



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100  
 PO Box 2985; Madison, Wisconsin 53701-2985  
 Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>6/28/2017</u>	<input checked="" type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>7/12/2017</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: 302 S. GAMMON ROAD  
 Project Title (if any): MADISON WEST PLACE REDEVELOPMENT

2. This is an application for (Check all that apply to this UDC application):

☒ New Development ☐ Alteration to an Existing or Previously-Approved Development

**A. Project Type:**

- ☐ Project in an Urban Design District\* (public hearing-\$300 fee)  
☐ Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)  
☐ Suburban Employment Center (SEC) or 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 Planned Residential Complex

**B. Signage:**

- ☐ Comprehensive Design Review\* (public hearing-\$300 fee) ☐ Street Graphics Variance\* (public hearing-\$300 fee)  
☐ Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

**C. Other:**

☐ Please specify: \_\_\_\_\_

**3. Applicant, Agent & Property Owner Information:**

Applicant Name: JODY SHAW Company: POTTER LAWSON  
 Street Address: 747 UNIVERSITY ROW, SUITE 300 City/State: MADISON, WI Zip: 53705  
 Telephone: (608) 274-2741 Fax: ( ) Email: JODYS@POTTERLAWSON.COM

Project Contact Person: JODY SHAW Company: POTTER LAWSON  
 Street Address: 749 UNIVERSITY ROW, SUITE 300 City/State: MADISON, WI Zip: 53705  
 Telephone: (608) 274-2741 Fax: ( ) Email: JODYS@POTTERLAWSON.COM

Project Owner (if not applicant): JOHN LIVESSEY  
 Street Address: 2248 DEMING WAY City/State: MIDDLETON, WI Zip: 53562  
 Telephone: (608) 833-3146 Fax: ( ) Email: JKLIVESSEY@LIVESSEYCO.COM

**4. Applicant Declarations:**

A. 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 \_\_\_\_\_.

(name of staff person)

(date of meeting)

B. 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: JODY SHAW Relationship to Property: ARCHITECT

Authorized Signature: [Signature] Date: 06/28/2017





# Madison West Place Redevelopment

302 S. Gammon Road; Madison, WI 53717

June 28, 2017



**Summary:**

This site will serve as a redevelopment to the west Madison area including a mix of office, retail and outdoor space. Phase 1 will consist of an office building at the south end of the site and a Specialty Pharmacy to the north. Retail will be located at the corner of South Gammon Road and Mineral Point Road creating a pedestrian connection to the rest of the site. Parking for retail will be located along the south and east end of the site, with office parking provided to the northwest. The final phase will consist of a 3-story parking ramp in addition to surface parking to support the final build-out of office and retail.

**Phase 1:**

Office Building A	5 Floors at 16,000 SF/Floor 80,000 SF
Office Building B	2 Floors at 15,000 SF/Floor 30,000 SF
Retail Building C	1 Floor at 5,000 SF/Floor
Retail Building D	1 Floor at 5,000 SF/Floor
Parking Stalls	435 Surface Stalls

