

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
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 _____

Legistar # _____

RECEIVED

8/19/2020
12:09 a.m.

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: _____

Title: _____

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

UDC meeting date requested _____

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)

Signage Exception

Other

Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name _____

Street address _____

Telephone _____

Project contact person _____

Street address _____

Telephone _____

Property owner (if not applicant) _____

Street address _____

Telephone _____

Company _____

City/State/Zip _____

Email _____

Company _____

City/State/Zip _____

Email _____

City/State/Zip _____

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 on Page 4 for plan details)
- ☐ Filing fee
- ☒ Electronic Submittal*
- ☒ Notification to the District Alder
 - Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized and legible. 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. 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 July 16, 2020.
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.

Name of applicant United Financial Group, Inc. Relationship to property Construction Manager for Owner

Authorizing signature of property owner Marshall Hunt, President of United Apartments Inc., manager of owner Date August 17, 2020

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 that 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

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)
- ☐ 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

August 19, 2020

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
Paragon Place – UDC Informational
KBA Project #2021

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 project involves the development of a greenfield site located between Wilrich Street, Chaska Drive and Paragon Street in Madison. The development will consist of two lots having a combined area of approximately 5.6 acres. United Financial Group, Inc is proposing a multi-phased project including a 2-story, 36-unit apartment building, 2-story, 35-unit apartment building and three, 2-story, 4-unit townhouse buildings. Enclosed parking will be provide within each building for a total of approximately 150 vehicles, along with surface parking for 54 vehicles distributed about the site.

This site is not located within Urban Design District, but is a planned Multi-use Residential Building Complex. The proposed design of this building is traditional with a contemporary flare. Proposed materials will include a majority of masonry with composite siding. The site will be well landscaped, and we are creating useful outdoor spaces for the residents, including a swimming pool, outdoor grilling and dining area, a variety of outdoor seating areas and a yard game area. All apartment units will have their own balconies and some of the first floor units will have direct access to sidewalks.

We look forward to collaborating with you on this project and welcome your feedback to these initial concepts.

Thank you for your time reviewing our proposal.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kevin Burow'.

Kevin Burow, AIA, NCARB, LEED AP
Managing Member

Denise Salimes

From: Kevin Burow
Sent: Saturday, August 15, 2020 7:39 PM
To: elderberry.northcentral@gmail.com; Paul Skidmore (district9@cityofmadison.com)
Cc: Stacey Oehrke
Subject: 30 Day Development Notice for 9703 Paragon Street

Alder Skidmore and Elderberry Neighborhood Association,

I would like to take this opportunity to formally notify you of a new proposed development. United Financial Group is continuing with their multifamily development Paragon Place at Bear Claw Way by developing lots 7 and 8, which are located between Wilrich St. and Paragon St and directly west of their existing buildings. We are proposing a two-story 35 unit building with a Club House and a 36 unit two-story building on lot 7. Both will have underground parking. On lot 8 we are proposing (3) 4-unit two-story townhome buildings with attached garages. We will be submitting our Land Use Application with the City of Madison on September 16, 2020 for this proposed development.

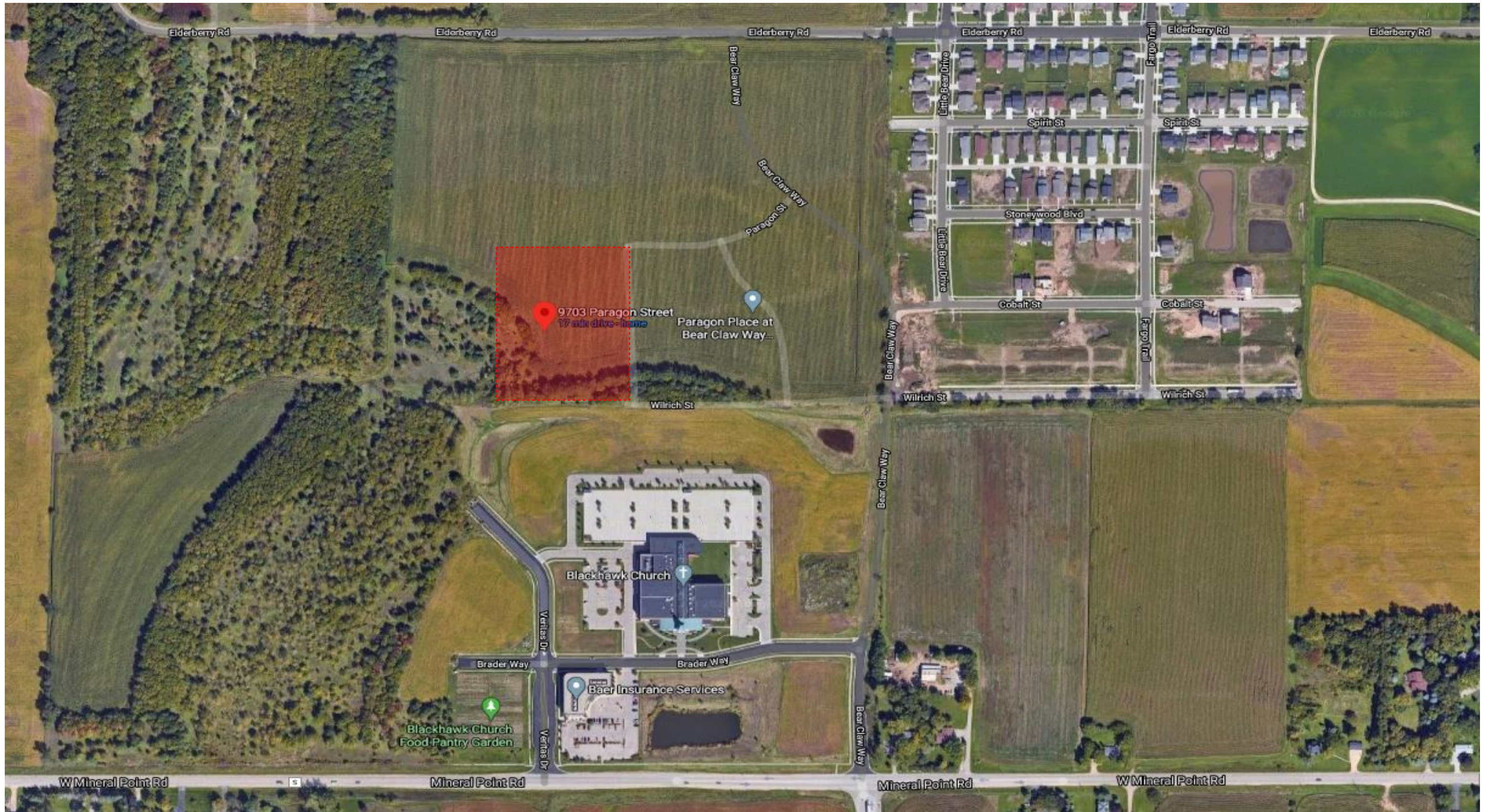
We look forward to working with you in continuing to make this a successful development.

