

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 _____

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: 1402 South Park Street

Title: Fourteen02 / Truman Olson Redevelopment

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)
 Signage Variance (i.e. modification of signage height, area, and setback)

Other

- Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Brandon Rule & Megan Schutz
Street address 902 Royster Oaks Dr #105,
Telephone 414 819 2139 608 251 4446

Company Rule Enterprises & Movin' Out
City/State/Zip Madison, WI 53714
Email BRule@ruleenterprisesllc.com ms@movin-out.org

Project contact person Marcus Pearson
Street address 807 East Johnson Street
Telephone 608.213.7755

Company Urban Assets
City/State/Zip Madison WI
Email Marcus@urbanassetsconsulting.com

Property owner (if not applicant) City of Madison
Street address _____
Telephone _____

City/State/Zip _____
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***

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 Janine Glaeser on 9/8/20.
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 Brandon Rule & Meghan Schultz Relationship to property Developer
 Authorizing signature of property owner Dan Rolfs Date 9/16/20

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



Tuesday, September 1, 2020

Ms. Janine Glaeser, AIA.
City of Madison
Department of Planning & Community& Economic Development
Madison Municipal Building, Suite 017
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

Re: Letter of Intent
1402 South Park Street
AA# 20005.

Ms. Glaeser;

The following is submitted together, with Plans and Application for an Informational Review of the Urban Design Commission.

Rule Enterprises LLC and Movin' Out are a joint venture formed to develop the site known as "Truman Olson" located at 1402 South Park Street. As you have been following, the joint venture team have been chosen by the City of Madison's Common Council as the preferred developer team in response to the Request for Proposal, have worked closely with the Cedar Street extensions and engineering design, and having engaged in multiple steering committee and community meetings, including with Alders Tag Evers and Sheri Carter to bring to before Urban Design Commission a design that reflects the Community's desire for food continuity, affordable housing and convenient parking for autos and bicycles.

The Truman Olson site has been prepared for development by the City, and is shovel ready with no additional known structures on site. Proposed program for this site is a mixed-use building providing 24,000 square feet of first floor commercial retail space for a grocery store and flexible community meeting space, centered around access to food, three decks of structured parking providing for 135 automobiles (to be shared between resident and commercial users), and 150 apartments, which include unique town-home walkup style 3-bedroom apartments. Street parking has been accommodated within the extension of Cedar Street to the west.

Main entries for the Grocer and apartments will be mid-block, with extensive opportunity for interaction at a pedestrian scale, to include landscaping and opportunities to engage an outdoor space for meeting and quick casual dining along the sidewalk.

Entry to the parking garage will be adjacent to the main entries off of Cedar Street and along the southern "back-access alley", also used for deliveries to the grocer and refuse pickup.



We use the newly formed intersection of Park Street and Cedar Street as an opportunity to create an urban street edge and entry element, featuring street level views into the grocery store, and a prominent 6-story height of housing above. We use a “step-back” technique on the Park Street elevation, paired with setback from the right of way to accommodate a more pedestrian friendly environment along the very busy street. At mid-block the structure steps down a story, and we’ve designed the townhomes to conceal the northern and western façade of the parking structure.

Initial exterior material selection is a combination of masonry, metal panel and various forms of siding, and we are exploring using large format murals prepared by local artists to break up the length of the building into more manageable proportions.

These concept plans will be discussed in more detail, and we welcome your feedback as we continue to evolve and iterate these initial design concepts into a project we can all be proud of.

We appreciate the time you’ve taken to review our proposal.

Regards,

Edward Haydin AIA
Architect.



