

# 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.*

## 1. Project Information

Address: East Town Plaza : 2025 Zeier Rd. Madison, Wisconsin 53704  
Title: East Town Plaza : Burlington

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

UDC meeting date requested April 11, 2018  
 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  
Existing Retail Tenant facade remodel

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

**Applicant name** Ross Gallentine Company Ramco-Gershenson Inc  
**Street address** 31500 Northwestern Highway City/State/Zip Farmington Hills, Michigan 48334  
**Telephone** 248-613-5794 Email rgallentin@rgpt.com

**Project contact person** Ross Gallentine Company Ramco-Gershenson Properties Trust  
**Street address** 31500 Northwestern Highway City/State/Zip Farmington Hills, Michigan 48334  
**Telephone** 248-613-5794 Email rgallentine@rgpt.com

**Property owner (if not applicant)** Edward A. Eickhoff  
**Street address** 31500 Northwestern Hwy #300 City/State/Zip Farmington Hills, MI 48334  
**Telephone** 248-592-6510 Email eeickhoff@rgpt.com

**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 Janine Glaeser, Planner and Jenny Kirchgatter, Zoning on March 19, 2018.
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 Ross Gallentine Relationship to property Owners Agent  
 Authorized signature of **Property Owner** Edward A Eickhoff Date 3/20/18

**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



# City of Madison APPLICATION FOR ALTERATION OF EXISTING CONDITIONAL USE

FOR OFFICE USE ONLY	
Date:	_____
LNDMAC:	_____
Parcel #	_____

TO ZONING ADMINISTRATOR:

The undersigned owner (contract owner) of property herein described hereby applies for approval to make minor alterations to an existing conditional use.

Location of Property/Street Address: East Town Plaza 2025 Zeier Road Ald. District: 17  
Madison, WI 53704 Zoning District: RC

Existing Conditional Use: Retail Tenant at East Town Plaza

Proposed Alteration (Describe): Tenant Facade Remodel (Burlington)

This application must be accompanied by four (4) sets of construction and plot plans indicating the proposed alteration, if there are no exterior changes to the site or parking lot. Eight (8) sets of construction and parking lot plans are required, if exterior changes are proposed to the site or parking lot. An Adobe Acrobat PDF File of the submitted plans, either on a non-returnable CD or USB flash drive, or emailed to [zoning@cityofmadison.com](mailto:zoning@cityofmadison.com), must also be submitted. The application fee is \$100, in addition to applicable site plan review fees.

Section 28.183(8). states: "No alteration of a conditional use shall be permitted unless approved by the City Plan Commission provided, however, the Zoning Administrator following consideration by the alderperson of the district, may approve minor alterations or additions which are approved by the Director of Planning and Community and Economic Development and are compatible with the concept approved by the Plan Commission and the standards in subsection 28.183(6)."

Respectfully submitted,

Name Ross Gallentine Address 31500 Northwestern Hwy., Suite 300  
Farmington Hills, MI 48334  
Telephone 248-613-5794 Email rgallentine@rgpt.com

### ALDER'S RECOMMENDATION:

_____
_____
_____

### ZONING ADMINISTRATOR'S COMMENTS:

Occupancy Certificate Status _____
Outstanding Orders _____
Conditions of Approval Met _____
Compatibility of Proposed Alteration with Concept Approved By Plan Commission _____ _____
Compatibility of Proposed Alteration with Standards 28.183(6) _____ _____

Approved according to 28.183(8).	<input type="checkbox"/> Director of Planning & Community & Economic Development/Date
	<input type="checkbox"/> Director of Planning & Community & Economic Development/Date
Disapproved – Refer to Plan Commission	<input type="checkbox"/> Director of Planning & Community & Economic Development/Date
	<input type="checkbox"/> Director of Planning & Community & Economic Development/Date



WAH YEE ASSOCIATES  
ARCHITECTS & PLANNERS  
Since 1961

LETTER OF INTENT

March 20, 2018

City of Madison Planning & Zoning Dept.  
126 S. Hamilton Street  
Madison, WI 53701

Job Name: East Town Plaza - Burlington  
Madison, Wisconsin

Job Number: 4988

Planning and Zoning:

The purpose of this proposal is to accommodate an existing tenant, being Burlington. The existing Burlington is downsizing from 60,200 S.F. to 43,000 S.F. The remaining 17,200 S.F. will; then be released to a future tenant.

