

# 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 7/29/24 9:30 am

☐ 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 intérprete, 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): 418-446 W. Washington, 413-417 W. Mifflin

Title: Chapter Mifflin

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

UDC meeting date requested August 14

☐ 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 CRG Acquisition, LLC

Street address 35 E. Wacker Drive, Suite 1300

Telephone 314.412.7390

Company CRG Acquisition, LLC

City/State/Zip Chicago, IL 60601

Email millsa@realcrg.com

Project contact person Mic hae l Hanley

Street address 35 E. Wacker Drive, Suite 1300

Telephone 312.429.0402

Company The Lamar Johnson Collaborative

City/State/Zip Chicago, IL 60601

Email hanley@theljc.com

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

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

Telephone \_\_\_\_\_

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

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](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 \_\_\_\_\_ 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 CRG Acquisition, LLC

Relationship to property Property owner

Authorizing signature of property owner 

Date \_\_\_\_\_

## 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 31, 2024

City of Madison  
Urban Design Commission  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635

Re: **Mifflin Chapter Apartments – UDC Informational – Supplementary Letter of Intent**  
Site Address: 418-446 West Washington Avenue & 413-417 West Mifflin Street, Madison, WI

Dear Urban Design Commission:

This letter is to further expand upon the submittal made for a voluntary UDC Informational Presentation for the properties located at 418-446 West Washington Avenue & 413-417 West Mifflin Street. The developer, CRG Acquisition, LLC, intends to raze the existing structures and develop the 1.5-acre site into a 6-story for-rent residential building with approximately 163 units and 511 beds, and approximately 80 parking spaces located in a single level of underground, structured parking. The project was designed to meet the goals and standards identified in both the Madison Downtown Plan and the Mifflandia Plan.

### **Project Team**

Developer:	CRG Acquisition, LLC 35 E. Wacker Drive, Suite 1300 Chicago, IL 60601 (312) 658-0747 Representative: Alison Mills
Architect:	Lamar Johnson Collaborative 35 E. Wacker Drive, Suite 1300 Chicago, IL 60601 (312) 429-0409 Representative: Max Komnenich
Civil Engineer:	Vierbicher 999 Fourier Dr, Ste 201 Madison, WI 53717 (608) 826-0532 Representative: Johnathan Lilley

## Existing Conditions

The existing properties include 2-3 story residential structures, paved and gravel parking areas, trees, shrubs, and other vegetation. The properties are zoned DR2 (Downtown Residential 2). The existing buildings have been heavily used over the years and the overall integrity of the structures has been compromised.

## Project Schedule

The development team has held several pre-application meetings with Planning and Zoning Staff, as well as the Miffland and Bassett neighborhood groups of Capital Neighborhoods Inc., to discuss the development proposal and review concept plans. The developer intends to submit a formal Land Use Application for the project in the fall and attend a Plan Commission Meeting thereafter. The developer anticipates starting construction in the fourth quarter of 2025 to deliver the project by Summer 2027.

## Proposed Use

The developer intends to build a 6-story for-rent residential building. The lower level will feature approximately 33,000 GSF of parking, bike storage, and utility rooms, while the first floor at grade will feature a residential lobby and leasing office, mail and package rooms, residential amenity rooms, bike storage, utility rooms, and residential units that have front stoops and direct access to West Washington Ave to activate and maintain the residential nature of the street. 4 of the existing driveways onto West Washington Street are removed, and the vehicular access to the garage is accomplished through a modified, consolidated driveway along the southwestern corner of the site. To respond to the goals of the neighborhood groups and the Mifflandia Plan, all solid waste and service-oriented uses are managed from Mifflin Street to maintain the distinctive walkable character of West Washington Avenue.

In order to maintain the permeability of the block while improving the safety of the pedestrian experience for residents and visitors, the ground floor of the building erodes in several locations to provide additional access points to the building. The primary entrances to the building are from a residential lobby along West Washington Ave, and a secondary residential lobby along Mifflin Street. There are two additional entrances to the building in the middle of the structure to provide more convenient access to the western residential units, and to provide essential access for fire protection and utility services. The building will be secured 24/7, and all parking is maintained below grade and active uses front all streets in order to enhance the vibrancy of streetscape.

The developer and project team recognize the importance of this block to the neighborhood and the Mifflandia Plan and have elected to go before the Urban Design Commission for a voluntary Informational meeting to collect additional feedback on the design of the project. The development has responded to the specific recommendations proposed in the Mifflandia Plan to create the kind of development envisioned by the neighborhood, as summarized below:

- Page 3&15: the development seeks to enhance the distinctive physical character of West Washington Avenue as a gateway to Downtown by creating an asymmetrical but

rhythmic façade with additional semi-public outdoor space, while also providing new high-quality housing for the neighborhood. The project emphasizes the incorporation of porches and wide terraces to bridge the new development with the existing surrounding buildings.

- Page 7&10: the development has been designed to be consistent with the height, setback, and stepback guidelines in the plan. The building is setback 20' from West Washington Ave and 15' from Mifflin Street, with upper level stepbacks of 30' on West Washington and 15' on Mifflin above the 4<sup>th</sup> floor. Wide terraces are maintained along the Mifflin frontage, and additional porches and stoops are created along the West Washington frontage. The modulation of the massing and setbacks are intended to preserve the neighborhood character while also creating more welcoming semi-public spaces for the neighborhood.
- Page 7&13: the project team has a history in Madison of developing inclusive and creative opportunities for the arts, and has planned for locations for additional public art in the project.
- Page 11: the project creates the opportunity for an inter-block alley between the Mifflin and West Washington parcels by creating a breezeway through the midblock of the building, which allows service for the entire building to be maintained exclusively from Mifflin while increasing the desired porosity of the site plan and the character of West Washington.
- Page 12: the project significantly increases the amount of available housing
- Page 16: material changes in the façade are done with plane changes and are intended to break down the façade visually to maintain the character and diversity of design in the neighborhood. Ground floor units have their own street entrance and building entrances are designed as focal points with canopies, stoops, and distinct pathways to improve the pedestrian rhythm of the street façade.
- Page 17: balconies are included to engage with the façade, and the materiality and color palette of the façade are designed to respond to the visual rhythm of the neighborhood
- Page 18: green roof is incorporated throughout the 4<sup>th</sup> floor roof to provide a visually appealing and sustainable rooftop
- Page 19&21: the historic trees and canopy along West Washington are all maintained
- Page 19: the project also reduces the number of curb cuts along West Washington by 80%, and activates the semi-public open space through the use of patios, plazas, art, and landscape.

