

# URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison  
Planning Division  
126 S. Hamilton St.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



### FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_  
Date received \_\_\_\_\_  
Received by \_\_\_\_\_  
Aldermanic District \_\_\_\_\_  
Zoning District \_\_\_\_\_  
Urban Design District \_\_\_\_\_  
Submittal reviewed by \_\_\_\_\_

Complete all sections of this application, including the desired meeting date and the action requested.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.*

AGENDA ITEM # \_\_\_\_\_  
LEGISTAR # 48923  
ALD. DIST. \_\_\_\_\_

### 1. Project Information

Address: 811 E. Washington Ave.  
Title: The Gebhardt Building

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

UDC meeting date requested September 27, 2017  
 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)  
 Signage Variance (i.e. modification of signage height, area, and setback)  
**Other**  
 Please specify \_\_\_\_\_

### 4. Applicant, Agent, and Property Owner Information

Applicant name Otto Gebhardt Company Gebhardt Development  
Street address 222 North St. City/State/Zip Madison, WI  
Telephone \_\_\_\_\_ Email gebhardtdevelopment@tds.net  
Project contact person Caroline Altfeather Company Zebradog  
Street address 1249 Williamson St. City/State/Zip Madison, WI 53703  
Telephone 608-257-8400 Email Caroline@zebradog.com  
Property owner (if not applicant) Same as applicant  
Street address \_\_\_\_\_ City/State/Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Email \_\_\_\_\_

5. Required Submittal Materials

- Application Form
- 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 CDR or Signage Variance review criteria is required.
- Development plans (Refer to checklist provided below for plan details)
- Filing fee
- Electronic Submittal\*

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. 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. All plans must be legible when reduced.

*\*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to [udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Al Martin / Matt Tucker on 7-19-17.
2. 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.

Applicant name Caroline Alfheather Relationship to property agent to tenant  
 Authorized signature of Property Owner Date 9/18/17

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(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 signage variances (i.e. modifications of signage 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

# ZEBRADOG

DYNAMIC ENVIRONMENT DESIGN

studio  
**608.257.8400**

fax  
**608.257.8440**

email  
**info@zebradog.com**

18 September 2017

City of Madison Urban Design Commission  
c/o Ms. Janine Glaeser

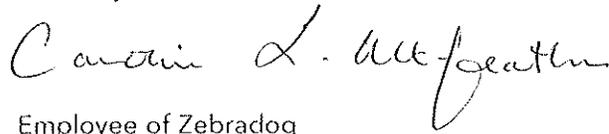
City of Madison Planning Department  
215 Martin Luther King, Jr. Blvd.  
Madison, WI 53713

Re: Comprehensive Design Plan  
The Gebhardt- Architectural Detail  
811 E. Washington Avenue

Dear Urban Design Commission Members;

The attached document describes the architectural detail on the corner of the 811 E. Washington Avenue development. This is the final design progression for the development.

