



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

215 Martin Luther King Jr Blvd Ste 017
PO Box 2984
Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

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

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

Date Submitted: <u>1/16/19</u>	<input type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>2-13-19</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input checked="" type="checkbox"/> Final Approval

1. Project Address: 1004 & 1032 S. Park St. Madison, WI
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: _____

AGENDA ITEM #	
LEGISTAR #	<u>46483</u>
ALD. DIST.	<u>13</u>

3. Applicant, Agent & Property Owner Information:

Applicant Name: Peloton Residences, LLC
 Street Address: 1004 & 1032 S. Park St.
 Telephone: (608) 826-4000 Fax: () _____

Company: Peloton Residences, LLC
 City/State: Middleton, WI Zip: 53562
 Email: Jon@twallenterprises.com

Project Contact Person: Jon Helmer
 Street Address: 1818 Parkmen St.
 Telephone: (608) 826-4000 Fax: () _____

Company: T. Wall Enterprises, LLC
 City/State: Middleton, WI Zip: 53562
 Email: Jon@twallenterprises.com

Project Owner (if not applicant): _____
 Street Address: _____
 Telephone: () _____ Fax: () _____

City/State: _____ Zip: _____
 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 Janine Glasper on 1/9/19.
(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: Peloton Residences, LLC
BY: T. Wall Enterprises, Manager, LLC Relationship to Property: Developer/owner
Its Manager
 Authorized Signature: [Signature] Date: 1/16/19
Terrence R. Wall, President



TO:

City of Madison – Planning Division
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

Heather Stouder

Department of Planning & Development – City of Madison
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

RE:

Letter of Intent – Land Use Application for Plan Commission and Common Council Initial/Final Approval Request

PROJECT:

**Peloton Residences
1004 & 1032 S. Park Street Madison, WI**

AYA Project # 59830

January 16, 2019

The following is submitted together with the plans and application for review by City staff and the Planning Commission and Common Council. With this application we will be requesting initial and final approval of the project development and site plan layout. This letter of intent is accompanied by the Land Use application.

Organizational Structure:

Owner/ Developer:

**Peloton Residences, LLC
P.O. Box 620037
Middleton, WI 53562
608-345-0701
Contact: Jon Hepner
jon@twallenterprises.com**

Site Engineer:

**Vierbicher
999 Fourier Drive, Suite 201
Madison, WI 53717
608-821-3966
Contact: Joe Doyle
jdoyle@vierbicher.com**

Architect/ Structural Engineer:

**Angus-Young Associates, Inc.
16 N. Carroll Street Suite 610
Madison, WI 53703
608-284-8225
Contact: Jeff Davis
jeffd@angusyoung.com**

Landscape Design:

**The Bruce Company
2830 Parmenter Street
PO Box 620330
Middleton, WI 53562
608-836-7041
Contact: Rich Strohmerger
rstromerger@brucecompany.com**

Introduction:

The triangular 1.65 acre site is located on the south corner of Park Street and Fish Hatchery Road and is part of an approved PUD_GDP that established a guide for redevelopment of the former Bancroft Dairy site. The PUD-GDP was approved by the Common Council on October 4, 2011 and later approved to a PUD-SIP zoning. The site is currently an open green space after the demolition of the former Bancroft Dairy Facility.

This proposal will create a dynamic mixed-use community that features attractive architecture and landscaping with density and uses that will support the surrounding businesses and residential neighborhood with a reflection to the history of the site.



Request to Urban Design Commission:

We are requesting an amendment to a previously approved and recorded Specific Implementation Plan for Peloton Residences. This development was first approved by Planning Commission and Common Council in June of 2015 and then received approval for an amendment in September of 2017.

Specifically, we are requesting approval to convert the 16 lofts, the second floor of the 2 floor unit (5 studio lofts, 10 one bedroom lofts, and 1 two bedroom loft), to individual units; 5 additional studios, 10 additional one bedrooms, and 1 additional two bedroom. The only difference being that they'll each have a door. The net bedrooms gained is 7 (2 bedrooms for the two bedroom unit 5 bedrooms for the 5 new studio units. The 10 one bedroom lofts already showed a bedroom on both the first floor of the loft as well as in the lofted portion. This conversion will occur within the currently approved building envelope.

