

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: 1202 S. Park Street, Madison, WI 53715
Title: 1202 S. Park St.

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

UDC meeting date requested October 3, 2018
 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 Michael Goldberg Company Heartland Housing, Inc.
Street address 208 S. LaSalle, Suite 1300 City/State/Zip Chicago, IL 60604
Telephone (312) 660-1383 Email mgoldberg@heartlandalliance.org

Project contact person Matt Melendes Company Heartland Housing, Inc.
Street address 320 E. Center St. City/State/Zip Milwaukee, WI 53212
Telephone (414) 207-4443 Email mmelendes@heartlandalliance.org

Property owner (if not applicant) Heartland Housing, Inc. has a Purchase and Sale Agreement on the property
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 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 Urban Design Commission Informational Presentation on 2/8/2017.

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 Michael Goldberg Relationship to property Developer with Purchase and Sale Agreement on Property
 Authorized signature of Property Owner Mutual Goldberg Date 08/14/2018

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 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 14, 2018

Janine Glaeser, UDC Secretary
City of Madison
Planning Division
126 S. Hamilton Street
Madison, WI 53701-2985

Re **Letter of Intent**
1202 S. Park Street
Madison, WI 53715
Project in Urban Design District #7

Dear Ms. Glaeser,

Please accept this Letter of Intent, application and attachments as our formal request for an Urban Design Commission review and approval by the City of Madison for the Permanent Supportive Housing project at 1202 S. Park Street which is detailed below.

PROJECT OVERVIEW

Heartland Housing, Inc. (Heartland) is pleased to present its plan to construct quality permanent supportive housing for individuals at 1202 S. Park St. in Madison, Wisconsin. Through a competitive RFQ process, Heartland was selected by the City of Madison to serve as the development partner for this development with additional support services to be provided by the Heartland Alliance Health. Heartland, along with its partners, the City of Madison, Dane County and Heartland Alliance Health, has worked to create a plan for permanent supportive housing for individuals that serves the most vulnerable populations. The development will follow Heartland Housing, Inc.'s model of maintaining affordability while providing on-site professional supportive services and property management.

The Madison permanent supportive housing project will transform a vacant parcel at 1202 S. Park Street into 58 units of quality, permanent supportive housing to serve low-income and chronically homeless individuals in Madison. The project will consist of 58 newly constructed units, including 49 studio units and 9 one-bedroom units. The building will include offices for a supportive service provider and on-site property management. Community spaces will include a library, fitness room, laundry area, computer lab, as well as a multipurpose space. The property will also have a useable rooftop area that will be accessible by residents. Parking and storage will be located on the lower level. The building will include approximately 1,200 SF of commercial space.

EXISTING CONDITIONS:

The project site is 14,950 or 0.34 acres consisting of a vacant lot with retail to the west and east, and bounded by Park Street on the north and High Street on the south. The property is zoned Commercial Corridor – Transitional District and is located in Urban Design District #7.

URBAN DESIGN DISTRICT #7:

The purpose of Urban Design District #7 is to improve the appearance and function of Park Street. As a major gateway corridor, buildings located along Park Street are expected to play a role in improving the visual

character and safety of the corridor. The summary list below highlights how our 1202 S. Park Street development meets criteria within the Urban Design District #7 guidelines.

- **Building Setbacks:** Our development maintains a 1ft setback from lot line. The recessed areas of our building footprint allow for street plantings and an articulated façade. There is at least 8ft of sidewalk width located in front of our proposed development, connected by walkways to our main entrances. Our front façade and primary entrance face the primary street of Park Street. With our building being 4 stories, we are including a 15ft setback between levels 2 and 3.
- **Building Massing:** All visible sides of our development incorporate the same window detailing and design. Similar colored paneling and siding will be utilized on all sides of the building. We do not include any blank walls. The recessed areas of our building along the ground floor allow for street plantings and an articulated façade. Additional windows along the ground floor provides for more design interest. All building mechanical equipment located on the rooftop is screened from view; the screening used will match the adjacent enclosure in material and detailing.
- **Building Design:** Our project is designed to meet WHEDA Energy Efficiency & Sustainability standards. Our building design incorporates quality brick materials at the lower two floors providing tactile qualities at a pedestrian scale. The framed and recessed window systems and entries provide articulation at the pedestrian scale and will create shadow lines for a more dynamic façade. Level 2 windows will have a level of setback to provide recessed shadow lines which add more depth to the façade design. Upper floors will have a change in materials creating both a variation in texture and scale as well as color, distinguishing them from the lower floors. The design of our development is contemporary and keeps with the standards of new development design along Park Street.
- **Building Height:** Our building design meets and complies with all requirements and guidelines of Urban Design District #7. The specific location of our building is in a zone of transition from past one to two story buildings into new multi-story buildings. Our proposed building height is keeping with the planned development density and height.
- **Windows and Entrances:** Our building design meets and complies with all requirements and guidelines of Urban Design District #7. Our building entrance is clearly identifiable by the recess and lot setback.
- **Materials and Colors:** The materials selected are durable, high quality, and appropriate for exterior use. The ground level and second level of the building will be a brick façade. The third and fourth floor of the structure will be a cement board with paint finish.
- **Signage:** The signage proposed is to be integrated into the framed glass entry openings along Park Street. Flush text at entry doors will be used to clearly delineate use. Signage will be illuminated via building mounted down-lighting.
- **Parking and Service Areas:** Off street parking of ten spaces is provided in the lower level of our proposed building. This lower parking level will be accessible from High Street on the west façade of our building. Our trash areas are screened from public view on the northwest corner of the lot.

- **Landscaping and Open Space:** Retaining wall and minimal perimeter fence assembly provided along adjacent residential use. Our project includes 10,026SF of open space. The requirement is 160SF per studio or 1 bedroom unit.
- **Site Lighting and Furnishings:** Our building design meets and complies with all requirements and guidelines of Urban Design District #7. Cut-off light fixtures will be used on site. We will have bicycle storage provided within the building's lower level, the capacity will exceed our unit count.

HOURS OF OPERATION:

Residential occupancy: 24 hours per day, 7 days per week. The Development will have a total of between 5 to 6 property management and supportive service staff. The commercial use and hours of operation have yet to be determined.

BUILDING SQUARE FOOTAGE:

Approximately 47,678 GSF. Our building footprint is 10,410SF which results in a 70% lot coverage that is below the 85% maximum allowed by code.

NUMBER OF DWELLING UNITS:

The building includes 1 lower level of parking and storage and 4 above ground floors. The building includes a usable rooftop space which counts as a fifth floor. The first floor of the building will have residential units on the west side and the entry on the east will lead to the shared community rooms and management and social service offices.

The building will include 58 units: 49 studios and 9 one-bedroom units. The studios will be approximately 375 SF, while the one-bedrooms will be approximately 525 SF. There will be a mix of standard units and accessible units.

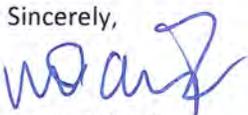
AUTO AND BIKE PARKING STALLS:

There will be 10 on site surface parking stalls which will include 2 handicap stalls for vehicles. Most residents will rely on public transportation and will not have a vehicle. There will be 60 resident bike parking spaces located in the basement.

LOT COVERAGE AND OPEN SPACE:

The building is positioned on the site to meet all of the required setback requirements. The useable open space requirement is 160SF per studio or 1 bedroom unit, totaling 9,280SF for 58 units. The development will provide 10,026SF of useable open space via a backyard green space and usable rooftop space.

