

# 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 # \_\_\_\_\_

5/16/22  
11:59 a.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** \_\_\_\_\_

Company \_\_\_\_\_

Street address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

**Project contact person** \_\_\_\_\_

Company \_\_\_\_\_

Street address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

**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 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](mailto: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 *David K. My* Date \_\_\_\_\_

**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

*Submitted via email*

Jessica Vaughn  
Urban Design Commission  
City of Madison Planning Division  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.

Re: **UDC Informational Submittal**  
**121 E. Wilson Street**  
**Letter of Intent for Proposed Development**

Dear Ms. Vaughn and Commission Members:

Quad Capital Partners is pleased to provide the enclosed plans as an informational submittal to the Urban Design Commission. The proposed project is a mixed-use residential and commercial redevelopment located at 121 E. Wilson Street.

### **Project Summary**

The proposed project will consist of demolishing the existing 65,000 square foot Lake Terrace office building and constructing a fourteen-story mixed-use building over three levels of below-grade parking. Plans for the building include approximately 337 residential units, approximately 17,000 square feet of ground floor commercial space, and approximately 300 below grade parking stalls. The project will include residential amenity spaces on the ground floor, 2<sup>nd</sup> floor, and 14<sup>th</sup> floor. Landscaped areas and outdoor amenities will include a ground-floor open-air “promenade” through the center of the building, ground floor outdoor terraces in the front and rear of the building, a second-floor courtyard, green roof areas, a small dog run, and outdoor amenity spaces on the 14<sup>th</sup> floor including a pool.

### **Existing Site Conditions**

The project site is a 1.05-acre parcel located at 121 East Wilson Street (near the intersection of East Wilson and South Pickney Street). It is adjacent to the Marina Condominium residential building, a State of Wisconsin Department of Administration office building, and Wisconsin Department of Transportation railroad right-of-way along John Nolen Drive. The current use of the property is a 65,000 square foot office building with below grade parking. The site slopes down from the northwest to southeast with approximately 40 feet of grade change, and, as a result, the below grade parking is exposed on the southeast side of the property.

### **Design Approach**

The facades of all sides of the building are carefully considered given the site’s 360 degrees of visibility. The primary exterior materials include glass, metal panels, and brick. Metal panels accent the facades facing East Wilson and John Nolen drive to create visual interest and bird safety. Light-colored brick is incorporated into the north and south facades to lighten the spaces between the buildings on either side. The plan includes a 34-foot-wide and two-story tall open-air promenade through the building that will connect Wilson Street to a plaza space overlooking Lake Monona. The terrace and the promenade will create over 10,000 square feet of outdoor space used for outdoor dining, informal seating areas, and enjoying views overlooking Lake Monona. The 17,000 square feet of ground floor commercial space is divided into two large sections separated by the promenade. The commercial areas are envisioned for restaurant and food hall uses and will have outdoor seating areas on the lakeview plaza and the promenade. The loading and back-of-house functions are accessed along the west side of the building for maximum separation from the adjacent Marina Condominium residential building.

## Project Summary

- Gross Square Feet (including parking): 537,562 SF
- Gross Square Feet (excluding parking): 388,814 SF
- Housing Units: 337
  - Studios: 73
  - 1 bedrooms: 166
  - 2 bedrooms: 85
  - 3 bedrooms: 13
- Commercial Space: 17,130 SF
- Usable Open Space: 32,630 SF
  - 1<sup>st</sup> floor terraces: 10,400 SF
  - 2<sup>nd</sup> floor terrace: 2,880 SF
  - 14<sup>th</sup> floor terraces: 4,420 SF
  - Private balconies: 14,930 SF
  - Usable Open Space Per Unit: 97 SF
  - Usable Open Space Per Bedroom: 73 SF
- Car Parking Stalls: 300
- Bike Parking Stalls: 342
- Site size: 1.08 acres
- Height: 14 stories (142')
- Current Zoning: UMX
- Proposed Zoning: Downtown Core
- Neighborhood: First Settlement / Capitol Neighborhoods
- Common Council District: 4

## Project Team

**Owner/Developer:** Quad Capital Partners  
Contact: Dan Kennelly  
608-217-7470  
[dkennelly@quadcp.com](mailto:dkennelly@quadcp.com)

**Architecture:** Potter Lawson  
Contact: Doug Hursh, Brian Reed  
608-274-2741  
[dough@potterlawson.com](mailto:dough@potterlawson.com),  
[brianr@potterlawson.com](mailto:brianr@potterlawson.com)

**Structural Engineering:** Fink Horejsh  
**Civil Engineering:** Vierbicher  
**Landscape Architecture:** Saiki Design  
**Lighting Design:** Lighting Ergonomics  
**Geotech:** CGC, Inc.  
**Pool Design:** Ramaker  
**MEP Consultant:** JDR  
**Legal:** Reinhardt Boerner Van Deuren  
**Property Management:** Greystar

## Alignment with Downtown Urban Design Criteria

### Orientation

- Building is oriented to East Wilson with active commercial uses facing the street
- Loading and service corridor positioned to the side

### Access and Circulation

- Parking below the building
- Driveway is perpendicular to Wilson Street with clear vision
- Residential entry parallel to Wilson Street

### Usable Open Space

- Project includes a large central outdoor “promenade” connecting Wilson Street to rear lake view terrace
- Outdoor terraces on ground floor, second floor, and 14<sup>th</sup> floor
- Private balconies provided for most units
- Dog run area at rear of building

