

# City of Madison

## Proposed Demolition and Rezoning

Location

301 North Hamilton Street

**Applicant** 

Phillip K. Hees - The McBride Companies/ Thomas C Miller - The Alexander Company

From: R6 & C1

To: PUD(GDP)

Existing Use

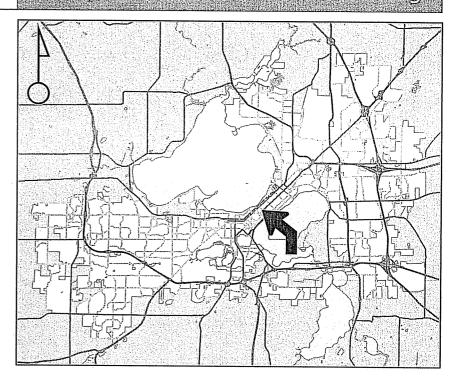
Residential and Commercial Buildings

Proposed Use

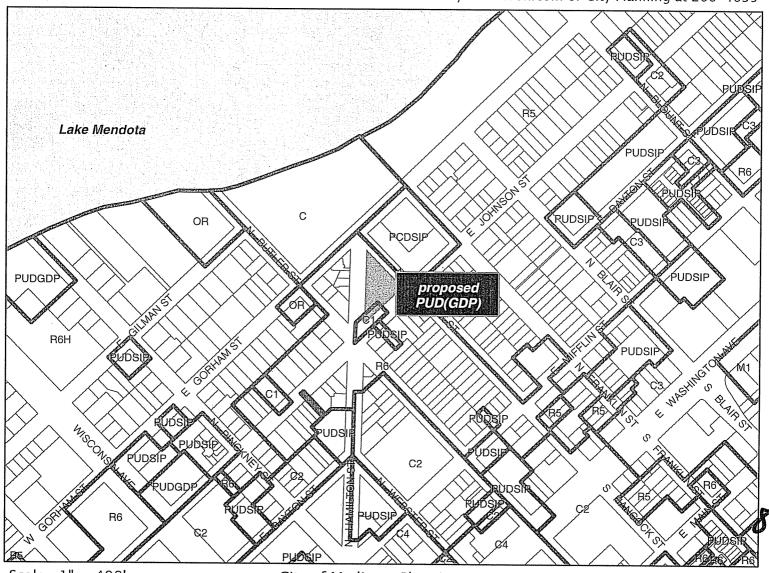
Demolish 6 Buildings for Future Construction of 70-Unit Apartment Building

Public Hearing Date Plan Commission 17 December 2007

Common Council 08 January 2008

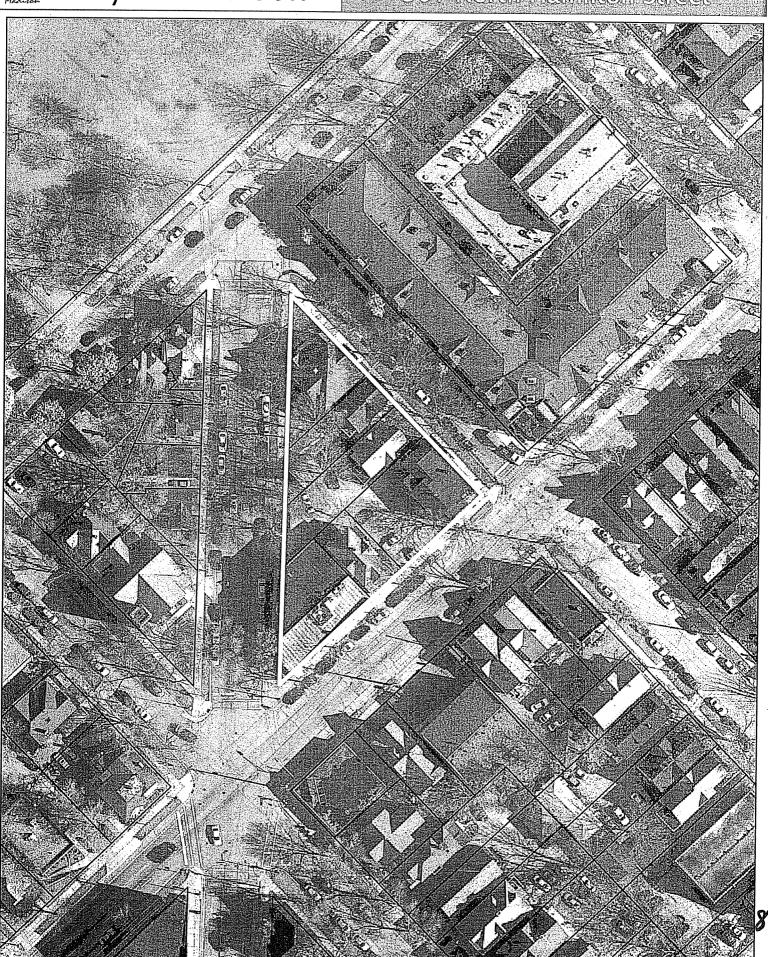


For Questions Contact: Kevin Firchow at: 267-1150 or kfirchow@cityofmadison.com or City Planning at 266-4635



Scale : 1'' = 400'

City of Madison, Planning Division: RPJ: Date: 04 December 2007



Date of Aerial Photography : April 2007

### LAND USE APPLICATION **Madison Plan Commission**

- The following information is required for all applications for Plan Commission review.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at www.cityofmadison.com/planning/plan.html
- All zoning application packages should be filed directly with the Zoning Administrator's desk.
- All applications will be reviewed against the applicable standards found in the City Ordinances to determine if the project can be approved.

