

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 # _____

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: 341 State Street (See Attached)

Title: Core Spaces: Oliv Madison

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

UDC meeting date requested May 12, 2021

- ☒ 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 Mark Goehausen
Street address 1643 N. Milwaukee Street
Telephone 913-961-4401

Company Core Campus Manager, LLC.
City/State/Zip Chicago, IL 60647
Email markg@corespaces.com

Project contact person Brian Munson
Street address 120 East Lakeside Street
Telephone 608-255-3988

Company Vandewalle & Associates
City/State/Zip Madison, WI 53715
Email bmunson@vandewalle.com

Property owner (if not applicant) See Attached
Street address _____
Telephone _____

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 DAT on December 17, 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 Mark Goehausen  Relationship to property Buyer/Developer
 Authorizing signature of property owner See attached Date May 4, 2021

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)

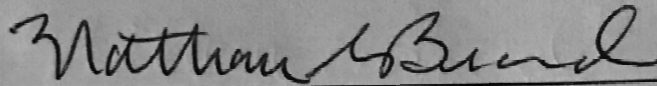
A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- 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

January 13, 2021

To Whom It May Concern:

As an authorized signatory for Fire House Joint Venture II, which owns the property at Gorham Street, I authorize Core Campus Manager, LLC to submit the attached Urban Development Commission application for the proposed "Core Spaces: Gorham and State Project".

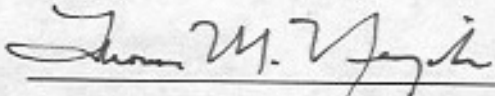


By: NATHAN S. BRAND, authorized signatory Fire House Joint Venture II

January 13, 2021

To Whom It May Concern:

As an authorized signatory for 317 West Gorham, LLC, which owns the property at 315-319 West Gorham Street, I authorize Core Campus Manager, LLC to submit the attached Urban Design Commission application for the proposed "Core Spaces: Gorham and State Project".

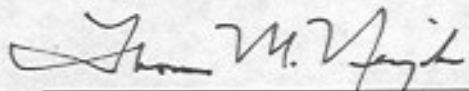


By: Thomas M. Neujahr, Member, authorized signatory for 317 West Gorham, LLC

January 13, 2021

To Whom It May Concern:

As an authorized signatory for Fire House Joint Venture II, ^{LLP} which owns the property at 321 West Gorham Street, I authorize Core Campus Manager, LLC to submit the attached Urban Design Commission application for the proposed "Core Spaces: Gorham and State Project".



By: Thomas M. Neujahr, Partner, authorized signatory Fire House Joint Venture II ^{LLP}

January 13, 2021

To Whom It May Concern:

As an authorized signatory for 322 West Johnson Street, LLP, which owns the property at 322 West Johnson Street, I authorize Core Campus Manager, LLC to submit the attached Design Commission application for the proposed "Core Spaces: Gorham and State I

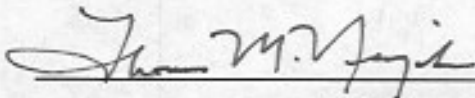
Nathan S. Brand

By: NATHAN S. BRAND, authorized signatory for
322 West Johnson Street, LLP

January 13, 2021

To Whom It May Concern:

As an authorized signatory for McCaughey Development Associates, LLP, which owns the property at 341 State Street, I authorize Core Campus Manager, LLC to submit the attached Urban Design Commission application for the proposed "Core Spaces: Gorham and State Project".

A handwritten signature in dark ink, appearing to read "Thomas M. Neujahr", written over a horizontal line.

By: Thomas M. Neujahr, Partner, authorized signatory for McCaughey Development Associates, LLP



May 4, 2021

Janine Glaeser
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd.
Madison, WI 53710-2985

RE: UDC Informational Submittal
341 State Street (See attached list)
Core Spaces: Oliv Madison Project
Planned Development: General Development Plan/Specific Implementation Plan
Demolition Permit Request

Dear Janine,

Core Campus is pleased to present the following submittal document for a mixed-use redevelopment project for the Oliv Madison. This transformational project features rental apartments targeted at students and young professionals, including below-market rate housing for students of low to moderate income households, first floor retail, an entrepreneurial incubator space, tenant amenities, sustainable initiatives, and unique rooftop open spaces.

Project Components:

Rental Apartments

The residential units within the building are anticipated to offer diverse housing options focused on meeting student housing needs. Units within the building will range from micro-units to five-bedroom units with single and double occupancy bedroom options. The apartments will be accessed via a lobby at the corner of Gorham and Broom and will be supported by interior and exterior tenant amenity spaces. While the majority of the residents within the building will likely be students, the vibrant urban neighborhood and amenities within the building make this a unique opportunity to appeal to young professionals and general market rate renters as well. At previous projects developed by the developer, larger units shared with multiple roommates are more appealing to the student demographic while smaller, single-occupancy or two bedroom units, which tend to appeal to young professional. A wide range of unit type options is being provided to appeal to a broad market demographic.

Low and Moderate Income Student Housing

The project is working with the City of Madison and the University of Wisconsin Office of Student Financial Aid to deliver housing options for students from low- and moderate-income families. The UW suggests that students budget \$900 dollars per month for housing in Madison.

120 East Lakeside Street • Madison, Wisconsin 53715 • 608.255.3988 • 608.255.0814 Fax
247 Freshwater Way, Suite 530 • Milwaukee, Wisconsin 53204 • 414.988.8631
www.vandewalle.com

Shaping places, shaping change

The proposed project seeks to deliver approximately 10% of the beds (~100) within the building with a discount on rent of 30-40% for qualifying needs-based students, which equates to rents that are several hundred dollars a month below the UW suggested housing budget. This pool of beds will be available for any unit within the building, allowing the qualifying resident to select any unit type regardless of placement within the building, and since beds within the building are rented individually, qualifying residents can select roommates that may or may not qualify for the discount without disclosing that they are paying a reduced rent. Qualifying tenants will have access to all amenities within the building.

The development team continues to work with City Staff to determine codification of the agreement. We are also working with the UW Office of Student Financial Aid on options to qualify applicants in partnership with the UW by using Pell Grants or other qualifying programs as a proxy for income qualification.

