



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: _____	<input checked="" type="checkbox"/> Informational Presentation
UDC Meeting Date: _____	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: 1200 - 1212 East Washington Avenue  
Project Title (if any): \_\_\_\_\_

2. This is an application for (Check all that apply to this UDC application):

New Development  Alteration to an Existing or Previously-Approved Development

**A. Project Type:**

- Project in an Urban Design District\* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or 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 Planned Residential Complex

**B. Signage:**

- Comprehensive Design Review\* (public hearing-\$300 fee)  Street Graphics Variance\* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

**C. Other:**

Please specify: \_\_\_\_\_

**3. Applicant, Agent & Property Owner Information:**

Applicant Name: Lance McGrath Company: McGrath Property Group  
 Street Address: 222 South Bedford Street - Suite A City/State: Madison, Wisconsin Zip: 53703  
 Telephone: (608) 345-3975 Fax: ( ) \_\_\_\_\_ Email: lance.mcgrath@mcgrathpropertygroup.com

Project Contact Person: Joseph Lee Company: JLA Architects  
 Street Address: 2418 Crossroads Drive - Suite 2300 City/State: Madison, Wisconsin Zip: 53718  
 Telephone: (608) 241-9500 Fax: ( ) \_\_\_\_\_ Email: jlee@jla-ap.com

Project Owner (if not applicant) : \_\_\_\_\_  
 Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_ Email: \_\_\_\_\_

**4. Applicant Declarations:**

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Parks, Wendt, Tucker, Fruehling on January 8th, 2015.  
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant Lance McGrath Relationship to Property Contract Owner  
 Authorized Signature [Signature] Date January 20, 2015

FEW STREET LOFTS  
(WORKING NAME)

