

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 _____

Submission reviewed by _____

Legistar # _____

3/14/22
12:21 a.m.

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: 402 W Wilson Street Madison, WI 53703Title: 402 W Wilson St

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

UDC meeting date requested 3/30/2022

- 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)
 Signage Exception

Other

- Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Nick Orthmann
 Street address 4011 80th St
 Telephone 262-308-2656

Company Bear Development, LLC
 City/State/Zip Kenosha, WI 53142
 Email northmann@beardevelopment.com

Project contact person Nick Orthmann
 Street address 4011 80th St
 Telephone 262-308-2656

Company Bear Development, LLC
 City/State/Zip Kenosha, WI 53142
 Email northmann@beardevelopment.com

Property owner (if not applicant) Responsible Esthetics, LLC
 Street address 402 W Wilson St
 Telephone 608-237-8800

City/State/Zip Madison, WI 53703
 Email barbk@aacd.com (Barb Kachelski)

Urban Design Commission Application (continued)**UDC****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***
- Notification to the District Alder**
 - Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

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. 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 Jessica Vaughn on 3/10/2022.
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 Nick Orthmann DocuSigned by: Barb Kachulski Relationship to property Applicant/Developer/Purchaser
 Authorizing signature of property owner Barb Kachulski Date 3/11/2022
61DD2CBF2B664F3...

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

URBAN DESIGN COMMISSION APPROVAL PROCESS



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 that 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

UDC

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 an 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)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit



March 14, 2022

Jessica Vaughn
Secretary - Urban Design Commission
215 Martin Luther King Jr Blvd
Madison, WI 53701-2984

Re: Letter of Intent – 402 W Wilson Street Madison, WI 53703

Dear Ms. Vaughn:

The purpose of this letter is to state our intent to submit a Land Use Application for the development of 402 W Wilson Street and to request to be placed on the UDC's agenda for March 30th to give an informational presentation on our proposal.

Project & Site Details:

Bear Development, LLC (Bear) is proposing to acquire and redevelop the property located at 402 W Wilson Street into 45-units of housing. The half-acre site has an existing two-story office building that would remain and be converted into apartment units, and our proposal also includes a new-construction addition to the building as well. Our intent is that all units would be affordable with rents restricted to 60% AMI LIHTC rent limits. The unit mix will consist of 19 one-bedroom units and 26 two-bedroom units and will include underground parking ground for vehicles and bicycles. The project would be primarily funded with 4% Low-Income Housing Tax Credits (LIHTC) and Tax-Exempt Bonds, for which Bear has prepared an application for submission to WHEDA. Bear has control of the site by way of an executed purchase and sale agreement.

The property is currently zoned as PD-SIP, and Bear will pursue a rezoning of the property by way of alteration to the PD to allow for multifamily use and anticipate closing on the acquisition and LIHTC closing in late July. Construction would commence immediately after closing and we anticipate that the project would be fully placed in service in late 2023.

Lot Area:	21,434 SF / 0.49 acres
Dwelling Units:	45 D.U.
Density:	92 D.U. / acre

Project Team:

Owner/Developer: Bear Development, LLC
4011 80th Street
Kenosha, WI 53142
Contact: Nick Orthmann
Phone: 262-308-2656
Email: northmann@beardevelopment.com

Architect: Engberg Anderson Architects
305 W Washington Ave
Madison, WI 53703
Contact: Felipe Ornelas
Phone: 414-944-9117
Email: felipeo@engberganderson.com

Civil Engineer
& Landscape: JSD
161 Horizon Dr Suite 101
Verona, WI 53593
Contact: Kevin Yeska
Phone: 608-848-5060
Email: kevin.yeska@jsdinc.com

