

# 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

Date Submitted: <u>01/27/2016</u>	<input checked="" type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>02/10/2016</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

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

1. Project Address: 222 South Bedford St Madison, WI 53703

Project Title (if any): 222 South Bedford

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-\$500 fee)  Street Graphics Variance\* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

### Other:

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

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

Applicant Name: Doug Hursh  
Street Address: 749 University Row, Suite 300  
Telephone: (608) 274-2741 Fax: ( )

Company: Potter Lawson  
City/State: Madison, Wisconsin Zip: 53705  
Email: dough@potterlawson.com

Project Contact Person: Anne Morrison  
Street Address: 10 East Doty St, Suite 300  
Telephone: (608) 251-0706 Fax: ( )

Company: Urban Land Interest  
City/State: Madison, Wisconsin Zip: 53703  
Email: amorrison@uli.com

Project Owner (if not applicant) : Brad Binkowski  
Street Address: 10 East Doty St, Suite 300  
Telephone: (608) 251-0706 Fax: ( )

City/State: Madison, Wisconsin Zip: 53703  
Email: bbinkowski@uli.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 Jay Wendt, Heather Strouder, on 11/04/2015.  
Tim Parks, Matt Tucker  
(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 Doug Hursh Relationship to Property Project Architect  
Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

# 222 South Bedford Street

## Urban Design Commission Informational Presentation

January 27, 2016

### Narrative

The development along 222 South Bedford Street consist of 1 story of below grade parking and 4 stories of above grade apartment units. The main entrance of the building is located on the corner of South Bedford St. and West Doty St. while the parking ramp entrance, trash access and bike storage entrance are located at the Southwest end of Doty St. In order to break down the scale of the building the street façades look to reinterpret the conventional townhome in a simplified and modern way. The first floor units along the street façade will be walk-up units and start to define the scale that is typical with a townhome, and then the massing of the building behind mimics the repetitive form of the townhome. Behind this first layer the design takes on a characteristic similar to the surrounding neighborhood apartment buildings with more of a warehouse characteristic. At the back of the building a courtyard is created for tenant use. The design of the back of the building responds to the characteristics of the surrounding apartment buildings as well.

- Zoning Districts: UMX and DR-2
- 1 story below grade parking
- 63 onsite parking stalls
- Offsite parking spaces available
- 4 stories above grade
- 83 apartment units
- Total building area with parking: 107,000 GSF
- First floor level 6'-0" max above grade
- Floor to floor height 11'-0"
- Total building height ~50'-0"

