

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: _____	Action Requested
UDC MEETING DATE: _____	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

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PROJECT ADDRESS: 309 West Johnson Street

ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals) <u>Hovde Properties</u>	ARCHITECT/DESIGNER/OR AGENT: <u>Eppstein Uhen Architects</u>
<u>122 West Washington Avenue, #101</u>	<u>222 West Washington Avenue, #605</u>
<u>Madison</u>	<u>Madison</u>

CONTACT PERSON: Steve Holzhauser
Address: Eppstein Uhen Architects
222 West Washington Avenue, #605
Phone: 442-6688
Fax: _____
E-mail address: steveh@eua.com

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



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May 9, 2012

**Re: Urban Design Commission Informational Review
Proposed Mixed Use Development
309 West Johnson Street
Hovde Properties**

Project Description

Hovde Properties is in the preliminary design stage for a new mixed-use building development proposed for the 300 block of West Johnson Street. The site is comprised of two parcels: approximately 40,308 square feet (.9253 acre), controlled by Hovde Properties and approximately 12,000 square feet (.275 acre), which is presently occupied by the Madison Fire Department's administration headquarters.

The project is anticipated to be constructed in a single construction phase and will occupy approximately 500,000 gross square feet. Major components include:

- A high-rise apartment tower constructed between West Johnson and Dayton with approximately 200 market rate residential units
- A mid-rise residential structure on the present site of the Fire Department headquarters housing approximately 60 student-oriented apartments
- Ground floor retail space along Johnson Street
- Approximately 22,000 square feet of commercial office space for the Fire Department headquarters
- Approximately 10,000 square feet of additional commercial office space
- Structured parking offering up to 324 stalls within the building

An Informational review is requested to obtain initial reaction and direction to the building's height, massing and street presence prior to undertaking more detailed design work. In addition to meetings with City staff, the development team has presented early working concepts of the project to Capitol Neighborhoods, Inc. and their delegated steering committee (minutes attached).

Mifflin District, CNI Steering Committee
309 West Johnson St. Hovde Proposal Minutes
Monday, April 30, 2012

Attendees: Pete Ostlind, Scott Kolar, Davy Mayer, Rosemary Lee, Larry Warman, Lori Bond, Pat Murphy
Absent: Peggy LeMahieu

Guests: Alder Mike Verveer, Clay Christenson, MFD

Development Team: Mike Slavish, Hovde Properties; Vic Villacrez, Hovde Properties; Paul Raisleger, Eppstein Uhen Architects; Cliff Goodhart, Eppstein Uhen Architects; Steve Klaven, J. H. Findorff & Son, Inc.

Start: 7:00pm End: 9:20pm

Kolar called the meeting to order. Introductions and disclosures are made. Kolar turns the meeting over to Slavish for the development team's presentation.

Proposed Development

- Maximum height: Capitol view limit (13 stories)
- Number of units: 175-225
- Parking stalls: 200-250 (potentially 350-400, see below)
- Retail 10k-15k sf
- MFD space 22k-25k sf

Proposed Schedule

5/14 Steering committee meeting
5/16 UDC Informational
6/21 Neighborhood meeting
8/8 UDC initial approval
10/17 UDC final approval
11/5 Plan Commission
11/27 Common Council
Demo - Late 2012
Construction start - Early 2013
Occupancy - Summer 2014

Changes since the April 14 neighborhood meeting:

- Findorff selected as the general contractor.
- Desire for a single construction phase.
- Desire to include current Fire Department Administration building property in the development.
- Possibility of adding student oriented housing as part of the mixed use. The tower with student oriented housing would be located on the site of the fire admin building. There would be separate entrances for the workforce and student oriented housing. If included the total number of units would be closer to 225. If the proposal is all workforce housing the total number of units would be closer to 175. Steering committee members did not express any objections to the inclusion of student oriented housing in the proposal.
- Possibility of an additional level of below grade parking. Would like the additional parking, but the water table is close to the surface. Having soil samples taken to determine if it will be feasible.
- Proposed extension of the main tower at capitol view height into the area designated in the proposed Downtown Plan at 8 stories. Developer proposed this in a letter to city staff. They indicated city staff's initial reaction was positive. Steering committee members did not express any objections.

Neighborhood concerns

- Parking - Needs to be adequate bike/moped parking, at least 1:1 ratio of bike/moped stalls to bedrooms. Parking ramp has to accommodate all types of parking needs of residents, fire department employees, commercial space patrons, and Hovde employees. Concerned there will not be adequate space for all parking needs if the second below grade parking level is not feasible.
- Adequate space for building services:
 - trash bin storage
 - trash removal
 - commercial space deliveries
 - resident move in/out
- Potential loss of public parking stalls on W Johnson St.
- Availability of pick-up/drop-off space for retail stores on W Johnson St.
- Impact on W Johnson St traffic patterns of parking ramp entrance.
- Increased potential for conflict between emergency vehicles and pedestrian, bike, moped, and motor vehicle traffic. Particularly at the Dayton St parking ramp entrance.
- Impact on residents, pedestrians, neighbors of noise/fumes/exhaust from building mechanical systems.
- Impact on neighbors' views from fire department antennas or other equipment located on main tower roof.

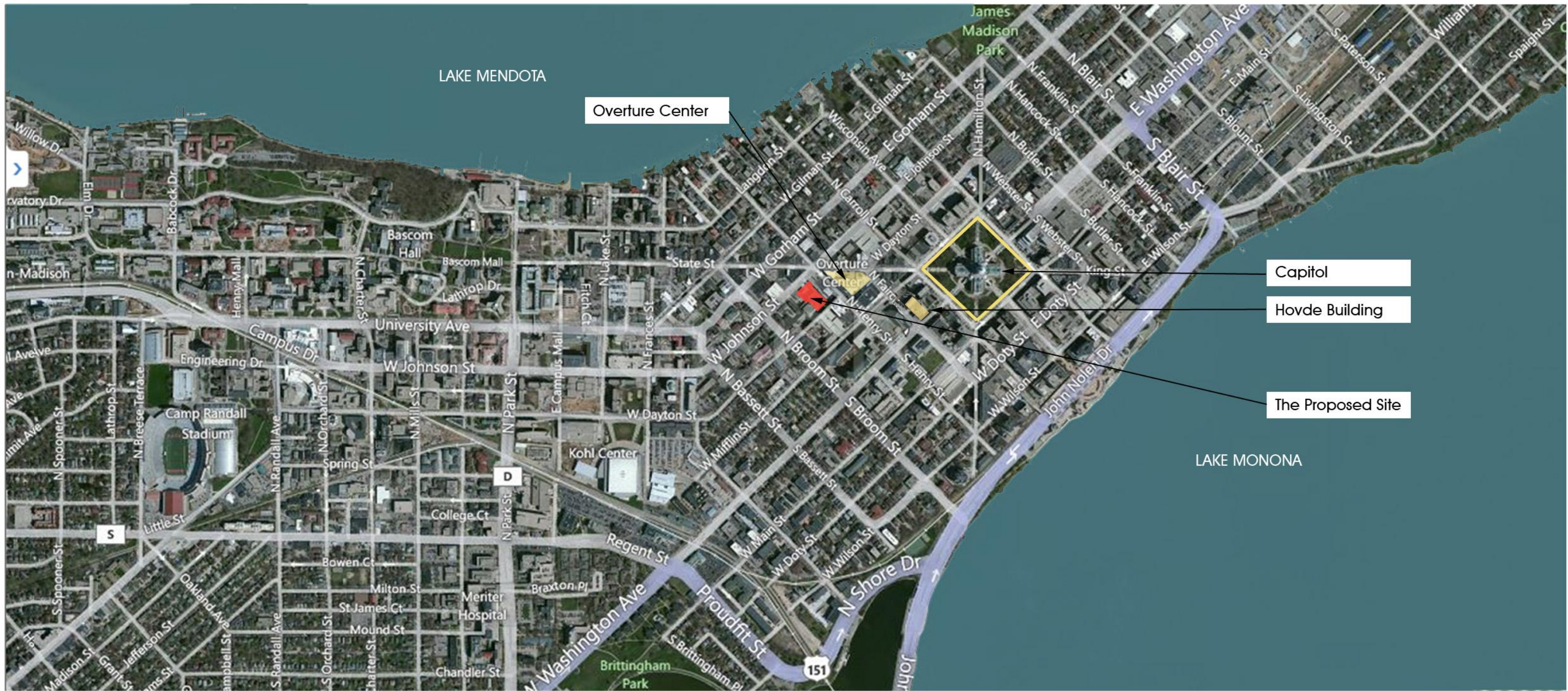
Neighborhood desires/suggestions

- Physical separation between workforce and student oriented housing units with separate entrances.
- High degree of building soundproofing from external sources and between workforce and student oriented housing units.
- Wheelchair accessible residential units located on the ground floor.
- Electric car recharging capability.
- Bike work area.

Next meeting - Monday, May 14, 2012, 6:00pm, Capitol Centre Apartments Community Room, 344 W Dayton St. to discuss the proposal as submitted for the development team's informational presentation to the UDC on May 16, 2012.

Documents to be provided to the Steering Committee:

- Presentation made to the Steering Committee on April 30.
- The letter sent to Brad Murphy regarding the plan to extend the capitol view height into the 8 story area.
- Presentation submitted on May 9 for the May 16 UDC informational presentation.