If you have any questions please feel free to contact me.

Thanks,
Kevin

Kevin Burow, AIA, NCARB, LEED AP | Architect | Knothe & Bruce Architects, LLC | Ph: 608.836.3690 Ext. 110 | Cell: 608.575.3123

7601 University Avenue; Suite 201, Middleton, WI 53562 | kburow@knothebruce.com | www.knothebruce.com



Locator Map
9703 Paragon St
Madison, WI



Existing Site looking South from Paragon St. - Blackhawk Church in the distance



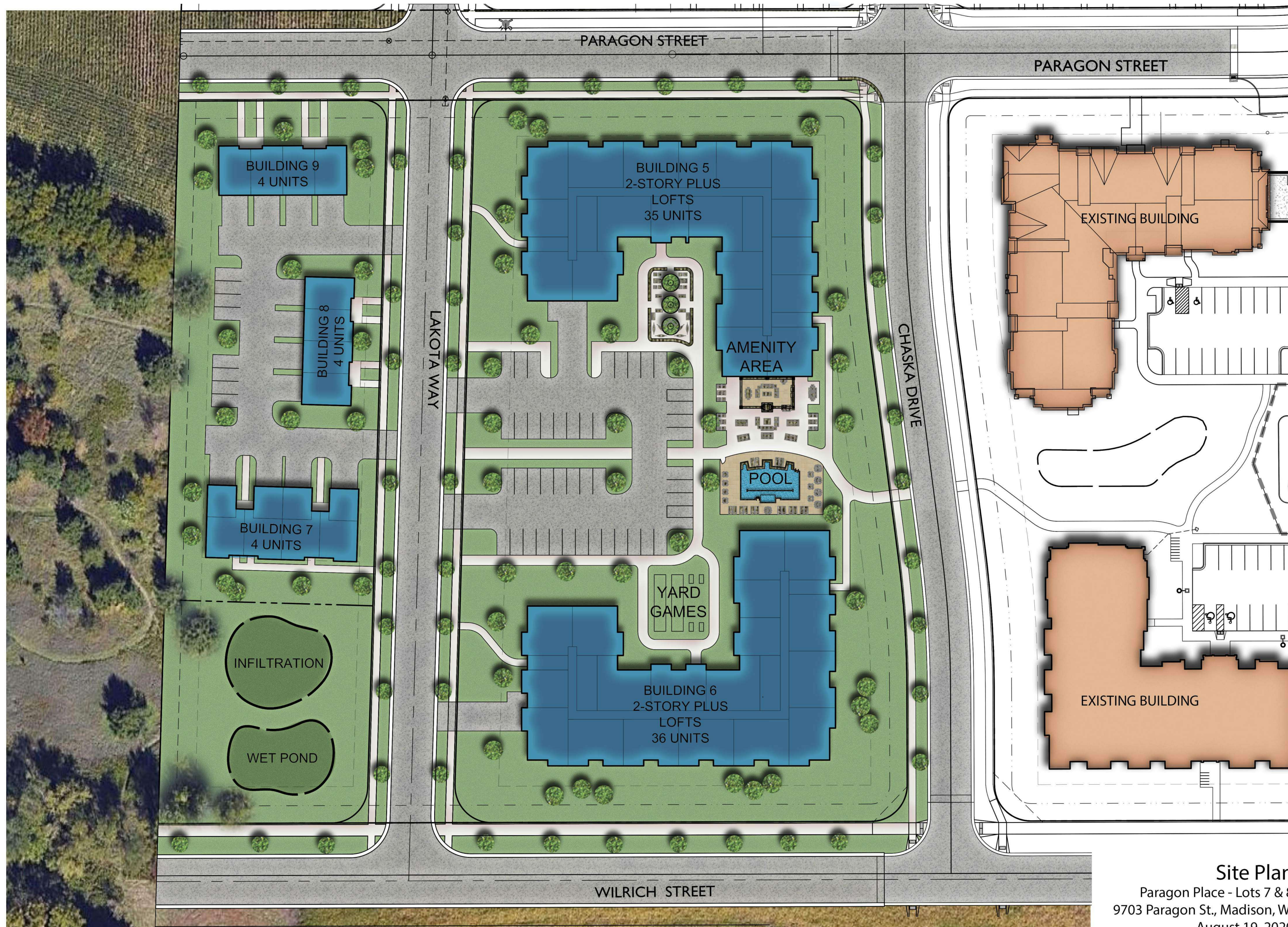