Project Description:

The proposed development consists of 3 buildings of three to six stories surrounding an elevated and landscaped courtyard. The development provides a commercial space at the "wedge" of the site (corner of Park St. and Fish Hatchery Rd.) and along Park Street, live-work commercial spaces on Park Street and residential uses throughout the remainder of the site. Parking is below grade and the entrance is located along the South façade at the alley way between UW health and the proposed site. Residential apartments extend from the first through the fourth floors with a range of unit types available. The buildings will contain (168) apartment units, 12,287 gsf of commercial (including 1st level of live/work units and 6th level commercial/ community space), and (5) live-work units totaling 7,928 gsf of additional residential. We are providing site access via South Street (alley) from Fish Hatchery Road. Residents will be encouraged to exit the site by turning Right onto South Park Street.

The plan provides vehicular access to the site from either Park Street or Fish Hatchery via an existing shared drive. The proposed building has access to the parking level via ramp off this shared drive. 159 heated and secured parking stalls are provided. The parking level also provides room for 123 bicycle parking stalls, 76 of which are in a secured room.

The property is in the Bay Creek Neighborhood Association and within the boundaries of UDD 7, the South Madison Neighborhood Plan, the Wingra BUILD plan and an approved PD_SIP. The proposed development is generally consistent with those plans.

Building Design:

The design concept of the project reflects on the site history of Bancroft Dairy with a contemporary approach. This site was historically used as a manufacturing industrial use. With the Park Street elevation, we wanted to reflect on that history and are providing a contemporary reflection of an "industrial warehouse" feel with large divided light windows, inset balconies with soldier course and row lock brick detailing with awnings at the commercial spaces. Also, we plan to provide exposed steel canopy/ sunshade structure at the first level commercial space to further this industrial aesthetic. This warehouse look transitions into a more contemporary focus at the point – the idea being that we are transitioning to an iconic element of the design that doesn't forget about the neighborhood's history. This concept is meant to reflect the overall transition of the Park Street Corridor.

The "point" will include a 6 story glass wall with an industrial sun shade canopy that jets out towards the intersection at the first level. The point will be a mixture of vision glass and spandrel glass to hide the floor structure. The top level will include a 2,795 gsf rooftop space to be leased that includes an outdoor patio. This is intended to be an amenity to the Bay Creek Neighborhood. Also included on the top level is a rooftop patio for residents and the users of the commercial space that will feature great views of the Capitol and Lake Monona.

For exterior building materials, we are proposing a mixture of limestone base, brick veneer, composite panel and composite siding, glass and aluminum storefront. The large divided lite windows will be fiberglass, and smaller residential windows will be vinyl.



Site Development Data:

Densities:

Lot area	71,647 sf or 1.64 acres
Dwelling units	173 units
Lot Area/ D.U.	456 sf/ unit
Density	105.4 Units/ Acre
Lot Coverage	57,674 sf

Dwelling Unit Mix:

Live/Work:	5
Studio:	38
1 Bedroom:	90
1 Bedroom + Den	3
2 Bedroom:	37

Total:	173
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Building Height: 3-6 Stories

Floor Area Ratio:

Commercial	12,287 gsf
Live/ Work Space	7,928 gsf
Parking/ Support Spaces	58,767 gsf
Residential	167,896 gsf
<hr/>	
Gross Floor Area	246,878 gsf
Floor Area Ratio	3.44

Vehicle Parking Stalls:

Lower Level 159

Bicycle parking stalls:

Parking Level	48
Secured Bike Storage Room	76
Sidewalk/ grade level	16

Thank you for your time reviewing our proposal.

Sincerely,

Jeff Davis, AIA

Based on feedback our team received from the Urban Design Commission at the January 2, 2019 Urban Design Commission meeting, we have made the following updates and modifications to the plans. Overall, the feedback we received was a resounding request to return the 5th story facades on both Park St. and Fish Hatchery back to the visual aesthetic that was approved in fall of 2017, with relation to the windows and roof line. Additional feedback received was in regard to access to the rooftop patio space, and the need to allow access to both a potential future commercial tenant and residents of the property. Below, you'll find a list of the modifications and updates we've made to address that feedback.

1. Park St. - 5th floor facade glass on Park St. has been increased and mullion size has been decreased. Window sections once again align with the balconies and windows below them.
2. Fish Hatchery - The 5th floor roof line has been extended to once again carry through towards the prow of the building. Glass has been added to the commercial space facade. 5th floor facade glass has been increased and mullion size has been decreased. Window sections once again align with the balconies and windows below them.
3. Rooftop Patio - We've created a separate securable entrance, that is a.d.a. accessible, off of the elevators that will allow building residents access to the rooftop patio regardless of a commercial tenant in the prow space. The railing for the rooftop patio has been switched from metal to glass, and the umbrellas/tables/chairs have been added back in to indicate that this space is indeed a rooftop patio.
4. Rooftop Patio Emergency Exit Stair - The height and size of the secondary emergency exit stair, that penetrates the roof line, has been decreased.
5. An additional rendering has been created to show the street level view from the southern end of the building looking down Park St. towards campus, indicating that the secondary emergency exist stair has had windows added to it.



