

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:

Date Received 3/31/25 11:21 a.m.

Initial Submittal

Paid _____

Revised Submittal

Complete all sections of this application, including the desired meeting date and the action requested. If your project requires both UDC and Land Use application submittals, a completed Land Use Application and accompanying submittal materials are also required to be submitted.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.

Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.

1. Project Information

Address (list all addresses on the project site): 15-27 N Butler St & 302-308 E Washington Ave

Title: _____

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

UDC meeting date requested March 26, 2025

☐ 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)
☐ Modifications of Height, Area, and Setback
☐ Sign Exceptions as noted in Sec. 31.043(3), MGO

Other

Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Erik Minton
Street address 21 N Butler St
Telephone 6098-256-1400

Company Butler Plaza LLC
City/State/Zip Madison, WI 53703
Email eminton111@aol.com

Project contact person Duane Johnson
Street address 8401 Greenway Blvd., Ste 90
Telephone 608-836-3690

Company Knothe & Bruce Architects
City/State/Zip Middleton, WI 53562
Email djohnson@knothebruce.com

Property owner (if not applicant) _____
Street address _____
Telephone _____

City/State/Zip _____
Email _____

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.** A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. 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 Modification 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

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

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. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimum 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, including material and color 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
- ☐ 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)
- ☐ Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials
- ☐ Proposed sign areas and types (if applicable)

4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per Sec. 31.043(3))*)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications 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

5. Required Submittal Materials**Application Form**

- 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.

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 Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

Development Plans (Refer to checklist on Page 4 for plan details)**Filing Fee** (Refer to Section 7 (below) for a list of application fees by request type)**Electronic Submittal**

- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to UDCapplications@cityofmadison.com. The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

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.

6. Applicant Declarations

- Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Jessica Vaughn on 10/1/24.
- 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 Erik MintonRelationship to property Owner / Developer

Authorizing signature of property owner



for Butler

Plaza LLC
 Date 3/31/25**7. Application Filing Fees**

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

Please consult the schedule below for the appropriate fee for your request:

Urban Design Districts: \$350 (per [§33.24\(6\) 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 Sign Modifications (of 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

March 31, 2025

Jessica Vaughn; Urban Design Commission Secretary
Madison Municipal Building, Suite 017
215 Martin Luther King Jr. Blvd
P.O. Box 2985
Madison, Wisconsin 53701-2985



Re: Letter of Intent
15-27 N Butler St & 302-308 E Washington Ave – UDC Informational
KBA Project #2406

Ms. Jessica Vaughn,

The following is submitted together with the plans and application for the Urban Design Commission's Informational Review and consideration:

Project Description:

We are pleased to present our proposal for the redevelopment of the properties located at 15-27 N Butler and 302-308 E Washington Ave.

Located at the intersection of E Washington Ave and N Butler St., the proposed development will feature an 11-story mixed-use building comprising 76 multifamily units and two levels of underground parking. Construction of this new development will require a partial demolition of the building at 302 E Washington Ave. & a complete demolition of 308 E. Washington. The existing tenant, Capitol Fitness, will be the beneficiary of enhanced gym spaces in a part of this proposal. The new residential units positively increase the housing density in Madison's central business district, fulfilling the City's mission to create a lively, well-populated urban core. This site is located within Urban Design District No. 4.

Conformance with UDD No. 4 Requirements

This preliminary design addresses the following Urban Design District 4 criteria:

- **Public Rights-of-Way.**

The public right-of-way along Butler Street carries the same building proximity as its neighboring properties. The street terrace is able to host landscaping beds, and the building welcomes the pedestrian experience with its substantial glazing, thus allowing passersby a direct connection with the fitness center. A new entry canopy announces the apartment lobby which wraps the corner. The E. Washington elevation continues the same glazing design language and offers more space within the extents of the property for additional landscaping.

- **Off-Street Parking and Loading Areas**

Due to the presence of the Bus Rapid Transit Line and limited surface lot space, off-street parking on grade is limited to site bike parking stalls accessed via a shared driveway easement accessed from East Washington Ave. The remainder of new parking spaces are included on underground parking levels accessed from the existing building. This includes a substantial new bike parking area.

- Building Design.

The massing of this building is scaled appropriately for the site and will enhance the contextual corridor of East Washington Ave. Contemporary in style and color, traditional brick veneer and masonry techniques are utilized to reinforce the fabric of the neighborhood and invoke a sense of permanence. Accenting metal composite paneling breaks up regimented masonry massing by forming a dynamic sloping roofline that turns vertically and engages the ground plane. The rustic patina adds a colorful flair to the building design using a material that will not degrade over time. This roof form is visible from multiple approaches to the building. Secondary elevations carryover a similar design language with varying amounts of masonry and metal paneling to add visual intrigue when viewing this project from different vantage points.

At the pedestrian level, the primary street facades host large segments of wall space devoted to glass storefronts. This not only increases the attractiveness of the building's exterior, but also promotes the overall concept of 'wellness' by flooding the interior of a renovated Capitol Fitness with natural light and visual connections to the streetscape. The large-scale window walls are continued on the residential levels to form a holistic composition.

The 11th floor contains a communal gathering space with large curtain walls to maximize light and views. An adjacent rooftop terrace ensures that all tenants in this building have inclusionary access to outdoor living space and rooftop views.

- Lighting.

Preliminary façade sconces have been included on the primary elevations to accent the building's materiality. The lighting fixtures will be contemporary in their styling to conform with the architectural concept. Additionally, required entry lighting for security purposes will be integrated into applicable architectural elements.

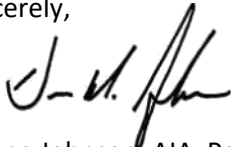
- Landscaping.

We are actively engaging with a Landscape Architect to design the site plantings for this project.

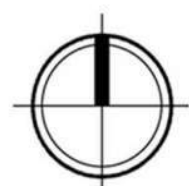
We look forward to collaborating with you on this project and welcome your feedback on these initial design concepts.

Thank you for considering our proposal.