Overall, the project team believes the design of the project is consistent with the guidelines of the Mifflandia and Downtown Plans, unifying the streetscape while enhancing the neighborhood and human scale of the project by introducing a vertical rhythm to the building. The approach to detailing the façade is rooted in the context and tradition of the neighborhood, but expresses the pedestrian scale of the neighborhood with texture and warmth.

As the population of Madison and the enrollment of the University continue to grow rapidly, redevelopment of the property will provide necessary housing and density for the neighborhood. Overall, the developer is excited to have worked collaboratively with the community and local



realcrg.com

stakeholders on the design and programming of the project and looks forward to a project that supports the needs of the neighborhood and Madison as a whole.

If you have any questions concerning the above information or attached plans, please contact Alison Mills with CRG Acquisition, LLC at [millsa@realcrg.com](mailto:millsa@realcrg.com) or (314) 412-7390.

Sincerely,

A handwritten signature in black ink that reads "Alison K Mills". The signature is written in a cursive, flowing style.





# Mifflin Chapter

Madison UDC Informational  
8/14/24

The project consists of the development of a 1.5-acre site in the Mifflin District of Madison, Wisconsin, comprising lots 418-446 W Washington, and 413-417 W Mifflin; between N. Broom St. and N. Bassett St. The scope of work will include a six-story building containing approximately 163 residential units (511 beds) along with amenity spaces and outdoor terraces.



Lamar Johnson  
Collaborative 



Site  
Madison

North ↑

UW Campus

Capitol

Mifflin  
Chapter

Broom St

Washington Ave

Chapter  
Madison

Central Area Boundary





# Mifflandia

## Neighborhood Plan

“Enhance the distinctive physical character of W Washington Ave as a gateway to Downtown, while providing opportunities for redevelopment of **additional high-quality housing**”

“Thresholds of porches and **semi-public spaces** could provide an important opportunity to make spaces welcoming

“Strategy 1: Create **vibrant and inviting places** through creative architecture and urban design.

“Strategy 6: **Integrate public art** throughout the city”

“Emphasize the importance of the public realm, including the **design and character of the public-to-private transition** from the street to the building face”

“Buildings wider than 33’ shall be **divided into vertical intervals and incorporate articulation, design and massing** to respond to the historic 33 feet wide lot rhythm through the utilization of program elements.”

“(Semi-public) zone should be **activated through the use of patios, plazas, cafes, stairs, ramps, railings, art & landscape**”





Site

North ↑

W. Mifflin St.

N Broom St.

W. Washington Ave.

N Bassett St.

66'

165'

330'

264'

330'

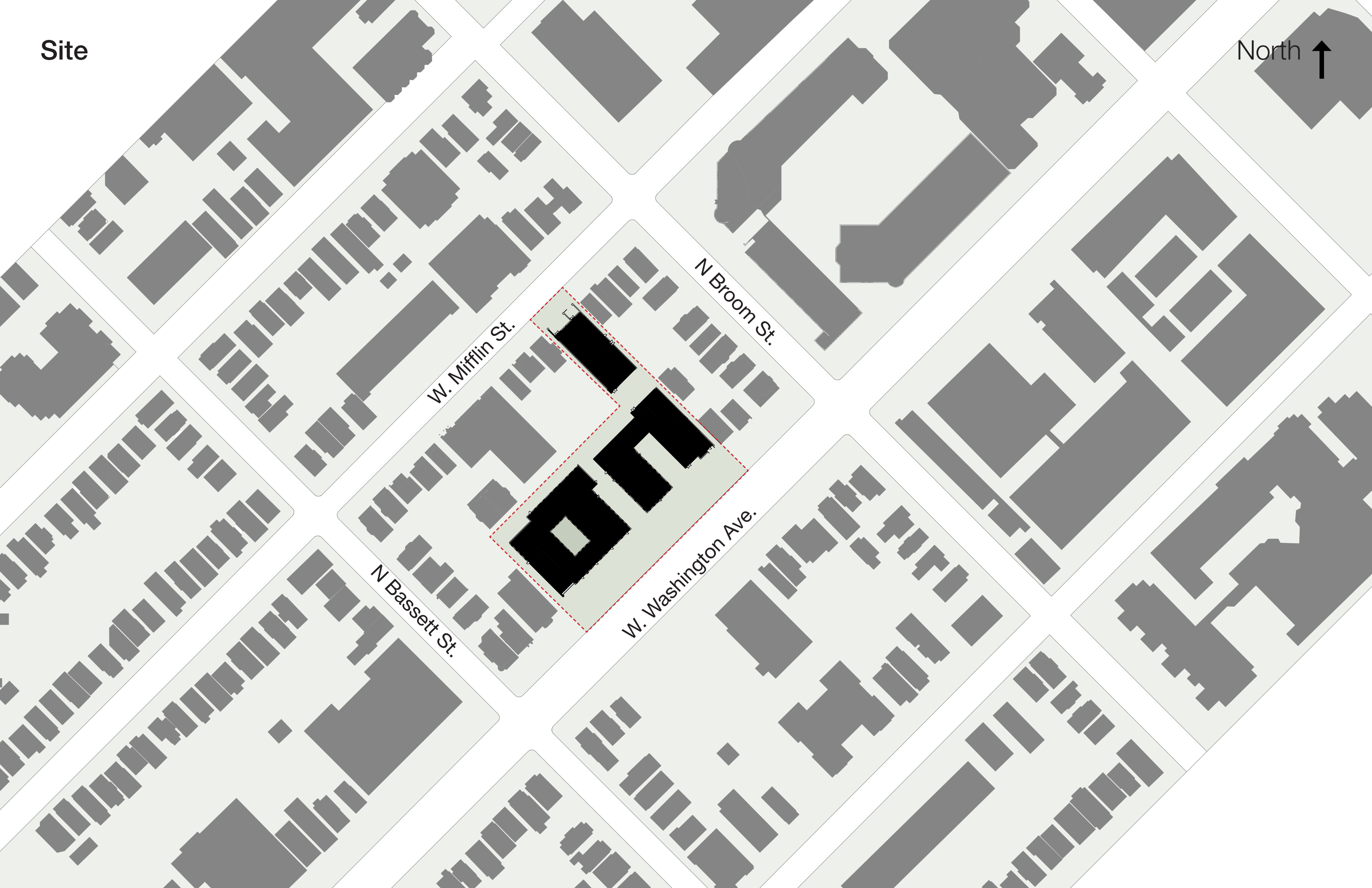
165'





