

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 # _____

RECEIVED

6/9/2022

3:09 p.m.

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: _____

Title: _____

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)

Signage Exception

Other

Please specify

4. Applicant, Agent, and Property Owner Information

Applicant name _____

Street address _____

Telephone _____

Project contact person _____

Street address _____

Telephone _____

Property owner (if not applicant) _____

Street address _____

Telephone _____

Company _____

City/State/Zip _____

Email _____

Company _____

City/State/Zip _____

Email _____

City/State/Zip _____

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*

Notification to the District Alder

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

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. 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 _____ Relationship to property _____
 Authorizing signature of property owner  Date **6/9/2022**

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

May 16,2022

Urban Design Commission
City of Madison Building Inspection
P.O. Box 2984
Madison, WI. 53701-2984

Dear UDC:

Ever since purchasing the Majestic Theatre building located at 115 King Street in 2007 we have envisioned the idea of utilizing the large brick wall on the back of the building facing Doty Street as a canvas for art of some kind. The wall is 35' wide x 50' tall in total.

During the pandemic when street art gained a lot of support and visibility in Madison (and while we had a lot of time on our hands) we began discussing concepts and artists with our team, neighbors, Karin Wolf, Tiffany Kenney and more. We landed on a vision for creating a wall to honor the life and legacy of one of Madison's most cherished icons – Clyde Stubblefield.

Beyond being the original “Funky Drummer” in James Brown’s band, Clyde was a true and proud Madisonian, living here for most of his life. With his “Funky Mondays” nights at places like The Frequency and High Noon Saloon, Clyde fostered so much love, goodwill, and inspiration throughout the local music scene in Madison.

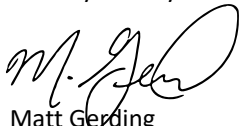
As we were discussing ideas for the wall, we were also in the middle of the Black Lives Matter movement and seeing an abundance of incredible street art throughout the city. Being mindful of the BLM movement, and the predominately white culture of Wisconsin, we decided that not only did we want a person of color for the wall, but that choosing a mural artist of color was a must as well.

Our Director of Marketing, Justin Kibbel, turned us on to an artist with Madison ties living in Chicago – Ras Terms. After looking at his art and having a handful of conversations with him, we knew he was going to honor Clyde’s legacy, and bring a uniquely artistic approach to the project. We are very excited with the early sketches that Ras has come up with and are excited to move this project ahead with him as soon as possible.

The artist would be using Montana brand spray paint as well as latex-based bucket paint. The spray paint is sprayed on, and the bucket paint is applied using brushes and rollers. Materials would be brushes, rollers, drop cloths, ladder and lift. The colors would be earth tones and would not be lit once complete. There is repair work that needs to be done prior to painting, we are awaiting an estimate and timing with that. We are hoping that everything lines up to get this done in 2022 but it’s very possible we need to push to spring of 2023 at this point.

With the development of Judge Doyle Square, we also have a great opportunity to make a statement piece to so many thousands of residents and tourists that will see this art throughout the years. It is a truly perfect time to honor a cherished local legend that will send shockwaves of positivity throughout the arts culture and black community of Madison.

Thank you for your time and consideration,



Matt Gerding
Owner – Majestic Building LLC
President – FPC Live

RAS TERMS

Master of Many Styles



Ras Terms (aka James Monge) began doing graffiti in Miami in the early 80's at the age of 11. During these formative years, Terms also became a student of spiritual and esoteric cultural traditions. Combining his passion for graffiti and spirituality, Terms began painting his iconic Street Angel character around Miami at the age of 14. Fusing cultural elements of Africanism, Spirituality and Graffiti, Terms' style grew and expanded to include Contemporary Abstract, Asemic Writing and Ancient Futurism.

