

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
126 S. Hamilton St.
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 _____

Submittal reviewed by _____

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: 222 N. Charter Street

Title: _____

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

UDC meeting date requested November 22, 2017

- 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 Randy Bruce Company Knothe & Bruce Architects, LLC

Street address 7601 University Avenue, Suite 201 City/State/Zip Middleton, WI 53562

Telephone 608-836-3690 Email rbruce@knothebruce.com

Project contact person same as applicant Company _____

Street address _____ City/State/Zip _____

Telephone _____ Email _____

Property owner (if not applicant) Stoppel Revocable Trust

Street address 1202 Regent Street City/State/Zip Madison, WI 53715

Telephone 608-251-8777 Email jim@madisonproperty.com

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 provided below 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. 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.

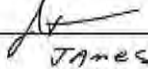
For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**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 Chris Wells, Kevin Firchow on _____.
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.

Applicant name Randy Bruce Relationship to property Architect

Authorized signature of Property Owner  Date 10-31-17
JAMES STIPPLE - MANAGING PARTNER

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 what 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 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
- 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)
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

November 1, 2017

Ms. Heather Stouder
Department of Planning & Development
City of Madison
146 S. Hamilton Street
PO Box 2985
Madison, Wisconsin 53701



Re: Letter of Intent
222 N. Charter St.
KBA Project # 1304

Ms. Heather Stouder:

The following is submitted together with the plans for Plan Commission's initial review.

Organizational structure:

Owner: Madison Property Management
1202 Regent St.
Madison, WI
608-268-4912
Contact: Jim Stopples
jim@madisonproperty.com

Architect: Knothe & Bruce Architects, LLC
7601 University Avenue, Ste 201
Middleton, WI 53562
608-836-3690
Contact: Randy Bruce
rbruce@knothebruce.com

Engineer: Vierbicher Associates, Inc.
999 Fourier Drive, Suite 201
Madison, WI 53717
(608) 826-0532
Contact: Joe Doyle
jdoyle@vierbicher.com

Introduction:

The proposed site is located at the 222 N. Charter St. The property is currently zoned TR-U2 and a planned development approval is required to allow the proposed student housing.

Project Description:

This proposed project is a 12-story student housing building is located on Charter Street between W. Johnson St. and W. Dayton St. The building will bring additional high-quality housing for the UW students to the edge of the UW campus and further reduce the impacts of student housing on the Vilas and Capitol neighborhoods. The location allows students to walk or bike for most of their trips or use the Metro Bus system for their longer transportation needs.

The pedestrian entrance is on the northeast corner of the building and a small covered loading area is located on the southeast end of the building. Most apartments have a usable balcony and a common room and roof terrace on the 12th floor provide a social space for the residents.

The building has a small footprint and the resulting vertical expression fits well with the neighboring buildings. Large windows punctuate the façade and the remaining exterior materials consist of brick veneer and composite metal panel.

Site Development Data:

Densities:

Total Lot Area	5,812 S.F. / .1334 Acres
Dwelling Units	43 units
Bedrooms	96 bedrooms
Density	322 units/acre 719 bedrooms/acre

Building Height	12 stories
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Dwelling Unit Mix:

One Bedroom	11
Two Bedroom	21
Three Bedroom	1
<u>Four Bedroom</u>	<u>10</u>
Total Dwelling Units	43

Bicycle & Moped Parking:

Bike Surface	4 stalls
Bike Surface Guest	4 stalls
Moped Surface	15 stalls
Bike Underground Garage – Wall Hung	32 stalls
<u>Bike Underground Garage STD. 2'x6'</u>	<u>48 stalls</u>
Total	103 stalls

Thank you for your time reviewing our proposal.

Sincerely,



Randy Bruce, AIA

**Analysis of the Regent Street/South Campus Plan
relating to a proposed development at 222 N. Charter St.**

November 1, 2017

**Prepared by WhiteFish Partners and Knothe & Bruce
Architects for Madison Property Management**

The property located on 222 N. Charter is a five bedroom house built in 1901. It is situated on a 5,800 square foot lot and is owned by Madison Property Management (MPM).



The property is currently zoned TR-U2. The current zoning, and especially the setback requirements, would limit redevelopment of that site to a three to four story building with either 6 three-bedroom units or 9 two-bedroom units; consequently, this limitation makes new construction on this site inconsistent with the goals of the neighborhood plan. In order for a project to move forward with a density that meets the goal of providing high-density housing adjacent to the UW

campus, we believe a planned development zoning is necessary.

Working with Knothe & Bruce Architects, we have studied the 2007 Regent Street/South Campus plan and met with city staff, Vierbicher Consultants (who developed the plan), and Alder Wood to discuss options for the redevelopment of the site.

A fundamental strategy of the plan is the development of high density apartments north of Regent St. to provide more walkable residential choices closer to campus buildings for students. The report indicates “increasing the density of student housing north of Regent St. should serve to attract students currently living south of Regent St. which could open up the area south of Regent St. for more owner-occupancy”. It also notes that “the planning area, which is one of the most convenient off-campus locations, is currently capturing less than 10% of the 35,000 students who seek off-campus housing each year.” Our location is within two blocks of more than 25 different campus buildings including Union South, the Institutes for Discovery, Chemistry, the Education complex, part of the Medical School, Engineering and Computer Science. The plan also points out that, “the South Campus’ main problems were incompatible land uses, underutilized land, and blighted conditions produced by dilapidated buildings....” Our project situated between Dayton and Johnson Streets responds to those issues. It is also why the plan establishes a 12 story maximum height for our zone north of Dayton Street.



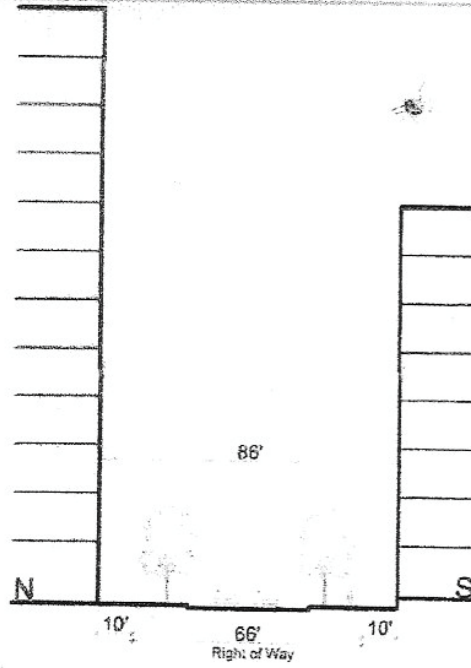
The project design incorporates the concepts of the setback and step back requirements for Charter St. in the neighborhood plan: The Charter St. profile is located on Charter St. at Spring St. That zone has an 8 story maximum height with a 10' setback and a 10' step back on the 4th floor. The Dayton St. profile has a 12 story maximum and a 10' setback with no required step back.

This project incorporates the 12 story maximum height described in the plan for this zone. It also creates a 10-foot set back on the ground floor both facing Charter Street and the RR corridor as a covered arcade. The neighborhood plan guidelines include the 10-foot set backs for the entire building

to provide for a better pedestrian experience. Our design reflects that same outcome on the first floor and then resumes the larger footprint above the ground floor. The Charter Street frontage includes an 8-foot terrace, an 8-foot sidewalk and a 10-foot covered arcade pulling the building back 26 feet from the curb. The RR corridor arcade also creates space between the building and any eventual uses within the right of way.

