



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

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

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>2/24/16</u>	<input checked="" type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>3/9/16</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: 400 W Washington Avenue
Project Title (if any): 400 W Washington

2. This is an application for (Check all that apply to this UDC application):

New Development Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or 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 Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee) Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Stephen Bus
Street Address: 2280 White Oak Circle, Suite 101
Telephone: (312) 590-9700 Fax: (____) _____

Company: Up Urban Properties, LLC
City/State: Aurora, IL Zip: 60502
Email: sbus@upcampusproperties.com

Project Contact Person: Melissa Huggins
Street Address: 16 North Carroll Street, Suite 530
Telephone: (608) 345-0996 Fax: (____) _____

Company: Urban Assets Consulting
City/State: Madison, WI Zip: 53703
Email: melissa@urbanassetsconsulting.com

Project Owner (if not applicant): Cardinal Group Wisconsin I, LLC
Street Address: 4100 E. Mississippi Ave, Floor 15
Telephone: (303) 407-4500 Fax: (____) _____

Attn: Mike Neeley
City/State: Denver, CO Zip: 80246
Email: neeley@cardinalgroup.com

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with _____ on _____
(name of staff person) (date of meeting)

B. 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 Stephen Bus

Relationship to Property Contract purchaser

Authorized Signature

Date 2/9/2016



Wednesday, February 24, 2016

Urban Design Commission
Department of Planning and Community and Economic Development
City of Madison
215 Martin Luther King Jr. Boulevard
Madison, WI 53703

Re: 400 West Washington Avenue

Dear Commission Members:

Up Urban Properties is proposing to redevelop six lots on West Washington Avenue and North Broom Street to a four to six story building. The 81,228 square foot project will include 85 units with a mix of studios, one bedrooms, two bedrooms, and three bedrooms. The project will be marketed primarily to young professionals and secondarily to students. The redevelopment of the six lots will require a rezoning from PD to DR-2, which reflects the zoning of the surrounding properties.

According to the Downtown Plan, the predominant physical characteristic for this part of Downtown is West Washington Avenue itself, with its wide terraces, large canopy trees, and setbacks, which create the feel of a grand boulevard as you move towards the Capital. The design intent for 400 West Washington is to fit into the rhythm of West Washington Avenue as well as create an architecturally successful building that will enhance this important corner and gateway to the Downtown Core. In order to obtain the additional two stories, the project must meet the standard of exceptional design. The additional two stories will be set back 30', as required by the Downtown Design Guidelines, creating the opportunity for a large terrace on the fourth floor for the residents' use.

Given the urban nature of the site, the landscaping will be designed to enhance the pedestrian experience and improve the look and feel of West Washington Avenue. The planting palette will be focused on native species. The fourth floor terrace will also be landscaped using planters.

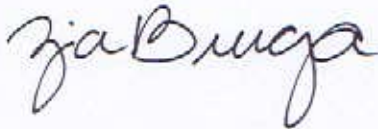
Due to its Downtown location and proximity to three very active metro bus lines as well the Epic bus, with a stop directly in front of the new building, this project is designed to be a Transit Oriented Development (TOD). The project will include 35 parking spaces, 20 moped spaces, and 58 bike spaces. The intent, however, is for the total bike and moped parking to be shared between the two modes in order to meet the residents' actual demand.

This is the first project on West Washington Avenue that will require the demolition of older housing stock that serves primarily students. The Downtown Plan anticipates the redevelopment of older housing stock along West

Washington with the selective conservation of buildings with architectural or historical interest. According Amy Scanlon, Preservation Planner, 10-12 North Broom Street has some limited architectural and historical importance. Up Urban Properties is working to relocate the property, potentially within the 400 block.

The project team for 400 West Washington looks forward to discussing the project with the Urban Design Commission.

Regards,

A handwritten signature in black ink, appearing to read "Zia Brucaya". The signature is written in a cursive, flowing style with some loops and flourishes.

