

**APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL**

**AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # \_\_\_\_\_**

DATE SUBMITTED: <u>December 12, 2012</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>December 19, 2012</u>	<input checked="" type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

**PLEASE PRINT!**

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PROJECT ADDRESS: 415 W Johnson Street, 226 N Broom Street, 424 W Dayton Street

ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals) <u>Dayton Square</u>	ARCHITECT/DESIGNER/OR AGENT: <u>Potter Lawson, Inc.</u>
<u>6806 Seybold Road</u>	<u>15 Ellis Potter Court</u>
<u>Madison, WI 53719</u>	<u>Madison, WI 53711</u>

CONTACT PERSON: Eric Lawson

Address: 15 Ellis Potter Court  
Madison, WI 53711

Phone: 608-274-2741

Fax: NA

E-mail address: ericl@potterlawson.com

**TYPE OF PROJECT:**  
(See Section A for:)

- Planned Unit Development (PUD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review\* (Fee required)
- Street Graphics Variance\* (Fee required)
- Other \_\_\_\_\_

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

## LETTER OF INTENT

### PROJECT NAME:

Johnson Dayton Apartments

### INTRODUCTION:

Johnson Dayton Apartments will be a redevelopment of three existing properties: 415 W. Johnson St., 226 N. Broom St. and 424 W. Dayton Street. The existing properties are residential occupancy of approximately 128 units and 35 parking spaces. The redevelopment will be residential occupancy of approximately 320 units and 215 parking spaces. The site area of the three properties is approximately 60,984 square feet.

### PROJECT TEAM MEMBERS:

Project Owner: Dayton Square, 6806 Seybold Rd, Madison, WI 53719, 608-273-9808, Dave Schutz, [schutz@chorus.net](mailto:schutz@chorus.net)  
Architect: Potter Lawson, Inc., 15 Ellis Potter Ct, Madison, WI 53711, 608-274-2741, Eric Lawson, [ericl@potterlawson.com](mailto:ericl@potterlawson.com)  
Contractor: CG Schmidt, 406 Science Dr, Madison, WI 53711  
Civil Engineer: D'Onofrio Kottke and Associates, Inc., 7530 Westward Way, Madison, WI 53717

### NOTIFICATIONS:

November 8, 2012	Pre-application discussion with Planning Department
November 15, 2012	Pre-application discussion with Planning and Zoning
November 27, 2012	Plan Commission Demolition Permit Interested Parties Notification submitted
November 30, 2012	Project Notice to Alderperson, Neighborhood and Planning Department

### EXISTING CONDITIONS:

415 W. Johnson Street

The existing three story structure sits on a site of approximately 32,472 square feet and according to City property details was constructed in 1973. The building has approximately 68 units and 7 on grade parking stalls. There is an exterior pool located on the property.

226 N. Broom Street

The existing two story structure sits on a site of approximately 2,376 square feet and according to City property details was constructed in 1940. The building has approximately 3 units and 0 parking stalls.

424 W. Dayton Street

The existing four story structure sits on a site of approximately 26,136 square feet and according to City property details was constructed in 1972. The building has approximately 57 units and 28 parking stalls below the existing building.

The November 2011 Downtown Plan indicates in the Parcel Analysis that 415 W. Johnson St. and 424 W. Dayton Street are identified as Potential Redevelopment/Infill stating Zero Lot Line and Underutilized Site and/or Obsolete Building.

### PROJECT DESCRIPTION:

The project will redevelop the existing three properties into a residential occupancy of approximately 320 units. The redevelopment through unit mix, resident amenities and build-out will be positioned toward attracting young professionals and long-term residents. Students will also be residents within the development. The units within the building will be a mixture of Studio, 1-Bdrm and 2-Bdrm units. At this time, the approximate mixture of unit types is 10% Studio, 65% 1-Bdrm and 25% 2-Bdrm. Amenities being considered include a community room and exterior deck, exterior pool and pool deck, on floor laundry, enclosed bike, moped and vehicular parking.

The project will be submitted under the new City of Madison Zoning Code. Two of the properties are zoned UMX (Johnson and Broom Street properties) and one is zoned DR-2 (Dayton Street property). Planning/Zoning staff have recommended the entire site be zoned UMX and that a Map Amendment will be to combine the parcels into the UMX designation. The Project will be a

Conditional Use due to its size exceeding 20,000 SF and exceeding 4 stories in height (28.076(4)(c)) and will require Demolition of the existing structures on the three properties. It is the intent of the Project to closely follow the new Downtown Height Map.

The main building entrance and associated lobby is planned at the corner of W. Johnson St. and N. Broom St. Additional entrances and lobbies are planned on W. Johnson St. and W. Dayton Street. Vehicular parking entrances are planned on W. Johnson St. and W. Dayton St. to provide multiple entry/exits from the parking. The first level of parking is essentially at grade at the west end of the site and concealed below the building. An additional parking level accessed internally through a ramp along W. Johnson St. is entirely below grade. Zoning staff have indicated that off street loading zones are not required under the new Zoning Code, but accommodations should be provided for resident move-in and move-out. These accommodations are being made through the use of the parking levels below the units. An on-street loading zone adjacent to the parking entrance and Dayton St. entrance/lobby is being requested to accommodate miscellaneous deliveries and resident drop-off and pick-up.