1200 EAST WASHINGTON AVENUE  
MADISON, WISCONSIN



UDC – INFORMATIONAL SUBMITTAL

**JLA**  
architects

JLA PROJECT NUMBER: 14-1010-01

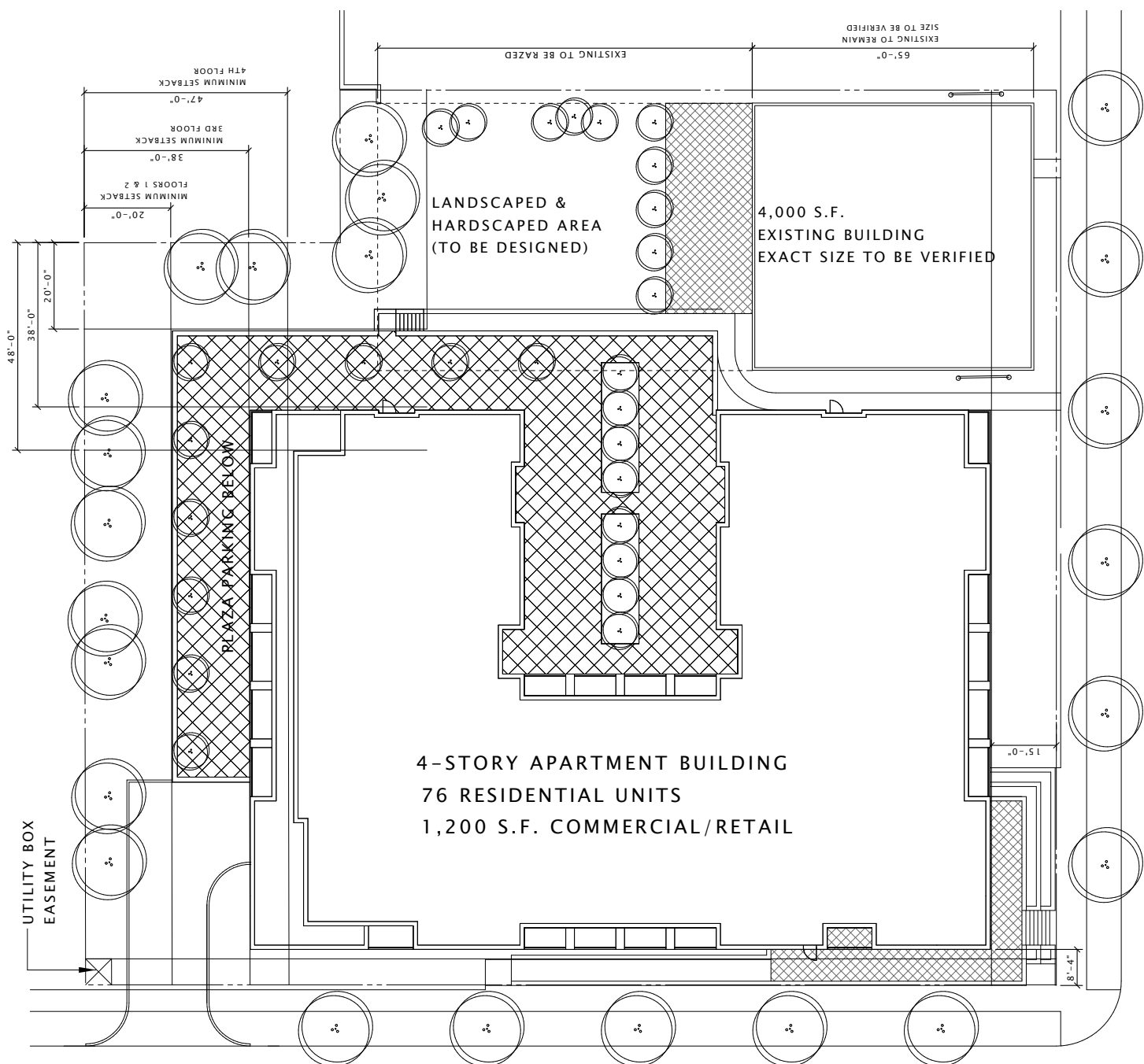
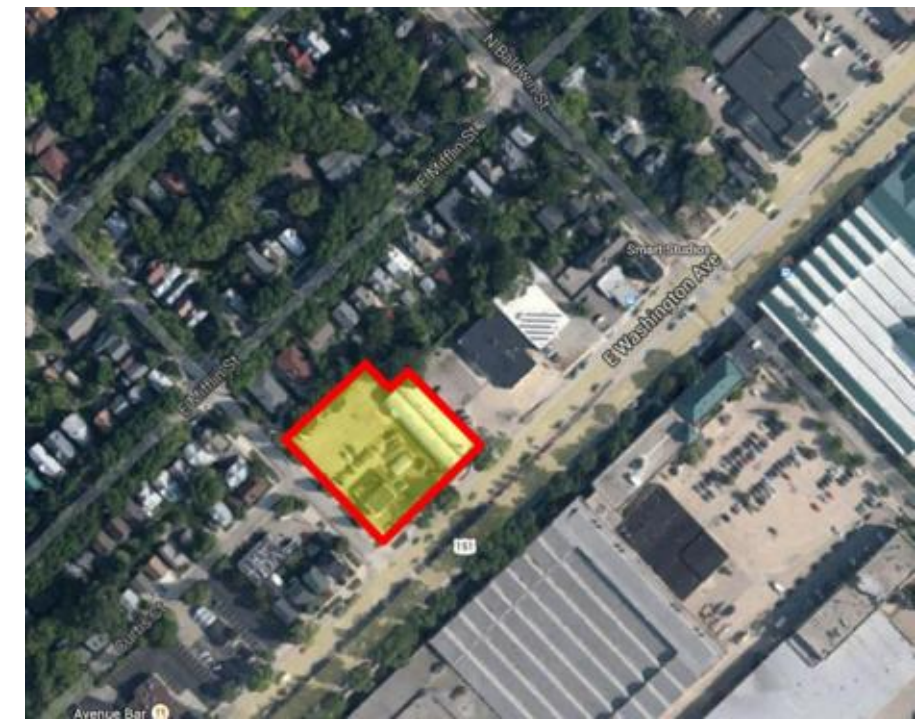
JANUARY 20, 2015

**FEW STREET APARTMENTS**

PROJECT PROGRAM  
January 20, 2015

RETAIL		STUDIO UNITS								1-BEDROOM UNITS				1-BEDROOM+DEN				2-BEDROOM UNITS								3-BEDROOM UNITS				TOTALS											
		Unit A1 - Studio		Unit A2 - Studio		Unit AX - Studio		Unit AY - Studio		Unit B1 - 1BR		Unit B2 - 1BR		Unit B3 - 1BR		Unit B4 - 1BR		Unit C1 - 1BR+		Unit C2 - 1BR+		Unit C3 - 1BR+		Unit D1 - 2BR		Unit D2 - 2BR		Unit D3 - 2BR		Unit D4 - 2BR		Unit F1 - 3BR		Unit F2 - 3BR		Unit F3 - 3BR		Unit F4 - 3BR		TOTALS	
		Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Qty.	Area	Common Space	Building Totals		
490 S.F.		525 S.F.		525 S.F.		525 S.F.		600 S.F.		625 S.F.		665 S.F.		665 S.F.		775 S.F.		0 S.F.		0 S.F.		970 S.F.		1065 S.F.		1025 S.F.		1025 S.F.		1235 S.F.		0 S.F.		0 S.F.		0 S.F.		735 A.S.F.			
1,230		1,470		4,280		-		-		2,400		16,230		4,655		2,660		8,200		-		-		8,760		3,195		1,025		1,025		3,705		-		-		76			
3.9%		10.5%		0.0%		0.0%		5.3%		34.2%		9.2%		5.3%		10.5%		0.0%		0.0%		10.5%		3.9%		1.3%		1.3%		1.9%		0.0%		0.0%		100%		863 k.f. per unit			
Total Studios: 11		14.5%		Average Studio Size (sf): 523		Total 1BRs: 41		53.9%		Average 1BR Size (sf): 633		Total 1BR+: 8		10.5%		Avg. Size: 775		Total 2BRs: 13		17.1%		Average 2BR Size (sf): 1000		Total 3BRs: 3		3.9%		Average 3BR Size (sf): 1235		-		-		-		-		-			

NOTE: Final Unit Counts, Types, Mix, and Sizes are subject to change. The Total Unit Count & Density for Entire Development shall be regulated by the Approved PUD/GDP Package and subsequently Approved PUD/SIP Packages.