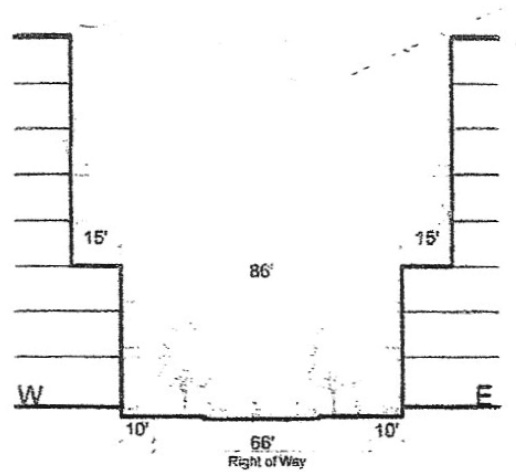
These covered arcades will be activated as multipurpose space for outdoor seating, covered entries and moped parking. The ground floor arcade has extra height to accentuate the space created, 14 feet on the south end above the covered multipurpose area adjacent the RR corridor and 10 ½ feet on the north corner. The interior space will be open for a lobby and fitness area with clear views. We believe this design reflects the intent of the plan to create a high quality pedestrian experience both on Charter Street and along the RR corridor.

Urban Design



12: Dayton Street

Maximum Stories:	North side: 12 South side: 8
Maximum Building Height:	North side: 172 feet South side: 116 feet
Minimum Stories:	3
Building Stepback:	None required
Building Setback:	10 feet



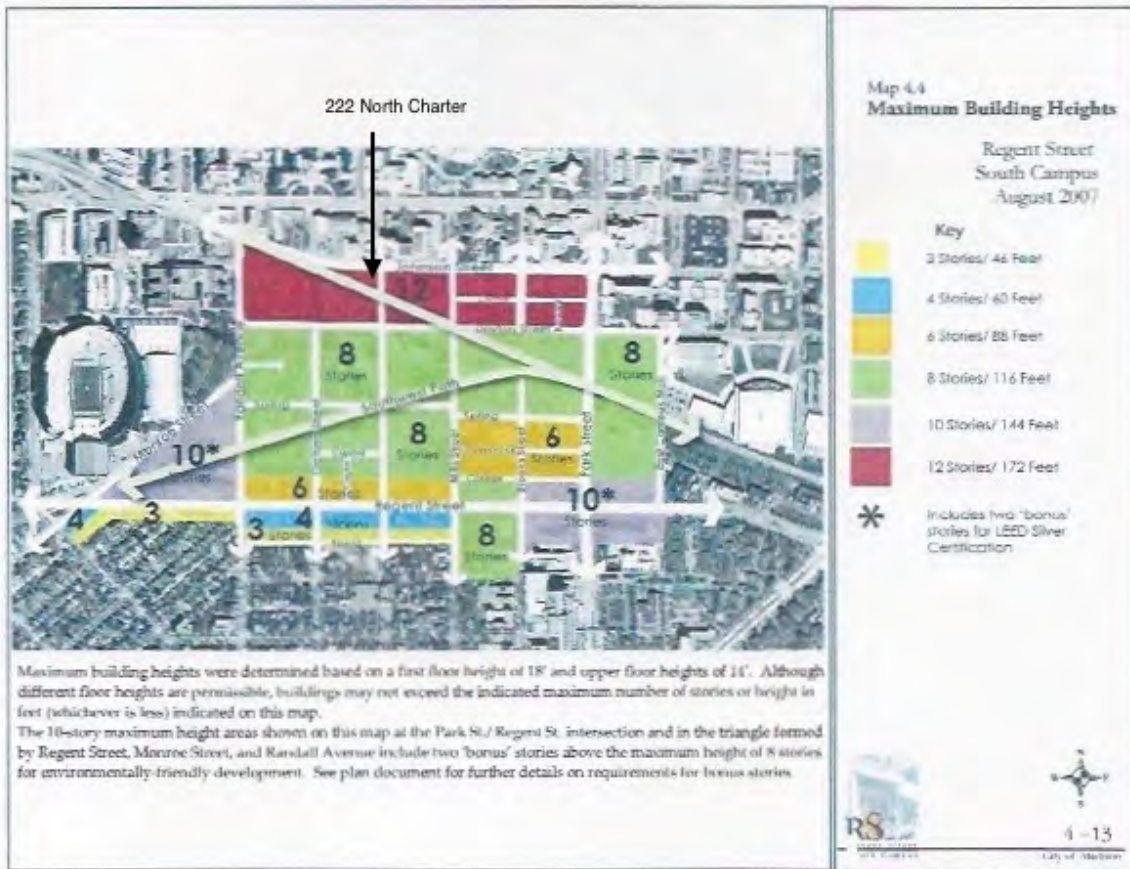
4: Charter Street

- Maximum Stories: 8
- Maximum Building Height: 116 feet
- Minimum Stories: 3
- Building Stepback: 15 feet, above the 3rd floor
- s) Building Setback: 10 feet

The neighborhood plan also identifies Dayton St. as the northern perceived edge between the campus and the mixed use area to the south. This is also why the area north of Dayton St., including 222 N. Charter St. is given a higher, 12 story height maximum.



■ Perceived edges in the planning area.



We believe that using Planned Development zoning is justified by meeting 28.098 (b) promotion of integrated land uses allowing for a mixture of residential, commercial and public facilities along corridors and in transitional areas, with enhanced pedestrian, bicycle and transit connections and (f): facilitation of high quality development that is consistent with the goals, objectives, policies and recommendations of the Comprehensive Plan and adopted neighborhood plans.

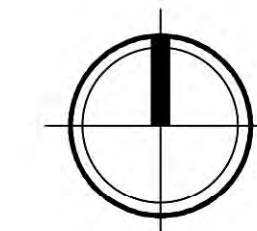
The base zoning would not allow for a replacement of the converted house built in 1901 and now a five bedroom rental property; furthermore, it meets the standard for approval of a

zoning map amendment cited in 28.098 (2) (a) 2. redevelopment of an existing area or use of an infill site that could not be reasonably developed under base zoning requirements. It significantly adds to the city tax base and, as student housing, does not create new traffic and parking demands. The extra height is compatible with the existing character of the surrounding area with the taller UW buildings of Chemistry, Computer Science, Space Science, Geology, and the Charter St. Heating Plant all within one block of the site. Private high rise student apartments also are nearby on Johnson Street.

The 2017 City Housing Strategies report supports additional high density student housing in this district.

The report recommends that the city “provide options for all students who want to live near campus to have access to well maintained housing at a variety of price points”. It also “allow(s) for the development of student focused rental housing at greater density to increase affordability and the number of units in prime locations close to campus”. The analysis also specifically states, “the combination of limited parking and low rates of student car ownership increase the importance of proximity to allow for walking, biking or transit for their commute.” The proposed project is similar in density to the Faust project approved by the city at 311 – 313 N. Frances St. that had a density of 343 du/ac and 764 br/ac. We propose a 12 story, 130 foot tall building with 43 units and 96 bedrooms.

This site and planned project is ideally located to meet the objectives in this year’s report.