Major Alteration 10/30/2018

RENDERED AND SHADOWED ELEVATIONS - Park St.



Major Alteration 10/30/2018

RENDERED AND SHADOWED ELEVATIONS - Fish Hatch



Major Alteration 10/30/2018

PROPOSED PERSPECTIVE RENDERINGS - Prow



Major Alteration 10/30/2018

PROPOSED PERSPECTIVE RENDERINGS - Fish Hatchery



PELTON PLACE
RESIDENCES



1956-2016

Balance in Creativity

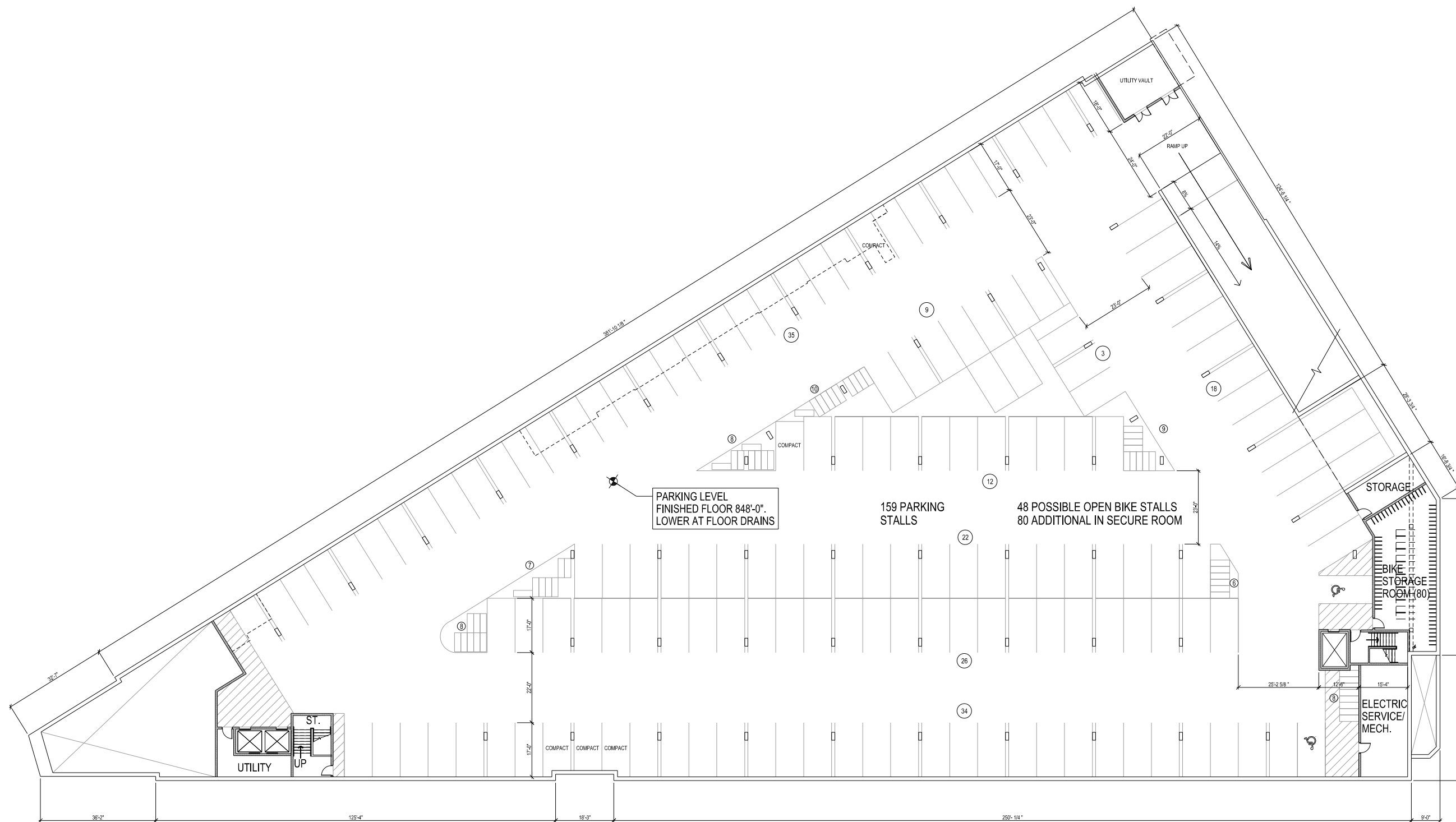
Peloton Place Residences
Peloton Residences, LLC

