

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:

Date Received 12/1/25 9:16 a.m.

Initial Submittal

Paid

Revised Submittal

Complete all sections of this application, including the desired meeting date and the action requested. If your project requires both UDC and Land Use application submittals, a completed [Land Use Application](#) and accompanying submittal materials are also required to be submitted.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.

Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.

1. Project Information

Address (list all addresses on the project site): _____

Title: _____

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

UDC meeting date requested _____

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)

Modifications of Height, Area, and Setback

Sign Exceptions as noted in [Sec. 31.043\(3\)](#), MGO

Other

Please specify

4. Applicant, Agent, and Property Owner Information

Applicant name _____

Company _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

Project contact person _____

Company _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

Property owner (if not applicant) _____

Street address _____

City/State/Zip _____

Telephone _____

Email _____

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. A request for an Informational Presentation to the UDC may be requested prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design efforts. 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 Modification 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

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

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. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimum 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, including material and color 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
- ☐ 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)
- ☐ Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials
- ☐ Proposed sign areas and types (if applicable)

4. Signage Approval (*Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per [Sec. 31.043\(3\)](#))*)

- ☐ Locator Map
- ☐ Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Modifications 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

5. Required Submittal Materials

Application Form

- 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.

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 Comprehensive Design Review (CDR) or Signage Modification review criteria is required.

Development Plans (Refer to checklist on Page 4 for plan details)

Filing Fee (Refer to Section 7 (below) for a list of application fees by request type)

Electronic Submittal

- Complete electronic submittals must be received prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. All plans must be legible and scalable when reduced. Individual PDF files of each item submitted should be submitted via email to UDCapplications@cityofmadison.com. The email must include the project address, project name, and applicant name.
- Email Size Limits. Note that an individual email cannot exceed 20MB and it is the responsibility of the applicant to present files in a manner that can be accepted. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

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.

6. Applicant Declarations

- 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 _____.
- 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 _____ Date _____

7. Application Filing Fees

Fee payments are due by the submittal date. Payments received after the submittal deadline may result in the submittal being scheduled for the next application review cycle. Fees may be paid in-person, via US Mail, or City drop box. If mailed, please mail to: *City of Madison Building Inspection, P.O. Box 2984, Madison, WI 53701-2984*. The City's drop box is located outside the Municipal Building at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side of the building. Please make checks payable to *City Treasurer*, and include a completed application form or cover letter indicating the project location and applicant information with all checks mailed or submitted via the City's drop box.

Please consult the schedule below for the appropriate fee for your request:

Urban Design Districts: \$350 (per [§33.24\(6\) 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 Sign Modifications (of 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



11/25/2025

To Whom It May Concern,

Per our agreed upon Letter of Intent, New Land Enterprises has authority to propose an infill development project on HOOPER CORPORATION's parcels 251/0710-063-1601-4, 251/0710-063-1602-2, and 251/0710-063-1603-0.

Sincerely,

Robert Schaller

CFO

Hooper Corporation



New Land Enterprises
1840A N. Farwell Avenue
Milwaukee, Wisconsin 53202
414.271.LAND

LETTER OF INTENT - 2030 Pennsylvania (Hooper Site)
2030 - 2034, 2076 Pennsylvania Avenue
2010 Pennsylvania Avenue
1902 E. Johnson Street
Madison, Wisconsin 53704

New Land Enterprises (NLE) is excited to introduce our redevelopment vision for the 2030 Pennsylvania project. NLE is proposing a multi-phase, mixed-use neighborhood-focused redevelopment at the former headquarters of the Hooper Corporation. We believe this site represents one of the most important and exciting development opportunities in Madison.

The site is positioned at the intersection of multiple vibrant areas: the Capitol East corridor, the Oscar Mayer district, the North Street neighborhood, the Sherman neighborhood, the Tenney-Lapham neighborhood, and the Village of Maple Bluff. The site's adjacency to the Madison Public Market only amplifies the importance of the site.

The first phase of development proposes a multi-family development consisting of 492(+/-) premium-grade residential units on the northern half of the property, where the Capitol East district meets the North Street neighborhood and Oscar Mayer district on Madison's East Side. Future phases of redevelopment include adaptive reuse of the Scanlan Morris building and a wood-truss warehouse building creating over 64,000 SF of commercial, retail, and office space, the creation of pedestrian public plazas, and the construction of a statement civic building or similar use adjacent to the Madison Public Market.

The proposed redevelopment of the 8.36-acre site would replace primarily vacant buildings and surface parking lots related to the former Hooper Corporation headquarters. Selective demolition of buildings found not to be historic or contributing to the character of the neighborhood will be required for the proposed redevelopment.

We believe this proposal maintains the integrity and quality of the existing neighborhood and ensures that new development is complementary to the surrounding uses. The proposed project will create a vibrant, active mix of uses with a stable, diverse mix of housing types for a wide range of residents.

In addition to the new construction, the adaptive reuse of key character buildings, and the creation of new civic and public spaces, New Land, in collaboration with the City of Madison and Wisconsin Department of Transportation, proposes traffic calming measures, bicycle infrastructure, and pedestrian safety improvements along State Highway 113 (Pennsylvania Ave/E. Johnson Street). A bike path is also being considered along the railroad tracks to the east of the property.

The scale of our vision is ambitious, but that is what this site deserves. We've spent a considerable amount of time considering the "why", "what", and "how" of our proposal. Our vision crosses the nexus of transformational, catalytic, and feasible. To bring this vision to reality, we have assembled a world-class team with significant expertise in their respective fields, specifically tailored for a project of this scale and scope, with a proven track record of ability to execute.

PROJECT DETAILS

Residential Phasing, Construction, & Unit Mix

The current Urban Design Commission (UDC) submittal is for the residential portion of the proposed development on the north half of the site - Phase 1. The future development of the southern half of the site, Phase 2, will require a separate submittal and approval.

The project proposes the construction of one apartment building constructed in two phases - Phase 1A and Phase 1B. Phase 1A consists of 254(+/-) units. Phase 1B consists of 238(+/-) units. The total number of units is approximately 492. Both phases include townhome units along Pennsylvania Avenue. Construction phasing is being scheduled to flow seamlessly from Phase 1A to Phase 1B. When Phase 1A reaches stabilized occupancy, Phase 1B is scheduled to be completed and open for occupancy. A phasing exhibit is included in our submittal documents.

The apartment building will be oriented towards Pennsylvania Avenue on the north portion of the site. The rear of the building will be adjacent to the existing railroad tracks. A small surface parking lot will buffer the apartment building from the railroad tracks and existing electrical lines.

The podium of the building will be constructed of precast concrete. The residential units vertical from the podium are designed in an interlocking backward "L" configuration constructed of wood frame. Two-story townhome units with private entrances will face Pennsylvania Avenue. Liner units are designed on the second floor facing north and south. The main lobby, leasing office, and fitness center will be located at street level on the southeast corner. A secondary office and fitness room are designed in the northwest corner. The townhomes, liner units, and community spaces on the first floor not only hide the parking from street view, but they also provide visual building penetration with large masses of windows and added vibrancy of residential ingress/egress.

The buildings will house approximately 492 dwelling units with a market-driven mix of living options:

- Studio:	105
- Junior One Bedroom:	188
- One Bedroom:	103
- One Bedroom Plus Den:	20
- Two Bedrooms:	76 (includes 18 townhomes)
Total:	492

Amenities

The units are designed with the resident in mind. Careful attention was taken to maximize floor plan efficiency, functionality, and flexibility to provide residents with great value. Each unit will feature an open concept with premium finishes including custom cabinetry, expansive windows, stone countertops, upgraded appliances, over-sized balconies, and 9-foot ceilings. The flooring will consist of high-quality carpet and LVT plank flooring throughout. Full-sized washers and dryers are included in each unit. Units on the third floor will include private walkout patios. The townhomes will enjoy private walkout patios, ground-level entry, and preferred internal parking.

The proposed development will feature such amenities as an elevated pool deck, community club room, golf simulator, coworking space, 24-hour fitness center with state-of-the-art equipment, pet spa, dog run, secure parcel room, bicycle parking, a water therapy room, and on-site management offices housed within the apartment building.

Site Access & Parking

Currently, the site has nine access points along Pennsylvania Avenue/E. Johnson Street. We will consolidate vehicular access to four points. The residential phase will have two vehicular access points: one at the north of the residential building and the other at the south. Internal residential parking will be accessed from the rear of the site, hidden from street view. A site plan is included in the submittal package.

Resident parking is housed in a controlled garage on the first and second floors of the residential building, which can park 583 vehicles, achieving parking ratios of 1.18 stalls/unit and 1.02 stalls/bedroom.

Bicycle parking is included and achieves a 1.06 bicycle stall/unit.

Urban Design Guidelines - Urban Design District #4

The redevelopment site is located in Urban Design District #4. The proposed design pays close attention to address the district design criteria outlined below.

1. Public Right of Way

- a. Our design includes landscaped bump-outs along Pennsylvania Avenue to slow traffic coming from the north. This includes reducing vehicular traffic from three lanes to two, starting at 3rd Street until it reaches 1st and E. Johnson Streets. The new lane will be a combination of new plantings and a parking lane for residents and visitors. The portion of the new project facing Pennsylvania on the street level will be townhomes and entries with a low garden wall and fence. The additional parked and landscaped lane will be a buffer from the currently busy and high-speed state highway.