Zia Brucaya
Associate Planner



UP Madison

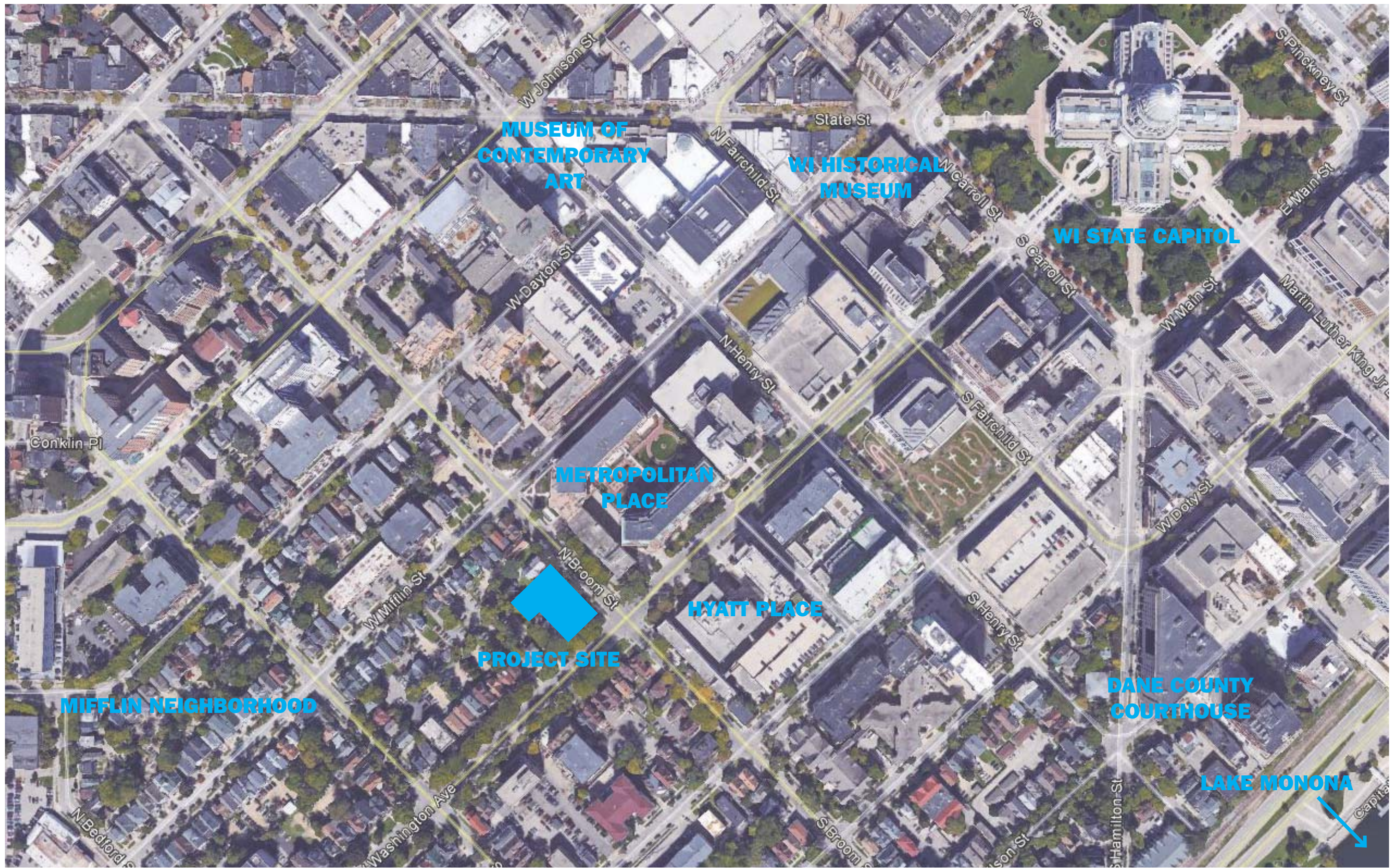
400 W Washington Avenue
Madison, WI 53703

INTERSECTION OF WASHINGTON AND BROOM

Urban Assets Consulting | 16 North Carroll Street, Suite 530, Madison WI, 53703 | T:608.819.6566 | www.UrbanAssetsConsulting.com



Shepley Bulfinch







UP Madison

400 W Washington Avenue
Madison, WI 53703

BIRD'S EYE VIEW

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WEST WASHINGTON DOWNTOWN CONCEPT



WEST WASHINGTON DOWNTOWN CONCEPT - PROPOSED



8-10 BROOM STREET



14-16 BROOM STREET



404-408 W WASHINGTON AVE.