Delivering the proposed reduced rent housing components within the project does not rely on support from TIF or tax credit programs and is voluntarily integrated into the project to help address the issues of housing affordability for students. This component is supported financially through the request for the two additional floors in height.

First Floor Retail

The project extends the vibrant pedestrian experience within the abutting streets through the integration of 24,723 square feet of first floor retail frontages along State Street, West Gorham Street, and Johnson Street. Designed with flexibility for meeting different retailers needs, these spaces will be subdivided to continue the fine scale retail environment of the State Street area.

Retail Incubator

Core Spaces is working with Collective & Co. on integration of a student/small business incubator that will offer tenants, downtown residents, and businesses/entrepreneurs access to collaborative workspace and startup/accelerator support. Integration of this component will assist with the development of new businesses or ventures and offers a bridge from concept & incubation to future business tenants for the downtown area and provides professional development and coaching services to members of the community. Additional information can be found at <https://collectiveand.co/>.

We look forward to working with the City on the review and implementation of this project.

Sincerely,



Brian Munson
Principal

Project Name:

Oliv Madison

Applicant:

Core Campus Manager, LLC.

1643 North Milwaukee Street

Chicago, Illinois 60647

Contact: Mark Goehausen

markg@corespaces.com

Owners:

317 West Gorham Street LLC

10 East Doty Street #300

Madison, WI 53703

McCaughey Development Associates

10 East Doty Street #300

Madison, WI 53703

322 West Johnson Street LLP

2 East Mifflin Street

Suite 901

Madison, WI 53703

Fire House Joint Venture II

2 East Mifflin Street

Suite 901

Madison, WI 53703

Design Team:

Architect:

Antunovich Associates

224 West Huron Street, Suite 7E

Chicago, Illinois 60654

Contact: Jeff Zelisko

jzelisko@antunovich.com

Planning:

Vandewalle & Associates

120 East Lakeside Street

Madison, WI 53715

Contact: Brian Munson

bmunson@vandewalle.com

Civil Engineering:

Burse Surveying & Engineering

2801 International Lane, Suite 101

Madison, WI 53704

Contact: Michelle Burse

mburse@bse-inc.net

Landscape Architect:

Site Design Group

888 South Michigan Avenue, Unit PH 1

Chicago, Illinois 60605

Contact: Mark Jirik

mark.jirik@site-design.com

Site Data:

Address: 341 State Street 0709-231-0312-4

315 West Gorham Street 0709-231-0308-3

319 West Gorham Street	0709-231-0309-1
321 West Gorham Street	0709-231-0310-8
322 West Johnson Street	0709-231-0314-0

Parcel Size: 76,844 square feet (1.76 acres)

Existing Zoning:

Downtown Core (DC)
Urban Mixed Use (UMX)

Proposed Zoning:

Planned Development General Development Plan/Specific Implementation Plan
(PD:GDP/SIP)

Project Summary:

Student/Market Rate Housing	451 Units
Market Rate	1063 Beds
Low/Moderate Income Student Housing	100 Beds
First Floor Retail	24,723 square feet

Vehicle Parking:

First Floor	64 car spaces 1 delivery/drop off spaces
Lower Level:	144 car spaces
Total Car Spaces	209
Moped Spaces	99

Bike Parking:

First Floor Guest Parking Room	61 standard spaces 0 structured spaces
First Floor Tenant Parking Room	196 standard spaces 13 structured spaces
Lower-Level Tenant Parking	257 standard spaces 138 structured spaces
Total Spaces	665

Loading:

All loading, deliveries, and trash/recycling collection will take place off of the streets. Loading for commercial tenants will have delivery and trash service via the adjoining alley as well as through the loading dock located on Johnson Street. Residential trash will be serviced from the loading dock.

Usable Open Space:

Usable open space will be delivered through two rooftop patios with a range of amenities and configurations. These spaces will include a dog walk, pool, gathering areas, activity areas, green roof, plantings, and passive recreation areas.

Open Space Required *: 10 square feet/bedroom
11,630

*note: compared against UMX requirement for reference only

Open Space Provided:
6th floor roof: 4,430 sq. ft.
10th floor roof: 7,600 sq. ft.
Additional patio areas: 5,691 sq. ft.
Total 17,721 sq. ft.

Green Roof Required (stormwater): 6,000 sq. ft.
Green Roof Supplied: 17,486 sq. ft.

Project Schedule:

December 2020	Initial Staff Meetings	
	Alder Notification	(12/11/21)
	CANA/CNI Notification	(12/14/20)
	DAT	(12/17/20)
January 2021	Initial CANA Neighborhood MTG	(1/11/21)
	Initial CNI Neighborhood MTG	(1/13/21)
	GSSBA MTG	(1/28/21)
	DMI MTG	(1/28/21)
February 2021	UDC Informational MTG	(2/10/21)
	Formal Zoning Notification	(2/11/21)
	Demolition Notification	(2/11/21)
	Landmarks Committee MTG	(2/15/21)
April 2021	General Neighborhood MTG	(4/19/21)
May 2021	UDC Informational Meeting	(5/12/21)
	Formal Zoning Submittal	(5/19/21)
Spring 2022	Construction Start	
Summer2024	Project Completion	

Demolition Request:

The project is seeking a demolition request for all of the buildings located on the site.

Existing Conditions:

- 315 West Gorham Street is a two story retail building originally built as an automobile showroom. This building façade will be preserved and has been integrated into the building proposal.
- 317 West Gorham Street is a two story retail building originally built as an automobile showroom. This building originally extended to the corner of Broom and Gorham with a portion of the building being demolished and currently being used for a surface parking lot. This building façade will be preserved and has been integrated into the building proposal.
- 341 State Street two story (with lower basement) retail building.
- 322 West Johnson Street is a two story retail building originally built as an automobile showroom. A portion of the site on both sides of the building is currently being used for

surface parking. This building façade will be preserved and has been integrated into the building proposal.

In an effort to help preserve the social and cultural history of Madison and to contribute to the unique historic character of the downtown neighborhood, the project incorporates the façades of 315 W Gorham, 317 W Gorham, and 322 W Johnson into the design of the project. These buildings will retain their uses as retail spaces so that they can continue to contribute to a lively streetscape and pedestrian experience downtown. These façades will be carefully deconstructed and rebuilt into the proposed building to allow below grade construction and to facilitate wider pedestrian streetscapes along West Gorham and Johnson Street.

