

# 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: 6918 Seybold Road  
Title: Seybold Project

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

UDC meeting date requested February 21, 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 \_\_\_\_\_

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

**Applicant name** Tom Sanford **Company** Sanford Enterprises, Inc.  
**Street address** 110 King St, Suite 203 **City/State/Zip** Madison, WI 53703  
**Telephone** 608-347-8299 **Email** Tom@SEICommercial.com

**Project contact person** SAME AS APPLICANT **Company** \_\_\_\_\_  
**Street address** \_\_\_\_\_ **City/State/Zip** \_\_\_\_\_  
**Telephone** \_\_\_\_\_ **Email** \_\_\_\_\_

**Property owner (if not applicant)** Steve Welch  
**Street address** 6816 Seybold Rd **City/State/Zip** Madison, WI 53719  
**Telephone** 608-273-9830 **Email** stevewelch@roadstarinns.net

## 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 on January 25th.
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 Tom Sanford

Relationship to property Developer

Authorized signature of **Property Owner** [Signature]

Date 01/31/2018

## 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

## 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. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. 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 Variance 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 what 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

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.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

UDC

The items listed below are minimal 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 (include material 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
- ☐ Proposed Signage (if applicable)
- ☐ 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)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials (presented at the UDC meeting)

## 4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance 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)
- ☐ Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit





# LETTER OF INTENT

6918 Seybold Rd  
Commercial Redevelopment

January 30, 2018

1. Site Location: The corner of Gammon Rd and Seybold Rd (and border by the West Beltline's eastbound entrance ramp).
2. Project Description: A multi-tenant commercial building with integrated exterior components (NOTE: Included in the package is a color elevation for the last iteration. This revised will have the same exterior components and much of the same design elements). The building faces Seybold Rd with the parking in the front (south) of the building and east side of the lot. The building will accommodate approximately three (3) tenant. Potential tenants may be a restaurant, coffee and small retailer. There will be a drive-thru for one of the end units.

This approximately 1.3 acres property was in the Town of Middleton and has been attached (with Commercial Center zoning) to the City for this redevelopment on December 5, 2017. Because Seybold Road is an unimproved street, there will be an assessment by the City for sidewalk, street lighting, curb & gutter. We believe having a real street will benefit this project for accessibility and aesthetics. The street project is scheduled for construction in 2020.

The site sits at the bottom of a hill that rises to the east along Seybold Rd. The current building's elevation is above Gammon sidewalk grade and that will be the same with this redevelopment. There is an ATC electric line easement for the overhead electric power lines that does affect this development, although we have a tentative approval by ATC. There is a DOT fence on the west property line (Gammon Rd). The fence will be permanently removed at the end of construction. We are not anticipating no access from Gammon sidewalk.

3. Conditional Use: For a drive-thru.
4. Parking Lot: 64 parking spaces.
5. Existing Structure / Use: A 3,178 square foot wood frame building that is utilized as a fast food restaurant.
6. Demolition: Existing structure will be razed prior to the construction.
7. Project Schedule: Construction start is slated for October/ November 2018 (assuming that the project will be approve on May 15, 2018 and that permits and approvals are in hand by late summer or early fall). Construction will be completed in the spring / summer of 2019.



8. Project Team:

- |                                  |   |
|----------------------------------|---|
| a. Owner:                        | Steve Welch<br>6816 Seybold Rd<br>Madison, WI 53719   |
| b. Developer                     | Tom Sanford (Contact Person)<br>BJT, LLC<br>110 King Street<br>Suite 203<br>Madison, WI 53703 |
| c. Civil Engineer /<br>Site Work | Homburg Contractors<br>5590 Monona Drive<br>Monona, WI 53716                                  |
| d. Architect                     | Dimension IV<br>6515 Grand Teton Plaza<br>Suite 120<br>Madison, WI 53719                      |
| e. Lighting Design               | Schultz Electric<br>8491 Murphy Drive<br>Middleton, WI 53562                                  |
| f. Landscape Architect           | McKay<br>750 South Monroe St.<br>Waterloo, WI 53594   |

# COMMERCIAL DEVELOPMENT GAMMON & SEYBOLD RD.

Madison, WI



CONJECTURAL VIEW FROM GAMMON AT SEYBOLD ROADS

DRAWING LIST

- COVER SHEET
- SITE PLAN
- ELEVATIONS

PROJECT DATA

Building Area : 9,693sf  
Building Height: 27'  
Parking Supplied: 59 Spaces

PROJECT # 15102

Architecture : **Dimension IV - Madison Design Group**  
6515 Grand Teton Plaza, Suite 120, Madison, WI 53719  
p: 608.829.4444 www.dimensionivmadison.com

