



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

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

126 S. Hamilton Street
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: <u>September 6, 2017</u>	<input checked="" type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>September 27, 2017</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: 2901 University 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: Randy Bruce
Street Address: 7601 University Ave., Suite 201
Telephone: (608) 836-3690 Fax: (____) _____

Company: Knothe & Bruce Architects, LLC
City/State: Middleton Zip: WI
Email: rbruce@knothebruce.com

Project Contact Person: same as applicant
Street Address: _____
Telephone: (____) _____ Fax: (____) _____

Company: _____
City/State: _____ Zip: _____
Email: _____

Project Owner (if not applicant) : John Flad
Street Address: 3330 University Ave
Telephone: (608) 833-8100 Fax: (____) _____

City/State: Madison Zip: 53705
Email: jflad@flad-development.com

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 DAT Meeting on August 3, 2017.
(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 Randy Bruce

Relationship to Property Architect

Authorized Signature 

Date 9/6/17



Project Description
2901 University Avenue
September 6, 2017

The site is located at the southwest corner of University Avenue and Ridge Street and is zoned CC-T and TR-U1. The site is occupied by a 1-story retail business (Party Port Liquors) facing University Avenue and a series of older multifamily buildings along Ridge Street and Harvey Street. The site slopes down from a high point on Harvey Street to the University Avenue frontage.

This proposed project is a mixed-use development consisting of approximately 10,700 square feet of retail space and 52 apartments. Parking for the 113 cars is located primarily below the building in two levels at the grade and basement levels. The building is set into the grade with a two-story exposure on Harvey Street and a five-story elevation on University Avenue. The commercial uses are well defined by an inviting crescent shaped form facing University Avenue. Outdoor seating and plaza space activate the University Avenue frontage.



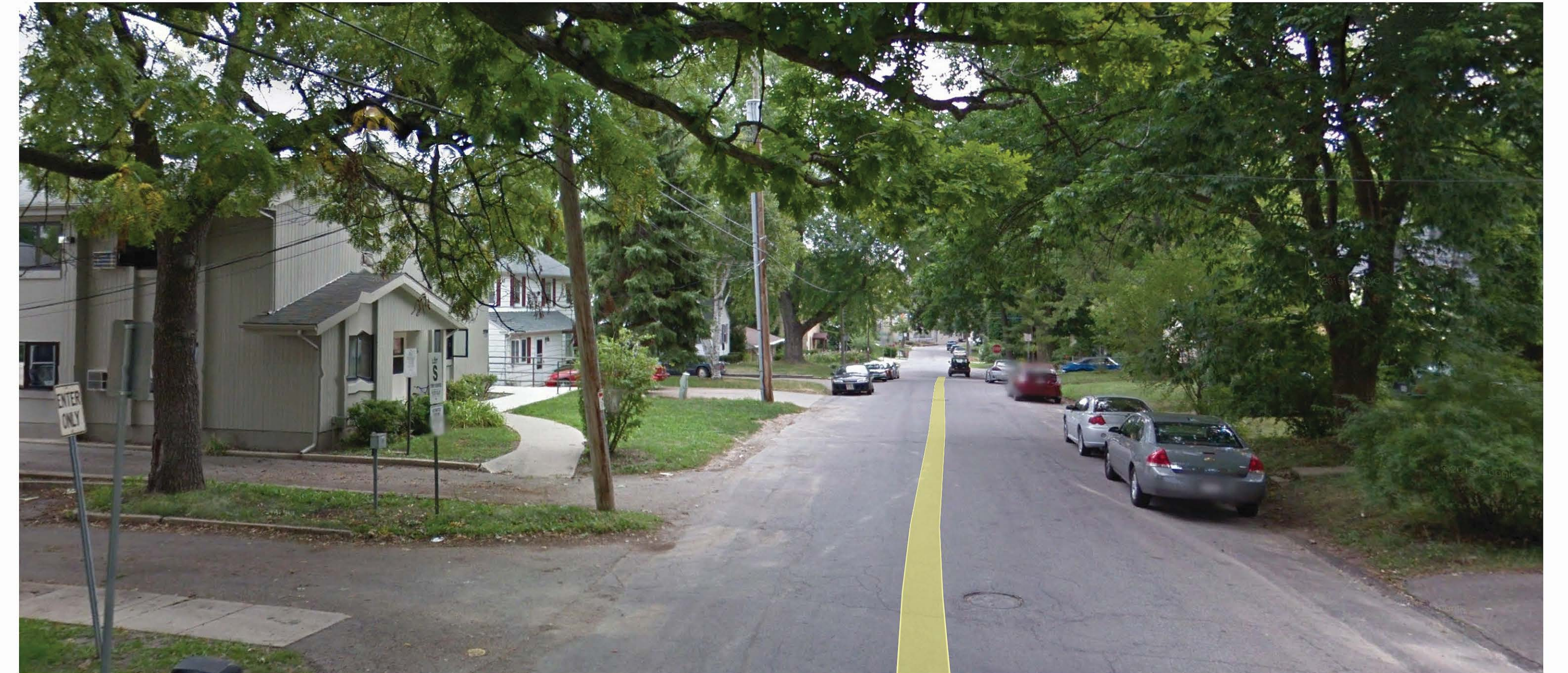
View of site from corner of Ridge St. & University Ave.