Urban Design Commission
Major Alteration Submittal

Jeff Davis
Angus-Young Associates
jeffd@angusyoung.com
608.284.8225

Jon Hepner
Peloton Residences, LLC
jon@twallenterprises.com
608.444-5552

October 30th, 2018
January 16th, 2019



PARKING LEVEL
FINISHED FLOOR 848'-0".
LOWER AT FLOOR DRAINS

159 PARKING
STALLS

48 POSSIBLE OPEN BIKE STALLS
80 ADDITIONAL IN SECURE ROOM

STORAGE

BIKE
STORAGE
ROOM (80)

ELECTRIC
SERVICE/
MECH.



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ISSUANCES	REVISIONS
UDC INITIAL/FINAL APPROVAL/PG - 05/10/2017	
UDC FINAL APPROVAL - 09/06/2017	

Angus Young
Architecture | Engineering
Interiors | Landscape

Balance in Creativity

Janesville: 555 South Berg Street - Janesville, WI 53408 | P: 608.756.6326
Madison: 16 North Court Street - Madison, WI 53703 | P: 608.326.6225
www.angusyoung.com

**PELTON PLACE RESIDENCES
MIXED USE DEVELOPMENT
PELTON RESIDENCES, LLC
MADISON, WISCONSIN**

PROJECT NUMBER
58830

APPROVED BY
XXX

REVIEWED BY
XXX

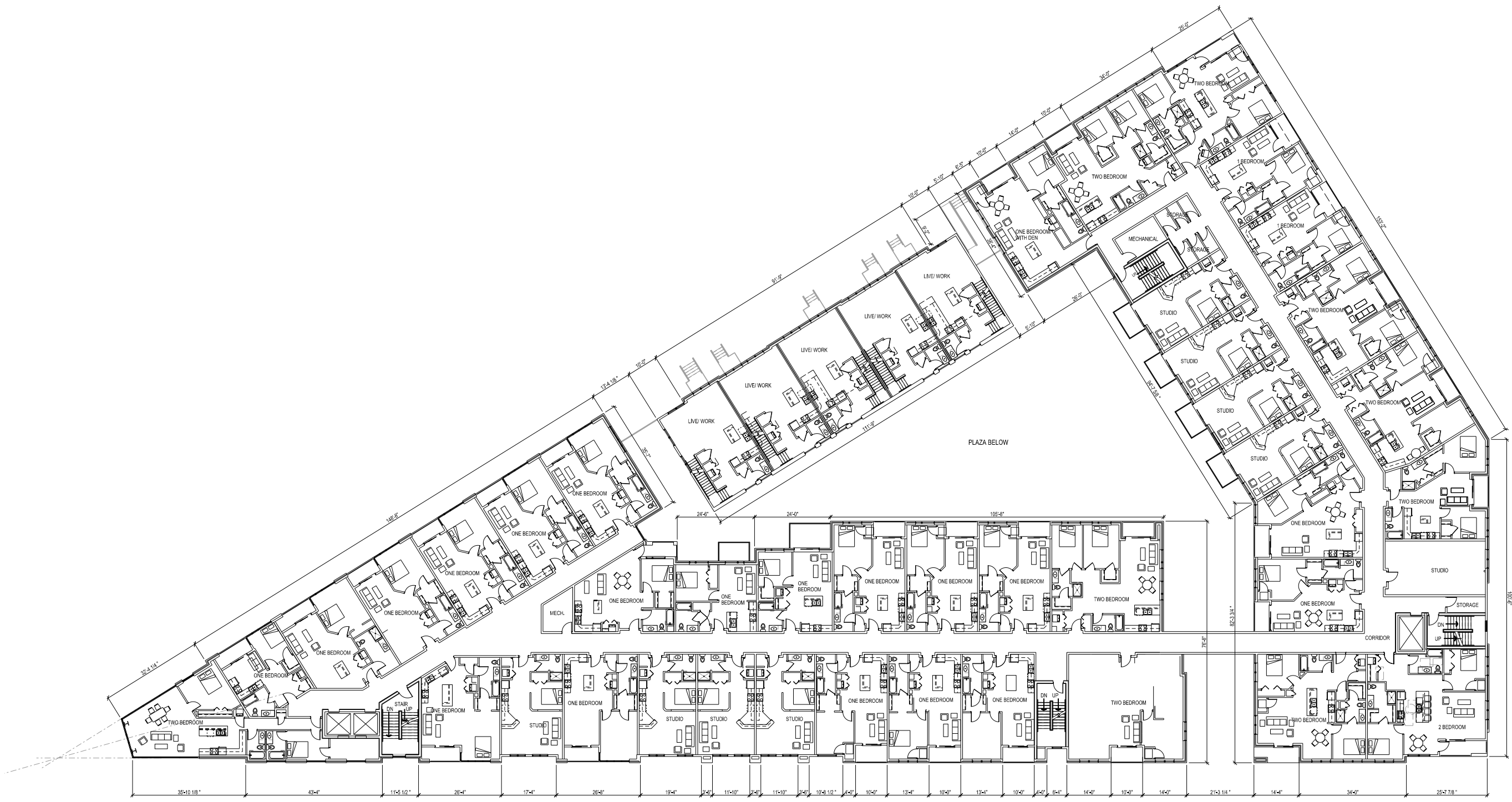
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MBH

