

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:

Date Received 9/5/23 9:50 a.m.

☐ Initial Submittal

Paid _____

☐ Revised Submittal

Complete all sections of this application, including the desired meeting date and the action requested. If your project requires both UDC and Land Use application submittals, a completed Land Use Application and accompanying submittal materials are also required to be submitted.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.

Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.

1. Project Information

Address (list all addresses on the project site): 134, 140, 148, 150 South Blair Street, 506, 508, 510, 514, 516, 518, 522 East Wilson Street

Title: JCAP Blair/Wilson Project

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

UDC meeting date requested September 20, 2023

- ☒ 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)
☐ Modifications of Height, Area, and Setback
☐ Sign Exceptions as noted in Sec. 31.043(3), MGO

Other

- ☐ Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Alex Padrnos
Street address 212 S. Barstow Street
Telephone 715.831.3994

Company JCAP Development
City/State/Zip Eau Claire, WI 54701
Email alex@jcaprealestate.com

Project contact person Brian Munson
Street address 120 East Lakeside Street
Telephone 608.609.4410

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

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

City/State/Zip _____
Email _____

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. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. 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 Modification 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

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

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. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST



The items listed below are minimum 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, including material and color 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
- ☐ 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)
- ☐ Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials
- ☐ Proposed sign areas and types (if applicable)

4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per Sec. 31.043(3))*)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications 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

5. Required Submittal Materials☐ **Application Form**

- 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.

☐ **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 Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

☐ **Development Plans** (Refer to checklist on Page 4 for plan details)☐ **Filing Fee** (Refer to Section 7 (below) for a list of application fees by request type)☐ **Electronic Submittal**


- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to UDCapplications@cityofmadison.com. The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

☐ **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.

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 Jessica Vaughn on 7.27.23.
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 Alex PadnosRelationship to property Owner/DeveloperAuthorizing signature of property owner Date 9/5/23**7. Application Filing Fees**

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

Please consult the schedule below for the appropriate fee for your request:

- ☐ Urban Design Districts: \$350 (*per §33.24(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 Sign Modifications (of 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



VANDEWALLE & ASSOCIATES INC.

To: Urban Design Commission

From: Brian Munson

CC: JCAP Design Team

Alder Rummel

Capital Neighborhoods

Date: Tuesday, September 05, 2023

Re: JCAP Blair/Wilson Project

The attached project is submitted for informational discussion with the Urban Design Commission to assist the development of the overall concept's goal of meeting the standards within the local historic district, consistency with adopted plans and the overall project's relationship with the character of the surrounding neighborhood.

The JCAP Development Group is proposing to construct a new mixed-use project on the properties along Blair Street and East Wilson Street consisting of the commercial buildings along East Wilson and the parking lot along Blair Street. The property consists of several parcels including 134 – 150 S Blair St. as well as 506 – 518 E Wilson St. The S Blair St. parcels are located in the First Settlement Local Historic District and the E. Wilson parcels are located in the East Wilson Street National Historic District. The Existing Hotel Ruby Marie is Located in both the East Wilson Street Local Historic District and the Third Lake Ridge Local Historic District.

The proposed development consists of a 8-story, 160-unit Multifamily Residential building on S. Blair St. and a 6-story, 100-key Hotel building on E. Wilson St., abutting the existing Hotel Ruby Marie which will remain intact on site. The Multifamily Residential building will utilize the additional height bonus for affordable housing, adopted by the city in March 2023.

Between the buildings will be a proposed "Living Street" connecting S Franklin St. and S Blair St., which will provide enhanced street activation for the property, as well as vehicle access to parking and fire lane access.

Adopted Plans

Downtown Plan

The Downtown Plan Height Map identifies the site for 3 stories adjacent to The Germania Condominiums and 6 stories along Blair Street with this site specifically identified as an underutilized parcel. The newly adopted downtown height ordinance supports the ability to develop 8 stories on this site provided the

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247 Freshwater Way • Milwaukee, Wisconsin 53204 • 414.988.8631

www.vandewalle.com

Shaping places, shaping change

building meets the 6 story overall height (88') and supplies a portion of the units for affordable housing (60% AMI).

The Downtown Plan identifies the site as part of the First Settlement District with the following objectives:

Objective 4.12: The First Settlement neighborhood should build on its historic character and focus new development on key sites on the edge of the historic neighborhood core to strengthen the neighborhood and its identity as a historic neighborhood. Opportunities exist to better connect this area to the lake and views of it from within the neighborhood should be preserved.

Recommendation 107: Focus more-intensive development on selective vacant or underutilized sites at the historic district's edges (Brayton Lot, Block 115, City Water Utility reservoir site, and segments of the Blair Street and East Wilson Street, and Bulter Street frontages).

Recommendation 108: Preserve the character of the First Settlement Historic District and ensure that new development is compatible with the historic context in scale and design.

Recommendation 109: Rehabilitate existing housing and selectively allow new housing on vacant or underutilized non-historic sites within the historic core.

First Settlement Neighborhood Plan (1995)

The First Settlement Neighborhood Plan (1995) calls for higher density residential along arterial streets with this site specifically identified (R7) for higher density residential development.

"Several sites within the First Settlement Neighborhood including R1, R7, R9, and R14 have strategic importance. These sites are large mixed-use redevelopment sites that can determine the future character of the neighborhood and downtown. The highest and best use of these sites for parking, redevelopment, streetscape and visual character will not be achieved unless they are planned comprehensively.

Several sites have a potential for higher density and higher rise development. These sites are appropriate for higher density development because they adjoin and are linked to major transportation corridors, they adjoin existing higher density developments such as the state office building complex on Butler Street and/or they are valuable lakefront sites such as the E. Wilson Street frontage.

R7 Germania Development

Strategic mixed-use redevelopment site for the neighborhood and downtown. Higher density residential development along Blair Street with landscape setbacks. Structured parking with the potential to provide both public and private parking. Potential to integrate proposed Alamo Court development and water utility site into larger redevelopment project. Potential neighborhood retail related to E Wilson Street frontage. Coordinated urban design and open space framework to establish a unified development. Design to compliment historic character of the neighborhood and maximize views to Lake Monona and State Capitol."