View looking east down University Ave.



View from Ridge St. looking across University Ave.



View looking east down Harvey St.



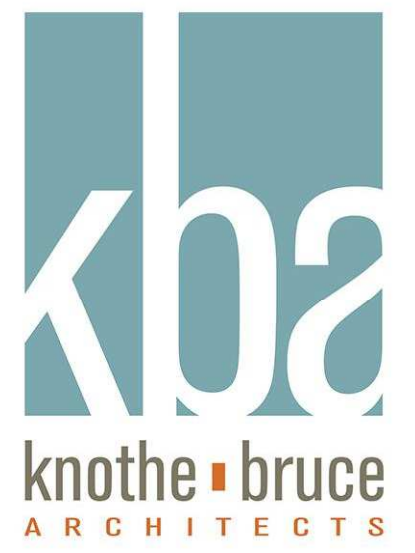
View of site from corner of Ridge St. & Harvey St.

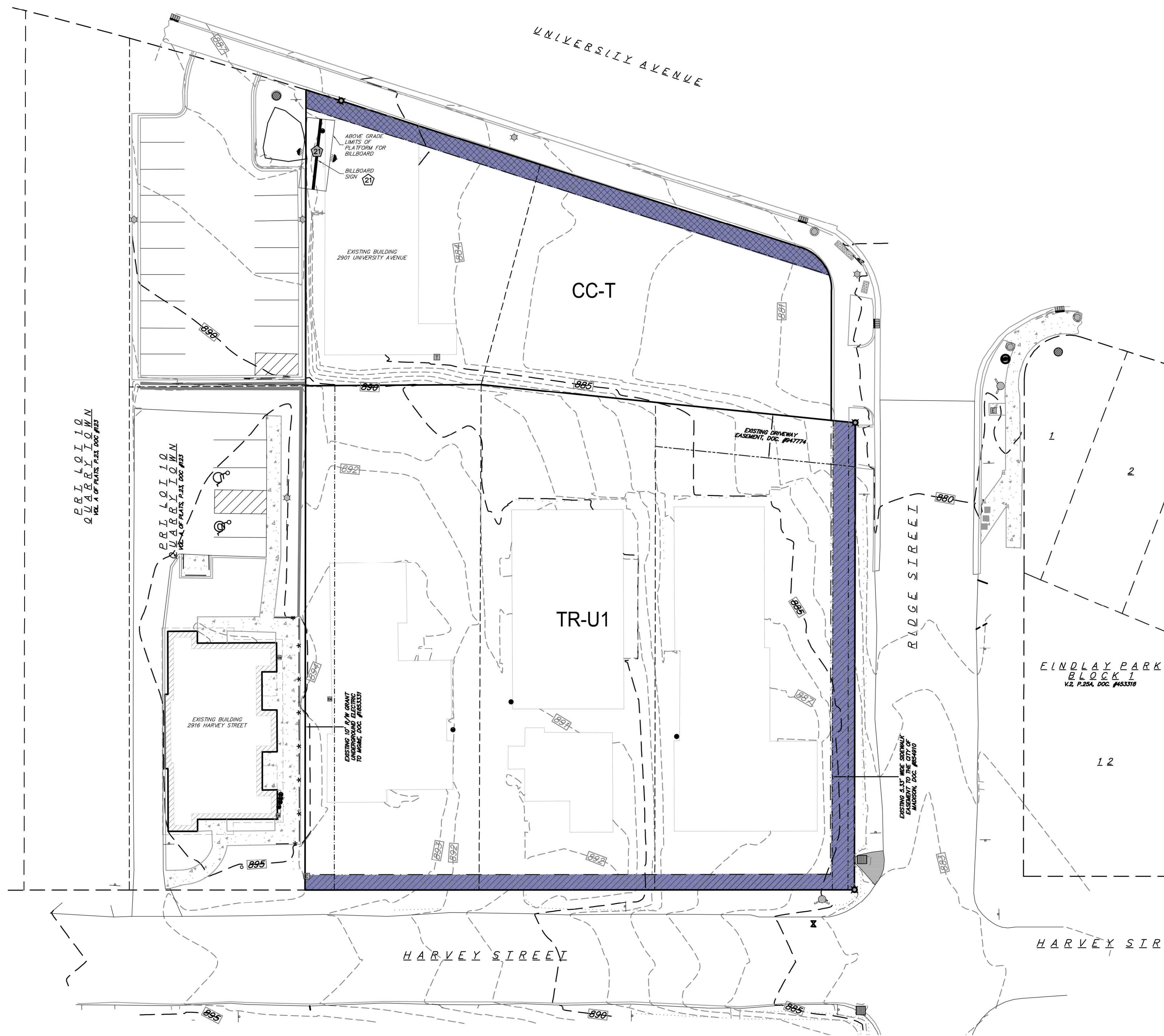
Party Port Redevelopment
2901 University Ave.
September 6, 2017





