

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): 1430 (Camp Randall Sports Center) & 1436 (McClain Athletic Facility) Monroe Street

Title: UW-Madison Camp Randall Sports Center (Shell) Redevelopment Project

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

UDC meeting date requested May 8, 2024

- ☐ 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 Cindy Torstveit

Street address 21 N. Park Street, Suite 6101

Telephone 608-263-3000

Company University of Wisconsin-Madison

City/State/Zip Madison, WI 53715

Email cindy.torstveit@wisc.edu

Project contact person Jim Hinze

Street address 310 Pine Street

Telephone 920-569-8702

Company Berners-Schober Associates, Inc.

City/State/Zip Green Bay, WI 54301

Email JHinze@bsagb.com

Property owner (if not applicant) The Board of Regents of the Universities of Wisconsin

Street address 1220 Linden Drive

Telephone 608-263-3000

City/State/Zip Madison, WI 53706

Email NA

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

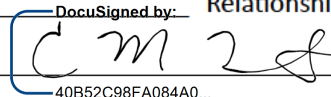
- Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with City Planning, Zoning, Landmarks, UDC staff on April 24, 2024.
- The applicant attests that all required materials are included in 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 Cindy Torstveit

DocuSigned by:

Relationship to property Owner's Representative

Authorizing signature of property owner



Date 4/29/2024

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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



**Facilities Planning
& Management**
UNIVERSITY OF WISCONSIN-MADISON

April 25, 2024

Jessica Vaughn
City of Madison Urban Design Commission
215 Martin Luther King Jr. Blvd #017
Madison, WI 53710

**RE: URBAN DESIGN COMMISSION INFORMATIONAL APPLICATION: CAMP RANDALL SPORTS
CENTER PROJECT
UW-Madison Camp Randall Sports Center Redevelopment (#22D5A)
1430 & 1436 Monroe Street - University of Wisconsin-Madison**

Dear Ms. Vaughn,

This application is to request a Urban Design Commission informational meeting for a project located within an existing Planned Development district on Board of Regents land at the University of Wisconsin-Madison. The site is located at 1430 Monroe Street (Camp Randall Sports Center “Shell”) within the city defined Camp Randall Stadium and Engineering Campus PUD #367. The project consists of a phased removal of the existing Camp Randall Sports Center (#0025) and McClain Athletic Facility (#0021) to facilitate development of a new athletics training facility, indoor practice field and associated space along Monroe Street.

The request for Urban Design Commission review is associated with the Planned Development (PD) designation where the proposed project is located. As a PD, the project will receive review and approval from the Urban Design Commission, Plan Commission and Common Council. The University will also receive approval and input during multiple Joint Campus Area Committee and Design Review Board meetings as well as a Public Information Meeting.

The Camp Randall Sports Center Redevelopment project will be the home of the football, men’s and women’s soccer and men’s and women’s track programs. The project will provide critical space needs for each athletic department while supporting the overall mission of Athletics to provide student-athletes with opportunities to excel and advance their athletic, academic, and social development. The total footprint of the project will be 195,000 GSF with approximately 325 underground parking spaces to accommodate both permit and limited public parking use.

The exterior design materials are still under development, but generally it is intended to reference materials and forms of the existing Camp Randall stadium while being sympathetic to the context and adjacency of Camp Randall Memorial Park. This may include precast with a glass curtain-wall system, metal paneling, and/or references to existing materials within the area.

Construction of the improvements will be coordinated closely with the football season to ensure a safe and orderly game day experience for all visitors. The project will be split into two phases, Phase 1 will deconstruct the Camp Randall Sports Center and is scheduled to begin in August 2024 with construction of the new indoor practice facility beginning in January 2025 with completion in March 2026. Following completion of Phase 1, Phase 2 will commence with the McClain Athletic Facility deconstruction, and a new training facility to be completed in August 2027. Construction activities will adhere to the Madison General Ordinance 24.08 regarding noise abatement.

Application Materials

Urban Design Commission Application
Letter of Intent
Photographs, Drawings and Vignettes of proposed project
Alder Notification PDF
PDF of materials sent to UDCapplication@cityofmadison.com

Project Participants

Owner:

State of Wisconsin

Agency: Universities of Wisconsin

Board of Regents
Room 1860 Van Hise Hall
1220 Linden Drive
Madison, Wisconsin 53706

Owner's Contact:

University of Wisconsin – Madison

Facilities Planning and Management
21 N. Park Street, Suite 6101
Madison, Wisconsin 53715-1211
Phone: 608-263-3023
Attn: Scott Utter, Director of Campus Planning & Landscape Architecture
E-Mail: scott.utter@wisc.edu

Architects:

HOK

300 West 22nd Street
Kansas City, MO 64108
Phone: 816-472-2024
Attn: Paul Joran
E-Mail: paul.joran@hok.com

Berners-Schober Associates, Inc.

310 Pine Street
Green Bay, WI 54301
Phone: 920-569-8702
Attn: Jim Hinze, Project Manager
E-Mail: JHinze@bsagb.com

General Contractor:

JP Cullen

330 E. Delevan Dr
Janesville, WI 53546

Schedule:

City of Madison Pre-Application Meeting	November 10, 2023
UW-Madison Design Review Board #1	November 21, 2023
Joint Campus Area Committee-Informational	December 12, 2023
Madison Development Assistance Team – city staff review	January 11, 2024
Notify Alder Vidaver (District #5)	April 16, 2024
Demolition List Serv Notification	April 16, 2024
UW-Madison Design Review Board #2	April 16, 2024
UDC Pre Application Meeting	April 24, 2024
Joint Campus Area Committee-Informational	April 25, 2024
Landmarks Commission Informational Presentation Meeting	May 6, 2024
UDC Informational Presentation Meeting	May 8, 2024
City of Madison Land Use/UDC Application	May 28, 2024
Public Information Meeting	May 29, 2024
Madison Design Review Board #3	June 18, 2024
Joint Campus Area Committee-Recommendation	June 27, 2024
Landmarks Commission Recommendation Meeting	July 1, 2024
UW-Madison Design Review Board #4	July 16, 2024
UDC Initial/Final Meeting	July 17, 2024
Plan Commission Approval Meeting	July 29, 2024
Common Council Approval Meeting	August 6, 2024

Demolition Shell/McClain:	August 2024 / February 2026
Start Construction IPF/Training:	January 2025 / March 2026
Substantial completion IPF/Training:	March 2026 / August 2027
Occupancy IPF/Training:	Summer 2026 / Fall 2027

Anticipated final site compliance date (MGO Sec. 28.186(4)(b): September 2024

Estimated Project Cost:

The project cost estimate is \$285,163,000.