Sincerely,



Matt Melendes
Senior Associate Director of Real Estate Development
Heartland Housing, Inc.



0 50ft 100ft 200ft

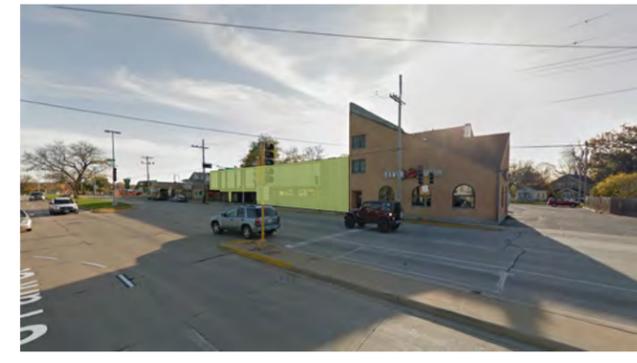


 Note: green colored areas depict former building that has been demolished

1



2



3



4



5



Building Design Overview:

1202 S. Park Street
Madison, WI

Project Information

- Zoning Commercial Corridor - Transitional District
- Cohousing Community Permitted Conditional Use
- Urban Design District #7
- 14,950sf Lot Size
- 47,678sf Building Area
- 1 Lower level parking / storage level
- 4 Above ground floors
- Usable rooftop area
- Unit mix = 49 studios & (9) one-bedroom apartments
- On-site property management staff



0 50ft 100ft 200ft

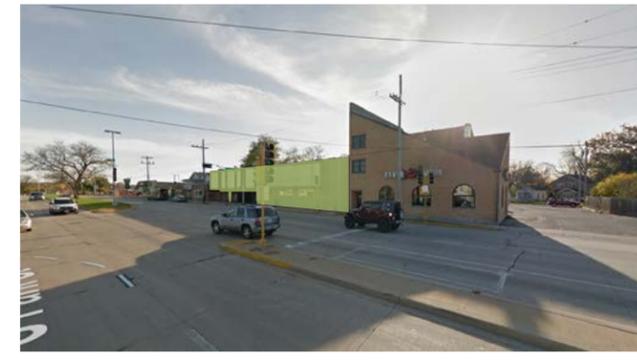


 Note: green colored areas depict former building that has been demolished

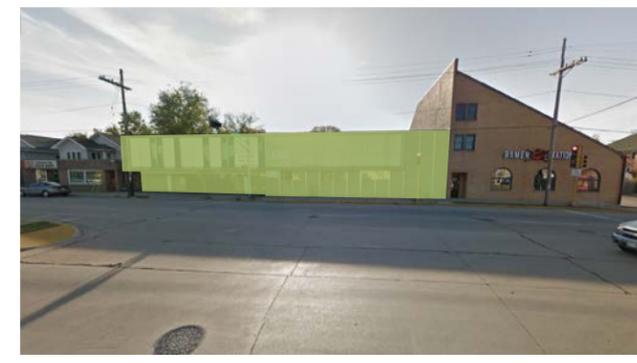
1



2



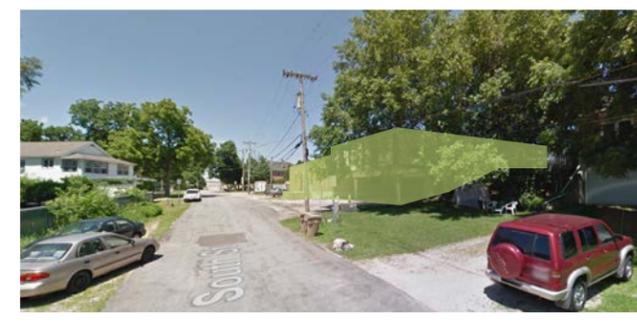
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4



5



M
S
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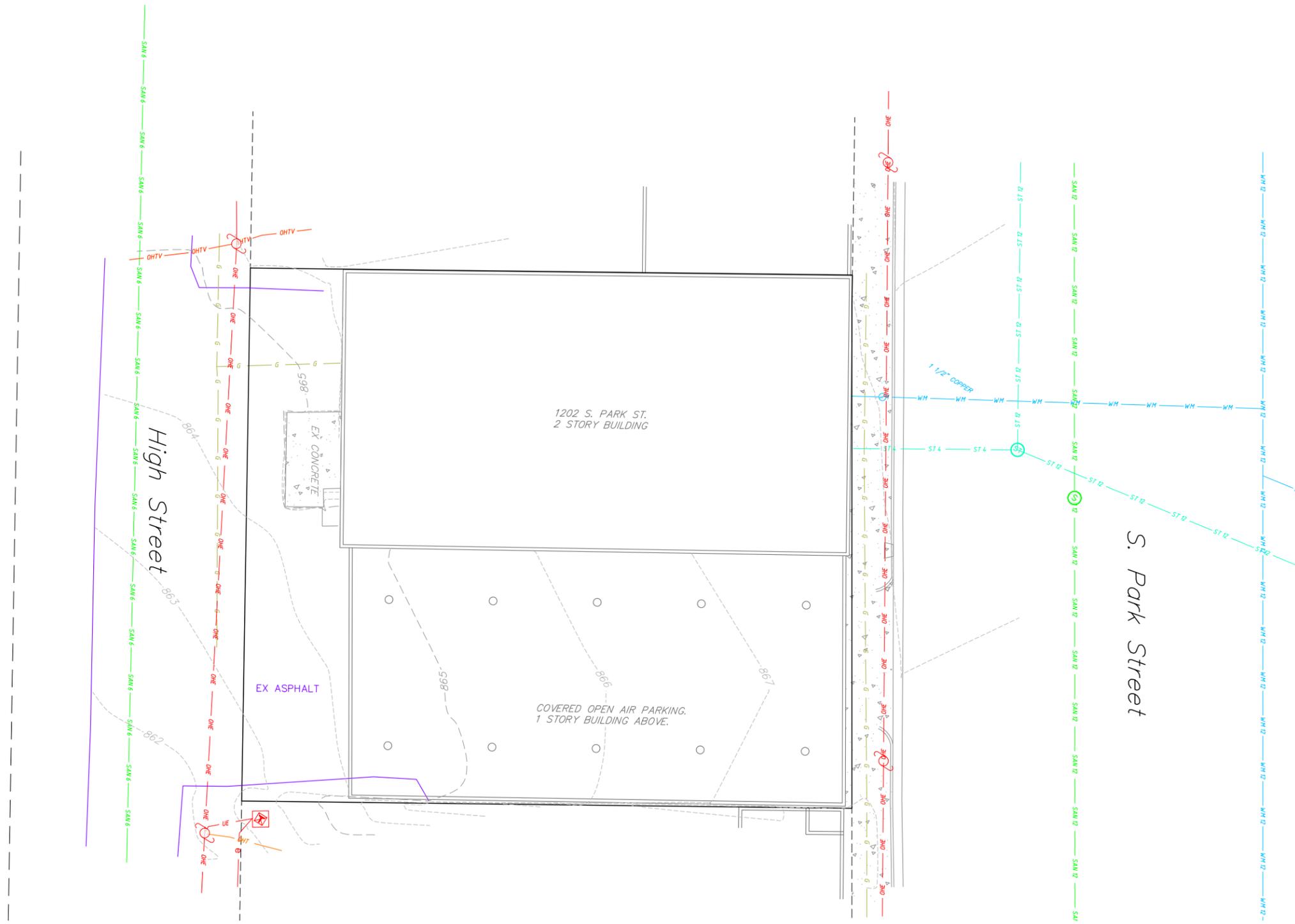
1202 S. Park Street
Madison, WI