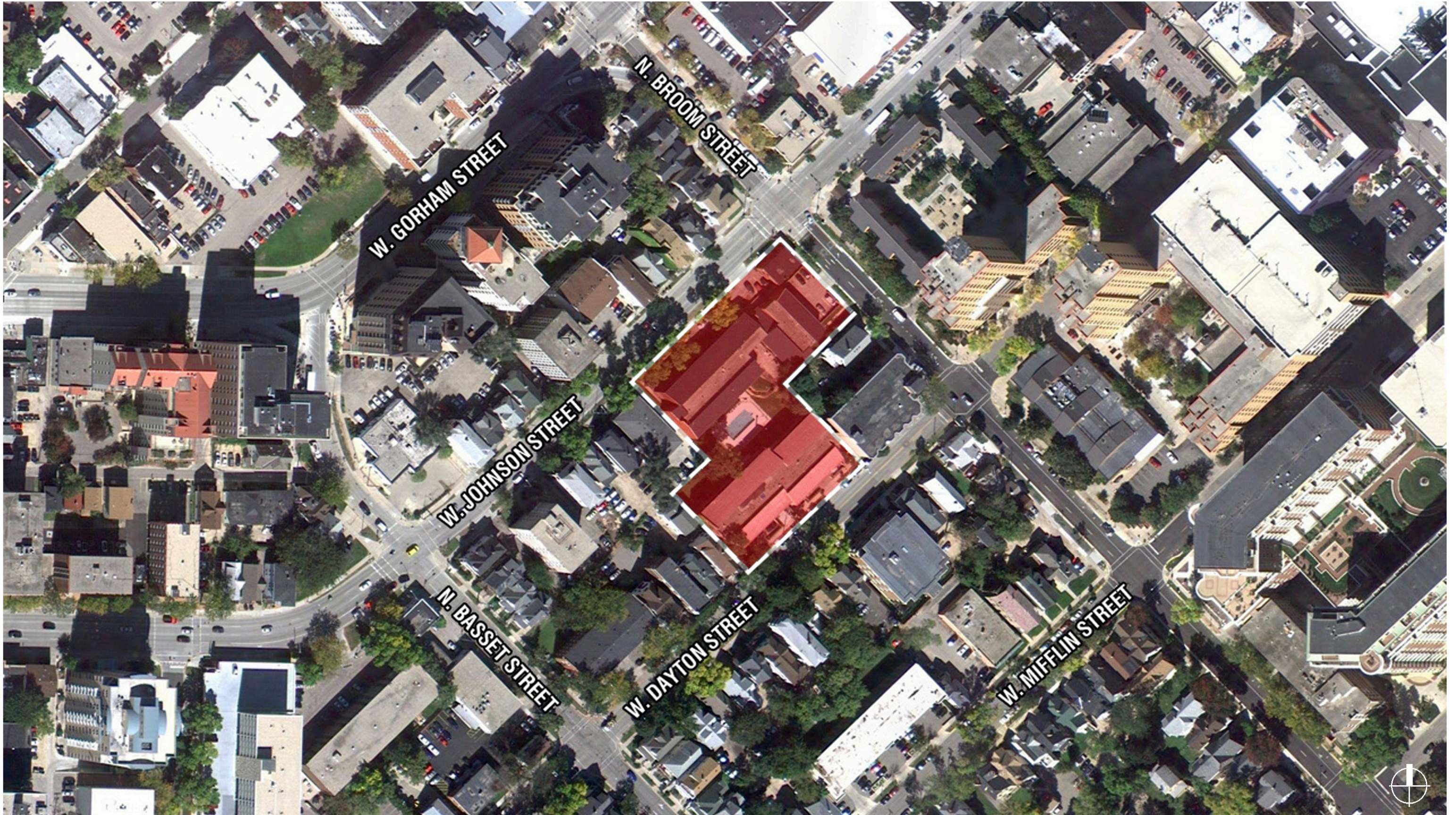
**LEGAL DESCRIPTION:**

Lots 6, 7, 8, 9, 12, 13 and 14, Block 41, Original Plat, recorded Volume A, Page 1 of Plats, Dane County Registry, City of Madison, Dane County, Wisconsin. The final legal description for the Project will be created following the Certified Survey Map process.

**PROJECT SCHEDULE:**

December 13, 2012	Mifflin District Neighborhood Meeting
December 19, 2012	Urban Design Commission Informational Meeting
January 2, 2013	Land Use Submittal
January, 2013	Neighborhood Meeting (Date TBD)
January/February 2013	Urban Design Commission Meeting(s)
February 20, 2013	Urban Design Commission (Formal Recommendation)
March 4, 2013	Plan Commission Meeting
March 19, 2013	Common Council Meeting (if required)
August 2013 (on or before)	Construction Start
August 2014	Occupancy





Locator Map

Johnson Dayton Apartments

Urban Design Informational Presentation  
December 19, 2012

Corner of West Johnson and North Broom Streets

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**N. Broom Street**



**N. Broom Street (adjacent to project)**



**W. Dayton Street**



**W. Dayton Street (adjacent to project)**



**Existing Streetscape Context**



## W. Johnson Street



226 N. Broom Street



415



425



431



435



437



445



221 N. Bassett Street



Buildings to be Demolished

## W. Johnson Street (adjacent to project)



430



422



416-418



414



412



408



304 N. Broom Street

## Existing Streetscape Context



SCALE: 1" = 20'