Tenant identity is a critical factor relating to their success, thus Burlington would also like to upgrade their façade at this time. A new entry canopy feature will be constructed with materials and scale compatible with other existing major tenants in the Shopping Center.

There is no change in building square footage or footprint. There are no changes proposed to the site parking, landscaping or lighting.

Sincerely,

Matt Niles,  
Senior Project Designer  
Wah Yee Associates

42400 Grand River Avenue, Suite 200  
Novi, Michigan 48375  
(248) 489-9160  
E-Mail: [wya@wahyeeassoc.com](mailto:wya@wahyeeassoc.com)









AREA OF WORK

SITE PLAN  
SCALE: NOT TO SCALE



EAST TOWN PLAZA :  
**BURLINGTON**  
MADISON, WISCONSIN

OWNER :



**WAH YEE ASSOCIATES**  
ARCHITECTS & PLANNERS  
42400 GRAND RIVER AVENUE  
NOVI, MICHIGAN 48375  
PHONE 248.489.9160  
PROJECT NO. 4988

All ideas, designs, arrangements, and plans indicated or represented by this drawing are owned by and the property of Wah Yee Associates and were created, evolved and developed for use on and in connection with this specified project. None of such ideas, arrangements, or plans shall be used by or disclosed to any person, firm or corporation for any purpose whatsoever without the written permission of Wah Yee Associates.

