

# URBAN DESIGN COMMISSION APPLICATION

# UDC

City of Madison  
Planning Division  
126 S. Hamilton St.  
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 \_\_\_\_\_

Submittal reviewed by \_\_\_\_\_

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: 5533 University Avenue

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

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

UDC meeting date requested December 6, 2017

- 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)

### Other

- Please specify \_\_\_\_\_

## 4. Applicant, Agent, and Property Owner Information

Applicant name Martin O'Connor Company Realm Real Estate Development LLC

Street address 3120 Edmonton Drive, Suite 300 City/State/Zip Sun Prairie, WI 53590

Telephone 608-712-1463 Email marty@homeagainliving.com

Project contact person Randy Bruce Company Knothe & Bruce Architects, LLC

Street address 7601 University Avenue, Suite 201 City/State/Zip Middleton, WI 53562

Telephone 608-836-3690 Email rbruce@knothebruce.com

Property owner (if not applicant) same

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 provided below for plan details)
- Filing fee**
- Electronic Submittal\***

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

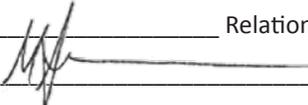
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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](mailto: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 Chris Wells, Janine Glaeser on October 26, 2017.
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.

Applicant name Martin O'Connor Relationship to property Owner  
 Authorized signature of Property Owner  Date Nov. 21, 2017

**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 what 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 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
- 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)
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

November 21, 2017

Ms. Janine Glaeser  
Secretary Urban Design Commission  
City of Madison  
146 S. Hamilton Street  
P.O. Box 2985  
Madison, Wisconsin 53701



Re: Letter of Intent  
5533 University Avenue  
**KBA Project # 1735**

Ms. Janine Glaeser:

The following is submitted together with the plans and application for initial UDC approval.

**Organizational Structure:**

Owner:	Realm Real Estate Development LLC 3120 Edmonton Drive, Suite 300 Sun Prairie, WI 53590 608-712-1463 Contact: Martin O'Connor <a href="mailto:marty@homeagainliving.com">marty@homeagainliving.com</a>	Architect:	Knothe & Bruce Architects, LLC 7601 University Avenue, Ste 201 Middleton, WI 53562 608-836-3690 Contact: Randy Bruce <a href="mailto:rbruce@knothebruce.com">rbruce@knothebruce.com</a>
Engineer:	Snyder & Associates, Inc. 5010 Voges Rd Madison, WI 53718 (608) 838-0444 Contact: Mike Calkins <a href="mailto:mcalkins@snyder-associates.com">mcalkins@snyder-associates.com</a>	Landscape Design:	Nelson Landscaping, Inc. P.O. Box 823 Waukesha, WI 53187 (608) 262-549-6111 Contact: Corey Nelson <a href="mailto:Corey@nelsonlandscape.com">Corey@nelsonlandscape.com</a>

**Introduction:**

The site is located at the southeast corner of University Avenue and Capitol Street and is currently zoned Neighborhood Mixed-Use District. The site is currently occupied by a 1-story retail business that served as the former Brennan's Market. This proposal requests a conditional use approval for a mixed-use development with commercial uses on the first floor and three levels of housing above the commercial. A Certified Survey Map has been submitted to combine the underlying parcels into one lot.

**Project Description:**

This proposed project is a mixed-use development consisting of approximately 4,500 square feet of retail space and 56 apartments with vehicle parking located primarily below the building in two levels; at the grade and basement levels. The building is broken into two modules that are linked on the upper floors and horizontally break up the massing of the building. Along University Avenue, a generous set back is provided to allow for a landscape buffer and the building is stepped back above the third floor to reduce the perceived height. The building also has significant setbacks on the side and rear lot lines allowing for landscaping and solar access to neighboring properties.

The applicant has worked with the City Traffic Engineering department to identify vehicular access locations on both Capitol Avenue and University Avenue

The exterior architecture is a clean urban architecture. On the street and eastern facades, the major material is brick masonry accented with fiber-cement siding. Towards the rear of the building the material palette uses a higher amount of fiber-cement siding consistent with the transition to the residential uses to the south.

**Spring Harbor Neighborhood Plan and UDD #6**

This project is consistent with the goals and guidelines of both the Spring Harbor Neighborhood Plan and the UDD #6 Guidelines. The SHNP calls for attractive mixed-use development at specified redevelopment sites including the Brennan's Market site. In addition, the plan calls for pedestrian-oriented and transit-oriented development to occur; both of which are met with the proposed plan. The commercial use face the two streets and have direct pedestrian access. A Madison Metro bus stop is currently located at the street intersection but the City of Madison has plans in the future for the bus stop to be located along University Avenue in front of the commercial area.