Party Port
Redevelopment
2901 University Ave.
September 6, 2017





SITE SURVEY - Dedicated or Easement Areas

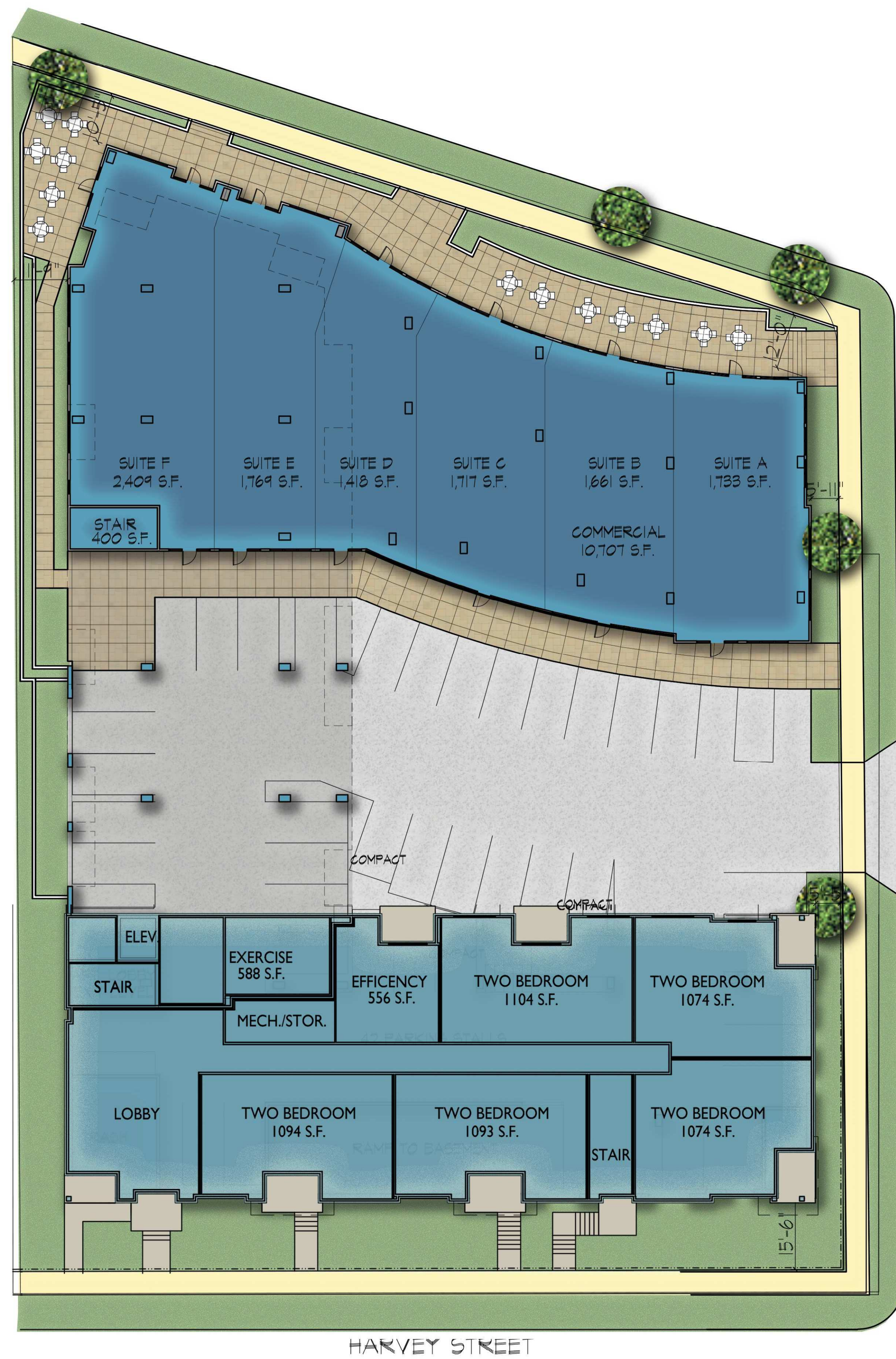
Party Port
 Redevelopment
 2901 University Ave.
 September 6, 2017