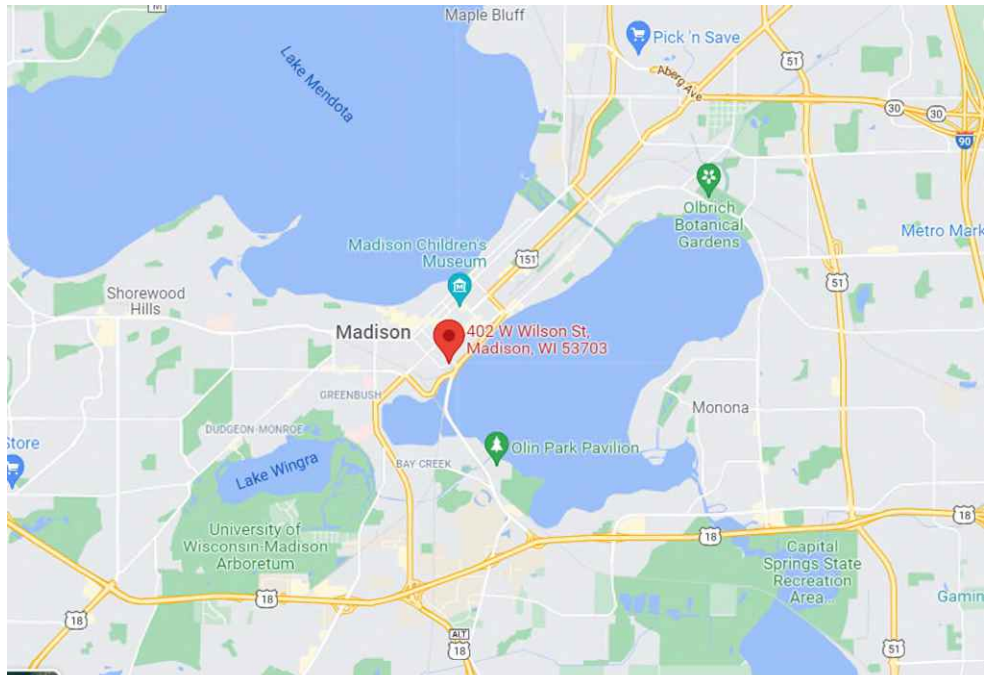
Should you have any questions, please feel free to contact me at any time.

Sincerely,

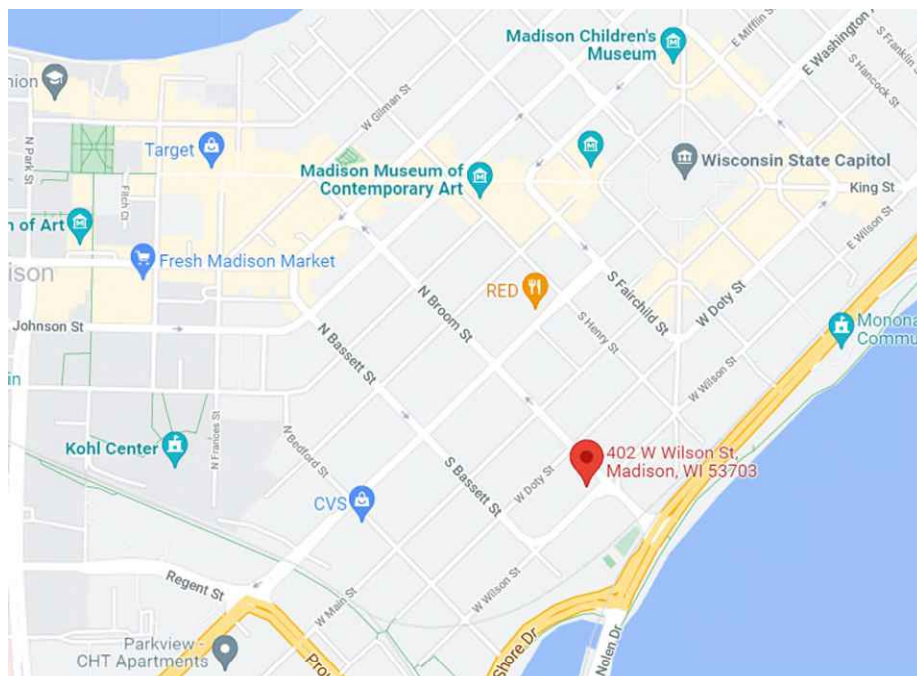
A handwritten signature in black ink, appearing to read 'NO', with a stylized flourish.