Aerial Site Plan
N. Charter Street



W. JOHNSON STREET



knothe • bruce
ARCHITECTS

Phone: 7601 University Ave, Ste 201
608.836.3690 Middleton, WI 53562

ISSUED
Issued UDC Info Submittal- August 2, 2017
Issued UDC Info Submittal- November 1, 2017

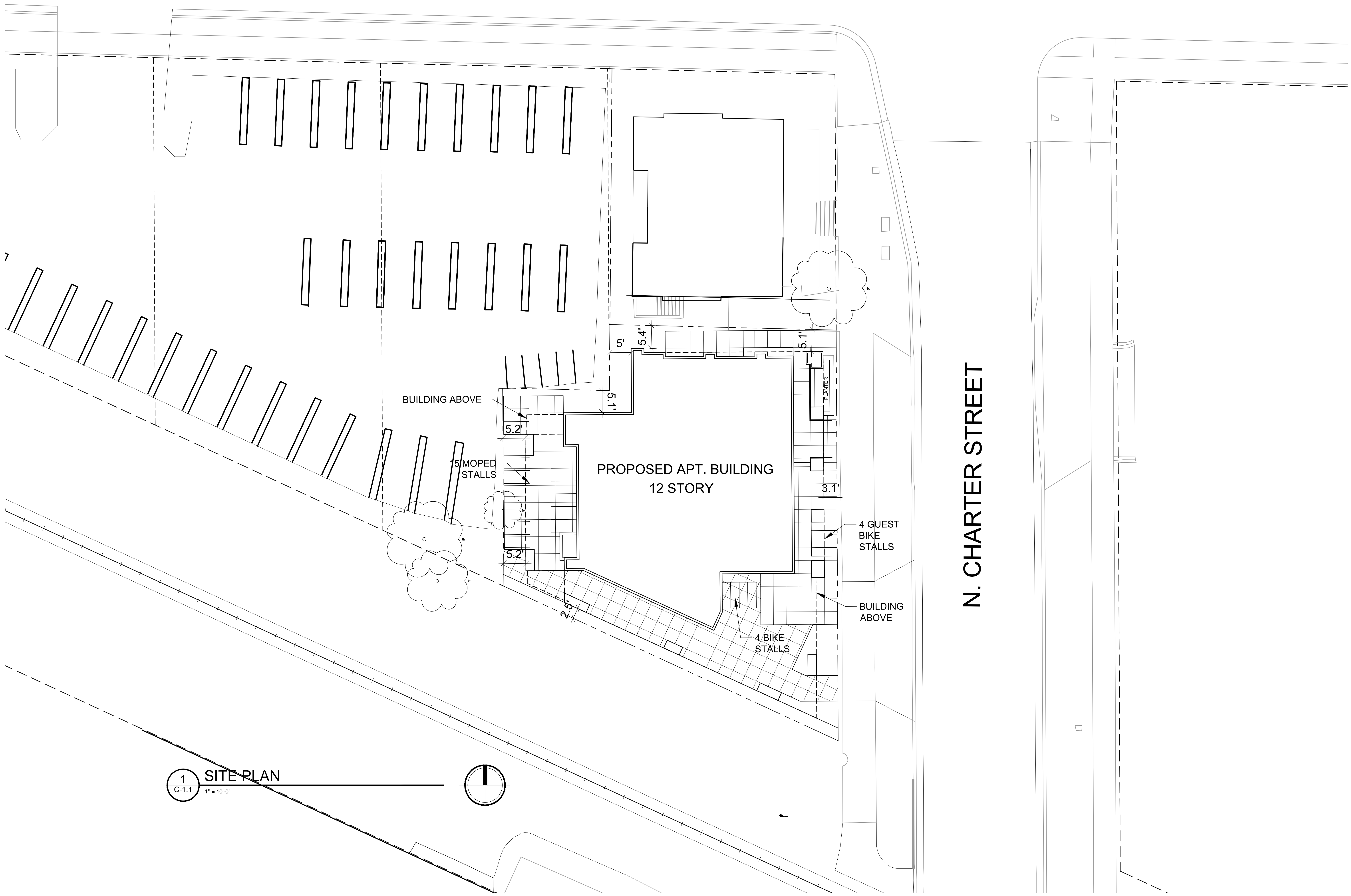
PROJECT TITLE
222 N. Charter Street

SHEET TITLE
Site Plan

SHEET NUMBER

C-1.1

PROJECT NO.
©Knothe & Bruce Architects, LLC

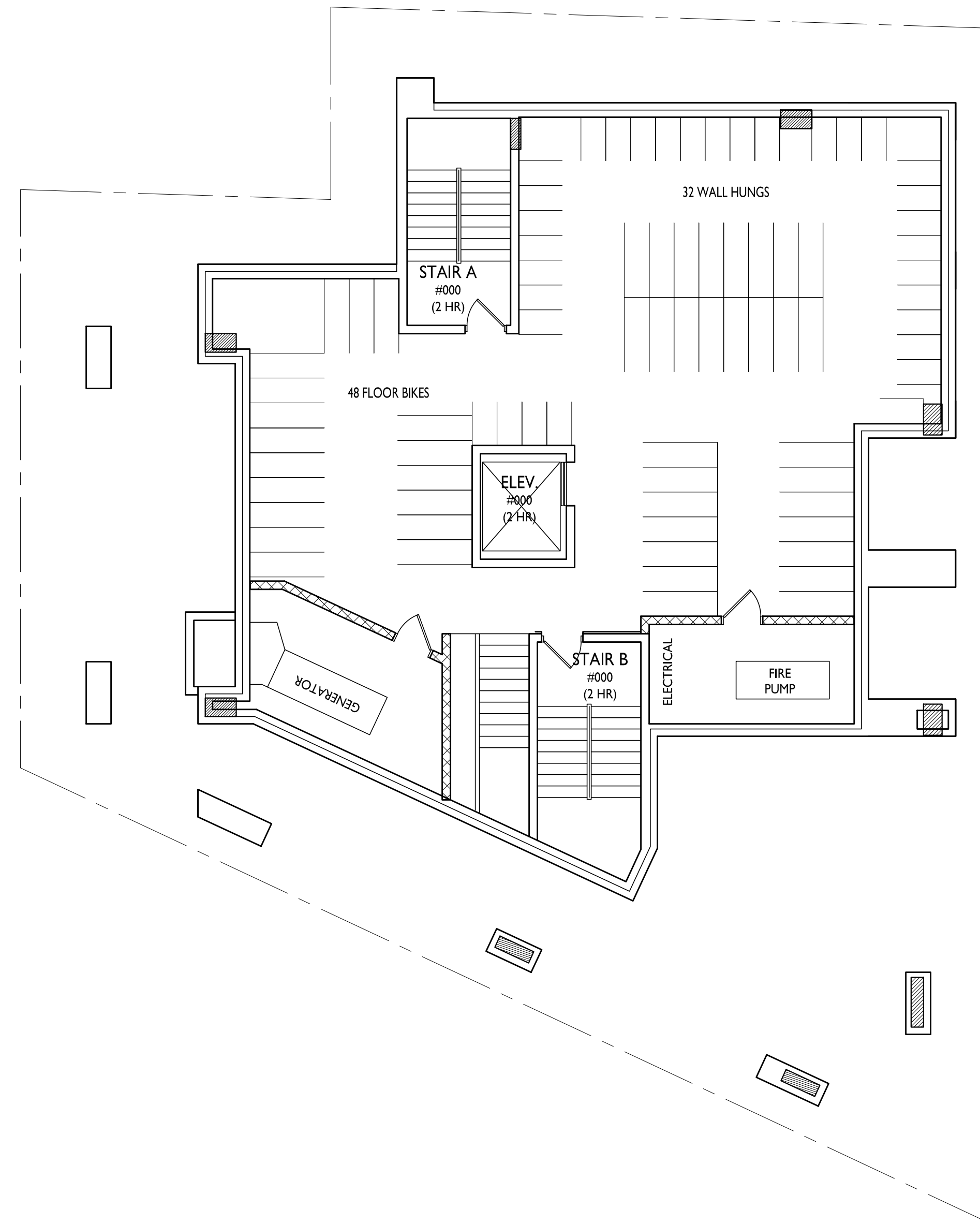


1 SITE PLAN
C-1.1 1" = 10'-0"



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ARCHITECTS

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608.836.3690 Middleton, WI 53562



ISSUED
Issued UDC Info Submittal- August 2, 2017
Issued UDC Info Submittal- November 1, 2017

PROJECT TITLE
**222 N. Charter
Street**

SHEET TITLE
Basement Plan

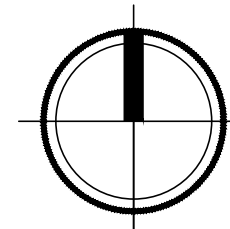
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A-1.0

PROJECT NO.