PROJECT INFORMATION

FOURTEEN02 ON PARK
MIXED-USE DEVELOPMENT

TRUMAN OLSON SITE
MADISON, WISCONSIN

DRAWING ISSUANCE HISTORY

UDC INFORMATIONAL SUBMITTAL	09-01-2020

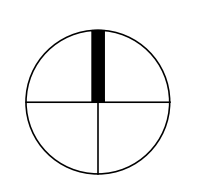
SHEET INFORMATION

DATE	08-18-2020
PROJECT NUMBER	TOSITE

SET TYPE

URBAN DESIGN COMMISSION
INFORMATIONAL SUBMITTAL

SITE LOCATOR MAP



SITE LOCATION MAP
NOT TO SCALE



SITE VIEW LOOKING NORTH



SITE VIEW LOOKING SOUTH



SITE VIEW LOOKING WEST



SITE VIEW LOOKING EAST

PROJECT INFORMATION

FOURTEEN02 ON PARK
MIXED-USE DEVELOPMENT

TRUMAN OLSON SITE
MADISON, WISCONSIN

DRAWING ISSUANCE HISTORY

DATE	DESCRIPTION
09-01-2020	UDC INFORMATIONAL SUBMITTAL

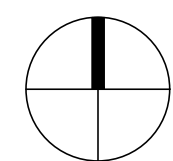
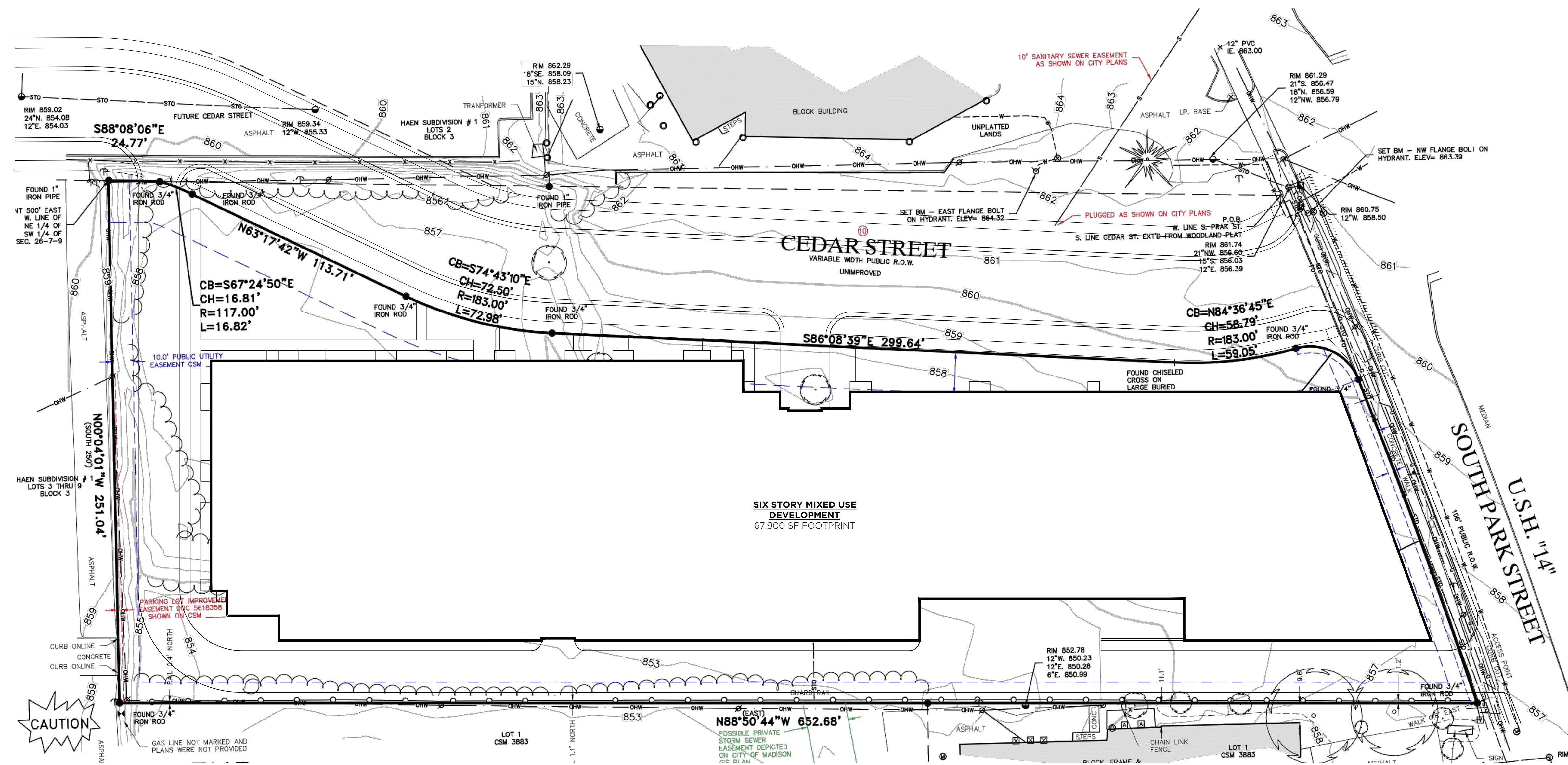
SHEET INFORMATION