Nick Orthmann
Project Manager
Bear Development, LLC

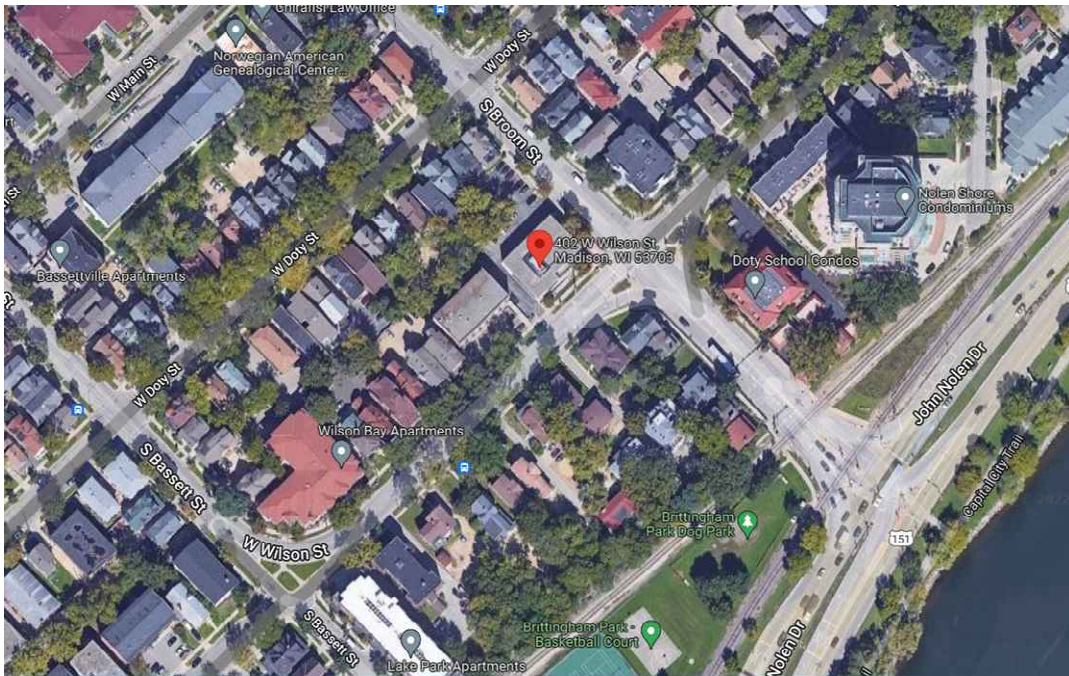
1) Greater Madison Area



2) Bassett Neighborhood & Downtown Districts



3) Site Aerial 1



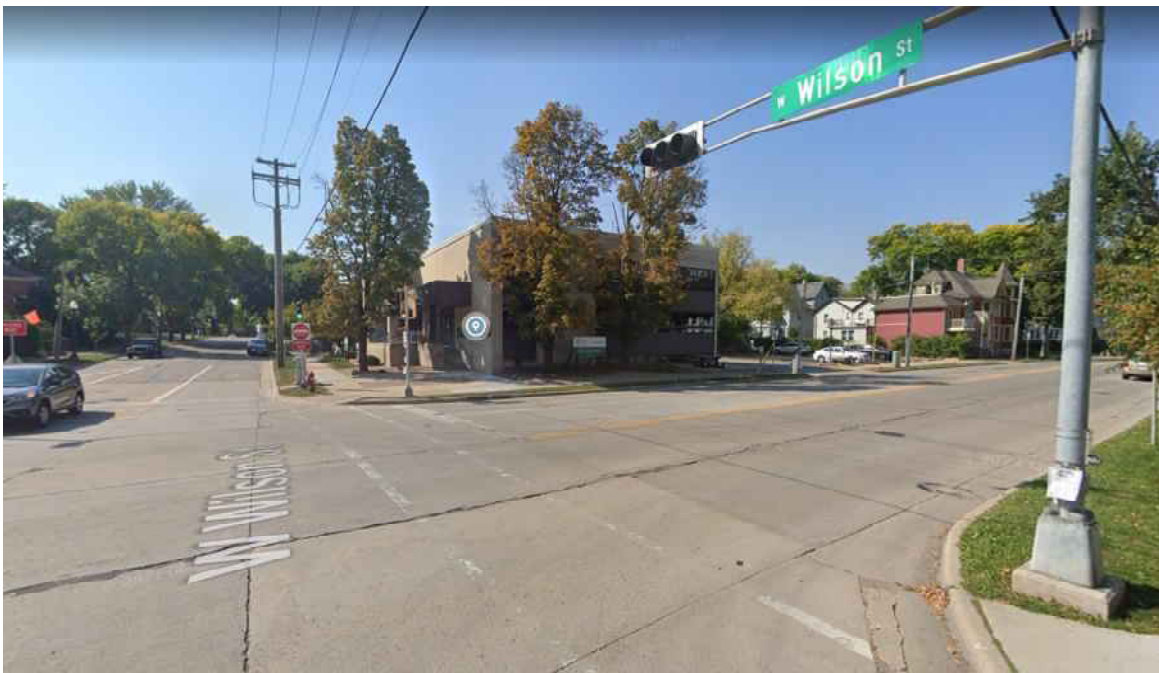
