

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: 6/15/11
UDC MEETING DATE: 6/22/11

Action Requested
 Informational Presentation
 Initial Approval and/or Recommendation
 Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 312 Wisconsin Avenue

ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR **AGENT**
Bethel Lutheran Church Randall Alexander

CONTACT PERSON: Randall Alexander

Address: 145 E. Badger Road, Suite 200
Madison, WI 53713

Phone: (608) 268-8107

Fax: (608) 258-5599

E-mail address: rpa@alexandercompany.com

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

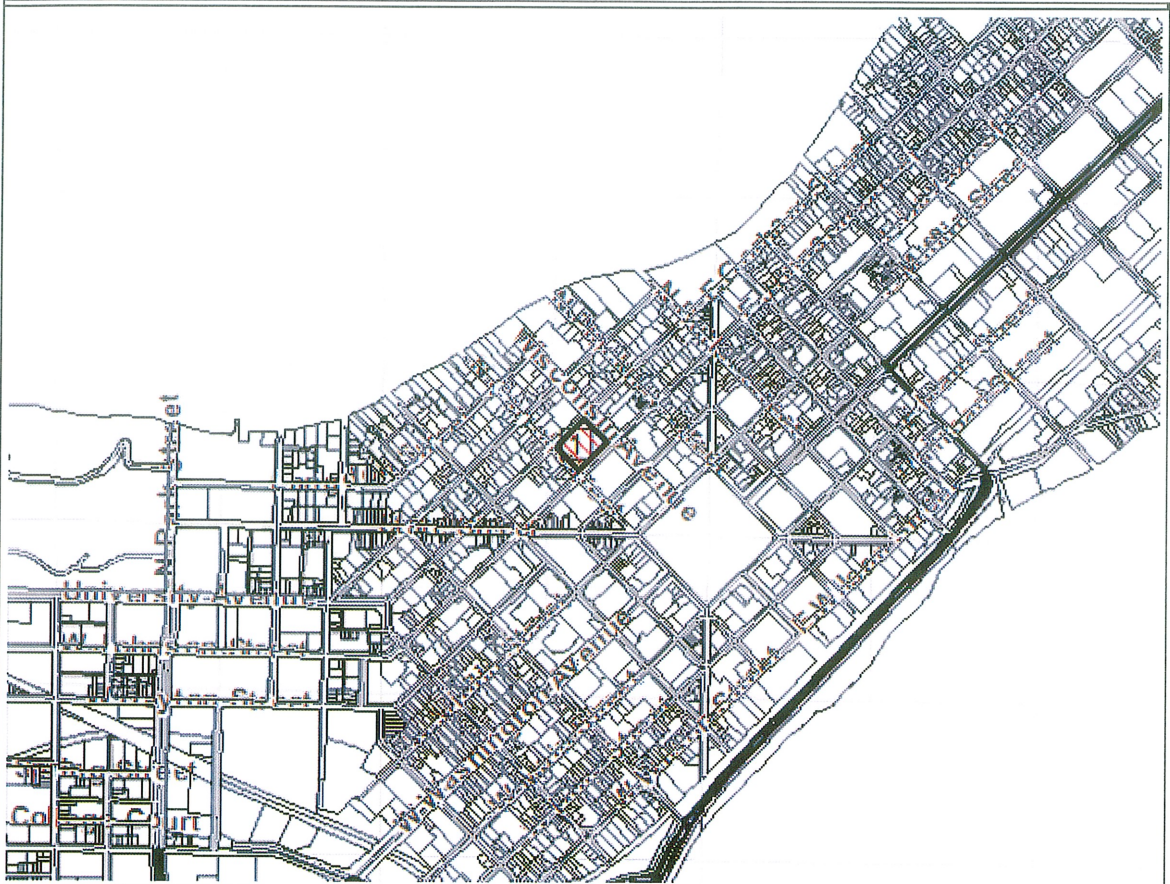
- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



Map Printed On {2011-01-25 12:24}

Zoning Text – Bethel Lutheran Expansion

Bethel Lutheran Church Expansion
312 Wisconsin Avenue
Block Bound by N. Carroll, W. Gorham, Wisconsin & W. Johnson

Legal Description: The lands subject to this planned unit development are Lots 1-10, Block 81 in the City of Madison

A. *Statement of Purpose:* This zoning district is established to allow for the construction of an expansion of the Bethel Lutheran Church Downtown Campus.

B. *Permitted Uses:*

1. Permitted uses are those that are stated as permitted uses and conditional uses in the R5 (including R1-R4), R6, C1, and O2 zoning districts with FAR and Building Height limits as amended and identified herein.
2. Uses accessory to permitted uses listed above as identified in the zoning code.
3. Other uses listed here:
 - Recreational and Sports related Uses
 - Assembly Uses associated with Church activities
 - Catering and Restaurant Uses
 - Community Center Uses

C. *Lot Area:* As stated in Exhibit A, attached hereto.

D. *Floor Area Ratio:*

1. Maximum floor area ratio permitted is 5 or as shown on approved plans whichever is greater.
2. Maximum building height shall be 5 stories or as shown on approved plans whichever is greater.

E. *Yard Requirements:* Yard areas will be provided as shown on approved plans.

F. *Landscaping and Useable Open Space Requirements:* Site landscaping and useable open space will be provided as shown on the approved plans.

G. *Accessory Off-Street Parking & Loading:* Accessory off-street parking, bike parking, loading and refuse storage areas will be provided as shown on approved PUD-SIP plans.

H. *Lighting:* Site lighting will be provided as shown on approved PUD-SIP plans.

I. *Signage:* Signage will be allowed as per Chapter 31 of the Madison General Ordinances, as identified in the R6 & C4 districts, or as identified on approved PUD-SIP.

J. *Family Definition:* The family definition of this PUD-GDP shall coincide with the definition given in Chapter 28.03(2) of the Madison General Ordinances.

K. *Alterations and Revisions:* No alteration or revision of this planned unit development shall be permitted unless approved by the City Plan Commission, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the Alderperson



P1: 315 N. Carroll Street – East Elevation



P2: 315 N. Carroll Street – South Elevation



P3: 315 N. Carroll Street – West Elevation



P4: 315 N. Carroll Street – North Elevation



P5: 315 N. Carroll Street – Southwest View (Context on Block)



