

# 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: 134-140 S. Blair Street; 506-518 East Wilson Street

Title: The East End; Mixed Use Development consisting of 180 residential units and approximately 10,000 sf of commercial and 208 internal structured parking stalls.

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

UDC meeting date requested May 8, 2019

- 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)

### Other

Please specify \_\_\_\_\_

## 4. Applicant, Agent, and Property Owner Information

**Applicant name** Lance McGrath      **Company** McGrath Property Group, LLC  
**Street address** 730 Williamson Street, Suite 150      **City/State/Zip** Madison, WI 53703  
**Telephone** 608-345-3975      **Email** lance.mcgrath@mcgrathpropertygroup.com

**Project contact person** Marc Schellpfeffer      **Company** CaS4 Architecture, LLC  
**Street address** 4414 Regent Street, Suite 102      **City/State/Zip** Madison, WI 53705  
**Telephone** 608-709-1250      **Email** marc@cas4arch.com

**Property owner (if not applicant)** \_\_\_\_\_  
**Street address** \_\_\_\_\_      **City/State/Zip** \_\_\_\_\_  
**Telephone** \_\_\_\_\_      **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\***

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](mailto: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 Tim Parks and City Staff at a DAT meeting on 3-13-2019 and 3-21-2019.
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 Lance McGrath Relationship to property CONTRACT OWNER  
 Authorizing signature of property owner Lance McGrath Date 4/22/19

**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(b) 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

19003 – The East End – McGrath Property Group

Information Submittal to City of Madison  
Landmarks Commission and Urban Design Commission

To: Commission Members and Staff

McGrath Property Group is proposing to construct a new mixed-use project on most of the assembly of properties currently owned by Robert Worm on the corner of East Wilson Street and South Blair Street. The Hotel Ruby Marie as well as the two small parcels of vacant land on the corner of South Franklin Street and East Wilson are not part of this development proposal. As part of the land purchase McGrath Property Group is also acquiring the four rental houses located along South Blair Street between the Essen Haus surface parking lot and Settlement Place Apartments that are owned by McGrath Property Group.

The properties on East Wilson Street are in a National Historic District. The original concept brought forward by the development team proposed saving the “contributing” buildings, 506 and 518 East Wilson, and demolishing the “non-contributing” buildings in between. The remainder of the site sits within the First Settlement Local Historic District. As part of the concept the four rental houses along South Blair Street were being removed; those houses currently occupy addresses 110-120 South Blair Street. Within the current site boundary the project would include a mixed-use project that would be comprised of approximately 240 residential units, 10,000-20,000 sf of commercial space, and 340 internal structured parking stalls. This structure would be of a scale of five stories along South Blair Street and E. Wilson with the internal areas of the site being of the lower three story scale as articulated by current downtown zoning height map. This concept was shared with Alder Rummel, members of the First Settlement Neighborhood, and City of Madison Planning Staff, Preservation Planner, as well as the Development Assistance Team (DAT). Over these series of meetings, and neighborhood discussions that the development team was allowed to attend, it was a common point of interest that the four houses along South Blair Street are attempted to be left in place as part of the overall development. Though the development team feels that these properties need more attention than is economically feasible as part of a larger project development they also understand the concerns of all parties involved.

As a result the development team has taken a further look at what is a viable project that not only meets the needs of the overall project goals from the development side of the equation, but what is possible while leaving the current rental houses in place along South Blair Street.

The concept proposal that we are introducing at this informational meeting to both the Landmarks Commission and the Urban Design Commission looks at the site described above while leaving the four houses in place. The current zoning and downtown height map, along with recommendations in the Downtown Plan, the updated Comprehensive Plan, and the First Settlement Neighborhood Plan (1995) all point to this particular site as being underutilized and a prime candidate for a more intensive development. The Downtown Plan points to this block (Block 115) as underutilized and a focus for more intensive redevelopment. The Comprehensive Plan defines these sites as ones for generally larger multifamily buildings or multifamily complexes. Within the First Settlement Neighborhood Plan it calls for higher density residential developments on arterial streets, institutional edges such as Butler Street and Lake Monona frontage. This site is identified as R7 within the neighborhood plan and again calls for higher density and higher rise development due to its location along major transportation corridors and/or valuable lakefront sites such as the E. Wilson Street frontage.