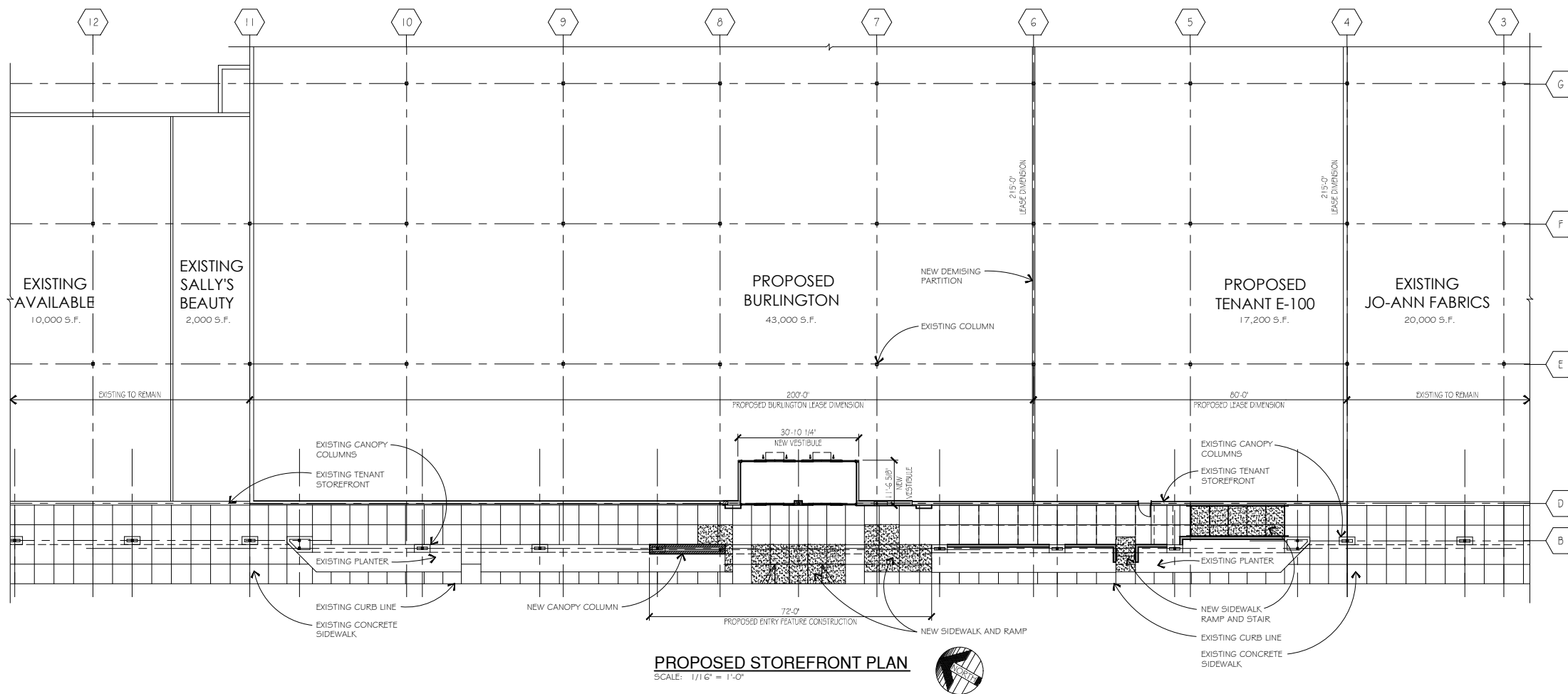
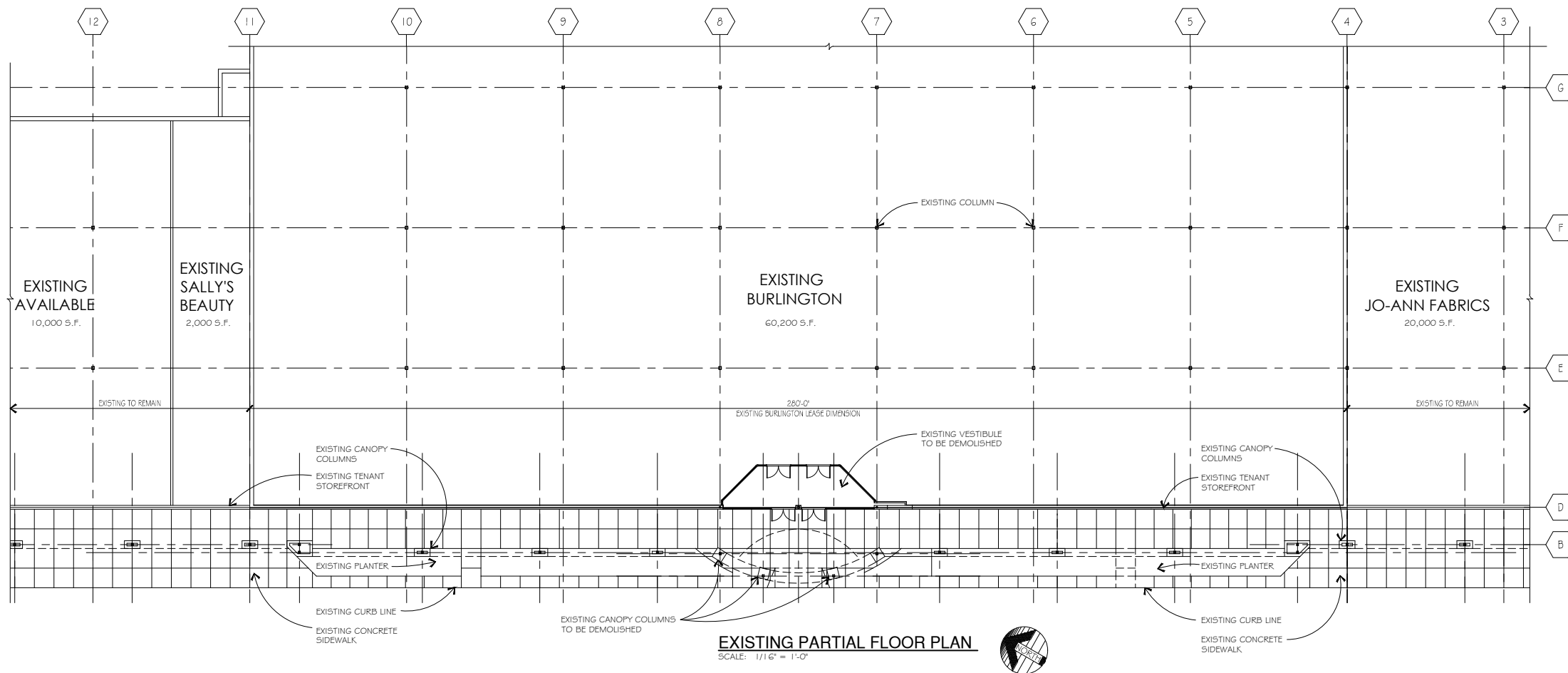
SUBMITTED FOR  
OWNER REVIEW  
MARCH 2, 2018  
CITY SUBMITTAL  
MARCH 21, 2018

