

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



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 _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

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
 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 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*

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 fluid and cursive, with "Bradley" on the top line and "Koning" on the bottom line.

Brad Koning
Sketchworks Architecture, LLC

WHITNEY SQUARE

WHITNEY WAY MADISON, WI 53719

PROJECT DATA

LOCATION: WHITNEY WAY
MADISON, WI 53719

REGULATING MUNICIPALITIES:
CITY OF MADISON
DANE COUNTY
STATE OF WISCONSIN

BUILDING CODE:
CITY OF MADISON ZONING ORDINANCES
DANE COUNTY ZONING ORDINANCES
WISCONSIN ADMINISTRATIVE CODE
2015 INTERNATIONAL BUILDING CODE
ACCESSIBILITY ANSI A117.1 - 2009

SHEET INDEX			
SHEET NUMBER	SHEET NAME	REVISIONS	
		MARK	DATE
GENERAL			
A0.1	COVER SHEET		
A0.4	EXISTING CONDITIONS		
A0.5	EXISTING CONDITIONS		
CIVIL - LANDSCAPE			
-1.1	LANDSCAPE PLAN		
CIVIL - SITE LIGHTING			
ES1.1	SITE LIGHTING PLAN		
ARCHITECTURAL			
A1.1	PARKING PLAN		
A1.2	SITE FENCE PLAN		
A1.3	ENLARGED SITE FENCE PLAN		
A3.1	EXTERIOR ELEVATIONS		
A3.2	EXTERIOR ELEVATIONS		
A3.3	EXTERIOR ELEVATIONS		



PROJECT CONTACTS:

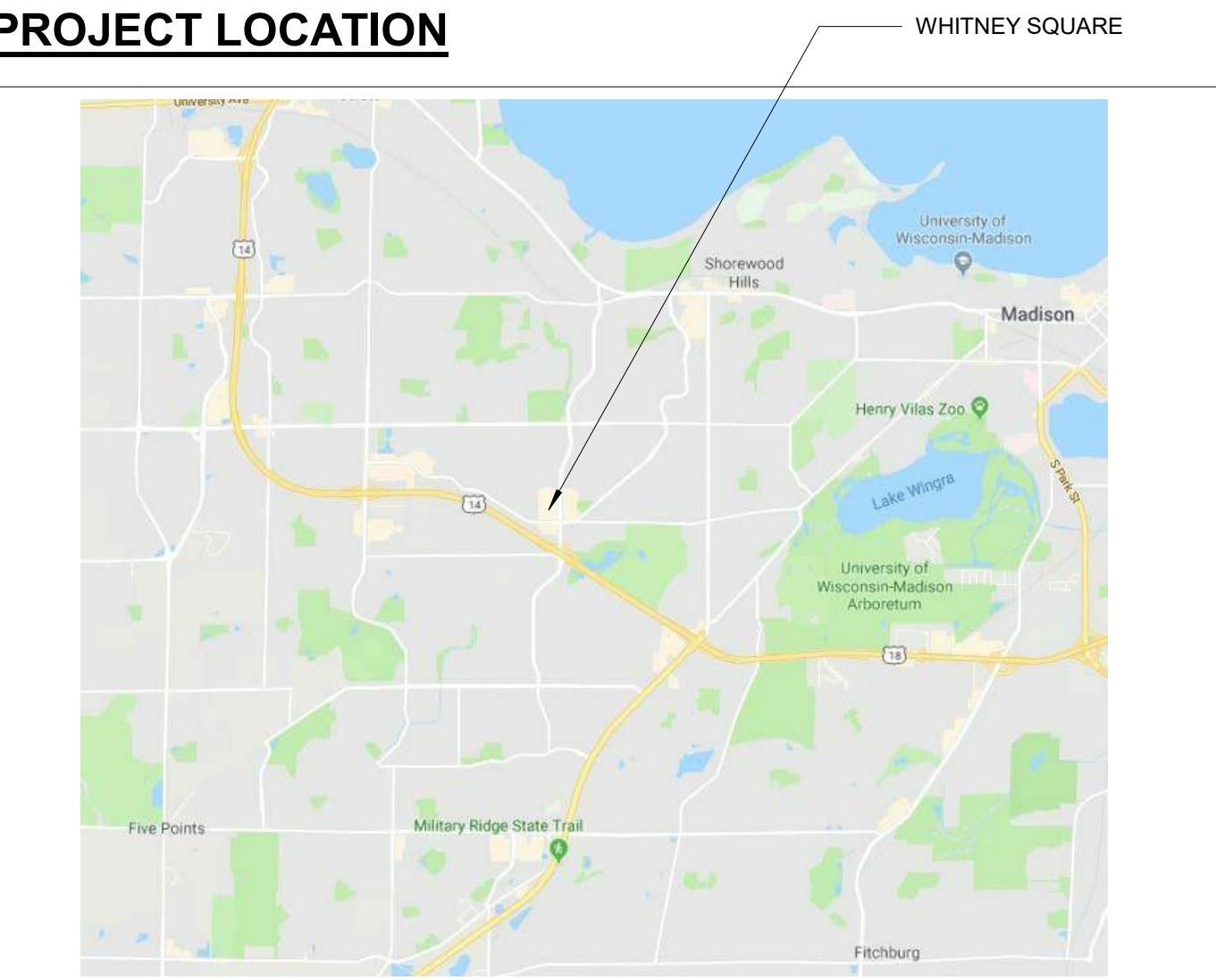
OWNER:
STEVE DORAN
6430 BRIDGE ROAD, STE 230
MADISON, WI 53713