UDD # 6 generally refers to the SHNP but specifically calls for a minimum and maximum building height of three to four stories with parking areas located to the rear of the site.

**Project Schedule:**

It is anticipated that the construction on this site will start in June 1, 2018 with a final completion date of June 1, 2019.

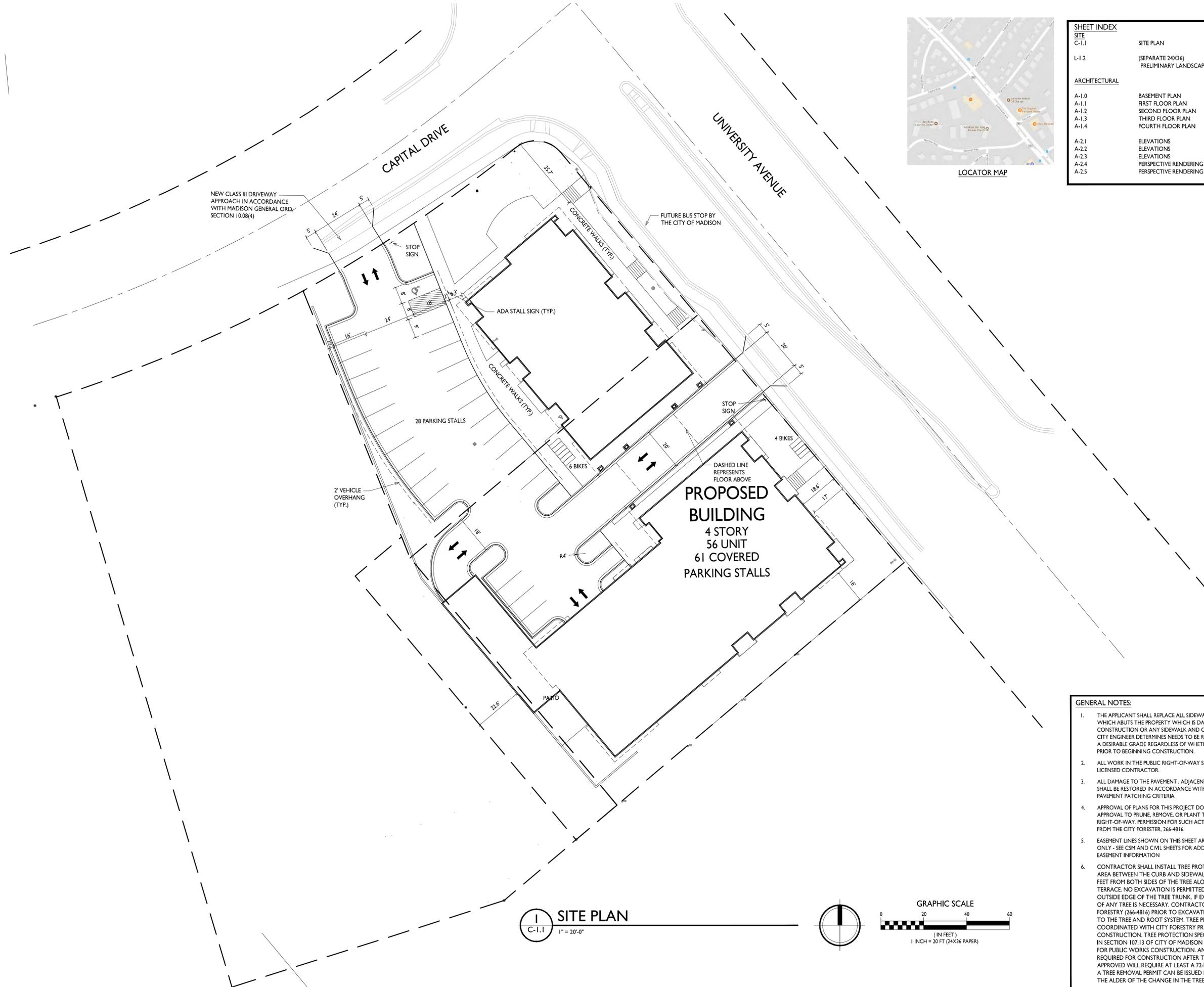
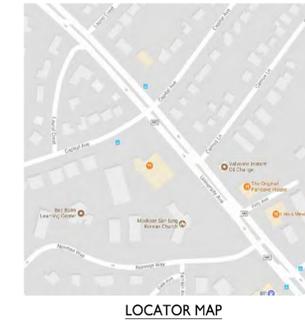
Thank you for your time reviewing our proposal.

