

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: 5102 Silver Tree Run

Title: University Crossing Mixed Use Building

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 Paul Lenhart Company University Crossing Mixed Use, LLC
Street address 749 University Row City/State/Zip Madison, WI 53705
Telephone 608.249.2020 Email plenhart@kruppconstruction.com

Project contact person Doug Hursh Company Potter Lawson
Street address 749 University Row City/State/Zip Madison, WI 53705
Telephone 608.274.2741 Email dough@potterlawson.com

Property owner (if not applicant) _____
Street address _____ City/State/Zip _____
Telephone _____ 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 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.

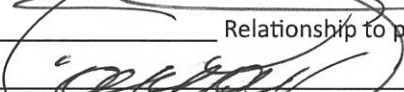
Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

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 Tim Parks on August 8, 2017.
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 Doug Hursh Relationship to property Architect
 Authorized signature of Property Owner  Date 8.16.17

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

August 16, 2017

RE: University Crossing Building 5 - Informational Presentation - Letter of Intent

Dear UDC Members,

5102 Silver Tree Run is part of the University Crossing development and will be the latest project to be constructed in the development. Referred to as Building 5, it will contain a mix of office and residential spaces and will complete the Whitney Way edge of the masterplan. The building will consist of a lower level parking garage, first floor offices with a shared community room and three floors of apartments. This is a major alteration to an previously approved Planned Development GDP. The mixed use office / residential building that is proposed is a change in use from the approved masterplan, which allowed either a 6-story hotel or a 4-story office building.

The proposed mix of uses is compatible with the existing uses of the adjacent buildings in the master plan, which include a multi tenant office building (Building 4) and an apartment building (Building 5). The structured parking that exists within Building 5 along with new underground and existing surface stalls provides adequate parking for the project.

Urban Design District 6 - Addressing Design Criteria

1. Public Rights-of-Way.

The current landscaping quality will be continued for the right of way at this site.

2. Off-Street Parking and Loading Areas.

No new surface parking is proposed. Parking and loading is located to the rear of the building, below the building and within Building 6.

3. Signs.

Signage locations have not been determined but will comply with city ordinances. Building signage may be desired by office tenants. Signage design and locations will be submitted in a subsequent package.

4. Building Design.

Exterior building materials will be low maintenance and harmonious with adjacent building. Brick, metal panels and cement board siding are proposed.

5. Lighting.

The existing internal road way will be lighted to city standards.

6. Landscaping.

Landscaping will be similar to the existing sites within the development and will meet city standards.

Sincerely,



Douglas R Hursh, AIA, LEED AP



5102 Silver Tree Run

University Crossing Building 5 - Informational Presentation

PLI Project No. 2011.06.05

August 16, 2017

Project Team

Potter Lawson & Krupp Construction

Zoning District: PD (SIP)

Urban Design District 6

4 story building
48 Apartments
33 parking stalls in garage

Parking Floor area: 14,250 gsf
First Floor area: 13,350 gsf
Floors 2-4 area: 13,540 gsf / floor
Total building area: 68,220 gsf

Parking and Area Summary

Building Name	Address	Use	Units	Office Area
Existing Building 6	725 University Row	Residential	115 Units	--
Existing Building 4	749 University Row	Office	--	65,000 GSF
Proposed Building 5	5102 Silver Tree Run	Office Residential	-- 48 Units	10,500 SF --
TOTALS			163 Units	75,500 SF Office

Parking Summary	Parking Stalls
Surface Parking Available	65 Stalls
Structured Parking	337 stalls (building 6) + 35 stalls (building 4) + 29 stalls (building 5) = 401 stalls
TOTAL	466 stalls

Assume 60% of 466 stalls are available during office hours - 279 stalls = 3.7 stalls per 1,000 SF for Office Space
Assume 80% stalls available for residents for evenings and weekends = 372 stalls for 163 units = 2.2 per unit

