

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: 3330 Atwood Ave, Madison, WI 53704
Title: Olbrich Botanical Gardens, Expansion Phase 1

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

UDC meeting date requested Nov 22, 2017.

- ☐ 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
Public Building

4. Applicant, Agent, and Property Owner Information

Applicant name Eric Knepp, Parks Superintendent Company City of Madison Parks Division
Street address 210 Martin Luther King Jr. Blvd, Rm104 City/State/Zip Madison, WI 53703
Telephone 608-266-4207 Email eknepp@cityofmadison.com

Project contact person Stephen Bellairs Company MSR Design
Street address 710 S. 2nd St, 8th Floor City/State/Zip Minneapolis, MN 55401
Telephone 612-315-0246 Email stephen@msrdesign.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*

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, Urban Design Commission Secretary on October 19, 2017.
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 Eric Knepp, Parks Superintendent Relationship to property City of Madison Parks Division
 Authorized signature of Property Owner  Date 11/1/2017

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



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)
- ☐ Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit



Madison Parks Division

210 Martin Luther King, Jr. Blvd., Room 104
Madison, WI 53703
608-266-4711 • cityofmadison.com/parks



TO: Urban Design Commission

FROM: Eric M. Knepp, Parks Superintendent *EMK*

DATE: October 31, 2017

SUBJECT: Letter of Intent for Olbrich Botanical Gardens Expansion – Project 1

The City of Madison Parks Division and Olbrich Botanical Society are co-funding the above mentioned project. This project will consist of a new 8500 square foot, 2-story Learning Center, and a 9600 square foot Production Greenhouse.

The Learning Center will provide 3 classrooms separated by dividing walls to allow flexible sized learning spaces to support our various educational programs; an outdoor learning space; and second floor office space for Learning Center staff; and an exterior observation deck overlooking gardens in the vicinity of the building. The Learning Center will be constructed in a modern version of the existing Prairie School style that is prominent within the Olbrich Campus. Material usage will be very similar to the existing materials used throughout the campus; aluminum framed windows, quarry stone, wood and wood laminated beams.

The existing Production Greenhouse is 25 years old and is of a European design and manufacturer that no longer exists therefore replacement parts are no longer available. It will be demolished to make room for a new Greenhouse of similar size in a similar location. The new greenhouse will utilize energy efficient materials and mechanicals.

This project began Pre-design in April of 2017 and should conclude the Construction Documents Phase in May of 2018, construction bidding and contracting during the summer of 2018 with construction beginning in September. We anticipate construction to conclude with occupancy happening in September of 2019.