Party Port
 Redevelopment
 2901 University Ave.
 September 6, 2017

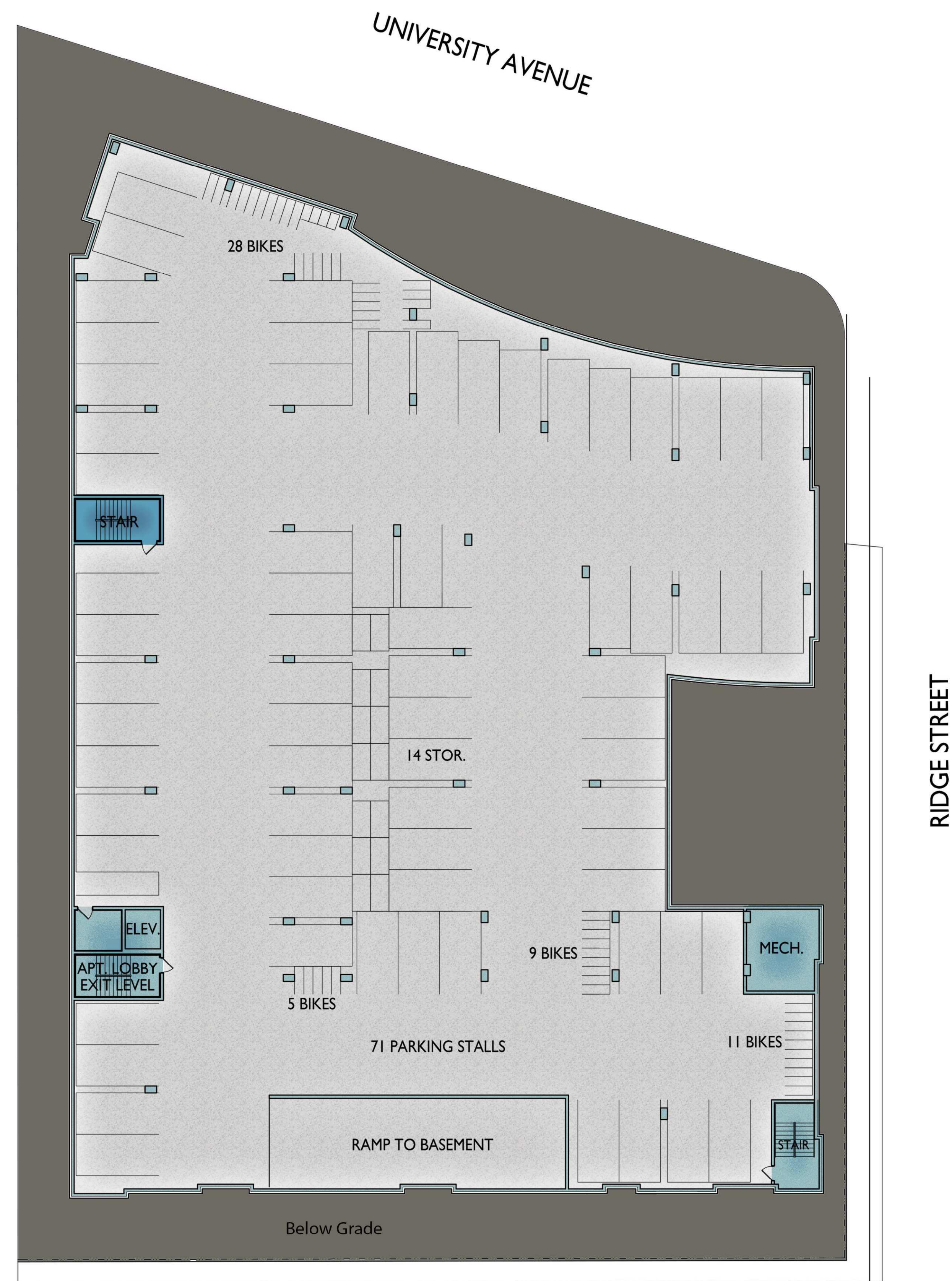




○ FIRST FLOOR PLAN

Party Port
 Redevelopment
 2901 University Ave.
 September 6, 2017



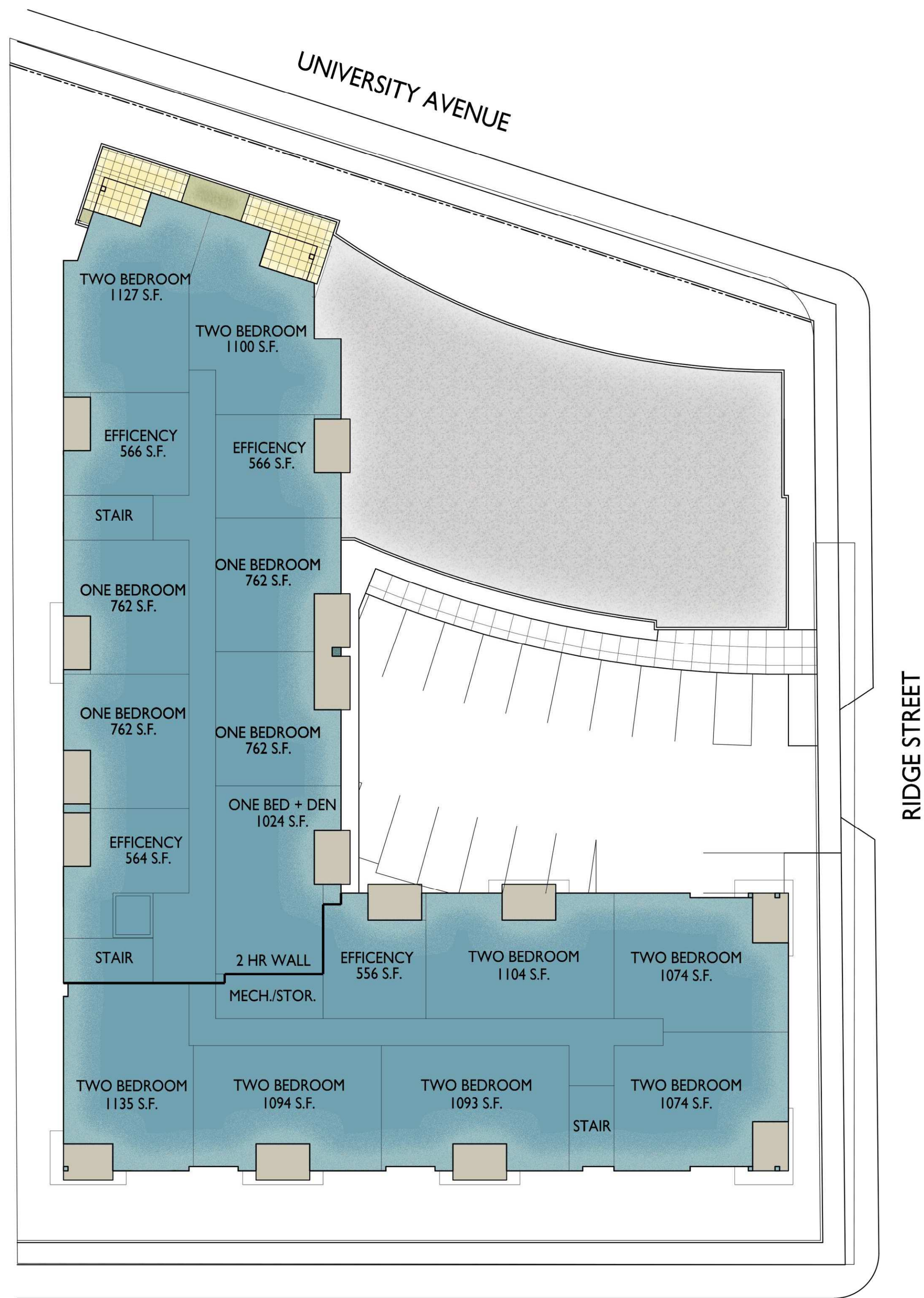