2. Off-Street Parking and Loading Areas

- a. All off-street parking will be visually blocked from the main street (Pennsylvania Ave.) within an indoor parking structure surrounded by residential infrastructure. Any loading will take place along the service drives closest to the main elevators of the building.
- b. New tree canopies will shade new outdoor parking found along the service drive between the rear of the building and the train tracks as required by code.

3. Signage

- a. All signage will be integrated into the architecture of the building, located on the entrance canopies, and blade signs indicating the main and secondary entrances of the building.

4. Building Design

- a. The building is designed with a combination of exterior veneer brick cladding.
- b. The townhomes along Pennsylvania move in an in-and-out, 2-story fashion to indicate a grouping of homes. Each townhome includes a recessed entry, garden wall, and metal fence and gate.
- c. The longer façade facing Pennsylvania features a combination of veneer brick and fiber cement lap siding, which helps break up the façade along the long elevation.
- d. Groupings of metal balconies help to break up the façade visually, both vertically and horizontally over the extent of the elevation.

5. Lighting

- a. Exterior lighting will illuminate all egress and ingress entrances and pathways without reflecting glare to the street or other public right-of-ways.
- b. Security lighting will be provided at the rear parking and service drive located on the North, West, and South facades.
- c. Each of the townhouses will have a porch light indicating private residential stoops.

6. Landscaping

- a. All new landscaping will be consistent with hardy materials for Wisconsin winters and provide color as needed for the remainder of the year.
- b. Landscaping will be used in a decorative fashion both on the amenity deck for residents living in the apartments above grade, as well as in front of the townhomes.
- c. All new canopy trees will meet the requirement for a 3-inch caliper when planted.

7. Utilities

- a. This site poses several overhead utility design challenges. This development will work with MG&E to coordinate the potential removal of overhead and underground electrical lines.

Commercial Building Renovation, Public Space, and New Construction

When the residential building is complete, redevelopment of the southern portion of the site will begin. First, selective demolition of buildings is anticipated for building additions and structures that add no historic value or character to the development. This includes several additions to the Scanlan-Morris Build of varying generations of inferior building materials and design.

The next step is the adaptive reuse of the Scanlan-Morris building, redevelopment of the wood-truss building, the creation of pedestrian plazas, and the construction of a statement building or civic use at the southern point of the site, adjacent to the Madison Public Market. Below are brief descriptions of potential uses for each building element:

- **Scanlan-Morris Building:**
Adaptive reuse for potential office space, maker/craft studios, neighborhood-scale manufacturing (brewing, distilling, coffee roasting, food production, etc.), and 1st floor restaurant operator.
- **Wood-truss Building:**
Redevelopment for potential atrium/garden-like commercial and retail uses.
- **Public Plazas:**
Pedestrian zones are designed along Pennsylvania Avenue/E. Johnson Street to maximize neighborhood physical and visual access to the public realm. A main courtyard plaza is designed between the Scanlan-Morris Building and the wood-truss building to maximize daytime use from tenants, customers, and visitors of the retail/commercial buildings while being in close proximity to the residential building. This creates an 18-hour window of potential users of the spaces. The public spaces can also serve as overflow for visitors to the Madison Public Market.
- **Statement Building/Civic Space:**
The southern point of the site creates an incredible opportunity for something truly special. It is a gateway north to south and east to west. It is the apex of all the surrounding neighborhoods. It also has incredible potential as an inflection point for people and architecture with the Madison Public Market. Although critical to the site's long-term success, this portion of the development will be developed in the later stages of the overall project. We look forward to collaborating with the City leadership, staff, neighbors, and the business community to deliver a capstone element worthy of the location.

Potential for Transit Node & Maximized Economic Development

NLE is aware that Amtrak and the Department of Transportation have identified the 2030 Pennsylvania site as a potential location for a passenger train station and transit hub. Although the Wilson Street/Monona Terrace location has been selected as a preferred site via draft study from the City of Madison Department of Transportation, we wanted to approach the site thoughtfully, with flexibility, should the 2030 Pennsylvania site be more feasible for rail transit construction (both cost and access), provide faster regional travel times, and maximize economic development impact.

A transit station site plan option is included in the submittal package. The transit office could be located in the wood-truss building, which would serve as a central station with close proximity to bicycle infrastructure and the bus-rapid transit route on 1st Street and E. Washington Avenue. The proposed surface parking lot to the rear of the Scanlan-Morris Building could be developed vertically to structure the parking and develop an office building or hotel.

Property Management

As long-term community partners and investors, the proposed development (like all of our projects) will be managed by NLE's award-winning Property Management and Asset Management teams. The number of units proposed allows for full-time management and maintenance staff on-site.

Project Schedule

NLE is under contract to purchase the land from Hooper Corporation. The project requires several municipal approvals for the UDC, Conditional Use, Certified Survey Map, and Demolition. Municipal approvals are ongoing and scheduled to be completed by March 2026. Preliminary municipal meeting dates are shown below:

- Neighborhood Informational Meeting:	12.16.2025
- UDC Informational Meeting:	12.17.2025
- Landmarks Commission Meeting:	2.9.2026
- UDC Initial/Final Meeting:	2.18.2026
- Plan Commission Meeting:	3.2.2026
- Common Council Meeting:	3.10.2026

Due Diligence of the site is ongoing and scheduled to be completed in the Summer 2026. Construction loan closing is anticipated to be completed by Summer 2026, with construction beginning in Fall 2026.

Construction completion for Phase 1A has an estimated completion date in Fall 2028. Phase 1B construction will commence as Phase 1A reaches occupancy stabilization.

Construction and renovation of the southern half of the site will commence when the residential phase of the project is completed. This is an intentional choice for the following reasons:

1. Completing the residential phase creates needed demand for the commercial/retail phase and the Madison Public Market.
2. Currently, the site is in a Qualified Census Tract (QCT) and Opportunity Zone (OZ), which is advantageous for raising the required investment capital for the project. The OZ program is set to expire in 2026, which makes the approval and financial process time-critical to start construction before the end of 2026 to be OZ-eligible.
3. Completing the residential phase creates a new tax base neighborhood investment.

Traffic calming measures, bicycle infrastructure, and pedestrian safety improvements along State Highway 113 (Pennsylvania Ave/E. Johnson Street) will be addressed in collaboration with the City of Madison and Wisconsin Department of Transportation concurrently with this submittal.

About New Land Enterprises

Founded in 1993, New Land Enterprises is an internationally recognized and award-winning real estate development firm specializing in market-rate mixed-use residential and commercial real estate. To date, the company has developed 30+ projects with a value in excess of \$740M. We have a passion for creating memorable, experience-driven developments with an urban feeling using superior engineering, with expertise in light-frame wood, light gauge steel, post-tension concrete, and mass timber structures.

New Land is vertically integrated, providing accounting services and award-winning property and asset management for a diverse portfolio of 2,250+ apartments and 200,000 SF of commercial space. We've won nine municipal RFPs,

formed multiple successful public-private partnerships, converted a vacated alley into a top tourist destination, renovated a historic grand movie palace, and transformed streets into pedestrian plazas (yes, plural).

In addition to pioneering mass timber, our history of innovation includes being the first in Wisconsin to use light gauge steel in multi-family development, radiant hydronic heating systems, and micro-units with integrated furniture. Our buildings are some of the most efficient in the marketplace with LEED v5 and Green Globes certifications, as well as best-in-class Energy Star performance of 97+.

HOOPER SITE RESIDENTIAL

2030-2200 PENNSYLVANIA AVENUE,
MADISON, WI 53704

UDC INFORMATIONAL -
DECEMBER 1, 2025



KORB

OWNER	ARCHITECT	STRUCTURAL ENGINEER:	CIVIL ENGINEER	LANDSCAPE ARCHITECT:
NEW LAND ENTERPRISES 1840 N. FARWELL AVE. MILWAUKEE, WI 53202	KORB ARCHITECTURE 648 N. PLANKINTON AVE, SUITE 240 MILWAUKEE, WI 53203		JSD 507 W VERONA AVE, SUITE 500 VERONA, WI 53593	JSD 507 W VERONA AVE, SUITE 500 VERONA, WI 53593
CONTACT: JOEY WISNIEWSKI	CONTACT: SIMON MANCE, AIA	CONTACT:	CONTACT: CHRIS JACKSON PE, PLS	CONTACT: KEVIN YESKA, PLA, ASLA

PROJECT
HOOPER SITE RESIDENTIAL
2030-2200 PENNSYLVANIA AVENUE,
MADISON, WI 53704

OWNER
NEW LAND ENTERPRISES
1840 N. FARWELL AVE.
MILWAUKEE, WI 53202

ARCHITECT
KORB ARCHITECTURE
648 N. PLANKINTON AVE, SUITE 240
MILWAUKEE, WI 53203

STRUCTURAL ENGINEER

CIVIL ENGINEER
JSD
507 W VERONA AVE, SUITE 500
VERONA, WI 53593

LANDSCAPE ARCHITECT
JSD
507 W VERONA AVE, SUITE 500
VERONA, WI 53593

DRAWING INDEX

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G006 ARCHITECTURAL SITE PLAN - PHASING OPTION C	A104 FLOOR 04 PLAN
G010 AXONOMETRIC VIEWS	A200 BUILDING ELEVATIONS
	A201 BUILDING ELEVATIONS