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OVERALL
PARKING LEVEL
PLAN

A100

PRELIMINARY - NOT FOR CONSTRUCTION



SECOND FLOOR PLAN
 SCALE: 1/16"=1'-0"

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ISSUANCES	REVISIONS
UDC INITIAL/FINAL APPROVAL/PC - 05/10/2017	
UDC FINAL APPROVAL - 09/06/2017	

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MIXED USE DEVELOPMENT
PELTON RESIDENCES, LLC
MADISON, WISCONSIN

PROJECT NUMBER 58930
APPROVED BY XXX
REVIEWED BY XXX
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DATE 9/5/2017 10:57:21 AM

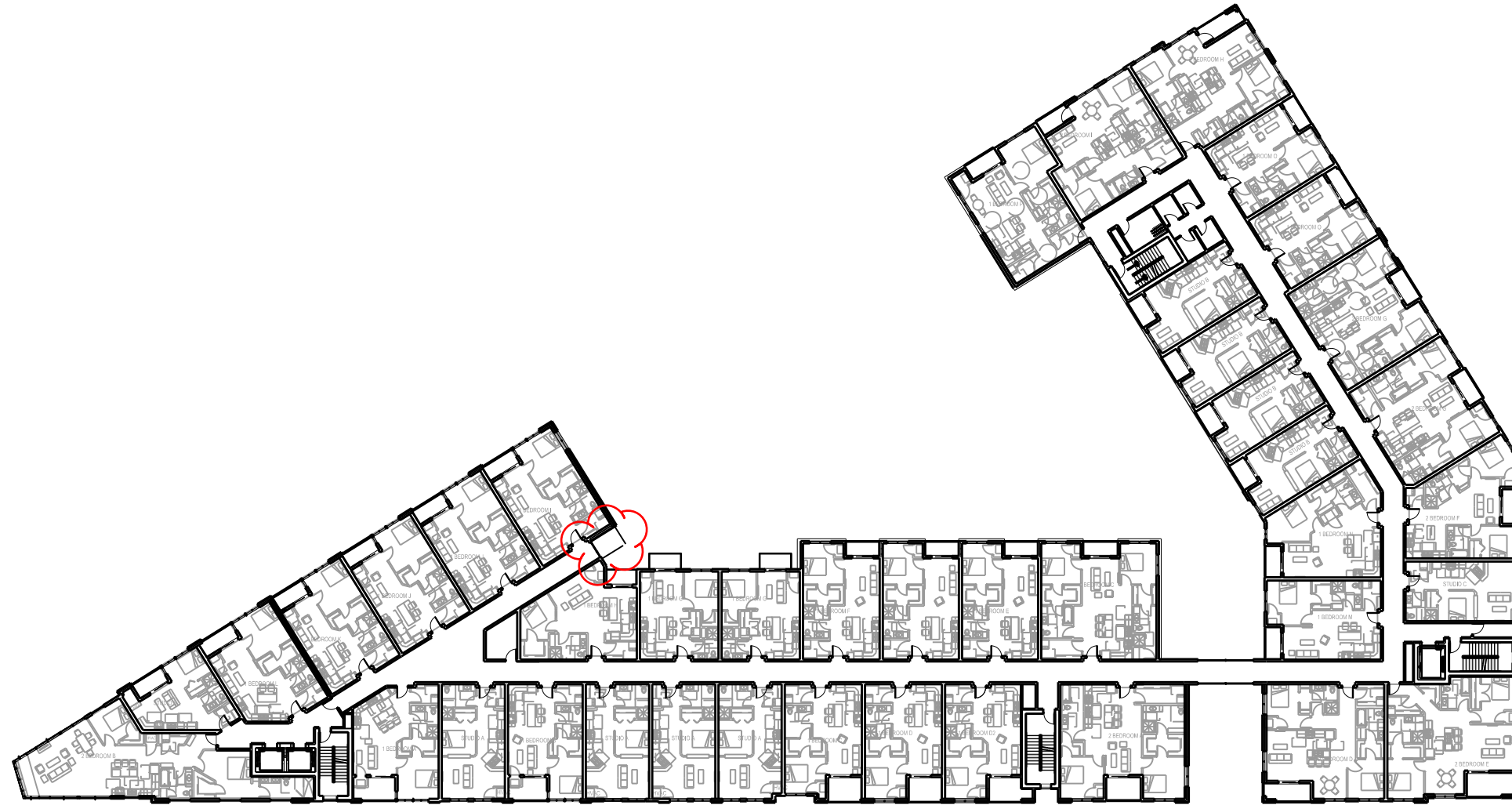
OVERALL
 SECOND FLOOR
 PLAN

A102

PRELIMINARY - NOT FOR CONSTRUCTION

