

AGENDA ITEM # 1
 LEGISTAR # 36901
 ALD. DIST. 5



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

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

215 Martin Luther King Jr. Blvd; Room LL-100
 PO Box 2985; Madison, Wisconsin 53701-2985
 Phone: 608.266.4635 | Facsimile: 608.267.8739

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

Date Submitted: <u>January 21, 2015</u>	<input checked="" type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>February 23, 2015</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: 510 University Avenue
 Project Title (if any): Hub at Madison II

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: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Marc Lifshin Company: Core Campus Madison II, LLC.
 Street Address: 2234 West North Avenue City/State: Chicago, Illinois Zip: 60647
 Telephone: (773) 227-2850 Fax: (773) 371-0674 Email: MarcL@CoreCamp.us

Project Contact Person: Brian Munson Company: Vandewalle & Associates
 Street Address: 120 East Lakeside Street City/State: Madison, Wisconsin Zip: 53715
 Telephone: (608) 255-3988 Fax: (608) 255-0814 Email: bmunson@vandewalle.com

Project Owner (if not applicant): First University Family, L.P.
 Street Address: 401 North Carroll Street City/State: Madison, Wisconsin Zip: 53704
 Telephone: (608) 285-8095 Fax: (608) 285-8085 Email: brad@mullinsgroup.com

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 Al Martin (name of staff person) on November 20, 2014 (date of meeting).

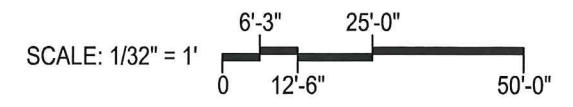
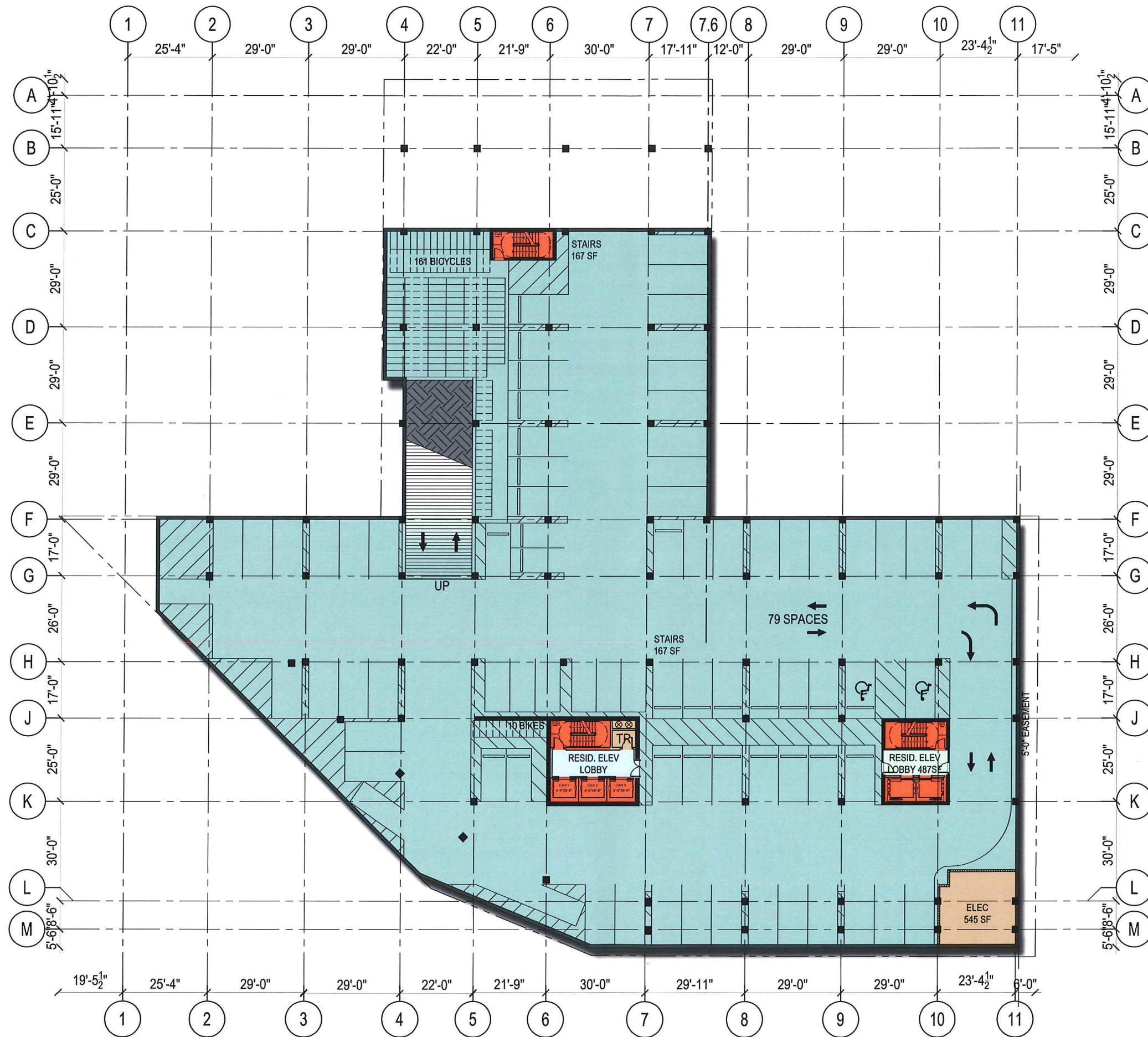
B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant: MARC LIFSHIN Relationship to Property: _____
 Authorized Signature: _____ Date: 1/29/15

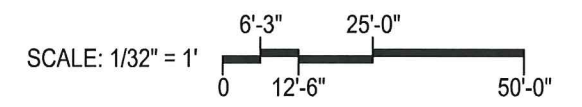
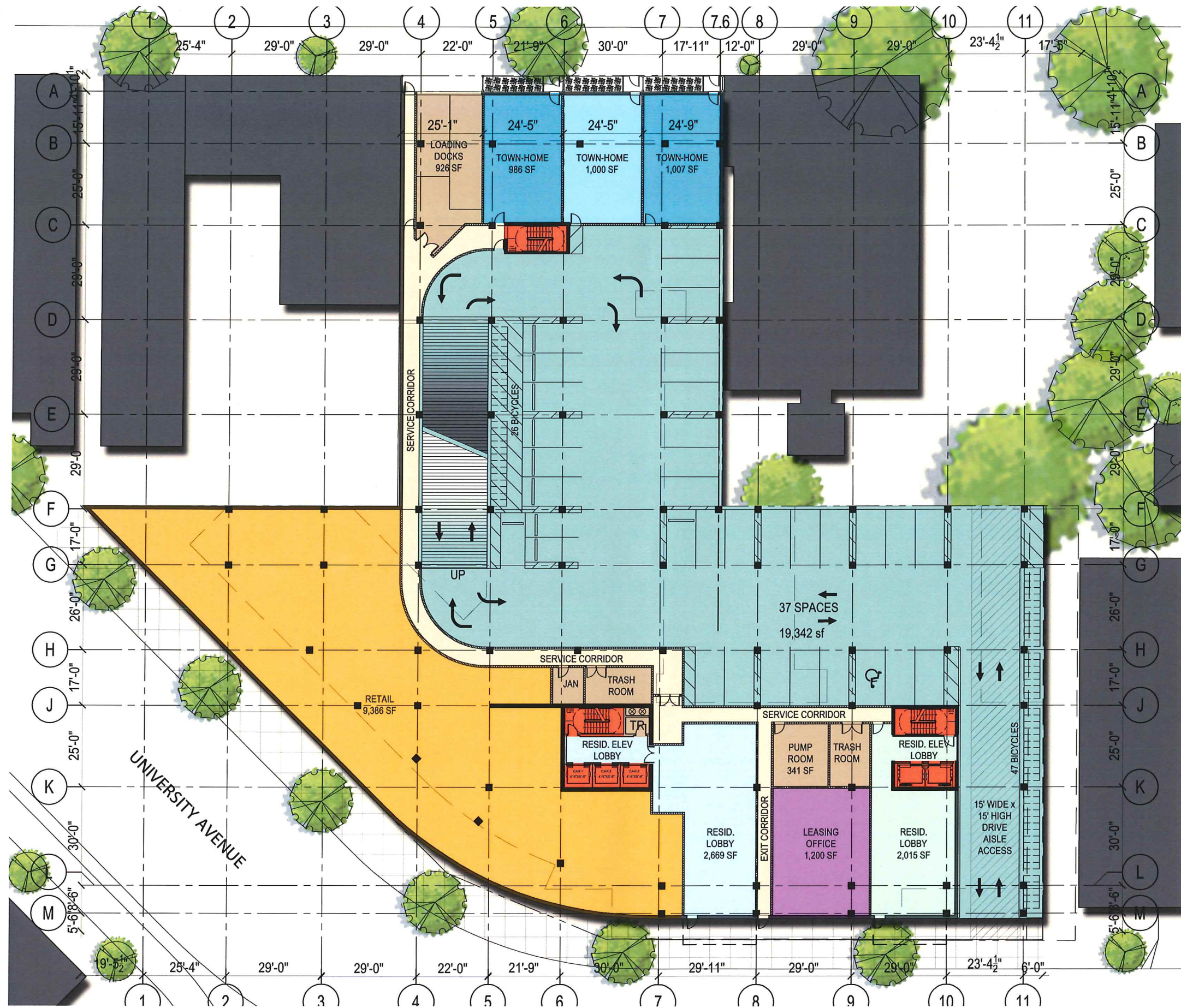