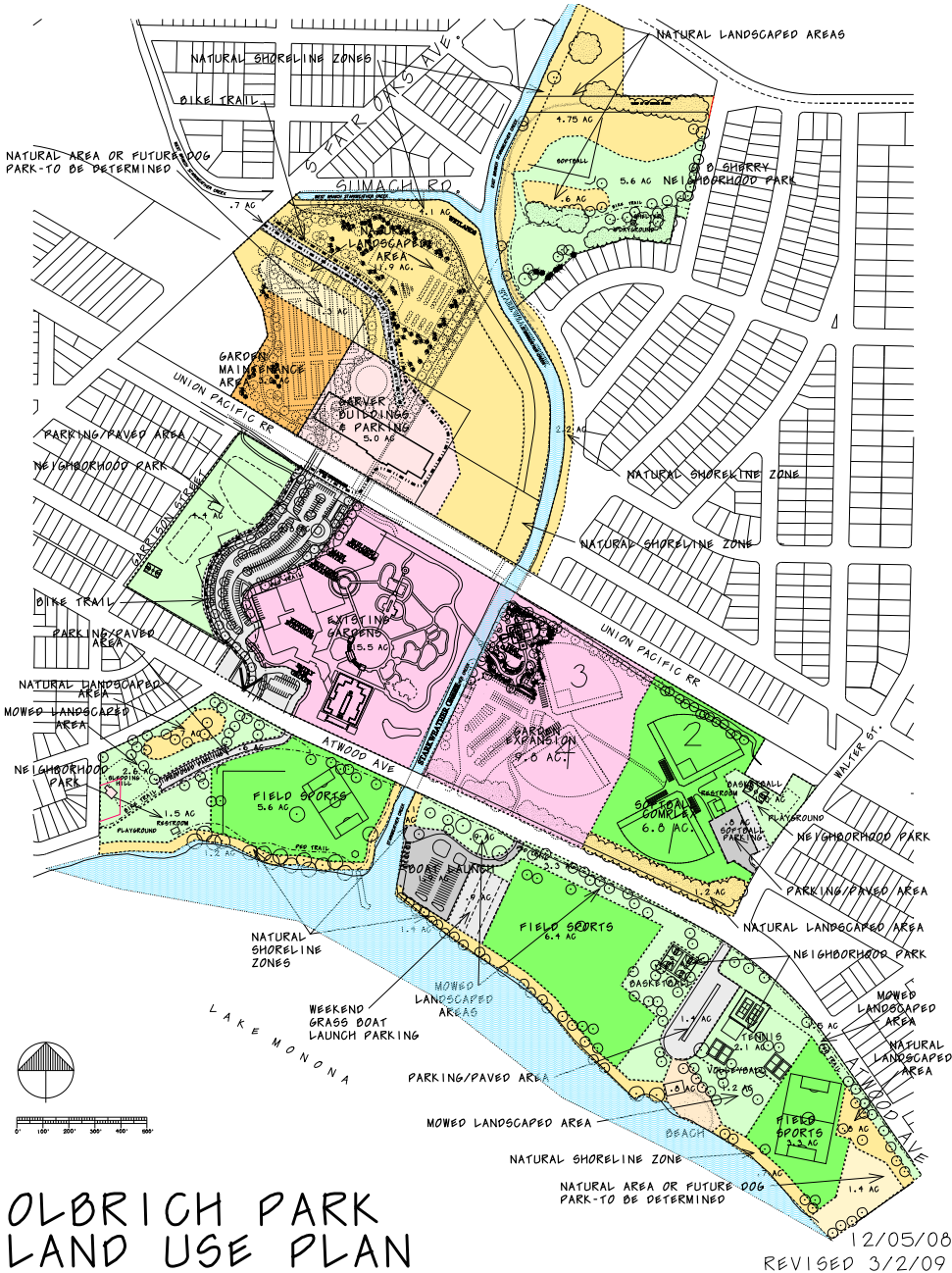


context

greater site context



neighboring land use plan



transit links



Aspects of the site context emphasized during the preliminary planning phases include the following:

- The subsurface conditions will be unpredictable and likely poor for foundation bearing based on previous site uses. The City is in the process of carrying out ground investigations and borings in the zones of expansion to provide more data for the design team to use from schematic design onwards.
- The existing water table is high, being just a few feet below existing grade.
- The site currently manages most roof stormwater by directing it into Starkweather Creek, which leads to Lake Monona. This will need to be changed to meet current City of Madison storm water management ordinances from facility expansion phases beyond Phase I. Most surface stormwater is managed on site with rain gardens – new or renovated places in the outdoor gardens has managed hard surface runoff into rain gardens since 2005.
- The local residents have a high regard for the important role OBG fulfills as a feature amenity in the green zone it occupies.
- The transit opportunities for accessing OBG are diverse and frequent. However, there is no weekend bus service without walking from Fair Oaks Avenue, so current transit service is not adequate for weekend visitors.

design team and existing facilities plan

design team

Olbrich Botanical Gardens
Olbrich Botanical Society
City of Madison Engineering
City of Madison Parks Department

Consultant Team

Architect and Interiors: MSR Design
Traci Engel Lesneski, Principal in Charge
Tom Meyer, Design Architect
Stephen Bellairs, Project Manager
Greta Foster, Interior Designer
Chris Wingate, Design/Sustainability
Brendan Sapienza, Architect