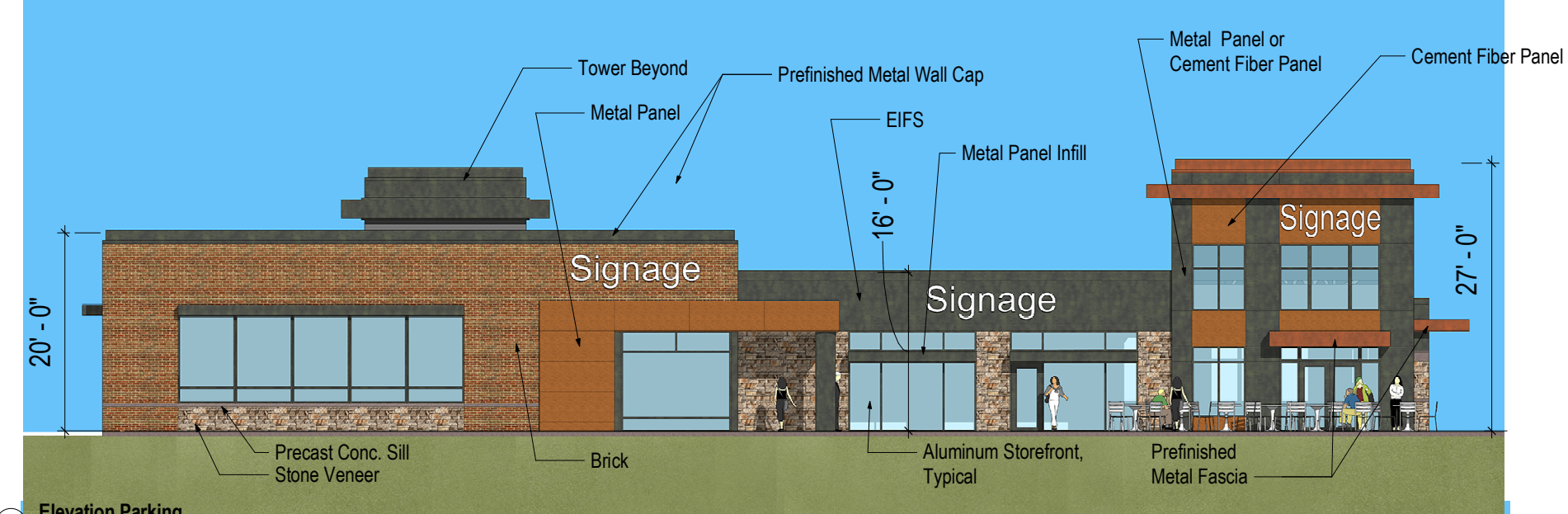
PROJECT LOCATION



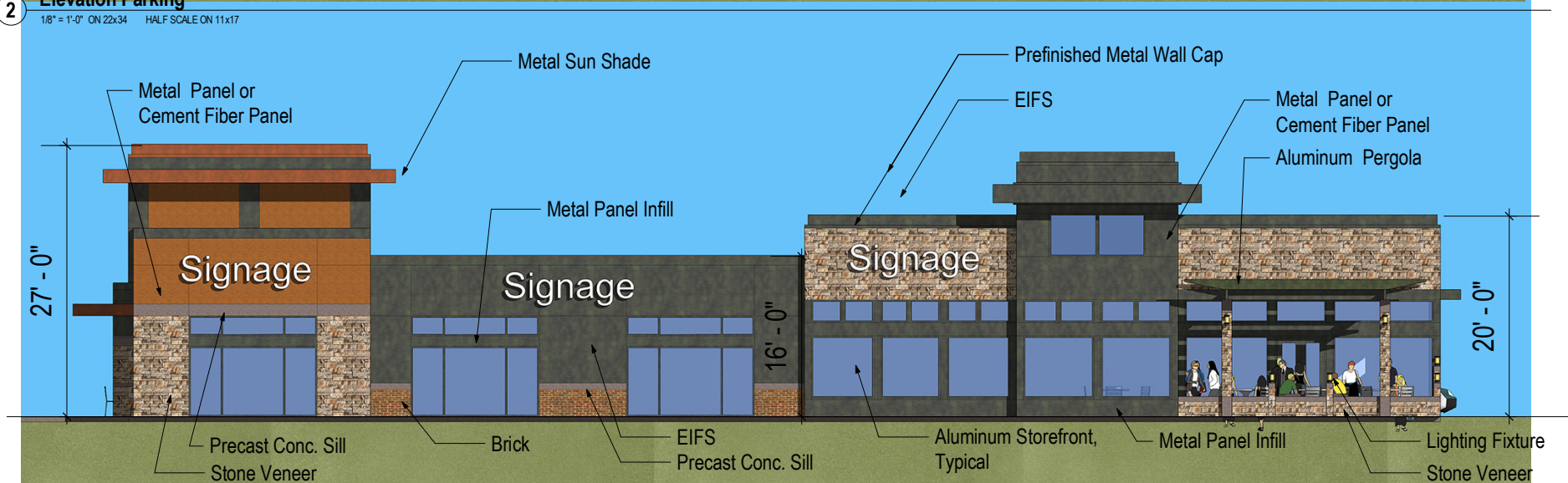
UDC INFORMATIONAL

4 DECEMBER2017





**2 Elevation Parking**  
1/8" = 1'-0" ON 22x34 HALF SCALE ON 11x17