East of Site



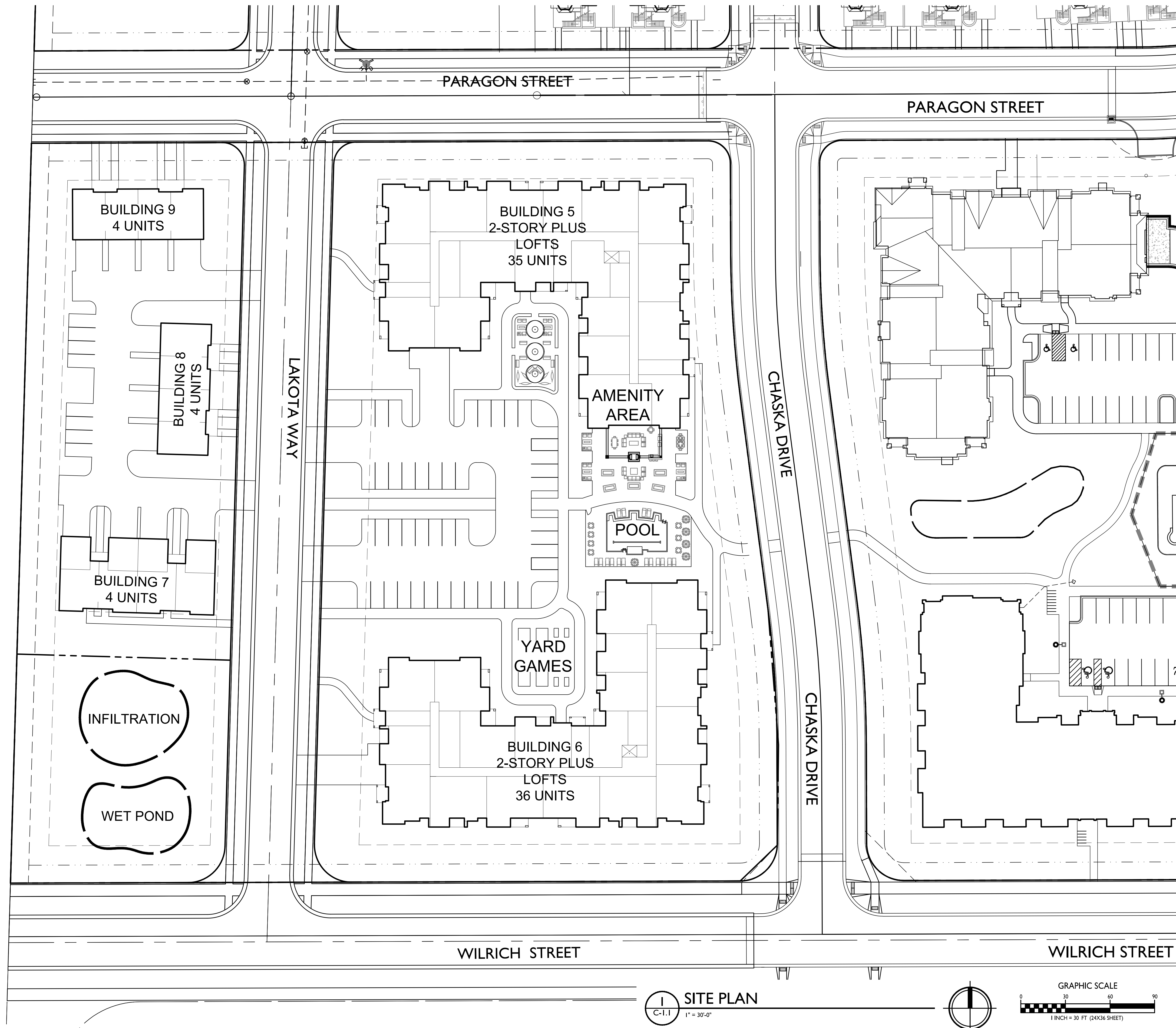
West of Site



North of Site



Site Plan
Paragon Place - Lots 7 & 8
9703 Paragon St., Madison, WI
August 19, 2020



knothe • bruce
ARCHITECTS
Phone: 7601 University Ave, Ste 201
608.836.3690 Middleton, WI 53562

ISSUED
Issued for UDC Informational - August 21, 2020

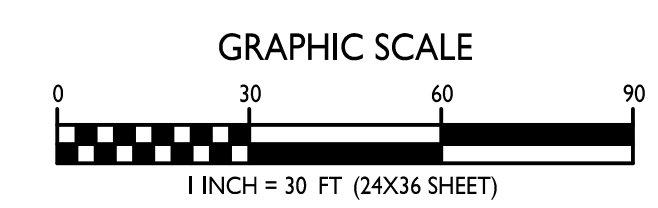
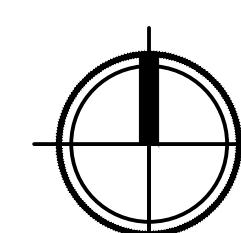
PROJECT TITLE
**Paragon Place at
Bear Claw Way
Buildings 5 - 9**

