



# City of Madison

## Proposed Rezoning & Conditional Use

Location  
412-414 South Baldwin Street

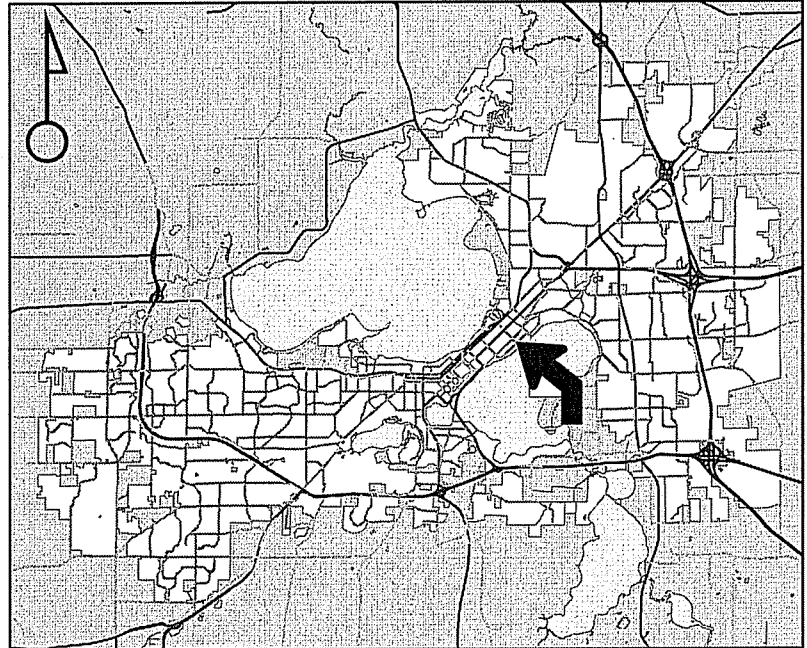
Applicant  
James Montgomery/  
Jim Glueck - Glueck Architects

From: TR-C4 To: TSS

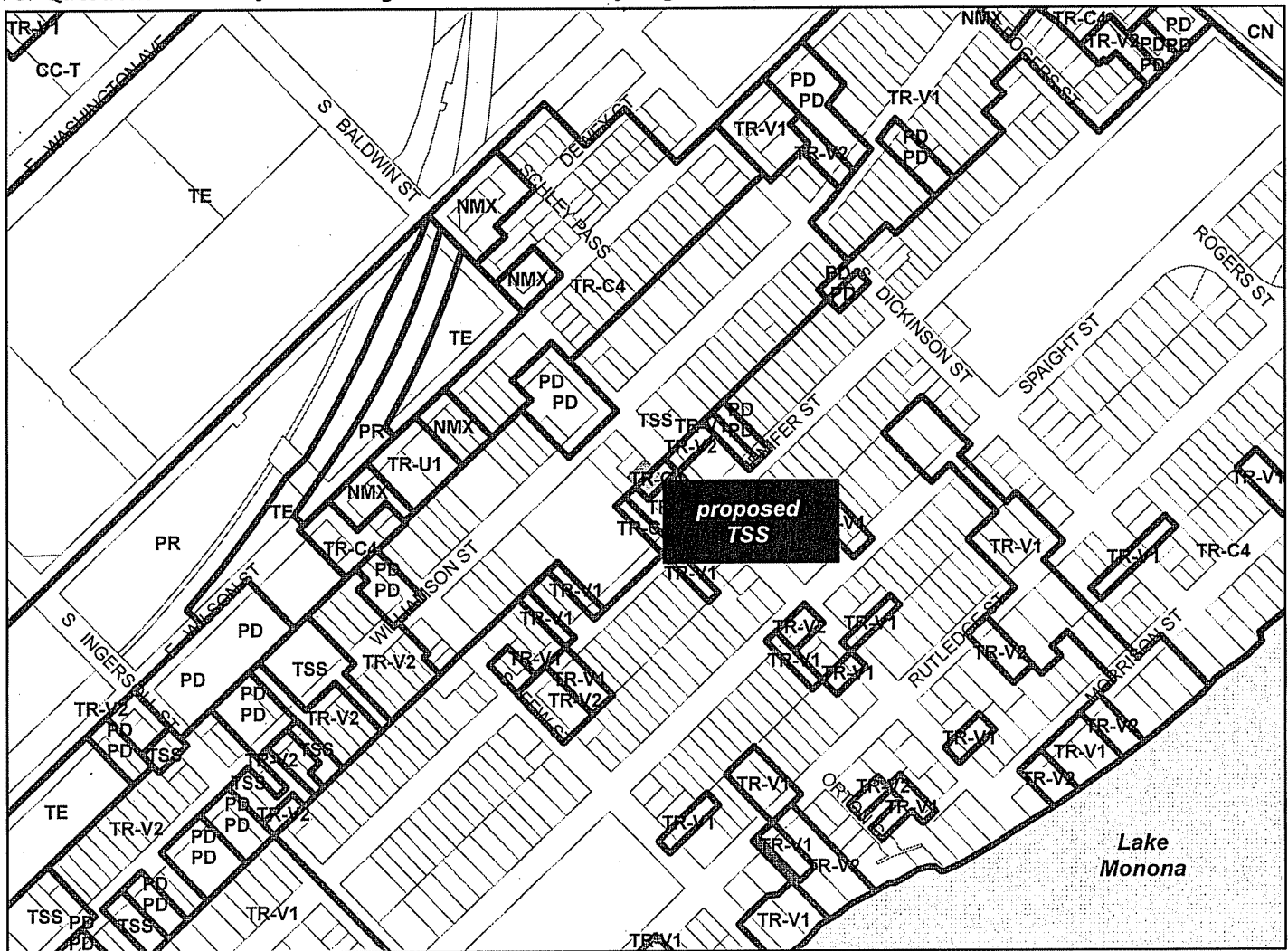
Existing Use  
2 two-family residences

Proposed Use  
Convert and expand existing building into hotel and restaurant-tavern with outdoor eating areas, with conditional use parking reduction

Public Hearing Date  
Plan Commission  
08 August 2016  
Common Council  
06 September 2016

