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

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.

FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received 10/23/23 10:12 a.m.

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District 2

Submittal reviewed by _____

Legistar # 80582

1. Project Information

Address: 1 and 15 Ellis Potter Court

Title: _____

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

UDC meeting date requested 11/6/23 11/08/23

- ☐ New development
- ☐ Alteration to an existing or previously-approved development
- ☑ Informational
- ☐ Initial approval
- ☐ Final approval

3. Project Type

- ☒ Project in an Urban Design District 2
- ☐ 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 Scott Kwiecinski
Company Horizon Development Group, Inc.
Street address 5201 East Terrace Drive, Suite 300
City/State/Zip Madison, WI 53718
Telephone (608) 354-0820
Email s.kwiecinski@horizondbm.com

Project contact person Kevin Burow
Company Knothe & Bruce Architects
Street address 8401 Greenway Blvd., Ste 900
City/State/Zip Middleton, WI 53562
Telephone 608-836-3690
Email kburow@knothebruce.com

Property owner (if not applicant) Bin Ran, BR 15 Real Estate, LLC
Street address 15 Ellis Potter Court
City/State/Zip Madison, WI 53711
Telephone (608) 347-7618
Email binran1967@hotmail.com

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**

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.

- ☐ **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.

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 Jessica Vaughn on October 6, 2023.

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 Scott Kwiecinski Relationship to property Developer

Authorizing signature of property owner _____ Date 10/22/2023

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

URBAN DESIGN COMMISSION APPROVAL PROCESS

UDC

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

UDC

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

October 23, 2023

Ms. Jessica Vaughn
Urban Design Planner
Department of Planning, Community & Economic Development
215 Martin Luther King Jr. Blvd., Ste 017
Madison, Wisconsin 53703

Re: Letter of Intent – UDC Informational
1 and 15 Ellis Potter Court
KBA Project **#2372**

Ms. Jessica Vaughn,

The following is submitted together with the plans and applications for staff and Urban Design Commission consideration.

The proposed new development located at 1 and 15 Ellis Potter Court is in the Suburban Employment District and will be a mixed-use building for Seniors 55+ in age along with a separate building with townhome units for families. The 11 townhomes will all be 3-bedroom units with direct entries and detached garages, while the 3-story mixed use building will have a total of 54 one- and two-bedroom units with underground parking, and a community outreach office located in the commercial space.

This will be a WHEDA Tax-Credit project and these buildings will infill an existing vacant lot and replace a two-story office building that has been well used over its lifetime. They will provide much-needed affordable housing units in an area of the city that is well connected by being located directly on a bus route. These design concepts will be discussed in more detail and your feedback on this is welcomed.

Thank you for your time reviewing our proposal.

Sincerely,

Kevin Burow, AIA, NCARB, LEED AP
Managing Member

Ph. 608.836.3690
knothebruce.com
8401 Greenway Blvd., Suite 900
Middleton, WI 53562

