

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
126 S. Hamilton St.
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 _____

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: 211 N Carroll St / 200-220 Wisconsin Ave
Title: Madison College Downtown

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

UDC meeting date requested 09/06/2017

- ☒ 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
Signage application/review to occur separately

4. Applicant, Agent, and Property Owner Information

Applicant name Mike Slavish **Company** Hovde Properties
Street address 122 W. Washington Avenue, Suite 350 **City/State/Zip** Madison, WI 53703
Telephone (608) 255-5175 **Email** MSlavish@hovdeproperties.com
Project contact person Victor Villacrez **Company** Hovde Properties
Street address 122 W. Washington Avenue, Suite 350 **City/State/Zip** Madison, WI 53703
Telephone (608) 310-1977 **Email** VVillacrez@hovdeproperties.com
Property owner (if not applicant) Madison College
Street address 1701 Wright Street **City/State/Zip** Madison, WI 53704
Telephone (608) 246-6737 **Email** mmstark@madisoncollege.edu

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 provided below 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. 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.

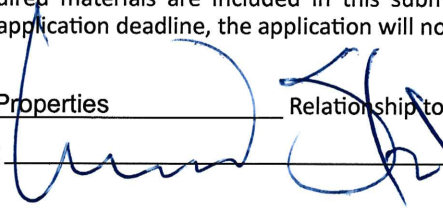
For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**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 Chris Wells, Al Martin on 08/15/2017.
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.

Applicant name Mike Slavish/ Hovde Properties Relationship to property Lessee

Authorized signature of Property Owner  Date 8-16-2017

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

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. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. 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 Variance 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 what 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

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.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal 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 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
- ☒ 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 (include material 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
- ☐ Proposed Signage (if applicable)
- ☐ 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)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (*Signage applications only*)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance 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)
- ☐ Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

August 16th, 2017

Members of Urban Design Commission
City of Madison
Department of Planning and Development
126 South Hamilton
Madison, WI 53703

Re: MATC Downtown Site Redevelopment – Informational Review

LETTER OF INTENT

Dear Members:

Please accept this letter of intent, application, and attachments as our formal request for an informational review by the Urban Design Commission for the Madison Area Technical College Downtown Site redevelopment project.

The project is located between Wisconsin Avenue to the north, North Carroll Street to the south, West Johnson Street to the west, and West Dayton Street to the east. The site will be subdivided between Drury Southwest and Hovde Properties. Drury will repurpose the existing classroom buildings into a 199 key select service hotel with a possible two level addition. The remainder of the site will be redeveloped by Hovde Properties to house four stories of below grade parking and a ten story mixed-use office building. There is a mix of retail and potential grocery store planned for the ground level.

- Expected Construction Schedule:
 - Mixed Use Office Building
 - Commences: July 2018
 - Completion: April 2020
 - Hotel
 - Commences: July 2019
 - Completion: November 2020
- Owner:
 - MATC
1701 Wright Street
Madison, WI 53704
(608) 246-6737
Attn: Mike Stark
- Developer:
 - Hovde Properties
122 W. Washington Avenue, Suite 350
Madison, WI 53703
(608) 255-5175
Attn: Mike Slavish
- Hotel Operator:
 - Drury Southwest
11331 Coker Loop East
San Antonio, TX 78216
(573) 388-3574
Attn: Larry Westrich

- General Contractor:
 - J.H. Findorff & Son, Inc
300 South Bedford Street
Madison, WI 53703
(608) 257-5321
Attn: John Feller
- Architect:
 - SmithgroupJJR
1700 New York Avenue, NW
Suite 100
Washington, DC 20006
(202) 842-2100
Attn: Ted Manos
- Civil Engineer and Landscape Architect:
 - SmithgroupJJR
44 East Mifflin Street
Suite 500
Madison, WI 53703
Attn: Bill Patek

Project Overview:

This proposal is for a full block mixed-use redevelopment including hotel, retail, office, below grade parking, and potential grocery store.

The existing MATC buildings will repurposed by Drury Southwest into a 199 key select service hotel with restaurant, swimming pool, and fitness center. A potential two level addition is being considered that would house meetings rooms for guest use. The exterior of the existing buildings will receive renovations as needed but will aesthetically remain unaltered.

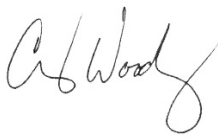
The 250,000 sqft, ten story, Class A, mixed-use office building will provide approximately 30,000 sqft of retail, including 20,000 sqft of potential grocery store at the corner of West Johnson Street and Wisconsin Avenue. Four stories of below grade parking will provide approximately 450 spaces to support hotel valet, retail, grocery store, and office tenants.

The project strives to achieve the desired design qualities as illustrated in the Downtown Urban Design Guidelines in the following ways:

- The building massing was designed to address all streets bordering the project in a contextually appropriate manner. The corner of West Johnson Street and Wisconsin Avenue provides a strong presence for a potential grocery store; a great amenity for the local community. The current UMX zoning regulations for this site permits an eight story building with two additional floors as a conditional use requirement. By stepping the building down from ten stories at the corner of Wisconsin and Dayton, to eight stories at West Johnson, the building mass has been designed to respond to the changing scale of the adjacent context. While the Wisconsin Avenue façade is more modern in the use of glass curtainwall and storefront, the West Johnson and south elevations utilize masonry and punched window openings in response to the architectural character of the existing MATC buildings. A pedestrian friendly scale has been maintained along Wisconsin Avenue by articulating the retail level as a single story expression.

- Off street loading will be provided through entrances and exits that are recessed from the main street façades and will be concealed in the center of the block.
- The proposed retail, together with the wide public right of way along Wisconsin Avenue, affords a prime opportunity to support entertainment uses such as restaurants and sidewalk cafes that will add to the vibrancy of downtown.
- The landscape design will incorporate planting beds, potential café seating, benches, bicycle racks, and tree pits sized adequately to support canopy trees.
- The existing historic arch along Wisconsin Avenue will be renovated and relocated. This important piece of Madison's architectural history will be preserved in the public realm as an art piece that also serves as the main entrance to the office building.
- All signage depicted in this presentation is for illustrative purposes only. The project team will follow the UDC signage review process at a later date as the design develops.

