

# 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 10/10/22   
11:46 a.m.  
Submitted reviewed by \_\_\_\_\_  
Legistar # 74227

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)** Tenney Place Development LLC

Street address 639 Main St. #103 City/State/Zip Deforest WI 53532

Telephone \_\_\_\_\_ Email csimike@inexpress.net

**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 Mikel J. Schaefer 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



October 10, 2022

To: Plan Commission & Department of Planning & Community & Economic Development  
215 Martin Luther King Jr. Blvd  
Suite 17  
Madison, Wisconsin 53703  
Via email only: [pcapplications@cityofmadison.com](mailto:pcapplications@cityofmadison.com) [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com)

From: Darrin Jolas, Vermilion Acquisitions, LLC  
Doug Hursh, Potter Lawson, Inc.

Re: Letter of Intent for a Proposed Residential Development  
Zoning Change and Demolition Permit Application for 1601 & 1617 West Sherman Ave

The following is submitted together with the plans, Land Use Application and Zoning Text, for the rezoning of the site from Suburban Employment to Transitional Residential – Urban 2 (TR-U2).

Project Team

Developer:	Vermilion Development LLC
Owner:	Tenney Place Development LLC
Architect:	Potter Lawson, Inc.
Civil Engineer:	Wyse Engineering
Landscape Architect:	Figure Ground Landscaping
Arborist:	Bruce Allison, Allison Tree LLC

Project Data

Current Zoning District: Suburban Employment  
Rezoning from SE to Transitional Residential – Urban 2 (TR-U2) to allow for multifamily  
Demolition Permit Required  
Aldermanic District 12, Syed Abbas (two prior meetings with Alder Abbas leading up to the submittal)

Building Area:	404, 809 square feet
Covered Parking Area:	124,001 square feet
Units:	445
Total Parking:	600
Height:	84'
Bike Stalls:	494 (440 covered)

Project Overview and Design Narrative

Located at 1601 and 1617 Sherman Avenue, the project site is the current location of an office building and surface parking lot that is leased by My Choice Wisconsin. The site is surrounded by existing multifamily developments (Yahara Landing and River's Edge Apartments) to the southeast, the Sherman Terrace Condominiums to the north, the community of Maple Bluff to the northwest, Filene Park and Lake Mendota to the west, and the Yahara River and Tenney Park to the south. The plan will add to these surrounding community assets by creating additional density in the form of 445 apartments, automobile and bike parking spaces, and supportive community amenities for these new residents.

The design intends to create a variety of multifamily residences ranging from studio to 3-bedrooms in size, located in four different buildings. These building masses are scaled from the largest six-story building A closest to Lake Mendota, the four-story Building C on the southeast, and modest 3-story buildings B.1 and B.2 on the eastside of the site.

Building A is situated along Sherman Avenue on the western side of the site. It will hold the street edge and capitalize on views of Lake Mendota, Tenney Park and southern sightlines to the Capital. This six-story building is five stories of wood frame construction on a concrete parking podium comprising two levels (grade level and basement). The building totals approximately 352,718 square feet inclusive of parking. Building A will contain 273 apartments, 293 covered parking spaces, 78 surface parking spaces, and 272 covered bike spaces. The green roof is approximately 28,740 square feet and will provide as assortment of amenity and conservation attributes.

Buildings B.1 and B.2 are located east of Building A and are meant to be an attractive, yet more attainable, housing option for residents. The two buildings combine for a total of 106 apartments with 101 covered bike parking spaces and 167 surface parking spaces. These three-story structures offer some of the larger units within the development. They will enjoy surface-level outdoor amenities creating a “backyard” for residents to enjoy through outdoor dining, grilling, and dog recreation and relief areas. The scale of these buildings is designed to blend seamlessly with the condominiums to the north and apartment buildings to the east.

Building C is oriented along the southern property line toward the east and will have tremendous views of Tenney Park and the Capitol building in the distance. This will be a four-story structure with 66 apartments, one underground level of parking containing 37 spaces for automobiles and 67 bikes, and an additional 25 surface parking spaces.