Site

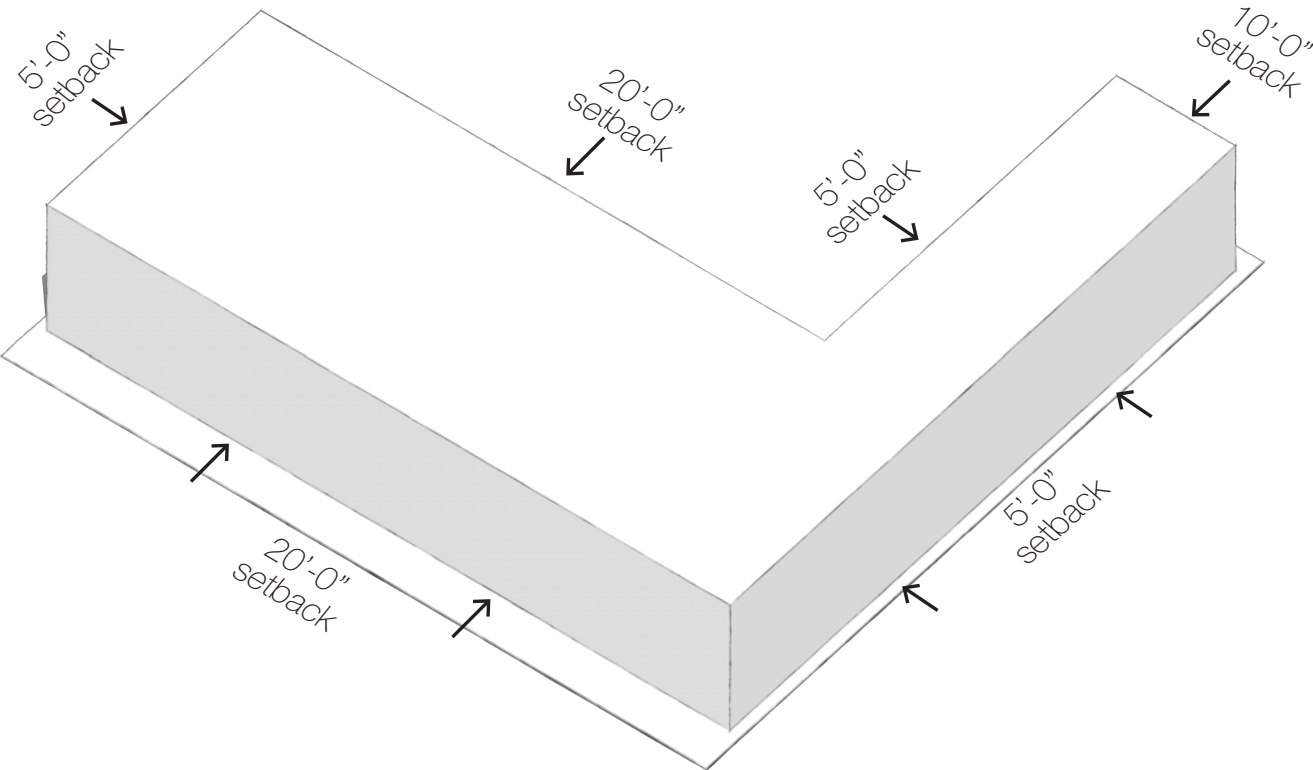
North ↑



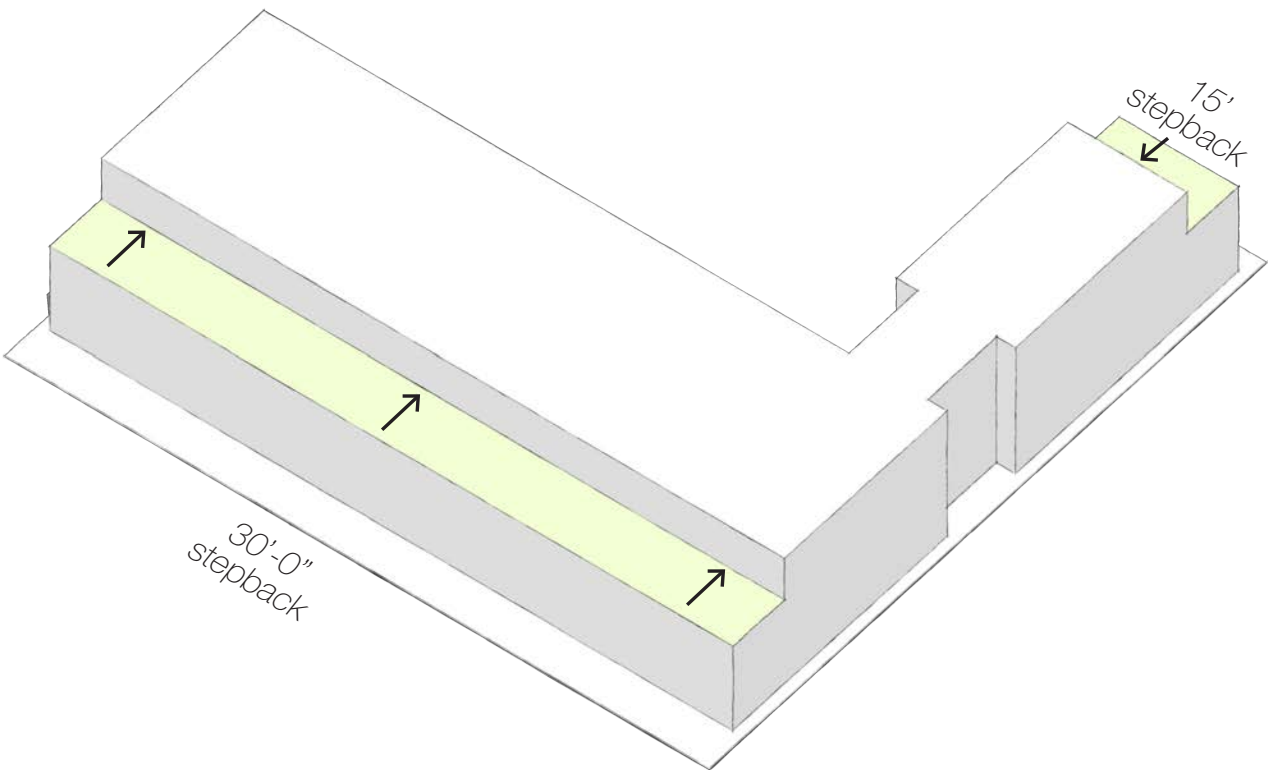




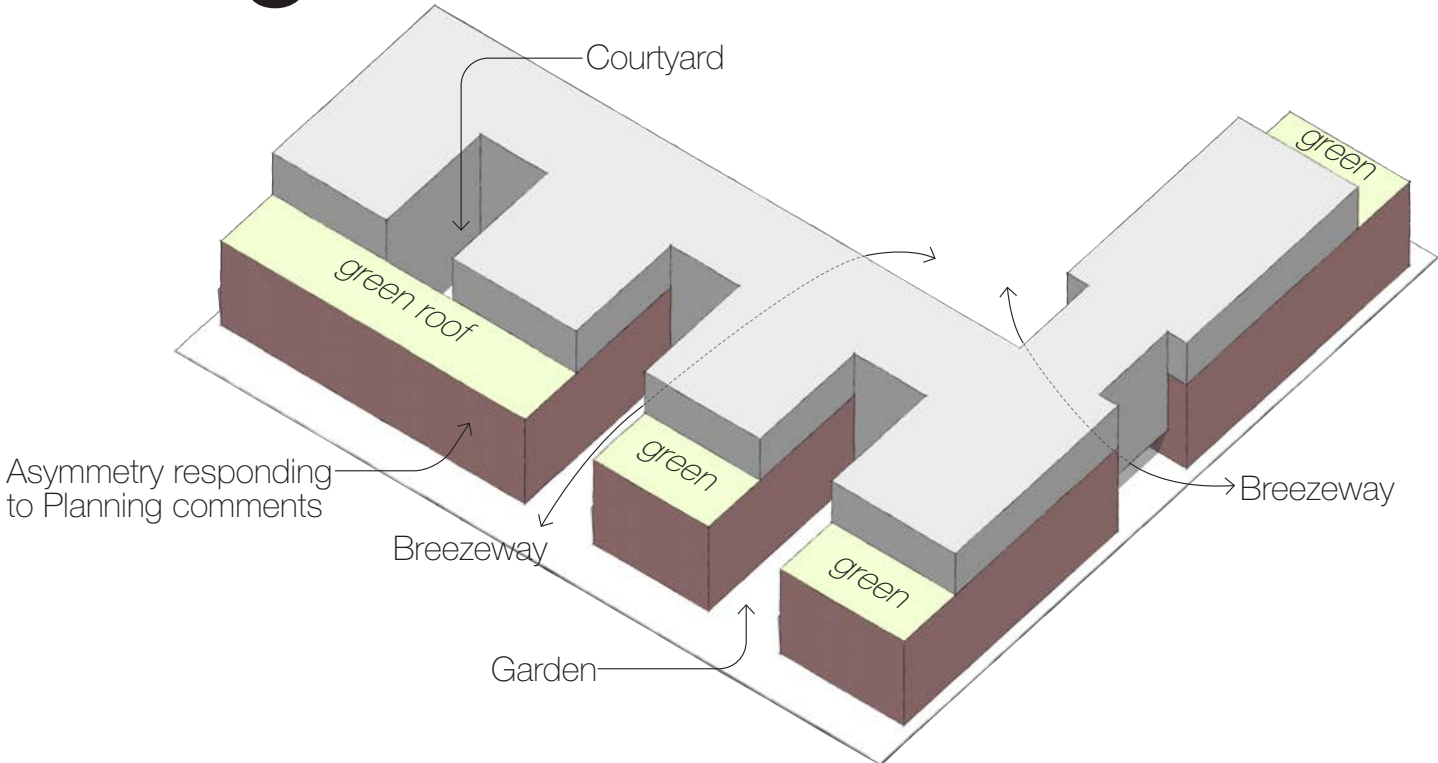
1 Setbacks