Project Goals

The goals of this project are to provide more needed affordable housing supply to the neighborhood and city, provide more needed hotel rooms for visiting patrons, and to re-activate the site as a thriving and active location in Downtown Madison.

Design Approach

Three Building Approach

The project is designed to fit into the neighborhood context through the creation of three distinct buildings; a new residential building along Blair Street, a new hotel fronting onto East Wilson Street, and preservation of the Hotel Ruby Marie.

The remaining buildings on East Wilson Street are proposed to be raised as they are not in good enough condition to be restored to their original state with several exhibiting significant structural deficiencies.

Building Height

The proposed buildings meet the Comprehensive Plan and Downtown Height Plan designation of 6 stories/88' along Blair and Wilson Street with a stepdown to 3 stories along the Germania Condominiums. The Blair Street residential building will be an 8 story format through the delivery of affordable housing, consistent with the recently adopted downtown height ordinance.

Building Character

Both new buildings will feature setbacks and design details to reflect the adjoining architectural datum and character, incorporating materials and elements from the neighborhood. Additional details will be developed for future submittals based on feedback from the Staff, Neighborhood, and Commissions.

Lot Combination

134 South Blair Street:

This parcel includes underlying lot lines that will be dissolved via CSM, consistent with precedent from comparable sites. The previous building on-site was removed between 2000 and 2005, with the original buildings removed prior to 1968.

140/148 South Blair Street:

Parcels to remain.

508/510/514/516:

Parcels to be combined to create one development parcel

518/522 East Wilson

Parcels to remain.

Context Photos:

Blair Street Context:









Wilson Street Context









Franklin Street Context:















Site Context:















WILSON + BLAIR

MADISON, WISCONSIN

JCAP REAL ESTATE

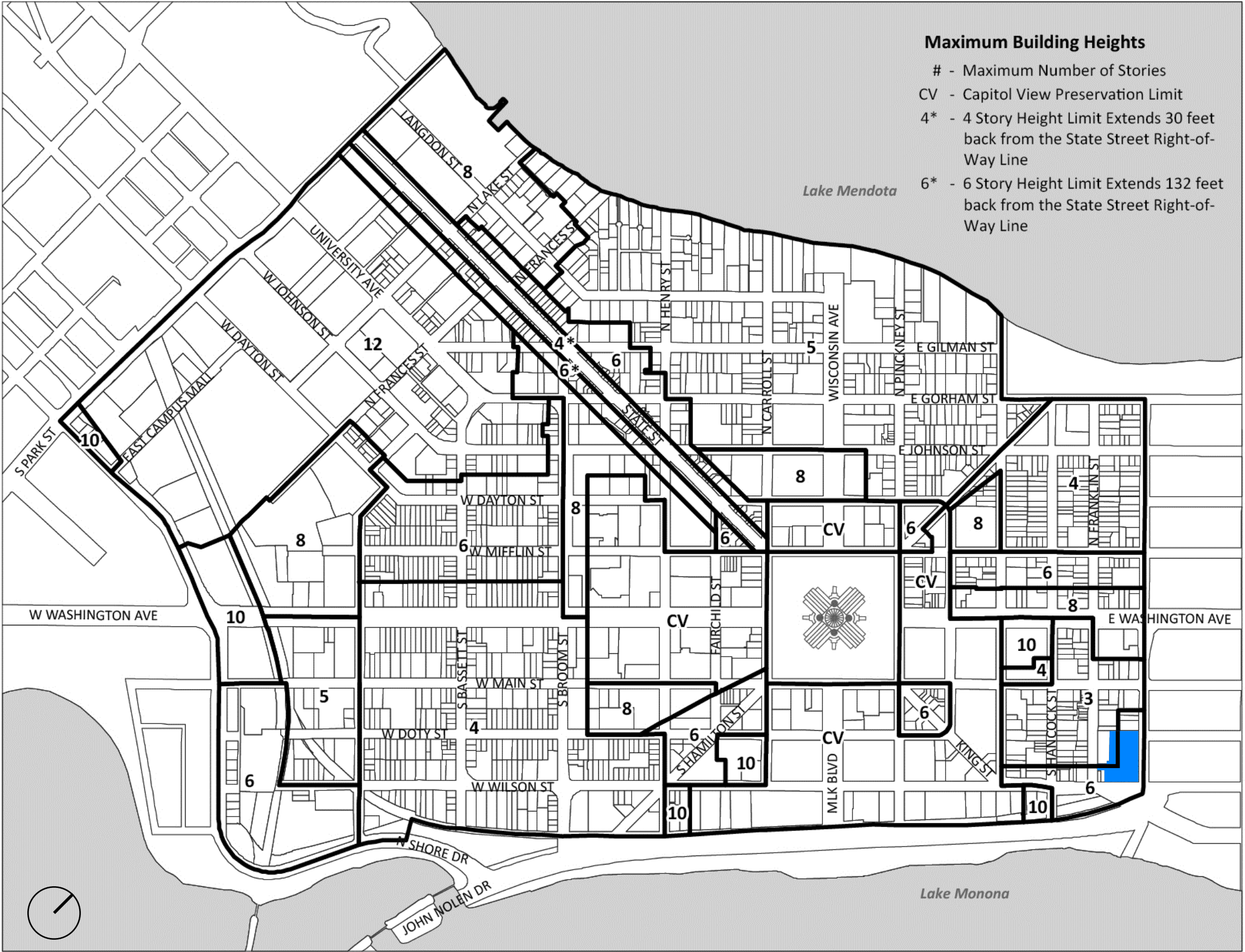
UDC INFORMATIONAL SUBMITTAL
SEPTEMBER 5, 2023