(9703 Paragon St.)
Lakota Way
Madison, Wisconsin
SHEET TITLE
Site Plan

SHEET NUMBER

C-1.1
PROJECT NO. **2021**
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SITE PLAN
1" = 30'-0"





ISSUED
Issued for Review - August 14, 2020

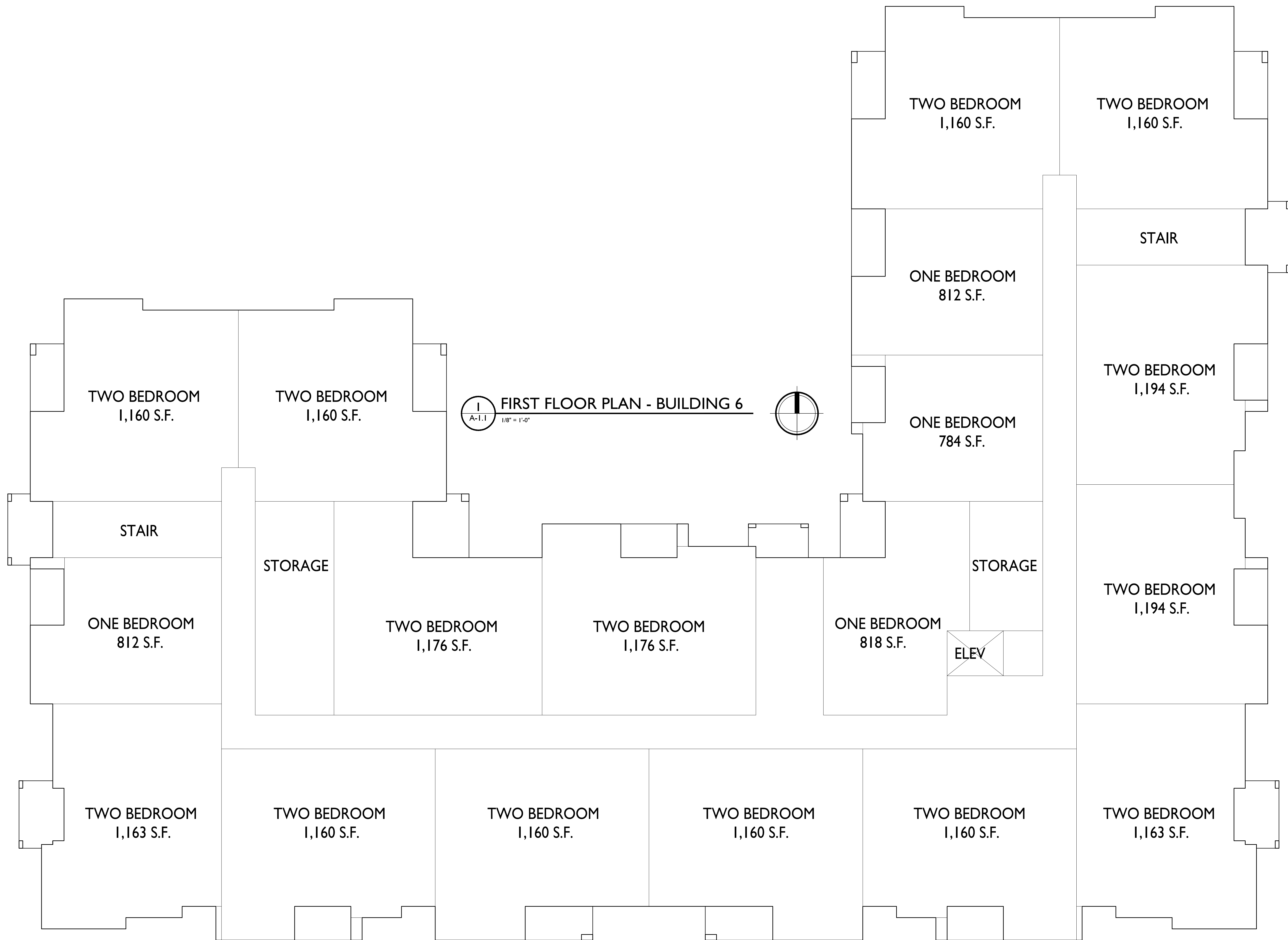
Lakota Way
Madison, Wisconsin

SHEET TITLE
**First Floor Plan -
Building 6**

SHEET NUMBER

A-1.1

PROJECT NO. 2021
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ISSUED
Issued for Review - August 14, 2020

