

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: 674-696 South Whitney Way

Title: Whitney Square Shopping Center

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

UDC meeting date requested November 7, 2018

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

3. Project Type

- Project in an Urban Design District **Signage**
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC) Comprehensive Design Review (CDR)
 Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC) Signage Variance (i.e. modification of signage height, area, and setback)
 Planned Development (PD) **Other**
 General Development Plan (GDP) Please specify _____
 Specific Implementation Plan (SIP)
 Planned Multi-Use Site or Residential Building Complex

4. Applicant, Agent, and Property Owner Information

Applicant name Steve Doran Company Galway Companies, LLC.
Street address 6430 Bridge Rd, Ste. 230 City/State/Zip Madison WI, 53713
Telephone 608-327-4006 Email sdoran@galwaycompanies.com

Project contact person Brad Koning Company Sketchworks Architecture, LLC.
Street address 7780 Elmwood Ave. Ste. 208 City/State/Zip Middleton WI 53562
Telephone 608-836-7570 Email bkkoning@sketchworksarch.com

Property owner (if not applicant) _____
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. 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 Janine Glaeser and Jenny Kirchgatter on September 25, 2018.
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 Steve Doran Relationship to property Owner
 Authorized signature of Property Owner  Date 10/17/2018

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



October 17, 2018

City of Madison
Planning Division
Urban Design Commission
126 S. Hamilton St.
Madison WI 53701

RE: UDC – Application for Façade Alteration
Whitney Square Shopping Center
674-696 South Whitney Way

Dear Commission members and Planning Staff:

On behalf of Galway Companies, Sketchworks Architecture, LLC is submitting this letter of intent and application for the façade alteration and site improvements to the Whitney Square Shopping Center. We are seeking an informational presentation to the Urban Design Commission to gain initial feedback and discussion.

On September 25, 2018, we presented the project scope to Janine Glaeser and Jenny Kirchgatter for information and to gain better knowledge into the requirements for the improvement of this center.

Proposal Summary: This shopping center has been recently purchased by Galway Companies, LLC. In an effort to improve the marketability of the center to attract retailers back into the area, the owners are requesting make site and building improvements. We are proposing a phased approach to the parking and landscape improvements, obtain greater visibility to the center from Odana and South Whitney Way streets, as well as update the center to attract mid-large scale retailers back into what was once a vibrant part of the neighborhood.

There are two buildings that comprise this shopping center as part of this renovation project. The larger building to the west is approximately 90,800 sf and the smaller building to the south being 20,200 sf. In order to secure new retail businesses, we intend to update the center by removing the existing canopy structure on the large building, remove significant amounts of EIFS between the storefront entrances, and create identifiable entrances that will attract larger scale retailers back to the market. Obtaining greater visibility is one of the key elements for those retail establishments. New monument signage is also proposed at the corner of Odana and Whitney Way.



Zoning District:

The property is currently zoned CC.
Urban Design District #3.

Project Schedule:

The project construction schedule will be as follows:

Urban Design Commission Informational	November 7, 2018
Urban Design Commission Final/Approval	December 19, 2018 (TBD)
Final Site Plan Submittal:	January 2, 2019 (TBD)
Permit Submittal:	February 1, 2019 (TBD)
Start Construction	March 1, 2019 (TBD)

Project Team:

The key individuals and firms involved in this planning and design process include:

Tenant/ Building Owner:
Galway Companies, LLC.
6430 Bridge Rd, Ste. 230
Madison WI 53713
Contact Steve Doran
(608) 327-4006

Architect:
Sketchworks Architecture, LLC
7780 Elmwood Ave Ste 208
Middleton, WI 53562
Contact: Brad Koning
(608) 836-7570

Please feel free to contact us with any questions you may have regarding this request.

Respectfully,

A handwritten signature in black ink that reads "Bradley Koning". The signature is written in a cursive, flowing style.

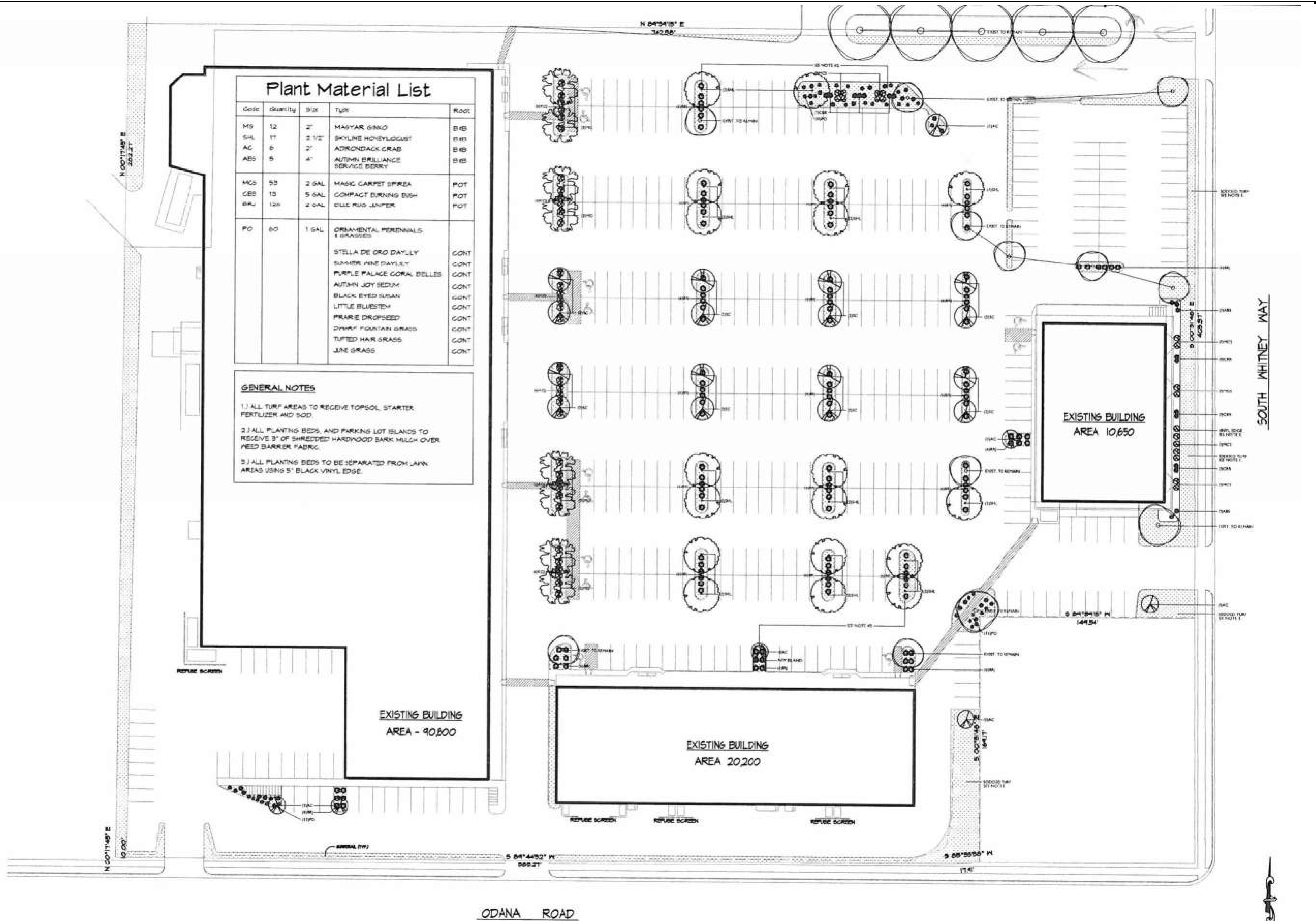
Brad Koning
Sketchworks Architecture, LLC