4) Site Aerial 2



5) Site Aerial 3



6) View looking Southwest from Intersection of W Wilson St & N Broom Street



7) View looking Southeast from N Broom Street

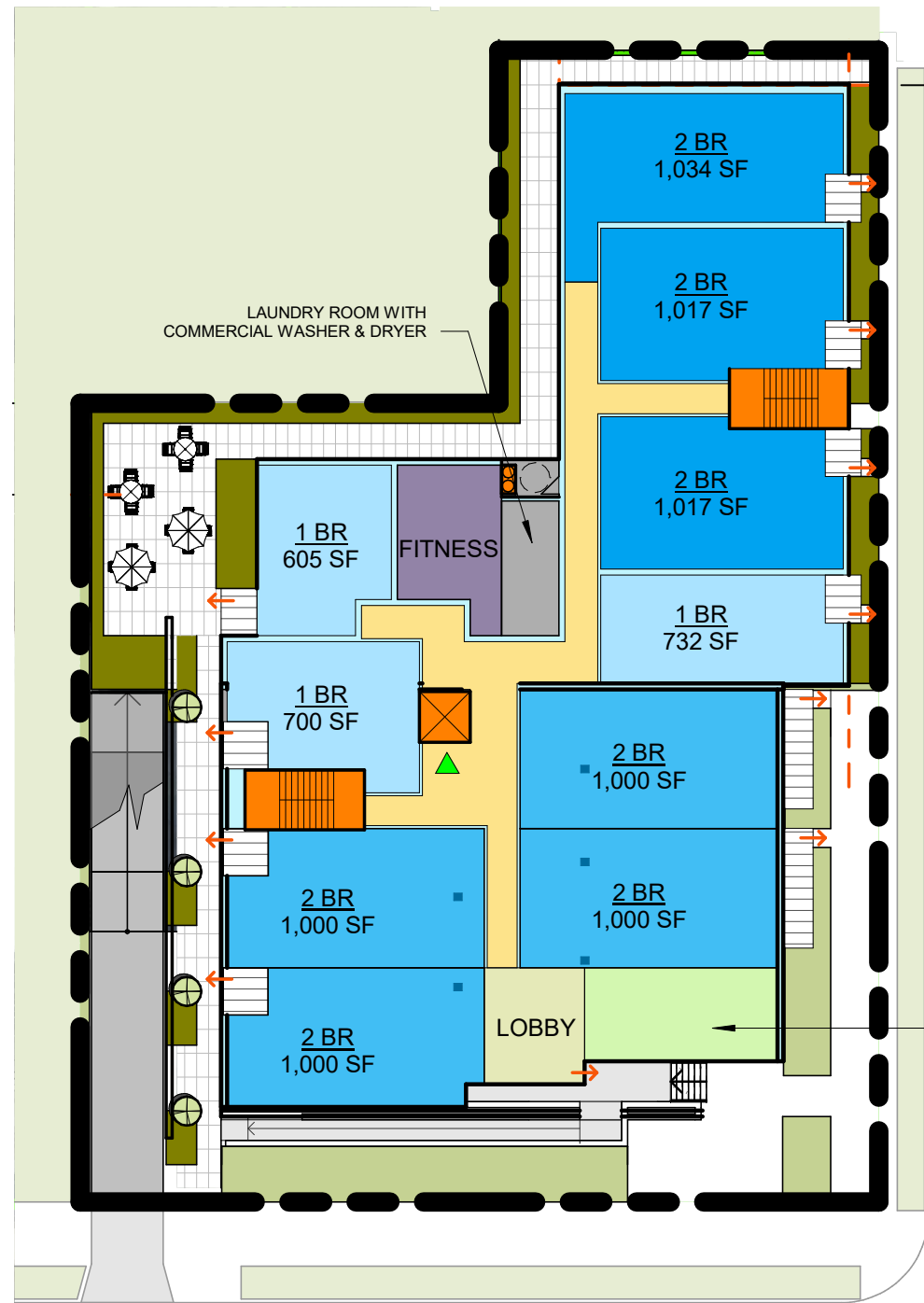