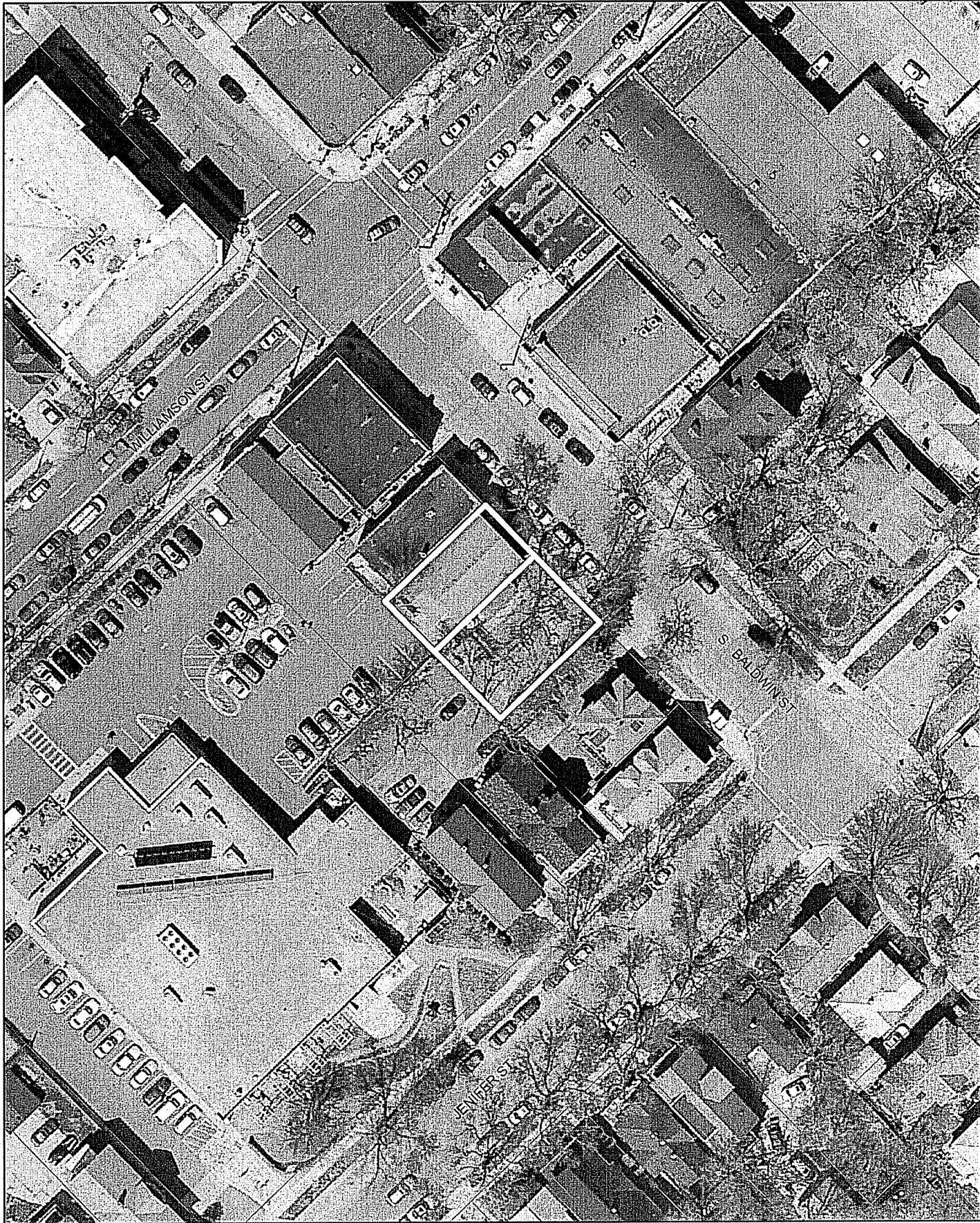


For Questions Contact: Jessica Vaughn at: 267-8733 or [jvaughn@cityofmadison.com](mailto:jvaughn@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 29 July 2016





# LAND USE APPLICATION

CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

- All Land Use Applications should be filed with the Zoning Administrator at the above address.
- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- This form may also be completed online at:  
[www.cityofmadison.com/developmentcenter/landdevelopment](http://www.cityofmadison.com/developmentcenter/landdevelopment)

FOR OFFICE USE ONLY:	
Amt. Paid <u>950</u>	Receipt No. <u>17490-0008</u>
Date Received <u>0/15/16</u>	
Received By <u>JLK</u>	
Parcel No. <u>0710-072-2924-0</u>	
Aldermanic District <u>TSS-His-TR</u>	
Zoning District <u>6-March Rummerl</u>	
Special Requirements <u>His TR adj.</u>	
Review Required By: <u>landmark</u>	
<input type="checkbox"/> Urban Design Commission	<input type="checkbox"/> Plan Commission
<input type="checkbox"/> Common Council	<input type="checkbox"/> Other: _____

Form Effective: February 21, 2013

1. Project Address: 412-414 SOUTH BALDWIN STREET  
Project Title (if any): MARQUETTE HOTEL & CAFE

2. This is an application for (Check all that apply to your Land Use Application):

- Zoning Map Amendment from TR CA to TSS
- Major Amendment to Approved PD-GDP Zoning       Major Amendment to Approved PD-SIP Zoning
- Review of Alteration to Planned Development (By Plan Commission)
- Conditional Use, or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Other Requests: \_\_\_\_\_

3. Applicant, Agent & Property Owner Information:

Applicant Name: JIM GLUECK Company: GLUECK ARCHITECTS  
Street Address: 116 N. FEW STREET City/State: MADISON Zip: 53703  
Telephone: (608) 251-2551 Fax: ( ) Email: glueckarah@sbcglobal.net

Project Contact Person: Same Company: \_\_\_\_\_  
Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Telephone: ( ) Fax: ( ) Email: \_\_\_\_\_

Property Owner (if not applicant): JAMES MONTGOMERY  
Street Address: 412 S. BALDWIN ST. City/State: MADISON, WI Zip: 53703

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: THREE-STORY ADDITION TO EXISTING BUILDING TO CREATE HOTEL AND CAFE

Development Schedule: Commencement SEPT. 2016 Completion FEB. 2017

**5. Required Submittal Information**

All Land Use applications are required to include the following:

**Project Plans including:\***

- Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/altered buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
- Grading and Utility Plans (existing and proposed)
- Landscape Plan (including planting schedule depicting species name and planting size)
- Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
- Floor Plans (fully dimensioned plans including interior wall and room location)

Provide collated project plan sets as follows:

- **Seven (7) copies** of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
- **Twenty Five (25) copies** of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
- **One (1) copy** of the plan set reduced to fit onto 8 ½ X 11-inch paper

\* For projects requiring review by the **Urban Design Commission**, provide **Fourteen (14) additional 11x17 copies** of the plan set. In addition to the above information, all plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall bring samples of exterior building materials and color scheme to the Urban Design Commission meeting.

**Letter of Intent: Provide one (1) Copy per Plan Set** describing this application in detail including, but not limited to:

- |   |   |  |
|---|---|--|
| • Project Team                                | • Building Square Footage                       | • Value of Land  |
| • Existing Conditions                         | • Number of Dwelling Units                      | • Estimated Project Cost                                     |
| • Project Schedule                            | • Auto and Bike Parking Stalls                  | • Number of Construction & Full-Time Equivalent Jobs Created |
| • Proposed Uses (and ft <sup>2</sup> of each) | • Lot Coverage & Usable Open Space Calculations | • Public Subsidy Requested                                   |
| • Hours of Operation                          |   |  |

**Filing Fee:** Refer to the Land Use Application Instructions & Fee Schedule. Make checks payable to: *City Treasurer*.

**Electronic Submittal:** All applicants are required to submit copies of all items submitted in hard copy with their application as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to pcapplications@cityofmadison.com.

**Additional Information** may be required, depending on application. Refer to the Supplemental Submittal Requirements.

**6. Applicant Declarations**

**Pre-application Notification:** The Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than **30 days prior to FILING this request**. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices:

SENT ELECTRONICALLY ON APRIL 12, 2016

→ If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.

**Pre-application Meeting with Staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.

Planning Staff: JLV Date: 4/12/16 Zoning Staff: Jenny Kirchgatter Date: 4/12/16

The applicant attests that this form is accurately completed and all required materials are submitted:

Name of Applicant J. Cell Relationship to Property: ARCHITECT  
Authorizing Signature of Property Owner James Matheson Date 6/15/16

7/29/2016

**Matt Tucker  
City of Madison Zoning Administrator  
Madison Municipal Building Suite LL-100  
215 Martin Luther King Jr. Blvd.  
P.O Box 2985  
Madison, Wisconsin 53701-2985**

Dear Matt:

Please find, included with this Letter of Intent, our Rezoning and Conditional Use application package for the City of Madison Plan Commission's approval. This application is for the property located at 412-414 South Baldwin Street, Madison, Wisconsin 53703. The property is located in the Marquette Neighborhood, which is within Madison Common Council District 6.

The project features a boutique hotel and neighborhood café designed following the principles of placemaking: "the creation of quality spaces that contribute to people's health, happiness and well being" ([www.pps.org](http://www.pps.org)), while incorporating green space. The hotel will be marketed towards guests who travel without vehicles making this site ideal given the free bicycles that we will provide and the access to bike paths, bus service and many walkable destinations.

Parking Reduction:

The need for street parking will be minimized by the promotion of the use of alternative forms of transportation.