### Landscaping

- Promenade area features planting beds, seating areas, and cantenary lighting
- Outdoor café seating along Wilson Street and outdoor dining on the lake view plaza
- Green roofs on portions of the building
- Landscape features incorporated in 2<sup>nd</sup> floor and 14<sup>th</sup> floor terraces

### Lighting

- Exterior accent lighting on Wilson and John Nolen façade to accentuate the architectural features
- Cantenary lighting in Promenade
- Sufficient lighting at building entrances and walkways to create inviting and safe access

### Massing

- Shape of building breaks up the massing facing East Wilson Street
- Building step backs on the 14<sup>th</sup> floor
- Façade facing John Nolen includes three sections with vertical step backs to break up the massing

### Building Components

- Detailing on first two floors facing Wilson Street and John Nolen
- Mechanical penthouses integrated into the architecture and centrally placed on roof to limit visibility
- Ground floor designed with plazas, outdoor seating areas, and promenade to enhance the pedestrian experience, and create public space

### Visual Interest

- Design composition creates distinct pedestrian experience on the ground floor
- Balconies incorporated into the architecture and do not extend of the public right-of-way

### Openings

- Entrances sized and articulated in proportion to the scale of the building
- Windows and integration of metal panels designed to create visual interest and rhythm

### Building Materials

- Building incorporates a variety of complimentary materials (metal panel, brick, glass) to create visual interest without being overly complex
- All sides of the structure include high quality materials

### High Visibility

- The building is design to contribute to Madison’s skyline views from Lake Monona, John Nolen Drive.

## Sustainability Features

Plans for the project incorporate sustainability futures including on-site solar, EV charging stations, energy efficient building systems, and robust landscaping. The site is located in a transit-accessible urban location with proximity to employment, and is adjacent to bike paths, transit routes, and walkable to the planned Bus Rapid Transit route.

### **Alignment with Downtown and Comprehensive Plans**

The 2012 Downtown Madison Plan identifies this location for redevelopment/infill and recommends building heights up to the capitol view preservation limit. The project is consistent with these recommendations. The project also aligns with the Comprehensive Plan's future land use designation of Downtown Core.

### **Community and Neighborhood Involvement**

Quad Capital Partners and the project design team are coordinating with Alder Mike Verveer and have begun meetings with Capital Neighborhoods, Inc. as well as specific nearby property owners. A publicly noticed neighborhood meeting is planned to occur in June and there will be additional opportunities for community involvement as the process moves forward.

### **Project Timeline**

- June 1: UDC informational Meeting
- June/July/August: Neighborhood Meetings
- August 8: Submit Land Use Application
- September 21: UDC initial/final
- October 3: Plan Commission
- October 11: Common Council
- Construction Start: Q1 2023
- Construction Completion: Q1 2025

Thank you for reviewing the proposed development documents. We are excited to present the design for this new mixed-use, urban infill development and look forward to working with the City of Madison and Urban Design Commission as we move forward in the process. Please contact me if you have any questions regarding this submittal.

Sincerely,



Dan Kennelly  
Quad Capital Partners

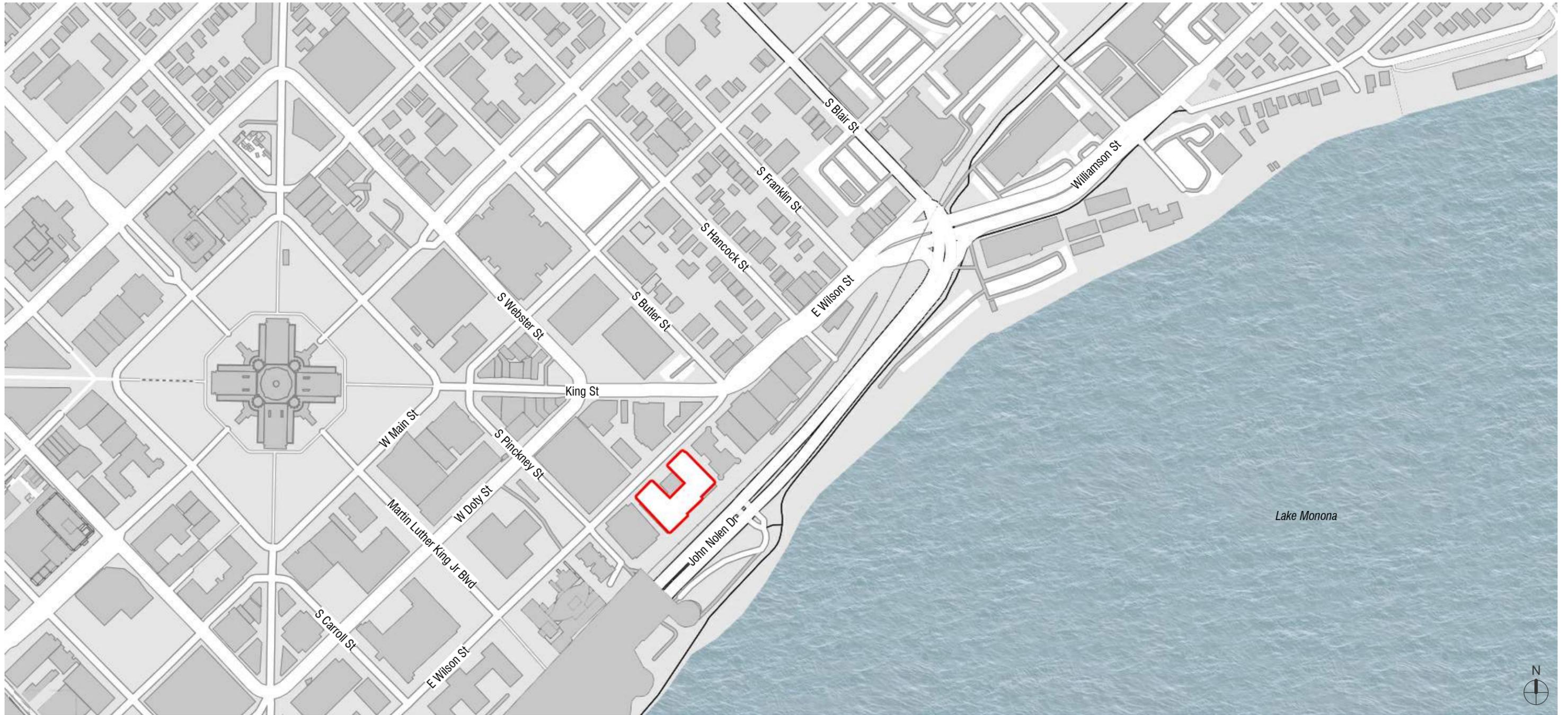
121 East Wilson Street  
Urban Design Commission - Informational Submittal  
May 16, 2022