PROJECT TITLE
Paragon Place at
Bear Claw Way
Buildings 5 - 9

Lakota Way
Madison, Wisconsin

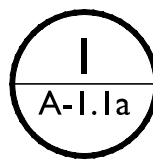
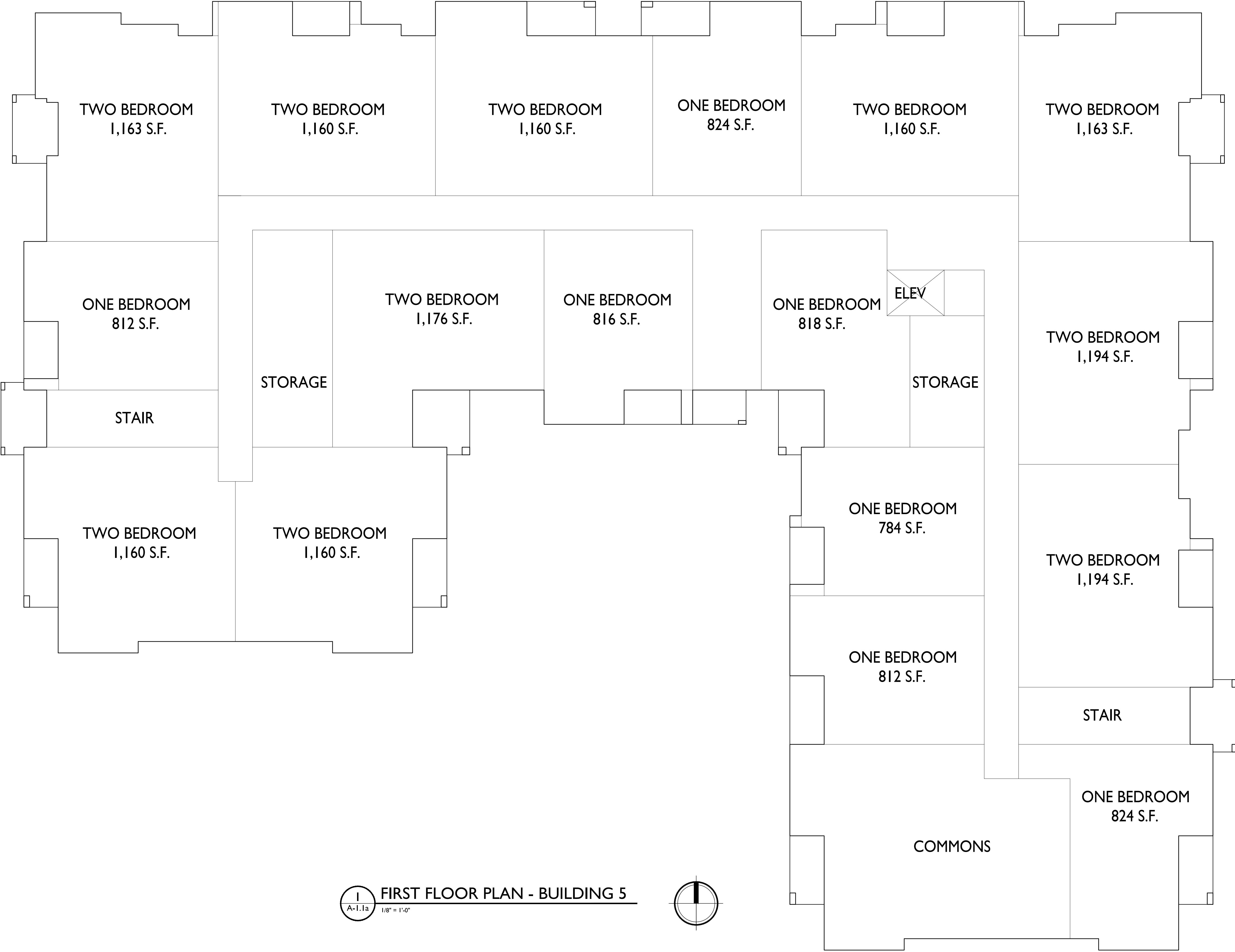
SHEET TITLE
**Second Floor Plan -
Building 6**

SHEET NUMBER _____

A-1.2

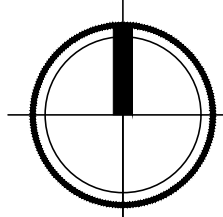
PROJECT NO. 2021
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FIRST FLOOR PLAN - BUILDING 5

1/8" = 1'-0"



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ISSUED
Issued for Review - August 17, 2020