Site Location

309 W. Johnson Street
Madison, Wisconsin



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View of Site From Overture Ramp



View of Site From Overture Ramp



View of Site From Overture Ramp



Johnson Street View



Dayton Street View



Dayton Street View

Context Photos

309 W. Johnson Street

Madison, Wisconsin



Johnson Street View



Johnson Street View



Johnson Street View



Johnson Street View



Johnson Street View

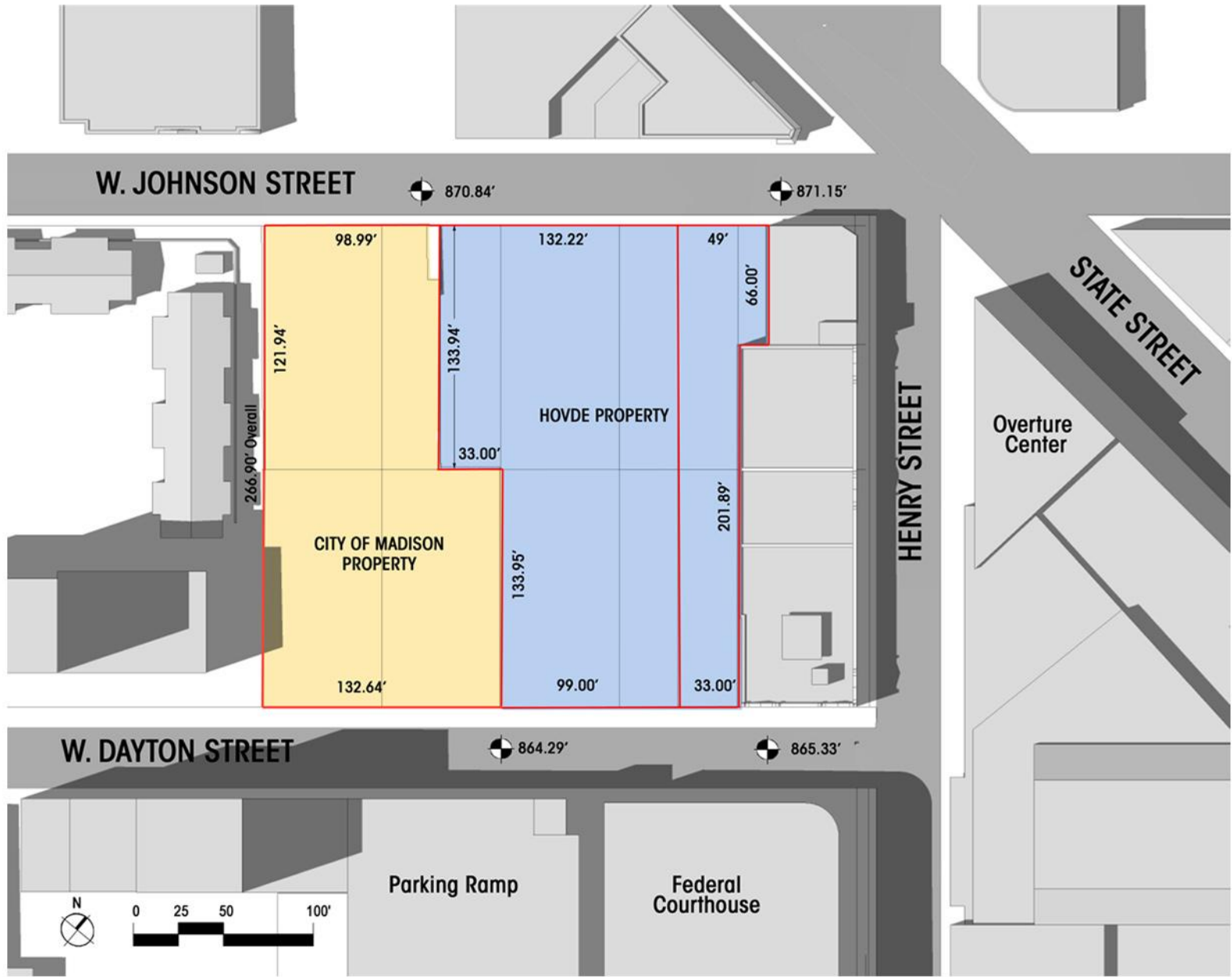


State Street View

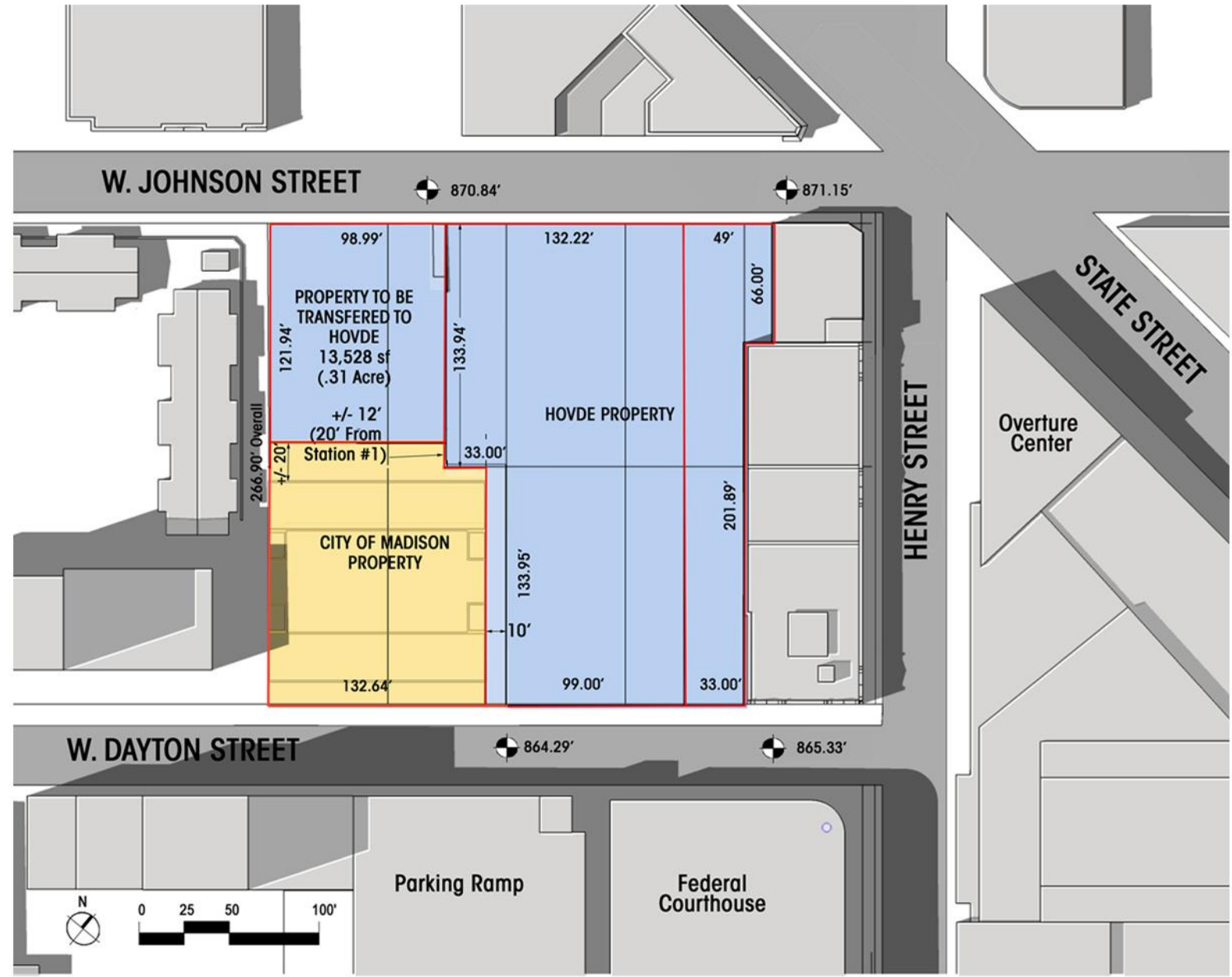
Context Photos

309 W. Johnson Street

Madison, Wisconsin



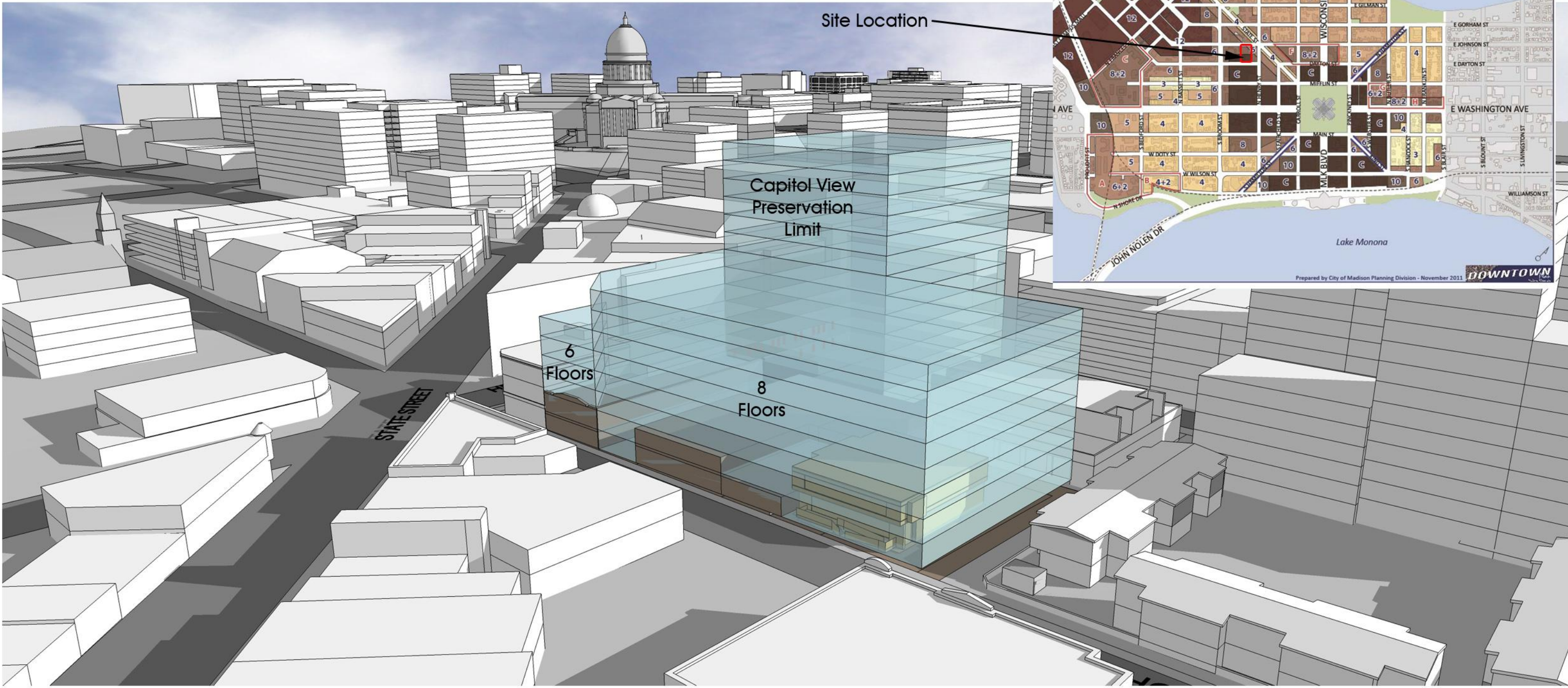
Existing Properties



Proposed Properties

Property Designations

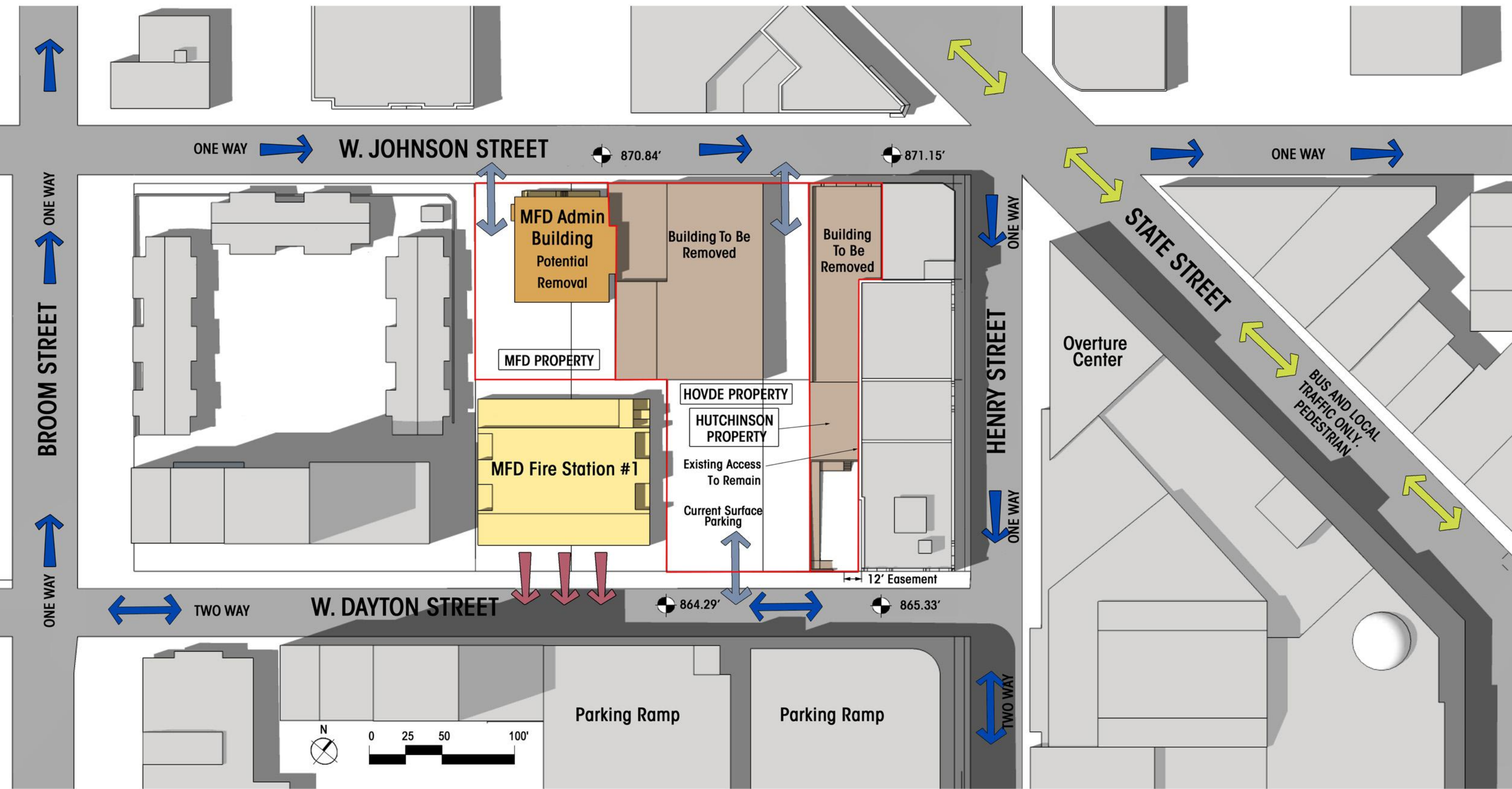
309 W. Johnson Street
Madison, Wisconsin