Context Photos

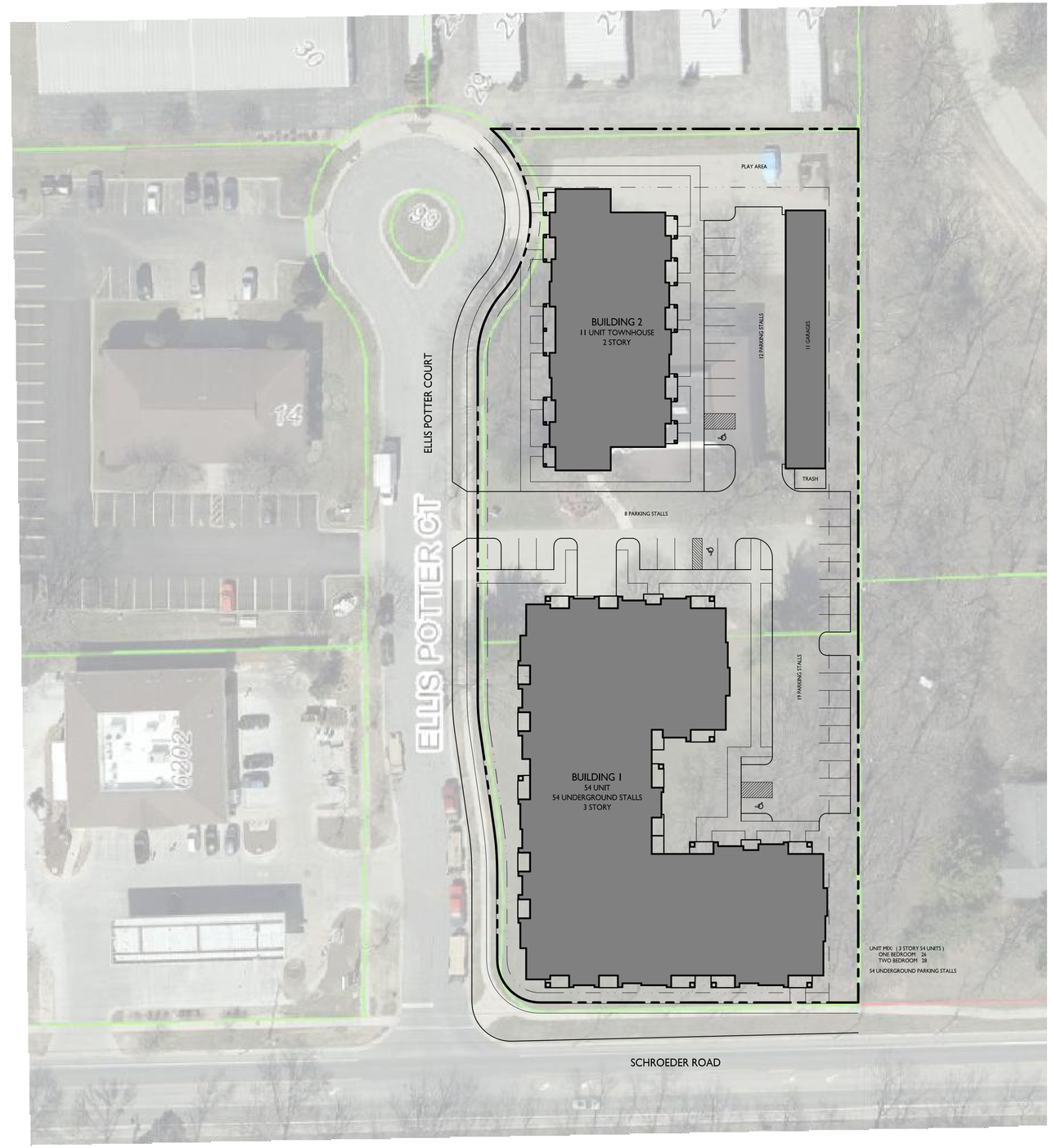
1 Ellis Potter Ct Madison, WI

knothe • bruce ARCHITECTS

Context Photos

15 Ellis Potter Ct Madison, WI

knothe • bruce ARCHITECTS



1
C-1.1
SITE PLAN
1" = 30'-0"

GRAPHIC SCALE

0 30 60 90

1 INCH = 30 FT (24X36 SHEET)

knothe • bruce
ARCHITECTS
Phone: 608.836.3690
7601 University Ave, Ste 201
Middleton, WI 53562

