

# 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



## FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_

Date received \_\_\_\_\_

Received by \_\_\_\_\_

Aldermanic District \_\_\_\_\_

Zoning District \_\_\_\_\_

Urban Design District \_\_\_\_\_

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

Legistar # \_\_\_\_\_

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: 7043 Tree Lane

Title: Capri Senior Communities - Tree Lane Development (Lot 2)

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

UDC meeting date requested \_\_\_\_\_

- ☐ 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** Amy Schoenemann  
**Street address** 20875 Crossroads Circle, Ste 400  
**Telephone** (262) 798-1224

**Company** Capri Senior Communities  
**City/State/Zip** Waukesha, WI 53186  
**Email** aschoenemann@capricommunities.com

**Project contact person** Eric Harrmann  
**Street address** 1414 Underwood Ave  
**Telephone** (414)-431-3131

**Company** AG Architecture  
**City/State/Zip** Wauwatosa, WI 53213  
**Email** erharr@agarch.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 on Page 4 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 and legible**. 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 \_\_\_\_\_ on \_\_\_\_\_.
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 Amy Schoenemann Relationship to property Agent for owner, Capri Communities LLC Developer  
 Authorizing signature of property owner [Signature] Date 2.20.19

## 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 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

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



**Urban Design Commission  
City of Madison  
126 S. Hamilton St.  
Madison, WI 53701**

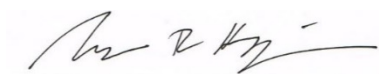
UDC Informational Presentation – 7043 Tree Lane

To Commissioner Members,

On behalf of Capri Senior Communities, we are officially requesting an informational meeting with UDC to discuss our upcoming project at 7043 Tree Lane. Capri Senior Communities operates 16 senior living locations throughout Southwestern Wisconsin and has over 20 years of experience.

This letter outlines the application regarding the redevelopment of 7043 Tree Lane into a senior living residential development. This site is ~3 acres. The project will include approximately 143 independent living units and approximately 32 memory care or assisted living units for a total of 175 units. The building will contain ~17,000 square feet of common area including a café and bistro, coffee shop, and wellness center for residents. The project is currently Suburban Employment (SE) and will need to be rezoned to Commercial Corridor – Transitional (CC-T).