404 W WASHINGTON AVE.



408 W WASHINGTON AVE.



414 W WASHINGTON AVE.



414 W WASHINGTON AVE - SIDE VIEW



BROOM STREET - NE CORNER



W WASHINGTON AVE - SE CORNER



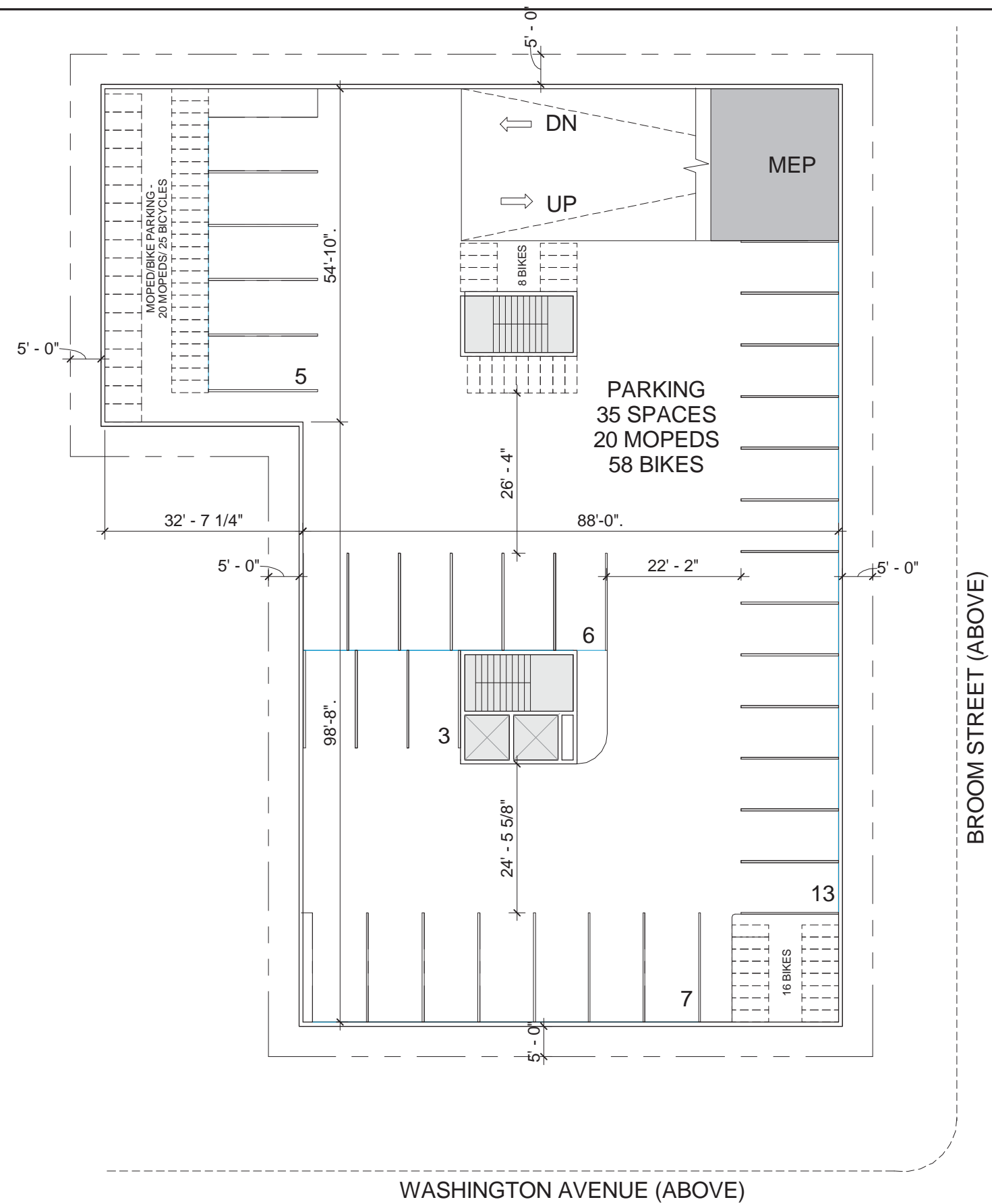
W WASHINGTON AVE - SW CORNER



W WASHINGTON AVE LOOKING TOWARD BROOM



REAR VIEW OF HOMES ALONG BROOM



1 PARKING LL1
 SCALE 3/64" = 1'-0"



PROJECT INFORMATION

LOCATION

CAPITAL NEIGHBORHOODS
ALDERMAN DISTRICT 4: ALDERMAN MICHAEL E. VERVEER

ZONING

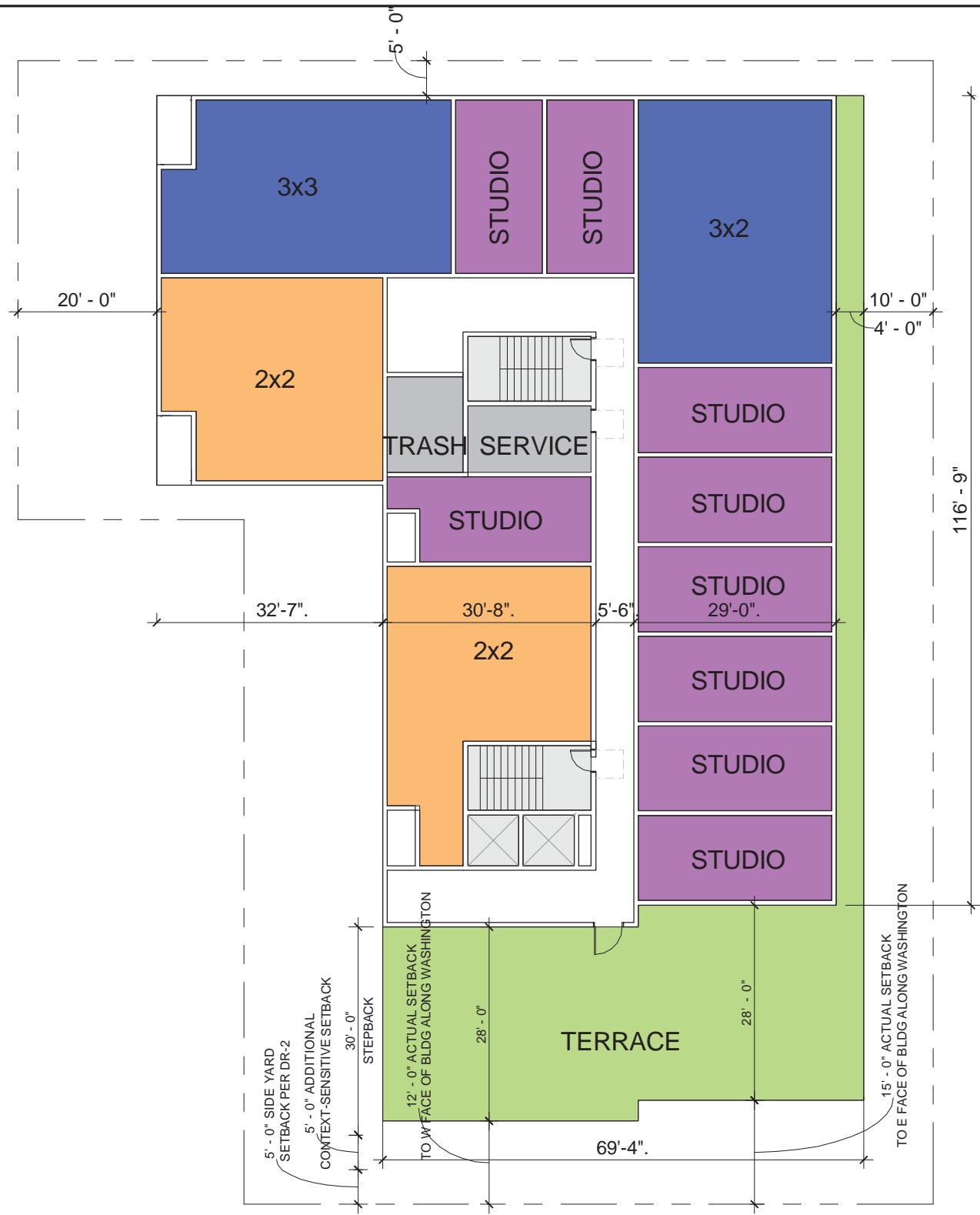
DR2- DOWNTOWN RESIDENTIAL 2
 LOT AREA: 3,000 SF
 LOT WIDTH: 30 FOR 1, 2 AND 3 UNIT BUILDINGS, 40 FOR 4-UNIT BUILDINGS AND HIGHER, AND FOR NON-RESIDENTIAL AND MIXED-USE BUILDINGS
 FRONT YARD SETBACK: 10'
 SIDE YARD SETBACK: 5'
 REAR YARD SETBACK: LESSER OF 20% LOT DEPTH OR 20'
 MAXIMUM LOT COVERAGE: 80%
 MINIMUM HEIGHT: 2 STORIES
 MAXIMUM HEIGHT: 4 STORIES* PER ADDITIONAL HEIGHTS MAP SECTION 28.071(2)(b) BUILDINGS ALONG THE FRONTAGE OF THE 400 AND 500 BLOCKS OF WEST WASHINGTON AVENUE MAY BE ALLOWED TWO (2) ADDITIONAL STORIES ABOVE THE FOUR (4) STORY BUILDING HEIGHT LIMIT PROVIDED THERE IS A THIRTY (30) FOOT STEPBACK.
 STEPBACKS: 30 FEET ABOVE 4 STORIES WHEN ADJACENT TO WASHINGTON AVENUE
 USABLE OPEN SPACE: 20 SF PER BEDROOM REQUIRED, 30.5 SF PROVIDED

