

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: 2430 Frazier Ave, Madison, WI (formerly 2424 Broadway)
Title: Starion Bank

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

UDC meeting date requested April 11, 2018 (April 25, 2018 if necessary)
 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 Robert Feller **Company** Iconica
Street address 901 Deming Way **City/State/Zip** Madison, WI 53717
Telephone 608-664-3591 **Email** bob.feller@iconicacreates.com

Project contact person Robert Feller **Company** Iconica
Street address 901 Deming Way **City/State/Zip** Madison, WI 53717
Telephone 608-664-3591 **Email** bob.feller@iconicacreates.com

Property owner (if not applicant) Starion Bank - Accepted Purchase Agreement with Dexter Holdings, LLC
Street address 333 North 4th Street **City/State/Zip** Bismarck, ND 58501
Telephone 701-250-1405 **Email** curtw@starionbank.com

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 March 1, 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 Robert Feller Relationship to property Architect

Authorized signature of Property Owner STARBUCK BANK By: Curt Walth Date 4/4/2018
CURT WALTH EVP

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

UDC

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



April 4, 2018

Via Email and Hand Delivery

Plan Commission and Urban Design Commission
City of Madison
126 South Hamilton Street
Madison, WI 53703

**Re: Letter of Intent for Proposed Development
Rezoning and Conditional Use for Starion Bank– 2430 Frazier Street.
Formerly, 2424 Broadway**

Dear Commission Members:

On behalf of Starion Bank, I am pleased to submit the enclosed materials for Informational Review, Rezoning and Conditional Use approval for a new Starion Bank Branch for the property located at 2430 Frazier Street., formerly 2424 Broadway (Parcel number 071019410069), located in Urban Design District #1. The proposal includes a request construct a 1,915 sf, two-story bank with drive-thru service lanes, 933 square feet of second story space, 12 parking spaces and bike stalls.

Existing Site Conditions

The existing site is home to a surface parking lot and is zoned TR-V1. The property is currently owned by DEXTER HOLDINGS LLC, subject to an offer to purchase by Starion Bank. The property is bounded by residential properties to the west, a park to the north and a Kwik Trip C-Store and gas station to the east.

To develop the site as proposed, application will be made to rezone to CC-T Commercial Corridor-Transitional District. This is the zoning of the adjacent Kwik Trip property. Additionally, in an informational meeting with City Staff, it was shared that the future Zoning map is being considered to be amended such for the subject property to be rezoned as Commercial. Also a Conditional Use will be requested for the Service Window.

Access to the site is provided by two access driveways on Frazier Street. The intention is to close both drive access points in exchange for a new drive access located 60' from the adjacent residential property to the west.

The Applicant met with the Development Assistance Team on March 22, 2018 and has adjusted the plans in response to Staff feedback shared at that meeting.

Project Layout

The proposal would remove the existing parking pavement and scrub landscape. The site is laid out to separate drive through traffic from pedestrian and parking areas.

The architectural design will use high-quality, durable materials featuring face brick, Nichiha Panels and aluminum storefront and glass, and cultured stone. The maximum height for the structure is

proposed to be 26'-8" tall. The style will be contemporary and include features such as sun shades, flat roof and expanses of glass.

The proposal is consistent with the City of Madison Future Comprehensive Plan, which identifies the site for General Commercial use. The proposal will also convert an underutilized and unsightly site into a vibrant, and productive business serving the local and greater Madison community.

Project Objectives and Benefits

Consistent with the purpose and standards for the Commercial Corridor-Transitional District, the Project will benefit the City of Madison in the following ways:

- Improve the quality of landscaping, site design and urban design by replacing a vacant lot, with a high-quality commercial building with a reputable business.
- Maintaining the viability of existing residential uses adjacent to the corridor by providing additional full-time and part-time employment opportunities in the neighborhood.
- Encouraging appropriate transitions between commercial and residential areas by constructing a lower-density commercial use with daytime hours of operation that are compatible with residential uses.
- Improving vehicular, bicycle and pedestrian access to and circulation around the site by eliminating one existing access driveway near a School bus Flag Stop.

