

# 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



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.*

## FOR OFFICE USE ONLY:

Paid \_\_\_\_\_ Receipt # \_\_\_\_\_

Date received \_\_\_\_\_

Received by \_\_\_\_\_

Aldermanic District \_\_\_\_\_

Zoning District \_\_\_\_\_

Urban Design District \_\_\_\_\_

Submittal reviewed by \_\_\_\_\_

## 1. Project Information

Address: \_\_\_\_\_

Title: \_\_\_\_\_

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

UDC meeting date requested \_\_\_\_\_

- ☐ 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 \_\_\_\_\_ Company \_\_\_\_\_

Street address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Project contact person \_\_\_\_\_ Company \_\_\_\_\_

Street address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Property owner (if not applicant) \_\_\_\_\_

Street address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

## 5. Required Submittal Materials

- ☐ Application Form
- ☐ Letter of Intent
  - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
  - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- ☒ Development plans (Refer to checklist 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](mailto:udcapplications@cityofmadison.com). The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

## 6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Janine Glaeser on May 30, 2018.
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 James McFadden

Relationship to property Architect

Authorized signature of Property Owner

Date May 30, 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

## 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 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)
- ☐ Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit



## Letter of Intent

From: McFadden & Company  
380 West Washington Avenue  
Madison, Wisconsin 53703  
(608) 251-1350 james@mcfadden.com



To: City of Madison Urban Design Commission  
126 North Hamilton  
Madison, Wisconsin 53701

Date: May 24, 2018

Project: 121 North Butler

Address: 119-125 North Butler and 120 & 124 North Hancock

This is a reprise of a now lapsed PUD-SIP originally approved in 2008 immediately prior to the onset of the recession and a subsequent proposal considered in 2017. As before, proposed is a new four story apartment building facing Butler constructed over parking entered via the existing drive located between 120 and 124 North Hancock. This submission differs in that the building is reduced in size with it's depth conforming to the standards for the adjacent non-through lot properties.

Address:

119, 123 & 125 North Butler and 120 & 124 North Hancock

Background:

A development based on a similar concept with a four-story apartment building facing Butler Street over underground parking accessed from Hancock but larger in scale 68' vs. 60' in width and 102' vs. 88' in depth was approved (PUD-SIP) in 2008. Construction was unfortunately held up by the recession and approval expired.

Context:

The one hundred block of Butler Street slopes down approximately forty feet between Mifflin and Johnson Streets. The block face to the east is fairly intact with predominately wood framed buildings of varying size and quality dating back the early years of the past century. The Capital North Parking Ramp dominates the block face to the west. Its entry located directly across the street from the proposed development.

There have been three sizable recent developments on the first block of North Butler at Butler Plaza (7 stories/66 units) & the Arcadia (4 stories/26 units) and

the Oaecca (6 stories/38 units). The four-story McBride Point with 72 units is across Johnson Street to the north.

There is a current imbalance in the market with a healthy supply of larger units either in older buildings such as found in the immediate neighborhood or in amenity packed newer developments. There is a marked lack of simple smaller apartments affordable to those with a limited housing budget who want a place of there own downtown.

The site is zoned DR1. The new building's 60' width, 15' front yard setback and 4-story height fill the allowed zoning envelope. All other requirements are comfortably met. This is a conditional use as it has more than eight or more units and it comes to the UDC due to the multiple buildings involved

The City adopted its Downtown Plan in 2012 that included Recommendation 104 "Allow relatively higher \*density development that conforms to the Maximum Building Heights Map along North Hamilton, Butler and Gorham Streets".

The 90 foot wide 20,625 SF site itself slopes nine feet down from the Southeast corner towards Hancock Street. There are two functionally obsolete and architecturally anomalous structures at located at 123 & 125 North Butler and two intact vintage buildings on North Hancock. There are three garages and 7,200 SF of surface parking on the block's interior. 57% of the site is currently devoted to parking and there is only 1,516 SF of useable open space.

#### Existing Conditions:

Originally there were five residential structures on this sloping half-acre site three facing Butler Street and the downtown to the West and two fronting Hancock Street to the East. The structure previously located at 119 N Butler has been renovated and relocated to 520 East Johnson Street as part of the 2008 GDP-SIP.

The two buildings on Hancock were built circa 1900 and have retained their original traditional wood framed architectural character. These will be retained.

The two remaining buildings on North Butler are a different matter. 123 North is an anomaly constructed of masonry forty years after it neighbors. 125 North Butler has been extensively expanded and remodeled over the years. These two buildings will be demolished.

#### Proposed Improvements:

The 120 and 124 North Hancock buildings will be retained and the remainder of the site including the two structures on Butler cleared.

Proposed is a new four-story 60 foot wide 88 foot deep building with 37 rental apartments (13 Studios, 8 Ones, 9 Twos, 1 Three). It will be set back 15 feet from Butler Street in conformance with the Zoning Ordinance and to fit in with the existing pattern set by the neighboring buildings which range from 9 to 20 feet to the north (16'-3" Average) and from 8 to 15 feet to the south (12'-10" average to the south).

The unit mix will be skewed to the extent allowed by the Zoning Ordinance's diversity requirement towards smaller units. The apartments will have nine-foot ceilings and generous daylight but are purposefully simple and compact to allow affordability.

Working with the site's sloping topography a 14 stall underground parking garage will be built into the hill so that it will be invisible from Butler Street. Access will be via a reconstructed drive entering from Hancock Street between the 120 and 124 buildings. There will be 11 stalls of surface parking and two-vehicle stand-alone garage for a snowplow and other maintenance equipment.

In total there will be parking for 25 cars and 37 bicycles (27 enclose & 10 surface). A path will be constructed along the north side of the building to allow residents to walk or bike to and from Butler and the rear yard where there will be two picnic areas furnished with tables and barbeque.

The building itself is simple in shape in the American four square style and will be faced with fiber cement siding, a band of smooth flat panels at the bottom, lap siding in the middle and second band of flat panels at the top. There will be a pair of triple tiered balconies supported with a colonnade of 16" square columns facing Butler Street. The fourth story will be set back six feet both to reduce the apparent scale of the building and to provide space for two outdoor decks for the fourth-floor three-bedroom apartment. The windows will be single or paired set of three by six single hungs. The roof will be left flat to allow the installation of solar panels in the future. There will be no HVAC vents to the exterior from the units.

The existing drive between them will be widened in part to eighteen feet 18' wide to allow passing and an active sensor/signaling system will be installed in the drive to alert vehicles exiting the site to yield to those entering.

There will be new garage, parking for eleven cars & eight bikes and 4,060 SF of useable open space furnished with seating and barbeque equipment.

The two functionally obsolete and architecturally anomalous structures at 123 & 125 North Butler will be demolished and replaced with a new architecturally compatible wood framed building with 37 rental apartments.



Construction Schedule:

Start: Fall 2018  
Completion: Spring 2019

Owner:

Cliff Fisher  
107 North Hancock  
Madison, Wisconsin 53703

Architect:

James McFadden  
McFadden & Company  
228 State Street  
Madison, Wisconsin 53703

Landscape Architect:

Paul Skidmore  
Skidmore Property Services, LLC  
13 Red Maple Trail  
Madison, Wisconsin 53717

Current Zoning:

DR1

Site Area:

20,625 SF or 0.47 Acres

Building Footprints:

Existing: 7,534 SF  
Proposed: 7,568 SF (2,236 SF Existing, 520 SF Garage & 5,280 SF New)

Lot Coverage:

Permitted 75% Maximum  
Proposed 37%

Surface Parking & Walks Area:

Existing: 9,313 SF  
Proposed: 5,585 SF

Useable Open Space:

Existing: 1,516 SF  
Proposed: 4,060 SF

Floor Area:

Total Existing: 13,534 SF  
Retained: 4,671

New: 5,280 SF Footprint x 4 = 21,200  
Total Proposed: 35,791 SF

Unit Mix:

Existing: 4 Threes  
Proposed: 13 Studios, 8 Ones, 9 Twos, 1 Three  
Total: 31 New and 4 Existing

Residential Point Value:

Required 1.25  
Proposed 1.25

Usable Open Space:

(13) Efficiencies	@ 40 =	520 SF
(8) Ones	@ 40 =	320
(9) Twos	@ 80 =	720
(5) Threes	@ 120 =	<u>600</u>
Total Open Space Required (DR1)		2,160 SF
Total Open Space Provided		4,060 SF – OK

Trash and Maintenance:

An enclosed trash space is provided immediately adjacent to the lower level parking. There is stand-alone two-vehicle garage for a snowplow and maintenance equipment

Parking:

Existing Vehicle:

Surface: 12  
Enclosed: 9  
Total: 21

Proposed Vehicle:

Surface: 11  
Garage 2  
Enclosed: 14  
Total: 27

No residential parking permits will be issued for *121 North Butler*; the applicant shall inform all tenants of this in their apartment leases. The lease will also contain language that drivers exiting the site will yield to vehicles entering from North Hancock.

Proposed Bike Storage:

Surface: 10  
Garage: 37  
Total: 47



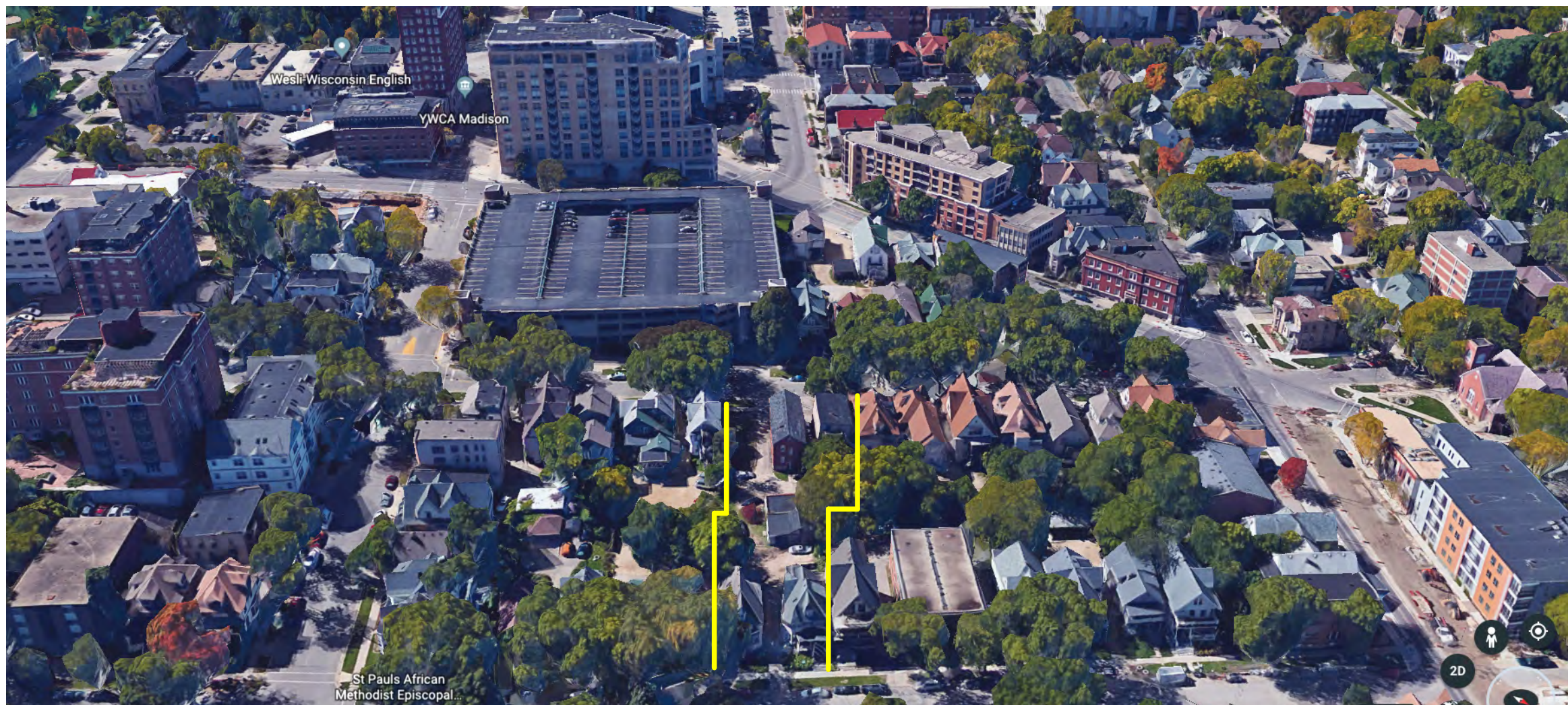








Looking East



Looking West



28.077 DOWNTOWN RESIDENTIAL DISTRICTS.

- (1) Statement of Purpose.  
These districts are intended to recognize historic Downtown neighborhoods comprised of predominantly residential uses with some non-residential uses. The districts are also intended to:
- (a) Facilitate the preservation, development or redevelopment goals of the comprehensive plan and of adopted neighborhood, corridor or special area plans.
- (b) Promote the preservation and conservation of historic buildings and districts while allowing selective infill and redevelopment based on the recommendations of adopted City plans.
- (c) Ensure that new buildings and additions to existing buildings are designed with sensitivity to their context in terms of scale and rhythm, building placement, facade width, height and proportions, garage and driveway placement, landscaping and similar design features.

28.078 DOWNTOWN RESIDENTIAL 1 DISTRICT.

- (1) Permitted and Conditional Uses.  
See Table 28E-2 for a complete list of allowed uses within the downtown and urban districts.
- (2) Dimensional Standards.  
Standards represent minimums unless otherwise noted. Dimensions are in feet unless otherwise noted.

Downtown Residential 1 District	
Lot area (sq. ft.)	3,000
Lot width	1, 2, and 3-unit dwellings: 30 >3-unit dwellings, and non-residential and mixed-use buildings: 40
Front yard setback	15 See (a) below
Side yard setback	5 Lot width <40: 10% lot width
Rear yard setback	20% of lot depth, but at least 30 See (b) below
Maximum lot coverage	75%
Maximum height	See Downtown Height Map
Stepback	See Downtown Stepback Map
Usable open space	40 sq. ft. per bedroom See (c) below

- (a) Front yard setbacks may be designated on the zoning map as a specific location (build to line), a minimum, or a range.
- (b) Underground parking may extend into the rear yard setback if located completely below grade.
- (c) Usable open space may take the form of at-grade open space, porches, balconies, roof decks, green roofs or other above-ground amenities.
- (3) Residential Point System.  
To ensure a variety of housing types in the downtown area, the following point values are established:

Type of Dwelling Unit	Point Value
Studio/efficiency unit	0.75
One-bedroom unit	1
Two-bedroom unit	2
Three or more bedroom unit	3

- In any development site except for the Residential - Group Living category (see Table 28E-2) the average point value for all dwelling units must be at least 1.25.
- (4) Building Standards.  
The following standards are applicable to new buildings and additions, within any ten- (10) year period, exceeding fifty percent (50%) of existing building’s floor area.
- (a) Maximum Building Width. The maximum width of any building fronting the primary abutting street shall not exceed sixty (60) feet.
- (b) Through-lot Development. Development of through lots shall be designed with buildings oriented to each street and with a minimum distance of sixty (60) feet between rear facades of above-ground building elements. Underground parking may extend into this shared rear yard area if located completely below grade.

James Madison Park Recommendations

**Objective 4.11:** *The James Madison Park neighborhood should accommodate a mix of dwelling units, some of which are suitable for families with children. The renovation of existing houses coupled with selective redevelopment that generally reflects the scale and rhythm of the existing structures should help reinvigorate the area, provide a variety of housing options (including workforce housing), and strengthen linkages to the adjacent Tenney-Lapham neighborhood.*

**Recommendation 101:** *Promote the construction and rehabilitation of family-supportive housing and consider adopting an ordinance with standards for such development.*

**Recommendation 102:** *Require that new development provide ample on-site open space and play areas for use by young children, and do not waive usable open space requirements in the James Madison Park District.*

**Recommendation 103:** *Encourage family-supportive workforce housing design in new multi-family developments, including more modern, larger units (2-3 bedrooms) and true usable on-site open space.*

**Recommendation 104:** *Allow relatively higher-density development that conforms to the Maximum Building Heights Map along North Hamilton, Butler and Gorham Streets.*

**Recommendation 105:** *Allow infill and redevelopment along Hancock, Franklin and Blair Streets generally compatible in scale and design with the predominantly “house like” neighborhood character.*

**Recommendation 106:** *Consider establishing a Neighborhood Conservation District as identified in the Downtown Historic Preservation Plan.*

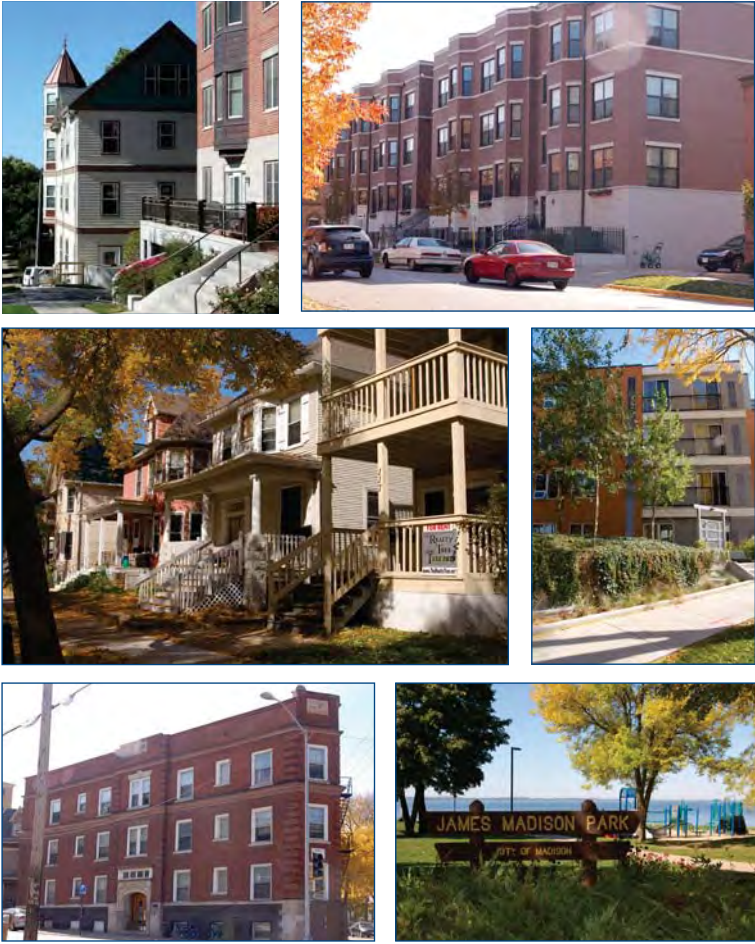
Scenes from James Madison Park

■ James Madison Park

The James Madison Park neighborhood is characterized by fairly intact blocks of two- to three-story houses. Many of these houses have been long time rental properties and include larger units that would accommodate families with children.

The renovation of existing structures, coupled with selective redevelopment that reflects the scale and rhythm of the existing structures, will help ensure the future vibrancy of the area, provide a variety of housing options, and strengthen linkages to the adjacent Tenney-Lapham and Mansion Hill neighborhoods. During the planning process, many participants expressed a desire to create Downtown neighborhoods that were inviting to families with children. With its proximity to Lapham Elementary School, presence of houses that could accommodate such families,

and a large park (James Madison Park), this neighborhood provides the best opportunity to foster this type of environment. The *Downtown Historic Preservation Plan* (1998) recommends that a neighborhood conservation area be created, “wherein the existing residential character of the core of the neighborhood would be preserved and encroachment by incompatible uses will be prevented.” A neighborhood conservation district is a tool provided in the Zoning Ordinance to help ensure that important, unique, and consistent development patterns and design features (such as setbacks, roof forms, or the presence of large front porches) within the neighborhood are conserved. The first step in implementing this recommendation would be a study to articulate the specific characteristics of the neighborhood to be preserved. The Fourth Lake Ridge National Register Historic District runs along portions of East Gorham Street.





# The Macro View on Micro Units

The Urban Land Institute Multifamily Housing Councils were awarded a ULI Foundation research grant in fall 2013 to evaluate from multiple perspectives the market performance and market acceptance of micro and small units.



## Executive Summary



A common perception exists that unit sizes in new apartments have been shrinking as developers seek higher density and higher revenue per square foot to offset rising land value and construction costs and to hold monthly rent at an affordable level relative to income. The ultimate incarnation of this trend has been the introduction—or the reintroduction—of very small units, often referred to as *micro units*. These very small (by traditional standards) apartments, leasing at approximately 20 percent to 30 percent lower monthly rent than conventional units, yet at very high value ratios (rent per square foot), have been offered or are being considered in urban and urbanizing locales, particularly high-density, expensive metropolitan markets such as Boston, New York, San Francisco, Seattle, and Washington, D.C. This research report explores this renewed trend in the United States and seeks to answer the following key questions:

- What exactly is a micro unit?
- How have smaller and micro-unit rental apartments performed in the marketplace compared with larger, more conventional apartments?
- Does the higher per square foot rent justify the higher construction cost?
- What are some of the examples across the country where micro units have been successfully developed and operated?
- What are the critical success factors and lessons learned from developers, owners, operators, and design professionals that have experience with this new breed of micro-unit community?
- What has been the experience of residents who have actually lived in one of these tiny apart-

ments, what do they like and dislike, and what motivated them to consider a micro unit in the first place?