Sincerely,

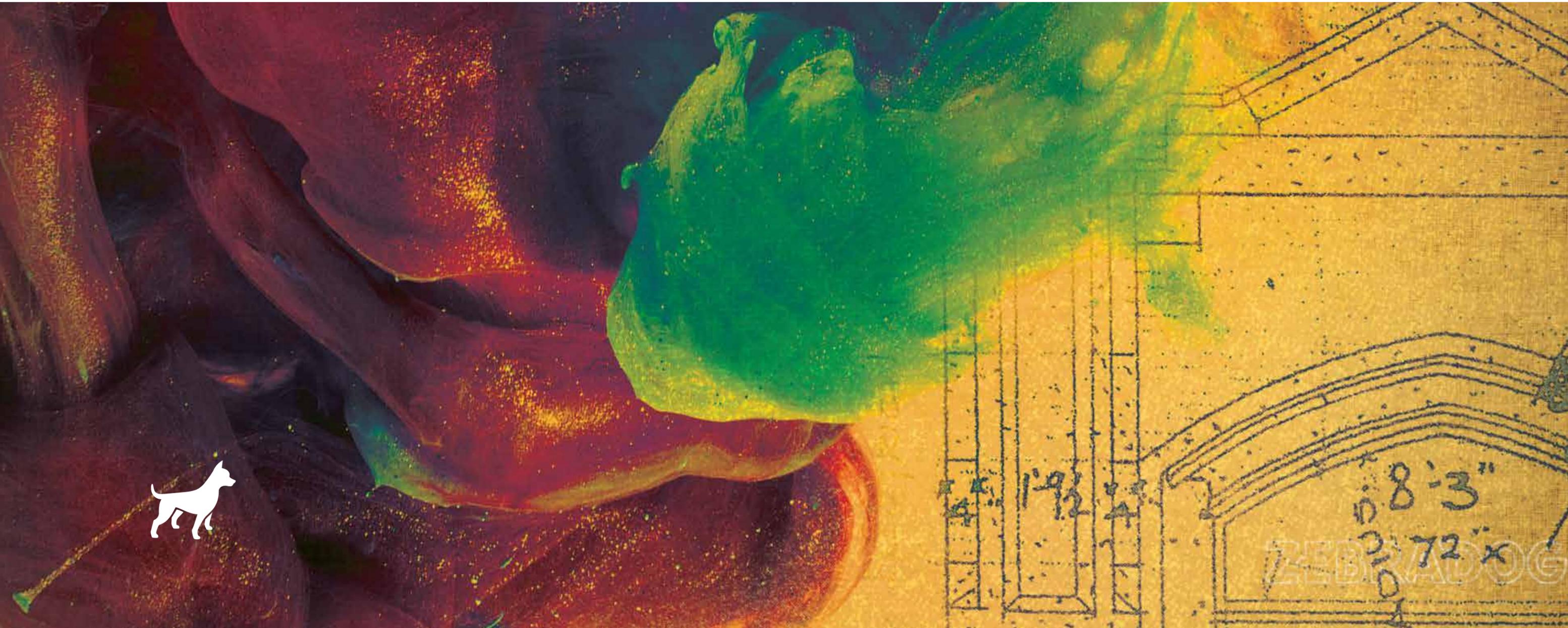
  
Employee of Zebradog



# The Sylvee

**Frank Productions**  
September 18, 2017

UDC Review of Corner Architectural Detail



ELEVATION FACING LIVINGSTON STREET



ELEVATION: MARQUEE FACING LIVINGSTON STREET  
NOT TO SCALE

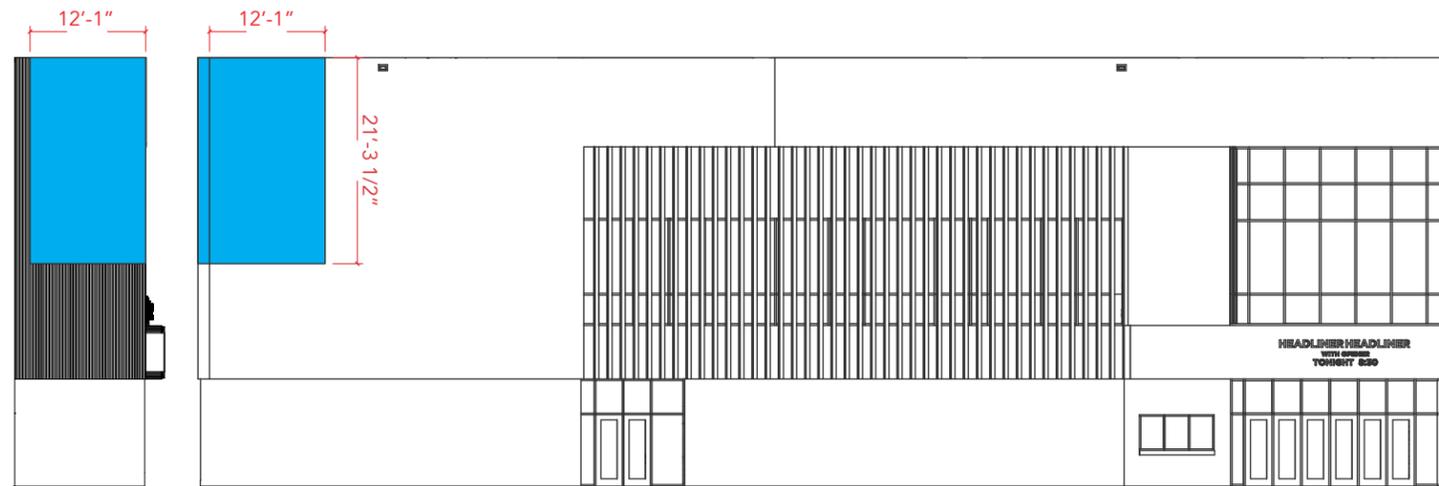
V CUTS INTO CORTEN CLADDING (SEE PAGE 4)



ELEVATION: MARQUEE FACING EAST WASHINGTON AVENUE  
NOT TO SCALE

V CUTS INTO CORTEN CLADDING (SEE PAGE 4)

ARCHITECTURAL DETAILING: LIGHTED CUTS INTO CORTEN CLADDING



ELEVATION: FACING EAST WASHINGTON  
 3/64" = 1'-0" 0" 1256"

ELEVATION: FACING LIVINGSTON STREET  
 3/64" = 1'-0" 0" 1256"