**Madison West Place Redevelopment**

**302 S. Gammon Road; Madison, WI 53717**

June 28, 2017



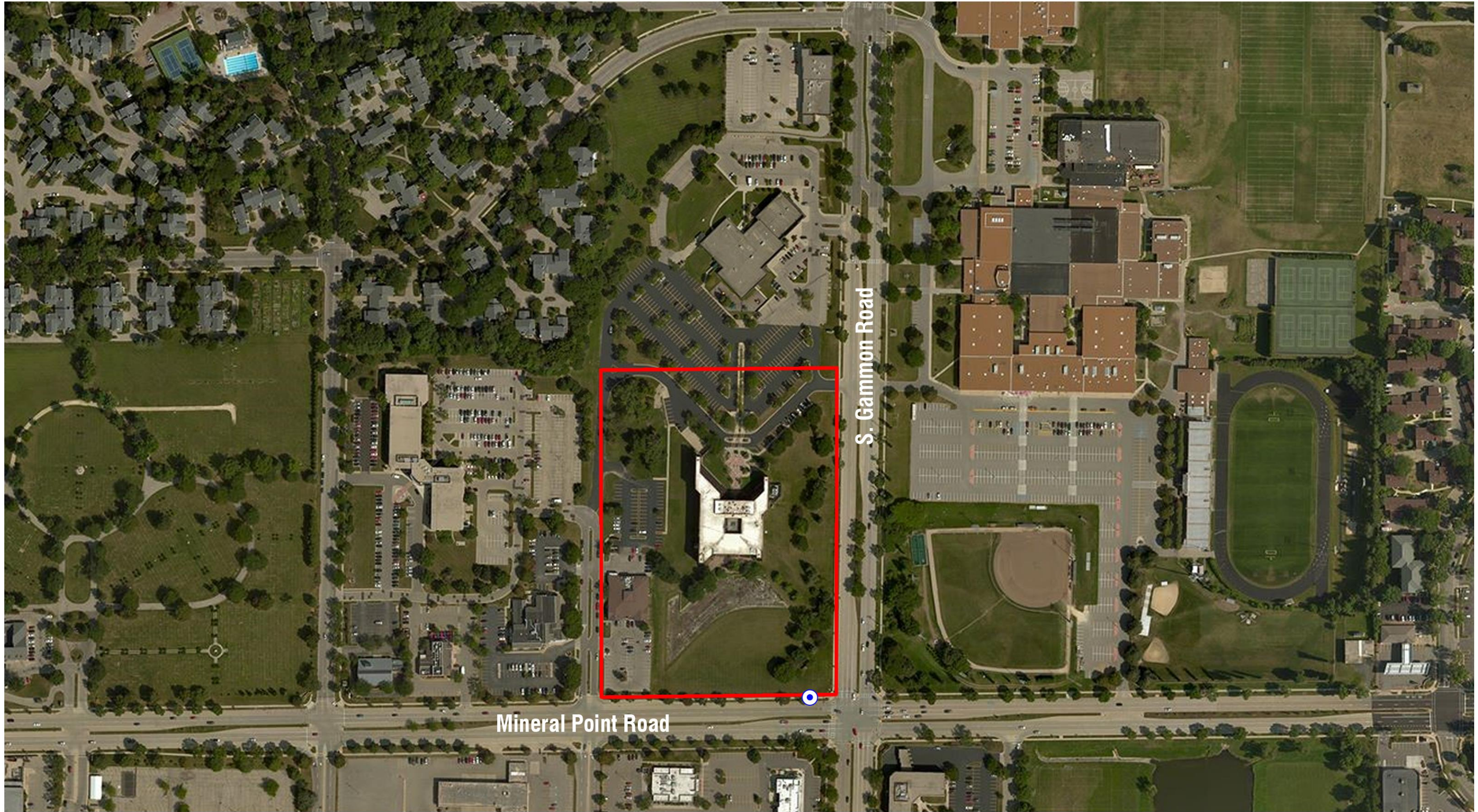




**Site Locator**  
Madison West Place Redevelopment – 2017.15.00  
June 28, 2017







**Site Aerial**

Madison West Place Redevelopment – 2017.15.00  
June 28, 2017



Existing Bus Stop



Site Extents

NORTH



Potter  
Lawson

Success by Design





Aerial Looking Northeast



Aerial Looking Northwest



Aerial Looking Southeast



Aerial Looking Southwest