Bicycle:

- 6 bicycle parking spaces will be provided and available to hotel/café patrons
- 20 hotel-owned bicycles will be available free of charge to hotel guests (kept in locked storage while not in use)
- B-cycle station is located around the corner (387 S. Few Street) and will be advertised to guests
- City of Madison Bike Path Commuter Trail is located 500 feet from hotel site

Bus:

- 12 Madison Metro Bus lines service this area
- Routes 3,4,7, 10 & 38 stop within one block of hotel (Jennifer Street & Baldwin intersection)
- Routes 6,14,15,27,37,56 & 57 stop two blocks away from hotel (East Washington Ave & Baldwin intersection)

## Zoning Issues:

These sites (412-414 S. Baldwin) are currently zoned TSS and TR-C4. Currently 414 S. Baldwin does not conform to the TR-C4 status that it has been assigned. In addition, a substantial portion of the existing building on 412 S. Baldwin (which is currently zoned TSS) is physically located on the lot at 414 S. Baldwin. This building has always been a commercial use, never residential.

To remedy the zoning error that currently exists, we are looking to combine the two parcels into one, and then to rezone the entire property to TSS zoning, which will allow our intended use, which is a small hotel with a cafe, which will require a Conditional Use for:

- 1) The hotel
- 2) The building form which we wish to build, without the third-floor stepback required in TSS zoning
- 3) Outdoor seating
- 4) Caretaker's unit

There is one building currently on this property. It is a two-story structure. We plan to construct a 3-story addition with a basement.

We have already had several meetings with City staff regarding this request, and have spoken to the area alderperson, Marsha Rummel, who is supportive of the project. We have presented at three neighborhood meetings, including the Preservation and Development Committee of the Marquette Neighborhood Association.

There will be construction work to build the addition and adapt the existing structure for the use. It will be completed within approximately 4 months of city signoff on our rezoning/conditional use.

The site for this project is 5082 square feet, or .067 acres.

### **HOTEL**

The hotel will consist of 11 studio units, all with private bathrooms. One unit will be ADA compliant. In addition to the 11 units, there will be one, two-bedroom (two bedroom) caretaker unit. This unit will be occupied by the hotel owner, James Montgomery who will be available 24/7 to respond to concerns/questions of hotel guests and/or neighbors.

In keeping with hotel industry trends, Marquette Hotel will utilize an electronic reservation and check-in system, eliminating the need for a hotel lobby. Guests will be sent passcodes electronically prior to arrival so that they can gain secured access to their room(s). If special circumstances arise and a personal greeting space is needed for check-in, the owner will utilize the café for this purpose.

In addition, laundry will be done on site, so bed linens, towels, etc. will not need to be delivered by a third party service provider.

The hotel and café will be operated together, not separately.

## CAFÉ

- The café will be open 7:30am-9:30pm seven days a week.
- It will feature 36 outdoor seats (18 tables of 2) and 56 indoor seats (14 tables of 4)
- Staffing level will be 4 employees
- There will be minimal outdoor lighting which will be downward facing and cast a soft, yellow hue
- No outdoor amplified music will be used
- Kitchen and food storage/preparation will be done on-site in the lower level of the new building utilizing a dumbwaiter.
- Food delivery will occur once or twice weekly and will take place in 10-15 minute intervals using the existing designated loading zone. Delivery windows will be scheduled at times of day/week that are least intrusive/disruptive to neighboring residents and businesses.
- A sign will be placed on the front outdoor seating that says please check with cafe staff for seating.

36 outdoor seats (18 tables of 2)

56 indoor seats (14 tables of 4)

Staffing level: 4-6

Downward facing minimal lighting

Kitchen and food storage/preparation will be on-site, in lower level of new building, utilizing a dumbwaiter.

### Additional details:

- The total building area, including all floors, including all floors, is approximately 11,000 gross square feet. Existing building is 4120 gross square feet with two stories and a lower level; proposed addition is 6880 gross square feet with three stories and a full basement.
- Our lot coverage is 81%.
- Number of jobs created: 6
- Public subsidy is not required.

### Development Team:

James Montgomery, Developer and Construction Manager

Glueck Architects, Architectural and Structural

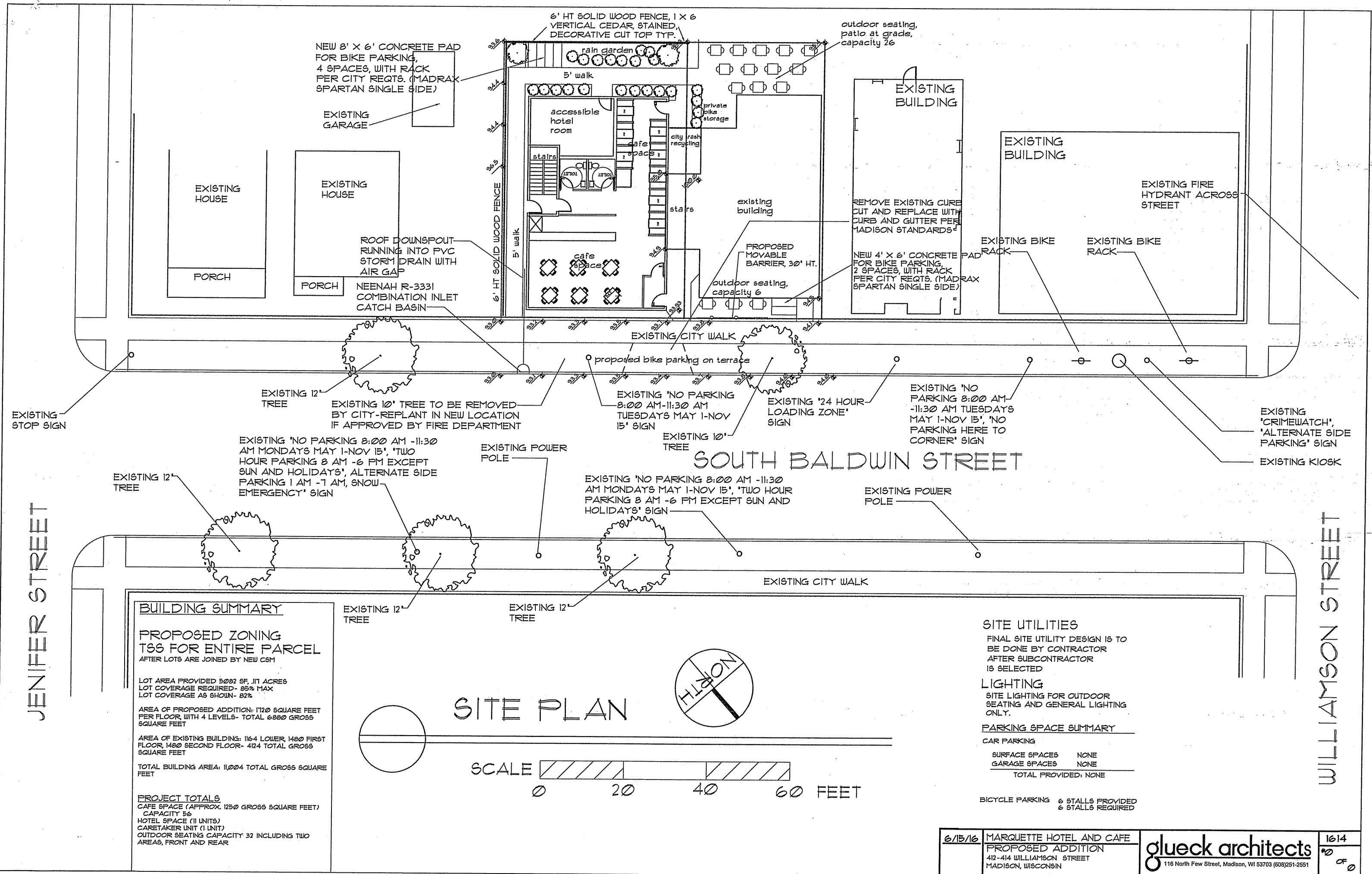
The primary contact persons for zoning issues for this project are:

Jim Glueck  
Glueck Architects  
116 North Few Street  
Madison 53703  
(608) 251-2551  
[glueckarch@sbcglobal.net](mailto:glueckarch@sbcglobal.net)

James Montgomery  
412 S. Baldwin St  
Madison, WI 53703  
(608) 335-8017  
[James.g.montgomery@gmail.com](mailto:James.g.montgomery@gmail.com)

If there are any questions or concerns or any additional information required, please do not hesitate to contact Jim Glueck or myself.