Neighborhood Presentations

The project will be presented at a minimum of two neighborhood Zoom meetings: the first is scheduled for October 10 and the second on a date yet to be determined, likely in November.

Proposed Schedule

DAT meeting:	June 24, 2022 (completed)
Preapplication meeting:	September 28, 2022 (completed)
Neighborhood meeting #1:	October 10, 2022
Urban Design Information meeting:	October 26, 2022
Neighborhood meeting #2:	November 2022
Land Use Submittal:	November 15, 2022
Urban Design Commission:	January 2023
Plan Commission:	January 2023
Common Council:	January 2023
Construction commencement:	September 2023
Construction completion:	February 2026

Thank you for your consideration, we look forward to discussing the project with you. Please contact me if you have any questions regarding this submittal.

Kind regards,

Darrin Jolas  
Vermilion Acquisitions LLC  
(773) 914-7740  
darrin@vermiliondevelopment.com

# 1617 Sherman Ave Madison, WI

October 26, 2022 – UDC Informational



# Project Information

- 4 Total Buildings
- Vary in Height 3, 4, 6 Stories
- 445 Apartment Units
  - 1, 2, 3 Bedrooms & Studios
- 587 Parking Stalls (1.32 Stall /Unit)
  - 257 Surface Stalls
  - 330 Below Grade Stalls
  - 12 EV Charging Stations, 59 EV Ready
- 494 Bike Stalls
  - 440 Covered Stalls
- 29,000 sf Green Roof Area
- 2 Roof Top Amenity Spaces