DATE: 11-13-12

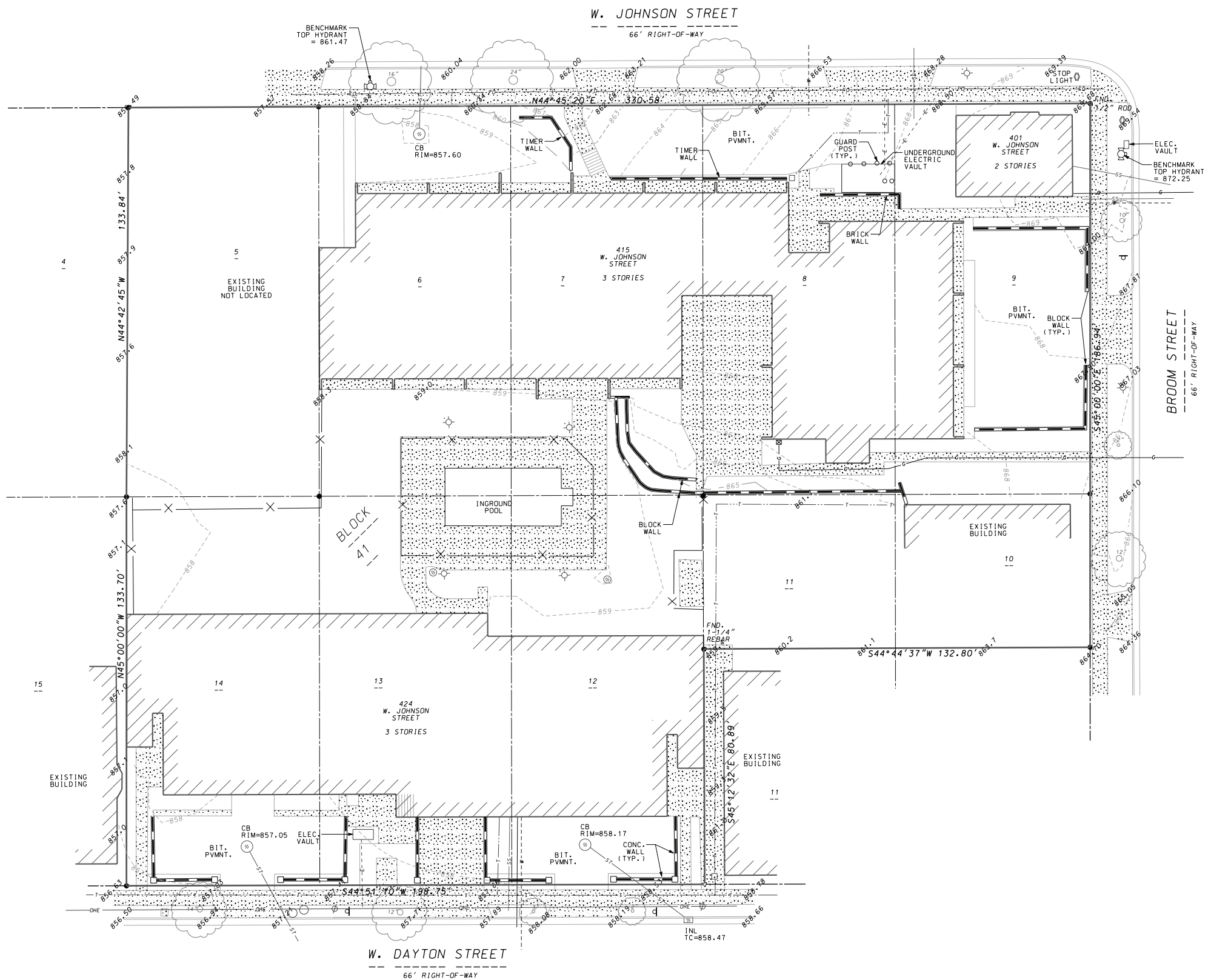
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Sheet Number:

1 of 1

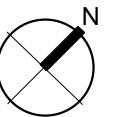
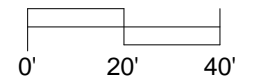
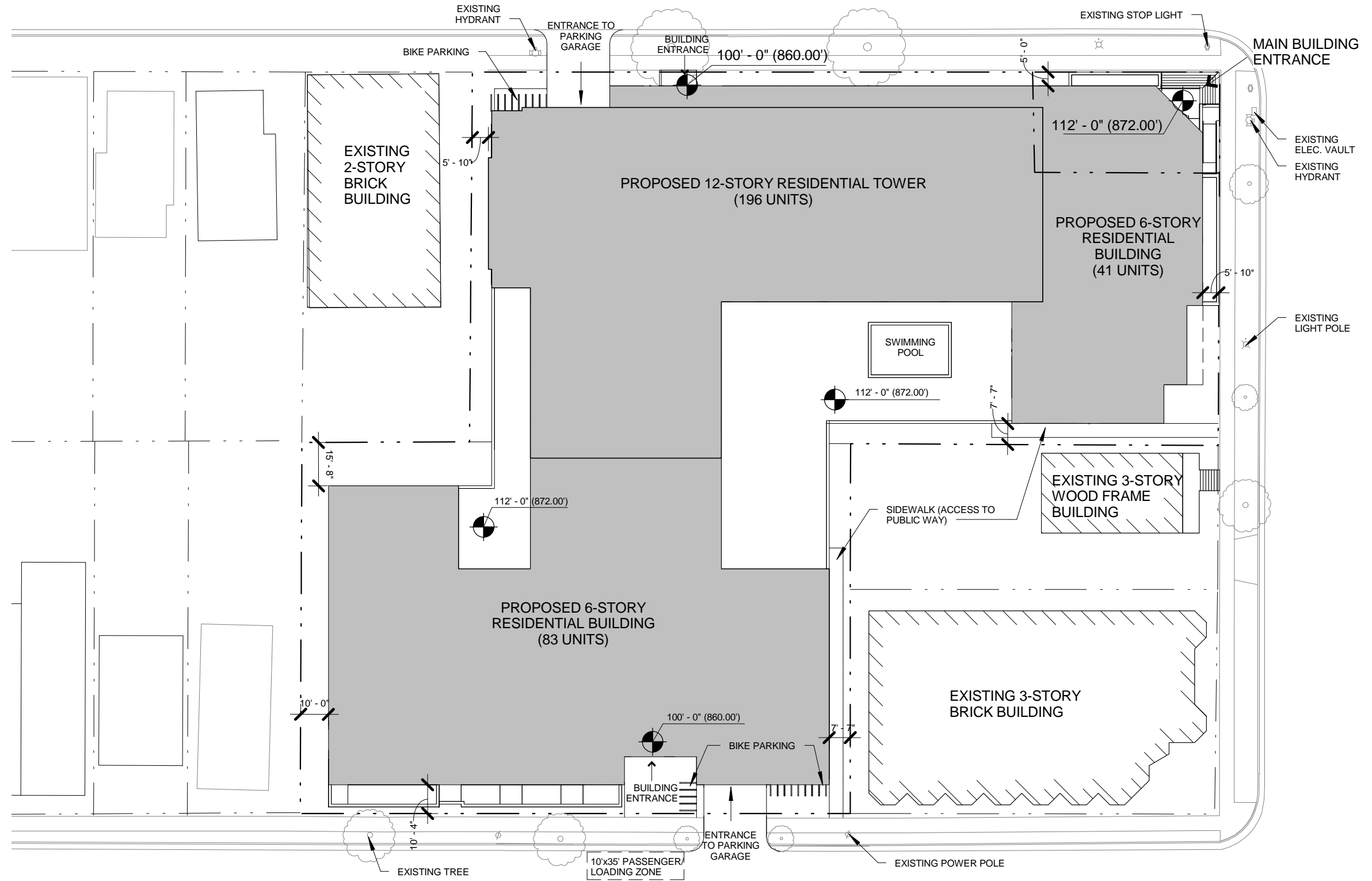


LEGEND

●	FOUND 3/4" SOLID ROUND IRON STAKE
▽	FOUND NAIL
---	UNDERGROUND ELECTRIC
---	SANITARY SEWER
---	WATER MAIN
---	GAS MAIN
---	OVERHEAD ELECTRIC
---	UNDERGROUND FIBER OPTICS/TELECOMMUNICATION
---	STORM SEWER
□	TELEPHONE PEDESTAL
○	MANHOLE
⊗	CATCH BASIN/INLET
⊕	POWER POLE
⊙	LIGHT POLE
⊗	TRAFFIC SIGNAL
⊕	GAS METER
⊙	HYDRANT
⊗	SIGN
○	TREE
■	CONCRETE
X	FENCE
---	CONCRETE CURB AND GUTTER
---	EXISTING CONTOUR
868.00	SPOT ELEVATION (@ DECIMAL PT.)

**LEGAL DESCRIPTION**  
 Lots 5, 6, 7, 8, 9, the Northwest 52 feet of Lots 10 and 11 and Lots 12, 13, and 14, Block 41, Original Plat, recorded in Volume A, Page 1 of Plats, Dane County Registry, City of Madison, Dane County, Wisconsin.

**NOTES**  
 -This drawing was created using field observation and mapping  
 -This information on this map shall be used for PLANNING PURPOSES only.