ARCHITECT:
SKETCHWORKS ARCHITECTURE, LLC
7780 ELMWOOD AVE., STE 208
MIDDLETON, WI 53562

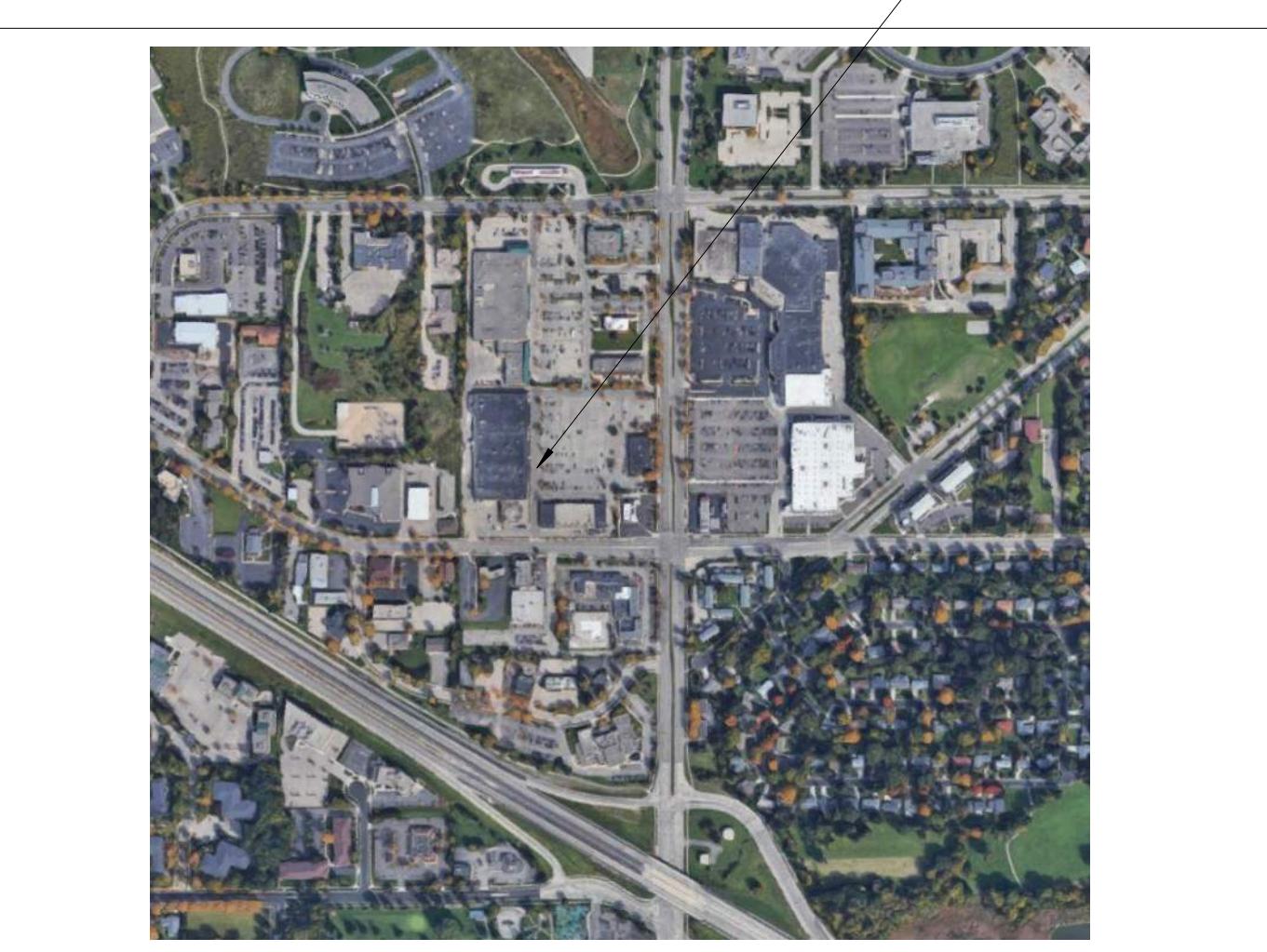
**CONTACT:
STEVE DORAN
608-327-4006**

**CONTACT:
BRAD KONING (ARCHITECT)
ROSS TREICHEL (DESIGNER)
608-836-7570**

PROJECT LOCATION



BUILDING LOCATION



Project Status

COVER SHEET

WHITNEY SQUARE