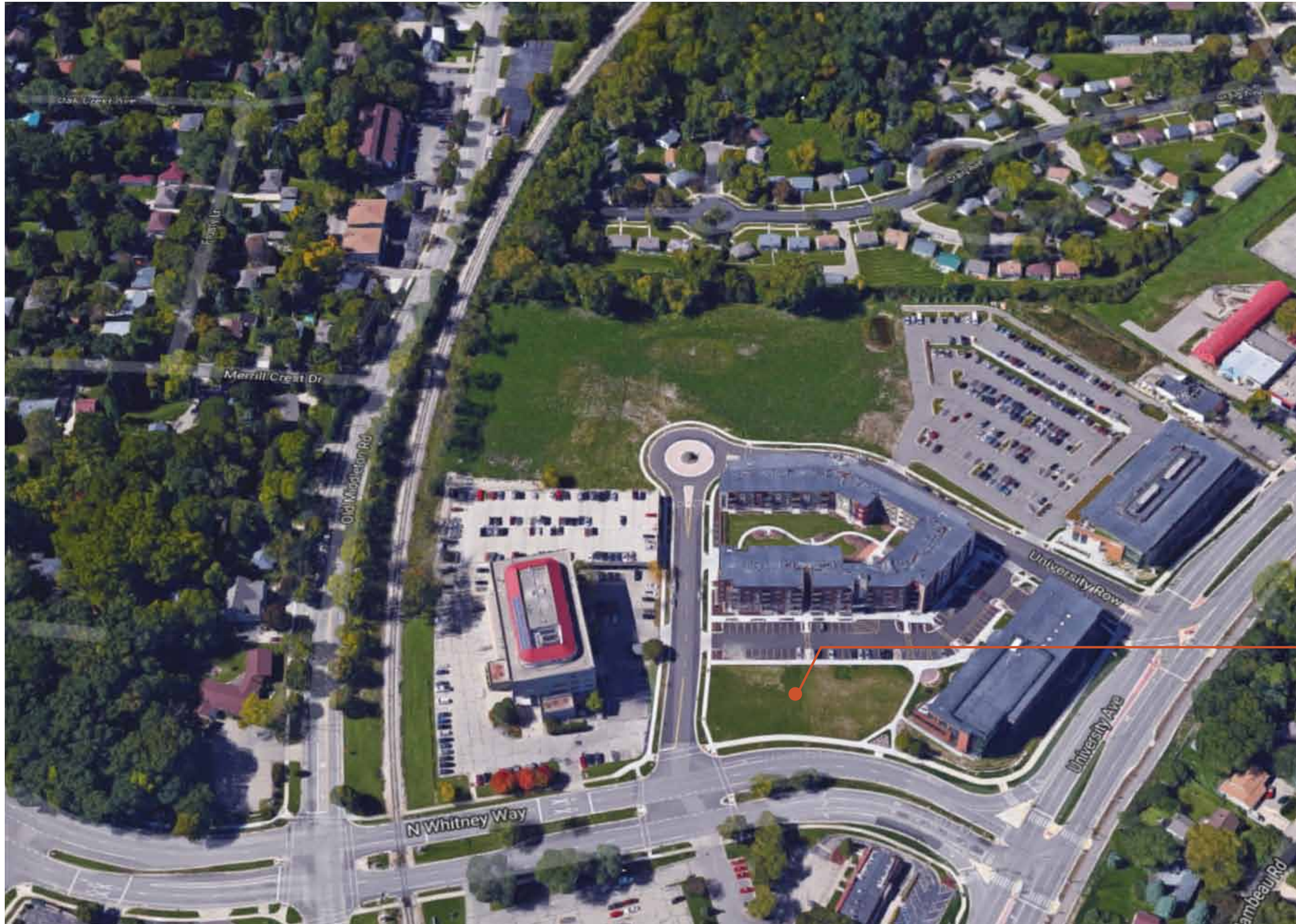
Project Narrative

5102 Silver Tree Run is part of the University Crossing development and will be the 4th building in the development. The mixed use building will complete the Whitney Way edge of the masterplan. Building 5 will be a mixed use building with Office and Residential use. The building will consist of a lower level parking garage, first floor offices with a shared community room and three floors of apartments. This is a major alteration to an previously approved Planned Development GDP. The mixed use office / residential building that is proposed is a change in use from the approved masterplan, which allowed either a 6-story hotel or a 4-story office building.

The proposed mix of uses is compatible with the existing uses of the adjacent buildings in the master plan, which include a mutli tenant office building (Building 4) and an apartment building (Building 5). The structured parking that exists within Building 5 along with new underground and existing surface stalls provides adequate parking for the project.