The Hub at Madison II

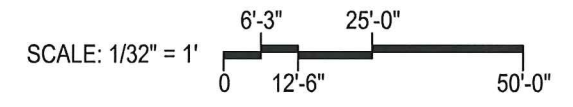
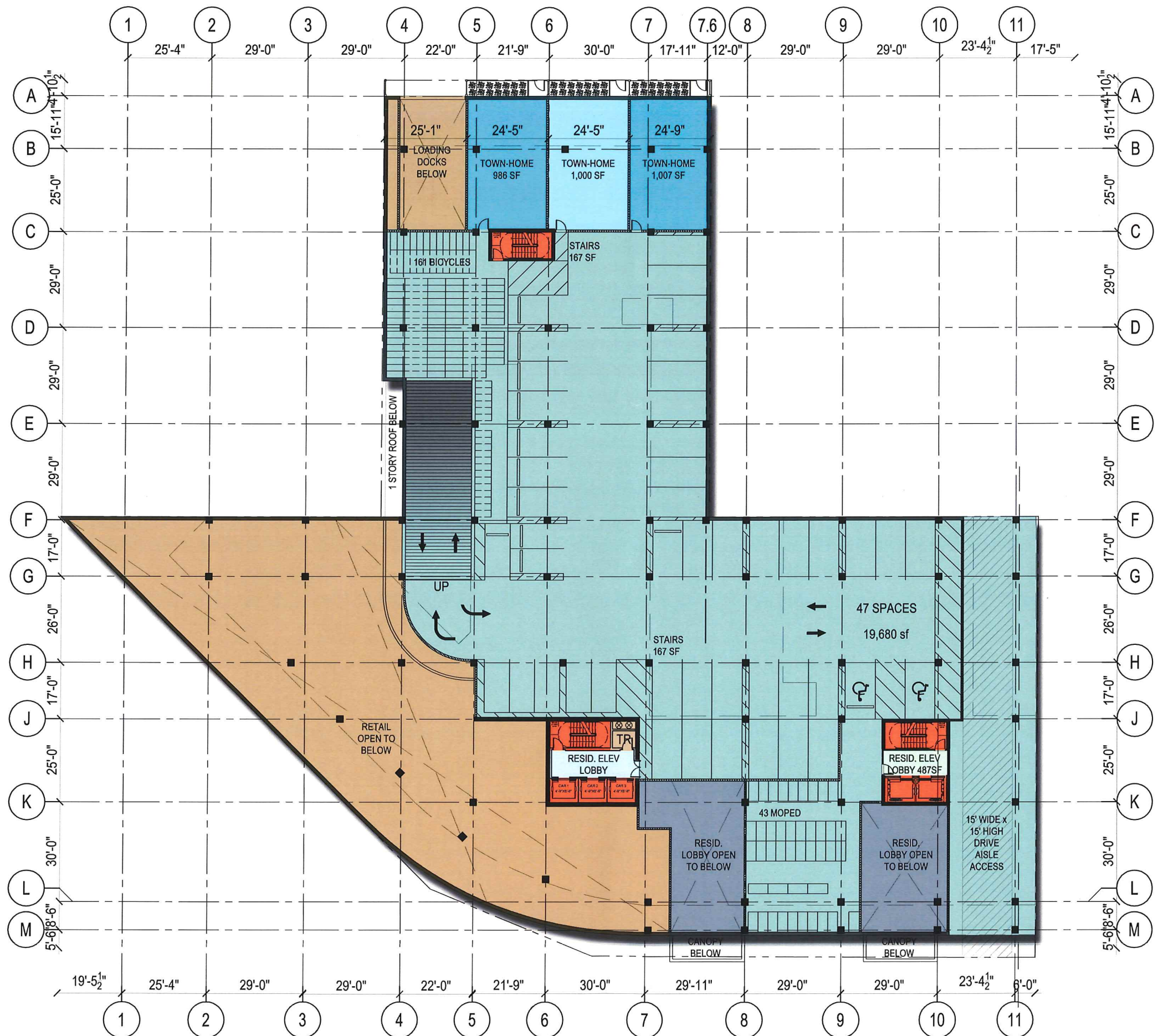
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The Hub at Madison II



The Hub at Madison II

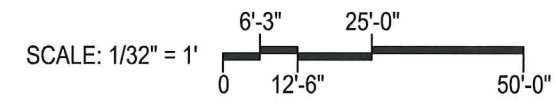


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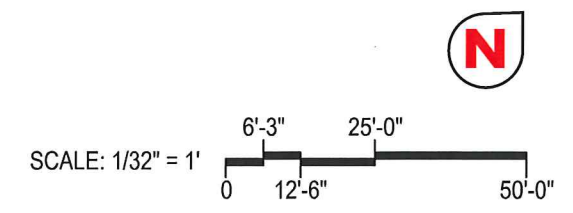
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Proposed Mezzanine Level Parking Plan

Madison, Wisconsin | February 18, 2015



The Hub at Madison II

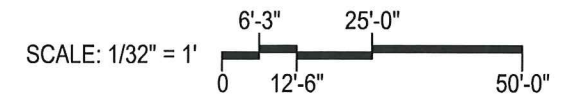
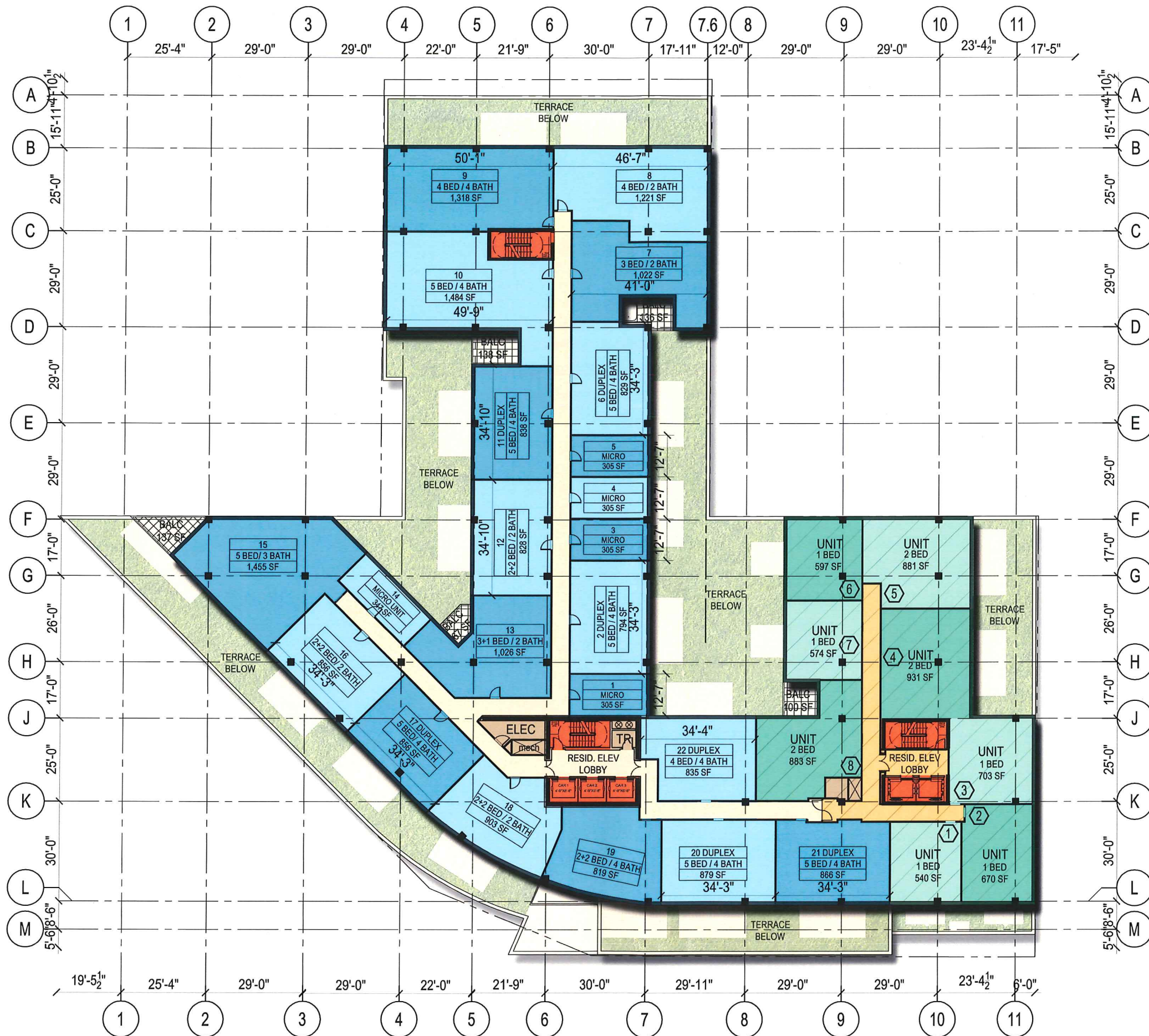