DATE	08-18-2020
PROJECT NUMBER	TOSITE

SET TYPE

URBAN DESIGN COMMISSION
INFORMATIONAL SUBMITTAL

PROPOSED SITE PLAN



SITE PLAN
SCALE 1" = 30'-0"
0' 15' 30' 45'

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TRUMAN OLSON SITE
MADISON, WISCONSIN

DRAWING ISSUANCE HISTORY

UDC INFORMATIONAL SUBMITTAL 09-01-2020

SHEET INFORMATION

DATE 08-18-2020

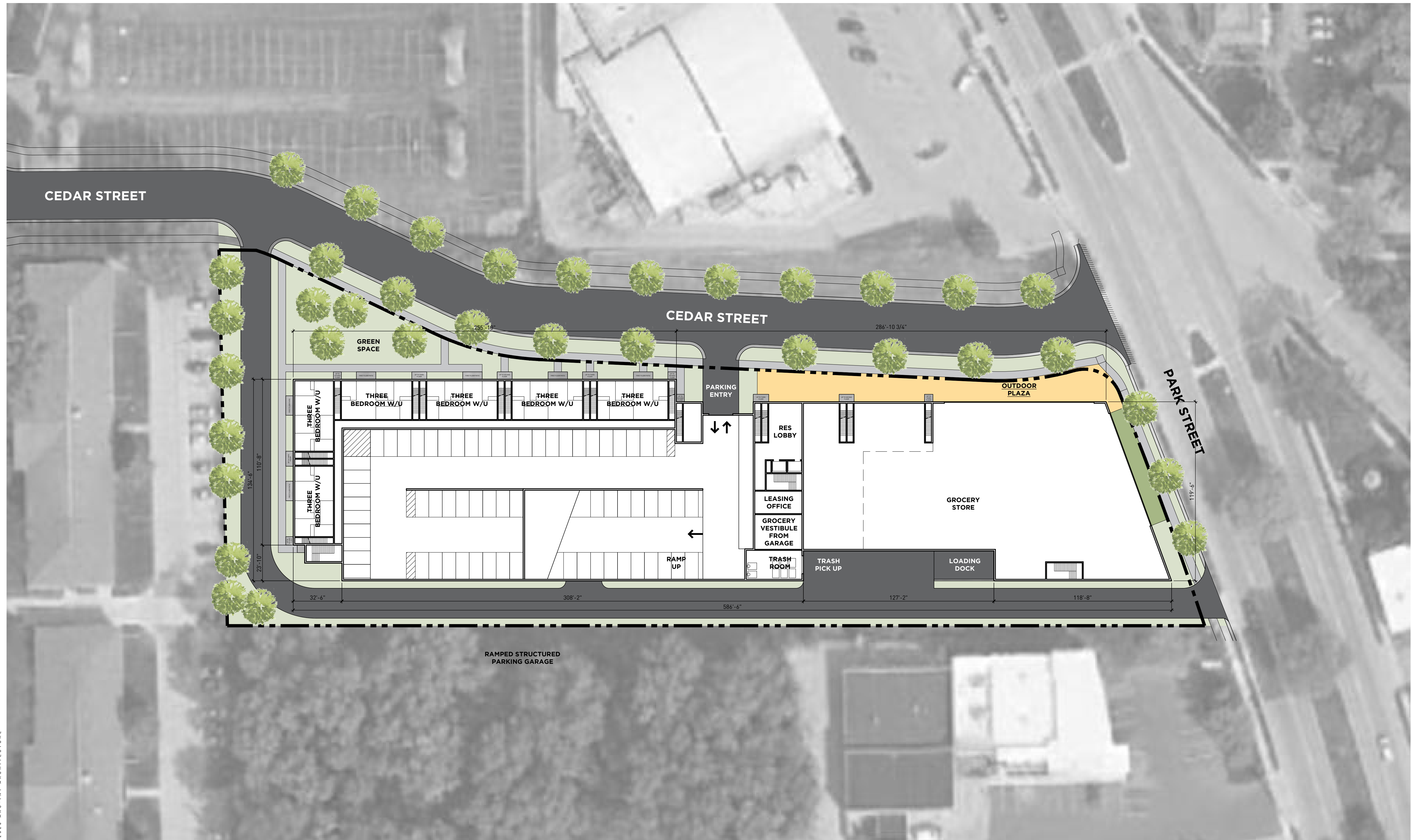
PROJECT NUMBER TOSITE

SET TYPE

URBAN DESIGN COMMISSION