**QUAD**  
CAPITAL PARTNERS



Success by Design



Locator Map  
121 E. Wilson Street - 2021.27.00  
05/16/22



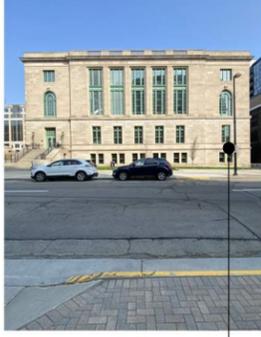
**QUAD**  
CAPITAL PARTNERS



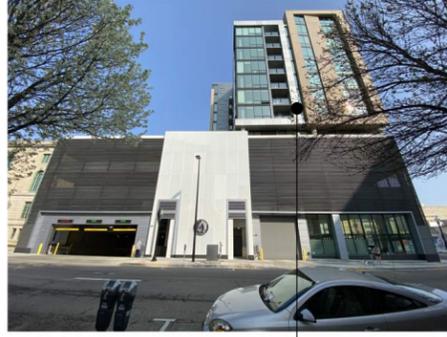
E Wilson St - SE Elevation



Martin Luther King Jr Blvd



Madison Municipal Building



9 E Doty St NOVO



231 S Pinckney St MIDI Judge Doyle Square Hotel



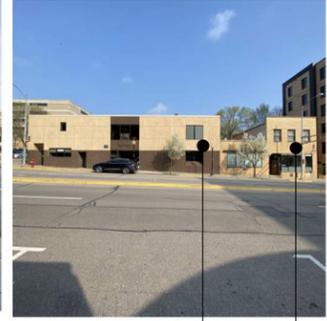
120 E Wilson



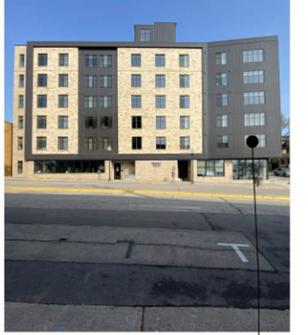
221 King St The Madison Mark



235 King St



302 E Wilson St



312 E Wilson St

320 E Wilson St 3 Twenty Apartments

E Wilson St - NW Elevation



317 E Wilson St Rubin's Furniture



307 E Wilson St Summit Credit Union



155 E Wilson St Union Transfer Building



151 E Wilson St McGrath Property Group



137 E Wilson St Marina Condos



121 E Wilson St



101 E Wilson St WI DOA Building



29 E Wilson St Bellevue Apartments



9 E Wilson St Hilton Madison Monona Terrace



5 E Wilson St Madison Club House



Monona Terrace

# Site Context

121 E. Wilson Street - 2021.27.00

05/16/22

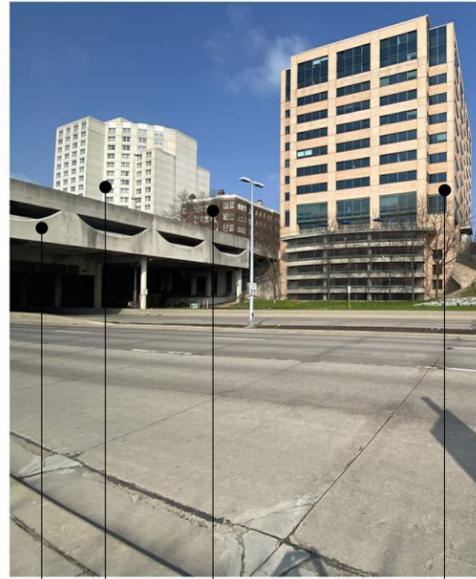


QUAD CAPITAL PARTNERS



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John Nolen Drive - SE Elevation