UDC & Planning Commission Review

HEARTLAND
ALLIANCE
HOUSING

EXISTING CONDITIONS PLAN

1" = 30'=0" NOT FOR CONSTRUCTION

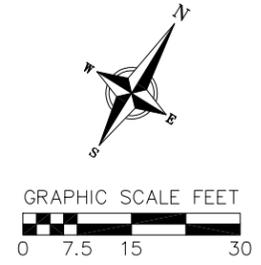


TOPOGRAPHIC SYMBOL LEGEND

- EXISTING SANITARY MANHOLE
- EXISTING WATER MAIN VALVE
- EXISTING TRANSFORMER
- EXISTING UTILITY POLE
- EXISTING STORM MANHOLE

TOPOGRAPHIC LINEWORK LEGEND

- OHT — OHT — EXISTING OVERHEAD TELEPHONE LINE
- G — G — EXISTING GAS LINE
- OHE — OHE — EXISTING OVERHEAD ELECTRIC LINE
- UE — UE — EXISTING UNDERGROUND ELECTRIC
- SAN — SAN — EXISTING SANITARY SEWER LINE (SIZE NOTED)
- ST — ST — EXISTING STORM SEWER LINE (SIZE NOTED)
- WM — WM — EXISTING WATER MAIN (SIZE NOTED)
- 820 — EXISTING MAJOR CONTOUR
- 818 — EXISTING MINOR CONTOUR





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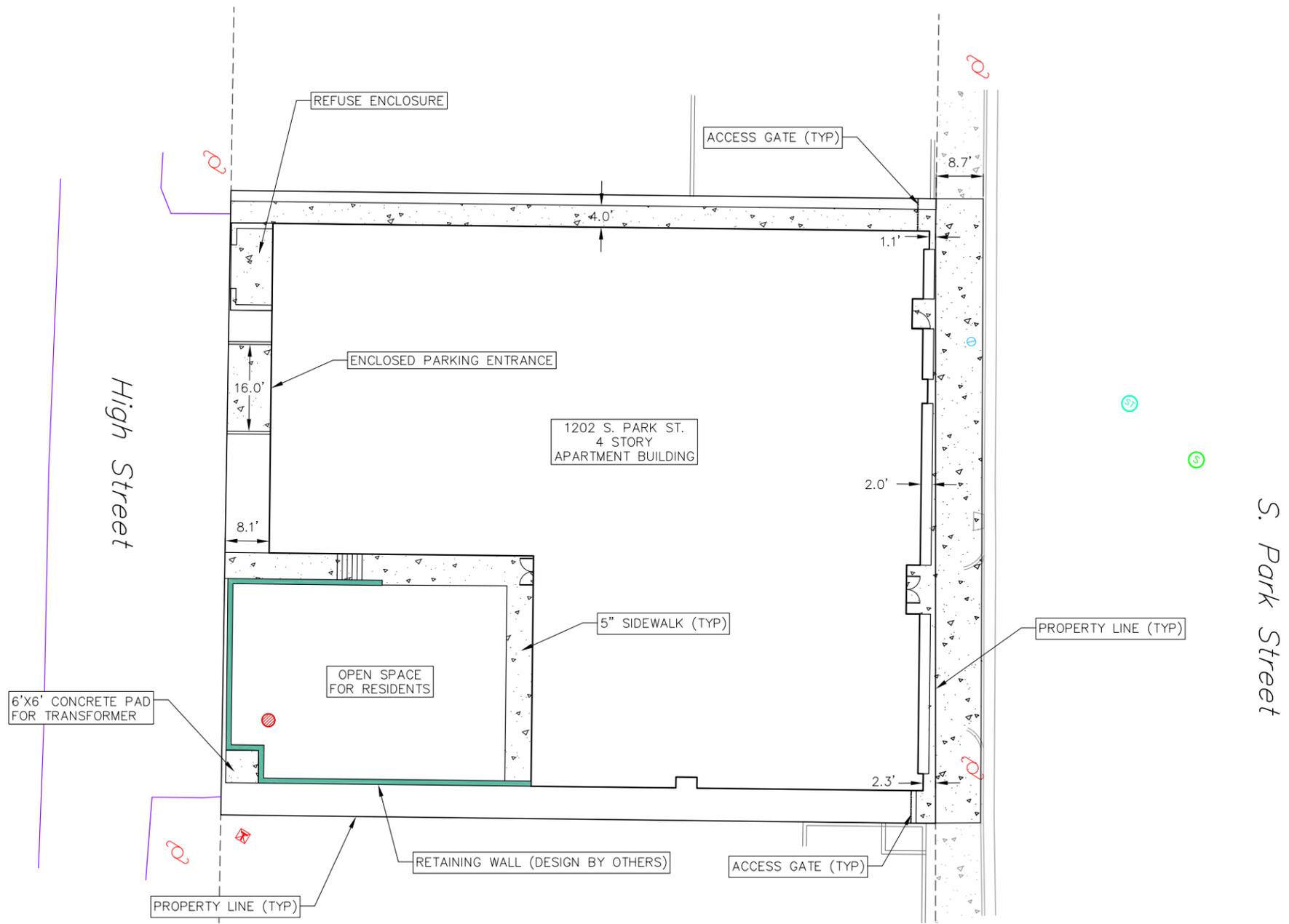


GRAPHIC SCALE FEET
0 7.5 15 30

SITE PLAN LEGEND

	PROPERTY BOUNDARY
	CURB AND GUTTER (REVERSE CURB HATCHED)
	PROPOSED GATE
	PROPOSED CONCRETE
	PROPOSED SIGN
	RETAINING WALL

- NOTES:**
1. ALL DIMENSIONS GIVEN ARE TO FACE OF CURB WHEN APPLICABLE.
 2. CONSTRUCTION SHALL CONFORM TO CITY OF MADISON STANDARD SPECIFICATIONS, DETAILS ON THE PLANS, AND THE LATEST EDITION OF THE DOT SPECIFICATIONS.
 3. ALL WORK IN THE RIGHT-OF-WAY SHALL BE CONSTRUCTED IN ACCORDANCE WITH CITY OF MADISON PLANS.