SCALE: 1/8" = 1'-0"
PLOTTER: EPL

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1/8" = 1'-0"

NORTH
OVERALL FOURTH FLOOR PLAN
SCALE: 1/8" = 1'-0"

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PROJECT NUMBER: 17000
DESIGNED BY: JAD
APPROVED BY: JAD
REVIEWED BY: JAD
DRAWN BY: EBM
1/15/2018 2:06:57 PM

PELTON RESIDENCES
T. WALL ENTERPRISES MANAGEMENT, LLC
PELTON RESIDENCES, LLC
MADISON, WI



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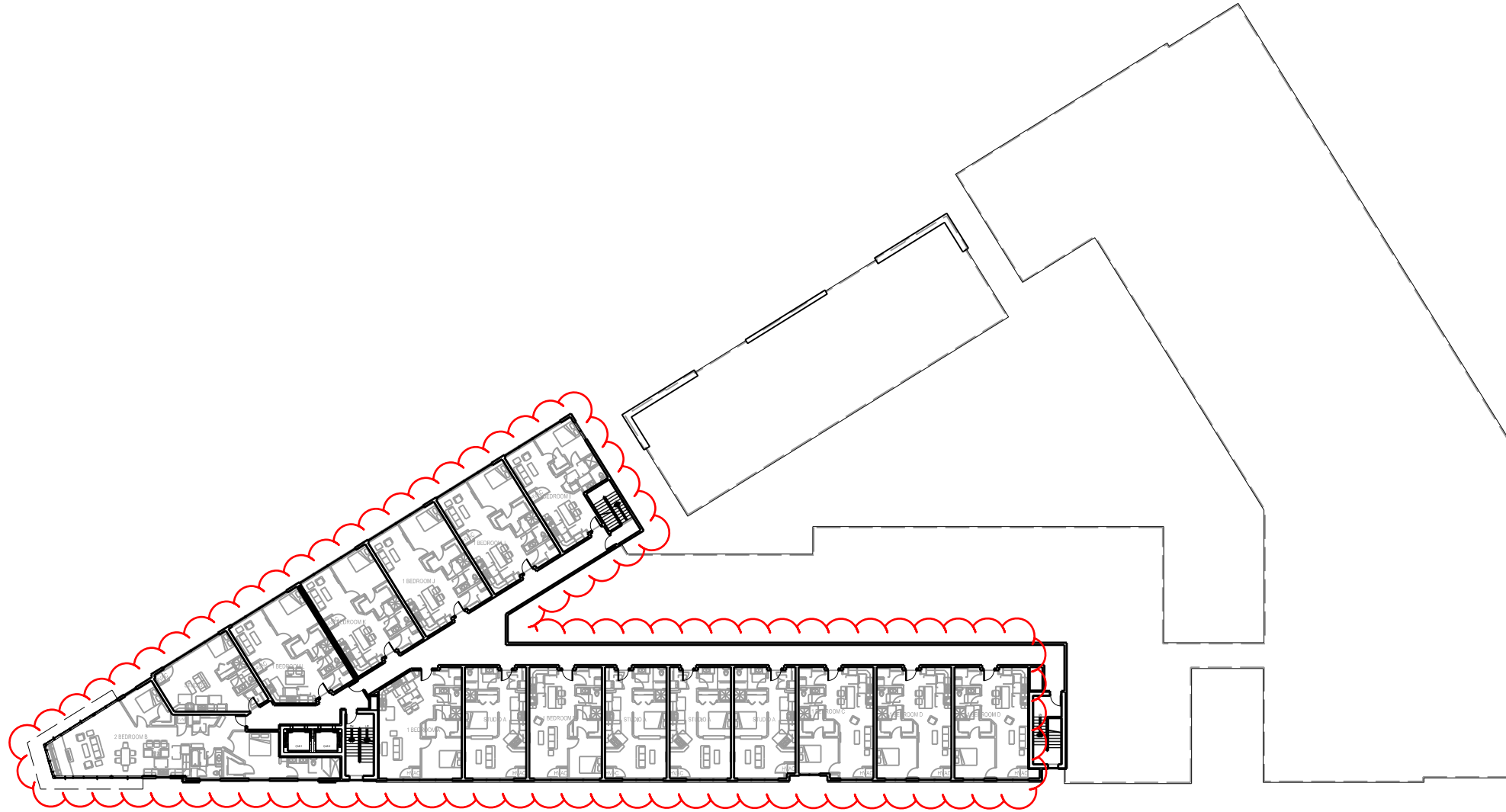
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UDD FINAL APPROVAL - 05/24/2017	
UDD MAJOR ALTERATION APPROVAL - 1/10/2018	
UDD MAJOR ALTERATION REVISIONS - 1/11/2018	