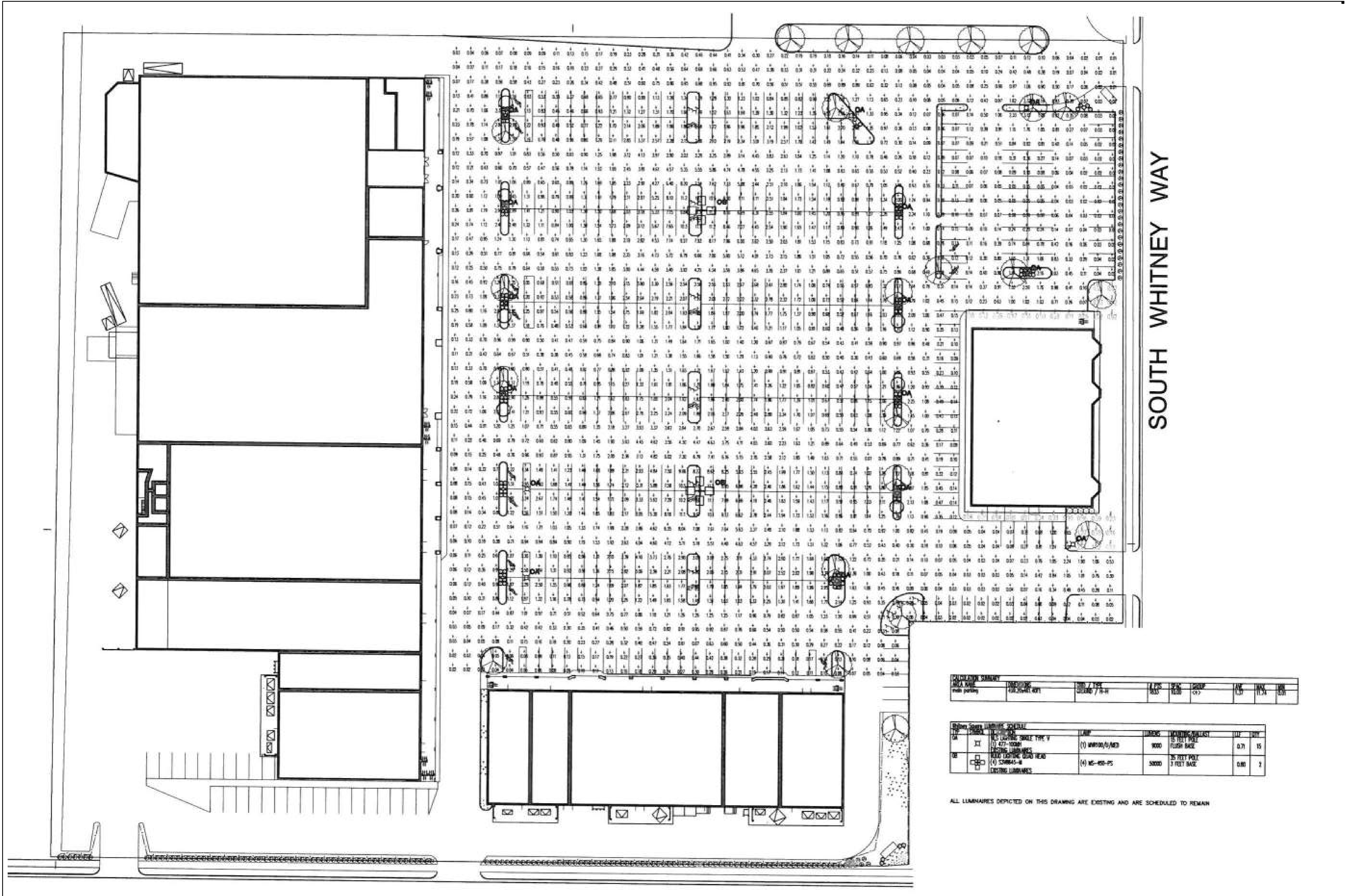
Plant Material List

Code	Quantity	Size	Type	Root
MS	12	2"	MAGYAR GINKGO	B&B
SHL	17	2 1/2"	SKYLINE HONEYLOCUST	B&B
AC	6	2"	ADIRONDACK CRAB	B&B
ABS	5	4"	AUTUMN BRILLIANCE SERVICE BERRY	B&B
MCS	53	2 GAL	MAGIC CARPET SPREA	POT
CEB	15	5 GAL	COMPACT BURNING BUSH	POT
BRJ	126	2 GAL	BLUE RUG JUNPER	POT
PO	60	1 GAL	ORNAMENTAL PERENNIALS & GRASSES	