Southwest View Buildable Height According to Proposed Downtown Plan

309 W. Johnson Street
Madison, Wisconsin

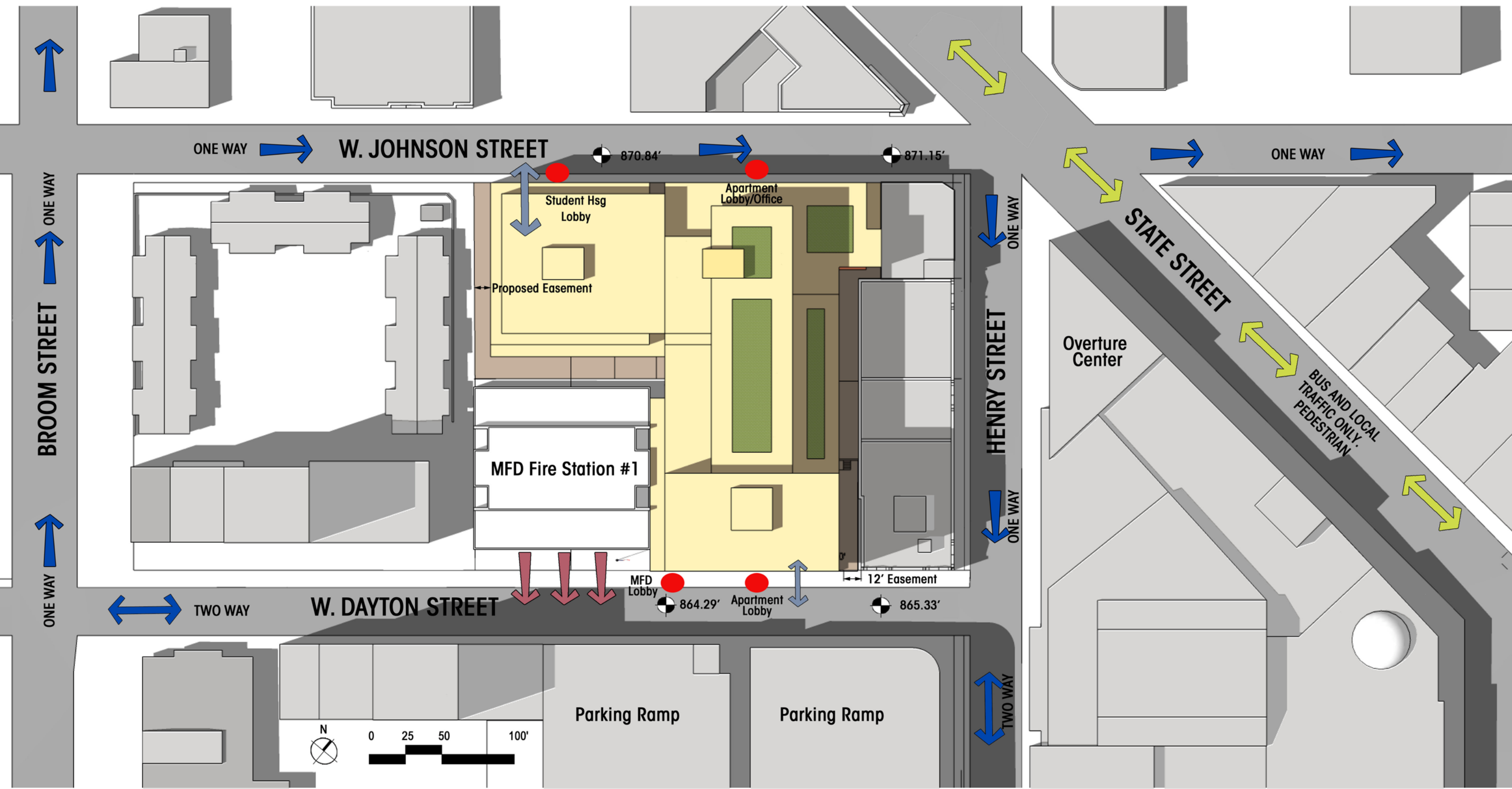




Existing Site Plan

309 W. Johnson Street
Madison, Wisconsin





Proposed Site Plan

309 W. Johnson Street
Madison, Wisconsin



Lower Level 2



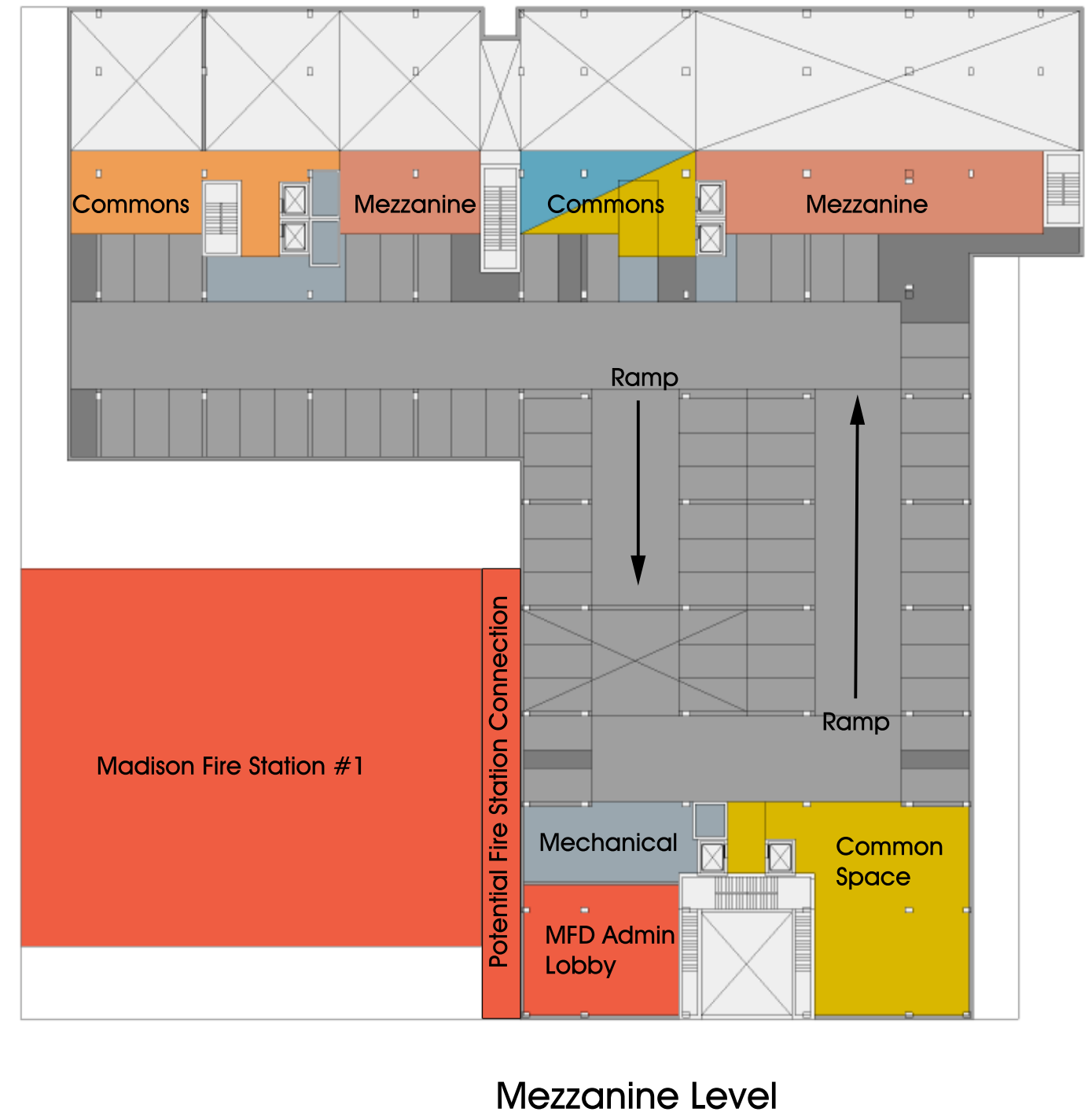
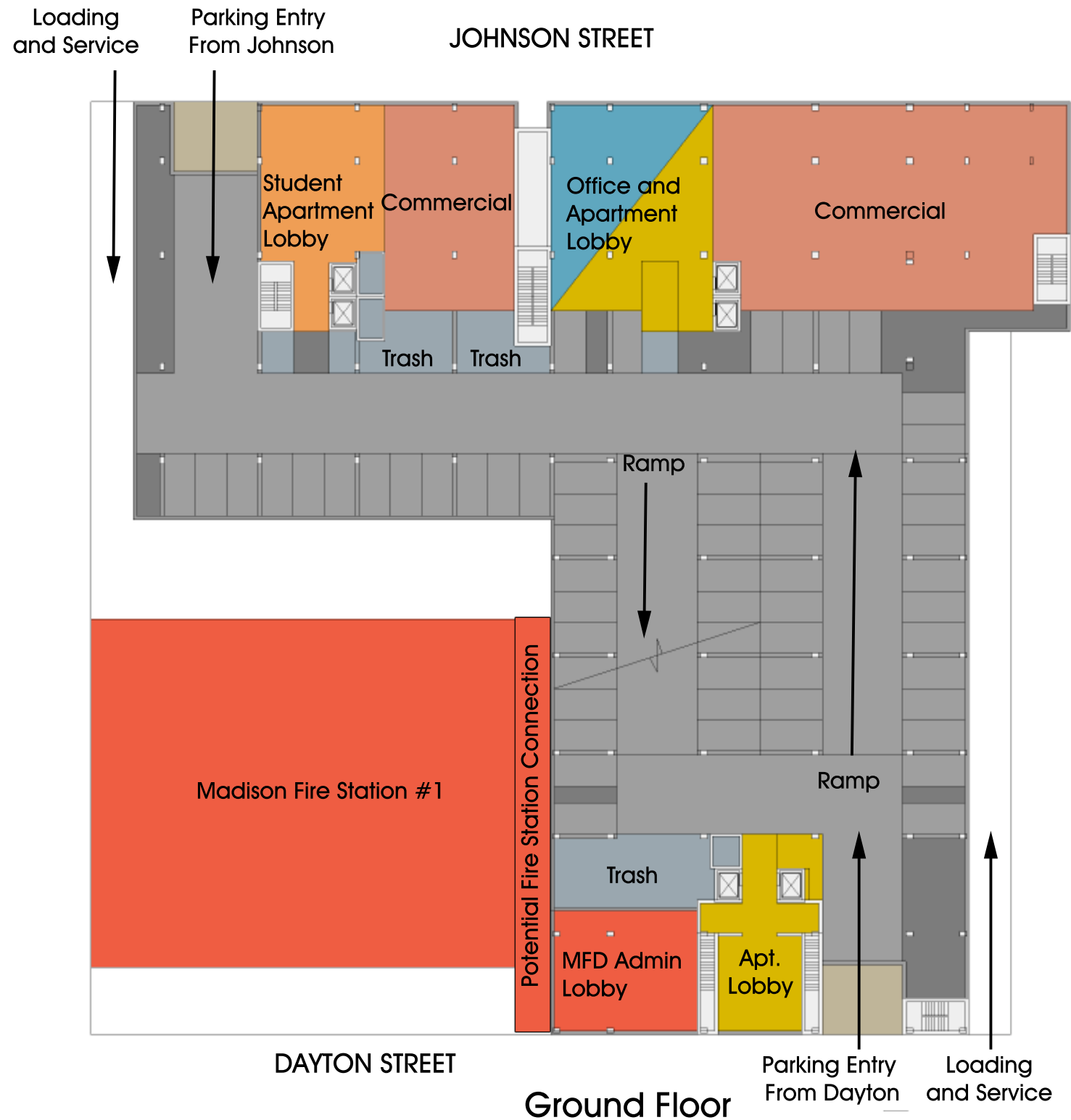
Lower Level 1