The Hub at Madison II

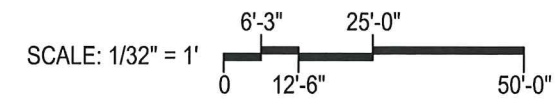
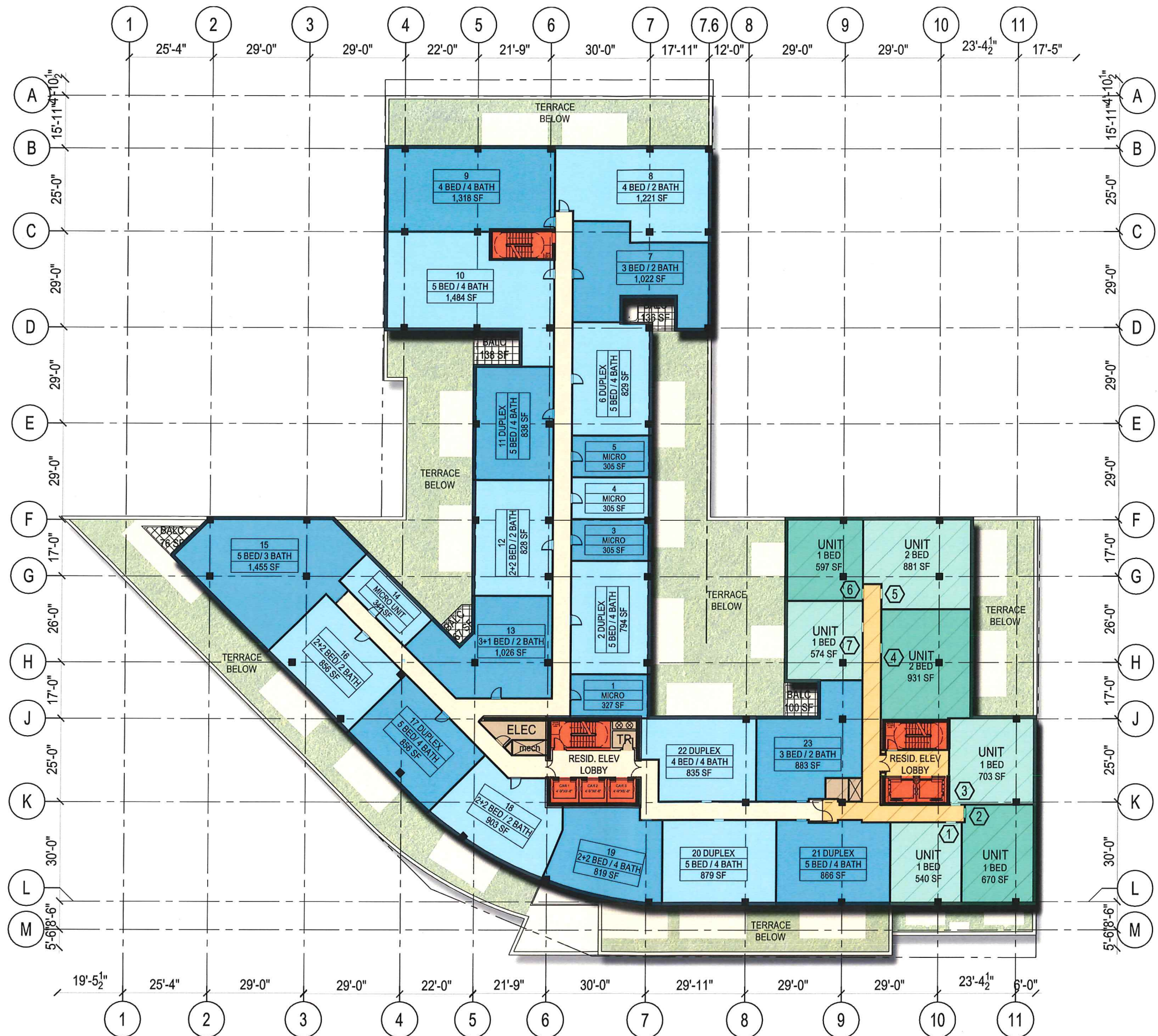
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Proposed Third Floor Plan

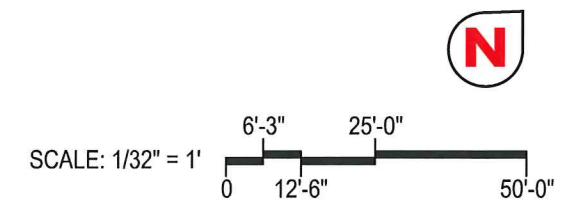
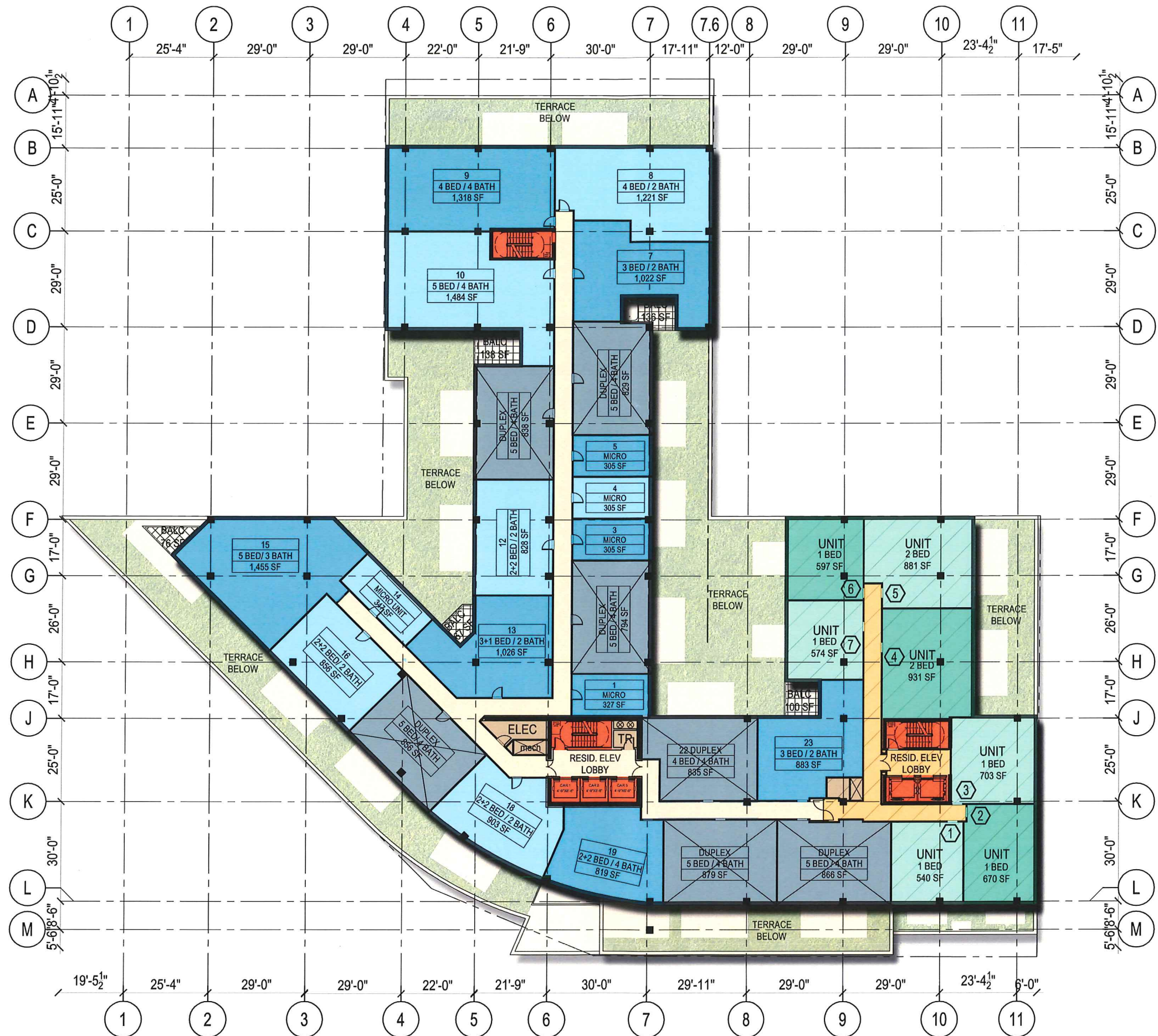
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The Hub at Madison II