DATE	REVISION
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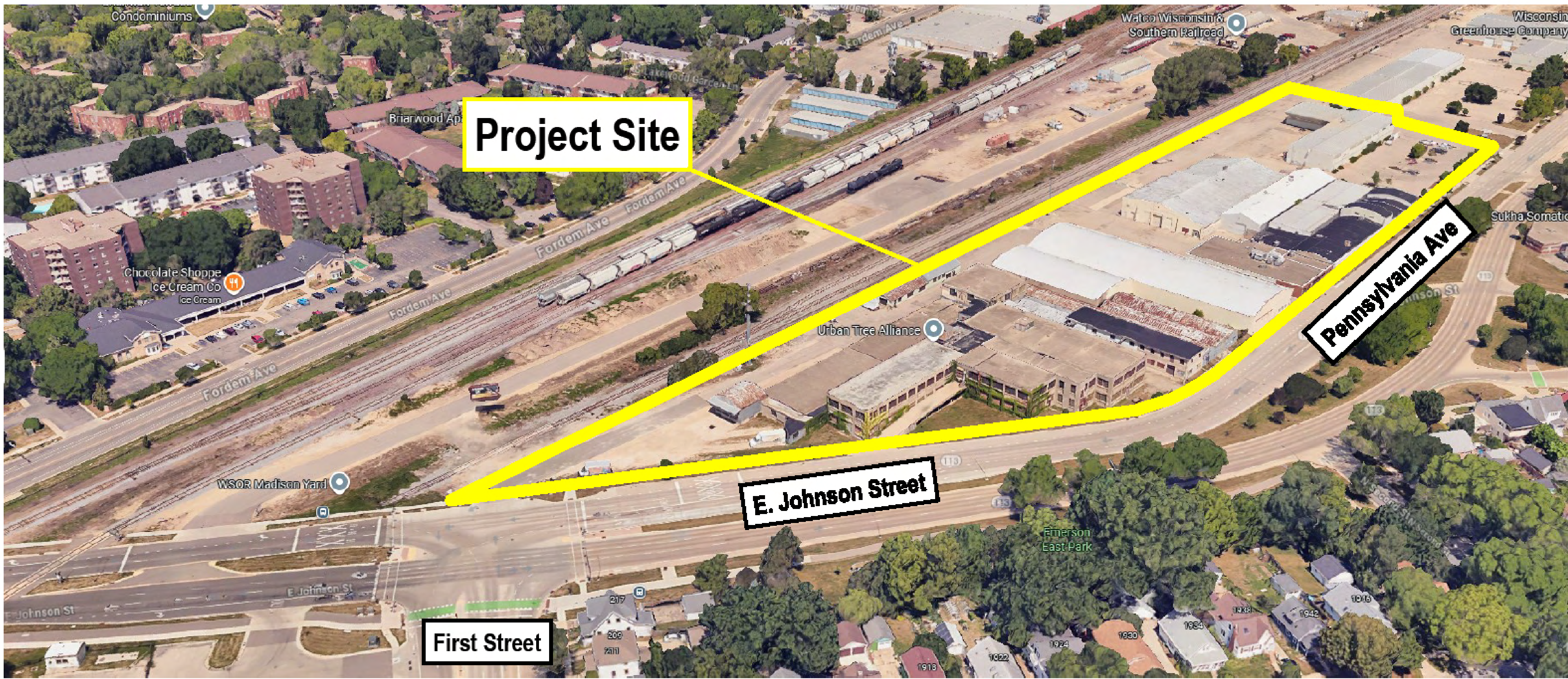
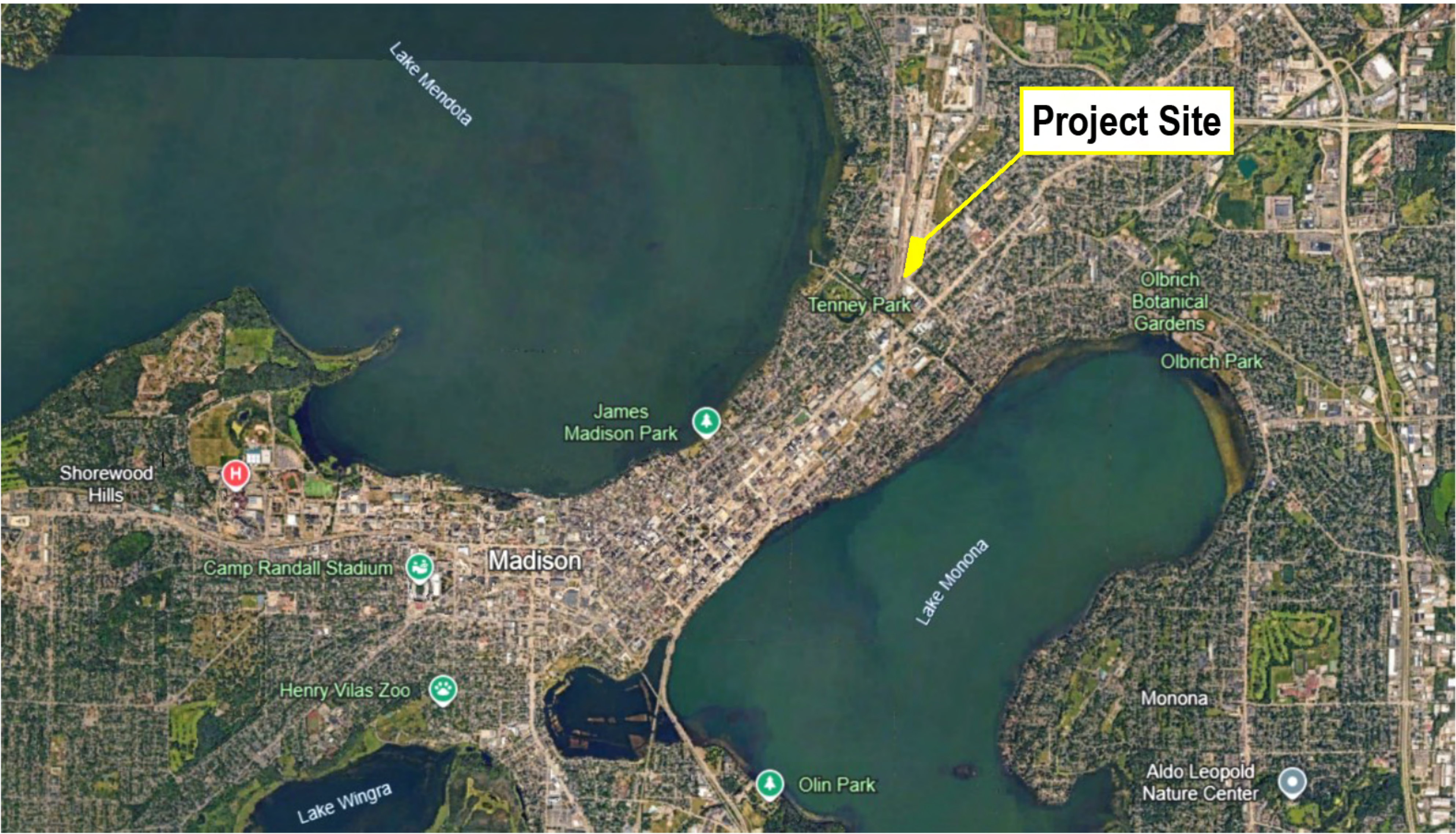
PROJ. NO.	25001-09
SCALE:	
PHASE:	UDC INFORMATIONAL
DATE:	DECEMBER 1, 2025

COVER SHEET

G000

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DESIGN REVIEW - NOT FOR CONSTRUCTION



PROJECT
HOOPER SITE RESIDENTIAL
2030-2030 PENNSYLVANIA AVENUE,
MADISON, WI 53704

OWNER
NEW LAND ENTERPRISES
1840 N. PARKWAY AVE.
MILWAUKEE, WI 53202

ARCHITECT
KORB ARCHITECTURE
648 N. PLANKINTON AVE., SUITE 240
MILWAUKEE, WI 53203

STRUCTURAL ENGINEER

CIVIL ENGINEER
JSD
507 W. VERONA AVE., SUITE 500
VERONA, WI 53593

LANDSCAPE ARCHITECT
JSD
507 W. VERONA AVE., SUITE 500
VERONA, WI 53593

DATE	REVISION
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PROJ. NO.	25001-09
SCALE:	
PHASE:	UDC INFORMATIONAL
DATE:	DECEMBER 1, 2025