University Crossing Building 5 | UDC Informational Presentation

August 16, 2017



Building 5 Site
5102 Silver Tree Run

Existing Conditions - Aerials
University Crossing Building 5 | UDC Informational Presentation
August 16, 2017

View from Whitney Way



Building 5 Site

View from University Row



View from Silver Tree Run



Existing Context
University Crossing Building 5 | UDC Informational Presentation
August 16, 2017



749 University Row



Public Service Commission (adjacent building)
610 N Whitney Way
**not part of masterplan



Digestive Health Center
750 University Row

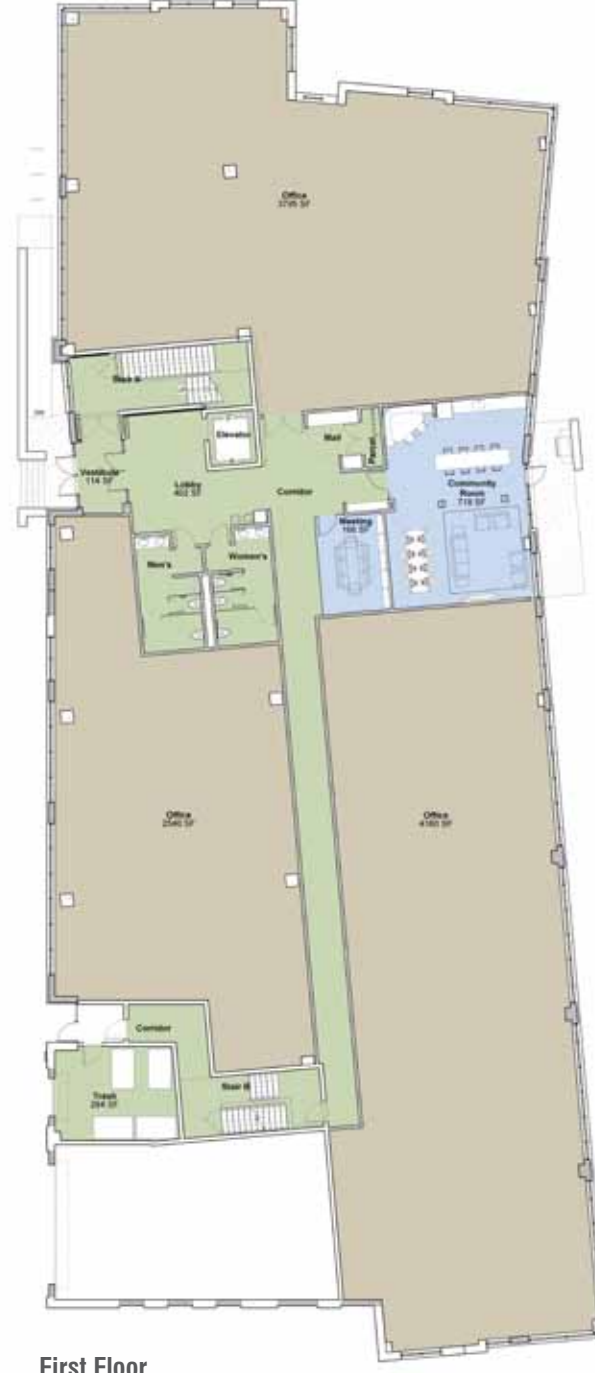


University Row Apartments
725 University Row

Existing Conditions - Adjacent Building Photos
University Crossing Building 5 | UDC Informational Presentation
August 16, 2017