ISSUED
UDC Informational Submittal - October 23, 2023

PROJECT TITLE
Horizon Development

1 & 15 Ellis Potter Ct
Madison, Wisconsin

SHEET TITLE
Site Plan

SHEET NUMBER
C-1.1

PROJECT NO. 2372

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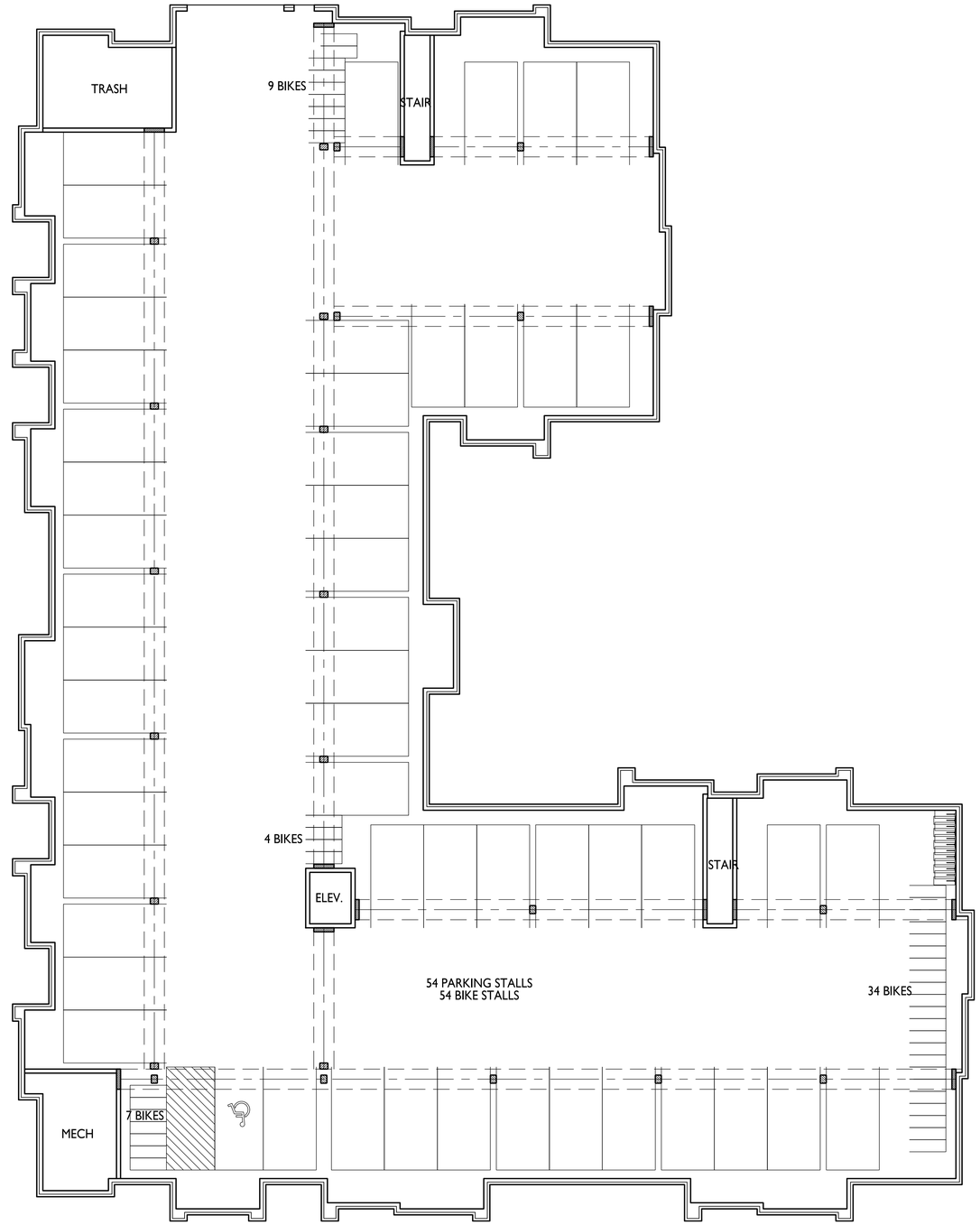

1 A-1.0 BASEMENT FLOOR PLAN

3/32" = 1'-0"

knothe • bruce
ARCHITECTS
Phone: 608.836.3690
7601 University Ave, Ste 201
Middleton, WI 53562