PRELIMINARY - NOT FOR CONSTRUCTION

A204

SCALE: 1/8"=1'-0"
PLOTTER: EFC

ORIGNAL FILE: 107_427
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NORTH
OVERALL FIFTH FLOOR PLAN
SCALE: 1/8"=1'-0"

PRELIMINARY - NOT FOR CONSTRUCTION

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PROJECT NUMBER: 107427
APPROVED BY: JAD
REVIEWED BY: JAD
DRAWN BY: EBM
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PELTON RESIDENCES
T. WALL ENTERPRISES MANAGEMENT, LLC
PELTON RESIDENCES, LLC
MADISON, WI



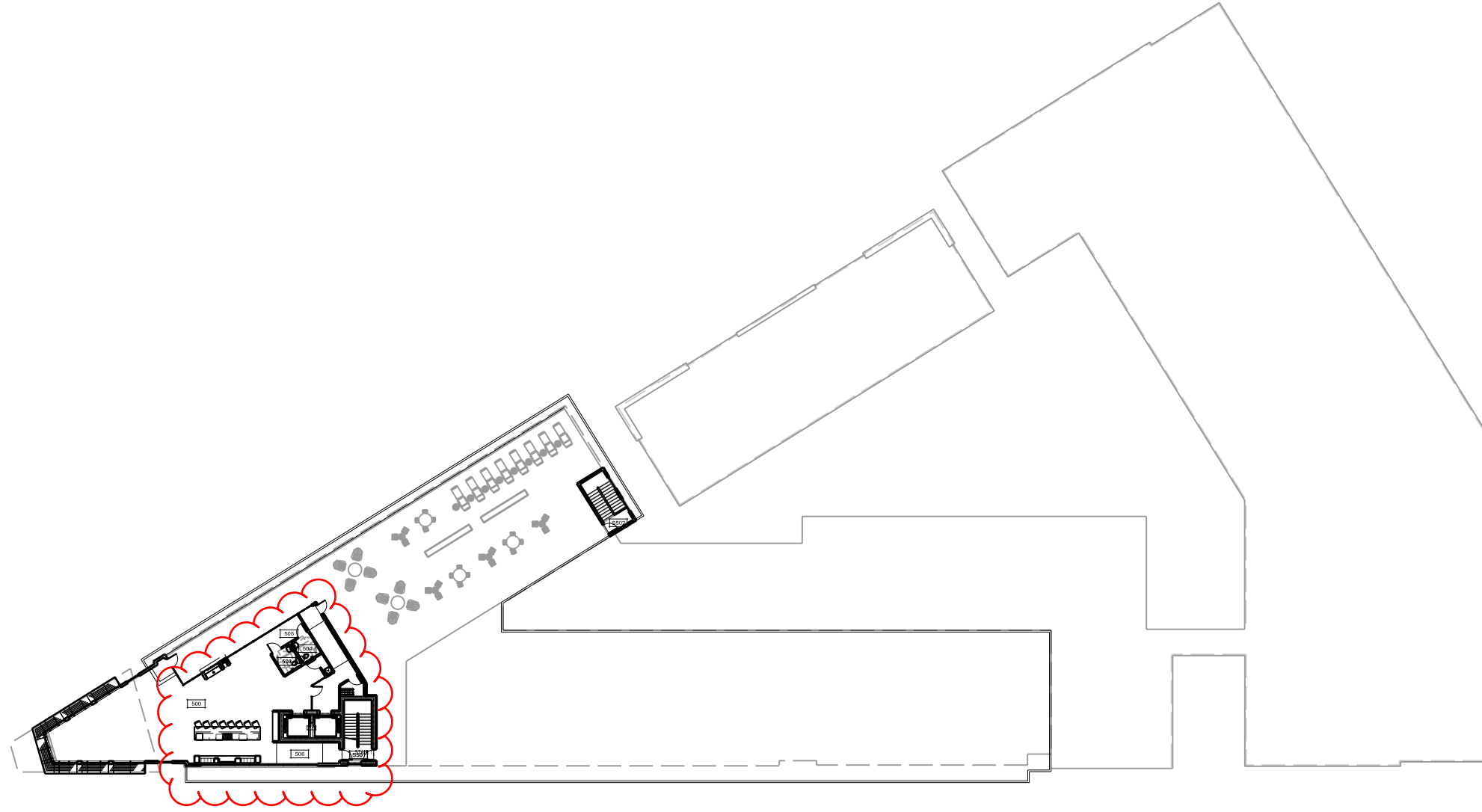
ISSUANCES	REVISIONS
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UCC FINAL APPROVAL - 05/22/2017	
UCC MAJOR TERMINAL APPROVAL - 10/10/2018	
UCC MAJOR ALTERATION REVISIONS - 11/15/2018	

