

# LAND USE APPLICATION - INSTRUCTIONS & FORM

# LND-A

City of Madison  
Planning Division  
Madison Municipal Building, Suite 017  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
(608) 266-4635



**FOR OFFICE USE ONLY:**

Date Received 1/5/26 10:58 a.m.  Initial Submittal

\_\_\_\_\_ Paid  Revised Submittal

\_\_\_\_\_

**All Land Use Applications must be filed with the Zoning Office. Please see the revised submittal instructions on Page 1 of this document.**

This completed form is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the [Subdivision Application](#). If your project requires both Land Use and Urban Design Commission (UDC) submittals, a completed [UDC Application](#) and accompanying submittal materials are also required to be submitted.

*If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.*

*Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para acceder a estos formularios, por favor llame al (608) 266-4635.*

*Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.*

## APPLICATION FORM

### 1. Project Information

Address (list all addresses on the project site):

1902 E. Johnson Street, 2010 Pennsylvania Avenue, 2030 Pennsylvania Avenue

Title: 2030 Pennsylvania (Hooper Site)

### 2. This is an application for (check all that apply)

- Zoning Map Amendment (Rezoning) from \_\_\_\_\_ to \_\_\_\_\_
- Major Amendment to an Approved Planned Development - General Development Plan (PD-GDP)
- Major Amendment to an Approved Planned Development - Specific Implementation Plan (PD-SIP)
- Review of Alteration to Planned Development (PD) (by Plan Commission)
- Conditional Use or Major Alteration to an Approved Conditional Use
- Demolition Permit  Other requests \_\_\_\_\_

### 3. Applicant, Agent, and Property Owner Information

Applicant name Joey Wisniewski Company New Land Enterprises

Street address 1840A N. Farwell Ave City/State/Zip Milwaukee, WI 53202

Telephone 414.271.5263 Email [REDACTED]

Project contact person Same as above Company \_\_\_\_\_

Street address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Property owner (if not applicant) New Land Enterprises (Under contract with Hooper Construction Corp. Permission attached.)

Street address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

**APPLICATION FORM (CONTINUED)**

**5. Project Description**

Provide a brief description of the project and all proposed uses of the site:

Project narrative attached.

**Proposed Square-Footages by Type:**

Overall (gross): 609,758 Commercial (net): 578 (leasing) Office (net): \_\_\_\_\_  
 Industrial (net): \_\_\_\_\_ Institutional (net): \_\_\_\_\_

**Proposed Dwelling Units by Type (if proposing more than 8 units):**

Studio: 108 1-Bedroom: 310 2-Bedroom: 310 3-Bedroom: 75 4 Bedroom: \_\_\_\_\_ 5-Bedroom: \_\_\_\_\_

Density (dwelling units per acre): 59 Lot Area (in square feet & acres): 364,161 sf & 8.36

**Proposed On-Site Automobile Parking Stalls by Type (if applicable):**

Surface Stalls: 18 Under-Building/Structured: 572 Electric Vehicle-ready<sup>1</sup>: TBD Electric Vehicle-installed<sup>1</sup>: TBD

**Proposed On-Site Bicycle Parking Stalls by Type (if applicable):**

Indoor (long-term): 500 Outdoor (short-term): 35

<sup>1</sup> See [Section 28.141\(8\)\(e\), MGO](#) for more information

Scheduled Start Date: Q3 2026

Planned Completion Date: Q2 2028

**6. Applicant Declarations**

- Pre-application meeting with staff.** Prior to preparation of this application, the applicant is strongly encouraged to discuss the proposed development and review process with Zoning and Planning Division staff. Note staff persons and date.

Planning staff Lisa McNabola Date 11.21.2025

Zoning staff \_\_\_\_\_ Date \_\_\_\_\_

- Posted notice of the proposed demolition on the [City's Demolition Listserv](#) (if applicable).** Date Posted 12.23.2025

- Public subsidy is being requested (indicate in letter of intent)**

- Pre-application notification:** The zoning code requires that the applicant notify the district alder and all applicable neighborhood and business associations **in writing no later than 30 days prior to FILING this request.** Evidence of the pre-application notification or any correspondence granting a waiver is required. List the alderperson, neighborhood association(s), business association(s), AND the dates notices were sent.

District Alder Julia Matthews Date 11.26.2025

Neighborhood Association(s) North Street Neighborhood Association Date 11.26.2025

Business Association(s) Downtown BID Date 11.26.2025

**The applicant attests that this form is accurately completed and all required materials are submitted:**

Name of applicant Joey Wisniewski Relationship to property Authorized Agent of Purchaser

Authorizing signature of property owner *Joey Wisniewski* Date 1.5.2026