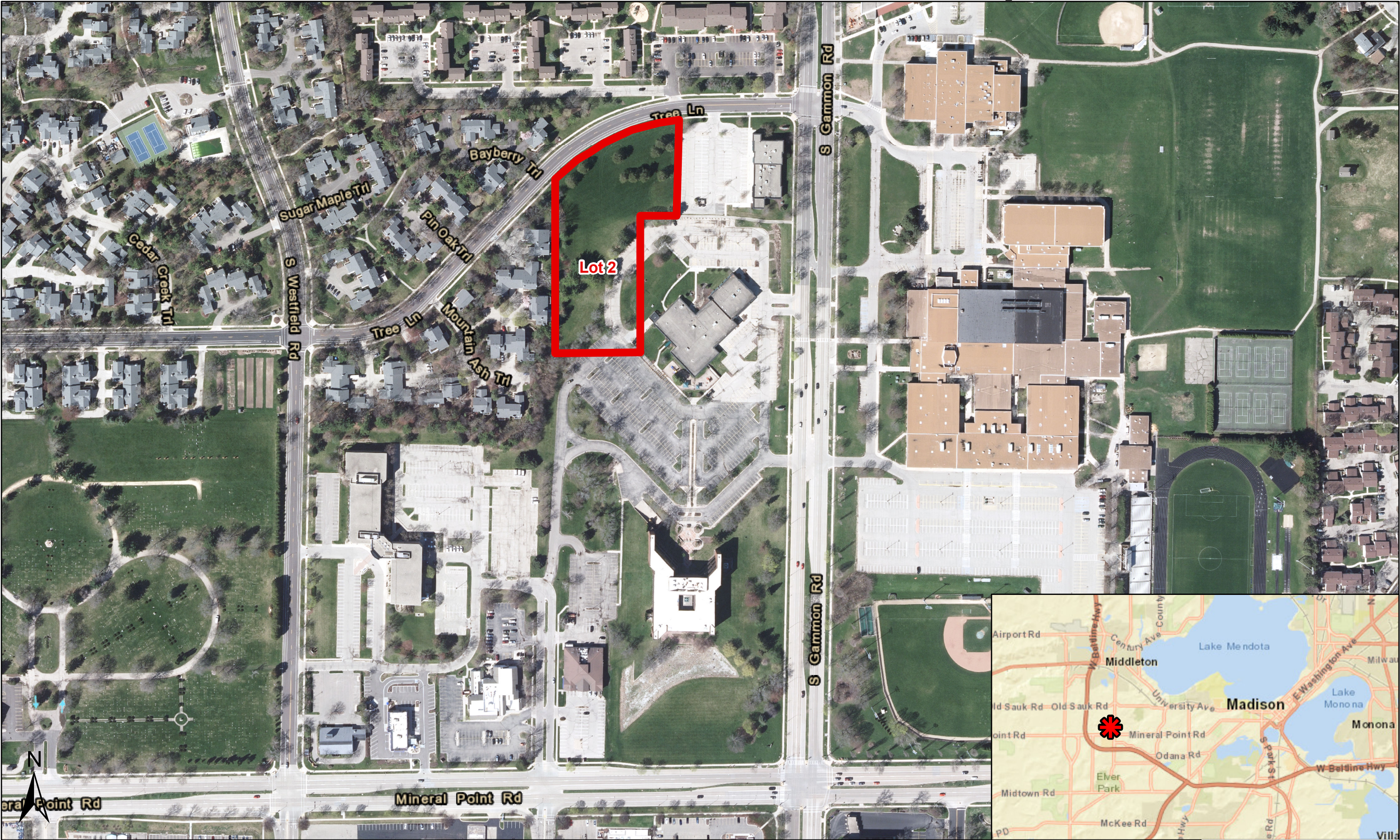
Thank you,

A handwritten signature in black ink, appearing to read "Melissa Huggins", with a stylized flourish at the end.

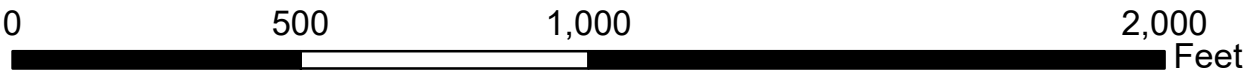
Melissa Huggins  
Urban Assets on behalf of Capri Senior Communities