Thank you,

DocuSigned by:



Cindy Forstveit, RCFM

Associate Vice Chancellor

Facilities Planning & Management, University of Wisconsin-Madison

cc: Tim Luttrell, DFDM Project Manager
Matt Collins, UW-Madison FP&M Project Manager
Peter Schlecht, UW-Madison University Architect
Scott Utter, UW-Madison Director Campus Planning & Landscape Architecture
Aaron Williams, UW-Madison Campus Planner

THE UNIVERSITY OF WISCONSIN

URBAN DESIGN COMMISSION - INFORMATIONAL

22D5A CAMP RANDALL SPORTS CENTER REPLACEMENT

APRIL 25, 2024

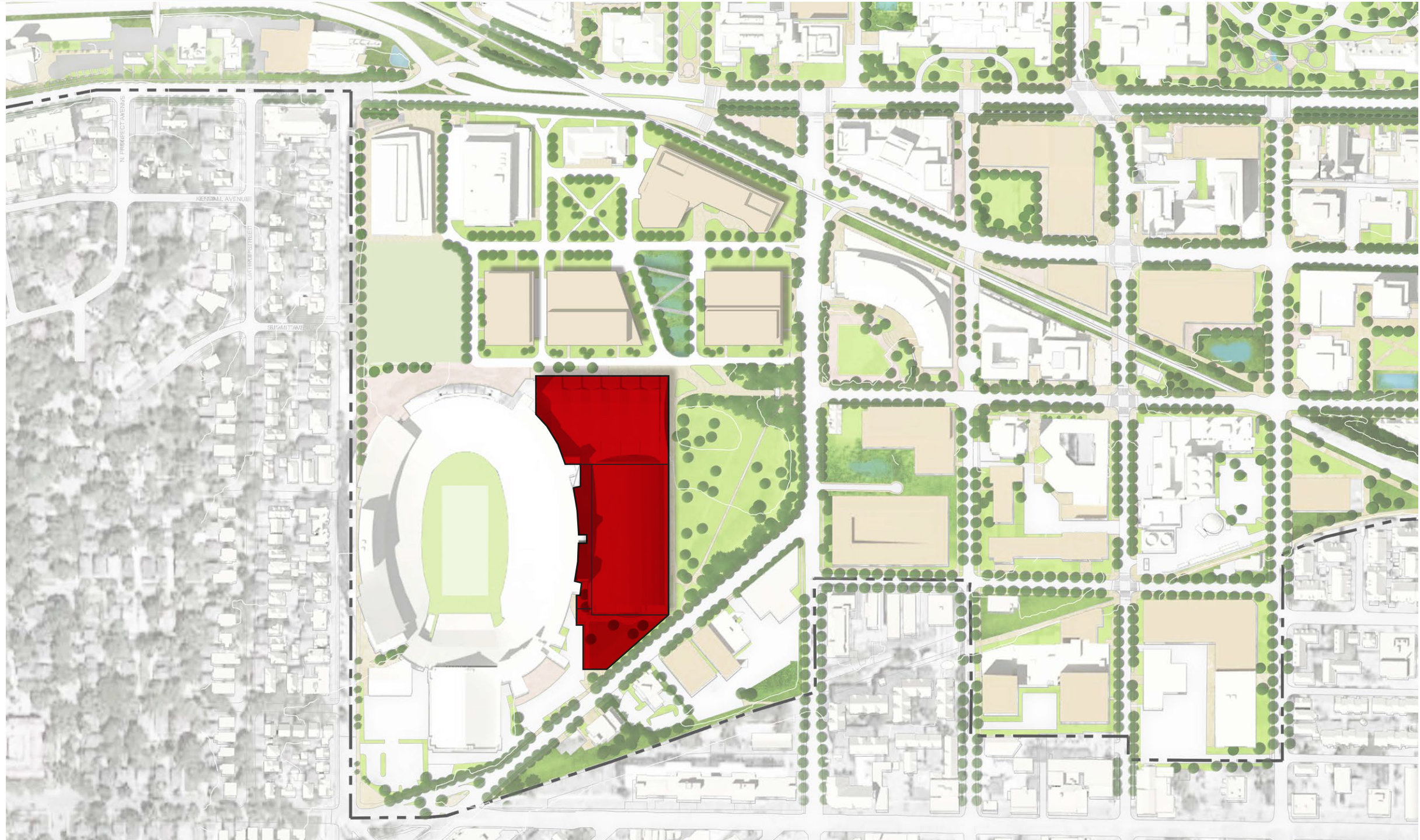


CULLEN

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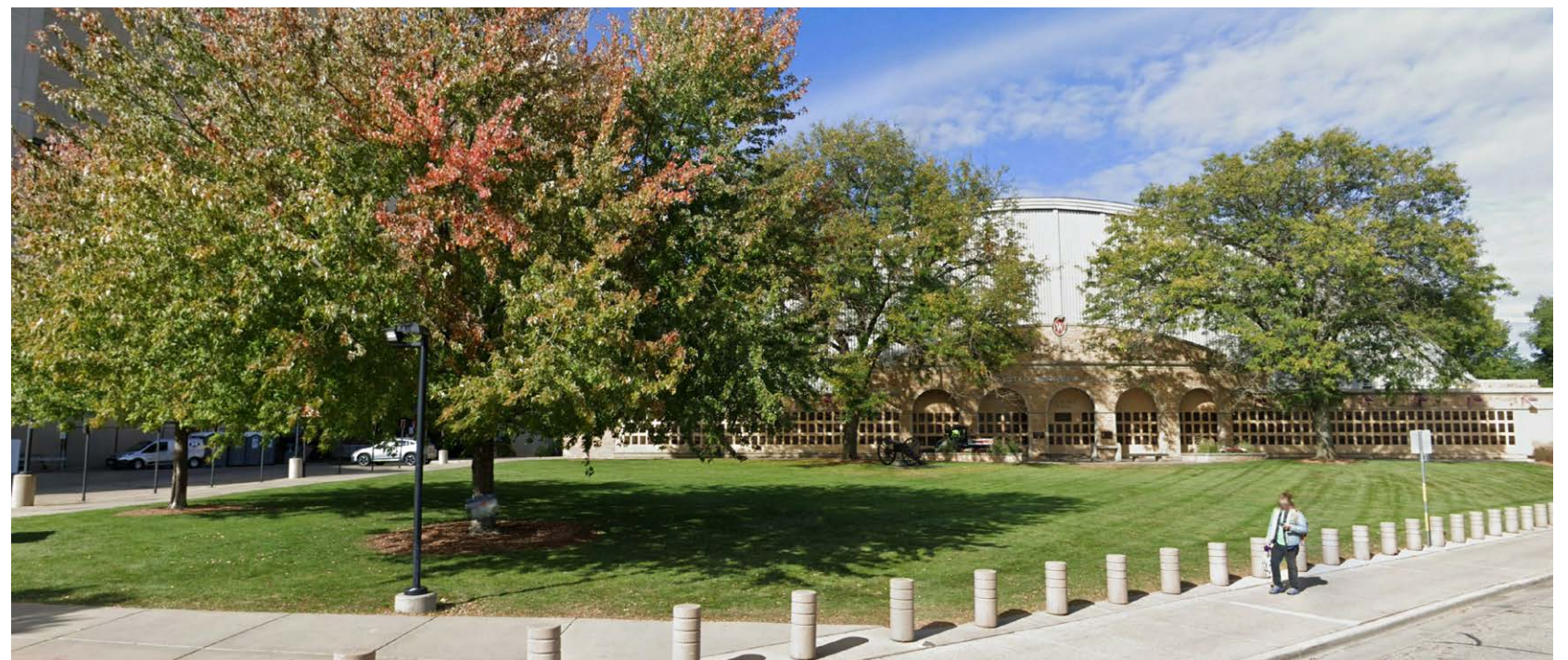
CAMPUS CONTEXT



