



**TO:**

City of Madison – Planning Division  
126 S. Hamilton Street  
Madison, WI 53701

**RE:**

Zoning Text PD-SIP

**PROJECT:**

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

**AYA Project # 59830**

May 10th, 2017  
Page 1 of 1

**Legal Description:** See attached Exhibit A.

**A. Statement of Purpose:** This original Planned Development zoning district is established to allow for the construction of a mixed-use development with 157 apartments plus 12,181 square feet of commercial space and 7,928 square feet for 5 live-work units.

**B. Permitted Uses:** Following are permitted uses:

- 1) Multifamily residential uses as shown in approved plans.
- 2) Commercial uses as allowed in the TSS District or as allowed in the approved
- 3) PUD-GDP and reproduced in the attached Exhibit B.
- 4) Live-work units as shown on the plans.
- 5) Accessory uses including but not limited to:
  - a) Accessory uses directly associated with those permitted uses including parking for residents and guests.
  - b) Temporary buildings for storage of building materials and equipment for construction purposes when on the same lot as a principle use for a period not to exceed the duration of such construction.

**C. Lot Area:** As shown on the approved plans.

**D. Height Regulations:** As shown on the approved plans.

**E. Yard Regulations:** As shown on the approved plans.

**F. Landscaping:** Site Landscaping will be provided as shown on the approved plans.

**G. Usable Open Space Requirements:** Usable open space will be provided as shown on the approved plans.

**H. Parking & Loading:** Off-street parking and loading shall be provided as shown on the approved plans.

**I. Family Definition:** The family definition shall coincide with the definition given in M.G.O. 28.211 for the TR-V2 zoning district.

**J. Signage:** Signage for the residential buildings will be allowed as per the TSS zoning district or as provided in the approved PD-SIP plans or as a minor alteration to the approved PD-SIP.

**K. Alterations and Revisions:** No alteration or revision of this Planned Unit Development shall be permitted unless approved by the City Planning Commission, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Architectural Review Committee, Director Of Planning and Development and the alderperson of the district and are compatible with the concept approved by the City Planning Commission.

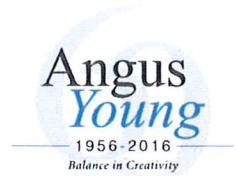


## T. Wall Enterprises

### Parking Management Plan

**Parking Management Plan** - Underground parking spaces will be assigned with the execution of a lease parking addendum. The parking area is accessible with a garage door opener or through key card access at the side "man-door". The management team will enforce proper parking, and will work with Madison Parking Enforcement as necessary. For security purposes, there will be video monitoring in a number of locations in the underground parking area. Maintenance staff will perform daily trash pickup and cleaning in the parking area.

- a. Underground Parking – 159 stalls
- b. Park Street Parking - 10 existing stalls
- c. Sweeney Lot (1008 Fish Hatchery Rd.) – 8 Stalls
- d. Total – 177 Stalls
- e. Existing Transit Stop – S. Park St. and Fish Hatchery Rd. just adjacent to site
- f. Bike Parking – Parking Level Stalls = 48, Secured Bike Storage Room = 76, Sidewalk/Grade Level = 16. Total = 140
- g. Lease will include language that City of Madison-street parking permits are not available for residence of the Peloton Residences development.
- h. Street level entries (Fish Hatchery Rd. and South St.) to parking areas will have secured doors that will make surface parking available to patrons, guests, residents, and customers of the multi-family and commercial spaces between 8 a.m. and 6 p.m. and available to resident/guests only outside of those hours.