The Hub at Madison II

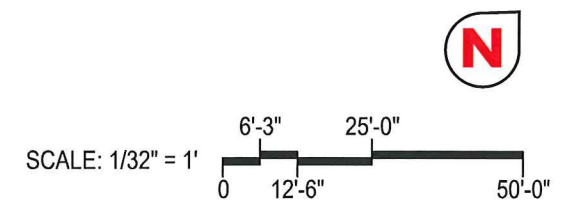
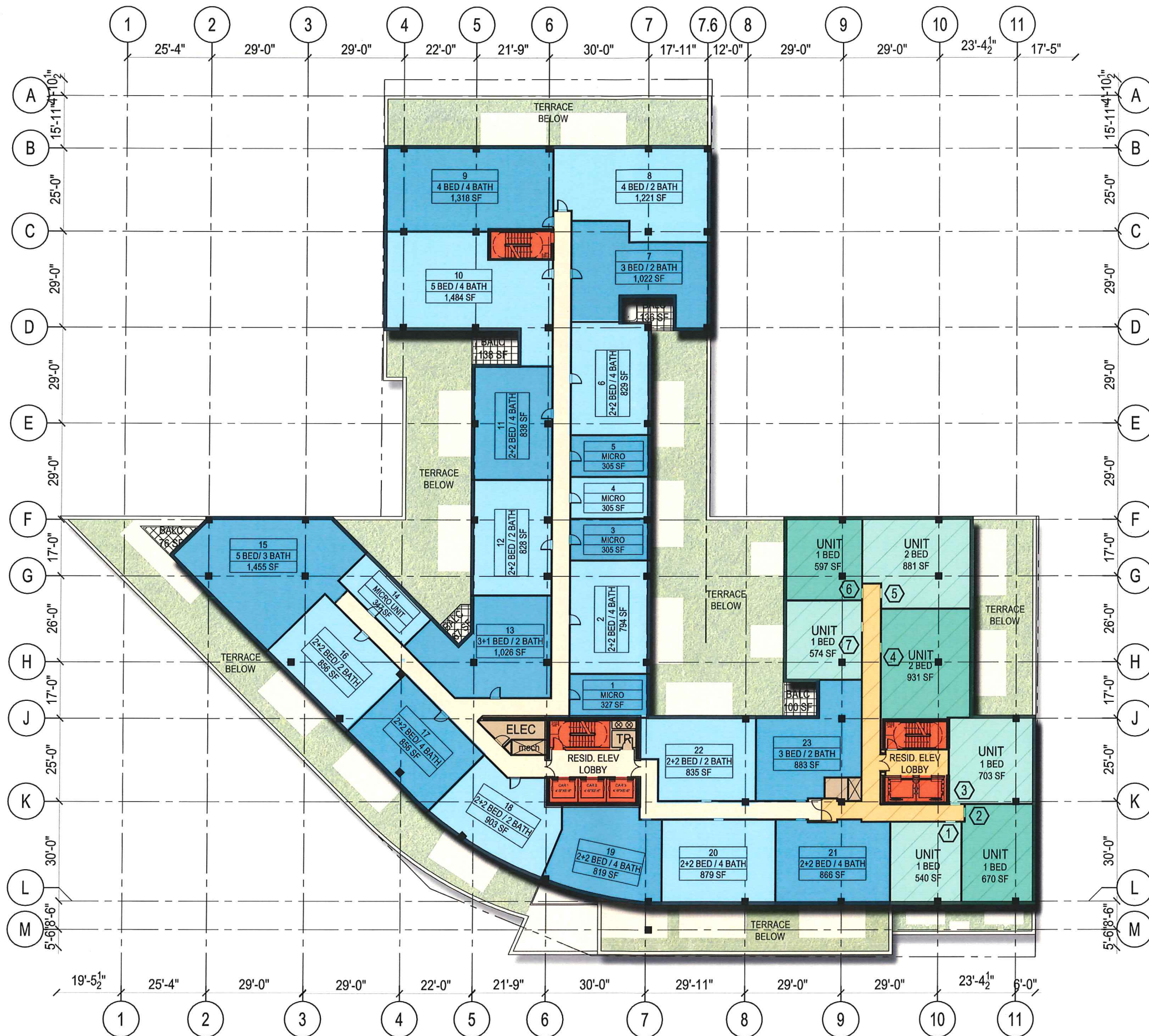


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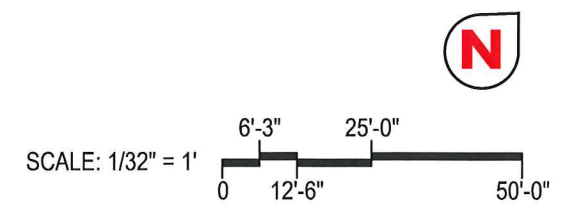
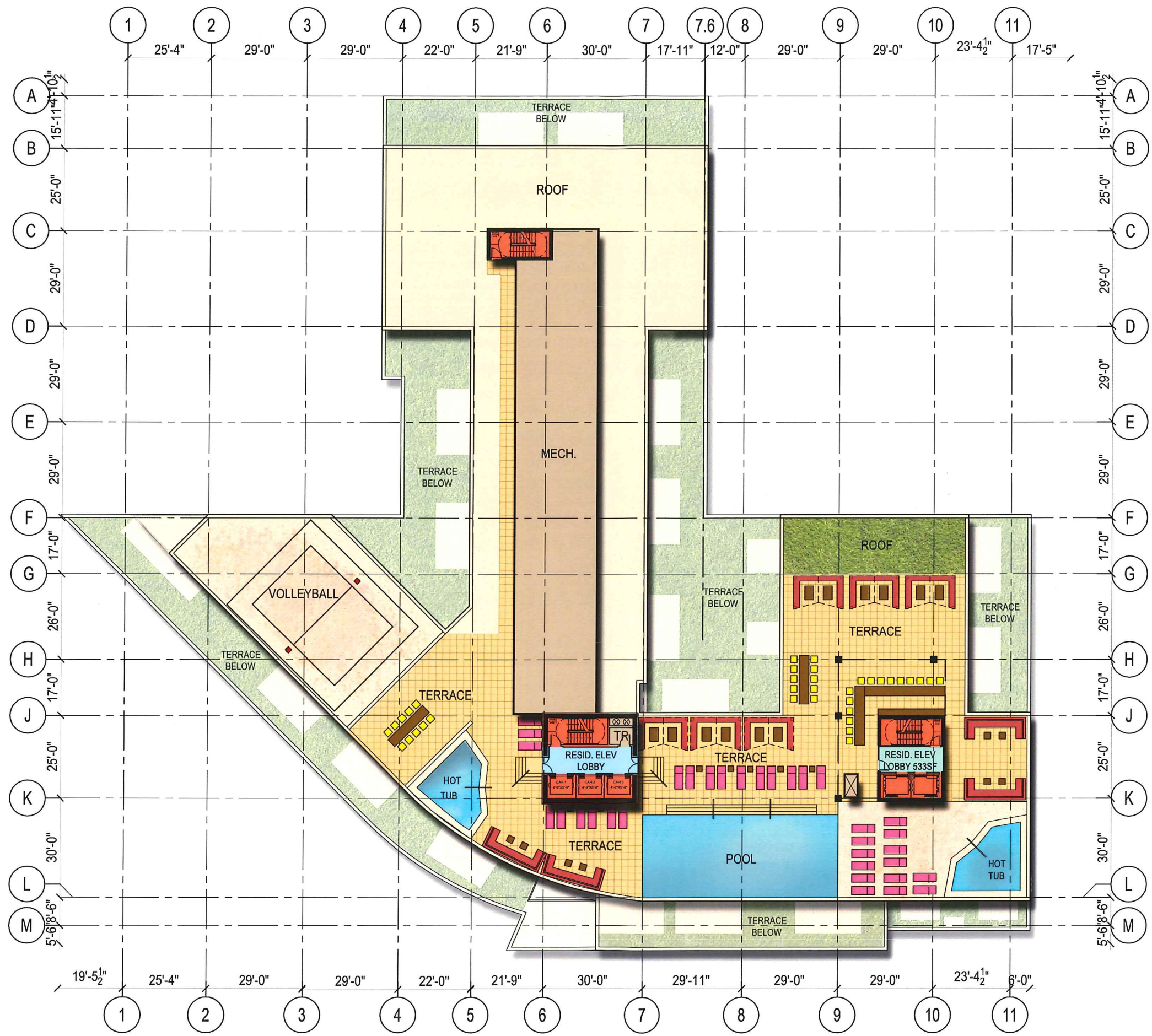
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Proposed Eleventh Floor Plan

