

# 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 \_\_\_\_\_ ☐ 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): 1202 S. Park Street

Title: Park Lofts

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

UDC meeting date requested 12/13/2023

- ☒ 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** Ross Treichel  
**Street address** 2501 Parmenter St., Suite 300A  
**Telephone** 608-836-7570

**Company** Sketchworks Architecture, LLC  
**City/State/Zip** Middleton, WI 53562  
**Email** rtreichel@sketchworksarch.com

**Project contact person** (same as above)  
**Street address** \_\_\_\_\_  
**Telephone** \_\_\_\_\_

**Company** \_\_\_\_\_  
**City/State/Zip** \_\_\_\_\_  
**Email** \_\_\_\_\_

**Property owner (if not applicant)** Julian Walters (developer);  
**Street address** JW: 3910 Dallas Dr. City: PO Box 2983  
**Telephone** JW: 608-235-5837

**Owner:** City of Madison Economic Development Division  
**City/State/Zip** JW: Madison, WI 53719 City: 53701  
**Email** julianwalters02@gmail.com

## 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](mailto: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 \*Jenny Kirchgetter, Chrissy Thiele, Alder, Neighborhood on 7/2023-11/2023.  
\*seeking discussion with UDC now, have not met yet
- 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 Ross Treichel Relationship to property Architect

Authorizing signature of property owner Julian Walters Date 12/7/2023

**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





**LETTER OF INTENT  
1202 S. Park Street, Madison  
UDC Submission - Informational**

November 27, 2023

City of Madison  
Planning Division  
Urban Design Commission  
Attn: Jessica Vaughn  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-4635

RE: 1202 S Park Street  
Urban Design Submittal / Informational

Jessica and members of the Urban Design Commission:

On behalf of the Owner, Julian Walters, please accept this concept design submittal for a proposed mixed-use development on South Park Street.

This submittal is being made for informational purposes only, and seeks your insight as we further develop these preliminary exterior designs. We have been exploring several options, and the attached is our current directive.

The attached submittal shows the following information:

- Neighborhood area plan
- Contextual Images
- Concept Site plan
- Schematic Floor Plans
- Schematic Exterior Elevations

The design proposal seeks to redevelop a vacant parcel of land located in-between S Park Street, and High Street for use as residential housing. The purpose of this development is for Youth Centered Housing as requested by the City of Madison. This development will offer an affordable housing option for a demographic of young adults transitioning out of foster care households. The population may include a range from single young adults to young families with children.

## **Site Design**

A bus stop is located at the property, as such Madison Metro has requested that a bus shelter be placed at the site. We are exploring ways to integrate this shelter into the design of the building, as can be seen in the proposal.

There is a combination of green space on the development site to include small recreation areas at-grade, private balconies from many dwelling units, and rooftop patios for common use to the building residents.

Landscape has not yet been designed, though we will seek opportunities for foundation plantings and rooftop vegetation trays where possible.

## **Parking:**

There is limited vehicular parking along Park Street, and the bus stop will further prevent available parking immediately in front of the property. High Street has on-street parking, with an estimated 6 stalls directly adjacent to the site.

Vehicular and bicycle access to an underground parking garage would occur from High Street, to avoid traffic concerns on Park Street. There will be 20 vehicular parking stalls below grade.

## **Floor Plans**

The floor below grade consists of parking for vehicles, bicycles, and mechanical spaces.

The first floor contains approximately 3,400 sf of commercial space, accessed from Park Street storefront.

Forty-four dwelling units are spread amongst the first through fifth floors. Resident access would be gained from either Park Street or High Street, with accessibly elevator placed nearest the Park Street entry.

### **Residential dwelling unit summary:**

Studio units:	6
1 BR units:	22
2 BR units:	16

The rooftop will include a solar array and possibly vegetation trays for stormwater collection.

## **Exterior Design**

The building exterior will consist of a combination of brick masonry at street level, composite siding and panels at upper floors. Glazing will be aluminum storefront at commercial spaces and common areas, and vinyl window systems at dwelling units. Railing systems will be aluminum, and the introduction of a trellis structure at the rooftop patio has been considered.

The bus stop shelter will be integrated to the Park Street side (SE corner), including a bench and canopy overhang.