PROJECT IS IN A PROTECTED VIEWS AND VISTAS CORRIDOR AND THERE ARE MAJOR TRANSITS ON BOTH STREETS.

1 FLOOR 1
SCALE 3/64" = 1'-0"




1 FLOORS 2-4
 SCALE 3/64" = 1'-0"



1 FLOOR 5
 SCALE 3/64" = 1'-0"

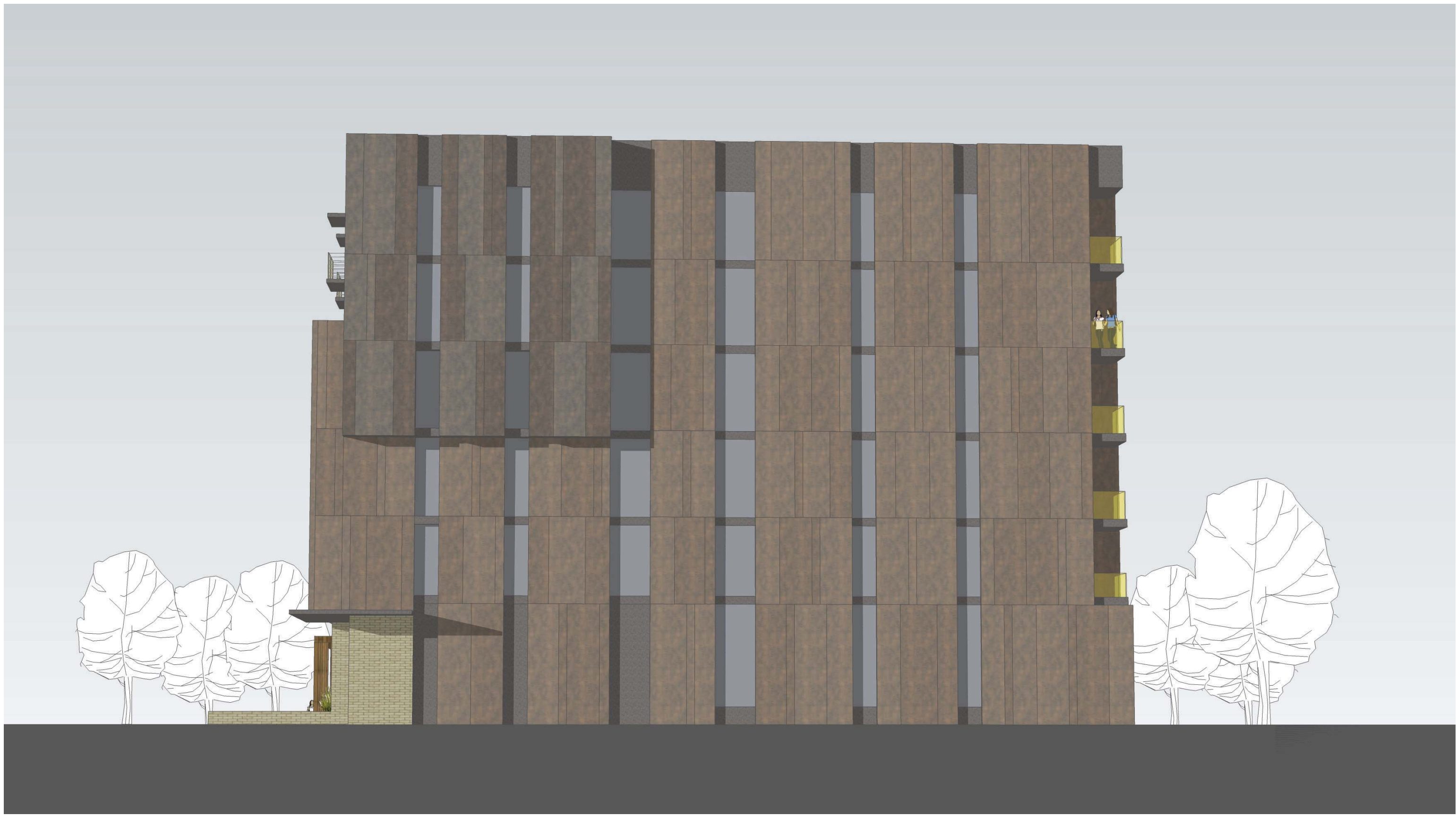


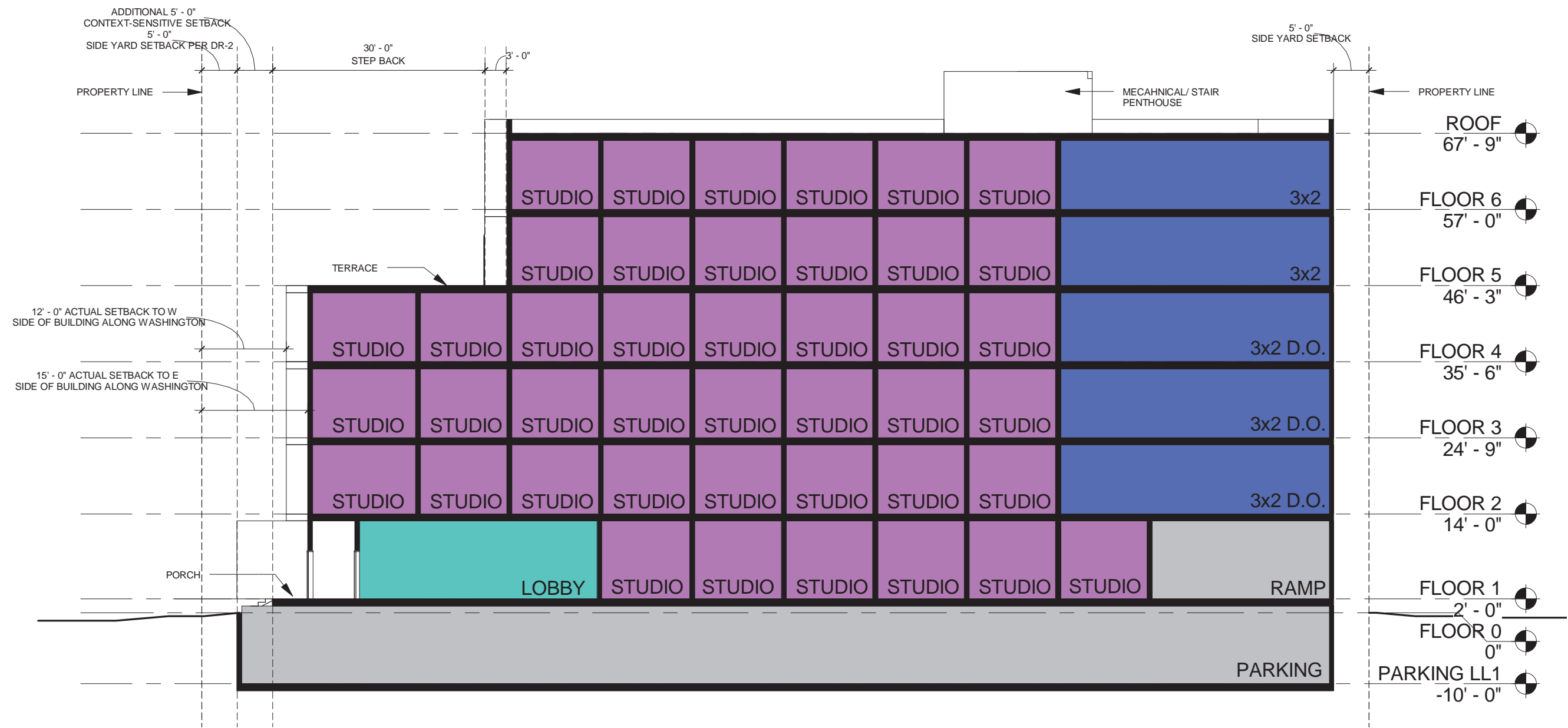
1 FLOOR 6
SCALE 3/64" = 1'-0"