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The Hub at Madison II

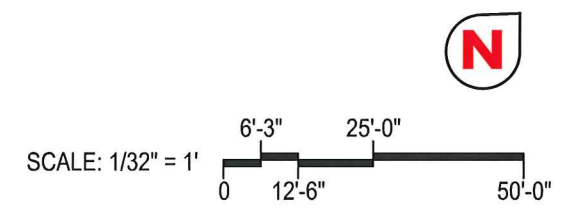
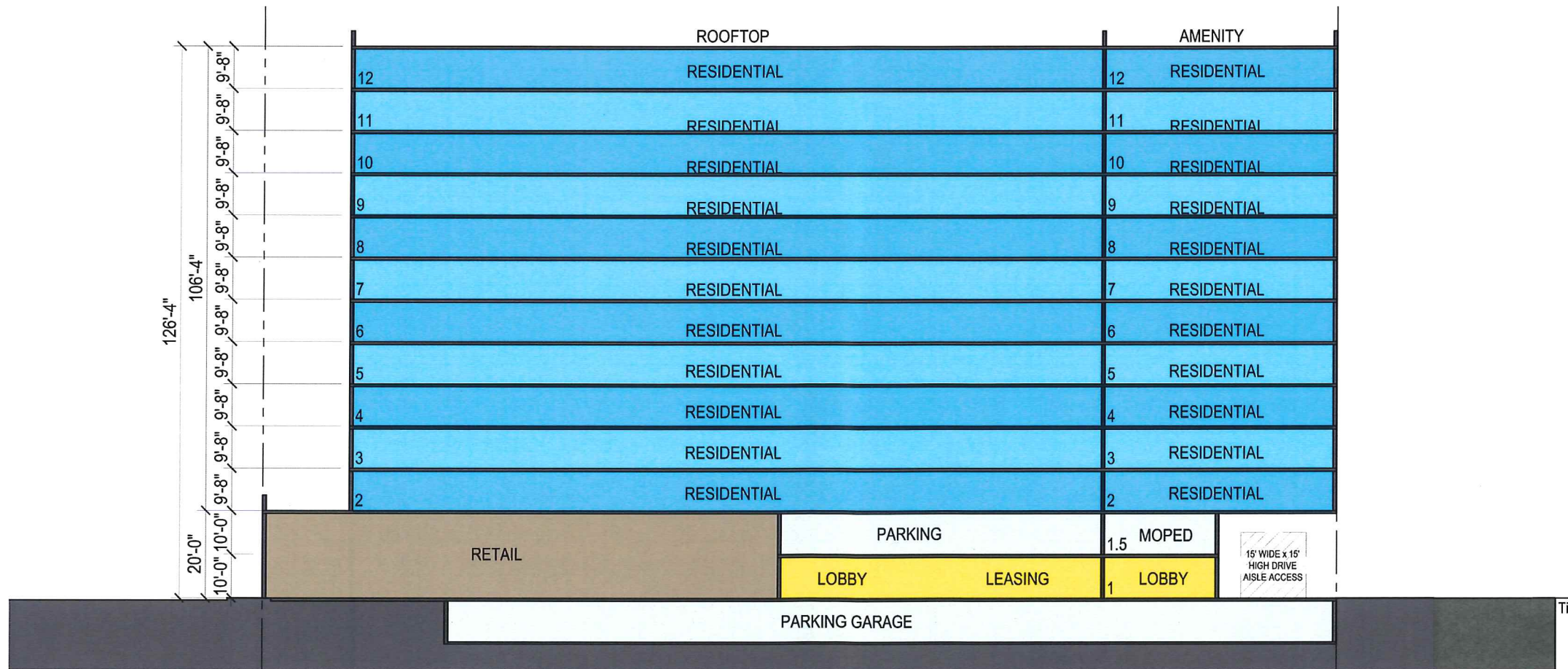
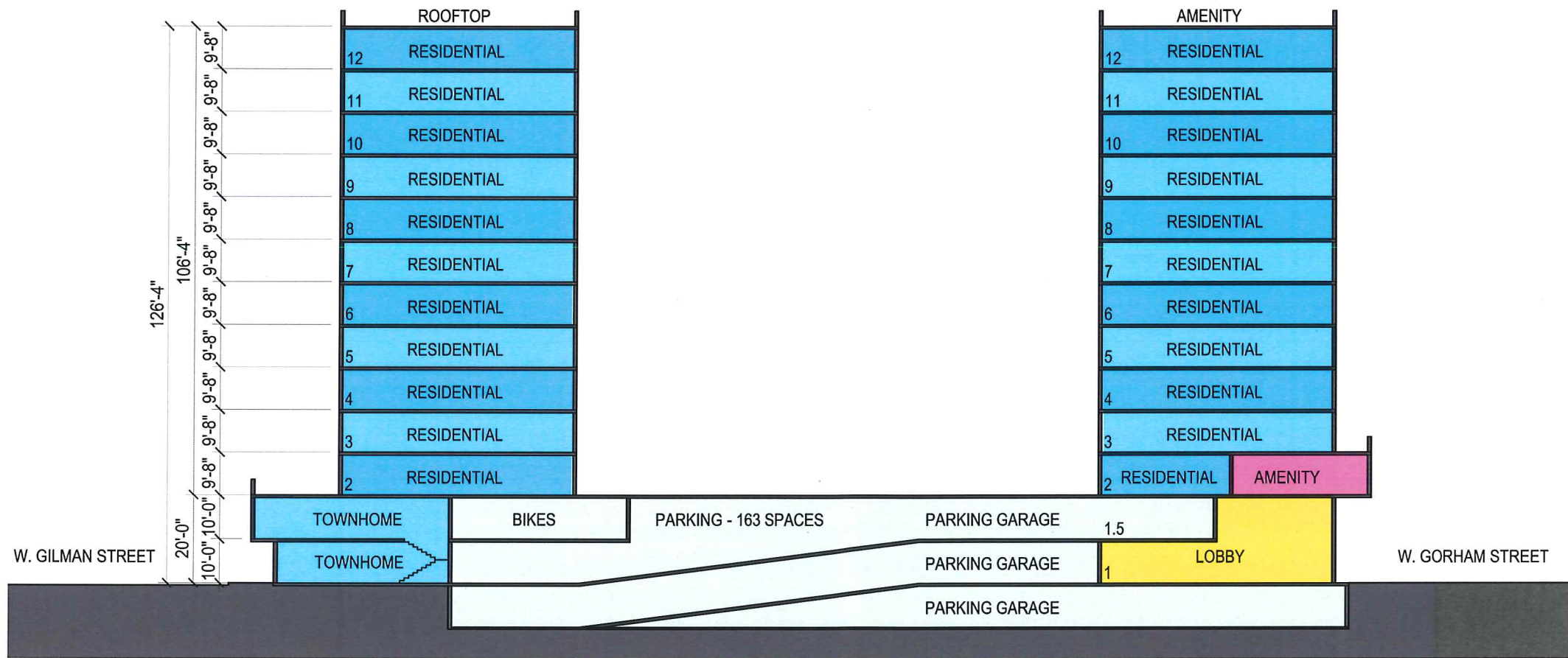