Monona Terrace

9 E Wilson St  
Hilton Madison Monona Terrace

29 E Wilson St  
Bellevue Apartments

101 E Wilson St  
WI DOA Building



121 E Wilson St



137 E Wilson St  
Marina Condos

151 E Wilson St  
McGrath Property Group



155 E Wilson St  
Union Transfer Building

307 E Wilson St  
Summit Credit Union

317 E Wilson St  
Rubin's Furniture



Monona Terrace

Lake Monona

Hilton Madison

Monona Terrace

Bellevue Apartments

Madison Municipal Building

WI DOA Building

121 E Wilson St

Block 89

Wisconsin Capitol

John Nolen Dr

Marina Condos

151 E Wilson St

155 E Wilson St

Union Transfer Building

Summit Credit Union

Rubin's Furniture

Lake Mendota

Site Context - John Nolen Aerial

121 E. Wilson Street - 2021.27.00

05/16/22



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Rubin's Furniture  
Lake Monona

Summit Credit Union  
155 E Wilson St  
Union Transfer Building

E. Wilson St  
151 E. Wilson St  
Marina Condos

**121 E. Wilson St**

Madison Mark

WI DOA Building  
Monona Terrace

Bellevue Apartments

Hilton Madison  
Monona Terrace

231 S Pinckney St  
MDI Judge Doyle Square Hotel

9 E Doty St  
NOVO

Madison Municipal Building

Block 89

Site Context - E Wilson Aerial  
121 E. Wilson Street - 2021.27.00  
05/16/22

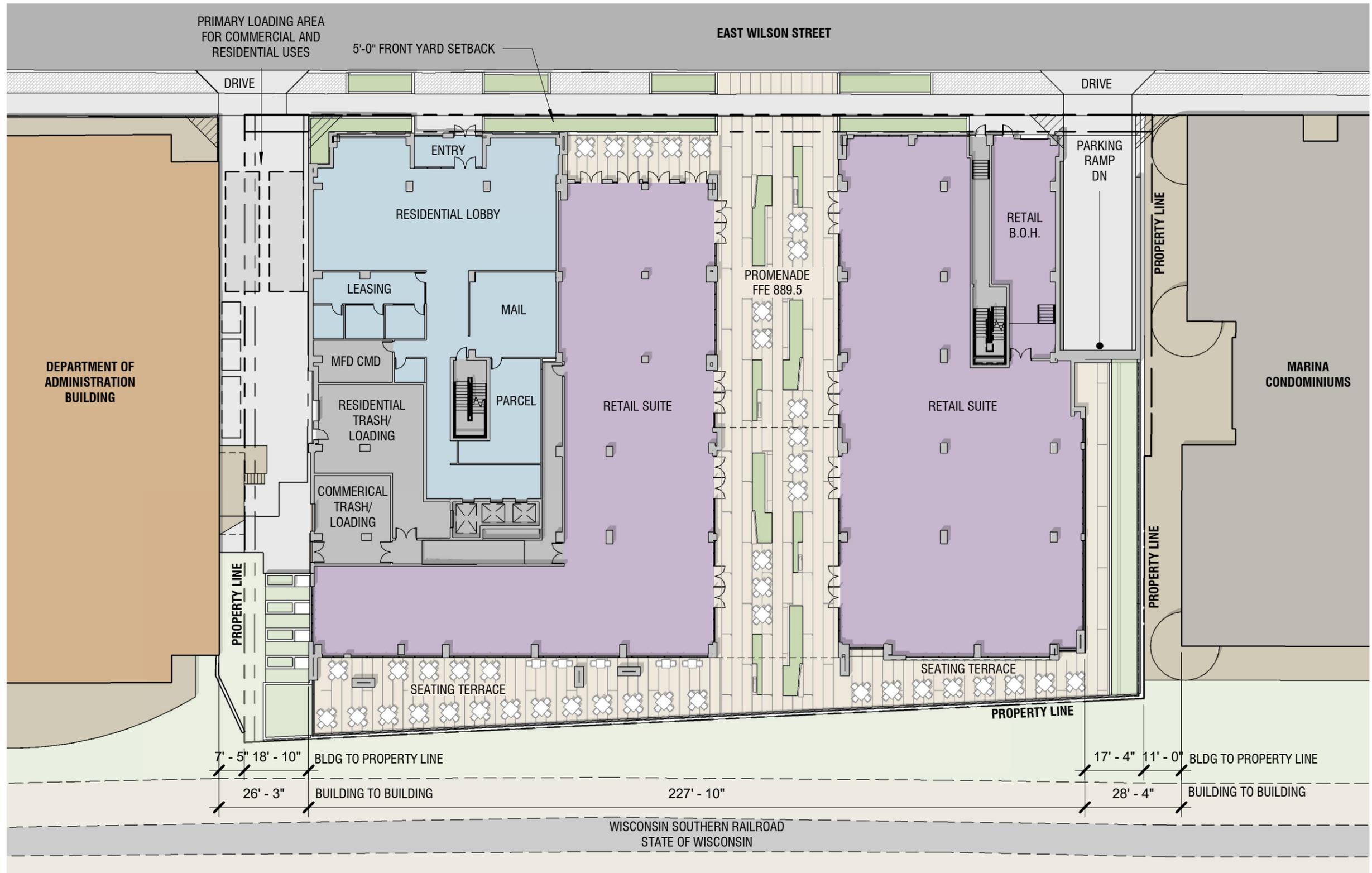


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CAPITAL PARTNERS



Success by Design



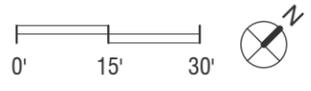
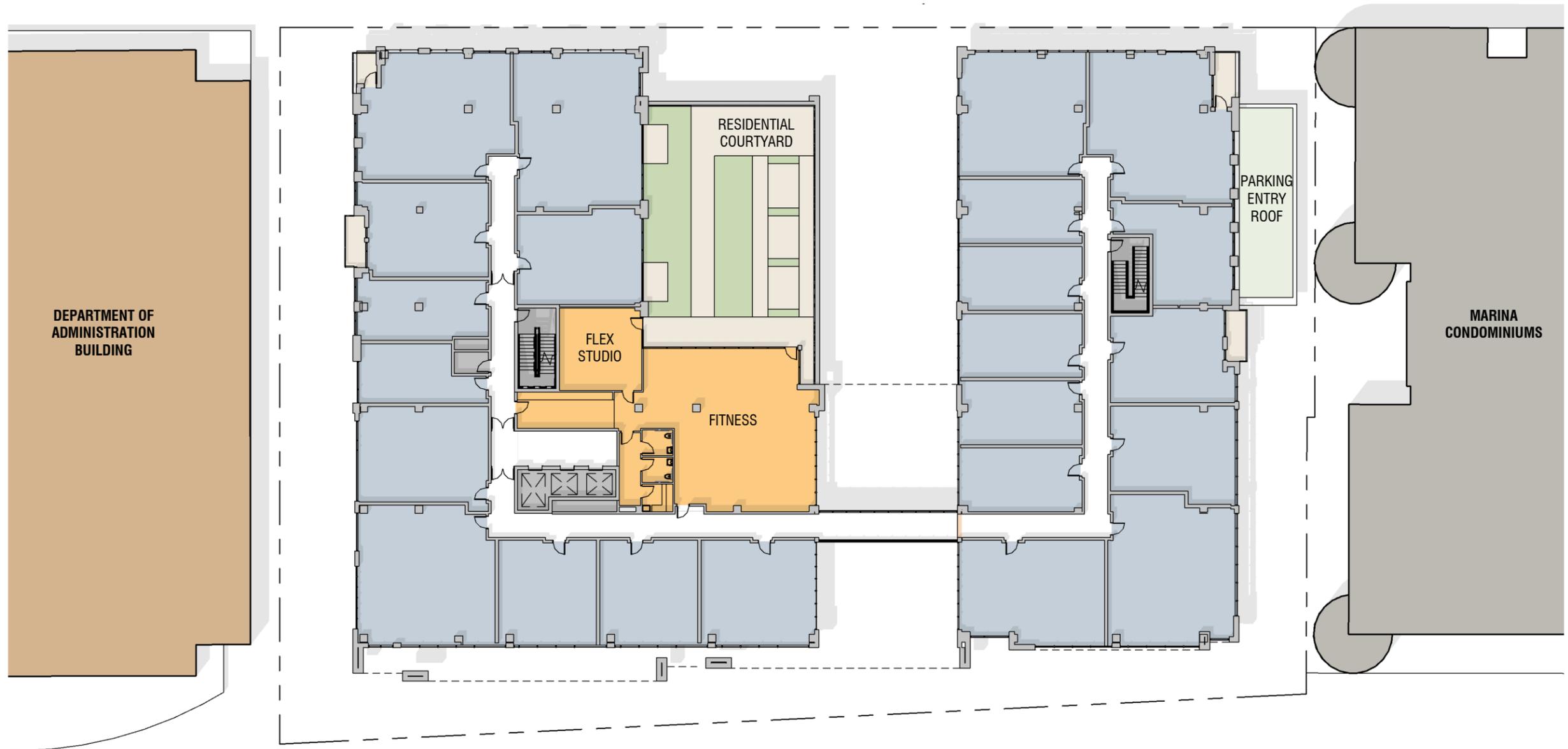