Floor Plans

309 W. Johnson Street
Madison, Wisconsin

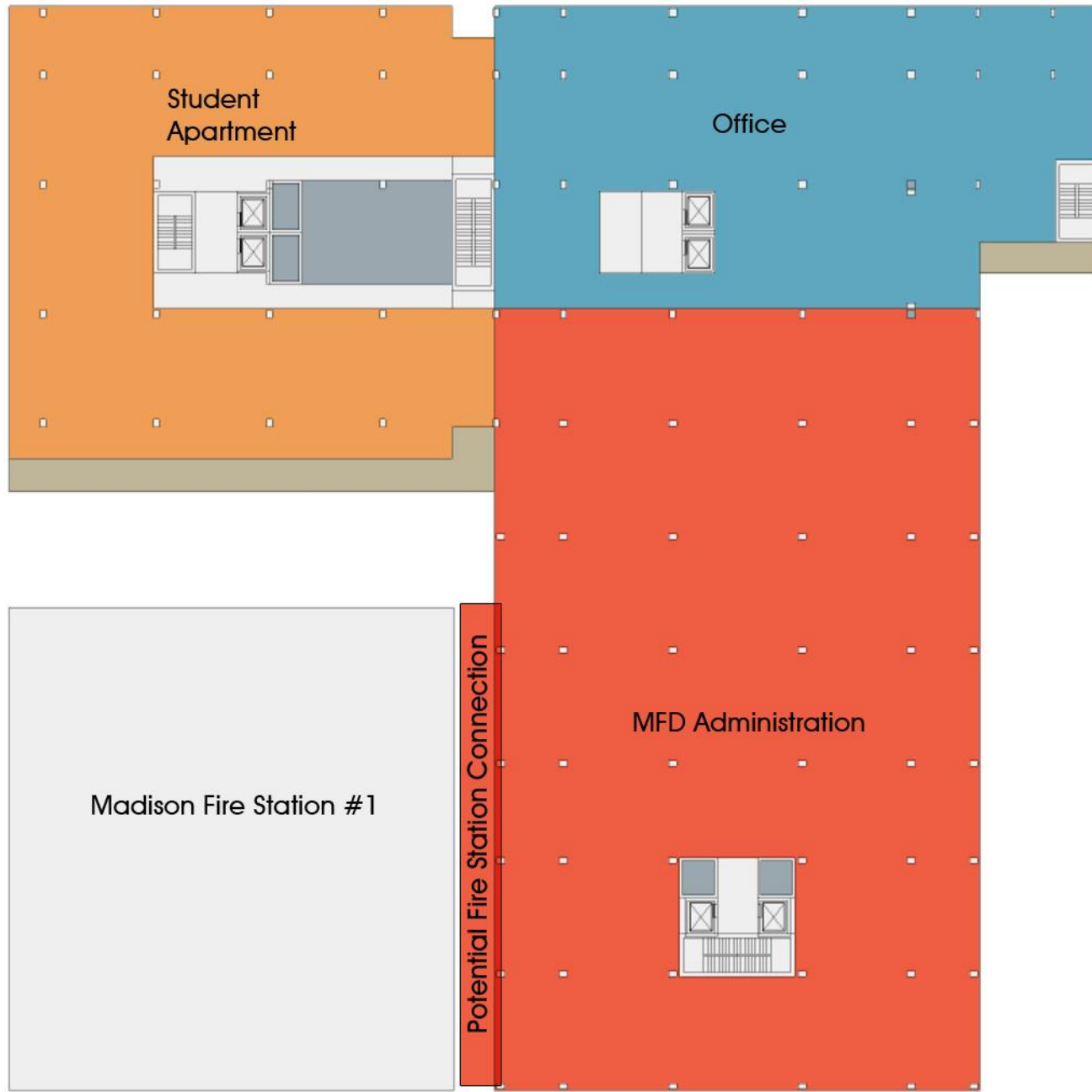




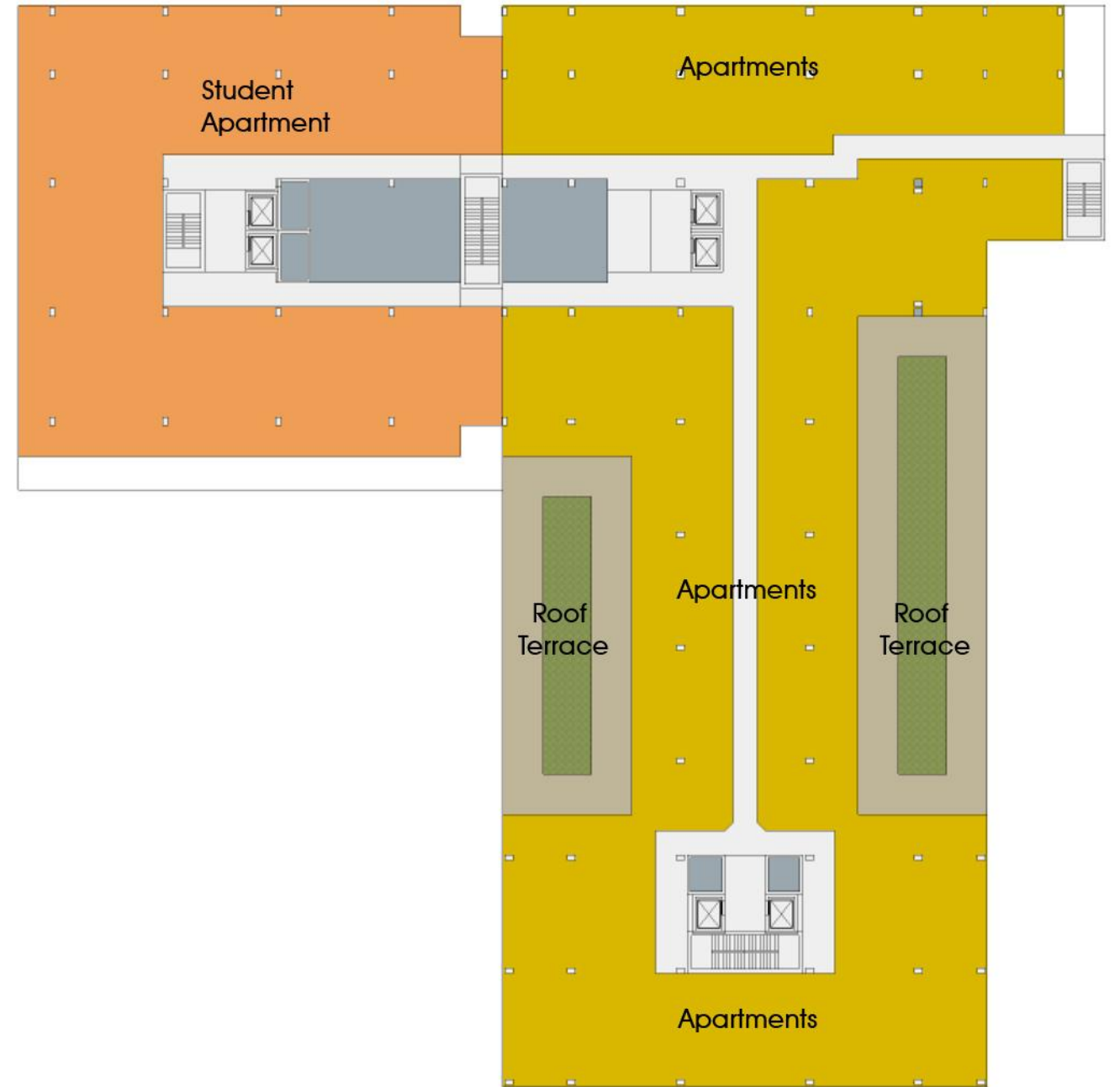
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309 W. Johnson Street
Madison, Wisconsin