Sincerely,



Randy Bruce, AIA

SHEET INDEX	
SITE	SITE PLAN
C-1.1	
L-1.2	(SEPARATE 24X36) PRELIMINARY LANDSCAPE PLAN
ARCHITECTURAL	
A-1.0	BASEMENT PLAN
A-1.1	FIRST FLOOR PLAN
A-1.2	SECOND FLOOR PLAN
A-1.3	THIRD FLOOR PLAN
A-1.4	FOURTH FLOOR PLAN
A-2.1	ELEVATIONS
A-2.2	ELEVATIONS
A-2.3	ELEVATIONS
A-2.4	PERSPECTIVE RENDERING
A-2.5	PERSPECTIVE RENDERING



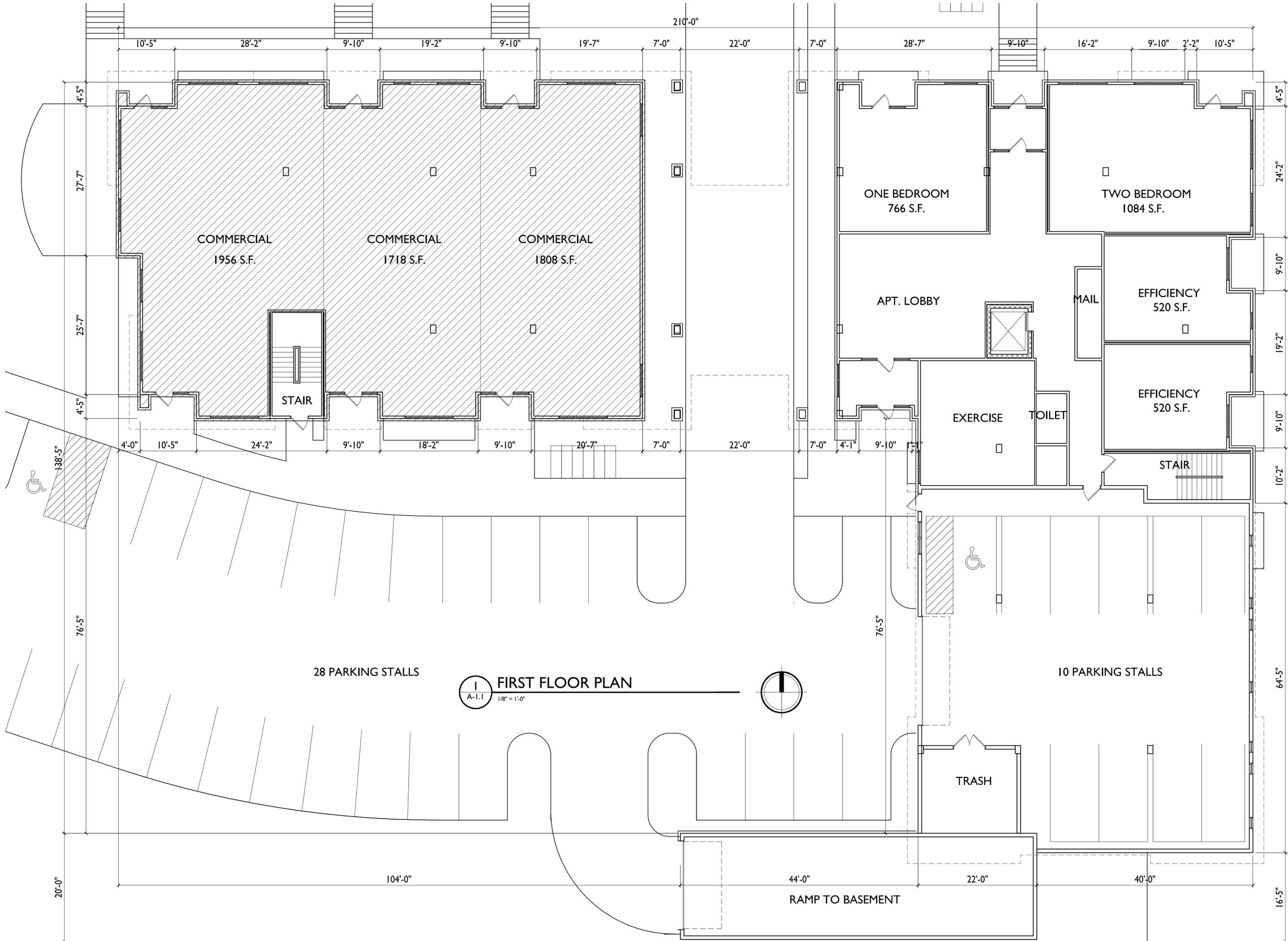
**I SITE PLAN**  
 C-1.1 1" = 20'-0"