INFORMATIONAL SUBMITTAL

PROPOSED GROUND FLOOR PLAN

A1.3





ARC-INT ARCHITECTURE



PROJECT INFORMATION

FOURTEEN02 ON PARK
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TRUMAN OLSON SITE
MADISON, WISCONSIN

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UDC INFORMATIONAL SUBMITTAL 09-01-2020

SHEET INFORMATION

DATE 08-18-2020

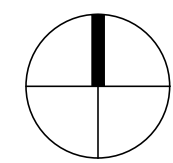
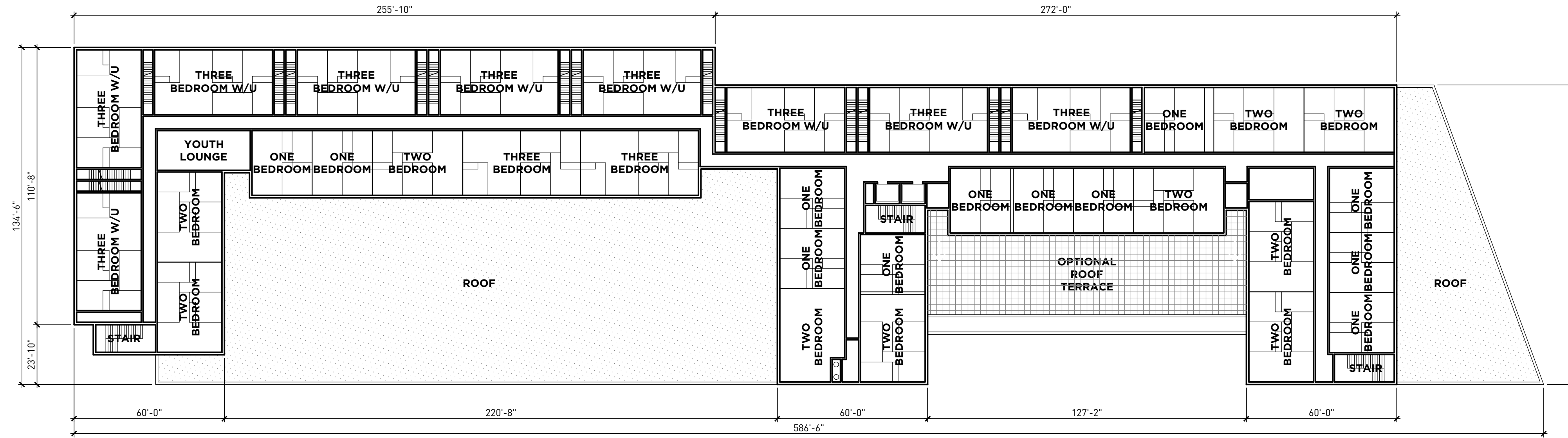
PROJECT NUMBER TOSITE