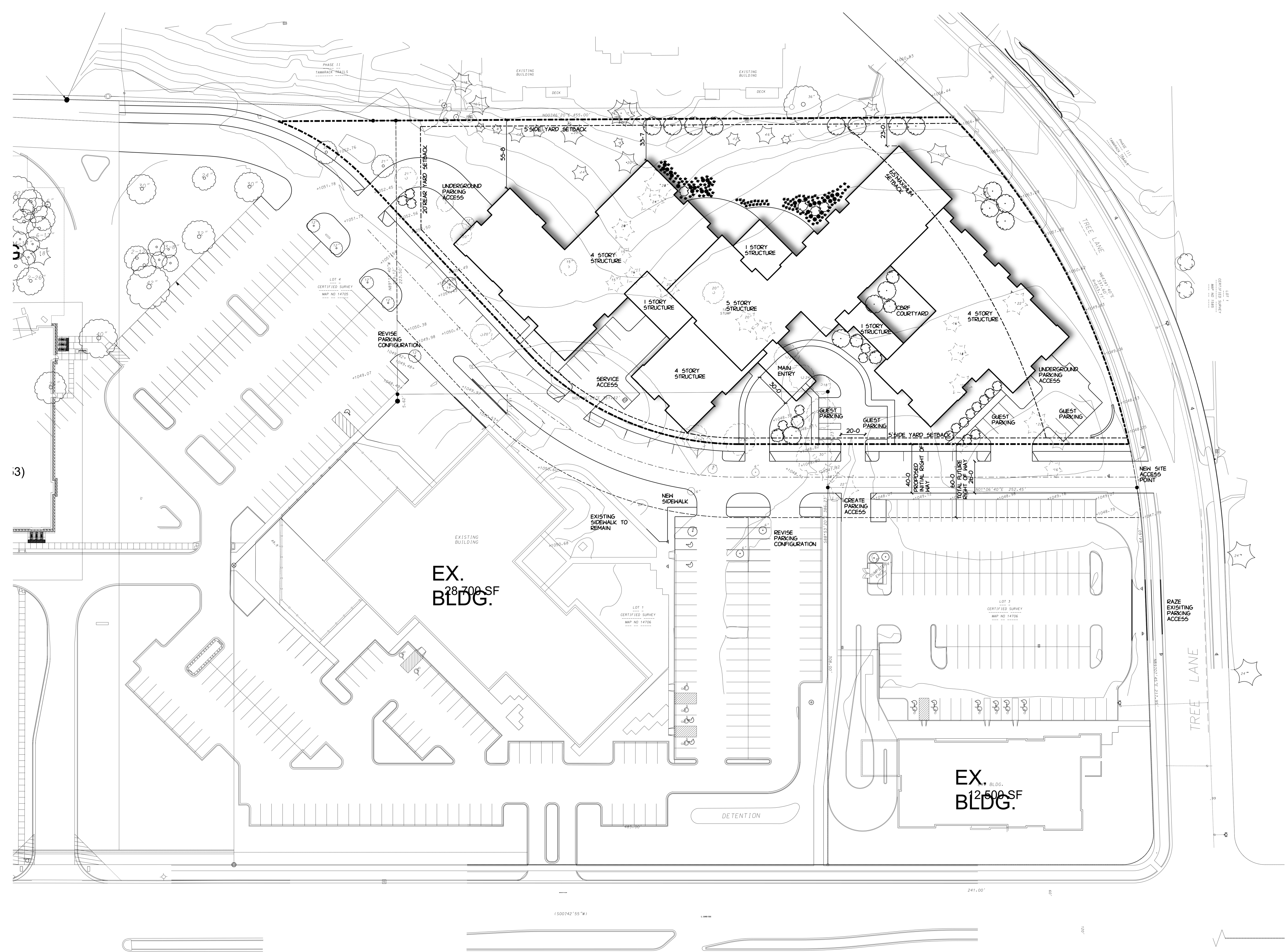
# Tree Lane - Lot 2 Context Map



\*Tree Lane Lot 2 Outline is an approximation based on the Jan. 2018 CSM







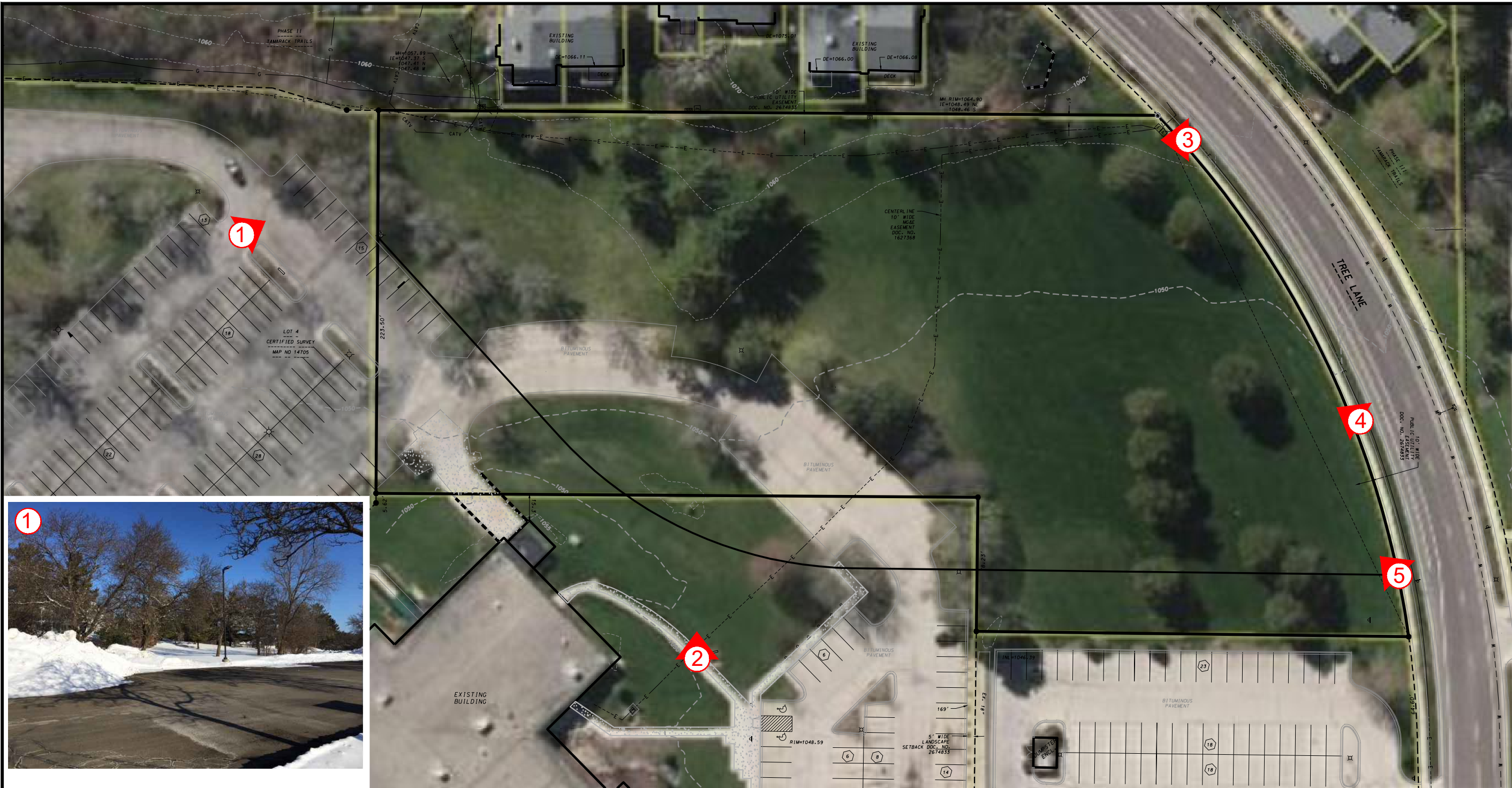
 **SCALE**  
**1:40**

*Senior Living Development*  
**RCAC/CBRF & INDEPENDENT LIVING**  
*Madison, Wisconsin*

2019 FEB 20







**D'ONOFRIO KOTTKE AND ASSOCIATES, INC.**  
7550 Watwood Way, Madison, WI 53717  
Phone: 608.835.7550 • Fax: 608.835.1089  
YOUR NATURAL RESOURCE FOR LAND DEVELOPMENT

**SENIOR LIVING DEVELOPMENT**

CITY OF MADISON, DANE COUNTY, WISCONSIN



0 60'

DATE: 02-19-19  
REVISED: REV # DR #

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DRAWN BY: DBS





NAVITUS DEVELOPMENT



TAMARACK TRAIL



WEXFORD RIDGE



NEIGHBORHOOD CONTEXT

*Senior Living Development*  
**RCAC/CBRF & INDEPENDENT LIVING**  
*Madison, Wisconsin*