**PRELIMINARY**  
NOT FOR CONSTRUCTION

P1.2

CAD DWG 4988\_P1.2.DWG





EAST TOWN PLAZA :  
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MADISON, WISCONSIN

OWNER :



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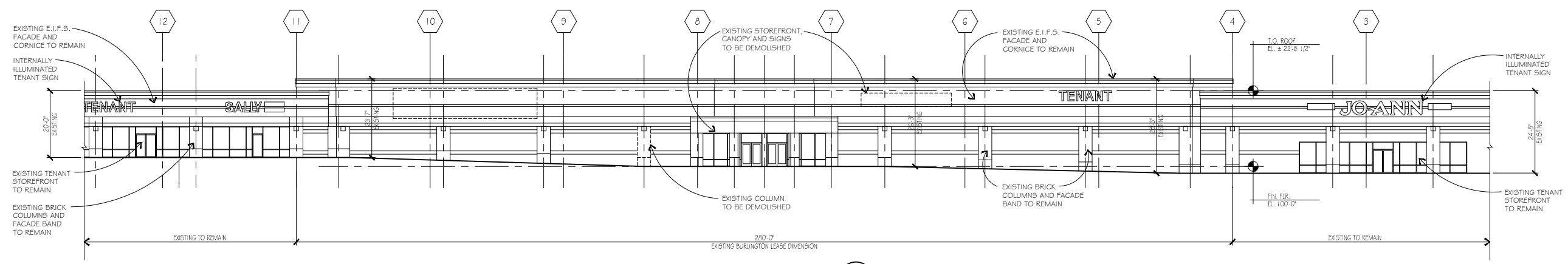
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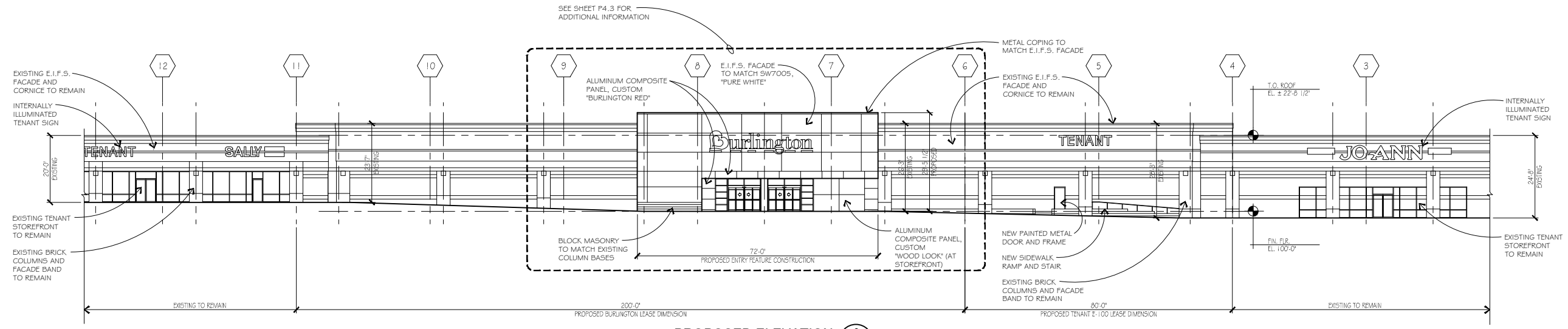
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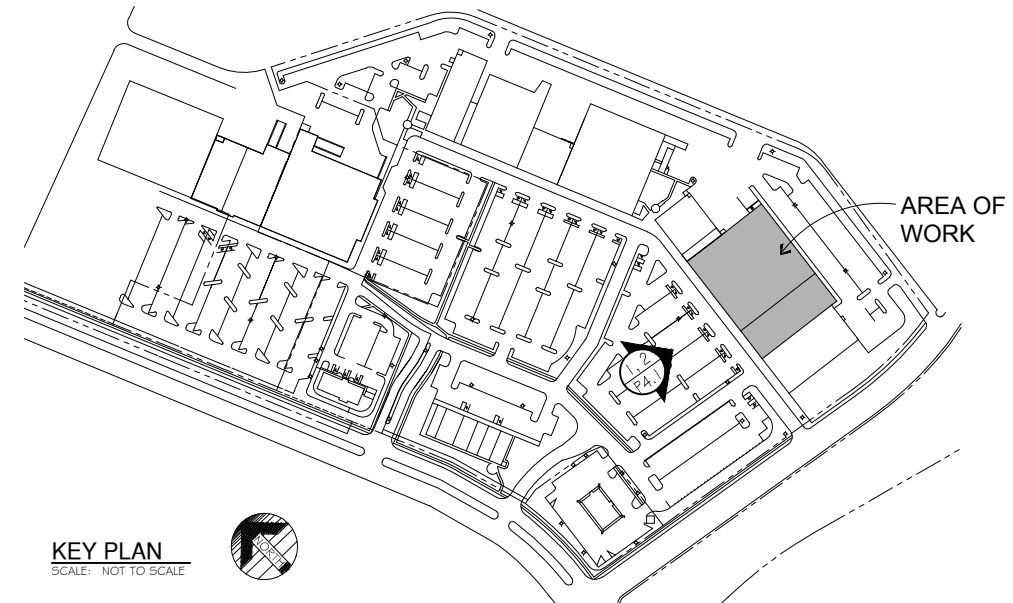


**EXISTING ELEVATION**  
SCALE: 1/16" = 1'-0"  
P4.1



**PROPOSED ELEVATION**  
SCALE: 1/16" = 1'-0"  
P4.1

- GENERAL NOTES :**
1. NEW TENANT SIGNAGE SHOWN FOR CONCEPT ONLY TO BE SUBMITTED AND APPROVED UNDER SEPARATE APPLICATION.
  2. PROPOSED TENANT E-100 FUTURE STOREFRONT TO BE INSTALLED PER TENANT REQUIREMENTS.