P6: Southwest View – Corner of Johnson & Carroll



P7: Carroll Street Elevation



P8: Carroll Street Elevation



P9: Gorham Street Elevation



P10: Gorham Street Elevation



P11: Gorham Street Elevation



P12: Wisconsin Avenue Elevation



P13: Johnson Street Elevation



P14: Johnson Street Elevation

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12-10 GDP SUBMITAL

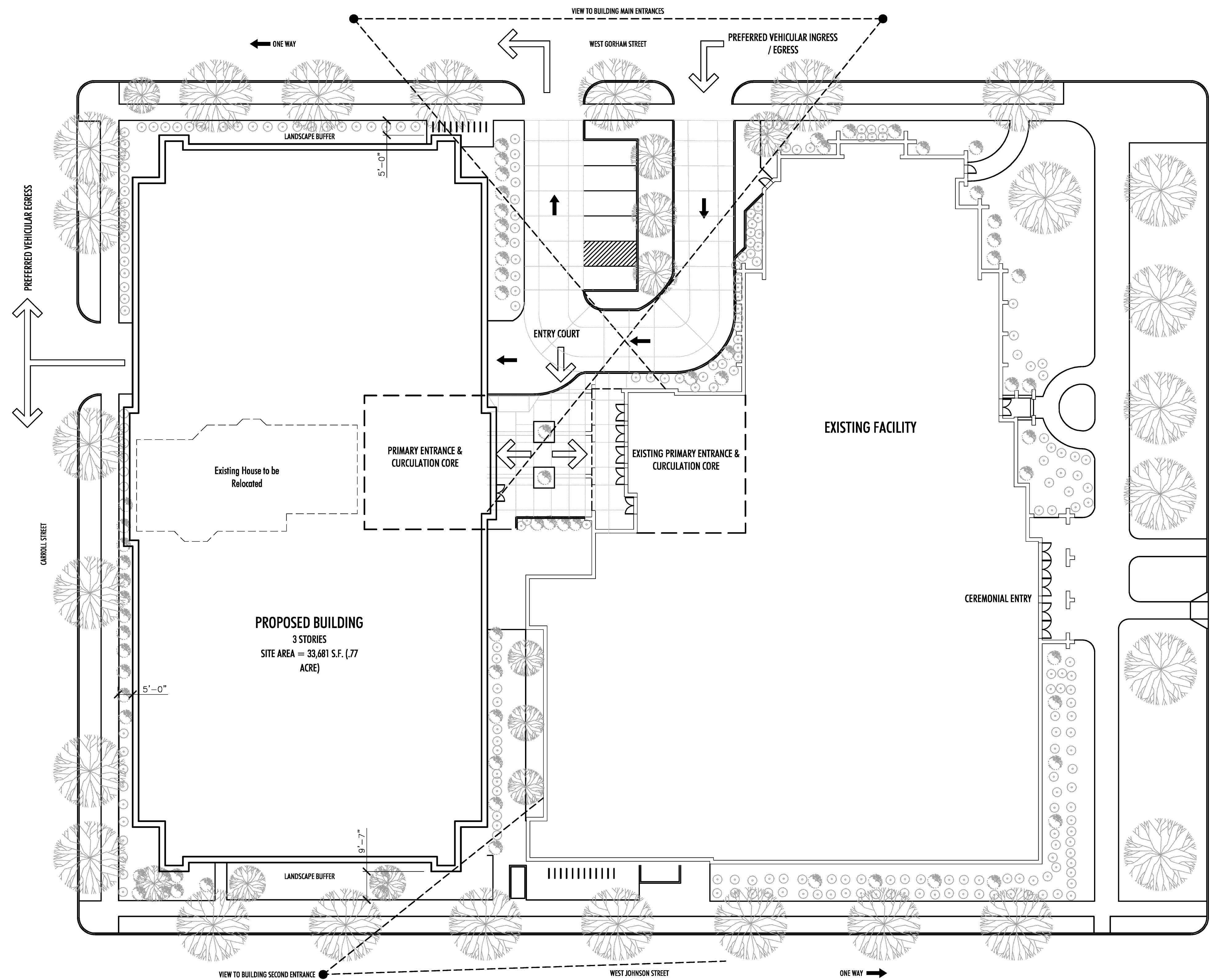
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**BETHEL URBAN CAMPUS
MADISON, WI**

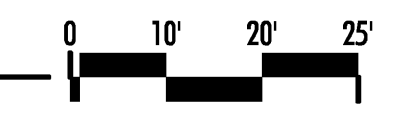
PROJECT # 08-679

**SITE IMPROVEMENTS
PLAN**

C3.1



SITE IMPROVEMENTS PLAN
SCALE: 1" = 20'



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12-10 GDP SUBMITAL

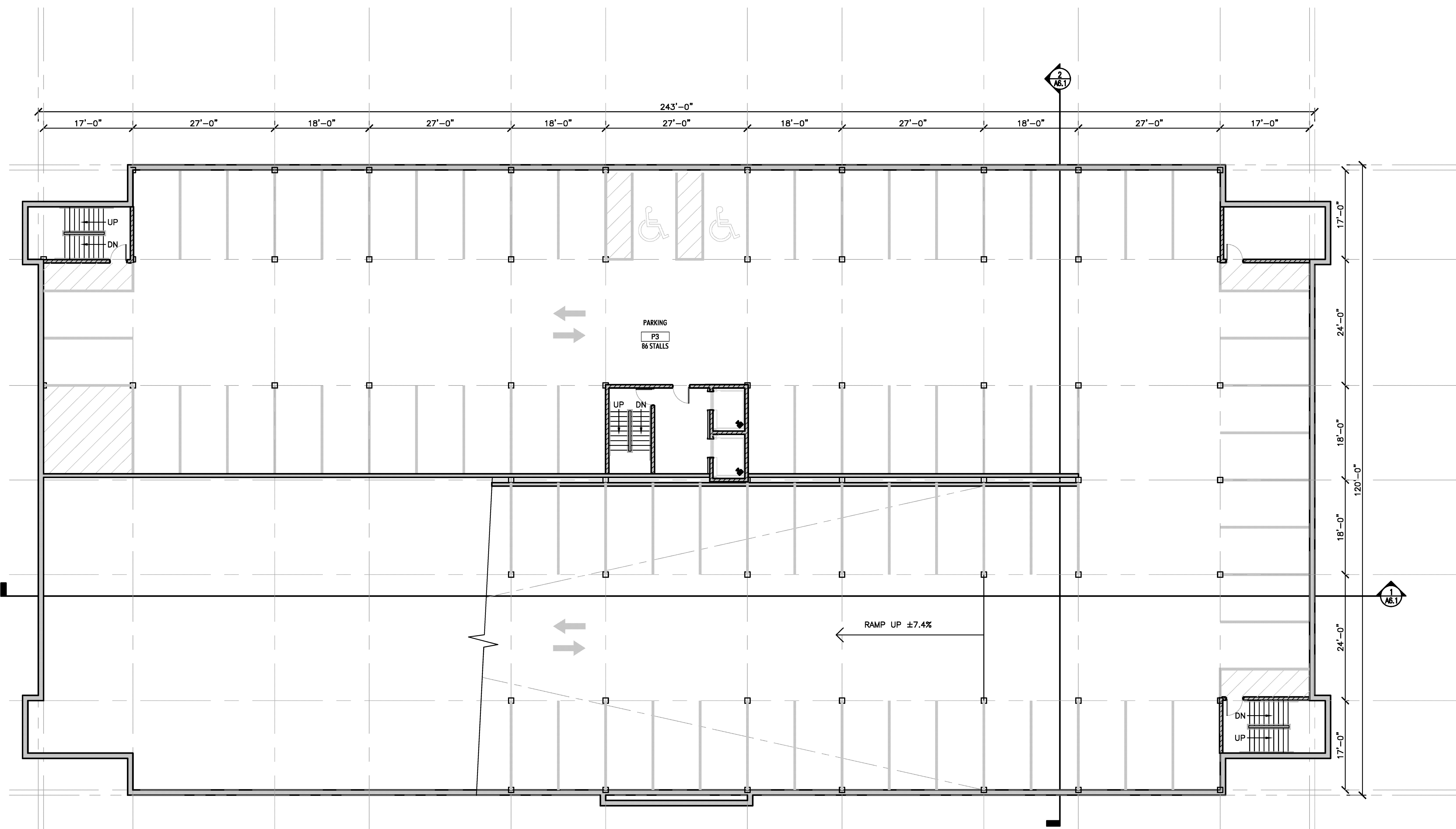
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PROJECT # 08-679