Sincerely,



Duane Johnson, AIA, Partner

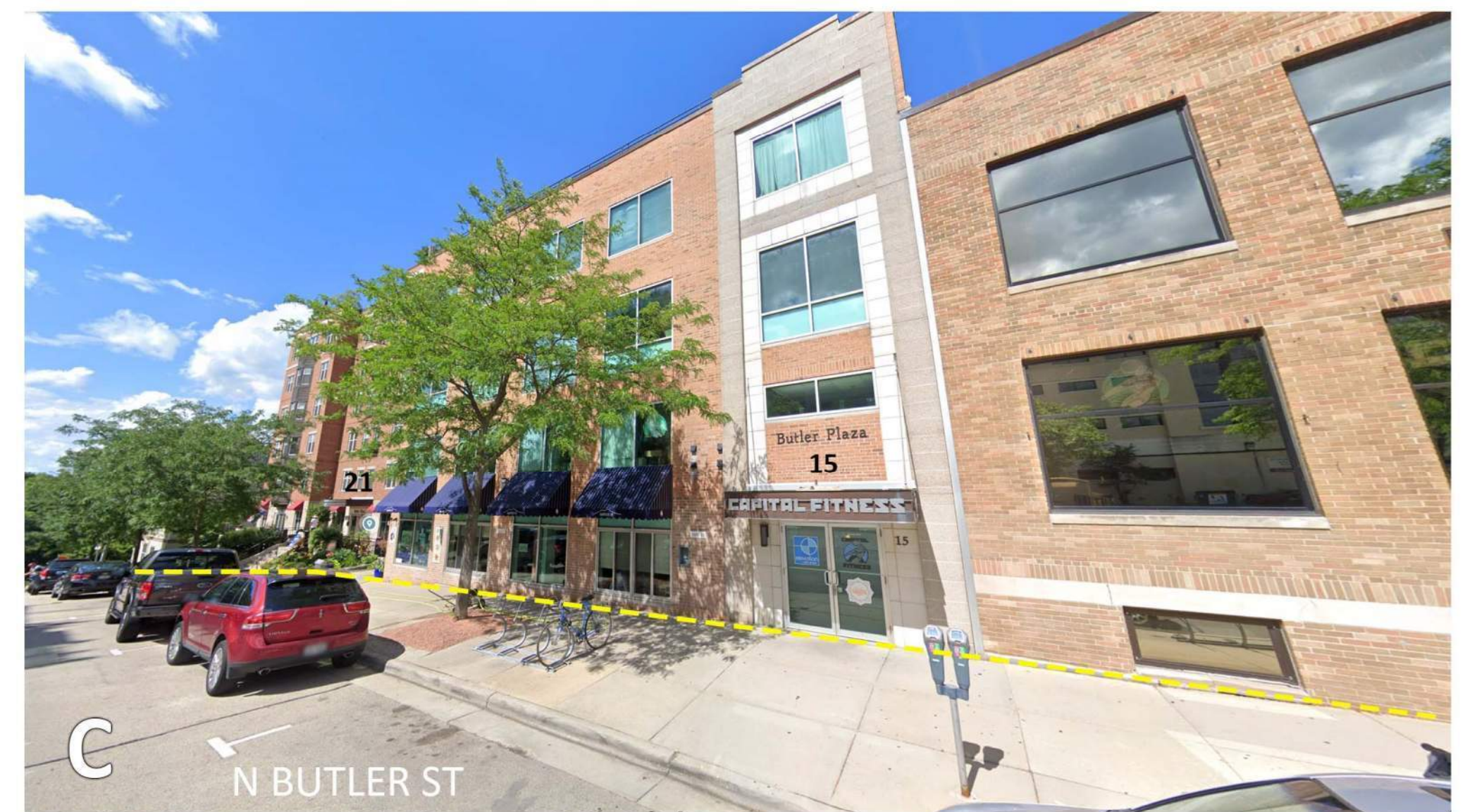
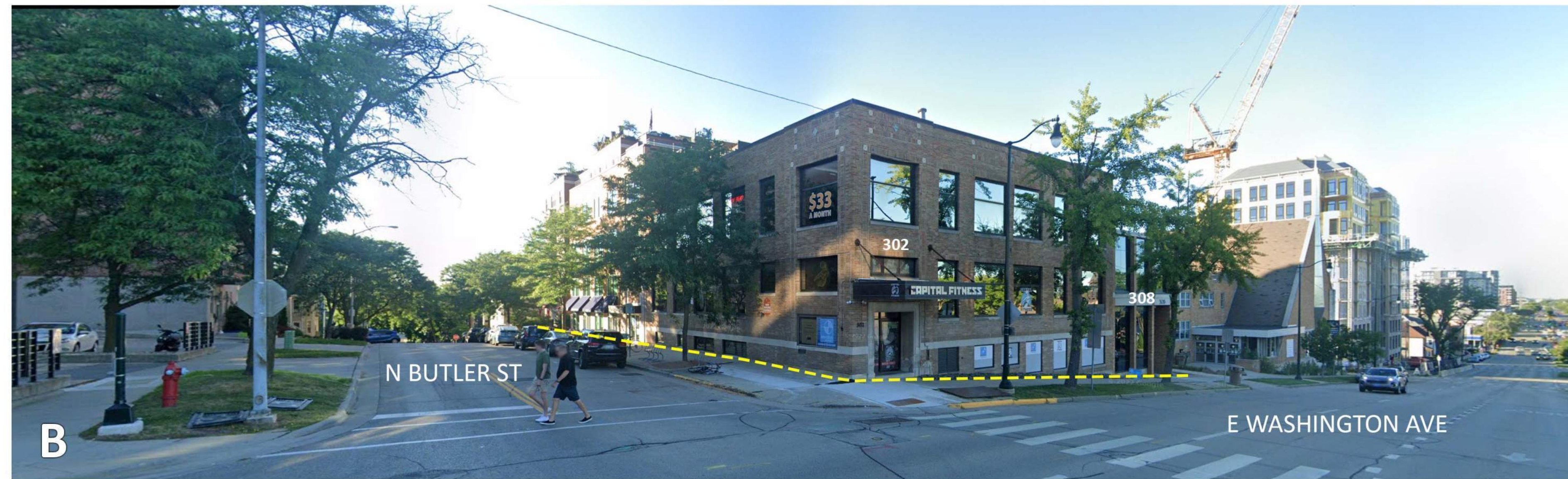
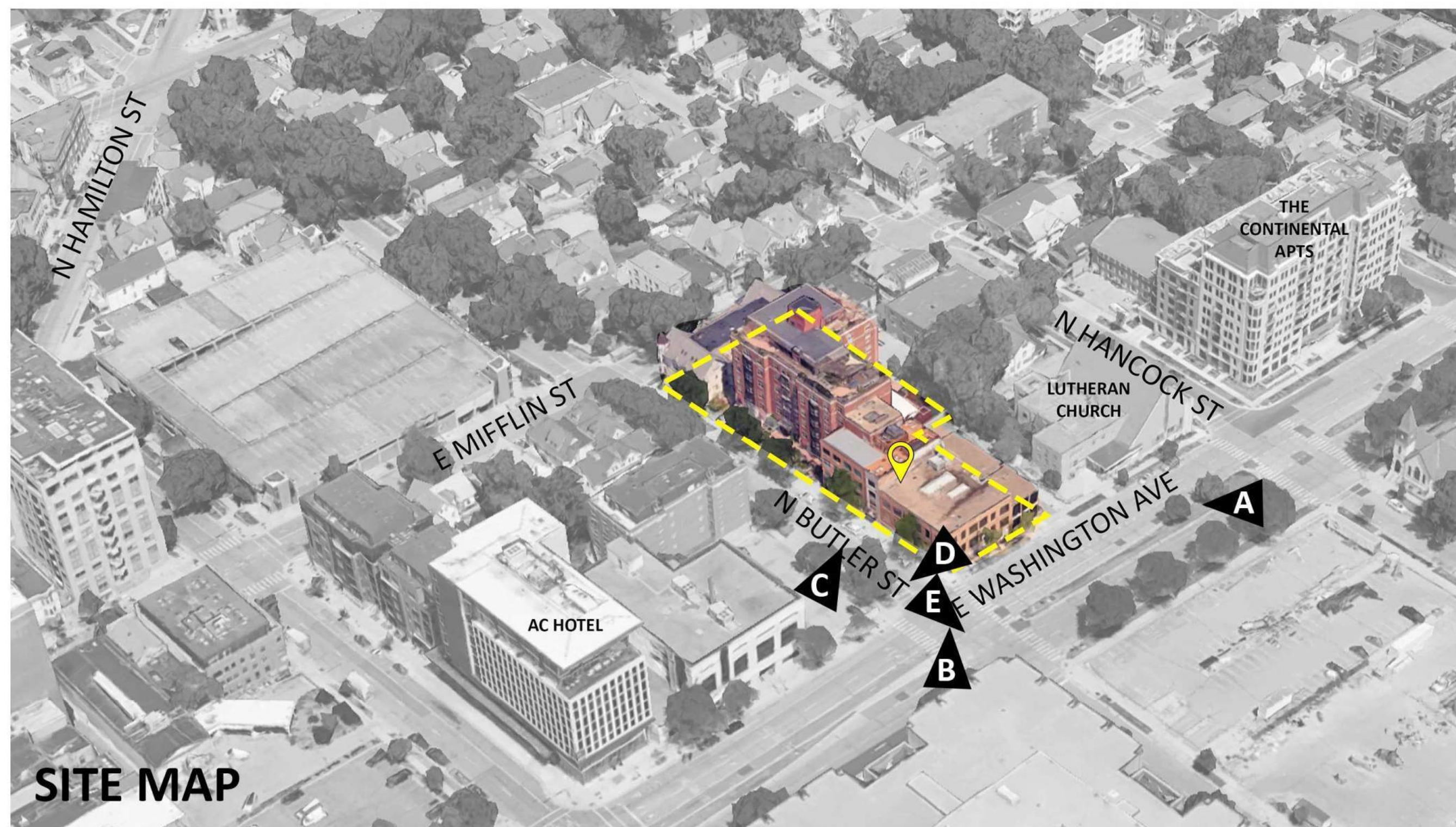