**KEY PLAN**  
SCALE: NOT TO SCALE

**EAST TOWN PLAZA :**  
**BURLINGTON**  
MADISON, WISCONSIN

**OWNER :**  
**RAMCO GERSHENSON**  
PROPERTIES TRUST  
RAMCO-GERSHENSON, INC.  
31500 NORTHWESTERN HIGHWAY  
SUITE 300  
FARMINGTON HILLS, MI 48334

**Wah Yee Associates**  
ARCHITECTS & PLANNERS  
37911 WEST TWELVE MILE ROAD  
FARMINGTON HILLS, MICHIGAN 48331  
PHONE 248.489.9160 FAX 489.0133  
PROJECT NO. 4988

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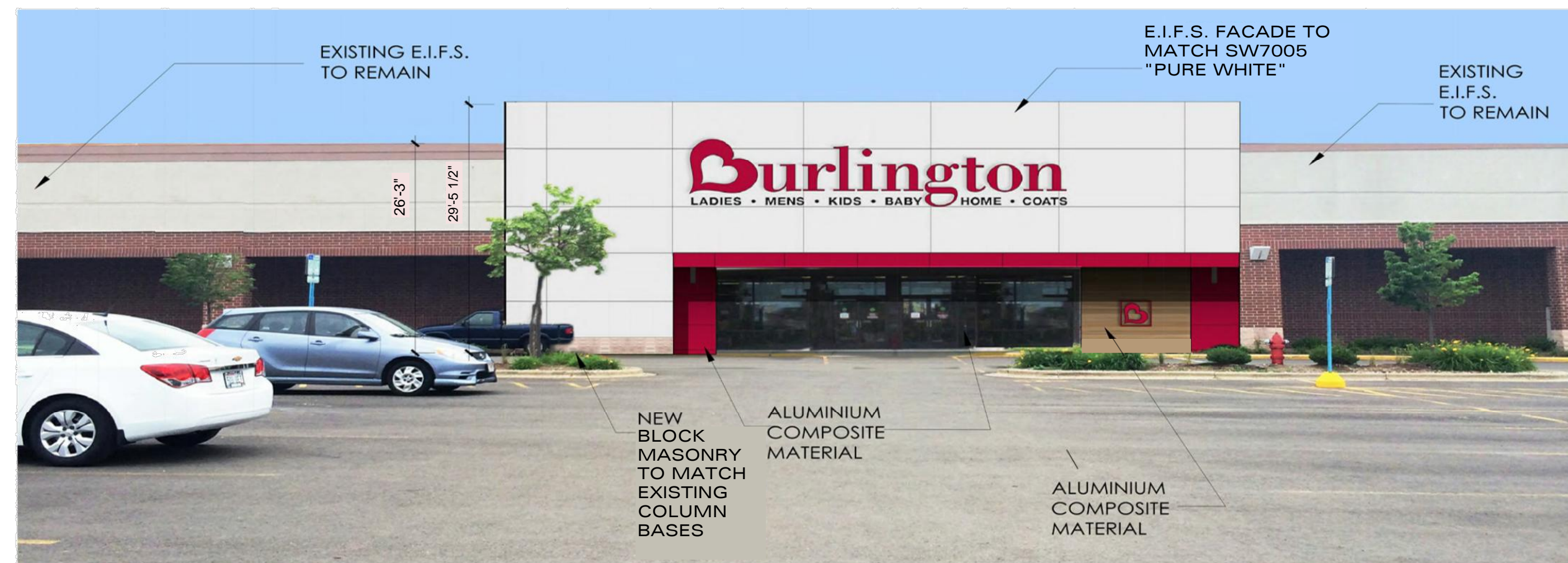




EXISTING FACADE



PROPOSED FACADE



PROPOSED FACADE

EAST TOWN PLAZA :  
**BURLINGTON**

MADISON, WISCONSIN

OWNER :



**WAH YEE ASSOCIATES**  
 ARCHITECTS & PLANNERS  
 42400 GRAND RIVER AVENUE  
 NOVI, MICHIGAN 48375  
 PHONE 248.489.9160  
 PROJECT NO. 4988

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A-100 : PARTY CITY



PROPOSED MAJOR B LOCATION :  
ROSS DRESS FOR LESS

A-110 : KIRKLAND'S HOME



A-110 : KIRKLAND'S HOME

MAJOR D : MARSHALLS



MAJOR D : MARSHALLS

EAST TOWN PLAZA :  
**BURLINGTON**

MADISON, WISCONSIN

OWNER :