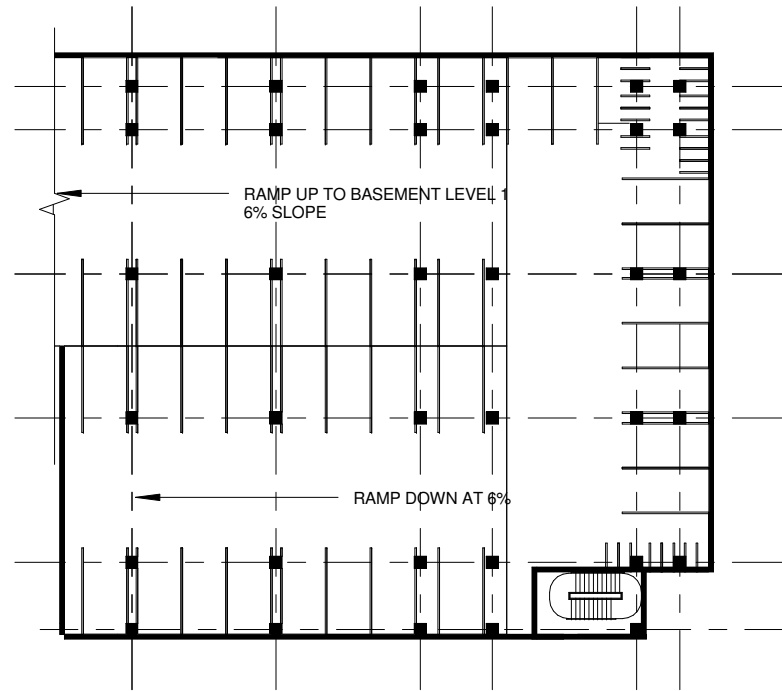


# ARCHITECTURAL SITE PLAN

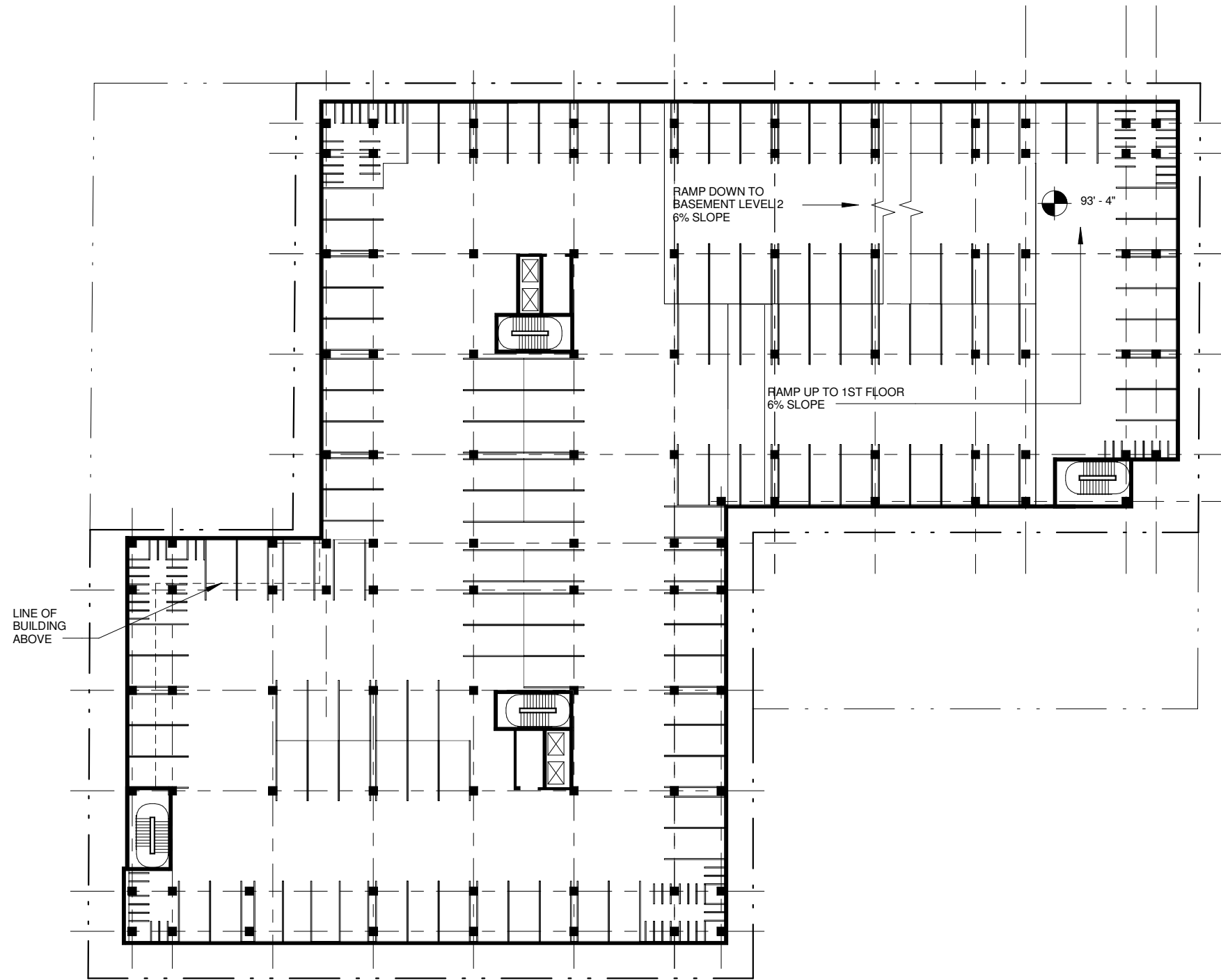
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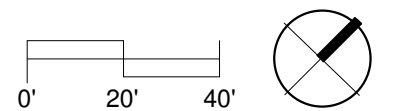




② BASEMENT LEVEL 2  
1" = 40'-0"