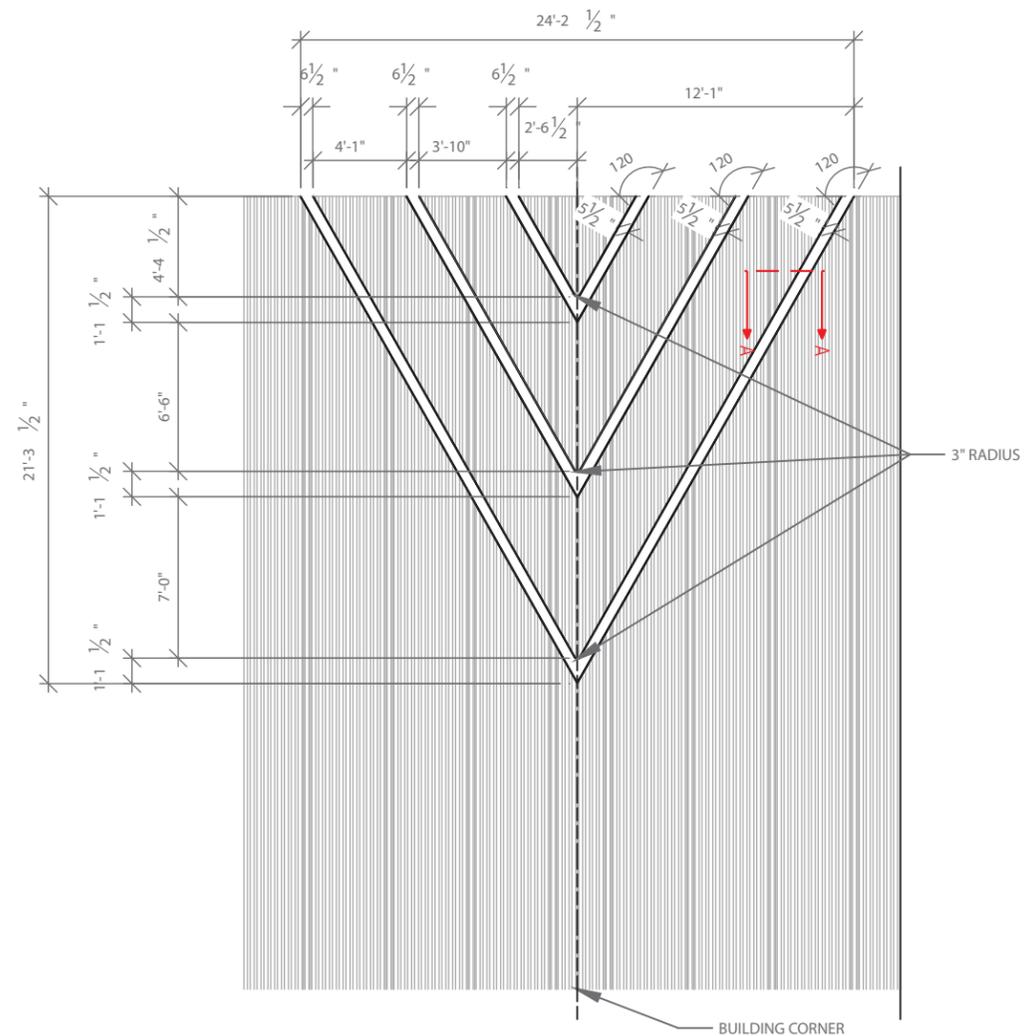
ELEVATION: CORNER DETAIL FACING EAST WASHINGTON  
 NOT TO SCALE



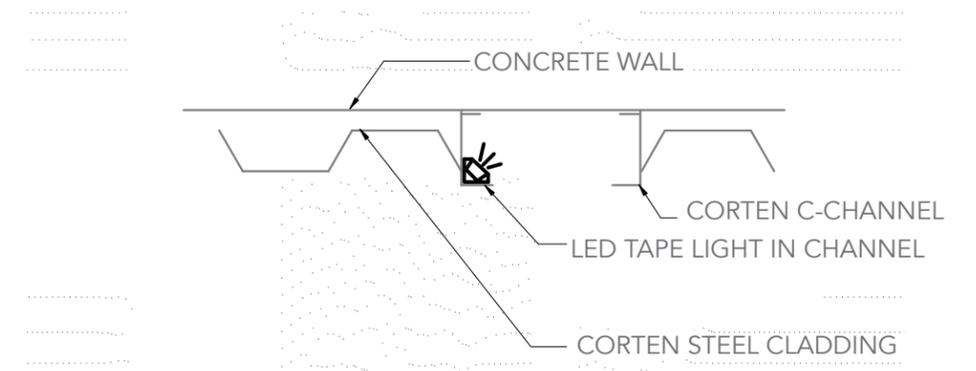
ELEVATION: CORNER DETAIL FACING LIVINGSTON STREET  
 NOT TO SCALE



PERSPECTIVE: V-CUT IN CLADDING  
(NIGHT VIEW FROM STRANG LIGHTING PACKAGE)  
NOT TO SCALE



ELEVATION: CORNER V ARTWORK (FLATTENED FOR CLARITY)  
1/8" = 1'-0" 0" 196"



PLAN SECTION: V-CUT IN CLADDING  
(FROM STRANG LIGHTING PACKAGE)  
NOT TO SCALE



**ZEBRADOG**  
DYNAMIC ENVIRONMENT DESIGN