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A205

SCALE:
FOOT/ELEPH

ORIGNAL FILE: 107_A27
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NORTH
OVERALL SIXTH FLOOR PLAN
SCALE: 1/16"=1'-0"

PRELIMINARY - NOT FOR CONSTRUCTION

PROJECT NUMBER
OVERALL SIXTH FLOOR PLAN
APPROVED BY
REVIEWED BY
DRAWN BY
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ISSUANCES	REVISIONS
UCC INITIAL APPROVAL PC-05/09/2017	
UCC FINAL APPROVAL - 05/09/2017	
UCC MAJOR TERMINAL APPROVAL - 10/10/2018	
UCC MAJOR ALTERNATION REVISIONS - 11/09/2018	

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A206

SCALE: 1/8" = 1'-0"
FOOTED BY: [signature]

ORIGINAL SIZE: 18" x 24"
X:\1803\180310\180310.dwg



02 OVERALL EAST ELEVATION (PARK STREET)
A401 SCALE: 1/8" = 1'-0"



01 OVERALL WEST ELEVATION (FISH HATCHERY ROAD)
A401 SCALE: 1/8" = 1'-0"

ISSUANCES	REVISIONS
UDC INITIAL FINAL APPROVAL/PC - 05/10/2017	
UDC FINAL APPROVAL - 05/22/2017	
UDC MAJOR ALTERATION APPROVAL - 11/14/2018	
UDC MAJOR ALTERATION REVISIONS - 11/15/2018	

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T. Wall Enterprises
Creating Places Where People Interact

PELTON RESIDENCES
T. WALL ENTERPRISES MANAGEMENT, LLC
PELTON RESIDENCES, LLC
MADISON, WI

PROJECT NUMBER: [blank]
DESIGNED BY: [blank]
APPROVED BY: [blank]
REVIEWED BY: [blank]
DRAWN BY: [blank]
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OVERALL
EAST AND WEST
EXTERIOR BUILDING ELEVATIONS

A401

PRELIMINARY - NOT FOR CONSTRUCTION

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Major Alteration Revision 01/16/2019

RENDERED AND SHADOWED ELEVATIONS - Park St.



Major Alteration Revision 01/16/2019

RENDERED AND SHADOWED ELEVATIONS - Fish Hatch



Major Alteration Revision 01/11/2019

PROPOSED PERSPECTIVE RENDERINGS - Prow



Major Alteration Revision 01/16/2019

PROPOSED PERSPECTIVE RENDERINGS - Prow



Major Alteration Revision 01/16/2019

PROPOSED PERSPECTIVE RENDERINGS