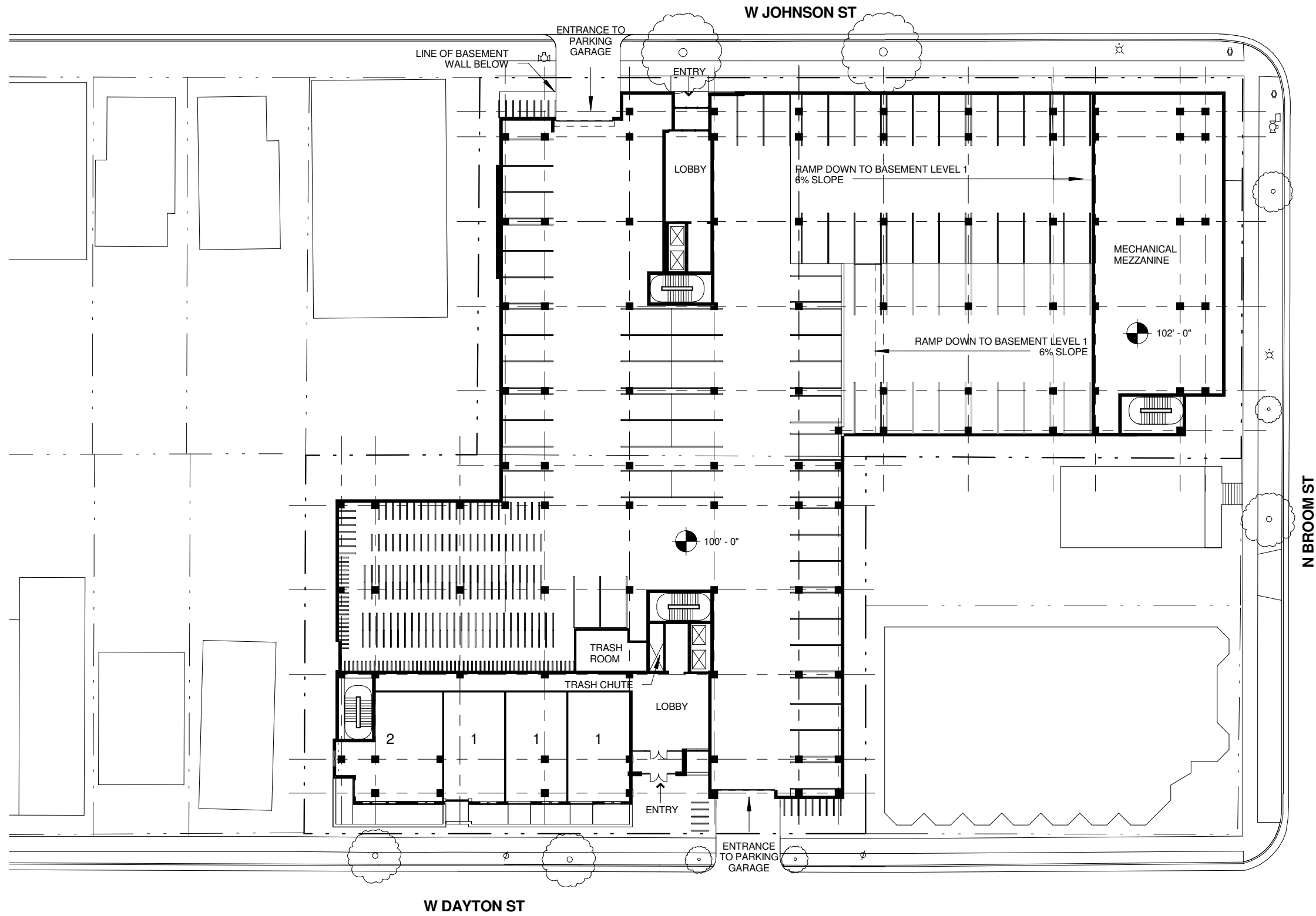


① BASEMENT LEVEL 1 PARKING  
1" = 40'-0"



