

# 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 \_\_\_\_\_

4/25/22  
11:44 a.m.

RECEIVED

Aldermanic District \_\_\_\_\_

Zoning District \_\_\_\_\_

Urban Design District \_\_\_\_\_

Submittal reviewed by \_\_\_\_\_

Legistar # \_\_\_\_\_

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

## 1. Project Information

Address: \_\_\_\_\_

Title: \_\_\_\_\_

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

UDC meeting date requested \_\_\_\_\_

New development

Alteration to an existing or previously-approved development

Informational

Initial approval

Final approval

## 3. Project Type

Project in an Urban Design District

Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)

Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)

Planned Development (PD)

General Development Plan (GDP)

Specific Implementation Plan (SIP)

Planned Multi-Use Site or Residential Building Complex

### Signage

Comprehensive Design Review (CDR)

Signage Variance (i.e. modification of signage height, area, and setback)

Signage Exception

### Other

Please specify \_\_\_\_\_

## 4. Applicant, Agent, and Property Owner Information

**Applicant name** \_\_\_\_\_

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

Telephone \_\_\_\_\_

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

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

Telephone \_\_\_\_\_

**Property owner (if not applicant)** \_\_\_\_\_

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

Telephone \_\_\_\_\_

Company Mortenson Development, Inc.

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

Email \_\_\_\_\_

Company \_\_\_\_\_

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

Email \_\_\_\_\_

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

Email \_\_\_\_\_

## 5. Required Submittal Materials

### Application Form

### Letter of Intent

- If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
- For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.

### Development Plans (Refer to checklist on Page 4 for plan details)

### Filing fee

### Electronic Submittal\*

### Notification to the District Alder

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

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](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  Date 4/25/22

## 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



# DESIGN INTENT

This proposed project is a major alteration to a previously approved plan. The project is a residential high-rise tower built up to the Capitol View Limit. It includes a precast concrete parking podium which is partially built into the sloping site and contains lobby, bike parking, building services, and about 150 parking spaces. The 10 floors of the tower above are built from an innovative structural metal system and contain 202 residential units and amenities including an outdoor terrace at the top level. The units will be market rate and include a mix of studios, one-bedrooms, and two-bedrooms. The building lobby fronts Doty Street and parking is accessed from both Wilson and Doty.

The massing encompasses the entire footprint of the site for the podium while the tower sets back from the long edges. This approach relates to the heights of the adjacent buildings and helps diminish the impact of the tower on adjacent parcels. Along Doty Street, the facade is partially setback to preserve the view of the adjacent Fess Hotel wall sign.

The proposed design solution strives for beauty, craft, and rigor. It stresses the vertical nature of the tower elements by grouping and stacking windows and balconies into distinct vertical bands of cladding materials. This approach provides variety and creates a rhythm across the facade. The materials consist of a dark gray ribbed aluminum panel and smooth black metal for infill panels, window framing, and balconies. The parking podium will be enclosed and mechanically ventilated with louvered openings along Wilson and Doty facades while the long facades will have textured precast concrete (as they aren't permitted by code to have openings to due to being on a zero lot line condition). The lobby and entry experience along Doty Street features floor-to-ceiling glazing and a landscaped area in front of the Fess Hotel sign. Translucent glazing is featured along the Wilson Street first floor to reveal entries, support and bike parking areas.

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# JDS APARTMENTS

JUDGE DOYLE SQUARE | MADISON, WISCONSIN

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MORTENSON

UDC INFORMATIONAL SUBMITTAL

APRIL 25, 2022

**Kahler Slater**

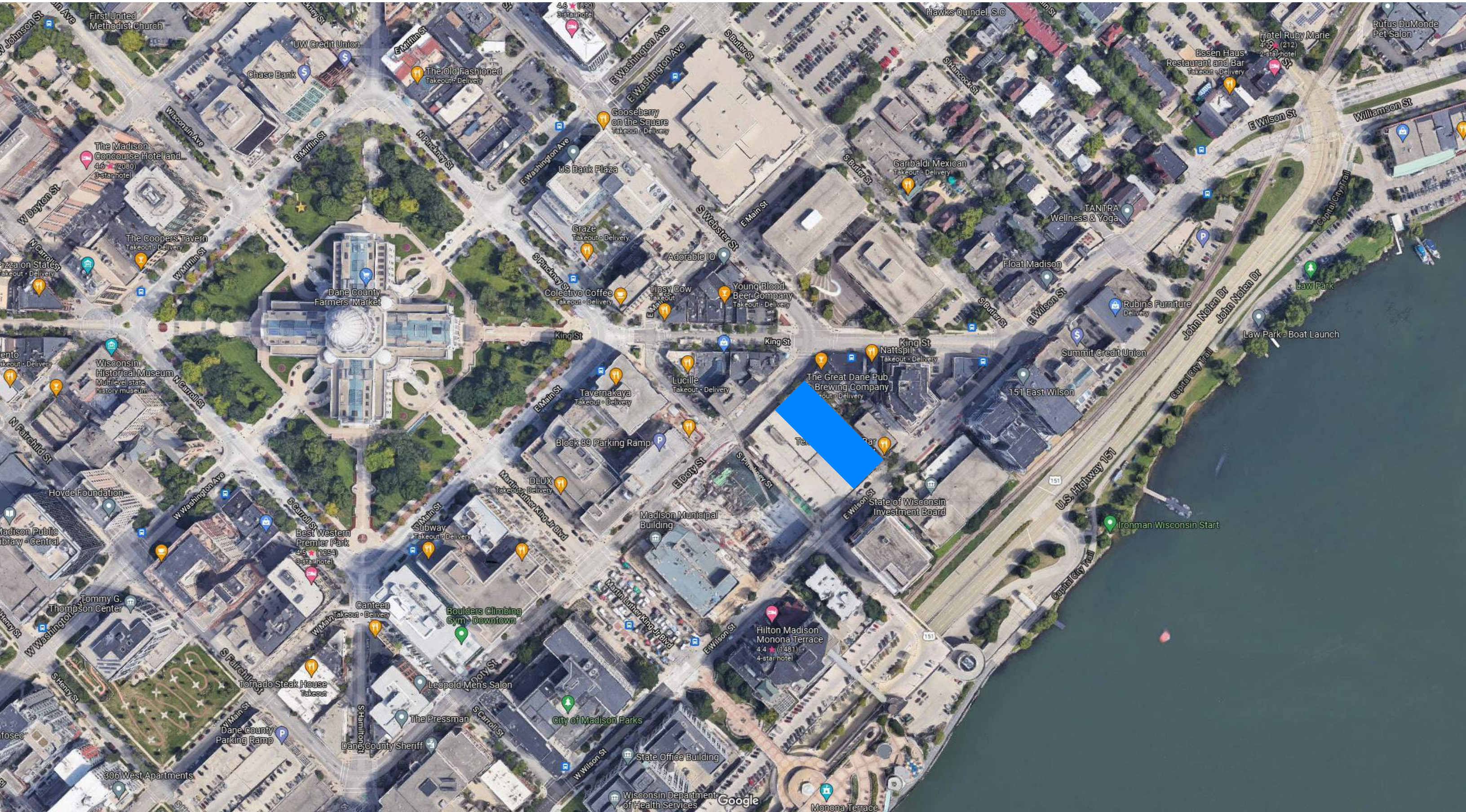
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# **SITE & CONTEXT**