Site Locator Map

N. Butler Street Redevelopment
15-27 N Butler St & 302-308 E. Washington St., Madison, WI

DAT SUBMITTAL | 2025.02.21 | 2406



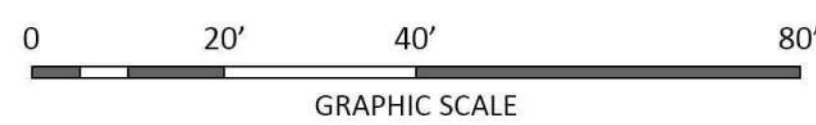
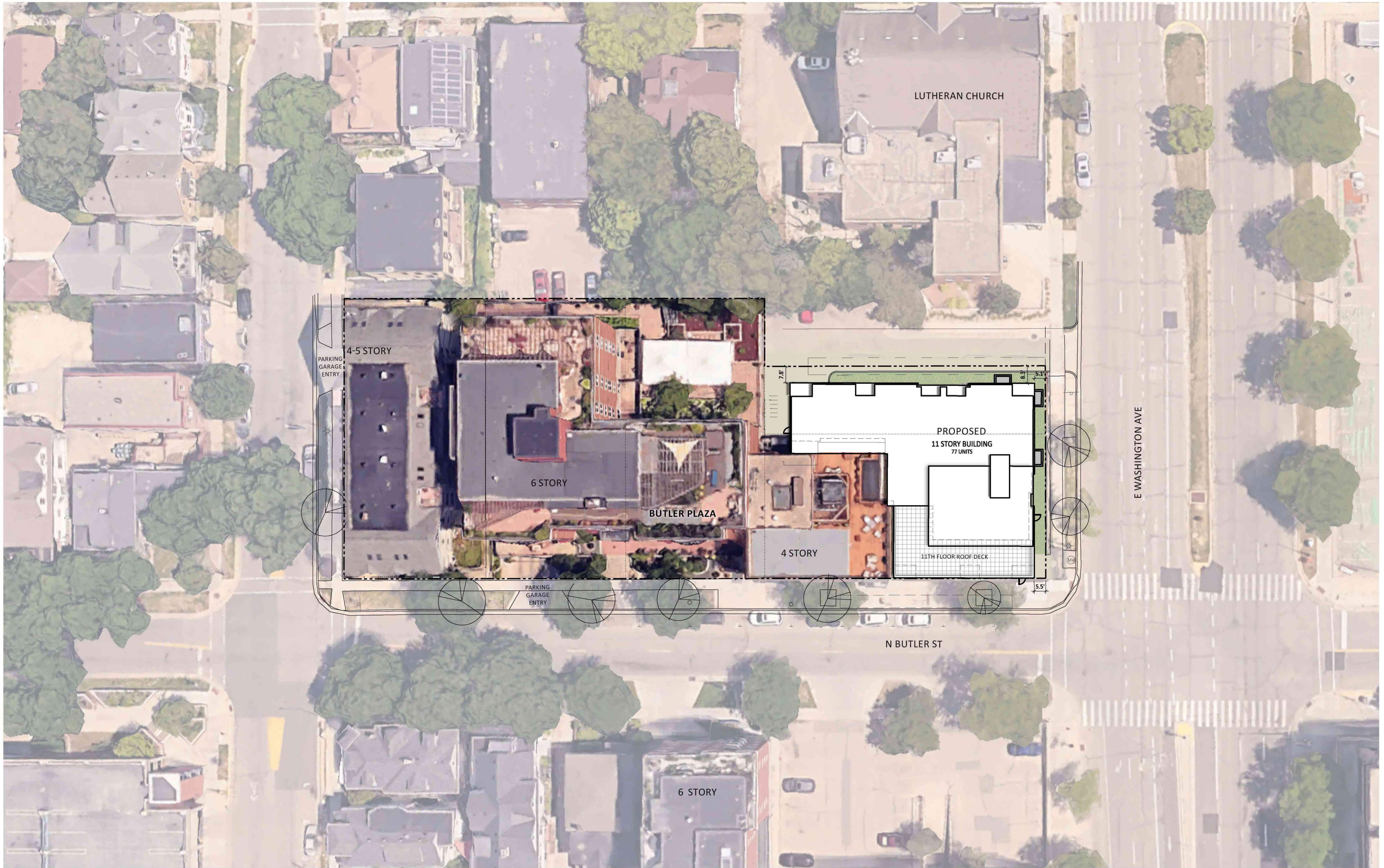