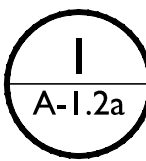
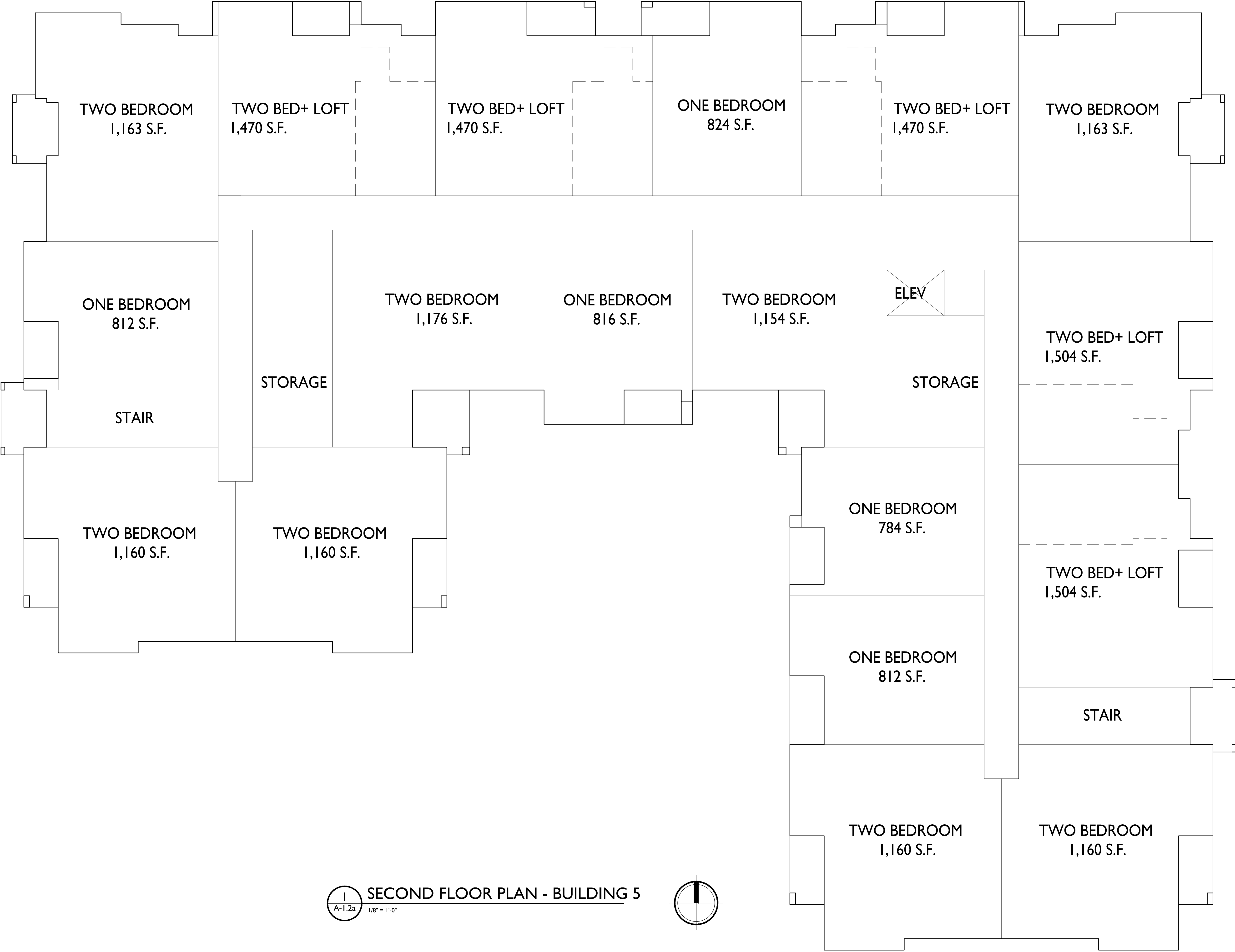
PROJECT TITLE
Paragon Place at
Bear Claw Way
Buildings 5 - 9

Lakota Way
Madison, Wisconsin
SHEET TITLE
First Floor Plan -
Building 5

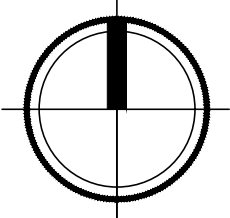
SHEET NUMBER

A-1.1a

PROJECT NO. 2021
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SECOND FLOOR PLAN - BUILDING 5



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ISSUED
Issued for Review - August 17, 2020

PROJECT TITLE
Paragon Place at
Bear Claw Way
Buildings 5 - 9

Lakota Way
Madison, Wisconsin
SHEET TITLE
Second Floor Plan -
Building 5

SHEET NUMBER

A-1.2a

PROJECT NO. 2021
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7801 University Ave. • Suite 201 • Middleton, WI 53562

KEY PLAN

ISSUED
Issued for UDC Info - August 19, 2020

PROJECT TITLE

**Paragon Place
at Bear Claw
Way Buildings
5-9**

(9703 Paragon St.)
Lakota Way
Madison Wisconsin

SHEET TITLE

**BLDG 5
EXTERIOR
ELEVATIONS**

SHEET NUMBER

A-2.1

PROJECT NUMBER 2021

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1
A-2.1
NORTH ELEVATION
1/8" = 1'-0"



2
A-2.1
WEST ELEVATION
1/8" = 1'-0"



3
A-2.1
EAST ELEVATION
1/8" = 1'-0"

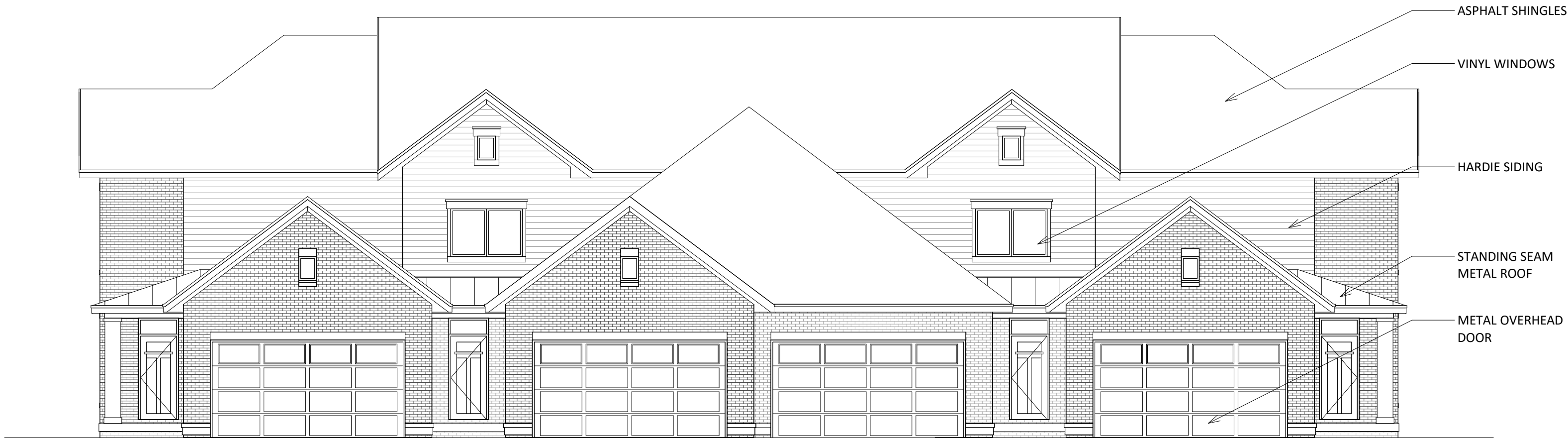
BLDG 6 SIM.