The proposed development is comprised of 180 residential units, 9,000-10,000 sf of new commercial space along South Blair Street and E. Wilson Street, and 208 internal structured parking stalls. The building's grade level commercial space and residential lobby along both E. Wilson Street and South Blair Street would be a taller single story to allow for better commercial spaces that will also shield the internal structured parking located at the center of the site. Above the grade level along E. Wilson Street and South Blair Street would be four levels of residential housing. The building scale and its location fit within the boundaries of the downtown height map and keep the taller mass of the development along the edges of the First Settlement Neighborhood and in relation with the taller neighboring structures of the Cardinal Hotel, South Franklin Street condominiums, MG&E buildings, Settlement Place, The Ruby Marie Hotel, and 320 E. Wilson Street apartments. This is a key component to both the Downtown Plan and First Settlement Neighborhood Plan recommendations for potential development of this site. Within the depth of the site a two level portion of residential apartments would step down to the scale of the Germania condominiums. Along E. Wilson Street the Come Back In would remain as an independent structure as originally planned within the development and will be renovated on a separate track of approval and permitting. Through our investigation of the existing structures on site the 518 E. Wilson Street building that was originally intended to remain as part of the new development was found to not be in a condition that makes renovation viable. Areas of the existing structure are pulling apart from each other along the exterior walls, portions of the foundation are collapsing in on themselves and have led to areas of floor framing falling in within the current structure.

19003 – The East End – McGrath Property Group

As the development team continues to advance the design of the project we understand the importance of the relation of the new structure to its neighbors, and creating a design that pulls from the proportions and scales found within those structures; this doesn't simply mean a building of the same height. This goes to understanding the form, and the relation and breaking down of that form within the overall mass of the building. It is also important to do this in a manner that respects the new development and its qualities and character that will contribute to the ever evolving Downtown of the City of Madison.

It is the intent of the development team to continue the dialogue with the First Settlement Neighborhood with two scheduled meetings at the end of April and middle of May. From those meetings we will be submitting our Land Use Application on May 29, 2019.

Sincerely,

Marc Schellpfeffer, AIA  
Partner; CaS4 Architecture, LLC

MDS/pmc

Copied  
File



# Properties and Adjacent Sites

The East End - McGrath Property Group  
 City of Madison Landmarks and Urban Design Commission Informational Meeting Submittal  
 Scale: 1" = 100' - 0"