Context Photos

N. Butler Street Redevelopment
15-27 N Butler St & 302-308 E. Washington St., Madison, WI

UDC INFORMATIONAL SUBMITTAL | 2025.03.31 | 2406



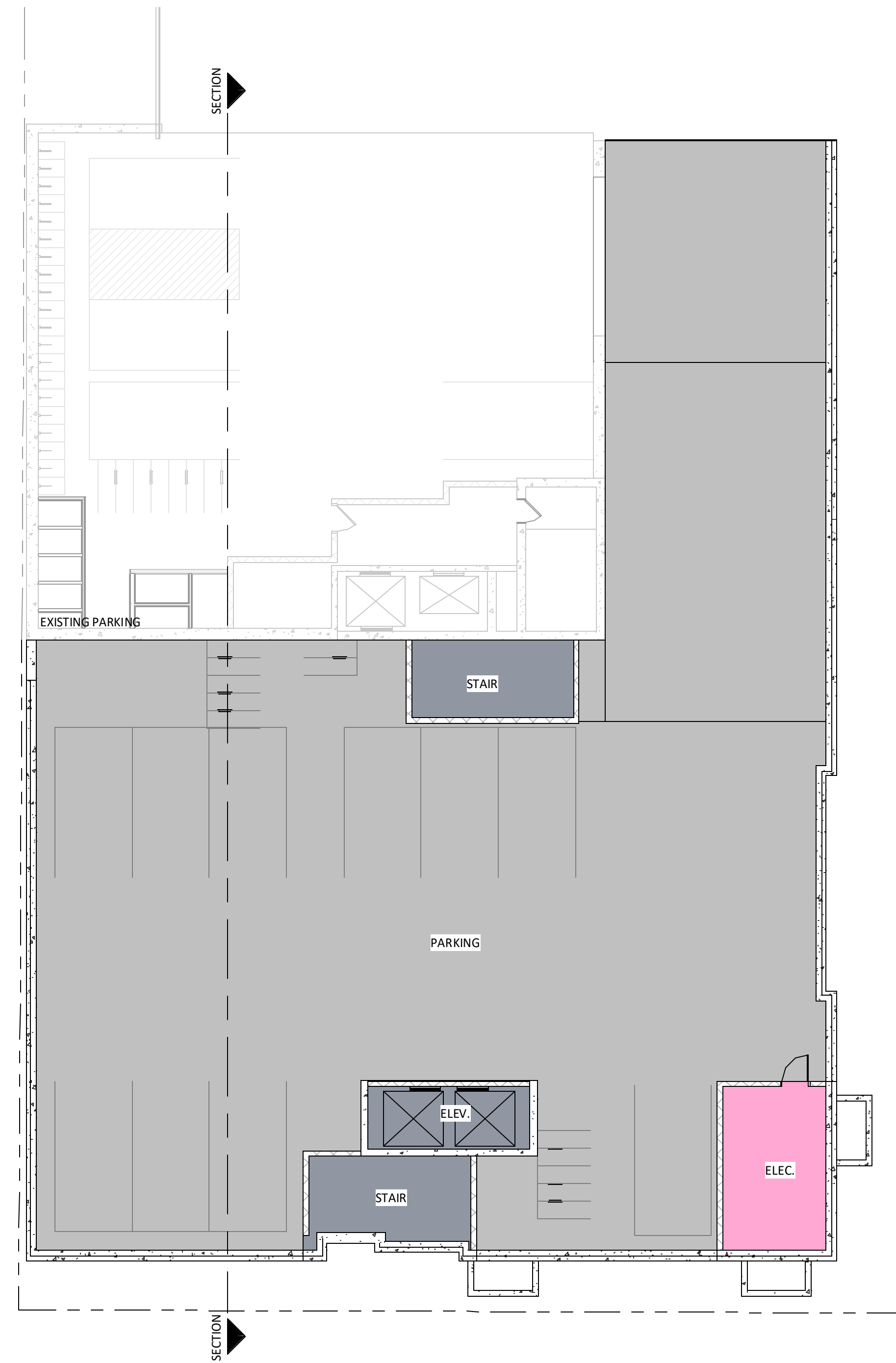


CONCEPTUAL SITE PLAN

N. BUTLER ST. REDEVELOPMENT
15 N. BUTLER ST. & 302 E. WASHINGTON AVE., MADISON, WI

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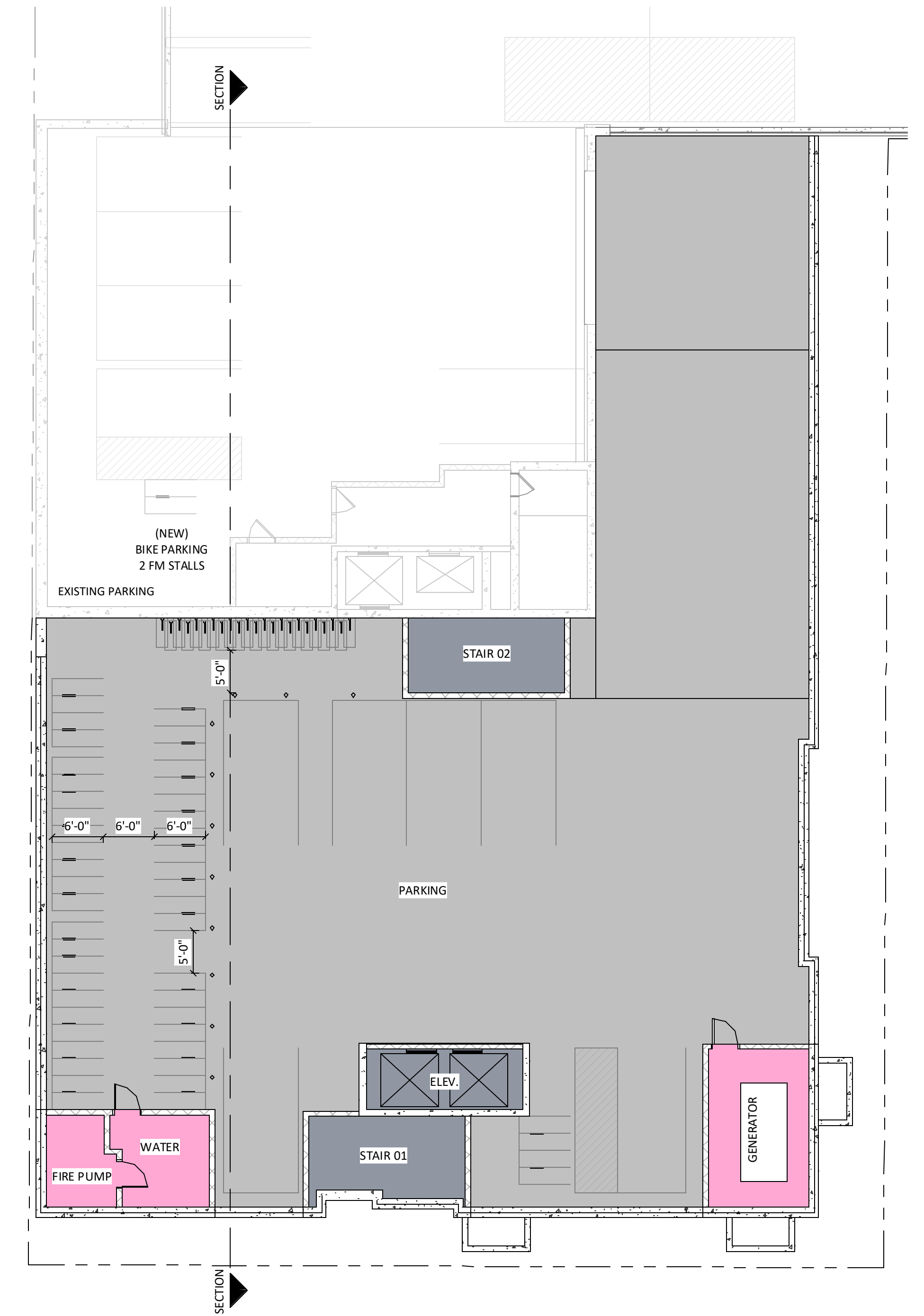




