

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submission reviewed by _____ 9/6/22
6:34 a.m. 

Legistar # _____

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.

1. Project Information

Address: 2007 Roth Street - Lot A

Title: Hartmeyer Redevelopment - Senior Building

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

UDC meeting date requested UDC Informational September 21, 2022

- 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)
 Signage Exception

Other

- Please specify
Alder requested UDC presentation

4. Applicant, Agent, and Property Owner Information

Applicant name Kevin McDonell
Street address 401 Wilshire Boulevard, suite 1070
Telephone 262-496-9796

Company Lincoln Avenue Capital
City/State/Zip Santa Monica, CA 90401
Email kevin@lincolnavcap.com

Project contact person Marc Ott
Street address 800 W. Broadway, suite 200
Telephone 608-442-3867

Company JLA Architects
City/State/Zip Monona, WI 53713
Email mott@jla-ap.com

Property owner (if not applicant) Kraft Heinz Food Company
Street address 1 Ppg Place
Telephone (412) 456-5700

City/State/Zip Pittsburgh, Pennsylvania, 15222
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 on Page 4 for plan details)

Filing fee

Electronic Submittal*

Notification to the District Alder

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. 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. 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 _____ on _____.
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.

Name of applicant _____ Relationship to property _____

Authorizing signature of property owner Brian C. Schmitz Date _____

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 that 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)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit



Thursday, September 8, 2022

City of Madison
Planning Division
Madison Municipal Building Suite 017
215 Martin Luther King Jr Boulevard
P.O. Box 2985
Madison, WI 53701-2985

Attention: Jessica Vaughn

Re: Hartmeyer Redevelopment Lot A – 250 Senior Affordable Units

Dear Urban Design Commissioners:

Please accept this letter of intent and application for an informational presentation to the Urban Design Commission. At the request of the alder, we are seeking the commission's input on the project's site and architectural design.

Project Team

Developer: Lincoln Avenue Capital
401 Wilshire Blvd Ste 1070
Santa Monica, CA 90401
Kevin McDonnell (kevin@lincolnavecap.com)
Kyle Brassler (kbrasser@lincolnavecap.com)

Architect: JLA Architects
800 W Broadway Suite 200
Monona, WI 53713
Marc Ott (mott@jla-ap.com)

Civil & Landscape: JSD Professional Services
161 Horizon Dr #101
Verona, WI 53593
Matt Haase (matt.haase@jsdinc.com)

Development Consultant: Urban Assets
PO Box 258169
820 Wingra Drive
Madison, WI 53715
Melissa Huggins (melissa@urbanassetsconsulting.com)

Existing Conditions

The project site is located on the north side of Madison adjacent to the former Oscar Mayer facilities. The site is unique in that half was used for industrial and light manufacturing purposes and half is a much [beloved natural area](#), recently designated by CARPC as an environmental corridor, that includes wetlands and is host to numerous flora and fauna. The site, which is vacant except for an old parking lot, is owned by the Hartmeyer Trust and was leased to Oscar Mayer from 1954 to 2019.

401 Wilshire Blvd, Suite 1070, Santa Monica, CA 90401





Oscar Mayer used the property for coal and above ground tank storage. Consequently, the site was considered a brownfield and underwent numerous clean ups (1989, 2001, and 2016) with DNR closure provided in 2008 and 2017. Upon completion of their lease, Oscar Mayer conducted additional testing in 2019 and 2020. Lincoln Avenue Capital completed another round of testing as part of the project and is confident the site is appropriate for residential uses.

The natural area includes numerous healthy oak trees adjacent to Roth Street, which will be preserved. The area near the trees is suspected of being a Ho Chunk burial mound. A line of trees runs north south along the edge of the natural area. Parks and Forestry staff have walked the site and determined the trees are of poor quality and condition. The area has been used to dump concrete, asphalt, and other construction materials, compromising the health of the trees.

Project Overview

The development is the first project to be implemented under the [Oscar Mayer Special Area Plan](#) (OMSAP) and will set the stage for the future redevelopment of the area. Prior to beginning the detailed design process, the development team worked closely with the alder, city staff, neighbors on the mapping of the new streets, Roth and Huxley, as well as on the rezoning of the property to TR-U2, RMX, and Conservation.