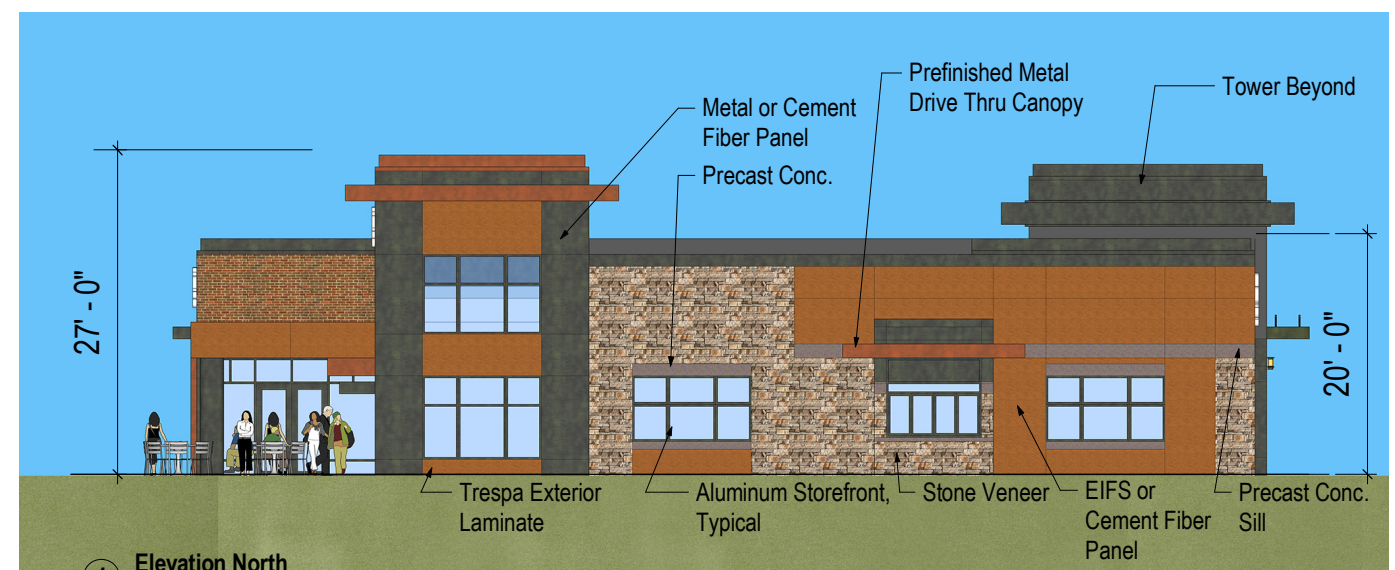


**1 Elevation Gammon**  
1/8" = 1'-0" ON 22x34 HALF SCALE ON 11x17



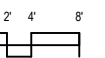
**3 Elevation Seybold**  
1/8" = 1'-0" ON 22x34 HALF SCALE ON 11x17