SET TYPE

URBAN DESIGN COMMISSION
INFORMATIONAL SUBMITTAL

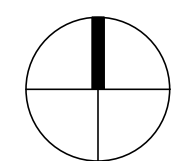
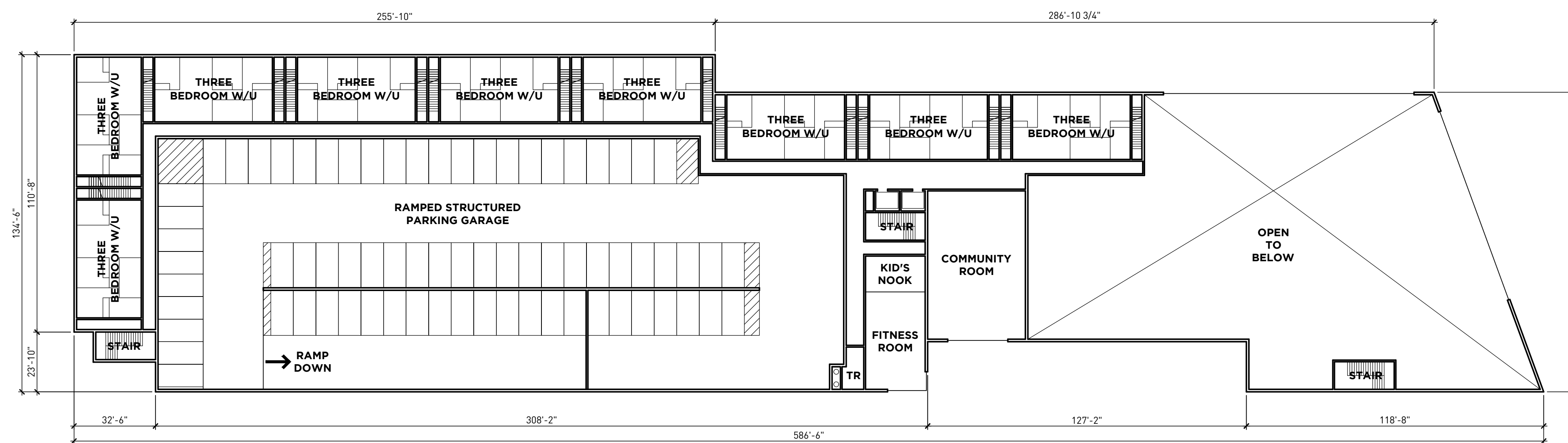
PROPOSED BUILDING FLOOR PLANS

A1.4



THIRD FLOOR PLAN

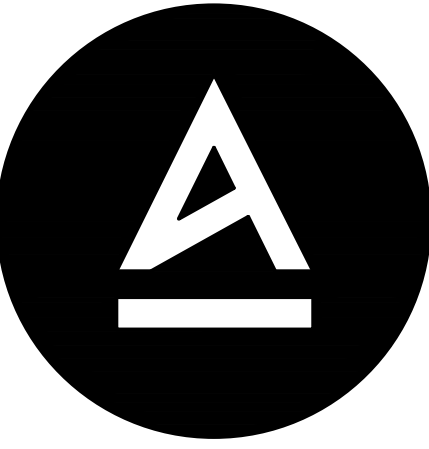
SCALE 1" = 30'-0"



