



VANDEWALLE & ASSOCIATES INC.

Monday, March 27, 2023

Heather Stouder
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd.
Madison, WI 53710-2985

The attached formal submittal packet for the Johnson & Bassett project, submitted on behalf of Core Madison Bassett, LLC, outlines the request for the rezoning and redevelopment of a new multifamily project located along Johnson Street, Bassett Street, and Dayton Street. This project is designed to meet the recommendations of the adopted plans while creating much needed new residential housing units with a range of configurations.

Project Description

- Rezone parcels PD and DR2 parcels to Urban Mixed Use (UMX)
- Demolition of existing structures (11)
- Conditional Use
 - New construction greater than 50,000 square feet
 - New construction of building in UMX District
 - Rooftop outdoor recreation
- CSM to create one lot for development

The proposed project is a 12/6 story multi-family building with 232 units ranging from studios to townhome units. This project implements the adopted downtown plan, downtown design guidelines, and downtown height map with well-articulated urban architecture. Residents of the project will have access to amenities within the building including fitness, study rooms, and gathering rooms; as well as, rooftop amenities.

Pedestrian access will be served by a lobby fronting onto Johnson Street with additional individual entries serving townhomes along the perimeter of the building. Vehicular and loading access to the building is located off of Dayton Street, per City Staff recommendation. The building will be well served by the existing pedestrian and bicycle network and a bus stop will be re-activated at the corner of Johnson Street and Bassett Street.

Applicant

Core Madison Bassett, LLC.
1643 North Milwaukee Street
Chicago, IL 60647

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Owners

437 West Johnson Street
424 Wisconsin LLC
5223 Tonyawatha Trail
Monona, WI 53716

445 West Johnson Street
Core Madison Johnson LLC
1643 N Milwaukee Street
Chicago, IL 60647

215 North Bassett Street
215 N Bassett LLC
5949 County Highway K
Waunakee, WI 53597
217 North Bassett Street
Nelson Trust, Jasper
200 The Circle
Austin, TX 78704

219 North Bassett Street
Bassett Street LLC
5949 County Highway K
Waunakee, WI 53597

221 North Bassett Street
Core Madison Bassett LLC
1643 N Milwaukee Street
Chicago, IL 60647

430 West Dayton Street
430 West Dayton Street LLC
P.O. Box 694
Madison, WI 53701

434 West Dayton Street
Martin, Dennis G
428 Castle Place #2
Madison, WI 53703-1503

438/440 West Dayton Street
440 West Dayton Street LLC
Attn: Daniel Bohl
3595 Richie Road
Verona, WI 5393

Design Team

Architecture:
Kahler Slater
722 Williamson Street
Madison, WI 53703

Engineering:
Vierbicher
999 Fournier Drive
Madison, WI 53717

Landscape:
Site Design
888 South Michigan Avenue
Chicago, IL 60605

Lighting:
Hartranft Lighting Design
401 Hawthorne Lane
Suite 110-269
Charlotte, NC 28204

Entitlement:
Vandewalle & Associates
120 East Lakeside Street
Madison, WI 53715

Site Data

Addresses	PIN	Existing Zoning	Acreage
437 West Johnson Street	709-231-1421-2	UMX	4,356 sq. ft.
445 West Johnson Street	709-231-1416-3	UMX	13,068 sq. ft.
215 North Bassett Street	709-231-1420-4	UMX	2,178 sq. ft.
217 North Bassett Street	709-231-1419-7	UMX	2,178 sq. ft.
219 North Bassett Street	709-231-1417-1	UMX	2,178 sq. ft.
221 North Bassett Street	709-231-1417-1	UMX	2,178 sq. ft.
430 West Dayton Street	709-231-1421-2	PD	4,356 sq. ft.
434 West Dayton Street	709-231-1421-2	DR2	4,356 sq. ft.
438/440 West Dayton Street	709-231-1421-2	PD	8,712 sq. ft.

Total Site Acreage: 1.0 acre (43,560 sq. ft.)
Rezoning Acreage: .41 acres
Existing Units: 55 units

Proposed Zoning

Urban Mixed Use (UMX)

Conditional Use

Building greater than 20,000 square feet and more than 4 stories in height
Outdoor rooftop amenities

Project Summary

Multi-Family Housing	232 units
Studio	39
1 bedroom	5
2 bedroom	63
4 bedroom	49
5 bedroom	63
2 bedroom townhome	4
3 bedroom townhome	8
4 bedroom townhome	1
Vehicle Parking:	
First Floor	7 car spaces
	Delivery/loading zone
Lower Level:	55 car spaces
Total Car Spaces	62
Bike Parking:	
First Floor Guest Parking	24 standard spaces
Lower-Level Tenant Parking	250 standard spaces
	142 structured spaces
Total Spaces	416
Lot Coverage:	88%

Loading:

All loading, deliveries, and trash/recycling collection will take place within the site, accessed from the Dayton Street entrance.