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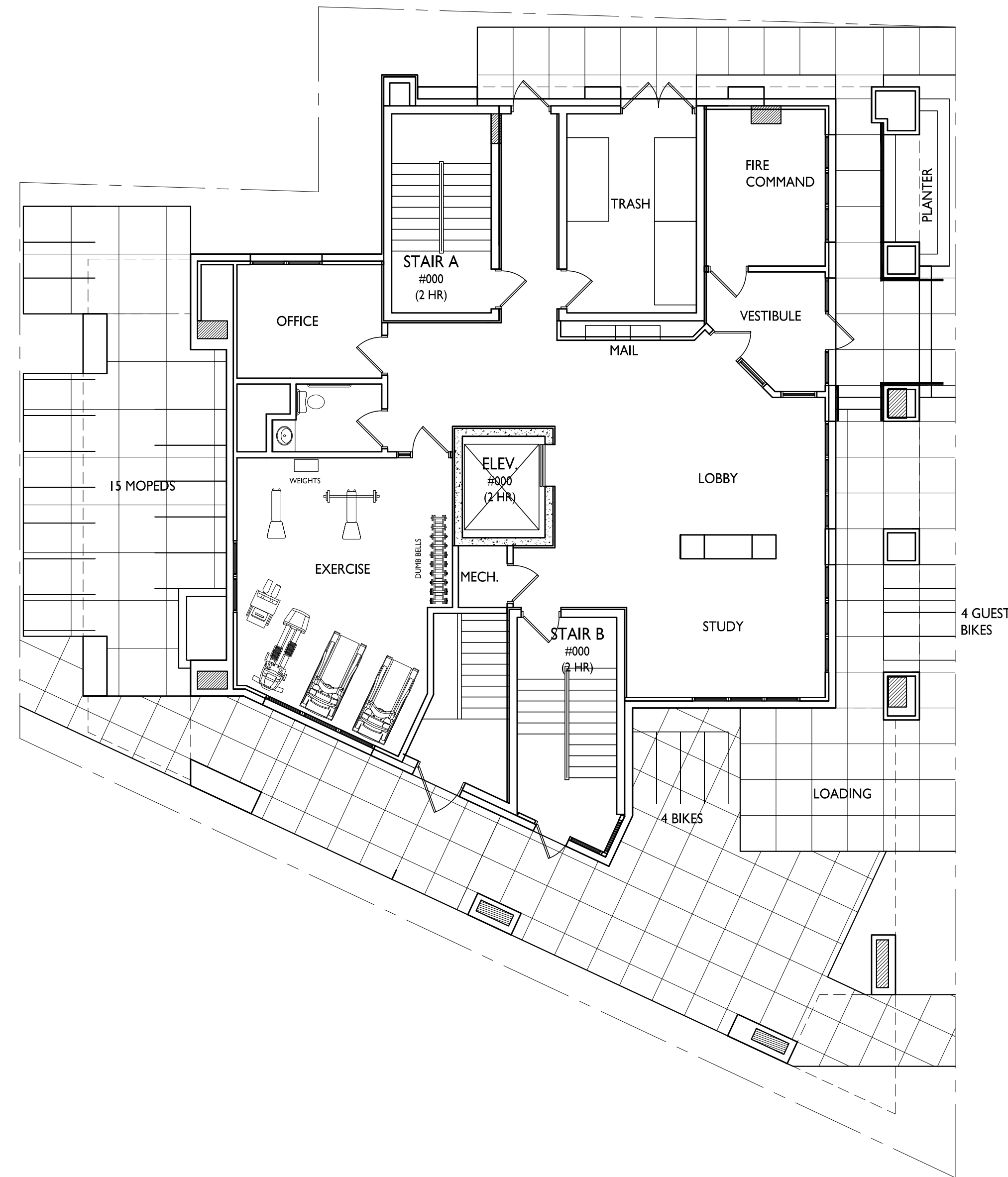
BASEMENT PLAN
A-1.0 1/8"=1'-0"





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Issued UDC Info Submittal- August 2, 2017
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PROJECT TITLE
**222 N. Charter
Street**

SHEET TITLE
First Floor Plan

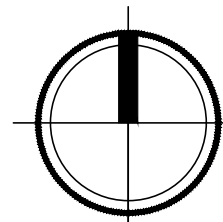
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A-1.1

PROJECT NO.

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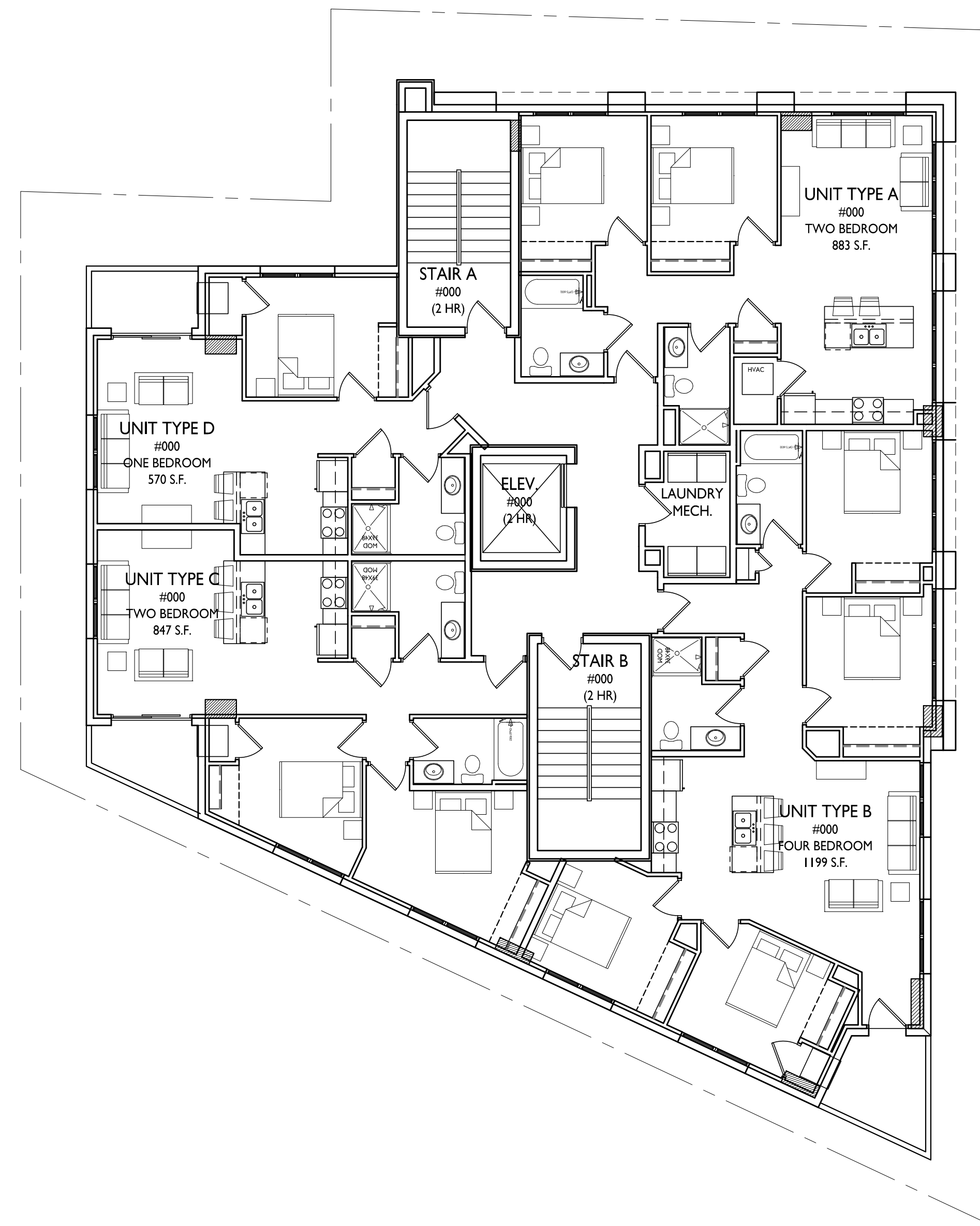
FIRST FLOOR PLAN
A-1.1 1/8"=1'-0"





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Issued UDC Info Submittal- August 2, 2017
Issued UDC Info Submittal- November 1, 2017

PROJECT TITLE
**222 N. Charter
Street**

SHEET TITLE
**Second & Third
Floor Plan**

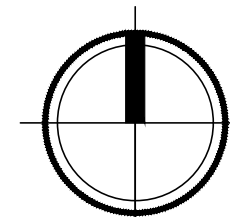
SHEET NUMBER

A-1.2

PROJECT NO.