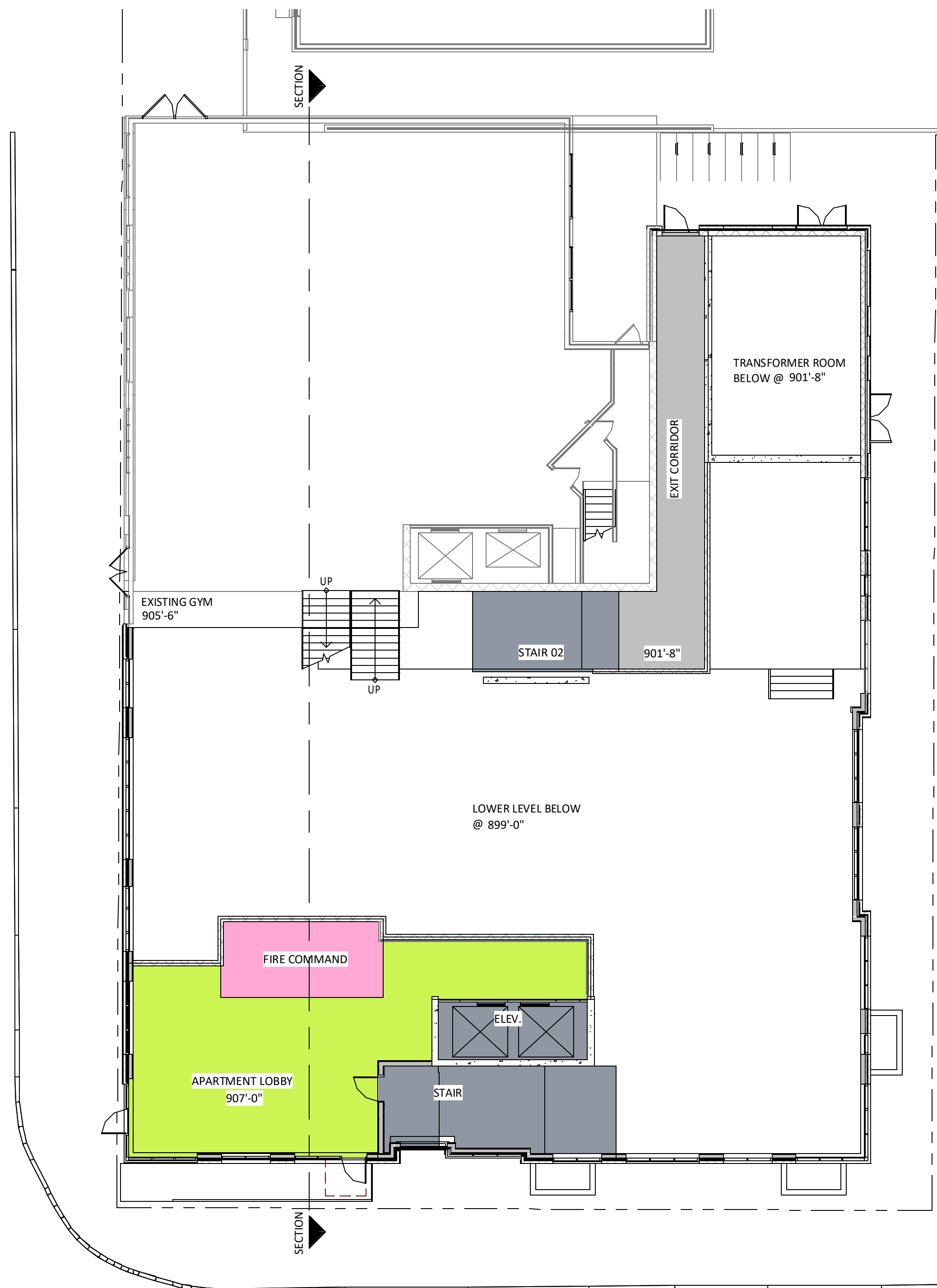
PARKING LEVEL 02

Floor Plan Designations

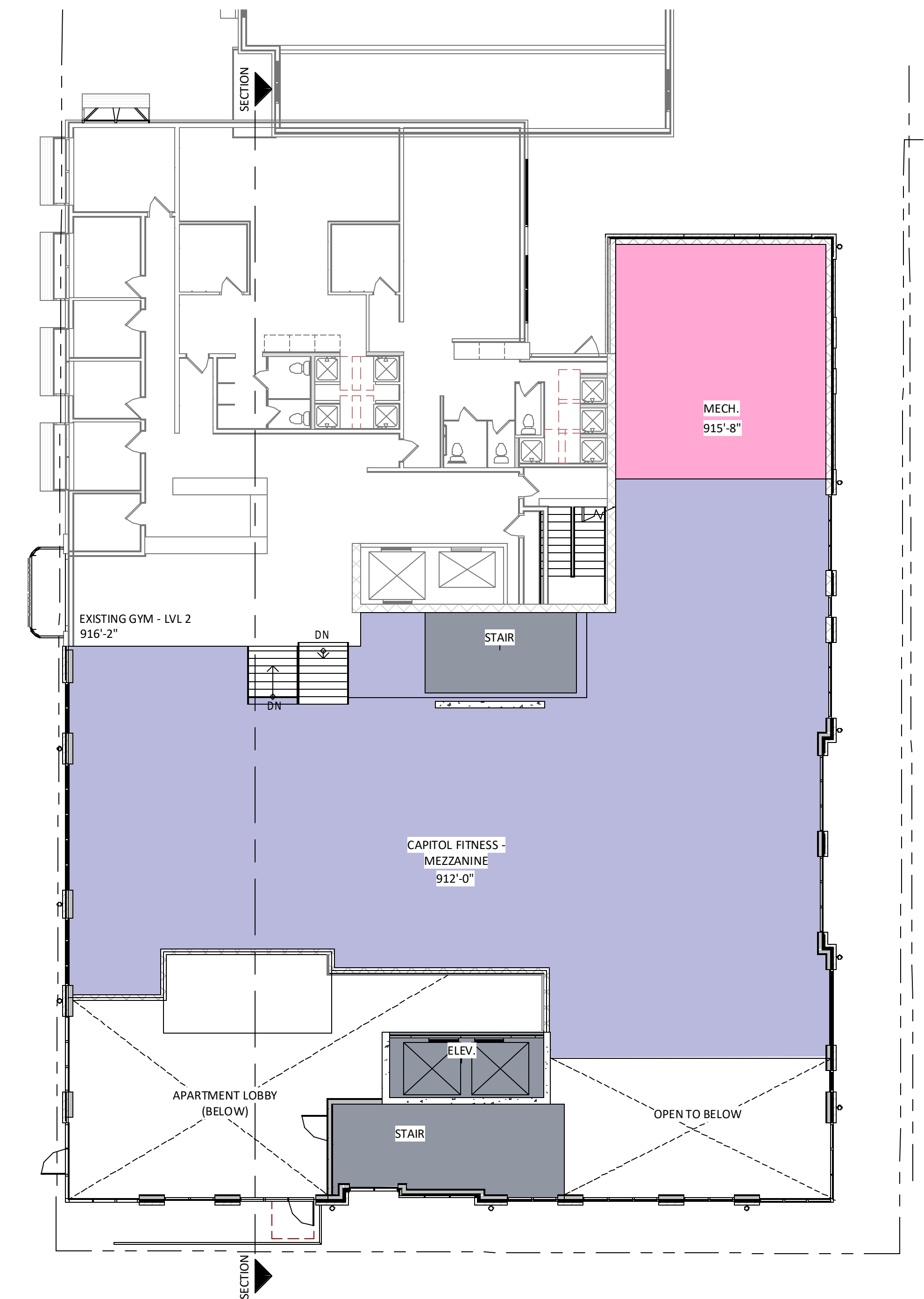
- Circulation
- Parking
- Support Spaces

