

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 7/11/24 2:29 p.m.

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): _____

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)

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 _____

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 _____

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 _____ on _____.
- 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 7/11/2024

General Manager - East Towne Mall

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




July 11, 2024

City of Madison
Urban Design Commission
215 Martin Luther King Jr. Blvd
P.O. Box 2985
Madison, WI 53701-2985

RE: UDC Final Approval: Letter of Intent
131 East Towne Mall- Thrill Factory Exterior Paint Scheme

Dear Commission members:

On behalf of Thrill Builders, Sketchworks Architecture, LLC is submitting this letter of intent and application for an initial and a final approval a major exterior alteration to an existing building in a planned multi-use site, located at 131 East Towne Mall. The tenant user will be a hub of entertainment that includes bowling, escape rooms, arcade and a restaurant.

The space is an existing vacant tenant at East Towne Mall, and this property is zoned RM . The Thrill Factory proposed site plan has previously been approved by the zoning department as an alteration of an existing conditional use, but no building elevations were submitted at that time. This was approved in December of 2023. The site plan drawing is attached here for reference. The Alderperson of district 17, Sabrina Madison, was contacted for this submittal and the email confirmation of this correspondence is attached.

The submittal is a request for approval for a new paint scheme for the exterior of the building. The existing building contains earth tone EIFS colors and a masonry base. The proposed exterior design includes more color and energy to the facade as is needed for an entertainment use, and fits within the color scheme of the tenant. The existing EIFS will be repainted to the color scheme shown, while the masonry will remain as-is. Existing EIFS joint lines will be maintained, but with the new paint scheme existing elements like the diamond pattern will be painted over to provide for the new concept. Existing building lighting will be maintained, and replaced before project completion if any lights are not functional. With the current condition of the exterior, it is in need of a refresh and the Thrill Factory can provide just that.



Project Team:

The key individuals and firms involved in this planning and design process include:

Building Owner:

CBL Properties
CBL Center, Suite 500
2030 Hamilton Place Blvd.
Chattanooga, TN 37421
(423) 855-0001

Tenant:

Thrill Builders
1108 Post Road
Madison, WI 53713
Contact: Guy Kitchell
(608) 287-6965

Architect:

Sketchworks Architecture, LLC
2501 Parmenter Street, Suite 300A
Middleton, WI 53562
Contact: Nick Badura
(608) 836-7570

Please feel free to contact us with any questions you may have regarding this request.

Thank you,

Nick Badura
Sketchworks Architecture, LLC

Nick Badura

From: Nick Badura
Sent: Monday, July 8, 2024 1:38 PM
To: Madison, Sabrina
Cc: Guy Kitchell
Subject: RE: 131 East Towne Blvd
Attachments: 240705_Thrill Factory- East Towne_Exterior.pdf

Hello Sabrina,

We are preparing to submit materials to UDC for the exterior repainting of the Thrill Factory entertainment space. See the attached proposed color scheme and let us know if you have any questions.

Thanks,

Nick Badura | Project Manager
Sketchworks Architecture, LLC
Phone | 608.836.7570
Cell | 608.514.6239

From: Madison, Sabrina <district17@cityofmadison.com>
Sent: Friday, September 8, 2023 9:17 AM
To: Moskowitz, Jacob <JMoskowitz@cityofmadison.com>
Cc: Nick Badura <nbadura@sketchworksarch.com>
Subject: Re: 131 East Towne Blvd

Good morning,

Thanks for circling back. I don't have any issues with this plan.

Nick — please text me a few times you might be available to connect in the coming weeks at the number below.

In community,

Alder Sabrina Madison, District 17

[Subscribe to updates](#)

Phone: (608) 403-5665

Sent from my pocket computer

From: Moskowitz, Jacob <JMoskowitz@cityofmadison.com>
Sent: Friday, September 8, 2023 8:27 AM
To: Madison, Sabrina <district17@cityofmadison.com>
Cc: 'nbadura@sketchworksarch.com' <nbadura@sketchworksarch.com>
Subject: 131 East Towne Blvd

Hi Alder Madison,

Nick Badura (copied) has made an application for a conditional use alteration at East Towne Mall for indoor recreation. I was just following up to see if you were ok with this. Staff does not have concerns.

Thanks!

Jacob Moskowitz (He/Him)
Assistant Zoning Administrator
608-266-4560
jmoskowitz@cityofmadison.com

Department of Planning & Community & Economic Development
Building Inspection Unit
215 Martin Luther King, Jr. Blvd.
P. O. Box 2984
Madison, WI 53701

EXTERIOR MATERIAL SCHEDULE					
#	DESCRIPTION	MANUFACTURER	TYPE/STYLE	COLOR	COMMENTS
1	NEW TENANT ILLUMINATED SIGNAGE	CAPITAL CITY NEON SIGN CO., INC.	SEE ELEV.	SEE ELEV.	FINAL SIGN PERMITTING BY OWNERS SIGN CONTRACTOR
2	REPAINT EXISTING EIFS	SHERWIN WILLIAMS	SEE ELEV.	SEE ELEV.	
3	EXISTING MASONRY BASE TO REMAIN	-	ETR	ETR	

NOTE: LANDLORD PREFERS RACEWAYS BE USED FOR NEW SIGNAGE TO REDUCE EIFS PENETRATIONS



DC ENGINEERING
Careful listening. Dynamic solutions.



C1 EXISTING FRONT ELEVATION- FOR REFERENCE ONLY
1/4" = 1'-0"



A1 NEW FRONT ELEVATION
3/8" = 1'-0"

THRILL FACTORY EXTERIOR PAINT COLORS



SLATE TILE SW 7624 (GREY)

GLEEFUL SW 6709 (LIGHT GREEN)



ELECTRIC LIME SW 6921 (BRIGHT GREEN)



DIRECT GREEN SW 6924 (DARK GREEN)

THRILL FACTORY - EAST TOWNE MALL

**131 EAST TOWNE MALL
MADISON, WI**

Project Status

[illegible]

PROJ. #:	22216-01
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ARCHITECTURE 2022

EXTERIOR ELEVATIONS

A201

FOR CONSTRUCTION

4

X-32

1" = 30'-0"

AS101

FOR CONSTRUCTION