GRAPHIC SCALE  
 (IN FEET)  
 1 INCH = 20 FT (24X36 PAPER)

- GENERAL NOTES:**
1. THE APPLICANT SHALL REPLACE ALL SIDEWALK AND CURB AND GUTTER WHICH ABUTS THE PROPERTY WHICH IS DAMAGED BY THE CONSTRUCTION OR ANY SIDEWALK AND CURB AND GUTTER WHICH THE CITY ENGINEER DETERMINES NEEDS TO BE REPLACED BECAUSE IT IS NOT AT A DESIRABLE GRADE REGARDLESS OF WHETHER THE CONDITION EXISTED PRIOR TO BEGINNING CONSTRUCTION.
  2. ALL WORK IN THE PUBLIC RIGHT-OF-WAY SHALL BE PERFORMED BY A CITY LICENSED CONTRACTOR.
  3. ALL DAMAGE TO THE PAVEMENT, ADJACENT TO THIS DEVELOPMENT SHALL BE RESTORED IN ACCORDANCE WITH THE CITY OF MADISON'S PAVEMENT PATCHING CRITERIA.
  4. APPROVAL OF PLANS FOR THIS PROJECT DOES NOT INCLUDE ANY APPROVAL TO PRUNE, REMOVE, OR PLANT TREES IN THE PUBLIC RIGHT-OF-WAY. PERMISSION FOR SUCH ACTIVITIES MUST BE OBTAINED FROM THE CITY FORESTER, 266-4816.
  5. EASEMENT LINES SHOWN ON THIS SHEET ARE FOR GENERAL REFERENCE ONLY - SEE CSM AND CIVIL SHEETS FOR ADDITIONAL AND MORE COMPLETE EASEMENT INFORMATION.
  6. CONTRACTOR SHALL INSTALL TREE PROTECTION FENCING IN THE AREA BETWEEN THE CURB AND SIDEWALK AND EXTEND IT AT LEAST 5 FEET FROM BOTH SIDES OF THE TREE ALONG THE LENGTH OF THE TERRACE. NO EXCAVATION IS PERMITTED WITHIN 5 FEET OF THE OUTSIDE EDGE OF THE TREE TRUNK, IF EXCAVATION WITHIN 5 FEET OF ANY TREE IS NECESSARY. CONTRACTOR SHALL CONTACT CITY FORESTRY (266-4816) PRIOR TO EXCAVATION TO ASSESS THE IMPACT TO THE TREE AND ROOT SYSTEM. TREE PRUNING SHALL BE COORDINATED WITH CITY FORESTRY PRIOR TO THE START OF CONSTRUCTION. TREE PROTECTION SPECIFICATIONS CAN BE FOUND IN SECTION 107.13 OF CITY OF MADISON STANDARD SPECIFICATIONS FOR PUBLIC WORKS CONSTRUCTION. ANY TREE REMOVALS THAT ARE REQUIRED FOR CONSTRUCTION AFTER THE DEVELOPMENT PLAN IS APPROVED WILL REQUIRE AT LEAST A 72-HOUR WAIT PERIOD BEFORE A TREE REMOVAL PERMIT CAN BE ISSUED BY FORESTRY. TO NOTIFY THE ALDER OF THE CHANGE IN THE TREE PLAN.