- What would motivate potential renters of conventional apartments to live in a smaller unit?
- Based on a compilation of all of the above, what is the likely future for micro units; is this a passing fad or a growing trend?

To answer these and other questions, the research team for this report analyzed hard data to understand the performance of smaller and micro units in the marketplace. The team also conducted consumer research with residents of micro units to understand their experience and satisfaction levels compared with occupants of conventional units. Finally, the team compiled case studies of micro-unit rental apartment communities and conducted a series of interviews with industry experts to identify best practices and lessons learned. The ultimate objective of this research is to gather and share innovative ideas that can contribute to the successful development of micro-unit communities in the future.

Some of the key findings, which the report provides in greater detail, follow:

- Although *micro unit* has no standard definition, a working definition is a small studio apartment, typically less than 350 square feet, with a fully functioning and accessibility compliant kitchen and bathroom. Under this definition, a 160-square-foot single-room-occupancy (SRO) unit that relies upon communal kitchen or bathroom facilities does not qualify as a true micro unit.
- Smaller and micro units outperform conventional units in the marketplace—they achieve higher occupancy rates and garner significant rental-rate premiums (rent per square foot) compared with conventional units. However, the stock of very small units is still quite limited, and it is difficult to know whether the performance of these smaller units is driven by their relative scarcity or whether significant pent-up demand for micro units actually exists.
- Both the consumer research and the case studies indicate that a segment of renters is indeed interested in the micro-unit concept; nearly a quarter of renters in conventional apartments indicate they would be interested or very interested in renting a micro unit. Depending upon one's perspective,

## Market Context

either this speaks to a potentially huge untapped market, or it remains a niche market.

- The appeal of micro units is largely about economics, but place and privacy are all part of the equation. Most respondents interested in micro units are willing to consider them in exchange for a lower monthly rent (approximately 20 percent to 30 percent below that of a conventionally sized unit), a highly desirable (typically authentic, urban/urbanizing, walkable, trendy) location, and the ability to live alone.
- The target market profile for micro units is predominantly young professional singles, typically under 30 years of age, with most under 27 years of age, trending slightly more male than female. Secondary segments include some couples and roommates, some older move-down singles, and pied-à-terre users.
- Developing and operating a rental apartment community with micro units are more expensive, but the premium rent per square foot achieved more than makes up for the added cost.
- Developers and design professionals have come up with a number of creative solutions that ensure micro units are compliant with Fair Housing Amendment Act and accessibility requirements, livable, and actually feel larger than they really are. Such items include flexible furniture systems, high ceilings (more than nine feet), oversized windows, built-in storage, gadget walls, and movable kitchen islands.
- Rental apartment communities with micro units also emphasize what is outside the confines of the unit itself. Developers tend to offer an extensive array of amenities, intimate gathering spaces, and services to residents that enable them to experience community outside their micro unit.
- A definite shift has taken place toward a greater mix of smaller studio and one-bedroom apartments, and micro units are a growing trend across the country with a number of communities under construction and many more in the planning stages. However, to hedge their bets, some savvy developers are building in the flexibility to convert side-by-side micro units back into conventional one- and two-bedroom units, just in case the concept is a flash in the pan.





00 block of North Butler looking Southwest



00 block of North Butler looking Southeast



Physical Context

00 block of North Butler looking Northeast



100 Block of North Butler looking Northeast



100 Block of North Butler looking Southeast



100 Block of North Butler looking Southwest



100 block of North Butler looking Southwest



300 block of North Butler/Hamilton looking Northeast



300 Block of North Butler looking Southwest





View from Site Directly Across Butler Street  
February 20, 2017





View West between 120 & 124 North Hancock



View from the South West of 119, 123 & 125 North Butler



View from the North East (Rear) of 119, 123 & 125 North Butler



View from the South East (Rear) of 119, 123 & 125 North Butler  
119, 123 & 125 North Butler Existing Exterior Conditions  
May 5, 2007