© Knothe & Bruce Architects, LLC

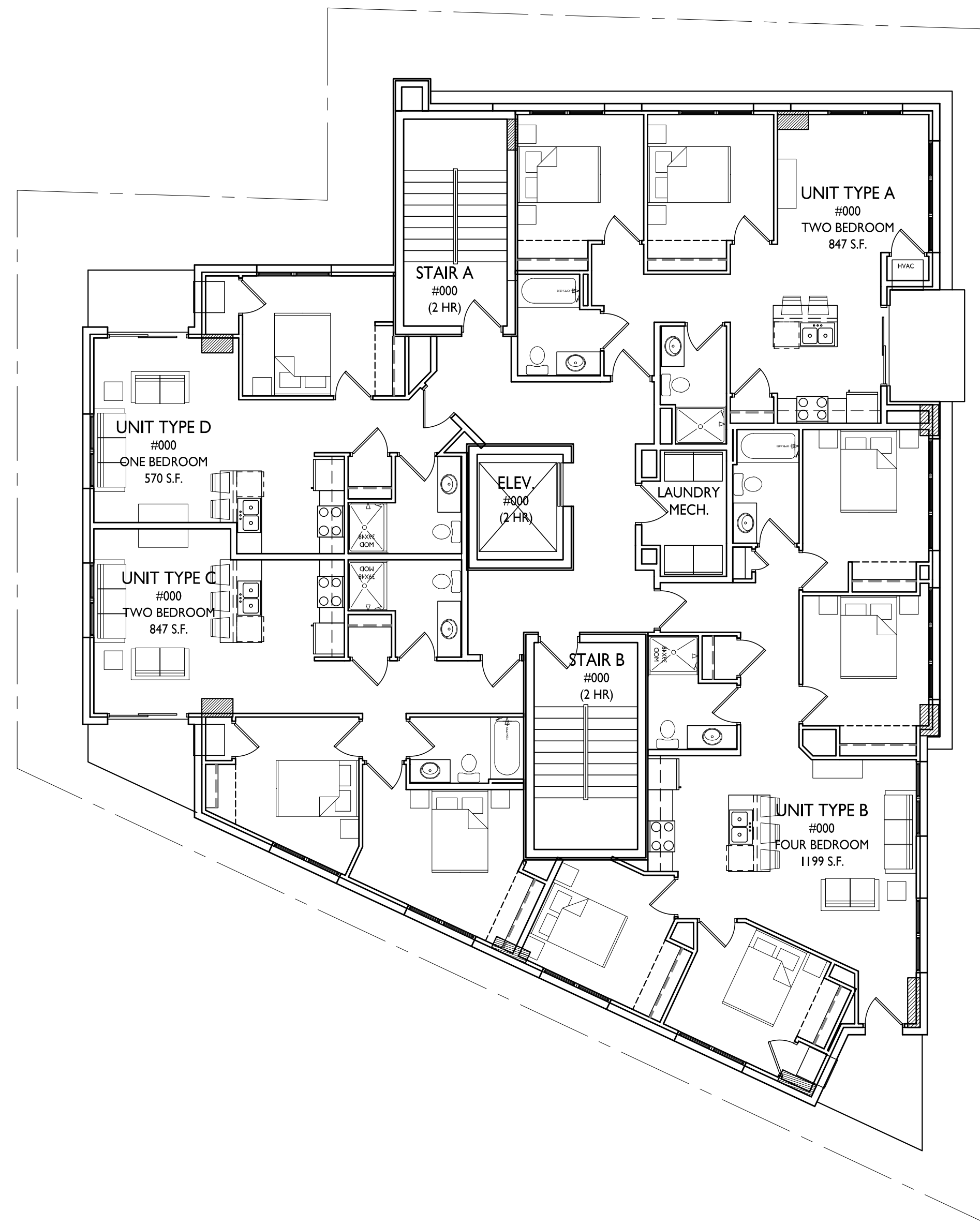
1 SECOND & THIRD FLOOR PLAN
A-1.2 1/8"=1'-0"





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608.836.3690 Middleton, WI 53562



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Issued UDC Info Submittal- August 2, 2017
Issued UDC Info Submittal- November 1, 2017

PROJECT TITLE
**222 N. Charter
Street**

SHEET TITLE
**Fourth-Eleventh
Floor Plan**

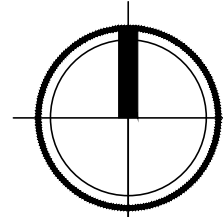
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A-1.3

PROJECT NO.

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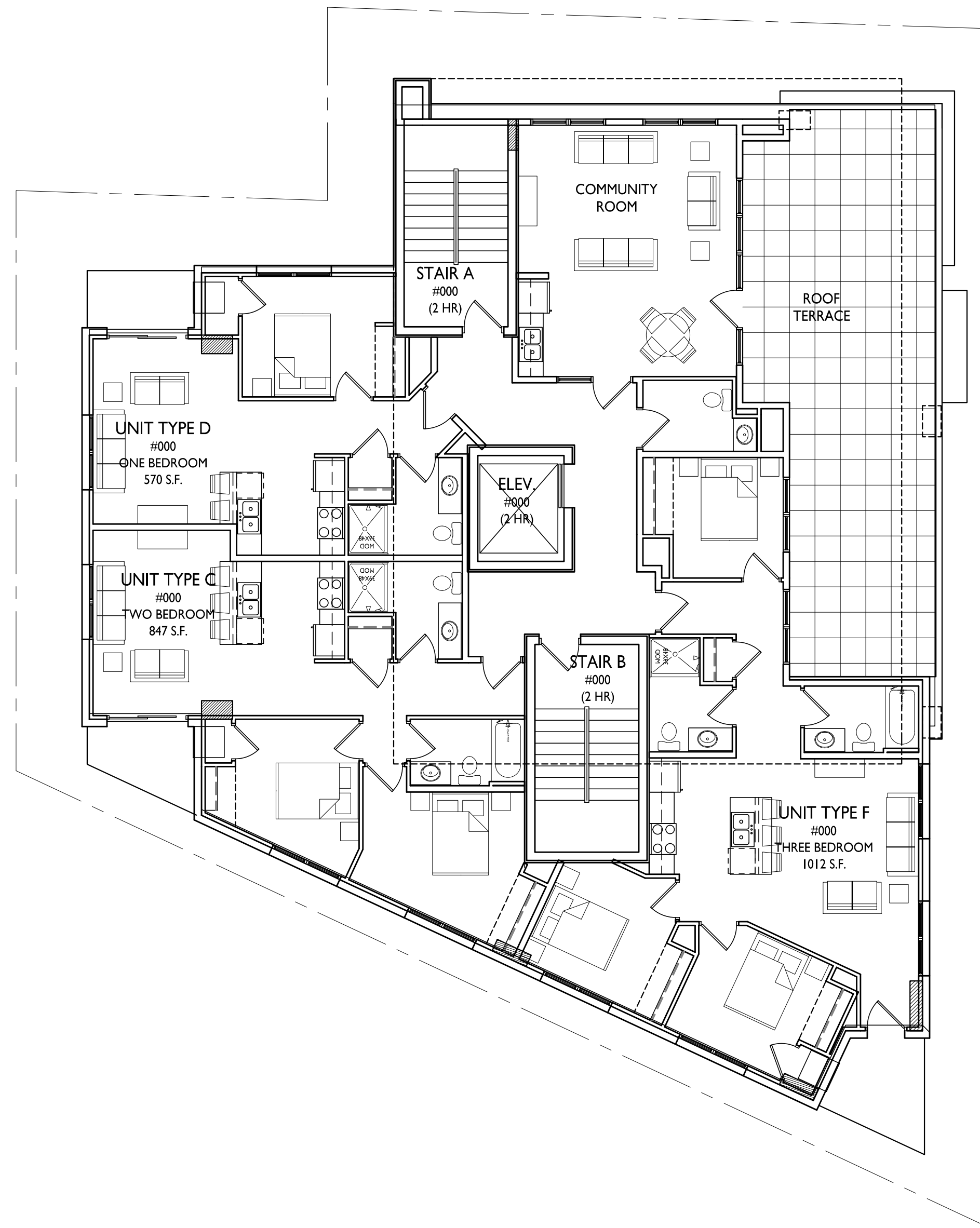
1 **FOURTH-ELEVENTH FLOOR PLAN**
A-1.3 1/8"=1'-0"