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# PROJECT LOCATION



MORTENSON JDS APARTMENTS | KAHLER SLATER, INC. | COPYRIGHT 2022 | ALL RIGHTS RESERVED | 04.25.22 | 04



# SITE PHOTOS | DOTY TO NORTHEAST





# SITE PHOTOS | DOTY & DETAILS





# SITE PHOTOS | DOTY TO SOUTHWEST





SITE PHOTOS | WILSON





SITE PHOTOS | KING/DOTY/WEBSTER





# ADJACENT HOTEL ON LOT 1



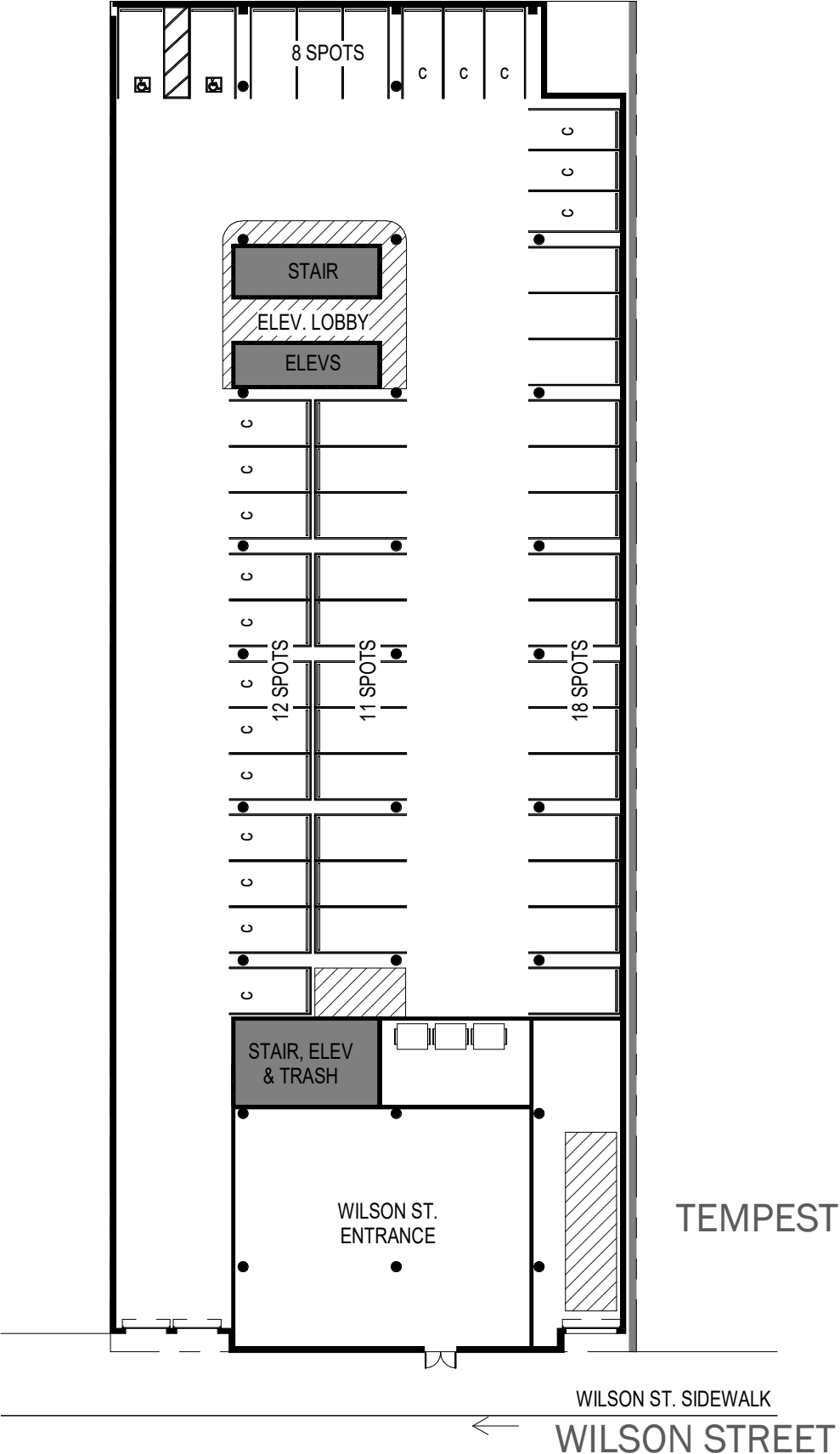


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# PROPOSED DESIGN

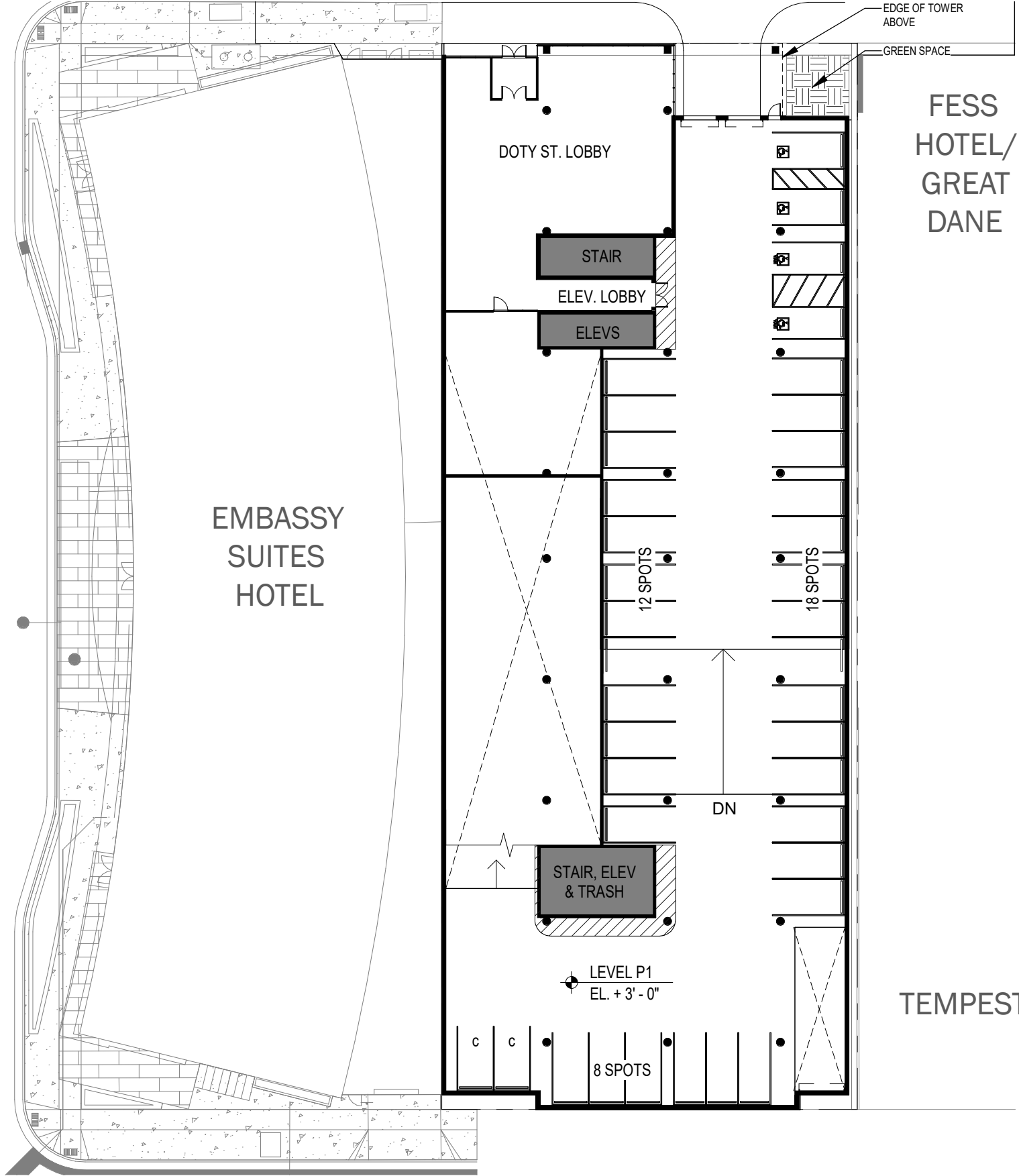
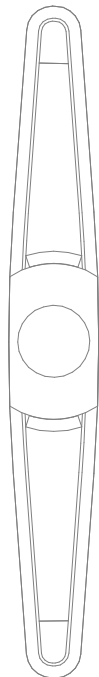
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FLOOR PLANS