**EAST WASHINGTON AVENUE**

**NORTH FEW STREET**

McGRATH PROPERTY GROUP

UDC - INFORMATIONAL SUBMITTAL

FEW STREET LOFTS

**PROGRESS DOCUMENTS**  
These documents reflect progress and intent and may be subject to change, including additional detail. These are not final construction documents and should not be used for final bidding or construction-related purposes.

DATE OF ISSUANCE: JANUARY 20, 2015

REVISION SCHEDULE

Mark	Description	Date

SHEET TITLE: **ARCHITECTURAL SITE PLAN**

SHEET NUMBER: **ASP-100**



JOSEPH LEE + ASSOCIATES  
2418 CROSSROADS DRIVE, SUITE 2300  
MADISON, WISCONSIN 53718  
608.241.9500

JLA PROJECT NUMBER: 14-1010-01

McGRATH PROPERTY GROUP

UDC - INFORMATIONAL SUBMITTAL

FEW STREET LOFTS

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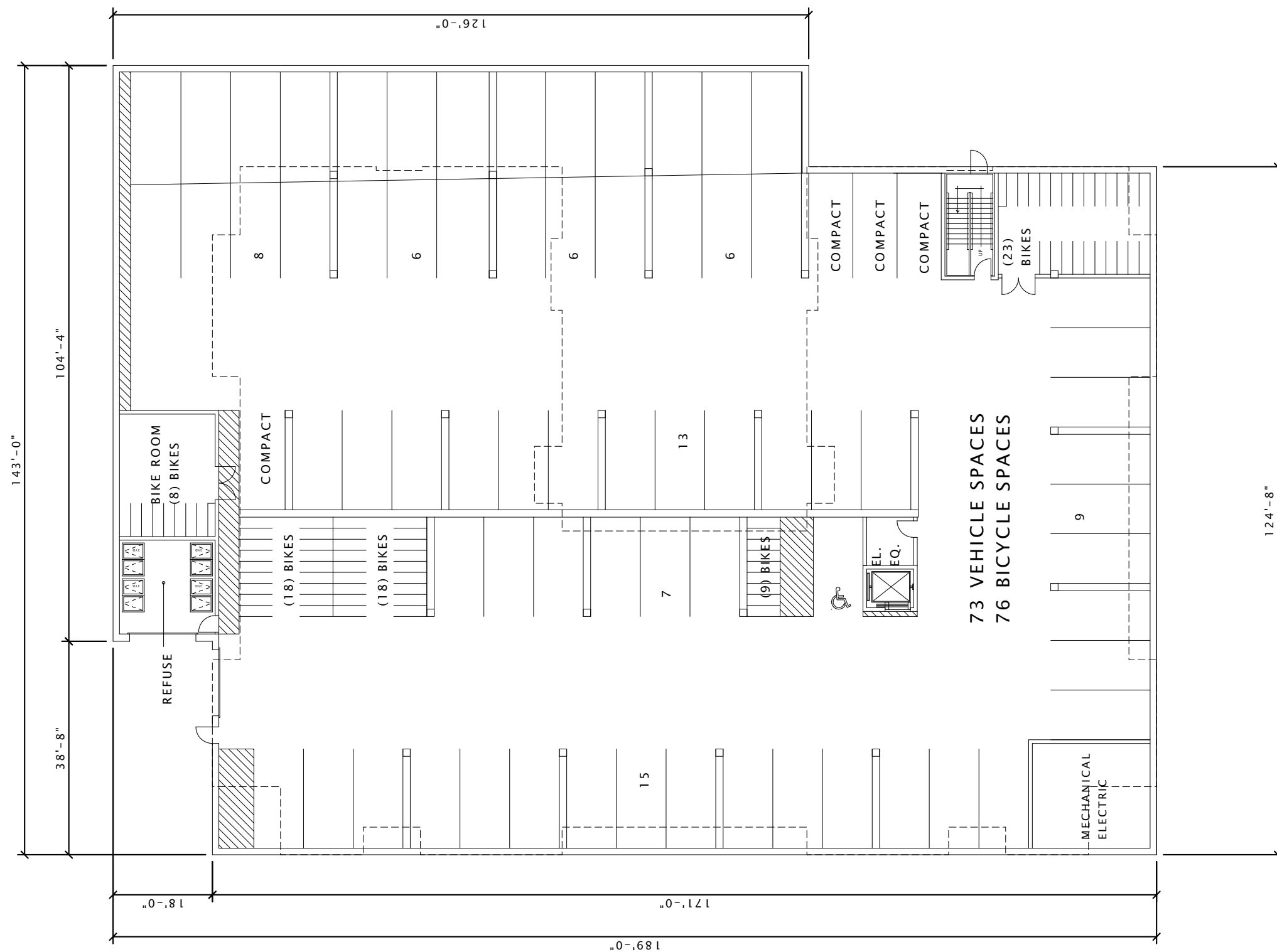
REVISION SCHEDULE		
Mark	Description	Date