Sincerely,

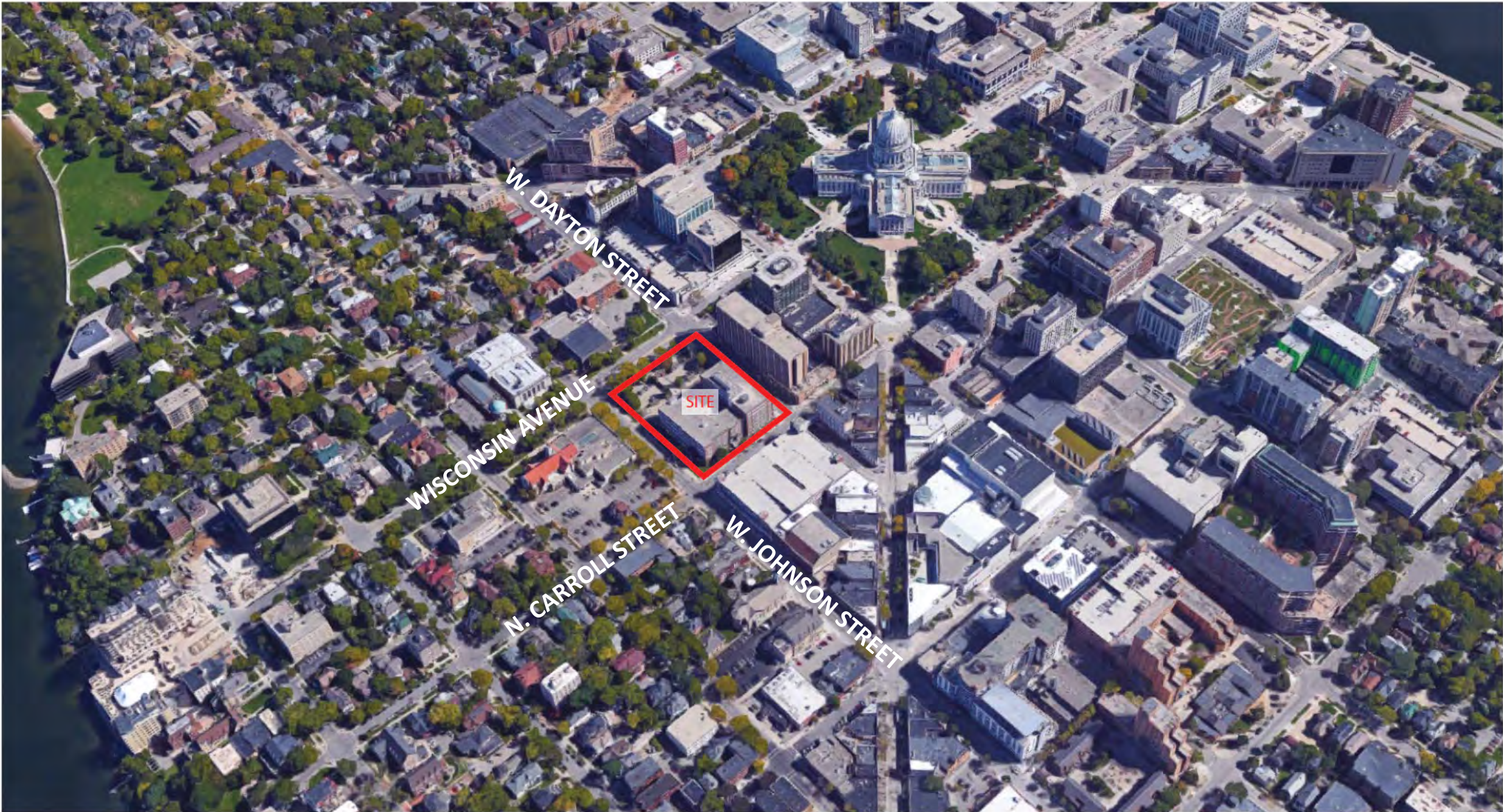
A handwritten signature in black ink, appearing to read "Chris Woody". The signature is fluid and cursive, with the first name "Chris" and last name "Woody" clearly distinguishable.