Existing Rear Yards 100 N Butler & Hancock





View from North West



View from South West



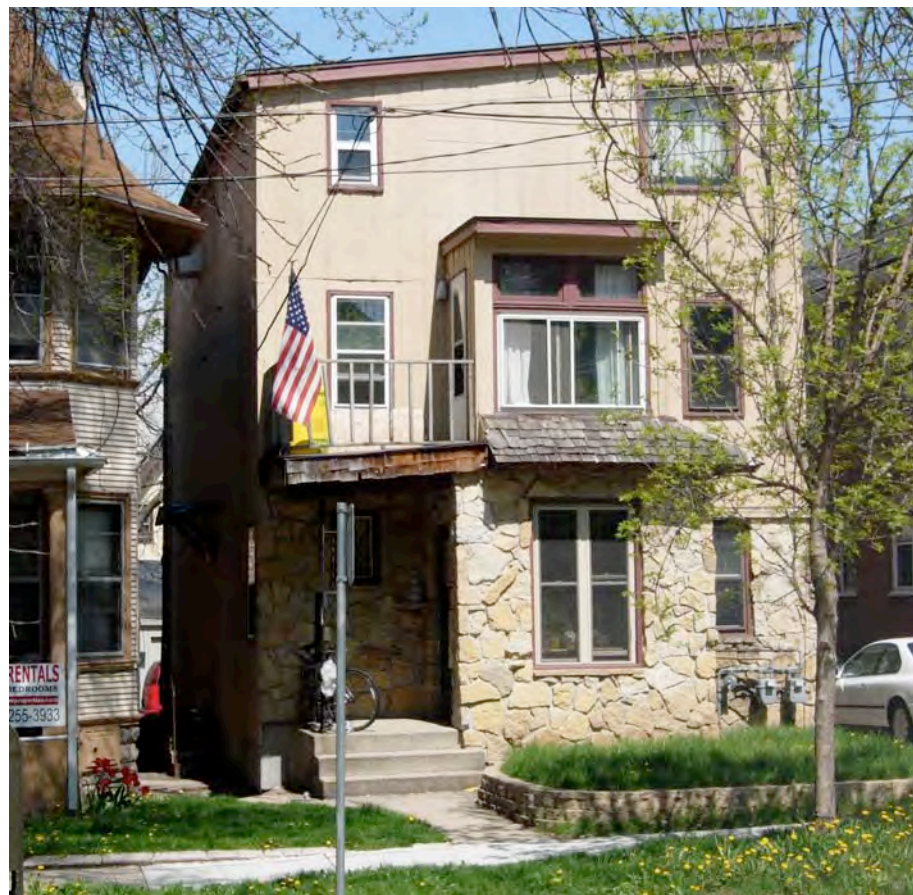
View from North East



View from South East

123 North Butler Existing Exterior Conditions  
May 5, 2007

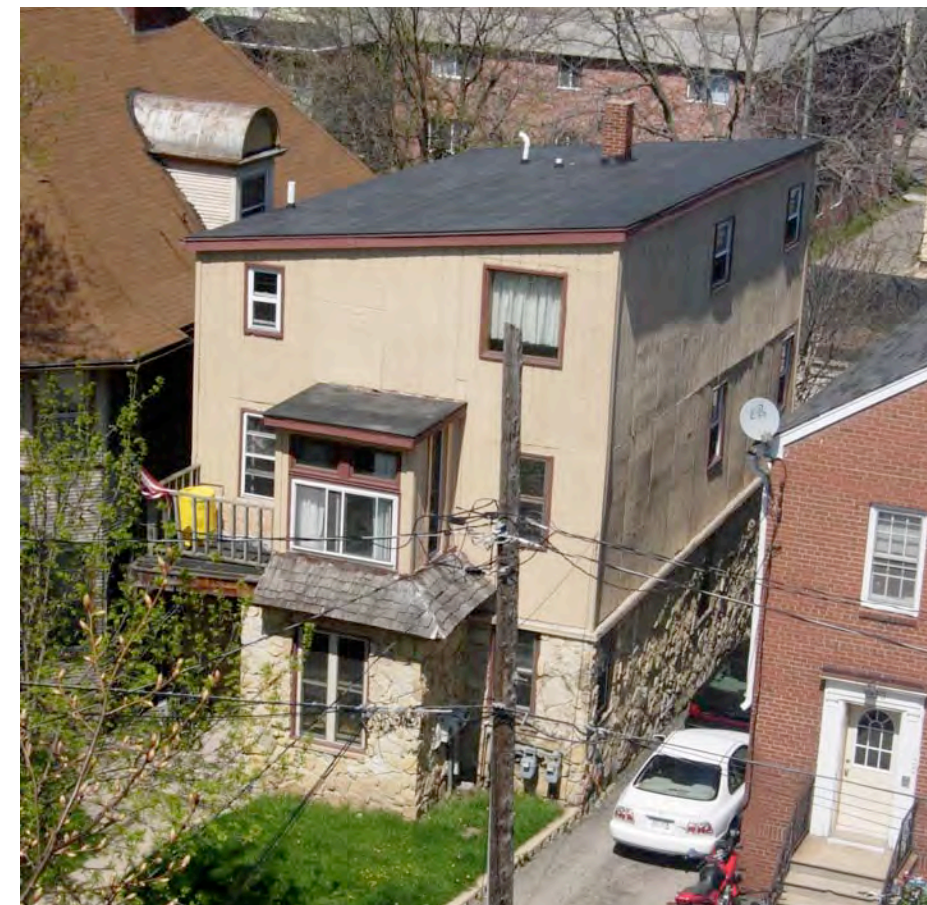




View from North West



View from South West



View from South West



View from North East



View from South East



View from South East

125 North Butler Existing Exterior Conditions  
May 5, 2007

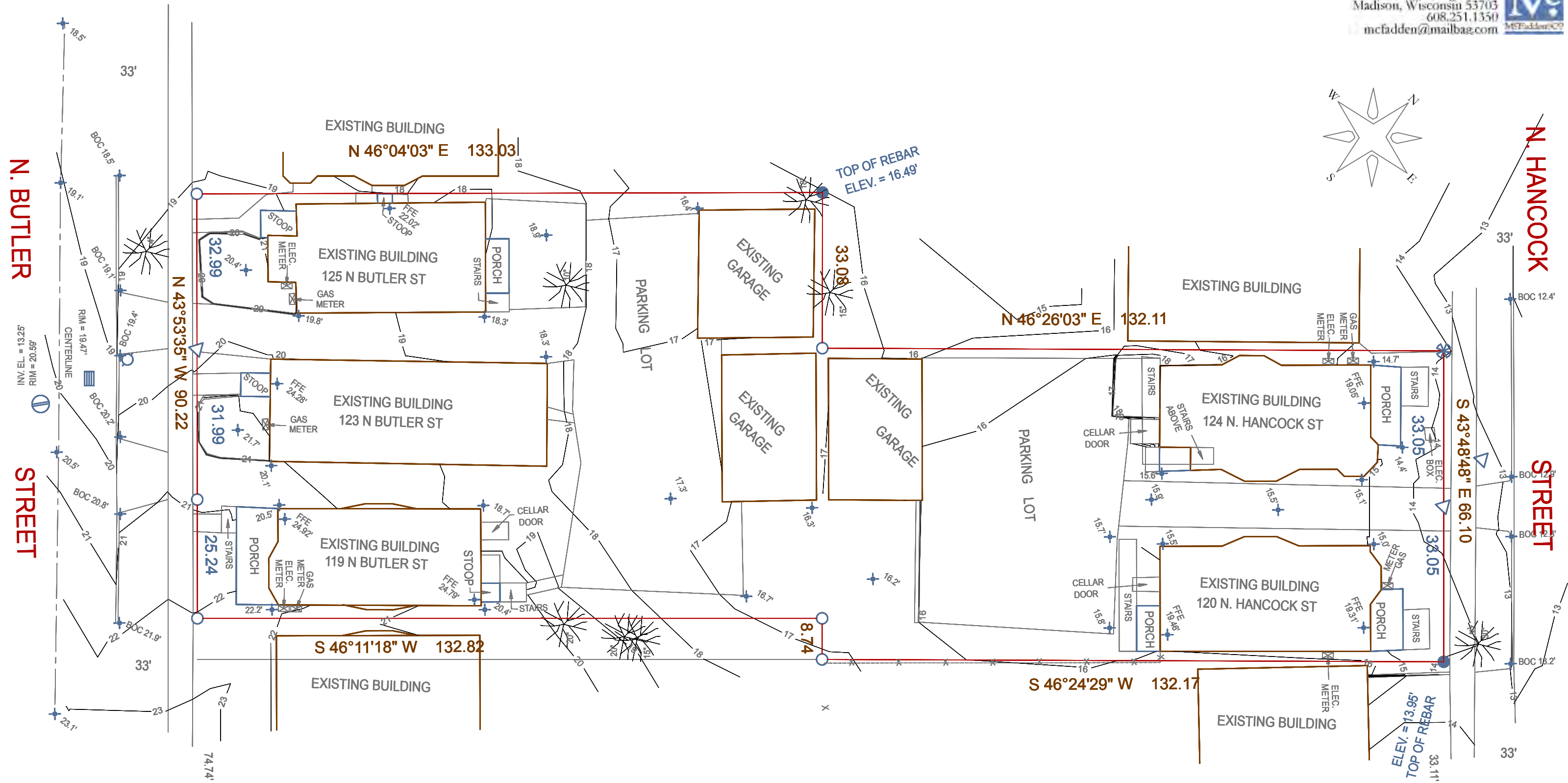


N. BUTLER

STREET

N. HANCOCK

STREET

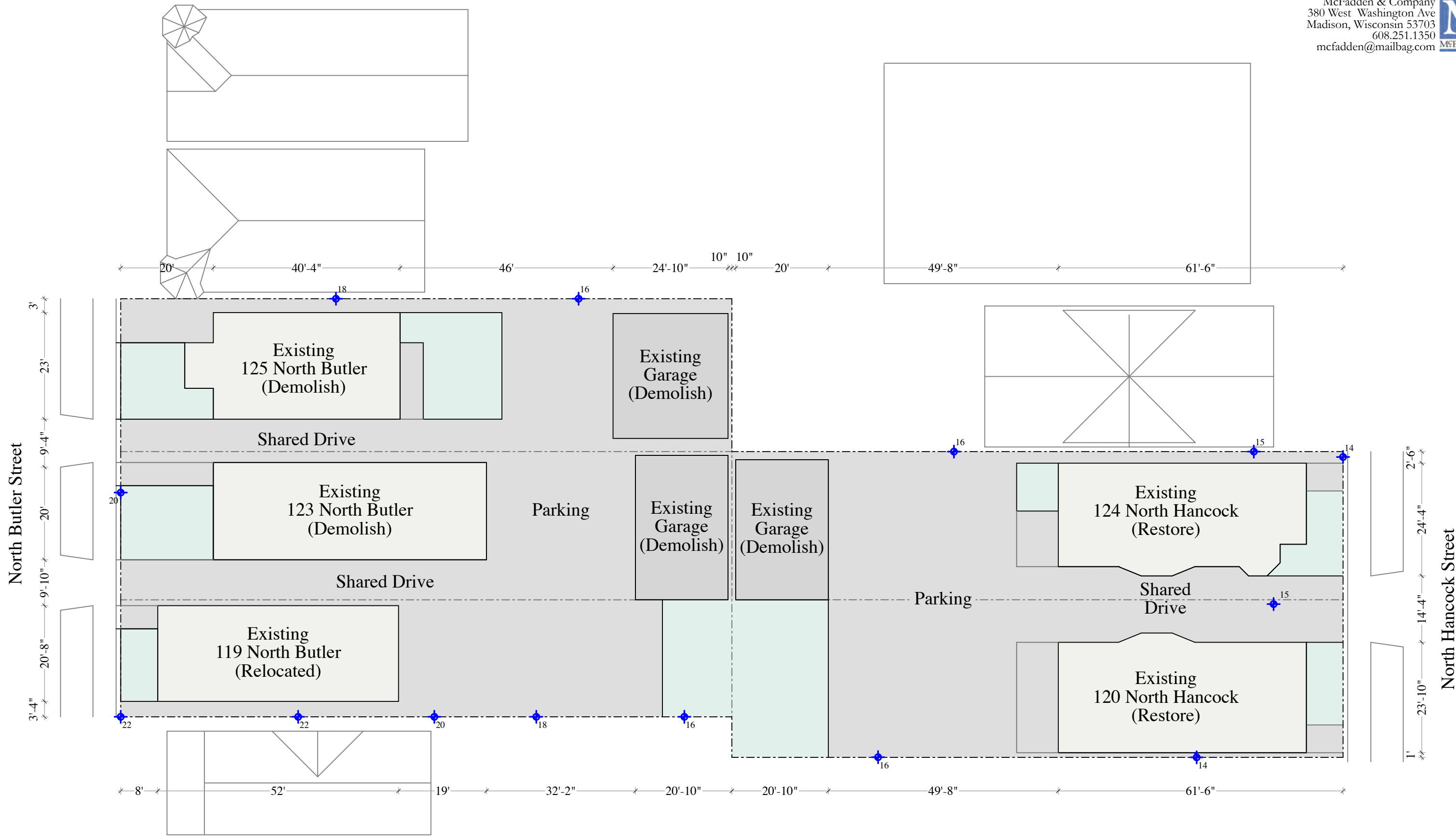


**DESCRIPTION:**

The Southeast 1/2 of Lot 6, the Northwest 1/2 of Lot 6, the Southeast 1/2 of Lot 14, the Northwest 32 feet of Lot 13, and the Southeast 25 1/4 feet of the Northwest 57 1/4 of Lot 13, all in Block 111 of the Original Plat of the City of Madison, Dane County, Wisconsin.

Survey @ 1"=20'  
121 North Butler  
May 12, 2018





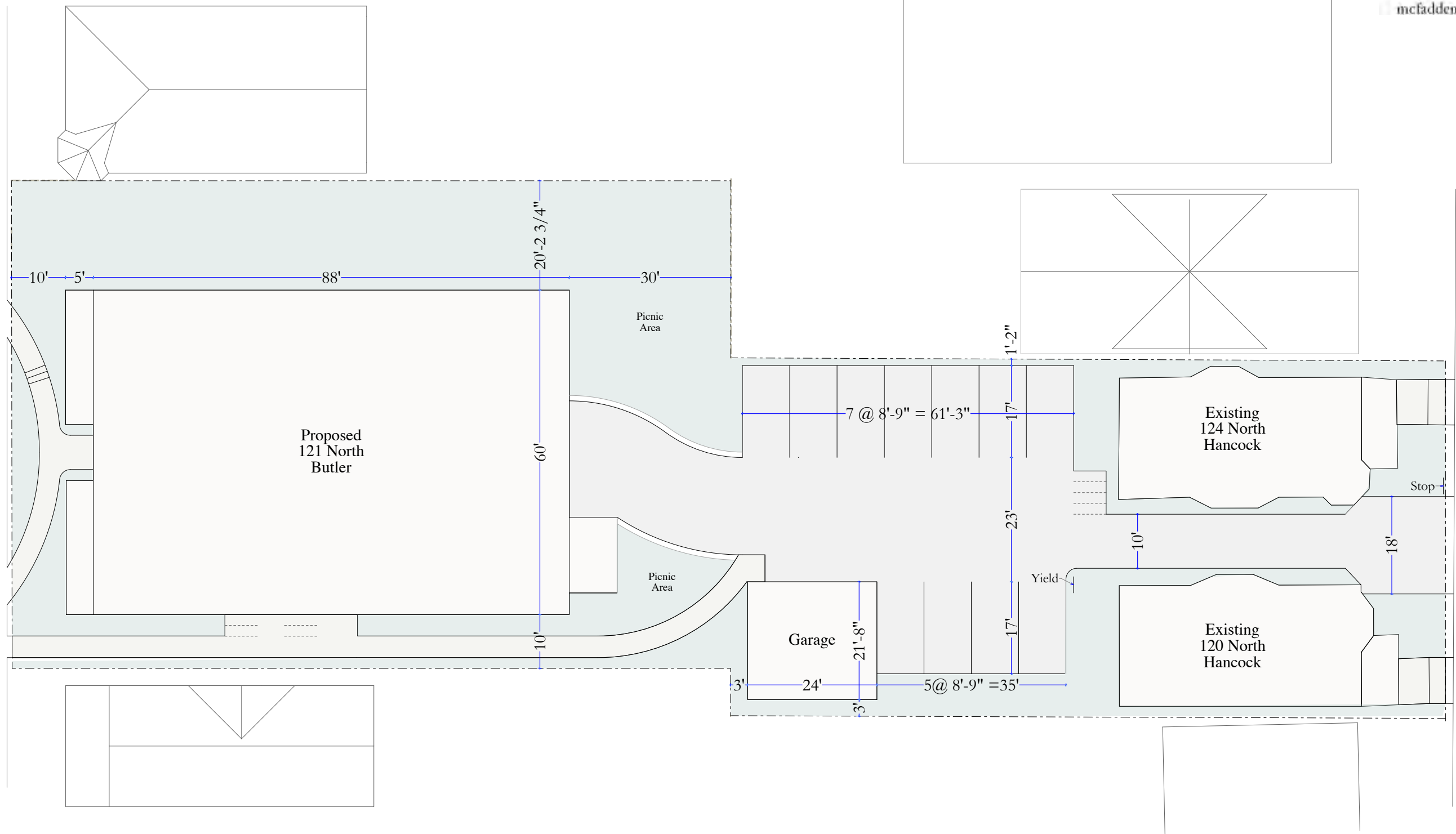
Site Area	20,625 SF
Coverage	
Buildings	7,318 SF
Paved	10,230 SF
Total	17,548 SF
Useable Open Space	1,510 SF