Kahler Slater

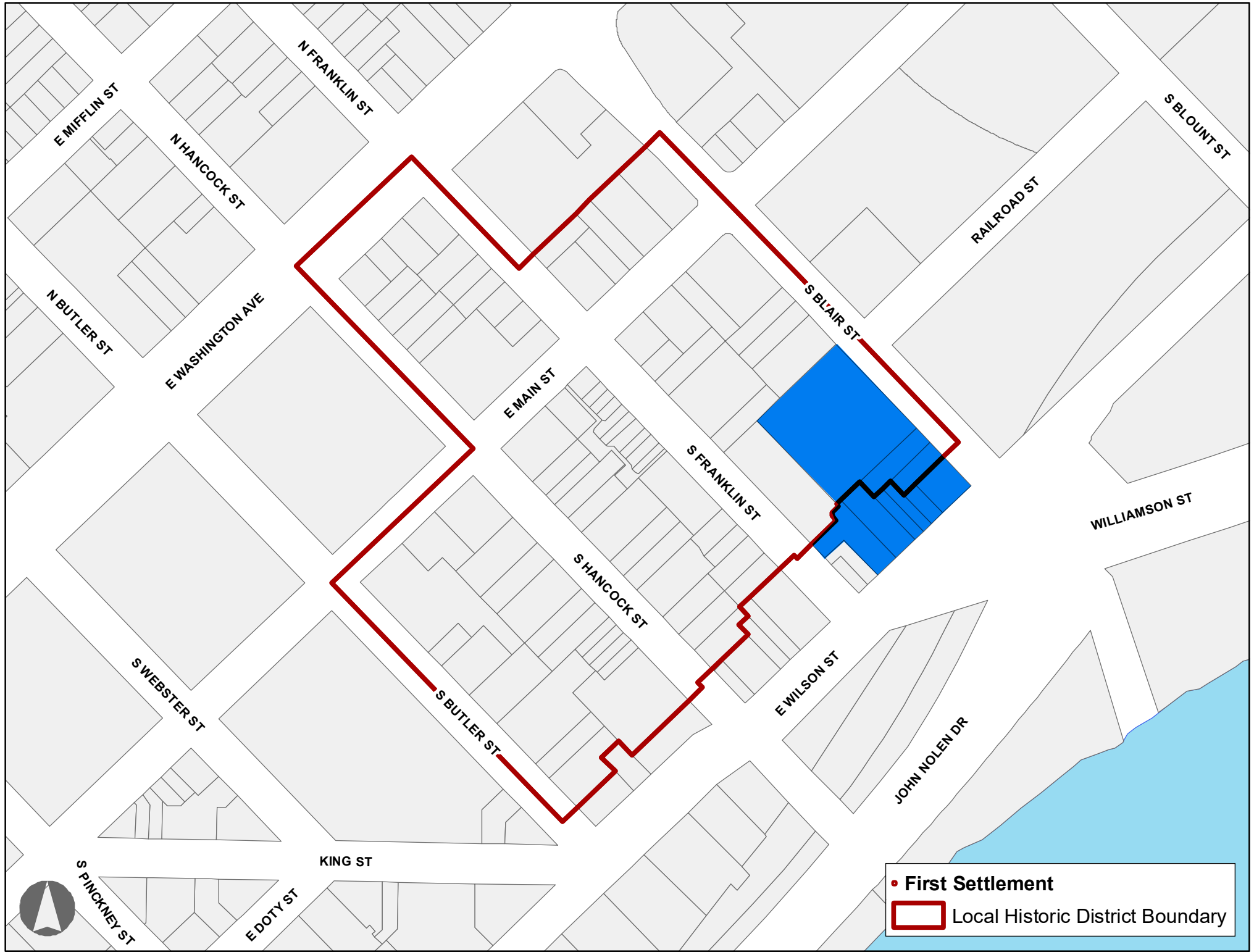
LOCATOR MAP



ZONING INFORMATION | HEIGHT MAP

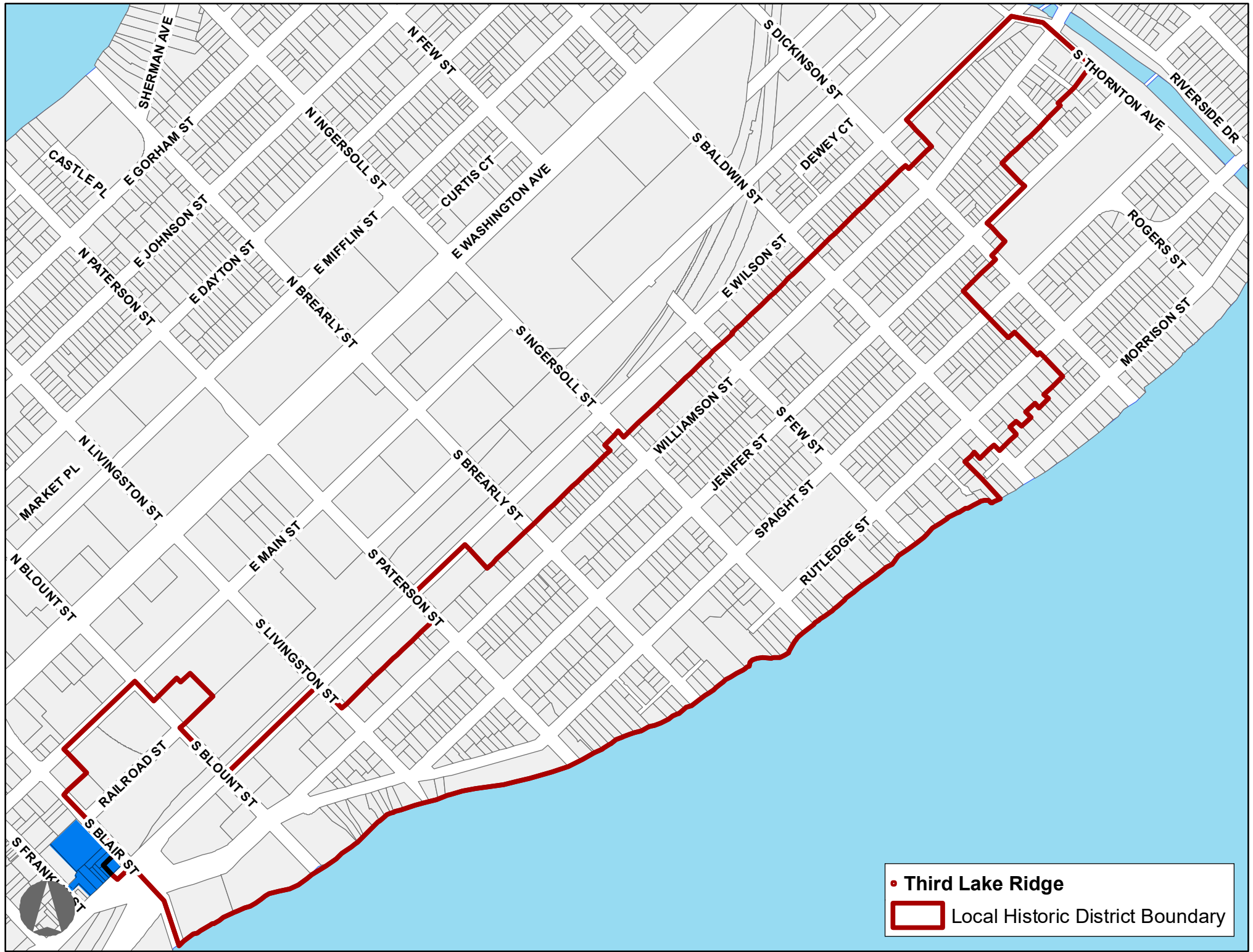