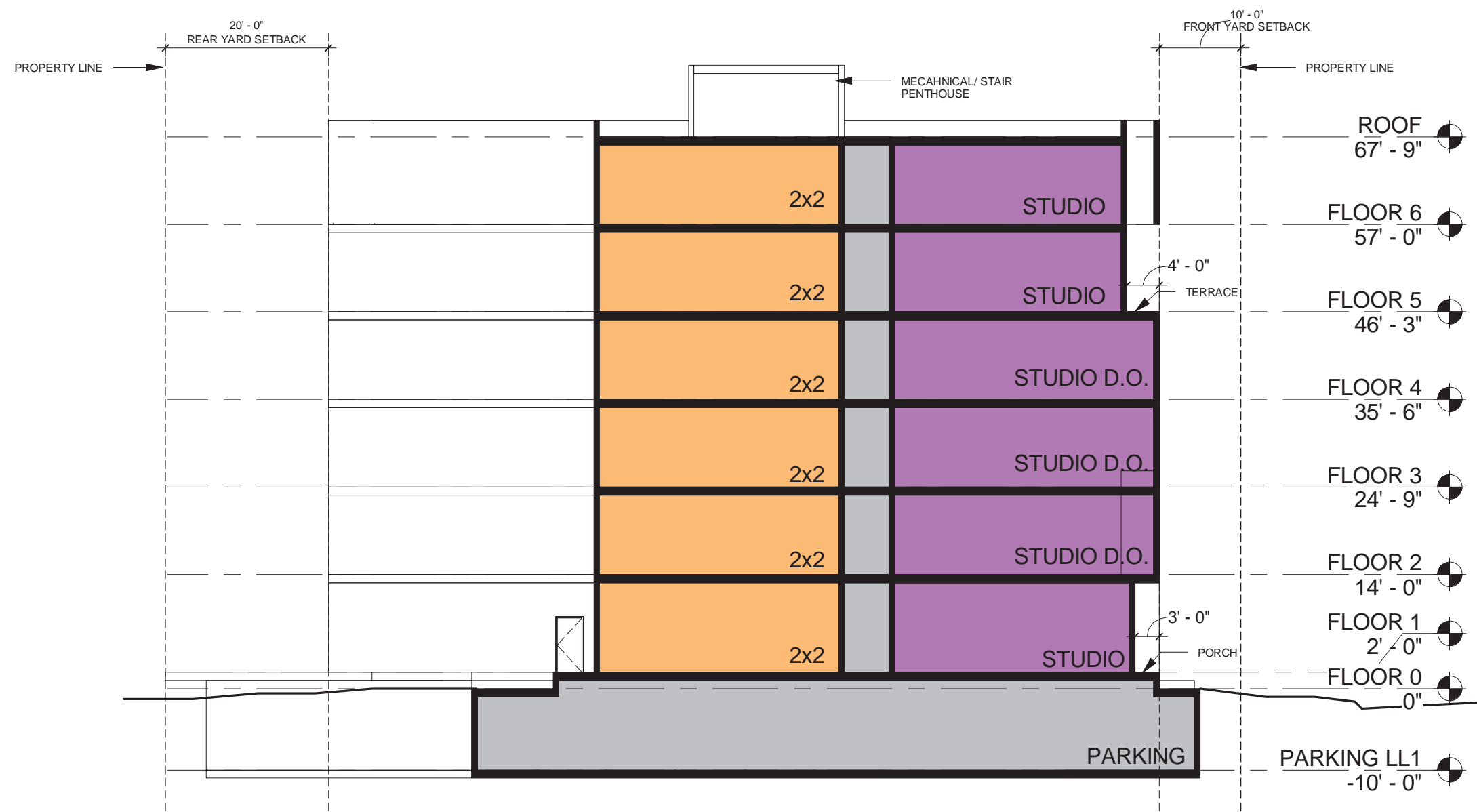








1 Section Through Broom Street
 SCALE 1/16" = 1'-0"



2 Section Through Washington Street
 SCALE 1/16" = 1'-0"

UP Madison Test Fit
Shepley Bulfinch

Approx. Unit Areas		1,100	950	850	400	320		
		3x2 D.O.	3X3	2x2	Studio D.O.	Studio	Units/Floor	Beds/Floor
New Construction								
Parking LL1								
Floor 1 (lobby + amenity + service)		0	1	2	0	8	11	15
Floor 2 (residential)		1	1	3	8	3	16	33
Floors 3 (residential)		1	1	3	8	3	16	33
Floors 4 (residential)		1	1	3	8	3	16	33
Floors 5 (residential)		0	2	2	0	9	13	19
Floors 6 (residential)		0	2	2	0	9	13	19
Total		3	8	15	24	35	85	152
% OF TOTAL UNITS		4%	9%	18%	28%	41%	Total Units	Total Bedrooms

	GSF	RESIDENTIAL AREA	COMMON AREA	VERTICAL CIRC+SERVICE	PARKING AREA
LL1	15,680	0	0	561	15,119
L1	10,388	5,427	3,993	968	0
L2	11,998	9,887	1,143	968	0
L3	11,998	9,887	1,143	968	0
L4	11,998	9,887	1,143	968	0
L5	9,583	7,473	1,142	968	0
L6	9,583	7,473	1,142	968	0
Total	81,228	50034	9706	6369	15,119

Residential Point System

Studio (0.75)	44.25
Two Bedroom (2)	30
Three Bedroom (3)	33
Four Bedroom (3)	0
Average Point Value:	1.262
Average Point Value to Beat:	1.25

Parking

L1 - RESIDENTIAL	35
Total	35
Moped Parking	20
Bike Parking	83

*GSF does not include terraces



UP Madison
400 W Washington Avenue
Madison, WI 53703

STREET VIEW DOWN WASHINGTON

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ECHINACEA AGASTACHE



FEATHER REED GRASS - SWITCH GRASS -
WILD INDIGO - SEDUM



LIATRIS



HELIOPSIS - ECHINACEA



HELIOPSIS - LIATRIS



MIXED NATIVE PERENNIALS -
MUSCLEWOOD TREE



NEPETA - ECHINACEA - SALVIA



SALVIA - SESLERIA



SWITCHGRASS



MIXED NATIVE PERENNIALS