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KEY PLAN



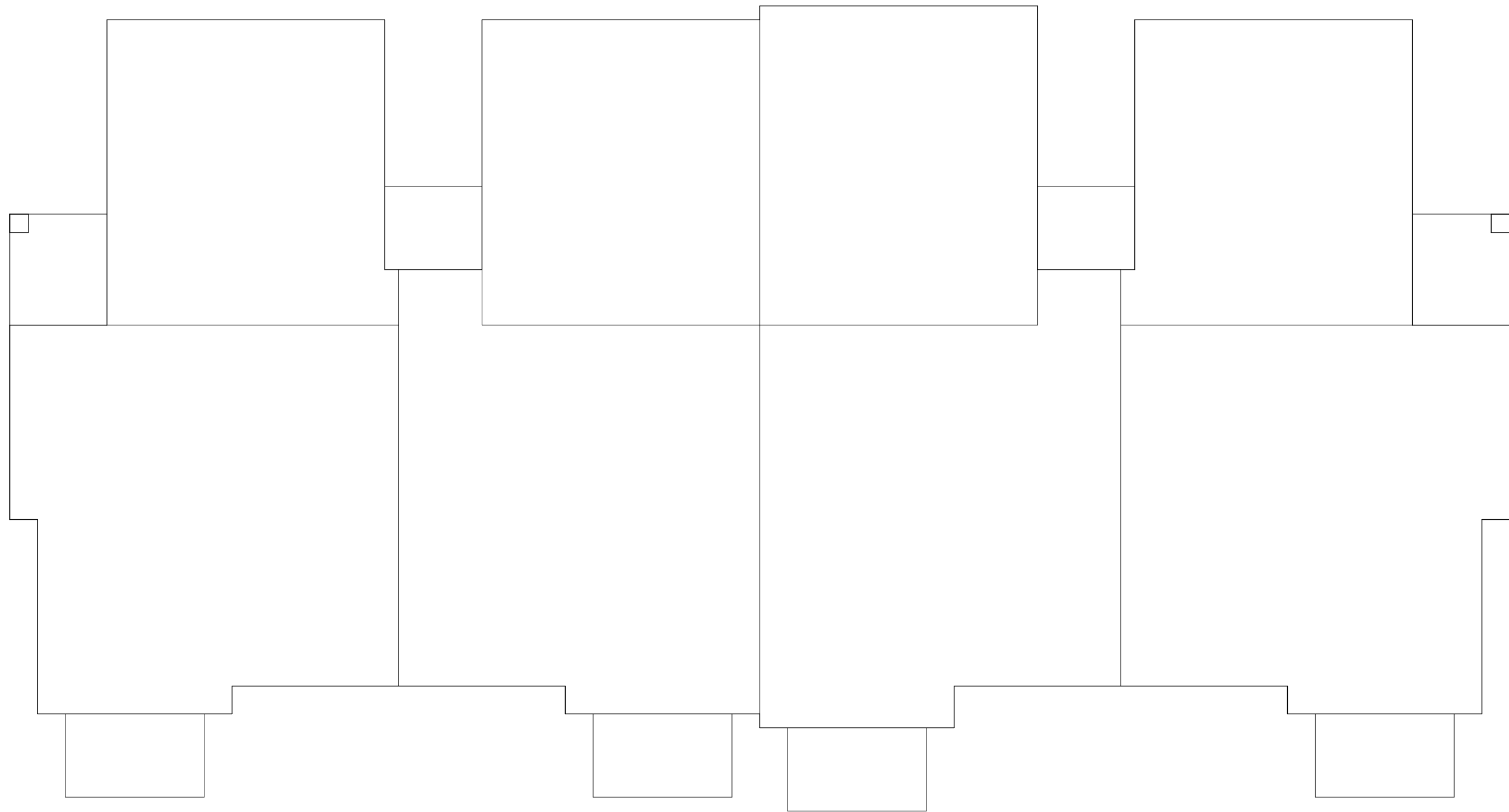
1
A-2.2
NORTH ELEVATION
1/8" = 1'-0"