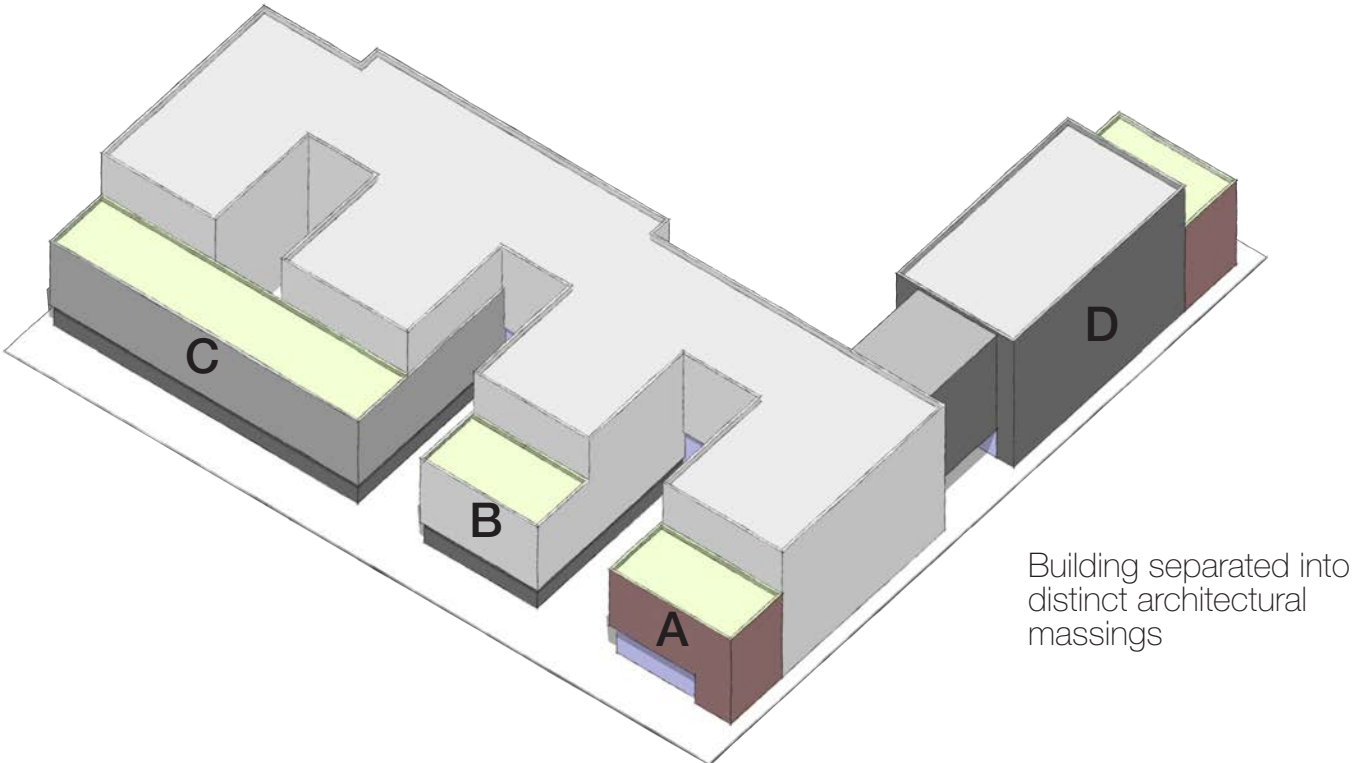
2 Stepbacks



3 Courtyards & Gardens



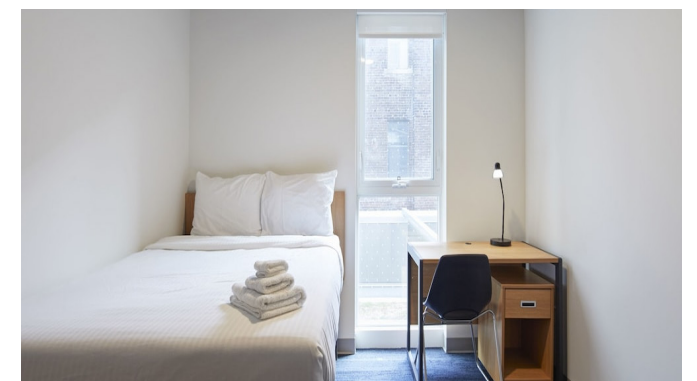
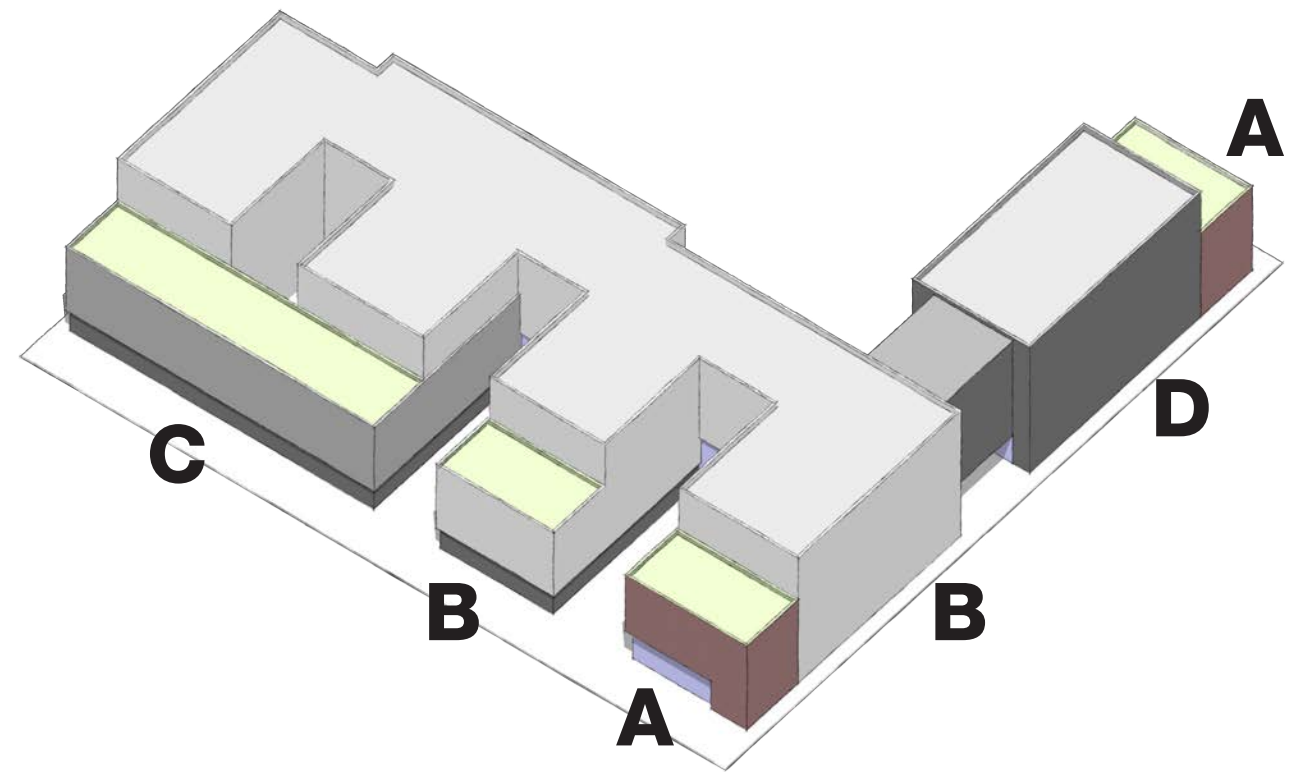
4 Architectural Massing





## North/South

North/South





Level 1 Plan  
Lobby, Amenity, & Residential

W. Mifflin St.



N Bassett St.