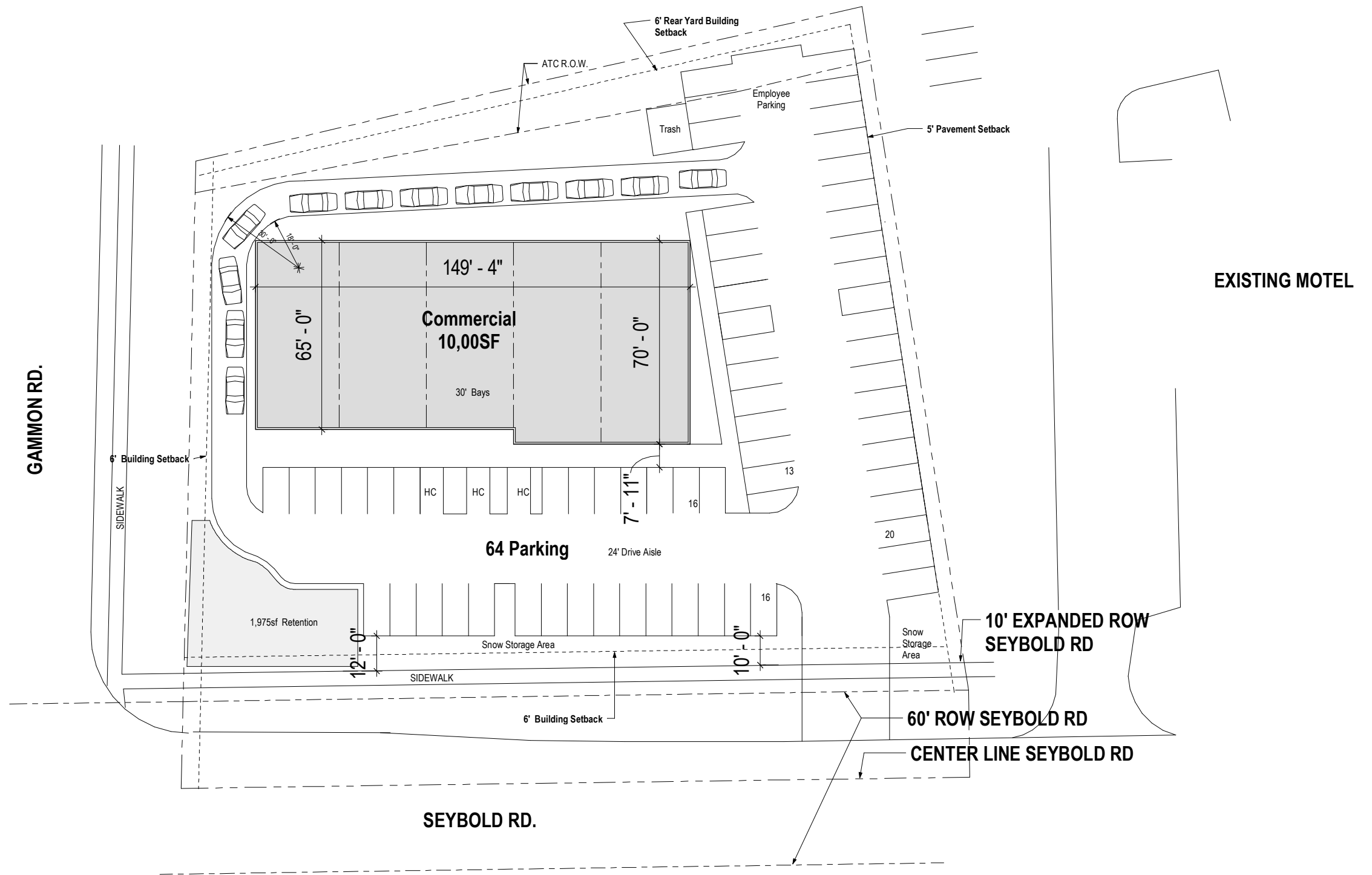
**DIMENSION**  
Madison Design Group  
architecture · interior design · planning  
6515 Grand Teton Plaza, Suite 120, Madison, Wisconsin 53719  
p608.829.4444 f608.829.4445 dimensionivmadison.com