ZONING INFORMATION | HISTORIC DISTRICT



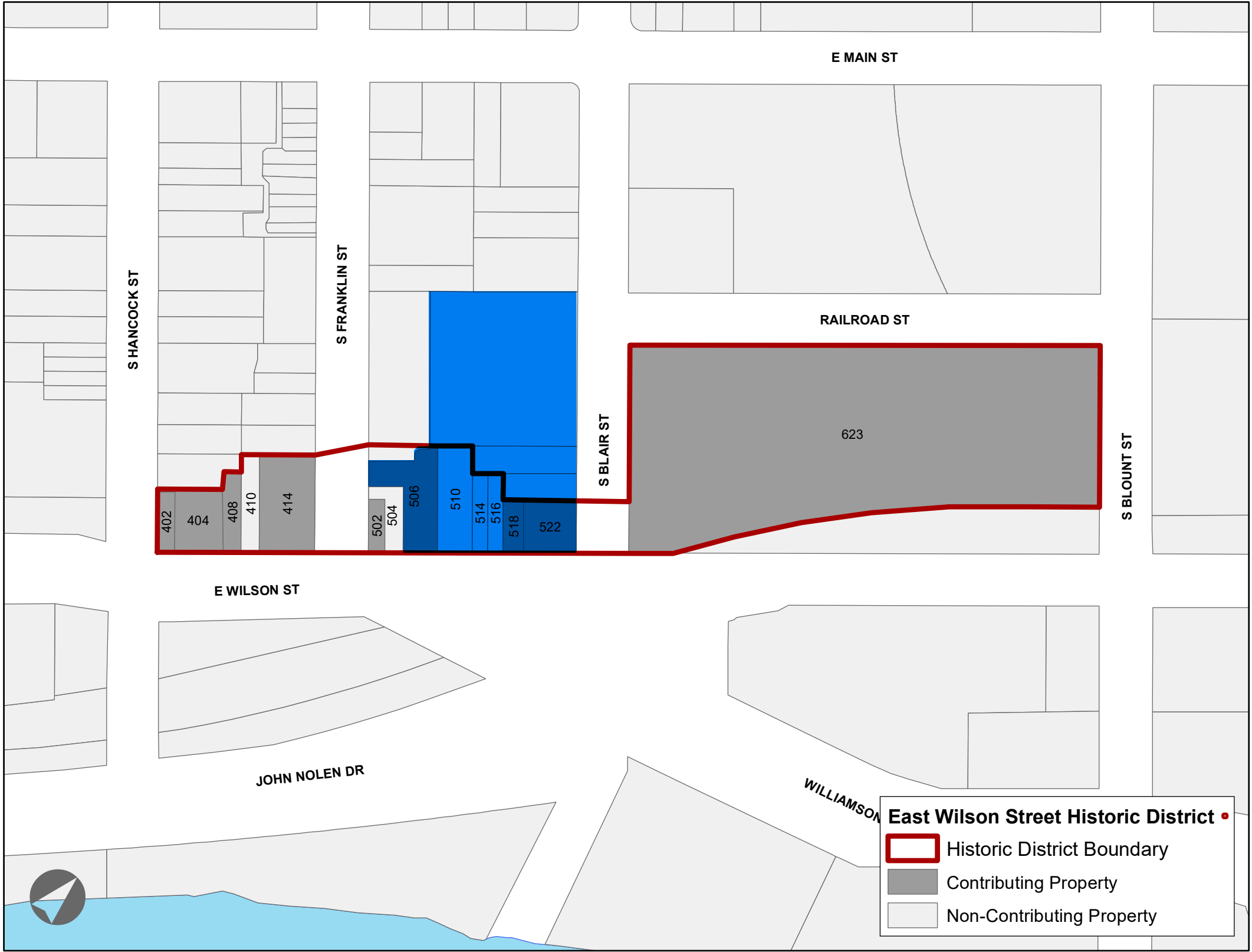
Parcels current as of map creation - 02/21/22