## **Development Summary:**

- Current Zoning: CC-T (Commercial Corridor – Transitional)
- Property Area: 15,100 sf (approximately)
- Five-story building height above grade
  - Recessed at first floor for parking access
  - Stepped back at fifth floor
- Underground parking
- 11,750 sf building footprint
- 44 residential dwelling units
- 3,400 sf commercial space
- 20 underground parking stalls
- 44 bicycle parking stalls
- 1,850 sf green space, including outdoor patios

## **Project Schedule:**

This project is seeking entitlement approvals and grant funding in early 2024, with final City site, UDC, and Building Inspection approvals anticipated in Q3 2024. Construction would commence in or around October 2024, with occupancy to occur in late 2025.

We look forward to discussing this project with the Urban Design Commission in preparation for a formal submittal in mid-2024.

Respectfully,



Ross Treichel, Project Manager  
Sketchworks Architecture, LLC

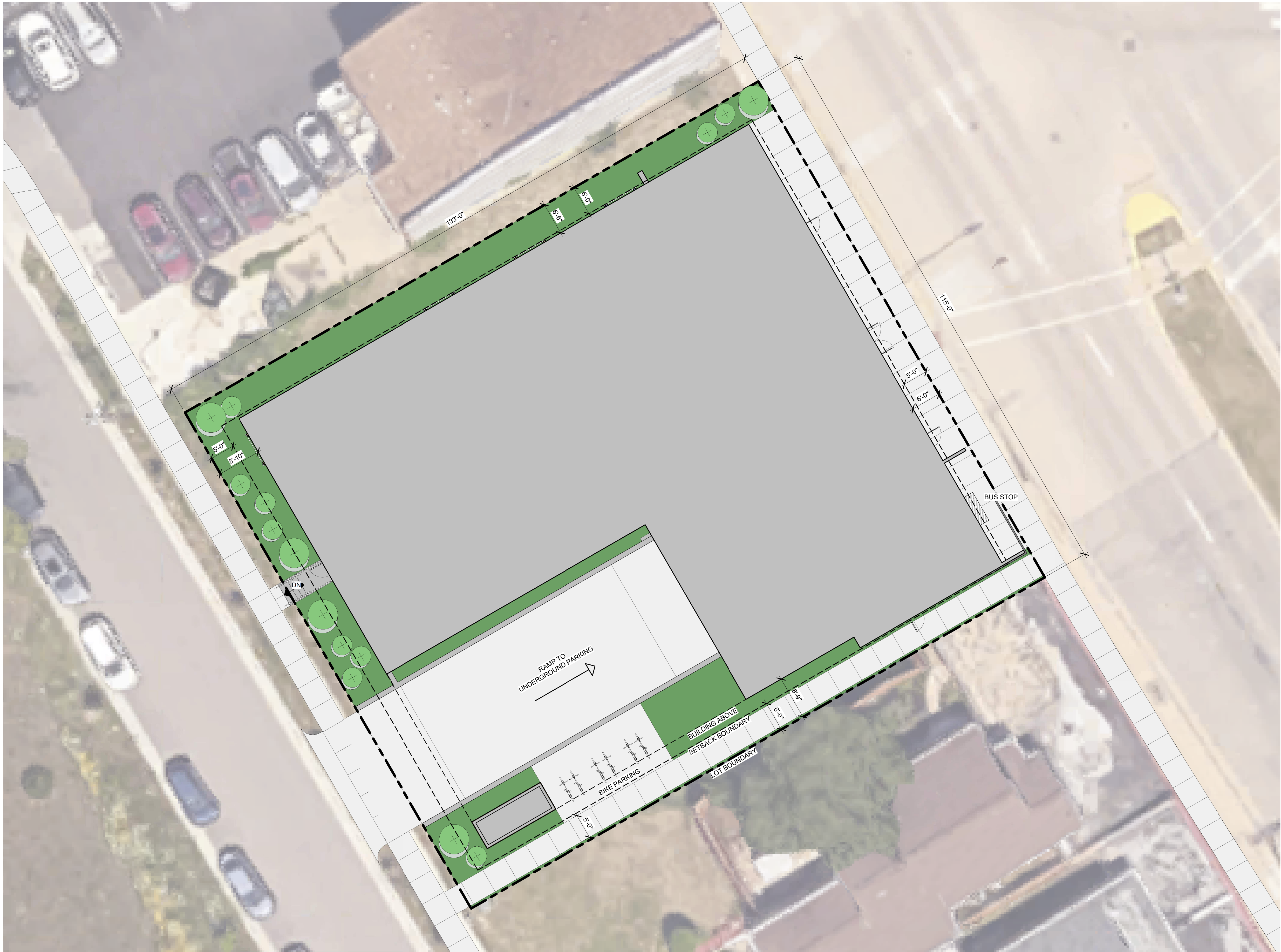




# PARK LOFTS

## NEIGHBORHOOD CONTEXT





# SITE INFORMATION

- A. 5-STORY MIXED-USE BUILDING FOR YOUTH CENTERED HOUSING
- B. 44 APARTMENT UNITS
- C. 1,850 SF GREEN SPACE
- D. UNDERGROUND PARKING
  - a. 19 STANDARD STALLS
  - b. 1 VAN ACCESSIBLE STALL
- E. FIRST FLOOR
  - a. 9,350 SF
  - b. 5 APARTMENT UNITS
  - c. 3,400 SF COMMERCIAL SPACE
  - d. RESIDENTIAL STORAGE ROOMS
- F. SECOND FLOOR
  - a. 11,750 SF
  - b. 10 APARTMENT UNITS
  - c. FITNESS ROOM
  - d. PLAY ROOM
  - e. FLEX OFFICES
  - f. RESIDENTIAL STORAGE ROOMS
- G. THIRD-FOURTH FLOORS
  - a. 11,750 SF
  - b. 10 APARTMENT UNITS
  - c. FLEX SPACE
  - d. RESIDENTIAL STORAGE ROOMS
- H. FIFTH FLOOR
  - a. 9,800 SF
  - b. 7 APARTMENT UNITS
  - c. CLUB ROOM WITH 430 SF OUTDOOR PATIO
  - d. RESIDENTIAL STORAGE ROOMS
  - e. FLEX SPACE