Chris Woody
Project Architect

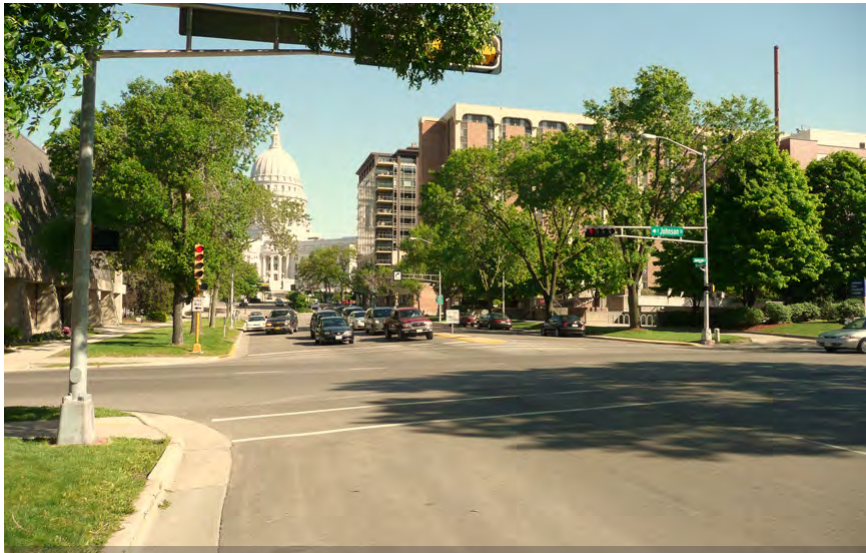


MADISON AREA TECHNICAL COLLEGE DOWNTOWN SITE REDEVELOPMENT





AERIAL CONTEXT



WISCONSIN AVE AT GILMAN



WISCONSIN-JOHNSON INTERSECTION



WISCONSIN-GORHAM INTERSECTION

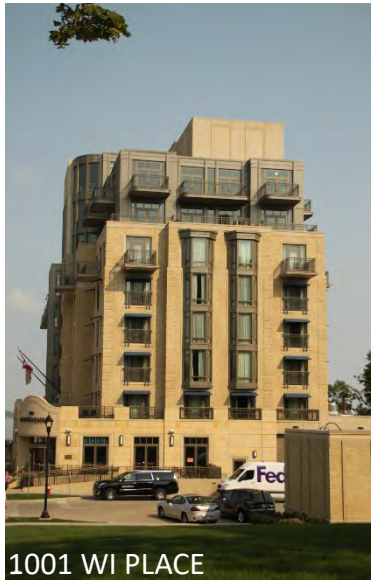


WISCONSIN AVE LOOKING SW

NEIGHBORHOOD VIEWS



NEIGHBORHOOD VIEWS



ARCHITECTURAL CONTEXT



WI AVE - CONCOURSE HOTEL



100 WISCONSIN AVE



203 WISCONSIN AVE



MANCHESTER PLACE – WI AVE FRONTAGE



W JOHNSON ST AT CARROLL



CARROLL ST. PARKING RAMP



116 W JOHNSON ST

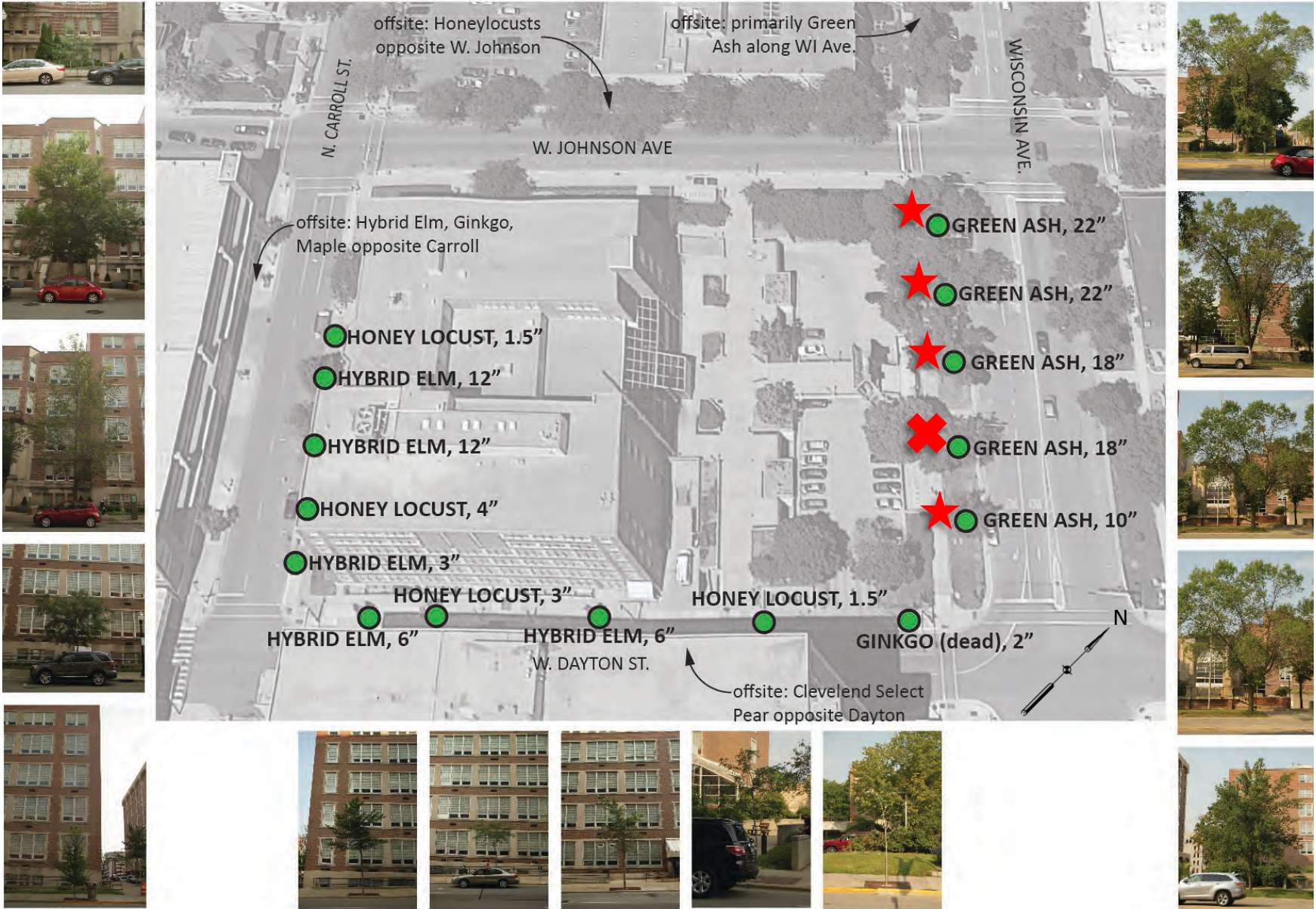


TENNEY PLAZA

ARCHITECTURAL CONTEXT

★ TREES TREATED FOR EMERALD ASH BORER

✗ TREE NOT TREATED DUE TO POOR FORM AND REDUCED LIFESPAN



EXISTING TREES

DEVELOPMENT CONCEPT:

- FULL BLOCK MIXED-USE REDEVELOPMENT
 - OFFICE
 - RETAIL
 - GROCERY
 - HOTEL
- NEW 10 STORY OFFICE BUILDING
 - FOUR LEVELS OF UNDERGROUND PARKING
 - RETAIL AND GROCERY AT STREET LEVEL
 - OFF STREET LOADING
 - INTEGRATION OF HISTORIC ARCH
- ADAPTIVE REUSE OF EXISTING BUILDINGS
 - 199 ROOM SELECT SERVICE HOTEL
 - TWO STORY ADDITION TO EXISTING STRUCTURE



SITE PLAN

Area Calculations			8/15/2017
HOTEL (Existing Buildings)			
Room Type	Area (sqft)	Keys	
Lobby	5,105		
Fitness/Spa	3,704		
Restaurant/Dining	5,359		
Loading/Support/Corridors	49,548		
Vertical Penetrations	13,040		
Standard Rooms	68,816	156	
Suites	34,664	41	
Total	180,236	197	
NEW CONSTRUCTION			
Use	Area (GSF)	Parking Spaces	
P4 Level Parking	42,826	116	
P3 Level Parking	42,826	116	
P2 Level Parking	43,012	115	
P1 Level Parking	42,293	108	
Loading/Support	30,974		
Grocery	18,332		
Retail	8,093		
Vertical Penetrations	13,246		
Lobbies	4,409		
Office	184,944		
Total	430,955	455	
Total GSF			609,335

Area Legend

OFFICE

RETAIL

PARKING

AMENITY SPACE

BUILDING SUPPORT

VERTICAL CIRCULATION

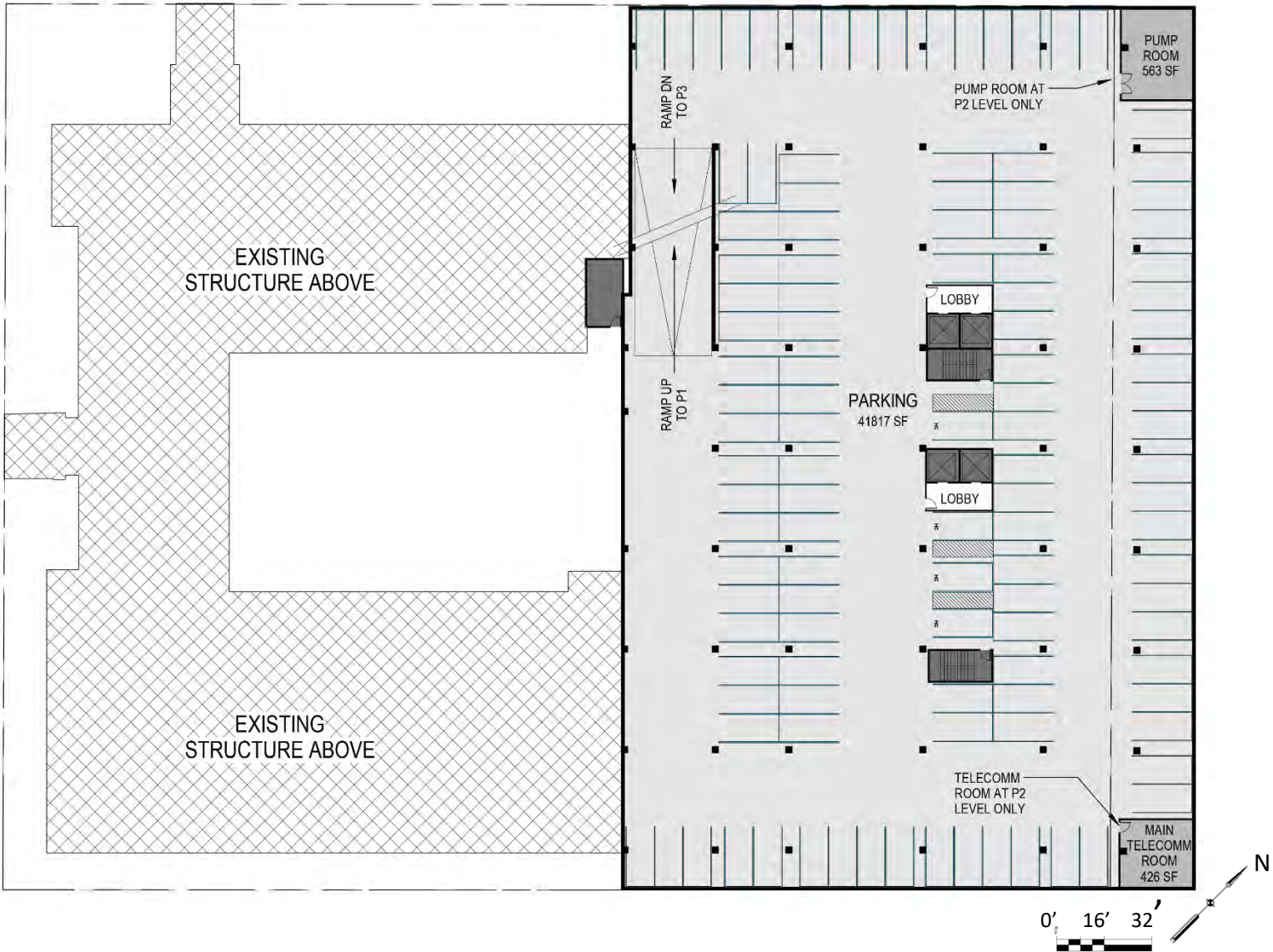
CIRCULATION

COURTYARD

HOTEL

HOTEL AMENITY

HOTEL SUPPORT



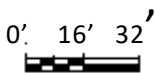
Levels P4 thru P2

Level P1

- Area Legend**
- | | |
|----------------------|---------------|
| OFFICE | CIRCULATION |
| RETAIL | COURTYARD |
| PARKING | HOTEL |
| AMENITY SPACE | HOTEL AMENITY |
| BUILDING SUPPORT | HOTEL SUPPORT |
| VERTICAL CIRCULATION | |