SITE LOCATION

G001

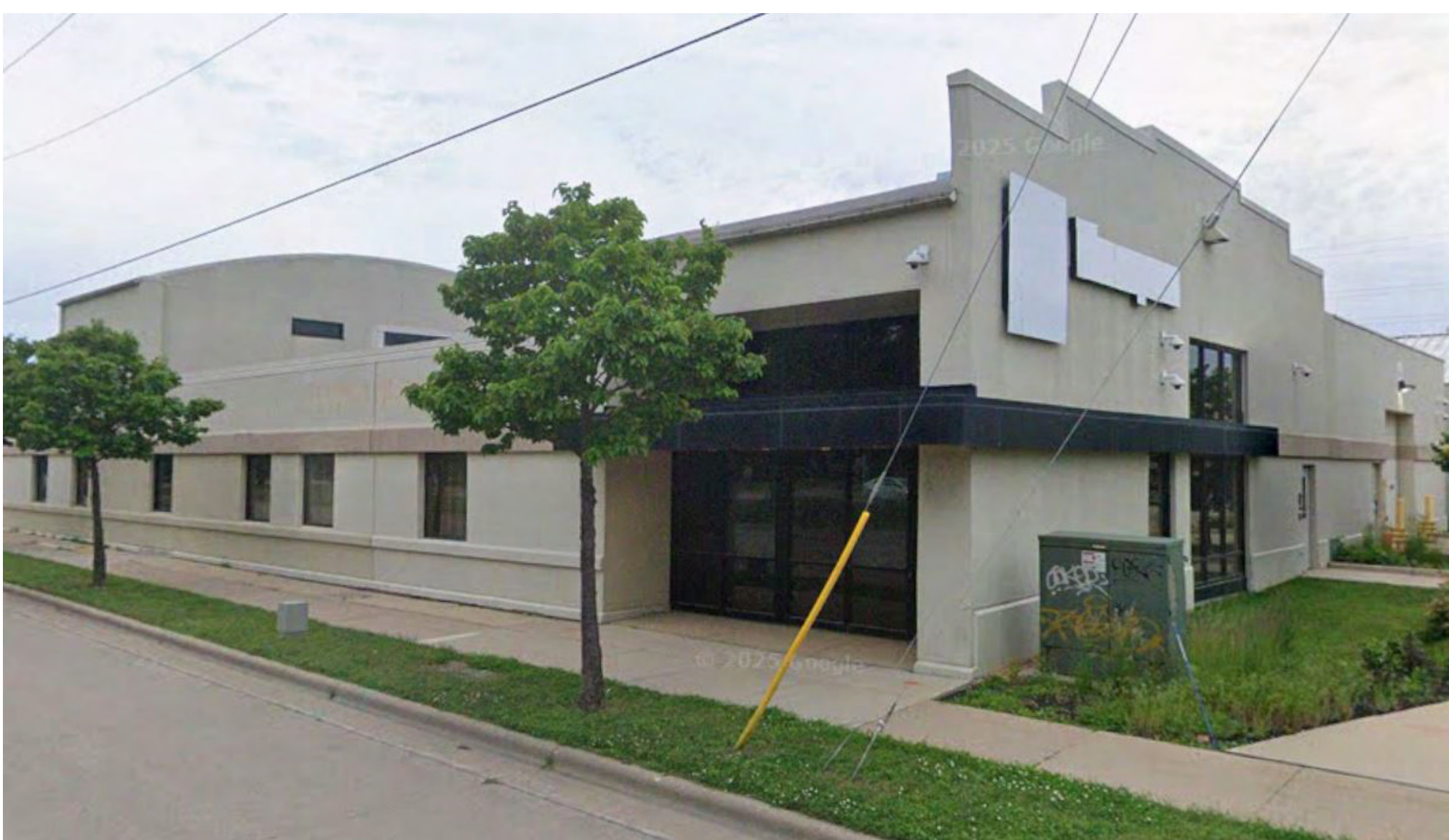
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2030-2098 PENNSYLVANIA



2030-2098 PENNSYLVANIA



2030-2098 PENNSYLVANIA



2010 PENNSYLVANIA



1902-2010 PENNSYLVANIA (WAREHOUSE BLDG)



1902-2010 PENNSYLVANIA (WAREHOUSE BLDG)



1902 E JOHNSON (SCANLAN MORRIS)



1902 E JOHNSON (SCANLAN MORRIS)

PROJECT
HOOPER SITE RESIDENTIAL
2030-2098 PENNSYLVANIA AVENUE,
MADISON, WI 53704

OWNER
NEW LAND ENTERPRISES
1840 N. PARKWAY AVE.
MILWAUKEE, WI 53202

ARCHITECT
KORB ARCHITECTURE
648 N. PLANKINTON AVE., SUITE 240
MILWAUKEE, WI 53203

STRUCTURAL ENGINEER

CIVIL ENGINEER
JSD
507 W. VERONA AVE., SUITE 500
VERONA, WI 53593

LANDSCAPE ARCHITECT
JSD
507 W. VERONA AVE., SUITE 500
VERONA, WI 53593

DATE REVISION

PROJ. NO. 25001-09
SCALE:
PHASE: UDC INFORMATIONAL
DATE: DECEMBER 1, 2025

EXISTING SITE BUILDINGS

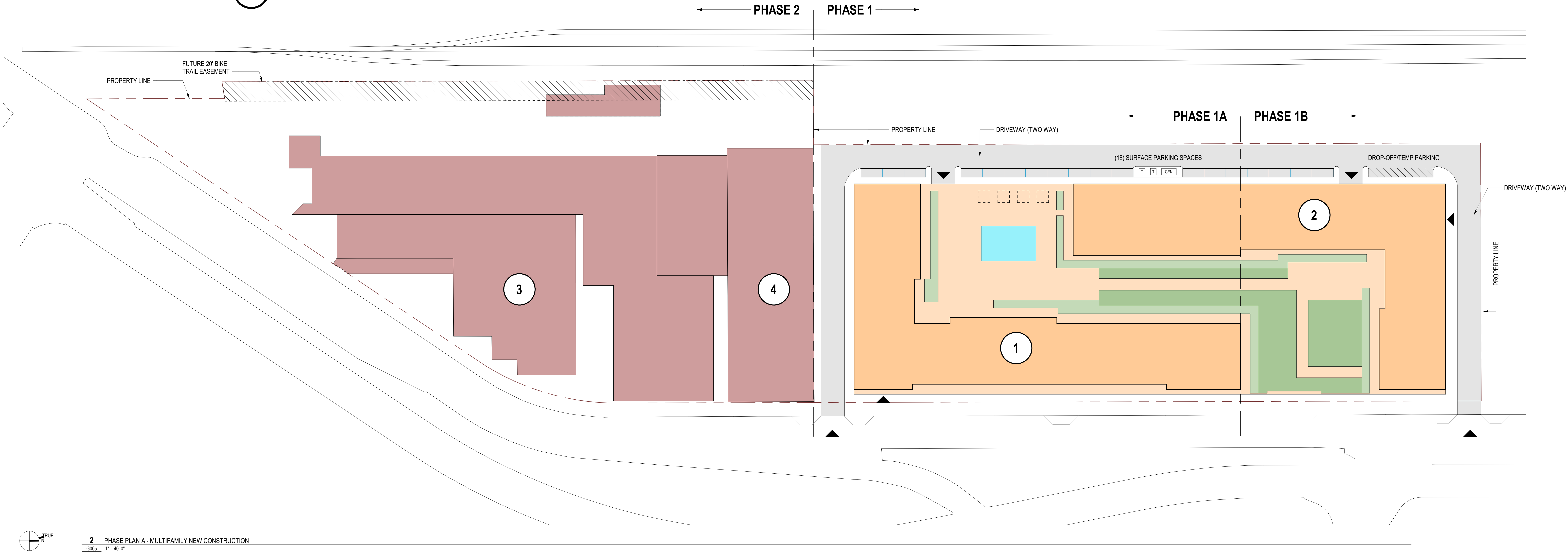
G002

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DESIGN REVIEW - NOT FOR CONSTRUCTION

- NEW CONSTRUCTION
- DEMO
- EXISTING BUILDING
- OPEN SPACE

- 1 PHASE 1A MULTIFAMILY BUILDING
- 2 PHASE 1B MULTIFAMILY BUILDING
- 3 1902 E JOHNSON - SCANLAN MORRIS BUILDING
- 4 2010 PENNSYLVANIA - BOW TRUSS BLDG
- 5 PROPOSED CORNER STATEMENT BUILDING