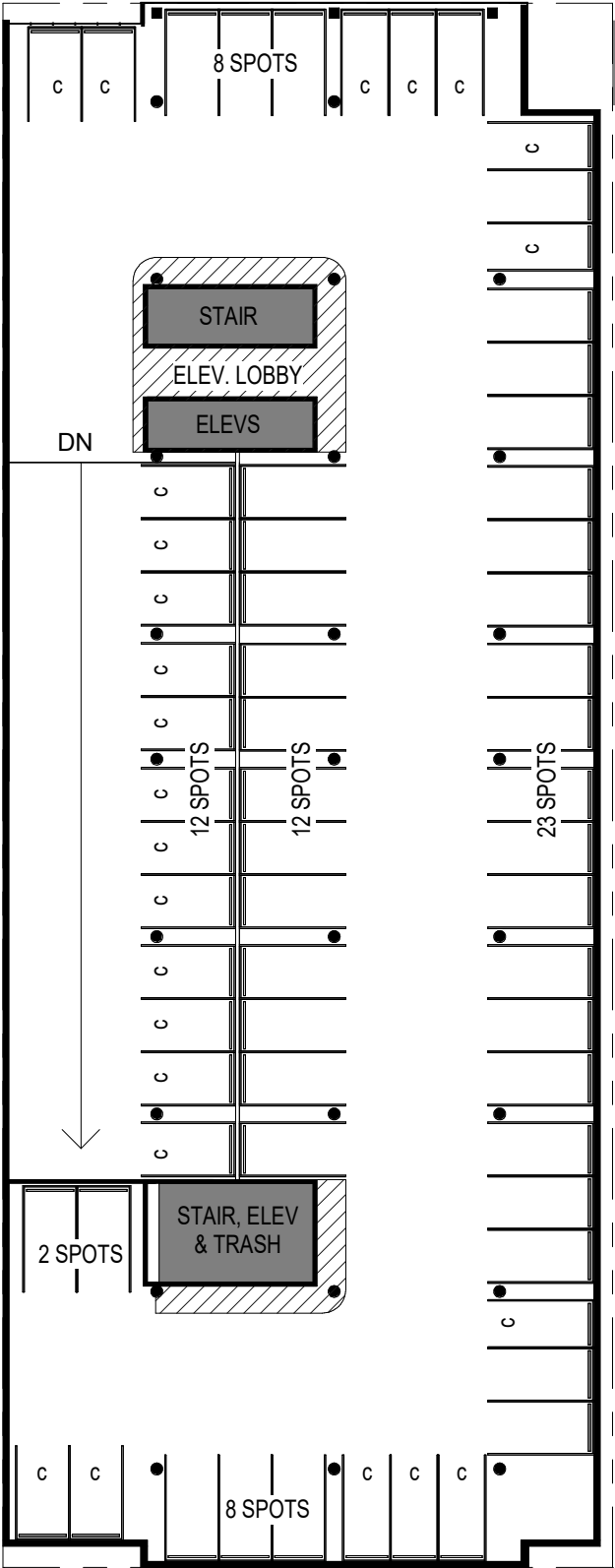
WILSON STREET LEVEL

PINCKNEY STREET



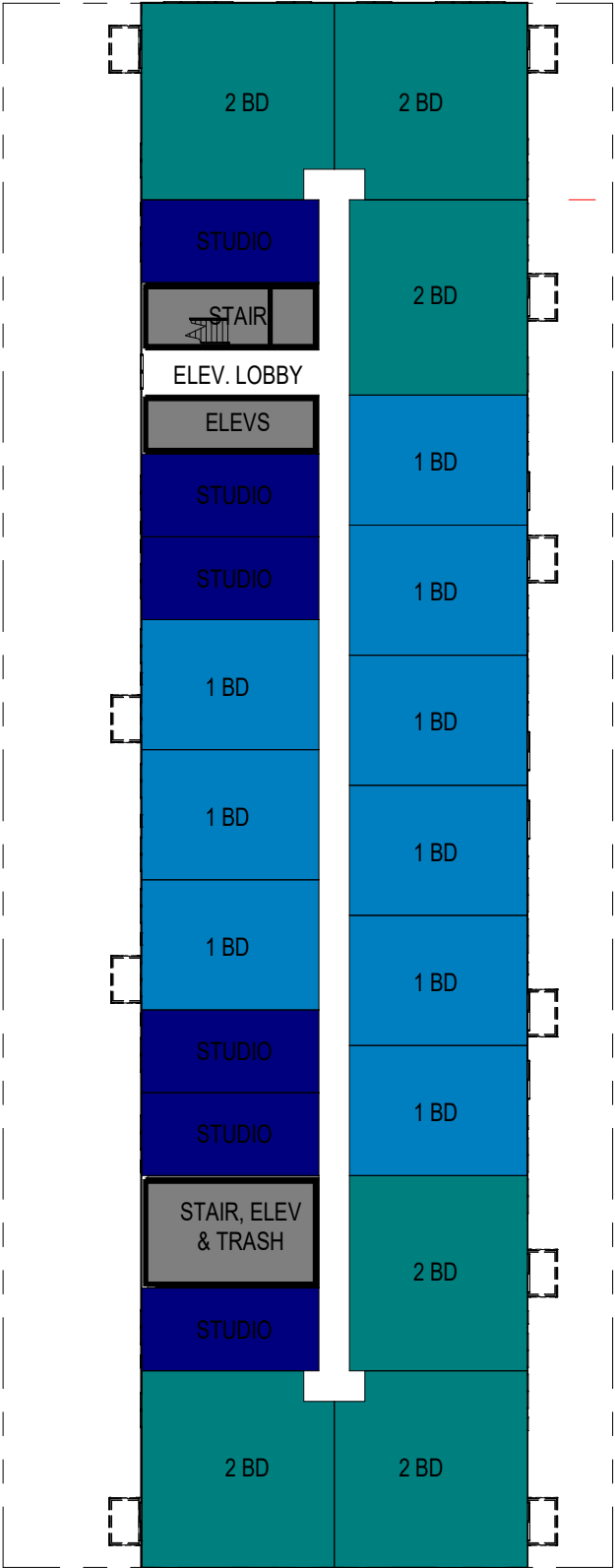
DOTY STREET LEVEL