8) View looking Southeast from W Wilson St



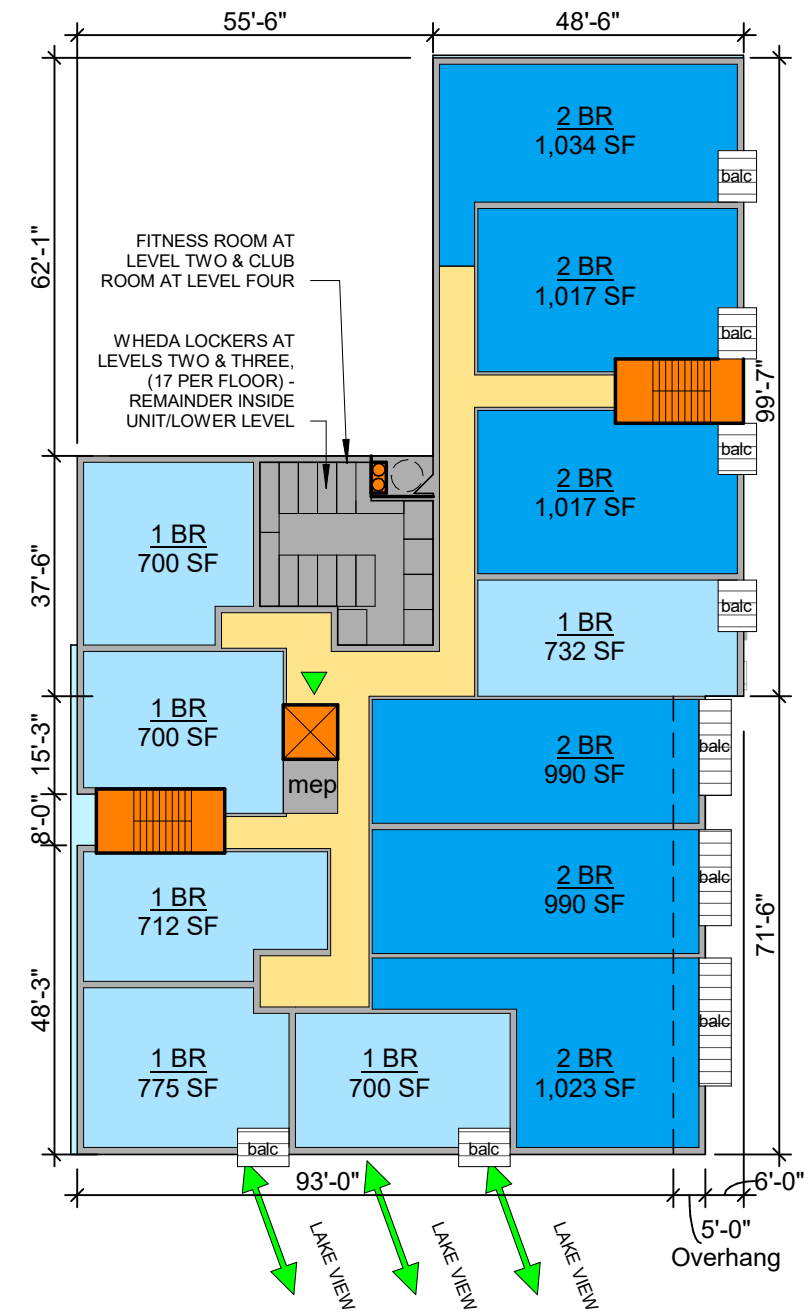


LOWER LEVEL



LEVEL ONE

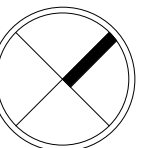
MANAGEMENT OFFICE (1-BD ABOVE LOBBY & OFFICE)