Sincerely,  
James Montgomery



NEW 8' X 6' CONCRETE PAD FOR BIKE PARKING, 4 SPACES, WITH RACK PER CITY REQTS. (MADRAX SPARTAN SINGLE SIDE)

6' HT SOLID WOOD FENCE, 1 X 6 VERTICAL CEDAR, STAINED, DECORATIVE CUT TOP TYP.

outdoor seating, patio at grade, capacity 26

EXISTING GARAGE

EXISTING HOUSE

EXISTING HOUSE

PORCH

PORCH

ROOF DOWNSPOUT RUNNING INTO PVC STORM DRAIN WITH AIR GAP

NEENAH R-3331 COMBINATION INLET CATCH BASIN

6' HT SOLID WOOD FENCE

accessible hotel room

cafe

cafe space

stairs

stairs

stairs

EXISTING CITY WALK

proposed bike parking on terrace

existing building

PROPOSED MOVABLE BARRIER, 30' HT.

outdoor seating, capacity 6

EXISTING BUILDING

REMOVE EXISTING CURB CUT AND REPLACE WITH CURB AND GUTTER PER MADISON STANDARDS

NEW 4' X 6' CONCRETE PAD FOR BIKE PARKING, 2 SPACES, WITH RACK PER CITY REQTS. (MADRAX SPARTAN SINGLE SIDE)

EXISTING BUILDING

EXISTING FIRE HYDRANT ACROSS STREET

EXISTING BIKE RACK

EXISTING BIKE RACK

EXISTING STOP SIGN

EXISTING 12' TREE

EXISTING 10' TREE TO BE REMOVED BY CITY-REPLANT IN NEW LOCATION IF APPROVED BY FIRE DEPARTMENT

EXISTING 'NO PARKING 8:00 AM -11:30 AM MONDAYS MAY 1-NOV 15', 'TWO HOUR PARKING 8 AM -6 PM EXCEPT SUN AND HOLIDAYS', ALTERNATE SIDE PARKING 1 AM -7 AM, SNOW-EMERGENCY' SIGN

EXISTING POWER POLE

EXISTING 10' TREE

EXISTING 'NO PARKING 8:00 AM -11:30 AM MONDAYS MAY 1-NOV 15', 'TWO HOUR PARKING 8 AM -6 PM EXCEPT SUN AND HOLIDAYS' SIGN

EXISTING '24 HOUR LOADING ZONE' SIGN

EXISTING 'NO PARKING 8:00 AM -11:30 AM TUESDAYS MAY 1-NOV 15', 'NO PARKING HERE TO CORNER' SIGN

EXISTING 'CRIMEWATCH', 'ALTERNATE SIDE PARKING' SIGN

EXISTING KIOSK

SOUTH BALDWIN STREET

EXISTING CITY WALK

JENIFER STREET

WILLIAMSON STREET

**BUILDING SUMMARY**

**PROPOSED ZONING TSS FOR ENTIRE PARCEL**  
AFTER LOTS ARE JOINED BY NEW CSM

LOT AREA PROVIDED 5082 SF, .117 ACRES  
LOT COVERAGE REQUIRED- 85% MAX  
LOT COVERAGE AS SHOWN- 82%

AREA OF PROPOSED ADDITION: 1120 SQUARE FEET PER FLOOR, WITH 4 LEVELS- TOTAL 6880 GROSS SQUARE FEET

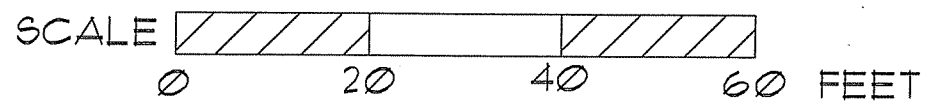
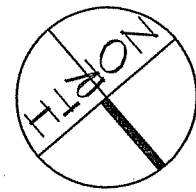
AREA OF EXISTING BUILDING: 1164 LOWER, 1480 FIRST FLOOR, 1480 SECOND FLOOR- 4124 TOTAL GROSS SQUARE FEET

TOTAL BUILDING AREA: 11,004 TOTAL GROSS SQUARE FEET

**PROJECT TOTALS**

CAFE SPACE (APPROX. 1250 GROSS SQUARE FEET)  
CAPACITY 56  
HOTEL SPACE (11 UNITS)  
CARETAKER UNIT (1 UNIT)  
OUTDOOR SEATING CAPACITY 32 INCLUDING TWO AREAS, FRONT AND REAR

**SITE PLAN**



**SITE UTILITIES**

FINAL SITE UTILITY DESIGN IS TO BE DONE BY CONTRACTOR AFTER SUBCONTRACTOR IS SELECTED

**LIGHTING**

SITE LIGHTING FOR OUTDOOR SEATING AND GENERAL LIGHTING ONLY.

**PARKING SPACE SUMMARY**

**CAR PARKING**

SURFACE SPACES	NONE
GARAGE SPACES	NONE
TOTAL PROVIDED:	NONE

BICYCLE PARKING 6 STALLS PROVIDED 6 STALLS REQUIRED

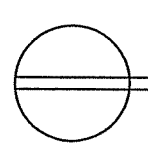
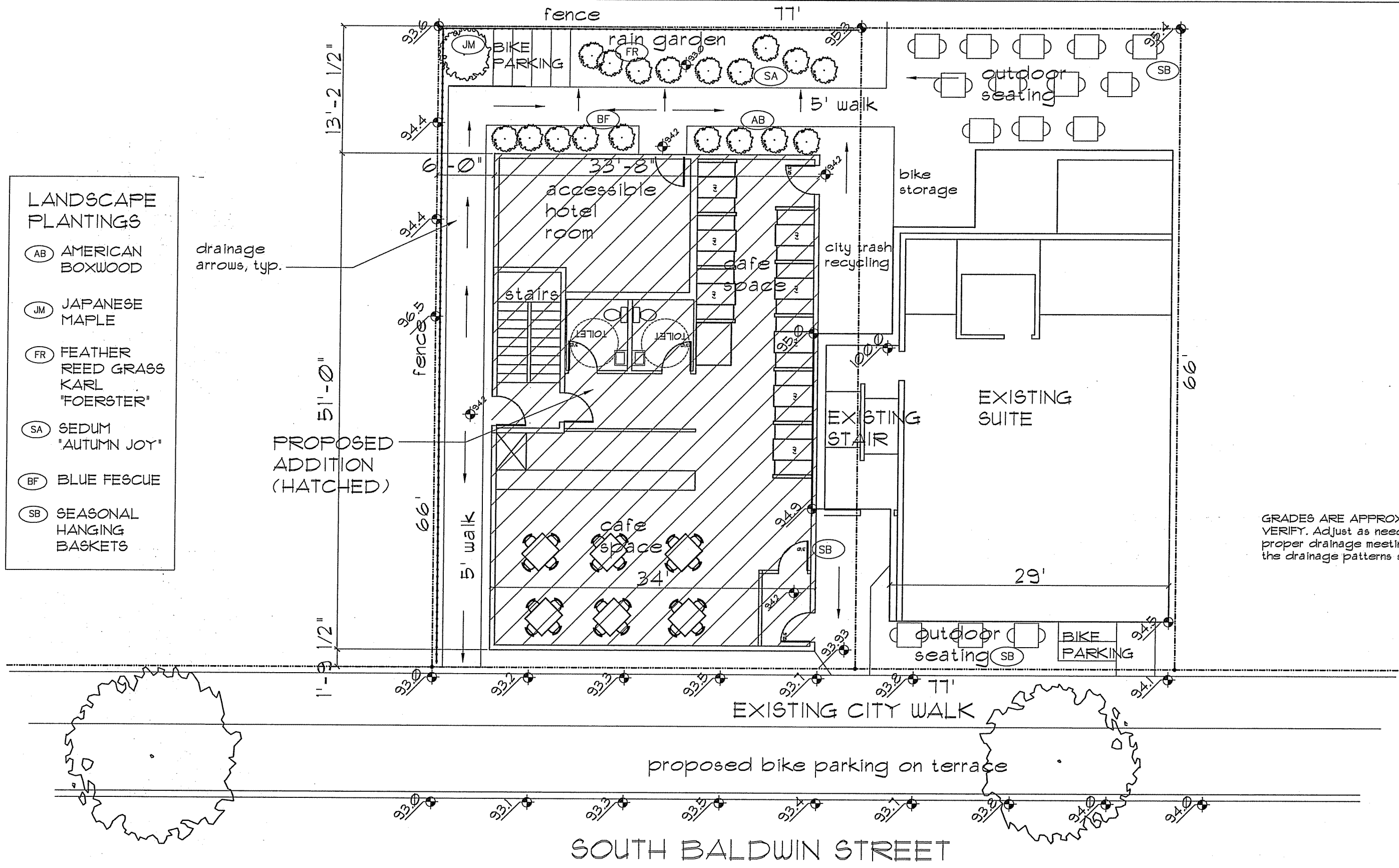