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Phone: 7601 University Ave, Ste 201
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ISSUED
Issued UDC Info Submittal- August 2, 2017
Issued UDC Info Submittal- November 1, 2017

PROJECT TITLE
**222 N. Charter
Street**

SHEET TITLE
Twelfth Floor Plan

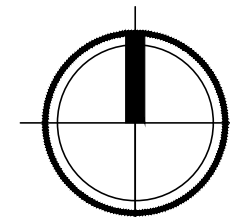
SHEET NUMBER

A-1.4

PROJECT NO.

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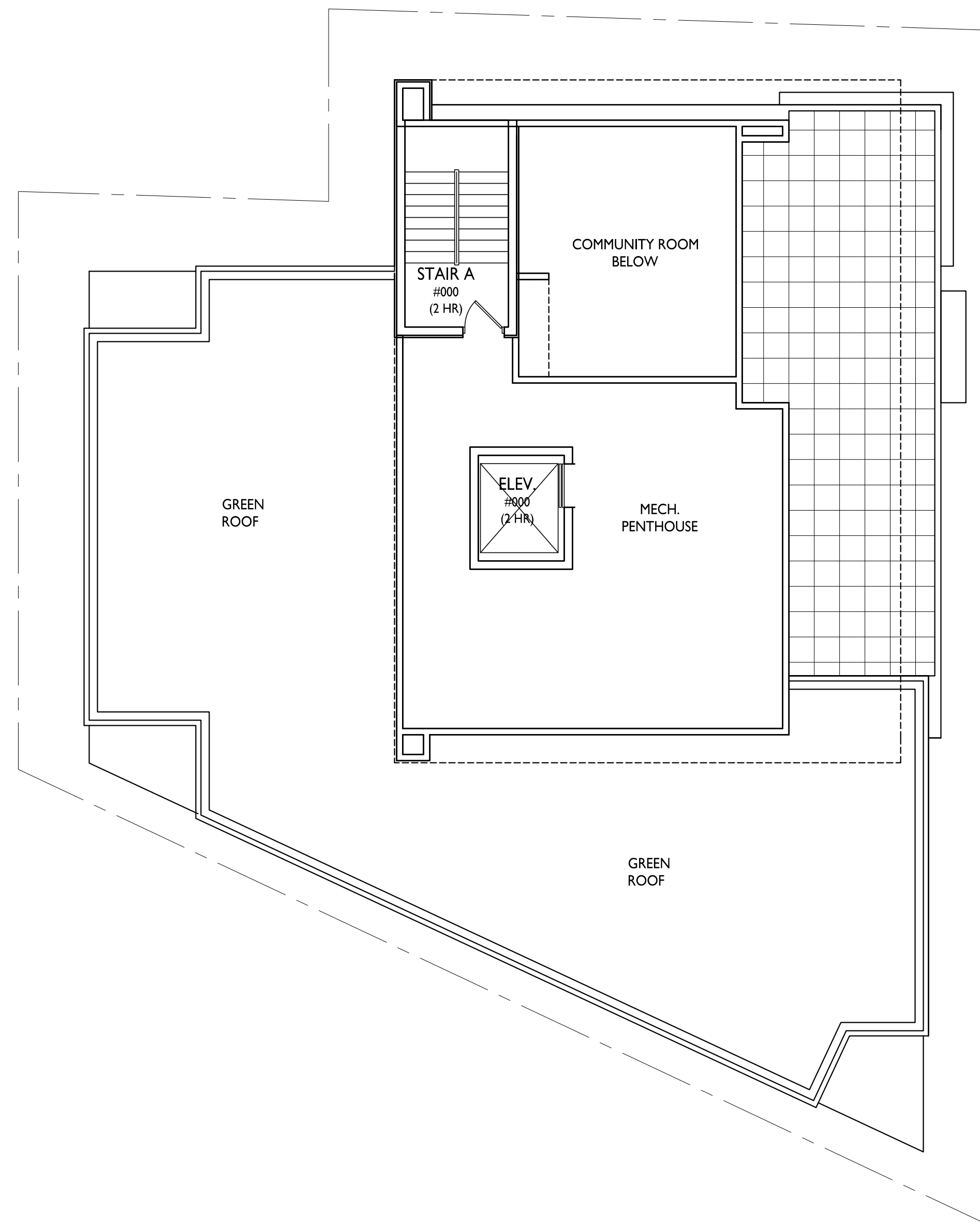
TWELFTH FLOOR PLAN
A-1.4 1/8"=1'-0"





knothe • bruce
ARCHITECTS

Phone: 7601 University Ave, Ste 201
608.836.3690 Middleton, WI 53562



ISSUED
Issued UDC Info Submittal- August 2, 2017
Issued UDC Info Submittal- November 1, 2017