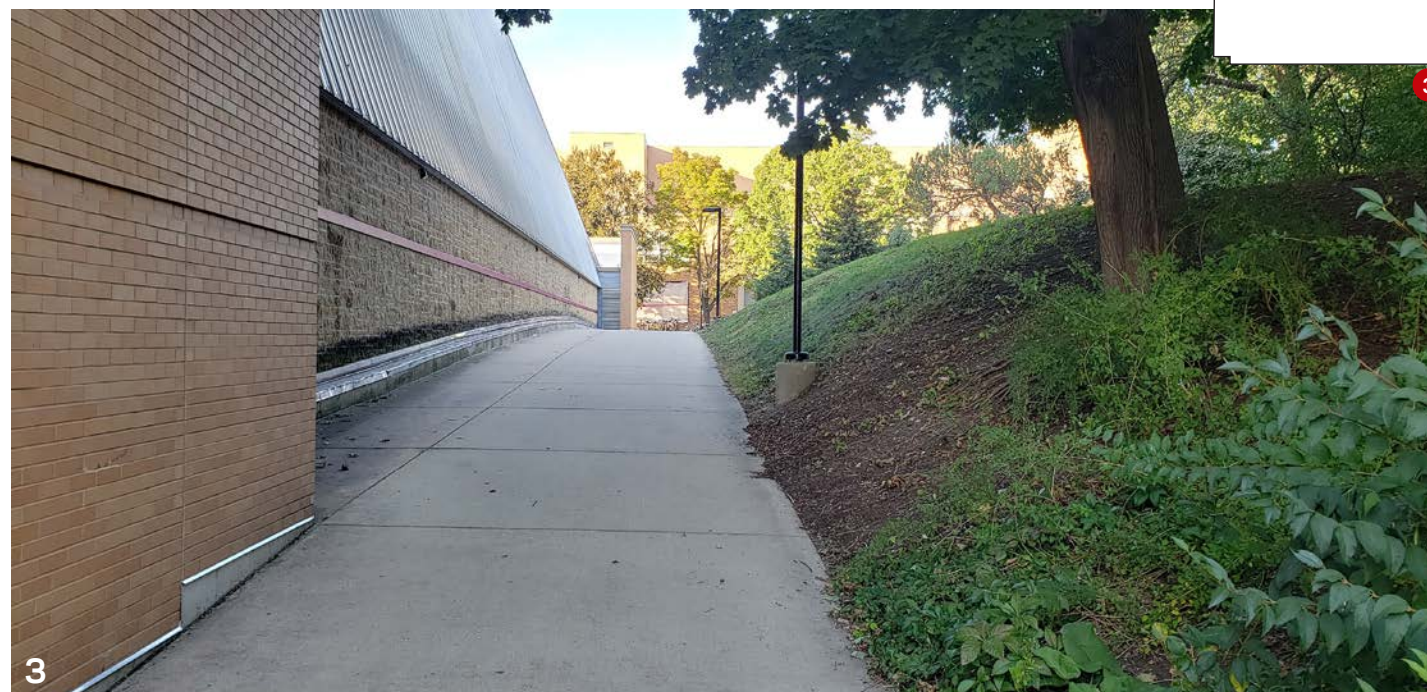
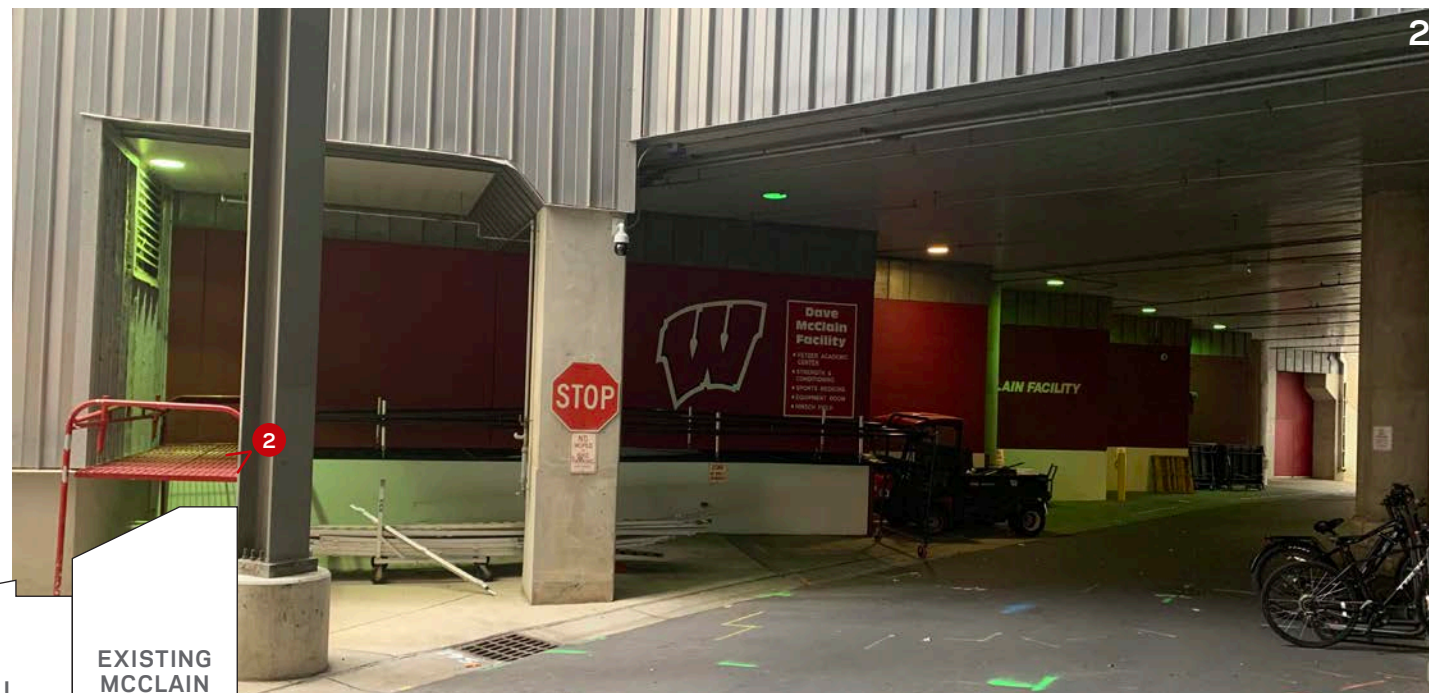
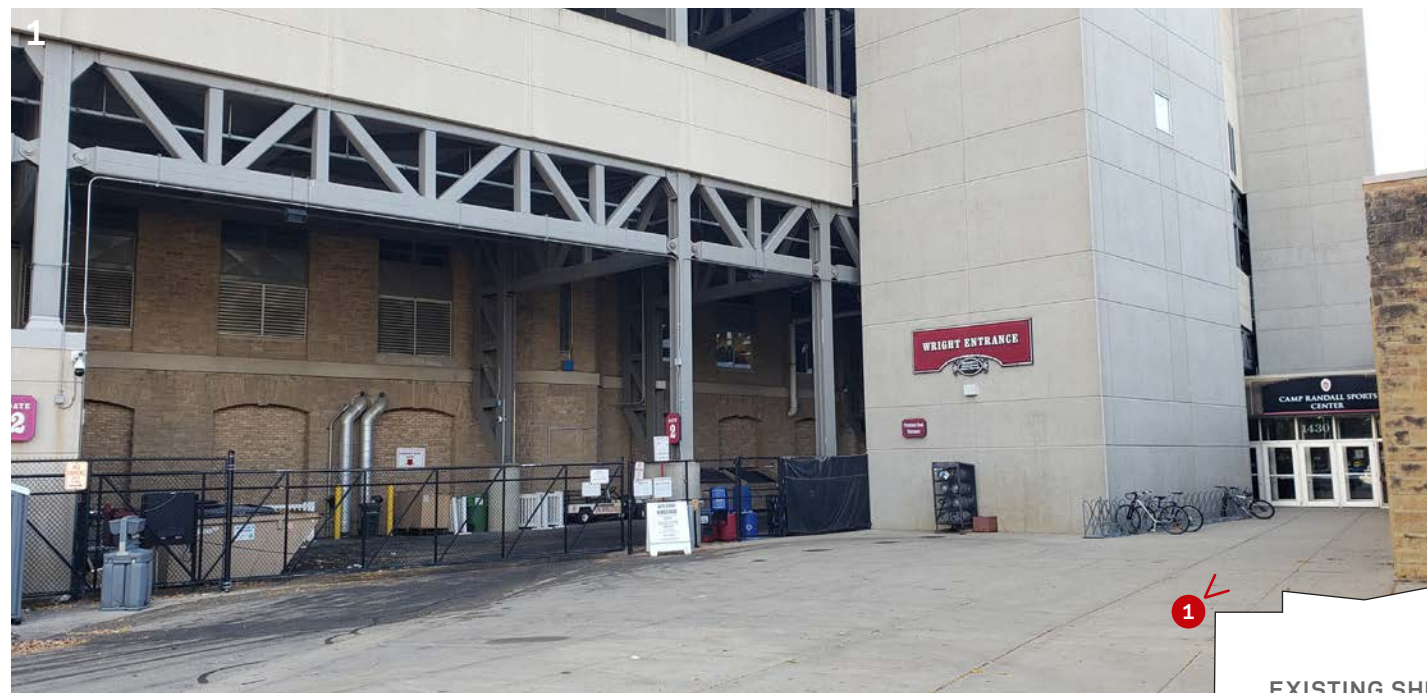
EXISTING PROJECT SITE