N Broom St.



- Residential
- Leasing
- Public/Amenity
- Support
- Elevator / Stairs

Washington Ave  
Elevation





Washington Ave  
Entry





Mifflin  
Entry







Rear Yard  
Pass Thru



Neighborhood  
Mifflin Looking North



Neighborhood  
Washington Looking South



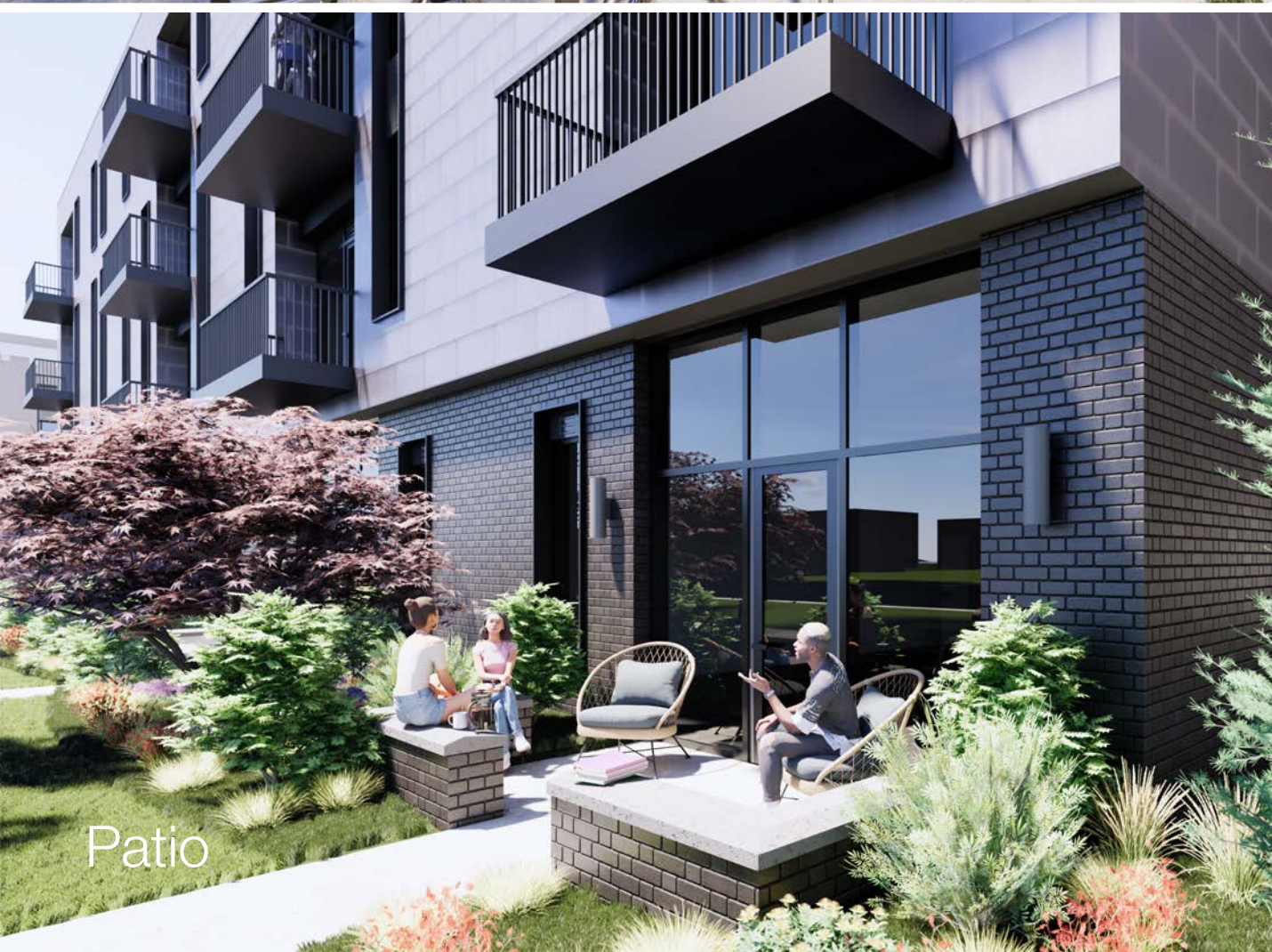




Entry



Garage



Patio



Entry



# Thank you.





# Appendix





# Existing Context

## Mifflin Neighborhood



Street View - Washington Ave



Street View - Mifflin St



Aerial View - Washington Ave



Aerial View - Mifflin St.



Elevations  
UDC



South (Washington)



West



North (Mifflin)