**I FIRST FLOOR PLAN**  
A-1.1 1/8" = 1'-0"

ISSUED  
Issued for Land Use - October 4, 2017  
Issued for Initial UDC - November 21, 2017

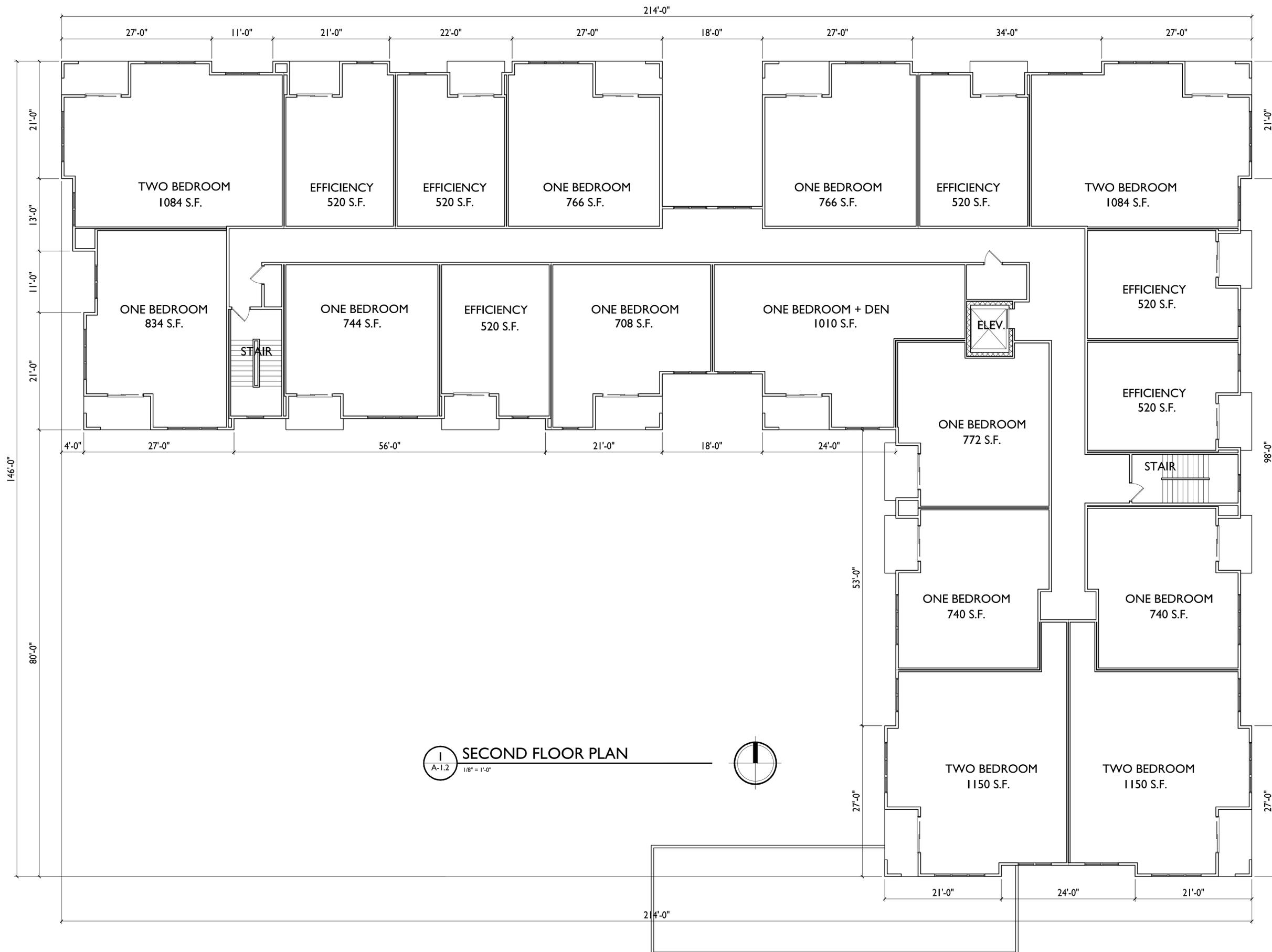
PROJECT TITLE  
**Mixed-Use  
Development**