| _                                       |  |   |  |  |  |  |
|---|--|---|--|--|--|--|
| ı                                       | LAND USE APPLICATION   | FOR OFFICE USE ONLY:  |  |  |  |  |
|   | <b>Madison Plan Commission</b>   | Amt. Paid 1250 - Receipt No. 84483  |  |  |  |  |
| 2                                       | 215 Martin Luther King Jr. Blvd; Room LL-100   | Parcel No.  |  |  |  |  |
| F                                       | PO Box 2985; Madison, Wisconsin 53701-2985   |   |  |  |  |  |
| F                                       | Phone: 608.266.4635   Facsimile: 608.267.8739  |   |  |  |  |  |
| •                                       | The following information is <u>required</u> for all applications for Plan Commission review.  | Aldermanic District 2 - BRENDA KONKEC  GQ EXISTING CU  Zoning District CI/RG  For Complete Submittal  Application Letter of Intent  IDUP Legal Descript.  Plan Sets Zoning Text  Alder Notification 1/13/07 Waiver  Ngbrhd. Assn Not. 7/13/07 Waiver  Date Sign Issued 9/5/07                       |  |  |  |  |
| •                                       | Please read all pages of the application completely and fill in all required fields.   |   |  |  |  |  |
| •                                       | This application form may also be completed online at <a href="https://www.cityofmadison.com/planning/plan.html">www.cityofmadison.com/planning/plan.html</a>  |   |  |  |  |  |
| •                                       | All zoning application packages should be filed directly with the Zoning Administrator's desk.   |   |  |  |  |  |
| •                                       | All applications will be reviewed against the applicable standards found in the City Ordinances to determine if the project can be approved.   |   |  |  |  |  |
|   | 30 (   | Broinet Aron in Anna, .54 ac.   |  |  |  |  |
|   | Project Address: Block 258 (333 N. Hamilton)   | Project Area in Acres: <sup>.54 ac.</sup>   |  |  |  |  |
|   | ject Title (if any): McBride Point   |   |  |  |  |  |
| Proj                                    | ject Title (if any):  McBride Point  This is an application for: (check at least one)  Zoning Map Amendment (check only ONE box below for re   | ezoning and fill in the blanks accordingly)   |  |  |  |  |
| Proj                                    | This is an application for: (check at least one)   | ezoning and fill in the blanks accordingly)  Rezoning from to PUD/ PCD—SIP  |  |  |  |  |
| Proj                                    | This is an application for: (check at least one)  Zoning Map Amendment (check only ONE box below for re  |   |  |  |  |  |
| 2. 7                                    | This is an application for: (check at least one)  Zoning Map Amendment (check only ONE box below for re Rezoning from to   | Rezoning from to PUD/ PCD—SIP   |  |  |  |  |
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| Proj<br>2. 1<br>X<br>X<br>3. A<br>Appli | This is an application for: (check at least one)  Zoning Map Amendment (check only ONE box below for received in the control of the control o | Rezoning from to PUD/PCD—SIP  Rezoning from PUD/PCD—GDP to PUD/PCD—SIP  Other Requests (Specify):  Company: The McBride Companies  ate: Madison, WI Zip: 53703  |  |  |  |  |
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### 3. Applicant, Agent & Property Owner Information:

#### 4. Project Information:

This development includes the removal Provide a general description of the project and all proposed uses of the site: and/or relocation of six multi-unit residential structures with surface parking on Block 258 leading to the development of one 70-unit multi-family residential structure with below grade parking; existing C-1 retail to remain.

Development Schedule:

Commencement Rezone to GDP, 11/07

Completion End of the year, 2008 (estimate)

#### 5. Required Submittals:

- Site Plans submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
  - Seven (7) copies of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
  - Seven (7) copies of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
  - One (1) copy of the plan set reduced to fit onto 8 1/2 inch by 11 inch paper
- Letter of Intent: Twelve (12) copies describing this application in detail but not limited to, including: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- Legal Description of Property: Lot(s) of record or metes and bounds description prepared by a land surveyor.
- \_\_ See the fee schedule on the application cover page. Make checks payable to: City Treasurer.

### IN ADDITION, THE FOLLOWING ITEMS MAY ALSO BE REQUIRED WITH YOUR APPLICATION; SEE BELOW:

- For any applications proposing demolition of existing (principal) buildings, photos of the structure(s) to be demolished shall be submitted with your application. Be advised that a Reuse and Recycling Plantapproved by the City's Recycling Coordinator is required to be approved by the City prior to issuance of wrecking permits.
- A project proposing ten (10) or more dwelling units may be required to comply with the City's Inclusionary Zoning requirements outlined in Section 28.04 (25) of the Zoning Ordinance. A separate INCLUSIONARY DWELLING UNIT PLAN application detailing the project's conformance with these ordinance requirements shall be submitted concurrently with this application form. Note that some IDUP materials will coincide with the above submittal materials.
- A Zoning Text must accompany <u>all</u> Planned Community or Planned Unit Development (PCD/PUD) submittals.