ZONING INFORMATION | HISTORIC DISTRICT



Parcels current as of map creation - 02/21/22

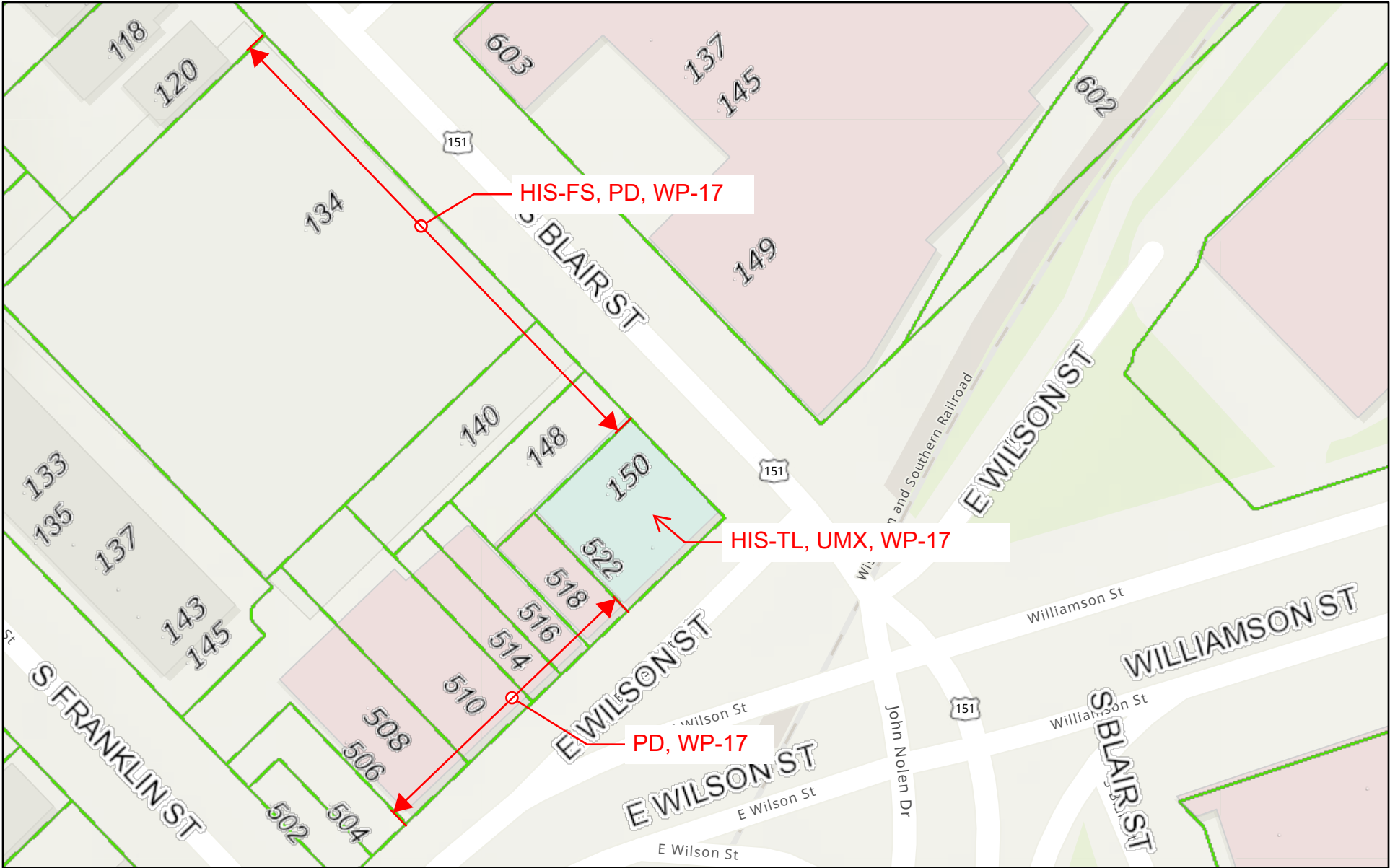
ZONING INFORMATION | HISTORIC DISTRICT



Boundary data source: Wisconsin Historical Society. Contributing status reflects original historic district submittal data. Parcels current as of map creation - 11/01/21

ZONING INFORMATION | PROPERTY MAP

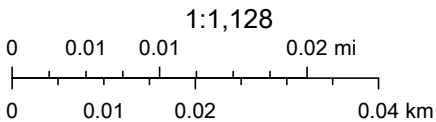
City of Madison, Wisconsin Property Map



3/14/2023, 1:59:18 PM

- Municipal Limits
- Parcels

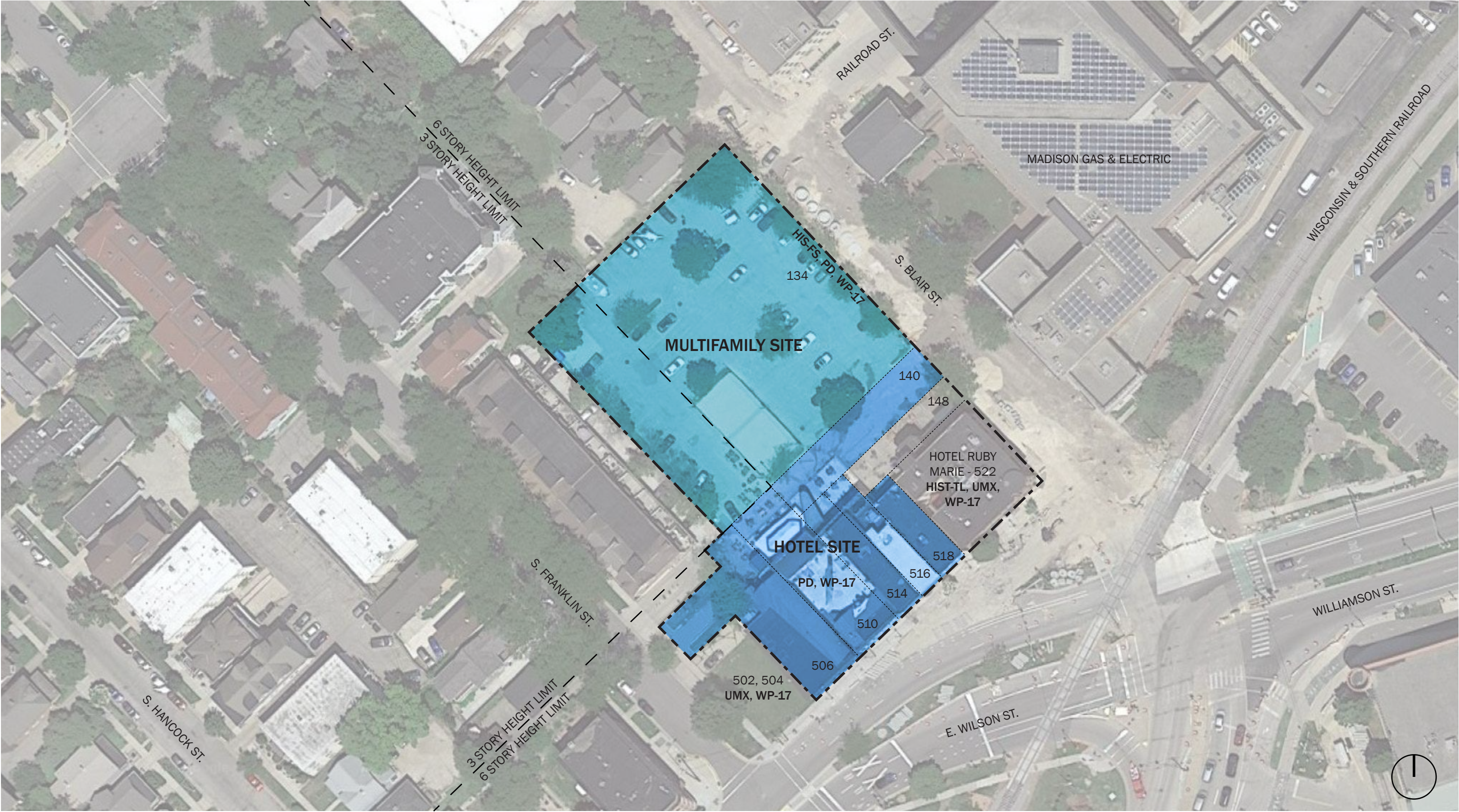
WP = Wellhead Protection Overlay District
PD = Planned Development District
HIS-TL = Third Lake Ridge Historic District
HIS-FS = First Settlement Historic District