SITE PLAN
1" = 30'=0" NOT FOR CONSTRUCTION

1202 S. Park Street
Madison, WI
UDC & Planning Commission Review

HEARTLAND ALLIANCE
HOUSING



GRAPHIC SCALE FEET
0 7.5 15 30

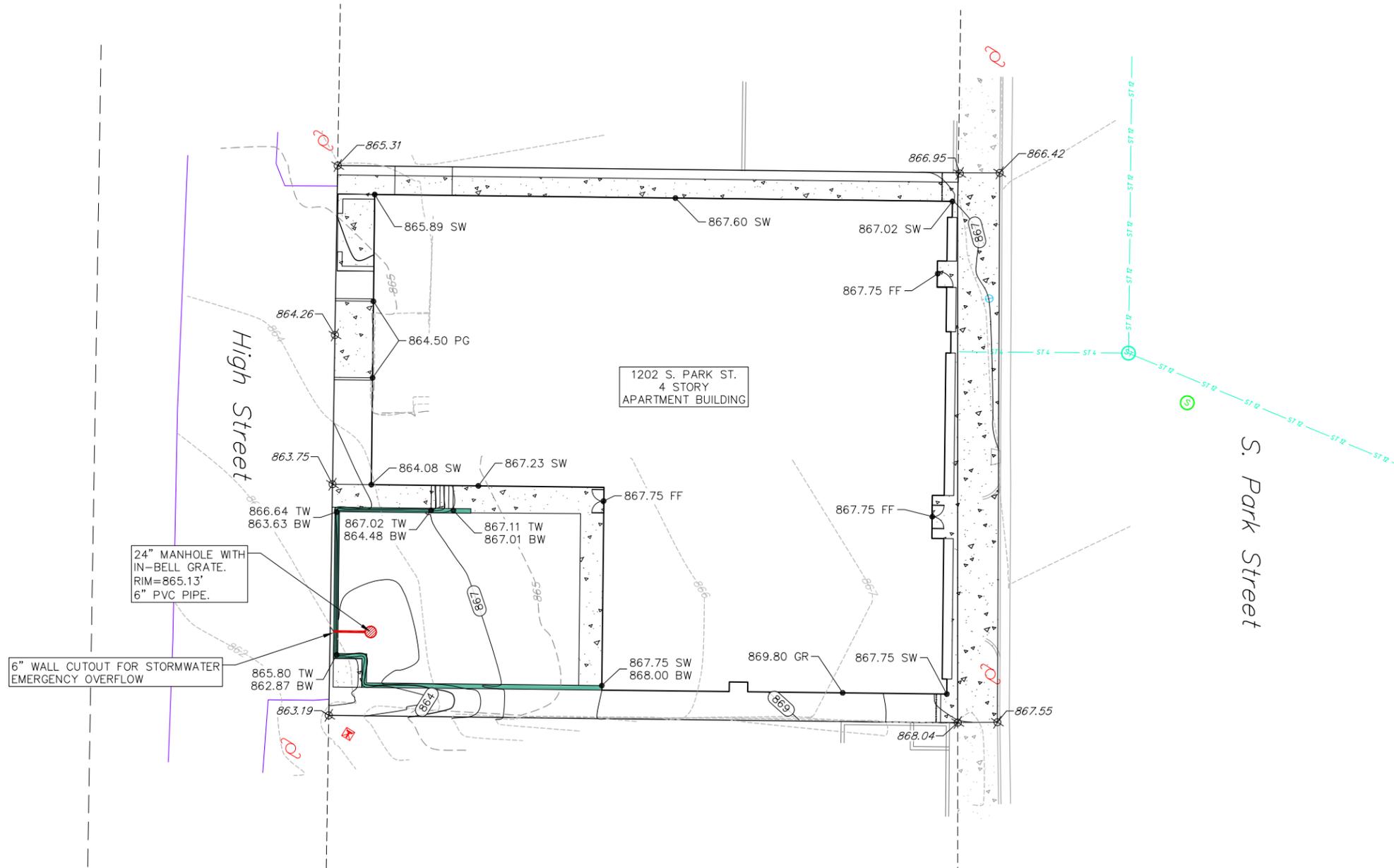


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1202 S. Park Street Madison, WI

UDC & Planning Commission Review

**HEARTLAND
ALLIANCE**
HOUSING



GRADING LEGEND

- 820 --- EXISTING MAJOR CONTOURS
- 818 --- EXISTING MINOR CONTOURS
- (820) --- PROPOSED MAJOR CONTOURS
- (818) --- PROPOSED MINOR CONTOURS
- ⊕ 1048.61 EXISTING SPOT ELEVATIONS
- 1048.61 PROPOSED SPOT ELEVATIONS

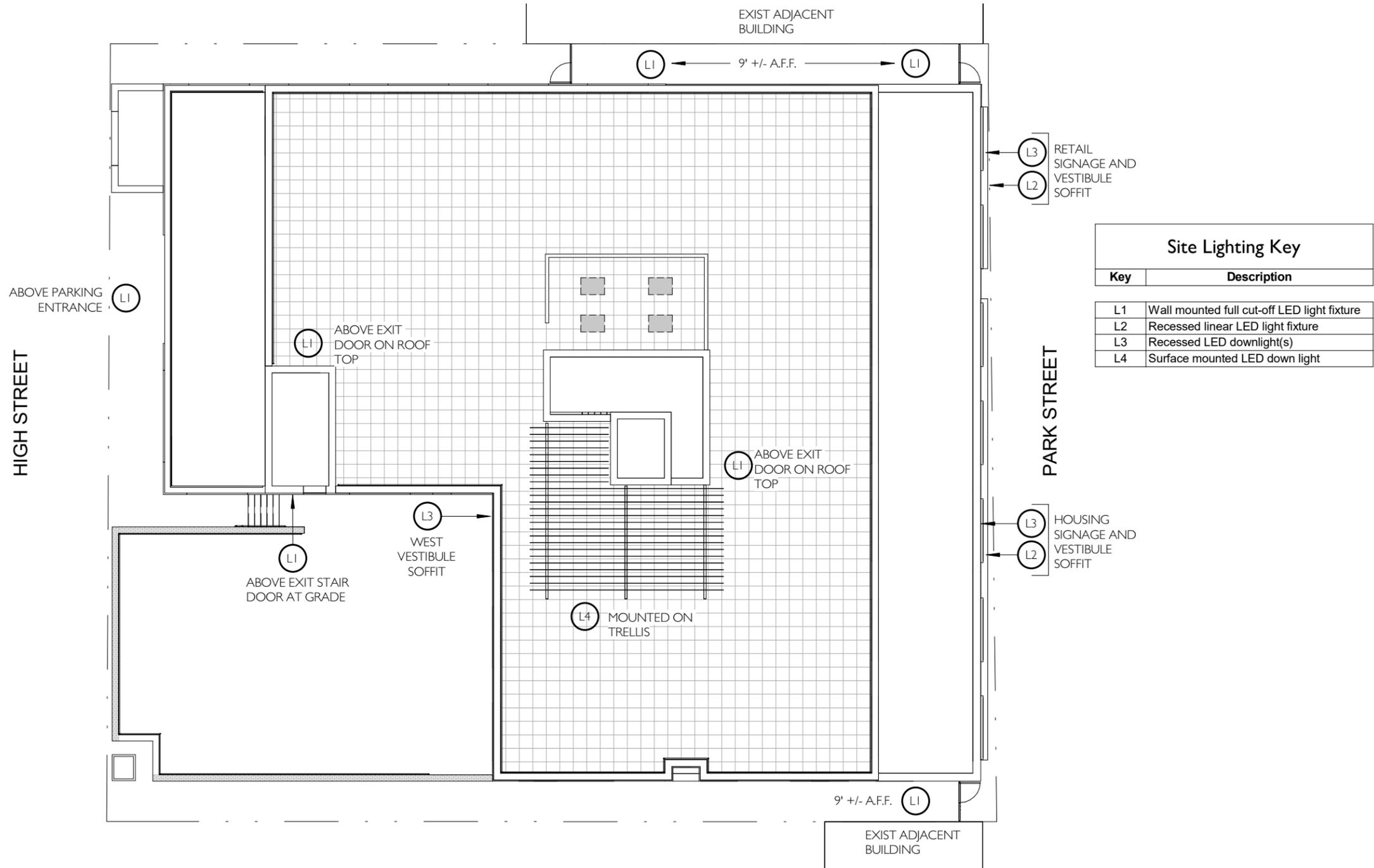
ABBREVIATIONS

- TC - TOP OF CURB
- FF - FINISHED FLOOR
- EP - EDGE OF PAVEMENT
- PG - PAVEMENT GRADE
- GR - FINISHED GRADE
- SW - TOP OF WALK
- TW - TOP OF FINISHED GRADE AT WALL
- BW - BOTTOM OF FINISHED GRADE AT WALL