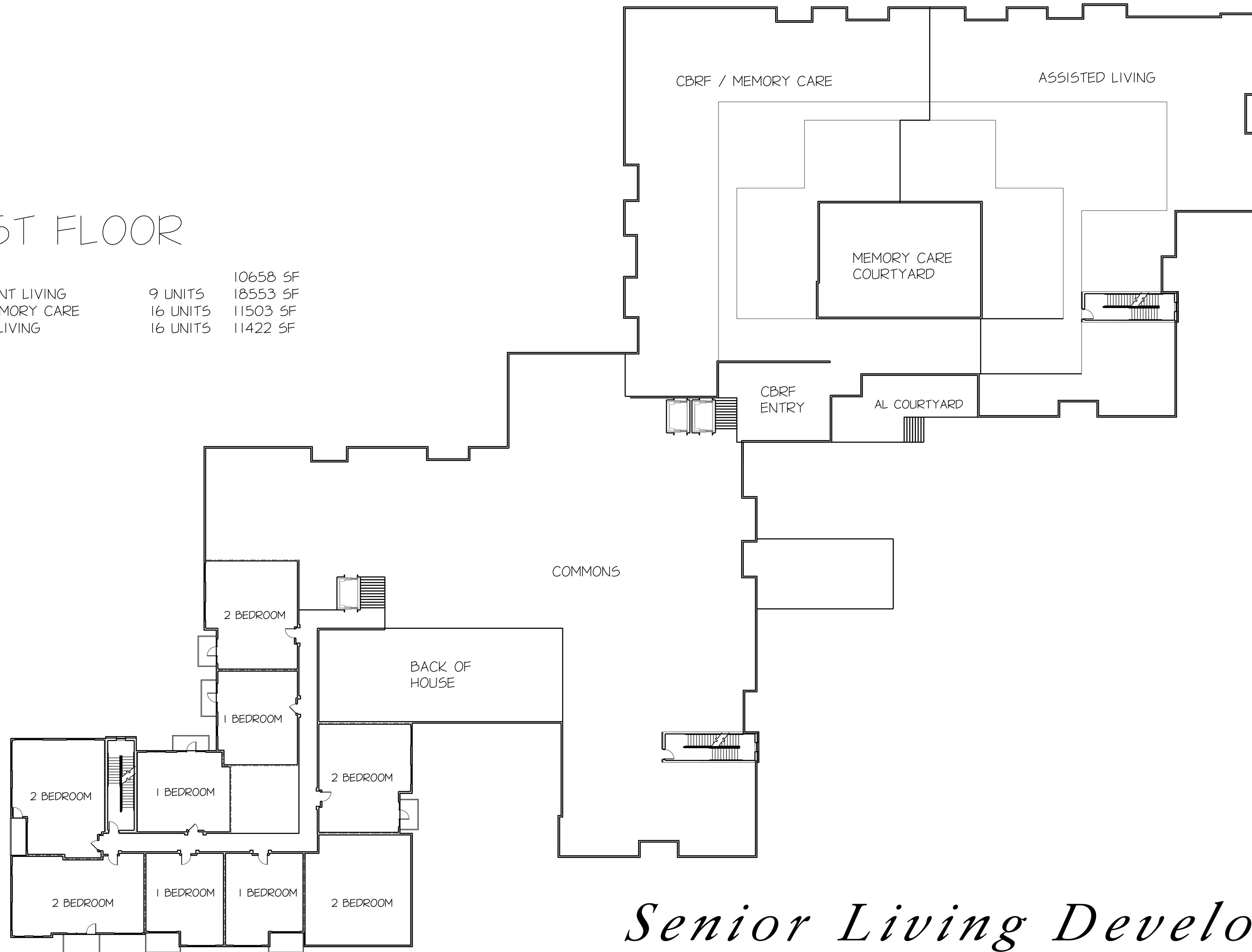
2019 FEB 20





# FIRST FLOOR

|                    |          |          |
|--------------------|----------|----------|
| COMMONS            |          | 10658 SF |
| INDEPENDENT LIVING | 9 UNITS  | 18553 SF |
| CBRF / MEMORY CARE | 16 UNITS | 11503 SF |
| ASSISTED LIVING    | 16 UNITS | 11422 SF |



*Senior Living Development*  
**RCAC/CBRF & INDEPENDENT LIVING**  
*Madison, Wisconsin*