GENERAL NOTES

- 1.) ALL TURF AREAS TO RECEIVE TOPSOIL, STARTER FERTILIZER AND SOD.
- 2.) ALL PLANTING BEDS, AND PARKING LOT ISLANDS TO RECEIVE 3" OF SHREDDED HARDWOOD BARK MULCH OVER REED BARRIER FABRIC.
- 3.) ALL PLANTING BEDS TO BE SEPARATED FROM LAWN AREAS USING 5" BLACK VINYL EDGE.





ODANA ROAD

1 Site Lighting Photometric Plan
Scale: 1" = 30'-0"

DESCRIPTION	QUANTITY	TYPE	WATTAGE	BEAM ANGLE	GROUP	WATTAGE	WATTAGE	WATTAGE
EXISTING LUMINAIRES	10	MS-400-PS	400	120°	CS	4000	4000	4000

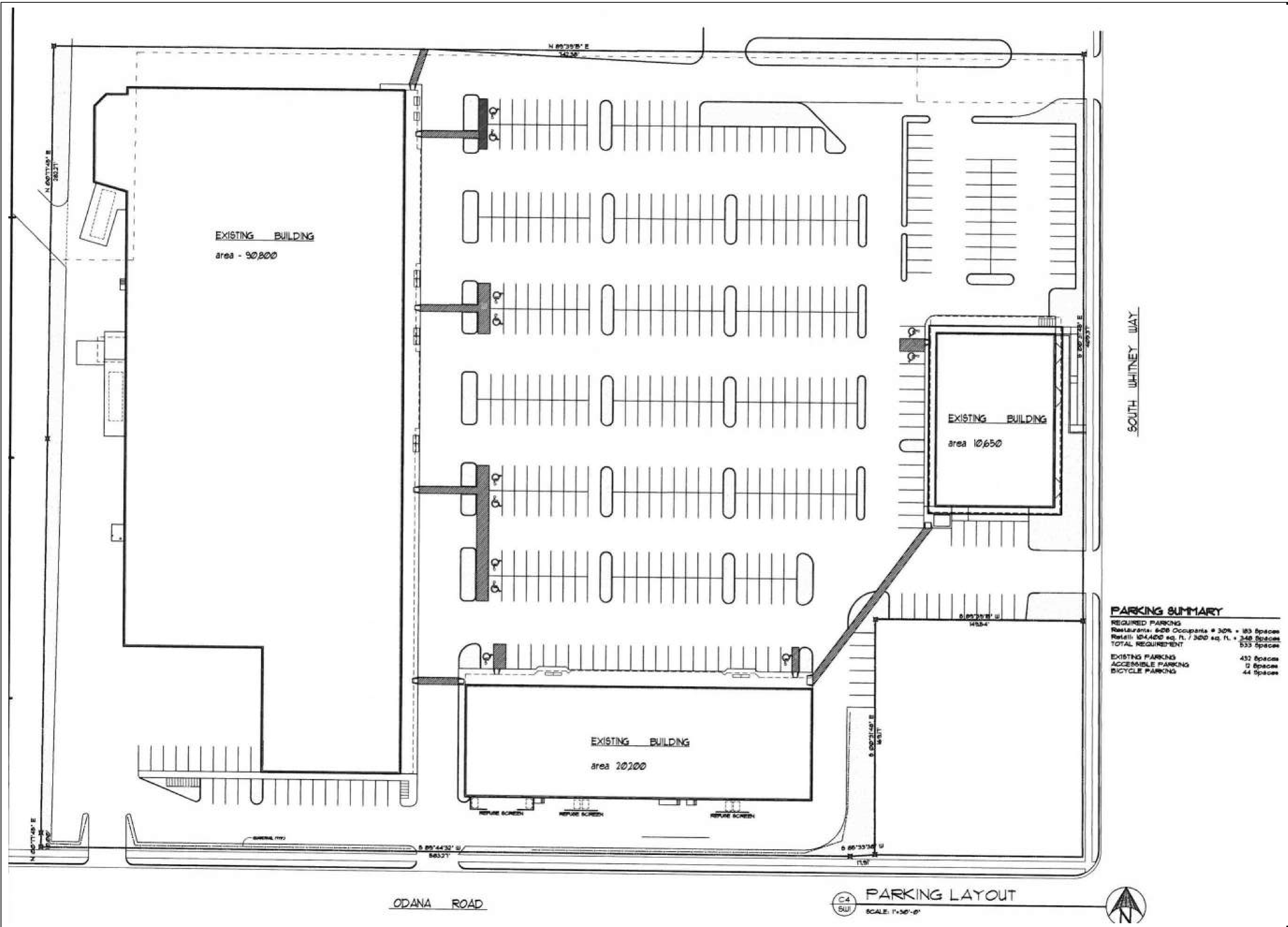
NO.	DESCRIPTION	QUANTITY	WATTAGE	BEAM ANGLE	GROUP	WATTAGE	WATTAGE	WATTAGE
01	MS LUMINAIRE SHAPE TYPE V (1) 400-1000	1	400	120°	CS	4000	4000	4000
02	MS LUMINAIRE SHAPE TYPE V (1) 400-1000	1	400	120°	CS	4000	4000	4000
03	MS LUMINAIRE SHAPE TYPE V (1) 400-1000	1	400	120°	CS	4000	4000	4000
04	MS LUMINAIRE SHAPE TYPE V (1) 400-1000	1	400	120°	CS	4000	4000	4000

