

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: 121 North Butler Street

Title: _____

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

UDC meeting date requested October 21, 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
 Conditional Use

4. Applicant, Agent, and Property Owner Information

Applicant name James McFadden Company McFadden & Company

Street address 380 W Washington City/State/Zip Madison, WI 53703

Telephone 608.251.1350 Email james@mcfadden.com

Project contact person James McFadden Company McFadden & Company

Street address 380 W Washington City/State/Zip Madison, WI 53703

Telephone 608.251.1350 Email james@mcfadden.com

Property owner (if not applicant) Cliff Fisher

Street address 107 N Hancock City/State/Zip Madison, WI 53

Telephone 608.213.2828 Email cliff.fisher@sbcglobal.net

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.

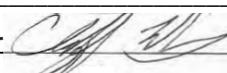
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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 on May 30, 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 James McFadden Relationship to property Architect
 Authorized signature of **Property Owner**  Date 10.09.18

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



Butler Street Elevation
121 North Butler
October 8, 2018



Previous Front Elevation



132 North Butler



17 South Hancock

Memo

From: McFadden & Company
 380 West Washington Avenue
 Madison, Wisconsin 53703
 (608) 251-1350 james@mcfadden.com



To: City of Madison Urban Design Commission
 215 Martin Luther King Blvd
 Madison, Wisconsin 53701

Date: October 8, 2018

Project: 121 North Butler

The Plan Commission in their review of the new four-story apartment building to be built at 121 North Butler voiced two related aesthetic concerns and asked that we seek the advice of the UDC on how best to resolve them.

In the words of the Plan Commission the building as originally proposed and as illustrated to the left seemed “to sink into the ground”. It was noted that older buildings similar in style to the one proposed here have traditionally had the first floor elevated comfortably above the sidewalk and featured raised porches complete with railings accessed via a front stoop with four or more steps.

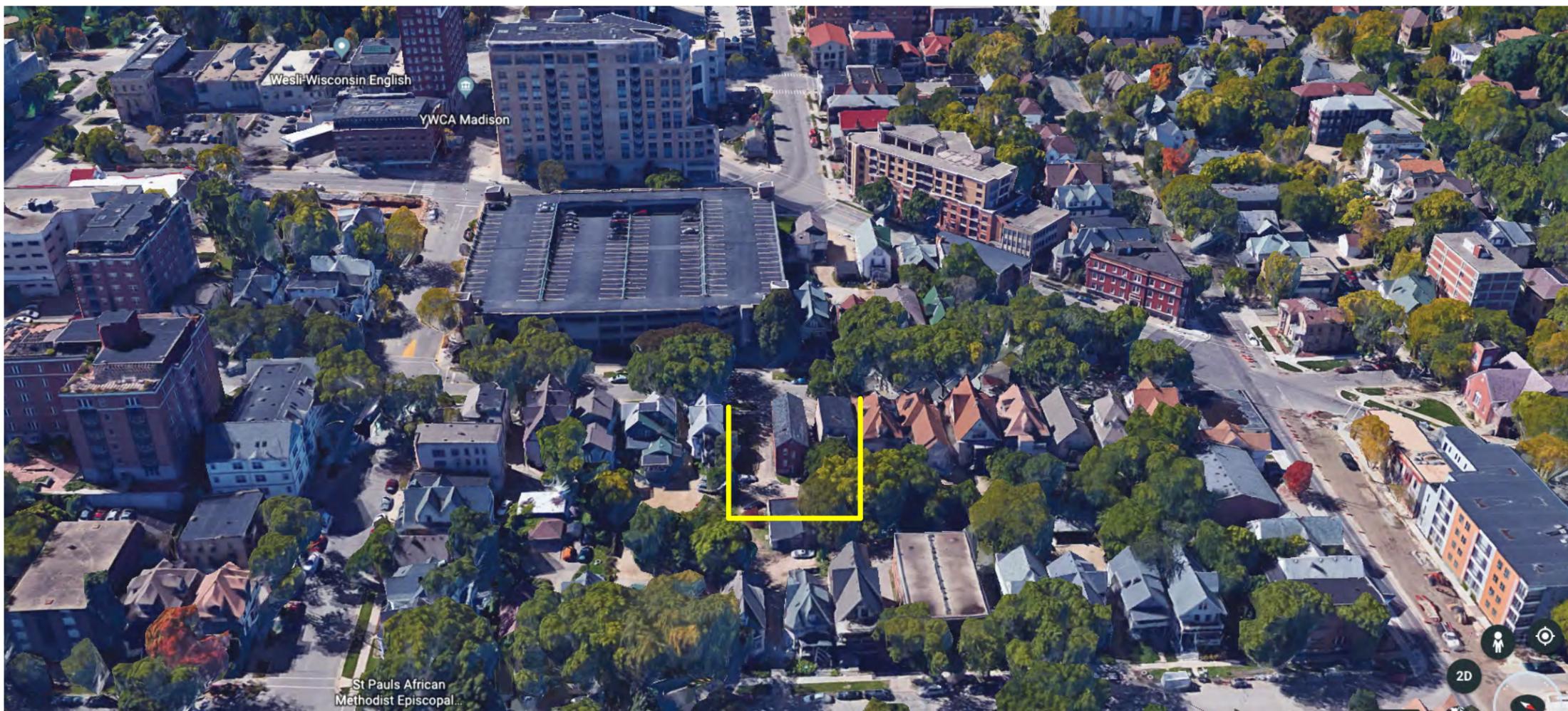
Every vernacular has its particular grammar any violation of which is aesthetically jarring. In our attempt to provide an at grade entry at the front door we mistakenly set the ground floor elevation too low and sloped the front yard up towards the building further minimizing visually the actual of height of the ground floor above the sidewalk. Furthering the problems the front stoop was eliminated and low decks were substituted for a defined front porches.