3
A-2.2
WEST ELEVATION
1/8" = 1'-0"



2
A-2.2
EAST ELEVATION
1/8" = 1'-0"



4
A-2.2
FIRST FLOOR PLAN
1/8" = 1'-0"

ISSUED
Issued for UDC Info - August 19, 2020

PROJECT TITLE
**Paragon Place
at Bear Claw
Way Buildings
5-9**

(9703 Paragon St.)
Lakota Way
Madison Wisconsin

SHEET TITLE
**BLDG 7
EXTERIOR
ELEVATIONS &
PLANS**

SHEET NUMBER

A-2.2

PROJECT NUMBER **2021**

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KEY PLAN



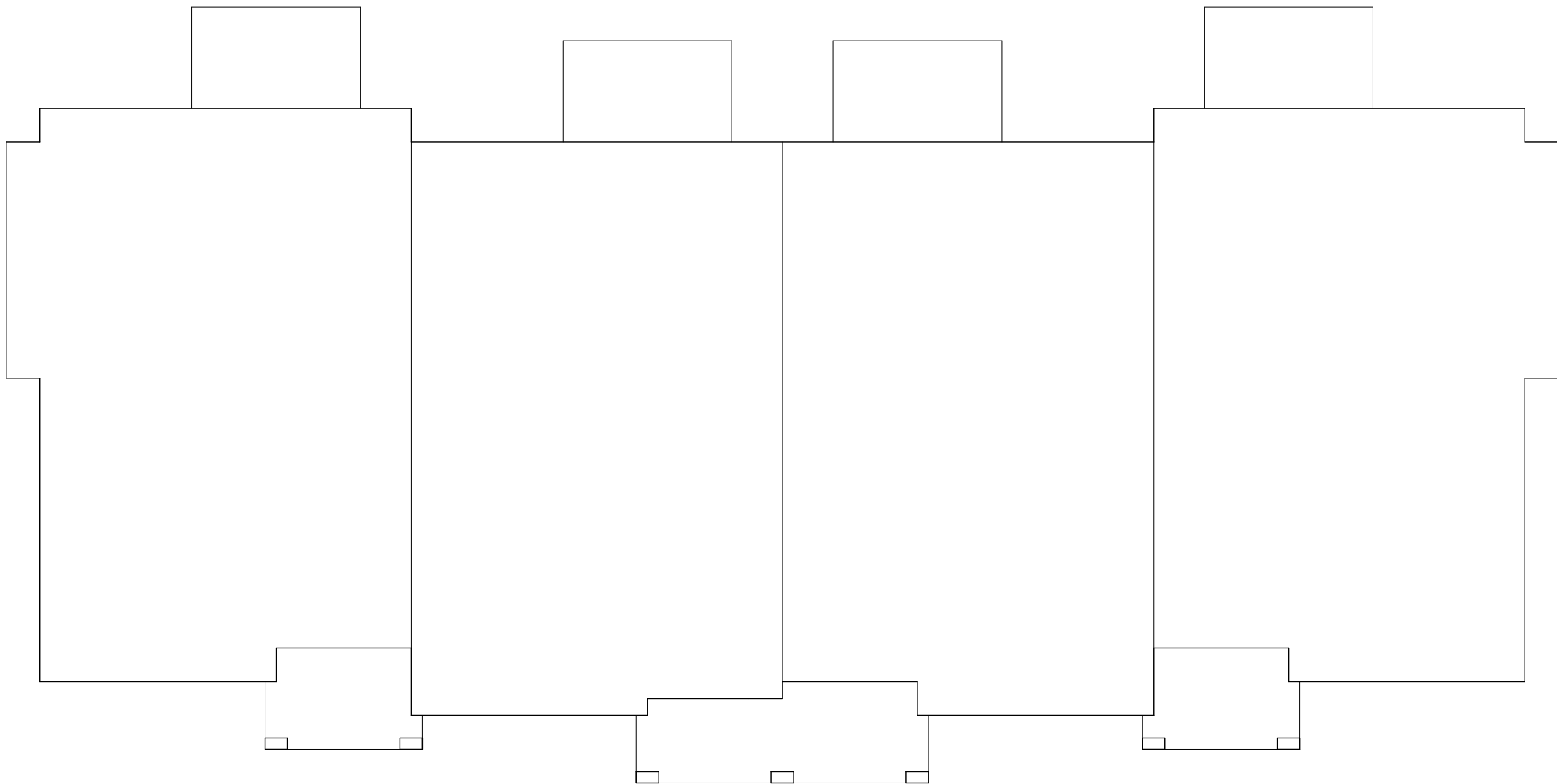
1
A-2.3
FRONT ELEVATION
1/8" = 1'-0"



3
A-2.3
SIDE ELEVATION COLOR
1/8" = 1'-0"



2
A-2.3
SIDE ELEVATION COLOR
1/8" = 1'-0"



4
A-2.3
FIRST FLOOR PLAN
1/8" = 1'-0"

ISSUED
Issued for UDC Info - August 19, 2020

PROJECT TITLE
Paragon Place
at Bear Claw
Way Buildings
5-9

(9703 Paragon St.)
Lakota Way
Madison Wisconsin

SHEET TITLE
BLDG 8-9
EXTERIOR
ELEVATIONS &
PLANS

SHEET NUMBER

A-2.3
PROJECT NUMBER 2021
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1 NORTH ELEVATION COLOR
A-2.4 1/8" = 1'-0"



2 WEST ELEVATION COLOR
A-2.4 1/8" = 1'-0"



3 EAST ELEVATION COLOR
A-2.4 1/8" = 1'-0"

ISSUED
Issued for UDC Info - August 19, 2020

PROJECT TITLE
**Paragon Place
at Bear Claw
Way Buildings
5-9**

(9703 Paragon St.)
Lakota Way
Madison Wisconsin

SHEET TITLE
**BLDG 5
EXTERIOR
ELEVATIONS
COLOR**

SHEET NUMBER



1
A-2.5
1/8" = 1'-0"

NORTH ELEVATION COLOR



3
A-2.5
1/8" = 1'-0"

WEST ELEVATION COLOR



2
A-2.5
1/8" = 1'-0"

EAST ELEVATION COLOR



1

A-2.6

FRONT ELEVATION COLOR

1/8" = 1'-0"



3

A-2.6

SIDE ELEVATION COLOR

1/8" = 1'-0"



2

A-2.6

SIDE ELEVATION COLOR

1/8" = 1'-0"