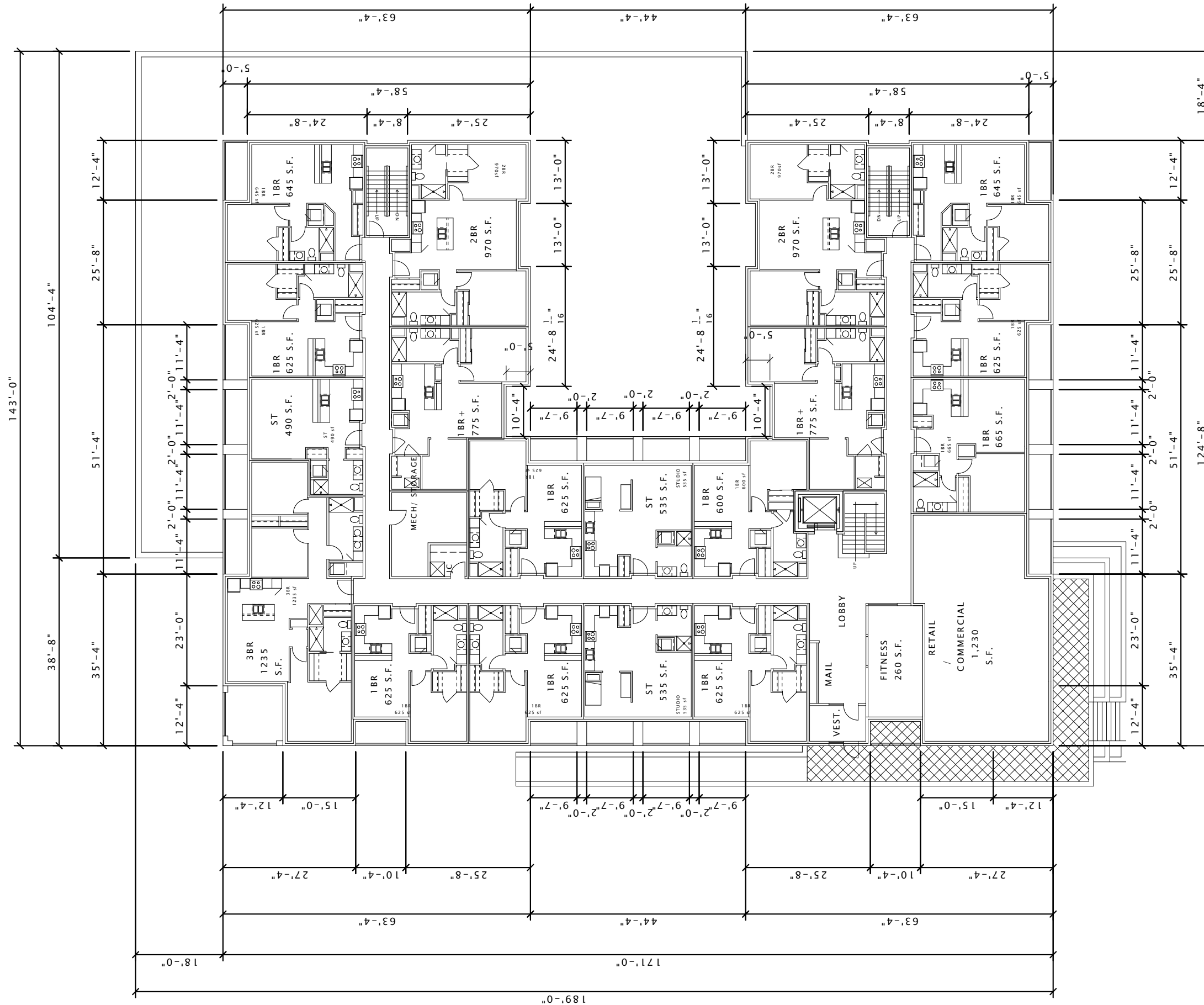
SHEET TITLE

LOWER LEVEL  
PARKING PLAN

SHEET NUMBER

A110





McGRATH PROPERTY GROUP

UDC - INFORMATIONAL SUBMITTAL

FEW STREET LOFTS

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DATE OF ISSUANCE: JANUARY 20, 2015