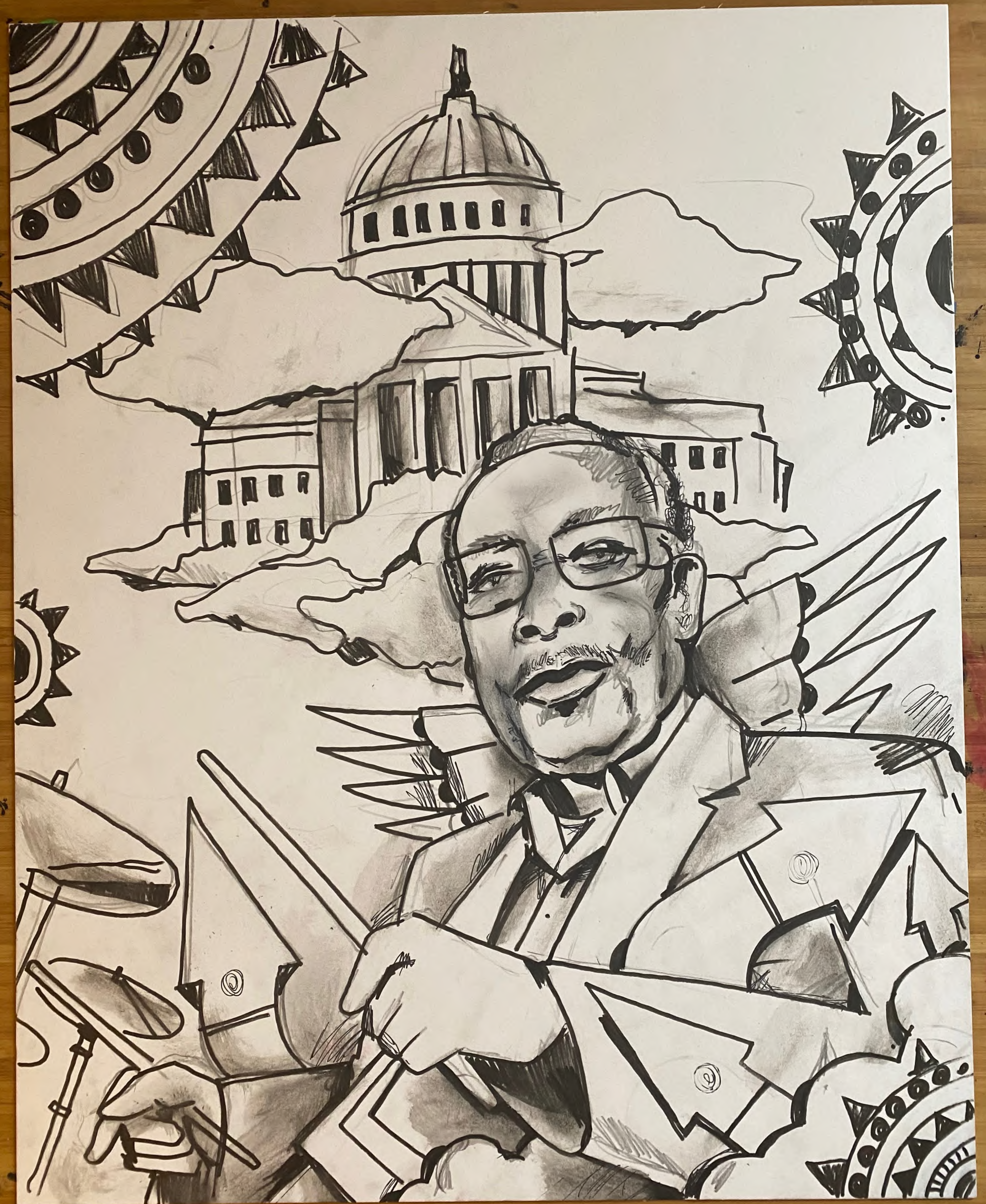
Since his youth, Ras Terms has studied and practiced many ancient traditions from Africa and South America including Rastafari, Yoruba, Alchemy, Kemetism, Santaria, Vodum and Hermetism. He has combined this deep base of esoteric knowledge with a reverence and personal connection to futurism, science fiction and new age philosophies. The result is an incredibly diverse and dynamic body of work that transcends time, culture and the human condition which he calls "Ancient Futurism."

In 2008, Ras Terms was honored by the Smithsonian National Museum to be its featured artist for the highly-acclaimed "One Love: Discovery Rastafari" exhibit. Terms' work has been displayed at the Oakland Museum of Contemporary Art, Oakland Art Murrur, Art Basel as well as galleries in New York, Chicago, Miami and Bogota, Columbia.

Terms has partnered with companies like Doc Martin, Toyota and Pabst on various creative projects. He has created album covers for Del The Funky Homosapien, Third World, Ras G, Akae Beka, Illuminati Congo, Biblical and Rocker-T. His iconic murals can be found across the US including San Francisco, Denver, Portland, New York, Miami, Chicago and Boston.

