	Bike Parking Total
A1 - Double Occupancy	1 BR, 1 BA	11.30%	478		13	26	6,214	1 per unit	13.0
A2 - Double Occupancy	1 BR, 1 BA	0.87%	648		1	2	648	1 per unit	1.0
B1	2 BR, 2 BA	12.17%	825		14	28	11,550	1 per unit	14.0
C1	3 BR, 3 BA	12.17%	1065		14	42	14,910	1.5 per unit	21.0
C2	3 BR, 3 BA	2.61%	1150		3	9	3,450	1.5 per unit	4.5
D1	4 BR, 4 BA	9.57%	1200		11	44	13,200	2 per unit	22.0
D2	4 BR, 4 BA	9.57%	1163		11	44	12,793	2 per unit	22.0
D3	4 BR, 4 BA	2.61%	1275		3	12	3,825	2 per unit	6.0
E1	5 BR, 5 BA	2.61%	1588		3	15	4,764	2.5 per unit	7.5
E2	5 BR, 5 BA	12.17%	1657		14	70	23,198	2.5 per unit	35.0
E3 + Media	5 BR, 5 BA + MEDIA	11.30%	1802		13	65	23,426	2.5 per unit	32.5
E4 + Media	5 BR, 5 BA + MEDIA	2.61%	1742		3	15	5,226	2.5 per unit	7.5
E5 + Media	5 BR, 5 BA + MEDIA	9.57%	1821		11	55	20,031	2.5 per unit	27.5
E6 - Town Home	5 BR, 5 BA	0.87%	1980		1	5	1,980	2.5 per unit	2.5
					Total Units	Total Beds	Total Unit NSF	NSF per Bedroom	Sub Total
					115	432	145,215	336	216
it Mix		1BR	2BR 3BR	4BR	5BR				
		12.2%	12.2% 14.8%	21.7%	39.1%				
fordable Unit Summary									
Double Occupancy - Affordable	Units	12							
I Units		115							

PROJECT TABULATIONS