This phase of the project includes the development of affordable housing on the parcels zoned TR-U2 and the sale of the 15.3 acre natural area, zoned Conservation, to the City of Madison Department of Parks. A future phase will be located in the area zoned RMX at the south end of the property adjacent to Commercial Avenue.

The new streets, including the bike path along Roth Street, will be constructed as part of this phase. Huxley Street will dead end at the railroad tracks until the new railroad crossing is secured. The city is working to close the existing Roth Street railroad crossing in exchange for the new crossing at Huxley Street.

Senior Building

The six-story senior building will include approximately 250 units of affordable housing with mix of one and two bedrooms. The building faces towards the natural area across Roth Street with a driveway and porte cochère for ease of pick up and drop off. The building will wrap around the parking structure with approximately 300 parking spaces. The building will provide numerous amenity spaces, including two roof decks.

Landscaping around the building will reference the natural area across the new Roth Street through the use of native plants. A finger of the environmental corridor lies at the south east corner of the building and will be landscaped appropriately.

Zoning

Traditional Residential Urban Two (TR-U2)





UDC Review

The development team understands the importance of this first project under the OMSAP and looks forward to the commissioner's guidance on the project's site, landscaping, and architecture.

Sincerely,

A handwritten signature in blue ink, appearing to read "K. Brassler", with a long horizontal flourish extending to the right.

Kyle Brassler
VP & Regional Project Partner

Cc: Kevin McDonell
VP & Regional Project Partner





PACKERS AVENUE

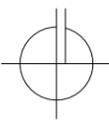


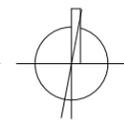
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ARCHITECTS