A slight shift in approach starts to address the concerns raised. The building was raised a foot and a half but more importantly the natural grade along the front of the property has been retained following the slope of the sidewalk down from south to north along Butler Street. In combination this elevates the first floor both physically and visually more comfortably above the street. In addition a front stoop has been reintroduced and the building now features a pair of raised front porches.

We welcome any further suggestions the Urban Design Commission might have.



Looking East



Looking West



00 block of North Butler looking Southwest



00 block of North Butler looking Southeast

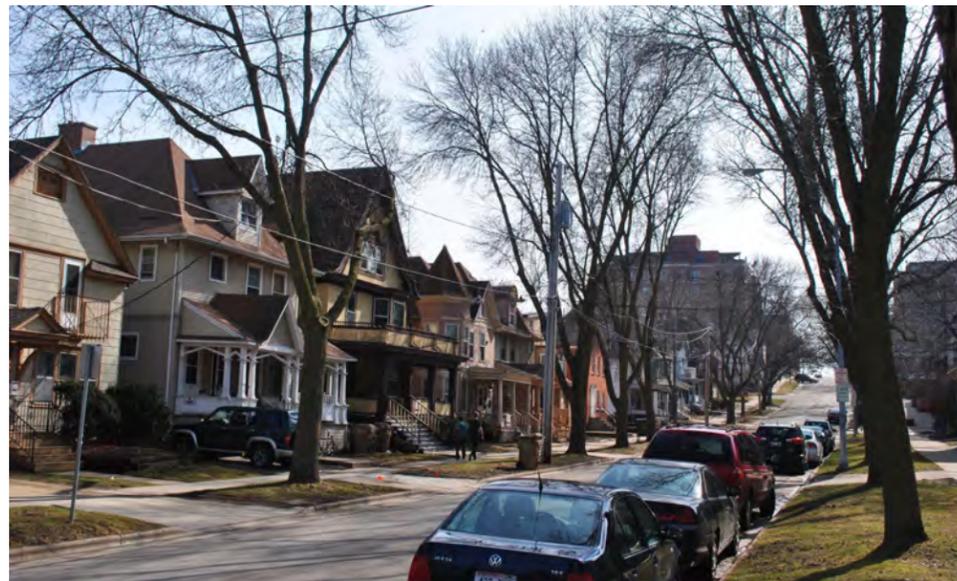


Physical Context

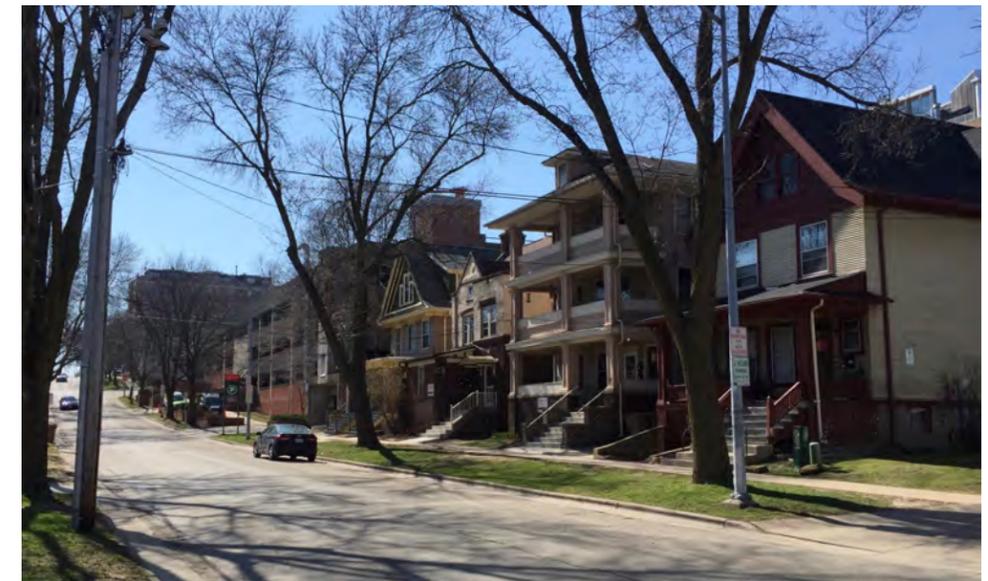
00 block of North Butler looking Northeast