East



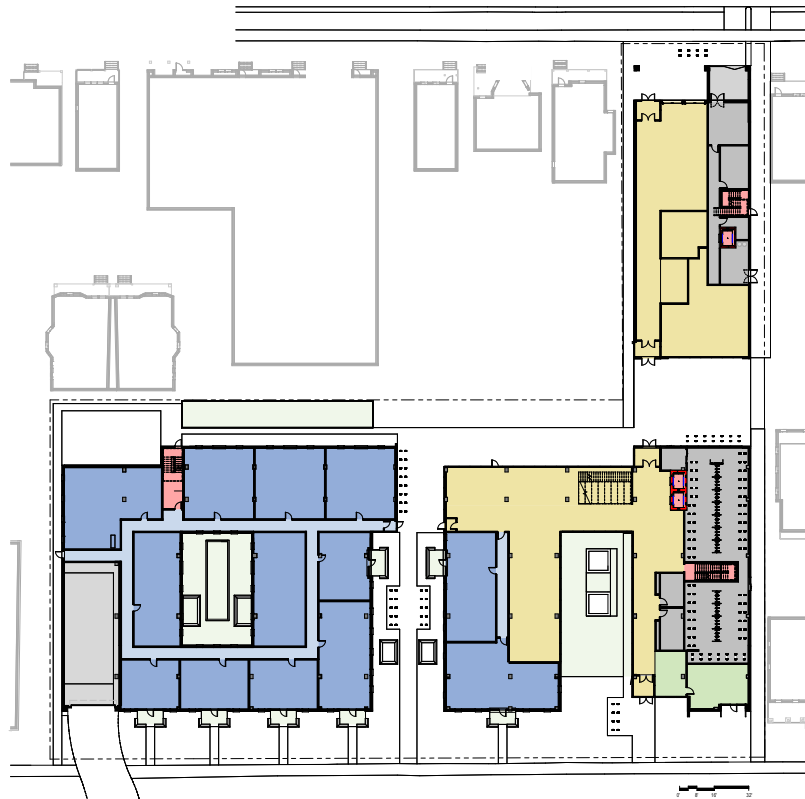
Site Plan



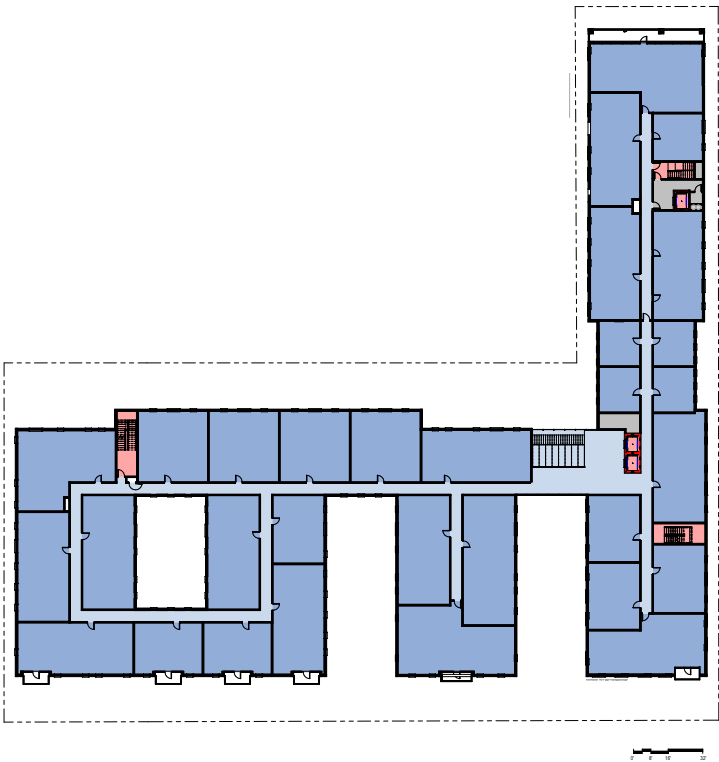
- Residential
- Leasing
- Public/Amenity
- Support
- Elevator / Stairs