Car share pickup and deliveries will have access to 7 designated short term parking stalls within the first-floor enclosed parking area.

Usable Open Space:

Usable open space will be delivered through balconies and unique rooftop patios with a range of amenities and configurations.

Open Space Required (10 sq. ft./bedroom): 2,320 sq. ft.

Open Space Provided:

6 th floor roof:	2,100 sq. ft.
12 th floor roof:	6,380 sq. ft.
Balconies:	6,120 sq. ft.
Total	14,600 sq. ft.

Green Roof Required (stormwater): 7,600 sq. ft.

Green Roof Supplied: 7,600 sq. ft.

Project Schedule

Initial Staff Meetings 9/7/2022

Alder Notification 9/7/2022

CANA/CNI Notification 11/3/2022

DAT 11/10/2022

Initial CANA/CNI Steering MTG 11/30/2022

Demolition Notification 12/15/2022

Formal Submittal Notification 12/15/2022

Landmarks Commission 1/9/2023

UDC Informational MTG #1 1/11/2023

UDC Informational MTG #2 3/1/2023

Formal Submittal 3/13/2023

Anticipated Schedule: 2024 Construction
2026 Occupancy

Urban Design Commission (UDC) Informational Review

The project has been presented and discussed with the UDC at two informational presentations. The design has undergone significant adjustments based on their feedback with the most recent iteration including the following items from the March 1st presentation:

- 1.) Removed window ledge detailing on Dayton Street
- 2.) Lightened the base brick color

Demolition Request

The project is seeking a demolition request for the buildings located on the site due to functional obsolescence, and inability for reuse/retention due to lot configuration impacts on the overall project site limiting the potential to incorporate City planning goals for the site. The buildings are all currently used for rental student housing, and most have been well used over many years with numerous additions and revisions from their original conditions. The Landmarks Commission has reviewed this demolition request and noted that none of the buildings held known historic value.

Re-use and Recycling plans will be prepared for all structures. None of the structures are currently proposed for relocation.

Addresses:

437 West Johnson Street

Student Housing	12 bedroom rooming house
Date of Construction:	1915
Additions:	1984
Request:	Functional obsolescence

445 West Johnson Street

Student Housing	35 unit multi-family
Date of Construction:	1965
Additions:	1998
Request:	Functional obsolescence

215 North Bassett Street

Student Housing	single-family rental
Date of Construction:	1901
Additions:	none
Request:	Functional obsolescence

217 North Bassett Street

Student Housing	single-family rental
Date of Construction:	1895 or 1900
Additions:	none
Request:	Functional obsolescence

219 North Bassett Street	
Student Housing	2 unit multi-family
Date of Construction:	1900 or 1906
Additions:	none
Request:	Functional obsolescence
221 North Bassett Street	
Student Housing	2 unit multi-family
Date of Construction:	1906 or 1908
Additions:	none
Request:	Functional obsolescence
430 West Dayton Street	
Student Housing	3 unit multi-family/ADU
Date of Construction:	1914
Additions:	ADU 2010
Request:	Functional obsolescence
434 West Dayton Street	
Student Housing	3 unit multi-family
Date of Construction:	1914
Additions:	none
Request:	Functional obsolescence
438 West Dayton Street	
Student Housing	6 unit multi-family
Date of Construction:	2000
Additions:	none
Request:	Lot configuration precludes preservation
440 West Dayton Street	
Student Housing	3 unit multi-family
Date of Construction:	1914
Additions:	none
Request:	Functional obsolescence

See the Exhibit A for photos of the existing buildings.

Conditional Use Standards

1. *The establishment, maintenance or operation of the conditional use will not be detrimental to or endanger the public health, safety, or general welfare.*
The proposal for multi-family housing is consistent with the historic use of the site and the surrounding area.

2. *The City is able to provide municipal services to the property where the conditional use is proposed, given due consideration of the cost of providing those services.*

The site is well served with readily available municipal services adjacent to the site.

3. *The uses, values and enjoyment of other property in the neighborhood for purposes already established will not be substantially impaired or diminished in any foreseeable manner.*

The proposed building is consistent with the previous use of the site and reflects the recommendations of the Comprehensive Plan, Downtown Plan, and current zoning on the site.

4. *The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.*

The proposal will not preclude development or improvement of the surrounding properties.

5. *Adequate utilities, access roads, drainage, parking supply, internal circulation improvements, including but not limited to vehicular, pedestrian, bicycle, public transit and other necessary site improvements have been or are being provided.*

The proposal incorporates the necessary site improvements to support the project.