The Hub at Madison II

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Proposed Roof Plan

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The Hub at Madison II

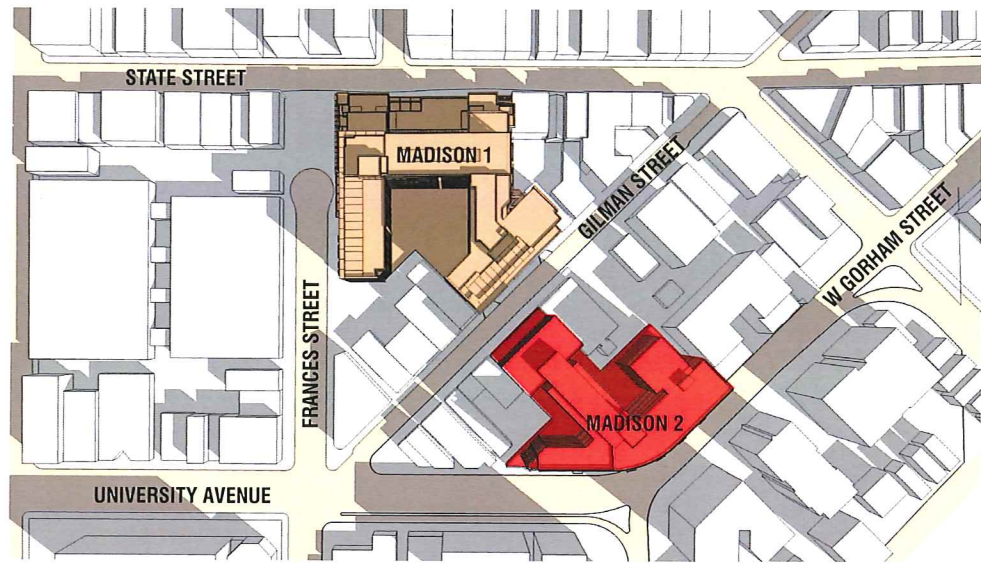
The Hub at Madison II- Area Analysis - 02/10/2015

SCHEME 1

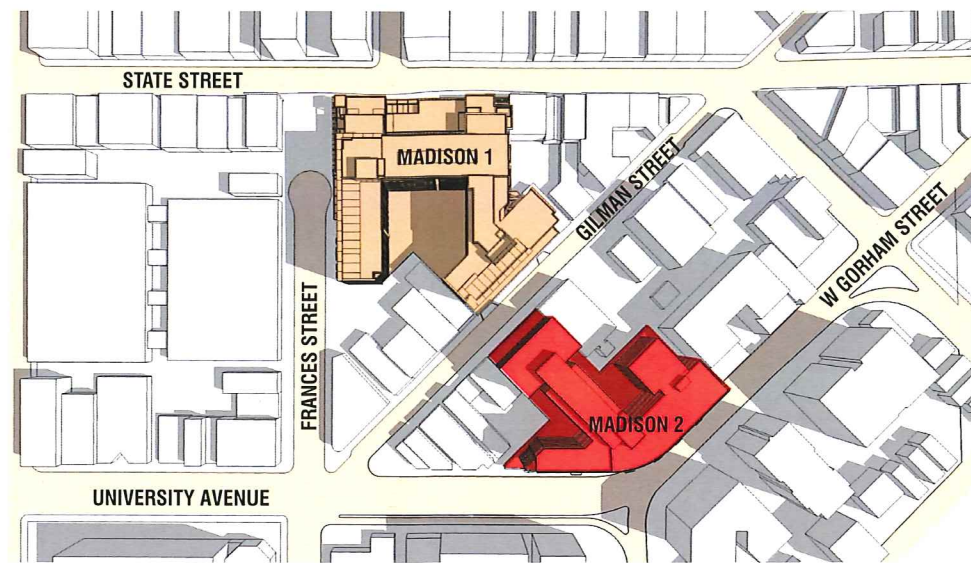
FLOOR	Town Home			Student Residence					Young Professional					RETAIL AREA	Common			Parking				Building Total		
	UNITS	BEDS	AREA	ROOMS	BEDS	RENTABLE AREA	COMMON AREA	BALCONY/TERRACE AREA	ROOMS	BEDS	RENTABLE AREA	COMMON AREA	BALCONY/TERRACE AREA		LOADING	COMMON	MECH	PARKING AREA	SPACES	MOPED	BIKES	GROSS AREA	GROSS MINUS BALCONY/TERRACE AREA	F.A.R. AREA
13	-	-	-	-	-	-	1,078	10,138	-	-	-	533	5,070	-	-	3,439	-	-	-	-	20,258	5,050	1,611	
12	-	-	-	22	73	17,646	2,933	417	7	15	6,767	1,080	100	-	-	-	-	-	-	-	28,943	28,426	28,426	
11	-	-	-	16	49	17,646	2,933	417	7	15	6,767	1,080	100	-	-	-	-	-	-	-	28,943	28,426	28,426	
10	-	-	-	22	78	17,646	2,933	417	7	15	6,767	1,080	100	-	-	-	-	-	-	-	28,943	28,426	28,426	
9	-	-	-	15	46	17,646	2,933	417	7	15	6,767	1,080	100	-	-	-	-	-	-	-	28,943	28,426	28,426	
8	-	-	-	21	75	17,646	2,933	417	7	15	6,767	1,080	100	-	-	-	-	-	-	-	28,943	28,426	28,426	
7	-	-	-	15	46	17,646	2,933	417	7	15	6,767	1,080	100	-	-	-	-	-	-	-	28,943	28,426	28,426	
6	-	-	-	21	75	17,646	2,933	417	7	15	6,767	1,080	100	-	-	-	-	-	-	-	28,943	28,426	28,426	
5	-	-	-	15	46	17,646	2,933	417	7	15	6,767	1,080	100	-	-	-	-	-	-	-	28,943	28,426	28,426	
4	-	-	-	21	75	17,646	2,933	417	7	15	6,767	1,080	100	-	-	-	-	-	-	-	28,943	28,426	28,426	
3	-	-	-	16	50	17,646	2,933	817	7	15	6,767	1,080	500	-	-	-	-	-	-	-	29,743	28,426	28,426	
2	-	-	-	19	66	15,873	7,731	3,158	7	13	5,437	1,085	844	-	-	-	-	-	-	-	34,128	30,126	30,126	
1.5	-	-	3,323	0	0	0	824	0	0	0	0	497	0	-	-	-	19,441	47	43	161	24,085	24,085	4,644	
1	3	15	2,992	0	0	0	3,269	0	0	0	0	2,615	0	9,386	926	2,641	341	19,340	37	0	73	41,510	41,510	22,170
LL	-	-	-	0	0	0	824	0	0	0	0	487	0	-	-	-	467	34,936	79	0	181	36,714	36,714	0
TOTAL	3	15	6,315	203	679	192,333	43,056	17,866	77	163	73,107	16,017	7,314	9,386	926	2,641	4,247	73,717	163	43	415	446,925	421,745	342,811