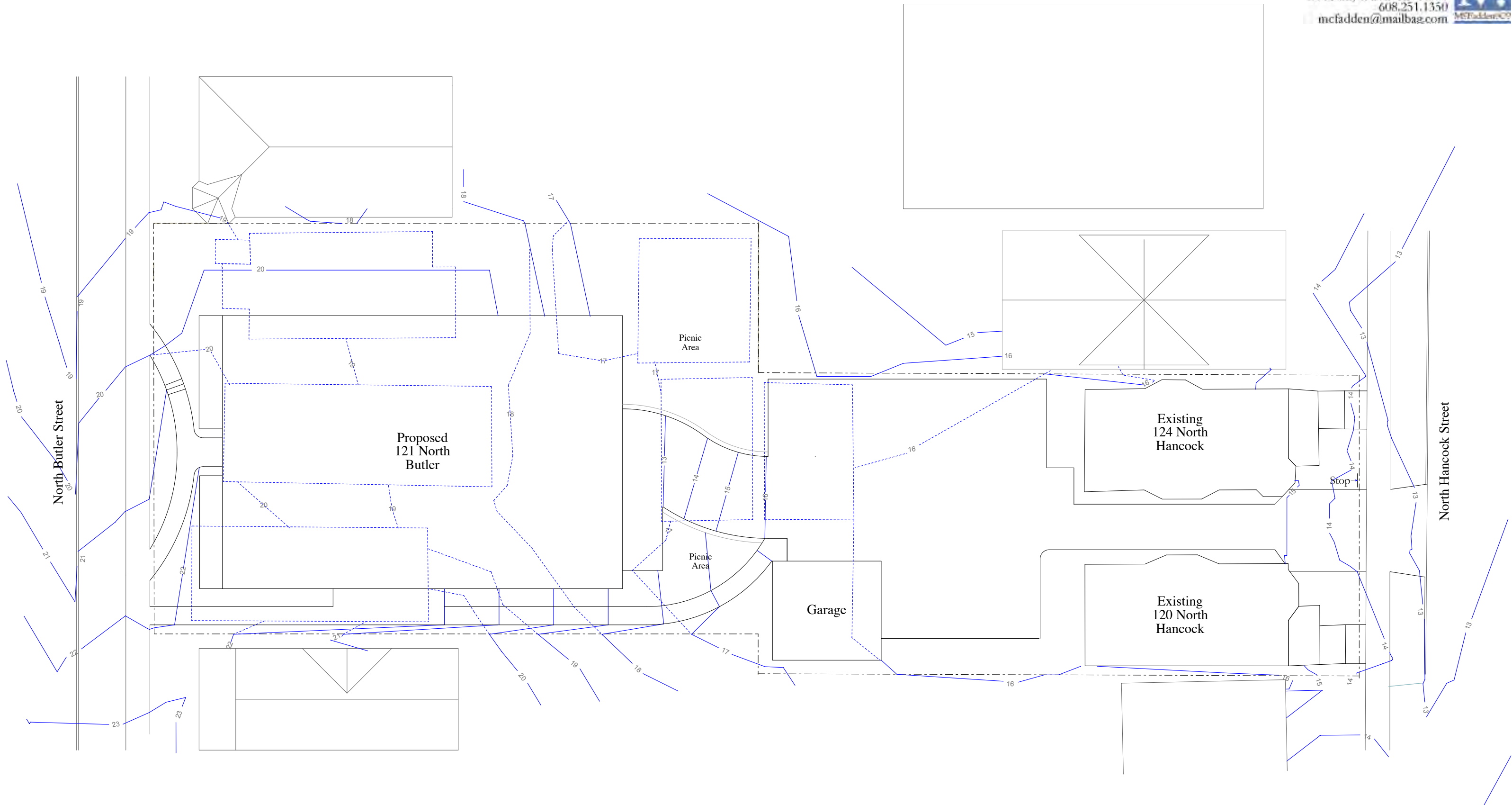
Existing Site Plan @ 1" 20"  
119-121 North Butler  
September 20, 2016