6. *Measures, which may include transportation demand management (TDM) and participation in a transportation management association have been or will be taken to provide adequate ingress and egress, including all off-site improvements, so designed as to minimize traffic congestion and to ensure public safety and adequate traffic flow, both on-site and on the public streets.*

The project submittal includes the City of Madison TDMP spreadsheet, illustrating that the project exceeds the required transportation components.

7. *The conditional use conforms to all applicable regulations of the district in which it is located.*

The project meets the standards of the UMX zoning district and downtown plan.

8. *When applying the above standards to an application by a community living arrangement, the Plan Commission shall:*

Not Applicable.

9. *When applying the above standards to any new construction of a building or an addition to an existing building the Plan Commission shall find that the project creates an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose for the zoning district. In order to find that this standard is met, the Plan Commission may require the applicant to submit plans to the Urban Design Commission for comment and recommendation. (Am. by ORD-14-00030, 2-18-14)*

The project has been presented for informational review with the Urban Design Commission on January 11, 2023 & March 1, 2023 (UDC) to gather input on the design direction and anticipates seeking UDC approval as part of the review of the project.

10. *When applying the above standards to an application for a reduction in off-street parking requirements, the Plan Commission shall consider and give decisive weight to all relevant facts, including but not limited to, the availability and accessibility of alternative parking; impact on adjacent residential neighborhoods; existing or potential shared parking arrangements; number*

of residential parking permits issued for the area; proximity to transit routes and/or bicycle paths and provision of bicycle racks; the proportion of the total parking required that is represented by the requested reduction; the proportion of the total parking required that is decreased by Sec. 28.141. The characteristics of the use, including hours of operation and peak parking demand times design and maintenance of off-street parking that will be provided; and whether the proposed use is now or a small addition to an existing use.

The proposal meets the parking requirements for the Urban Mixed Use (UMX) zoning district. This site is well served with pedestrian and bicycle routes and transit service, as illustrated by the submitted TDMP spreadsheet.

11. *When applying the above standards to telecommunication facilities, the Plan Commission shall consider the review of the application by a professional engineer required by Sec. 28.143.*

Not Applicable.

12. *When applying the above standards to an application for height in excess of that allowed in the district, the Plan Commission shall consider recommendations in adopted plans; the impact on surrounding properties, including height, mass, orientation, shadows and view; architectural quality and amenities; the relationship of the proposed building(s) with adjoining streets, alleys, and public rights of ways; and the public interest in exceeding the district height limits.*

Not applicable.

13. *When applying the above standards to lakefront development under Sec. 28.138, the Plan Commission shall consider the height and bulk of principal buildings on the five (5) developed lots or three hundred (300) feet on either side of the lot with the proposed development.*

Not applicable.

14. *When applying the above standards to an application for height in excess of that allowed by Section 28.071(2)(a) Downtown Height Map for a development located within the Additional Height Areas identified in Section 28.071(2)(b), the Plan Commission shall consider the recommendations in adopted plans, and no application for excess height shall be granted by the Plan Commission unless it finds that all of the following conditions are present:*

- a. The excess height is compatible with the existing or planned (if the recommendations in the Downtown Plan call for changes) character of the surrounding area, including but not limited to the scale, mass, rhythm, and setbacks of buildings and relationships to street frontages and public spaces.*
- b. The excess height allows for a demonstrated higher quality building than could be achieved without the additional stories.*
- c. The scale, massing and design of new buildings complement and positively contribute to the setting of any landmark buildings within or adjacent to the projects and create a pleasing visual relationship with them.*
- d. For projects proposed in priority viewsheds and other views and vistas identified on the Views and Vistas Map in the City of Madison Downtown Plan, there are no negative impacts on the viewshed as demonstrated by viewshed studies prepared by the applicant.*

Not applicable.

15. *When applying the above standards to an application to redevelop a site that was occupied on January 1, 2013 by a building taller than the maximum building height allowed by [Section 28.071\(2\)\(a\) Downtown Height Map](#), as provided by [Section 28.071\(2\)\(a\)1.](#), no application for*

excess height shall be granted by the Plan Commission unless it finds that all the following additional conditions are also present:

- a. The new building is entirely located on the same parcel as the building being replaced.*
- b. The new building is not taller in stories or in feet than the building being replaced.*
- c. The new building is not larger in total volume than the building being replaced.*
- d. The new building is consistent with the design standards in [Section 28.071\(3\)](#) and meets all of the dimensional standards of the zoning district other than height.*
- e. The Urban Design Commission shall review the proposed development and make a recommendation to the Plan Commission.*

Not applicable.