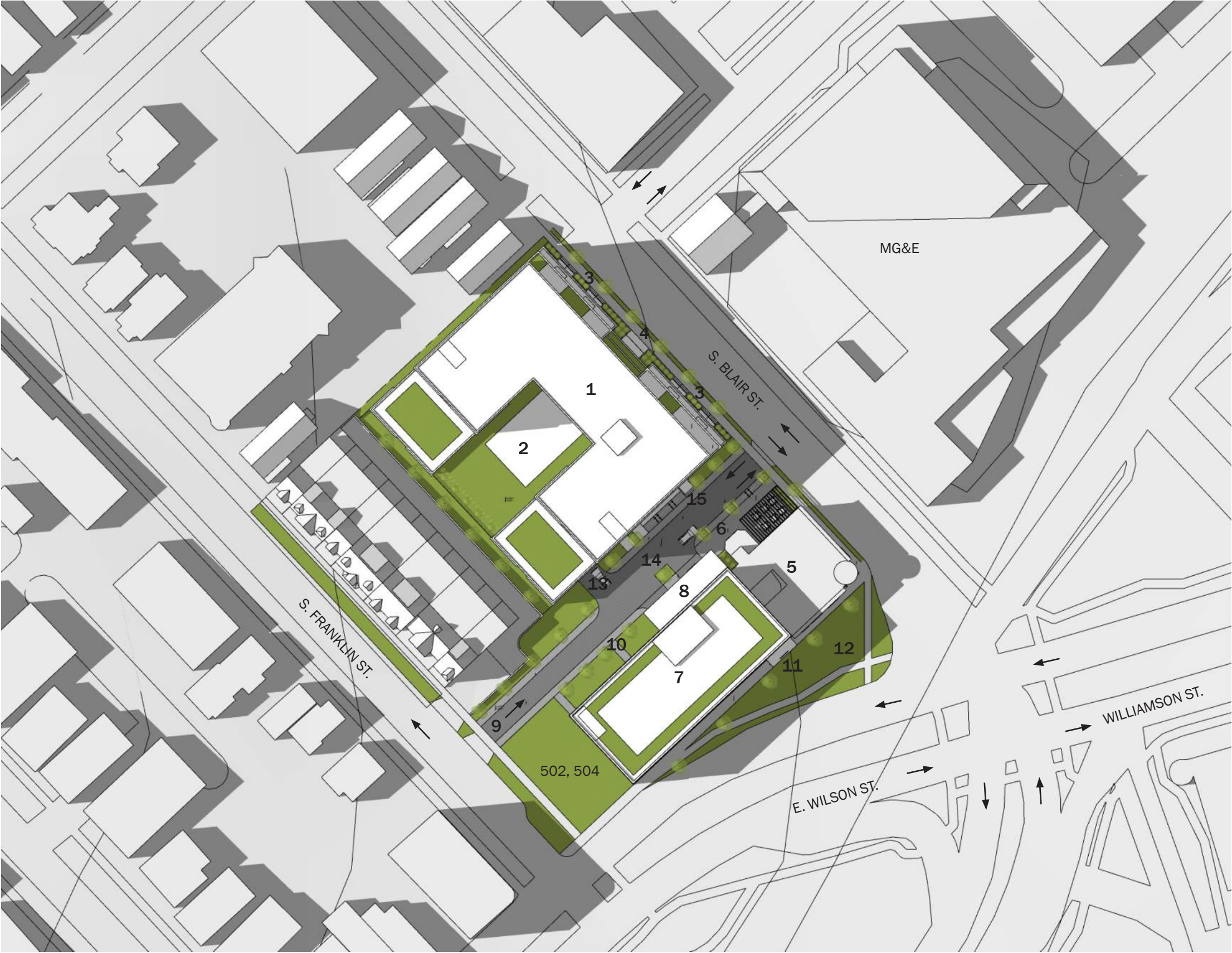
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EXISTING SITE PLAN - PROPOSED PARCEL DELINEATIONS