Project Data

<u>Location:</u>	2430 Frazier Street
<u>Building Sq. Ft.:</u>	1,915 sq. ft. (footprint)
<u>Start Construction:</u>	Approximately September 2018
<u>Complete Construction:</u>	Approximately March 2019
<u>Type of Building:</u>	Commercial - Bank
<u>Land Area:</u>	0.42 acres (18,387sq. ft.)
<u>Vehicle Parking:</u>	Proposed 12 vehicle parking spaces
<u>Bicycle Parking:</u>	Approximately 4 bicycle spaces proposed
<u>Site Access:</u>	Frazier Street
<u>Impervious Area:</u>	14,181 sq. ft. (77%)
<u>Pervious Area:</u>	4,206 sq. ft. (23%)
<u>Hours of Operation:</u>	Approximately 8:00 a.m.-6:00 p.m. Monday through Friday / 8:00 a.m.-4:00 p.m. Saturday

Project Financial Information

Public Subsidy Requested: None.

Urban Design District #1 Standards

The proposal complies with the requirements and guidelines of Urban Design District #1 through the following design elements:

1. Off-Street Parking and Loading Areas. The parking lot landscape plan has been developed in accordance with parking lot landscaping requirements. Parking areas are located at the rear of the building and landscaped areas are used to buffer and screen parking areas from sidewalks and adjacent properties. Parking and loading areas have been integrated into the overall site development.
2. Signs. The proposal includes two building signs located on the façade of the building and integrated with the architecture of the building. The signs identify the business, are appropriate for the type of activity and clientele served by the business, and are designed to be legible to the intended viewer. Additionally, a monument sign is being proposed near the drive entrance. Size and exact location are pending.
3. Building Design. Exterior materials are primarily durable, low-maintenance materials that provide a vibrant new look to the intersection. All building elevations have been designed to maintain a high-quality appearance on all four sides of the building.
4. Lighting. Exterior lighting is used only to illuminate building facades, pedestrian walks, and parking and service areas. Lighting is adequate but not excessive. Security lighting provides necessary levels of illumination without reflecting direct rays of light onto adjacent property.
5. Landscaping. Landscaping elements will be used throughout the site to soften building corners, screen parking and drive-thru areas, and complement the architecture of the building.
6. Drive-thru Service Window. Drive-thru Service Window has been located on the side opposite the residential lot and held away from the street to reduce visual impact.

Project Team

Owner:
Starion Bank
333 North 4th Street
Bismarck, ND 58501
Contact: Curt Walth
701-250-1405
CurtW@starionbank.com

Architect:
Iconica
901 Deming Way
Madison, WI 53717
Contact: Robert Feller
608-664-3591
Bob.feller@iconicacreates.com

Building Engineer:
Iconica
901 Deming Way
Madison, WI 53717
Contact: Patrick Eagan
608-664-3535
patrick.eagan@iconicacreates.com

Civil Engineer and Landscape Architect:
Vierbicher
Matt Schreiner, PE
608-821-3961
msch@vierbicher.com

We look forward to presenting these materials to you and seeking your approval of this proposal to revitalize and enhance this site.

Sincerely,

A handwritten signature in black ink, appearing to read 'R Feller', with a long horizontal flourish extending to the right.