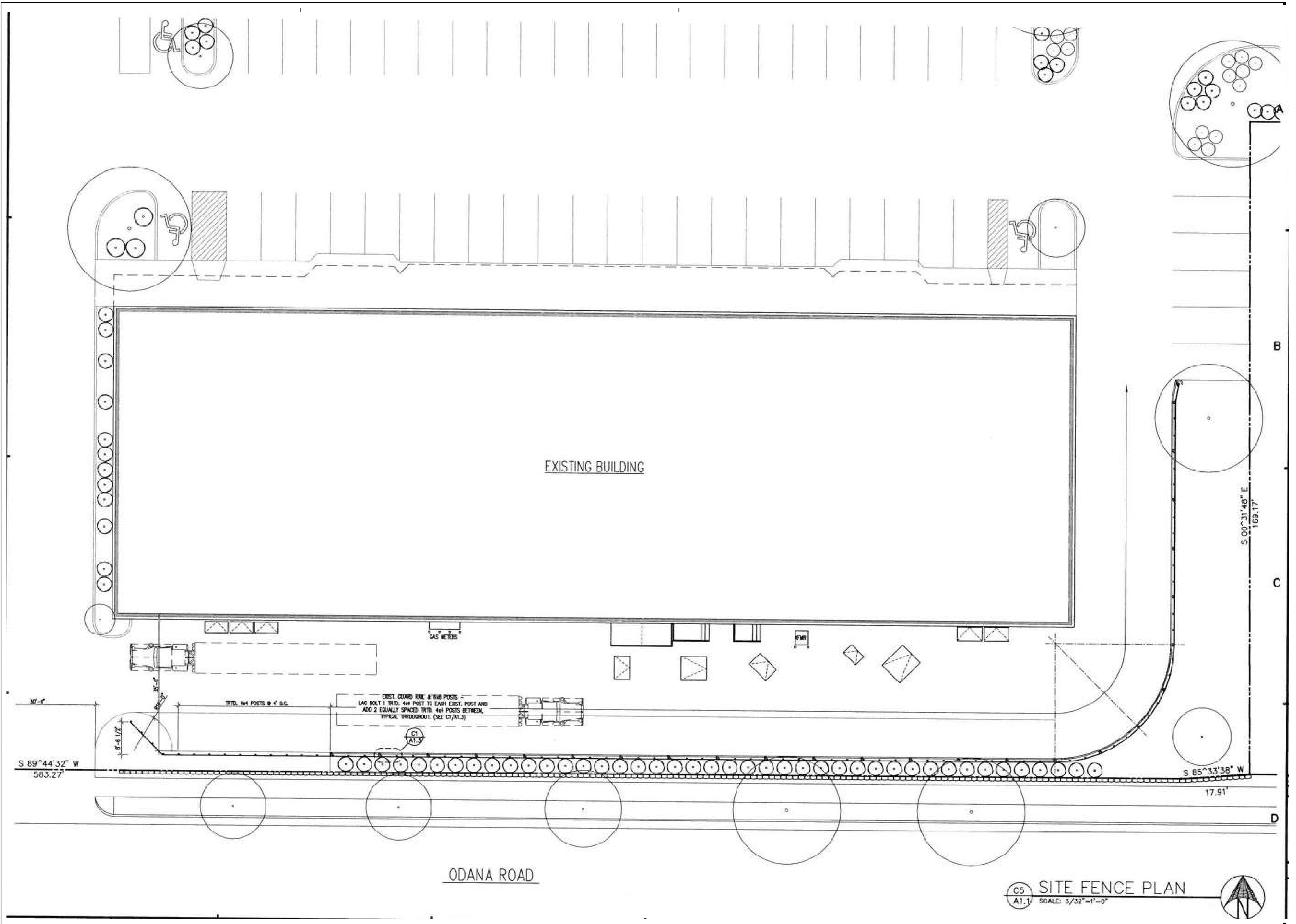
ALL LUMINAIRES DEPICTED ON THIS DRAWING ARE EXISTING AND ARE SCHEDULED TO REMAIN

WHITNEY SQUARE
REDEVELOPMENT
MADISON WISCONSIN

SITE LIGHTING PLAN

09.14.2018
SITE REVIEW

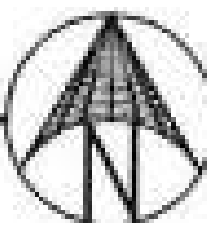




EXISTING BUILDING

ODANA ROAD

CS SITE FENCE PLAN
A1.1 SCALE: 3/32"=1'-0"