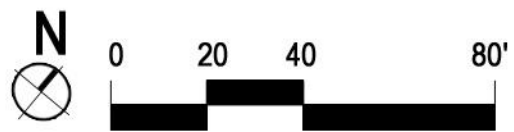




Floor 2



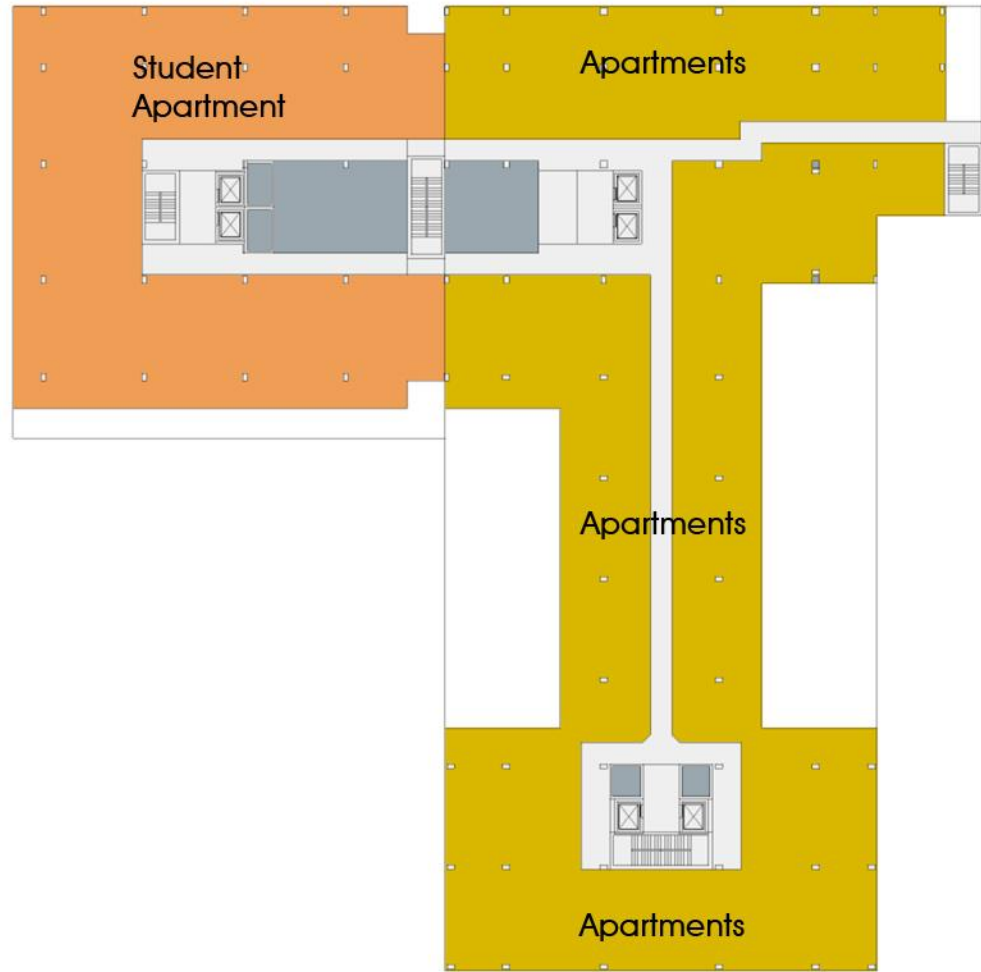
Floor 3



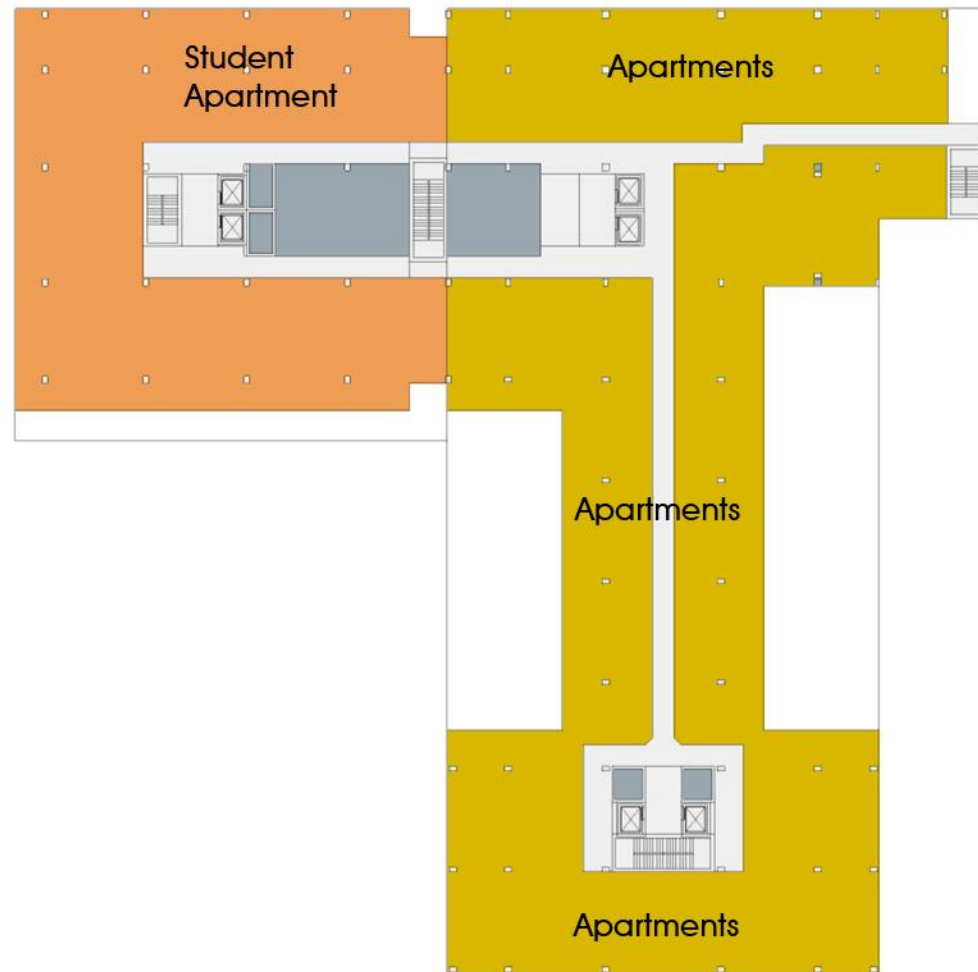
Floor Plans

309 W. Johnson Street
Madison, Wisconsin

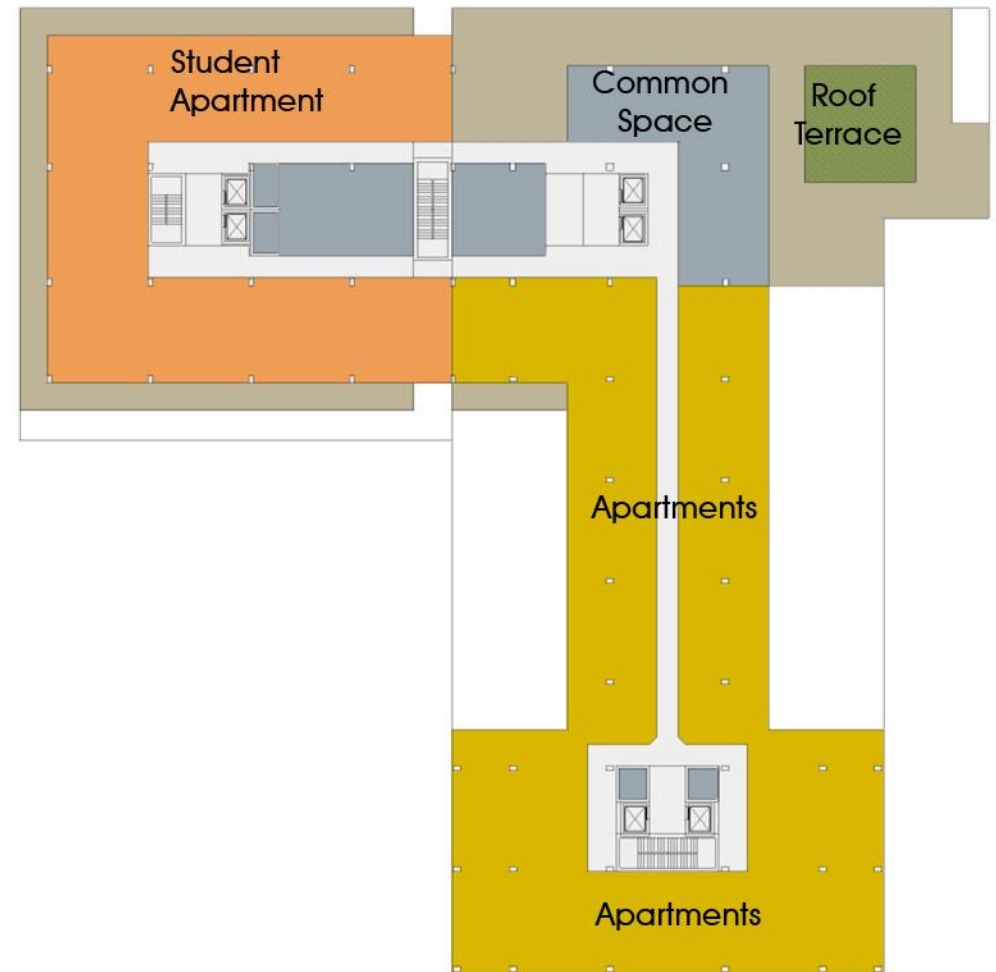




Floor 4-5



Floor 6



Floor 7

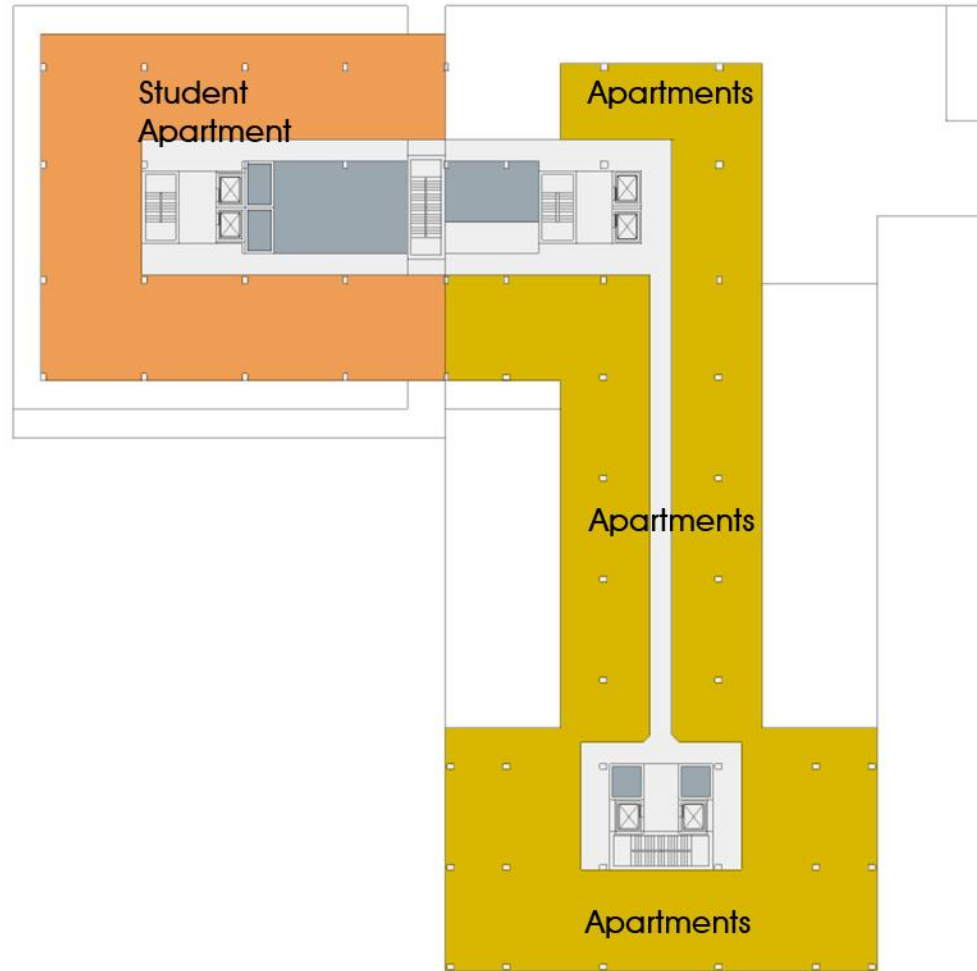


Floor Plans

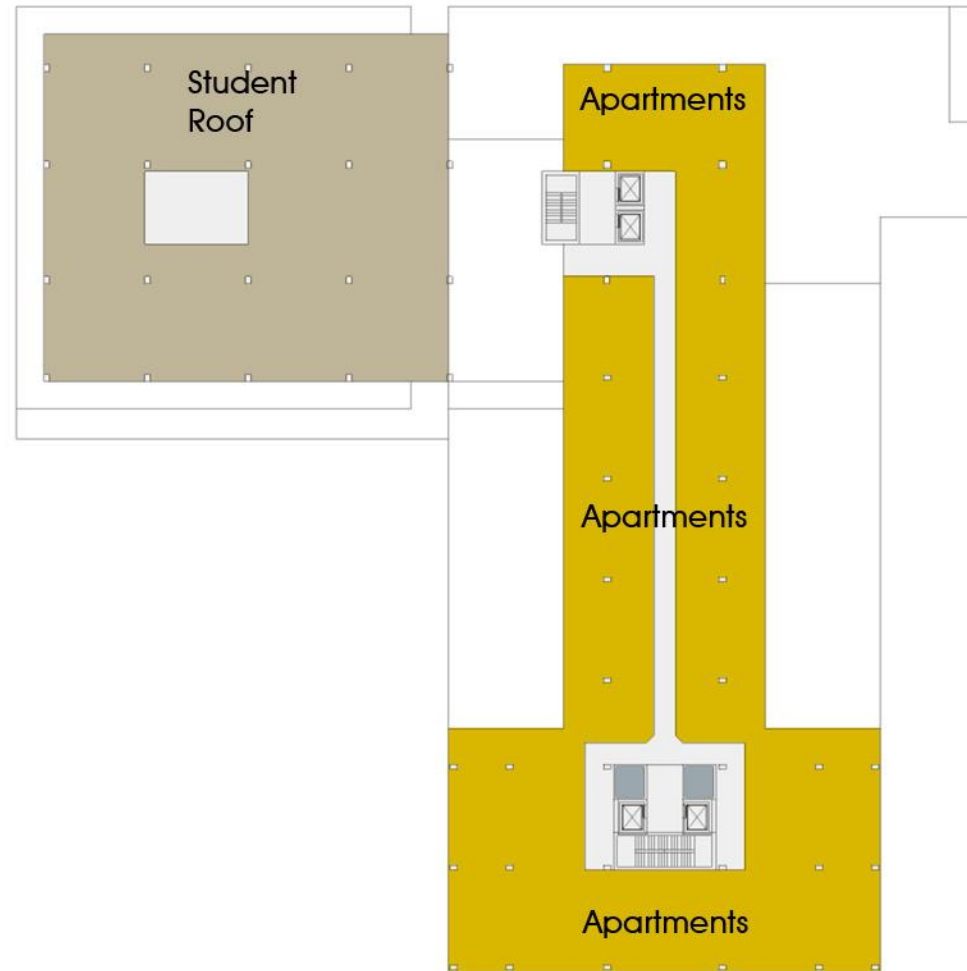
309 W. Johnson Street
Madison, Wisconsin