# FLOOR PLANS

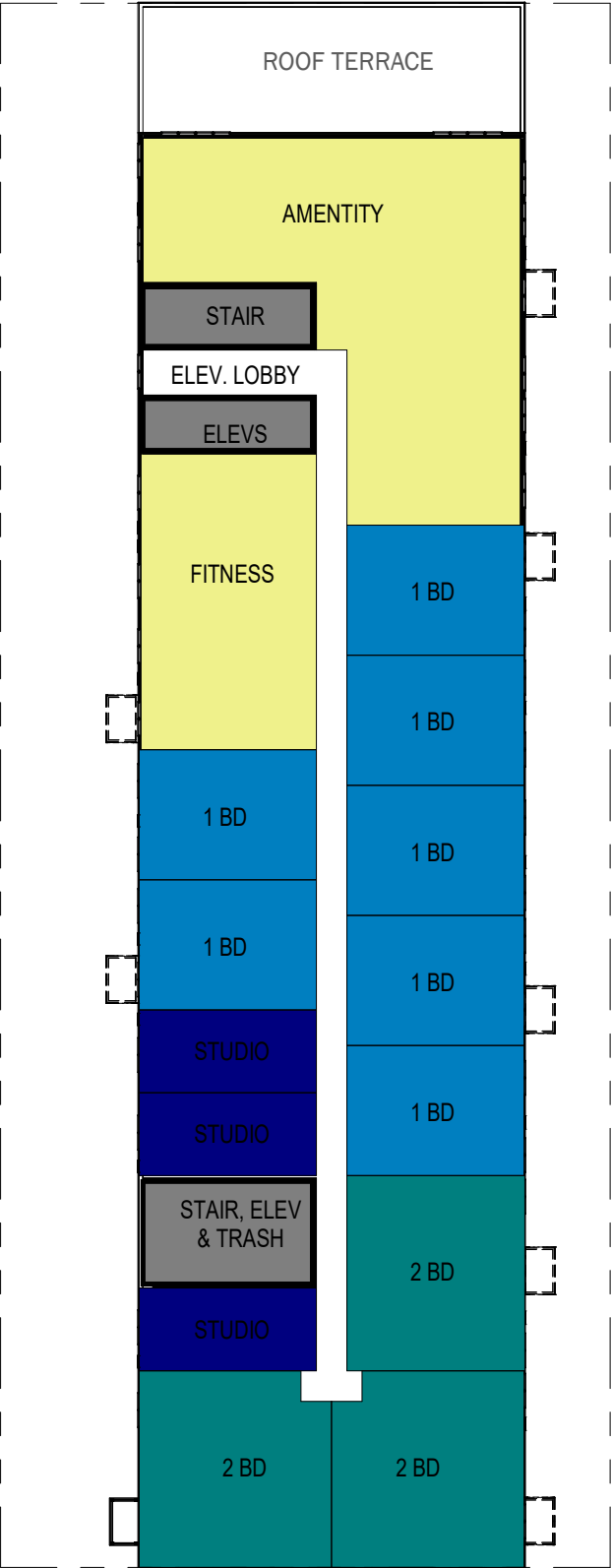


P2 LEVEL

DOTY STREET (BELOW)



WILSON STREET (BELOW)  
TYPICAL LEVEL (A2-A9)