Site Area (sf)	42,615.00
FAR	8.04

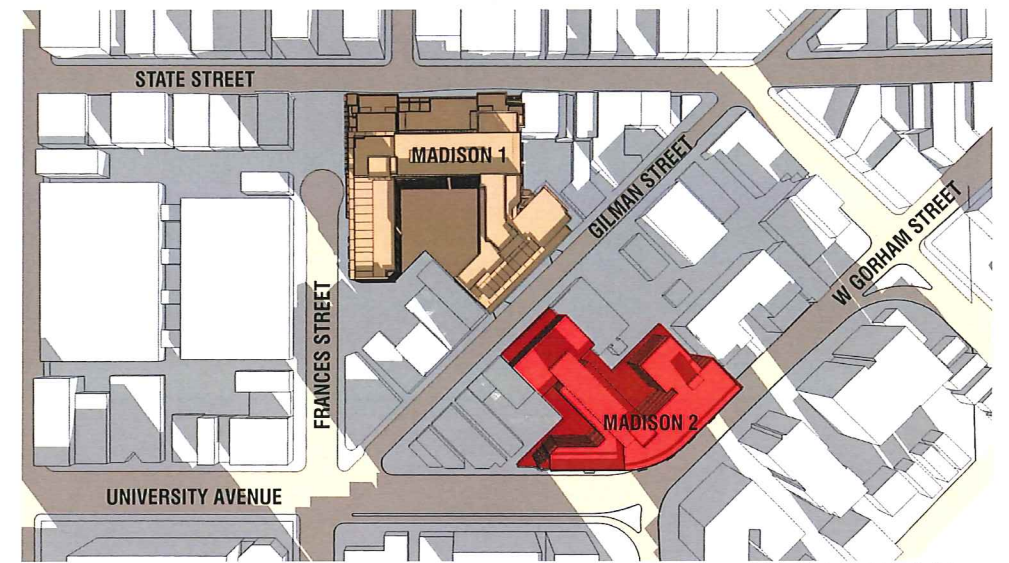




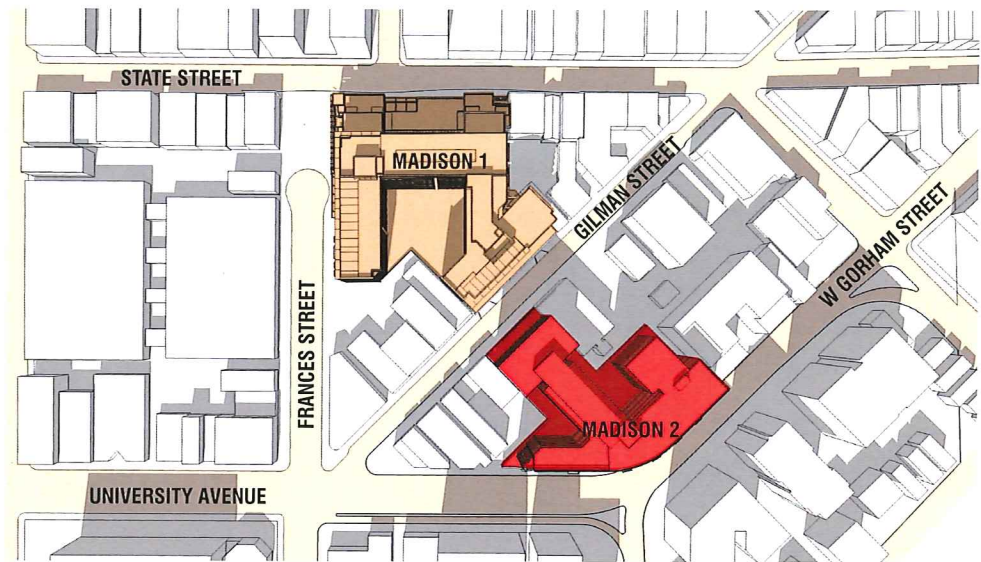
March 20 - 9:30 am



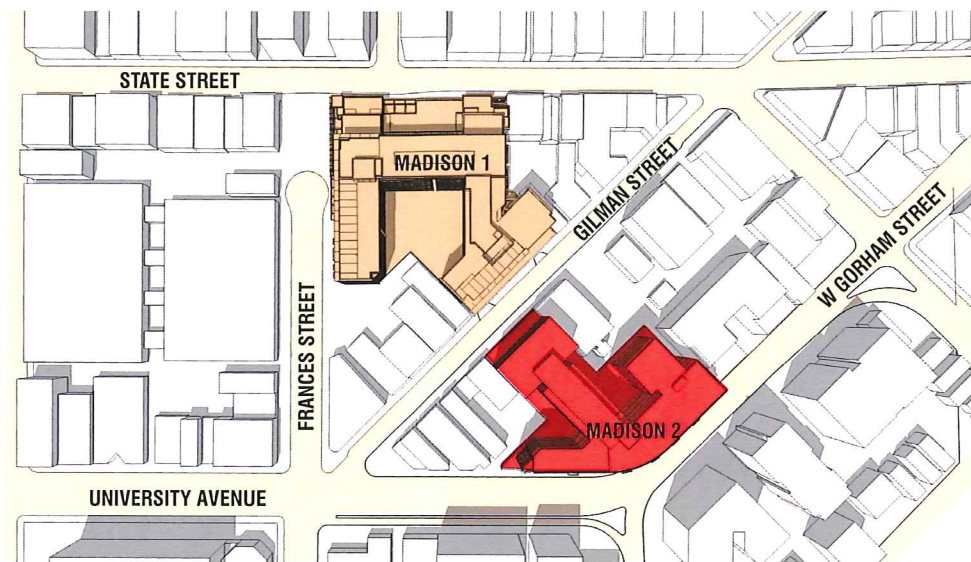
June 21 - 9:30 am



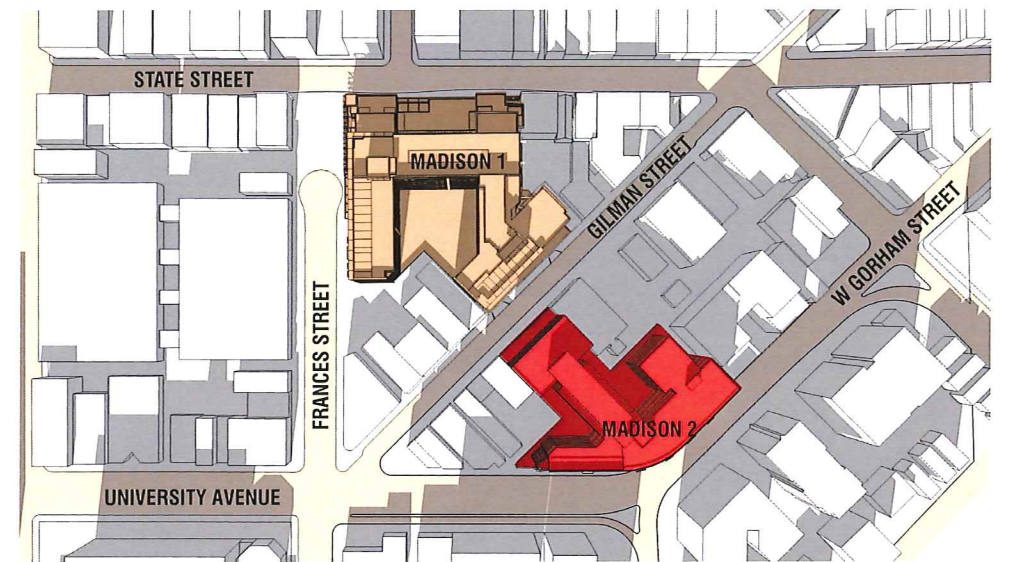
December 21 - 9:30 am



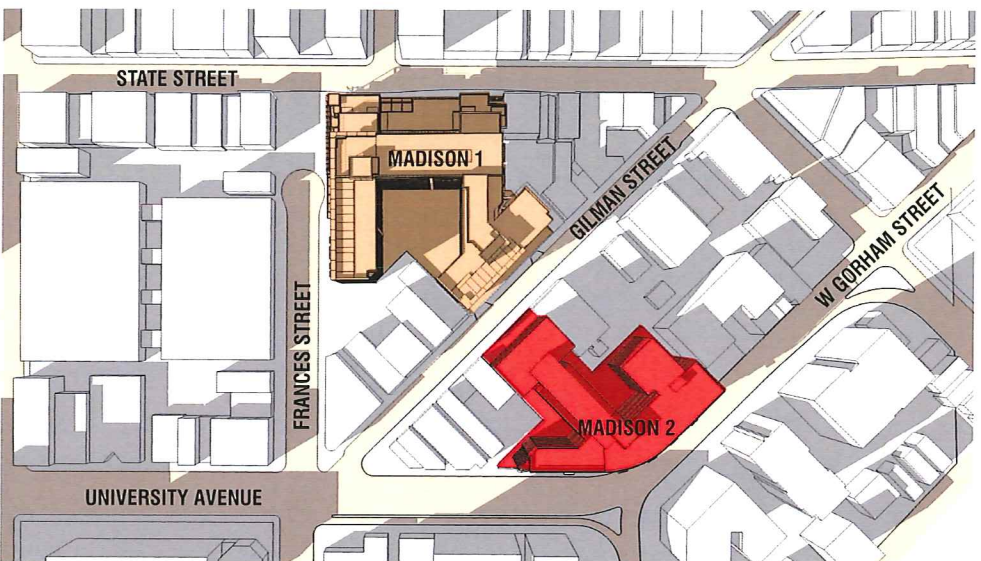
March 20 - 12:30 pm



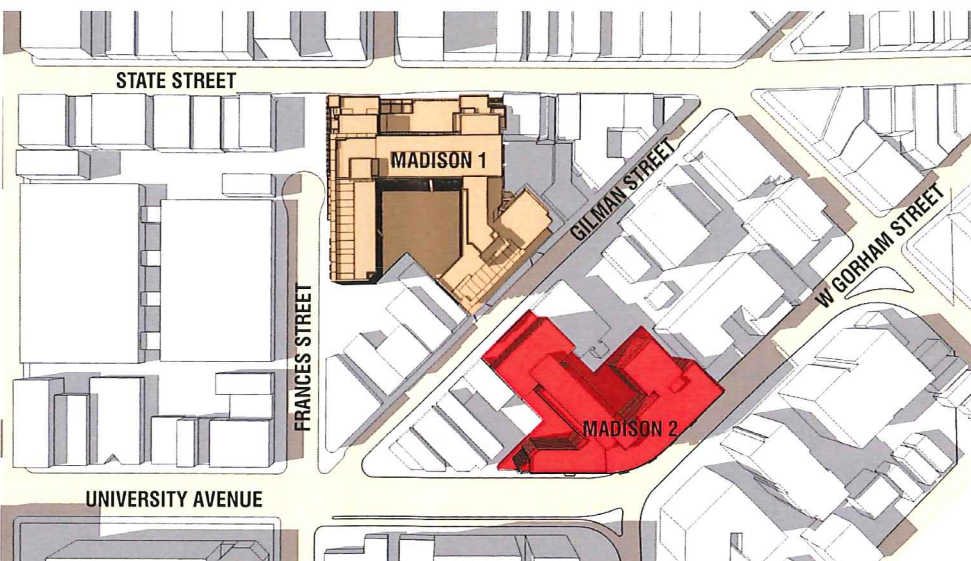
June 21 - 12:30 pm



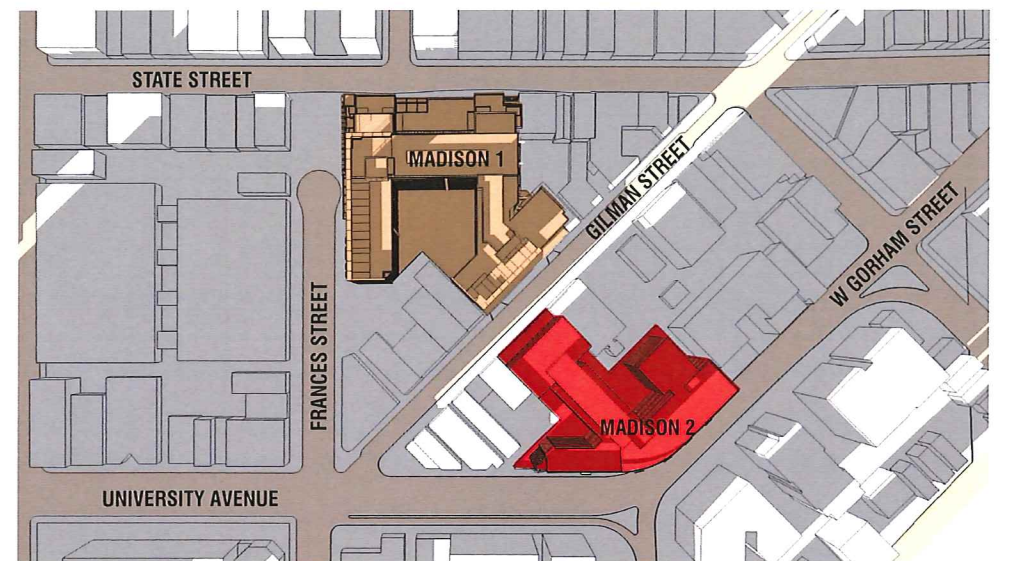