REVISION SCHEDULE		
Mark	Description	Date

SHEET TITLE: FIRST FLOOR PLAN

SHEET NUMBER: A111

McGRATH PROPERTY GROUP

UDC - INFORMATIONAL SUBMITTAL

FEW STREET LOFTS

**PROGRESS DOCUMENTS**

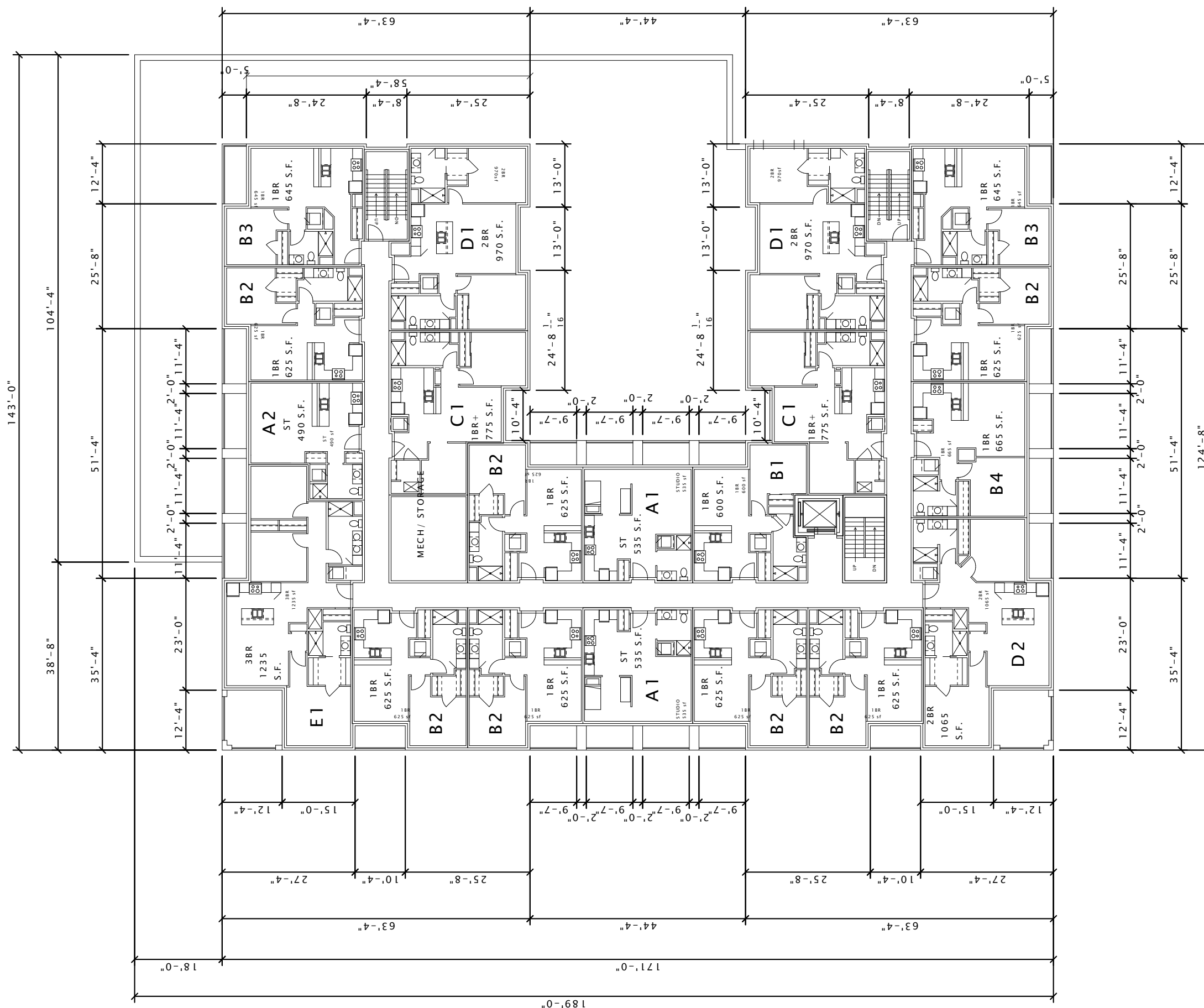
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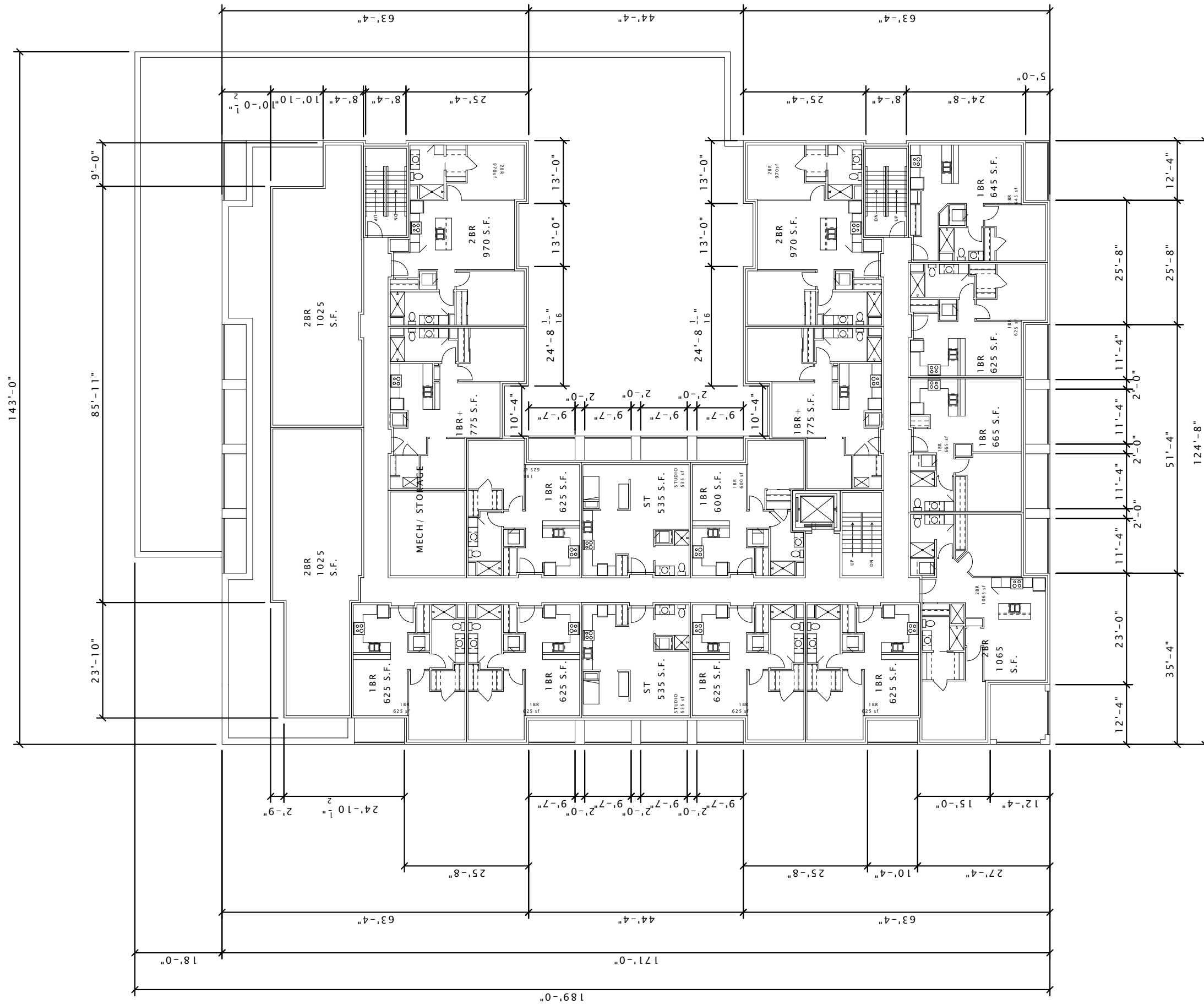
DATE OF ISSUANCE: JANUARY 20, 2015