## Site Context Aerial Images

Madison West Place Redevelopment – 2017.15.00  
June 28, 2017





Development North of the Site



View of Memorial Highschool to the East of the Site

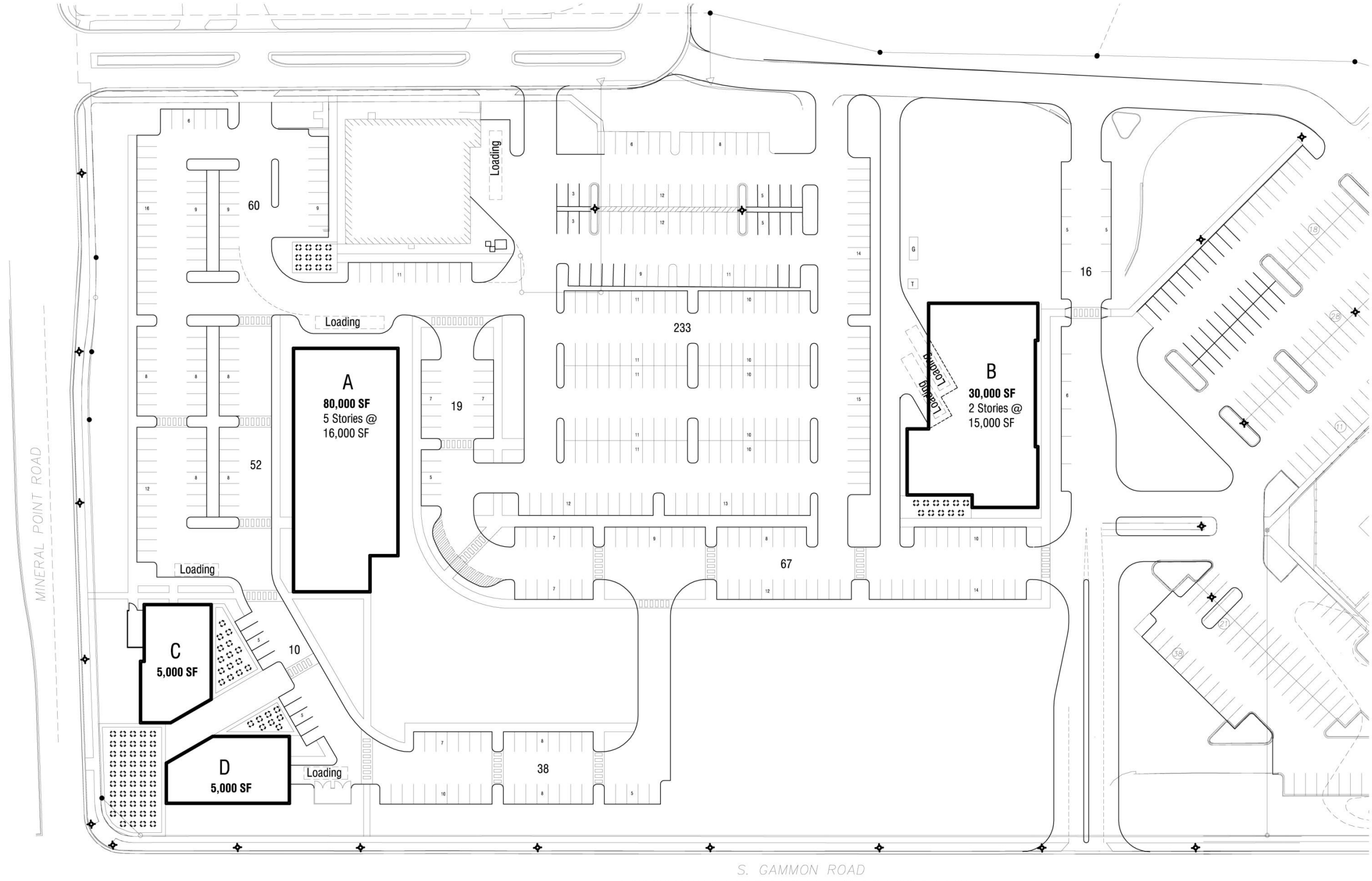


Development East of the Site



View of US Bank Southeast of the Site





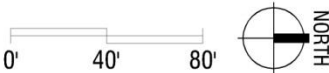
<b>Parking Counts:</b>	
Retail Surface	100 Stalls
Office Surface	335 Stalls
Total:	435 Stalls

Noodles: 60 Stalls

<b>Office Building Areas:</b>	
Building A	5 Stories 16,000 SF/Floor 80,000 SF
Building B	2 Stories 15,000 SF/Floor 30,000 SF