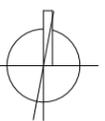
HARTMEYER REDEVELOPMENT – LOT A

SENIOR HOUSING – SITE LOCATOR MAP

SEPTEMBER 6, 2022
1"=200' @ 11x17

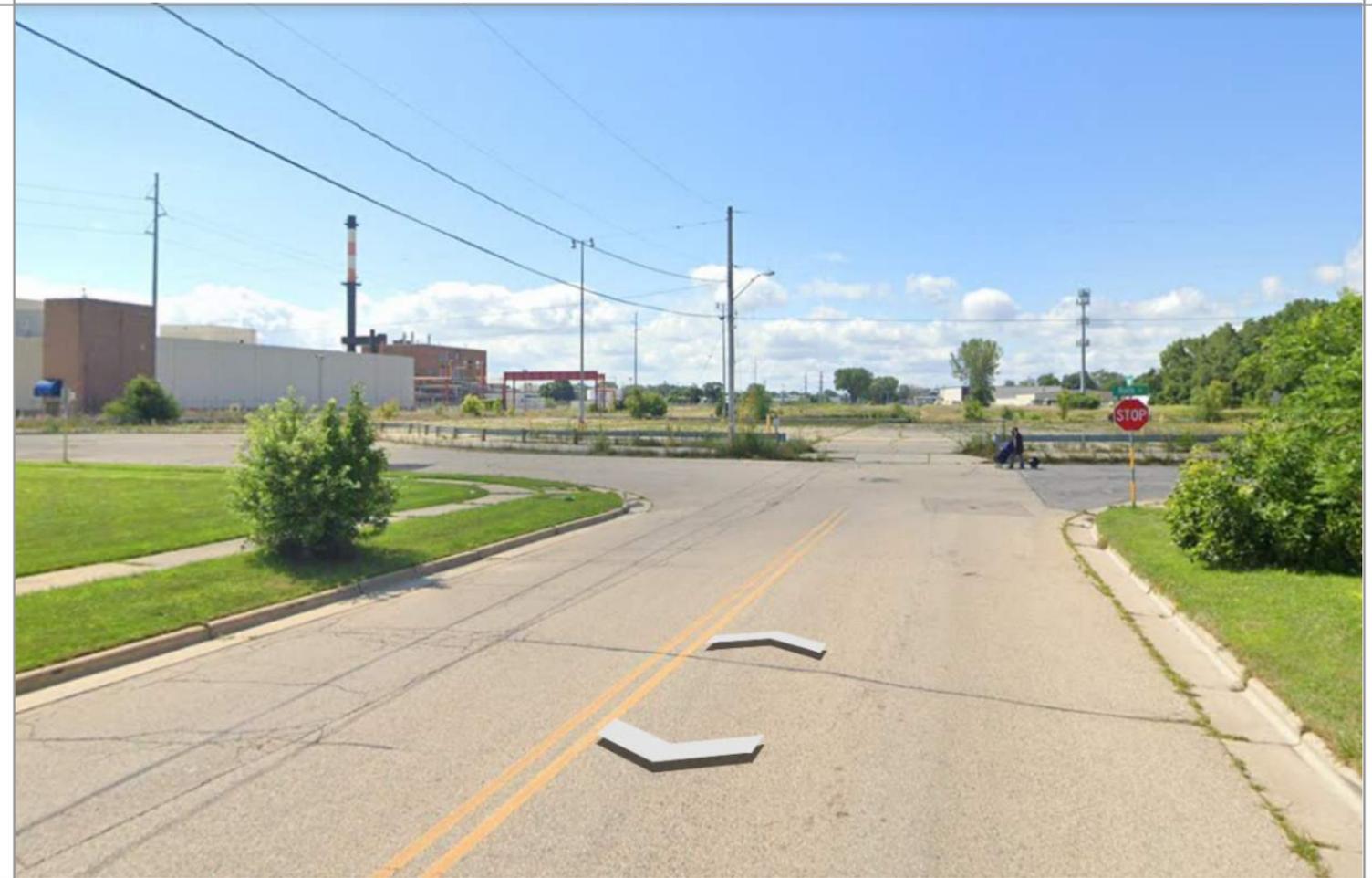








ROTH ST AT RAILROAD LOOKING SOUTH



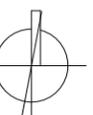
HUXLEY ST LOOKING SOUTH

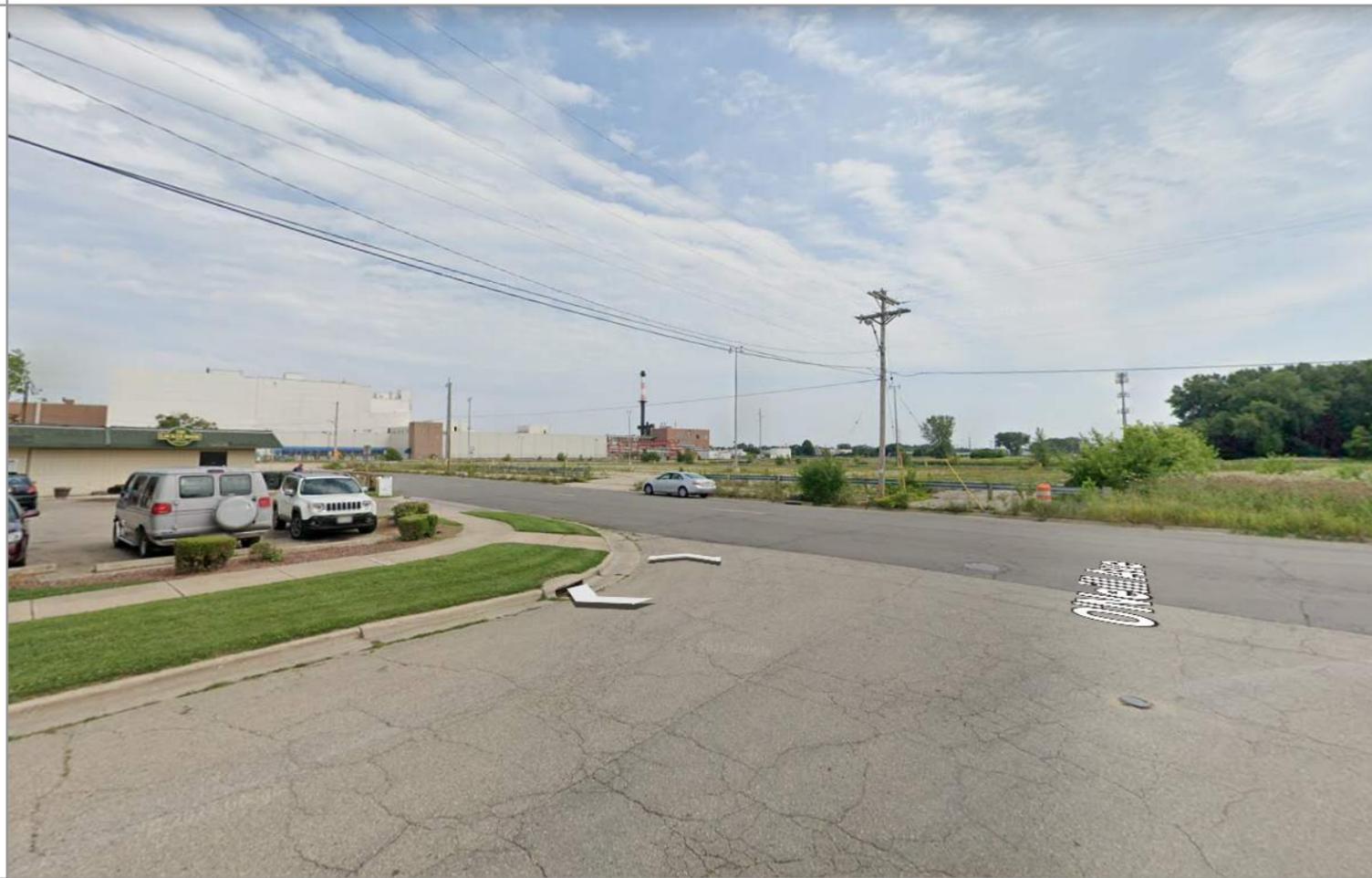


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HARTMEYER REDEVELOPMENT – LOT A
SENIOR HOUSING – CONTEXTUAL SITE INFORMATION

SEPTEMBER 6, 2022

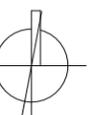




O'NEILL AVE LOOKING SOUTHEAST



ROTH ST LOOKING EAST





RUSKIN ST AT COMMERCIAL AVE LOOKING NORTH

COMMERCIAL AVE AT RAILROAD LOOKING NORTH



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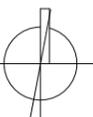
HARTMEYER REDEVELOPMENT – LOT A
SENIOR HOUSING – CONTEXTUAL SITE INFORMATION