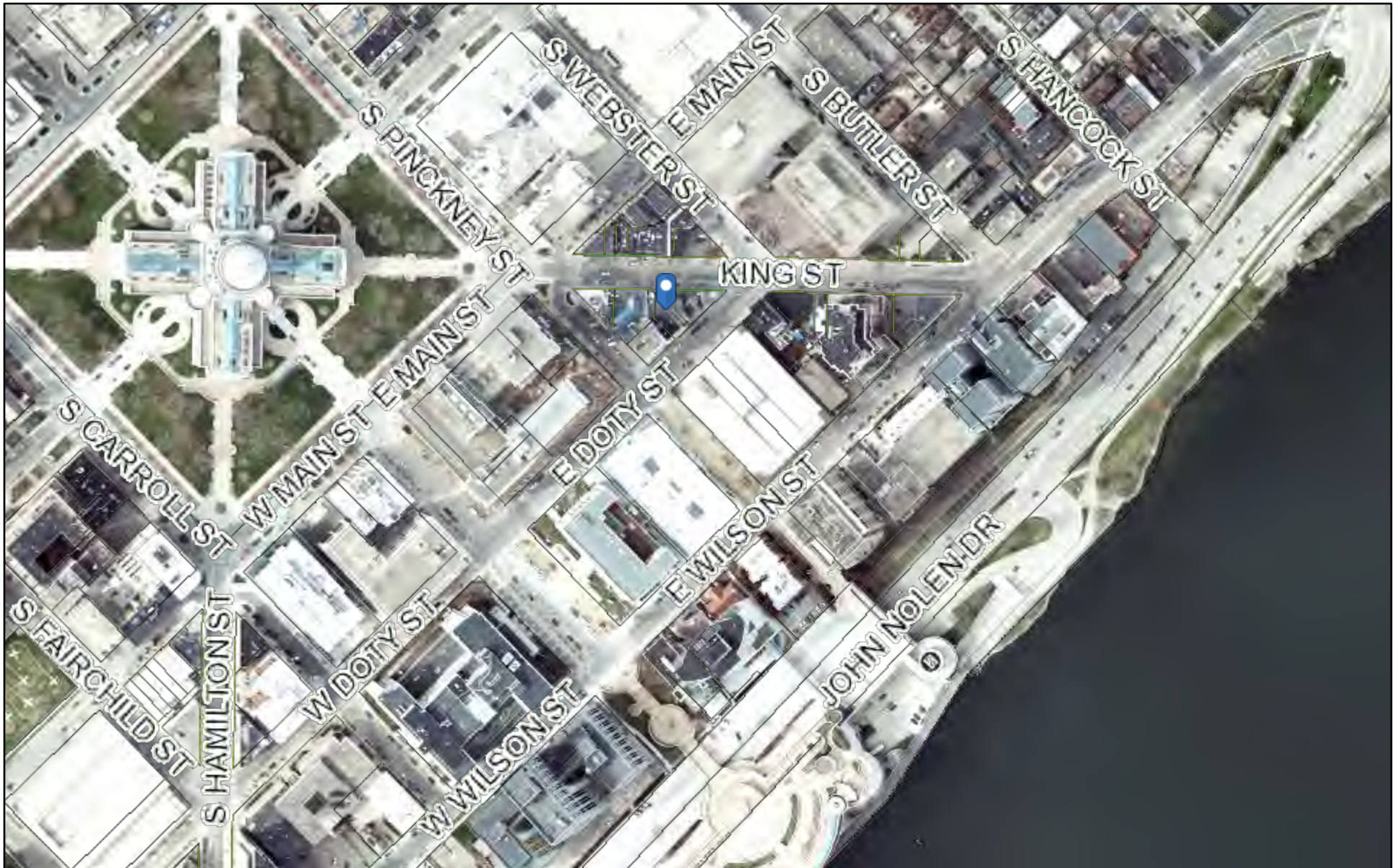
Terms has a solo art show at the Museum of Graffiti in Miami coming up in May 2021.

IG @RasTerms37
IG @ArtElementals
www.artelementals.com





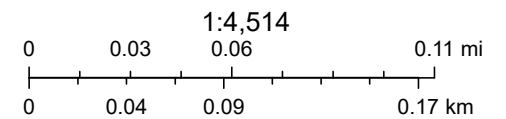


115 King St Madison, Wisconsin



3/23/2022, 2:33:29 PM

-  Municipal Limits
-  Parcels
- Street Names



City of Madison IT





ONE WAY
→

E Doty St

DO NOT ENTER
EXCEPT BICYCLES

MERCHANT





106

KING ST. STATION
106 E. DOTY ST.
KAWAZOZU, LLC
211-555-1234
Sushi
OPEN 11AM-10PM

KAWAZOZU

ALTERNATE
NORTH
151
←

NO
PARKING
2



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75 ROOMS

30 BATHS + FREE SHOWERS
RATES
DAILY WEEK

COFFEE

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125

NO STOPPING
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PARKING
EXCEPT AS
NOTED