- LANDSCAPE PLANTINGS**
- (AB) AMERICAN BOXWOOD
  - (JM) JAPANESE MAPLE
  - (FR) FEATHER REED GRASS KARL "FOERSTER"
  - (SA) SEDUM "AUTUMN JOY"
  - (BF) BLUE FESCUE
  - (SB) SEASONAL HANGING BASKETS

drainage arrows, typ.

PROPOSED ADDITION (HATCHED)

GRADES ARE APPROXIMATE. FIELD VERIFY. Adjust as needed to provide proper drainage meeting the intent of the drainage patterns shown.



SITE PLAN

SCALE - 1" = 10' = 0"

SHOWING FIRST FLOOR PLANS

# CERTIFIED SURVEY MAP

Located in the SW 1/4 of the NW 1/4 of Fractional Section 7, T7N, R10E, in the City of Madison, Dane County, Wisconsin

NOTE: No changes in drainage patterns associated with development on any or all lots in this CSM shall be allowed without prior approval of the City Engineer.

NORTHWEST 1/4 CORNER OF FRACTIONAL SECTION 7, T7N, R10E, FOUND BRASS CAP IN CONCRETE  
WCCS: DANE ZONE COORDINATES:  
N:488817.17  
E:826490.13

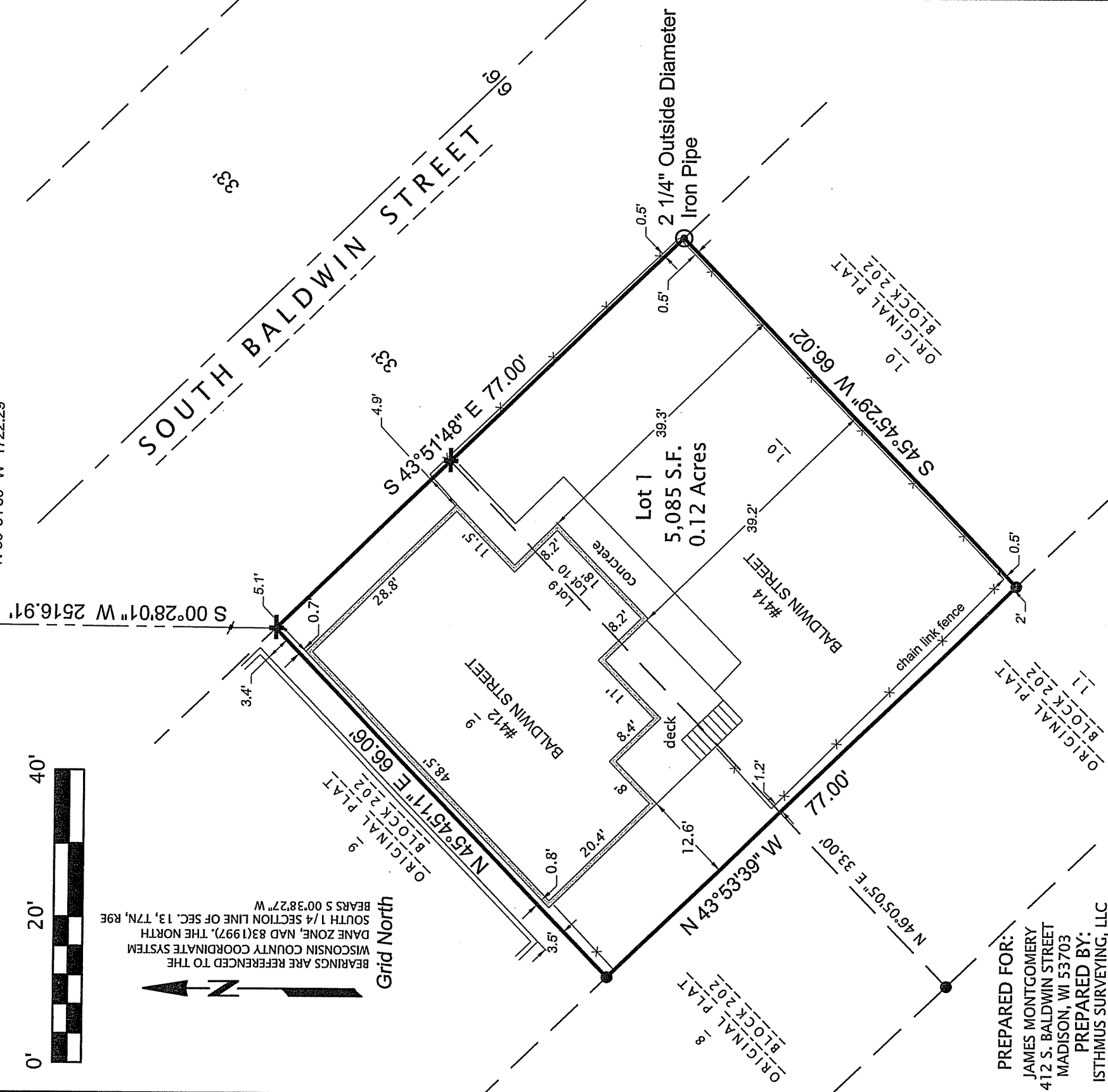
MEANDER CORNER, NORTHEAST OF THE NORTH 1/4 CORNER OF FRACTIONAL SECTION 7, FOUND BRASS CAP IN CONCRETE  
WCCS: DANE ZONE COORDINATES:  
N:488803.56  
E:828837.85

COMPUTED N 1/4 CORNER OF SECTION 7  
N:488798.72  
E:828754.03

S 89°31'59" E 2263.98' (NW 1/4 to computed N 1/4)  
S 89°31'59" E 541.69'



Grid North  
BEARINGS ARE REFERENCED TO THE WISCONSIN COUNTY COORDINATE SYSTEM DANE ZONE, NAD 83 (1997), THE NORTH SOUTH 1/4 SECTION LINE OF SEC. 13, T7N, R9E BEARS S 00°38'27" W



PREPARED FOR:  
JAMES MONTGOMERY  
472 S. BALDWIN STREET  
MADISON, WI 53703

PREPARED BY:  
ISTHMUS SURVEYING, LLC  
450 N. BALDWIN STREET  
MADISON, WI 53703  
(608) 244.1090  
www.isthmussurveying.com