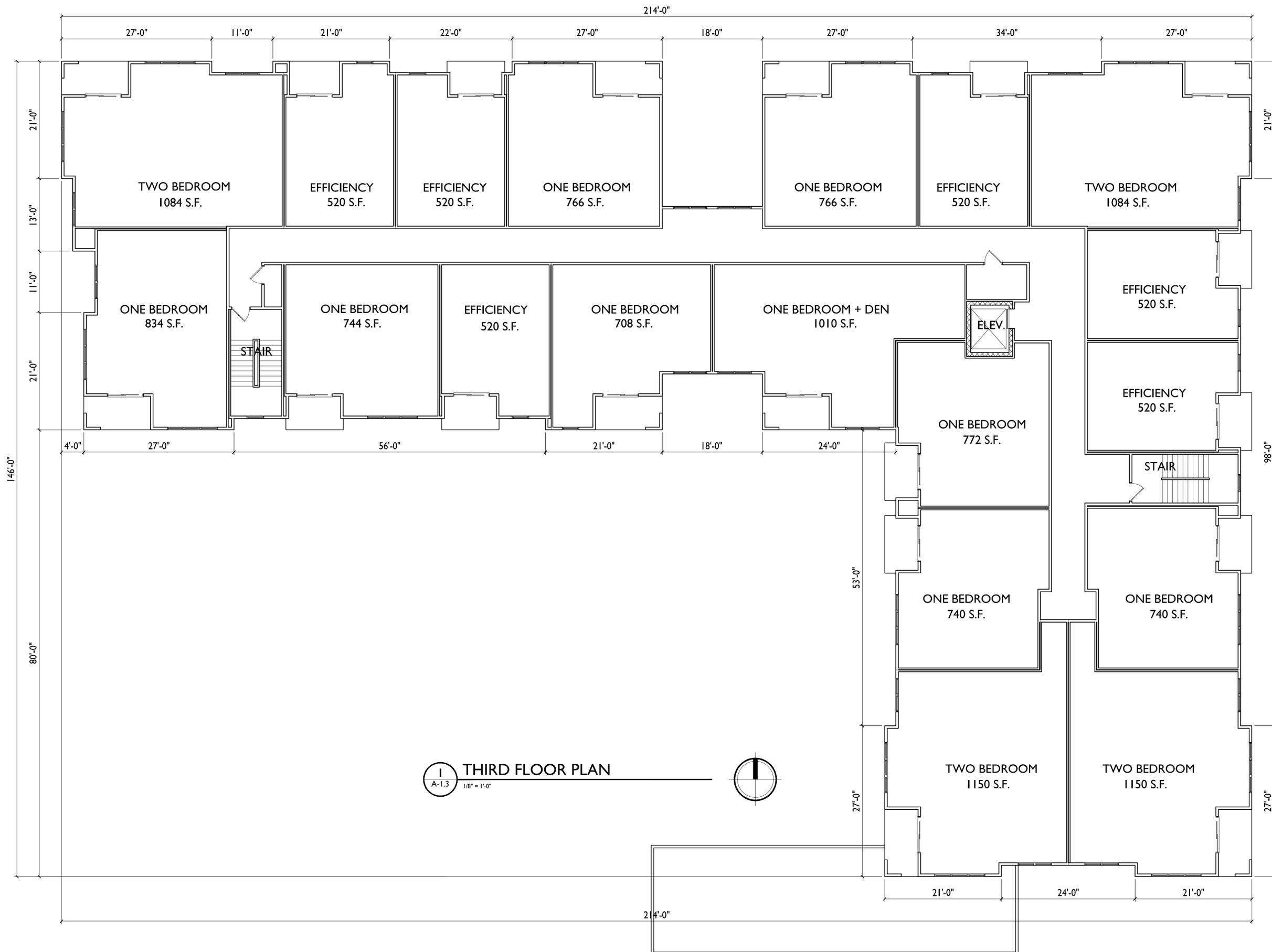
5533 University Ave.  
Madison, WI  
SHEET TITLE  
**Second Floor Plan**