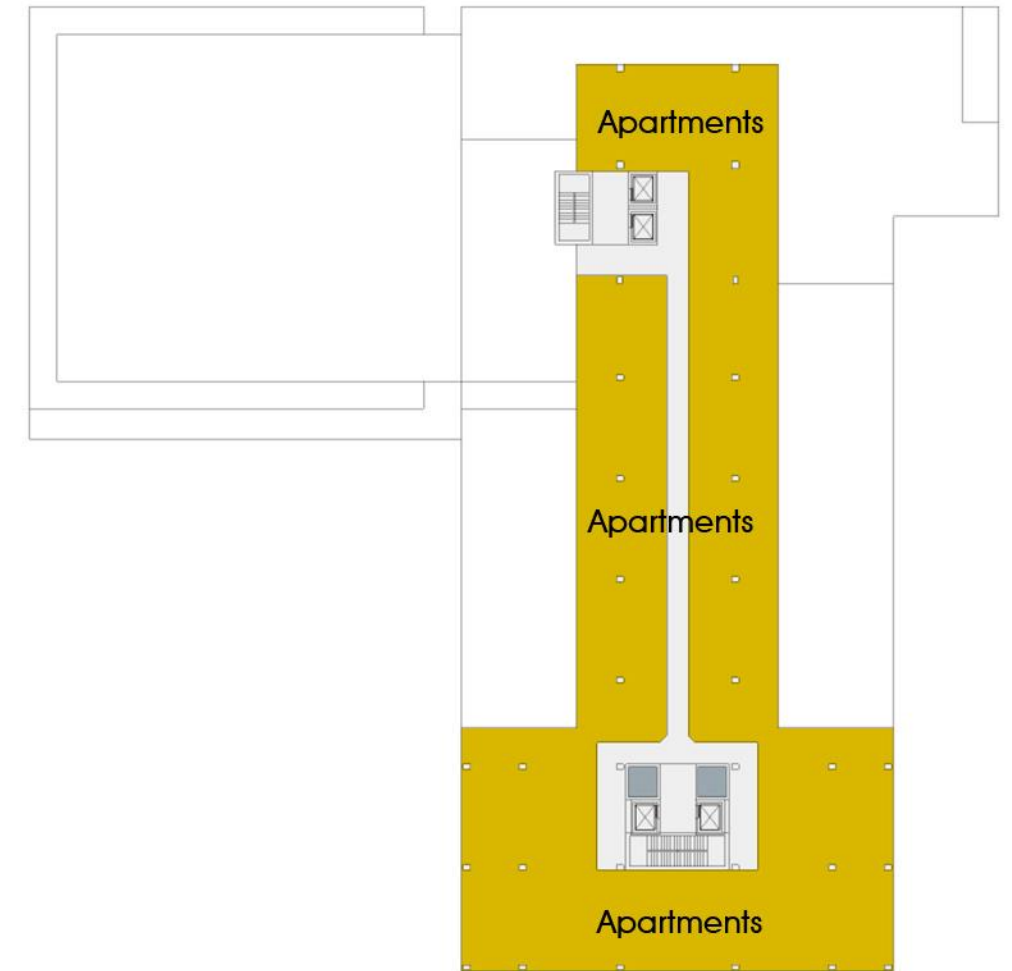
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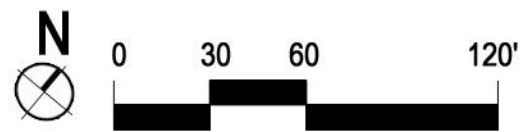
Floor 8