- 16. When applying the above standards to an application for limited production and processing use, the Plan Commission shall consider the effect of such a use on the surrounding properties, including the effects of odors, noise, vibration, glare, hours of operation, and other potential side effects of a manufacturing process. (Cr. by ORD-15-00124, 11-11-15)*

Not Applicable

Downtown Design Guidelines

Site Design + Building Placement

Orientation

The project creates a strong and permeable street wall with minimal setback along all three adjoining streets while employing a slight setback to allow for a larger terrace/sidewalk zone along Johnson Street. Useable entrances front out to each street frontage with expansive windowpanes integrated into the first floor to reinforce activity and transparency along the sidewalk.

Access + Circulation

The site parking and loading is accessed on Dayton Street, per Staff recommendation, to minimize disruption on regional vehicular and bicycle corridors on Johnson Street and Bassett Street. Guest parking/delivery is located within the building with 7 spots available for short term use. Long term parking and bicycle parking is located on the lower parking level under the building.

Usable Open Space -Residential Development

The project offers resident both balcony and roof top useable open space with a variety of activity areas.

Landscaping

The landscape design of the ground level offers urban foundation plantings, expanded sidewalk/terrace area, and buffers from adjoining developments. The overall design seeks to bring color & texture to the streetscape by using landscape and hardscape to further define commercial/public vs. residential/private entrances to the building.

Lighting

Building lighting is proposed to provide appropriate levels of light while maintaining the residential environment.

Architecture

Massing

The massing implements the adopted plans with a 12-story element along Johnson/Bassett stepping down to a 6-story element along Dayton Street, consistent with the designation for this property in the Downtown Height Map. This massing reflects the adjoining character along Johnson Street and the smaller scale of Dayton Street. The building is further articulated through deep insets breaking the Johnson and Bassett facades into smaller distinct vertical elements.

Building Components

The ground level of the building incorporates setbacks to create a pedestrian focused activation along each streetscape while clearly establishing a “base” condition for the building and grounding the architecture to the street. The upper-level design utilizes a grid structure that creates visual interest and a framework for setbacks & balconies to further divide the facades into distinct expressions that span from first floor to the rooftop.

Visual Interest

The overall design of the building, based on UDC feedback, creates a varied and articulated expression along all sides of the building with different treatments in the 12 story and 6 story sections of the building.

Door and Window Openings

The overall design of the project fits into the context of the adjoining development while implementing a unique design expression that creates architectural diversity within the overall neighborhood.

Building Materials

The building uses high quality durable materials throughout the four-sided design.

Terminal Views and Highly-Visible Corners

While the site is not a previously identified terminal view or highly-visible corner, it does create a unique and vibrant expression at the corner of Johnson Street and Bassett Street, anchoring a long view across the corridor to the west.

Awnings and Canopies

The project entry is highlighted with a canopy and architectural frame to clearly denote the primary pedestrian entrance. The design of this feature reflects and enhances the overall composition and framework of the grid detailing.

Signage

Signage for the building will be integrated into the project through future submittals and will be consistent with the signage ordinance.

Legal Description

All of Lots 15 and 16, Block 41, Original Plat of Madison as recorded in Volume A of Plats, on Page 3, as Document Number 102, Dane County Registry and located on the Northwest Quarter of the Northeast Quarter of Section 23, Township 07 North, Range 09 East, City of Madison, Dane County, Wisconsin, more fully described as follows:

Commencing at the most southerly corner of said Block 41, Original Plat of Madison; thence North 45 degrees 55 minutes 50 seconds East, along the southeasterly line of said Block 41, a distance of 132.43

feet to the most southerly corner of said Lot 16, Block 41, Original Plat of Madison and the point of beginning of this description; thence North 43 degrees 57 minutes 53 seconds West, along the southwesterly line of said Lot 16, a distance of 133.47 feet to the most westerly corner of said Lot 16; thence North 45 degrees 51 minutes 51 seconds East, along the northwesterly lines of said Lot 16 and Lot 15, Block 41, Original Plat of Madison, 132.70 feet to the most northerly corner of said Lot 15; thence South 43 degrees 53 minutes 23 seconds East, along the northeasterly line of said Lot 15, Block 41, Original Plat of Madison, 133.63 feet to the aforementioned southeasterly line of said Block 41, also being the most easterly corner of said Lot 15, Block 41, Original Plat of Madison; thence South 45 degrees 55 minutes 50 seconds West, along said southeasterly line of Block 41 also being the southeasterly lines of said Lot 15 and Lot 16, Block 41, Original Plat of Madison, 132.53 feet to the Point of Beginning. Said description contains 17,710 square feet or 0.4066 acres, more or less.