100 Block of North Butler looking Northeast



100 Block of North Butler looking Southeast



100 Block of North Butler looking Southwest



100 block of North Butler looking Southwest



300 block of North Butler/Hamilton looking Northeast



300 Block of North Butler looking Southwest



View from Site Directly Across Butler Street
February 20, 2017



View West between 120 & 124 North Hancock



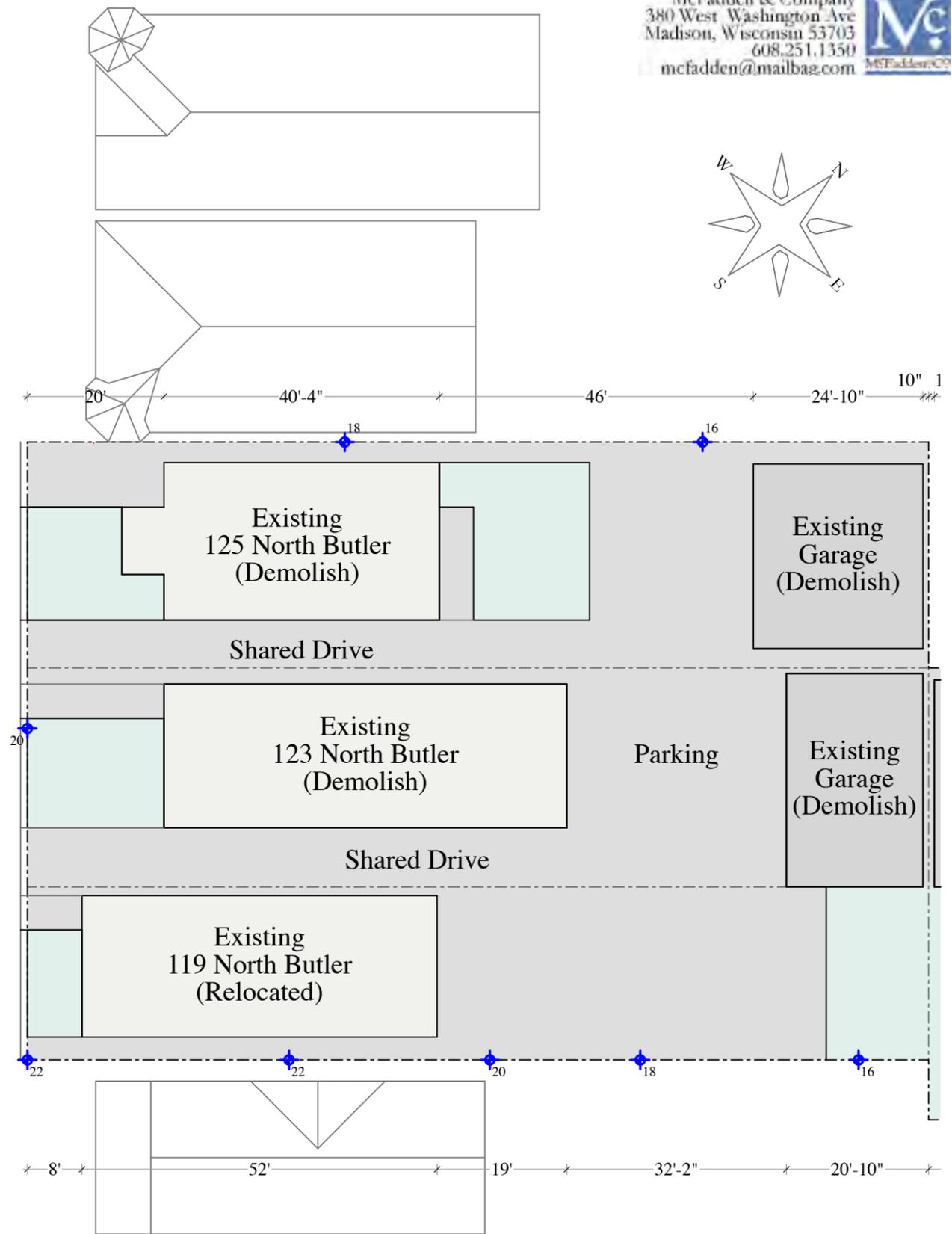
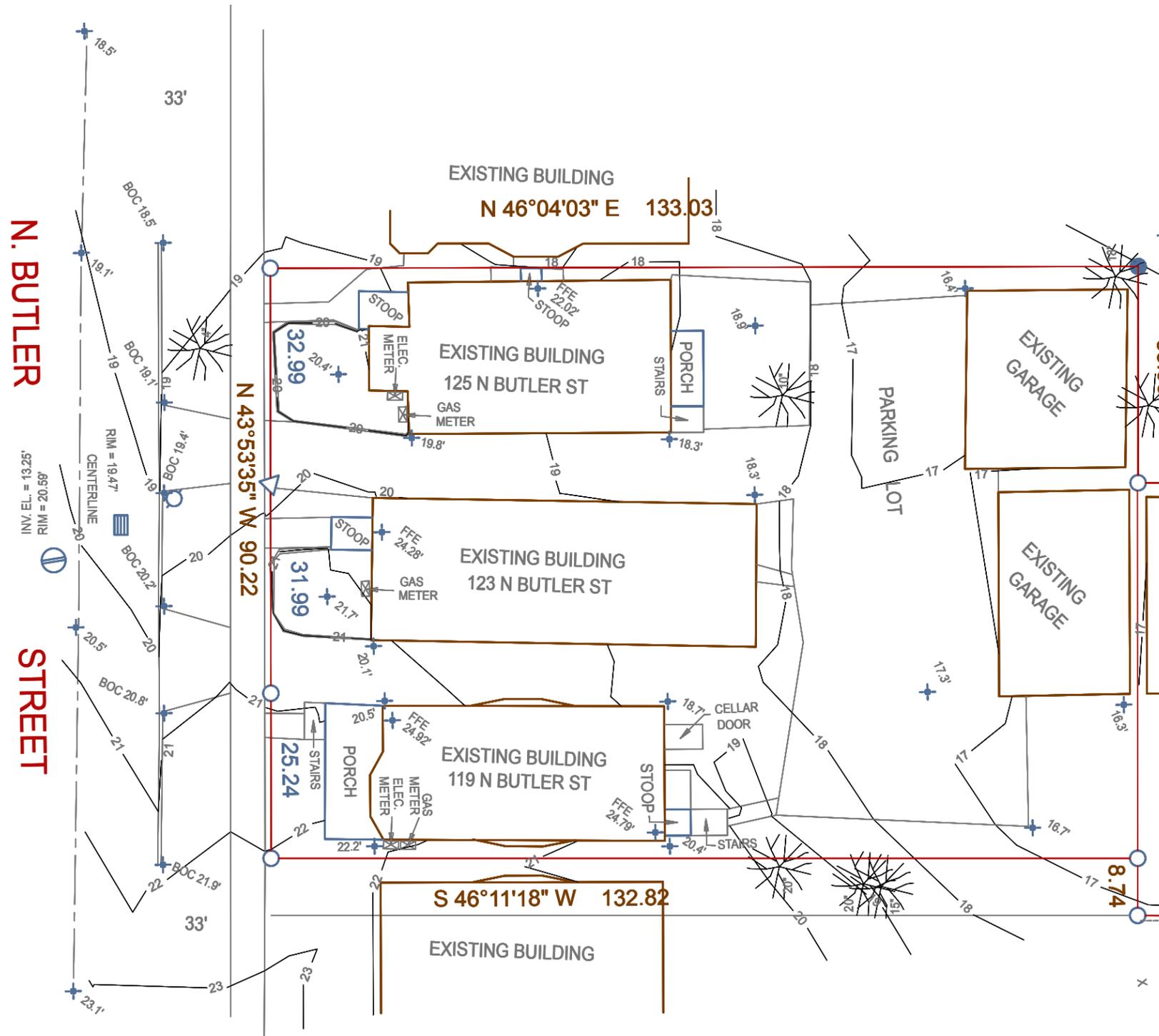
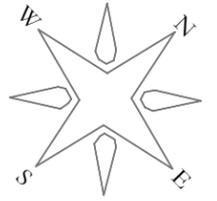
View from the South West of 119, 123 & 125 North Butler