PARKING LEVEL P3
PLAN

A1.03



1 PARKING LEVEL P3 PLAN
SCALE: 3/32" = 1'-0"



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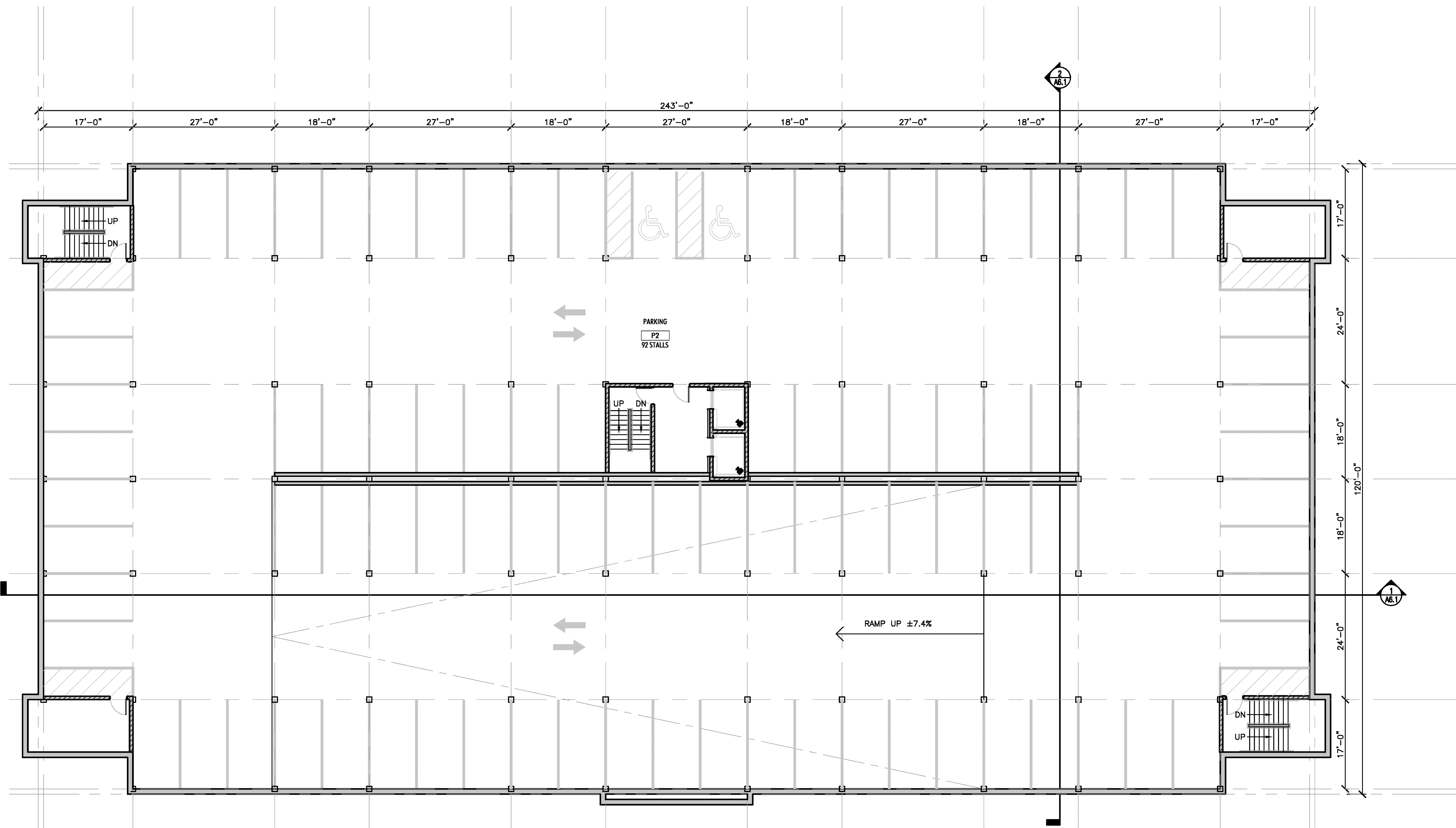
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PROJECT # 08-679

PARKING LEVEL P2
PLAN

A1.02



1 PARKING LEVEL P2 PLAN
SCALE: 3/32" = 1'-0"



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12-10 GDP SUBMITTAL

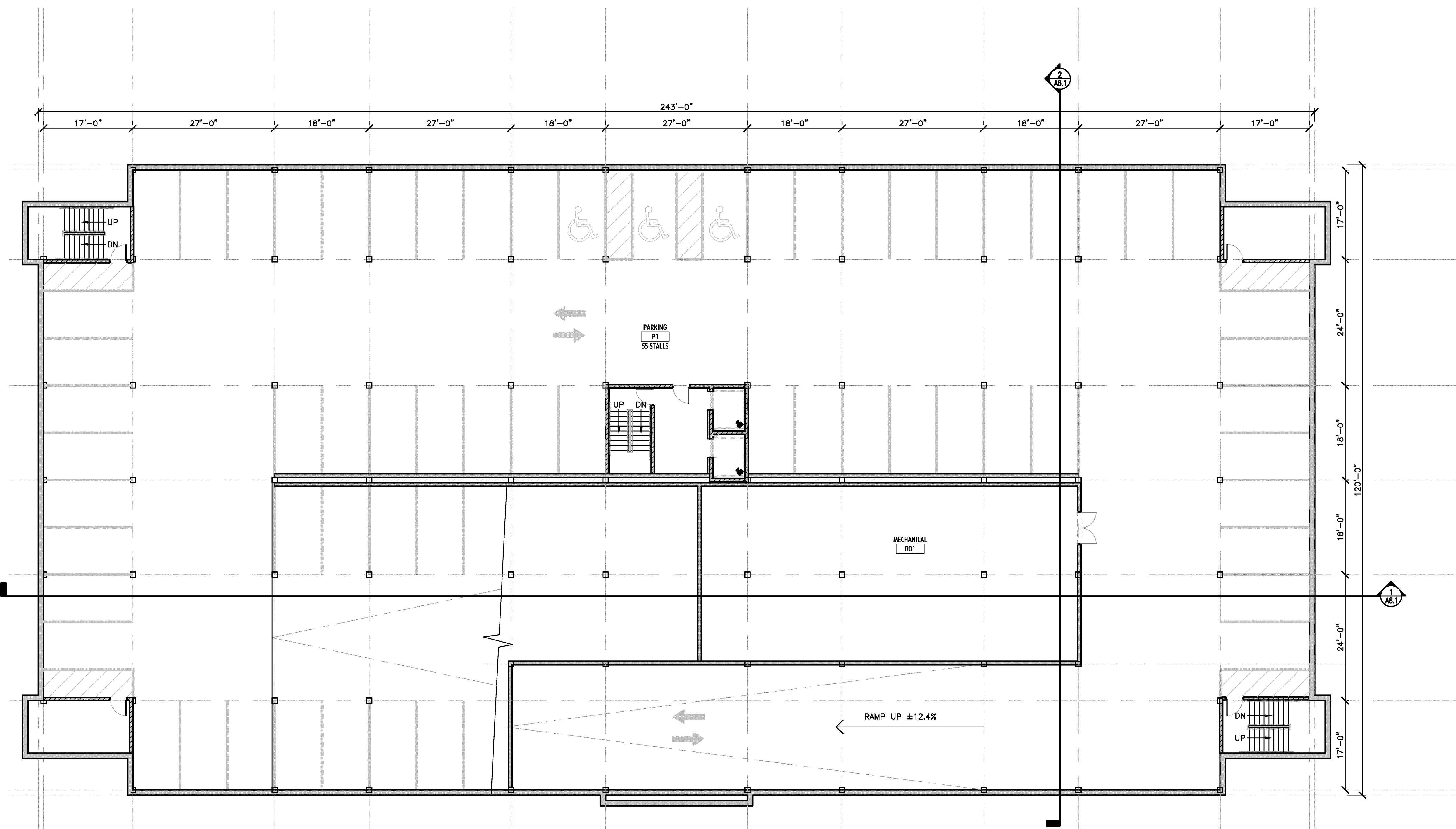
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PROJECT # 08-679

PARKING LEVEL P1
PLAN

A1.01



1 PARKING LEVEL P1 PLAN
SCALE: 3/32" = 1'-0"



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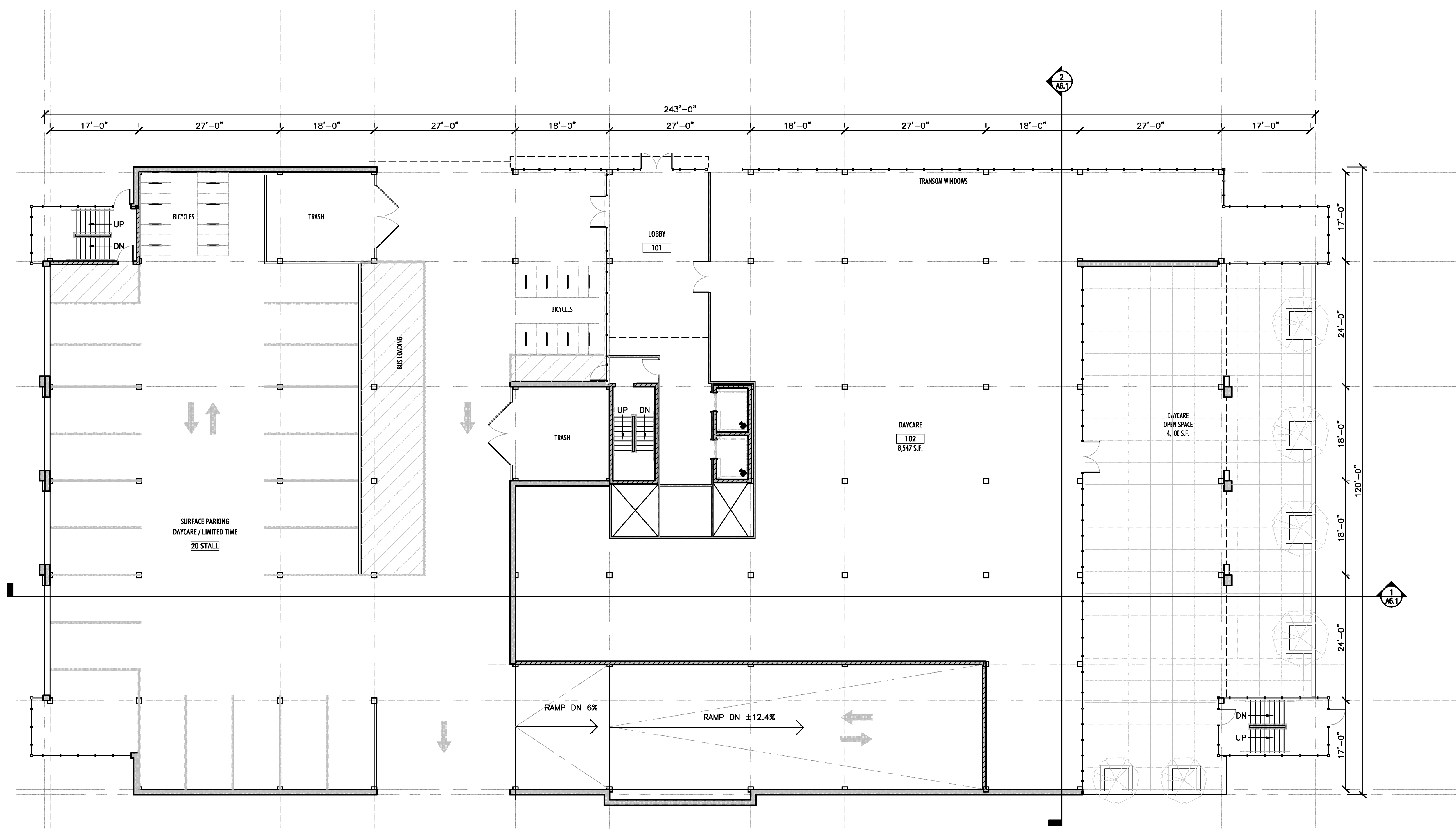
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PROJECT # 08-679