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ARCHITECTS & PLANNERS

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CAD DWG 4988\_PH1.1.DWG

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PH1.1





MAJOR D : MARSHALLS



EXISTING MAJOR E : BURLINGTON



MAJOR F : JO-ANN FABRICS

EAST TOWN PLAZA :  
**BURLINGTON**  
 MADISON, WISCONSIN

OWNER :  

**RAMCO GERSHENSON**  
 PROPERTIES TRUST  
 RAMCO-GERSHENSON, INC.  
 31500 NORTHWESTERN HIGHWAY  
 SUITE 300  
 FARMINGTON HILLS, MI 48334


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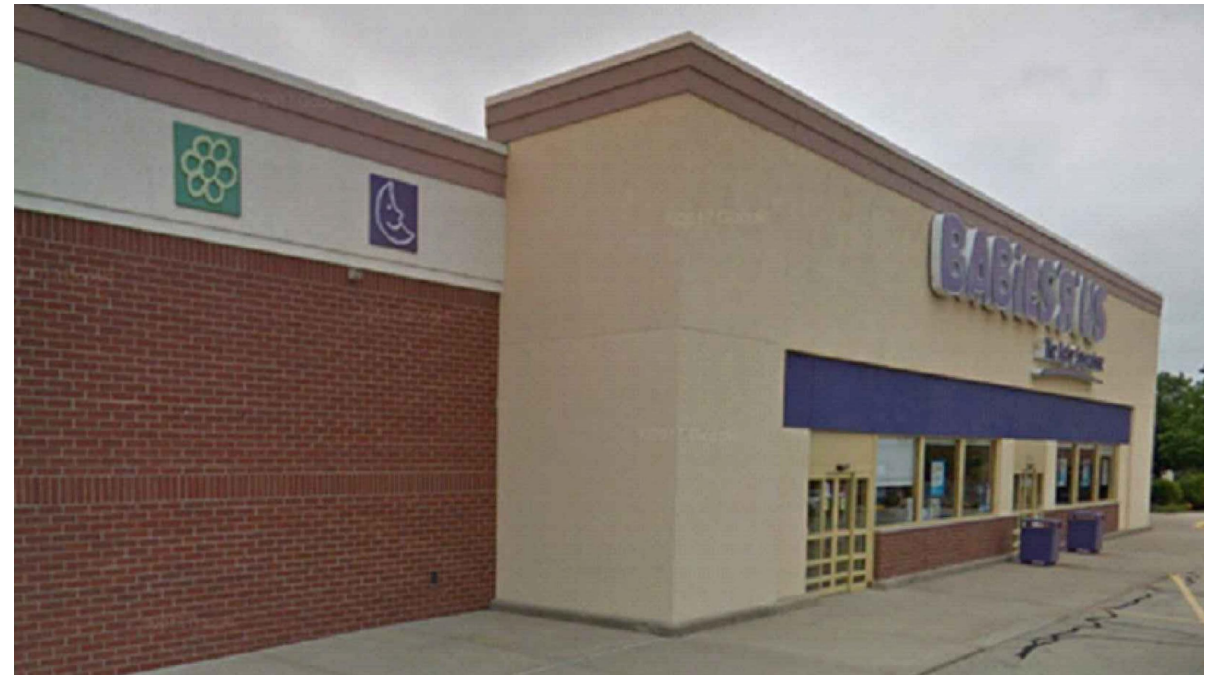
OWNED BY OTHERS : SHOPKO



B-200 : ULTA BEAUTY



B-250 : DSW



MAJOR C : BABIES "R" US

# EAST TOWN PLAZA : BURLINGTON

MADISON, WISCONSIN

OWNER :



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PH1.3