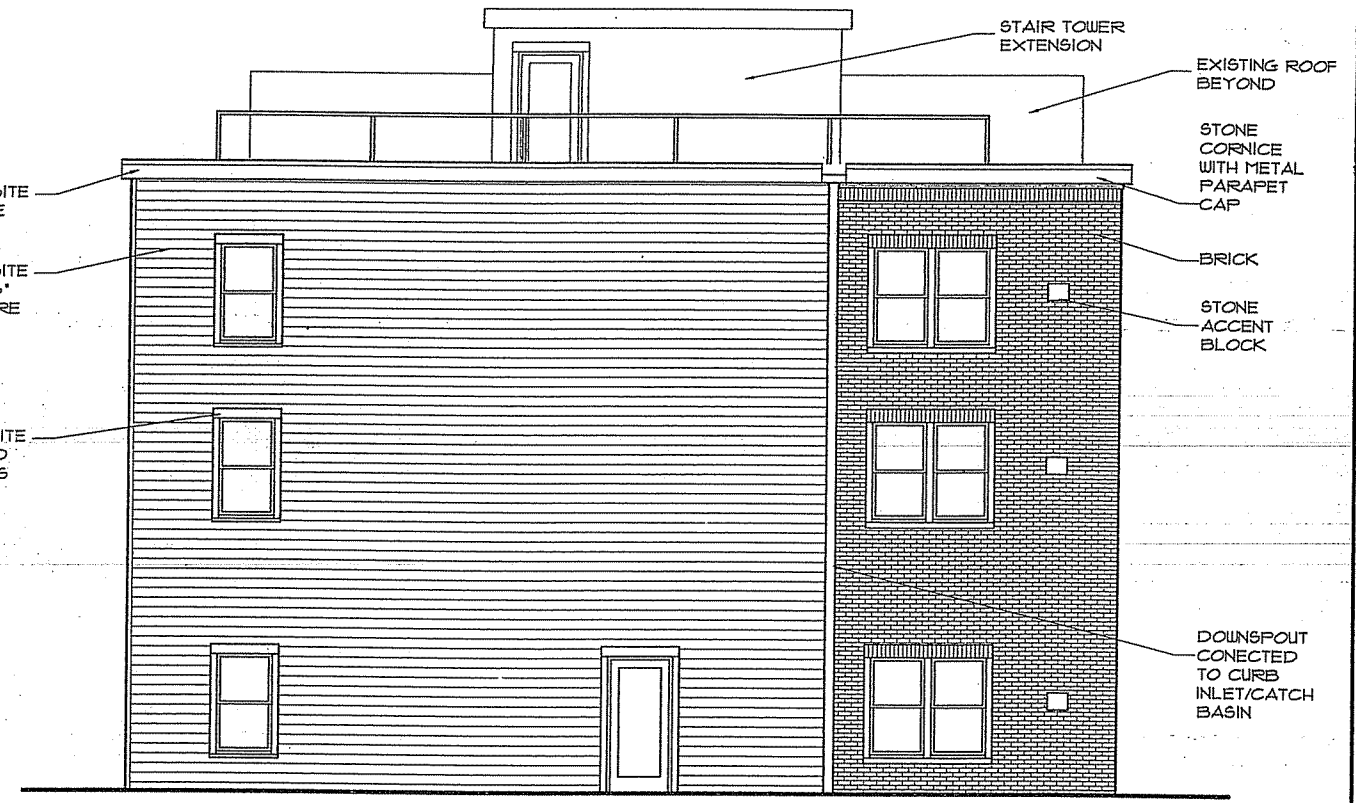
## LEGEND

- FOUND CHISELED CROSS
- SOLID IRON ROD FOUND (0.75" Dia. unless noted)
- IRON PIPE FOUND (Outside Diameter Noted)
- INDICATES RECORDED AS
- DISTANCES ARE MEASURED TO THE NEAREST HUNDREDTH OF A FOOT.

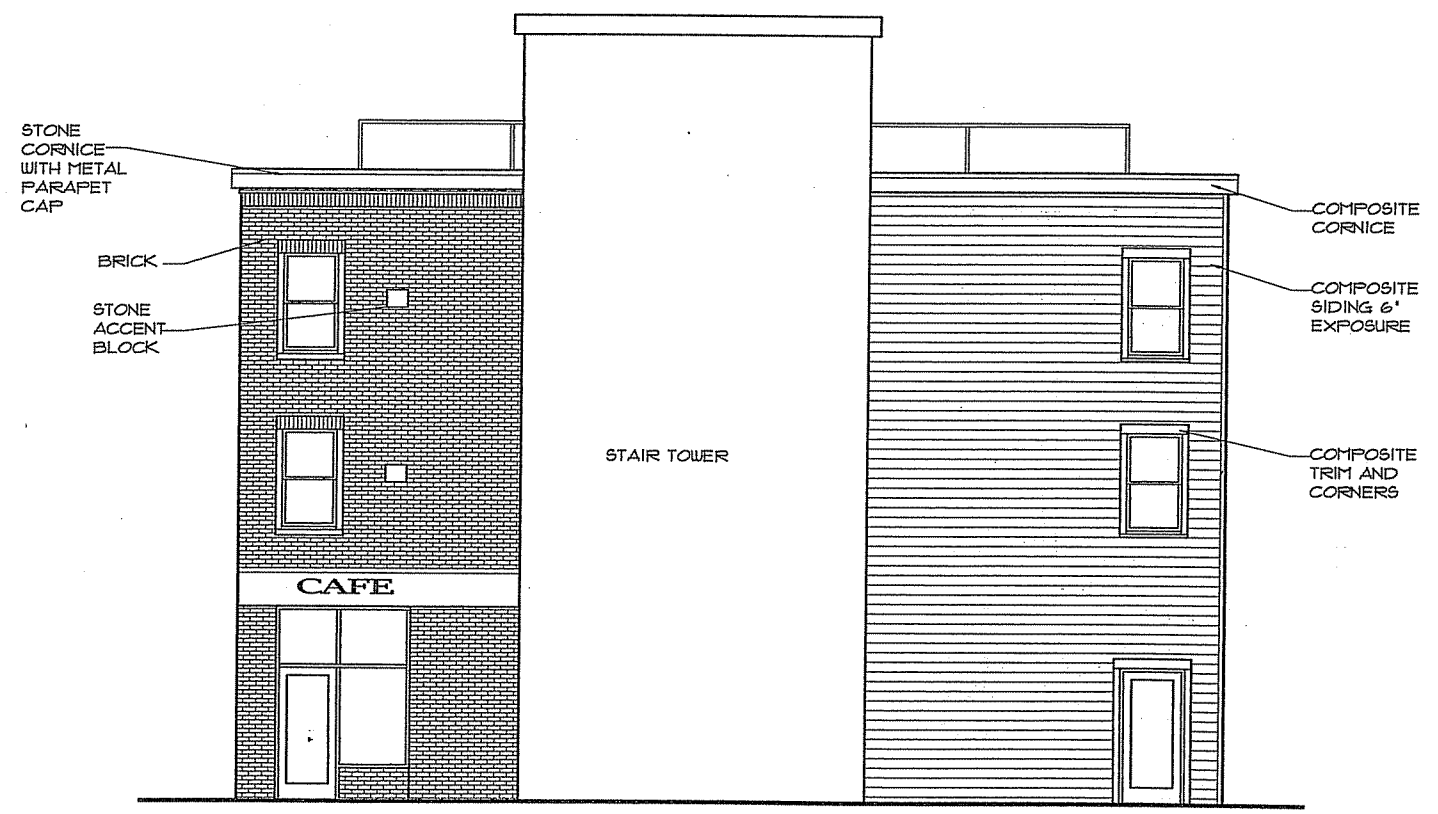
MAP NO. \_\_\_\_\_  
DOCUMENT NO. \_\_\_\_\_  
VOLUME \_\_\_\_\_ PAGE \_\_\_\_\_