PROJECT TITLE
222 N. Charter Street

SHEET TITLE
Roof Plan

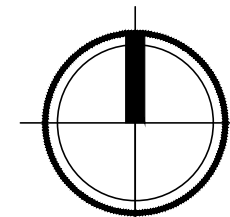
SHEET NUMBER

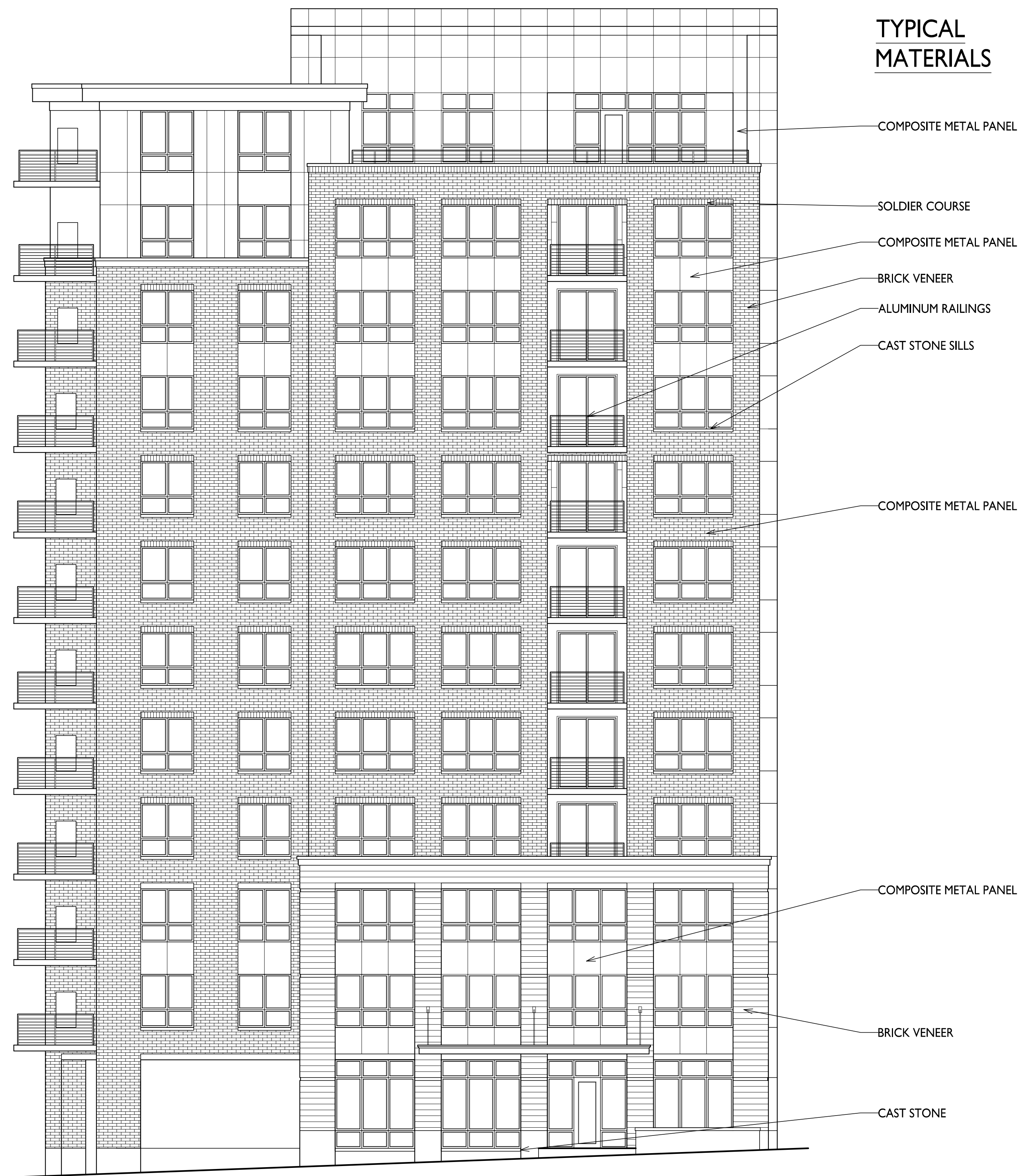
A-1.5

PROJECT NO.

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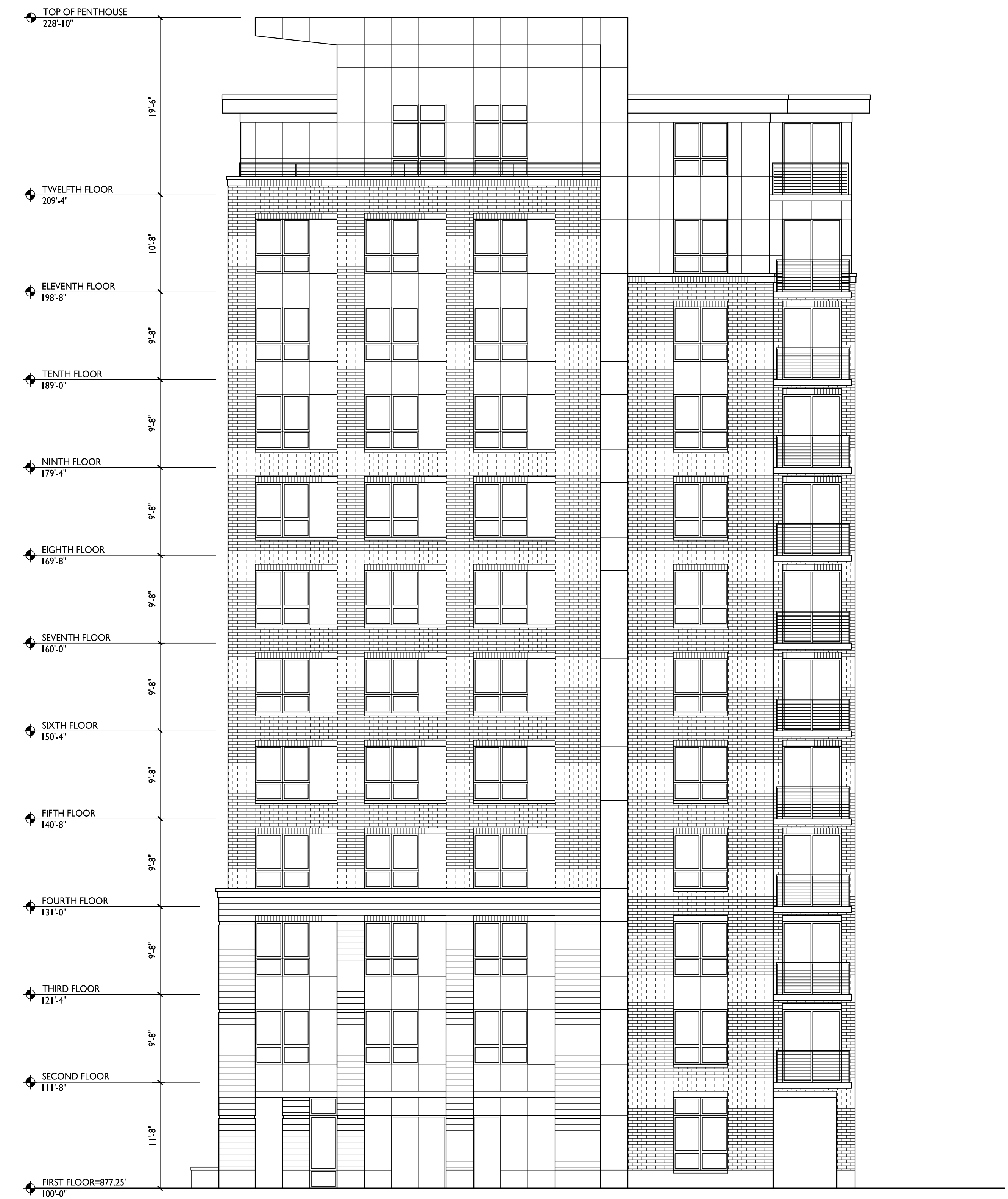
1 ROOF PLAN
A-1.5 1/8"=1'-0"





TYPICAL MATERIALS

- COMPOSITE METAL PANEL
- SOLDIER COURSE
- COMPOSITE METAL PANEL
- BRICK VENEER
- ALUMINUM RAILINGS
- CAST STONE SILLS
- COMPOSITE METAL PANEL
- COMPOSITE METAL PANEL
- BRICK VENEER
- CAST STONE



1 ELEVATION ALONG N. CHARTER STREET
A-2.1 1/8"=1'-0"

2 NORTH ELEVATION
A-2.1 1/8"=1'-0"



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ISSUED
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PROJECT TITLE
222 N. Charter
Street