FIRST FLOOR PLAN

A1.1



FIRST FLOOR FLOOR PLAN
SCALE: 3/32" = 1'-0"



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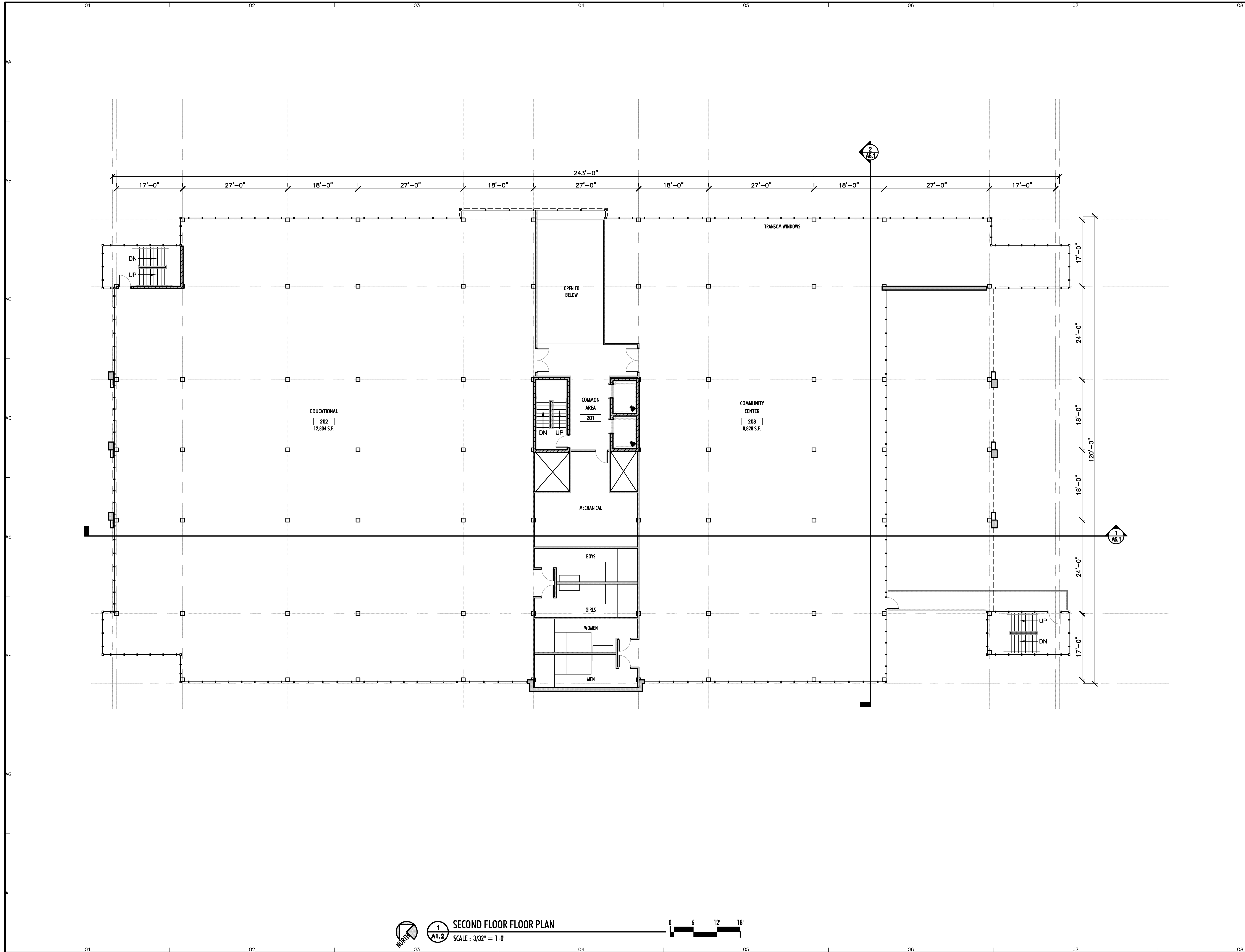
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PROJECT # 08-679

SECOND FLOOR PLAN

A1.2



1 SECOND FLOOR FLOOR PLAN
SCALE: 3/32" = 1'-0"



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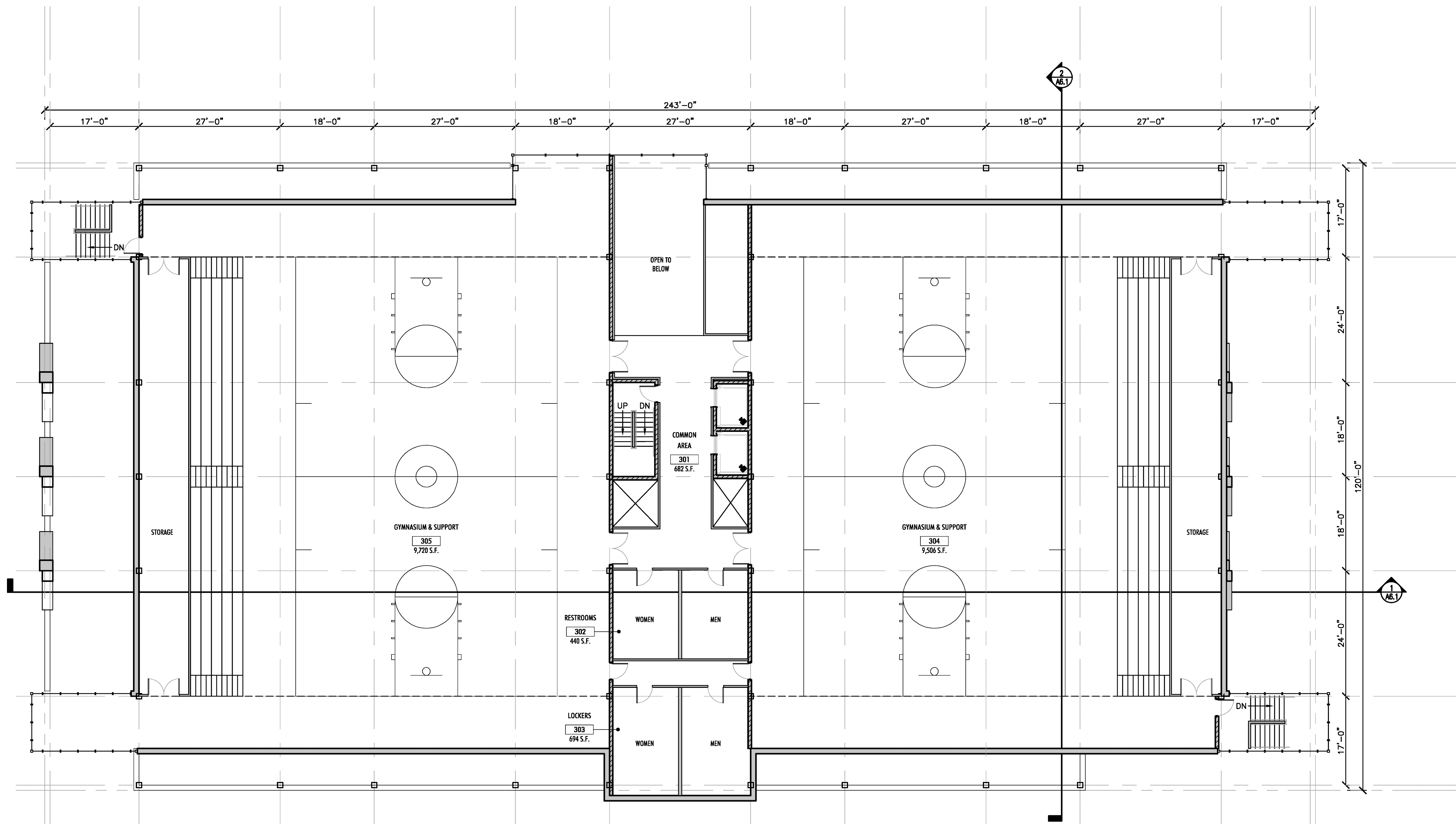
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PROJECT # 08-679