Landscape Design: Ken Saiki Design
Ken Saiki, Landscape Architect

Civil: Viebicher Associates, Inc.
Matt Schreiner, Civil Engineer

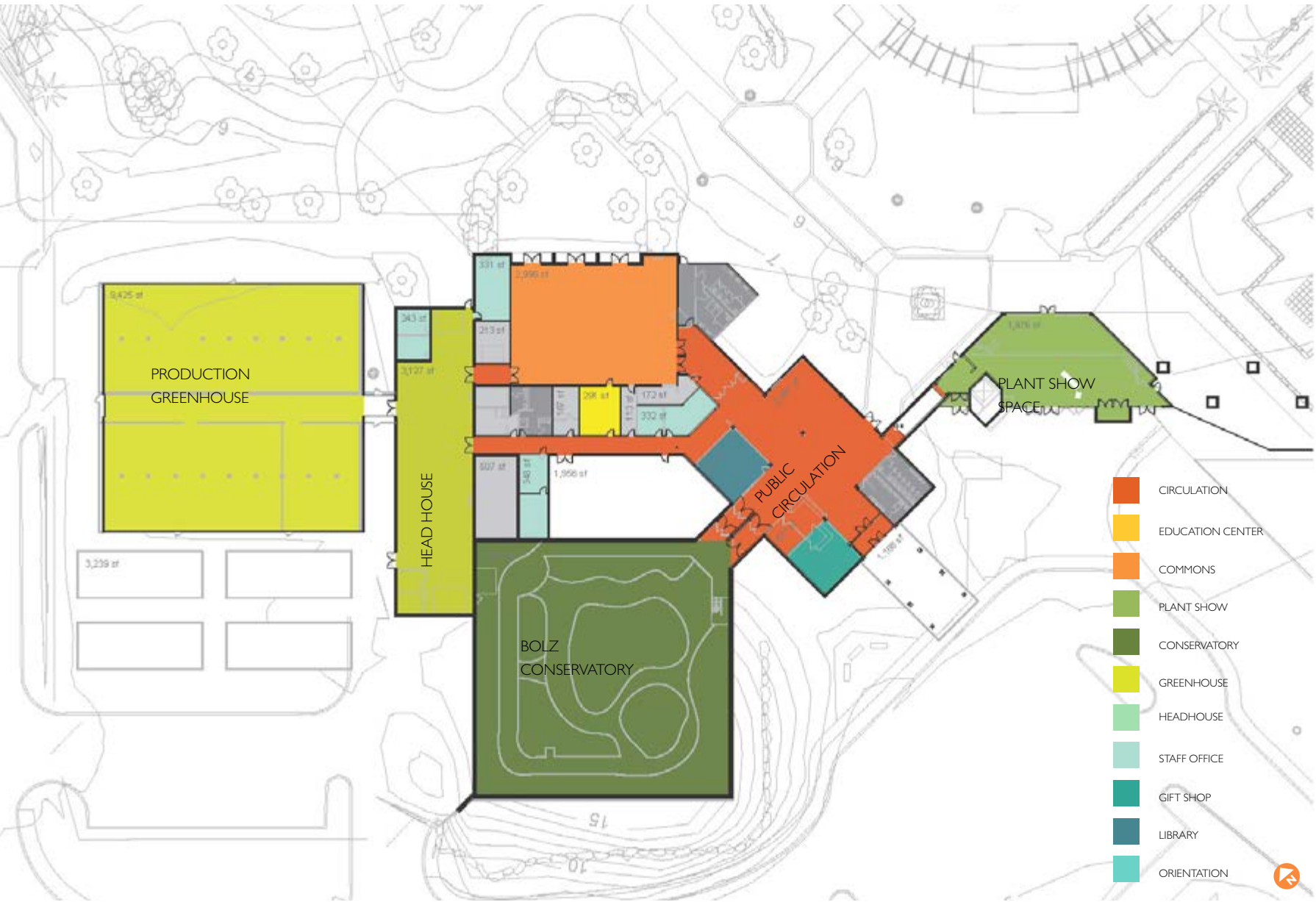
Structural and AV: IMEG Corp
Abby Pertzborn, PE, Structural Engineer
Marty Witt, Don Paul, Technology Designers

Mechanical, Electrical, Plumbing: MEP Associates, LLC
Larry Nemer, Robert Aschenbrenner, PE, Sr. Mechanical Engineers
Randy Jacobs, Sr. Electrical Engineer

Fire Protection: Summit Fire and Code Consulting., Inc.
Chris Leaver, Fire Protection Engineer
Natalie Buckman.