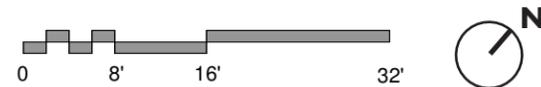
NOTES:

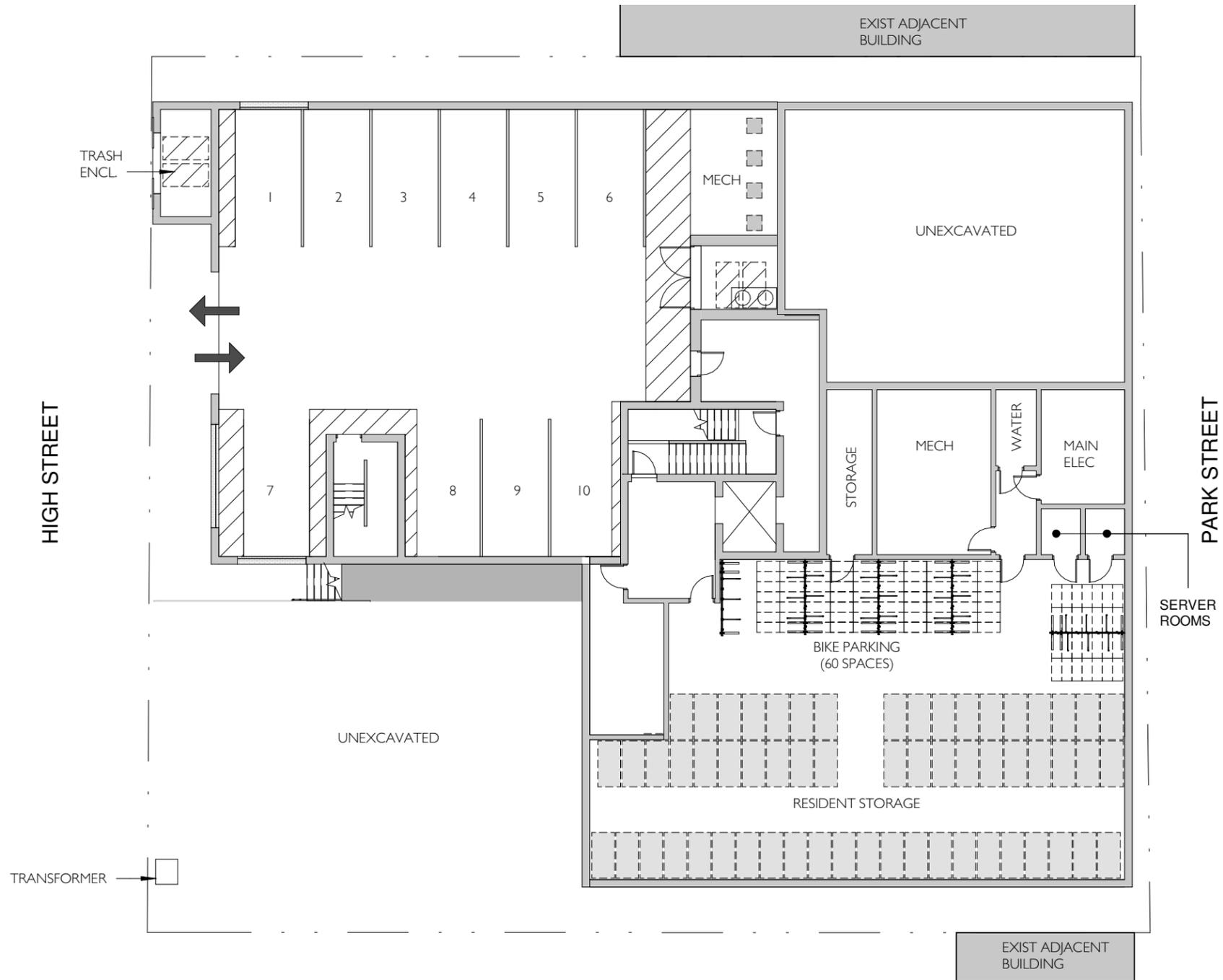
1. FINAL GRADE SHALL BE ESTABLISHED ON PAVED SURFACES BY USING SPOT GRADES ONLY.
2. SEE DETAIL SHEETS FOR EROSION CONTROL NOTES AND CONSTRUCTION SEQUENCE.
3. ALL WORK IN THE RIGHT-OF-WAY SHALL BE CONSTRUCTED IN ACCORDANCE WITH CITY OF MADISON ISSUED PLANS.

GRADING PLAN
1" = 30'=0" NOT FOR CONSTRUCTION



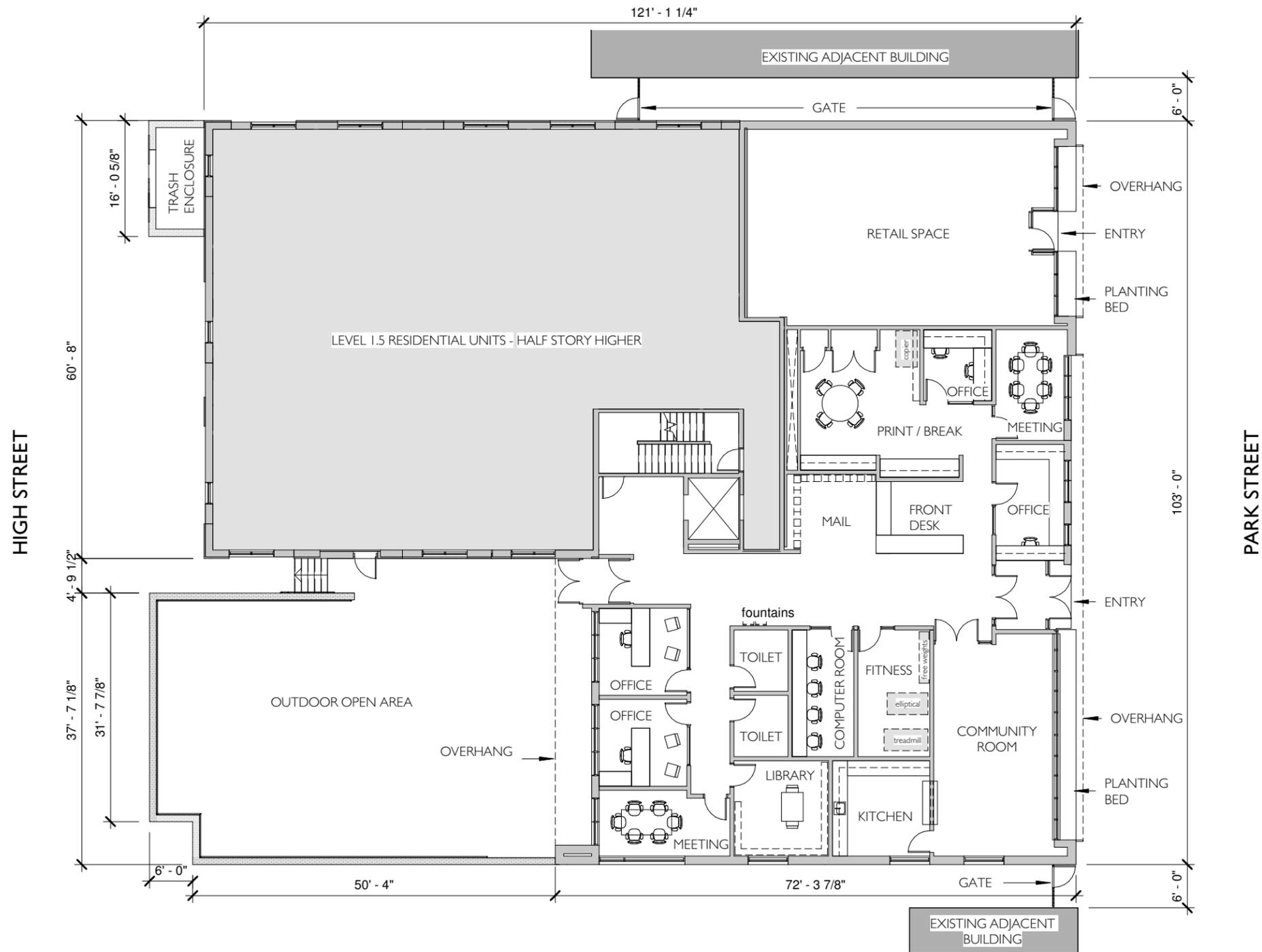
SITE LIGHTING PLAN
 1/16" = 1'-0"