FOR ALL APPLICATIONS: All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as INDIVIDUAL Adobe Acrobat PDF files compiled either on a non-returnable CD to be included with their application materials, or in an e-mail sent to pcapplications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Applicants who are unable to provide the materials electronically should contact the Planning Unit at (608) 266-4635 for assistance.

| 6. / | Applicant Declarations:  |                     |                 |                      |          |                         |  |  |  |
|------|--|---------------------|-----------------|----------------------|----------|-------------------------|--|--|--|
| X    | Conformance with adopted City plan   | ns: Applications    | shall be in acc | ordance with all add | pted Cit | ty of Madison plans:    |  |  |  |
|      | → The site is located within the limits of   | Fourth District     | Old Marketp     | lace - June 7, 1983  | Plai     | n, which recommends:    |  |  |  |
|      | High Density Residential   |                     |                 |                      |          | for this property.      |  |  |  |
| X    | <b>Pre-application Notification:</b> Section 28.12 of the Zoning Ordinance requires that the applicant notify the district alder and any nearby neighborhood or business associations by mail no later than <b>30</b> days prior to filing this request: |                     |                 |                      |          |                         |  |  |  |
|      | → List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:   |                     |                 |                      |          |                         |  |  |  |
|      | Alder Brenda Konkel, CNI President Ledell Zellers - July 13, 2007  |                     |                 |                      |          |                         |  |  |  |
|      | If the alder has granted a waiver to this req  | quirement, please a | ttach any such  | correspondence to th | is form. |                         |  |  |  |
| X    | <b>Pre-application Meeting with staff:</b> <u>Prior</u> to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning Counter and Planning Unit staff; note staff persons and date.   |                     |                 |                      |          |                         |  |  |  |
|      | Planner_Firchow/Fruhling Date  | <sub>e</sub> 8/8/07 | Zoning Staff    | Greg Patmythes       |          | <sub>Date</sub> _8/8/07 |  |  |  |
| Pri  | e signer attests that this form has be nted Name Thomas C. Miller  | •                   | ccurately and   |                      | Date     |                         |  |  |  |
| Δ.,  | thorizing Signature of Property Owner  |                     |                 |                      | Date     | 9-3-07                  |  |  |  |



Company

September 9, 2007

Mr. Brad Murphy City of Madison Planning & Development 215 Martin Luther King Jr. Blvd PO Box 2985 Madison, WI 53701-24985

Re: Letter of Intent: Block 258 PUD-GDP

Dear Mr. Murphy:

The following is submitted together with plans; application and zoning text for staff plan commission and council consideration of approval of the proposed development.

**Project:** 

McBride Point - 333 North Hamilton Street

Block 258 Madison, WI

Applicant:

Phillip K. Hees

139 West Wilson Street Madison, WI 53703 Office: (608) 284-1800 Fax: (608) 284-8400

**Developer:** 

The McBride Companies, LLC

139 West Wilson Street Madison, WI 53703 Office: (608) 284-1800 Fax: (608) 284-8400 Contact: Phillip K. Hees

Agent:

The Alexander Company, Inc.

145 East Badger Road, Suite 200

Madison, WI 53713 Office: (608) 258-5580 Fax: (608) 258-599 Contact: Thomas Miller

**Architect:** 

The Alexander Company, Inc.

145 East Badger Road, Suite 200

Madison, WI 53713 Office: (608) 258-5580 Fax: (608) 258-599

Contact: Eduard Freer and Dave Kaul

#### **Project Description:**

This Zoning District is established to provide a General Development Plan to guide the future Specific Implementation of the development of approximately 70 Dwelling Units, approximately 2,200 gsf of retail, and approximately 44 below grade parking stalls On Block 258 in the James Madison Park District of Capitol Neighborhoods.

The site is bound by North Hamilton, North Hancock, and East Johnson streets. This development consists of two buildings; an existing two-story mixed-use retail and residential building with retail on the first floor and 3 residential units on the second floor, along with a newly proposed 4-story building totaling approximately 67 units on the first, second, third and fourth floors. This development includes the relocation and/or removal of up to six structures that currently house 48 dwelling units.

This development eliminates 18 stalls of surface parking from the block and replaces them with below grade parking of approximately 44 stalls. Please note this GDP contemplates the maintenance of the existing residential uses on site at least until the SIP for the development is approved and recorded, as well as the maintenance of the existing retail use on-site now and as part of the future SIP.

The proposed maximum building height is 4-stories with allotments for the elevator and/or mechanical penthouses to project beyond the height of the roof of the fourth floor. The first, second and third floors are designed to allow for landscaping between the building and the sidewalk while the fourth floor steps back to provide visual relief at the top of the building.

Streetscapes improvements as required to maintain the existing character of the streets included in the development are included in this proposal. Additionally, this GDP contemplates the accessory off-street parking will be provided in the lower level of the proposed development: 44 parking stalls as well as bicycle parking and motorcycle parking will be provided.

This GDP proposes to modify the current on-street loading zone at East Johnson and North Hancock to two stalls from the existing one stall and proposes to add one additional on-street residential loading zone at the North Hamilton entry – 333 North Hamilton Street, adjacent to the retail use currently located at 301 North Hamilton. This GDP seeks to maintain the ability for residents of this development to be eligible for residential parking permits similar to the current use by residents of Block 258. Additionally, bicycle parking will be provided on-site at the entrances to the building and adjacent the retail component of the development; additional bicycle parking for residents will be provided in the lower level parking area. Specific numbers of bicycle parking to be included will be providing as part of the SIP application.

#### Fire Apparatus Access:

Fire Access to the existing and new building is proposed to be provided from the public right-of-way. The applicant will work directly with the Fire Department through the GDP process to develop and approved Fire Access Plan.

#### **Project Schedule:**

At this point a specific project schedule has been developed for the GDP phase of the development only. The schedule for neighborhood review and approval of the SIP and construction of the development will be outlined in the SIP application.

#### GDP Schedule:

Notification of Application Neighborhood Meeting **GDP** Submittal

Additional Neighborhood Meetings Urban Design Meetings

Plan Commission Meeting Common Council Meeting

SIP Schedule and Construction:

July 13, 2007 August 29, 2007

September 5, 2007

**TBD TBD** 

November 5, 2007 November 20, 2007

**TBD** 

#### **Site Development:**

Lot Area: .54 acres.

Units: Approximately 70 Units, 67 in new structure and 3 in existing structure to remain. Height: The existing building will remain 2-stories. The new structure will be 4-stories, the

upper level will be stepped back to limit its visual impact from the street.