First Floor Plan  
 121 E. Wilson Street - 2021.27.00  
 05/16/22





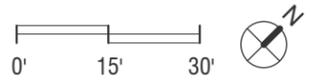
EAST WILSON STREET



Second Floor Plan  
121 E. Wilson Street - 2021.27.00  
05/16/22



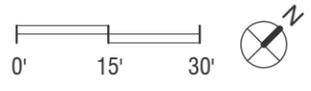
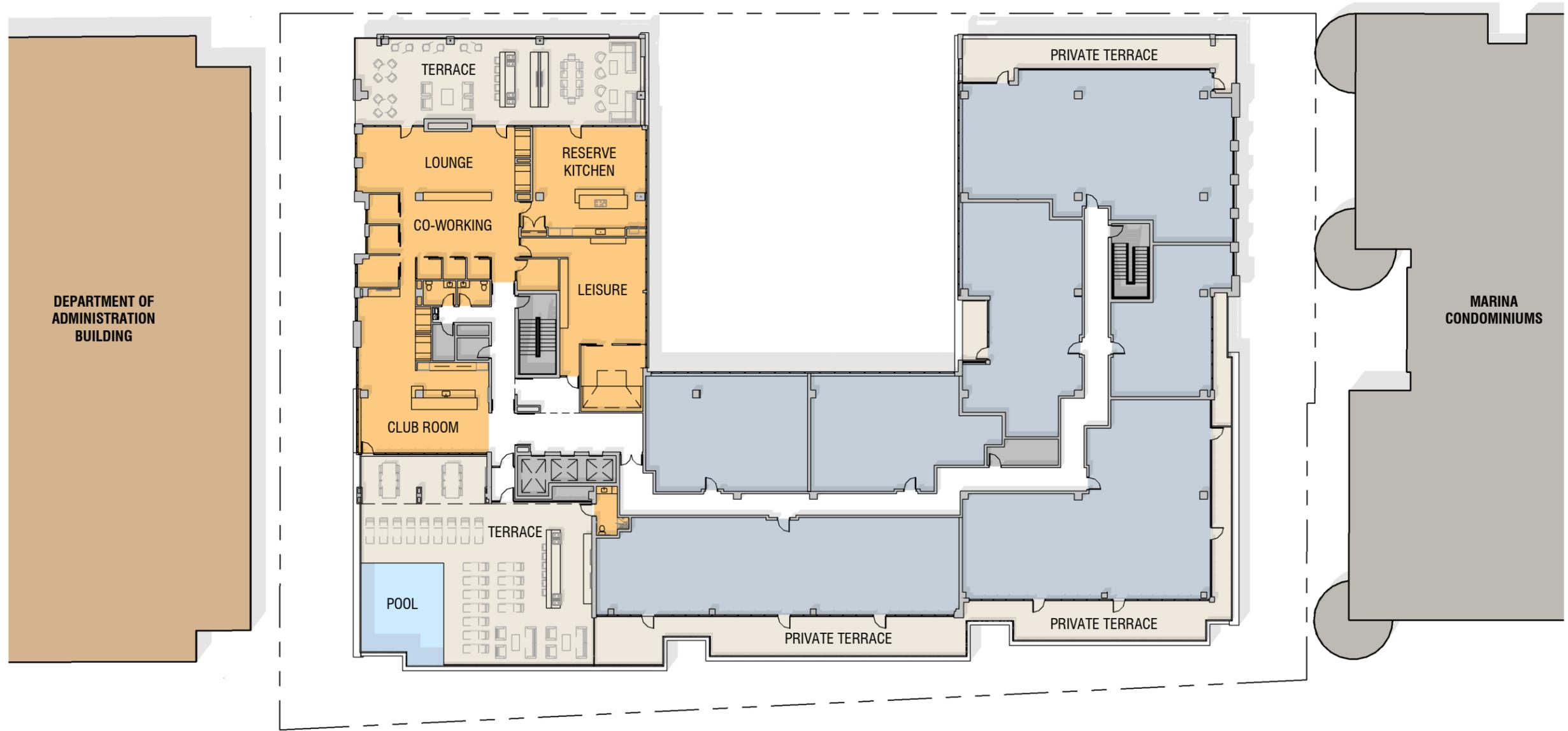
EAST WILSON STREET

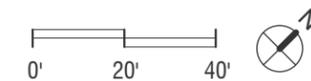
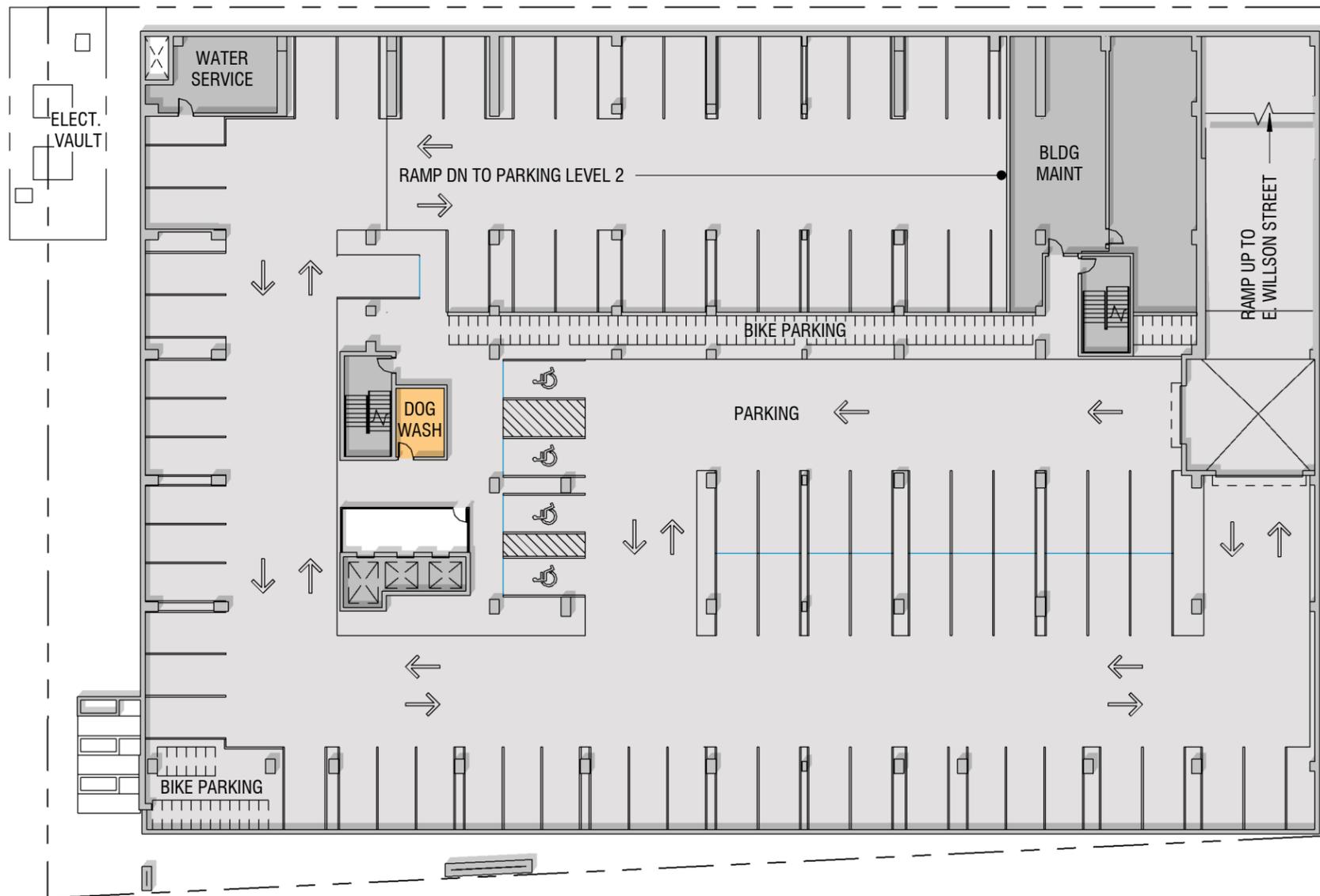