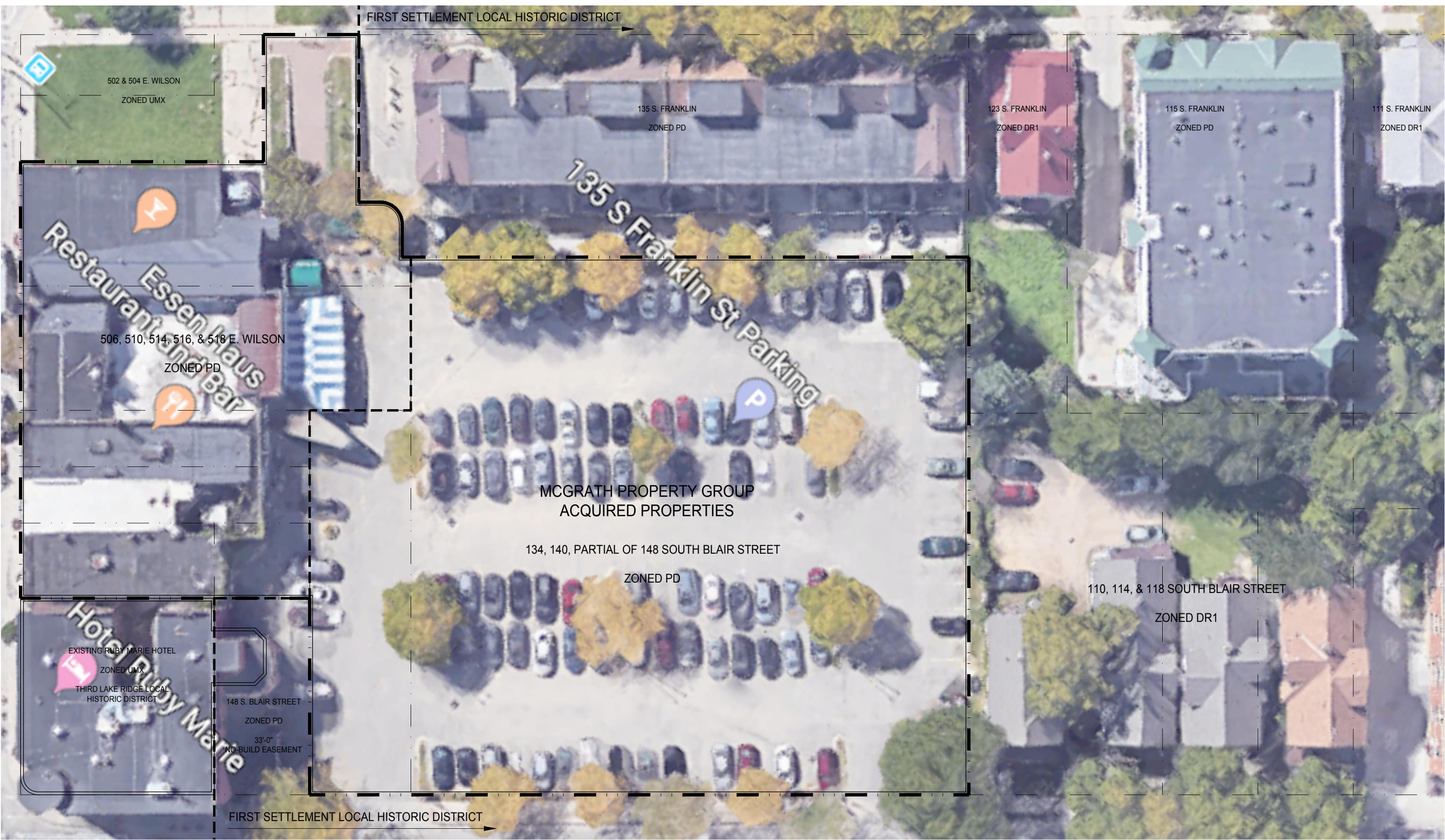
April 22, 2019 Submittal; May 6, 2019 Landmarks Commission informational meeting and May 8, 2019 Urban Design Commission informational meeting



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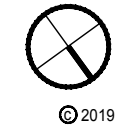


# Current Zoning for Properties and Adjacent Sites

The East End - McGrath Property Group  
 Scale: 1" = 30' - 0"

19003.00

April 22, 2019 Submittal; May 6, 2019 Landmarks Commission informational meeting and May 8, 2019 Urban Design Commission informational meeting

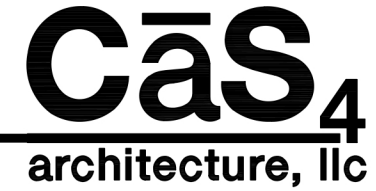
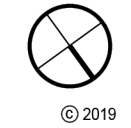




# Lower Level Plan

The East End - McGrath Property Group  
 City of Madison Landmarks and Urban Design Commission Informational Meeting Submittal  
 Scale: 1" = 30' - 0"

April 22, 2019 Submittal; May 6, 2019 Landmarks Commission informational meeting and May 8, 2019 Urban Design Commission informational meeting



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# Grade Level Plan

The East End - McGrath Property Group  
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 Scale: 1" = 30' - 0"

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# Upper Level Parking Plan

The East End - McGrath Property Group  
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 Scale: 1" = 30' - 0"

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# Residential Level Plan - Second and Third Floor

The East End - McGrath Property Group  
City of Madison Landmarks and Urban Design Commission Informational Meeting Submittal  
Scale: 1" = 30' - 0"

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# Residential Level Plan - Fourth and Fifth Floor