EXISTING PROJECT SITE - TREES



BUILDING EDGES



CAMP RANDALL MEMORIAL PARK

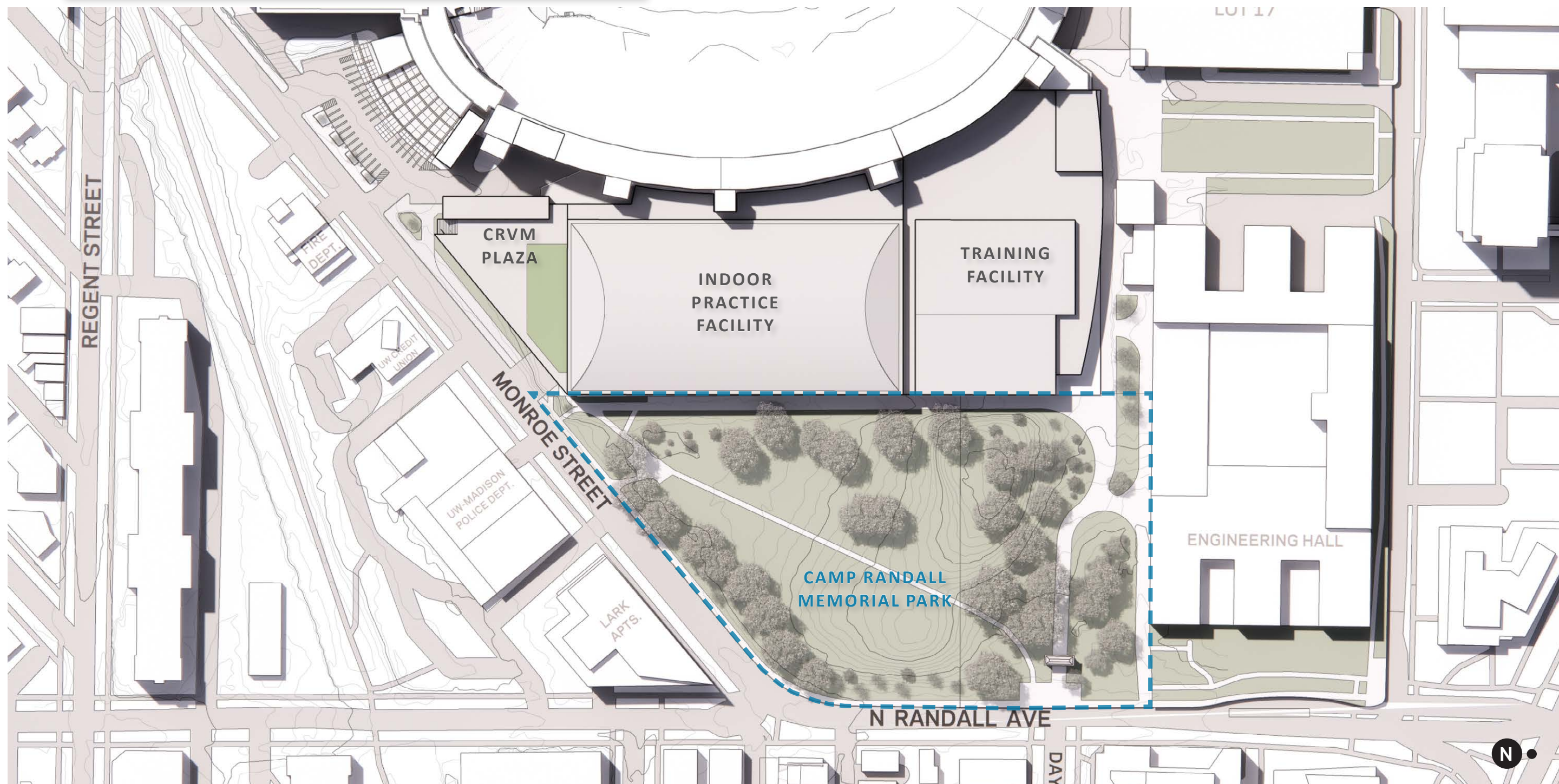


NORTH SIDE OF CAMP RANDALL

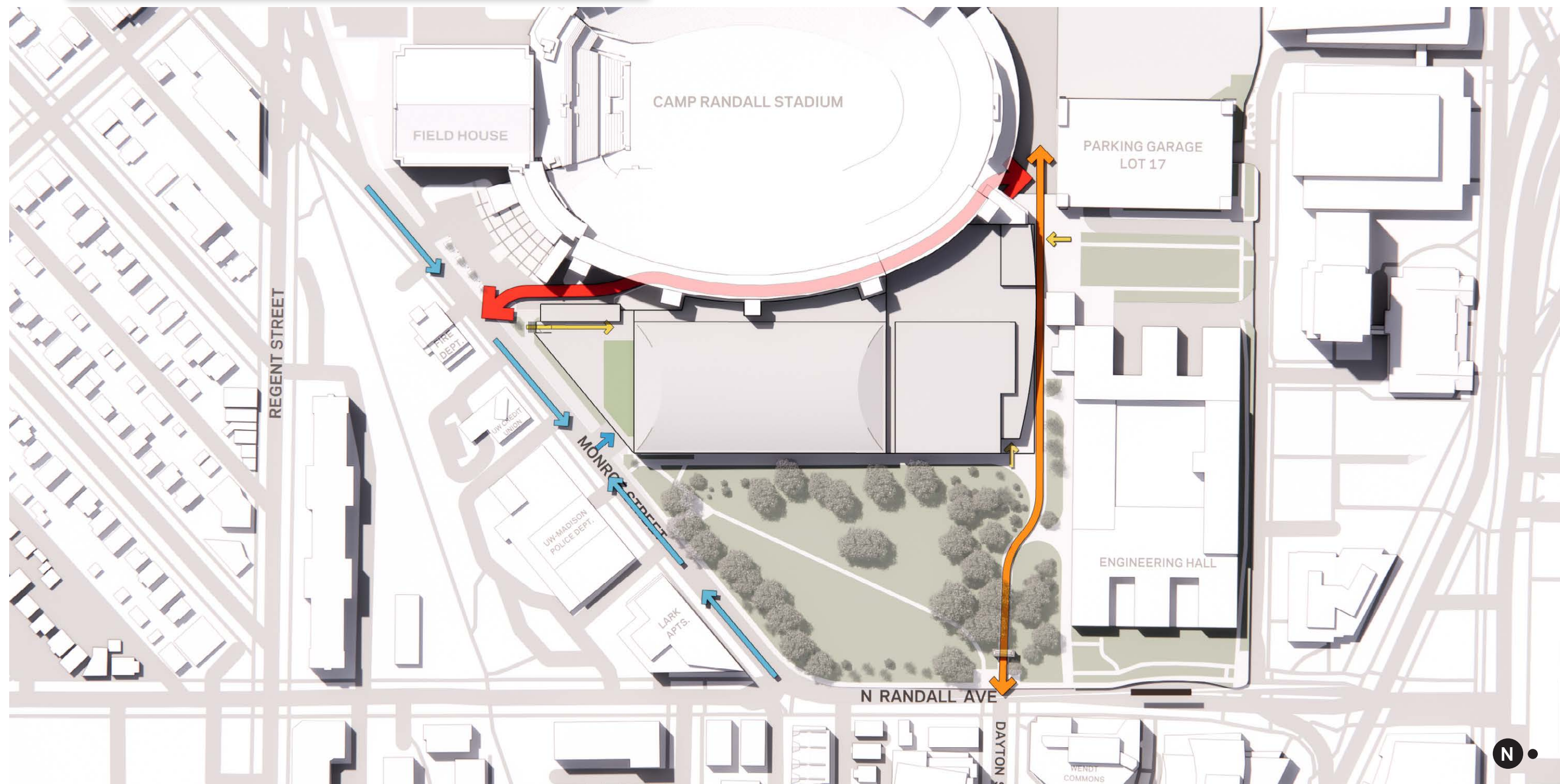


KELLNER HALL