SEPTEMBER 6, 2022

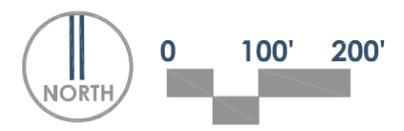
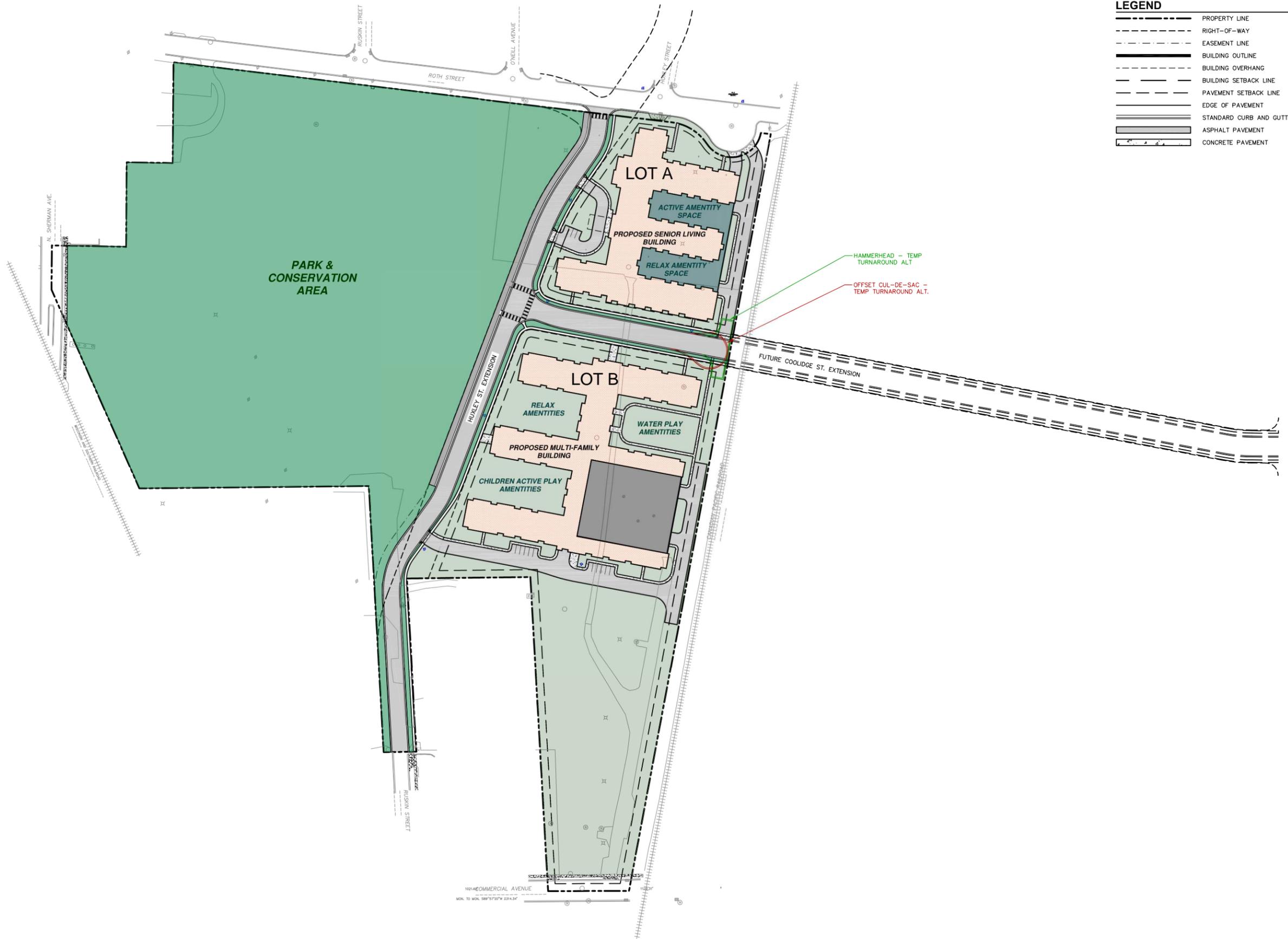