THIRD FLOOR PLAN

A1.3



1
A1.3

THIRD FLOOR FLOOR PLAN
SCALE: 3/32" = 1'-0"



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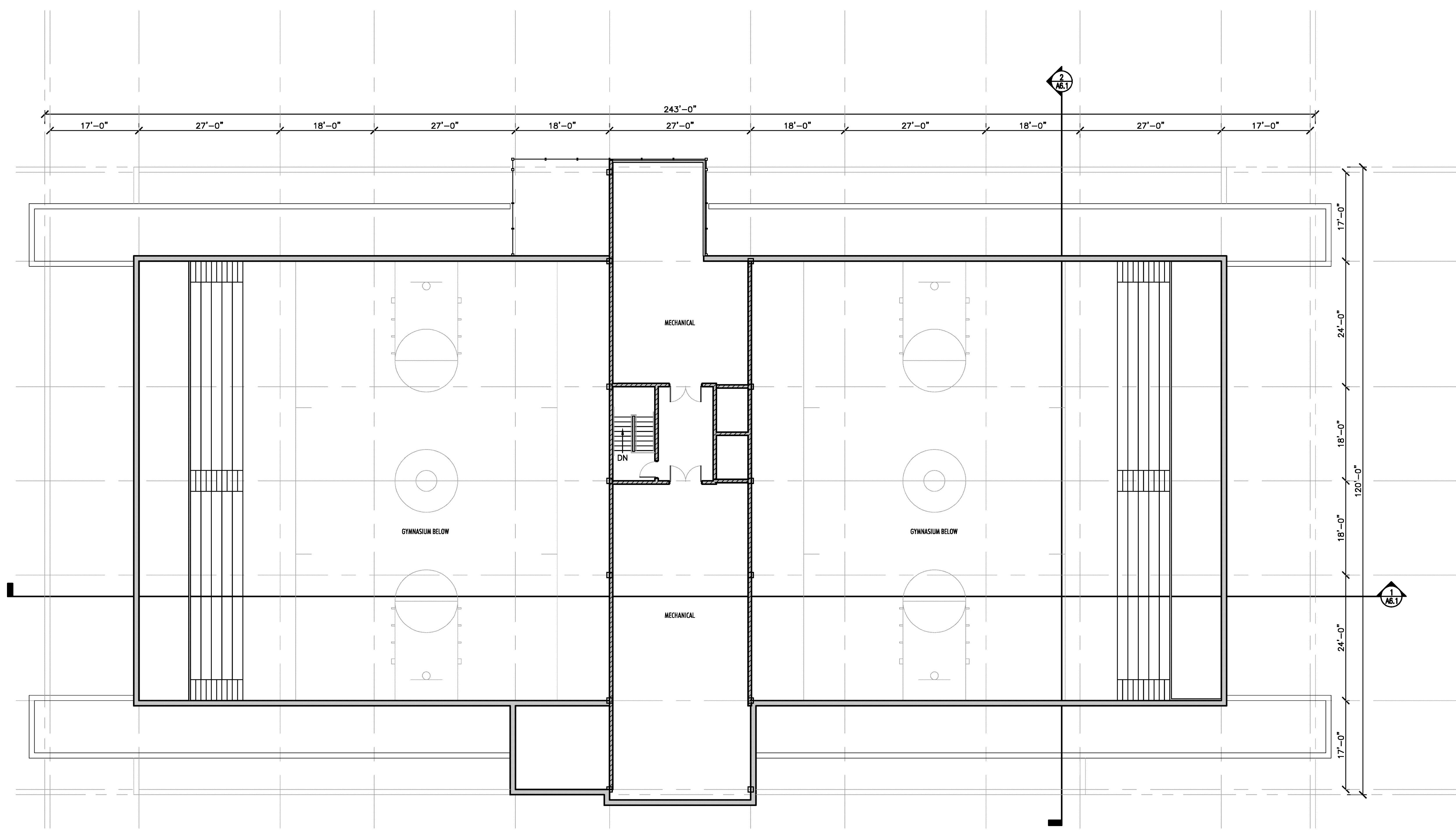
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PROJECT # 08-679