TYPICAL LEVELS TWO, THREE & FOUR

402 WILSON STREET

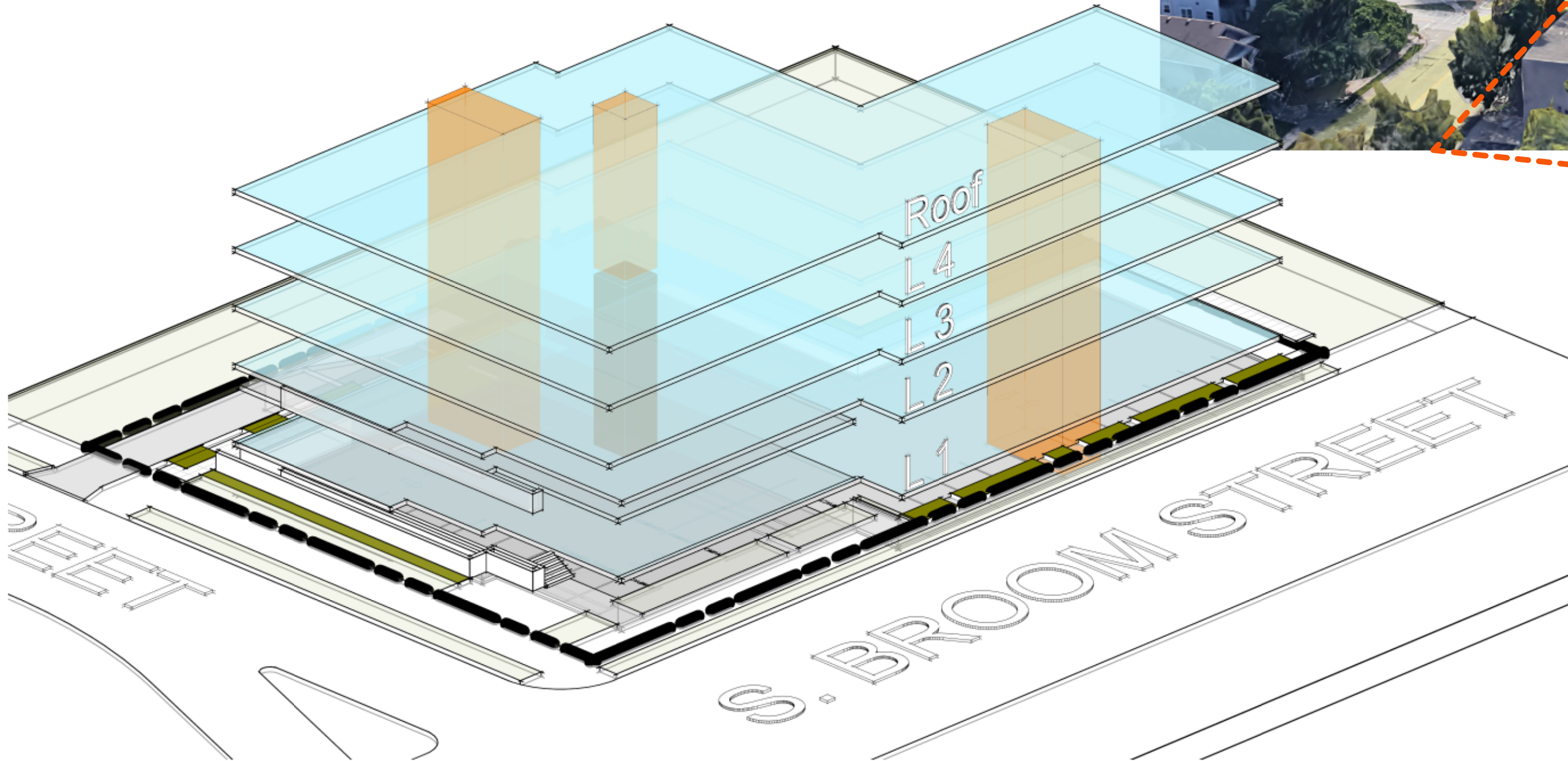
PLANS
SCALE: 1" = 30'-0"
02/07/2022
Engberg Anderson Project No. 00000.00