Greenhouse Design: Rough Brothers, Inc.
Sofia Wick, Greenhouse Consultant

Cost Estimator: Middleton Construction Consulting, Inc.
Josh Houston, Cost Estimator



existing facilities

02 | project description

phase I scope:

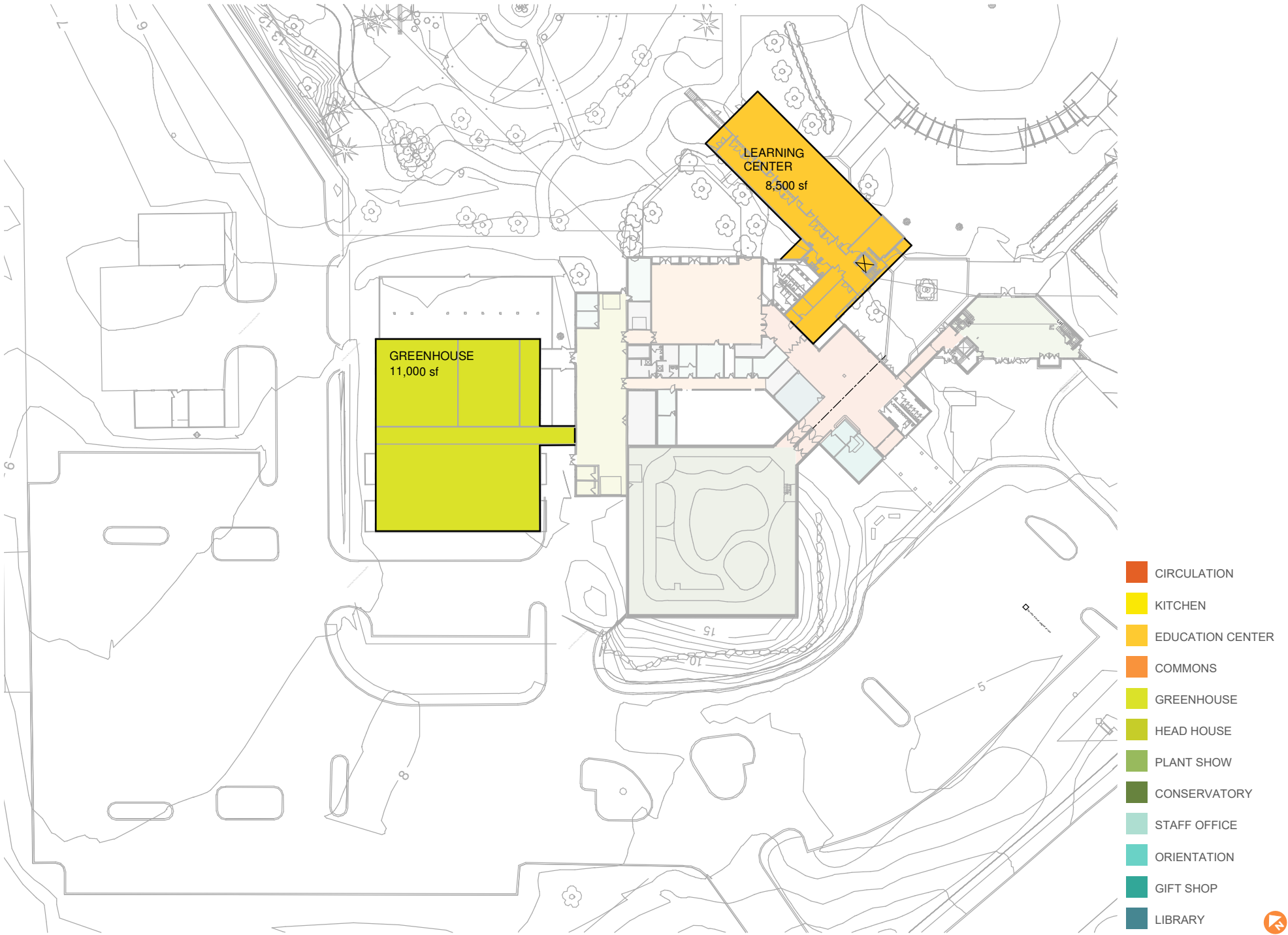
The scope of this project includes a new Learning Center, and replacement of the existing greenhouse with a new greenhouse of similar size. The new greenhouse will be almost identical in size as the existing greenhouse, and located in a similar place (shifted slightly west).