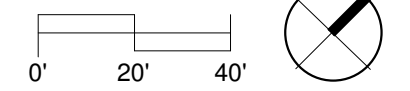
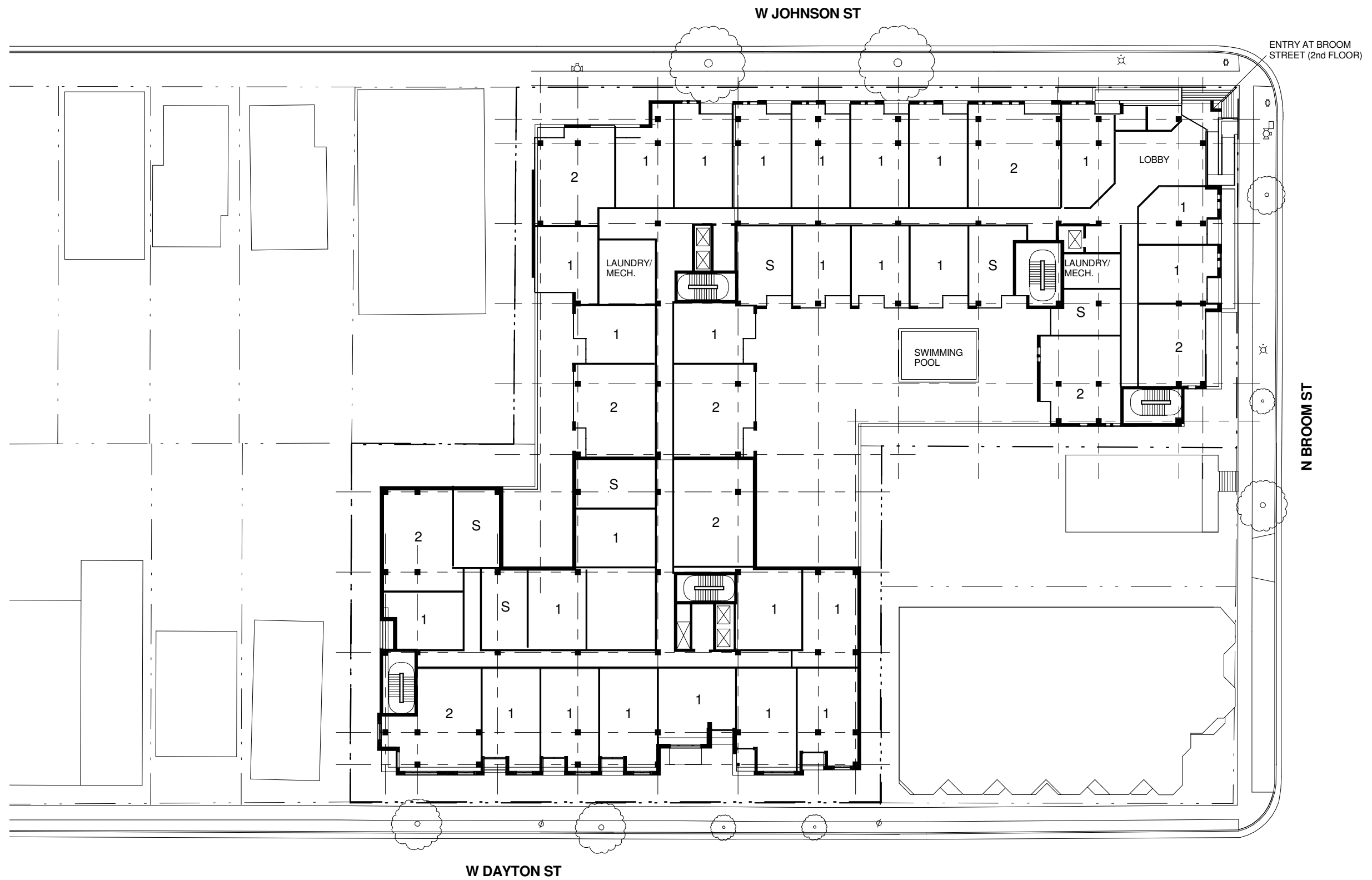
**BELOW GRADE PARKING**





**1ST FLOOR**

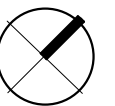
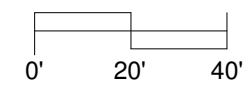
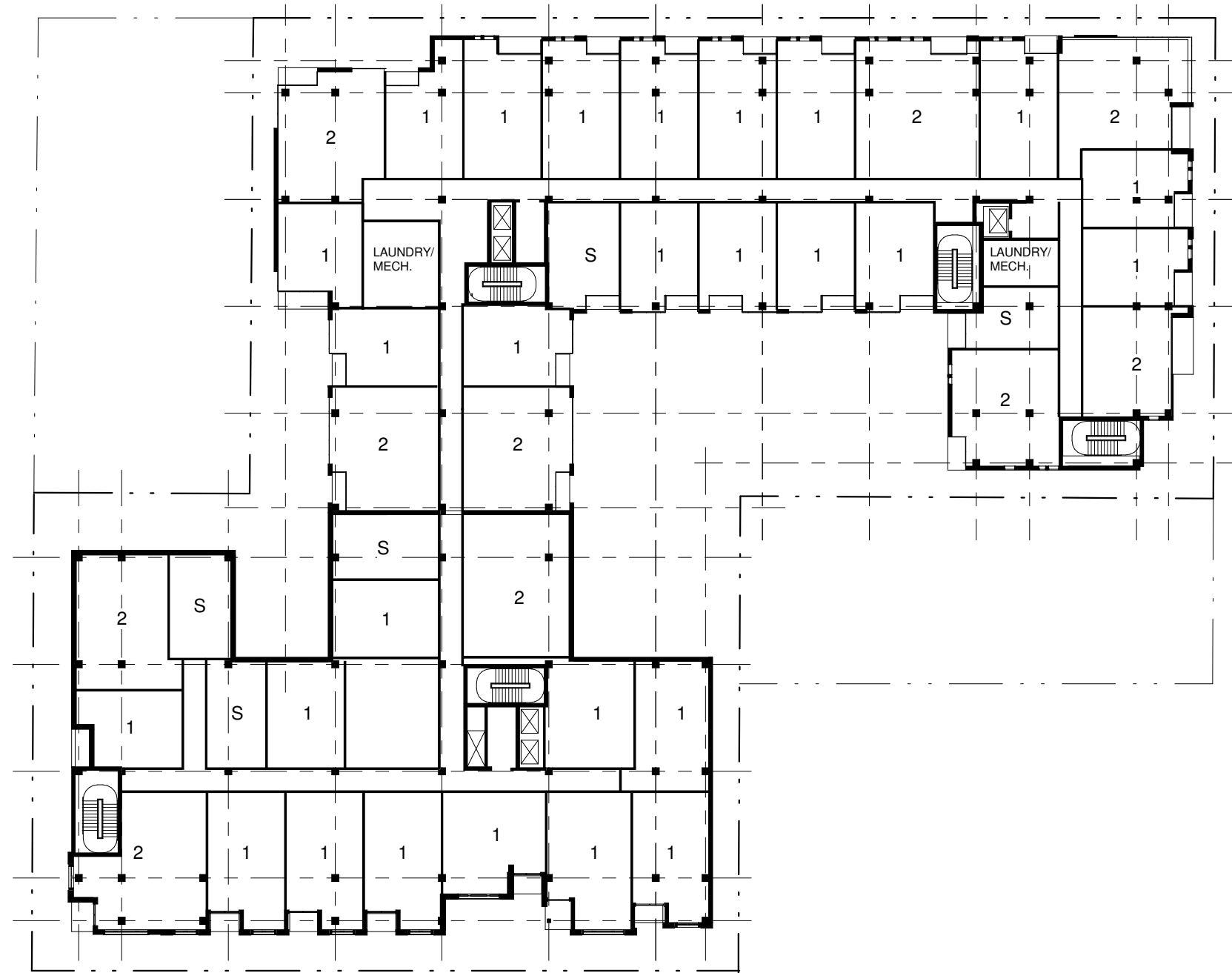