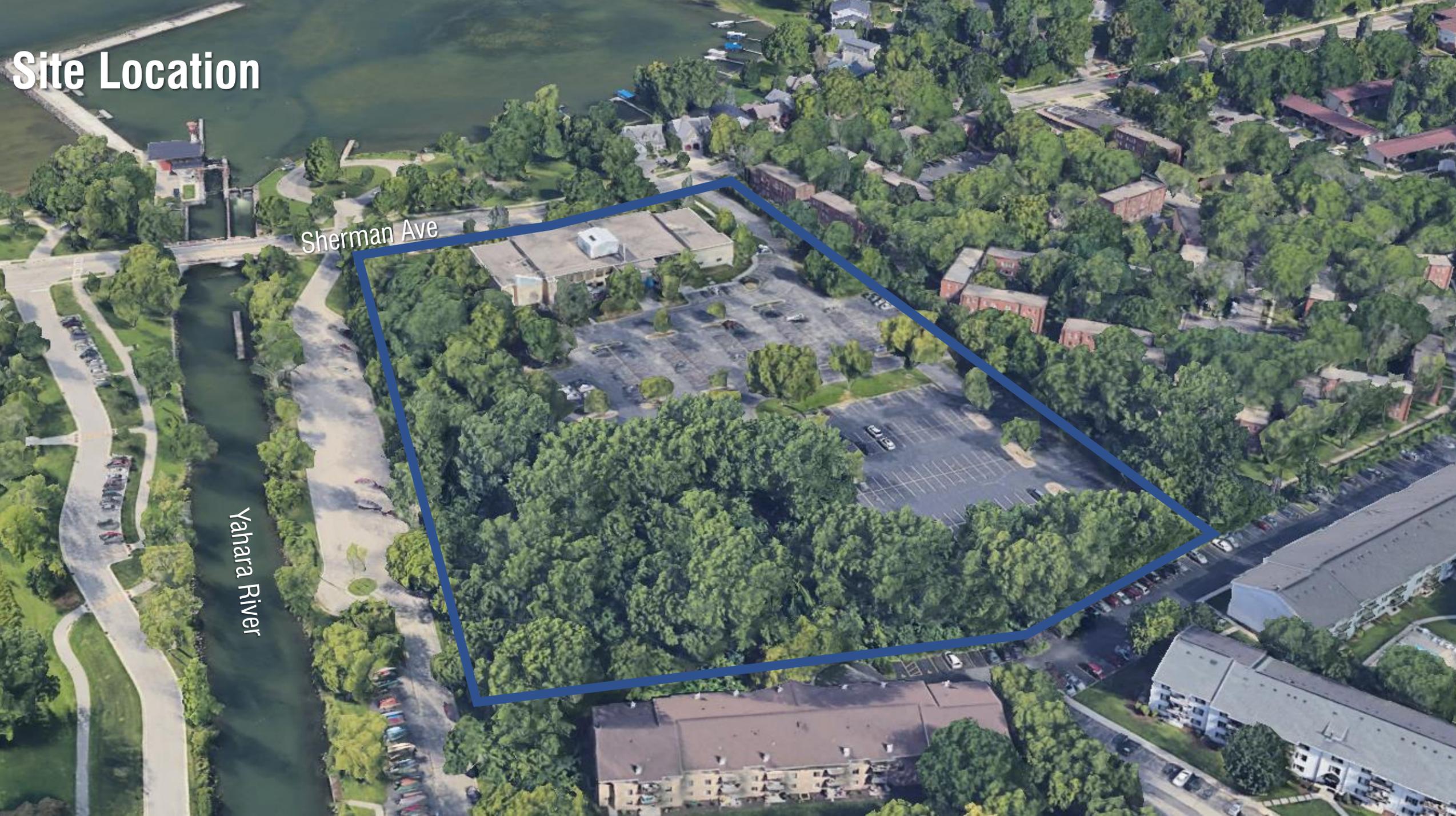


# Site Location



Tenney  
Park

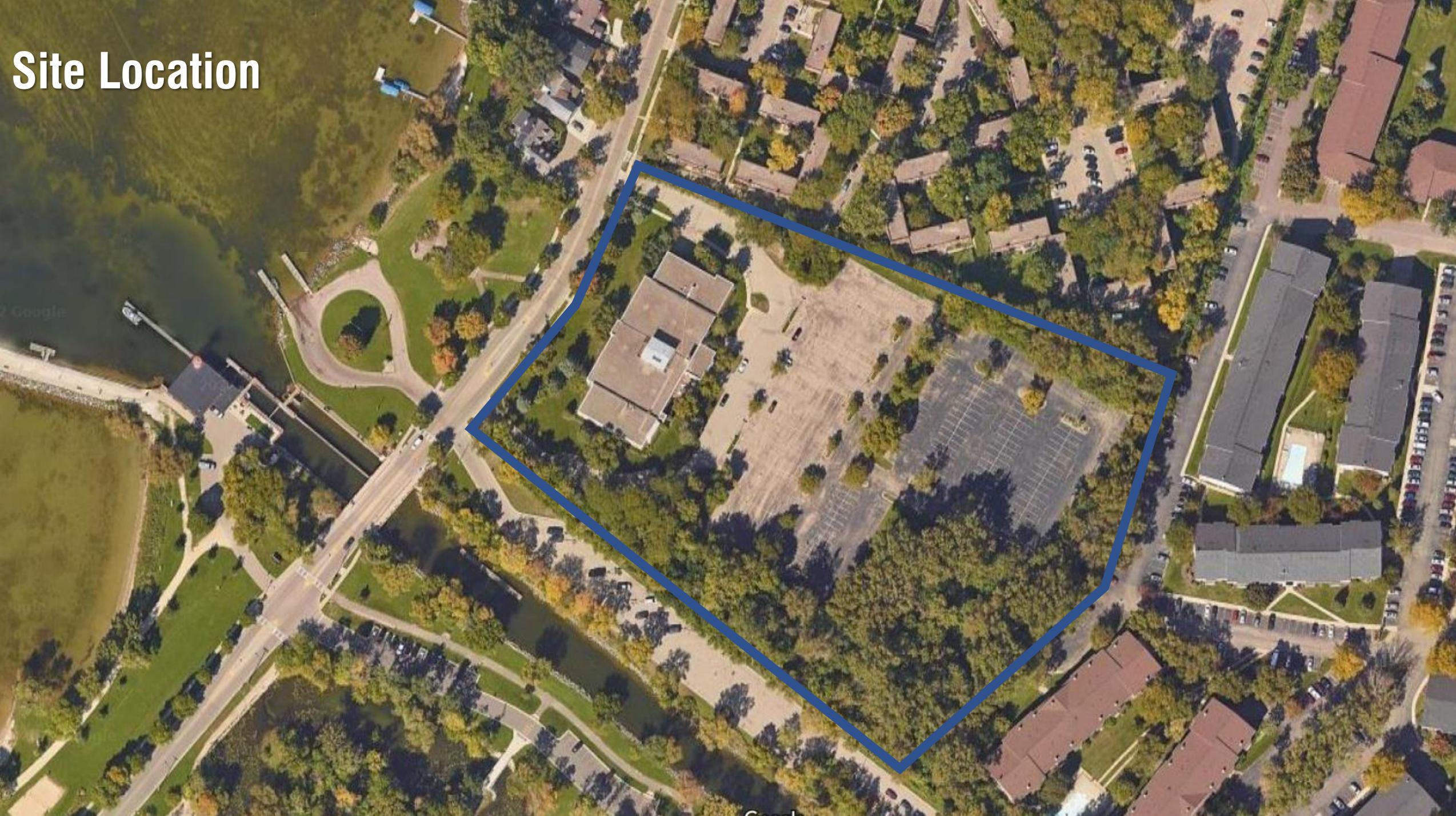
# Site Location



Sherman Ave

Yahara River

# Site Location



# Sherman Ave North



No Left Turn

Sherman Ave

# Sherman Ave South



# Concept Site Plan



# Project Amenities

- Over ½ Acre Green Roof
- Community Garden
- Dog Walk Areas
- Dog Wash Stations
- Pedestrian Paths
- 2 Roof Top Spaces
- EV Charging Stations
- Outdoor Seating and Gathering Spaces
- Grilling Stations
- Indoor/ Outdoor Fitness Areas
- Resident Co-working Spaces



# Sherman Ave Looking Northeast



Looking West



# Looking South



# Ground View Looking Northwest







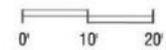


1  
12

**WEST ELEVATION BLDG A**

1" = 20'-0"

MASONRY- CHARCOAL





1  
13

**SOUTH ELEVATION BLDG A**

1" = 20'-0"



SHINGLE ROOF-DARK GREY

FIBER CEMENT SIDING  
ACCENT GREY - VERTICAL ORIENTATION

LEVEL 04  
+33' - 6"

LEVEL 03  
+22' - 4"

LEVEL 02  