MADISON - WILSON STREET: UNIT MATRIX										
UNIT TYPE	UNIT DATA					UNITS PER FLOOR				
	UNIT DATA	BED	DEN	BATH	SF	1ST	2ND	3RD	4TH	TOTALS
1A		1	N/A	1	605	1	1	-	-	2
1B		1	N/A	1	700	1	1	3	3	8
1C		1	N/A	1	732	1	1	1	1	4
1D		1	N/A	1	780	-	1	-	-	1
1E		1	N/A	1	712	-	-	1	1	2
1F		1	N/A	1	775	-	-	1	1	2
2A		2	N/A	1	1,000	4	4	-	-	8
2B		2	N/A	2	1,017	2	2	2	2	8
2C		2	N/A	2	1,034	1	1	1	1	4
2D		2	N/A	2	990	-	-	2	2	4
2E		2	N/A	2	1,023	-	-	1	1	2
TOTAL UNITS						10	11	12	12	45



LAKE VIEW



Building Summary:

- 19 - 1 bed Units
- 26 - 2 bed units
- 45 - total units

1 story building (LL enclosed parking & Levels 2-4 Apartments)

40 parking stalls

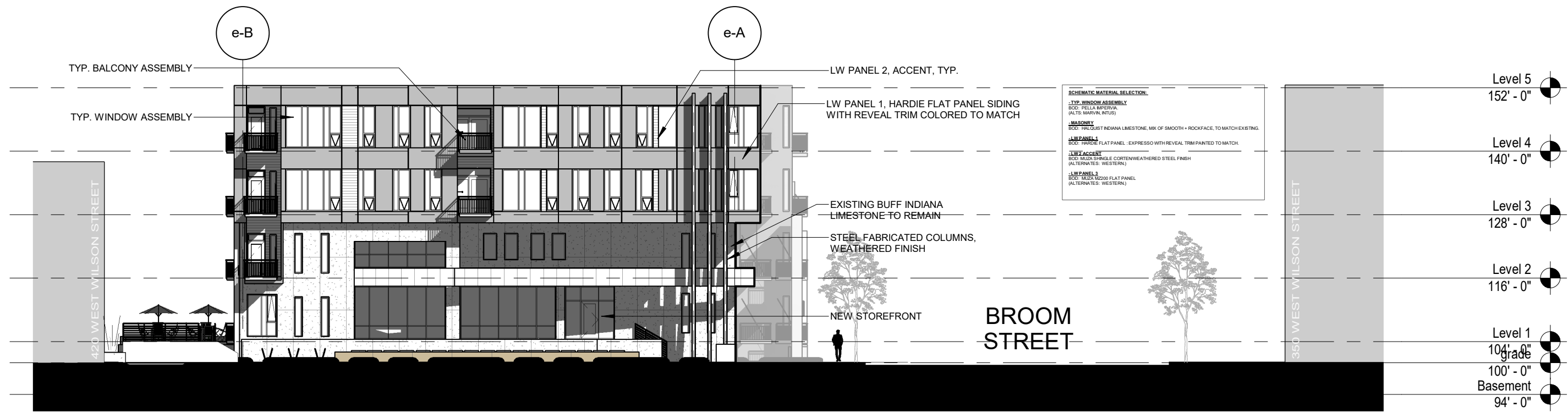
15,800 GSF/Lower Level
 13,150 GSF/Level 1-2
 13,870 GSF/Level 3-4
 69,840 GSF Bldg Total

402 WILSON STREET



SCHEMATIC
 SCALE: As indicated
 02/07/2022

Engberg Anderson Project No. 00000.00



South Design (WILSON STREET)



East Design (BROOM STREET)