COMMERCIAL AVE LOOKING NORTH



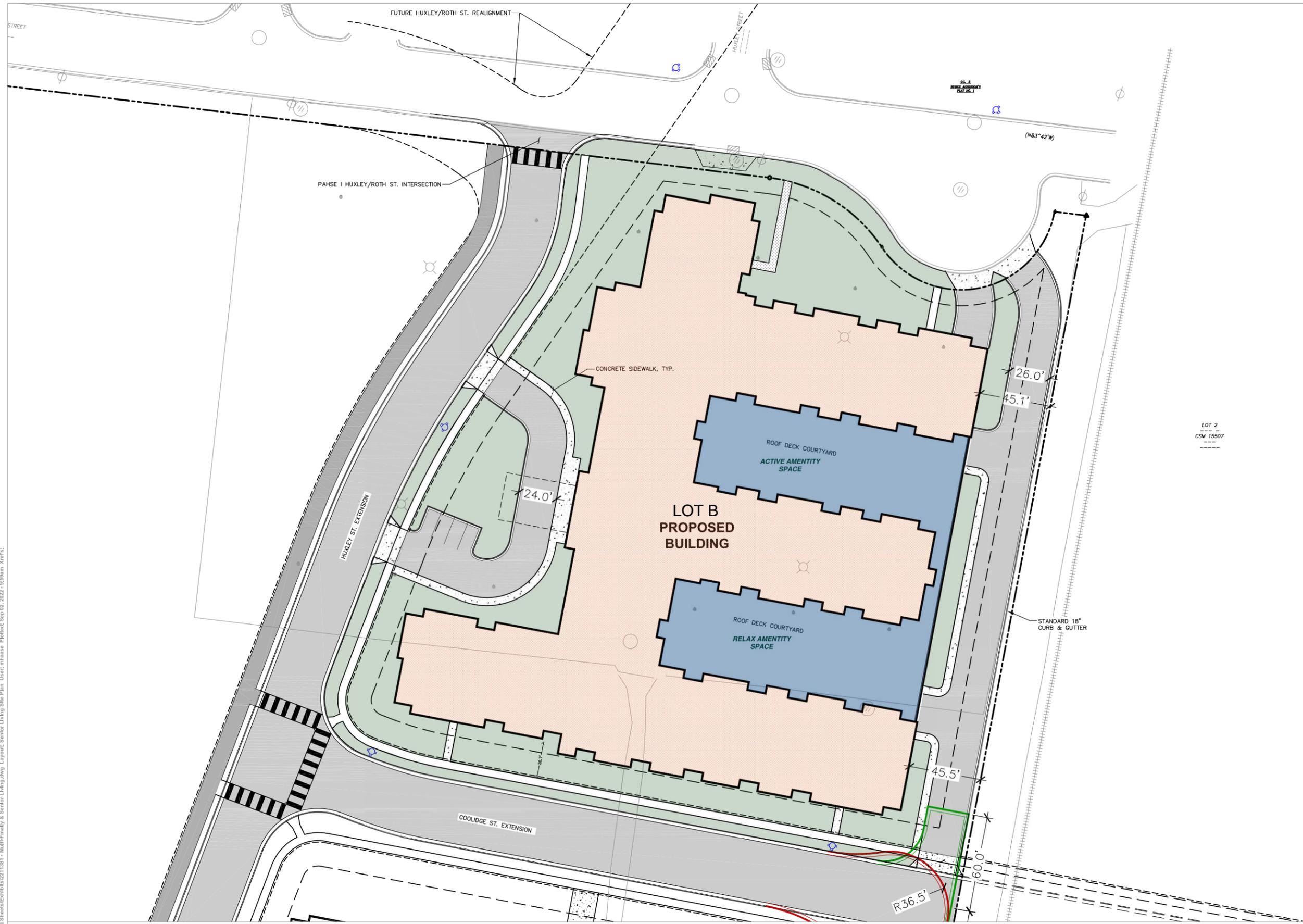
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| | EASEMENT LINE |
| | BUILDING OUTLINE |
| | BUILDING OVERHANG |
| | BUILDING SETBACK LINE |
| | PAVEMENT SETBACK LINE |
| | EDGE OF PAVEMENT |
| | STANDARD CURB AND GUTTER |
| | ASPHALT PAVEMENT |
| | CONCRETE PAVEMENT |



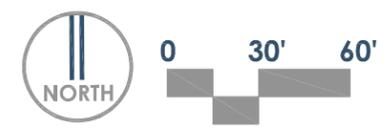
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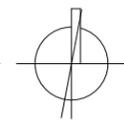
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| | EDGE OF PAVEMENT |
| | STANDARD CURB AND GUTTER |
| | ASPHALT PAVEMENT |
| | CONCRETE PAVEMENT |



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- 1BD Unit
- 2BD Unit
- Amenities
- Bldg. Supp./Stor.
- Circulation
- Parking

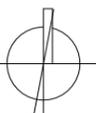




2ND FLOOR PLAN



3RD FLOOR PLAN

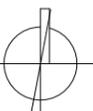




4TH FLOOR PLAN



5TH & 6TH FLOOR PLANS





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HARTMEYER REDEVELOPMENT – LOT A

SENIOR HOUSING – EXTERIOR PERSPECTIVES: BIRD'S EYE VIEW FROM SOUTHWEST

SEPTEMBER 6, 2022

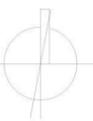




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HARTMEYER REDEVELOPMENT – LOT A
SENIOR HOUSING – EXTERIOR PERSPECTIVES: BIRD'S EYE VIEW FROM WEST

SEPTEMBER 6, 2022





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HARTMEYER REDEVELOPMENT – LOT A

SENIOR HOUSING – EXTERIOR PERSPECTIVES: BIRD'S EYE VIEW FROM NORTHWEST

SEPTEMBER 6, 2022

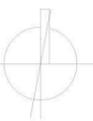




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HARTMEYER REDEVELOPMENT – LOT A
SENIOR HOUSING – EXTERIOR PERSPECTIVES: VIEW TO ENTRANCE