In addition to preserving the eclectic architecture on this block, we want to preserve the unique history of this block as well. We would like to work with the members of the Landmarks Commission and local historians to create signage to be installed on the proposed building that shares the social and cultural history of the block and the neighborhood, from its inception as a hub for automobile sales centers in the 1920s to a haven for music lovers in the 1960s to a critical resource for the LGBT community in the 1980s and 1990s.

Photos:

315 West Gorham Street (to be integrated into project)



317 West Gorham Street (to be integrated into project)



341 State Street



322 West Johnson Street (to be integrated into project)



Height Request:

The project is designed to meet the step back requirements outlined in the Downtown Height Plan with two key departures:

- 1.) While the Downtown Height Plan allows for the frontage along State Street to rise four-stories, the Project has dropped this area to a three-story expression, one story lower than the allowed height. This reduction of height creates a more compatible streetscape addition for a block with adjoining buildings that ranges from one to three stories in height.
- 2.) The addition of two residential stories located within the area previously identified as 8 stories.

The proposed heights within the building transition from State Street to the south and west, following the prescribed height setbacks from State Street and transition from 3 stories along State Street (one story lower than allowed), up to six stories setback 30' from State Street, and up to 10 stories setback 132' from State Street. Additional setbacks and stepbacks are incorporated throughout the building to create architectural interest and break the scale of the overall building into different architectural expressions.

The proposed additional two floors allow the project the ability to reduce the heights along State Street, preserve the existing three building facades, and incorporate a significant number of below-market rate beds for qualifying low and moderate income student throughout the building. This approach is also consistent with the adjoining existing and planned context including the following buildings all within of the site one block of the site.

Building Height Comparison:

	Stories	Height
Proposed Building	3/6/10	113' (excludes mechanical)
Hypothetical Office Building	8	116'
The Ovation	6/8/12/13	162' (immediately across the street)
The Domaine	6/12	133'
The Lux	12	131' (excludes mechanical)
The Equinox	12	154'
Capital Center Apartments	8/12/16	119'

PD Standards:

The project is seeking a Planned Unit Development zoning change due to the overall height and complexity of the building. The following standards analysis addresses how the building proposal meets each of the approval standards:

PD Standards:

- (a) Promotion of green building technologies, low-impact development techniques for stormwater management, and other innovative measures that encourage sustainable development.

The building is being designed to meet the National Green Building Standard (NGBS), the only green building rating to meet American National Standards Institute (ANSI) requirements. Sustainable components will be integrated into mechanical systems, building lighting, and overall design.

Among the standard green features of our projects around the country are energy efficient lighting (LED), smart thermostats, low-e windows, blackout shades, ceiling fans, high efficiency plumbing fixtures, Energy Star appliances and climate resistant landscaping. Because this project will achieve NGBS certificate, it will include features that exceed these, and will be designed in coordination with a third-party NGBS consultant.

Stormwater management for the project include significant green roof systems that exceed the City requirements for on-site structural stormwater management. This extensive green roof system includes 17,486 square feet of coverage (6,000 square feet required).

- (b) Promotion of integrated land uses allowing for a mixture of residential, commercial, and public facilities along corridors and in transitional areas, with enhanced pedestrian, bicycle and transit connections and amenities.

The building's mixed use, urban infill design coupled with pedestrian activated retail, expanded sidewalks, and two bike parking rooms directly accessible from the sidewalk is designed to incentivize resident use of the rich multimodal network adjacent to the building.

- (c) Preservation and enhancement of important environmental features through careful and sensitive placement of buildings and facilities.

The project is a redevelopment project that seeks to continue the vibrant urban characteristics of the State Street Area.

- (d) Preservation of historic buildings, structures, or landscape features through adaptive reuse of public or private preservation of land.

The project will incorporate and preserve the existing contributing facades on the site, as noted in the Demolition Request section of this document.

- (e) Provision of more adequate, usable, and suitably located open space, recreational amenities, and other public facilities than would otherwise be provided under conventional land development techniques.

Open space within the building is incorporated into shared amenity spaces located within the building, as well as on rooftop gardens and patios located on the 6th floor roof and 10th floor roof levels. These open spaces will offer a unique blend of expansive green roof, passive use areas, gathering areas, and active areas. Rooftop amenities include a dog walk, pool, gathering areas, and other program spaces.

The project is also designed to widen the existing sidewalks to 15' to create additional space for pedestrians, tree growth, streetscape enhancements, and potential outdoor cafes.

- (f) Facilitation of high-quality development that is consistent with the goals, objectives, policies, and recommendations of the Comprehensive Plan and adopted neighborhood, corridor or special area plans.

The overall building will be a high quality, sustainable redevelopment project that supports the adopted plans, creates significant tax base, and integrate sustainable residential infill development in support of the greater State Street Area.

(2) Standards for Approval of Zoning Map Amendment.

The standards for approval of a zoning map amendment to the PD District, or any major alteration to an approved General Development Plan, are as follows:

- (a) The applicant shall demonstrate that no other base zoning district can be used to achieve a substantially similar pattern of development. Planned developments shall not be allowed simply for the purpose of increasing overall density or allowing development that otherwise could not be approved unless the development also meets one or more of the objectives of (1) above. Conditions under which planned development may be appropriate include:

1. Site conditions such as steep topography or other unusual physical features; or
2. Redevelopment of an existing area or use of an infill site that could not be reasonably developed under base zoning district requirements.

The redevelopment of the site into a mixed use/student housing/market rate housing/affordable student housing project that balances all of the stepbacks and uses benefits from the site-specific zoning allowed under the PD District. This zoning approach will also be a mechanism toward codifying the low to moderate income student housing program proposed.

(b) The PD District plan shall facilitate the development or redevelopment goals of the Comprehensive Plan and of adopted neighborhood, corridor or special area plans.

The adopted plans call for sustainable infill development that supports and extends the vibrant urban neighborhood while carefully balancing the State Street character, creating enhanced pedestrian streetscapes, integrating three of the existing building facades, and designing an overall building that compliments the existing building context.