402 WILSON STREET

S1.0 - EXTERIOR CHARACTER STUDY

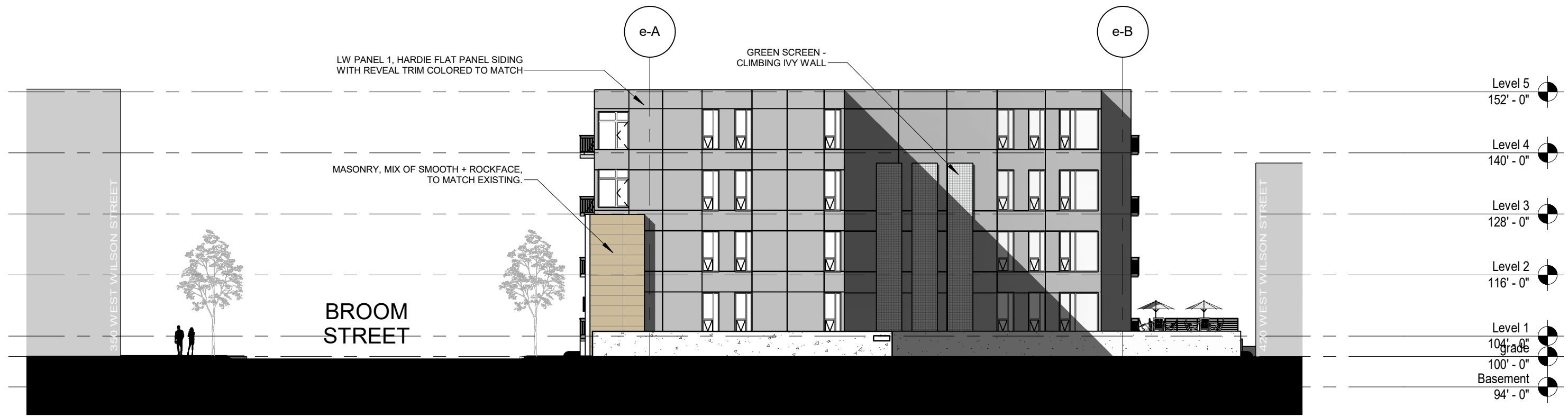
SCALE: 1" = 20'-0"

3/11/22

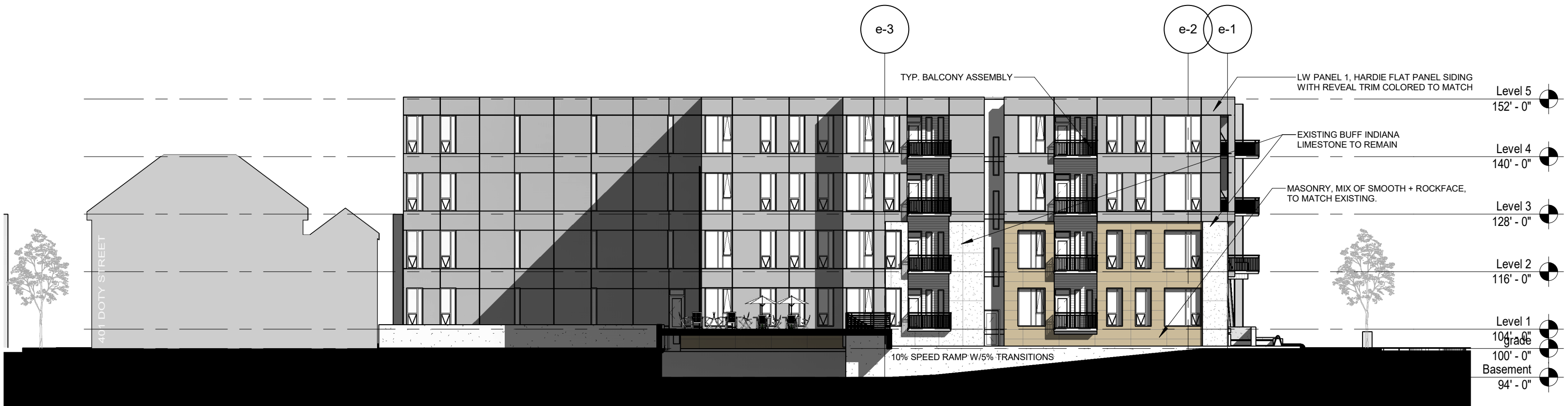
Engberg Anderson Project No. 00000.00



MILWAUKEE | MADISON | TUCSON | CHICAGO



North Design



West Design

402 WILSON STREET

EXTERIOR CHARACTER STUDY

SCALE: 1" = 20'-0"

3/11/2022

Engberg Anderson Project No. 00000.00



MILWAUKEE | MADISON | TUCSON | CHICAGO



402 WILSON STREET



S1.0 - EXTERIOR CHARACTER STUDY

SCALE:

03-11-2022

Engberg Anderson Project No. 00000.00

MILWAUKEE | MADISON | TUCSON | CHICAGO



402 WILSON STREET



S1.0 - EXTERIOR CHARACTER STUDY

SCALE:

03-11-2022

Engberg Anderson Project No. 00000.00

MILWAUKEE | MADISON | TUCSON | CHICAGO



402 WILSON STREET

S1.0 - EXTERIOR CHARACTER STUDY

SCALE:

03-11-2022

Engberg Anderson Project No. 00000.00



MILWAUKEE | MADISON | TUCSON | CHICAGO