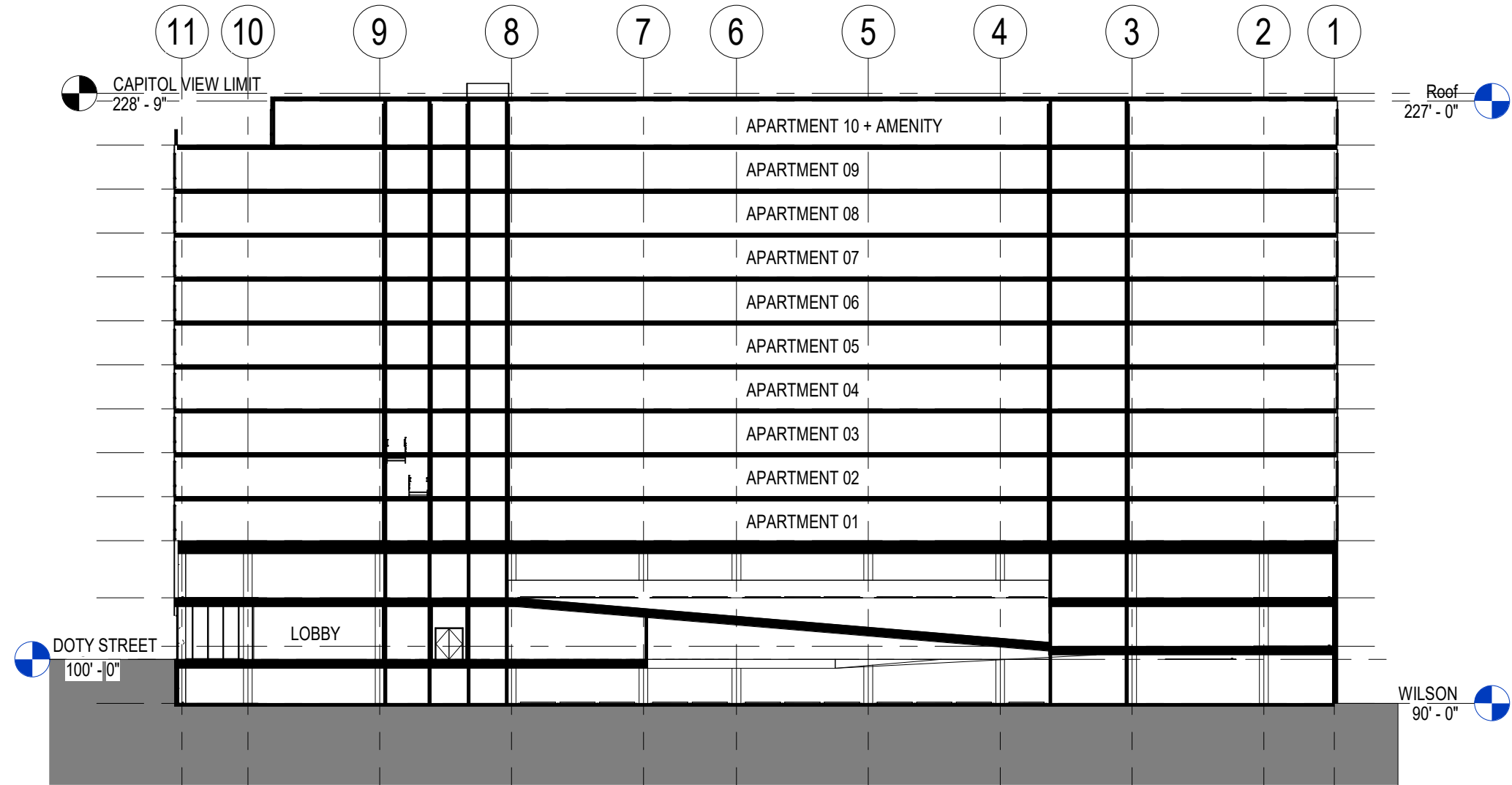
A10 LEVEL

TOTAL UNITS	= 202
TOTAL PARKING	= 152

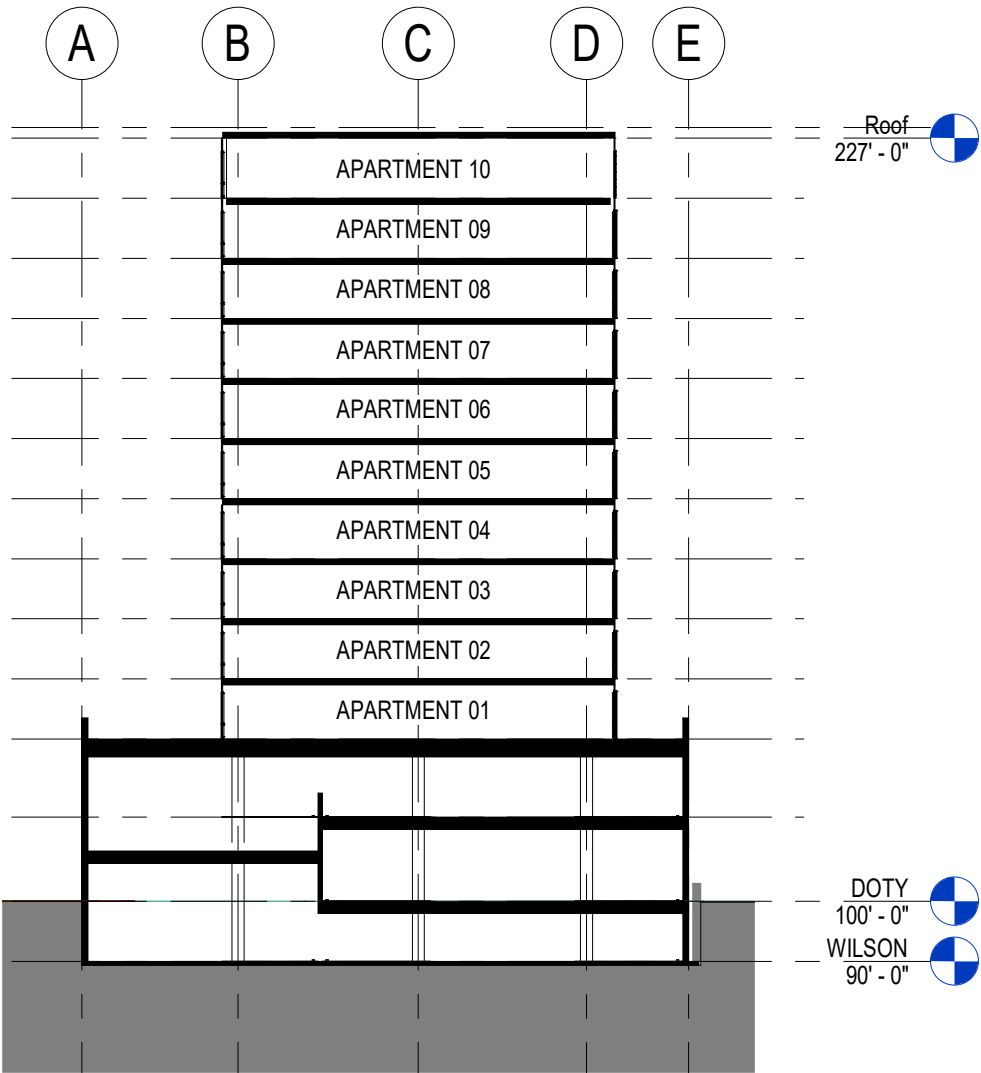
UNIT SUMMARY   10TH FLOOR	
STUDIO	3
1 BD	7
2 BD	3
13 TOTAL UNITS	