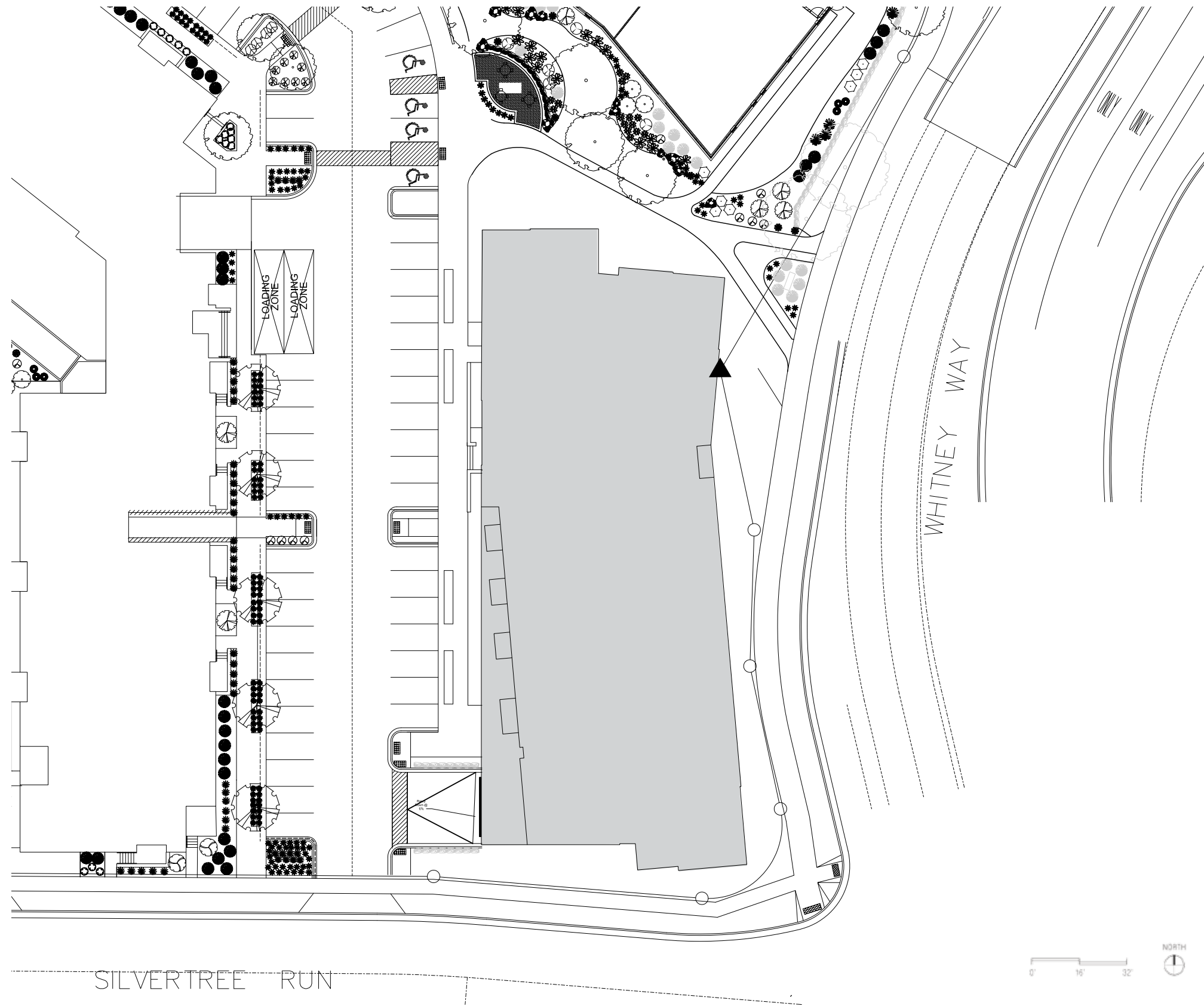
Basement



First Floor



Second - Fourth Floors



Site Plan
 University Crossing Building 5 | UDC Informational Presentation
 August 16, 2017

Building Summary as Shown in GDP - 2012

Lot #	Potential Land Use	Net Lot Area (sf)	Proposed Footprint Area (sf)	Proposed Height (stories)	Proposed Building Area (sf)	F.A.R.	Proposed Parking Stalls
1	Clinic	186,000	Bldg 1: 20,000 Bldg 1A: 17,500	3 4	Bldg 1: 67,420 Bldg 1A: 70,000	0.74	Surface: 47 Structure A: 456 Below Bldg: 28
2	Clinic	144,184	Bldg 2: 26,700	3	Bldg 2: 80,000	0.55	Surface: 19 Structure B: 342 Below Bldg: 50
3	Non-profit hospitality	43,560	Bldg 3: 13,400	3	Bldg 3: 40,000	0.92	Surface: 42
4	Office/Retail	54,014	Bldg 4: 22,800	3	Bldg 4: 64,940	1.2	Surface: 29 Below Bldg: 35
5	Hotel (or Office)	40,075	Bldg 5: 14,000	6 (or 4)	84,000 (or 64,000)	2.10 (or 1.60)	Surface: 36 Below Bldg: 24
6	Residential + Parking C	68,000	Residential 24,234 Parking 32,315	4 & 5	Residential 131,810 Parking 139,690	1.94	337

Total Building Area: 538,170
 (or 518,170 w./ #5 Office)
 Total Parking Stalls 1,445
 2.69 stalls/ 1,000 sf (or 2.79 w./ #5 Office)