SECOND FLOOR PLAN

SCALE 1" = 30'-0"





ARC-INT ARCHITECTURE



PROJECT INFORMATION

FOURTEEN02 ON PARK MIXED-USE DEVELOPMENT

TRUMAN OLSON SITE
MADISON, WISCONSIN

DRAWING ISSUANCE HISTORY

UDC INFORMATIONAL SUBMITTAL 09-01-2020

SHEET INFORMATION

DATE 08-18-2020

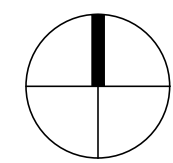
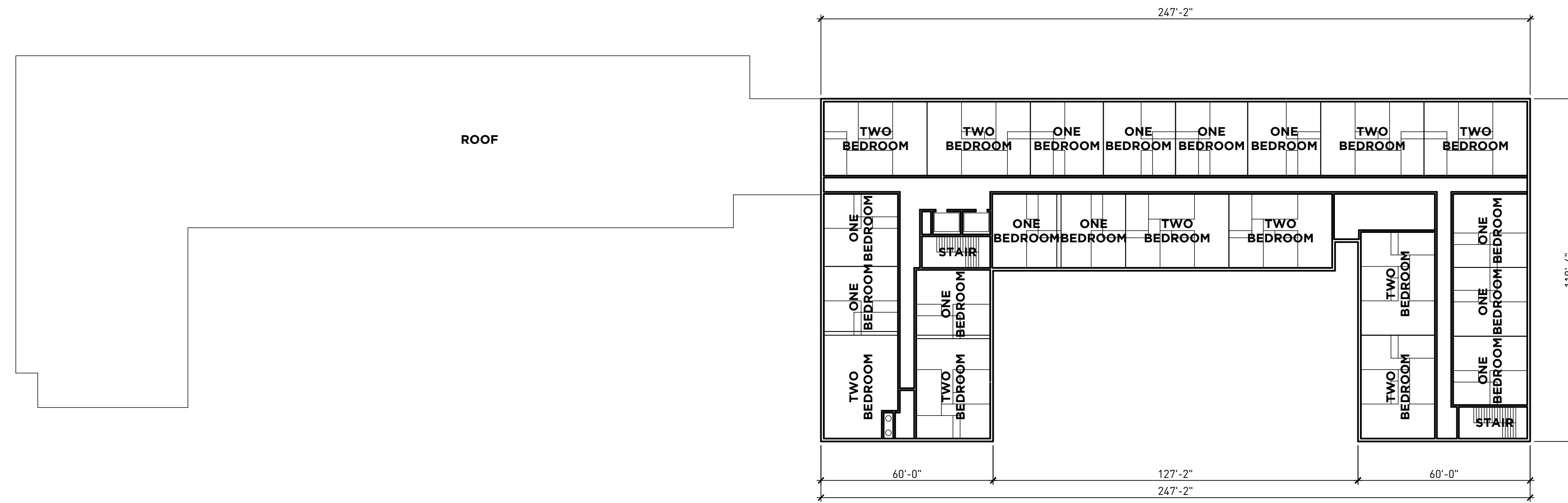
PROJECT NUMBER TOSITE