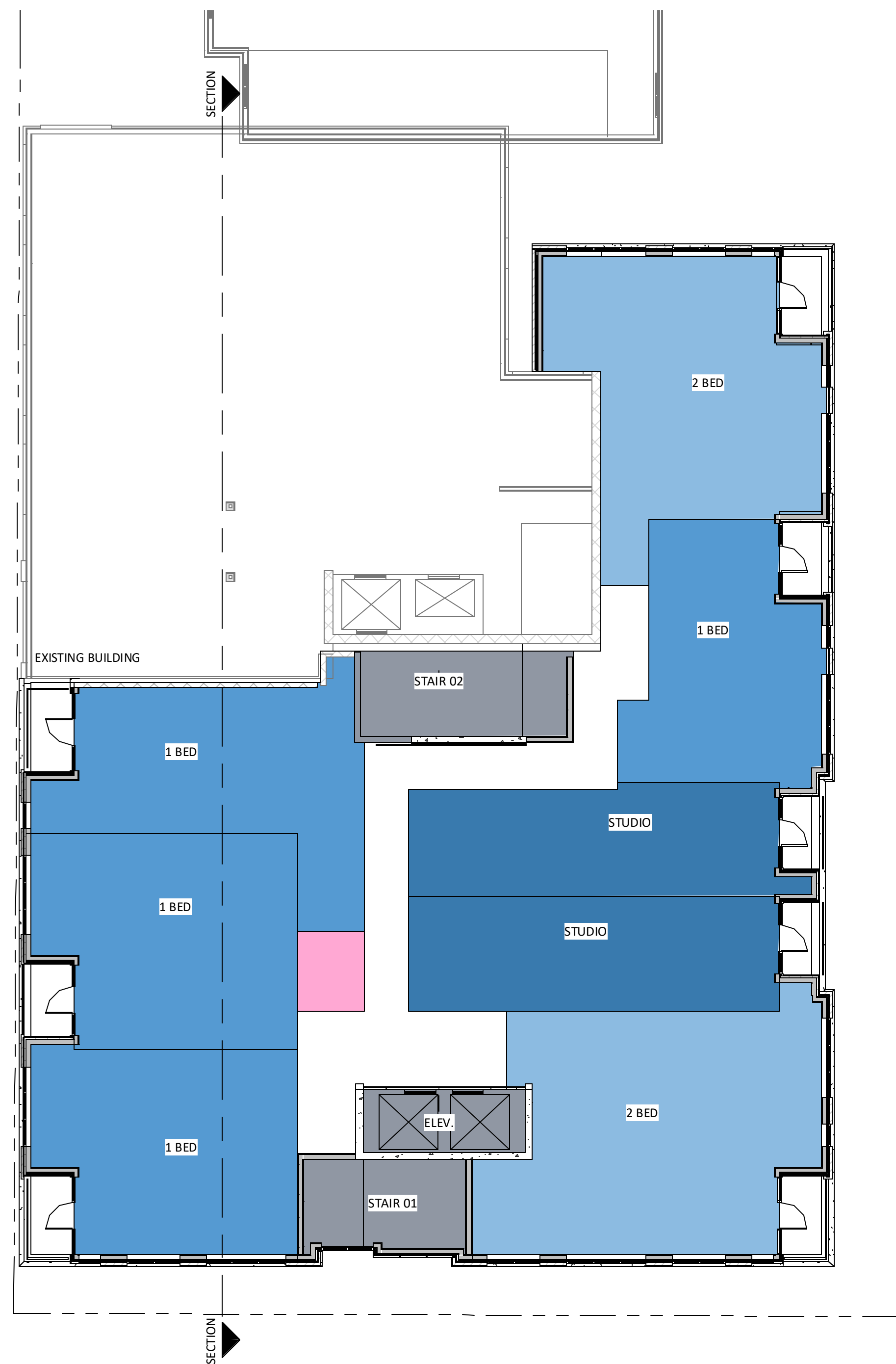


PARKING LEVEL 01

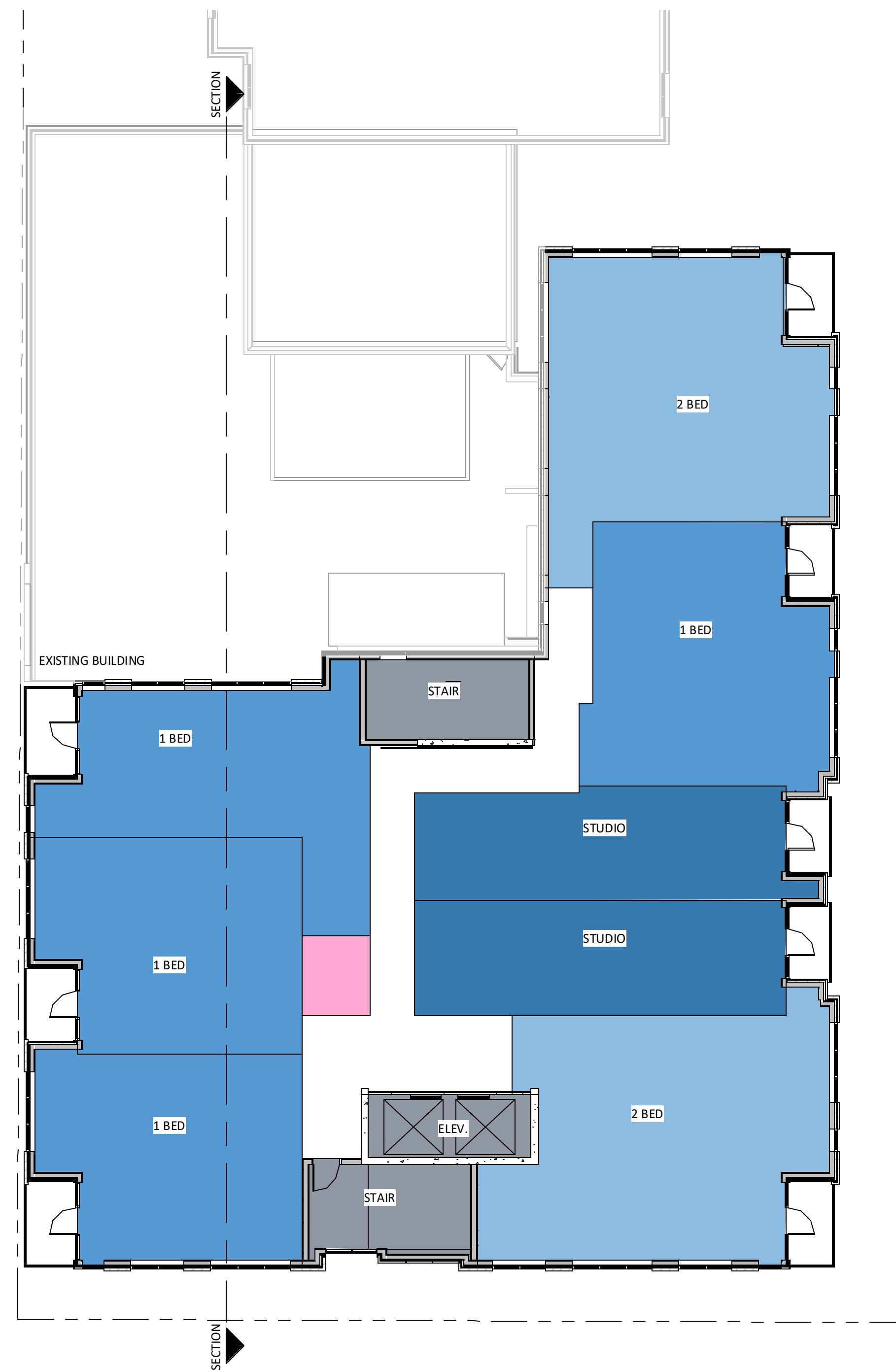


- Floor Plan Designations
- Amenity - Leisure
 - Circulation
 - Parking
 - Support Spaces