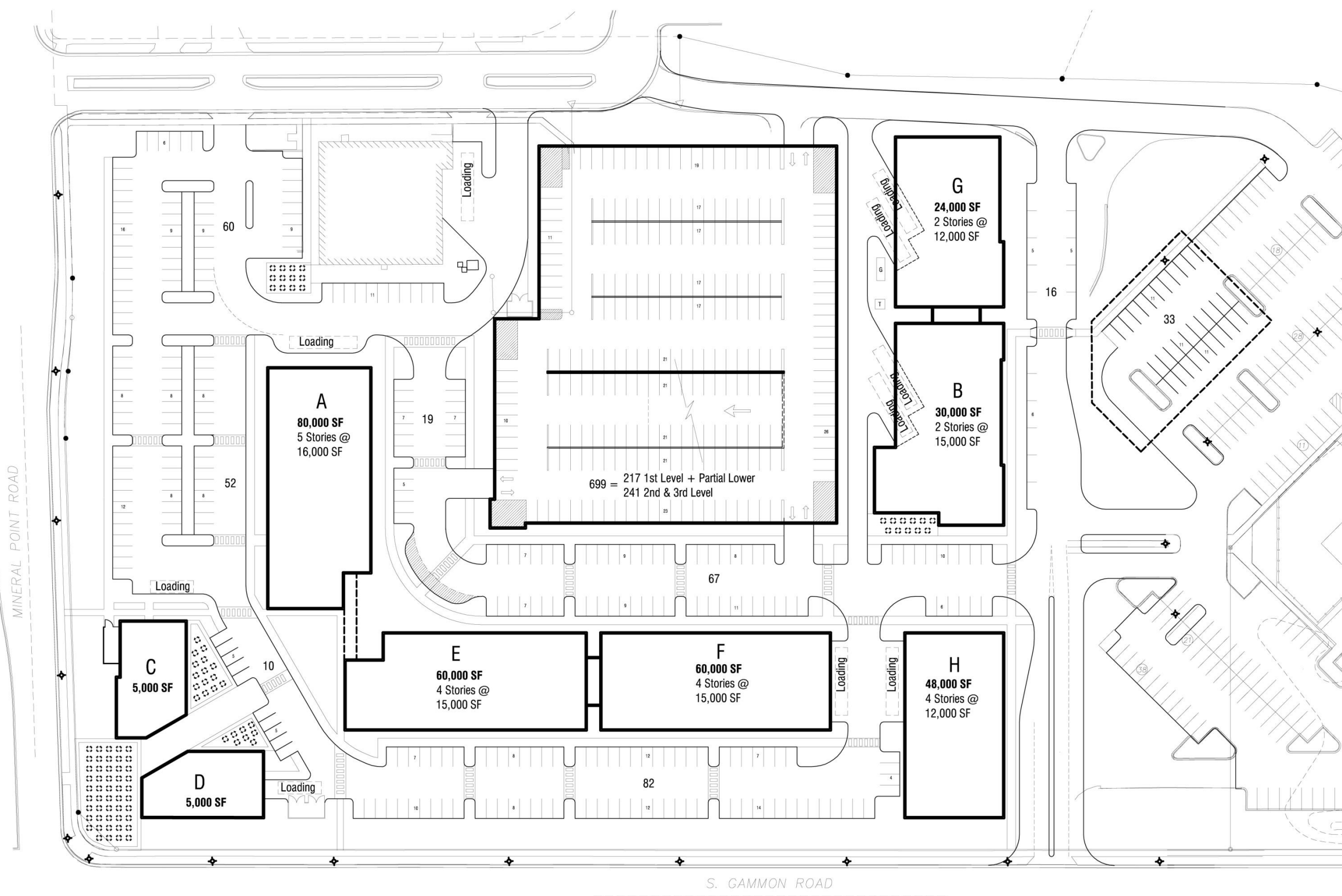
<b>Retail Building Areas:</b>	
Building C	1 Story 5,000 SF
Building D	1 Story 5,000 SF

<b>Preferred Parking Ratios:</b>	
Office: 3 Stalls per 1,000 SF	
Retail: 10 Stalls per 1,000 SF	
Total Office:	110,000 SF 330 Stalls
Total Retail:	10,000 SF 100 Stalls
Preferred Stalls:	430 Stalls