SET TYPE

URBAN DESIGN COMMISSION
INFORMATIONAL SUBMITTAL

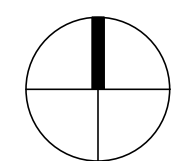
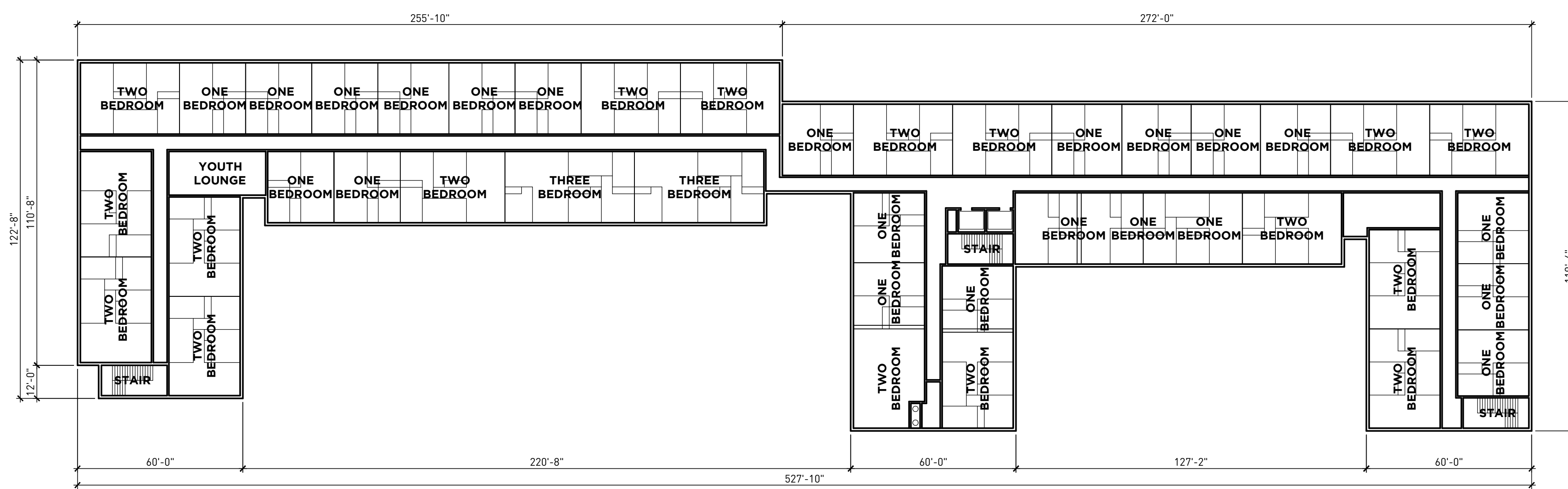
PROPOSED BUILDING FLOOR PLANS

A1.5



SIXTH FLOOR PLAN

SCALE 1" = 30'-0"



FOURTH AND FIFTH FLOOR PLANS

SCALE 1" = 30'-0"



EAST EXTERIOR ELEVATION

SCALE 1" = 20'-0"



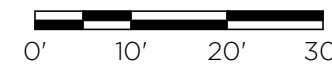
WEST EXTERIOR ELEVATION

SCALE 1" = 20'-0"



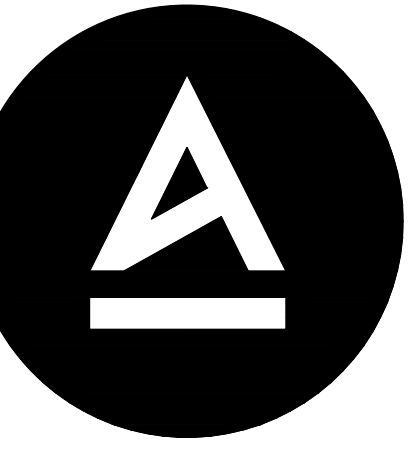
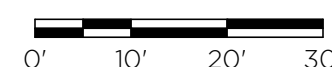
NORTH EXTERIOR ELEVATION

SCALE 1" = 20'-0"



SOUTH EXTERIOR ELEVATION

SCALE 1" = 20'-0"



ARC-INT ARCHITECTURE



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SHEET INFORMATION

DATE 08-18-2020

PROJECT NUMBER TOSITE

SET TYPE

URBAN DESIGN COMMISSION
INFORMATIONAL SUBMITTAL

PROPOSED BUILDING EXTERIOR
ELEVATIONS

A1.6