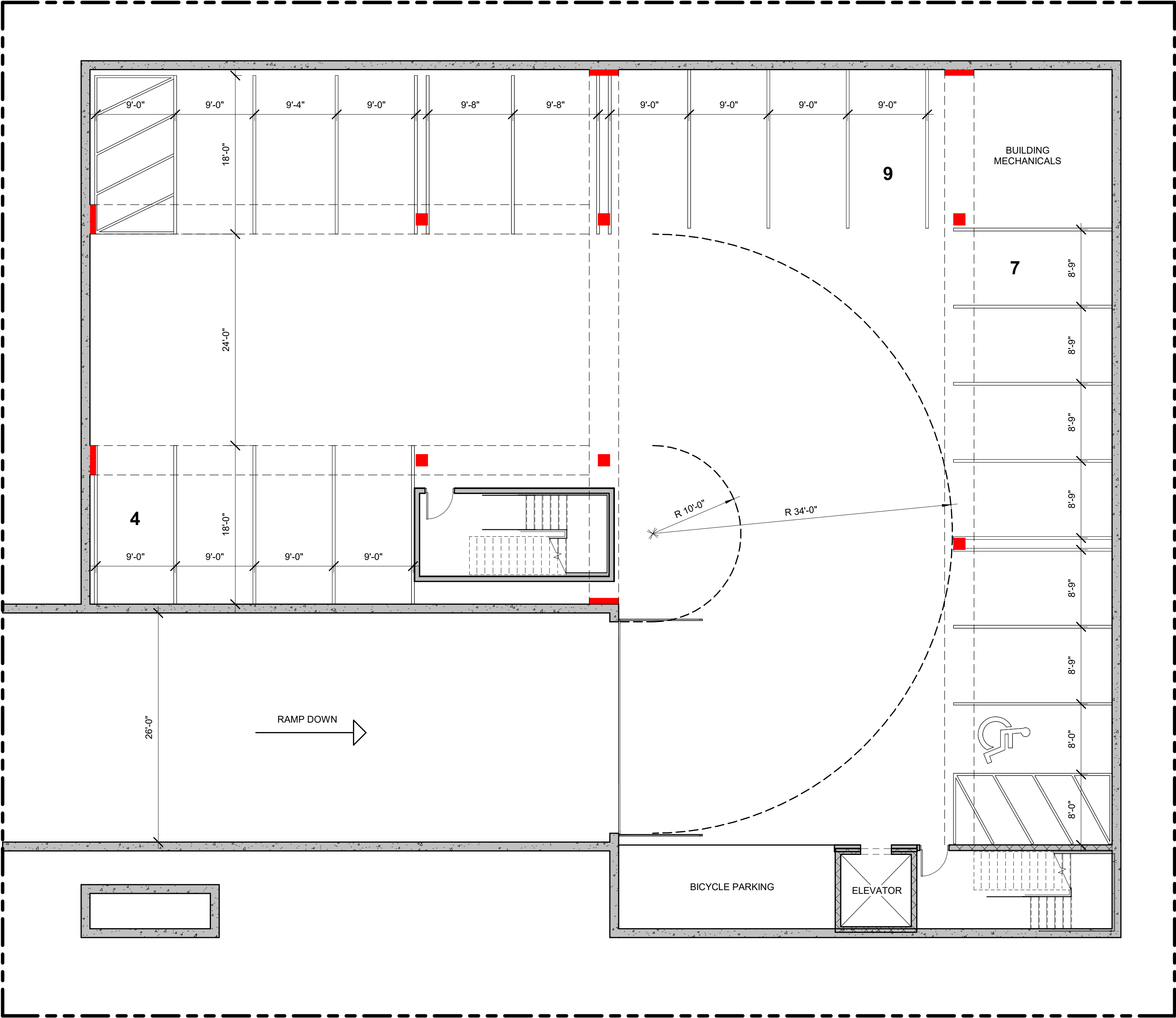
## PARK LOFTS

### CONCEPT SITE PLAN



SITE INFORMATION

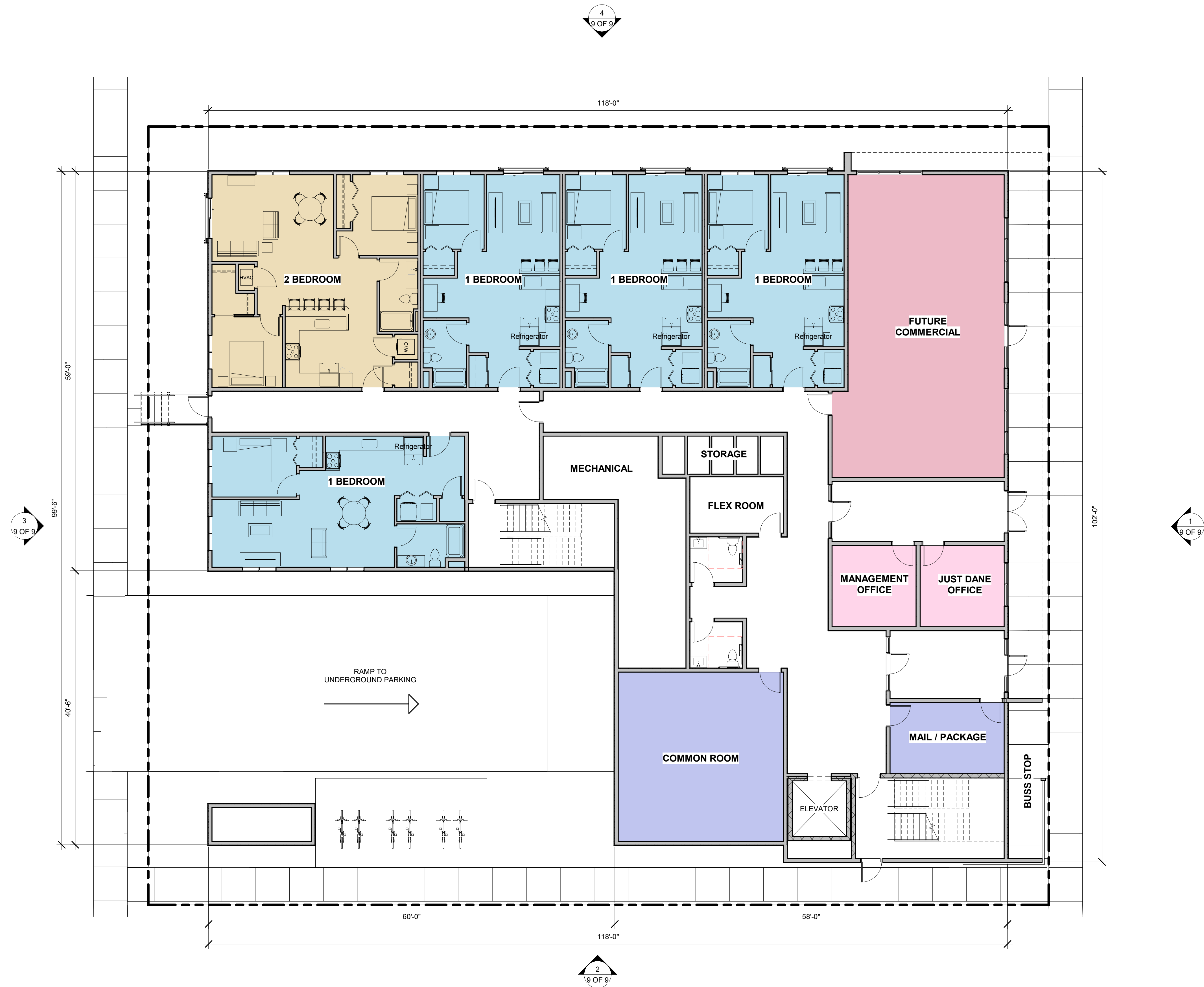
- A. PARKING STALLS  
a. STANDARD: 19  
b. ACCESSIBLE: 1  
B. BIKE PARKING STALLS FOR TEANT USE  
C. BUILDING MECHANICALS