Ground Floor



- Area Legend**
- | | |
|----------------------|---------------|
| OFFICE | CIRCULATION |
| RETAIL | COURTYARD |
| PARKING | HOTEL |
| AMENITY SPACE | HOTEL AMENITY |
| BUILDING SUPPORT | HOTEL SUPPORT |
| VERTICAL CIRCULATION | |



Area Legend

 OFFICE	 CIRCULATION
 RETAIL	 COURTYARD
 PARKING	 HOTEL
 AMENITY SPACE	 HOTEL AMENITY
 BUILDING SUPPORT	 HOTEL SUPPORT
 VERTICAL CIRCULATION	



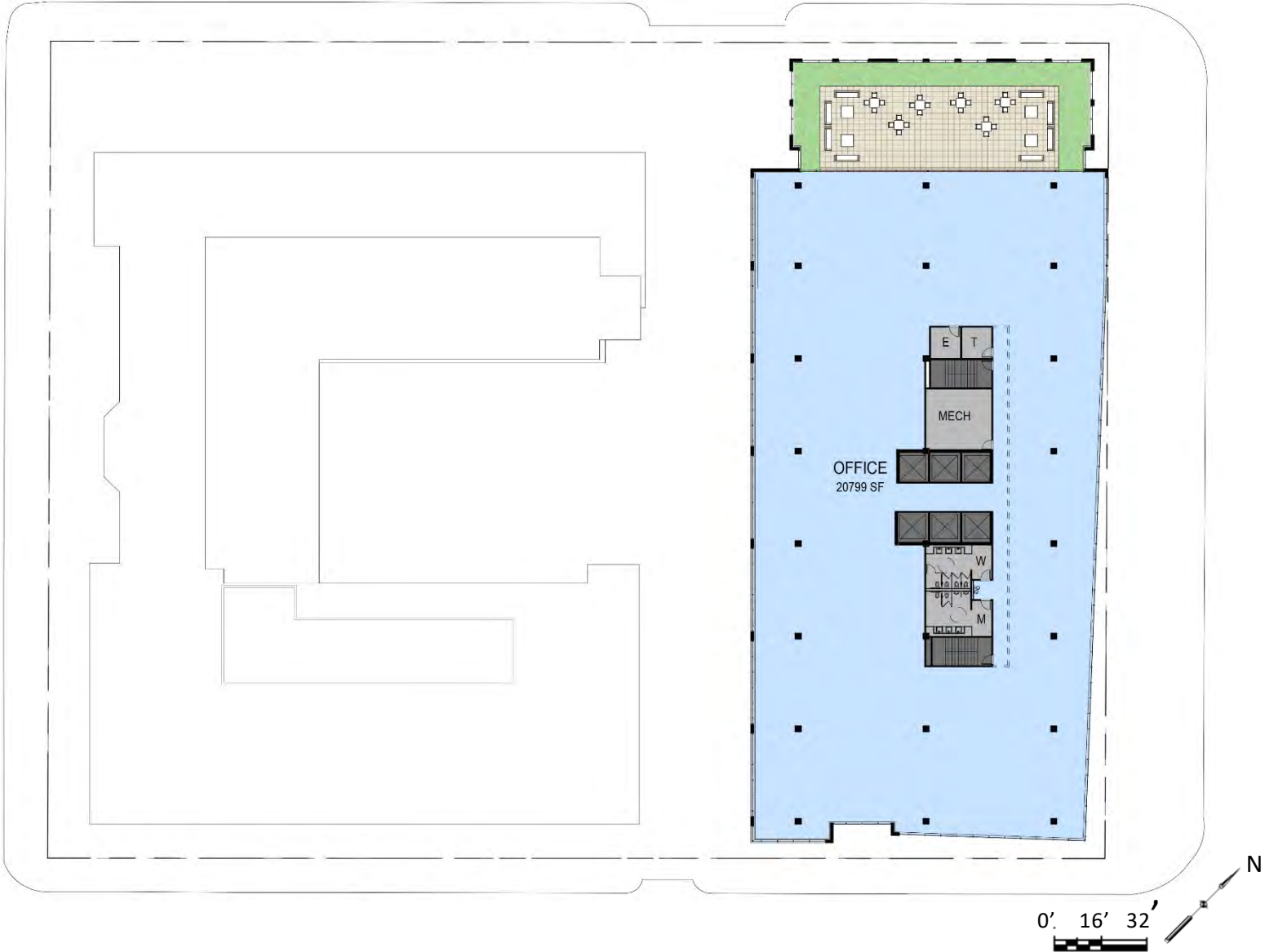
Second Floor



Typical Floor

Area Legend

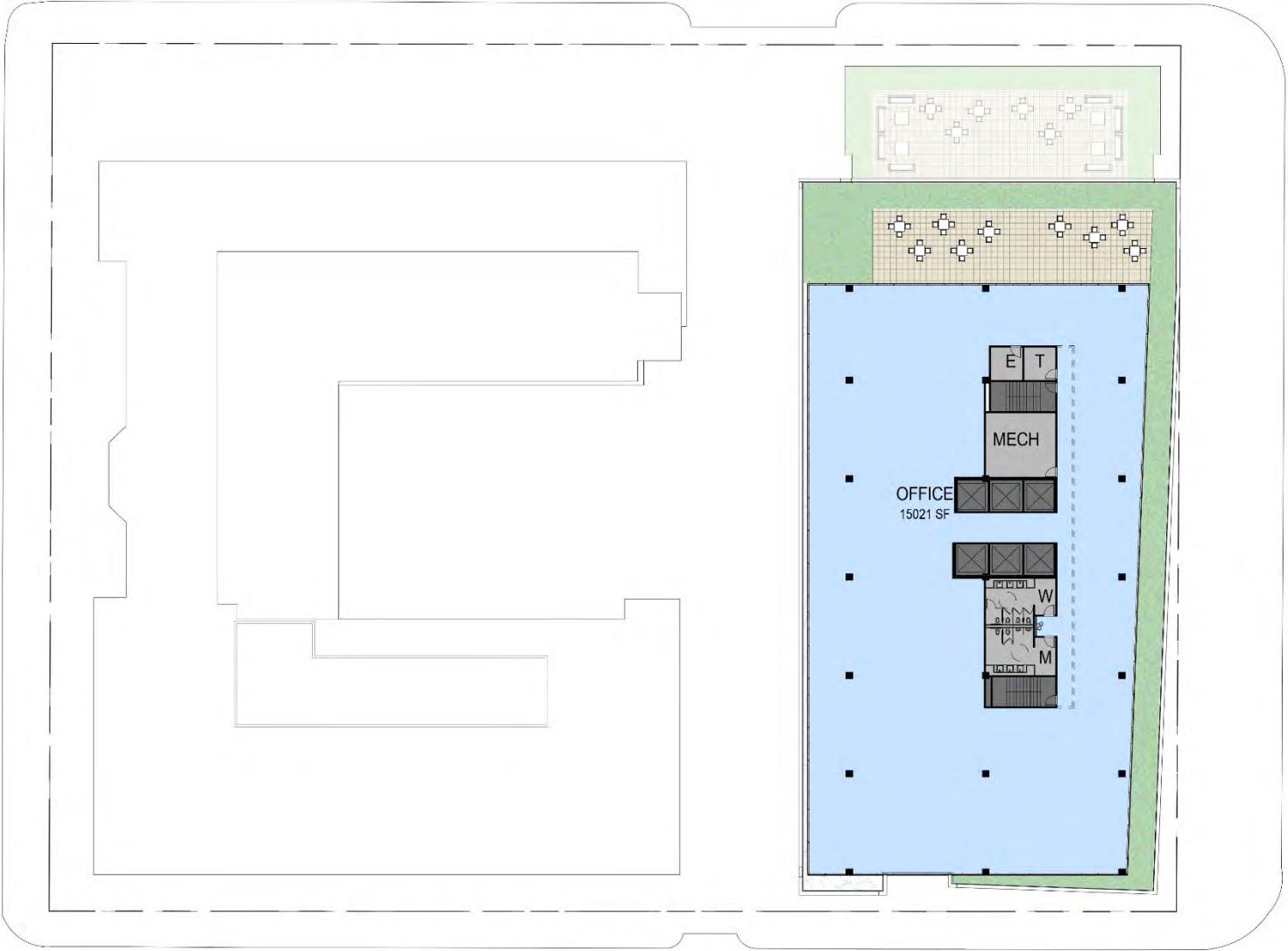
OFFICE	CIRCULATION
RETAIL	COURTYARD
PARKING	HOTEL
AMENITY SPACE	HOTEL AMENITY
BUILDING SUPPORT	HOTEL SUPPORT
VERTICAL CIRCULATION	