+11' - 2"

LEVEL 01  
+0' - 0"

MASONRY

1 SOUTH ELEVATION BLDG C  
11 1" = 20'-0"



FIBER CEMENT SIDING - WHITE  
BOARD AND BATTEN  
SHINGLE ROOF - DRAK GREY

FIBER CEMENT TRIM BOARD  
-WHITE

FIBER CEMENT SIDING  
ACCENT GREY - VERTICAL ORIENTATION

LEVEL 04  
+33' - 6"

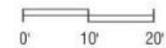
LEVEL 03  
+22' - 4"

LEVEL 02  
+11' - 2"

LEVEL 01  
+0' - 0"

MASONRY- CHARCOAL

2 NORTH ELEVATION BLDG C  
11 1" = 20'-0"



# Sustainability

- Urban Infill Site with Variety of Unit Types
- Natural & Native Landscape Design
  - Remove Invasive Plants from Site and Prioritize Native Plant Growth
  - Preserve Existing Maple Trees
- Stormwater Management
  - Run-off Filtration
- EV Charging Stalls
- Efficient LED Lighting and Occupancy Sensors
- Working with Focus on Energy to Optimize Energy Efficiency
- Structured Parking & Green Roof
- Energy Star Appliances
- Encourage Alternate Means of Travel
  - Bike & Pedestrian Connections
  - Near Bus Route