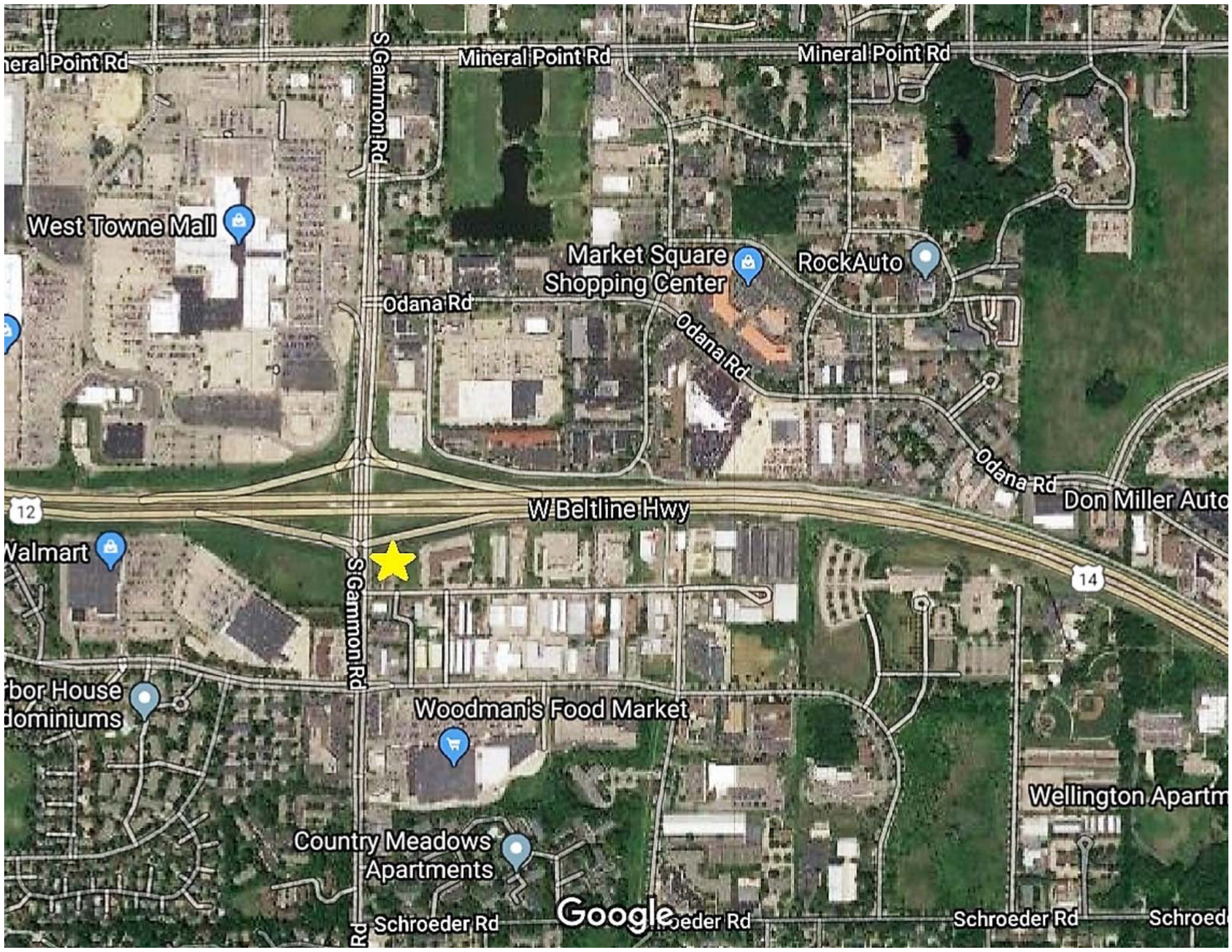
**4 Elevation North**  
1/8" = 1'-0" ON 22x34 HALF SCALE ON 11x17

COMMERCIAL DEVELOPMENT GAMMON & SEYBOLD RD.









Mineral Point Rd

Mineral Point Rd

Mineral Point Rd

S Gannon Rd

West Towne Mall

Market Square Shopping Center

RockAuto

Odana Rd

Odana Rd

Odana Rd

Don Miller Auto

12

W Beltline Hwy

14

Walmart

Harbor House Condominiums

Woodman's Food Market

Country Meadows Apartments

Wellington Apartments

Schroeder Rd

Google

Schroeder Rd

Schroeder Rd

Schroeder Rd



## Gammon Commercial Project



Contiguous Neighbor to the East - Renovated Motel



Looking West from the Motel



## Gammon Commercial Project



Looking North from Seybold Rd



East View - Across Gammon Road (Motel in the Background)



## Gammon Commercial Project



View along Gammon Road – looking North



View from Beltline East Exit Ramp – looking East Southeast