SEPTEMBER 6, 2022



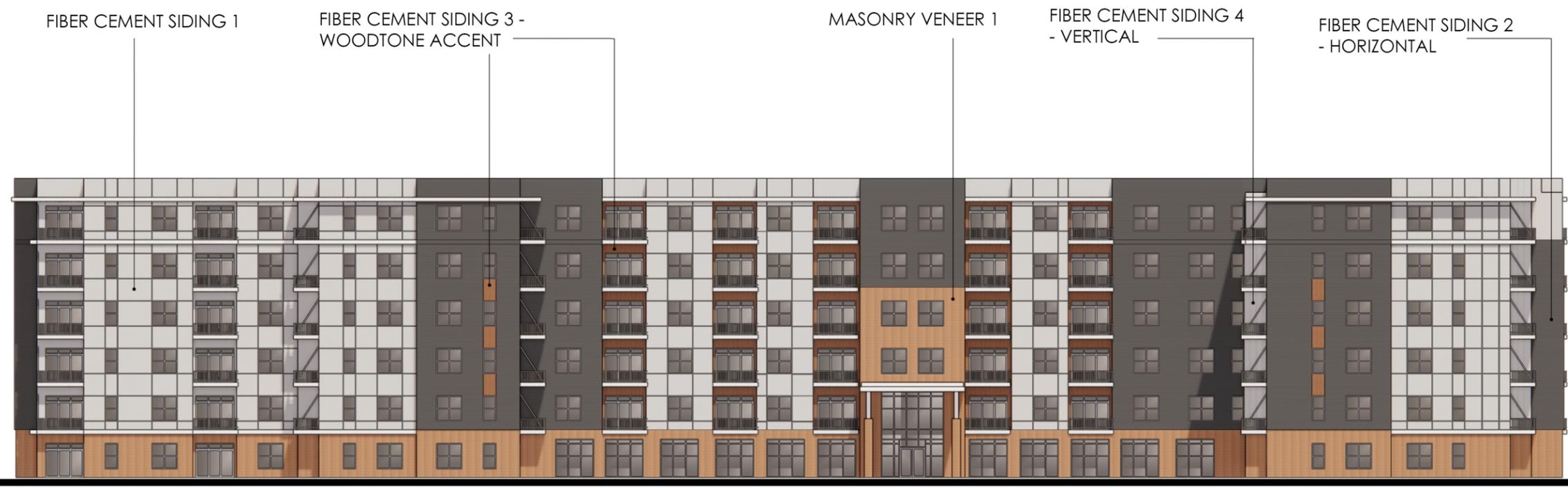


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HARTMEYER REDEVELOPMENT – LOT A
SENIOR HOUSING – EXTERIOR PERSPECTIVES: VIEW TO ENTRANCE

SEPTEMBER 6, 2022





FIBER CEMENT SIDING 1

FIBER CEMENT SIDING 3 -
WOODTONE ACCENT

MASONRY VENEER 1

FIBER CEMENT SIDING 4
- VERTICAL

FIBER CEMENT SIDING 2
- HORIZONTAL

T.O. PARAPET
69' - 7 1/4"

6TH FLOOR
55' - 9 3/8"

5TH FLOOR
44' - 7 1/2"

4TH FLOOR
33' - 5 5/8"

3RD FLOOR
22' - 3 3/4"

2ND FLOOR
11' - 1 7/8"

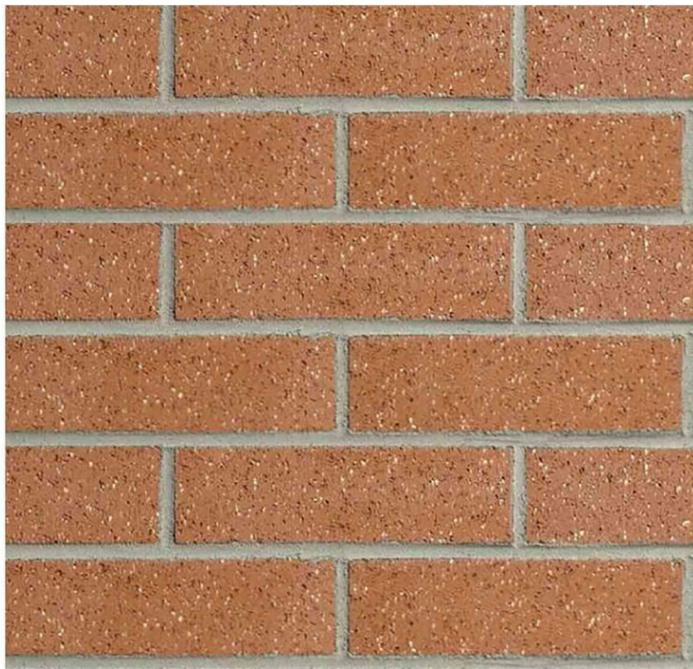
1ST FLOOR
0' - 0"