HARVEY STREET

○ BASEMENT PLAN

Party Port
Redevelopment
2901 University Ave.
September 6, 2017

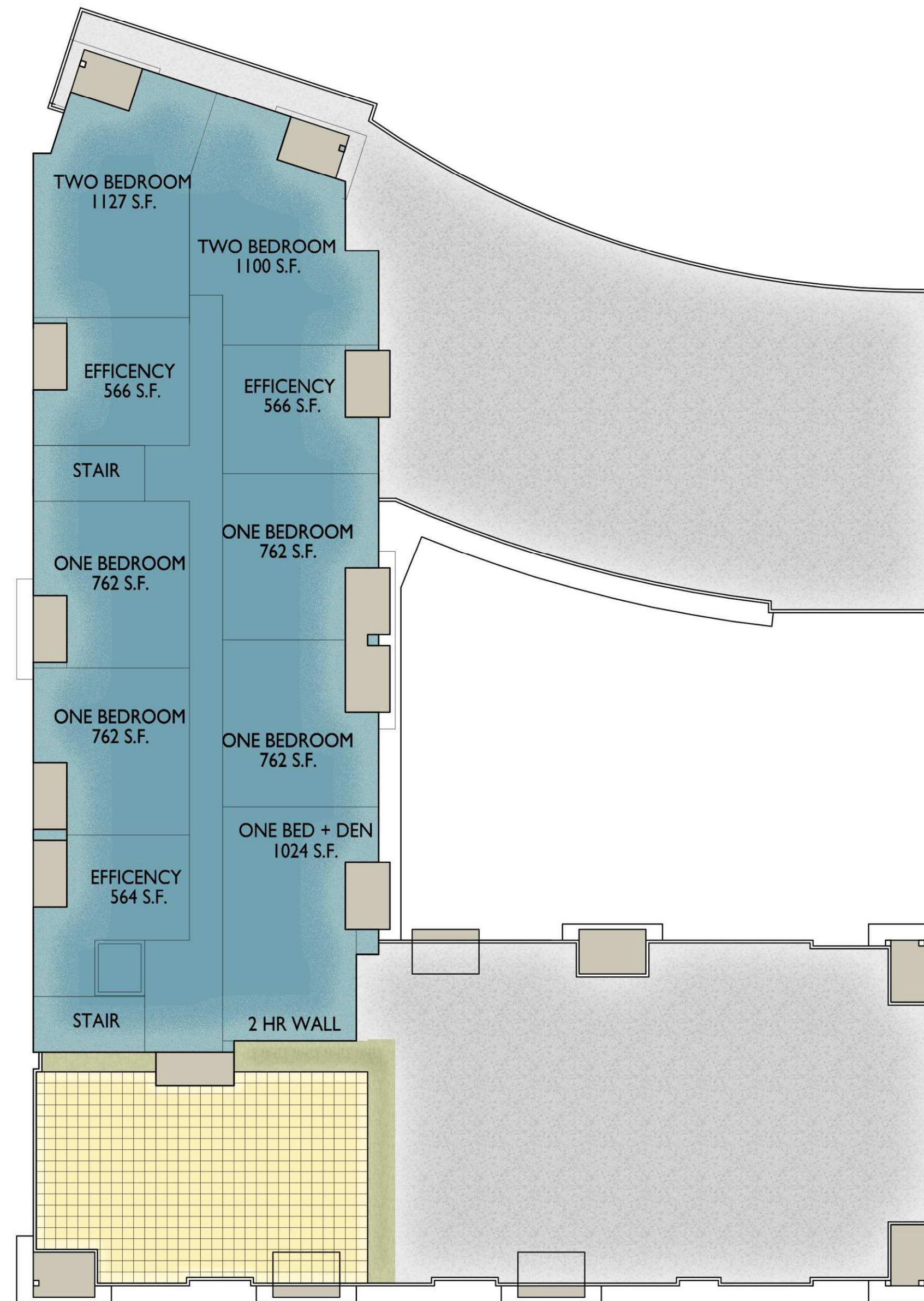




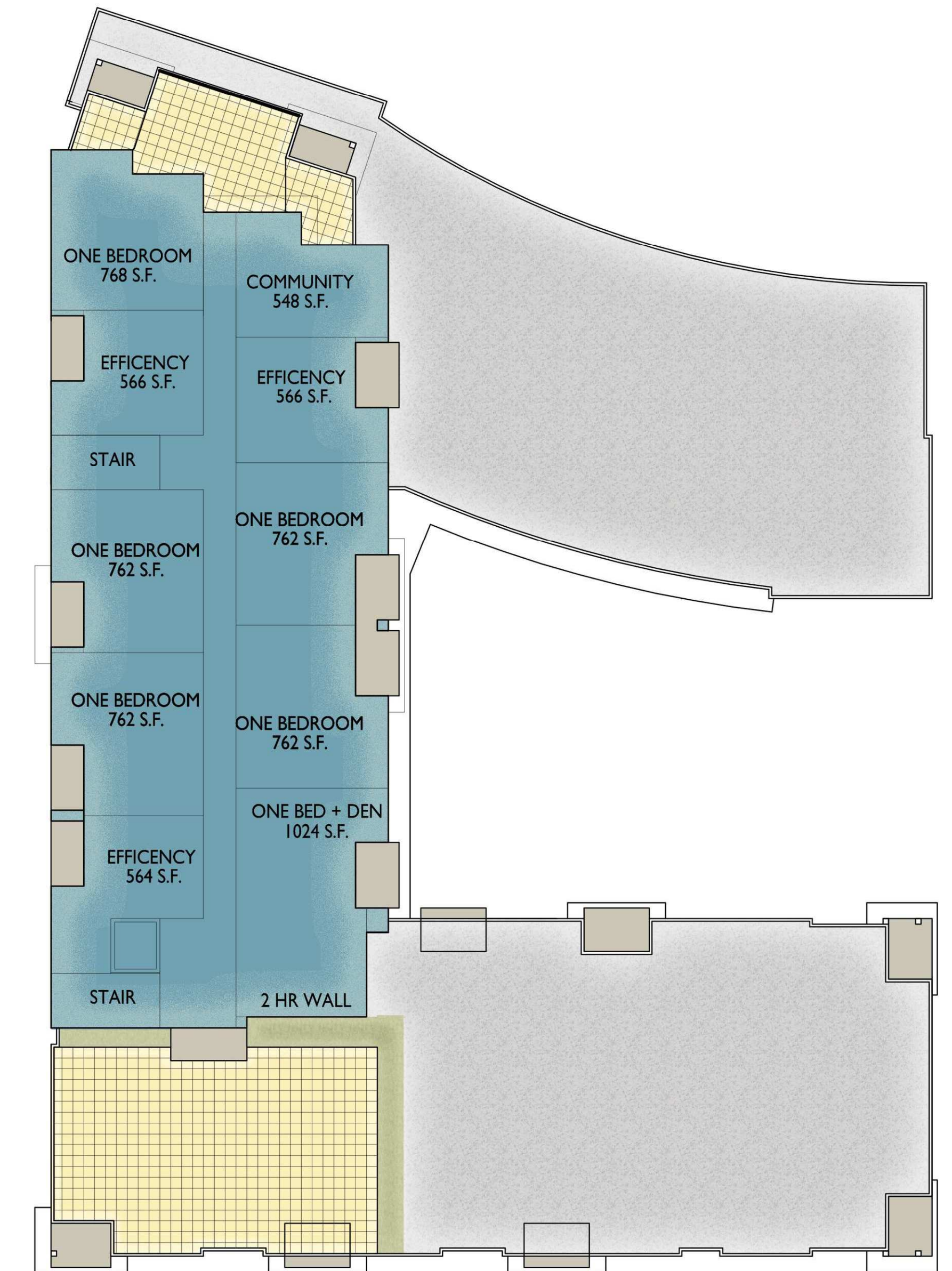
HARVEY STREET

RIDGE STREET

○ SECOND FLOOR PLAN



○ THIRD & FOURTH FLOOR PLAN



○ FIFTH FLOOR PLAN

Party Port
Redevelopment
2901 University Ave.
September 6, 2017





Party Port Redevelopment
2901 University Avenue
Madison, WI
June 26, 2017





Party Port
Redevelopment
2901 University Ave.





Party Port
Redevelopment
2901 University Ave.





Party Port
Redevelopment
2901 University Ave.





Party Port
Redevelopment
2901 University Ave.





Party Port
Redevelopment
2901 University Ave.