2019 FEB 20



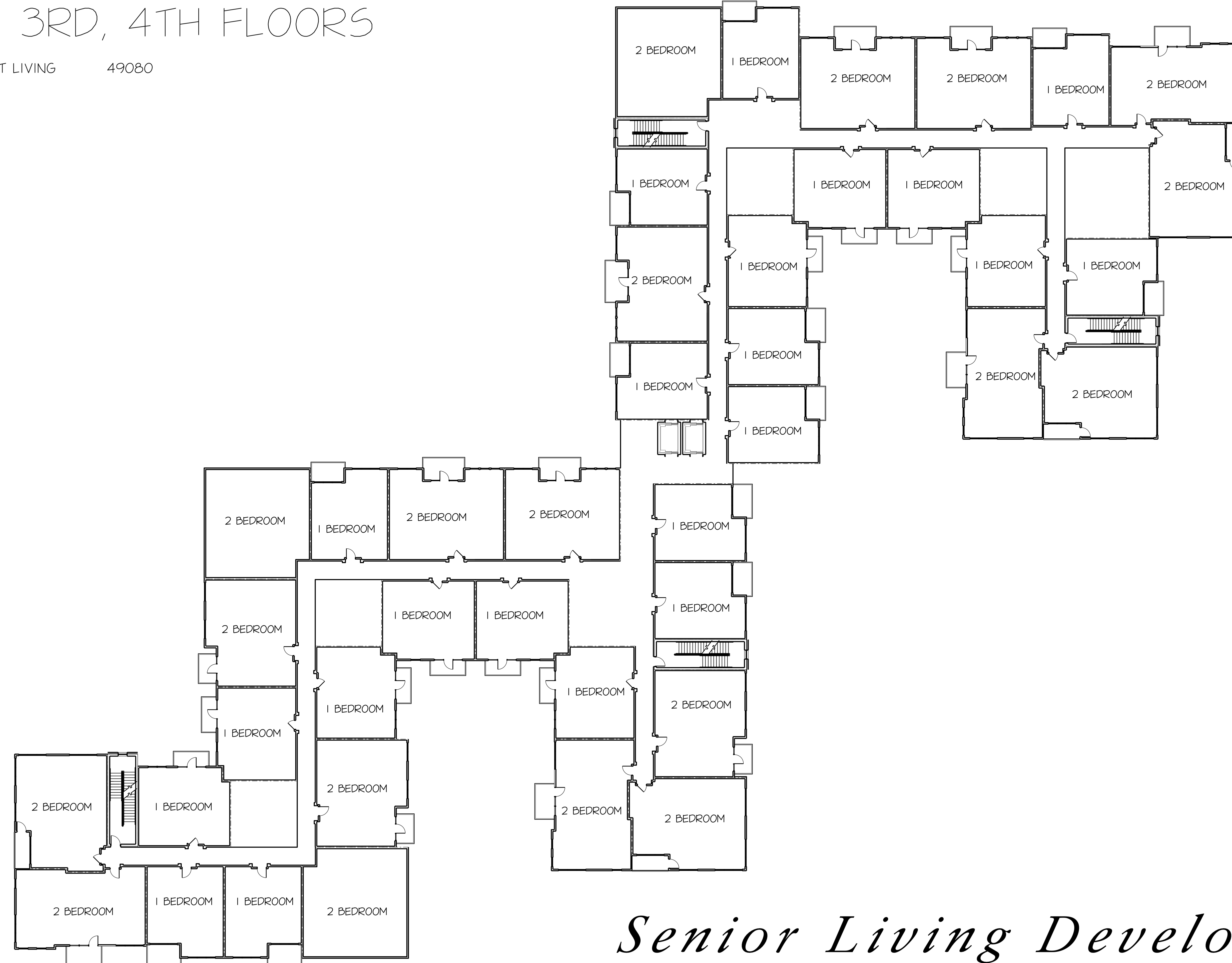
**SCALE 1/16" = 1'-0"**



# 2ND, 3RD, 4TH FLOORS

INDEPENDENT LIVING

49080



**SCALE 1/16" = 1'-0"**

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**RCAC/CBRF & INDEPENDENT LIVING**  
*Madison, Wisconsin*