BASEMENT FLOOR PLAN
 1/16" = 1'-0"



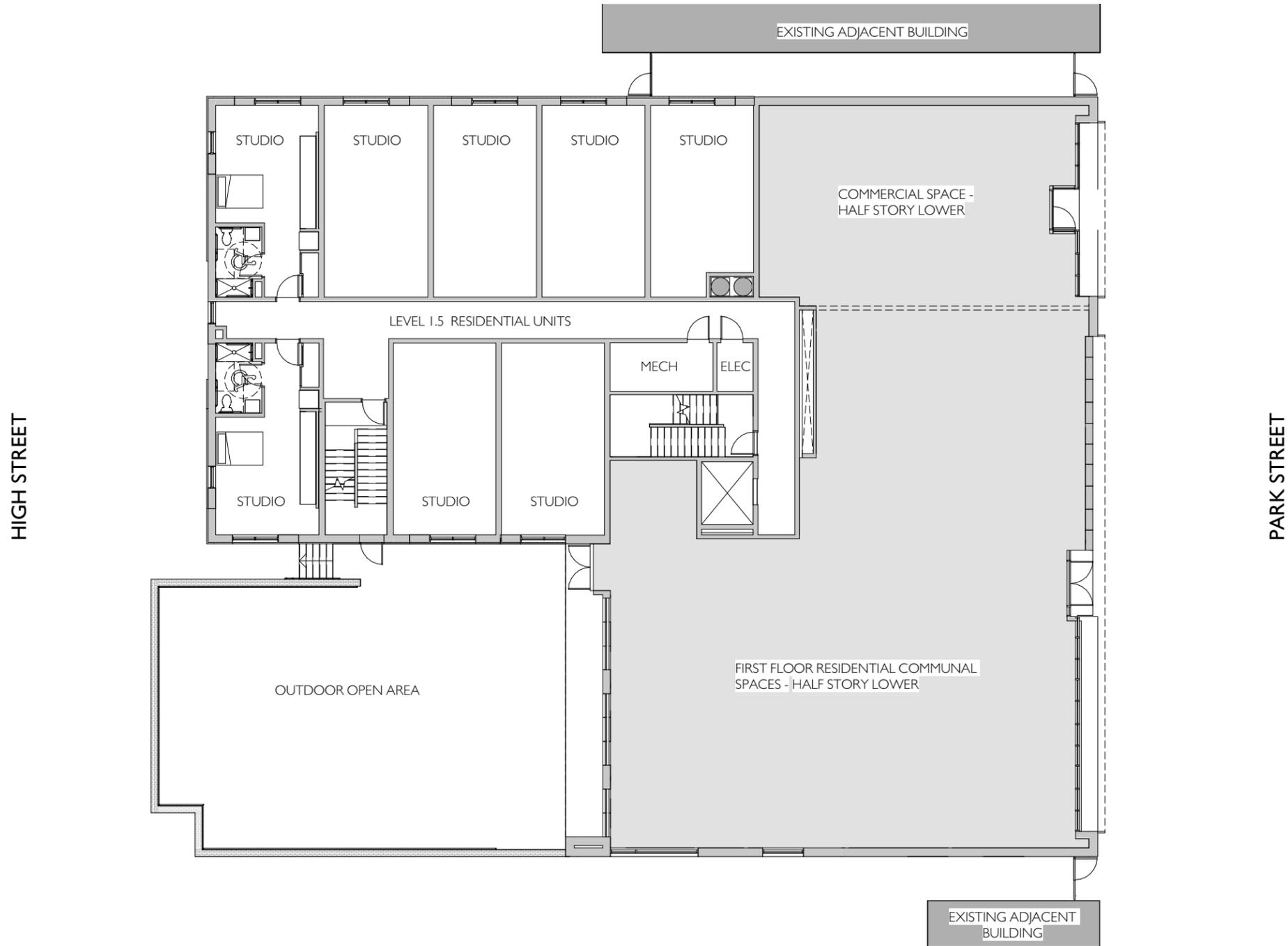


FIRST FLOOR PLAN
 1/16" = 1'-0"