Additional elements include:

- Maintaining the rhythm and massing of State Street through integrating first floor retail, reducing the building height to 3 stories, and maintaining multiple expressions in the architecture.
- Expanding the pedestrian realms on West Gorham, Johnson, and Broom Streets by setting the building back from the property line to create additional pedestrian space and additional growth area for existing and proposed street trees.
- Address housing diversity and price points through the creation of a wide range of unit types and a directed program for student of low and moderate family incomes.

(c) The PD District plan shall not adversely affect the economic health of the City or the area of the City where the development is proposed. The City shall be able to provide municipal services to the property where the planned development is proposed without a significant increase of the cost of providing those services or economic impact on municipal utilities serving that area.

The proposed project is well served by existing infrastructure and will create significant tax base.

(d) The PD District plan shall not create traffic or parking demands disproportionate to the facilities and improvements designed to meet those demands. A traffic demand management plan may be required as a way to resolve traffic and parking concerns. The Plan shall include measurable goals, strategies, and actions to encourage travelers to use alternatives to driving alone, especially at congested times of day. Strategies and actions may include, but are not limited to, carpools and vanpools; public and private transit; promotion of bicycling, walking and other non-motorized travel; flexible work schedules and parking management programs to substantially reduce automobile trips.

A transportation demand management plan has been submitted as part of the packet along with a trip generation study.

(e) The PD District plan shall coordinate architectural styles and building forms to achieve greater compatibility with surrounding land uses and create an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose of the PD District.

The overall building approach creates multiple design expressions as it moves around the block with numerous stepbacks, façade articulations, and material changes to create an overall project that fits into the surrounding neighborhood context and character.

(g) The PD District plan shall include open space suitable to the type and character of development proposed, including for projects with residential components, a mix of structured and natural spaces for use by residents and visitors. Areas for stormwater management, parking, or in the public right of way shall not be used to satisfy this requirement.

Open space within the building is incorporated into shared amenity spaces located within the building, as well as on rooftop gardens and patios located on the 6th floor roof and 10th floor roof levels. These open spaces will offer a unique blend of expansive green roof, passive use areas, gathering areas, and active areas. Rooftop amenities include a dog walk, pool, gathering areas, and other program spaces.

(g) The PD district shall include suitable assurances that each phase could be completed in a manner that would not result in an adverse effect upon the community as a result of termination at that point.

The development team has experience building large scale redevelopment projects within the City of Madison and has secured options to purchase the entire site, has ample access to financial backing for the project, and is prepared to commence with the project upon completion of the approval process.

(h) When applying the above standards to an application for height in excess of that allowed in [Section 28.071\(2\)\(a\)](#) Downtown Height Map, except as provided for in [Section 28.071\(2\)\(a\)1.](#) and [Section 28.071\(2\)\(b\)](#), the Plan Commission shall consider the recommendations in adopted plans and no application for excess height shall be granted by the Plan Commission unless it finds that all of the following conditions are present:

1. The excess height is compatible with the existing or planned (if the recommendations in the Downtown Plan call for changes) character of the surrounding area, including but not limited to the scale, mass, rhythm, and setbacks of buildings and relationships to street frontages and public spaces.

See Height Request section of this document.

2. The excess height allows for a demonstrated higher quality building than could be achieved without the additional stories.

The additional height creates the economic framework to support the following higher quality building components:

1. State Street

The additional height allows the project to reduce the height of the building along State Street to three stories from the allowable 4 stories. This reduction in mass creates a more complimentary building expression that is in keeping with the existing one to three story buildings along the balance of the adjoining State Street blocks.

2. Contributing Buildings

Reflecting input from the Landmarks Commission, the project incorporates the reconstruction of the existing facades located at 315 W Gorham, 317 W Gorham, and 322 W Johnson into the design of the project. Incorporation of

these facades creates additional articulation along the expanded pedestrian environment while maintaining ties to the history and character of the block.

3. Low and Moderate Income Student Housing

Incorporation of substantial housing serving low and moderate income students without direct subsidy support has never been undertaken within the City. This project's partnership with the UW Office of Financial Aid and City of Madison is a first step towards addressing a significant housing need within the City and is fully supported by the extra height within the building.

4. Sustainability

The building is being designed to meet the National Green Building Standard (NGBS), the only green building rating to meet American National Standards Institute (ANSI) requirements. Sustainable components will be integrated into mechanical systems, building lighting, and overall design.

5. Useable Green Roof/Open Space Amenities

Signature open space amenities are designed as part of a comprehensive rooftop open space and green roof component of the project. These spaces offer residents a variety of outdoor spaces and exceed the stormwater management requirements for the site.

6. Retail Incubator

Core Spaces is working with Collective & Co. on integration of a retail /small business incubator that will offer tenants, downtown residents, and business/entrepreneurs access to collaborative workspace and startup/accelerator support.

3. The scale, massing and design of new buildings complement and positively contribute to the setting of any landmark buildings within or adjacent to the project and create a pleasing visual relationship with them.

Not applicable.

4. For projects proposed in priority viewsheds and other views and vistas identified on the Views and Vistas Map in the City of Madison Downtown Plan, there are no negative impacts on the viewshed as demonstrated by viewshed studies prepared by the applicant.

Not applicable.

(i) When applying the above standards to an application to reduce or eliminate stepbacks required by [Section 28.071\(2\)\(c\)](#) Downtown Stepback Map, the Plan Commission shall consider the recommendations in adopted plans, including the downtown plan. No application to reduce or eliminate stepbacks may be granted unless it finds that all of the following conditions are present:

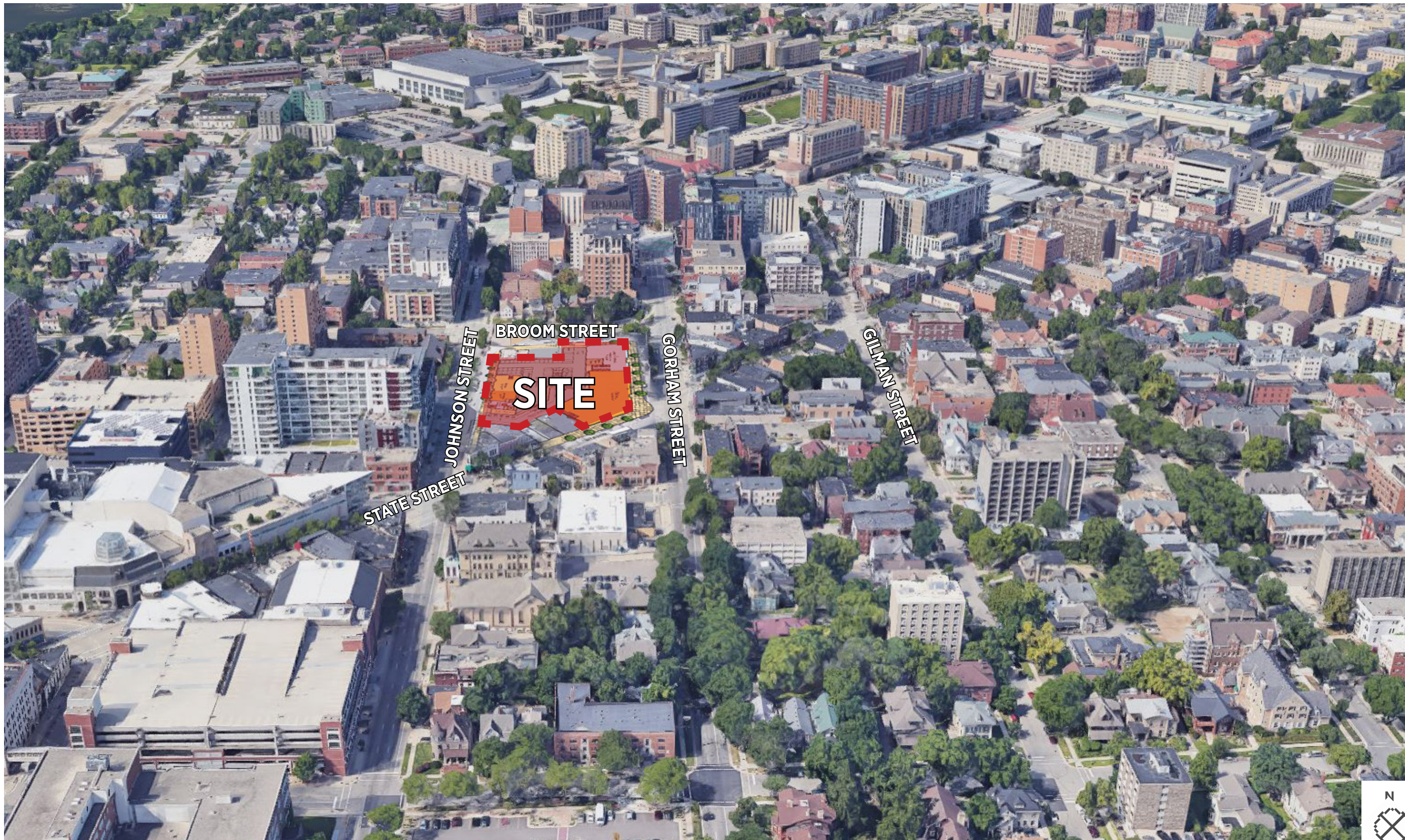
Not Applicable.

Proposed PUD Zoning Text:

Yard Requirements: Per adopted Specific Implementation Plans

Permitted Uses: All permitted and conditional uses per the Urban Mixed Use and Downtown Core Districts, as outlined in the City of Madison Zoning Code.

Signage All signage depicted in submittal is included for illustrative purposes only. Signage will be allowed per Chapter 31 and will be part of separate signage submittals.



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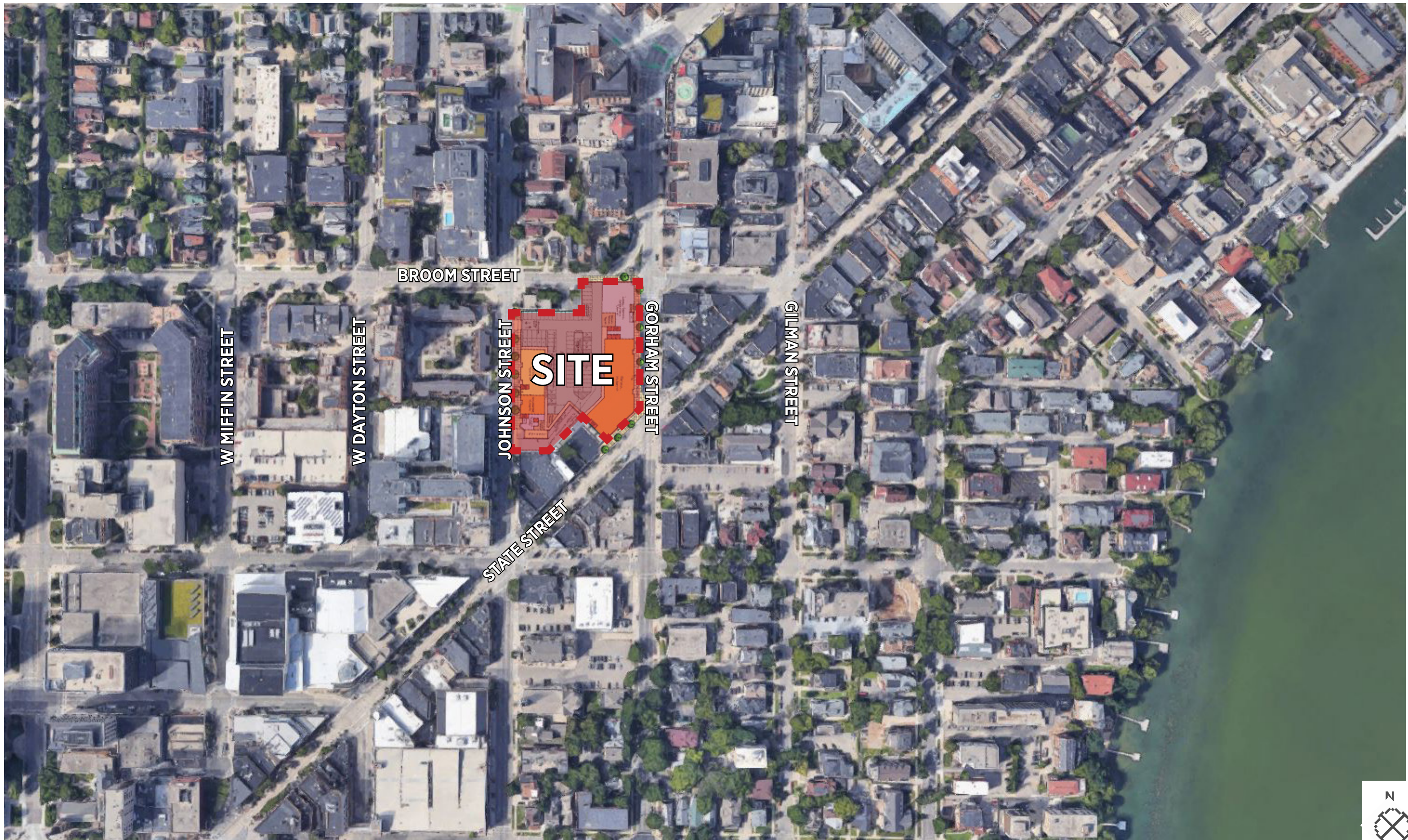
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AERIAL