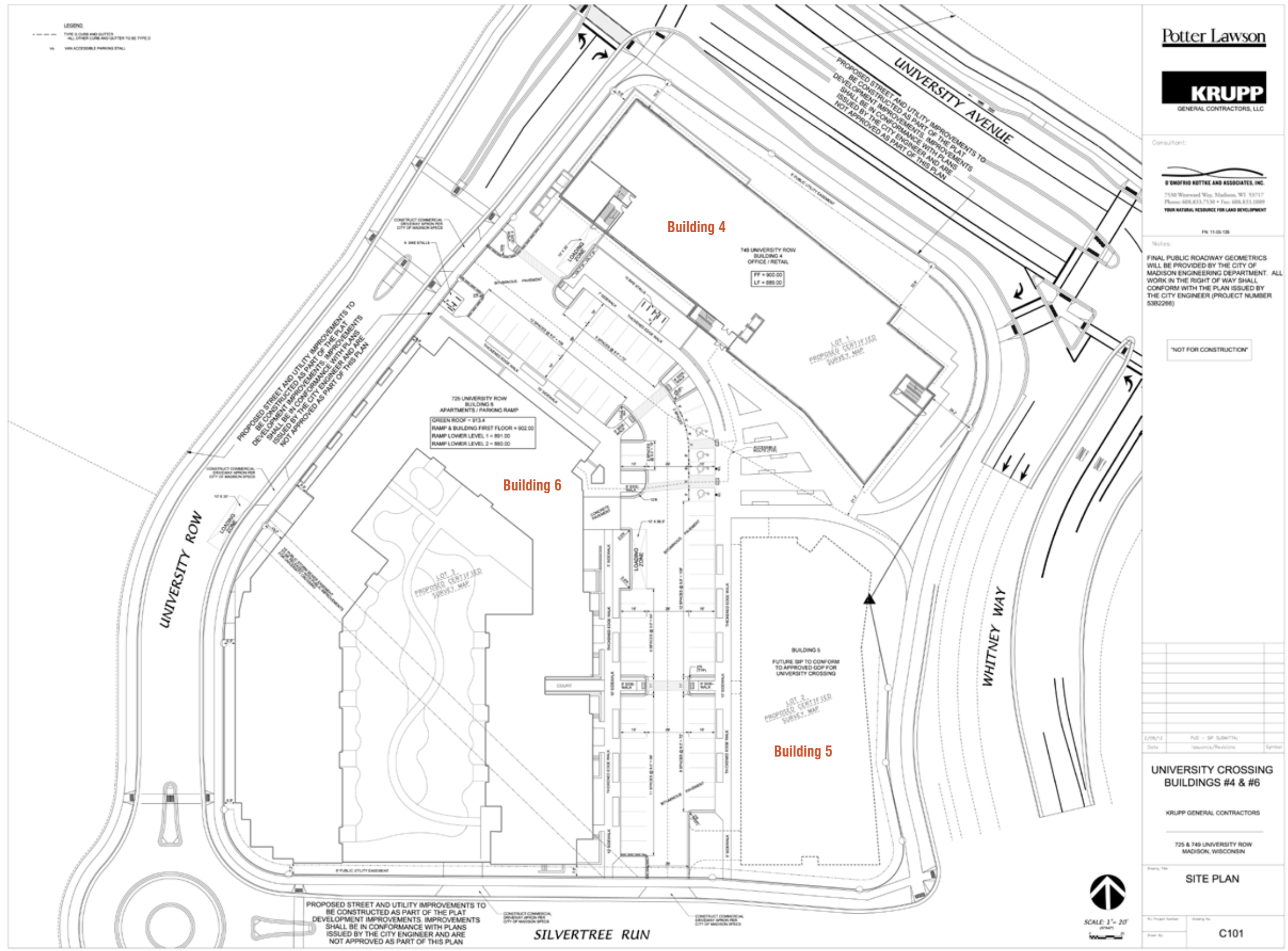
*Parking Structure C for Buildings 4, 5, & 6

Parking

Parking Structure A: 3 Levels - approx. 456 stalls
 Parking Structure B: 3 Levels - approx. 342 stalls
 Parking Structure C: 3 Levels - approx. 337 stalls
 (Parking Structures to be 10-11 feet floor to floor)



**This is a Concept Masterplan. Final building footprint uses and sizes will be determined during the SIP submittals.



Site Plan - Buildings 4 and 6
 University Crossing Building 5 | UDC Informational Presentation
 August 16, 2017

2012 - PUD - SIP Site Plan





University Crossing Masterplan
University Crossing Building 5 | UDC Informational Presentation
August 16, 2017

Proposed Building 5
5102 Silver Tree Run



Northeast Perspective - University Avenue and Whitney Way
University Crossing Building 5 | UDC Informational Presentation
August 16, 2017



Southeast Perspective - Whitney Way
University Crossing Building 5 | UDC Informational Presentation
August 16, 2017



Northwest Perspective - From Internal Drive
University Crossing Building 5 | UDC Informational Presentation
August 16, 2017



Southwest Perspective - Silver Tree Run
University Crossing Building 5 | UDC Informational Presentation
August 16, 2017



North Elevation

West Elevation



East Elevation - Whitney Way



South Elevation - Silver Tree Run