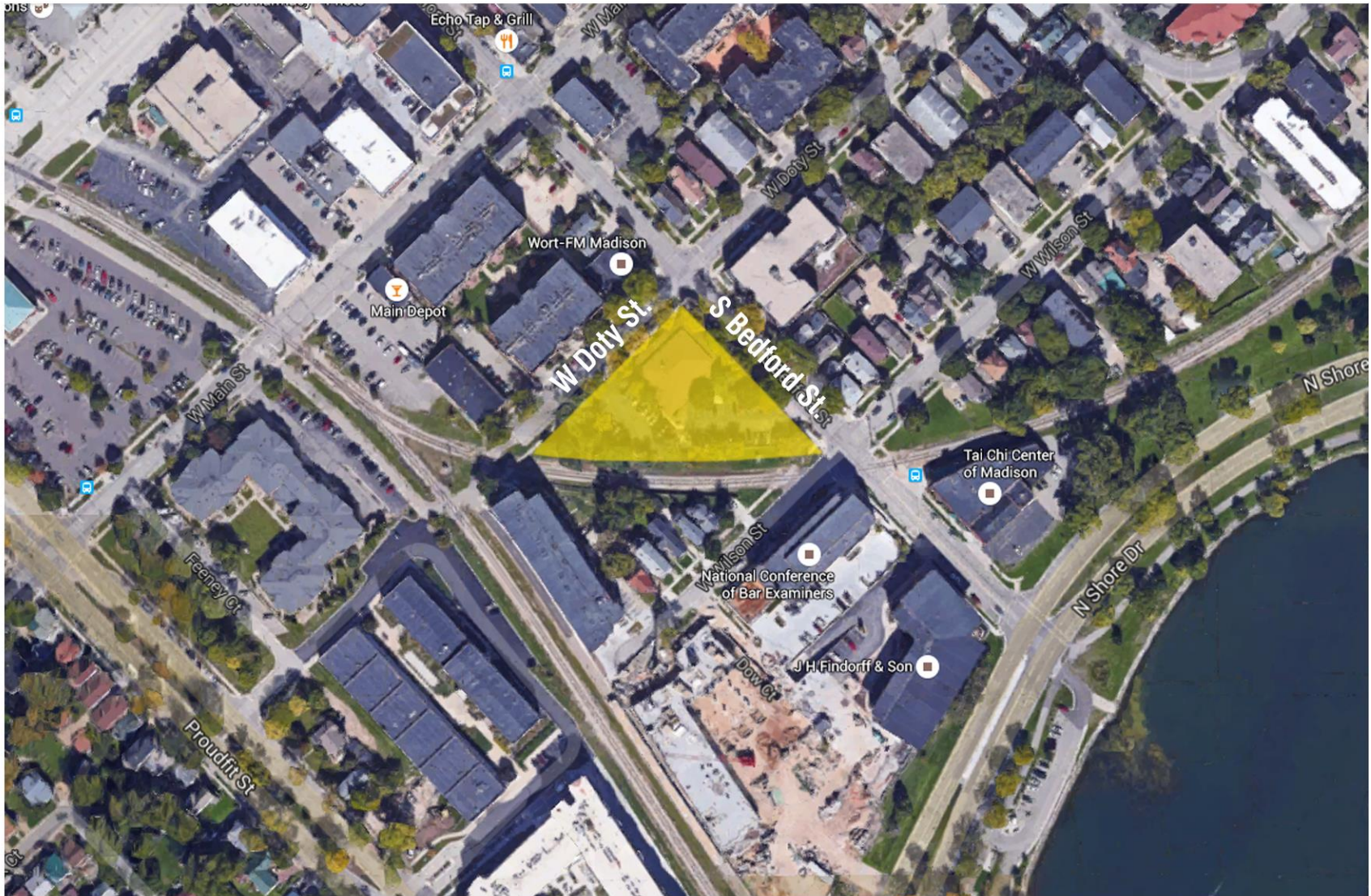
#### Fourth Ward Lofts Building Height

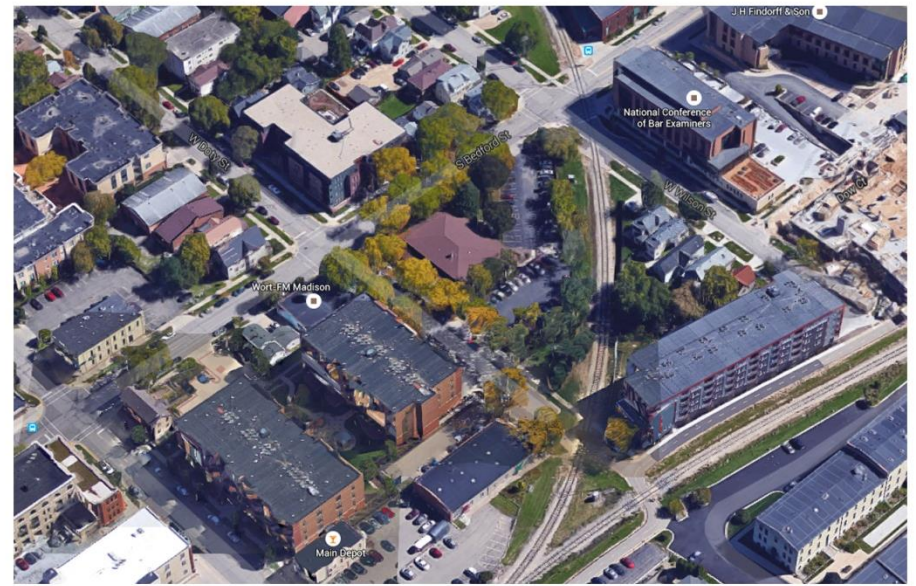
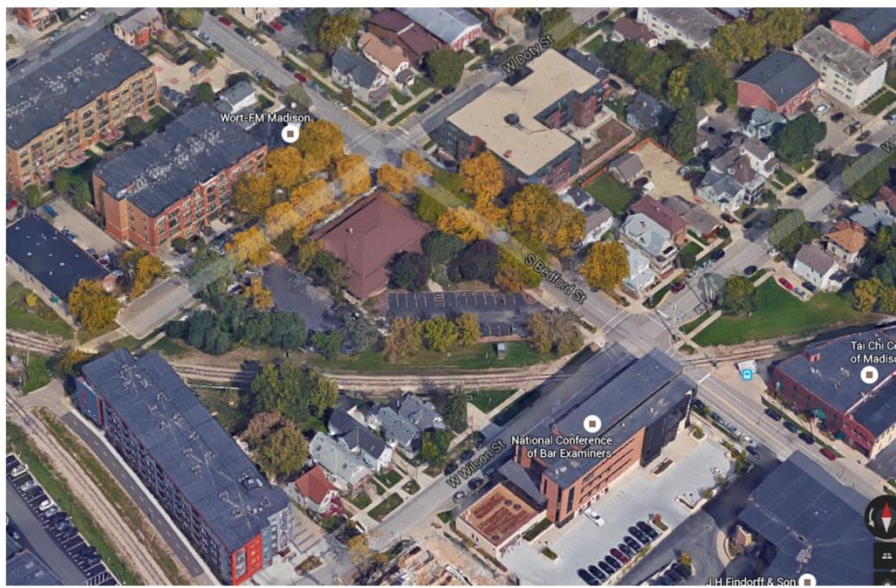
- Main Street ~51'-6" from street to low parapet
- Doty Street ~47'-0" from street to low parapet
- Building setback from property line: 6'-0"