**TO:**

City of Madison – Planning Division  
126 S. Hamilton Street  
Madison, WI 53701

**RE:**

**Letter of Intent – Land Use Application for Plan Commission**

**PROJECT:**

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

**August 18th, 2017  
Page 1 of 5**

**AYA Project # 59830**

The following is submitted together with the plans and application for review by City staff and the Urban Design Commission. 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 and Urban Design Application

**Organizational Structure:**

**Owner/ Developer:**

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

**Site Engineer:**

**Vierbicher  
999 Fourier Drive, Suite 201  
Madison, WI 53717  
608-821-3966  
Contact: Joe Doyle  
[jdoyle@vierbicher.com](mailto: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](mailto:jeffd@angusyoung.com)**

**Landscape Design:**

**The Bruce Company  
2830 Parmenter Street  
PO Box 620330  
Middleton, WI 53562  
608-836-7041  
Contact: Rich Strohmenger  
[rstrohmenger@brucecompany.com](mailto:rstrohmenger@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.

**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 4<sup>th</sup> level units are lofts, which consist of an internal 2<sup>nd</sup> level. The buildings will contain (157) apartment units, 11,541 gsf of commercial (including 1<sup>st</sup> level of live/work units and 6<sup>th</sup> level commercial/ community space), and (5) live-work units totaling 7,814 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 UW/ Wingra Clinic plan provided a shared drive for vehicular access to the site from either Park Street or Fish Hatchery. 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 128 bicycle parking stalls, 80 of which are in a secured room. There are an additional 26 bike stalls on the grade level for guests and people visiting the commercial spaces.

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 curtain 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. It will feature aluminum fins on the curtain wall to emphasize the verticality of the point element, and create an undulating appearance that changes based on your viewpoint. 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 curtain wall and aluminum storefront. The large divided lite windows will be fiberglass, and smaller residential windows will be vinyl.

### **Urban Design District 7 Guidelines and Approach:**

#### **1. Building Setbacks and Orientation**

- a. Requirements:
  - i. Current setbacks meet the requirement of between 1-10’
- b. Guidelines:
  - i. The main entry to the resident lobby is on Park Street. A secondary entrance is on Fish Hatchery.

#### **2. Building Massing and Articulation**

- a. Requirements:
  - i. All 3 street facades are designed with the same high level of quality and aesthetic.
  - ii. There are no “blank” street facades or walls.

- iii. We have provided recessed entries, planter boxes with 18" high seat walls for pedestrians, pedestrian scale canopies and awnings, and outdoor seating around the live work units.
- iv. Mechanical equipment will be located on the roof, hidden from view.
- b. Guidelines:
  - i. The facades have much variation in both height, material, and textures to give it an interesting and varying façade. The Park Street façade is sectioned into 3 different "buildings." We have treated the loft level (top) floor as a visual termination for the building. Material changes on the top level, and a strong roofline becomes the "cap" of the façade. At the point, we are providing a contrasting roofline that terminates the curtain wall.
  - ii. The point contains an entry into the commercial space with a canopy that cantilevers over a small plaza space at the intersection of Fish Hatchery and Park Street.
  - iii. See above building design concept for more information on Building Massing and Articulation.

### 3. Building Height

- a. Requirements:
  - i. The buildings range from 3-6 stories in height. Requirement is 4 stories max, with a possible bonus 2 stories where applicable.
- b. Guidelines:
  - i. This project is located on an iconic flat iron site, which lends itself to additional height at the prow. From a code standpoint, this is a 5 story building with 6 stories of height.

### 4. Windows

- a. Requirements:
  - i. The ground floor of the commercial spaces are primarily aluminum storefront windows for visibility and a pedestrian friendly streetscape.
- b. Guidelines:
  - i. Each commercial space entry will have glass doors and a canopy or awning with signage to announce the entry.
  - ii. The curtain wall at the point will be a mixture of spandrel glass at the floor levels and vision glass for the remainder. This will not be mirrored and will have a slight tint to it for light control.

### 5. Materials and Colors

- a. Requirements:
  - i. Exterior materials are a mixture of brick veneer, cast stone/ limestone base, and composite panels.
- b. Guidelines:
  - i. All materials will be appropriate colors with the red accents contrasting the neutral masonry colors and are consistent with the project branding.