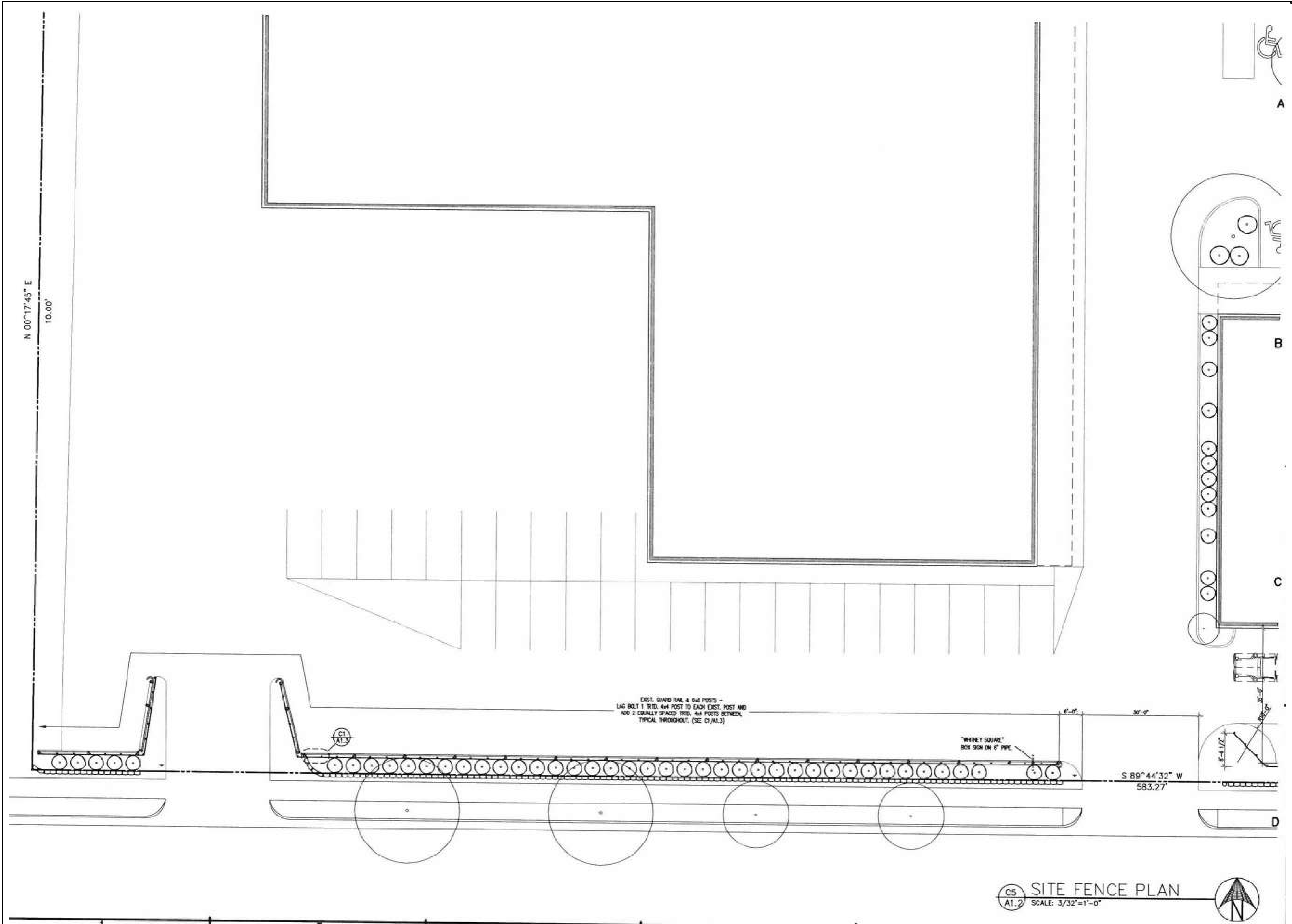


WHITNEY SQUARE
REDEVELOPMENT
MADISON WISCONSIN

SITE FENCE PLAN

09.14.2018
SITE REVIEW

A1.2



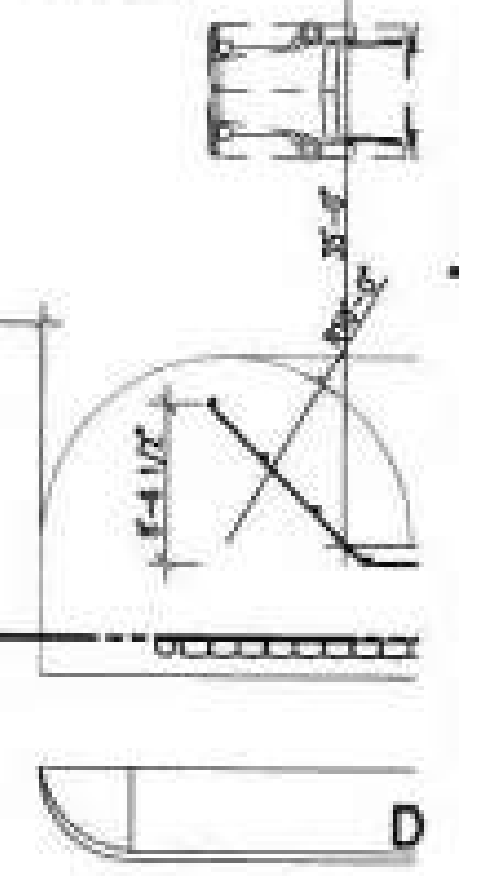