Urban Land Interests









West Doty Street

(66' WIDE)

MH=12.10  
IE=3.53

Parking Entry

Trash

Building Entry

Common Space

Apartments

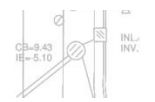
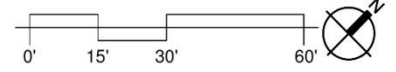
Bike Entry

Courtyard

Apartments

South Bedford Street

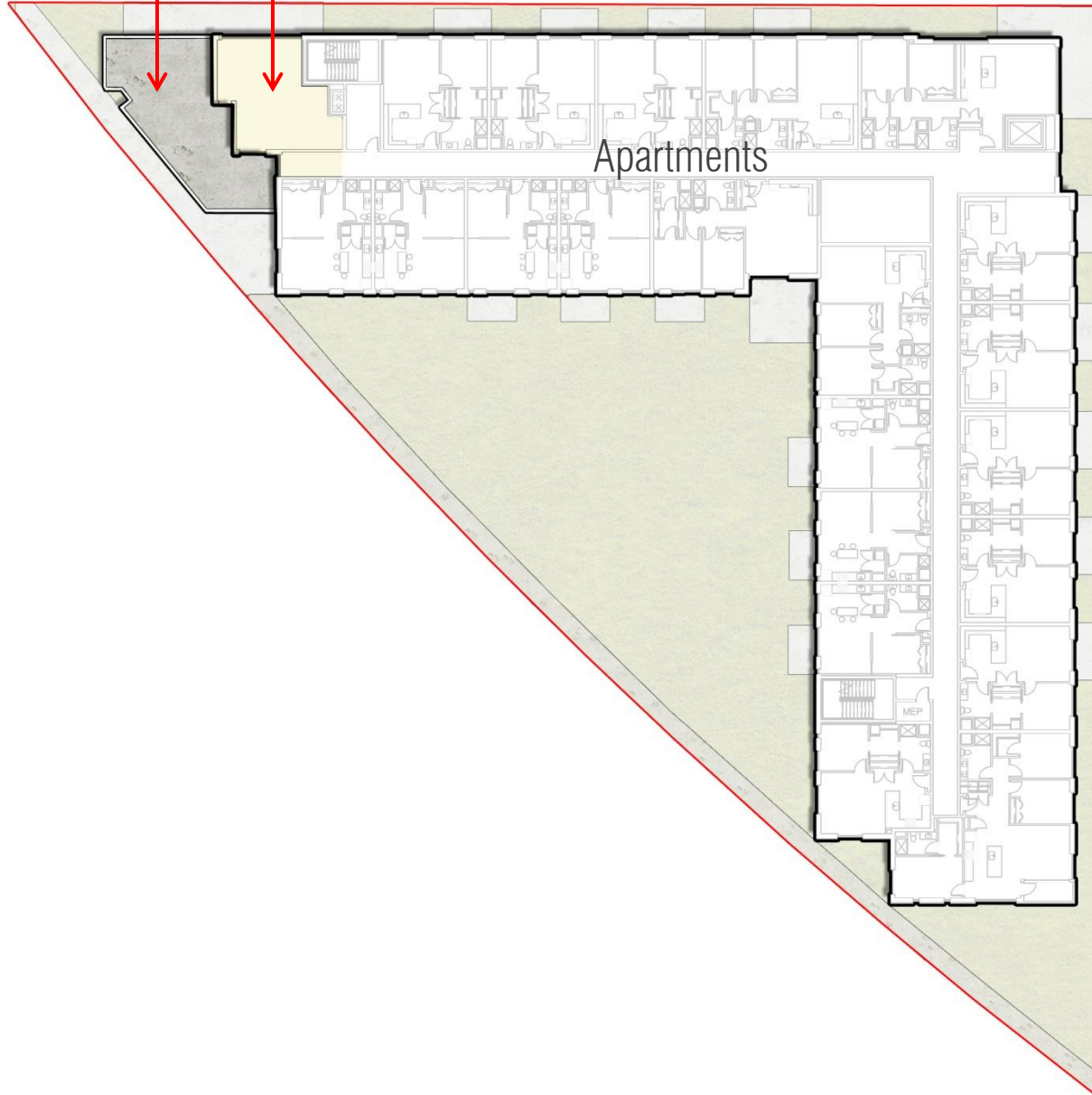
WISCONSIN & SOUTHERN RAILROAD  
(66' WIDE)



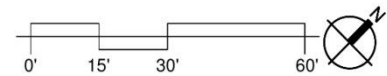
First Floor / Site Plan

2<sup>nd</sup> Floor  
Rooftop Terrace

2<sup>nd</sup> Floor Common Space



Apartments





Overall Aerial





North Aerial

Urban Land Interests





South Aerial

Urban Land Interests





Southeast Perspective



Northeast Perspective

Urban Land Interests





Northwest Perspective

Urban Land Interests





West Perspective



South Perspective