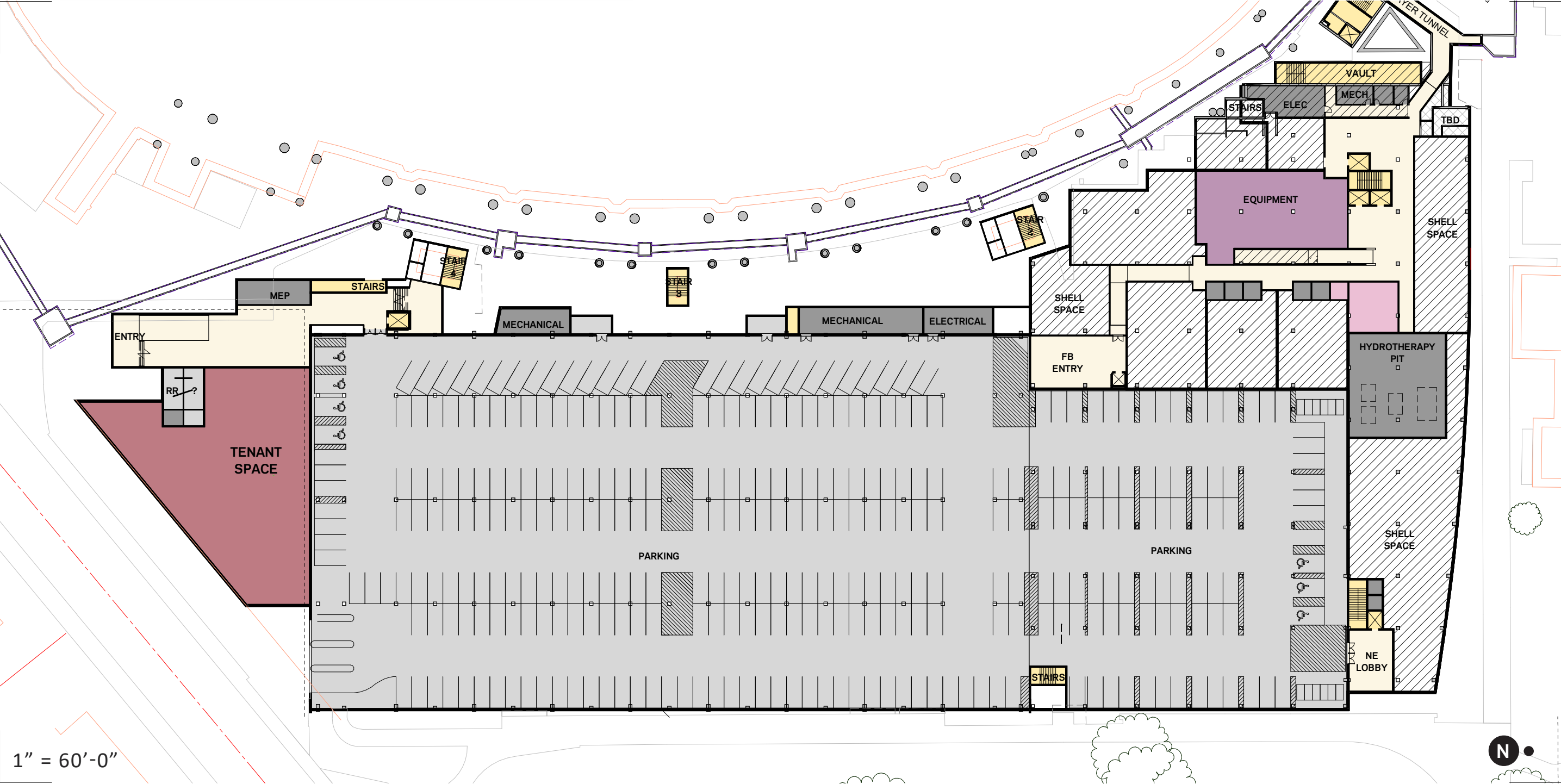
PRELIMINARY SITE PLAN



SITE ACCESS & CIRCULATION



LEVEL 0 - BASEMENT



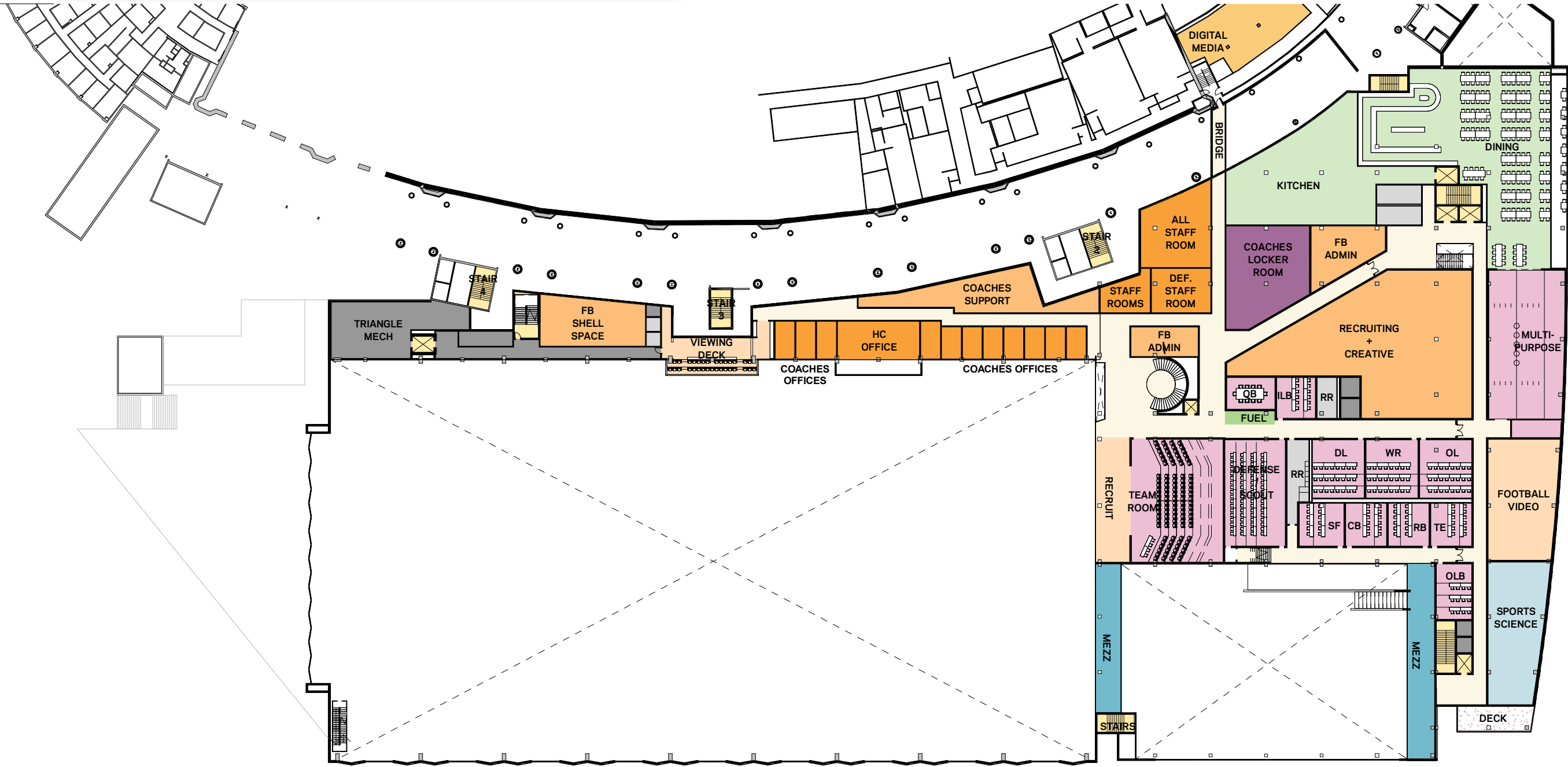
LEVEL 1 - PLAYER LEVEL



1" = 60'-0"