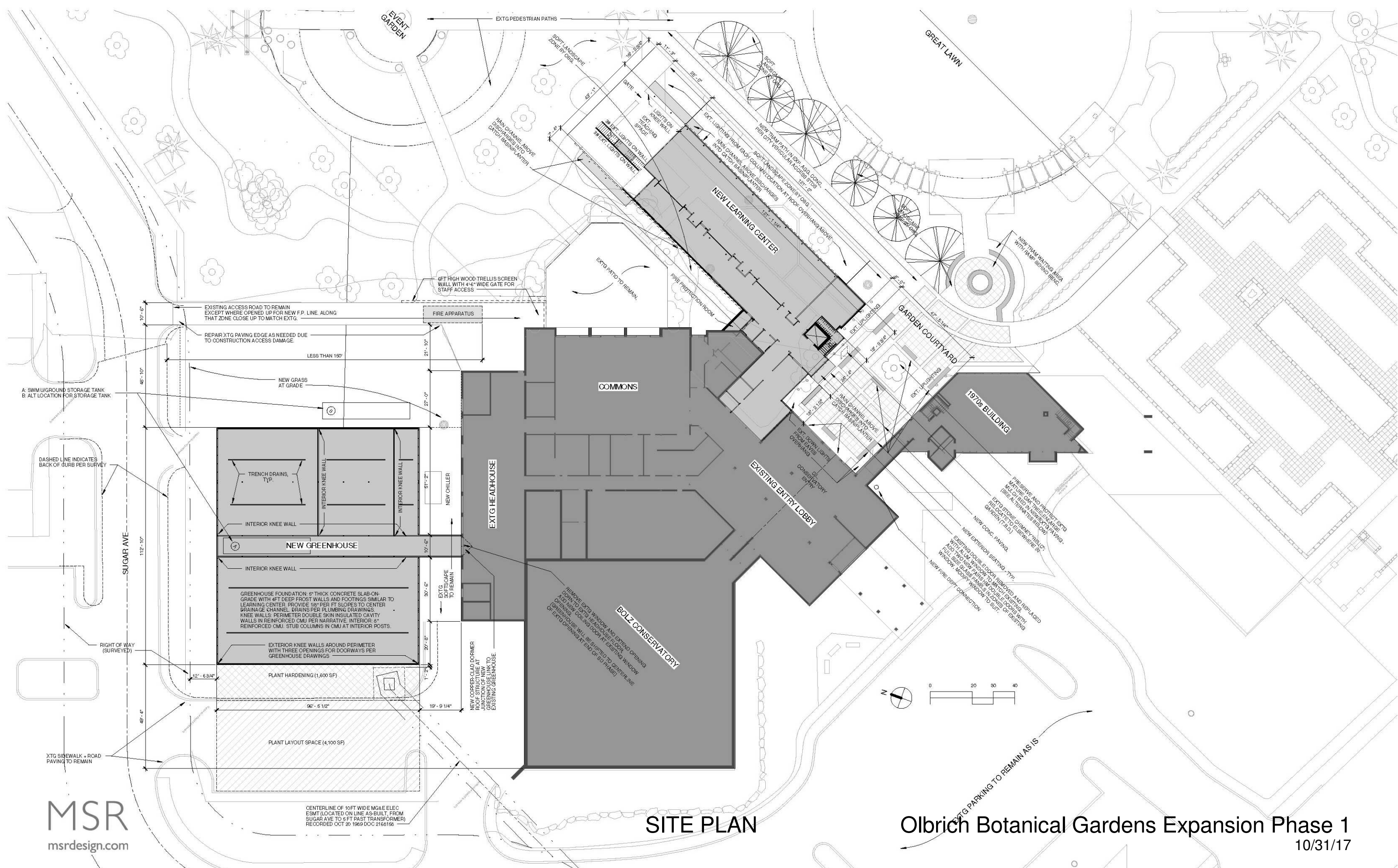
After detailed discussions with all stakeholders involved in the early design process regarding placement of the Learning Center, OBG recommended the location of the Learning Center, per the diagram adjacent, and as a two-story version, for the Design Team to use as a basis for the design for Phase I.