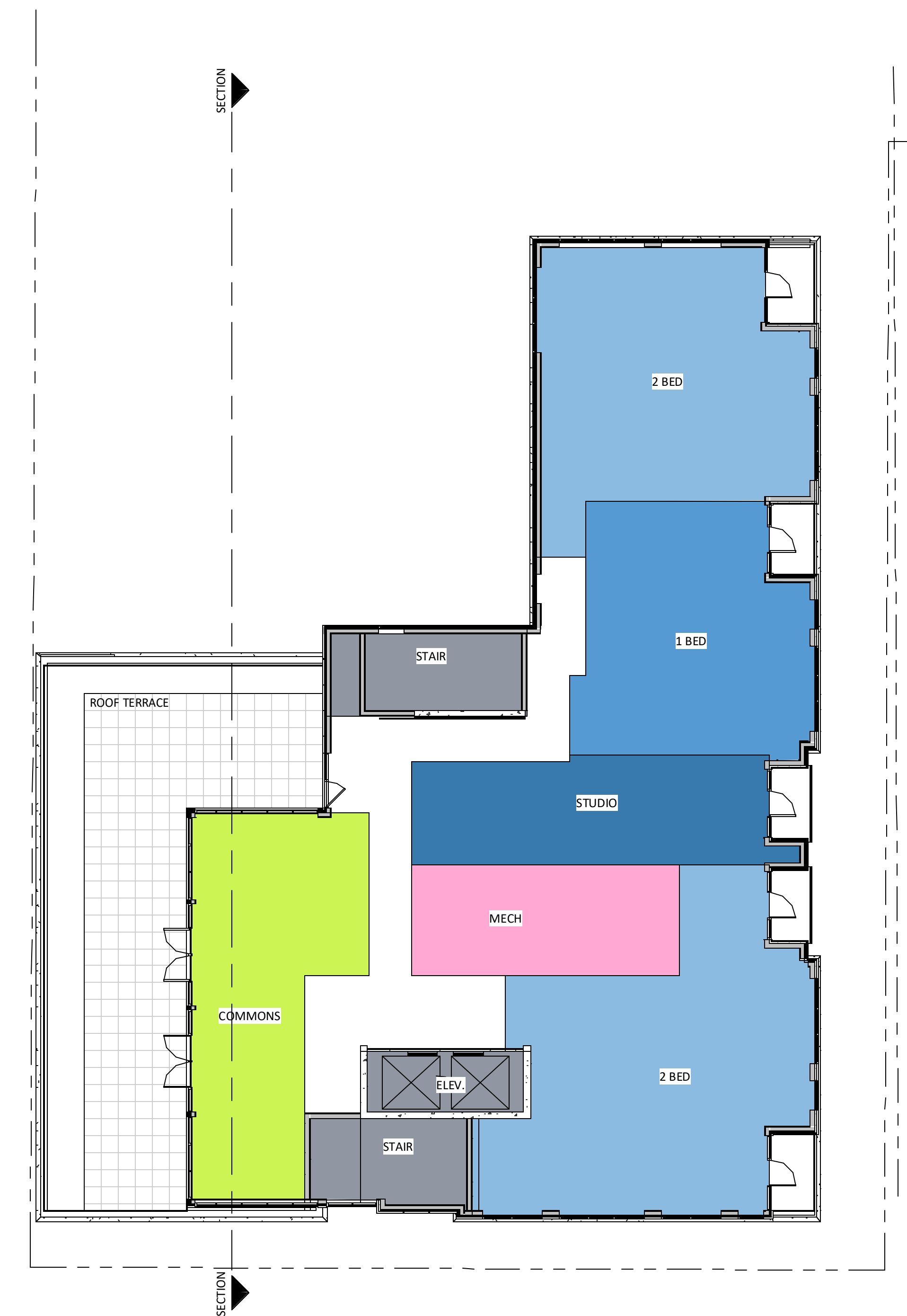
FLOORS 02 - 05



FLOORS 06-10

Floor Plan Designations

- Studio
- 1 Bed
- 2 Bed
- Amenity - Leisure
- Circulation
- Support Spaces



FLOOR 11

EXTERIOR MATERIAL SCHEDULE			
MARK	BUILDING ELEMENT	MANUFACTURER	COLOR
	7/8" CORRUGATED MTL PANELS	PAC-CLAD	ZINC
1	BRICK VENEER	INTERSTATE BRICK	COAL
2	MASONRY BASE	ECHOLON - CORDOVA	GRANITE - GROUND FACE
2.2	PRECAST BANDING	MATCH ECHOLON - CORDOVA	MATCH GRANITE
3	MCM PANEL	ALPOLIC	BONE WHITE
4	MCM PANEL - ACCENT	REYNOBOND	RUST PATINA
5	MCM PANEL	ALPOLIC	BLACK
6	7/8" CORRUGATED MTL PANELS	PAC CLAD	GRAPHITE
7	MTL PARAPET EYEBROW	ALPOLIC	BLACK
8	ENTRY CANOPY	REYNOBOND	BLACK
9	ALUM. STOREFRONT & CURTAIN WALL	TBD	BLACK
10	COMPOSITE WINDOWS	TBD	BLACK
11	WELDED WIRE MESH RAILING SYSTEM	CUSTOM	BLACK



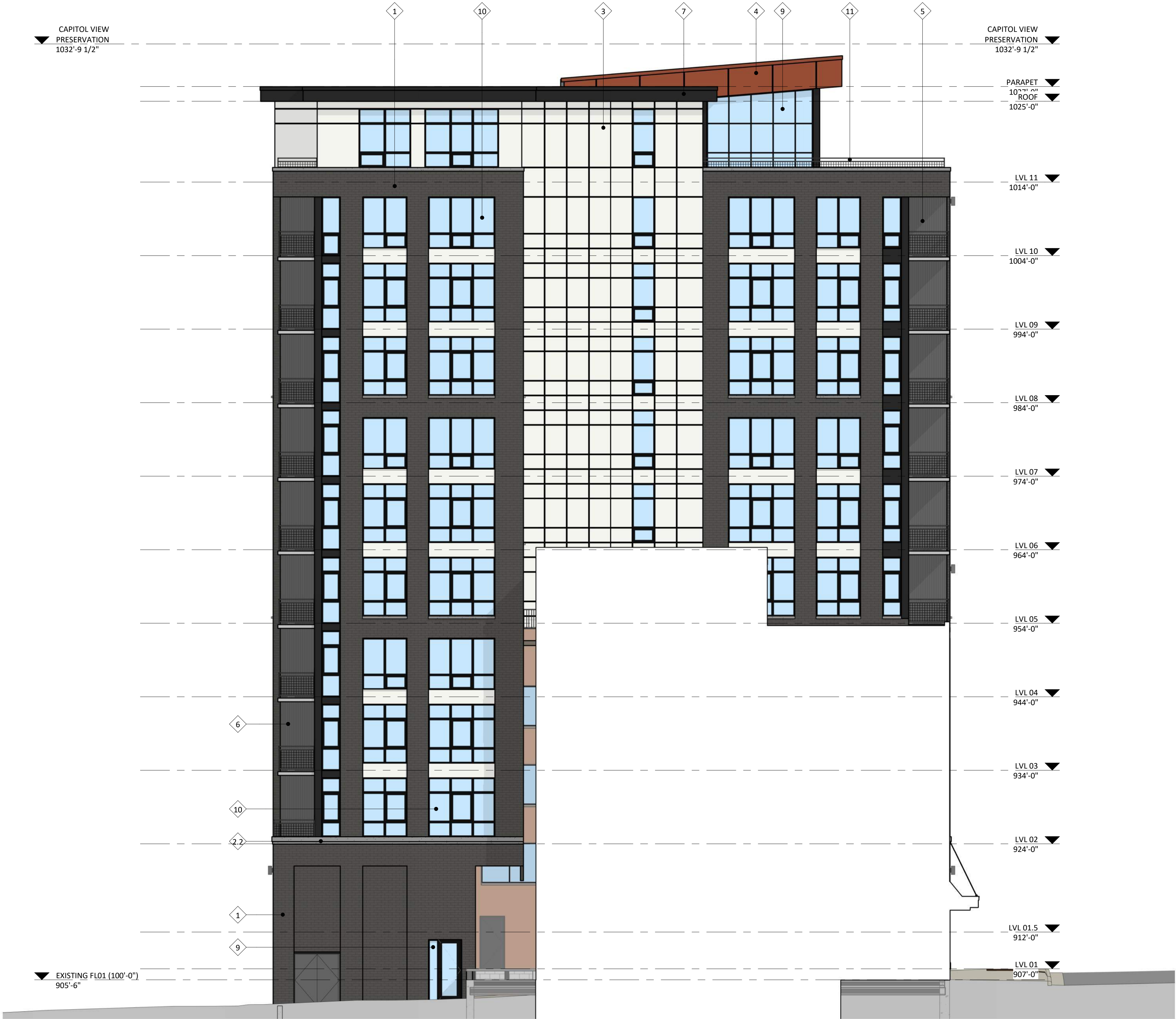
1 SOUTHEAST ELEVATION
1/8" = 1'-0"



EXTERIOR MATERIAL SCHEDULE			
MARK	BUILDING ELEMENT	MANUFACTURER	COLOR
	7/8" CORRUGATED MTL PANELS	PAC-CLAD	ZINC
1	BRICK VENEER	INTERSTATE BRICK	COAL
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10	COMPOSITE WINDOWS	TBD	BLACK
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1 NORTHWEST ELEVATION
1/8" = 1'-0"