PARK LOFTS  
BASEMENT PLAN

FLOOR PLAN DETAILS

- A. DEDICATED OFFICE SPACE FOR JUSTDANE AND LUTHERAN SOCIAL SERVICES (LSS)
- B. COMMON ROOM IS A FLEX ROOM AVAIABLE NOT ONLY TO JUSTDANE AND LSS BUT ALSO THE BUILDING TENANTS
- C. APPROXIMATLY 1,100 SF OF FUTURE COMMERCIAL TENANT SPACE
- D. 5 RESIDENTIAL UNITS
  - a. (4) 1-BEDROOM UNITS
  - b. (1) 2-BEDROOM UNIT
- E. MAIL AND PACKAGE ROOM
- F. BUIDING MECHANICALS

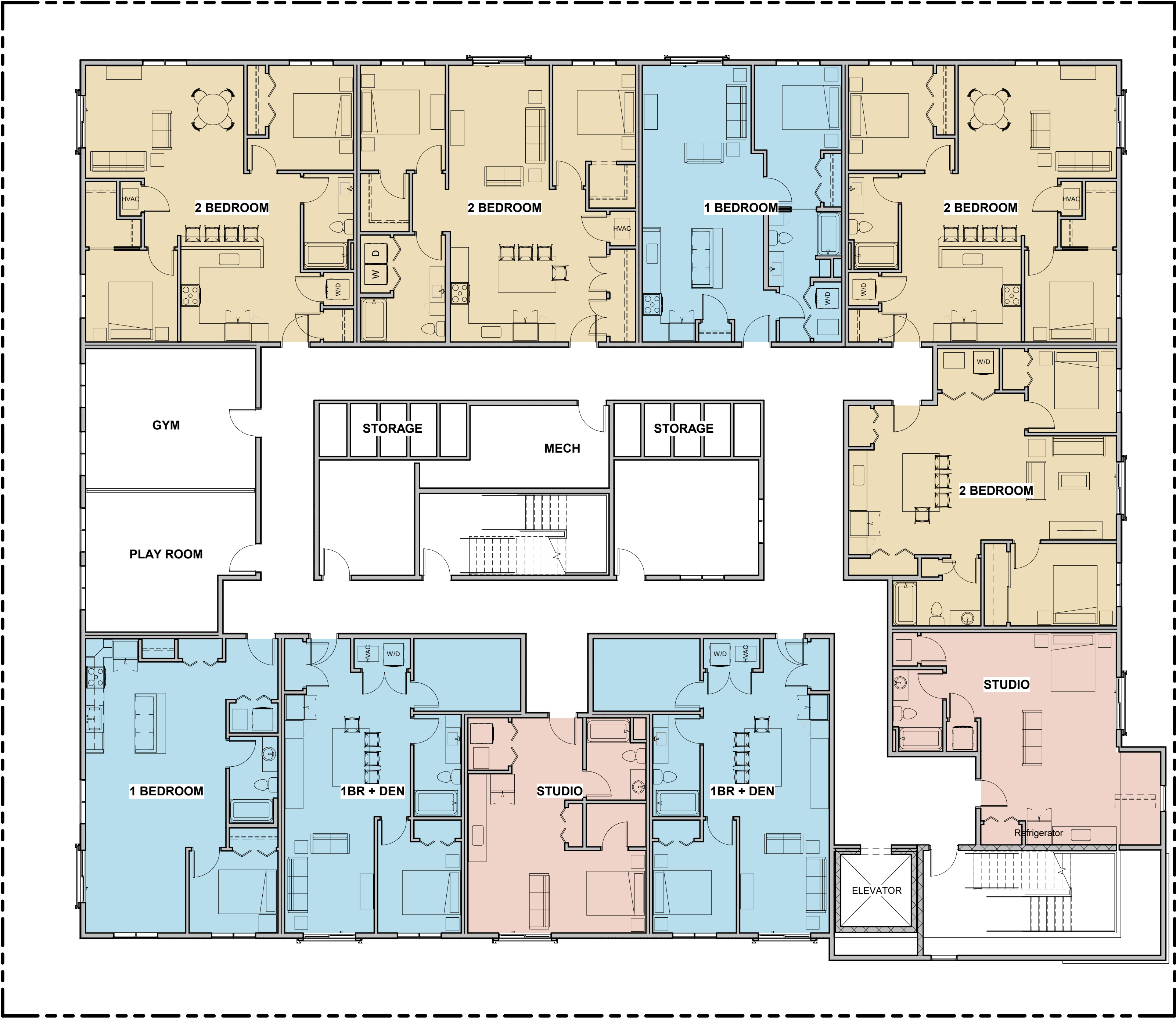


PARK LOFTS

FIRST FLOOR PLAN

FLOOR PLAN DETAILS

- C. 10 APARTMENT UNITS
  - a. (2) STUDIO UNITS
  - b. (2) 1-BEDROOM UNITS
  - c. (2) 1-BEDROOM + DEN UNITS
  - d. (4) 2-BEDROOM UNITS
- D. FITNESS ROOM WITH DIRECT VIEW TO CHILDRENS PLAY AREA
- E. 10 RESIDENTIAL STORAGE UNITS
- F. 2 FLEX ROOMS



PARK LOFTS

SECOND FLOOR PLAN



FLOOR PLAN DETAILS

- C. 11 APARTMENT UNITS  
a. (2) STUDIO UNITS  
b. (3) 1-BEDROOM UNITS  
c. (2) 1-BEDROOM + DEN UNITS  
d. (4) 2-BEDROOM UNITS  
D. 10 RESIDENTIAL STORAGE UNITS  
E. 2 FLEX ROOMS