Robert Feller
Architectural Director
Iconica



STARION BANK
N-E CORNER VIEW
4-4-2018



STARION BANK
N-W CORNER VIEW
4-4-2018





STARION BANK
S-E CORNER VIEW
4-4-2018



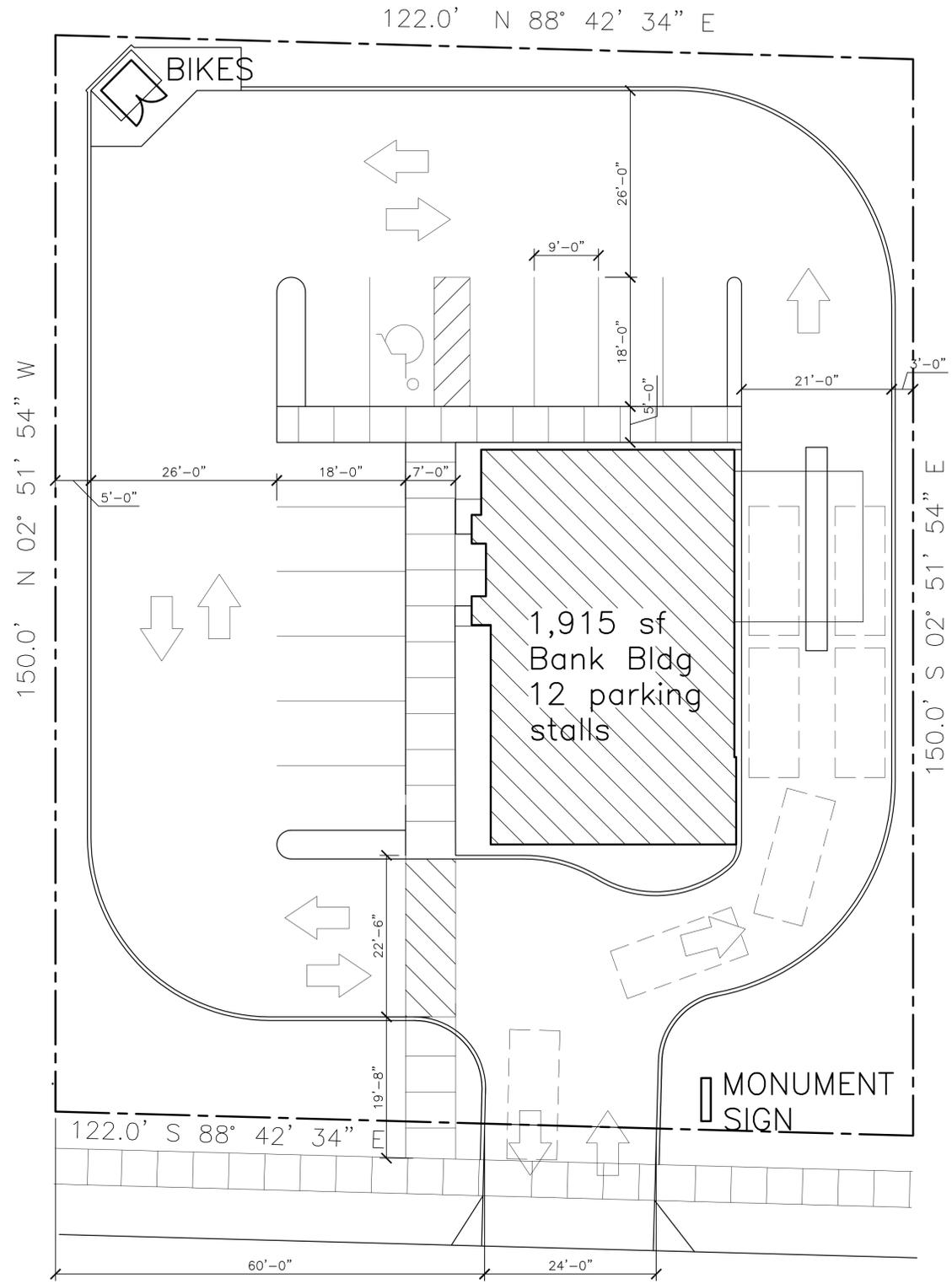
STARION BANK
S-W CORNER VIEW
4-4-2018

DCiMap 3.1

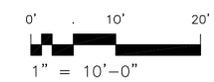
Dane County, Wisconsin



PLOT DATE:



1 SITE PLAN
A100 SCALE: 1" = 10'-0"



901 Deming Way // Madison, WI 53717
Ph: 608.664.3500 // Fx: 608.664.3535
iconicacreates.com

STARION - MADISON
2424 W BROADWAY - PARCEL #071019410069
MADISON, WISCONSIN 53713

STARION FINANCIAL
333 NORTH 4TH STREET
BISMARCK, NORTH DAKOTA 58501

ISSUE DATES:
JRC International 20180130

RF/IS/DATE:

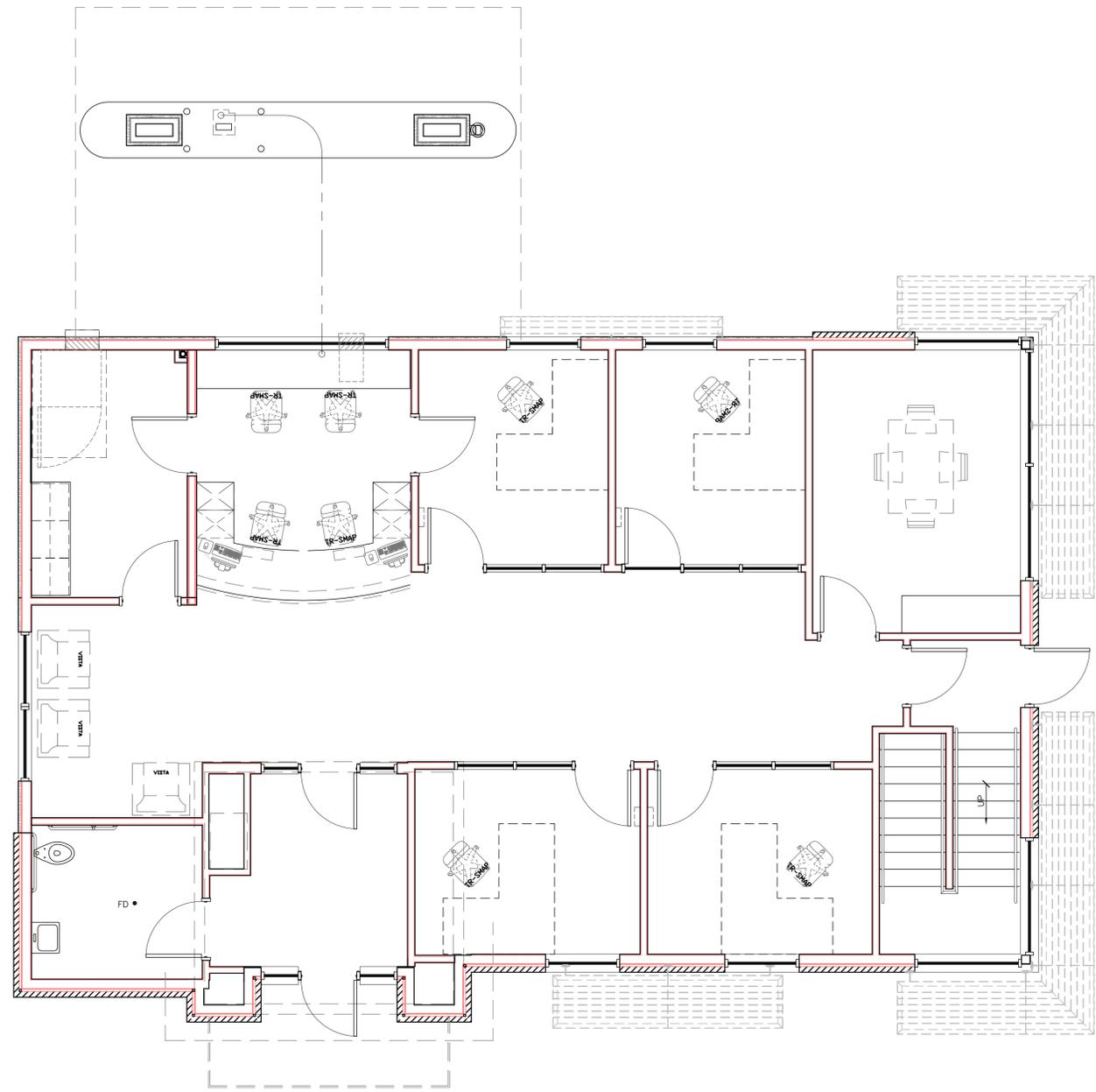
Schematic Design Phase:
This drawing indicates the scale and relationship of the project components. This drawing is not for construction.

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PROJECT #: 20180130
SHEET NUMBER

A100

PLOT DATE:



1 FIRST FLOOR PLAN
 A201 SCALE: 1/4" = 1'-0"



901 Deming Way // Madison, WI 53717
 Ph: 608.664.3500 // Fx: 608.664.3535
 iconicacreates.com

STARION - MADISON
 2424 W BROADWAY - PARCEL #071019410069
 MADISON, WISCONSIN 53713

STARION FINANCIAL
 333 NORTH 4TH STREET
 BISMARCK, NORTH DAKOTA 58501

ISSUE DATES:
 Informational 04-06-18

RFI/SD DATE:

Schematic Design Phase:
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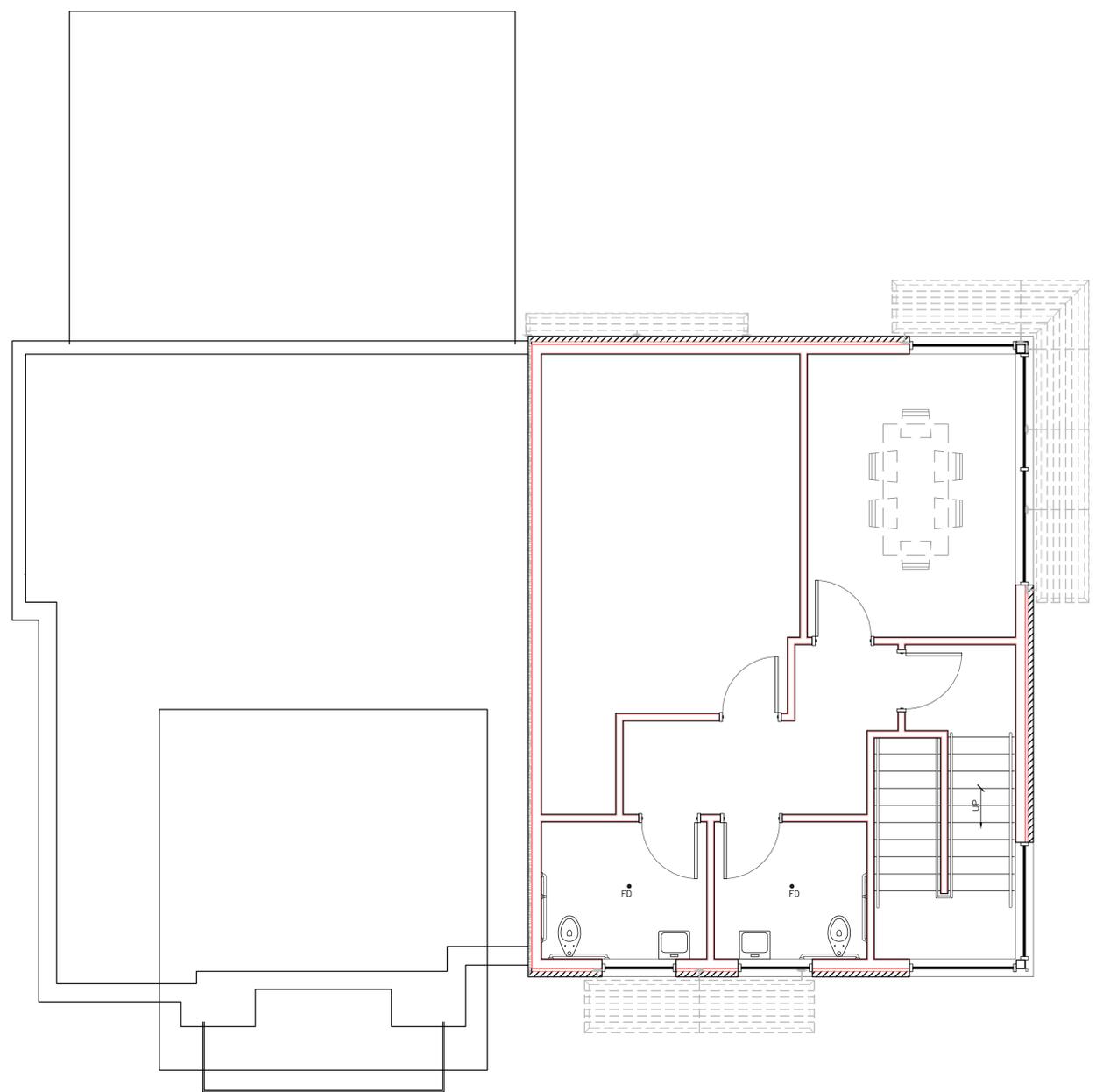
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PROJECT #: 20180130
SHEET NUMBER

A201

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PLOT DATE:



1 SECOND FLOOR PLAN
 A202 SCALE: 1/4" = 1'-0"



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STARION - MADISON
 2424 W BROADWAY - PARCEL #071019410069
 MADISON, WISCONSIN 53713

STARION FINANCIAL
 333 NORTH 4TH STREET
 BISMARCK, NORTH DAKOTA 58501

ISSUE DATES:
 HDC Informational 04-06-18

RFI/SD DATE:

Schematic Design Phase:
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PROJECT #: 20180130
SHEET NUMBER

A202

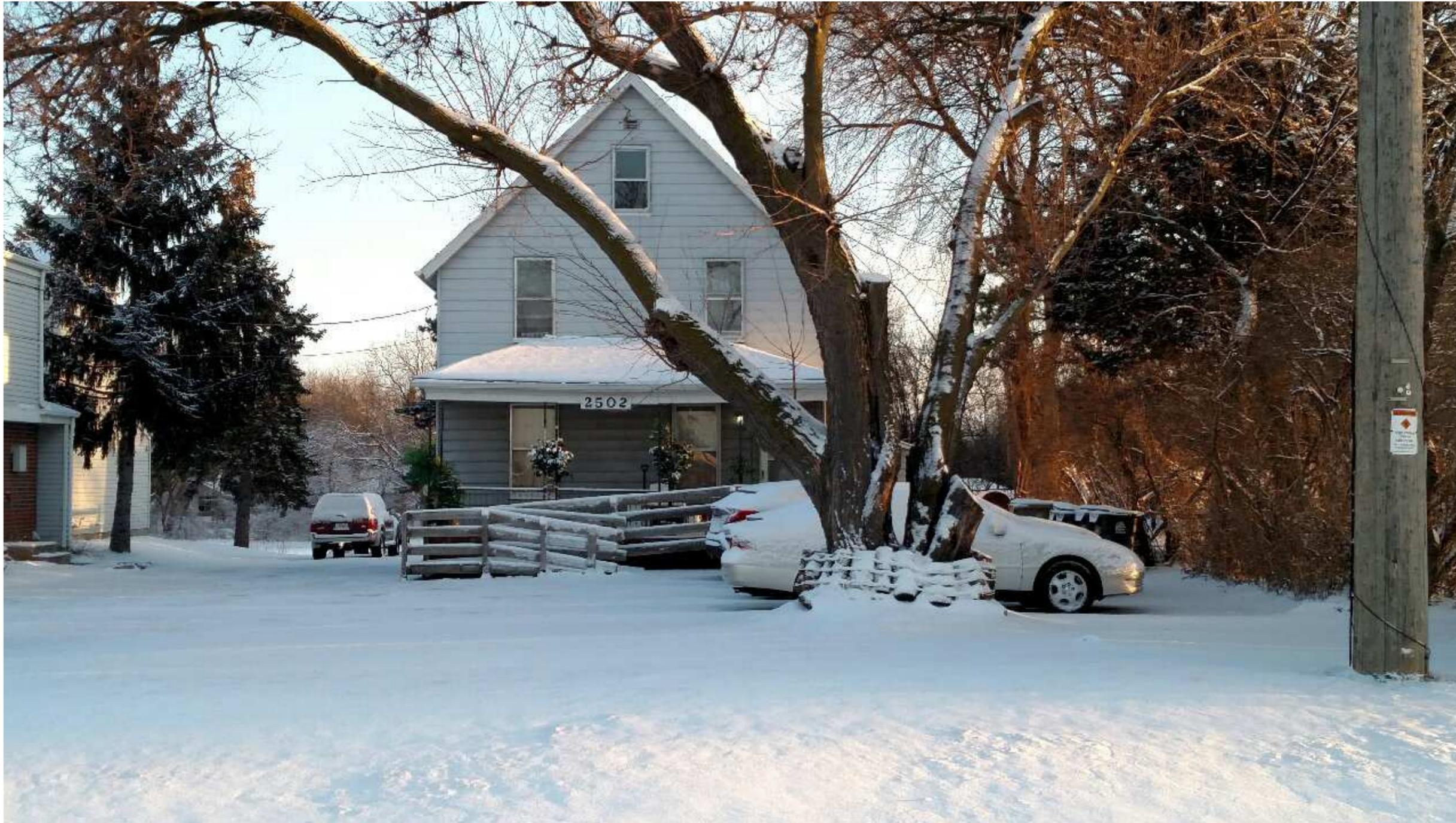
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View from Broadway as approaching from south



Kwik Trip (PDQ) to the east of site



House on western property line



Housing – further to the west



Site looking north from Frazier Street



House on the western property line



Park to the North

Starion Bank





Kwik Trip on east side of Site



View from site looking south, standing at north side of site



View from site looking south