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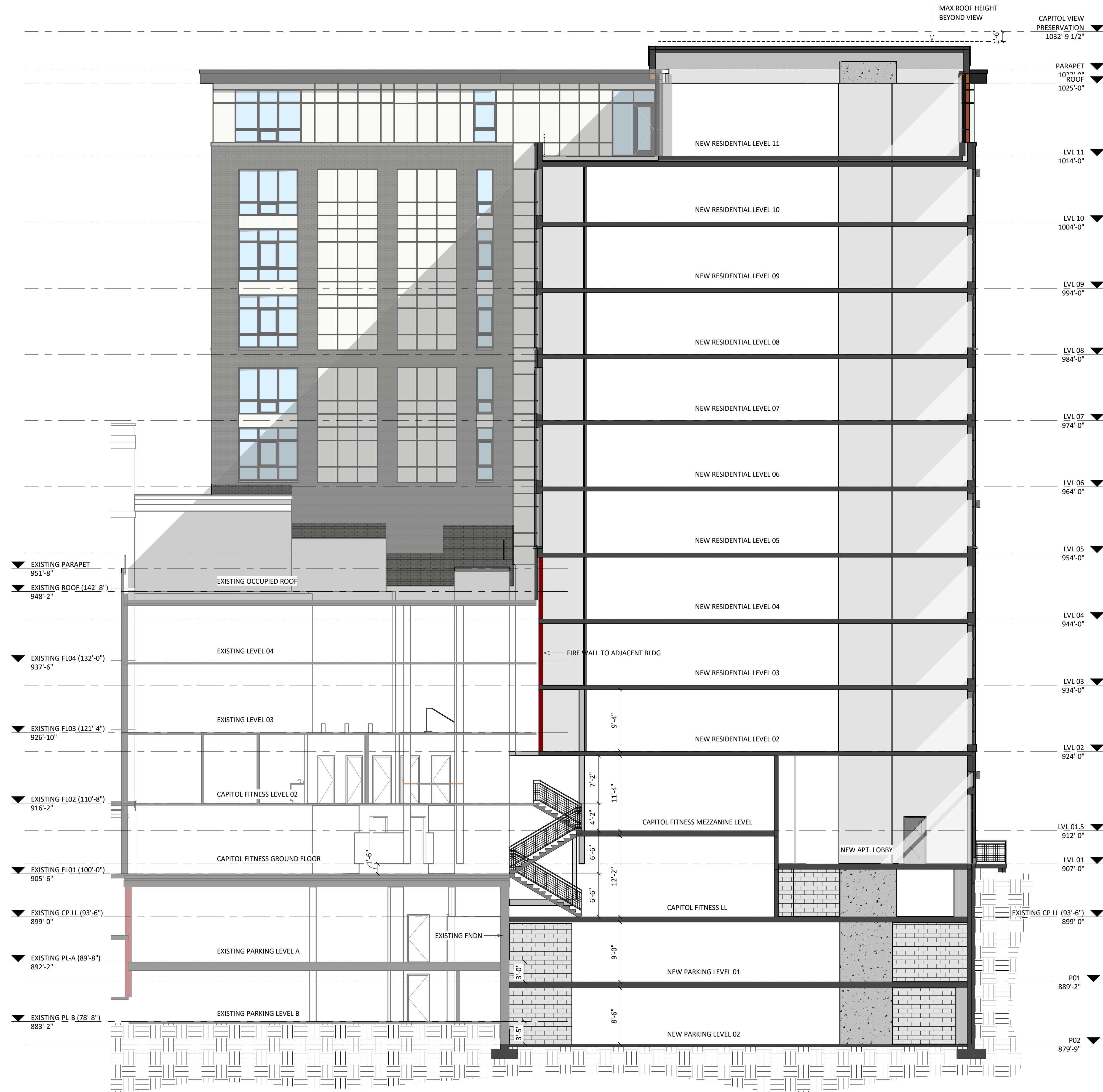
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1 SOUTHWEST ELEVATION
1/8" = 1'-0"

BUTLER ST. REDEVELOPMENT
15 N. BUTLER ST. & 302 E. WASHINGTON AVE. MADISON, WI.



1 BUILDING SECTION
1/8" = 1'-0"



Concept Image



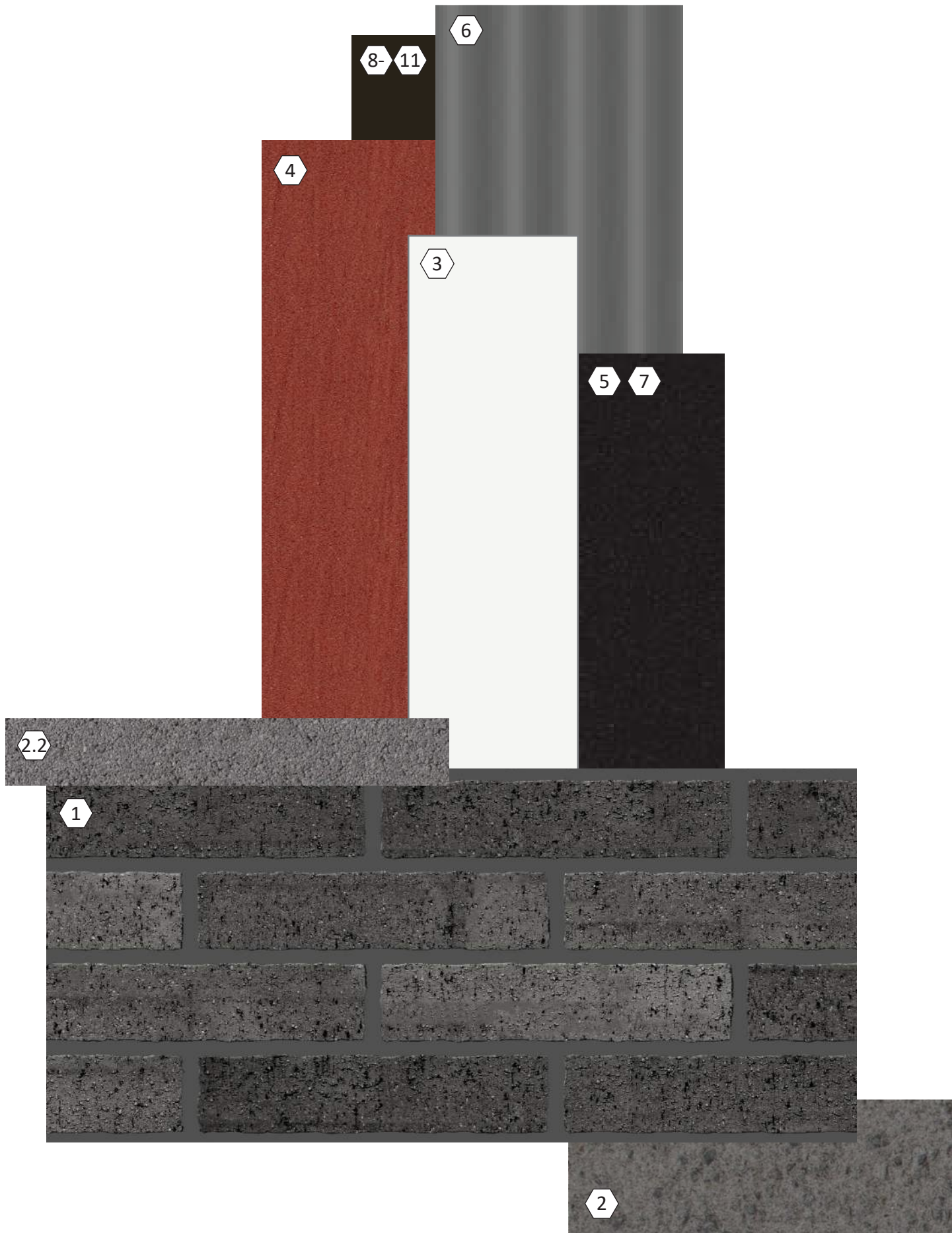
Concept Image



Concept Image



Concept Image



SOUTHEAST ELEVATION ALONG E. WASHINGTON AVE.

EXTERIOR MATERIAL SCHEDULE			
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9	ALUM. STOREFRONT & CURTAIN WALL	TBD	BLACK
10	COMPOSITE WINDOWS	TBD	BLACK
11	WELDED WIRE MESH RAILING SYSTEM	CUSTOM	BLACK

MATERIAL BOARD

N. BUTLER ST. REDEVELOPMENT
15 N. BUTLER ST. & 302 E. WASHINGTON AVE., MADISON, WI

*PLEASE NOTE THAT COLOR MAY DIFFER SLIGHTLY FROM HOW IT APPEARS ON YOUR SCREEN DUE TO VARYING MONITOR SETTINGS.

UDC INFORMATIONAL SUBMITTAL | 2025.03.31 | 2406