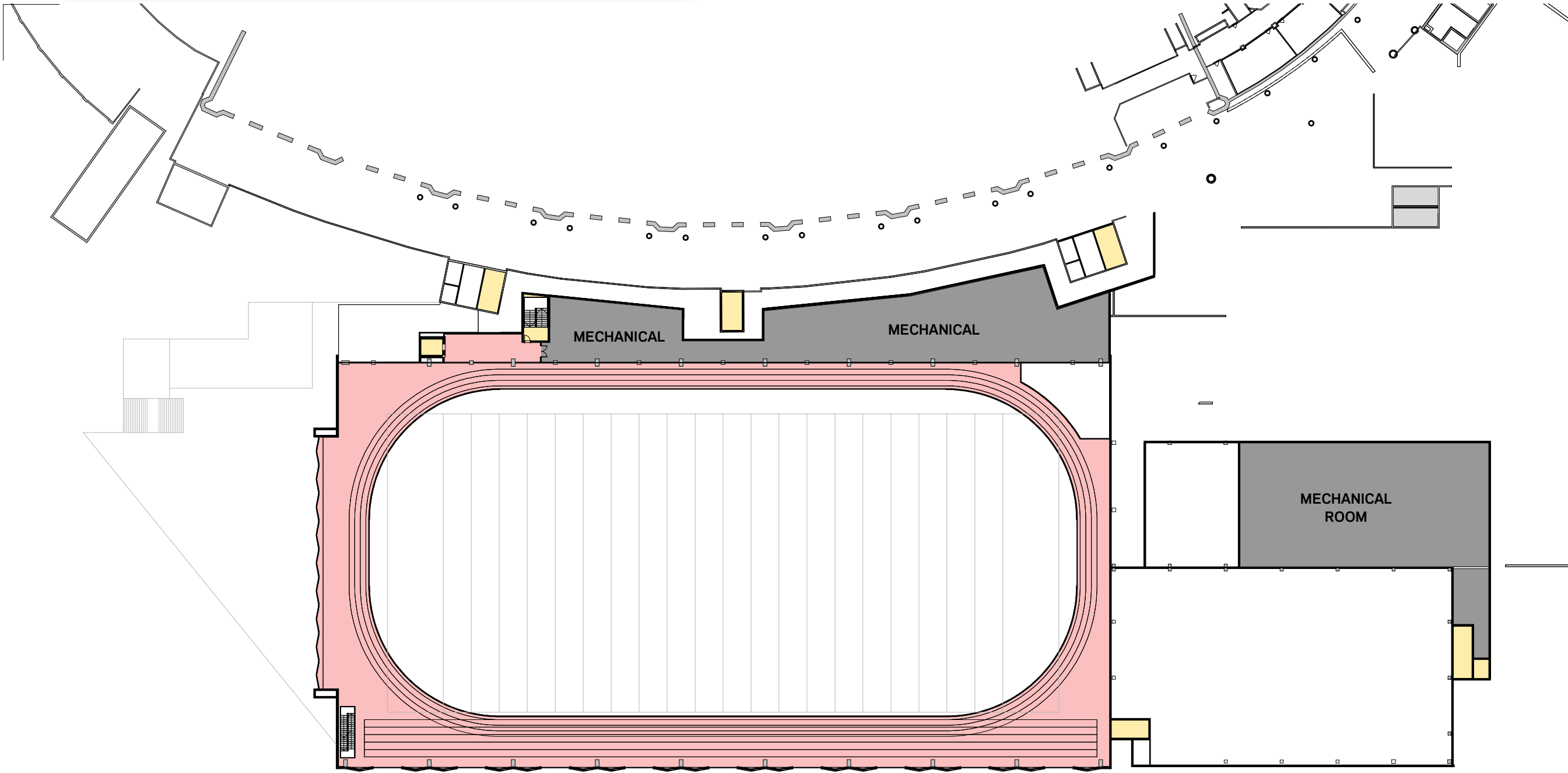
LEVEL 2 - FB STAFF LEVEL



1" = 60'-0"



LEVEL 3 - TRACK MEZZANINE



1" = 60'-0"