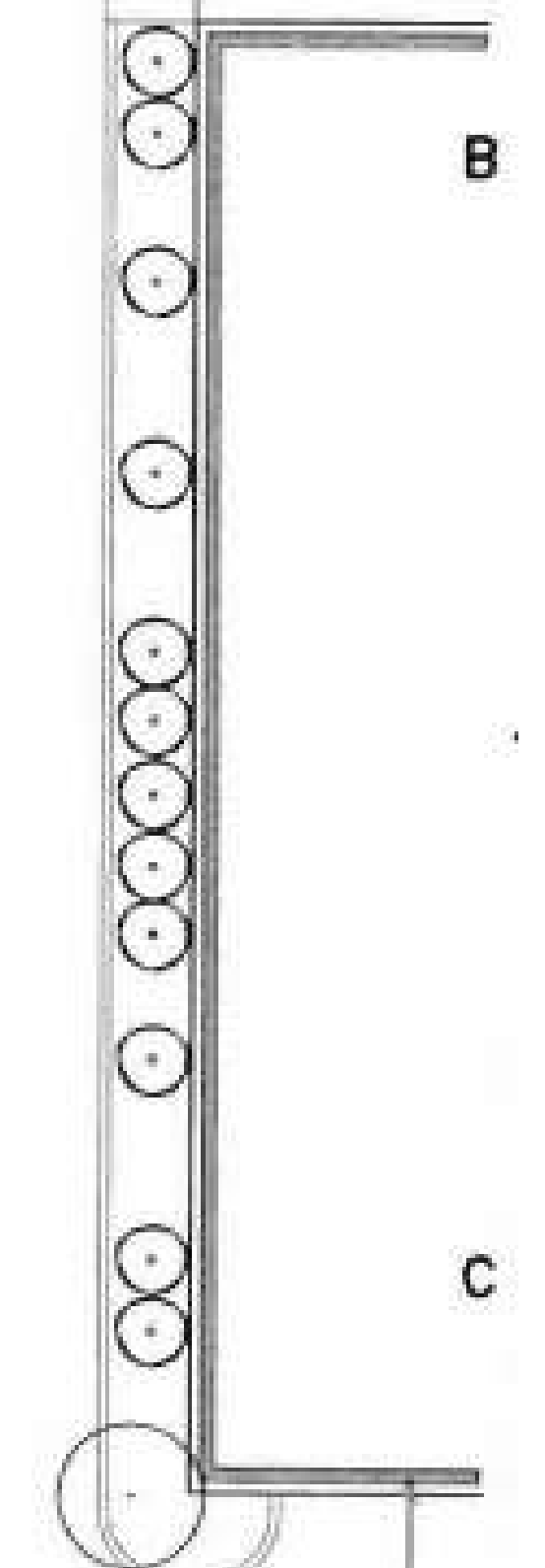
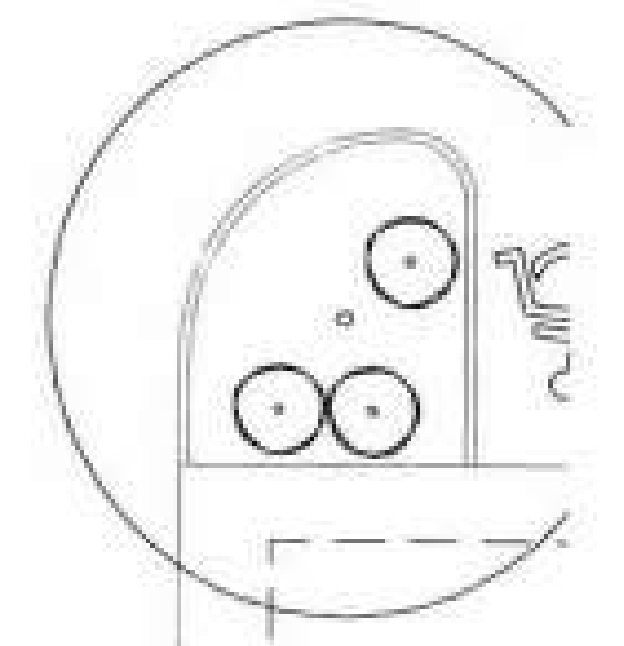
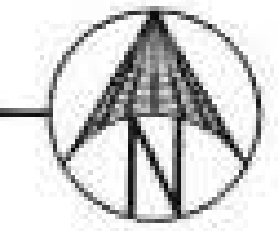
N 00°17'45" E
10.00'