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CAR PARKING

LOWER LEVEL	150
LEVEL 01	62
PROJECT TOTAL:	212

RESIDENT BIKE PARKING TOTALS

STRUCTURED - 1'-4" x 3'-6"	162
STANDARD 2'-0" x 6'-0"	488
PROJECT TOTAL:	650

GUEST BIKE PARKING TOTALS

GUEST PARKING	64
PROJECT TOTAL:	64

MOPED PARKING TOTALS

MOPED 3'-0" x 6'-0"	102
PROJECT TOTAL:	102





CAR PARKING

LOWER LEVEL	150
LEVEL 01	62
PROJECT TOTAL:	212

RESIDENT BIKE PARKING TOTALS

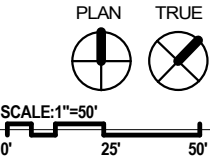
STRUCTURED - 1'-4" x 3'-6"	162
STANDARD 2'-0" x 6'-0"	488
PROJECT TOTAL:	650

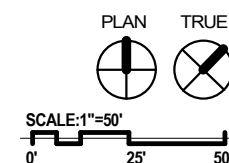
GUEST BIKE PARKING TOTALS

GUEST PARKING	64
PROJECT TOTAL:	64

MOPED PARKING TOTALS

MOPED 3'-0" x 6'-0"	102
PROJECT TOTAL:	102

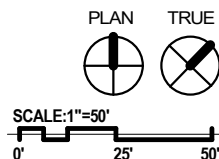






MADISON GORHAM

CONCEPTUAL DESIGN

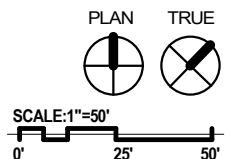


LEVEL 04

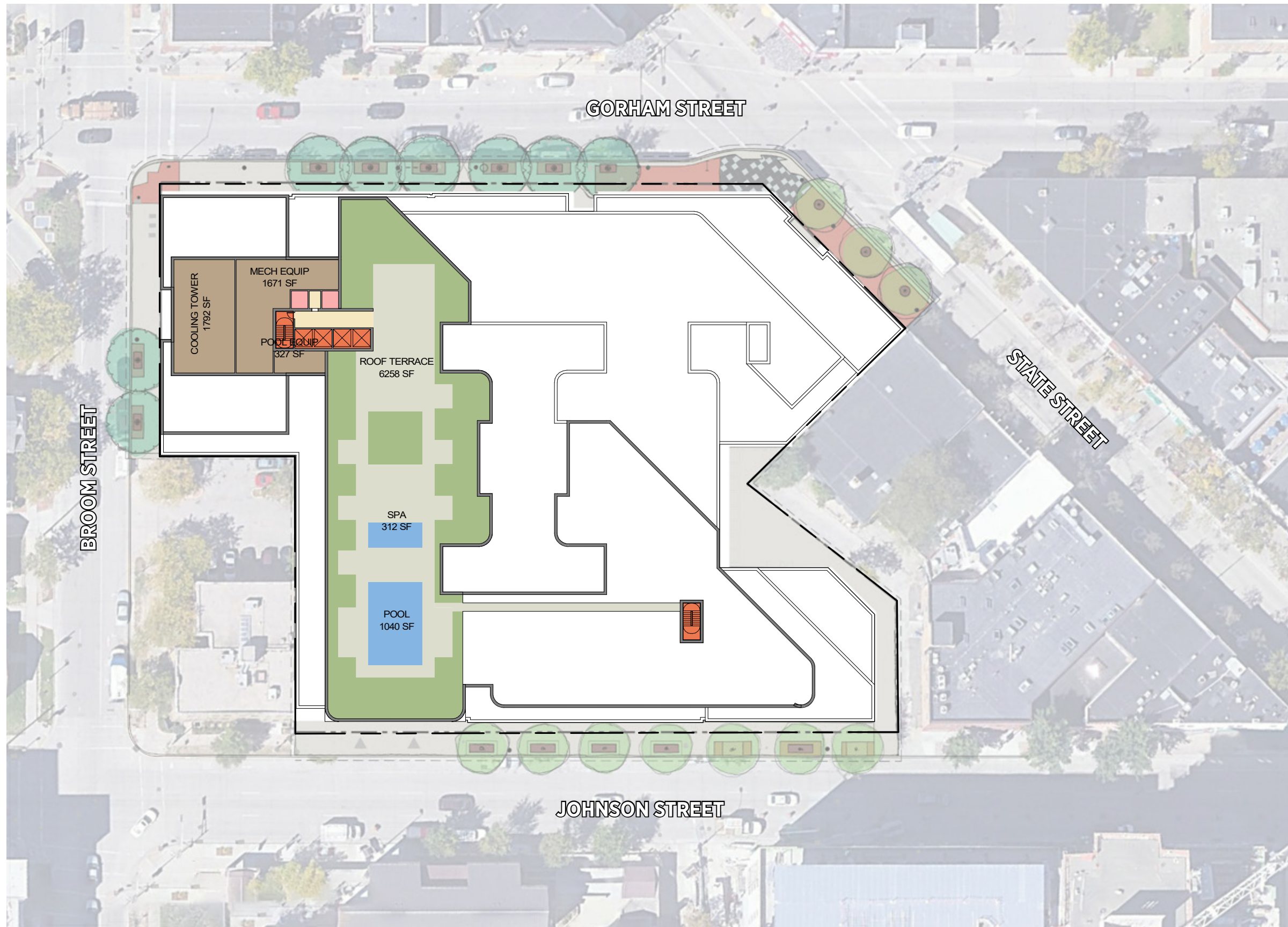


MADISON GORHAM

CONCEPTUAL DESIGN

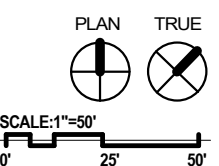


LEVEL 07



MADISON GORHAM

CONCEPTUAL DESIGN



POOL TERRACE



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RESIDENTIAL POOL-ROOF TERRACE