View from the North East (Rear) of 119, 123 & 125 North Butler

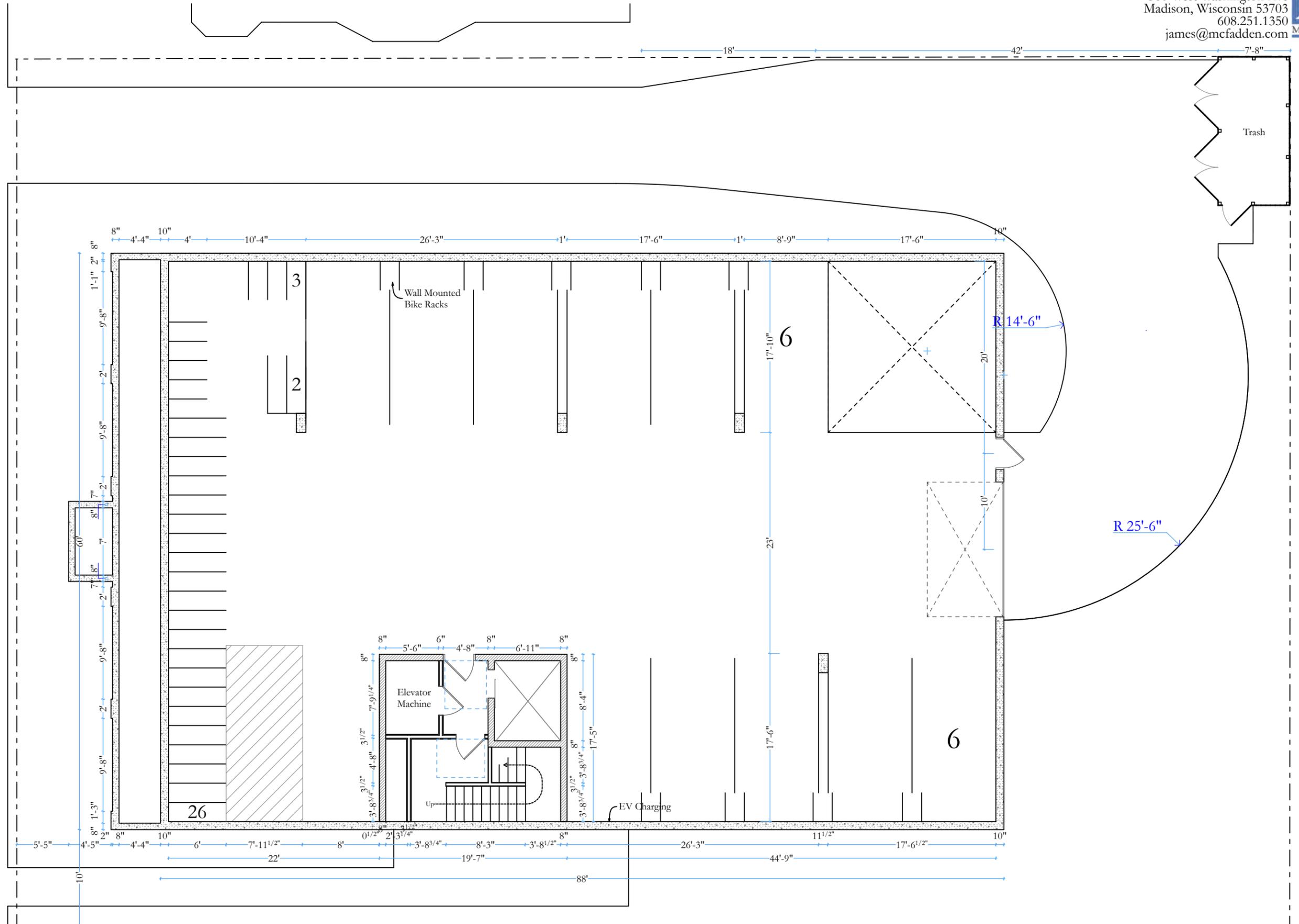


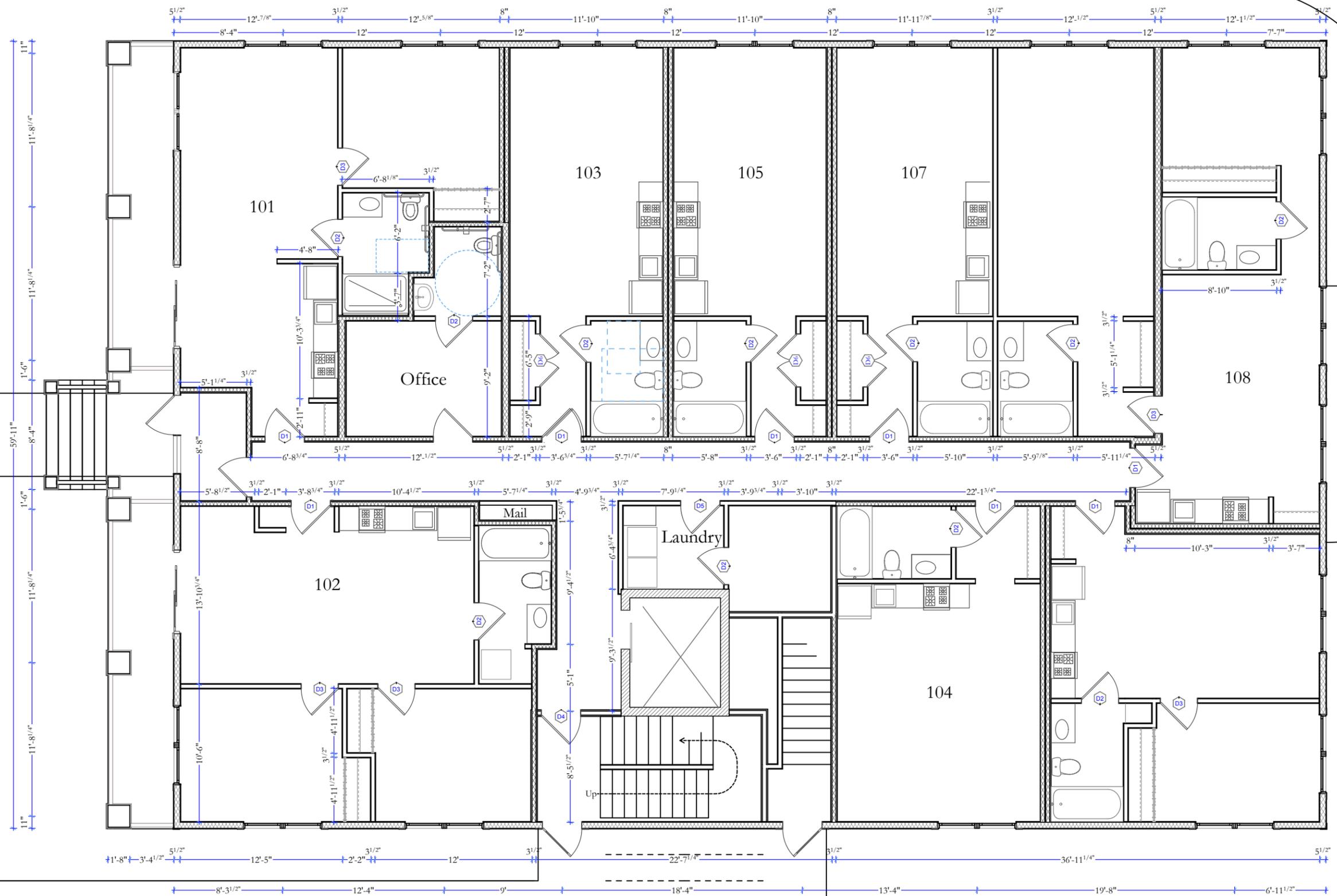
View from the South East (Rear) of 119, 123 & 125 North Butler
119, 123 & 125 North Butler Existing Exterior Conditions
May 5, 2007