ISSUED
UDC Informational Submittal - October 23, 2023

PROJECT TITLE
Horizon Development

1 & 15 Ellis Potter Ct
Madison, Wisconsin

SHEET TITLE
Basement Floor Plan

SHEET NUMBER
A-1.0

PROJECT NO. 2372

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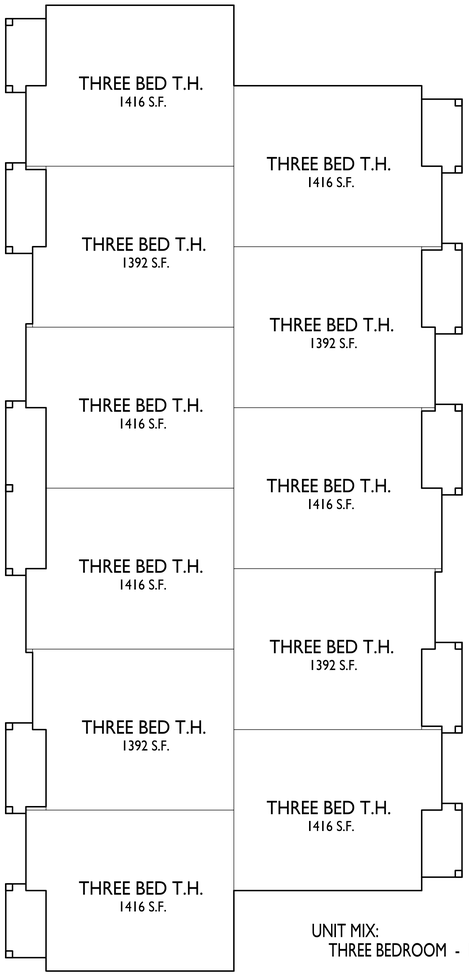

2 A-1.1 FIRST FLOOR PLAN TOWNHOMES

3/32" = 1'-0"

1 A-1.1 FIRST FLOOR PLAN

3/32" = 1'-0"

UNIT MIX:
ONE BEDROOM - 26
TWO BEDROOM - 28
54

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ARCHITECTS
Phone: 608.836.3690
7601 University Ave, Ste 201
Middleton, WI 53562

ISSUED
UDC Informational Submittal - October 23, 2023

PROJECT TITLE
Horizon Development

1 & 15 Ellis Potter Ct
Madison, Wisconsin

SHEET TITLE
First Floor Plan

SHEET NUMBER
A-1.1

PROJECT NO. 2372

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1
A-1.2

SECOND FLOOR PLAN

3/32" = 1'-0"

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Middleton, WI 53562

ISSUED
UDC Informational Submittal - October 23, 2023

PROJECT TITLE
Horizon Development

1 & 15 Ellis Potter Ct
Madison, Wisconsin

SHEET TITLE
Second Floor Plan

SHEET NUMBER
A-1.2

PROJECT NO. 2372

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1 / A-1.3 THIRD FLOOR PLAN

3/32" = 1'-0"

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Phone: 608.836.3690
7601 University Ave, Ste 201
Middleton, WI 53562

ISSUED
UDC Informational Submittal - October 23, 2023

PROJECT TITLE
Horizon Development

1 & 15 Ellis Potter Ct
Madison, Wisconsin

SHEET TITLE
Third Floor Plan

SHEET NUMBER
A-1.3

PROJECT NO. 2372

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TOWNHOMES | WEST ELEVATION ALONG ELLIS POTTER COURT

APARTMENTS | SOUTH ELEVATION ALONG SCHROEDER ROAD

0 8′ 16′ 32′

GRAPHIC SCALE

CONCEPTUAL ELEVATIONS

ELLIS POTTER COURT DEVELOPMENT

1 & 15 ELLIS POTTER COURT, MADISON, WI

UDC INFORMATIONAL SUBMITTAL | 10.23.2023 | KBA #2372

knothe • bruce ARCHITECTS