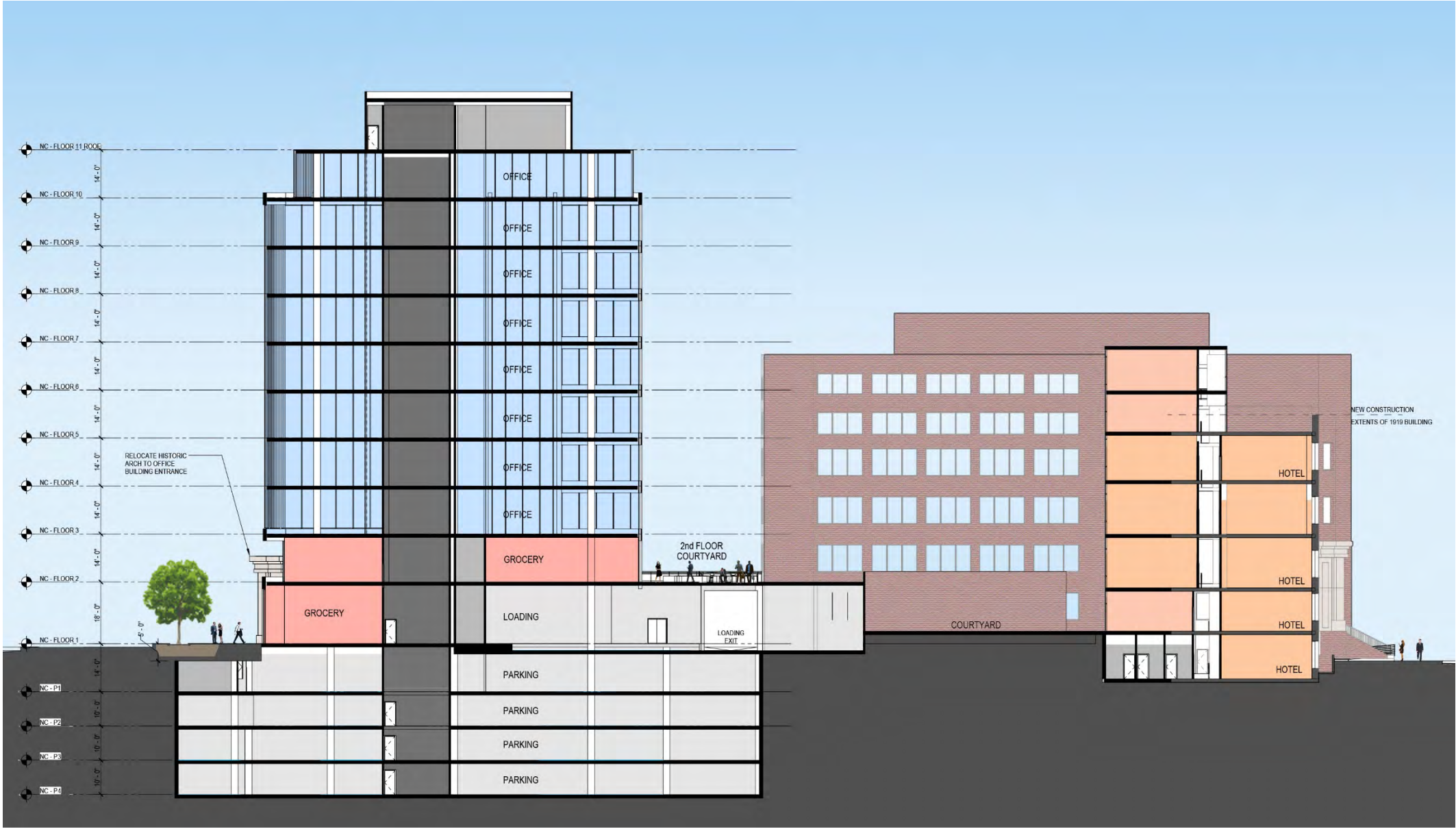
Ninth Floor

Area Legend

OFFICE	CIRCULATION
RETAIL	COURTYARD
PARKING	HOTEL
AMENITY SPACE	HOTEL AMENITY
BUILDING SUPPORT	HOTEL SUPPORT
VERTICAL CIRCULATION	



Tenth Floor



SITE SECTION



VIEW FROM WISCONSIN AND W. DAYTON



VIEW FROM WISCONSIN AND W. JOHNSON



VIEW FROM W. JOHNSON AND N. CARROLL



VIEW FROM W. DAYTON AND N. CARROLL



AERIAL



STREET VIEW FROM NORTH AT W. JOHNSON AVE.



STREET VIEW FROM EAST AT W. DAYTON AVE.



STREET VIEW FROM WISCONSIN AVE.



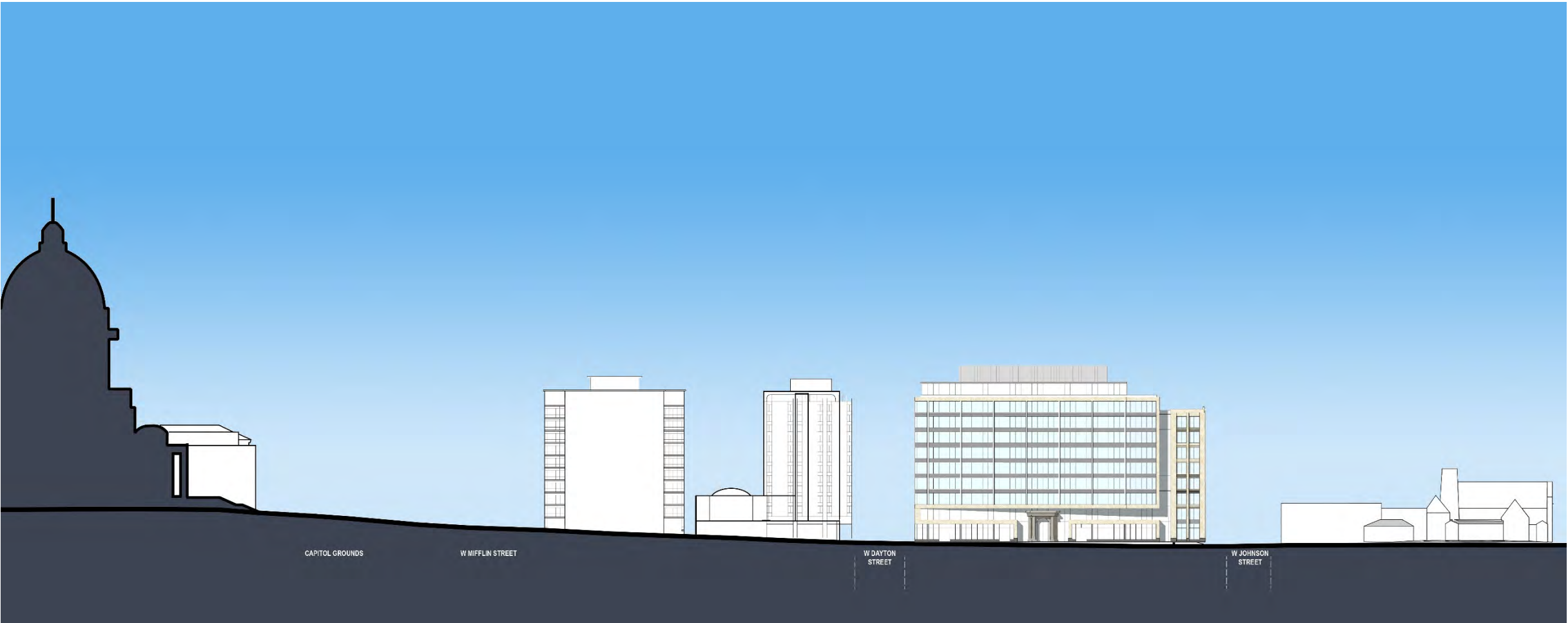
STREET VIEW FROM WEST AT W. JOHNSON AVE.