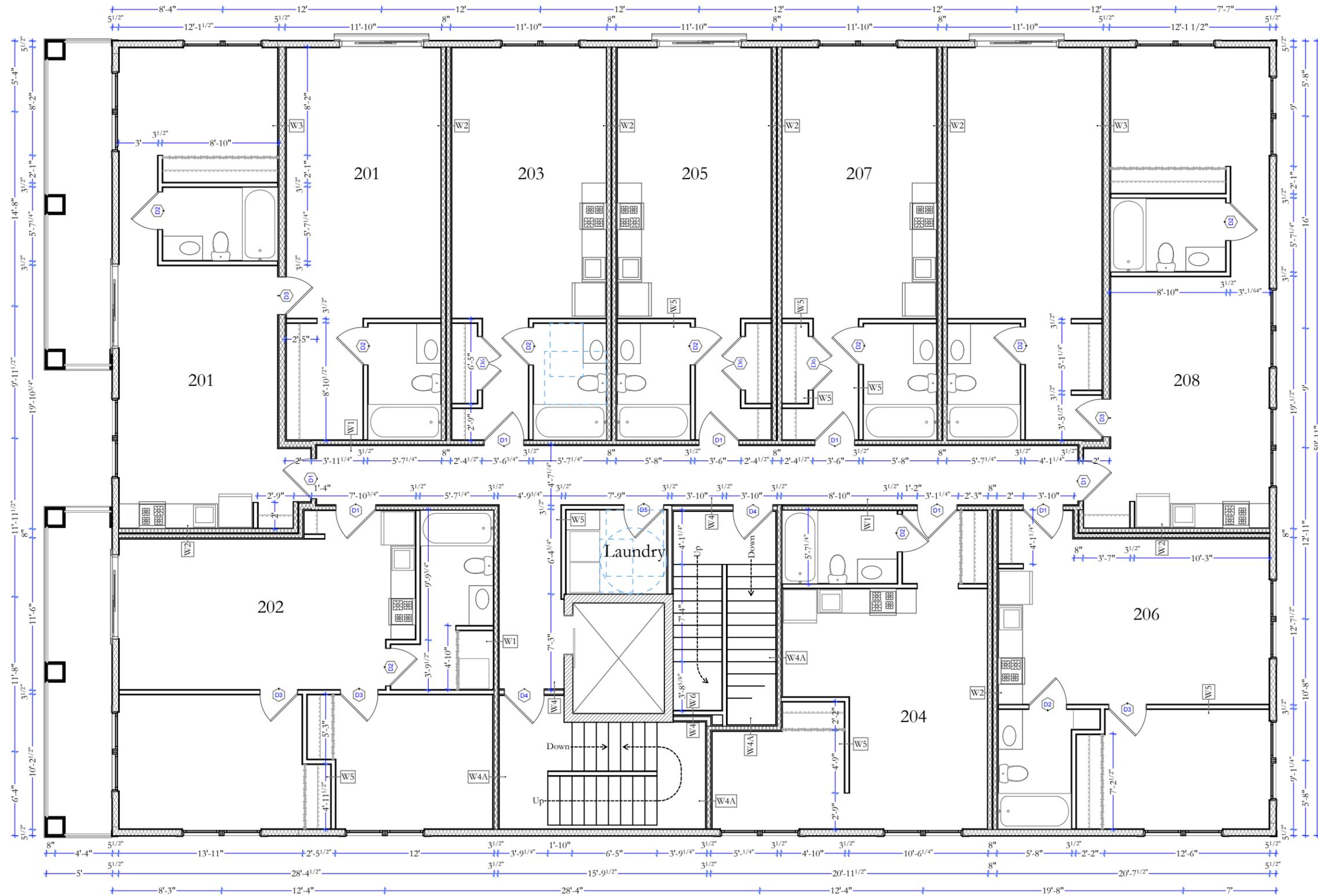
DESCRIPTION:

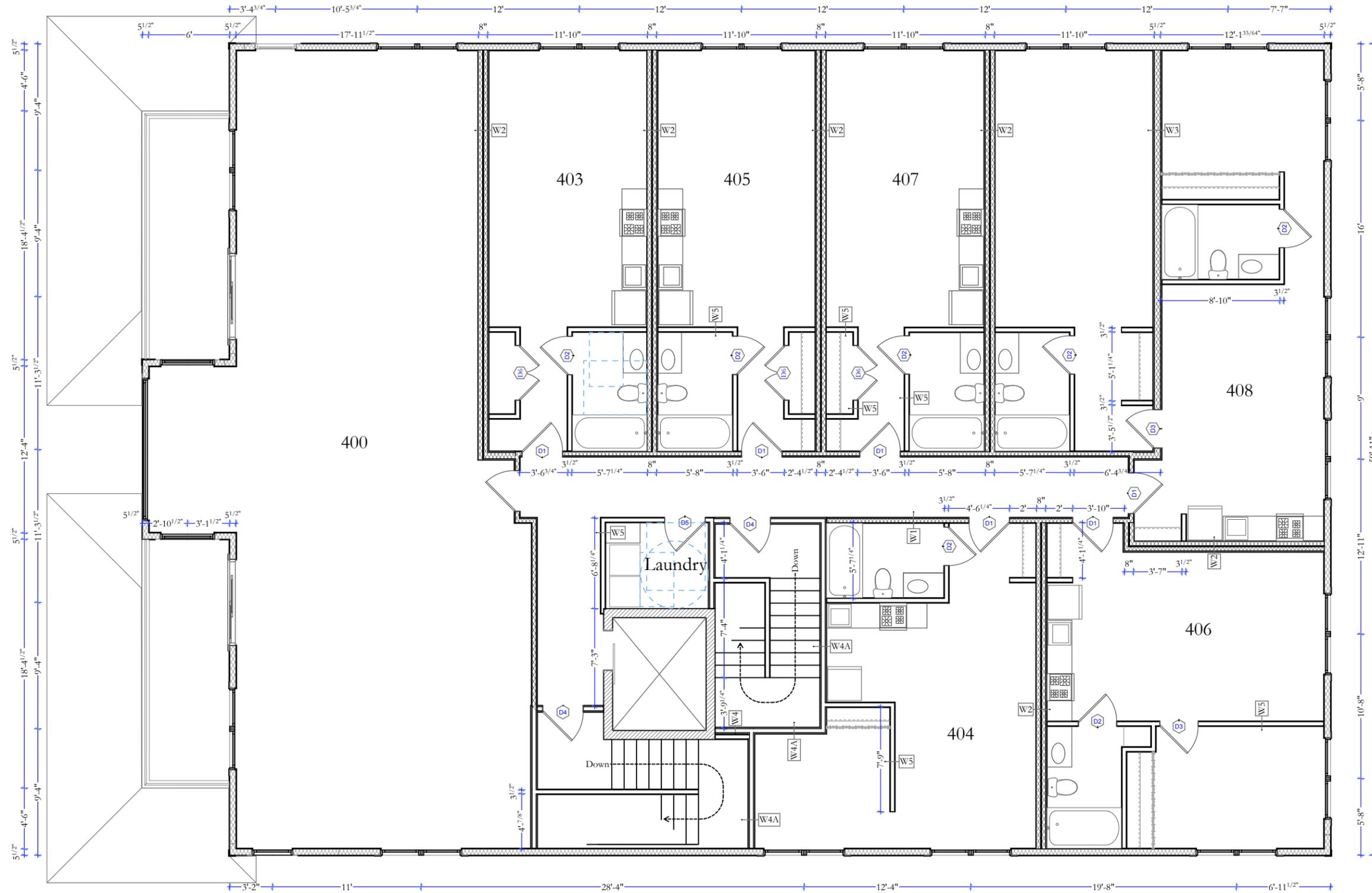
The Southeast 1/2 of Lot 14, the Northwest 32 feet of Lot 13,
 and the Southeast 25 1/4 feet of the Northwest
 57 1/4 of Lot 13, all in Block 111 of the Original Plat of the City of Madison,
 Dane County, Wisconsin.





First Floor Plan @ 1/8" = 1'-0"
 121 North Butler
 October 8, 2018 **A102**







South



West



East



North



Views Up North Butler

Views Down North Butler