EST. GUARD RAIL & 6x6 POSTS -
LAG BOLT 1" DIA. 4x4 POST TO EACH EST. POST AND
ADD 2 EQUALLY SPACED 1x10, 4x4 POSTS BETWEEN,
TYPICAL THROUGHOUT. (SEE C1/A1.3)

"WHITNEY SQUARE"
BOX SIGN ON 6" PVC

S 89°44'32" W
583.27'

C5 SITE FENCE PLAN
A1.2 SCALE: 3/32"=1'-0"

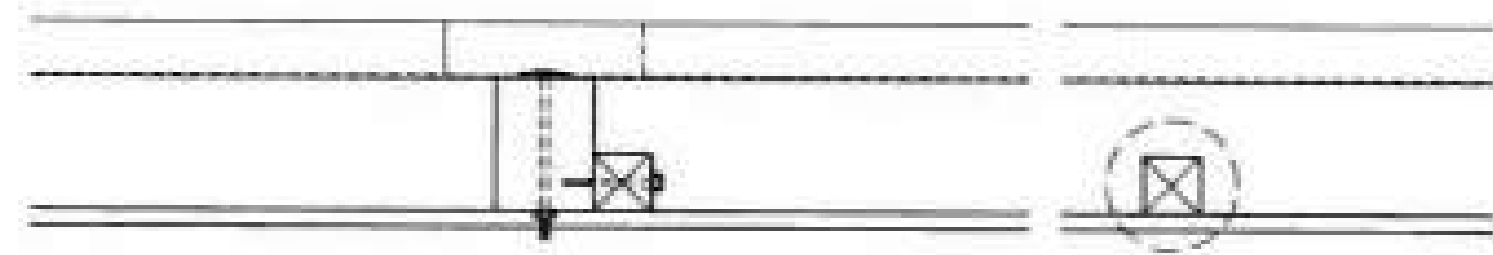


WHITNEY SQUARE
REDEVELOPMENT
MADISON WISCONSIN

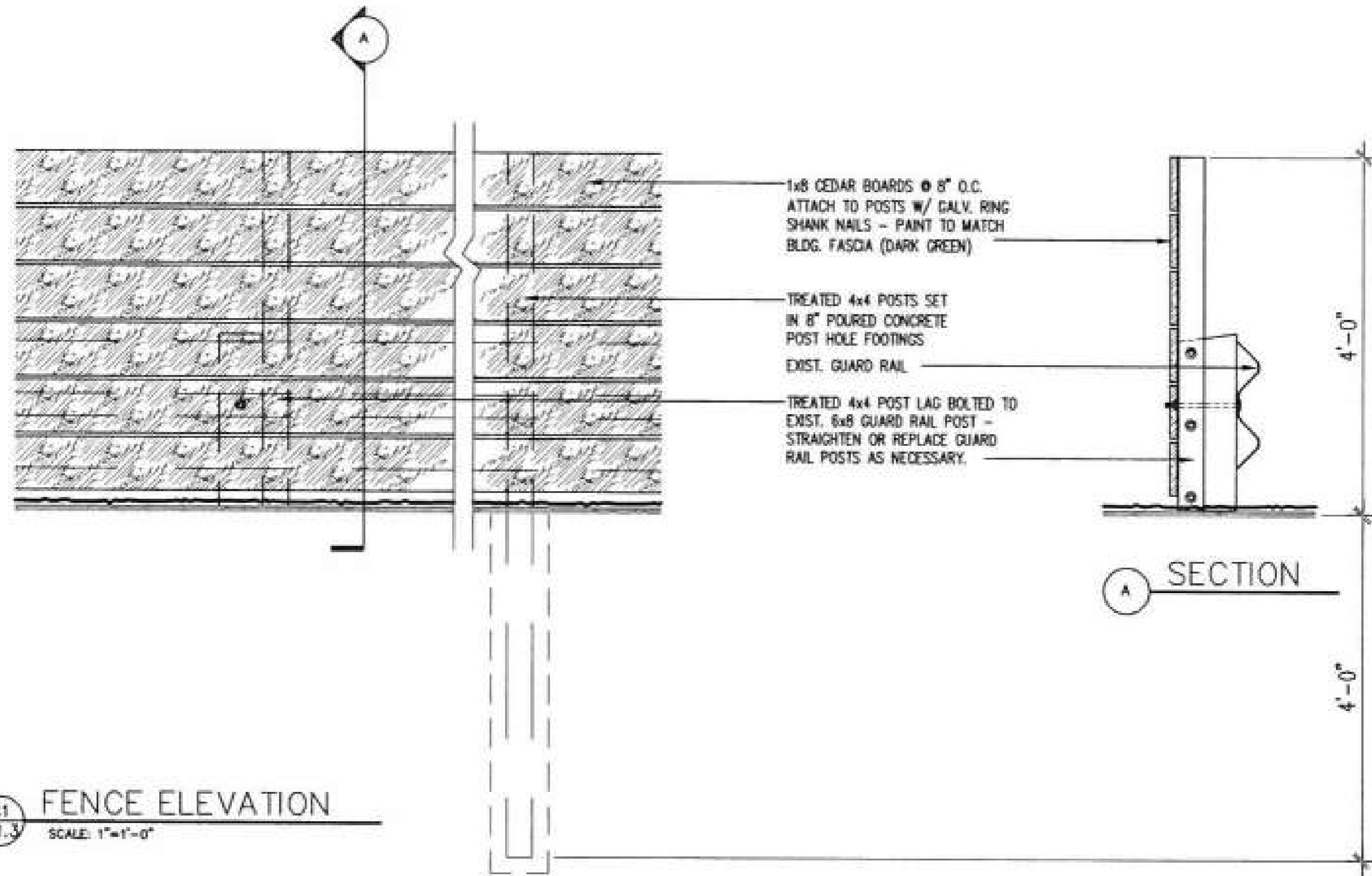
ENLARGED SITE FENCE PLAN

09.14.2018
SITE REVIEW

A1.3



PARTIAL PLAN



C1
A1.3 FENCE ELEVATION
SCALE: 1"=1'-0"



1 EAST ELEVATION
3/64" = 1'-0"



4 EAST ELEVATION - Callout 1
1/4" = 1'-0"



2 EAST ELEVATION - Callout 2
1/4" = 1'-0"

EXTERIOR MATERIAL LIST					
#	DESCRIPTION	TYPE/STYLE	COLOR	HEIGHT	COMMENTS
1	STONE VENEER	OLD WORLD LEDGE	BROOKSIDE		
2	STONE COPING		GRAY		
3	ALUMINUM STOREFRONT		MEDIUM BRONZE	10'-0" AFF	
4	SHIP LAP SIDING	6" W/ 1/2" REVEAL	TBD		
5	EIFS PILASTER		#113 "AMARILLO WHITE"		
6	PRE-ENGINEERED METAL CANOPY		MEDIUM BRONZE	10'-6" AFF	
7	EIFS CORNICE		#103 "NATURAL WHITE"		
8	PREFINISHED METAL COPING	6"	CLEAR ANODIZED		
9	SIGNAGE AREA = 120 SF MAX				
10	EIFS		#473A "SAND"		
11	EIFS	SMOOTH	#32100		
12	EIFS CORNICE		OC-38 "ACADIA WHITE"		
13	EIFS		#310 "CHINA WHITE"		
14	EIFS CORNICE		#110 VAN DYKE		
15	EIFS TRIM		#2087-10 "NEON RED"		
16	EIFS CORNICE		#2087-10 "NEON RED"		
17	EIFS CORNICE		#310 "CHINA WHITE"		
18	EIFS PILASTER		#110 VAN DYKE		
19	1" REVEAL				
20	EIFS		#310 "CHINA WHITE"		
21	SIGNAGE AREA = EXISTING TO REMAIN				
22	ALL EXISTING STOREFRONT TO REMAIN				
23	PRE-ENGINEERED METAL CANOPY		WOOD		
24	PRE-ENGINEERED METAL CANOPY		WOOD		