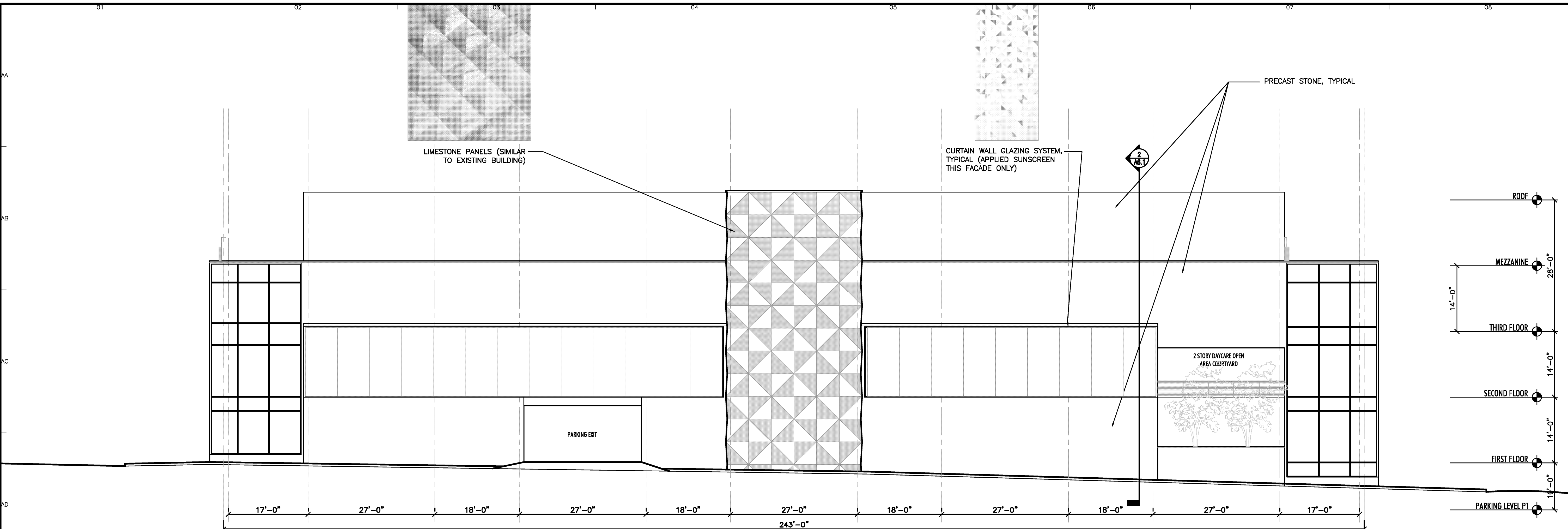
MEZZANINE PLAN

A1.4

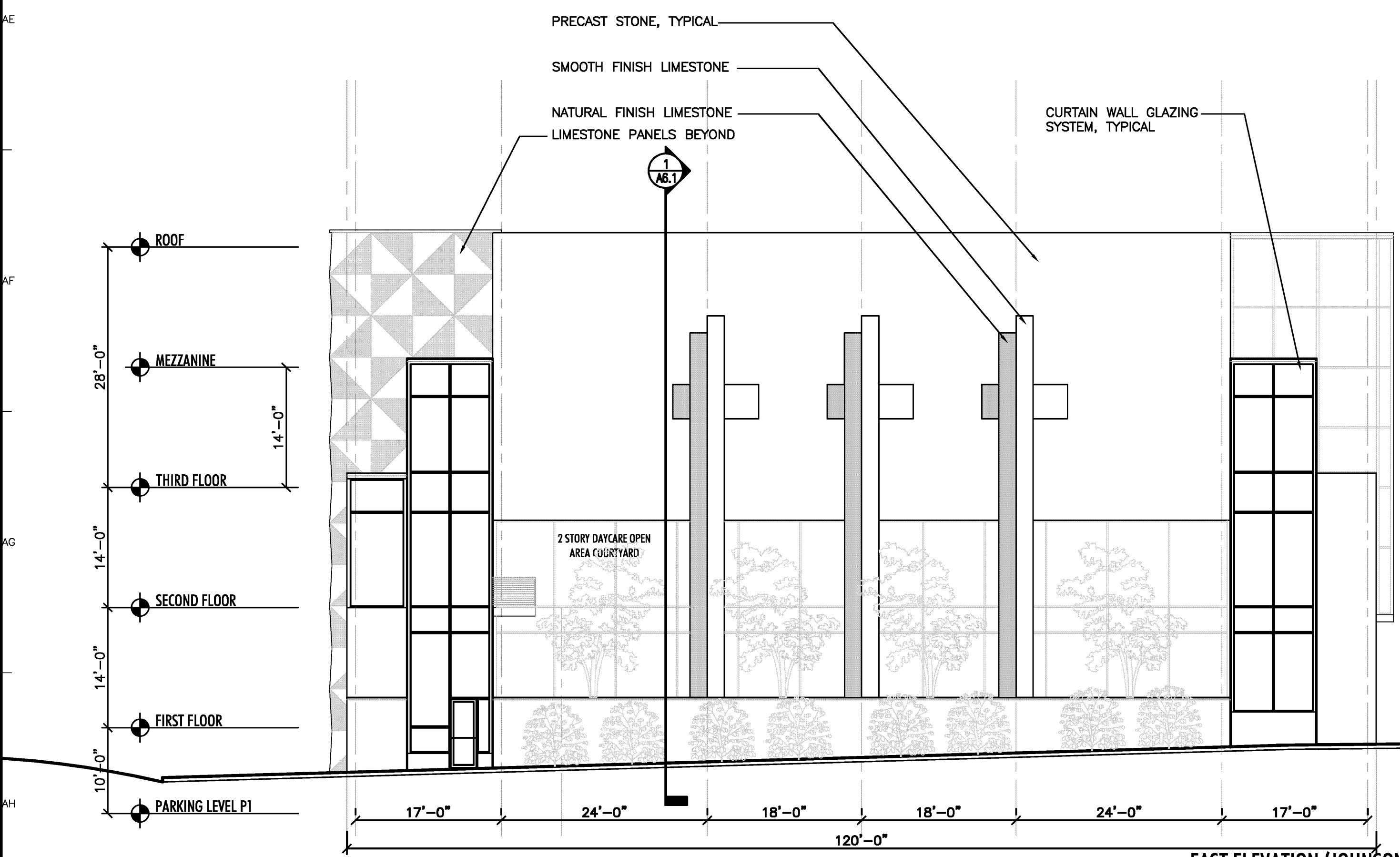


MEZZANINE PLAN
SCALE: 3/32" = 1'-0"





1 AS.1
SOUTH ELEVATION (CARROLL STREET)
SCALE: 3/32" = 1'-0"



2 AS.1
EAST ELEVATION (JOHNSON STREET)
SCALE: 3/32" = 1'-0"



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BETHEL URBAN CAMPUS
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PROJECT # 08-679

EXTERIOR BUILDING
ELEVATIONS

A5.1

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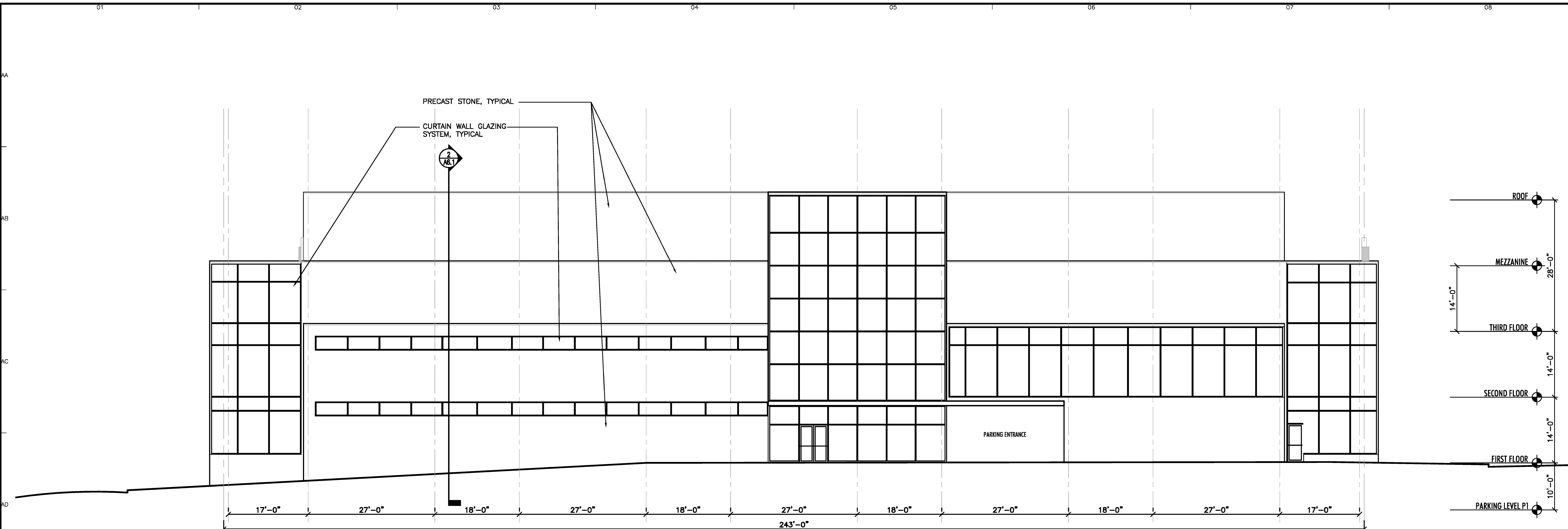
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MADISON, WI**