Retail: Approximately 2,200 gsf plus storage: maintaining existing use at 301 N. Hamilton.

Parking: 44 stalls below grade and residential parking permits for residents.

Bicycle Parking: Visitor and Resident Parking will be provided: quantity to be determined.

Loading: 2 Commercial Loading Zones and 1 Residential Loading Zone.

Landscaping: A green-roof courtyard will replace existing large areas of surface parking. In addition, a portion of the residential units will have private open space areas. And finally variety of building setbacks will allow unique pockets of landscaped areas.

#### **Social and Economic Impact:**

Based on our analysis the proposed development meets the spirit and intent of the zoning ordinances when reviewed with respect to the criteria for approval set forth in Section 28.07(6)(f) of the zoning code.

#### Character and Intensity of Land Use:

The proposed use not only works well with the current character of the neighborhood but it meets the intention of the Neighborhood Plan for the area as well. This development improves upon plan's proposed land use by maintaining the convenience retail component as a key element of the proposal.

#### **Economic Impact:**

The proposed project will have a positive impact on the economics of the City. And the addition of this project, including the ongoing presence of neighborhood convenience retail will provide a positive impact of the economics of this neighborhood. The replacement of the existing dwelling units on-site with contemporary living facilities with more efficient operating systems provides for a more economically feasible and efficient property.

Preservation and Maintenance of Open Space:

The proposed development will add significant useable open space and landscaping to Block 258. The current surface parking and associated gravel and paved surfaces will be replaced by 'green-roof' areas, landscape beds, patios and terraces to improve the overall aesthetics and usability of the open spaces on this block. The parking provided for this development will be located below grade in order to allow for the described approach to landscaping and open space. And finally, special attention will be given to screen trash from public view in an enclosure and utilities will enter the building below grade.

Implementation Schedule:

Once approved, this project will proceed through construction in a timely manner. The estimated construction schedule allows for approximately 12 months for the completion of the facility once site demolition and environmental remediation has been concluded.

Thank you for your time in reviewing this proposal. We look forward to the review and evolution of this project through the GDP process.

Regards,

THE ALEXANDER COMPANY, Inc.

Thomas C. Miller

Planning and Development Project Manager

#### PROPOSED ZONING TEXT: PUD-GDP

(THIS GDP ALLOWS FOR MAINTENANCE OF EXISTING USES)

#### McBRIDE POINT 333 NORTH HAMILTON STREET BLOCK-258 MADISON, WI

*Legal Descrption:* Lots 1, 2, 3 Block 258 Original Plat to the City of Madison, City of Madison, Dane County, Wisconsin.

A. Statement of Purpose: This Zoning District is established to provide a General Development Plan to guide the Specific Implementation of the construction of approximately 70 Dwelling Units, approximately 2,200 gsf of retail, and approximately 44 below grade parking stalls. This development consist of two buildings; an existing two-story mixed-use retail and residential building with retail on the first floor and 3 residential units on the second floor, along with a newly proposed 4-story building totaling approximately 67 units on the first, second, third and fourth floors. This development includes the relocation and/or removal of up to six structures that currently house 48 dwelling units. This development eliminates 18 stalls of surface parking from the block and replaces them with below grade parking of approximately 44 stalls. Please note this GDP contemplates the maintenance of the existing residential uses on site at least until the SIP for the development is approved and recorded, as well as the maintenance of the existing retail use on-site now and as part of the future SIP.

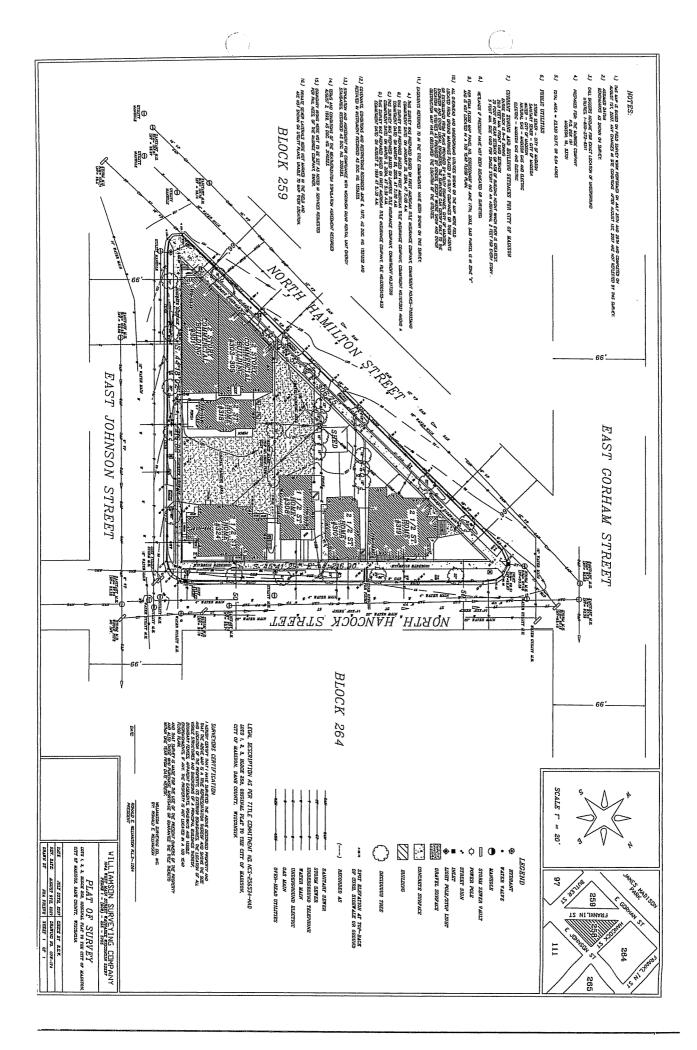
#### B. Permitted Uses:

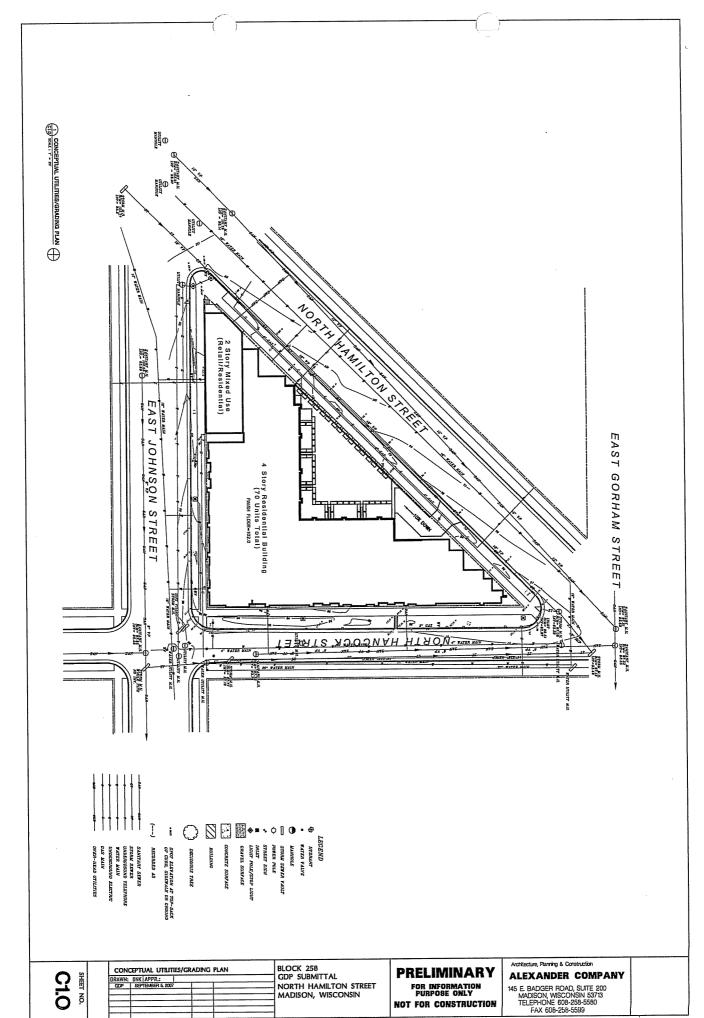
- 1. Those uses that are stated in the Residential, C-2 Commercial & Office Zoning Districts.
- 2. Uses accessory to permitted uses as listed above
- 3. Other uses listed herein and in attached Letter of Intent and in future SIP applications
- 4. Maintenance of existing buildings for current uses is permitted by this GDP
- C. Lot Area: The total project area including lots 1, 2 and 3 of Block 258 is approximately 23,391 gross square feet or .54 acres.

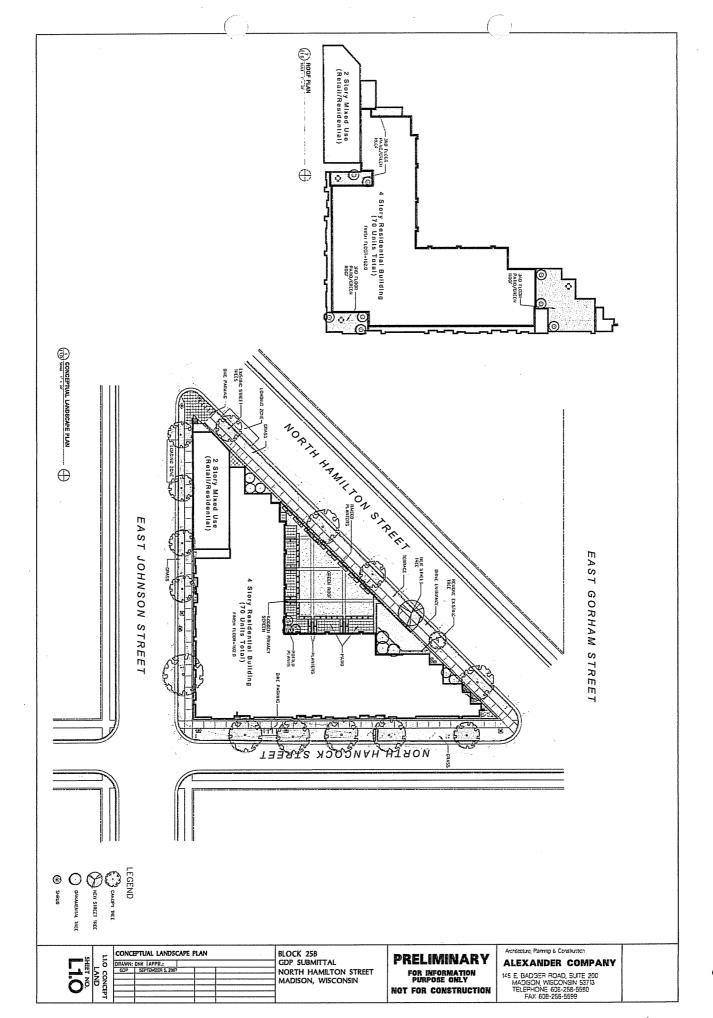
#### D. Floor Area Ratio:

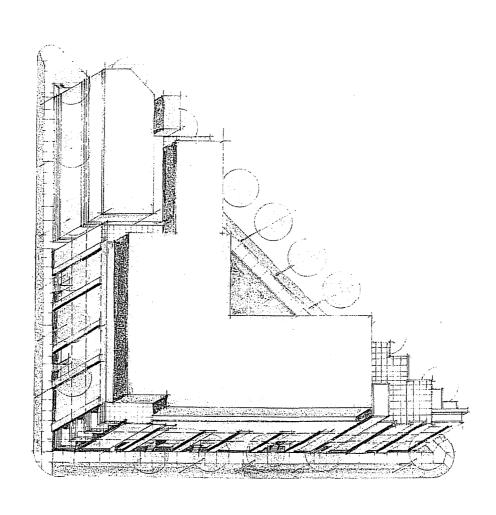
- 1. The final floor area ratios will generally align with the structures identified on the attached conceptual site/landscape plan. Specific floor area ratios will be submitted with the SIP application of the proposed development. This proposal contemplates a structure of roughly 82,000 gross square feet on 5 levels, one below-grade and 4 above-grade.
- 2. The proposed maximum building height is 4-stories with allotments for the elevator and/or mechanical penthouses to project beyond the height of the roof of the fourth floor. The first, second and third floors align with property limits on East Johnson and North Hancock Streets while the fourth floor steps back to provide visual relief at the top of the building.

- E. **Yard Area Requirements:** Yard areas will be provided as shown on the attached conceptual site/landscape plan. Please note a majority of the building face is set back 12"-24" from the property line on Johnson and Hancock Streets, with additional setback on Hamilton Street.
- F. **Landscaping:** Conceptual plans for grading, utility improvements, and landscaping areas are attached. The specific landscaping plans will be provided with the SIP for the project and will use the approved GDP documents as the guiding principle of the site design.
- G. Accessory Off-Street Parking & Loading: Accessory off-street parking will be provided as described in the Letter of Intent. Automobile and motorcycle parking will be provided on-site below grade. This GDP proposes to modify the current on-street loading zone at East Johnson and North Hancock to two stalls from the existing one stall, and proposes to add one additional on-street residential loading zone at the North Hamilton entry adjacent to the retail use currently located at 301 North Hamilton. This GDP seeks to maintain the ability for residents of this development to be eligible for residential parking permits similar to the current use by residents of Block 258. Additionally, bicycle parking will be provided on-site at the entrances to the building and adjacent the retail component of the development; additional bicycle parking for residents will be provided in the lower level parking area. Specific numbers of bicycle parking to be included will be providing as part of the SIP application.
- H. **Lighting:** Site Lighting will be limited to landscape and building accent lighting. Specific site lighting details and exterior building lighting details will be provided with the future SIP application for each phase of the proposed development. The current SIP permits maintenance of existing lighting.
- I. **Signage:** Signage will be allowed as per Chapter 31 of the Madison General Ordinances, and as outlined in the future SIP application or administrative amendments to existing zoning.
- J. *Family Definition:* The family definition of this PUD-GDP shall coincide with the definition given in chapter 28.03(2) of the Madison General Ordinances for the R-6 Zoning District.
- K. Alterations and Revisions: No alteration or revision to this Planned Unit Development shall be permitted unless approved by the City Plan Commission, however the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the Alderperson of the District, and are compatible with the concept approved by the City Plan Commission.