UNIT SUMMARY   TYPICAL FLOOR	
STUDIO	6
1 BD	9
2 BD	6
21 TOTAL UNITS/FLOOR	

# SECTIONS



LONGITUDINAL SECTION



TRANSVERSE SECTION



# ELEVATIONS



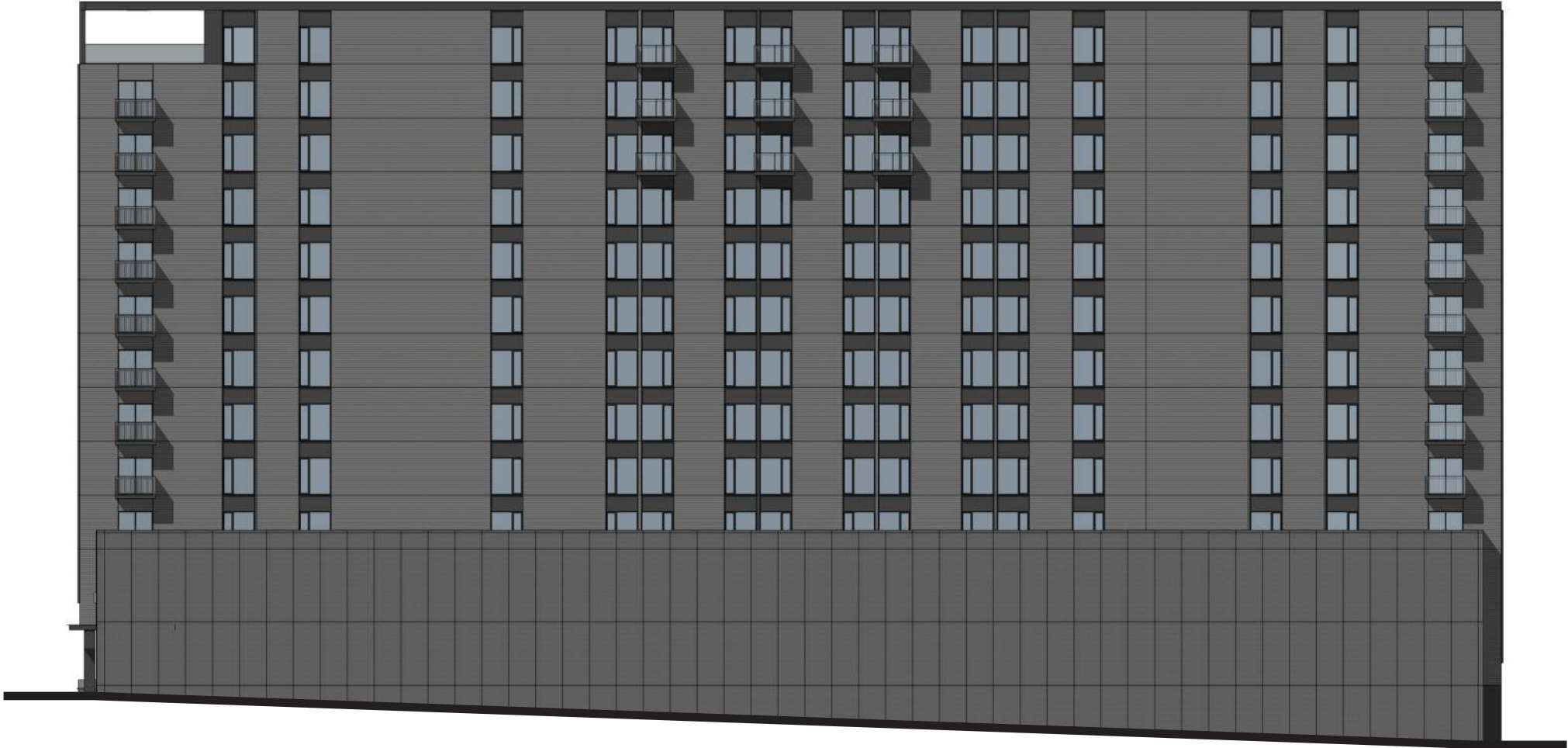
## NORTHEAST ELEVATION

NOTE: THE ADJACENT CONSTRUCTION (GREAT DANE/FESS HOTEL, TEMPEST BUILDING AND EXISTING RETAINING WALL) THAT ADJUT THIS ELEVATION ISN'T SHOWN.



## DOTY STREET ELEVATION

# ELEVATIONS



**SOUTHWEST ELEVATION**

NOTE: THE ADJACENT FUTURE CONSTRUCTION (EMBASSY SUITES HOTEL) THAT ABUT THIS ELEVATION ISN'T SHOWN.