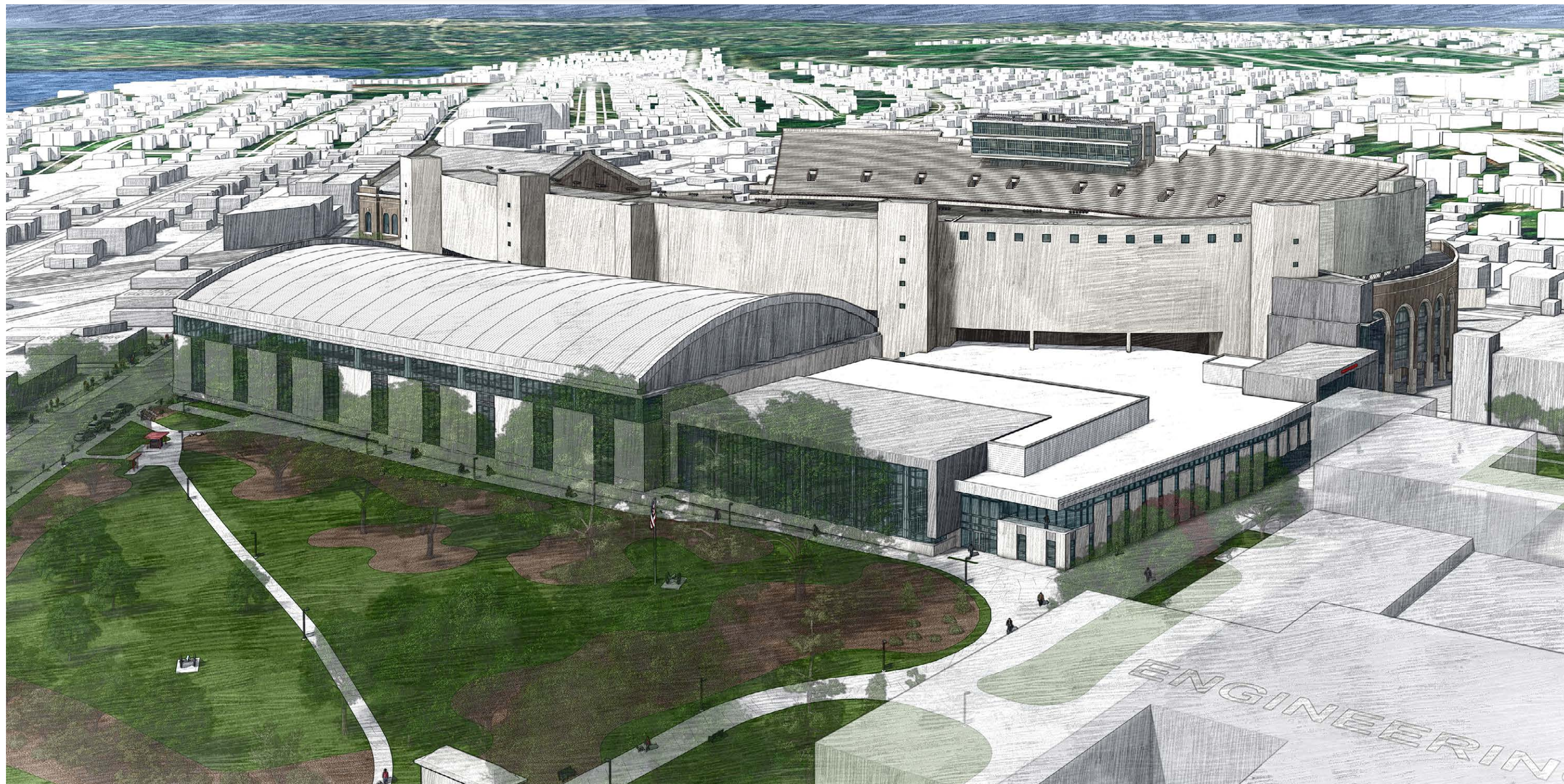


AERIAL SOUTHEAST

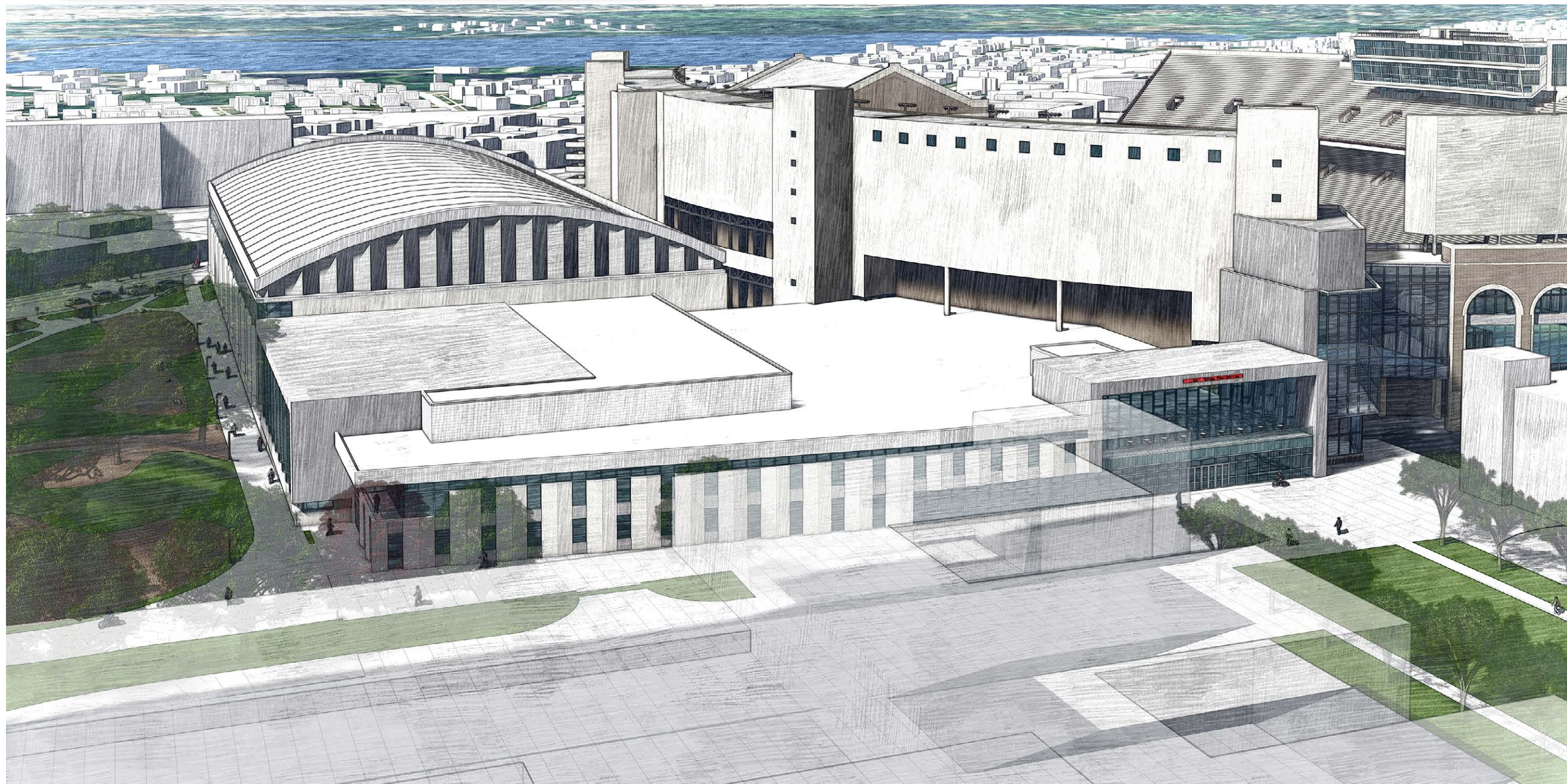


AERIAL EAST



AERIAL NORTHEAST

AERIAL NORTH