TENANT IMPROVEMENT

WHITNEY WAY

MADISON, WI 53719

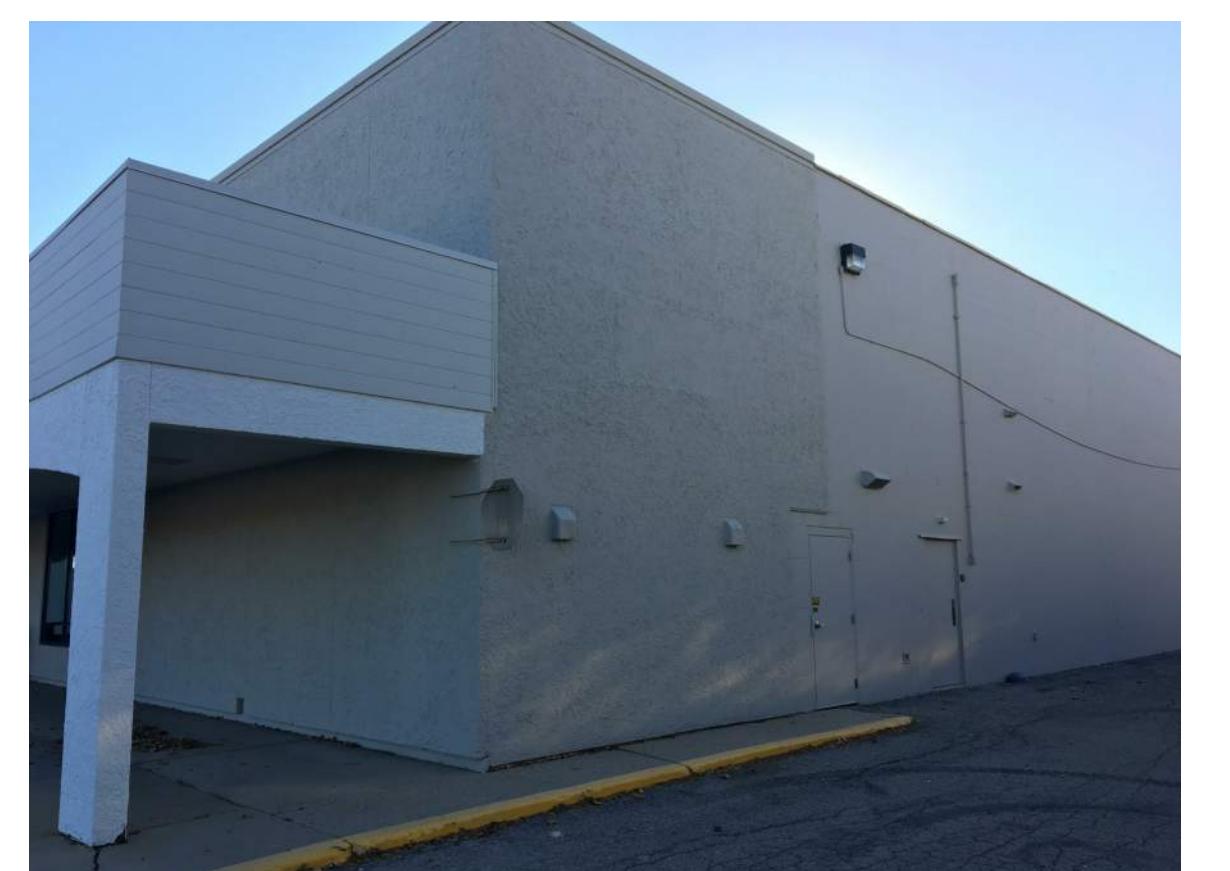
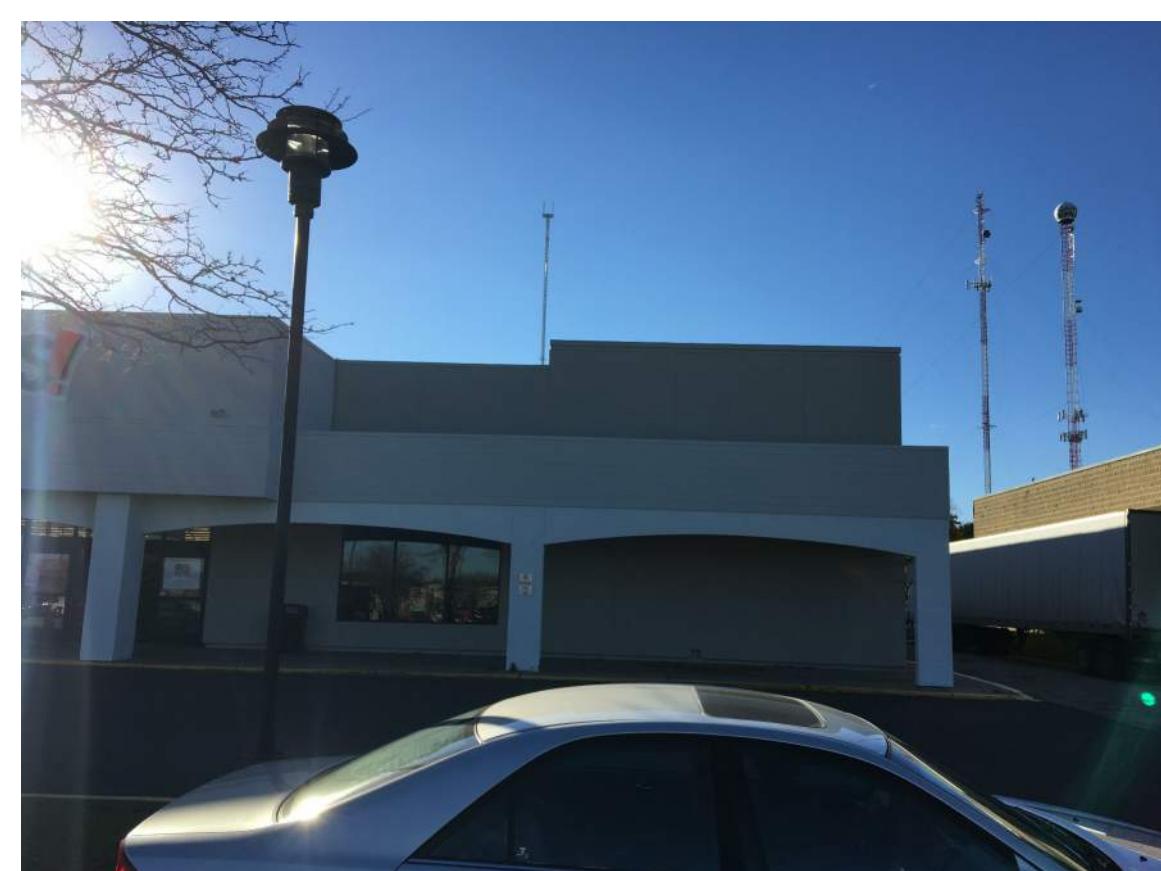
PRELIMINARY

A0.1

WHITNEY SQUARE
TENANT IMPROVEMENT
WHITNEY WAY
MADISON, WI 53719

EXISTING CONDITIONS

Project Status	
Phase 1	Planning
Phase 2	Design
Phase 3	Construction
Phase 4	Completion



