# **URBAN DESIGN COMMISSION APPLICATION**





| City of Madison Planning Division Madison Municipal Building, Suite 017 215 Martin Luther King, Jr. Blvd. P.O. Box 2985 |   | FOR OFFICE USE ONLY: Paid Receipt #   |               |                                     |  |                    |                        |
|---|---|---|---------------|-------------------------------------|--|--------------------|------------------------|
|   |   |   | Date r        | eceived                             |  |                    |                        |
| Ma  | dison, WI 53701-                            | -2985 WSCONSIN  |               | Receiv                              | ed by  | CITY OF MADISON    |                        |
| (60   | (608) 266-4635                              |   | Aldern        | nanic District 7                    |  |                    |                        |
|   |   |   |               | 7                                   |  | District           | NOV 2 7 2019           |
|   | mplete all section desired meeting          | and the same of the same of the same of   |               | cation, including action requested. |  | Design District    | Planning & Community   |
| If yo   | ou need an interpret                        | er, translato   | r, m          | aterials in alternate               | Submi  | ttal reviewed by   | & Economic Development |
| forn  | nats or other accom<br>ase call the phone n | imodations t<br>umber above   | to ac<br>e im | ccess these forms,<br>mediately.    | Legista  | r# <u>5853</u> [   |                        |
|   | dress: 9450 Silico                          |   |               | way                                 |  |                    |                        |
|   | plication Type (c                           |   |               | apply) and Requested Da<br>/11/2019 | ate  |                    |                        |
| 7   | New developm                                | ent   |               | Alteration to an existing           | or previ   | ously-approved de  | velopment              |
| V   | Informational                               |   |               | Initial approval                    |  | Final approval     |                        |
| . Pro   | ject Type                                   |   |               |                                     |  |                    |                        |
|   | Project in an Url                           | oan Design  | Dist          | trict                               | Sig  | nage               |                        |
|   |   |   |               | District (DC), Urban                |  | Comprehensive De   | esign Review (CDR)     |
|   |   |   |               | red-Use Center District (MXC)       | Signage Variance (i.e. modification of signage height, |                    |                        |
| Ц   | Campus Instituti                            | uburban Employment Center District (SEC),<br>iional District (CI), or Employment Campus |               |                                     |  |                    |                        |
|   | District (EC) Planned Develor               | omant (DD)  |               |                                     |  | Please specify     |                        |
| _   | General De                                  |   |               | n (GDP)                             | _  |                    |                        |
|   | ☐ Specific Im                               | •   |               |                                     |  |                    |                        |
| <b>V</b>  | Planned Multi-U                             | Jse Site or F   | Resi          | dential Building Complex            |  |                    |                        |
| Ар  | plicant, Agent, a                           | nd Prope  | rty           | Owner Information                   |  |                    |                        |
| Арі   | plicant name                                | Paul Moli   | nar           | 0                                   | Co   | mpany Welton Ent   | erprises, INC          |
| Stre  | eet address                                 | 702 N Bla   | ackh          | nawk Ave                            |  |                    | on, WI 53705           |
| Tele  | ephone                                      | 608-661-8   | 880           | 3                                   | _ Em   | ail paulm@buildto: | suit.com               |
| Pro   | ject contact pers                           | on Kevin  | Bu            | row                                 |  | mpany Knothe & B   |                        |
|   | eet address                                 | -   | vers          | ity Ave Ste 201                     |  |                    | eton, WI 53562         |
|   | enhone                                      | 608-836-3   | 369           | 0                                   |  | ail kburow@knothe  | ebruce.com             |

| Planned Multi-     | -Use Site or Residential Building Complex |                                    |
|--------------------|---|------------------------------------|
| Applicant, Agent,  | and Property Owner Information            |                                    |
| Applicant name     | Paul Molinaro                             | Company Welton Enterprises, INC    |
| Street address     | 702 N Blackhawk Ave                       | City/State/Zip Madison, WI 53705   |
| Telephone          | 608-661-8803                              | Email paulm@buildtosuit.com        |
| Project contact pe | rson Kevin Burow                          | Company Knothe & Bruce Architects  |
| Street address     | 7601 University Ave Ste 201               | City/State/Zip Middleton, WI 53562 |
| Telephone          | 608-836-3690                              | Email kburow@knothebruce.com       |
| Property owner (i  | f not applicant) Two Points Crossing, LLC |                                    |
| Street address     | 702 N Blackhawk Ave                       | City/State/Zip Madison, WI 53705   |
| Telephone          | 608-661-8803                              | Email paulm@buildtosuit.com        |