REVISION SCHEDULE		
Mark	Description	Date

SHEET TITLE  
**SECOND & THIRD FLOOR PLANS**

SHEET NUMBER  
**A112**





1 FEW - 4TH FLOOR PLAN  
1" = 10'-0"

McGRATH PROPERTY GROUP

UDC - INFORMATIONAL SUBMITTAL

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DATE OF ISSUANCE: JANUARY 20, 2015

REVISION SCHEDULE		
Mark	Description	Date

SHEET TITLE  
FOURTH FLOOR PLAN

SHEET NUMBER  
**A114**



## McGRATH PROPERTY GROUP

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## FEW STREET LOFTS

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DATE OF ISSUANCE: JANUARY 20, 2015

REVISION SCHEDULE		
Mark	Description	Date

SHEET TITLE

**SCHEMATIC ELEVATIONS**

SHEET NUMBER

**A210**



⑥ EAST WASHINGTON AVENUE ELEVATION  
1/8" = 1'-0"



⑩ FEW STREET ELEVATION  
1/8" = 1'-0"



## McGRATH PROPERTY GROUP

UDC - INFORMATIONAL SUBMITTAL

### FEW STREET LOFTS

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REVISION SCHEDULE		
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SHEET TITLE

### SCHEMATIC ELEVATIONS

SHEET NUMBER

# A211



⑥ 'NORTH' ELEVATION  
1/8" = 1'-0"