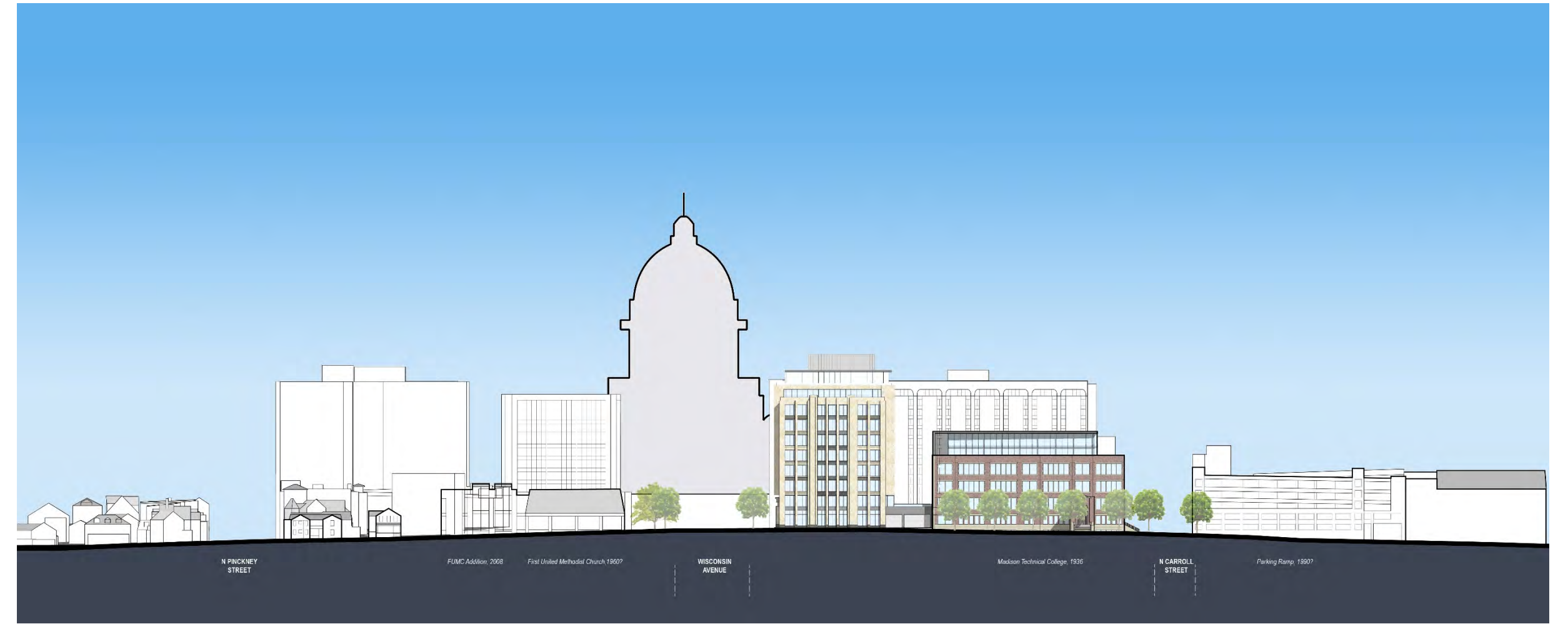
STREET VIEW FROM N. CARROLL AND W. JOHNSON



STREET VIEW FROM N. CARROLL AND W. DAYTON



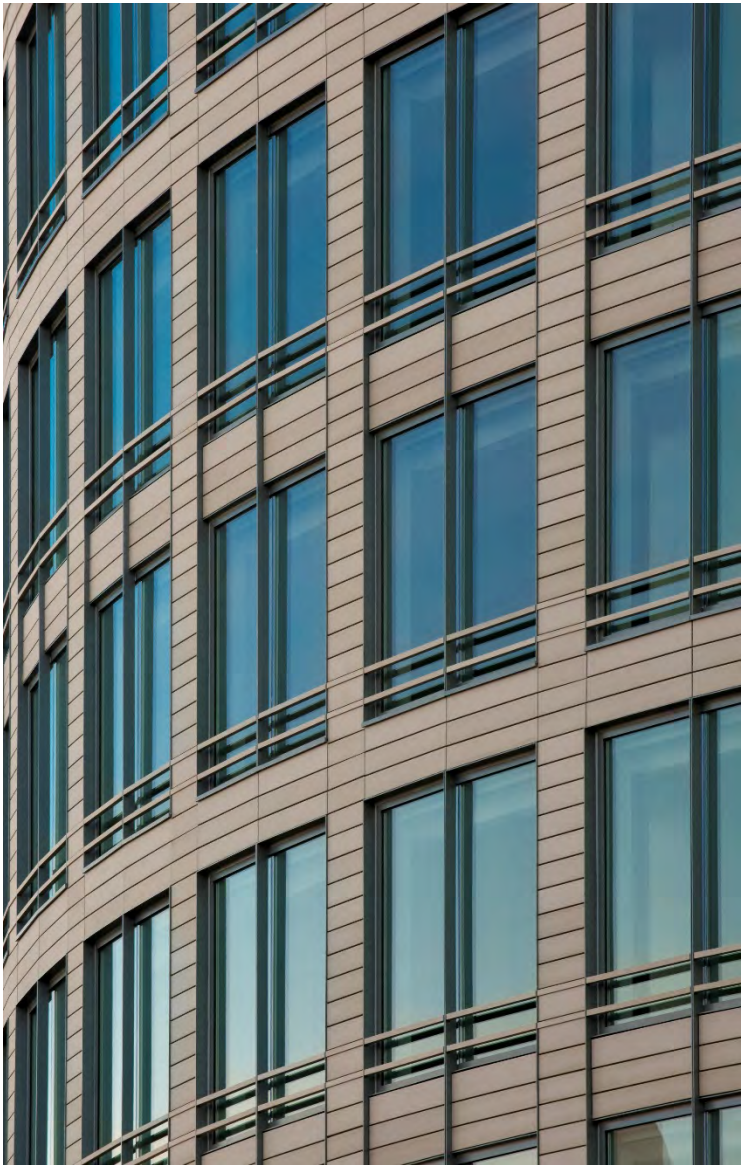
WISCONSIN AVE. ELEVATION



W. JOHNSON ST. ELEVATION



W. DAYTON ST. ELEVATION



MATERIALS



VIEW FROM WISCONSIN AND W. JOHNSON