M:\PLANNING DIVISION\COMMISSIONS & COMMITTEES\URBAN DESIGN COMMISSION\APPLICATION — APRIL 2019

PAGE 1 OF 4

| ** 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 on Page 4 for plan details)   | Urbar              | Design Commission Application (continued)  | UDC   |
|---|--------------------|--|---|
| Letter of Intent  In 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 on Page 4 for plan details)  Filing fee  Electronic Submittal*  Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will scheduled for a UDC meeting, Late materials will not be accepted. A completed application form is required for each UDC appearant For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission on a CD or flosh drive, or submitted via email to udcapplications. Bectlyofmadison.com. The meali must include to project address, project name, and applicant name. Electronic submittations will be hosting services (such as Dropbox.com) on at allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (60.266-4635 for assistance.  6. Applicant bank or accepted application will not be placed on an Urban Design Commission staff. This application was discussed with DAT Staff Members  1. Prior to submitting this application was discussed with DAT Staff Members  Fees are required to be paid with the first application or either initial or final approval of a project, unless the project is por the combined application process involving the Urban Design Commission in conjunction with Plan Commission and Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of the combined application process involving the Urban Design Commission and Plan (MIX) (MIX)    Urban Design Districts: \$350 (per \$33.0413)(d)(1)(d) MGO)    Minor Alteration to a Comprehensive Design Review: \$500 (per \$31.0413)(d)(1)(d) MGO)    All other sign requests t  | 5. Rec             | quired Submittal Materials   |   |
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| Development plans (Refer to checklist on Page 4 for plan details)   Please refrise from usin plastic covers or spiral binding from usin plastic covers or spiral binding   Filing fee   Electronic Submittal*   Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will scheduled for a UDC meeting. Late materials will not be accepted. A completed application for mis required for each UDC appearant 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 compiled on a CD or flash drive, or submitted via enait to udcopplications ecityohomdison.com. The earnal must include to project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) on at allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (60 266-4635 for assistance.  6. Applicant Declarations  1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission atfaff. This application was discussed with DAT Staff Members  10/10/2019  2. The applicant attests that all required materials are included in this submittal and understands that if any required informati is not provided by the application deadline, the application will not be placed on an Urban Design Commission agendation to provide the property owner Paul Molinaro  Authorizing signature of property owner Paul Molinaro  Authorizing signature of property owner Paul Molinaro    Question Filing Fees   A filing fee is not required for the following proje application in the Downtown Core District (DC) or Urban Mixed-Use District (UMX): \$150       |                    |  | paper copies. Landscape and   |
| Development plans (keler to checklist on Page 4 for plan details)   plastic covers or spiral binding   Filing fee   Electronic Submittal*   |                    | <ul> <li>For signage applications, a summary of how the propose<br/>tent with the applicable CDR or Signage Variance review</li> </ul>   | w criteria is required. must be <u>full-sized and legible</u> .   |
| Filing fee  |                    | Development plans (Refer to checklist on Page 4 for plan   | details)  |
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| *Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should compiled on a CD or flash drive, or submitted in hard copy are required. Individual PDF files of each item submitted should compiled on a CD or flash drive, or submitted in hard copy are required. Individual PDF files of each item submitted should compiled on a CD or flash drive, or submitted in hard copy are required. Individual PDF files of each item submitted should compiled on a CD or flash drive, or submittal should submit and the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) on all decopylications submittals via file hosting services (such as Dropbox.com) on a Commission staff. This application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application, was discussed with DAT Staff Members  10/10/2019  2. The applicant attests that all required materials are included in this submittal and understands that if any required informati is not provided by the application deadline, the application will not be placed on an Urban Design Commission agendation.  Name of applicant Paul Molinaro  Authorizing signature of property owner  Paul Molinaro  Relationship to property OWNOF  Authorizing signature of property owner  Paul Molinaro  Relationship to property Owner  Paul Molinaro  Relationship to property of a project, unless the project is pof the combined application process involving the Urban Design Commission in conjunction with Plan Commission and, Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of lethan \$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 (DC), or Mixed-Use District (DC), or Mixed-Use District (DC), or Mixed-Use District   | Botl<br>sche       | n the paper copies and electronic copies <u>must</u> be submitted<br>eduled for a UDC meeting. Late materials will not be accepted. A  | prior to the application deadline before an application will be completed application form is required for each UDC appearance.                                 |
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| Authorizing signature of property owner   | 2.                 | is not provided by the application deadline, the application   |   |
| Authorizing signature of property owner   | Name               | of applicant Paul Molinaro   | Relationship to property Owner  |
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| <ul> <li>□ Urban Design Districts: \$350 (per §35.24(6) MGO).</li> <li>□ Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX): \$150 (per §33.24(6)(b) MGO)</li> <li>□ Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)</li> <li>□ Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)</li> <li>□ All other sign requests to the Urban Design</li> </ul> A filing fee is not required for the following project applications if part of the combined application procest involving both Urban Design Commission and Plate Commission: <ul> <li>□ Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)</li> <li>□ Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)</li> </ul>  | of t<br>Con        | he combined application process involving the Urban Desi<br>nmon Council consideration. Make checks payable to City T  | ign Commission in conjunction with Plan Commission and/or   |
| <ul> <li>□ Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX): \$150 (per §33.24(6)(b) MGO)</li> <li>□ Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)</li> <li>□ Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)</li> <li>□ All other sign requests to the Urban Design</li> </ul> A fining fee is not required for the following project applications if part of the combined application procest involving both Urban Design Commission and Platon Mixed-Use 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)   | Plea               | ase consult the schedule below for the appropriate fee for   | your request:   |
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| <ul> <li>Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)</li> <li>Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)</li> <li>All other sign requests to the Urban Design</li> <li>Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)</li> <li>Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)</li> </ul>   |                    | Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX): \$150   | applications if part of the combined application process involving both Urban Design Commission and Plan  |
| (per §31.041(3)(d)(1)(c) MGO)  □ All other sign requests to the Urban Design  □ Employment Campus District (EC)   |                    | Comprehensive Design Review: \$500   | Mixed-Use District (UMX), or Mixed-Use Center District  |
| - All other sign requests to the orban besign   |                    |  | <ul> <li>Project in the Suburban Employment Center<br/>District (SEC), Campus Institutional District (CI), or</li> </ul>  |
| Training Development (15). General Development  |                    | Commission, including, but not limited to: appeals   | <ul> <li>Employment Campus District (EC)</li> <li>Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)</li> </ul> |