WHITNEY SQUARE

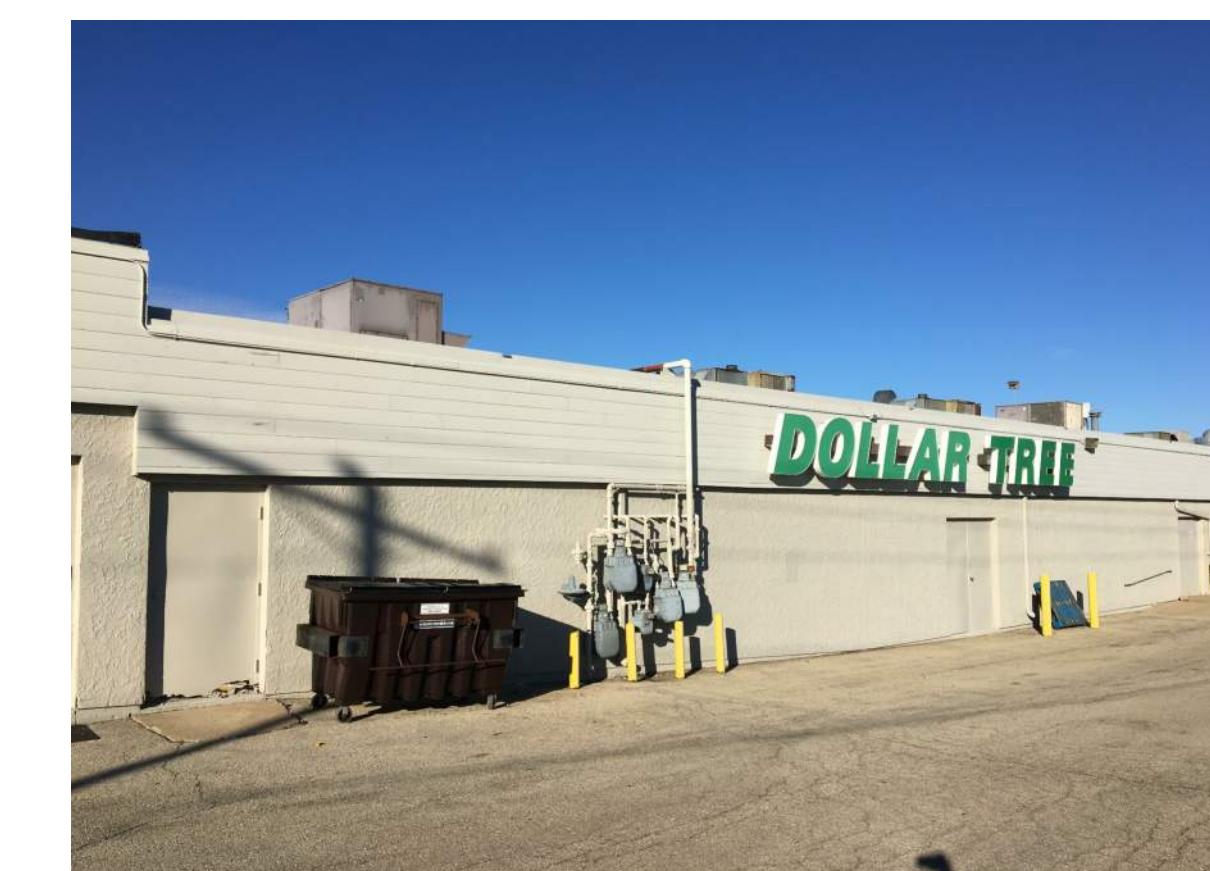
TENANT IMPROVEMENT
WHITNEY WAY
MADISON, WI 53719