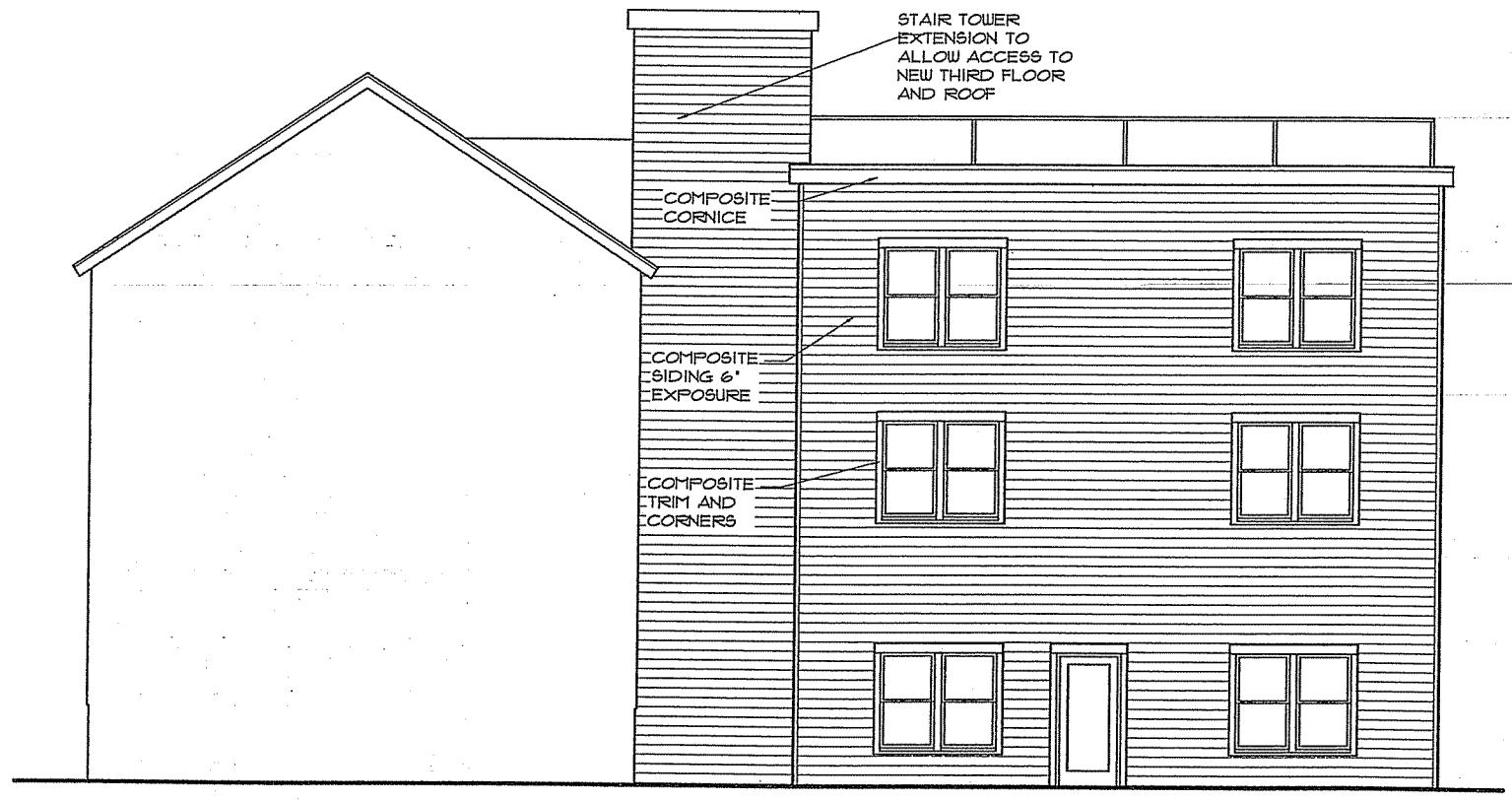
STREET ELEVATION (NORTHEAST)  
 0 2 4 6 8 feet



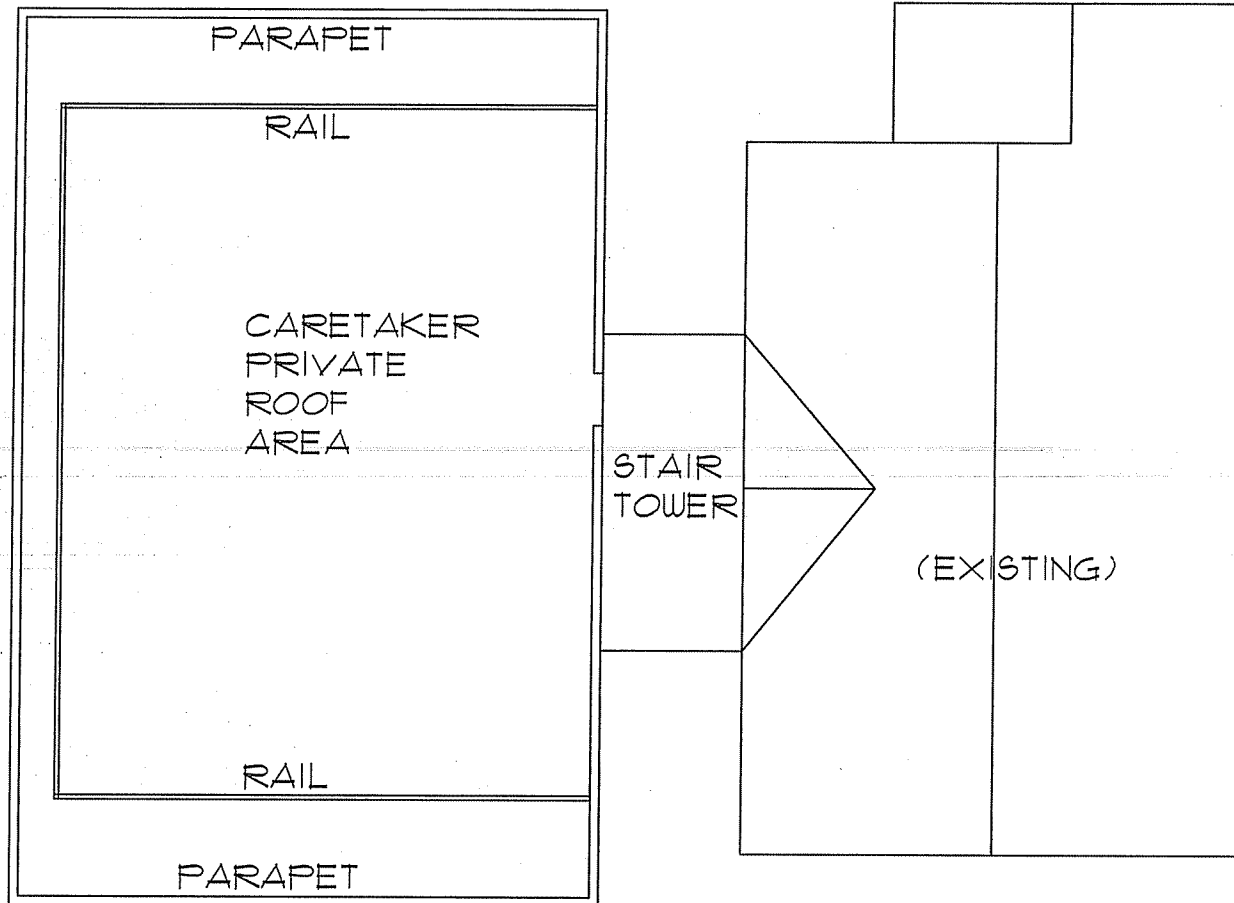
SIDE ELEVATION (SOUTHEAST)  
 0 2 4 6 8 feet