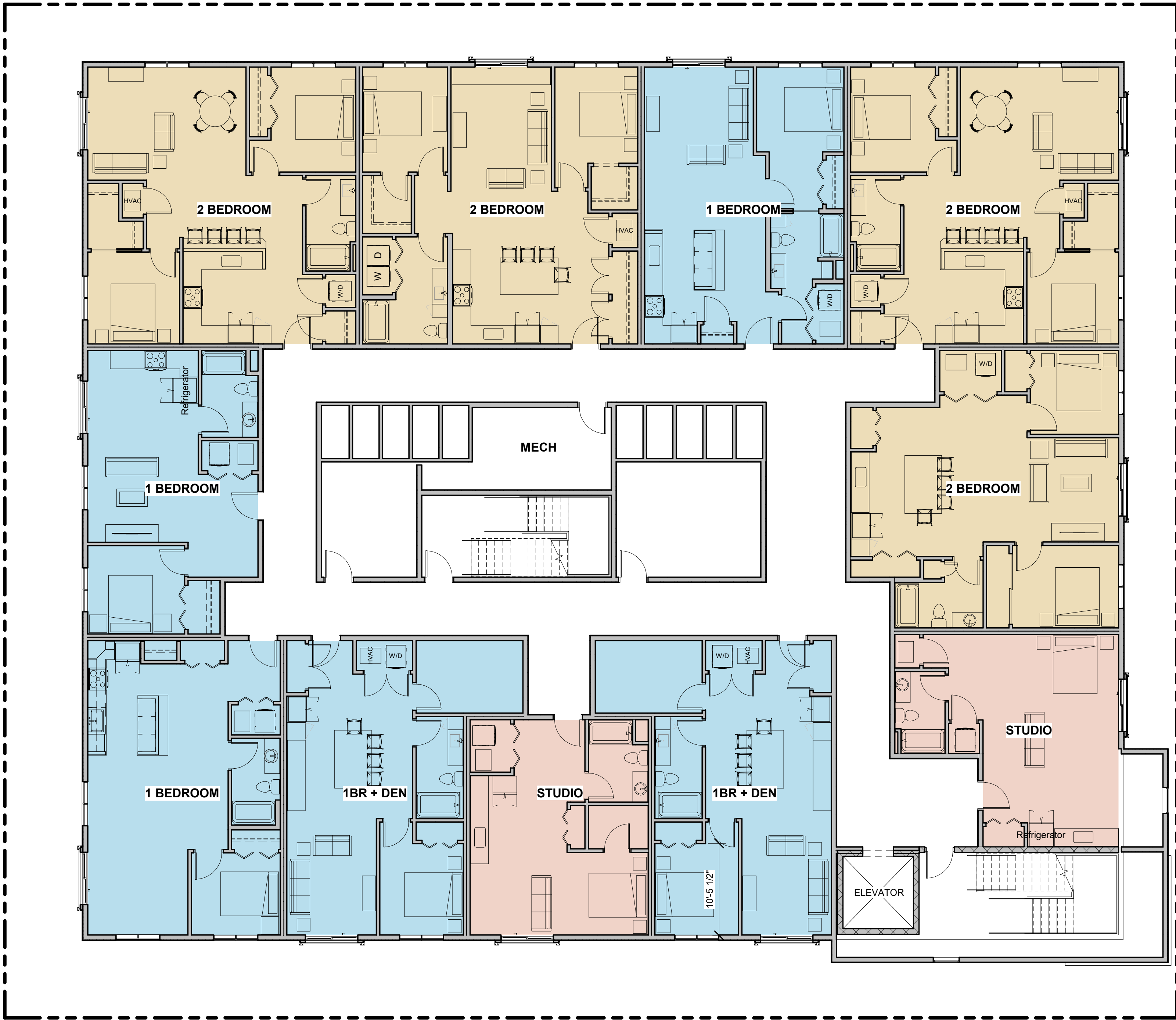


# PARK LOFTS

## THIRD FLOOR PLAN

FLOOR PLAN DETAILS

- C. 11 APARTMENT UNITS  
a. (2) STUDIO UNITS  
b. (3) 1-BEDROOM UNITS  
c. (2) 1-BEDROOM + DEN UNITS  
d. (4) 2-BEDROOM UNITS  
D. 10 RESIDENTIAL STORAGE UNITS  
E. 2 FLEX ROOMS