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code approvals: \$300 (per §31.041(3)(d)(2) MGO)

requests for signage variances (i.e. modifications of

signage height, area, and setback), and additional sign

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Planned Multi-Use Site or Residential Building

Complex

# **URBAN DESIGN COMMISSION APPROVAL PROCESS**



### 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:

- <u>Informational Presentation</u>. 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)
- <u>Initial Approval</u>. 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.
- <u>Final Approval</u>. 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.

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# **URBAN DESIGN DEVELOPMENT PLANS CHECKLIST**



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.

| •  |      | - •       |                |
|----|------|-----------|----------------|
|    | Into | rmational | I Presentation |
| La |      |           |                |

| Ø | 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 $\underline{how}$ 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)
- □ 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

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November 27, 2019

Ms. Janine Glaeser
Department of Planning & Community & Economic Development
Madison Municipal Building, Suite 017
215 Martin Luther King Jr. Boulevard
Madison, Wisconsin 53703



Re: Letter of Intent 9450 Silicon Prairie Parkway. — UDC Informational KBA Project #1905

Ms. Janine Glaeser,

The following is submitted together with the plans and application for the Urban Design Commission's Informational Review and consideration:

This proposed development involves the redevelopment of two properties including a single family house at 7231 Mineral Point Road (currently with an address in the City of Verona) and barn/sheds at 9317 Mineral Point Road, which is currently in the City of Madison Zoning distict A. Through discussions with the City Planning and Zoning Departments we are requesting these properties and the plots of land located at 201 South Point Road and 9450 Silicon Prairie Parkway to be rezoned to CC-T Commercial Corridor - Transitional District, which is one of the suggested zoning classifications from the City.

This proposed development will have seven apartment buildings and approximately 12,500 s.f. of commercial space. The development will include a total of 339 apartment units, 327 underground parking stalls, in addition to 235 surface parking stalls for residential and commercial use. These concept plans will be discussed in more detail and your feedback on this is welcomed.

knothebruce.com

Thank you for your time reviewing our proposal.

Sincerely,

Kevin Burow, AIA, NCARB, LEED AP

Ph see 836 3890 Fx cre 836 6934

7601 University Ave., Suite 201 Middleton, W1 53562



9450 Silicon Prairie Pkwy
November 27, 2019
knothe bruce



9450 Silicon Prairie Pkwy
November 27, 2019
knothe bruce