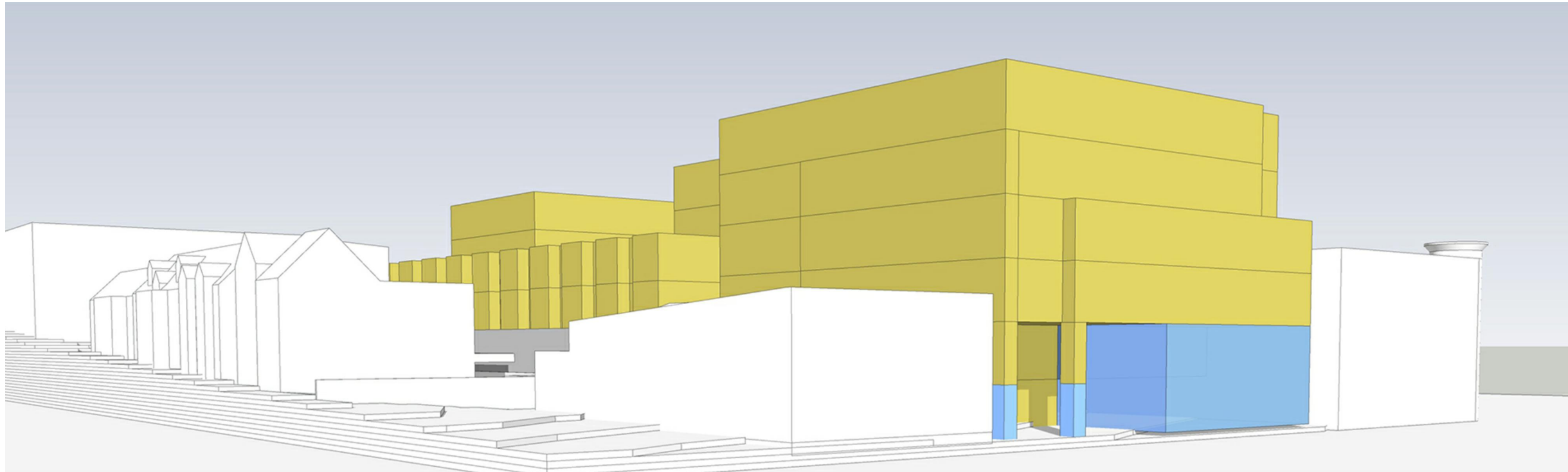
The East End - McGrath Property Group  
 City of Madison Landmarks and Urban Design Commission Informational Meeting Submittal  
 Scale: 1" = 30' - 0"

April 22, 2019 Submittal; May 6, 2019 Landmarks Commission informational meeting and May 8, 2019 Urban Design Commission informational meeting