ALEXANDER COMPANY

K5 E BADGER ROAD, SLATE 200

JIADGON, MISCONENI 5373

TELEPPANE 503-258-5589

FAX 608-258-5592

Nichtechire Planning & Construction

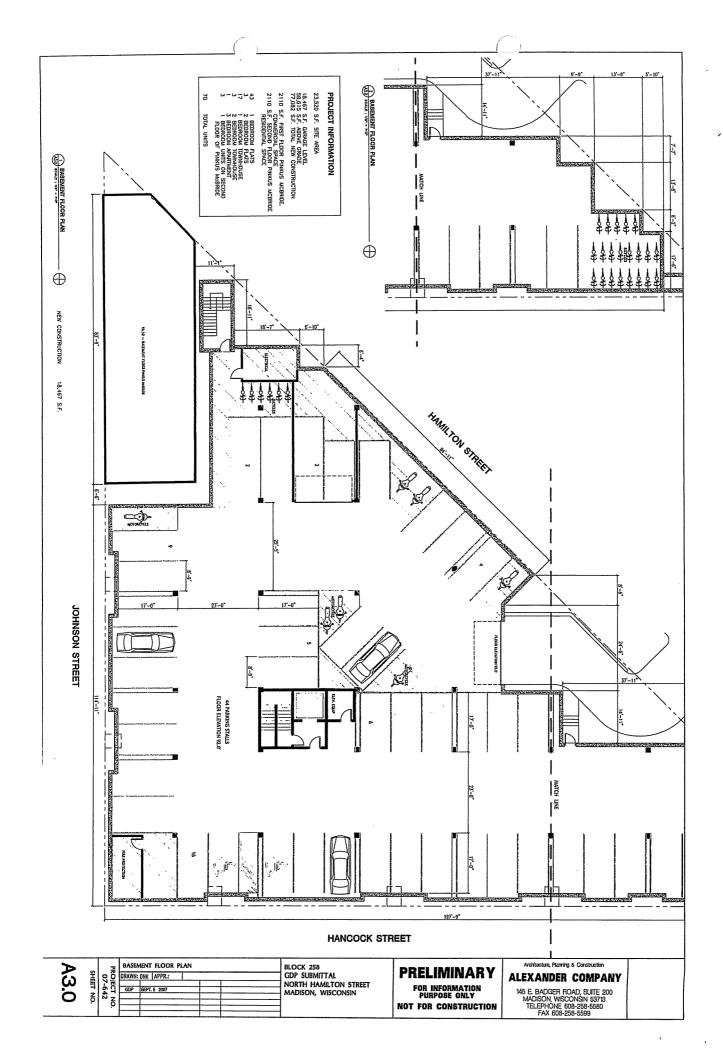
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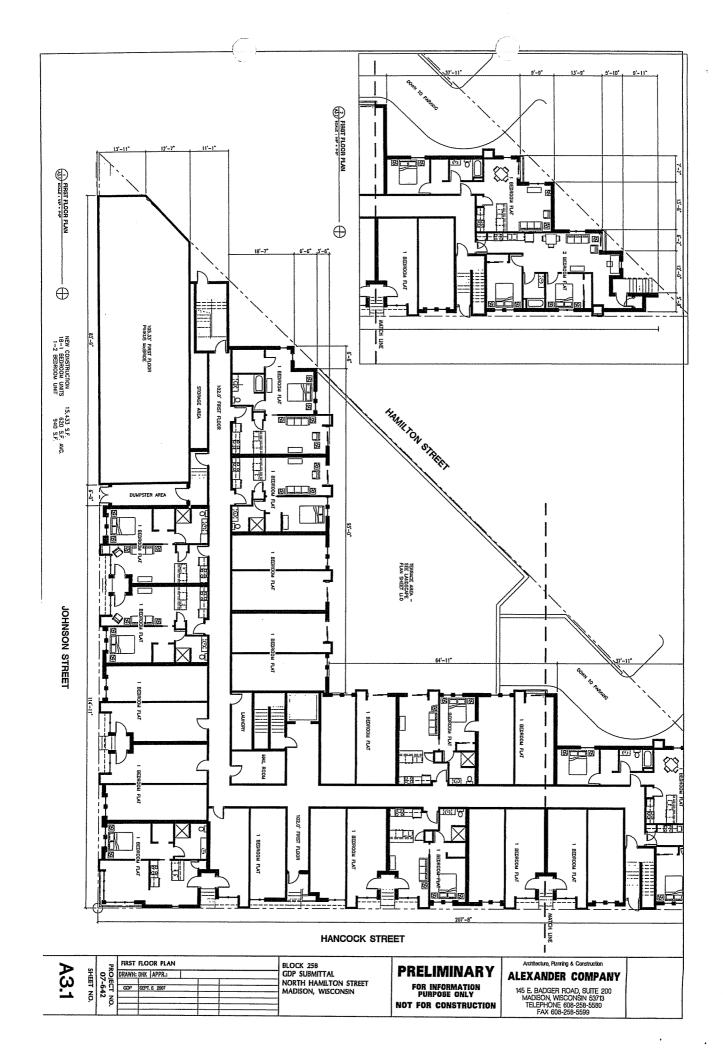
BLOCK 258 GDP SUBMITTAL NORTH HAMILTON STREET MADISON, WISCONSIN