⑩ 'EAST' ELEVATION  
1/8" = 1'-0"

McGRATH PROPERTY GROUP

UDC - INFORMATIONAL SUBMITTAL

FEW STREET LOFTS

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DATE OF ISSUANCE: JANUARY 20, 2015

REVISION SCHEDULE		
Mark	Description	Date

SHEET TITLE

SCHEMATIC ELEVATIONS

SHEET NUMBER

A212



6 COURTYARD ELEVATION  
1/8" = 1'-0"



# JLA

JOSEPH LEE + ASSOCIATES  
2418 CROSSROADS DRIVE - SUITE 2100  
MADISON, WISCONSIN 53718  
608.261.9100

JLA PROJECT NUMBER: 14-1010-01

McGRATH PROPERTY  
GROUP

UDC - INFORMATIONAL SUBMITTAL

FEW STREET LOFTS

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DATE OF ISSUANCE: JANUARY 20, 2015

REVISION SCHEDULE		
Mark	Description	Date

SHEET TITLE

SCHEMATIC  
PERSPECTIVES

SHEET NUMBER

A220





**JLA**  
JOSEPH LEE + ASSOCIATES

JOSEPH LEE + ASSOCIATES  
2418 CROSSROADS DRIVE - SUITE 2100  
MADISON, WISCONSIN 53718  
608.261.9100

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McGRATH PROPERTY  
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FEW STREET LOFTS

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REVISION SCHEDULE

Mark	Description	Date

SHEET TITLE

SCHEMATIC  
PERSPECTIVES

SHEET NUMBER

A221



**JLA**  
JOSEPH LEE + ASSOCIATES

JOSEPH LEE + ASSOCIATES  
 2418 CROSSROADS DRIVE - SUITE 2100  
 MADISON, WISCONSIN 53718  
 608.261.9100

JLA PROJECT NUMBER: 14-1010-01

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UDC - INFORMATIONAL SUBMITTAL

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DATE OF ISSUANCE JANUARY 20, 2015

REVISION SCHEDULE		
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SHEET TITLE

**SCHEMATIC PERSPECTIVES**

SHEET NUMBER

**A222**





**JLA**  
JOSEPH LEE + ASSOCIATES

JOSEPH LEE + ASSOCIATES  
 2418 CROSSROADS DRIVE - SUITE 2100  
 MADISON, WISCONSIN 53718  
 608.261.9100

JLA PROJECT NUMBER: 14-1010-01

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REVISION SCHEDULE		
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SHEET TITLE

**SCHEMATIC PERSPECTIVES**

SHEET NUMBER

**A223**



# JLA

JOSEPH LEE + ASSOCIATES  
2418 CROSSROADS DRIVE - SUITE 2100  
MADISON, WISCONSIN 53718  
608.261.9100

JLA PROJECT NUMBER: 14-1010-01

McGRATH PROPERTY  
GROUP

UDC - INFORMATIONAL SUBMITTAL

FEW STREET LOFTS

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DATE OF ISSUANCE JANUARY 20, 2015

REVISION SCHEDULE		
Mark	Description	Date

SHEET TITLE

SCHMATIC  
PERSPECTIVES

SHEET NUMBER

A224





# JLA

JOSEPH LEE + ASSOCIATES  
2418 CROSSROADS DRIVE - SUITE 2100  
MADISON, WISCONSIN 53718  
608.261.9100

JLA PROJECT NUMBER: 14-1010-01

McGRATH PROPERTY  
GROUP

UDC - INFORMATIONAL SUBMITTAL

FEW STREET LOFTS

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DATE OF ISSUANCE: JANUARY 20, 2015