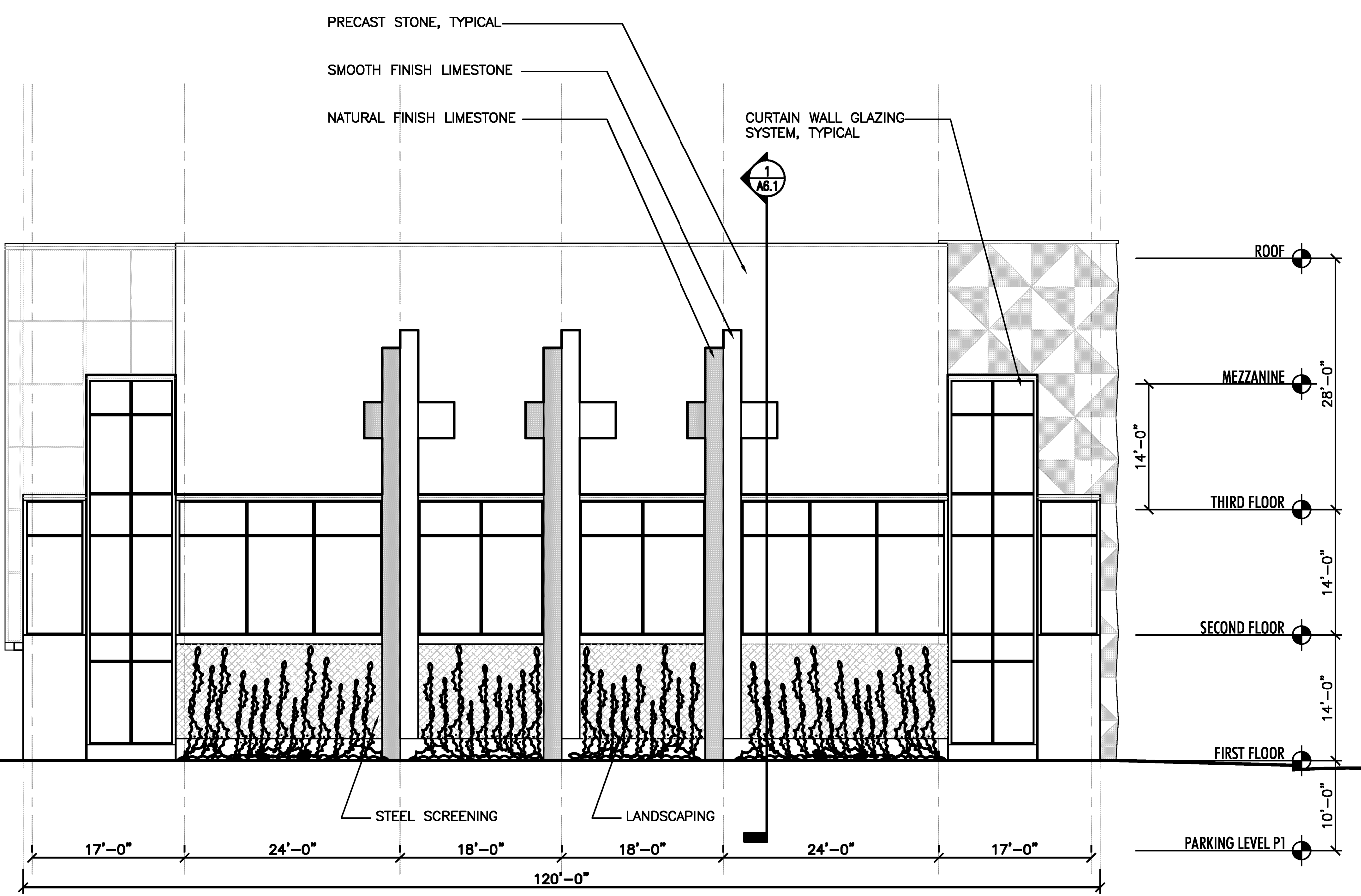
PROJECT # 08-679

**EXTERIOR BUILDING
ELEVATIONS**

A5.2



1
A5.2
NORTH ELEVATION (ENTRY COURT)
SCALE: 3/32" = 1'-0"



2
A5.2
WEST ELEVATION (GORHAM STREET)
SCALE: 3/32" = 1'-0"

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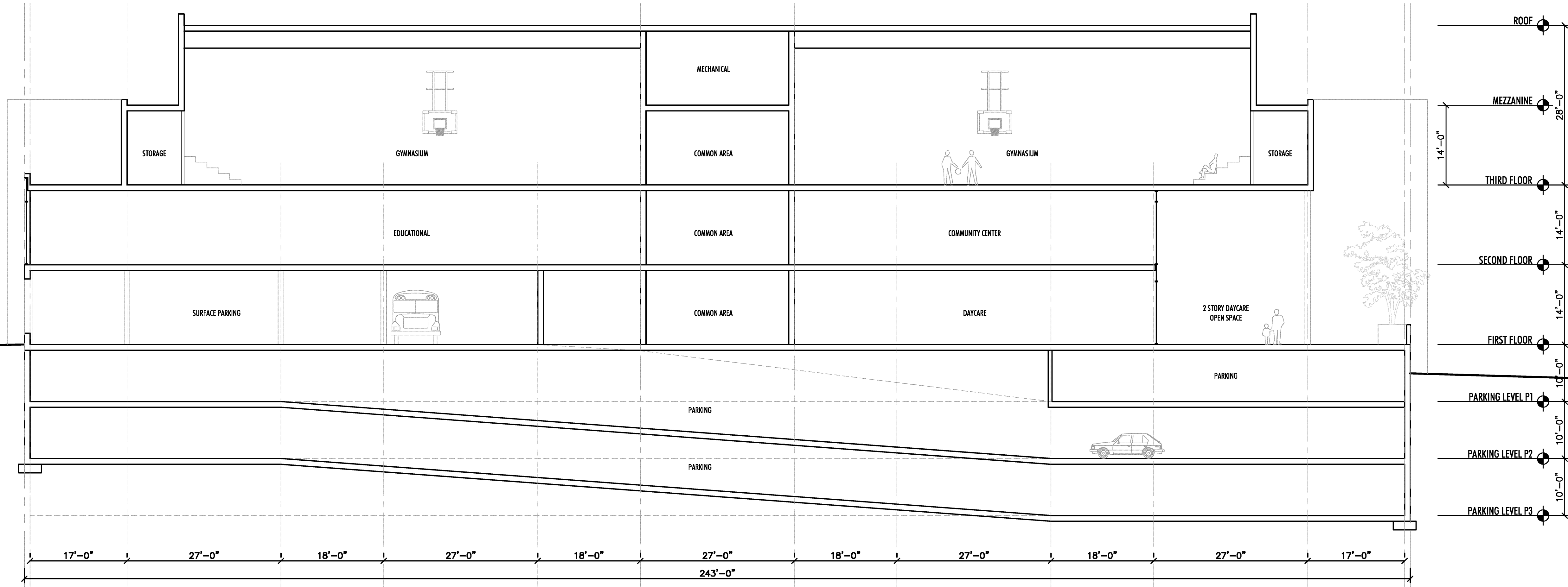
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**BETHEL URBAN CAMPUS
MADISON, WI**

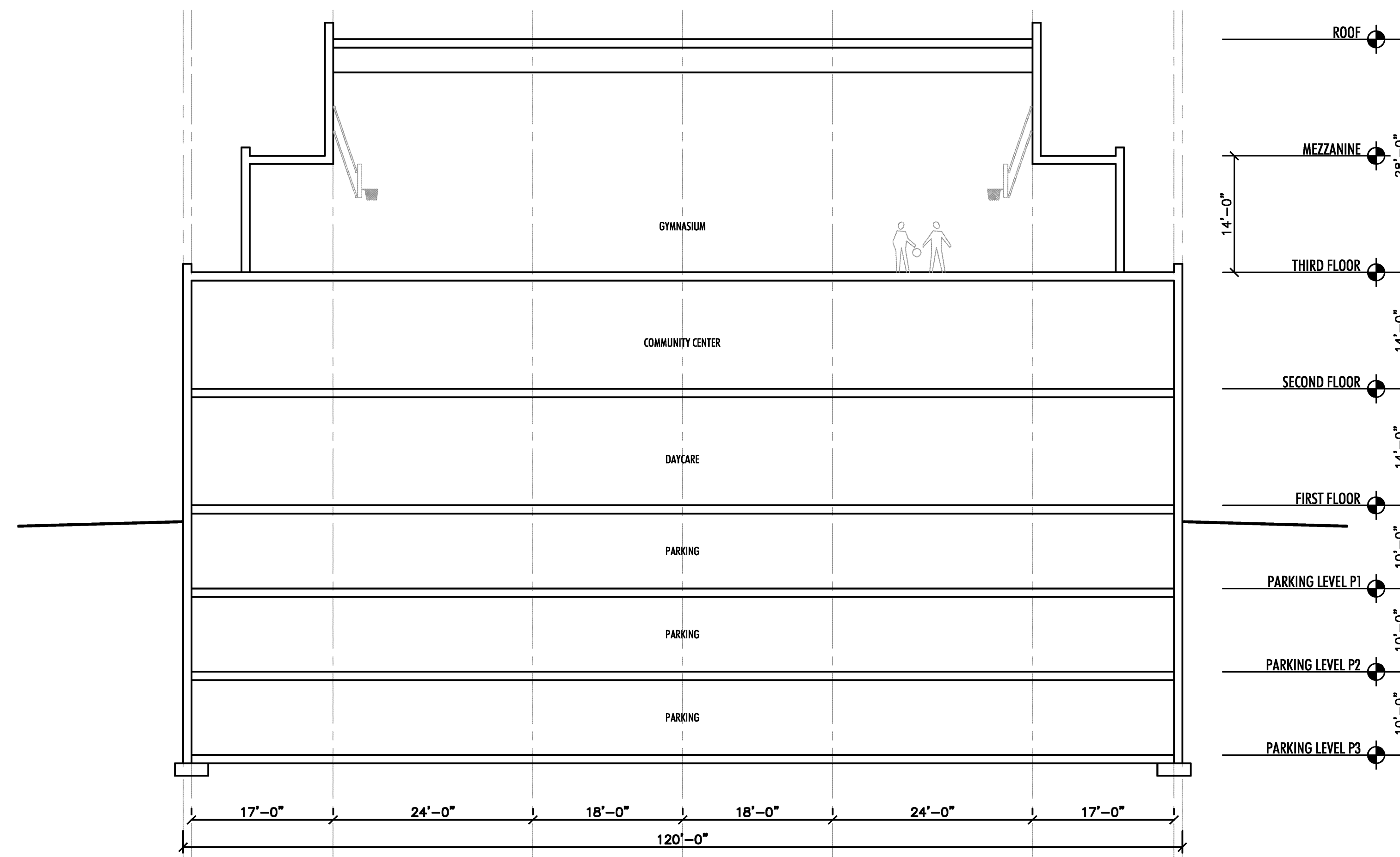
PROJECT # 08-679

BUILDING SECTIONS

A6.1



1 BUILDING SECTION
SCALE: 3/32" = 1'-0"
0 6' 12' 18'



2 BUILDING SECTION
SCALE: 3/32" = 1'-0"
0 6' 12' 18'

June 13, 2011

Mr. Brad Murphy
City of Madison
Department of Planning and Development
215 Martin Luther King Jr. Blvd. - Room LL-100
Madison, WI 53703