HIGH STREET

PARK STREET

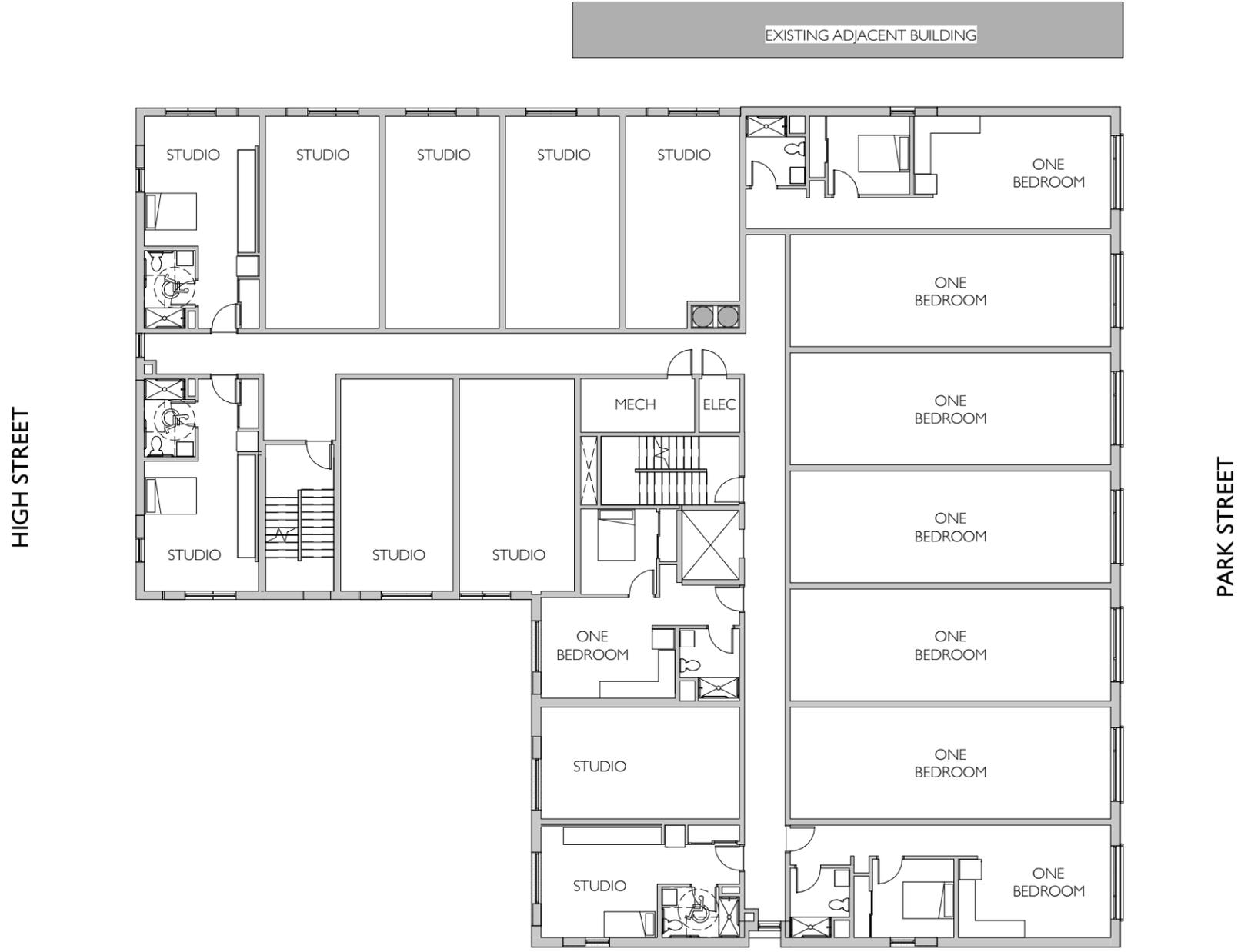


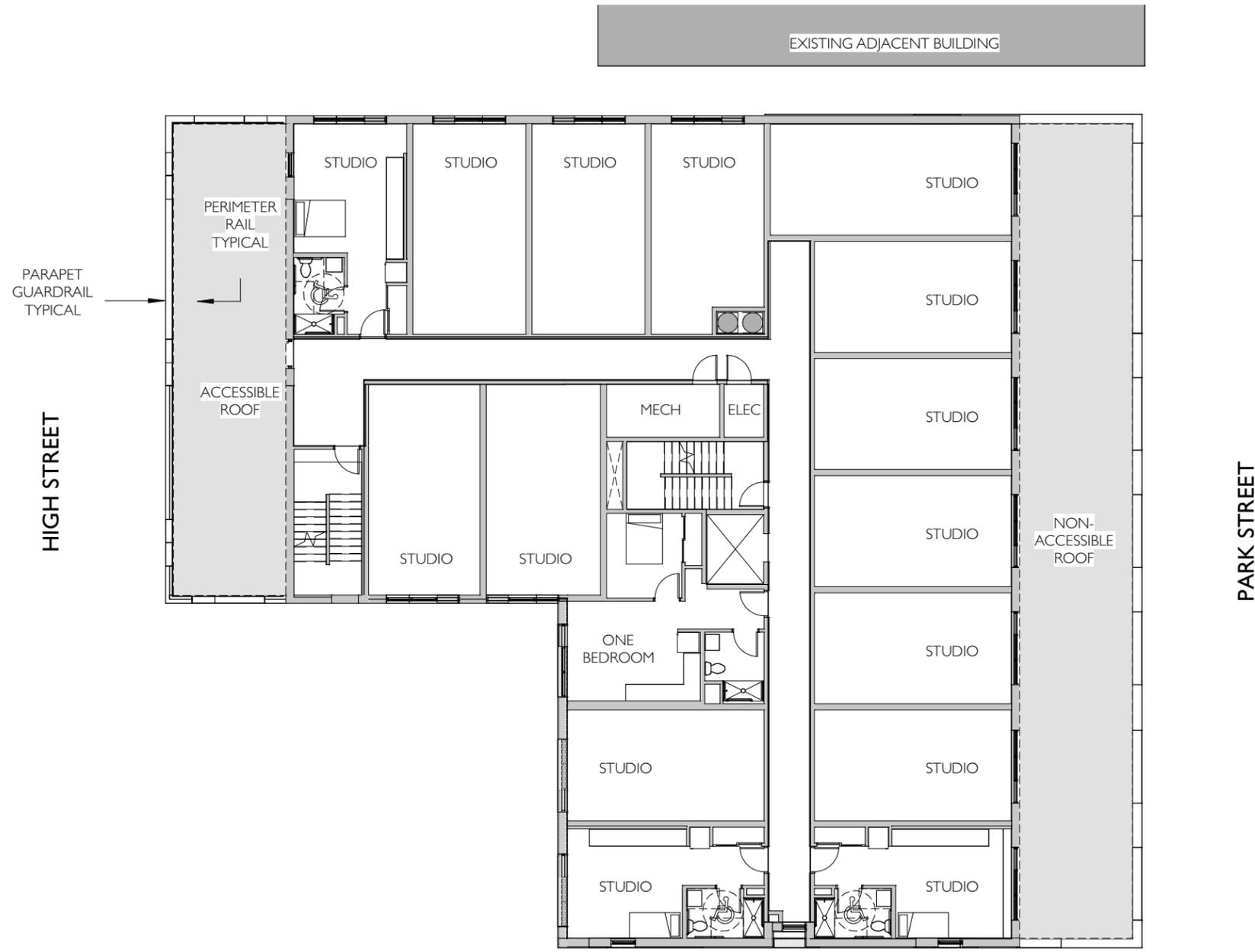
LEVEL 1.5 FLOOR PLAN
 1/16" = 1'-0"



LEVEL TWO FLOOR PLAN

1/16" = 1'-0"





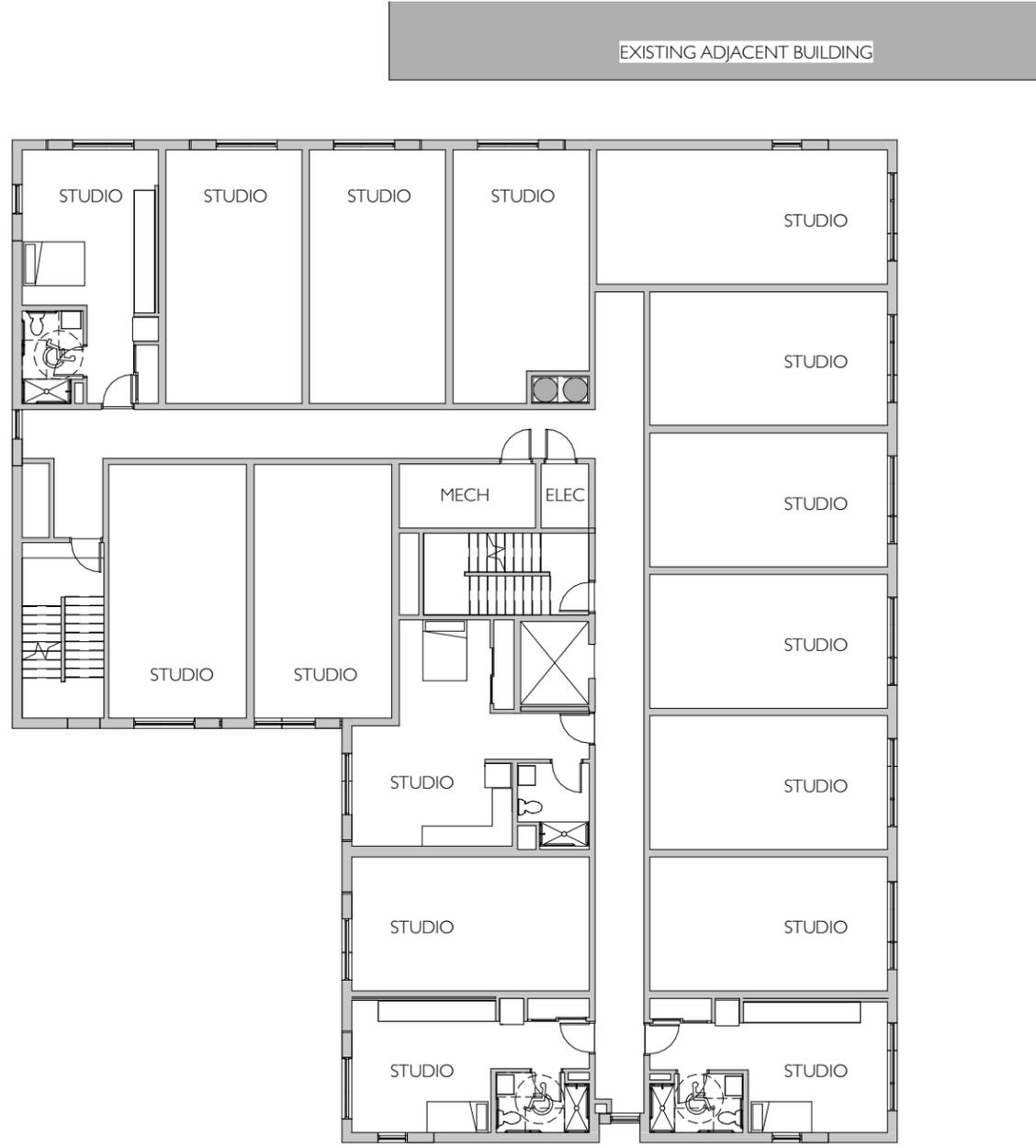
LEVEL THREE FLOOR PLAN
 1/16" = 1'-0"