EXISTING CONDITIONS

Project Status	

A0.5

PRELIMINARY



WHITNEY SQUARE

REDEVELOPMENT

MADISON WISCONSIN

LANDSCAPE PLAN

09.14.2018
TE REVIEW

L1.1

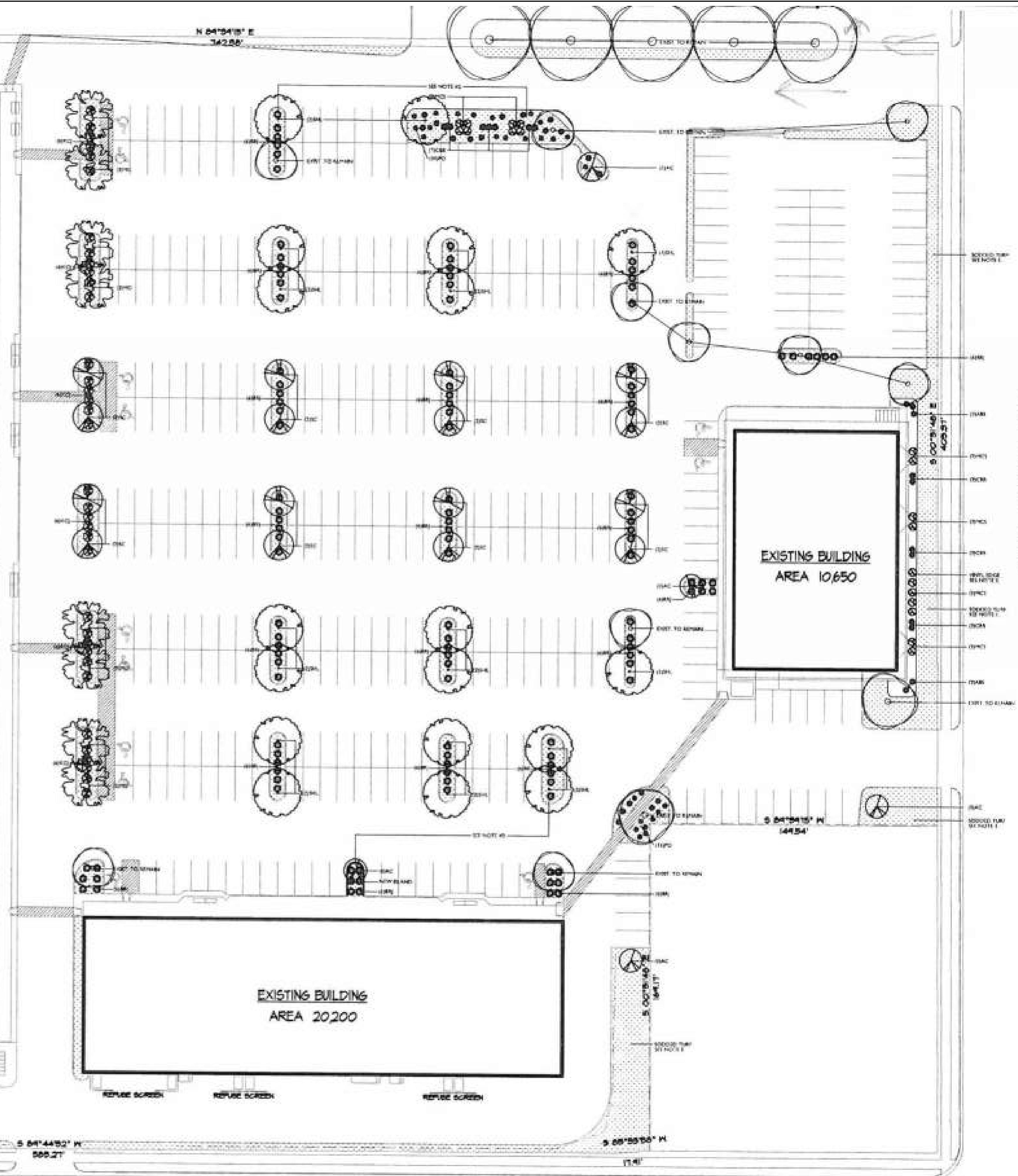
Plant Material List

Code	Quantity	Size	Type	Root
MG	12	3"	MAGYAR GINKO	BB
SHL	11	3 1/2"	SKYLINE HONEYLOCUST	BB
AC	6	3"	ADIRONDACK CRAB	BB
ABS	9	4"	AUTUMN BRILLIANCE SERVICE BERRY	BB
MGS	93	2 GAL	MAGIC CARPET SPIREA	POT
CBB	13	5 GAL	COMPACT BURNING BUSH	POT
BRJ	126	2 GAL	BLUE RUG JUNIPER	POT
PO	80	1 GAL	ORNAMENTAL PERENNIALS & GRASSES	
			STELLA DE ORO DAYLILY	CONT
			SUMMER MAE DAYLILY	CONT
			PURPLE PALACE CORAL BELL	CONT
			AUTUMN JOY SEDUM	CONT
			BLACK EYED SUSAN	CONT
			LITTLE BLUESTEM	CONT
			PLAINE DROPSSEED	CONT
			DMARF FOUNTAIN GRASS	CONT
			TUFTED HAIR GRASS	CONT
			LIN GRASS	CONT

GENERAL NOTES

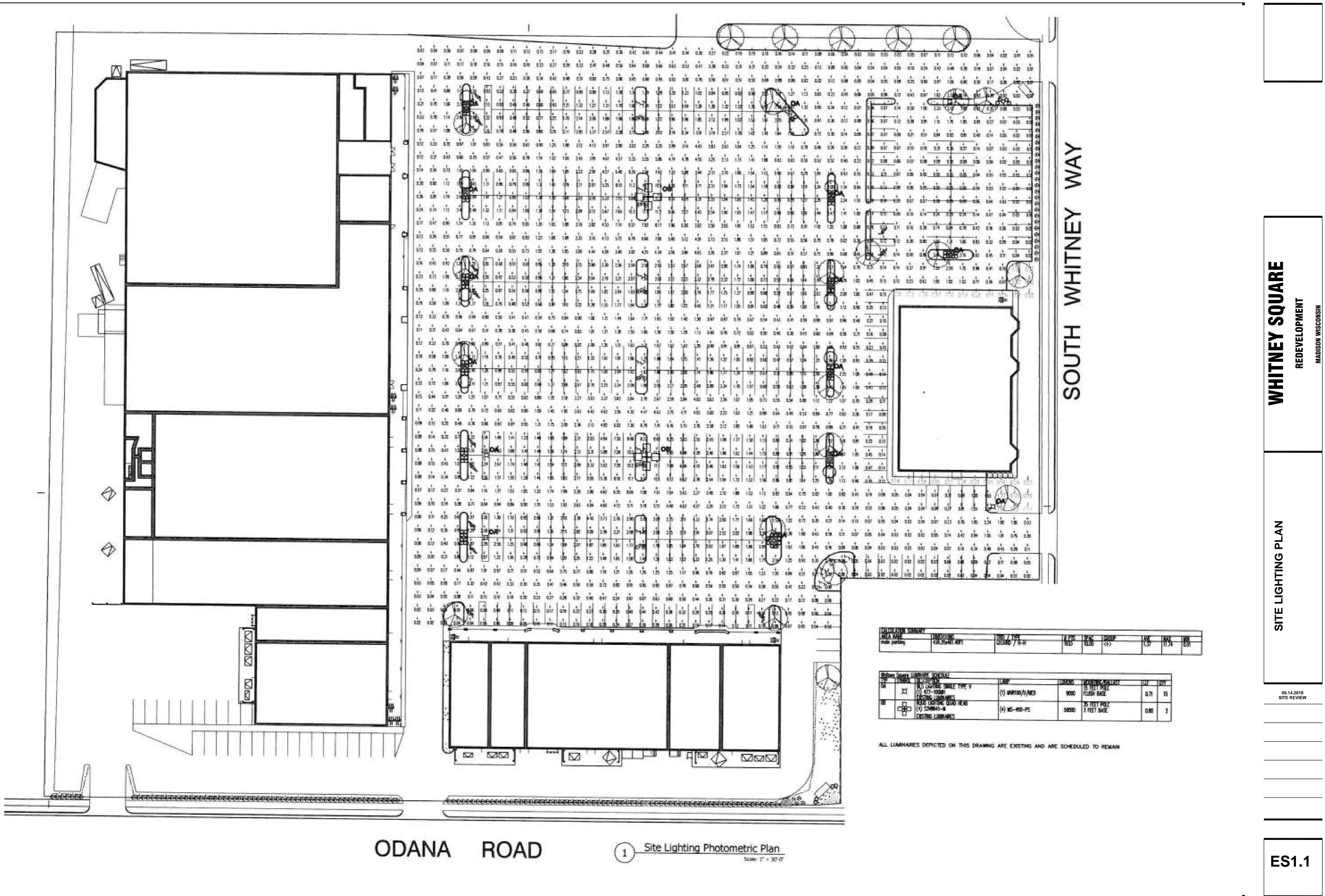
- 1.) ALL TURF AREAS TO RECEIVE TOPSOIL, STARTER FERTILIZER, AND SOD.
- 2.) ALL PLANTING BEDS, AND PARKING LOT ISLANDS TO RECEIVE 3" OF SHREDDED HARDWOOD BARK MULCH OVER WEED BARRIER FABRIC.
- 3.) ALL PLANTING BEDS TO BE SEPARATED FROM LAWN AREAS USING 5" BLACK VINYL EDGE.