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HARTMEYER REDEVELOPMENT – LOT A
SENIOR HOUSING – CONCEPTUAL ELEVATION

SEPTEMBER 6, 2022
1"=30' @ 11x17



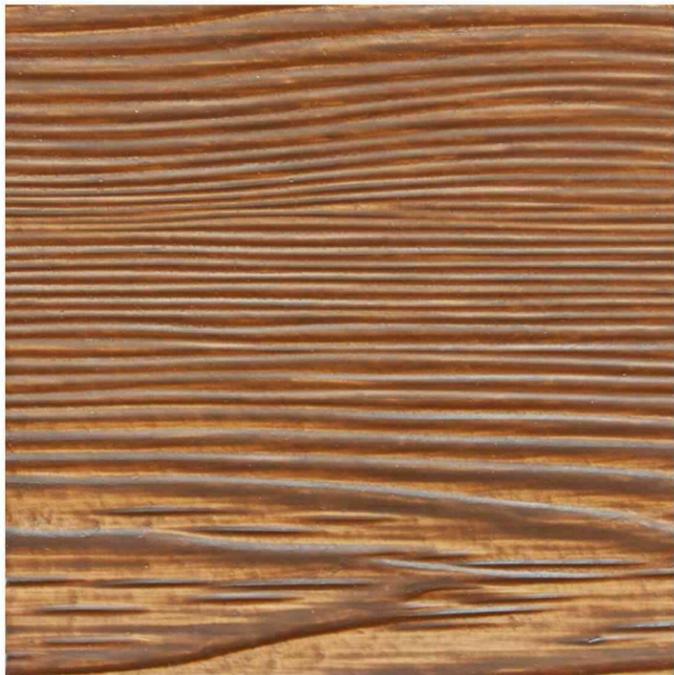
MASONRY VENEER 1



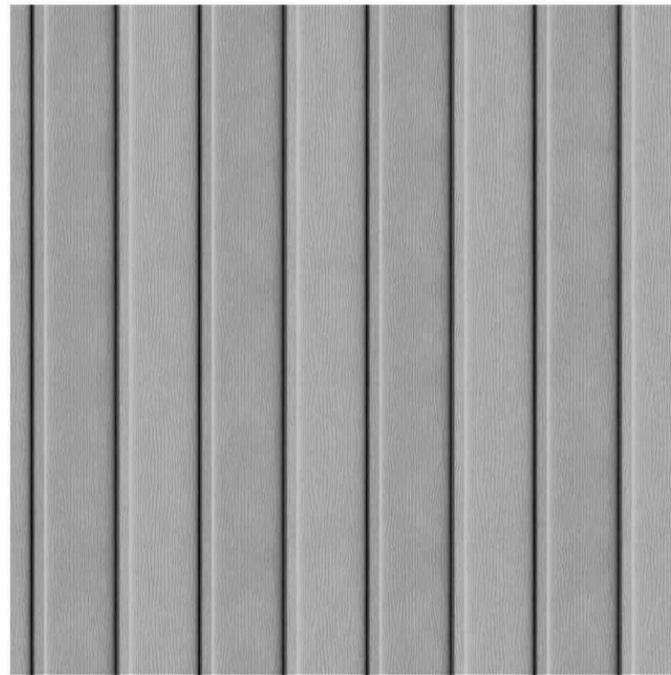
FIBER CEMENT SIDING 1



FIBER CEMENT SIDING 2 - HORIZONTAL



FIBER CEMENT SIDING 3 - WOODTONE ACCENT



FIBER CEMENT SIDING 4 - VERTICAL



FIBER CEMENT SIDING 5 - VERTICAL