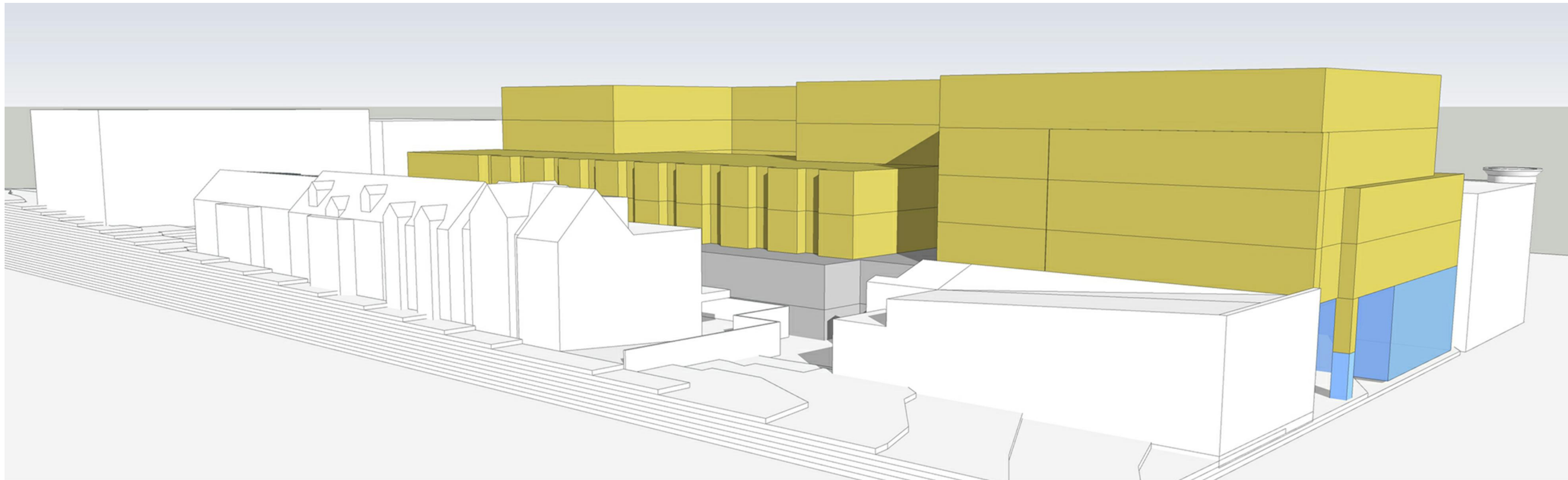


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Street View from corner of South Franklin and East Wilson Street



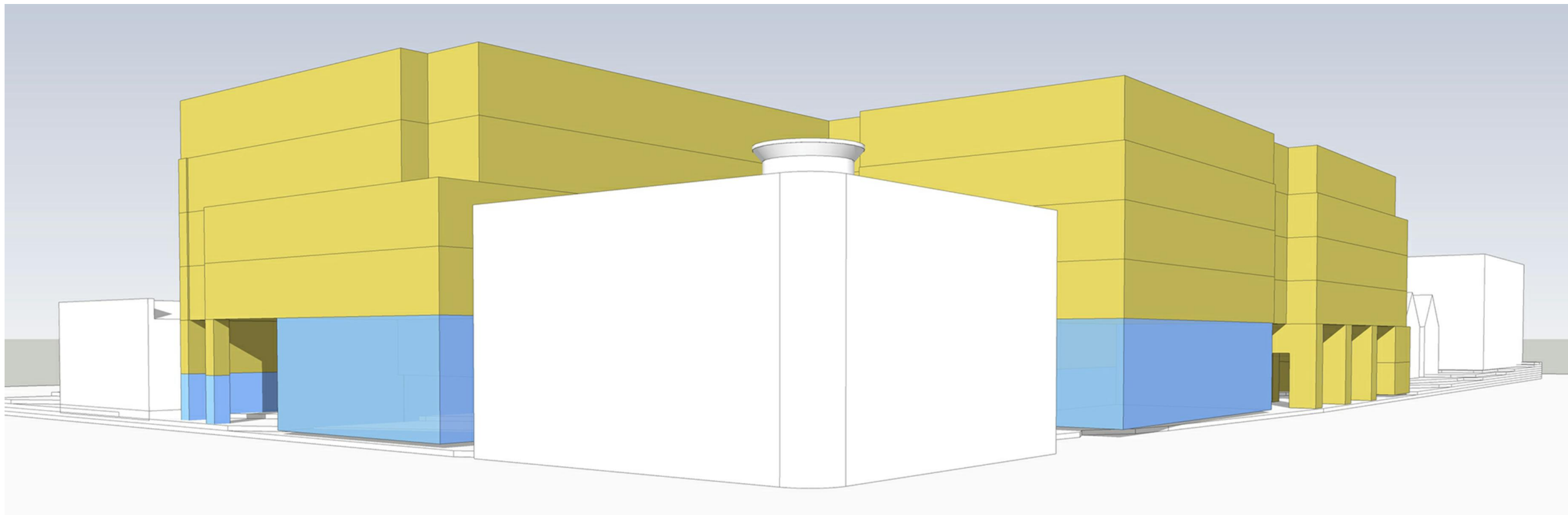
Elevated View from corner of South Franklin and East Wilson Street