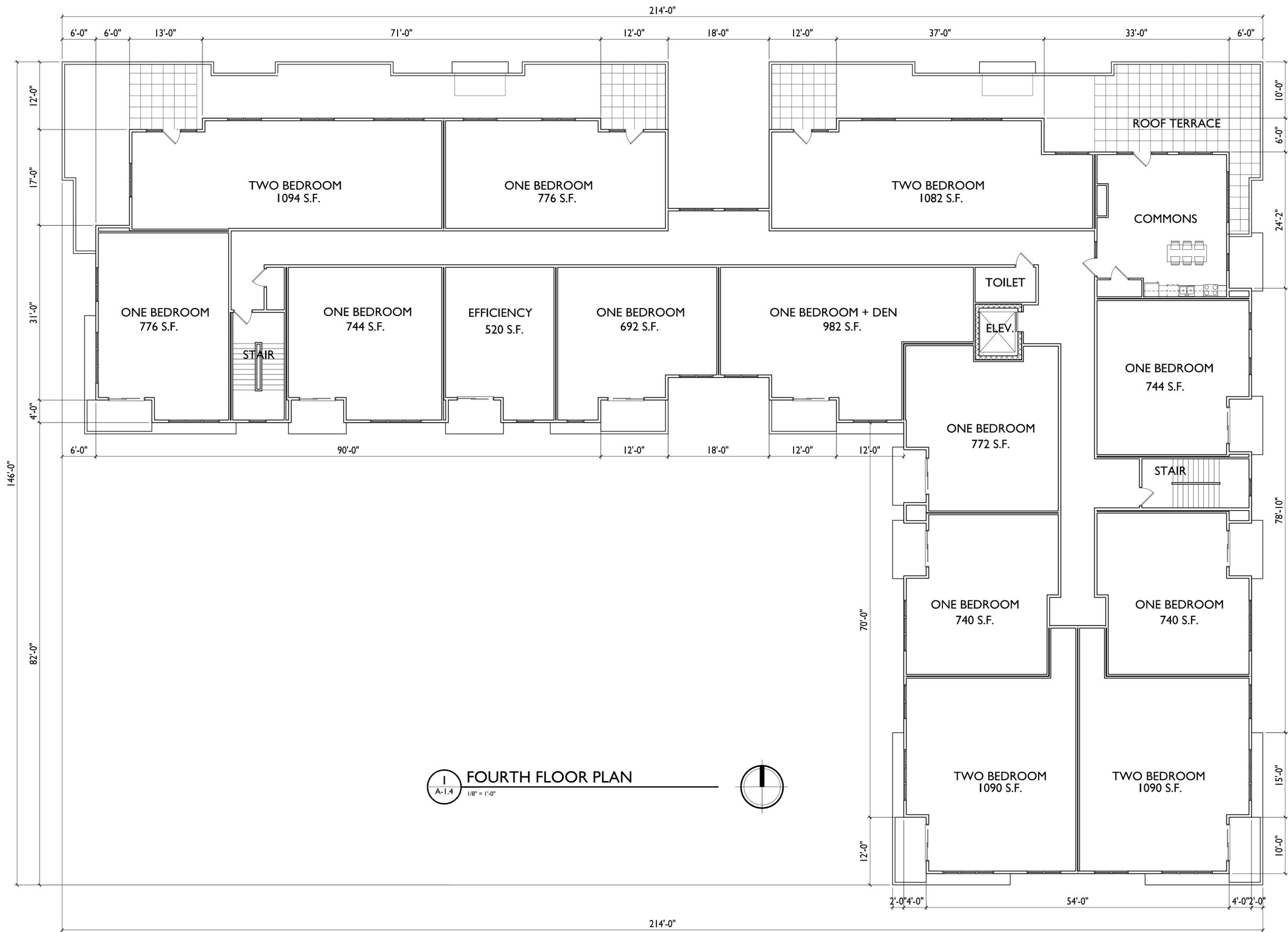
SHEET NUMBER

**A-1.2**

PROJECT NO. **1735**  
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- TYPICAL MATERIALS
- COMPOSITE SIDING AND TRIM
- VINYL / FIBERGLASS WINDOWS
- COMPOSITE SIDING AND TRIM
- COMPOSITE PANEL
- ALUM. RAILING
- BRICK VENEER
- ALUM. STOREFRONT
- CAST STONE BASE

1  
A-2.1 1/8" = 1'-0"  
NORTH ELEVATION  
ALONG UNIVERSITY AVENUE

ISSUED  
Issued for Land Use - October 4, 2017  
Issued for Land Use Supplement - Oct. 6, 2017  
Issued for Initial UDC - November 21, 2017



- TYPICAL MATERIALS
- COMPOSITE SIDING AND TRIM
- VINYL / FIBERGLASS WINDOWS
- COMPOSITE SIDING AND TRIM
- COMPOSITE PANEL
- ALUM. RAILING
- BRICK VENEER
- ALUM. STOREFRONT
- CAST STONE BASE

2  
A-2.1 1/8" = 1'-0"  
WEST ELEVATION  
ALONG CAPITAL DRIVE

PROJECT TITLE  
Mixed-Use  
Development

5533 University Ave.  
Madison, WI  
SHEET TITLE  
Elevations

SHEET NUMBER

A-2.1

TYPICAL MATERIALS

COMPOSITE SIDING AND TRIM

VINYL / FIBERGLASS WINDOWS

COMPOSITE SIDING AND TRIM

COMPOSITE PANEL

ALUM. RAILING

BRICK VENEER

ALUM. STOREFRONT

CAST STONE BASE



ISSUED  
Issued for Land Use & UDC - October 4, 2017  
Issued for Initial UDC - November 21, 2017