**WILSON STREET ELEVATION**

# AERIAL VIEW





# DOTY AT KING



REFERENCE PHOTO OF SIMILAR VANTAGE POINT





# DOTY AT PINCKNEY



REFERENCE PHOTO OF SIMILAR VANTAGE POINT





# DOTY STREET ENTRY



DETAIL OF FESS HOTEL SIGN





# WILSON STREET VIEW

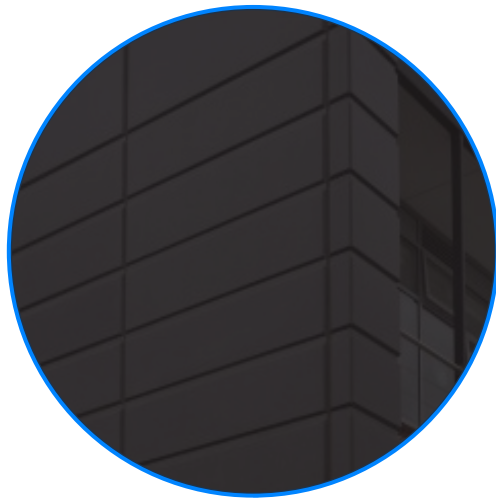


REFERENCE PHOTO OF SIMILAR VANTAGE POINT

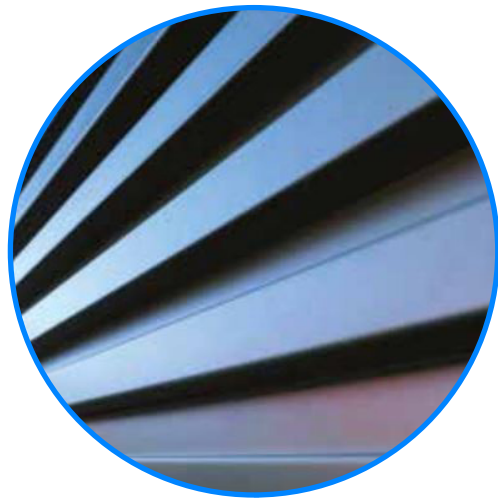


# MATERIALS

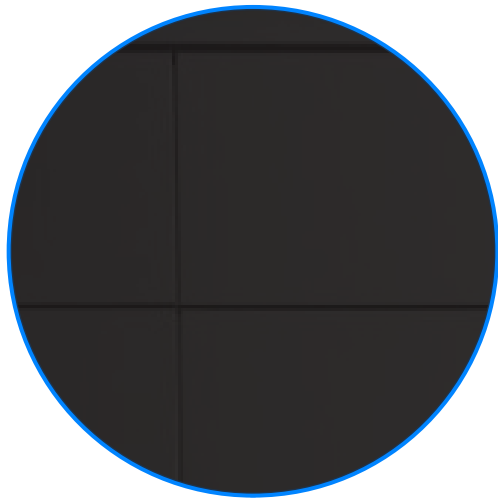
DARK GRAY PRECAST CONCRETE  
WITH REVEAL PATTERN



BLACK RIBBED CONCEALED FASENTER  
ALUMINUM PANELS



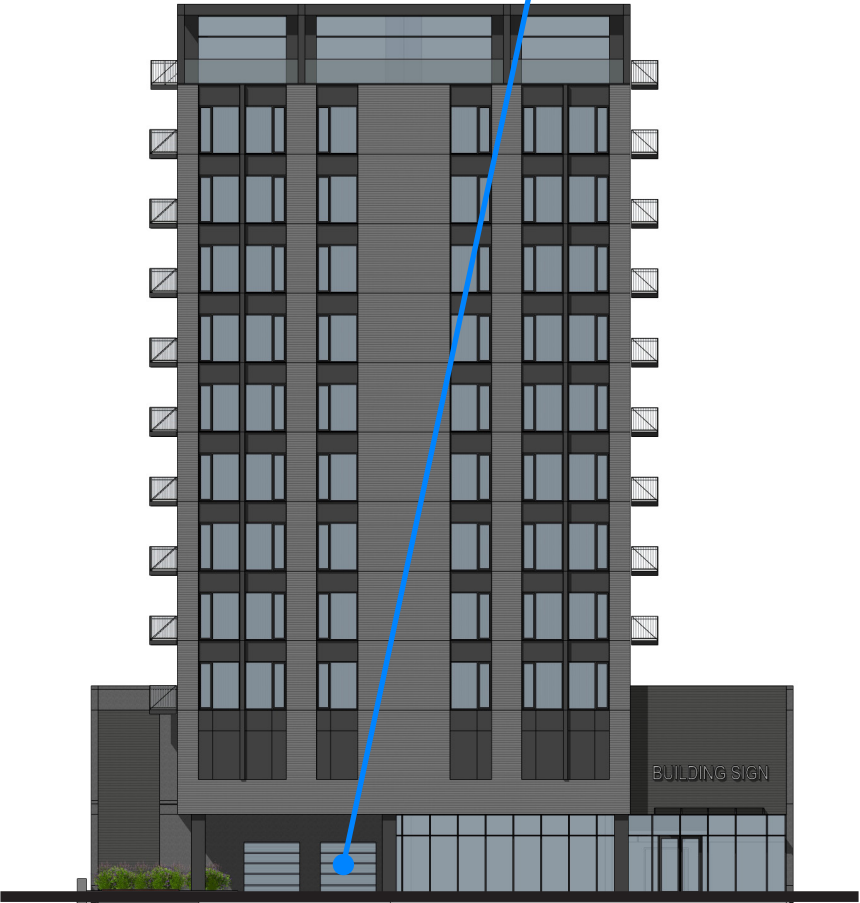
FEDDERLITE PANEL AND/OR  
BLACK METAL PANEL



BLACK METAL BALCONIES,  
PICKETS, AND SUPPORTS



FROSTED GLASS  
GARAGE DOORS



ALL WINDOW FRAMING, ACCENT TRIM, ROOF FRAMING, ETC. TO BE PAINTED BLACK ALUMINUMUN  
ALL VISION GLASS AND RAILINGS TO BE CLEAR LOW-E GLASS WITH BIRD SAFE PATTERNS WHERE REQUIRED.

**Kahler Slater**

Milwaukee | Madison | Chicago | Richmond

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