EXISTING BUILDING



ODANA ROAD

SITE PLAN



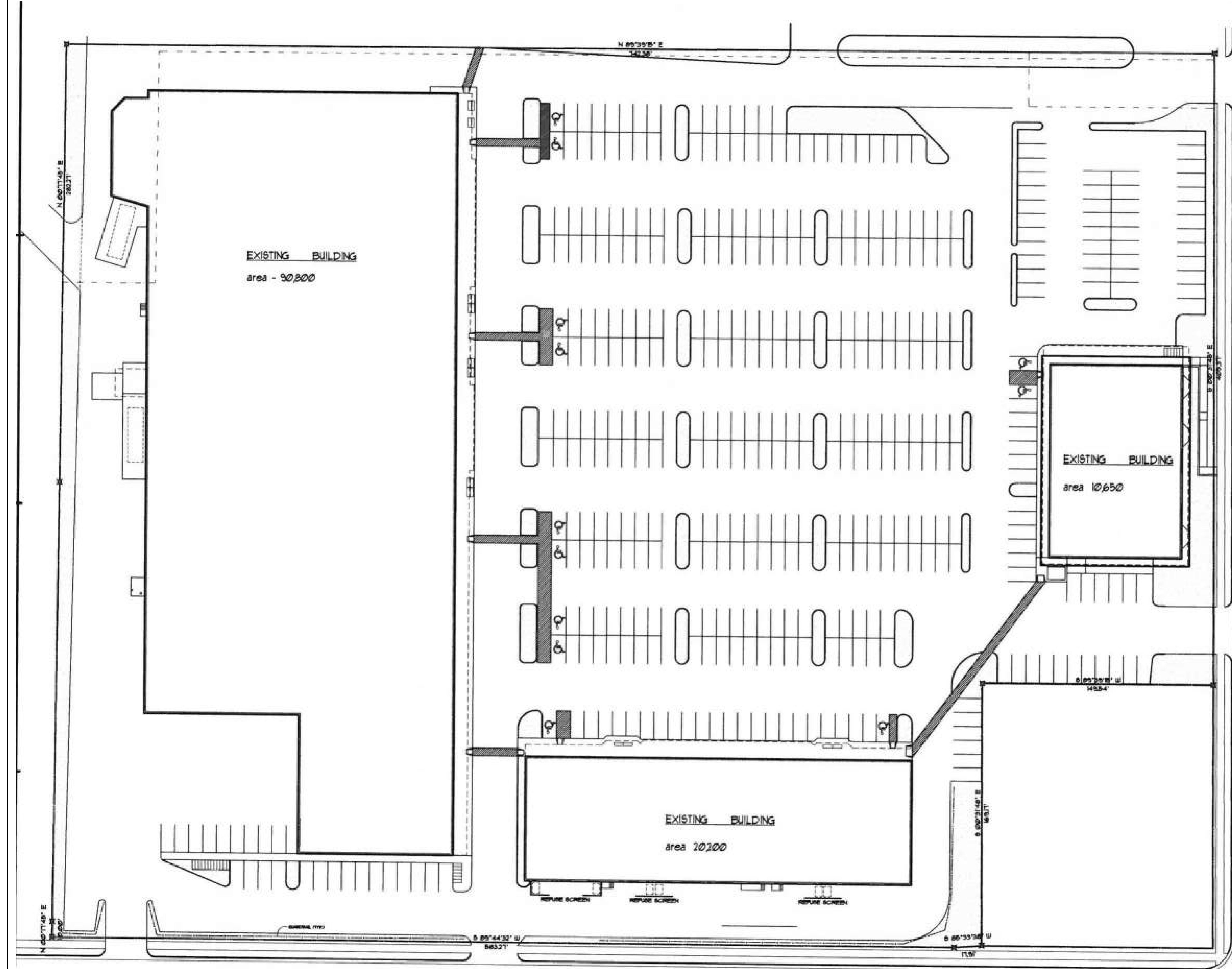
WHITNEY SQUARE

REDEVELOPMENT

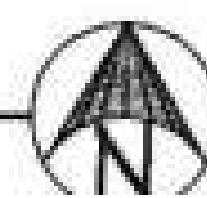
MADISON WISCONSIN

PARKING PLAN

09.14.2018
SITE REVIEW



C4
SUR
SCALE: 1"=50'-0"



A1.1

WHITNEY SQUARE

REDEVELOPMENT

MADISON WISCONSIN

SITE FENCE PLAN

018
VIEW

This technical drawing illustrates a Site Fence Plan for a property along Odana Road. The plan shows a long fence line with a total length of 17.91'. The fence is supported by 4x4 posts, with a note indicating to add 2 equally spaced 4x4 posts between typical posts. The fence line is labeled with section markers A, B, C, and D. At section A, there is a gate labeled 'C1' and a note: 'INST. GUARD RAIL & 16x8 POSTS - LAG BOLT 1 TRID. 4x4 POST TO EACH EXIST. POST AND ADD 2 EQUALY SPACED TRID. 4x4 POSTS BETWEEN, TYPICAL THROUGHOUT (SEE C7/V1/L3)'. The fence line is bounded by Odana Road to the west and a property line to the east. An 'EXISTING BUILDING' is shown within the property boundary. A gas meter is indicated near the fence line. The plan also shows a circular area with a cross-hatch pattern and a small structure. A north arrow is present in the bottom right corner, and the drawing is titled 'C5 SITE FENCE PLAN' with a scale of '3/32"=1'-0".

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

A1.2

WHITNEY SQUARE

REDEVELOPMENT

MADISON WISCONSIN

ENLARGED SITE FENCE PLAN

09.14.2018
TE REVIEW

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

A1.3

10.00,-

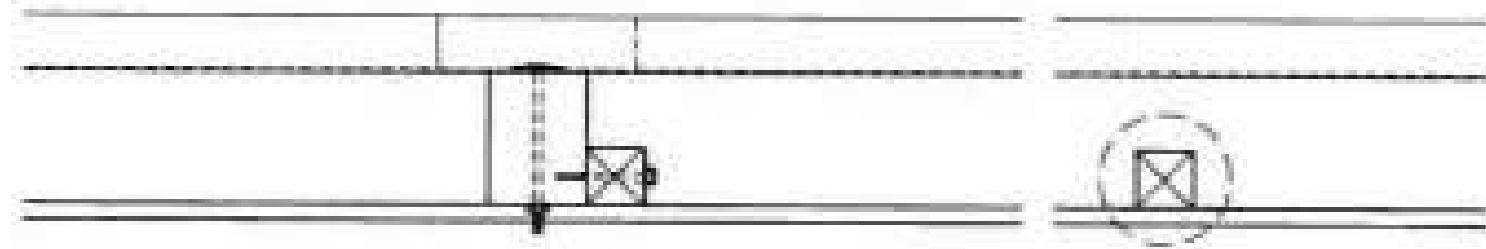
DESL. GUARD RAIL & 6x6 POSTS) -
LAG BOLT 1 TRD. 4x4 POST TO EACH DESL. POST AND
ADD 2 EQUALLY SPACED TRD. 4x4 POSTS BETWEEN
TYPICAL THROUGHOUT. (SEE PLAN 1)