RE: Letter of Intent, Bethel Lutheran Expansion, PUD-GDP

Dear Mr. Murphy:

This letter of intent is submitted together with schematic plans, Land Use Application and Zoning Text for consideration and review by City Staff, Plan Commission and City Council.

**Project: Bethel Lutheran Expansion
Block Bounded by Wisconsin Ave, W. Gorham St, N. Carroll St. and W. Johnson St.**

**Owner: Bethel Lutheran Church
312 Wisconsin Avenue
Madison, WI 53703
Phone: (608) 257-3577
Fax: (608) 257-4044**

**Project Contact:
Randall Alexander
The Alexander Company, Inc.
145 E. Badger Road, Suite 200
Madison, WI 53713
Phone: (608) 258-5580
Fax: (608) 258-5599**

**Architect of Record:
The Alexander Company, Inc.
145 E. Badger Rd. Suite 200
Madison, WI 53713
Office: (608) 258-5580
Fax: (608) 258-5599**

**Design Architect:
Anonymous**

Project Description:

Bethel Lutheran Church proposes to construct a building adjacent to their existing facilities at the location noted above. The project site (on the west half of the block) is approximately 1 acre in size. The proposed project will house functions required for the effective operation of the church. Upon completion the development will consist of 3-4 levels of below grade parking and a three-story to four-story building constructed atop the below grade parking (one of the proposed stories will house gymnasiums and as such will have a floor-to-floor height greater than the typical commercial, office or residential uses). Proposed uses will include those identified in the proposed Zoning Text included as part of this application - such as religious facilities, community services, educational facilities, dining facilities and

exercise/sports/recreation facilities. Further delineation of the specific uses will be outlined in the Specific Implementation Plan to follow this General Development Plan. A general outline of potential uses follows:

- **Uses and Associated Area**

Parking, Building Services and Passenger Loading:	93,157 gsf (253 Auto Stalls)
Entry/Administration	1,064 gsf
Education and Daycare	13,636 gsf
Education and Church Operations	9,388 gsf
Community Services	9,743 gsf
Gymnasium and Supporting uses:	22,201 gsf
Approximate Total Area	149,189 gsf

Site Planning:

Site development includes ample landscaping, plentiful bicycle parking and a passenger loading area for buses, as well as a pedestrian/auto court to maintain access to the existing primary entrance to the existing facility. The proposed facility will consolidate refuse services for both the existing facility and the proposed development within the footprint of the proposed structure. The building will provide below grade parking for the existing congregation and for the added uses identified in this application.

The proposed structure takes into consideration adjacent land uses and structures in order to help define the appropriate siting, massing and architectural design of the building. Additionally, the proposed building is designed to allow for pedestrian and auto vision triangles to promote safety and to maintain view corridors to existing structures on site. Vision triangles have been included at Carroll Street to allow for vehicles to negotiate corners safely, at Gorham Street to allow for visibility of the entrance to the proposed and existing structures for pedestrians, at the vehicular exit at Gorham street to allow for safe re-entry to traffic, and at Johnson St. to help identify the secondary entrance to the facility at West Johnson St.

Analyses of the re-use and relocation or demolition as well as of the historic character of the Steensland House have been completed. These reports aided in the planning of the proposed new building and the appropriate use/location for the existing Steensland house. These reports are outlined below and can be made available to city staff and neighborhood representatives upon request.

Building Architecture:

Schematic floor plans and massing diagrams/elevations are included as part of this General Development Plan. The elevations delineate the general size, massing and proposed materials at this time. More specific documents outlining architectural style and more specific design detail will be submitted for review as part of the Specific Implementation Plan at a later date.

Fire Access:

A fire access plan will be provided as part of the Specific Implementation Plan. The project site is served by city streets on three sides with multiple hydrant locations at the perimeter of the site. As a result, it is our understanding that the proposed building will have code-compliant access by emergency services. A fire access plan will be included with the Specific Implementation Plan application.

Project Schedule and Management:

The project will be managed by the Alexander Company, Inc. The currently proposed schedule is as follows:

PUD-GDP Submittal	5/2011
PUD-SIP Submittal	12/2011
Construction Documents	10/2012
Construction Commencement	12/2012
Construction Completion	6/2014
Occupancy	6/2014

Existing Conditions:

Description of Site: The site is currently used as surface parking for the church. A surface parking lot underutilizes the potential for the parcel. In addition, one structure exists on the site – as noted above this building is the Steensland house.

Steensland House Historical Analysis (Charles Quigliana): A report analyzing the historic integrity of the Steensland House has been completed. The report outlines specific characteristics defining the quality of the structure. One critical component is the context in which the building is situated – the original neighboring buildings of the same era of the Steensland House have all been removed leaving the house surrounded by surface parking. A copy of this report is available upon request.

Steensland House Feasibility Analysis (Iconica): An analysis of the re-use or relocating of the house has been completed. A definitive determination of the most appropriate use/location for the building was identified. This report

1. Reviews the programming needs of Bethel Lutheran in comparison to the existing Steensland structure – The report notes that Bethel's program cannot be met utilizing the existing structure.
2. Analyzes the impact of the relocation of the existing building to a different location on the same parcel – relocating the building on site significantly impacts the efficiency of a new structure adjacent to the house. Additionally, in order for the new structure to house the required program the building would be significantly taller than the proposed structure outlined in this re-zoning application.
3. Analyzes the implications of life-safety and building code compliance of the existing structure – there are significant life safety issues to overcome if the structure were to be re-used.

In summary, it is not functional or economic for the Steensland House to remain on-site if Bethel is to meet its programming needs. Bethel Lutheran Church will diligently seek a new site (off the existing block that the church occupies) for the relocation of the house. In the event a suitable site cannot be found, Bethel Lutheran Church requests demolition of the Steensland House.

Social & Economic Impact:

Based on the analysis above, we believe the proposed development meets the spirit and intent of the PUD zoning ordinances when reviewed with respect to the criteria for approval set forth in Section 28.07(6)(f) of the zoning code.

1. Criteria and Intensity of Land Use:

The proposed PUD has been designed specifically with existing adjacent uses in mind. The plan provides for a pleasing urban environment while eliminating a surface parking area (which does not currently maximize the potential of this downtown location).

2. Economic Impact:

The proposed development will provide a positive economic impact in the area without adversely impacting the provision of municipal services. The site is currently served by a full complement of city services. We believe the addition of the proposed uses will increase the value of neighboring properties and will provide necessary community services downtown.

3. Presentation & Maintenance of Open Space:

The development eliminates a surface parking lot and replaces it with a building more appropriately suited for downtown development. The project takes into consideration the importance of maintaining beneficial view corridors at the existing streetscapes through the use of appropriate massing and vision triangles. The project provides landscaped setbacks at the perimeter of the proposed structure: plantings will take into consideration rain interception, air filtration, shade and cooling, as well as appropriate screening.

4. Implementation of Schedule:

The schedule identified above provides for the expedient construction of the parking and building and eliminates adverse effects on the community. Please refer to the schedule above for proposed dates.

Zoning Text:

Please refer to the attached Zoning Text for the proposed specific zoning requested for adoption and recording as part of this PUD.

Sincerely,

A handwritten signature in cursive script that reads "Allan Schultz". The signature is written in black ink and is positioned to the right of the typed name.

Allan Schultz
President, Bethel Lutheran Church Council
312 Wisconsin Avenue
Madison, WI 53703