Third to Thirteenth Floor Plan  
121 E. Wilson Street - 2021.27.00  
05/16/22



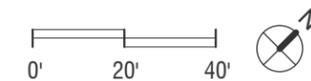
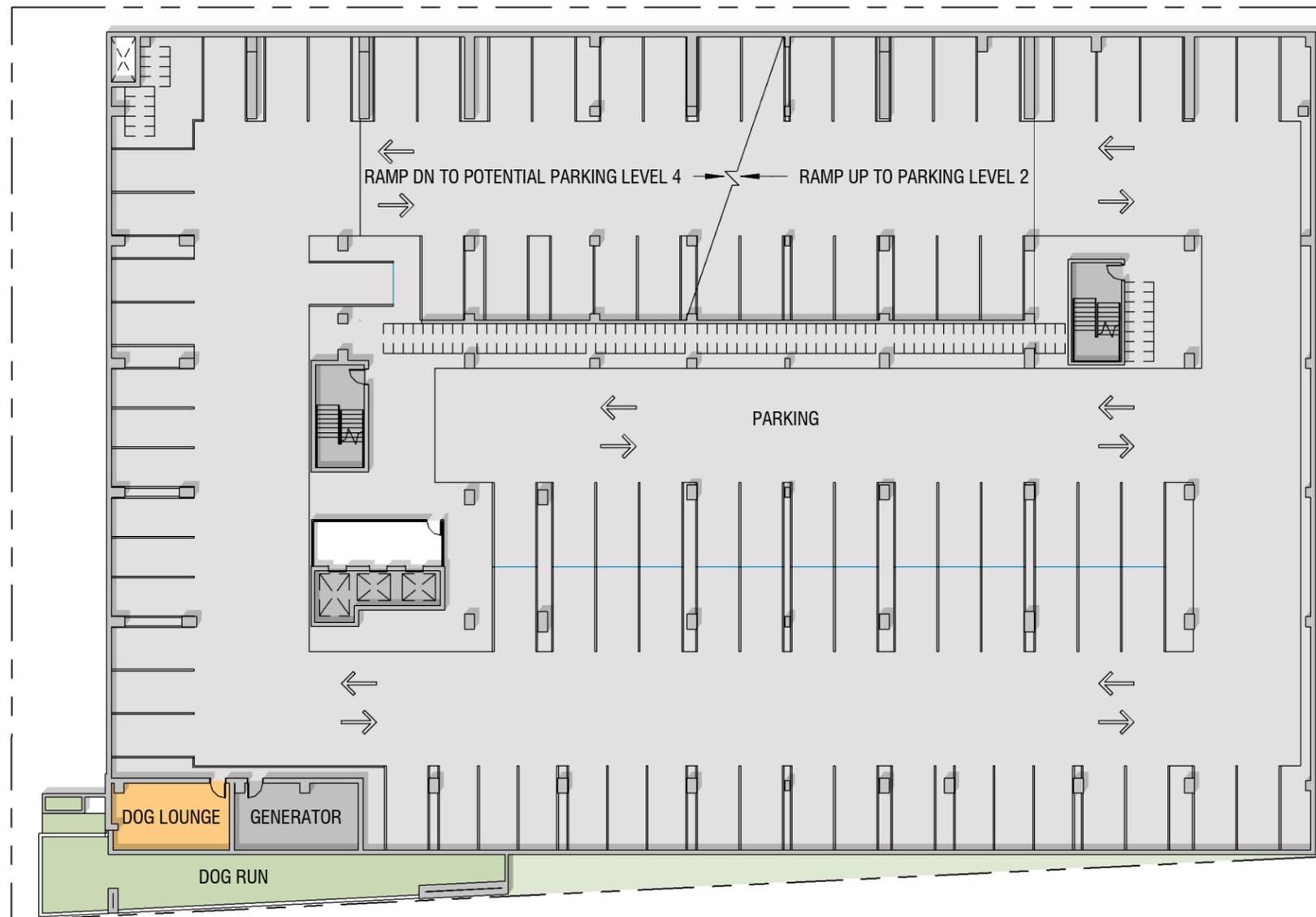
EAST WILSON STREET