WHITEY'S

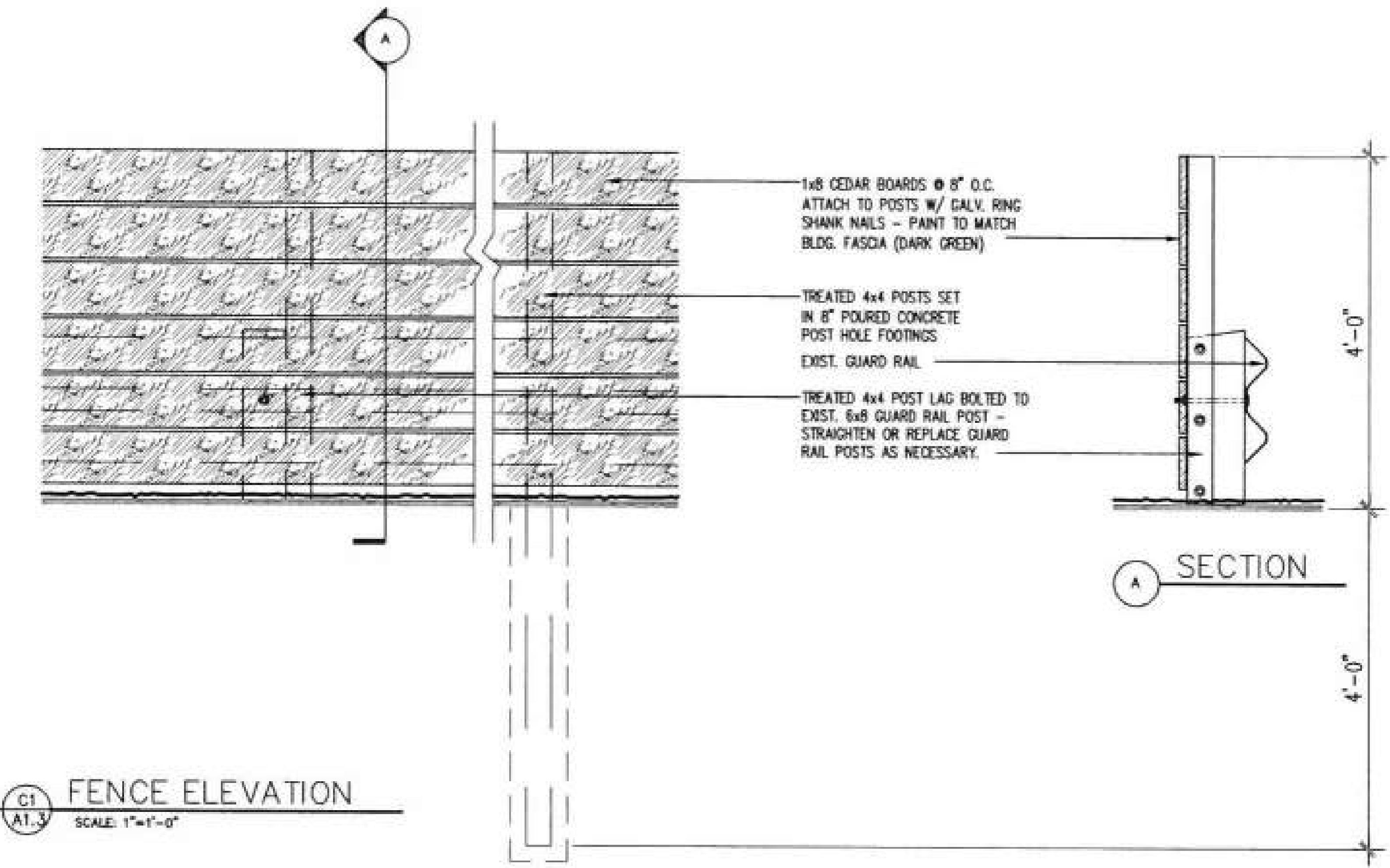
5 89°44'32" W
583.27'

100

A1.3



PARTIAL PLAN



FENCE ELEVATION

C1
A1.3

SCALE: 1"=1'-0"