The reasons for this recommendation are as follows:

- Clear circulation to Learning Center from Phase I.
- Learning Center location close to center of garden showcases OBG's educational mission.
- Learning Center is expandable in the future.
- There is a desire to reduce the footprint by exploring a two-story option.
- Components of the rest of the facility used by Education (Conservatory, Commons, Library) are close to Learning Center.

Rough Brothers, Inc., in their role as Greenhouse Design Consultant, took part in detailed discussions with Conservatory and Horticultural staff leadership to develop Options for the size and plan layout of the new Greenhouse for production, tropical plants, and orchids.

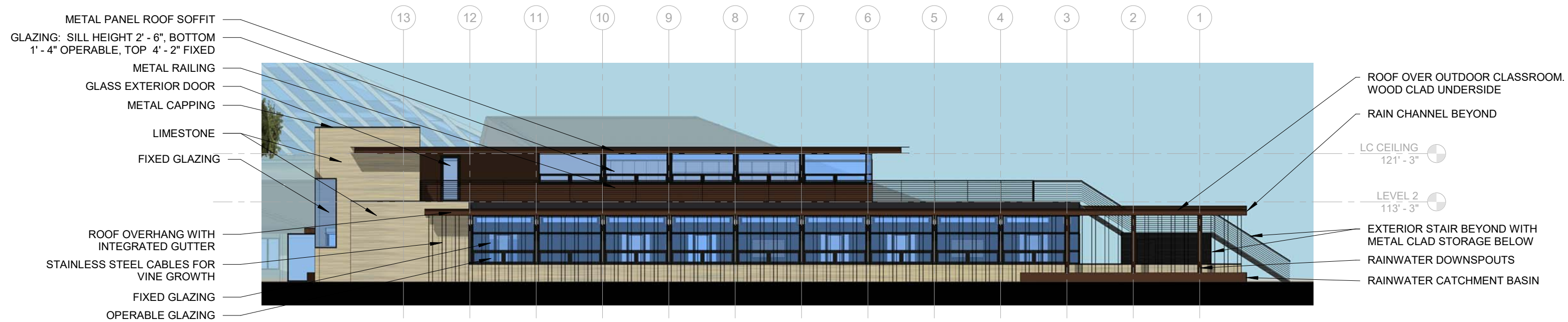