## Views of Immediate Site

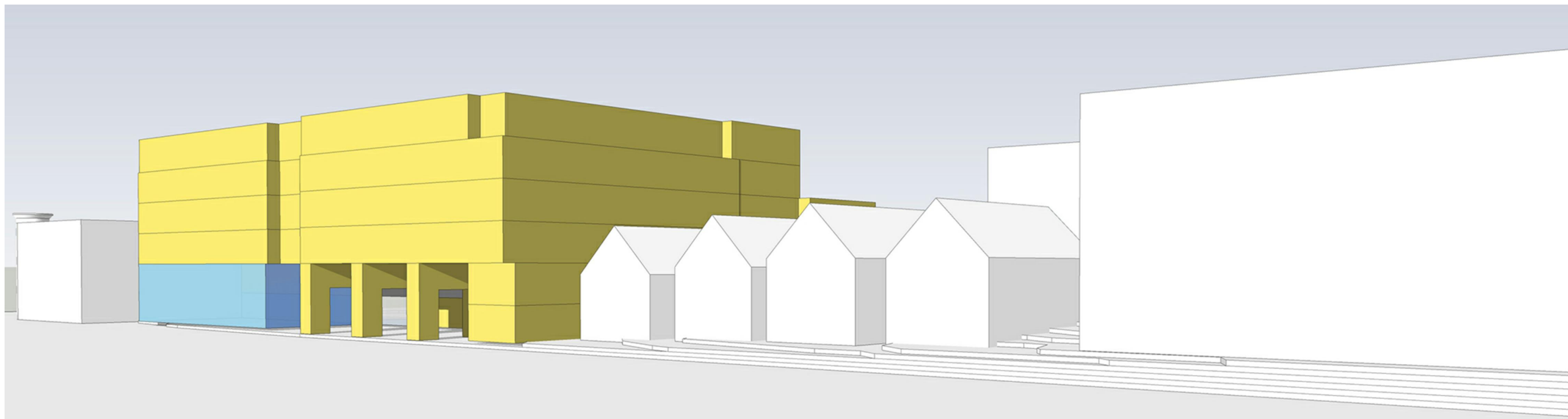
The East End - McGrath Property Group  
 City of Madison Landmarks and Urban Design Commission Informational Meeting Submittal

April 22, 2019 Submittal; May 6, 2019 Landmarks Commission informational meeting and May 8, 2019 Urban Design Commission informational meeting





Street View from corner of South Blair and East Wilson Street



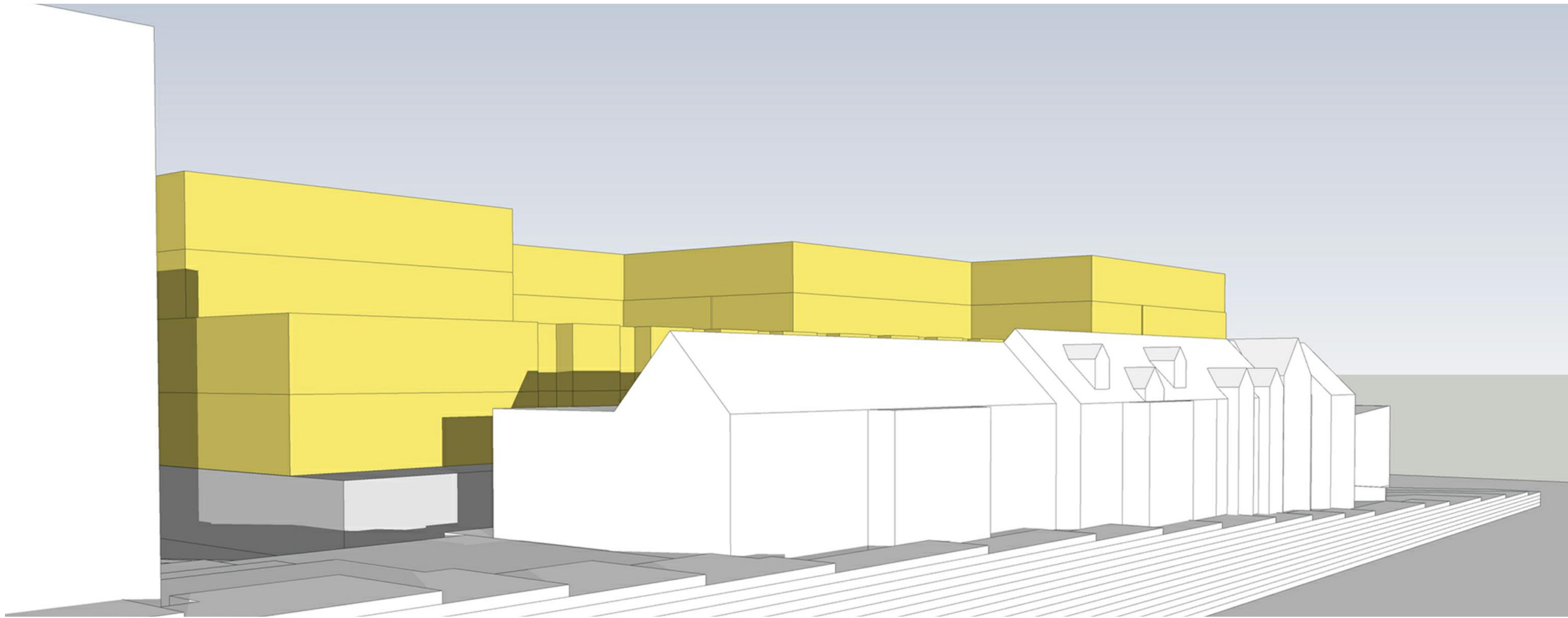
Street View from South Blair and East Main Street