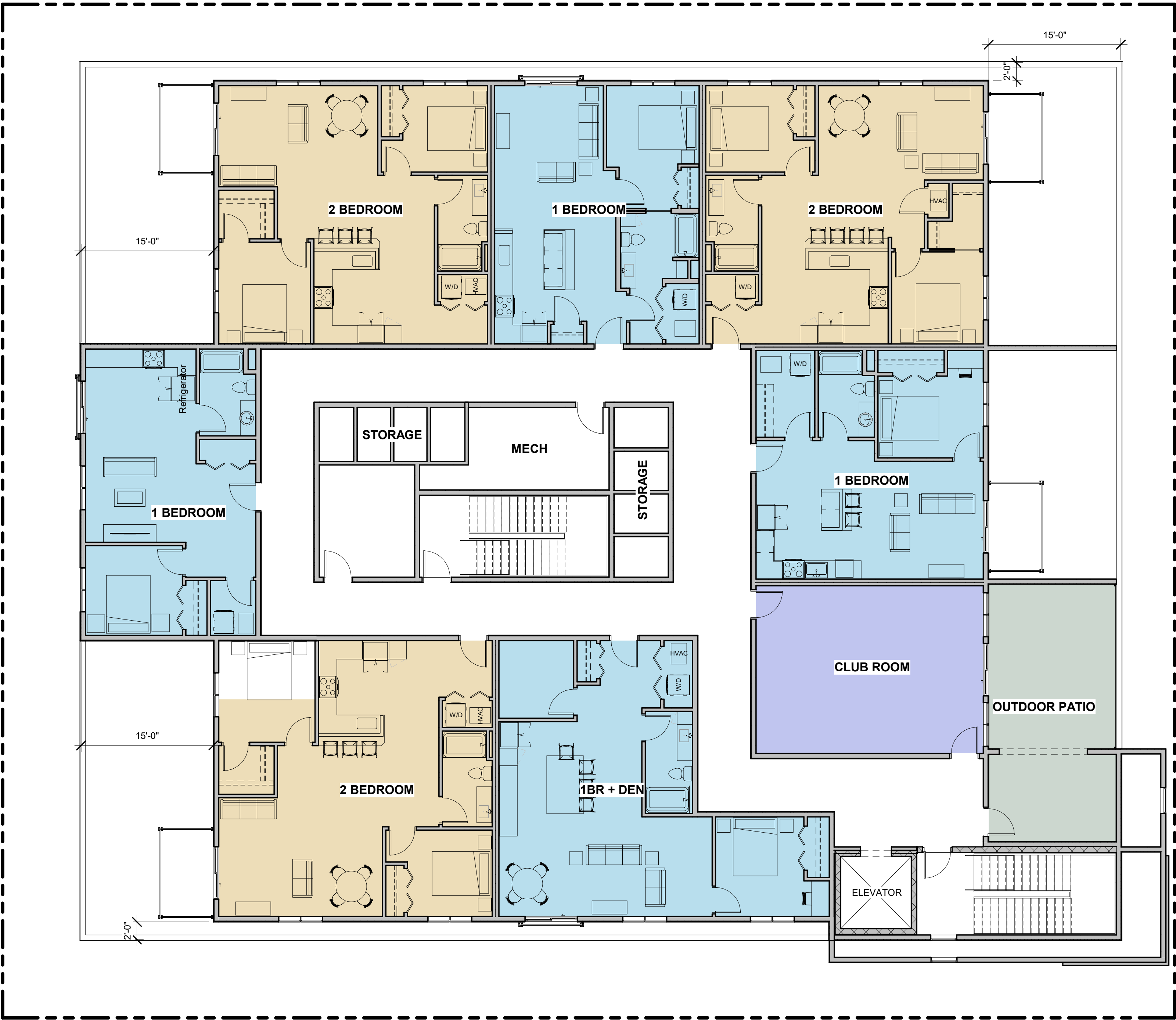
PARK LOFTS

FOURTH FLOOR PLAN



FLOOR PLAN DETAILS

- C. 7 APARTMENT UNITS
  - a. (3) 1-BEDROOM UNITS
  - b. (1) 1-BEDROOM + DEN UNIT
  - c. (3) 2-BEDROOM UNITS
- D. 7 RESIDENTIAL STORAGE UNITS
- E. 1 FLEX ROOM
- F. RESIDENTIAL CLUB ROOM AND PATIO



# PARK LOFTS

## FIFTH FLOOR PLAN



NORTH COLOR ELEVATION



WEST COLOR ELEVATION



SOUTH COLOR ELEVATION



EAST COLOR ELEVATION

# PARK LOFTS

## EXTERIOR ELEVATIONS