Floor 9



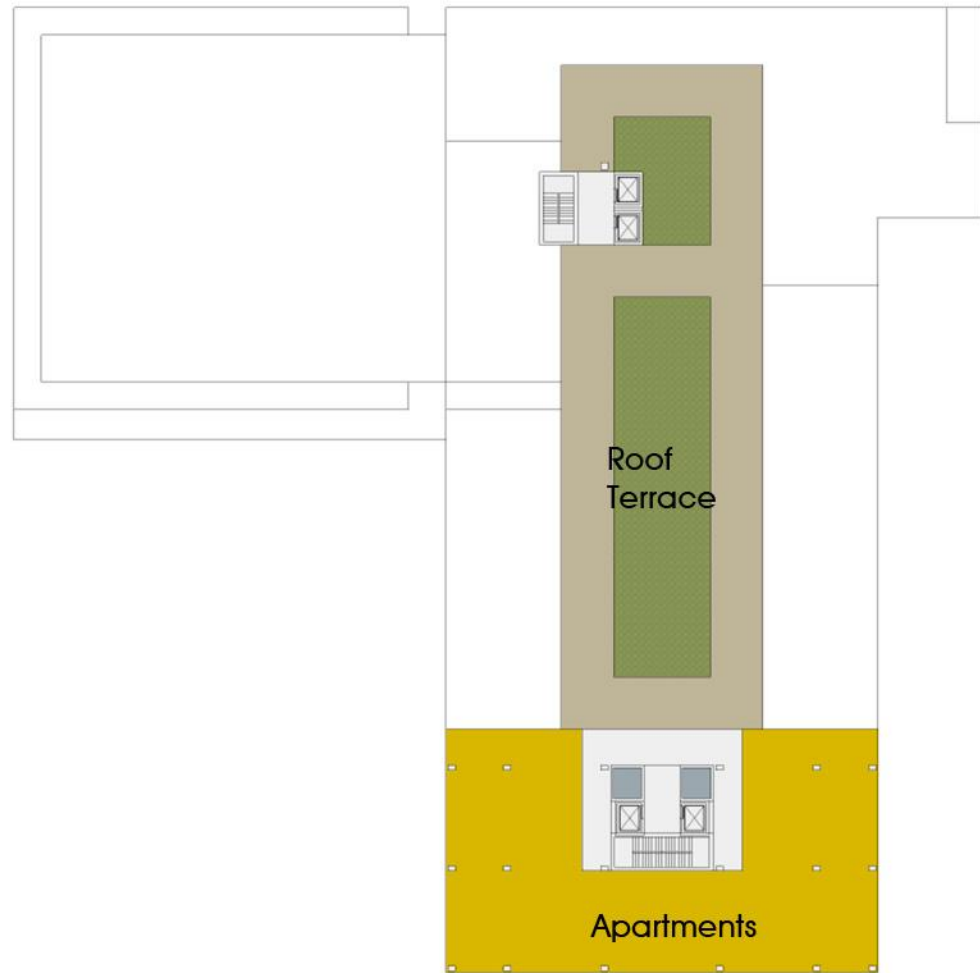
Floor 10-11



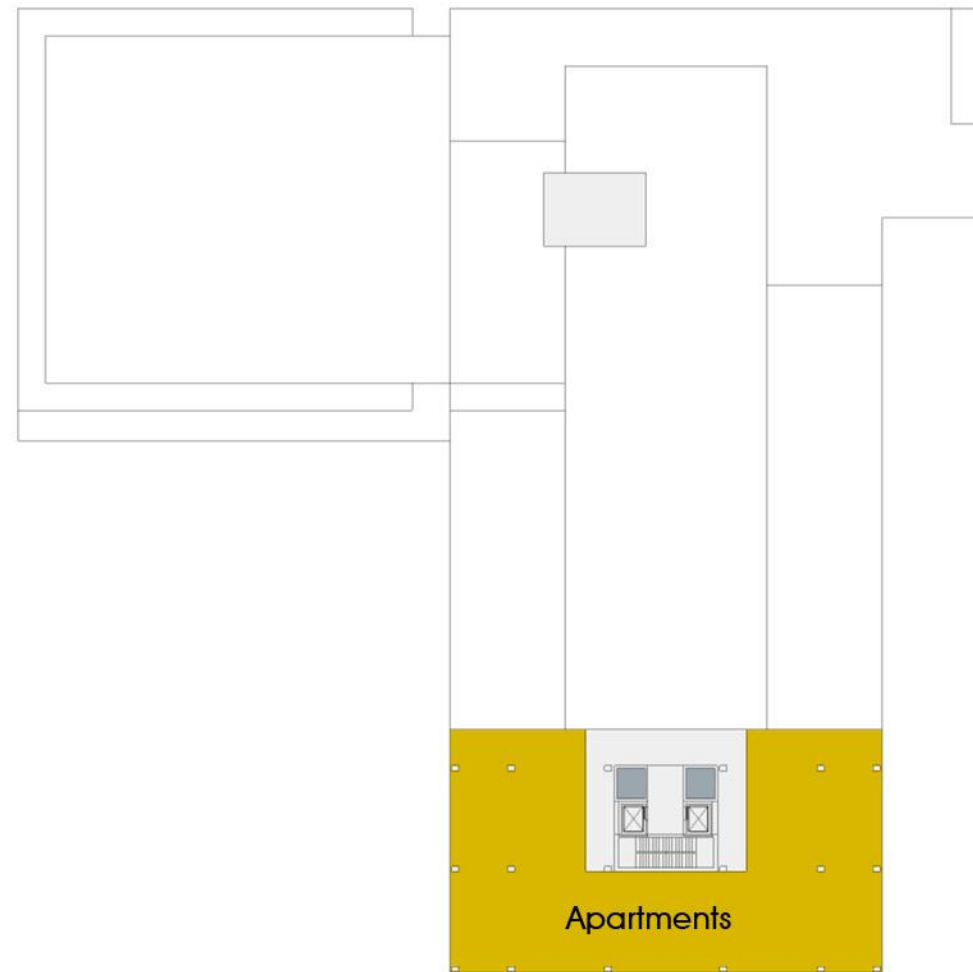
Floor Plans

309 W. Johnson Street
Madison, Wisconsin

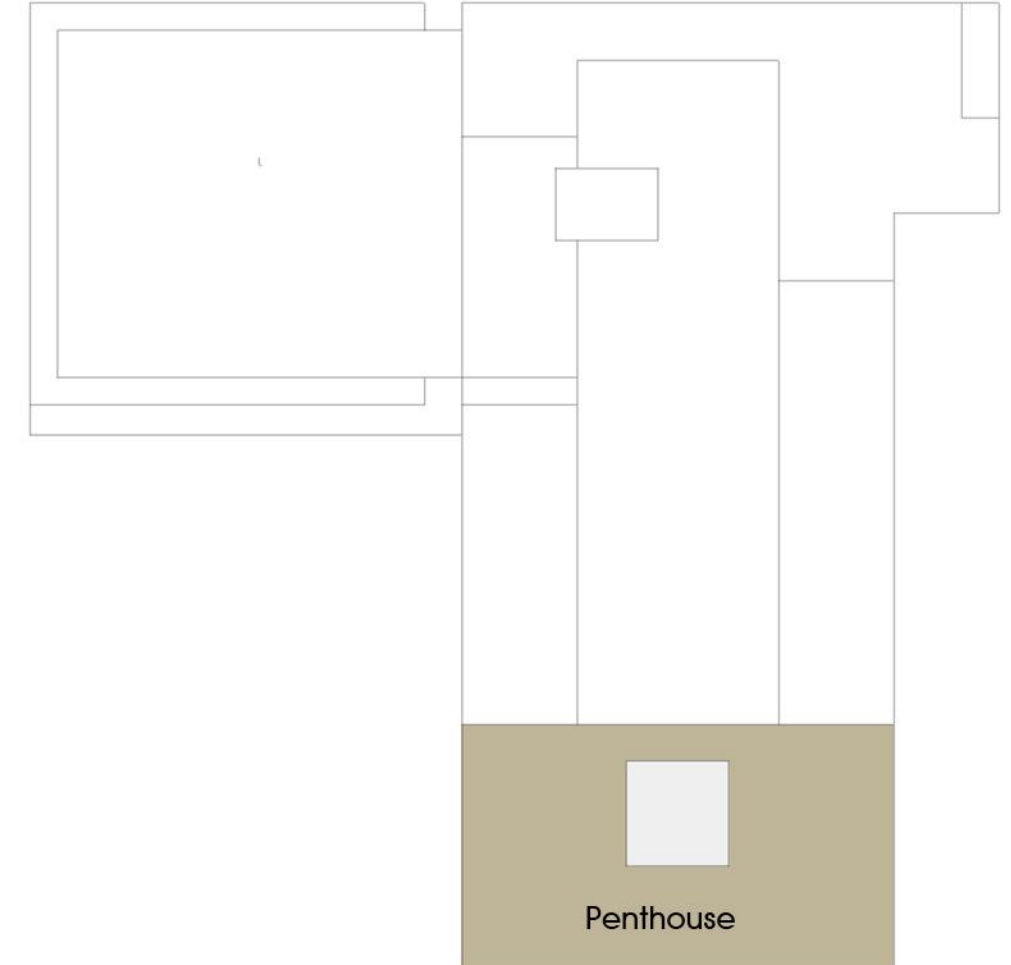




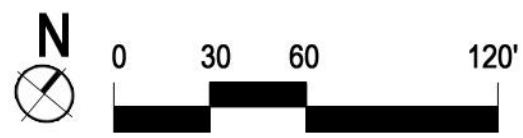
Floor 12



Floor 13



Penthouse Level



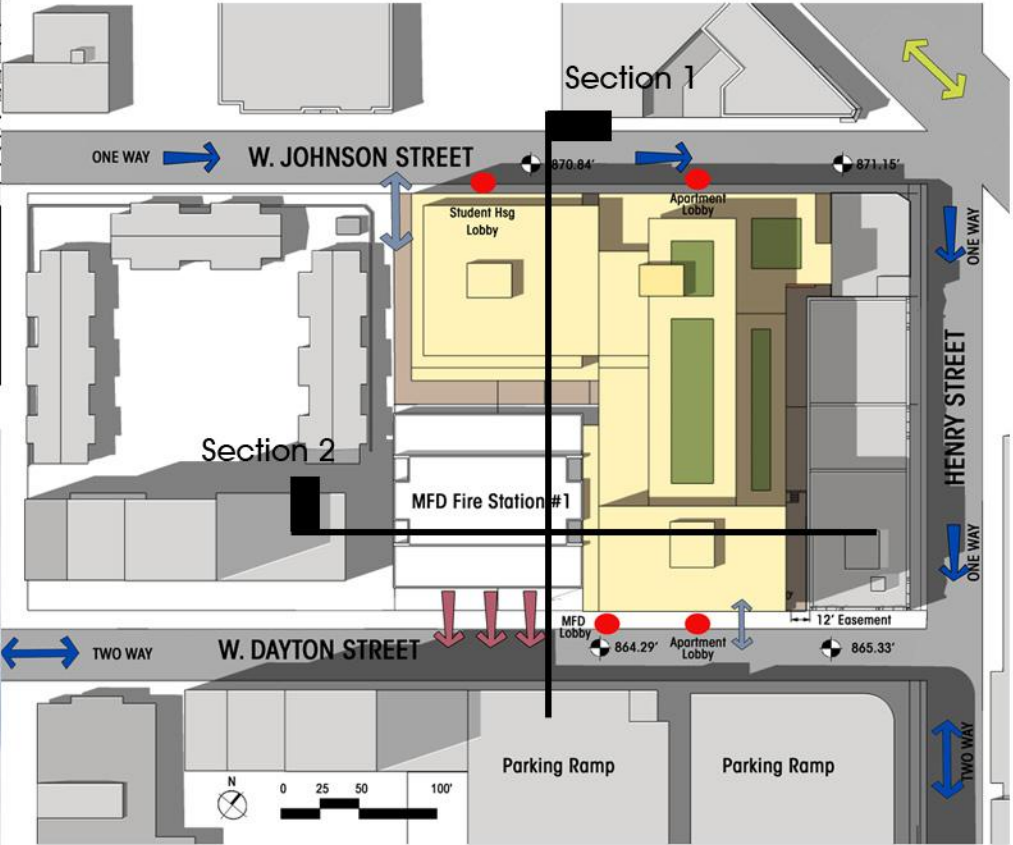
Floor Plans

309 W. Johnson Street
Madison, Wisconsin





Site Section 1



Site Section 2

Site Sections

309 W. Johnson Street
Madison, Wisconsin





Southwest View

309 W. Johnson Street
Madison, Wisconsin