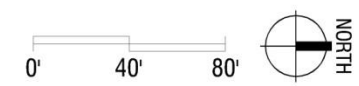


**Site Plan – Phase 1**  
Madison West Place Redevelopment – 2017.15.00  
June 28, 2017





<b>Parking Counts:</b>	
Surface:	246 Stalls
Existing Shared Parking	33 Stalls
3-Story Structure:	699 Stalls
Total:	978 Stalls
<b>Noodles:</b>	
	60 Stalls
<b>Office Building Areas:</b>	
Building A	5 Stories 16,000 SF/Floor 80,000 SF
Building B	2 Stories 15,000 SF/Floor 30,000 SF
Building E	4 Stories 15,000 SF/Floor 60,000 SF
Building F	4 Stories 15,000 SF/Floor 60,000 SF
Building G	2 Stories 12,000 SF/Floor 24,000 SF
Building H	4 Stories 12,000 SF/Floor 48,000 SF
<b>Retail Building Areas:</b>	
Building C	1 Story 5,000 SF
Building D	1 Story 5,000 SF
<b>Preferred Parking Ratios:</b>	
Office: 3 Stalls per 1,000 SF	
Retail: 10 Stalls per 1,000 SF	
<b>Total Office:</b>	
	302,000 SF 906 Stalls
<b>Total Retail:</b>	
	10,000 SF 100 Stalls
<b>Preferred Stalls:</b>	
	1006 Stalls