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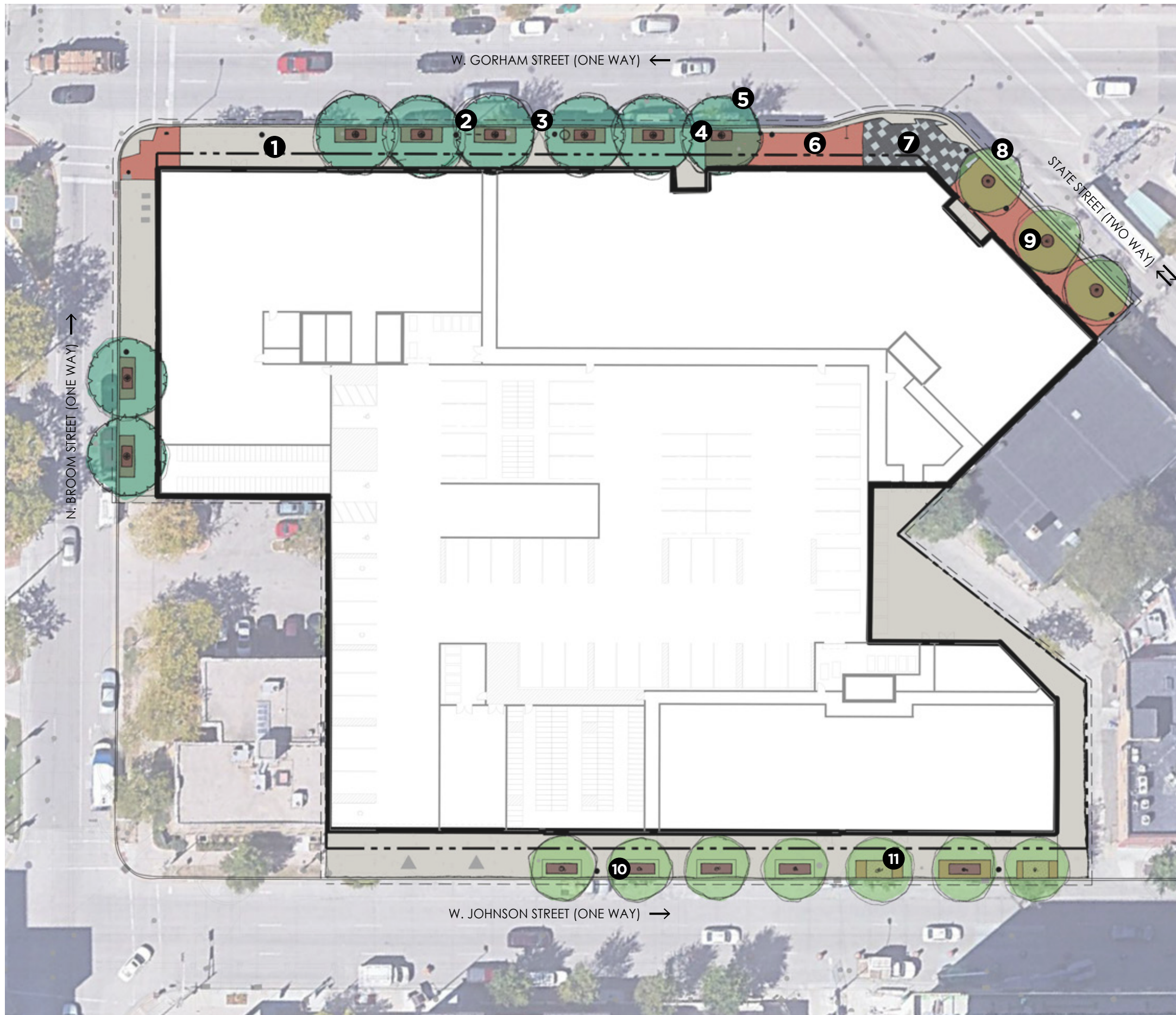
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LEGEND:

- | | |
|------------------------------------|--|
| 1 CONCRETE PAVING | 6 EXPOSED AGGREGATE CONCRETE PAVING |
| 2 EXISTING BIKE RACKS | 7 GRANITE PAVERS |
| 3 EXISTING MOVEABLE PLANTER | 8 EXISTING STREET TREE |
| 4 PROPOSED TREE GRATE | 9 EXISTING ROUND TREE GRATE |
| 5 PROPOSED STREET TREE | 10 EXISTING TREE GRATE |
| | 11 EXISTING CRUSHED RED GRANITE |

0'-0" 20'-0" 40'-0" 80'-0"



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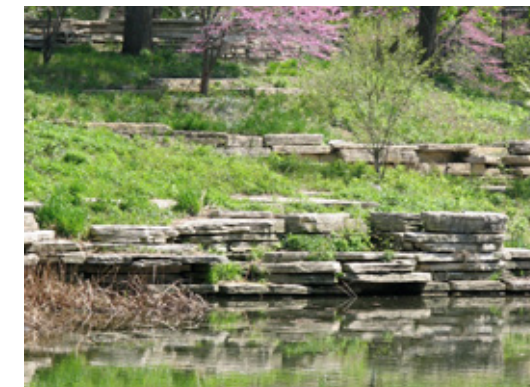
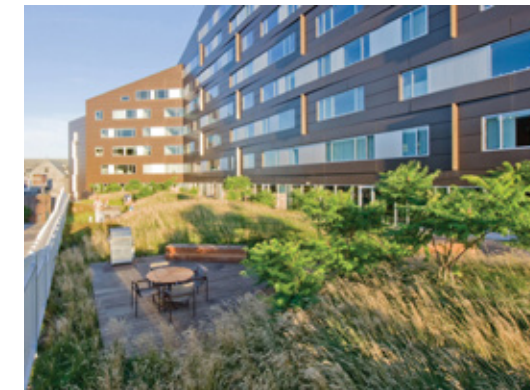
LEVEL 1 LANDSCAPE PLAN