December 21 - 12:30 pm



March 20 - 3:30 pm



June 21 - 3:30 pm



December 21 - 3:30 pm



The Hub at Madison II



The Hub at Madison II

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Preliminary Design Views

Madison, Wisconsin | February 18, 2015



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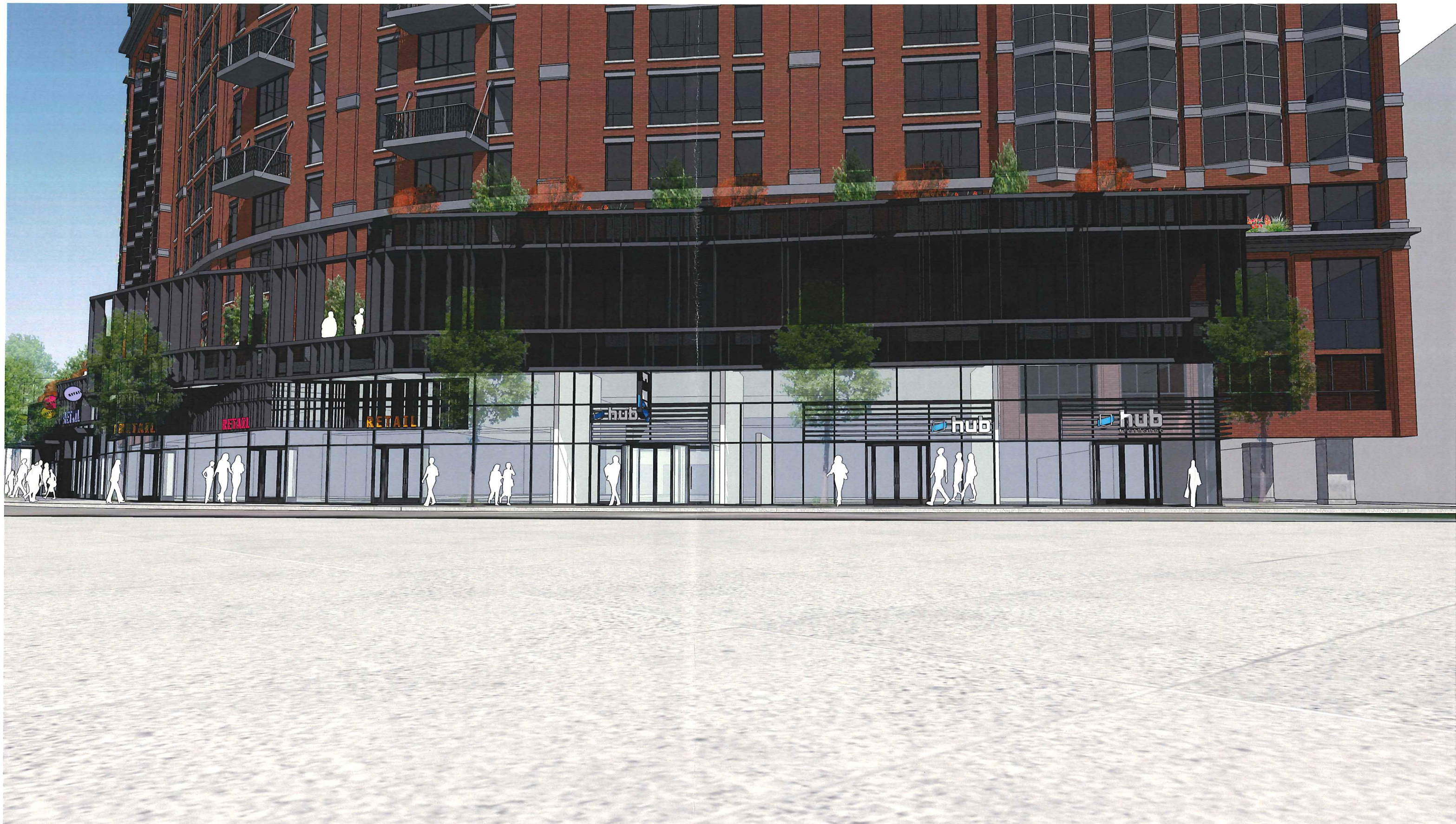


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