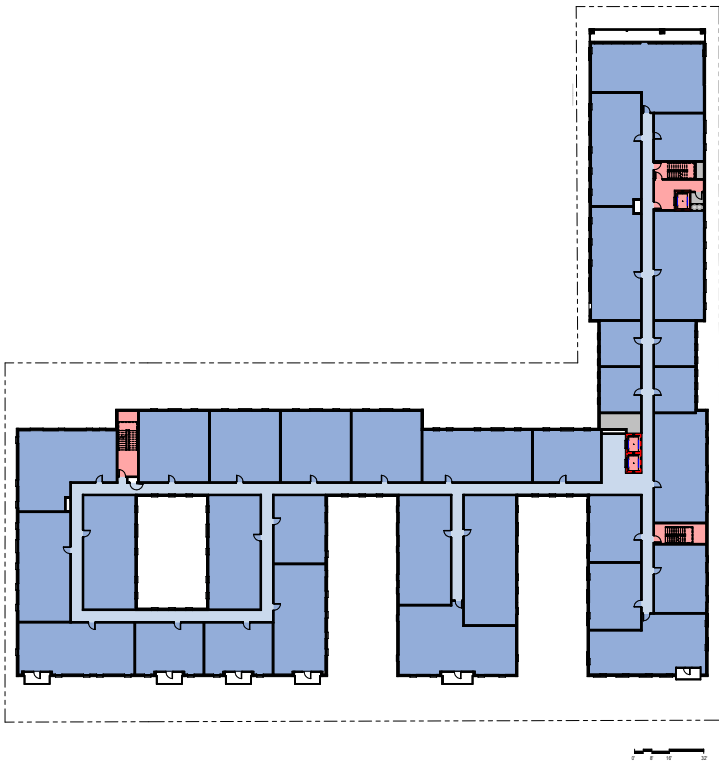
Plans



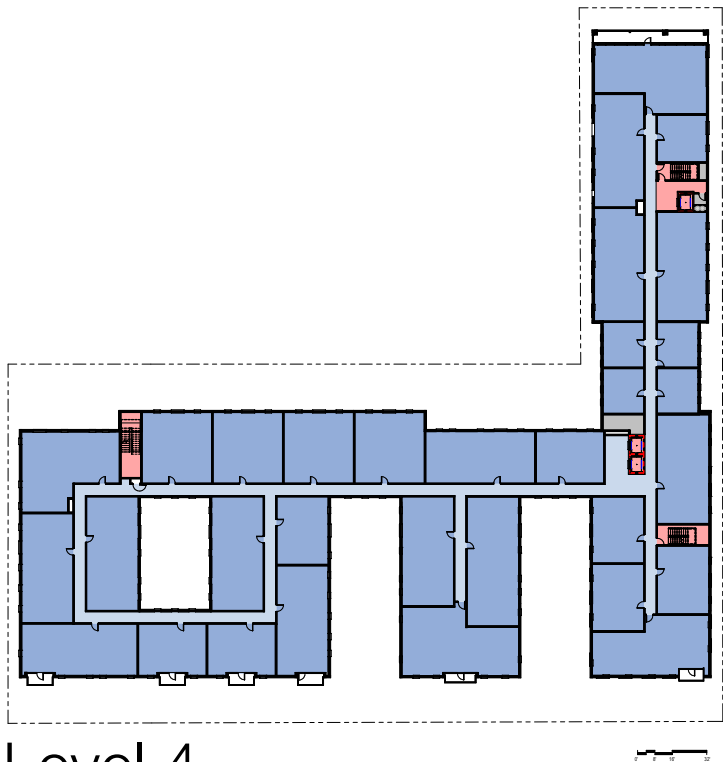
Level 1



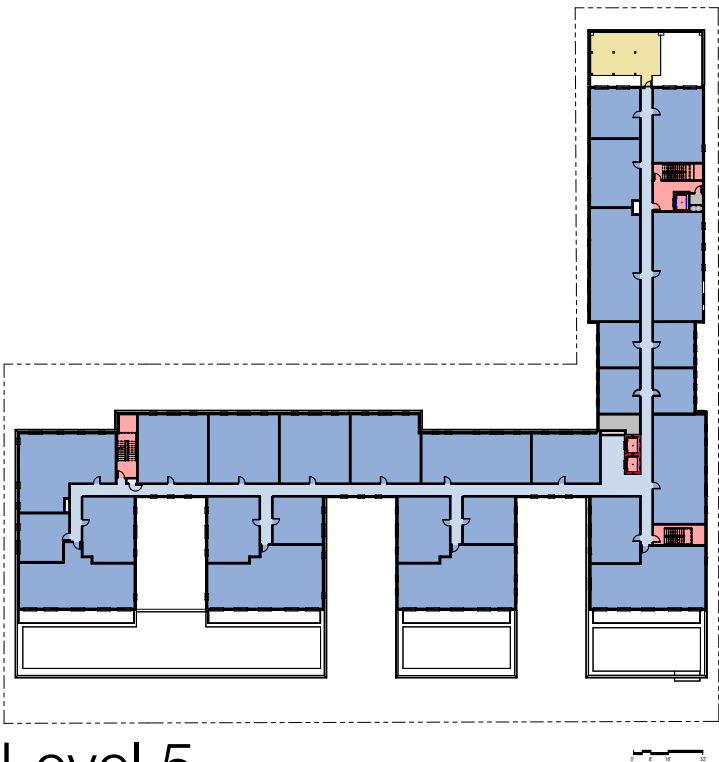
Level 2



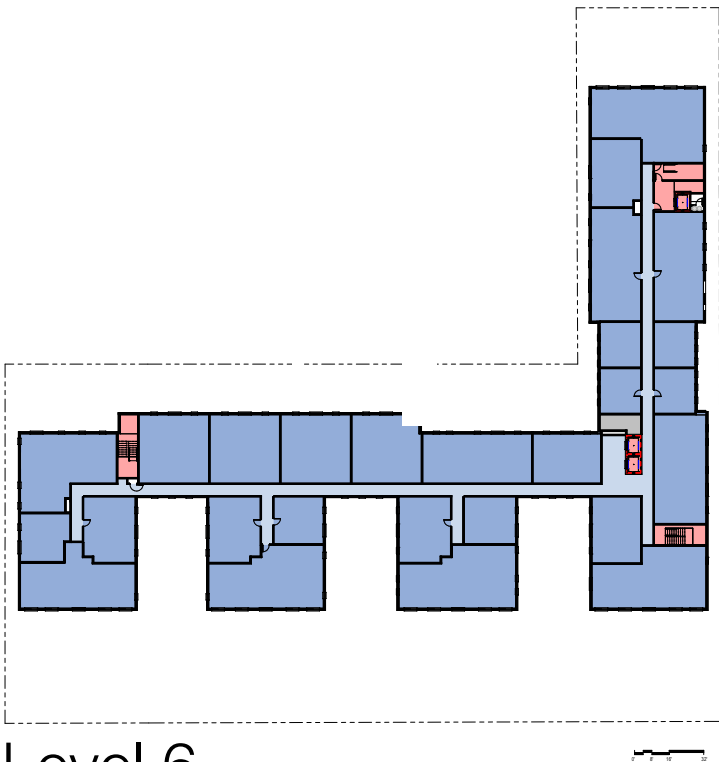
Level 3



Level 4



Level 5



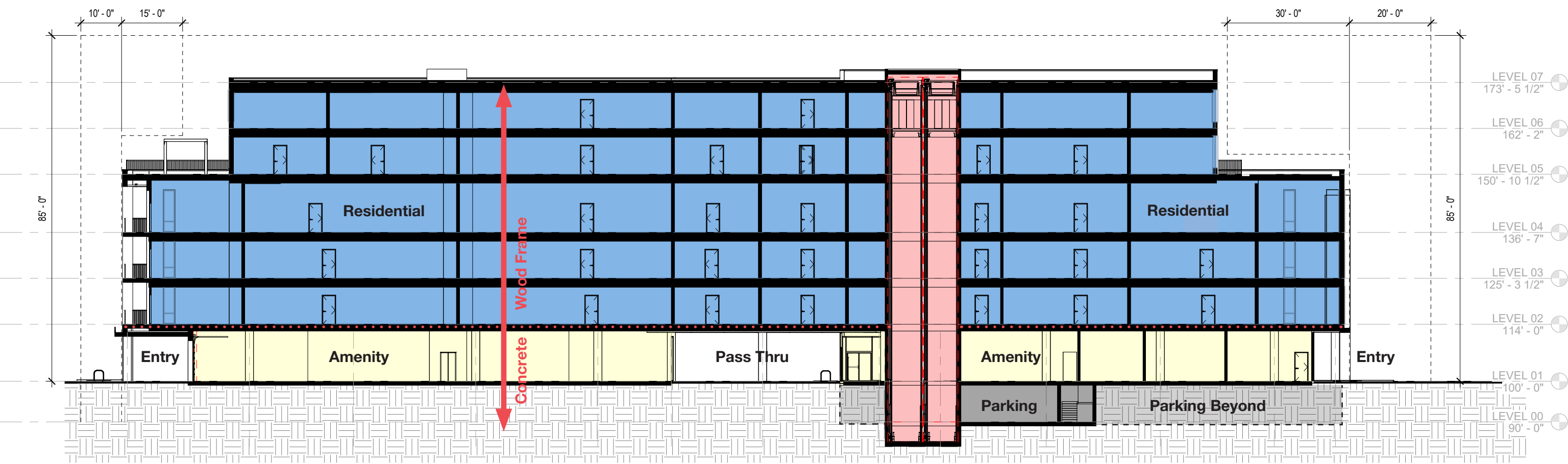
Level 6

- Residential
- Leasing
- Public/Amenity
- Support
- Elevator / Stairs



# Building Section

## North/South



- Residential
- Leasing
- Public/Amenity
- Support
- Elevator / Stairs