WHITNEY SQUARE

REDEVELOPMENT

MADISON WISCONSIN

SITE FENCE DETAIL

09.14.2018
SITE REVIEW

A1.4



WHITNEY SQUARE
TENANT IMPROVEMENT
WHITNEY WAY
MADISON, WI 53719

EXTERIOR ELEVATIONS

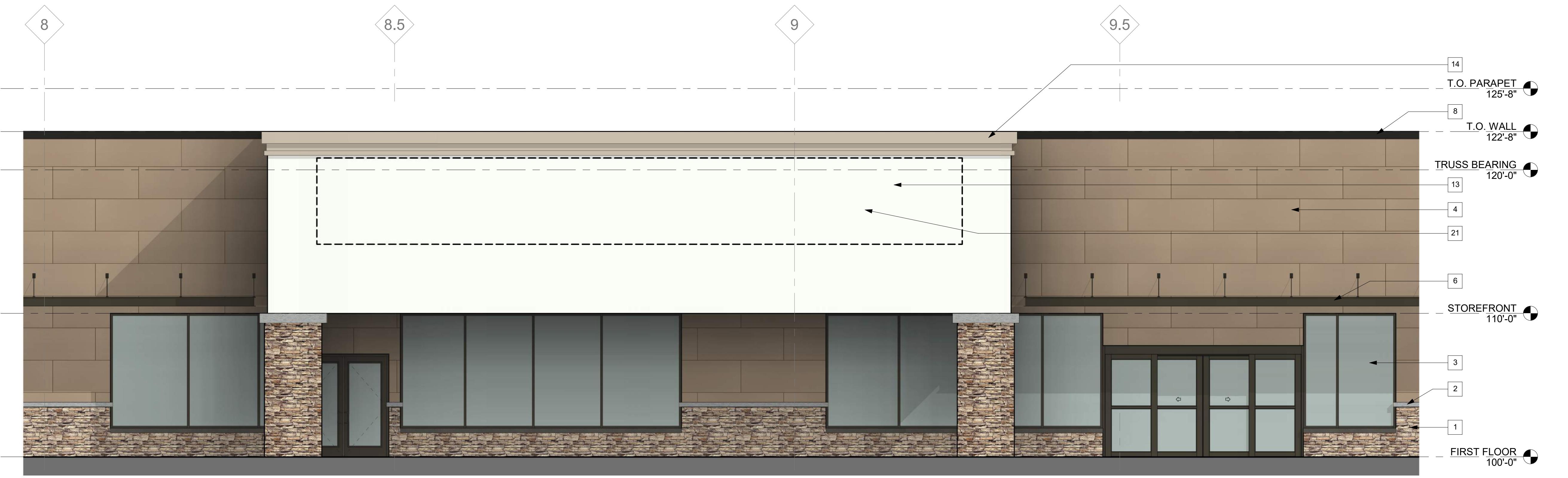


EXTERIOR MATERIAL LIST					
#	DESCRIPTION	TYPE/STYLE	COLOR	HEIGHT	COMMENTS
1	STONE VENEER	OLD WORLD LEDGE	BROOKSIDE		
2	STONE COPING		GRAY		
3	ALUMINUM STOREFRONT		MEDIUM BRONZE	10'-0" AFF	
4	SHIP LAP SIDING	6" W/ 1/2" REVEAL	TBD		
5	EIFS PILASTER		#113 "AMARILLO WHITE"		
6	PRE-ENGINEERED METAL CANOPY		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			#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		#310 "CHINA WHITE"		
20	EIFS				
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

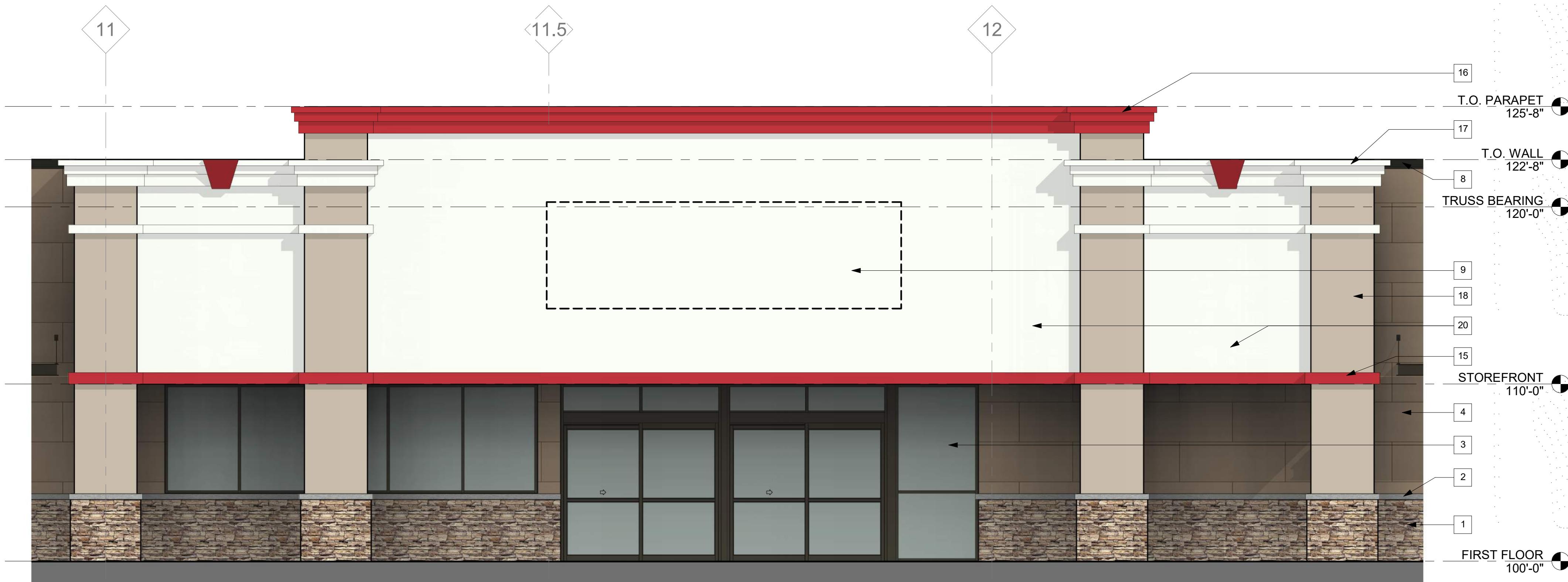
A3.1

A3.2



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

2 1/4" = 1



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

1/4" =

EXTERIOR MATERIAL LIST					
#	DESCRIPTION	TYPE/STYLE	COLOR	HEIGHT	COMMENTS
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15	EIFS TRIM		#2087-10 "NEON RED"		
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24	PRE-ENGINEERED METAL CANOPY		WOOD		

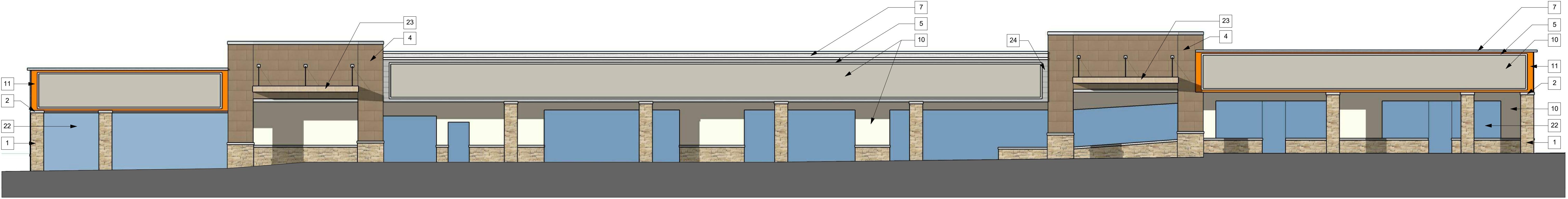
PRELIMINARY

WHITNEY SQUARE
TENANT IMPROVEMENT
WHITNEY WAY
MADISON, WI 53719

EXTERIOR ELEVATIONS

Project Status

2018.10.17 UDC INFO



① NORTH ELEVATION - BUILDING 2
1/32" = 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"		
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24	PRE-ENGINEERED METAL CANOPY		WOOD		

PRELIMINARY

A3.3



10/17/18

Whitney Square



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



10/17/18

Whitney Square





10/17/18

Whitney Square





10/17/18

Whitney Square