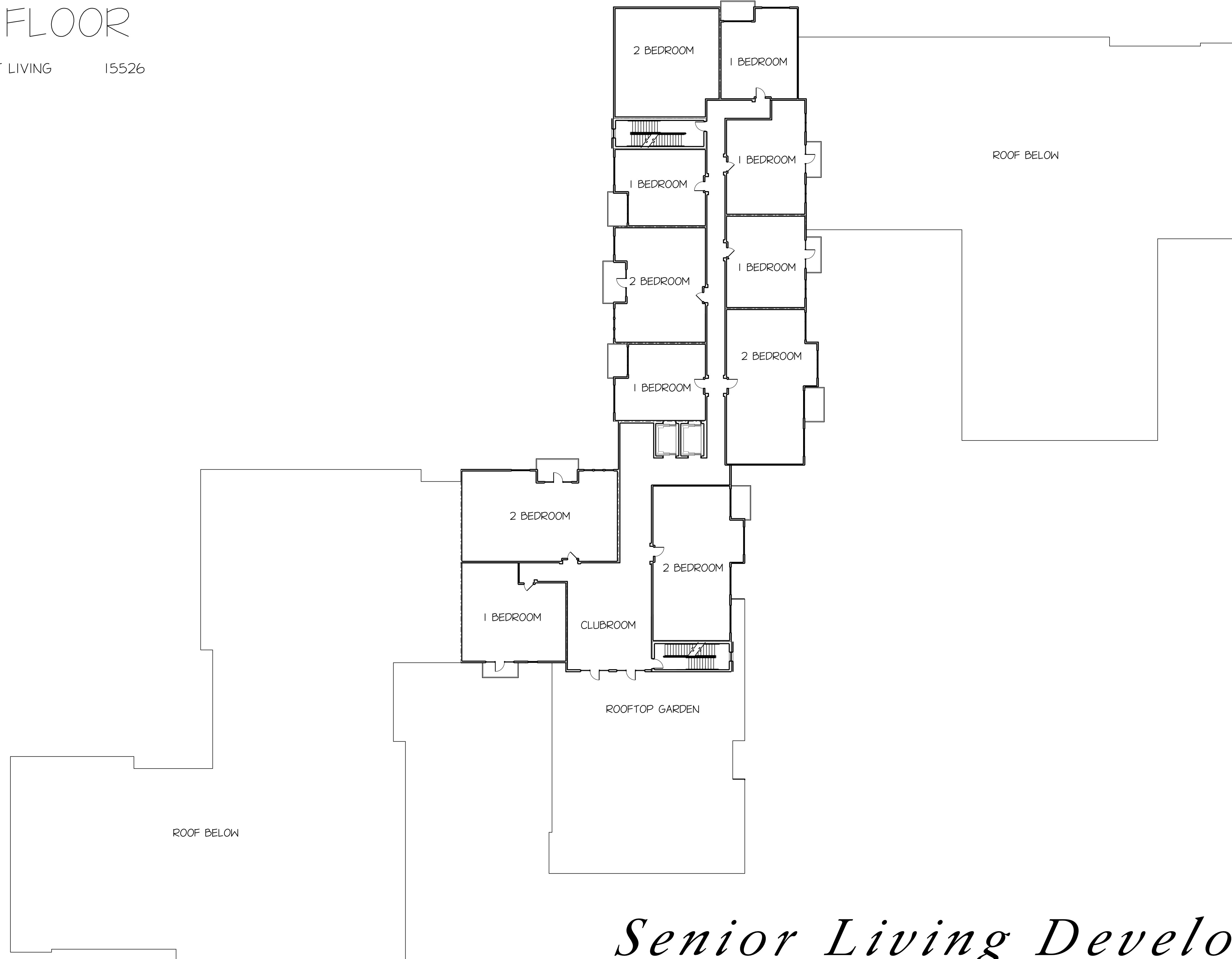
2019 FEB 20



Architecture

# 5TH FLOOR

INDEPENDENT LIVING 15526



2019 FEB 20



*Senior Living Development*

**RCAC/CBRF & INDEPENDENT LIVING**

*Madison, Wisconsin* Architecture

**SCALE 1/16" = 1'-0"**





2019 FEB 20

*Senior Living Development*  
**RCAC/CBRF & INDEPENDENT LIVING**  
*Madison, Wisconsin*





*Senior Living Development*  
**RCAC/CBRF & INDEPENDENT LIVING**  
*Madison, Wisconsin*

2019 FEB 20



Architecture