PROJECT
KODOR SITE RESIDENTIAL
2030-2030 PENNSYLVANIA AVENUE,
MADISON, WI 53704

OWNER
NEW LAND ENTERPRISES
1840 N. PARKVIEW AVE.
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KORB ARCHITECTURE
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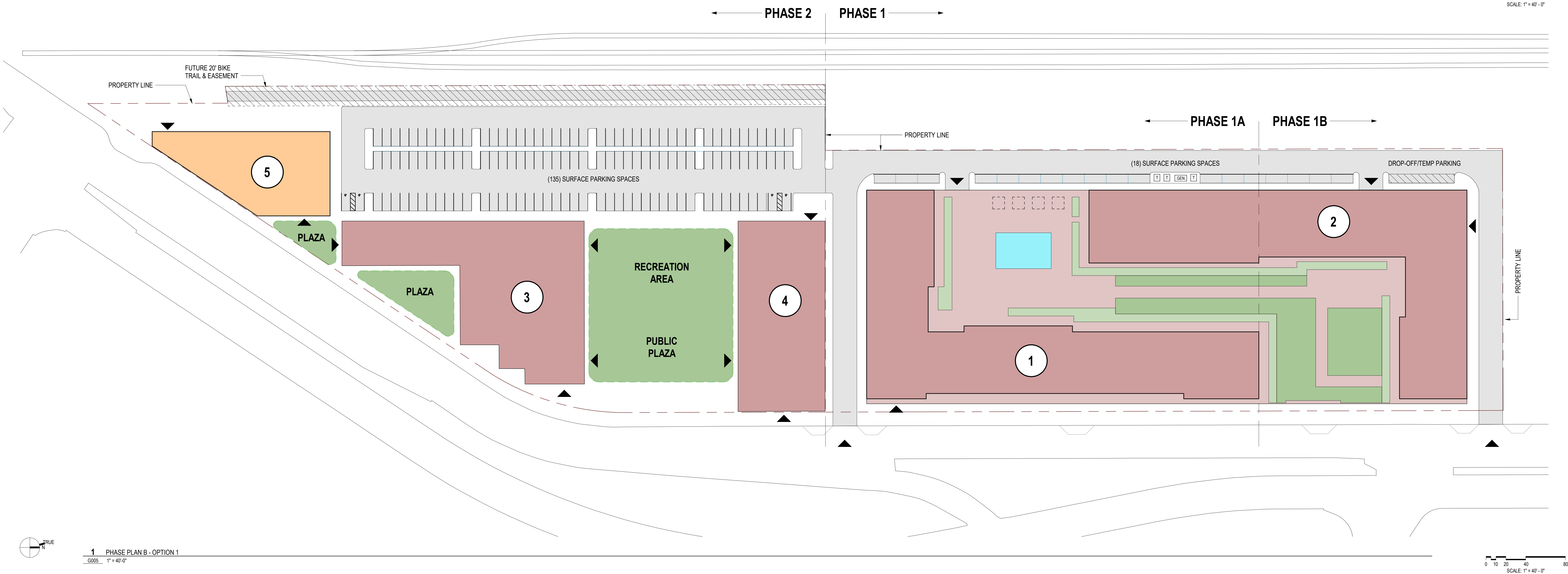
DATE REVISION

PROJ. NO.	25001-09
SCALE	As indicated
PHASE	UDC INFORMATIONAL
DATE	DECEMBER 1, 2025

ARCHITECTURAL SITE PLAN -
PHASING OPTIONS A & B

G005

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- NEW CONSTRUCTION

DEMO

EXISTING BUILDING

OPEN SPACE
- 1

2

3

4
- PHASE 1A MULTIFAMILY BUILDING

PHASE 1B MULTIFAMILY BUILDING

1902 E JOHNSON - SCANLAN MORRIS BUILDING

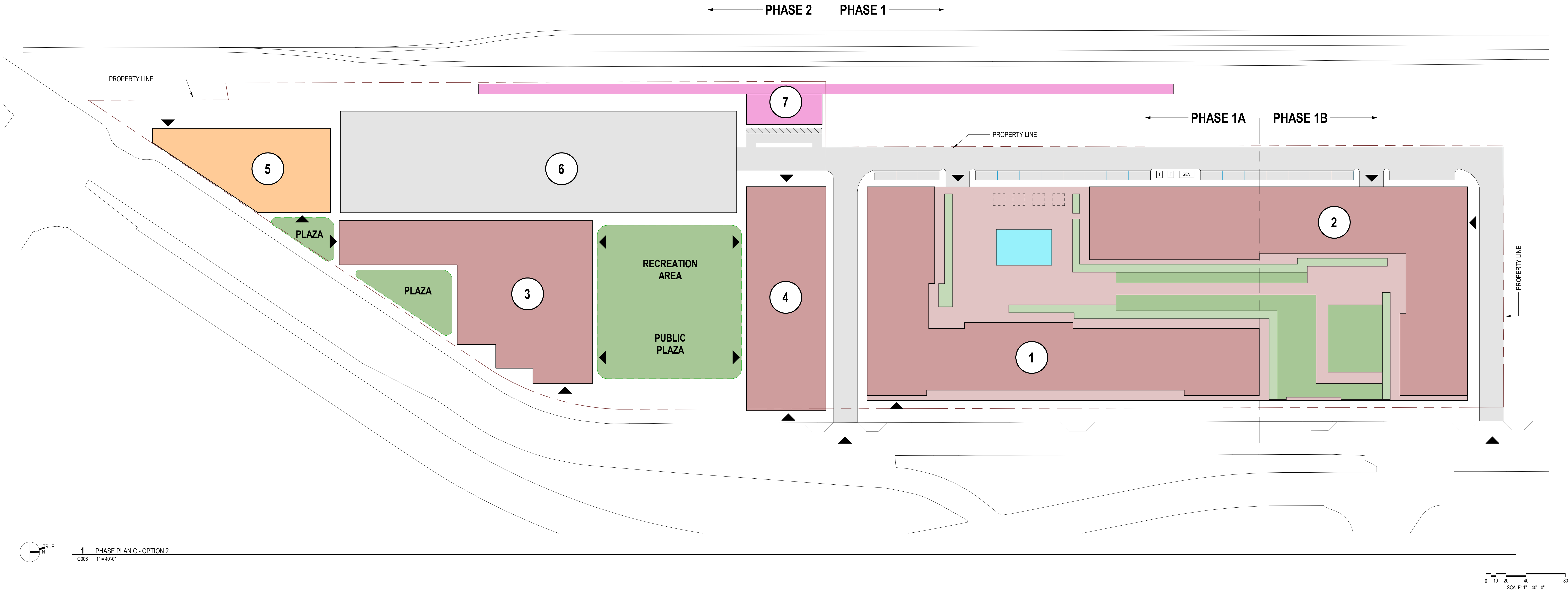
2010 PENNSYLVANIA - BOW TRUSS BLDG
- 5

6

7
- PROPOSED CORNER STATEMENT BUILDING

FUTURE VERTICAL PARKING STRUCTURE WITH POTENTIAL DEVELOPMENT ABOVE

FUTURE RAIL TRANSIT HUB



PROJECT
HOOVER SITE RESIDENTIAL
2030-2030 PENNSYLVANIA AVENUE,
MADISON, WI 53704

OWNER
NEW LAND ENTERPRISES
1840 N. PARKVIEW AVE.
MILWAUKEE, WI 53222

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KORB ARCHITECTURE
648 N. PLANKINTON AVE., SUITE 240
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VERONA, WI 53593

LANDSCAPE ARCHITECT
JSD
507 W. VERONA AVE., SUITE 500
VERONA, WI 53593

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ARCHITECTURAL SITE PLAN -
PHASING OPTION C