### 6. Signage

- a. Guidelines:
  - i. Signage will be a mixture of building mounted signs and awning signs.
  - ii. The "Peloton" branding signs will be internally lit freestanding sign on both Fish Hatchery and Park Street at the point.
  - iii. The address "1010" will be a building mounted sign as shown on the renderings.
  - iv. Each tenant will have an awning sign, and each live work unit will have a free standing canopy sign.

### 7. Parking and Service Areas

- a. Requirements:
  - i. Parking is all located underground. The entrance to this parking garage is off the South façade via garage door.

- ii. The trash collection is an enclosed room, which is located on the South façade. This room is accessed via overhead door and man door.

**8. Landscaping and Open Space**

- a. Requirements:
  - i. The screening requirements are not applicable in this project.
- b. Guidelines:
  - i. We are providing foundation planter boxes that double as a pedestrian seat wall in several locations surrounding the 3 facades.
  - ii. We are providing a 3' setback on Fish Hatchery for a landscaping buffer.
  - iii. The project includes a landscaped plaza internal to the residences.

**9. Site Lighting and Furnishings**

- a. Requirements
  - i. We will be providing full cut off fixtures and this information will be submitted at a later date.
- b. Guidelines
  - i. The building will be accent lighted appropriately to highlight the architectural features and provide enough pedestrian light at grade.
  - ii. Bike racks and planter boxes are shown on the plans and are designed to be integrated into the building design.
  - iii. Bicycle storage room is located in the lower level parking garage.

**Construction Schedule:**

The project is intended to start construction February of 2018, and deliver by May of 2019.

**Site Development Data:**

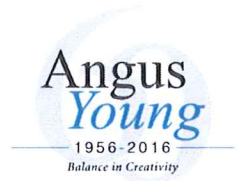
Densities:

Lot area	71,647 sf or 1.64 acres
Dwelling units	157 units
Lot Area/ D.U.	456 sf/ unit
Density	95.2 Units/ Acre
Lot Coverage	57,674 sf

Dwelling Unit Mix:

Live/Work:	5
Studio:	31
Studio Loft:	5
1 Bedroom:	75
1 Bedroom Loft:	10
2 Bedroom:	35
2 Bedroom Loft:	1
<b>Total:</b>	<b>162</b>

Building Height: 3-6 Stories



Floor Area Ratio:	
Commercial	11,541 gsf
Live/ Work Space	7,814 gsf
Parking/ Support Spaces	57,909 gsf
Residential	167,472 gsf
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Gross Floor Area	244,736 gsf
Floor Area Ratio	3.416

Vehicle Parking Stalls:	
Lower Level	159

Bicycle parking stalls:	
Parking Level	48
Secured Bike Storage Room	80
Sidewalk/ grade level	26

Thank you for your time reviewing our proposal.

Sincerely,

Jeff Davis, AIA



**T. Wall Enterprises**  
Mgt LLC

**TO:**

City of Madison – Planning Division  
126 S. Hamilton Street  
Madison, WI 53701

**RE:**

**Changes in Plan Commission/ Land Use Submittal**

**PROJECT:**

**Peloton Residences**

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This letter serves to outline the items that have been changed/ addressed due to Planning commission feedback at the July 10<sup>th</sup> Plan Commission meeting.

1. On Fish Hatchery, we have set the building back an additional 3' from the property line. This allowed for a 3' landscaping buffer between the building and sidewalk.
2. On Fish Hatchery, we've increased the sidewalk to 6' in width based on Traffic Engineering recommendations.
3. We've worked with forestry and the fire department to adjust the street tree spacing and species to both meet fire aerial access requirements and forestry requirements and recommendations.
4. On South Street, we have moved the exterior building wall in 8" to allow for a 26' wide fire aerial access lane the length of South Street.
5. We've attached and provided a shadow study of the building as well as the interior courtyard.
6. We've attached and provided a terrace exhibit to show all existing and new terrace dimensions from curb to property line and building.
7. Updated Site and Landscape plans reflecting the above are attached.
8. Updated Architectural Floor plans and elevations are attached.
9. Updated renderings reflecting the above are attached.

Creating Places Where People Interact®

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