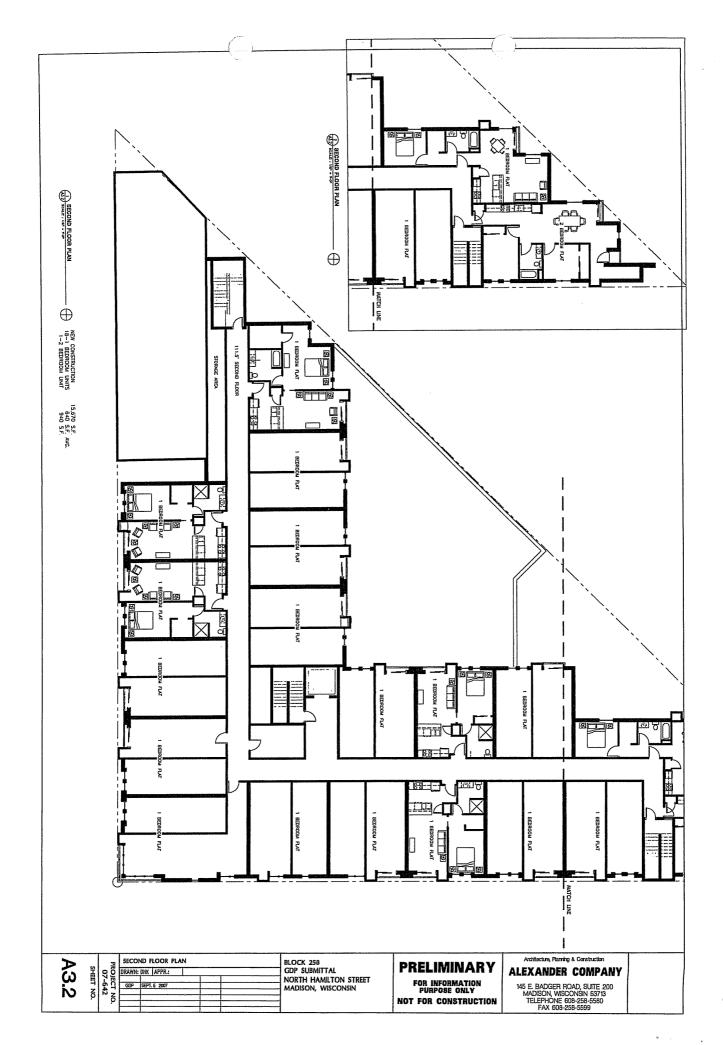
PRELIMINARY

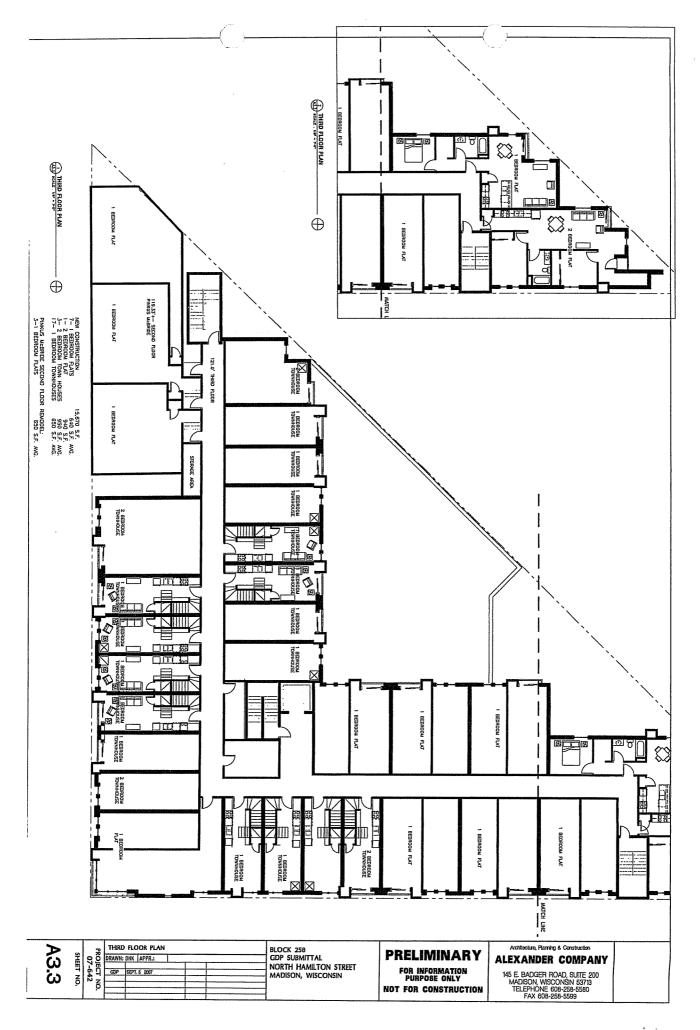
FOR INFORMATION
PURPOSE ONLY

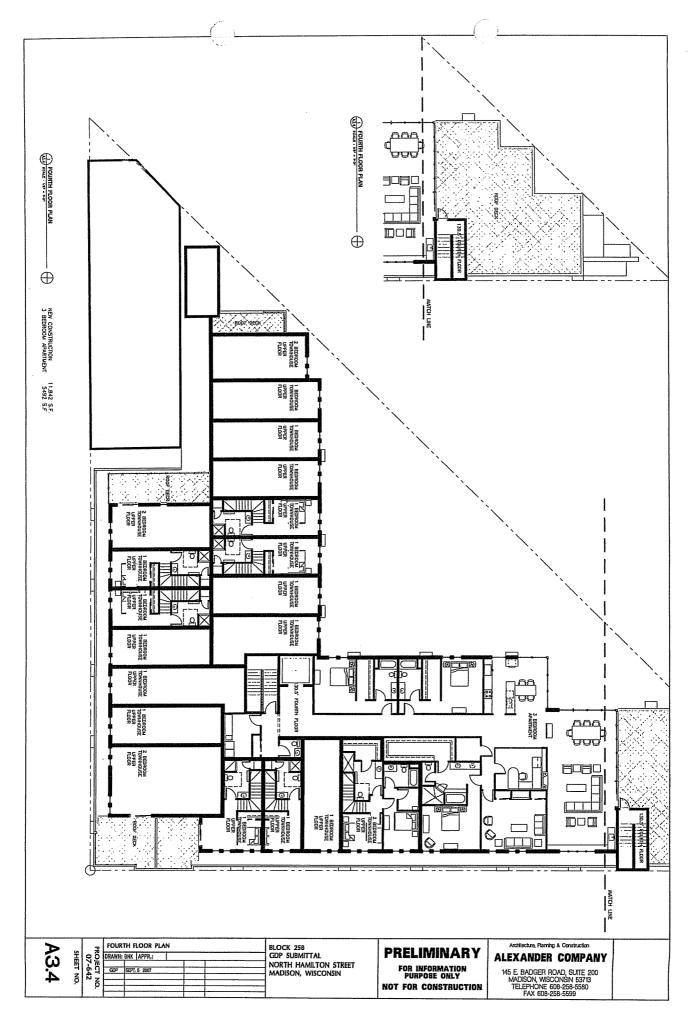
NOT FOR CONSTRUCTION

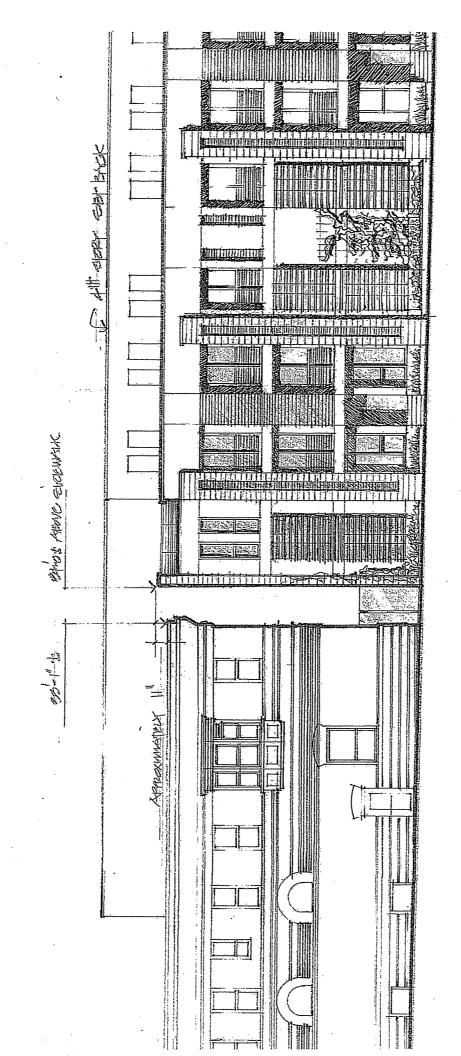












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