LEVEL FOUR FLOOR PLAN

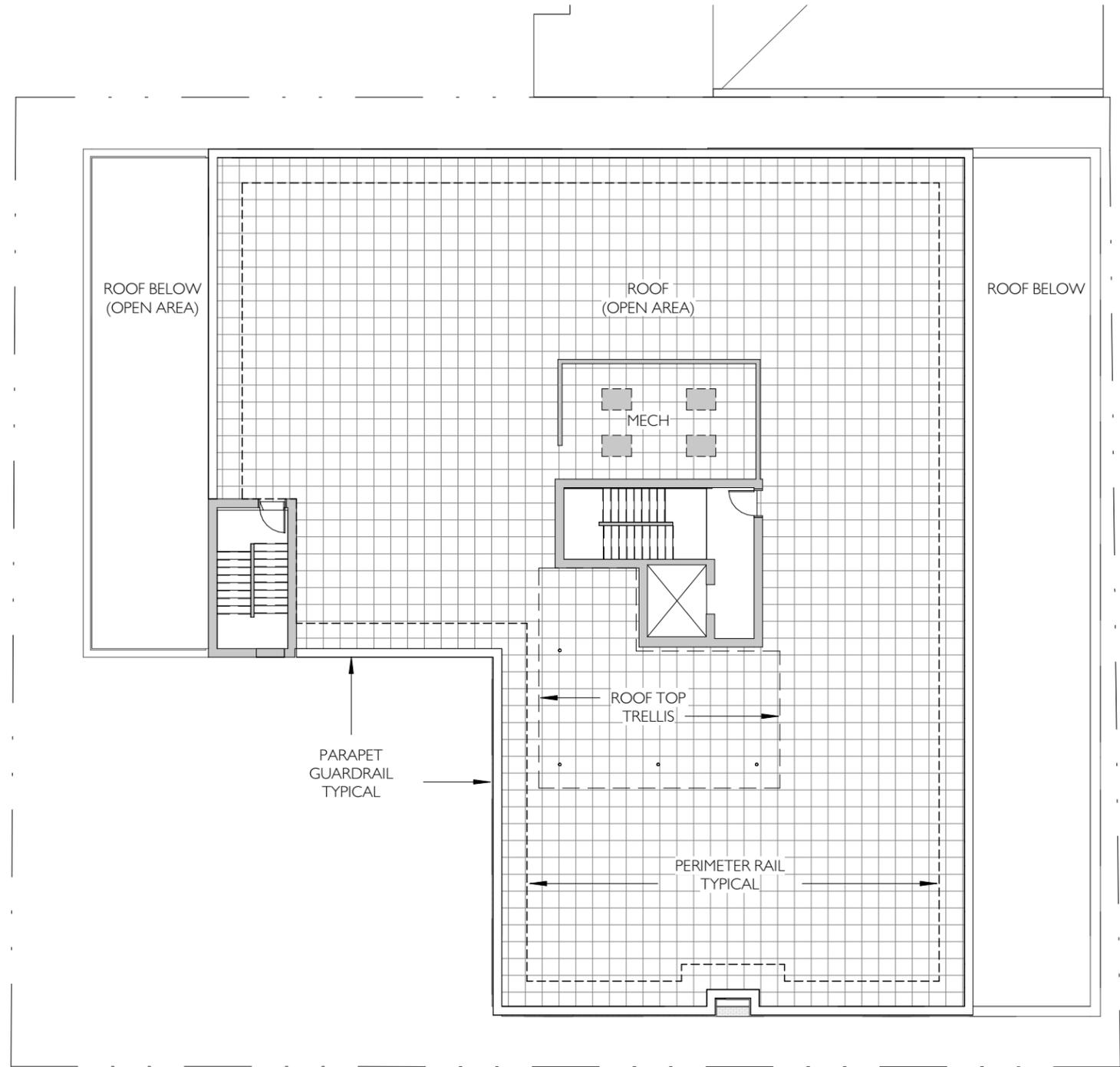
1/16" = 1'-0"

HIGH STREET



PARK STREET



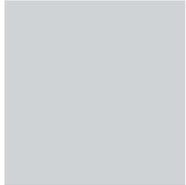
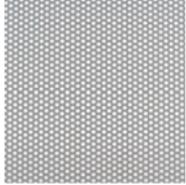


ROOF PLAN
 1/16" = 1'-0"

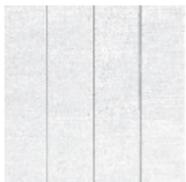


-  1. BRICK
-  2. PAINTED CEMENT BOARD PANEL
-  3. CONTRASTING COLOR PAINTED CEMENT BOARD PANEL
-  4. CEMENT BOARD + BATTEN CLADDING

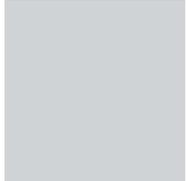
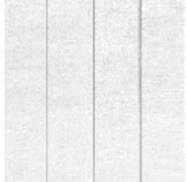
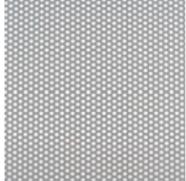


-  1. BRICK
-  2. PAINTED CEMENT BOARD PANEL
-  3. CONTRASTING COLOR PAINTED CEMENT BOARD PANEL
-  4. CEMENT BOARD + BATTEN CLADDING
-  5. METAL MESH



-  1. BRICK
-  2. PAINTED CEMENT BOARD PANEL
-  3. CONTRASTING COLOR PAINTED CEMENT BOARD PANEL
-  4. CEMENT BOARD + BATTEN CLADDING



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-  2. PAINTED CEMENT BOARD PANEL
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-  4. CEMENT BOARD + BATTEN CLADDING
-  5. METAL MESH