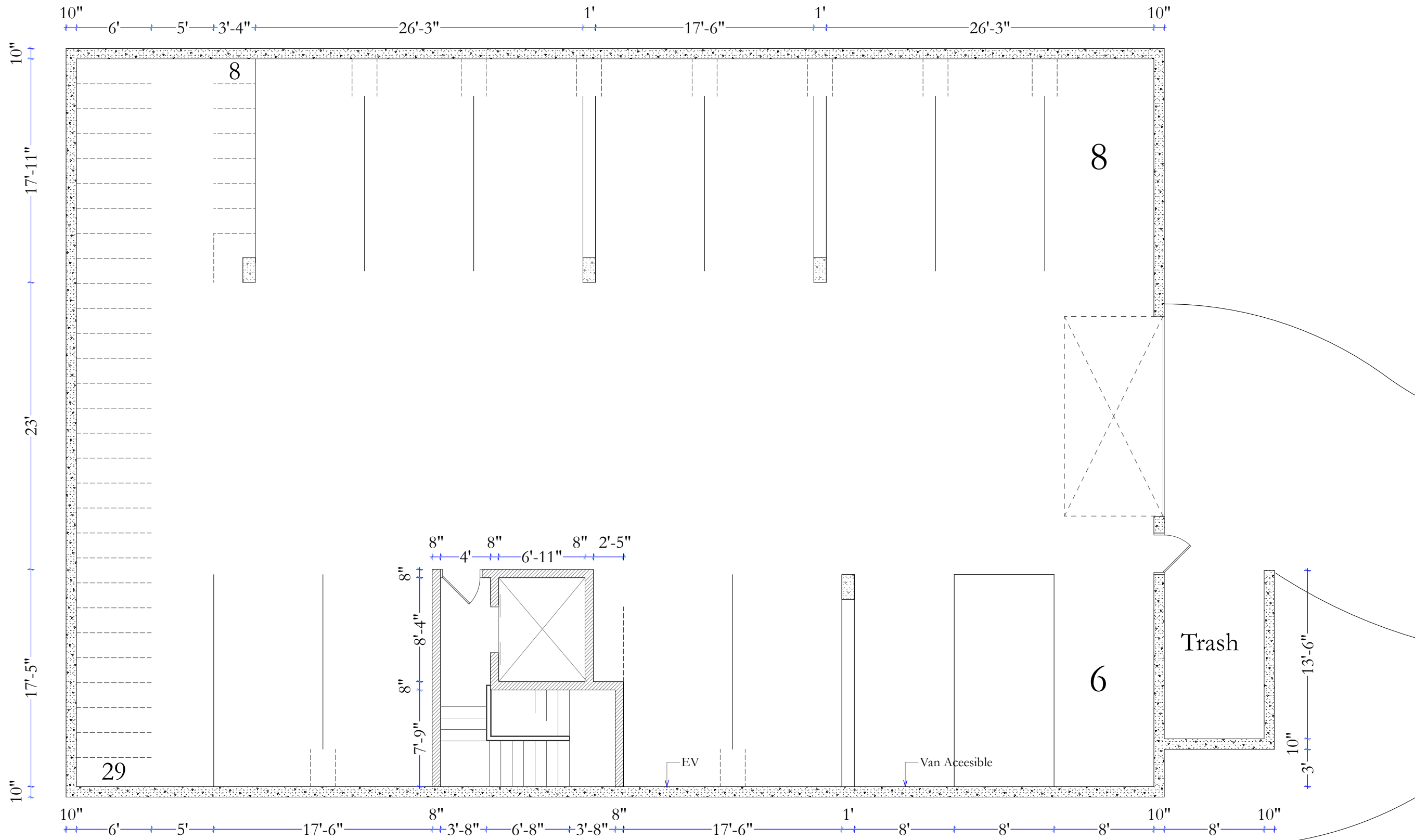


North Butler Street

North Hancock Street

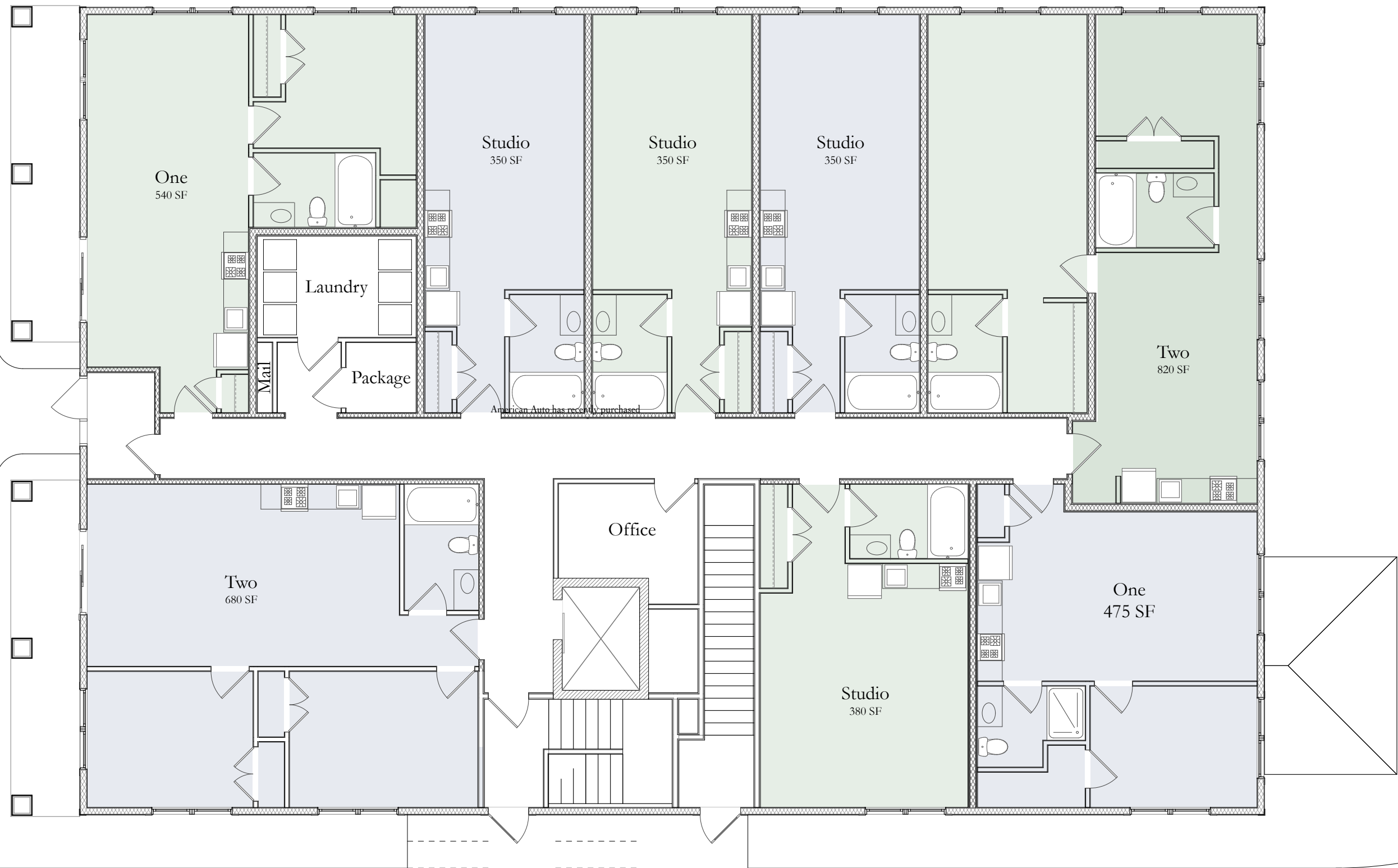




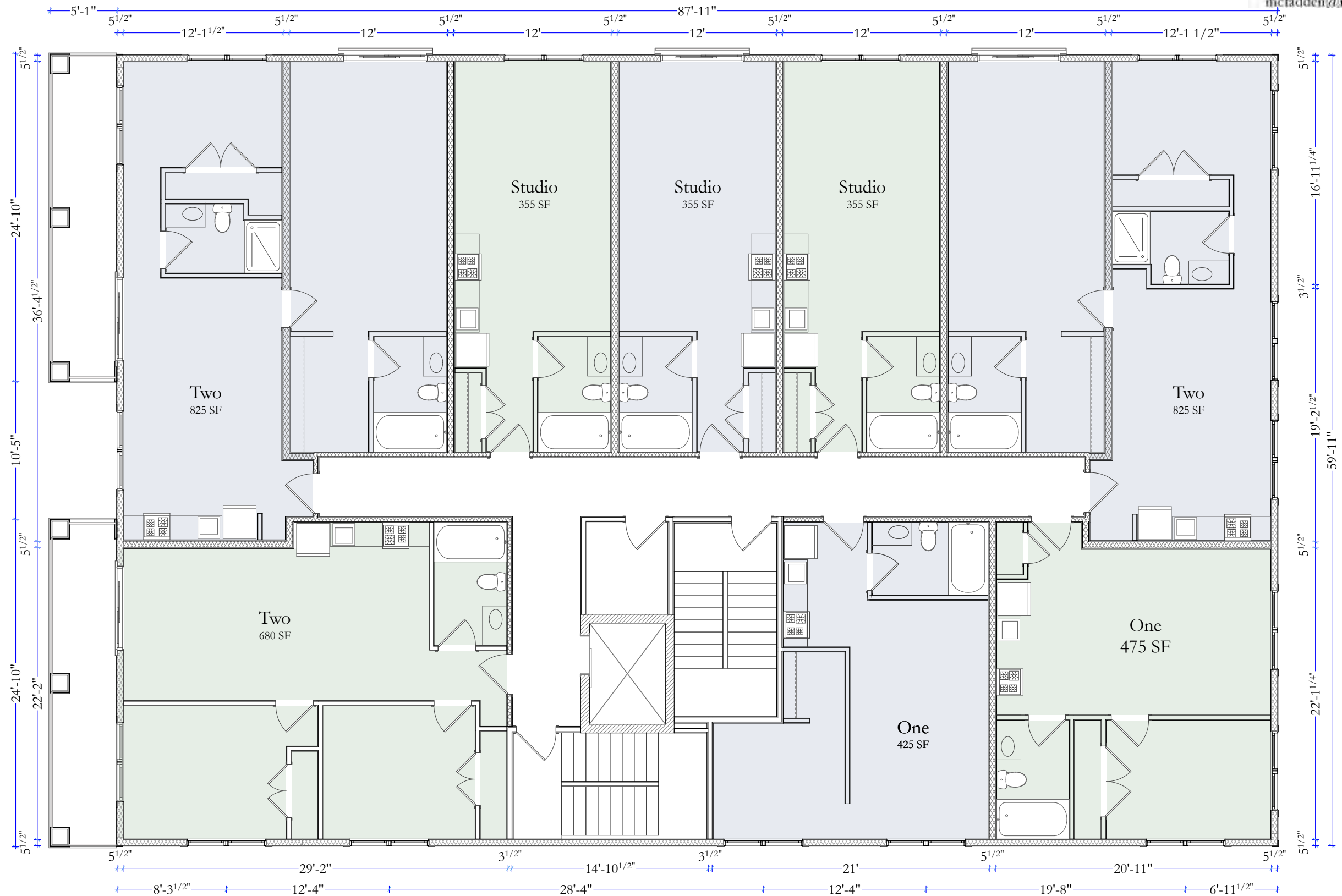


Project Data:  
Footprint  
5,280 SF  
Parking  
14 Enclosed  
13 Surface  
Bike Storage  
38 Enclosed  
10 Surface

Parking Level Plan @ 1/8"=1'-0"  
121 North Butler  
May 12, 2018







- Apartments
- 19 Studios
  - 14 Ones
  - 3 Twos
  - 1 Three New
  - 4 Threes Existing
  - 41 Total





PLANT LIST

KEY	QUAN	SIZE	COMMON NAME	ROOT
SHL	3	2 1/2"	Canopy Trees	BB
	3		Skyline Honey Locust	
CP	7	2"	Low Ornamental Trees	BB
	3		Callery Pear	
TSC	4	2"	Tina Sargent Crab	BB
ABS	25	5'	Deciduous Shrubs	BB
	2		Autumn Brilliance Serviceberry	
	12		Black Chokeberry	
	11		White Snowberry	
GVB	33	18"	Evergreen Shrubs	BB
	33		Green Velvet Boxwoods	
bes	49	1 G	Perennials	Con
	21		Black Eyed Susan	
	8		Little Bluestem	
	9		Stella de Oro Day Lily	
	11		Yellow Coneflower	

NOTES:

- 1) Designated lawn areas to be fine graded, fertilized, and sodded with locally grown, premium bluegrass mix sod..
- 2) Designated planting beds to be separated from lawn area by a 5" black vinyl edge.
- 3) Planting beds to receive shredded hardwood bark mulch spread to a depth of 3".
- 4) Individual trees and shrub groupings in lawn areas to receive shredded hardwood bark mulch plant rings (4' diameter) spread to a depth of 3".
- 5) Owner will be responsible for landscape maintenance after completion and acceptance of the project.

LANDSCAPE WORKSHEET

Zoning Classification:

Landscape Points Required

Developed Area = 5,348 SF  
Landscape Points: 5,345/300 x 5 = **89 points**

Total Landscape Points Required

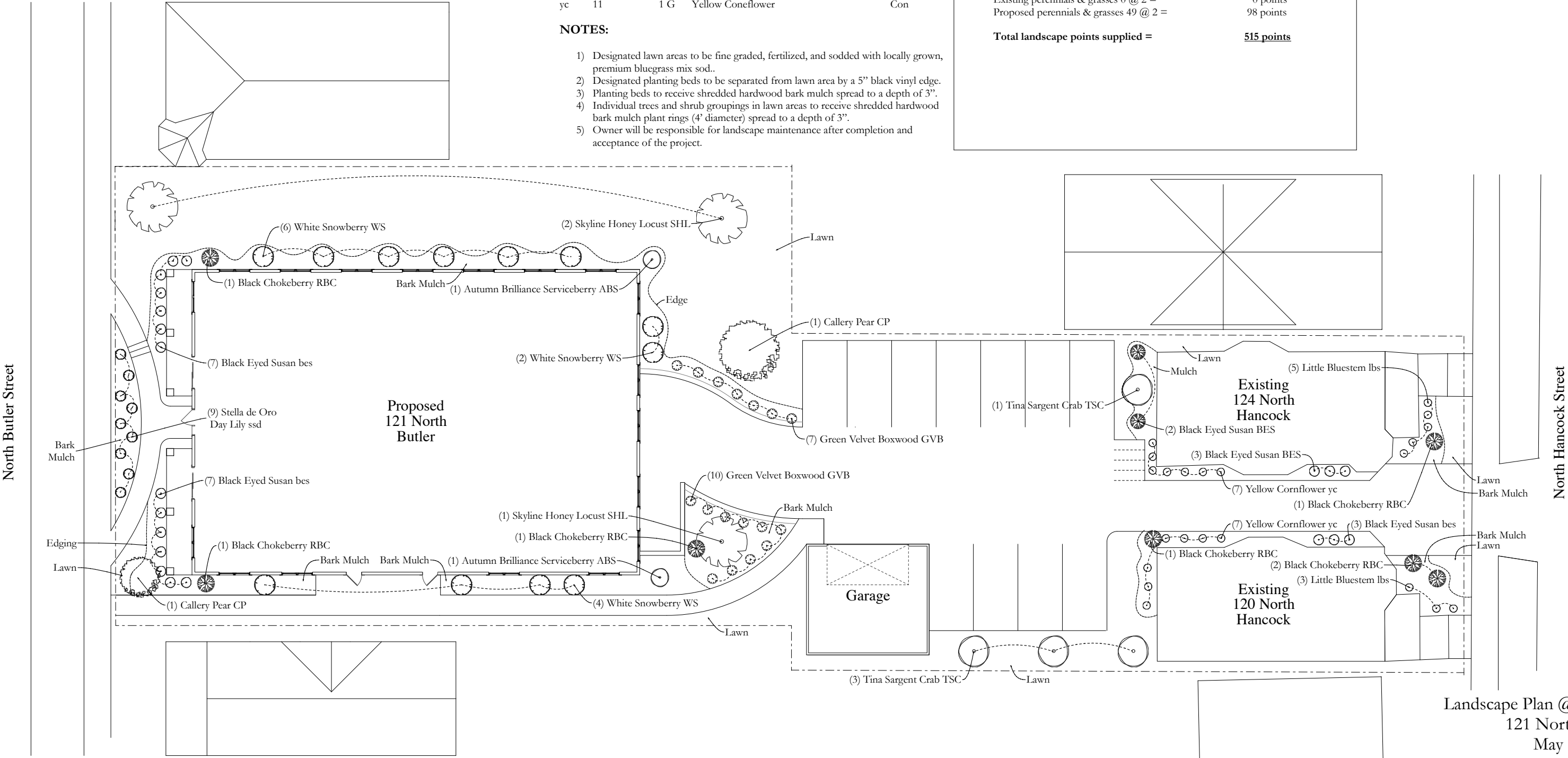
**89 points**

Landscape Points Supplied

Existing canopy trees - 0 @ 35 = 0 points  
Proposed canopy trees - 3 @ 35 = 105 points  
Existing evergreen trees - 0 @ 35 = 0 points  
Proposed evergreen trees - 0 @ 35 = 0 points  
Existing ornamental trees - 0 @ 15 = 0 points  
Proposed ornamental trees - 7 @ 15 = 105 points  
Existing upright evergreen shrubs - 0 @ 10 = 0 points  
Proposed upright evergreen shrubs - 0 @ 10 = 0 points  
Existing deciduous shrubs - 0 @ 3 = 0 points  
Proposed deciduous shrubs - 25 @ 3 = 75 points  
Existing evergreen shrubs - 0 @ 4 = 0 points  
Proposed evergreen shrubs - 33 @ 4 = 132 points  
Existing perennials & grasses 0 @ 2 = 0 points  
Proposed perennials & grasses 49 @ 2 = 98 points

Total landscape points supplied =

**515 points**



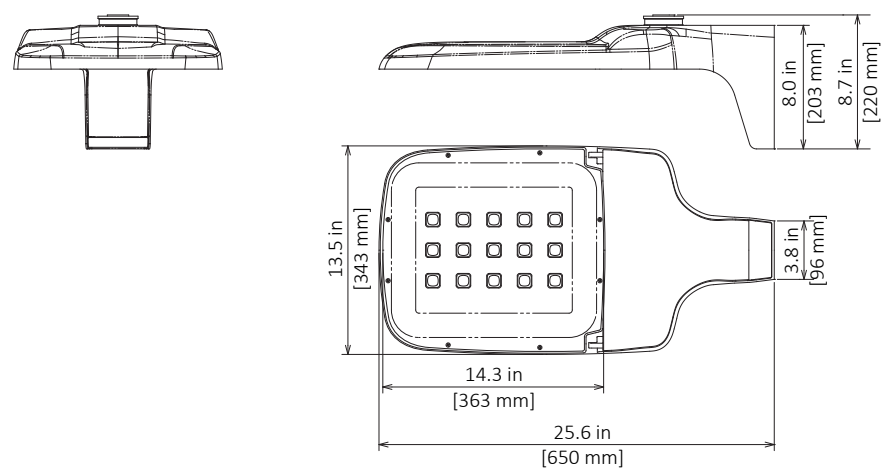


Project  
Type  
Catalog No.

ARIETA™13 Architectural LED Area Luminaire  
ARI13 M2 Series Specification Data Sheet

Luminaire Data

Weight 15.4 lbs [7 kg]  
EPA 0.47 ft²



Ordering Information  
Sample Catalog No. ARI13 6M2 MV NW 5 BK 700 MSL3

Product	LED Code	Voltage	Nominal Color Temperature	Distribution	Finish¹	Drive Current Code²	Options
ARI13	4M2	MV 120-277V	WW 3000K	2 Type 2	BK	350	HS5¹ House Side Shield (Factory Installed)
	6M2	HV 347-480V	NW 4000K	3 Type 3	DB	530	FDC¹ Fixed Drive Current
	10M2		CW 5000K	4 Type 4	WH	700	FFA¹ Full Field Adjustability
	15M2			5 Type 5	GY		NEMA Photocontrol Receptacle
	18M2				NA		PCR7¹ ANSI 7-wire Photocontrol Receptacle
	20M2						PCR7-CR¹ Control Ready 7-wire Photocontrol Receptacle
							MSL7² Motion Sensor with L7 Lens
							MSL3² Motion Sensor with L3 Lens
							PND1² Part-Night Dimming
							PND2² Part-Night Dimming
							PND3² Part-Night Dimming
							ORR Optics Rotated Right
							ORL Optics Rotated Left
							WL Utility Wattage Label

- Notes:
- Black, Dark Bronze, White, Gray, or Natural Aluminum standard. Consult factory for other finishes.
  - Specified drive current code is the factory set maximum drive current. Field adjustable current selector enables standard dimming to lower wattage drive currents only. Consult factory if wattage limits require a special drive current.
  - Flush mounted shield factory installed, also available for field installation. House Side Shield cuts light off at 1/2 mounting height behind luminaire.
  - Non-field adjustable drive current. Specify 350mA, 530mA or 700mA setting.
  - The FFA option enables full field adjustability from the specified drive current code to all drive currents available. This option is not DLC qualified.
  - Field adjustable current selector included to enable standard dimming to lower wattage drive currents only. Field changeable connectors included to enable connection to PCR7 (wireless node dimming is disabled by default).
  - Control-ready wired at factory for wireless node dimming. Supplied at maximum drive current. If lower drive current is required, consult factory.
  - Motion Sensor available with MV. See L7 or L3 Lens coverage details on page 5. Consult factory for MS specified with ANSI 7-wire Photocontrol Receptacle. PCR option is required for On/Off control using light detection.
  - For PND profile options see page 6. Only available with MV (120-277V).
  - Specify Color (GY, DB, BK, WH, NA)
  - Specify MV (120-277V) or HV (347V or 480V)

© 2018 Leotek Electronics USA LLC.  
ARI13\_M2 Series\_Spec Sheet\_D31918. Specifications subject to change without notice.

Accessories¹
HSAR13¹¹ House Side Shield
RPA¹¹ Round Pole Adapter
PTF1¹¹ Square Pole Top Fitter Single
PTF2¹¹ Square Pole Top Fitter Twin at 180°
PTF4¹¹ Square Pole Top Fitter Quad
WM¹ Wall Mount
BSK¹ Bird Deterrent Spiker Kit
LLPC¹ Long-Life Twist Lock Photocontrol
SC Twist Lock Shorting Cap
FSIR100 Motion Sensor Configuration Tool

¹Accessories are ordered separately and not to be included in the catalog number



LSI Industries Inc. 10000 Alliance Rd. Cincinnati, OH 45242 • www.lsi-industries.com • (513) 372-3200 • LSI Industries Inc. All Rights Reserved

PROJECT: Townhouse/JM051418 GROUP: Site and Garage AREA: Site GRID: Grade  
PREPARED BY: Dave - Visual Impact Lighting  
VALUES ARE FC, SCALE: 1 IN= 10.0FT, HORZ GRID (U), HORZ CALC, Z= 0.0

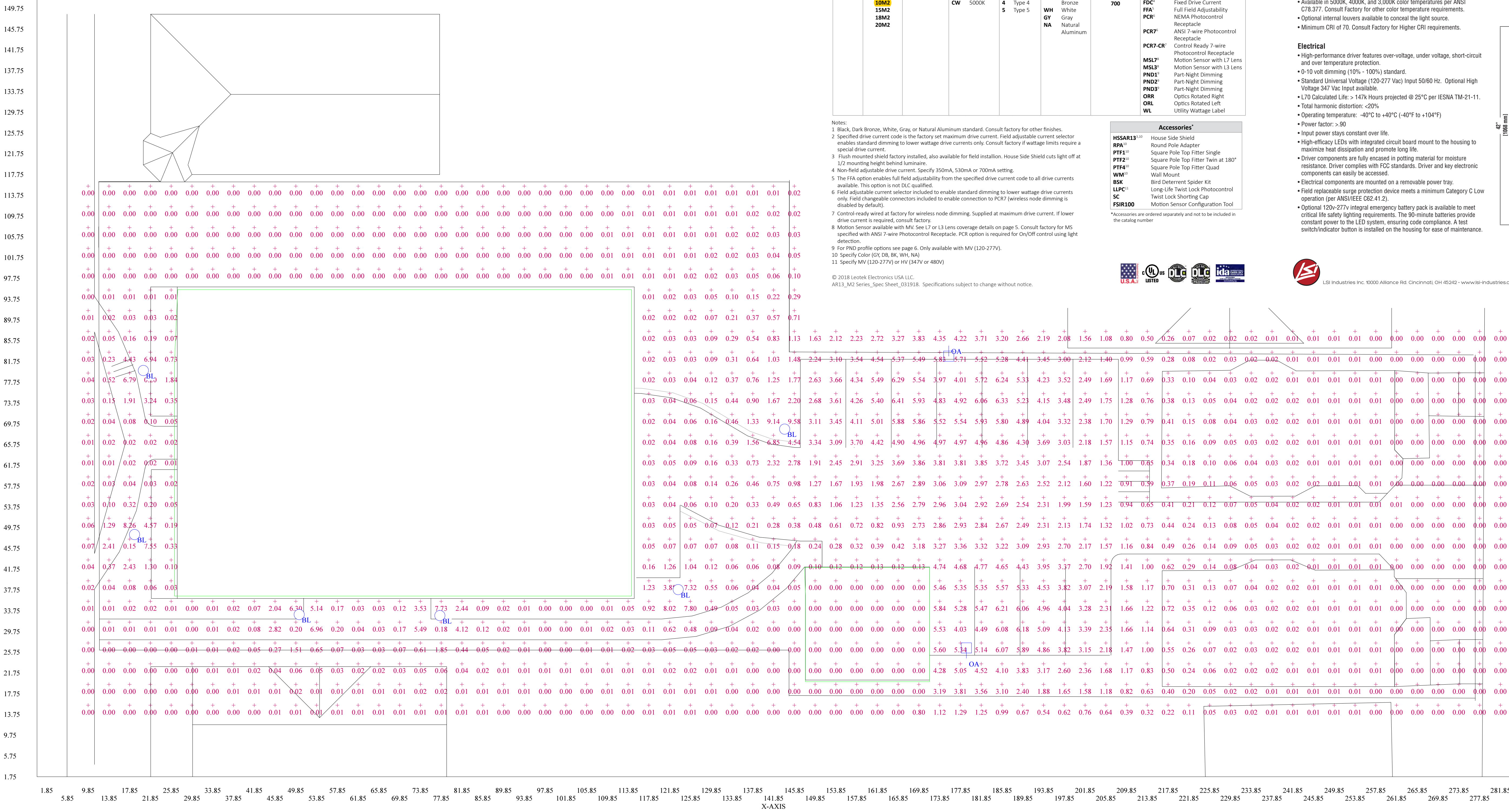
Computed in accordance with IES recommendations  
Statistics