G006

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NE AERIAL PERSPECTIVE

SW ENTRY PERSPECTIVE



SE AERIAL PERSPECTIVE

PROJECT
10000R SITE RESIDENTIAL
2030-2030 PENNSYLVANIA AVENUE,
MADISON, WI 53704

OWNER
NEW LAND ENTERPRISES
1840 N. PARKVIEW AVE.
MILWAUKEE, WI 53202

ARCHITECT
KORB ARCHITECTURE
648 N. PLANKINTON AVE., SUITE 240
MILWAUKEE, WI 53203

STRUCTURAL ENGINEER

CIVIL ENGINEER
JSD
507 W. VERONA AVE., SUITE 500
VERONA, WI 53593

LANDSCAPE ARCHITECT
JSD
507 W. VERONA AVE., SUITE 500
VERONA, WI 53593

DATE REVISION

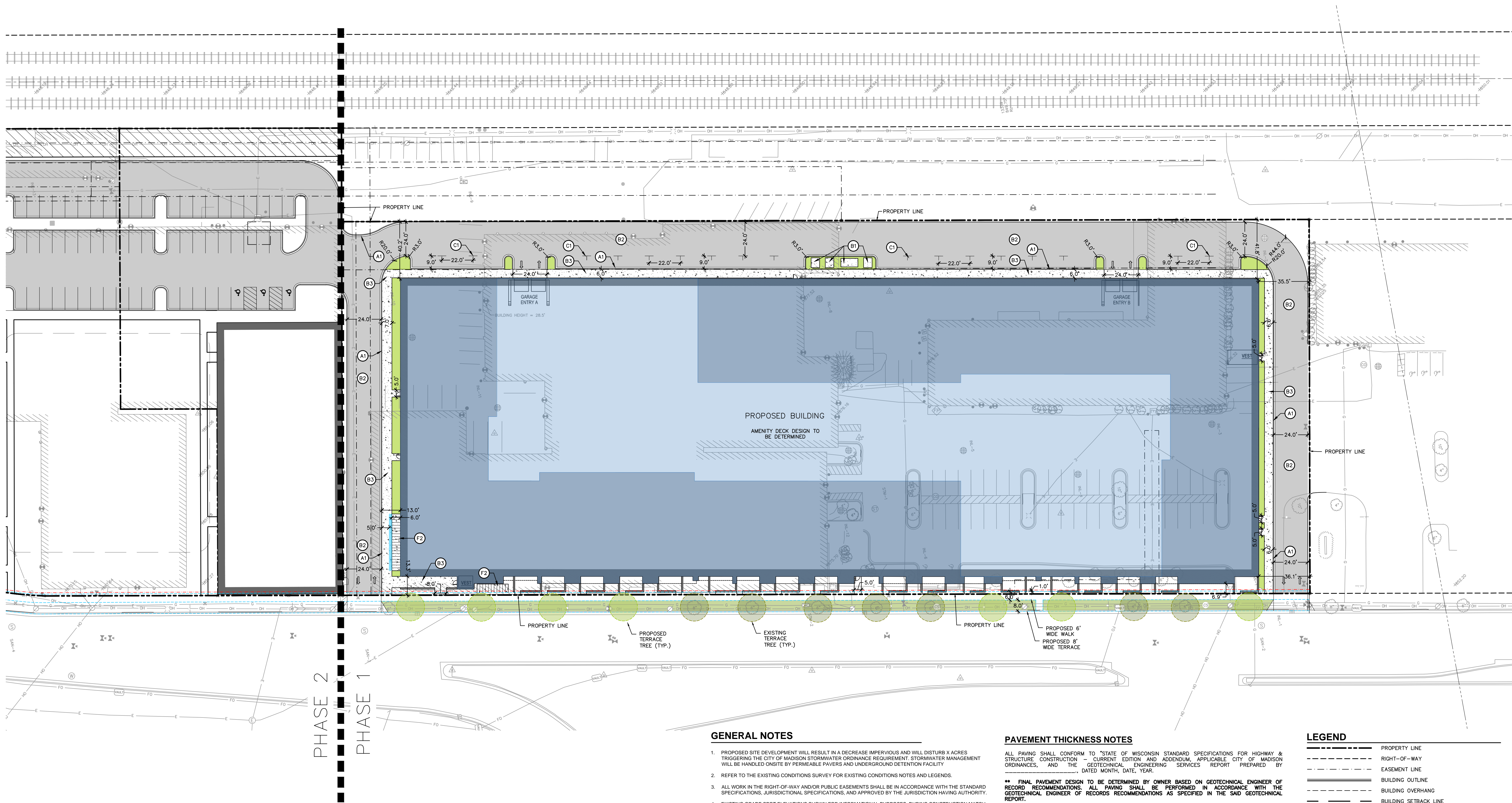
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AXONOMETRIC VIEWS

G010

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GENERAL NOTES

1. PROPOSED SITE DEVELOPMENT WILL RESULT IN A DECREASE IMPERVIOUS AND WILL DISTURB X ACRES TRIGGERING THE CITY OF MADISON STORMWATER ORDINANCE REQUIREMENT, STORMWATER MANAGEMENT WILL BE HANDLED ON SITE BY PERMEABLE PAVERS AND UNDERGROUND DETENTION FACILITY.
2. REFER TO THE EXISTING CONDITIONS SURVEY FOR EXISTING CONDITIONS NOTES AND LEGENDS.
3. ALL WORK IN THE RIGHT-OF-WAY AND/OR PUBLIC EASEMENTS SHALL BE IN ACCORDANCE WITH THE STANDARD SPECIFICATIONS, JURISDICTIONAL SPECIFICATIONS, AND APPROVED BY THE JURISDICTION HAVING AUTHORITY.
4. EXISTING GRADE SPOT ELEVATIONS SHOWN FOR INFORMATIONAL PURPOSES. DURING CONSTRUCTION MATCH EXISTING GRADES AT CONSTRUCTION LIMITS.
5. NO SITE GRADING OUTSIDE OR DOWNSLOPE OF PROPOSED SILT FENCE LOCATION. NO LAND DISTURBANCE BEYOND PROPERTY LINES.
6. JSD SHALL BE HELD HARMLESS AND DOES NOT WARRANT ANY DEVIATIONS BY THE OWNER/CONTRACTOR FROM THE APPROVED CONSTRUCTION PLANS THAT MAY RESULT IN DISCIPLINARY ACTIONS BY ANY OR ALL REGULATORY AGENCIES.
7. CONTRACTOR SHALL RESTORE ALL BUILDINGS, PAVEMENT, PIPES, SLOPES, AND STRUCTURES DAMAGED BY THE CONTRACTOR TO PRE-EXISTING OR BETTER CONDITIONS.
8. THE RIGHT-OF-WAY IS THE SOLE JURISDICTION OF THE JURISDICTIONAL AUTHORITY AND IS SUBJECT TO CHANGE AT ANY TIME.
9. CONTRACTOR SHALL BE RESPONSIBLE FOR SITE SAFETY DURING THE CONSTRUCTION OF THESE IMPROVEMENTS.
10. ANY REFERENCES TO THE TERMS OR ENTITY ABBREVIATIONS IN THE FOLLOWING NOTES AND SPECIFICATIONS SHALL BE UNDERSTOOD AS FOLLOWS:
 - 10.1. "JURISDICTION" - THE LOCAL GOVERNMENTAL AGENCY (I.E., CITY, VILLAGE, TOWN, COUNTY, STATE, OR UTILITY SERVICE PROVIDER) HAVING AUTHORITY.
 - 10.2. "STATE HIGHWAY SPECIFICATIONS" - STATE OF WISCONSIN STANDARD SPECIFICATIONS FOR HIGHWAY AND STRUCTURE CONSTRUCTION, CURRENT EDITION AND SUPPLEMENTS.
 - 10.3. "STANDARD SPECIFICATIONS" - STANDARD SPECIFICATIONS FOR SEWER AND WATER CONSTRUCTION IN WISCONSIN, CURRENT EDITION AND SUPPLEMENTS.
 - 10.4. WISCONSIN DEPARTMENT OF TRANSPORTATION - "WISDOT".
 - 10.5. WISCONSIN DEPARTMENT OF NATURAL RESOURCES - "WDNR".
 - 10.6. DEPARTMENT OF SAFETY AND PROFESSIONAL SERVICES - "DPS" OR "SPS".

PAVEMENT THICKNESS NOTES

ALL PAVING SHALL CONFORM TO "STATE OF WISCONSIN STANDARD SPECIFICATIONS FOR HIGHWAY & STRUCTURE CONSTRUCTION" - CURRENT EDITION AND ADDENDUM, APPLICABLE CITY OF MADISON ORDINANCES, AND THE GEOTECHNICAL ENGINEERING SERVICES REPORT PREPARED BY DATED MONTH, DATE, YEAR.

** FINAL PAVEMENT DESIGN TO BE DETERMINED BY OWNER BASED ON GEOTECHNICAL ENGINEER OF RECORD RECOMMENDATIONS. ALL PAVING SHALL BE PERFORMED IN ACCORDANCE WITH THE GEOTECHNICAL ENGINEER OF RECORDS RECOMMENDATIONS AS SPECIFIED IN THE SAID GEOTECHNICAL REPORT.

MINIMUM PAVEMENT STRUCTURE

- ASPHALT PAVEMENT
 - 3.5" ASPHALTIC CONCRETE (2 LIFTS, 2" BINDER, 1.5" SURFACE)
 - LOWER LAYER (E-1 TYPE: 19.0 mm NOMINAL SIZE)
 - UPPER LAYER (E-1 TYPE: 9.5 mm NOMINAL SIZE)
- 8" CRUSHED AGGREGATE BASE COURSE (1-1/4" DENSE GRADED LESTONE)
- CLEAN RECYCLED CRUSHED CONCRETE MAY BE USED IF APPROVED BY GEOTECH ENGINEER OF RECORD.
- CONCRETE SIDEWALK AND PATIO
 - 6" CONCRETE
 - 4" CRUSHED AGGREGATE BASE COURSE
 - CLEAN RECYCLED CRUSHED CONCRETE MAY BE USED IF APPROVED BY GEOTECH ENGINEER OF RECORD.