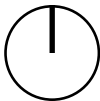


SITE PLAN

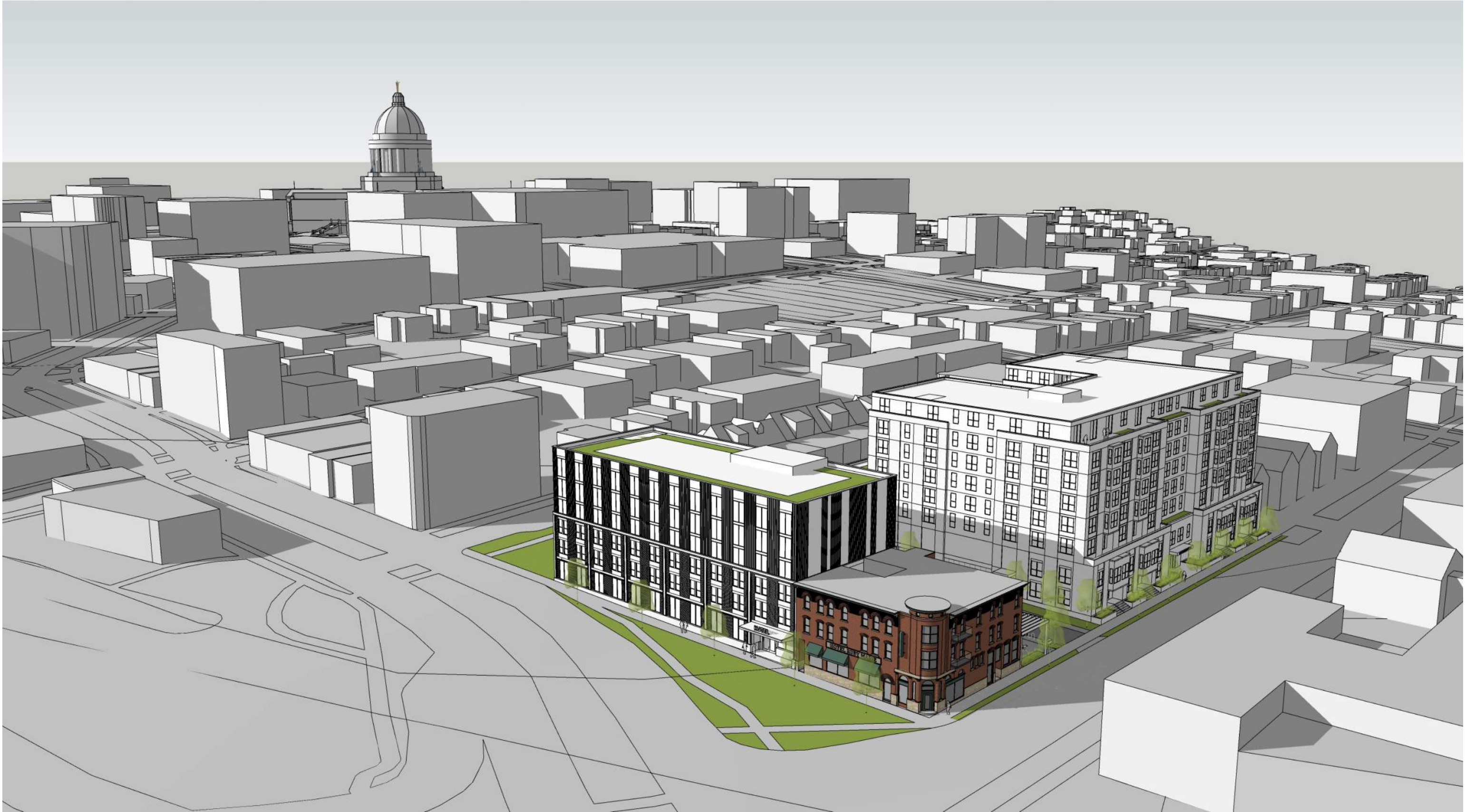


PLAN KEY

- 1. **RESIDENTIAL BUILDING**
8 STORIES ABOVE GRADE, ~160 UNITS
AFFORDABLE HOUSING HEIGHT BONUS
- 2. **PARKING PODIUM**
AMENITY DECK ON TOP
- 3. **WALK-UP TOWNHOMES**
- 4. **MAIN RESIDENTIAL ENTRY**
- 5. **EXISTING HOTEL RUBY MARIE**
3 STORIES
- 6. **OUTDOOR SEATING/ DROP-OFF AREA FOR HOTEL RUBIE MARIE**
- 7. **NEW HOTEL**
6 STORIES, 100 KEYS
GROUND FLOOR F&B AND AMENITES FOR STREET ACTIVATION
- 8. **PORTE COCHERE/HOTEL DROP-OFF**
- 9. **ONE-WAY ENTRANCE FROM FRANKLIN**
- 10. **HOTEL LOADING AREA**
- 11. **HOTEL PEDESTRIAN ENTRANCE OFF WILSON**
- 12. **PUBLIC ART/SEATING/STREATERY**
- 13. **PARKING GARAGE ENTRANCE**
ALSO SERVES AS TRASH PICKUP
- 14. **“LIVING STREET” ALLEY WAY**
ALSO SERVES AS A FIRE LANE
- 15. **SECONDARY RESIDENTIAL ENTRY AND STREET-FRONTING AMENITY**



AERIAL VIEW



AERIAL VIEW



SITE ELEVATIONS

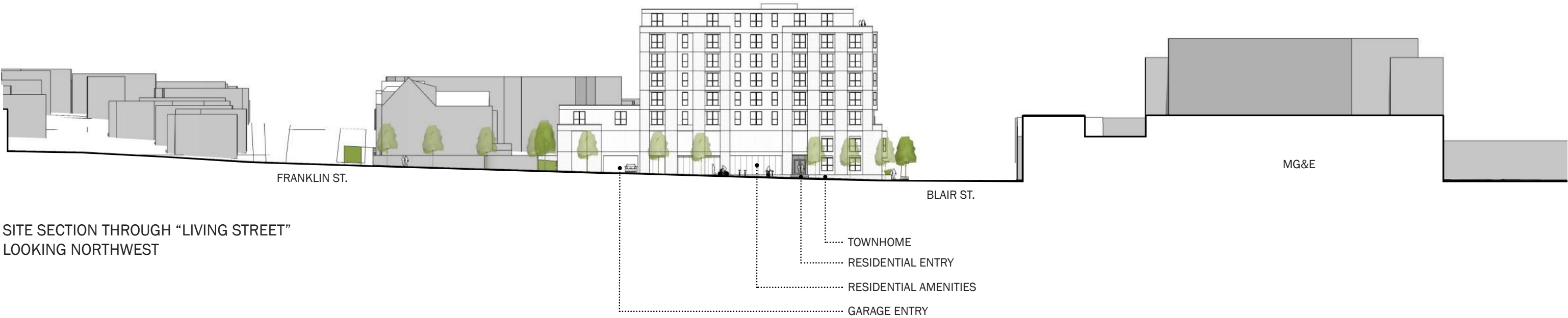
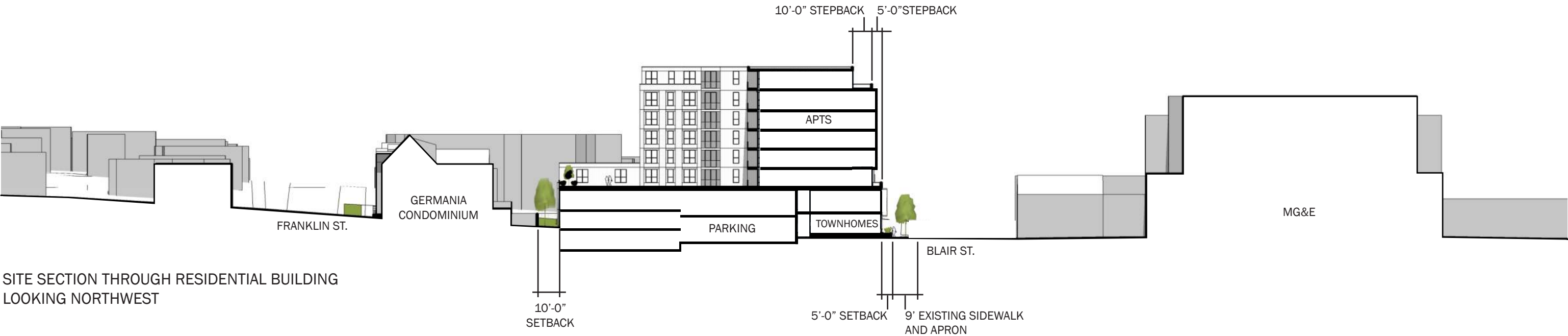