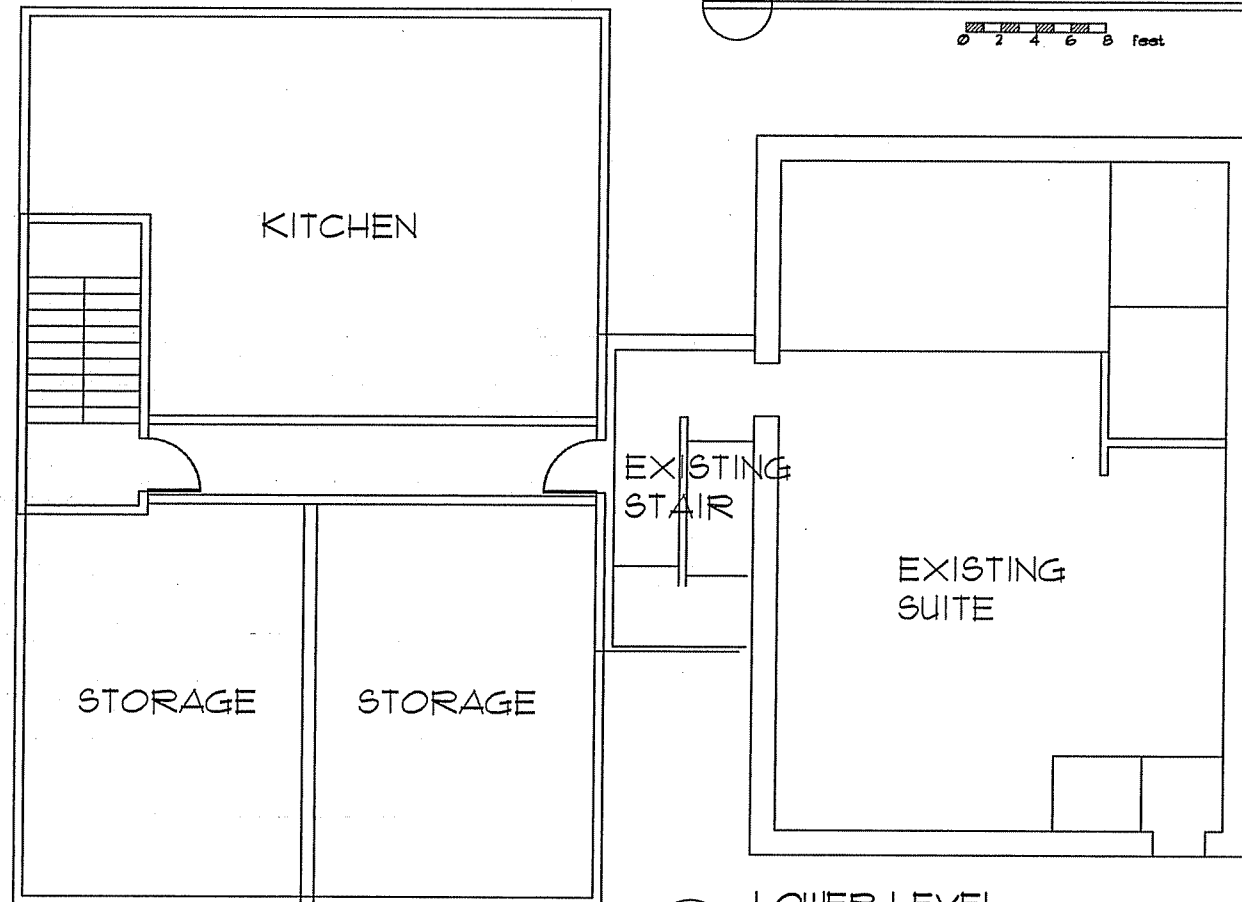
SIDE ELEVATION (NORTHWEST)  
 0 2 4 6 8 feet



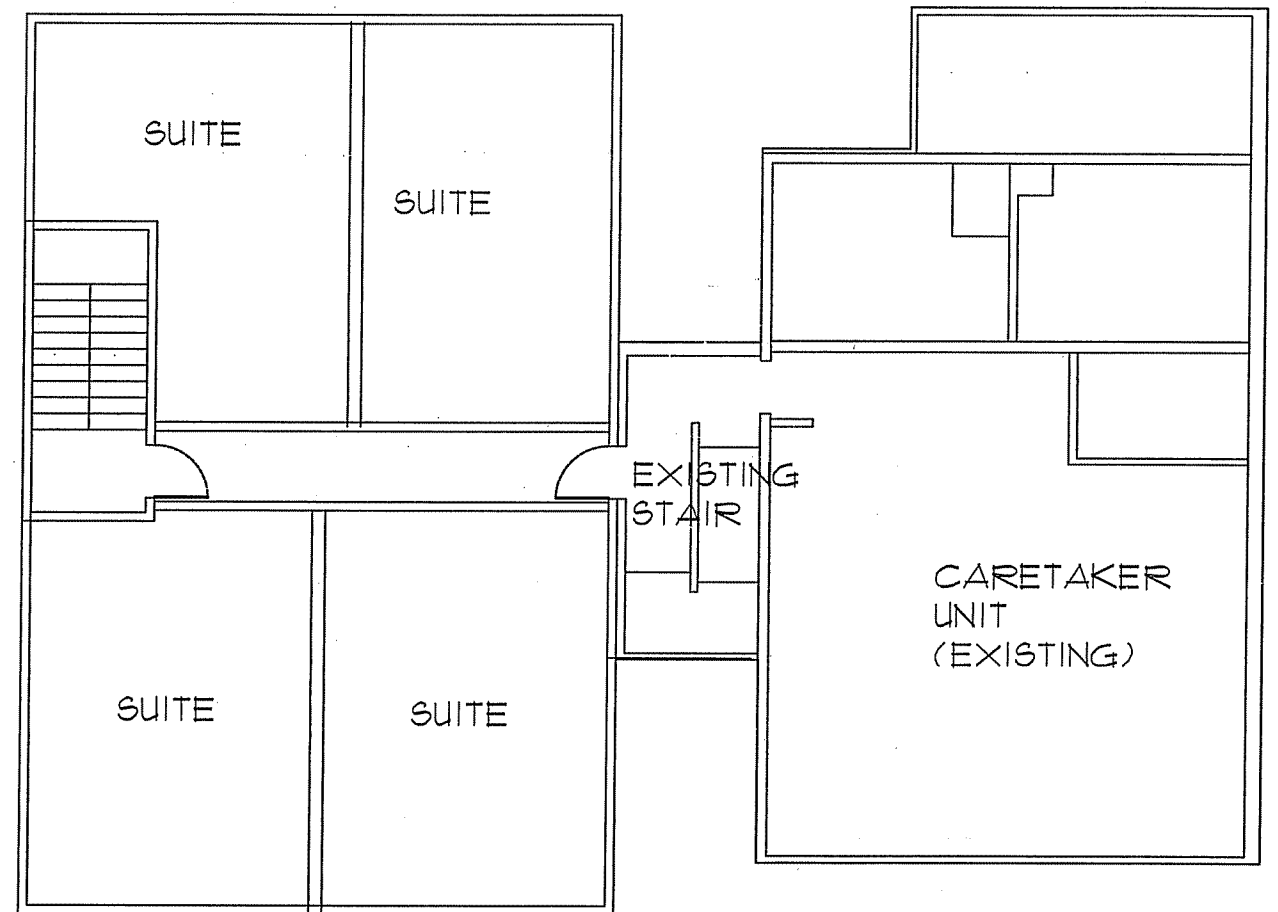
REAR ELEVATION (SOUTHWEST)  
 0 2 4 6 8 feet



ROOF PLAN  
0 2 4 6 8 feet



LOWER LEVEL  
0 2 4 6 8 feet



SECOND AND THIRD FLOOR  
PROPOSED  
0 2 4 6 8 feet

SECOND FLOOR  
EXISTING  
0 2 4 6 8 feet