KEY NOTES

- (A) 18" STANDARD CURB AND GUTTER
- (B) CONCRETE PAVEMENT
- (B2) ASPHALT PAVEMENT
- (B3) CONCRETE SIDEWALK
- (B4) ACCESSIBLE RAMP
- (B5) ACCESSIBLE WARNING DETECTOR FIELD
- (C) PAVEMENT MARKING: PARKING STALL - 4" WIDE, WHITE
- (C2) PAVEMENT MARKING: DIAGONAL HATCH - SWSL/4" AT 45° @ 2'-0" O.C. WHITE
- (C3) ACCESSIBLE PARKING SPACE & SYMBOL, WHITE
- (C4) CROSSWALK MARKING - TYPE II, WHITE
- (D) ACCESSIBLE PARKING SIGN
- (E) MONUMENT SIGN (REFER TO ARCHITECTURAL)
- (E2) LIGHT POLE (REFER TO ELECTRICAL)
- (F) 8" CONCRETE BOLLARD WITH SLEEVE (REFER TO DETAIL)
- (F2) BIKE RACK - MADRAX U, SURFACE MOUNTED, POWDER COATED, COLOR: XXX

LEGEND

- PROPERTY LINE
- RIGHT-OF-WAY
- EASEMENT LINE
- BUILDING OUTLINE
- BUILDING OVERHANG
- BUILDING SETBACK LINE
- PAVEMENT SETBACK LINE
- EDGE OF PAVEMENT
- STANDARD CURB AND GUTTER
- ASPHALT PAVEMENT
- CONCRETE PAVEMENT
- RETAINING WALL
- LIGHT POLE (REFER TO PHOTOMETRIC PLAN)
- ADA PARKING SIGN
- BIKE RACK

SITE INFORMATION

PARCEL NO.	071006316030
SITE AREA	179,681 S.F. (4.125 ACRES)
NUMBER OF PARKING STALLS	
SURFACE	
STANDARD	21
ACCESSIBLE	0
SITE COVERAGE ANALYSIS	
EXISTING IMPERVIOUS SURFACE AREA	170,019 SF (3.903 ACRES)
EXISTING PERVIOUS SURFACE AREA	9,662 SF (0.222 ACRES)
PROPOSED PAVED AREA	41,694 SF (0.957 ACRES)
PROPOSED BUILDING FOOTPRINT	128,197 SF (2.943 ACRES)
PROPOSED IMPERVIOUS SURFACE AREA	169,891 SF (3.90 ACRES)
PROPOSED IMPERVIOUS SITE PERCENTAGE	95%
PROPOSED PERVIOUS SURFACE AREA	9,790 SF (0.225 ACRES)
PROPOSED PERVIOUS SITE PERCENTAGE	5%
PROPOSED NET IMPERVIOUS DECREASE	128 SF (0.003 ACRES)
PROPOSED CN VALUE	97
DISTURBED AREA	179,681 SF (4.125 ACRES)



CREATE THE VISION TELL THE STORY

jsdinc.com

MILWAUKEE REGIONAL OFFICE
W238 N1610 BUSSE ROAD, SUITE 100
WAUWATOSA, WISCONSIN 53190
P. 262.513.0666

CLIENT:



NEW LAND
ENTERPRISES

CLIENT ADDRESS:

1840 N. FARWELL AVENUE
MILWAUKEE, WI 53202

PROJECT:

HOOPER SITE
2030 PENNSYLVANIA AVE.

PROJECT LOCATION:

2030 PENNSYLVANIA AVENUE
MADISON, DANE COUNTY
WISCONSIN, 53704



PLAN MODIFICATIONS:

#	Date:	Description:
1	12/03/2025	PRELIMINARY SITE PLAN
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		
13		
14		
15		

Designed By:

Reviewed By:

Approved By:

SHEET TITLE:

SITE PLAN - PHASE 1

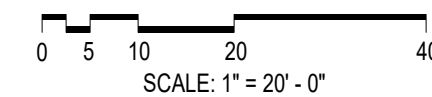
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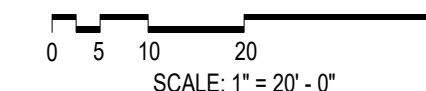
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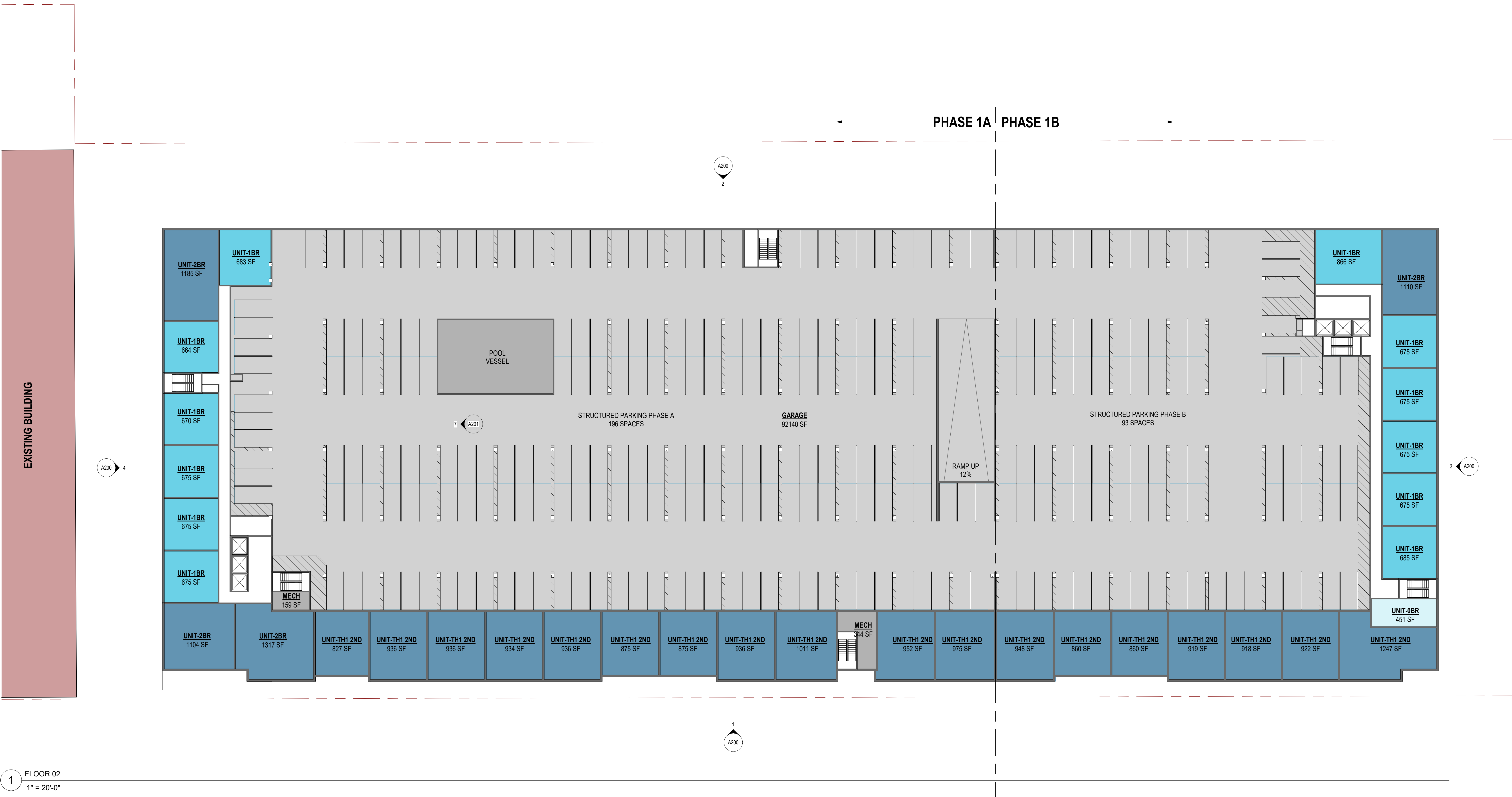
DIGGERS HOTLINE
Toll Free (800) 242-8511

JSD PROJECT NO:

25-16063







1 FLOOR 02
1" = 20'-0"

PROJECT
WOODRIDGE RESIDENTIAL
2030-2030 PENNSYLVANIA AVENUE,
MADISON, WI 53704

OWNER
NEW LAND ENTERPRISES
1840 N. PARKWAY AVE.
MILWAUKEE, WI 53202

ARCHITECT
KORB ARCHITECTURE
648 N. PLANKINTON AVE., SUITE 240
MILWAUKEE, WI 53203

STRUCTURAL ENGINEER

CIVIL ENGINEER
JSD
507 W. VERONA AVE., SUITE 500
VERONA, WI 53593

LANDSCAPE ARCHITECT
JSD
507 W. VERONA AVE., SUITE 500
VERONA, WI 53593

DATE REVISION

PROJ. NO. 25001-09
SCALE: 1" = 20'-0"
PHASE: UDC INFORMATIONAL
DATE: DECEMBER 1, 2025

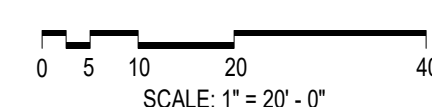
FLOOR 02 PLAN

A102

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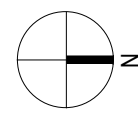
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SCALE: 1" = 20'-0"

DESIGN REVIEW - NOT FOR CONSTRUCTION





1 FLOOR 04
1" = 20'-0"



PROJECT
WOODRIDGE RESIDENTIAL
2030-2030 PENNSYLVANIA AVENUE,
MADISON, WI 53704

OWNER
NEW LAND ENTERPRISES
1840 N. PARKWAY AVE.
MILWAUKEE, WI 53202

ARCHITECT
KORB ARCHITECTURE
648 N. PLANKINTON AVE., SUITE 240
MILWAUKEE, WI 53203

STRUCTURAL ENGINEER

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JSD
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VERONA, WI 53593

LANDSCAPE ARCHITECT
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FLOOR 04 PLAN

A104

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SCALE: 1" = 20'-0"