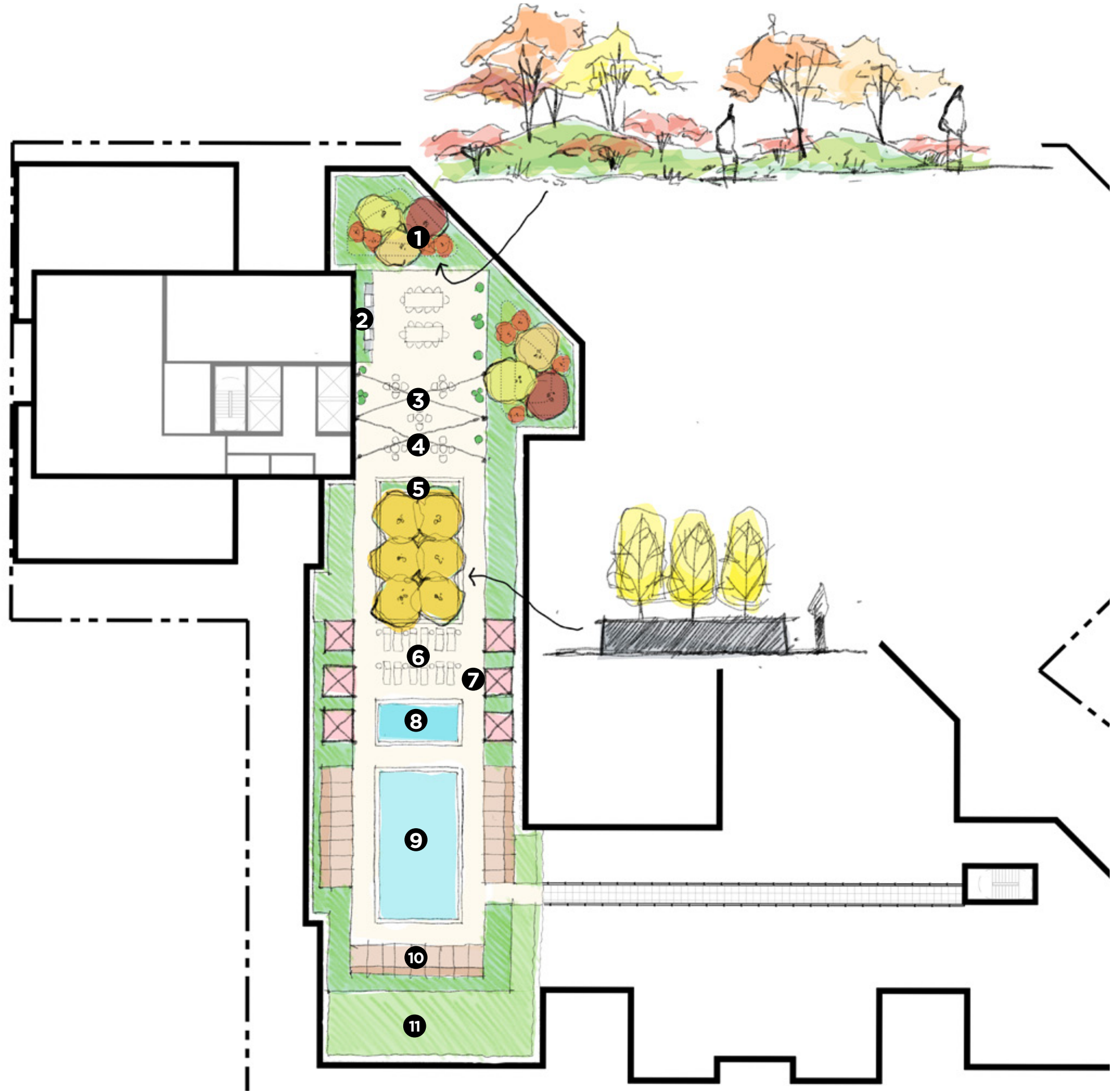
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LEGEND:

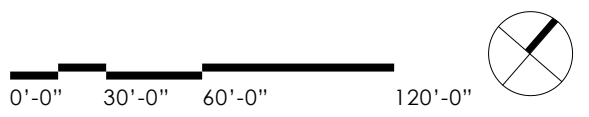
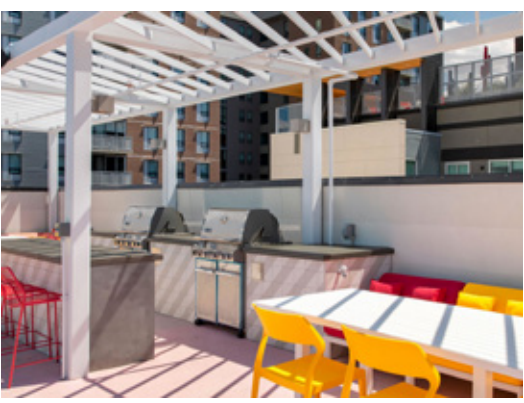
- 1 ORNAMENTAL TREES & SHRUBS
- 2 GAME AREA
- 3 HAMMOCK AREA
- 4 PROJECTION SCREEN
- 5 SEATING STEPS
- 6 SLOPED TURF LAWN
- 7 LOOSE SEATING
- 8 BAR COUNTER W/ SEATING
- 9 GREEN ROOF
- 10 DOG RUN





LEGEND:

- | | |
|------------------------------------|--------------------------------|
| 1 ORNAMENTAL TREES & SHRUBS | 6 LOOSE CHAISE LOUNGERS |
| 2 GRILL STATION | 7 CABANA |
| 3 CATENARY LIGHTS | 8 SPA |
| 4 LOOSE SEATING | 9 POOL |
| 5 PROJECTION SCREEN | 10 BUILT-IN DAYBEDS |
| | 11 GREEN ROOF |





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