## Views of Immediate Site

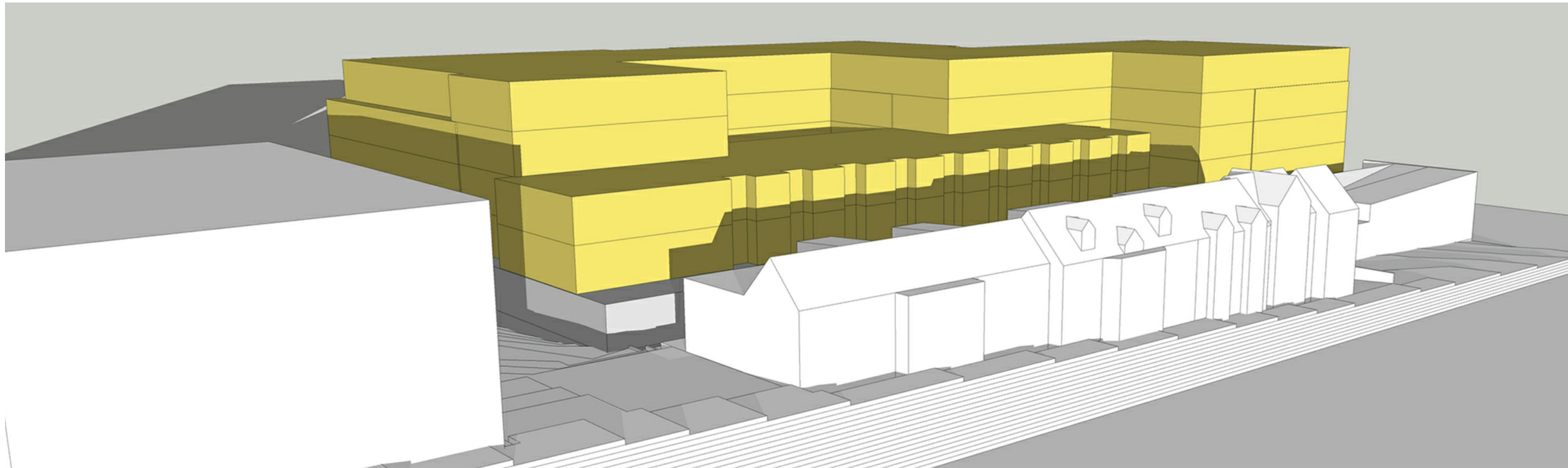
The East End - McGrath Property Group  
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Street View from South Franklin Street



Elevated View from South Franklin Street

## Views of Immediate Site

The East End - McGrath Property Group  
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