**1** SOUTH ELEVATION  
A-2.2 1/8" = 1'-0"

TYPICAL MATERIALS

COMPOSITE SIDING AND TRIM

VINYL / FIBERGLASS WINDOWS

COMPOSITE SIDING AND TRIM

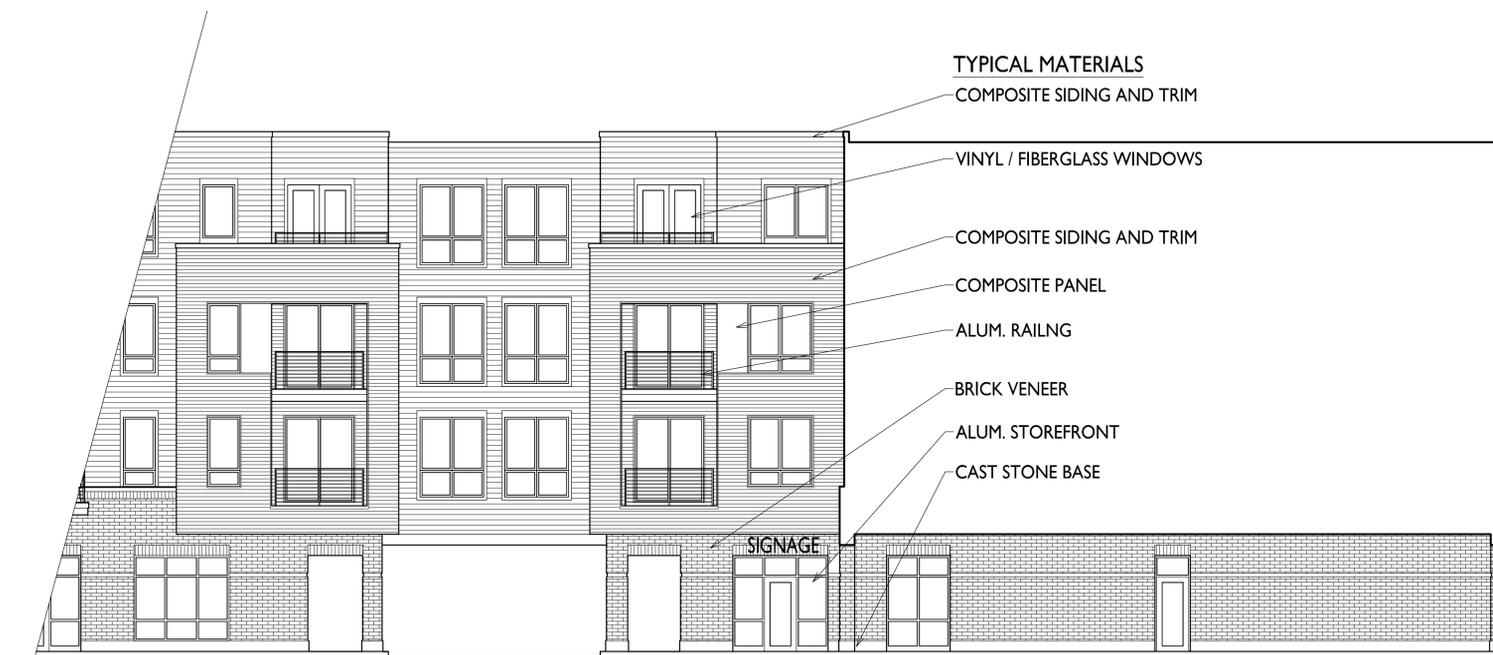
COMPOSITE PANEL

ALUM. RAILING

BRICK VENEER

ALUM. STOREFRONT

CAST STONE BASE



**2** SOUTH HIDDEN ELEVATION  
A-2.2 1/8" = 1'-0"

PROJECT TITLE  
**Mixed-Use  
Development**

5533 University Ave.  
Madison, WI  
SHEET TITLE  
**Elevations**

SHEET NUMBER

**A-2.2**

PROJECT NO. 1735  
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**1 EAST ELEVATION**  
A-2.3 1/8" = 1'-0"

**ISSUED**  
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Issued for Initial UDC - November 21, 2017

PROJECT TITLE  
**Mixed-Use  
Development**

5533 University Ave.  
Madison, WI  
SHEET TITLE  
**Elevations**

SHEET NUMBER

**A-2.3**

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