GROUP	MIN	MAX	AVE	AVE/MIN	MAX/MIN
(+)	0.00	9.58	0.87	N/A	N/A

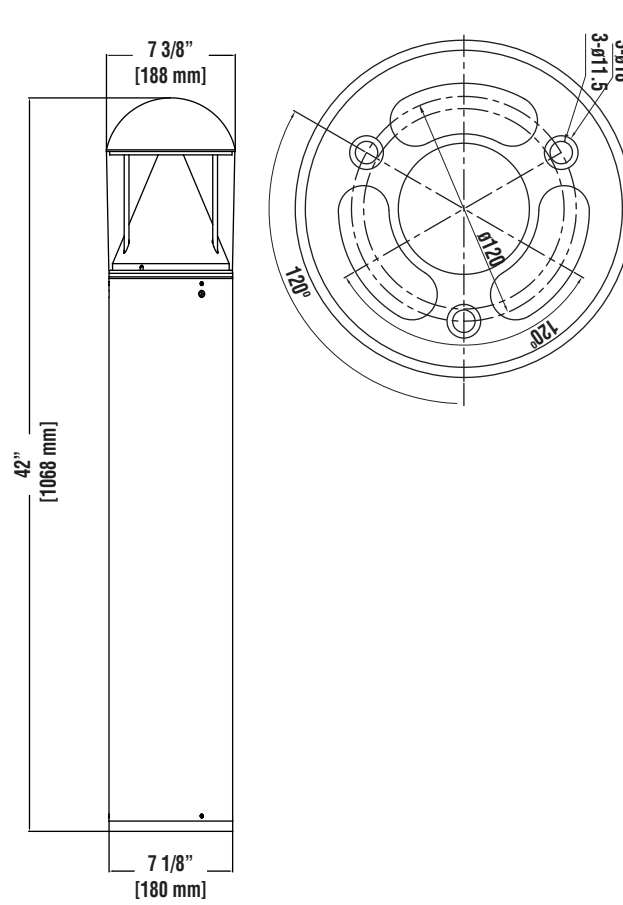
Luminaires Used

TYPE	QTY	TEST#	DESCRIPTION
BL	6	-----	LSI bollard, 42" bollard, (1) B <CBR7-LED-10L-PC-LV-40>, LLF= 1.00;
OA	2	-----	Leotek Arietta, 15" SSS, Conc Pour (1) A <ARI13-10M-MV-NW-3-DB-700 FROM L12134101>, LLF= 1.00;

Y-AXIS



Product Dimensions



Features & Specifications

Optical System

- Available in two optical distributions, symmetrical and asymmetrical.
- Optically clear vandal-resistant extruded polycarbonate lens seals the luminaire's optical chamber to IP65.
- Available in 5000K, 4000K, and 3000K color temperatures per ANSI C78.377. Consult factory for other color temperature requirements.
- Optional internal louvers available to conceal the light source.
- Minimum CRI of 70. Consult Factory for Higher CRI requirements.

Electrical

- High-performance driver features over-voltage, under voltage, short-circuit and over temperature protection.
- 0-10 volt dimming (10% - 100%) standard.
- Standard Universal Voltage (120-277 Vac) Input 50/60 Hz. Optional High Voltage 347 Vac Input available.
- L70 Calculated Life: > 147k Hours projected @ 25°C per IESNA TM-21-11.
- Total harmonic distortion: <20%
- Operating temperature: -40°C to +40°C (-40°F to +104°F)
- Power factor: >90
- Input power stays constant over life.
- High-efficiency LEDs with integrated circuit board mount to the housing to maximize heat dissipation and promote long life.
- Driver components are fully encased in potting material for moisture resistance. Driver complies with FCC standards. Driver and key electronic components can easily be accessed.
- Electrical components are mounted on a removable power tray.
- Field replaceable surge protection device meets a minimum Category C Low operation (per ANSI/IEEE C62.41.2).
- Optional 120v-277v integral emergency battery pack is available to meet critical life safety lighting requirements. The 90-minute batteries provide constant power to the LED system, ensuring code compliance. A test switch/indicator button is installed on the housing for ease of maintenance.





LSI PROTECTOR™

COMMERCIAL LED

BOLLARD

(CBR7)

The CBR7 LED Commercial Bollard is an excellent choice for retrofit, as well as new construction applications. It is designed with a standard selection of distributions & color temperatures to meet most commercial requirements. It is ideal for retail, parks, schools, office buildings and more general lighting applications.

Features & Specifications

Optical System

- Available in two optical distributions, symmetrical and asymmetrical.
- Optically clear vandal-resistant extruded polycarbonate lens seals the luminaire's optical chamber to IP65.
- Available in 5000K, 4000K, and 3,000K color temperatures per ANSI C78.377. Consult Factory for other color temperature requirements.
- Optional internal louvers available to conceal the light source.
- Minimum CRI of 70. Consult Factory for Higher CRI requirements.

Electrical

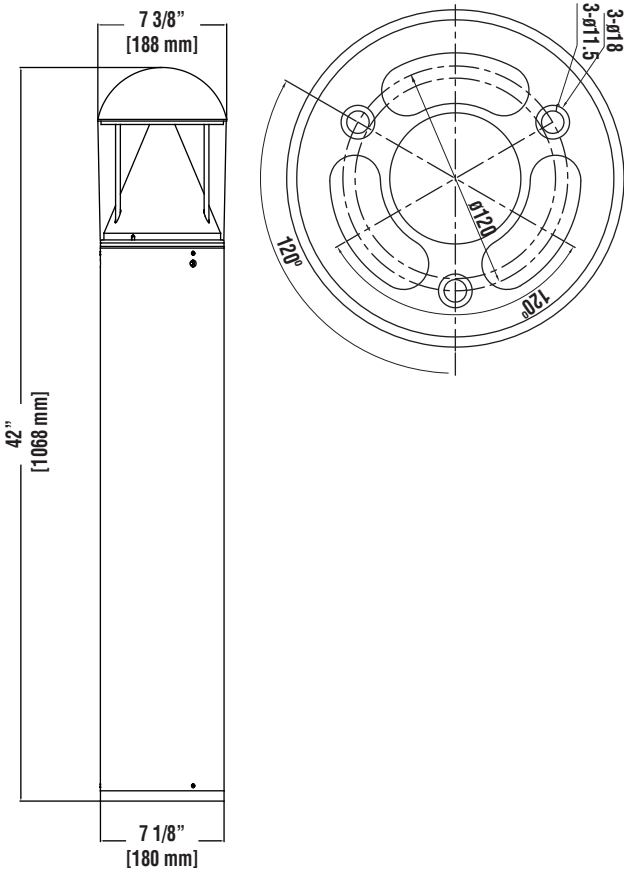
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IP65



Product Dimensions



ARIETA™13 Architectural LED Area Luminaire

AR13 M2 Series Specification Data Sheet

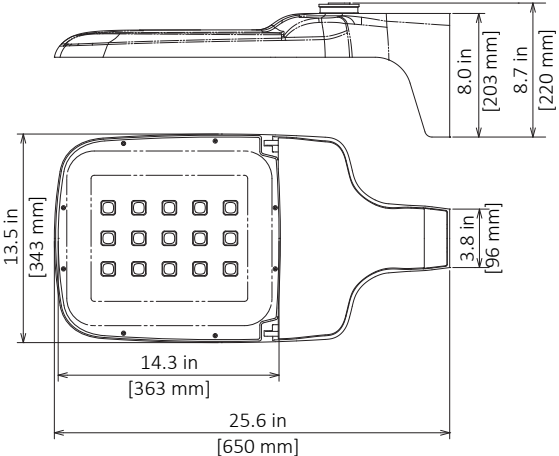
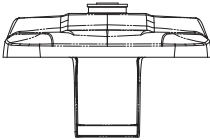
Luminaire Data

Weight

15.4 lbs [7 kg]

EPA

0.47 ft²



Ordering Information

Sample Catalog No. AR13 6M2 MV NW 5 BK 700 MSL3

Product	LED Code	Voltage	Nominal Color Temperature	Distribution	Finish <sup>1</sup>	Drive Current Code <sup>2</sup>	Options
AR13	4M2	MV HV 120-277V 347-480V	WW 3000K	2 Type 2	BK Black	350	HSS <sup>3</sup> House Side Shield (Factory Installed)
	6M2		NW 4000K	3 Type 3	DB Dark Bronze	530	FDC <sup>4</sup> Fixed Drive Current
	10M2		CW 5000K	4 Type 4	WH White	700	FFA <sup>5</sup> Full Field Adjustability
	15M2			5 Type 5	GY Gray		PCR <sup>6</sup> NEMA Photocontrol Receptacle
	18M2				NA Natural Aluminum		PCR7 <sup>6</sup> ANSI 7-wire Photocontrol Receptacle
	20M2						PCR7-CR <sup>7</sup> Control Ready 7-wire Photocontrol Receptacle
							MSL7 <sup>8</sup> Motion Sensor with L7 Lens
							MSL3 <sup>8</sup> Motion Sensor with L3 Lens
							PND1 <sup>9</sup> Part-Night Dimming
							PND2 <sup>9</sup> Part-Night Dimming
							PND3 <sup>9</sup> Part-Night Dimming
							ORR Optics Rotated Right
							ORL Optics Rotated Left
							WL Utility Wattage Label

Notes:

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Accessories\*

HSSAR13 <sup>3,10</sup>	House Side Shield
RPA <sup>10</sup>	Round Pole Adapter
PTF1 <sup>10</sup>	Square Pole Top Fitter Single
PTF2 <sup>10</sup>	Square Pole Top Fitter Twin at 180°
PTF4 <sup>10</sup>	Square Pole Top Fitter Quad
WM <sup>10</sup>	Wall Mount
BSK	Bird Deterrent Spider Kit
LLPC <sup>11</sup>	Long-Life Twist Lock Photocontrol
SC	Twist Lock Shorting Cap
FSIR100	Motion Sensor Configuration Tool

\*Accessories are ordered separately and not to be included in the catalog number

Lighting Fixtures

121 North Butler

June 22, 2018







South



West



East



North

Building Elevations @ 1/12" = 1'-0"  
121 North Butler  
June 23, 2018