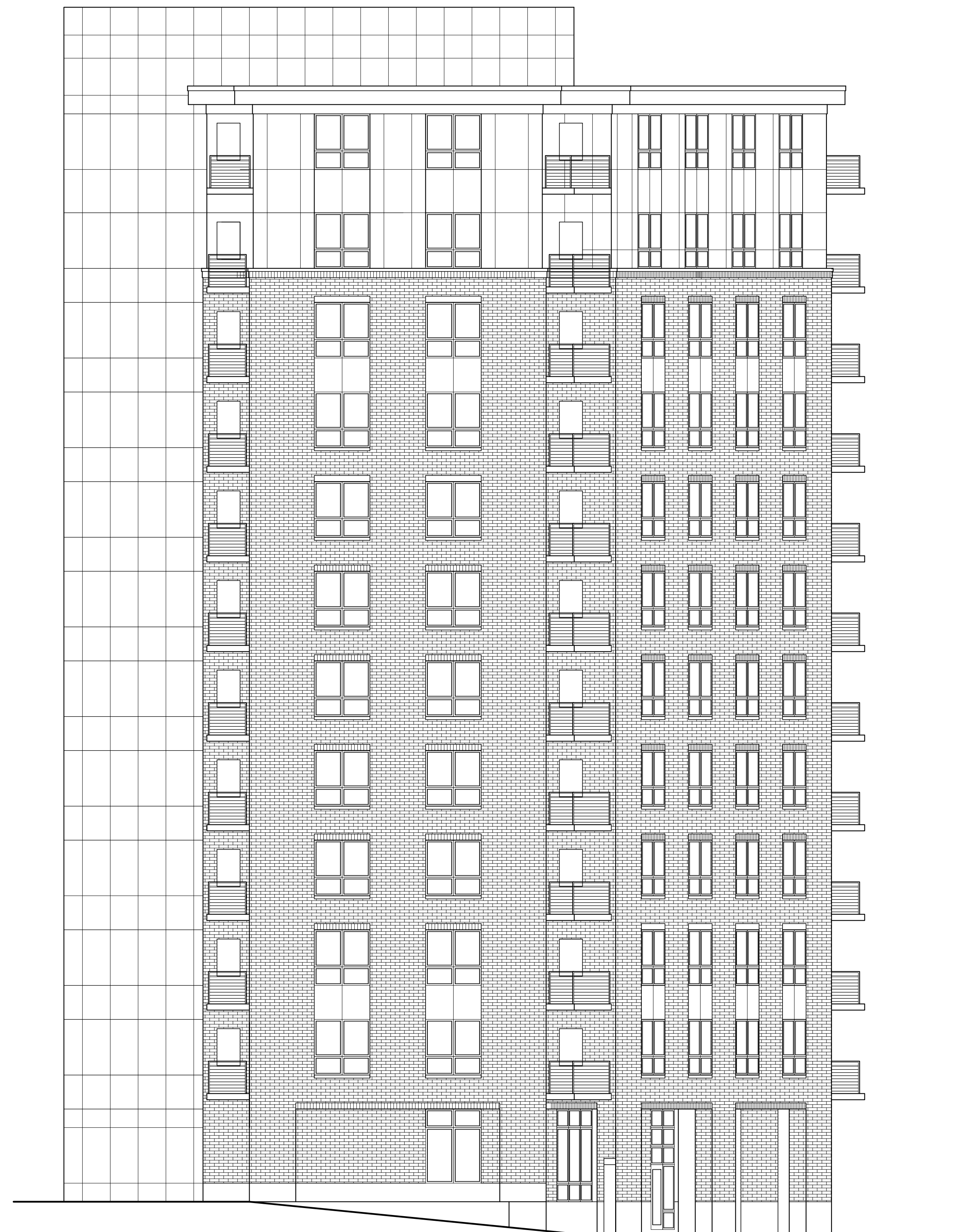
SHEET TITLE
Elevations

SHEET NUMBER

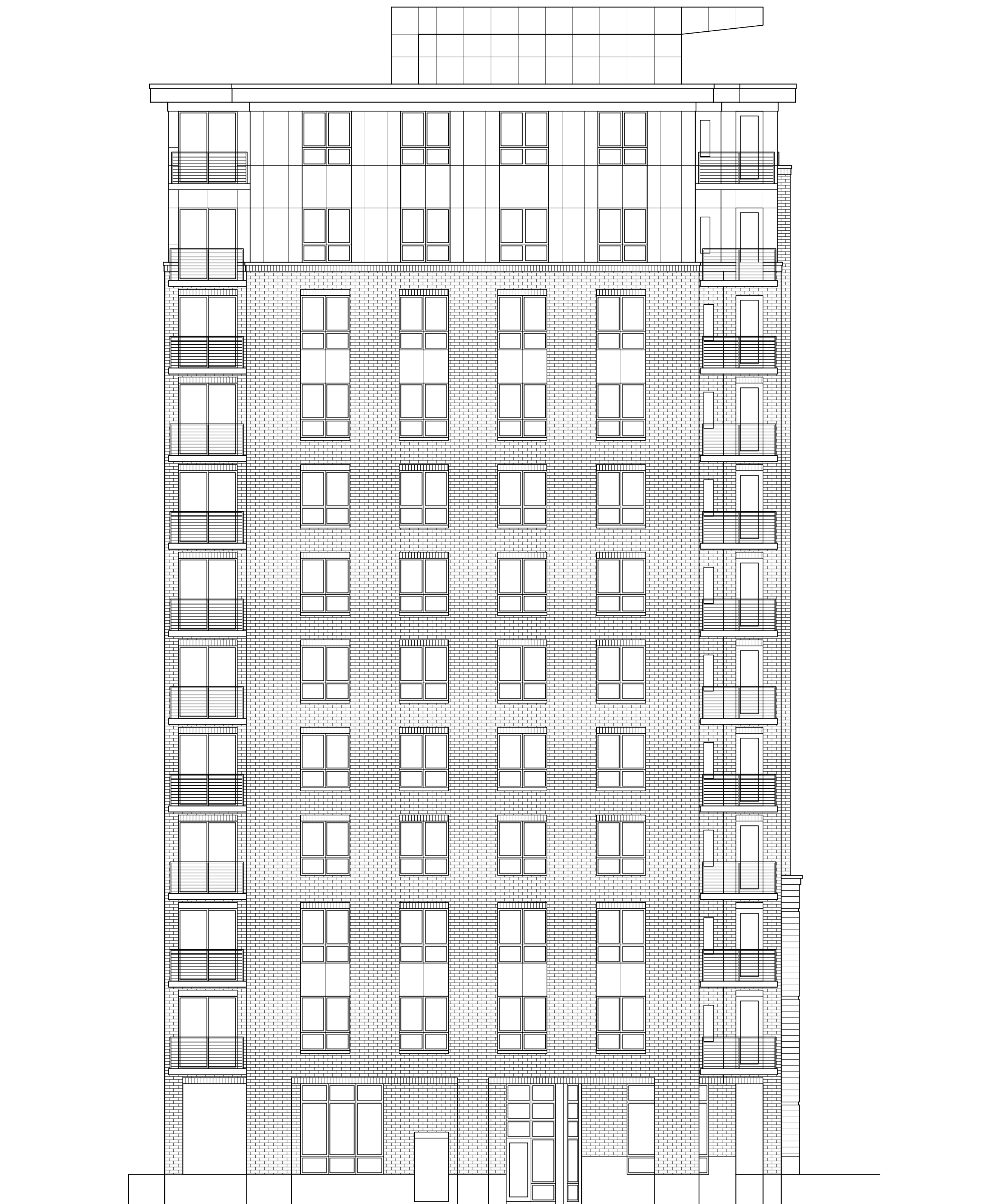
A-2.2

PROJECT NO.

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1 WEST ELEVATION
A-2.2 1/8"=1'-0"



2 SOUTH ELEVATION
A-2.2 1/8"=1'-0"







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