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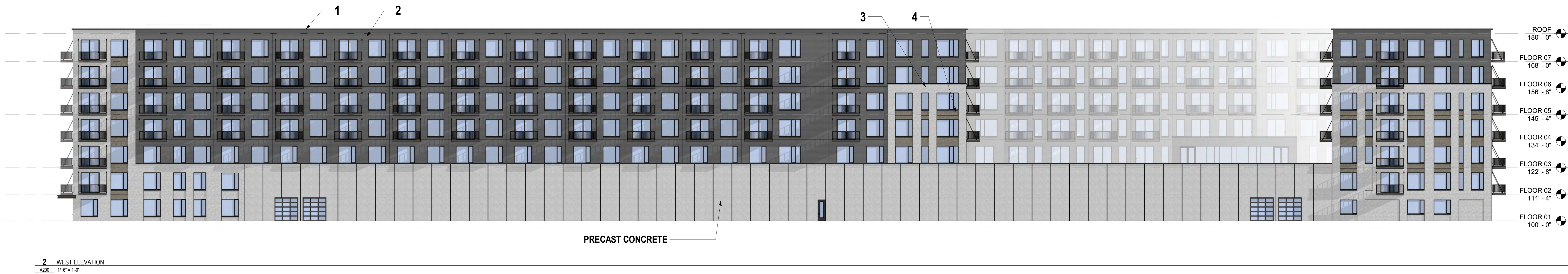
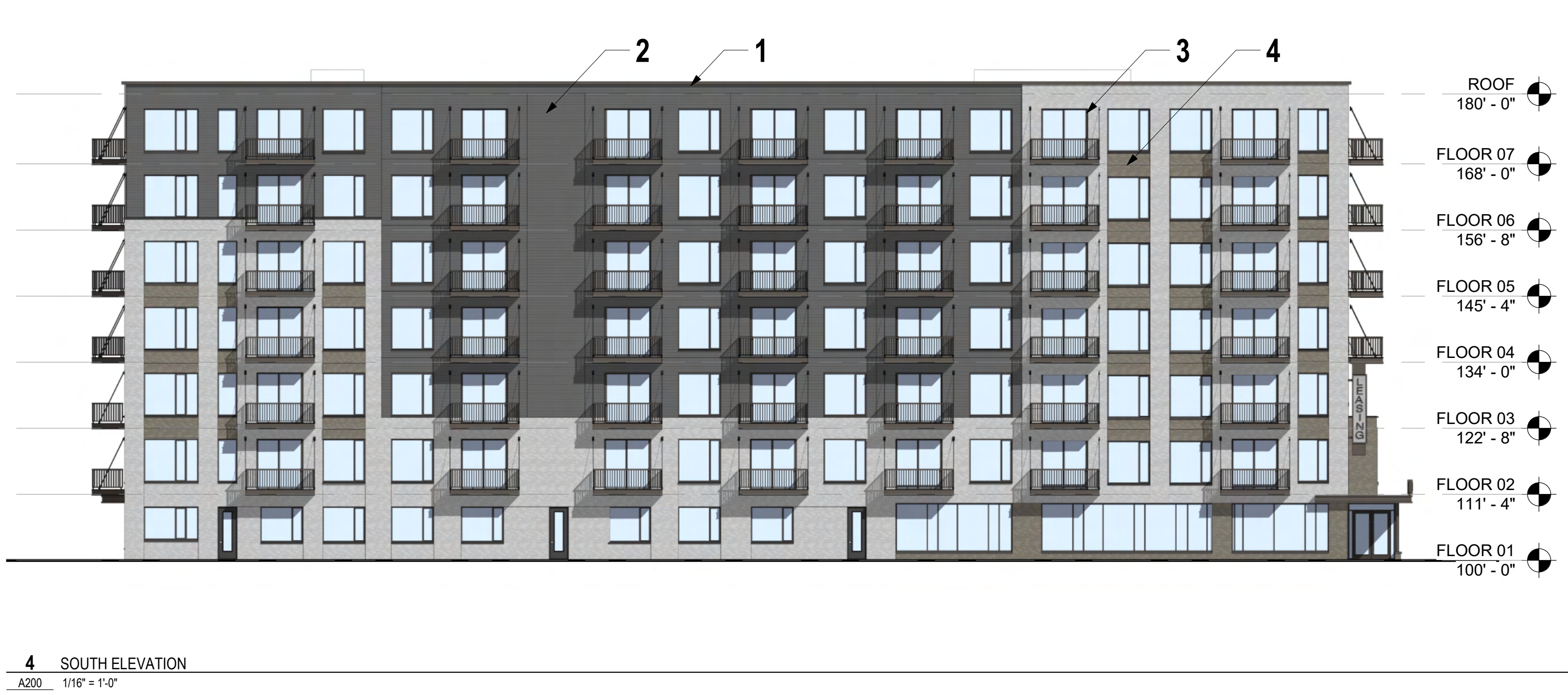
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METAL PANEL ACCENTS
- 2

DARK FIBER CEMENT CLADDING
- 3

LIGHT COLORED BRICK VENEER
- 4

DARK COLORED BRICK VENEER



PROJECT
HOODER SITE RESIDENTIAL
2030-2030 PENNSYLVANIA AVENUE,
MADISON, WI 53704

OWNER
NEW LAND ENTERPRISES
1840 N. FARWELL AVE.
MILWAUKEE, WI 53202

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KORB ARCHITECTURE
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BUILDING ELEVATIONS

A200

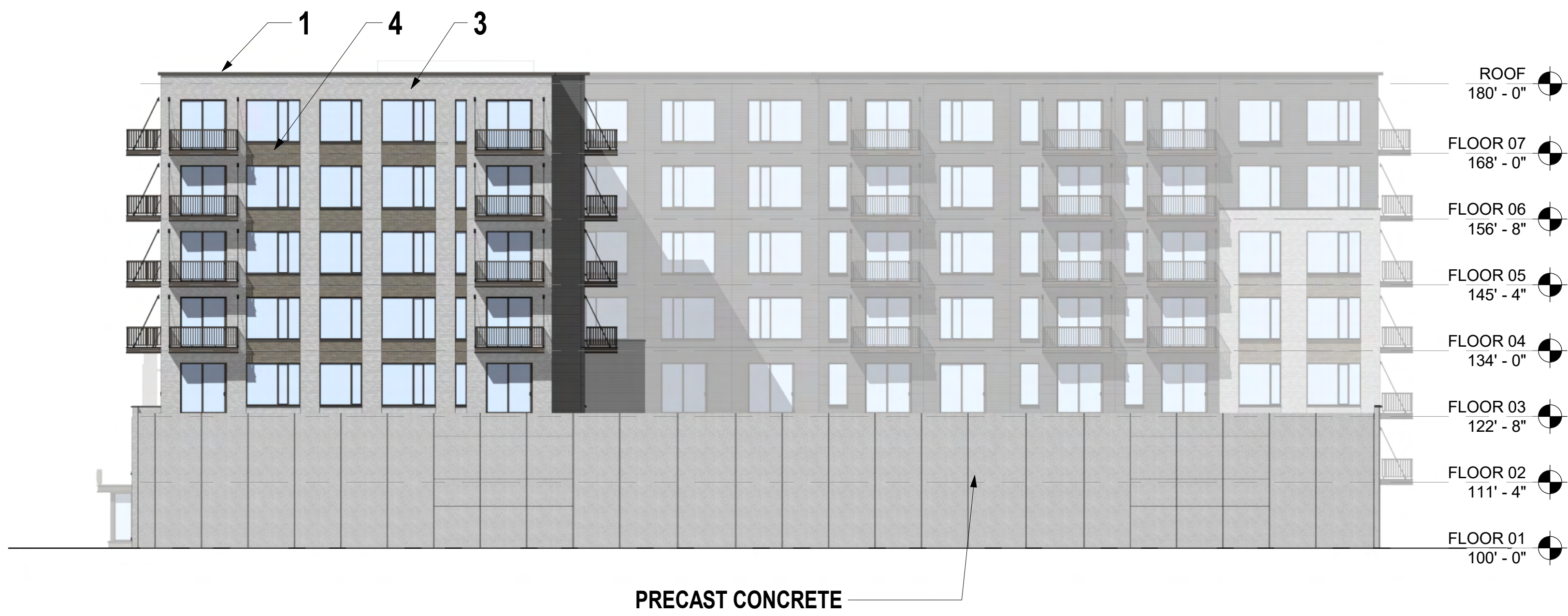
- 1

METAL PANEL ACCENTS
- 2

DARK FIBER CEMENT CLADDING
- 3

LIGHT COLORED BRICK VENEER
- 4

DARK COLORED BRICK VENEER



7 NORTH ELEVATION - PHASE 1A
A201 1/16" = 1'-0"



6 NORTH COURTYARD ELEVATION 2
A201 1/16" = 1'-0"



5 NORTH COURTYARD ELEVATION
A201 1/16" = 1'-0"



4 WEST COURTYARD ELEVATION
A201 1/16" = 1'-0"



3 SOUTH COURTYARD ELEVATION 2
A201 1/16" = 1'-0"



2 EAST COURTYARD ELEVATION
A201 1/16" = 1'-0"



1 SOUTH COURTYARD ELEVATION
A201 1/16" = 1'-0"

PROJECT
KODOR SITE RESIDENTIAL
2030-2030 PENNSYLVANIA AVENUE,
MADISON, WI 53704

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BUILDING ELEVATIONS

A201

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SCALE: 1/16" = 1'-0"