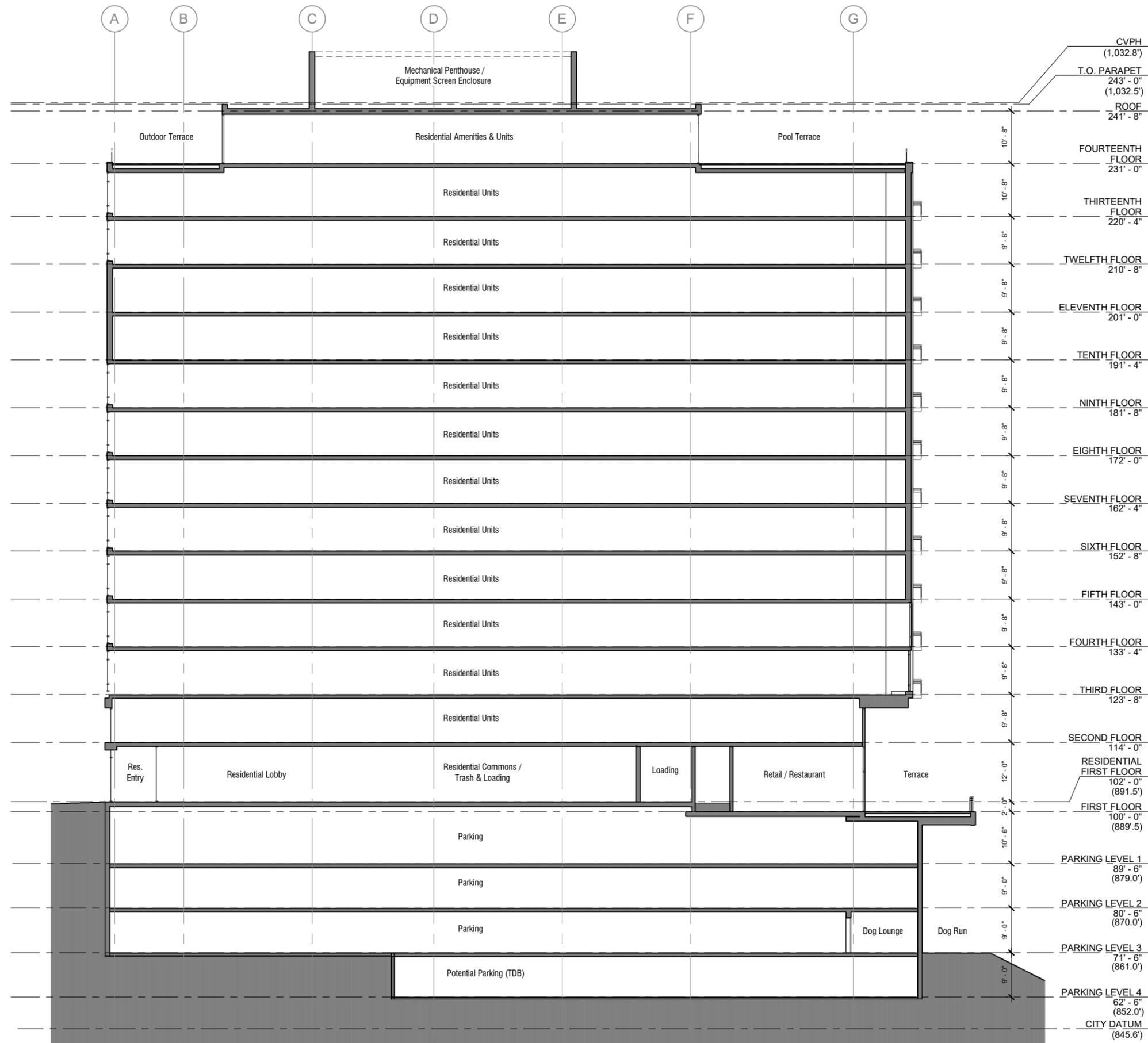
Parking Level 1  
 121 E. Wilson Street - 2021.27.00  
 05/16/22





Parking Level 3  
 121 E. Wilson Street - 2021.27.00  
 05/16/22





**Building Section**  
 121 E. Wilson Street - 2021.27.00  
 05/16/22



**QUAD**  
 CAPITAL PARTNERS



Success by Design



Wilson St Elevation Perspective  
121 E. Wilson Street - 2021.27.00  
05/16/22





Materials  
 121 E. Wilson Street - 2021.27.00  
 05/16/22





Promenade Streetscape Perspective  
121 E. Wilson Street - 2021.27.00  
05/16/22



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Outdoor Plaza Perspective  
121 E. Wilson Street - 2021.27.00  
05/16/22





John Nolen Perspective  
121 E. Wilson Street - 2021.27.00  
05/16/22





Alley Perspective  
121 E. Wilson Street - 2021.27.00  
05/16/22



**QUAD**  
CAPITAL PARTNERS





Wilson Street Perspective  
121 E. Wilson Street - 2021.27.00  
05/16/22



**QUAD**  
CAPITAL PARTNERS





Wilson Street Perspective  
121 E. Wilson Street - 2021.27.00  
05/16/22



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