WILSON STREET SITE ELEVATION



BLAIR STREET SITE ELEVATION

SITE SECTIONS



GROUND VIEW AT WILSON + BLAIR



WILSON ELEVATION



FITTING INTO THE WILSON STREET HISTORIC DISTRICT



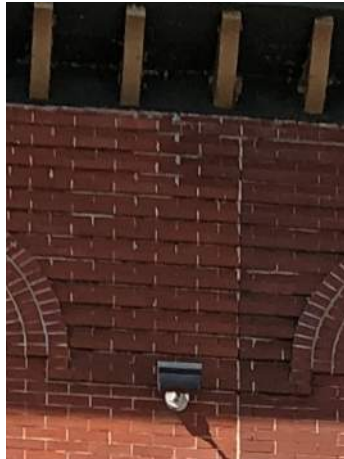
BASE EXPRESSIONS



LINTEL TREATMENTS

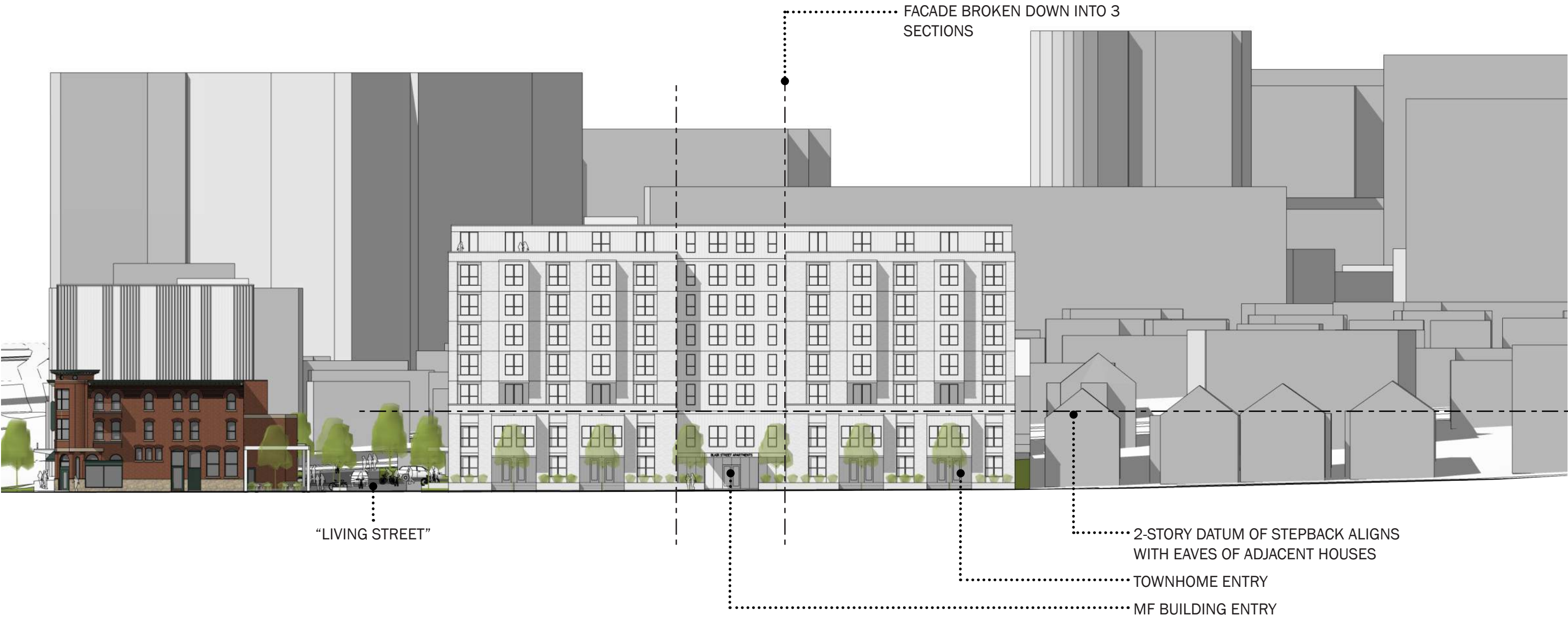


MASONRY TEXTURE



CORNICE TREATMENTS

BLAIR ELEVATION



FITTING INTO THE FIRST SETTLEMENT DISTRICT



BREAKING DOWN THE MASS



COVERED PORCHES



ELEVATED ENTRIES



BALCONIES



BAY WINDOWS



MASONRY DETAILING



GROUND VIEW OF ALLEY WAY FROM BLAIR ST.



“LIVING STREET”



GROUND VIEW OF ALLEY WAY FROM BLAIR ST.



GROUND VIEW OF ALLEY WAY FROM FRANKLIN ST.



GROUND VIEW FROM RAILROAD ST.



GROUND VIEW FROM BLAIR ST.



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