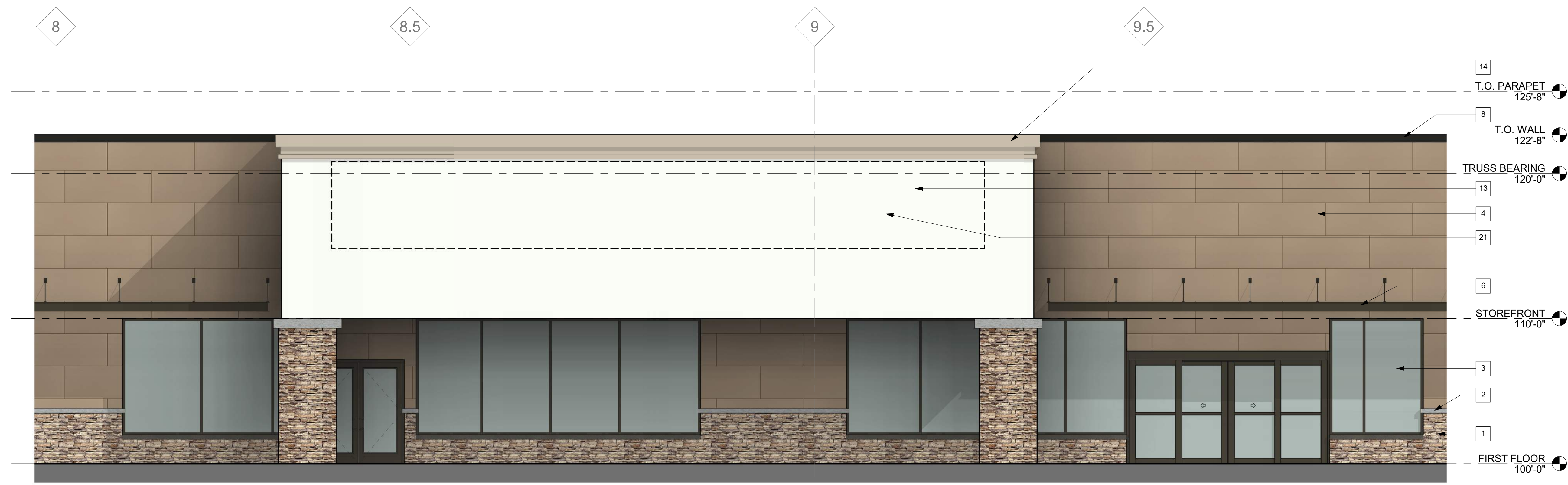
WHITNEY SQUARE
TENANT IMPROVEMENT
WHITNEY WAY
MADISON, WI 53719

EXTERIOR ELEVATIONS

Project Status
2018.10.17 UDC INFO

PRELIMINARY

A3.1



② EAST ELEVATION - Callout 3
1/4" = 1'-0"



③ EAST ELEVATION - Callout 4
1/4" = 1'-0"

EXTERIOR MATERIAL LIST					
#	DESCRIPTION	TYPE/STYLE	COLOR	HEIGHT	COMMENTS
1	STONE VENEER	OLD WORLD LEDGE	BROOKSIDE		
2	STONE COPING		GRAY		
3	ALUMINUM STOREFRONT		MEDIUM BRONZE	10'-0" AFF	
4	SHIP LAP SIDING	6" W/ 1/2" REVEAL	TBD		
5	EIFS PILASTER		#113 "AMARILLO WHITE"		
6	PRE-ENGINEERED METAL CANOPY		MEDIUM BRONZE	10'-6" AFF	
7	EIFS CORNICE		#103 "NATURAL WHITE"		
8	PREFINISHED METAL COPING	6"	CLEAR ANODIZED		
9	SIGNAGE AREA = 120 SF MAX				
10	EIFS		#473A "SAND"		
11	EIFS	SMOOTH	#32100		
12	EIFS CORNICE		OC-38 "ACADIA WHITE"		
13	EIFS		#310 "CHINA WHITE"		
14	EIFS CORNICE		#110 VAN DYKE		
15	EIFS TRIM		#2087-10 "NEON RED"		
16	EIFS CORNICE		#2087-10 "NEON RED"		
17	EIFS CORNICE		#310 "CHINA WHITE"		
18	EIFS PILASTER		#110 VAN DYKE		
19	1" REVEAL				
20	EIFS		#310 "CHINA WHITE"		
21	SIGNAGE AREA = EXISTING TO REMAIN				
22	ALL EXISTING STOREFRONT TO REMAIN				
23	PRE-ENGINEERED METAL CANOPY		WOOD		
24	PRE-ENGINEERED METAL CANOPY		WOOD		

PRELIMINARY

WHITNEY SQUARE
TENANT IMPROVEMENT
WHITNEY WAY
MADISON, WI 53719

EXTERIOR ELEVATIONS

Project Status

2018.10.17 UDC INFO

A3.2



1 NORTH ELEVATION - BUILDING 2
1/32" = 1'-0"

WHITNEY SQUARE
TENANT IMPROVEMENT
WHITNEY WAY
MADISON, WI 53719

EXTERIOR ELEVATIONS

EXTERIOR MATERIAL LIST					
#	DESCRIPTION	TYPE/STYLE	COLOR	HEIGHT	COMMENTS
1	STONE VENEER	OLD WORLD LEDGE	BROOKSIDE		
2	STONE COPING		GRAY		
3	ALUMINUM STOREFRONT		MEDIUM BRONZE	10'-0" AFF	
4	SHIP LAP SIDING	6" W/ 1/2" REVEAL	TBD		
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10	EIFS		#473A "SAND"		
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12	EIFS CORNICE		OC-38 "ACADIA WHITE"		
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14	EIFS CORNICE		#110 VAN DYKE		
15	EIFS TRIM		#2087-10 "NEON RED"		
16	EIFS CORNICE		#2087-10 "NEON RED"		
17	EIFS CORNICE		#310 "CHINA WHITE"		
18	EIFS PILASTER		#110 VAN DYKE		
19	1" REVEAL				
20	EIFS		#310 "CHINA WHITE"		
21	SIGNAGE AREA = EXISTING TO REMAIN				
22	ALL EXISTING STOREFRONT TO REMAIN				
23	PRE-ENGINEERED METAL CANOPY		WOOD		
24	PRE-ENGINEERED METAL CANOPY		WOOD		

PRELIMINARY

A3.3

Project Status

2018.10.17 UDC INFO



10/17/18

Whitney Square



7780 Elmwood Ave., Suite 208 • Middleton, WI 53562 • 608.836.7570



10/17/18

Whitney Square



7780 Elmwood Ave., Suite 208 • Middleton, WI 53562 • 608.836.7570



10/17/18

Whitney Square



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10/17/18

Whitney Square



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