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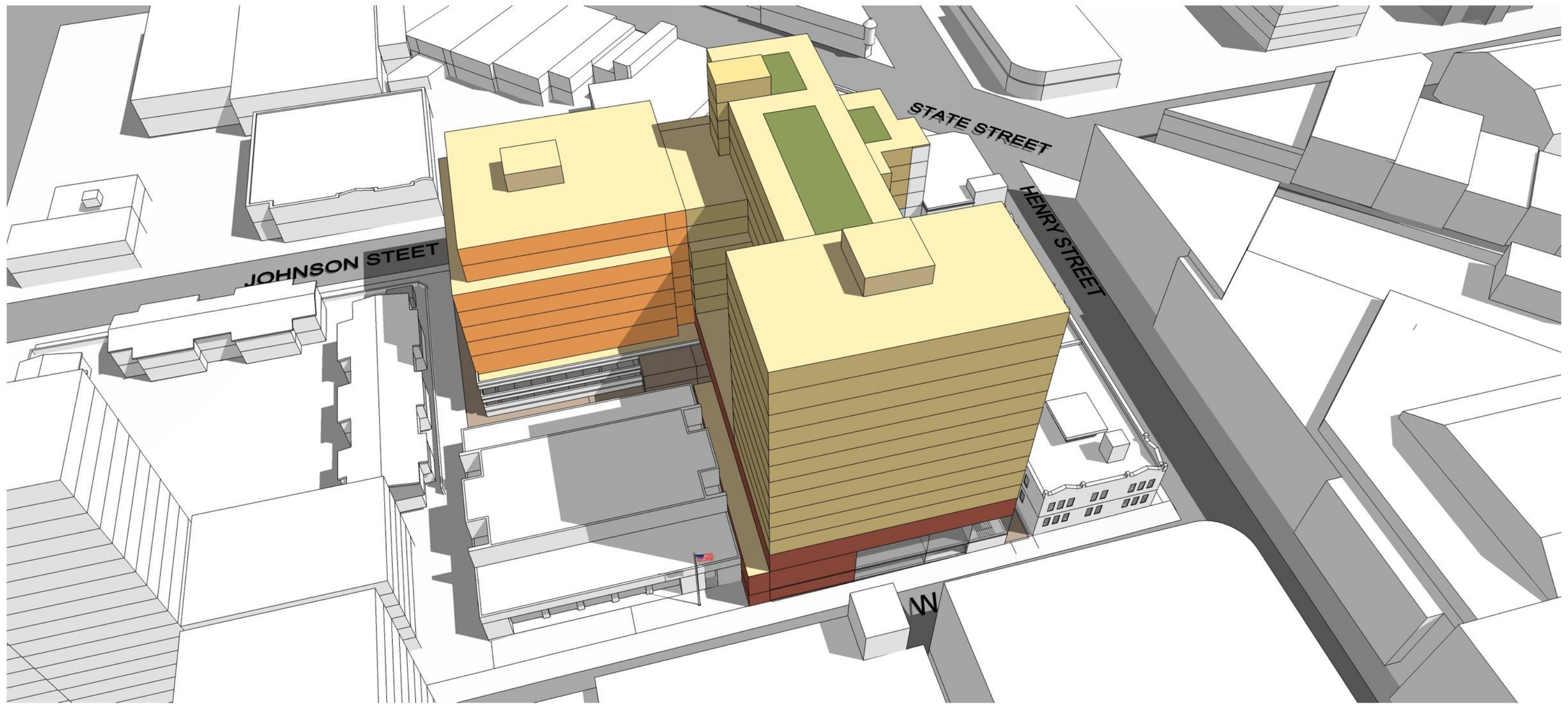


Northwest View

309 W. Johnson Street
Madison, Wisconsin



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South View

309 W. Johnson Street
Madison, Wisconsin



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View From Johnson Street



View From Johnson Street



View From State Street

Context Photos With Proposed Massing

309 W. Johnson Street
Madison, Wisconsin



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