SITE PLAN

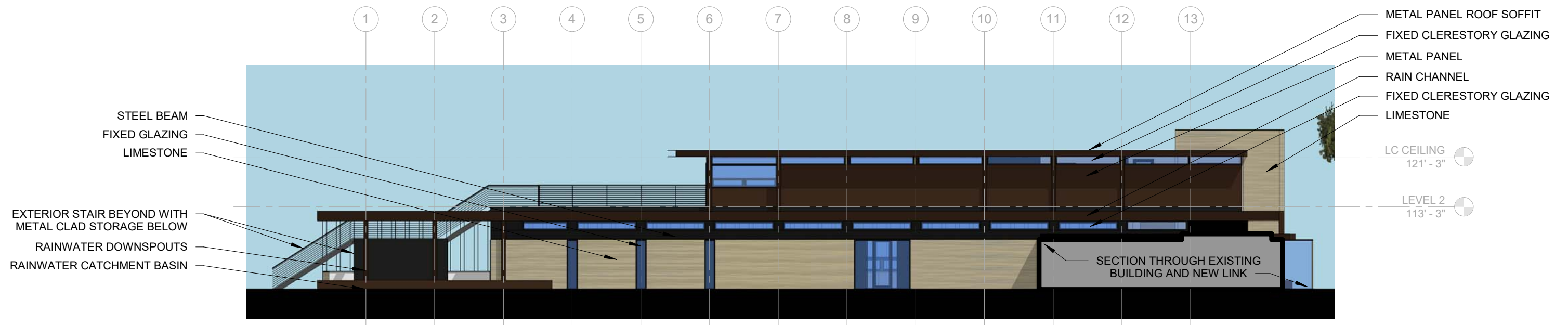
Olbrich Botanical Gardens Expansion Phase 1

10/31/17



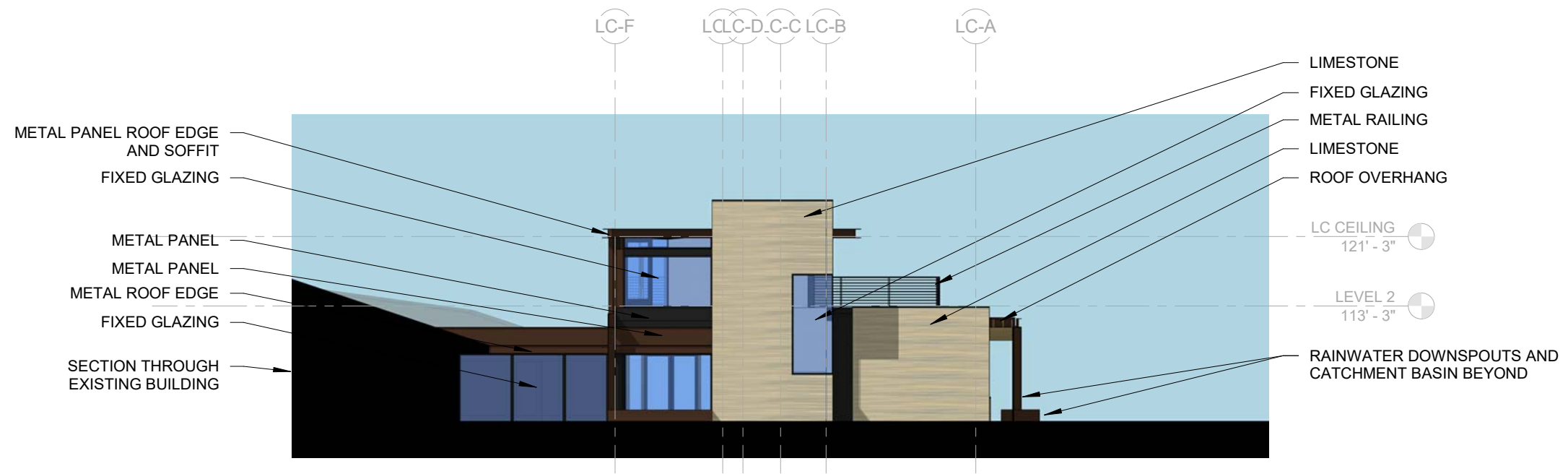
1 UDC - ELEVATION EAST

UDC301 1/16" = 1'-0"



2 UDC - ELEVATION WEST

UDC301 1/16" = 1'-0"



1 UDC - ELEVATION SOUTH

UDC302 1/16" = 1'-0"



2 UDC - ELEVATION NORTH

UDC302 1/16" = 1'-0"

existing site and facilities



existing site and facilities



exterior entry



public gardens



gardens



exterior



public gardens



bolz conservatory

existing site and facilities



garden



exterior & back of house



headhouse



greenhouse



exterior & back of house



staff area

existing site and facilities



library



catering kitchen



commons



education offices



entry foyer



atrium