**Site Plan – Final Phase**  
Madison West Place Redevelopment – 2017.15.00  
June 28, 2017

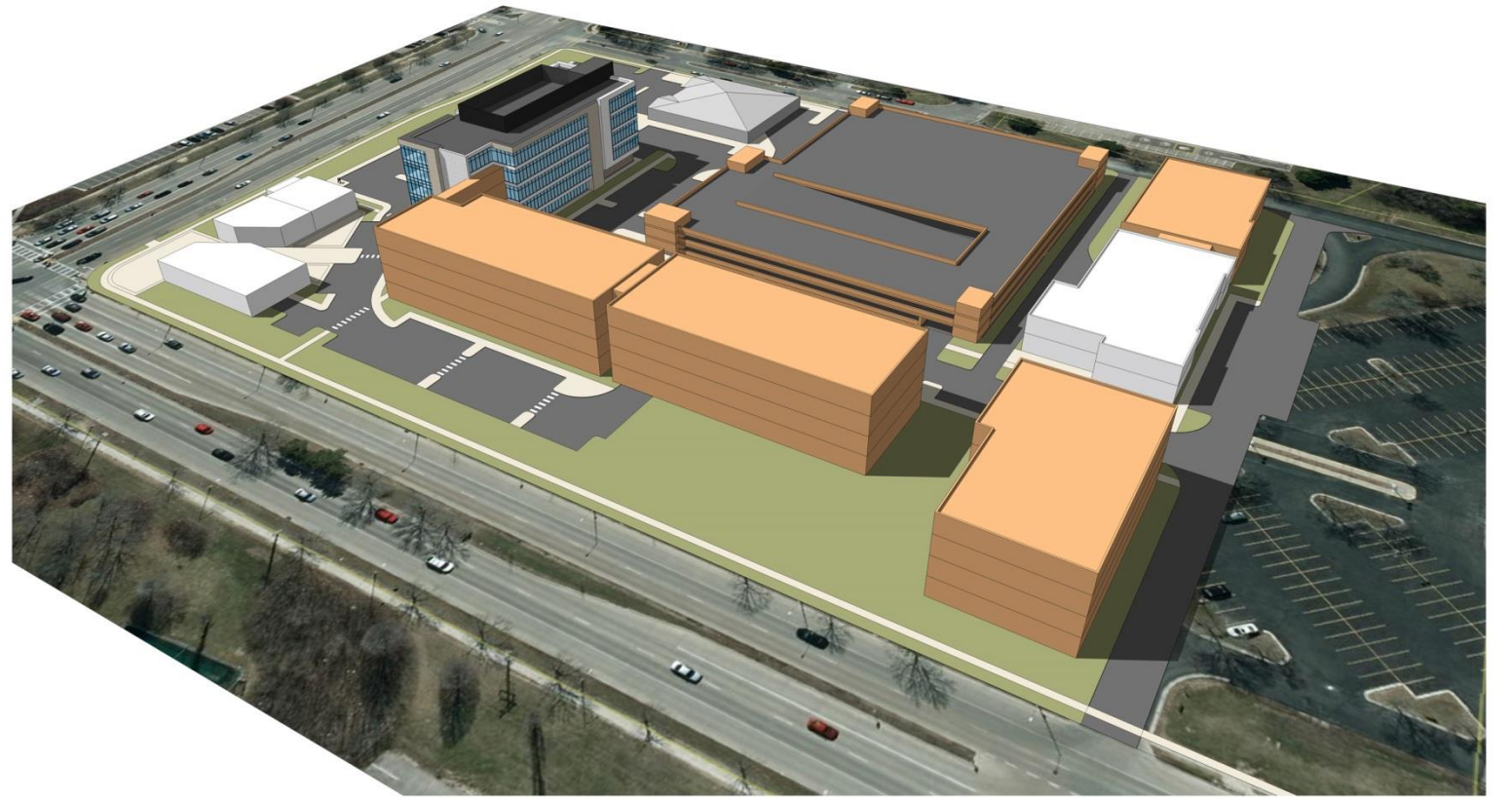






**3D Site Images – Phase 1**  
 Madison West Place Redevelopment – 2017.15.00  
 June 28, 2017





**3D Site Images – Final Phase**  
 Madison West Place Redevelopment – 2017.15.00  
 June 28, 2017





**Building 'A' Precedent Images**  
Madison West Place Redevelopment – 2017.15.00  
June 28, 2017

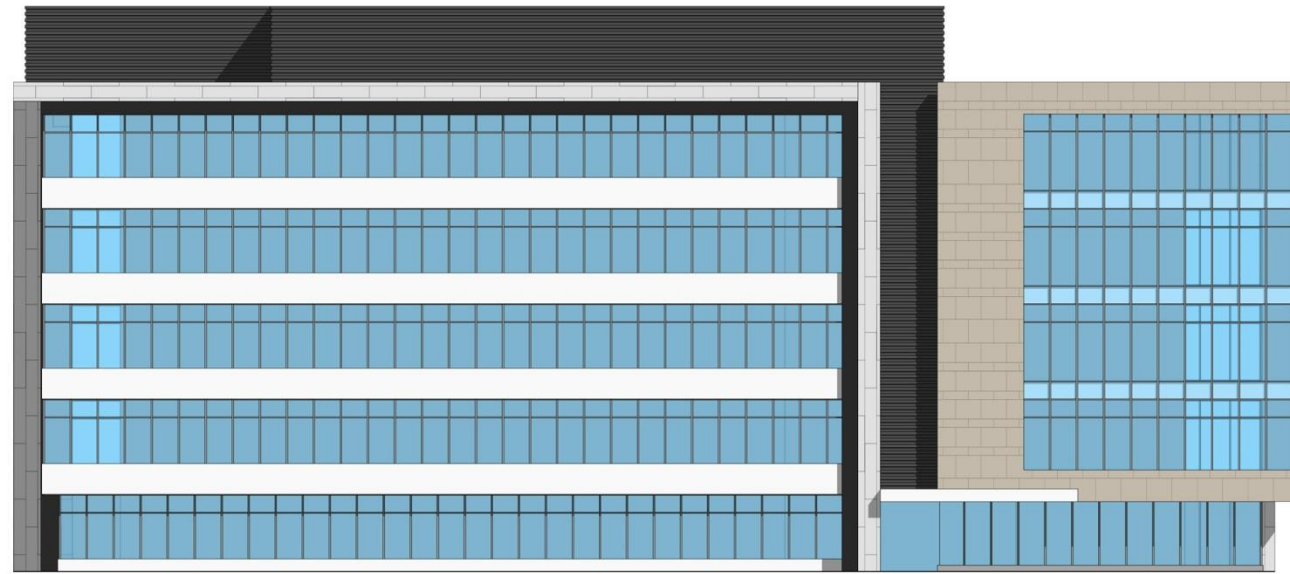




### 3D Building 'A' Image

Madison West Place Redevelopment – 2017.15.00  
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South Elevation



West Elevation



North Elevation



East Elevation

## Building 'A' Elevations

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