REVISION SCHEDULE		
Mark	Description	Date

SHEET TITLE

SCHEMATIC  
PERSPECTIVES

SHEET NUMBER

A225



McGRATH PROPERTY GROUP

UDC - INFORMATIONAL SUBMITTAL

FEW STREET LOFTS

**PROGRESS DOCUMENTS**

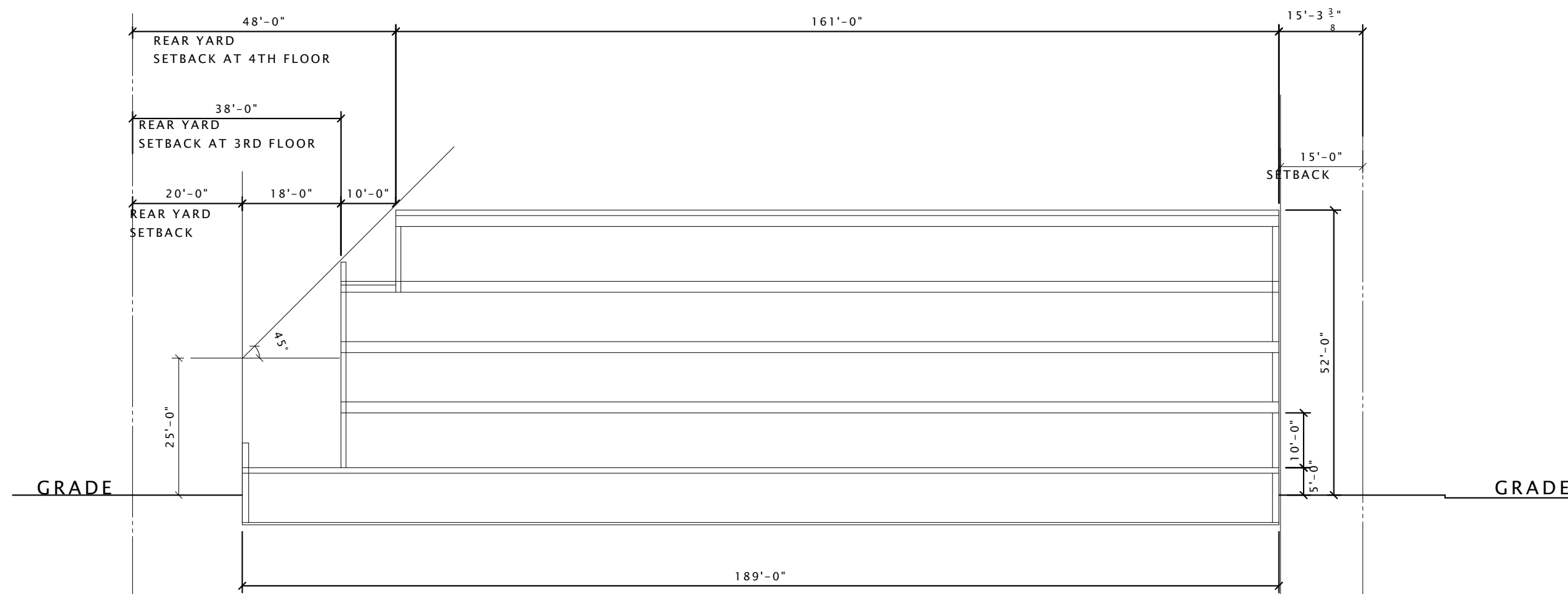
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DATE OF ISSUANCE: JANUARY 20, 2015

REVISION SCHEDULE		
Mark	Description	Date

SHEET TITLE  
SCHEMATIC SECTION

SHEET NUMBER  
**A310**





# FEW STREET REDEVELOPMENT

LANDSCAPE CONCEPT PLAN





**JOSEPH LEE + ASSOCIATES, LLC**  
2418 Crossroads Drive, Suite 2300  
Madison, Wisconsin 53718  
608.241.9500

January 20, 2015

**FEW STREET LOFTS – PROJECT NARRATIVE**  
UDC Informational Submittal

The Few Street Lofts (working name – subject to change) is a mixed-use, multi-family residential development located at the intersection of East Washington Avenue & Few Street on the city's near east side. The proposed project consists of a new four (4) story mixed-use as well as a renovated existing building that we see as a 'hidden gem'.

The mixed-use building contains 76 dwelling units and 1,230 square feet of ground floor commercial/retail space. The four stories of commercial/residential spaces are above a single level of parking that extends out from the footprint of the building above that will result in a parking ratio of 0.9-1.0 spaces per dwelling unit. This buildings shall be wood framed with flat roofs and shall have exterior materials consisting of masonry veneer, fiber-cement siding, and fiberglass windows & doors.

The existing building at 1212 East Washington Avenue is proposed to be partially taken down. The remainder of the building will be a unique barrel-vault structure which will be refurbished & architecturally accentuated. Although the exact use of this building has yet to be determined – it would have a 'striking' appearance along East Washington Avenue and serve as a great space for office, retail, restaurant, or a bar. This existing building has a steel structure with a metal barrel-vault roof and shall have exterior materials consisting of metal panels, glass, and fiber-cement siding.

The project team is extremely experienced in these types of developments – each with a track record of quality designed, successful projects. The team consists of McGrath Property Group (Developer), JLA Architects + Planners (Architecture/Design), and SAA Design Group (Civil Engineering/ Landscape Architecture).

To date, the project team has met with the Tenney-Lapham Neighborhood Association, the Alderperson, and City Planning Staff numerous times as part of a collaborative effort to design a project that attempts to meet the needs & desires of the various stakeholders as well as the needs of the developer. It is our intention to formally submit to the Madison Plan Commission by February 18, 2015 for approval on April 20, 2015. It is the project team's desire to start construction in May of 2015 and have occupancy by April of 2016.

We look forward to working with the City of Madison on this project and contributing to the ongoing improvement of the neighborhood.

Regards,

A handwritten signature in blue ink, appearing to read 'J. Lee', written over a light blue horizontal line.

Joseph M. Lee, AIA  
JLA Architects + Planners