MAIN ENTRY FROM GREEN SPACE

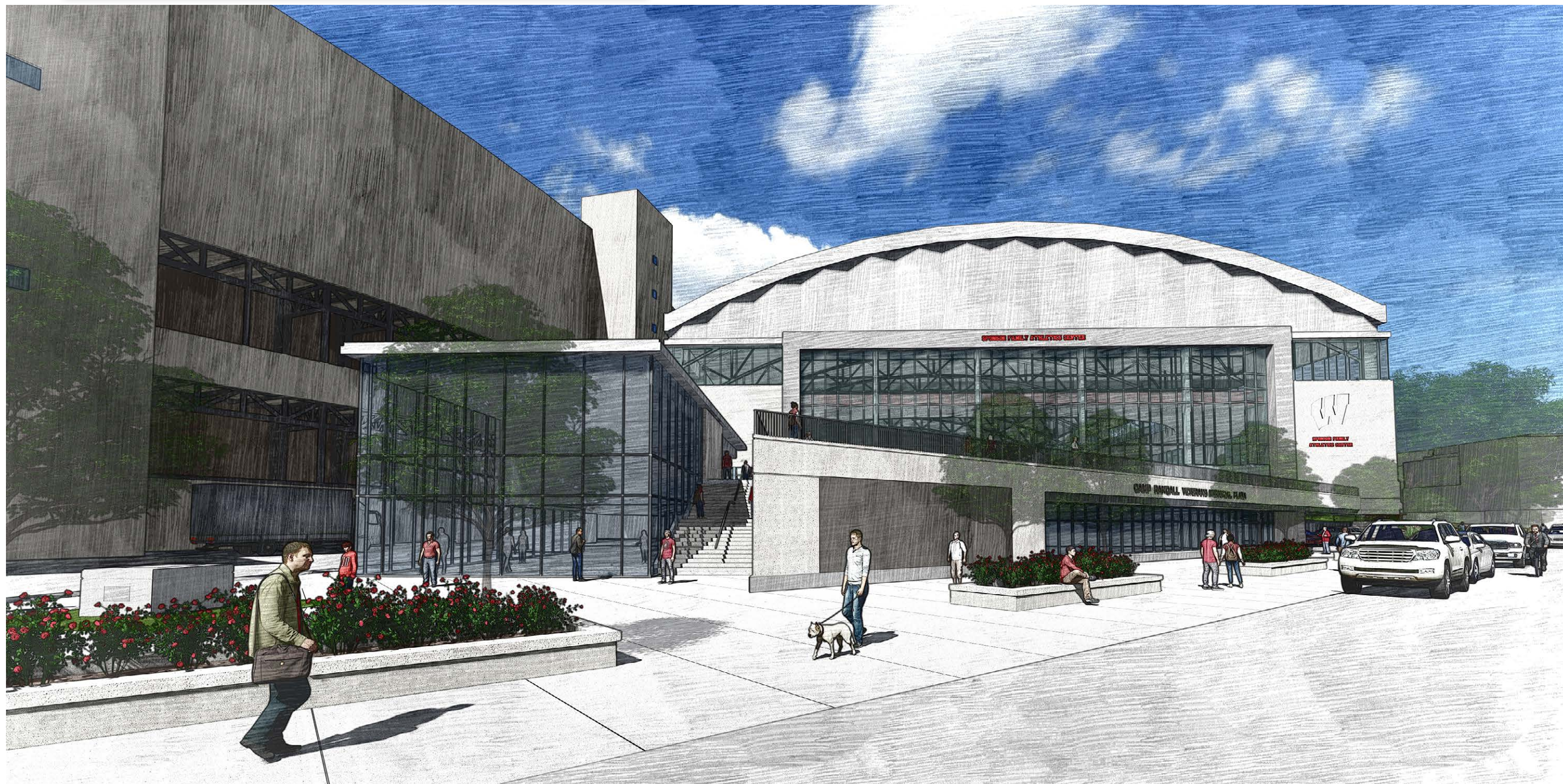
NORTHEAST CORNER



MONROE STREET VIEW



MONROE STREET VIEW



STREET VIEW