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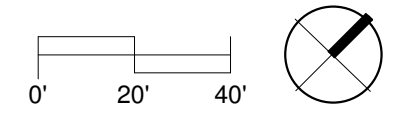
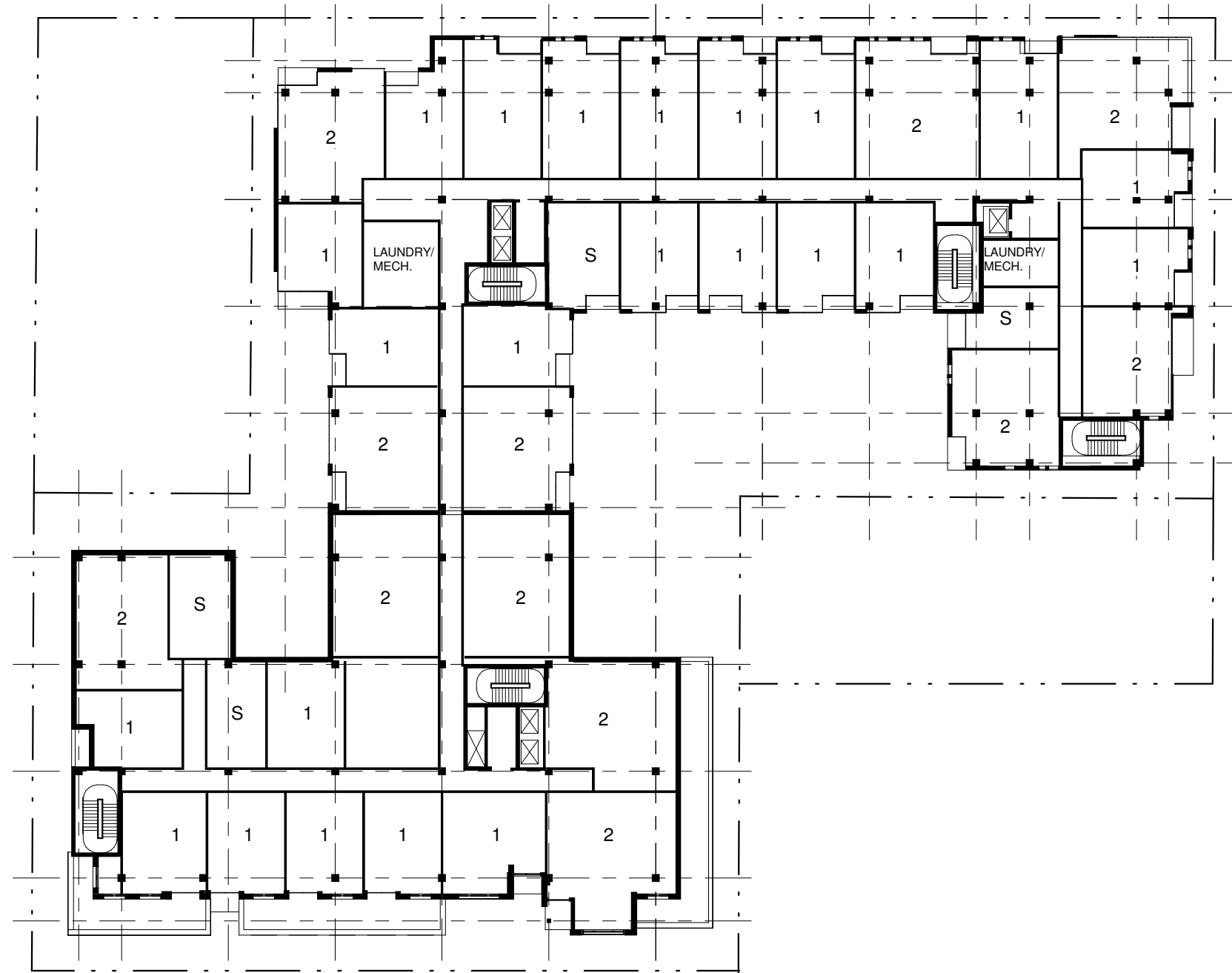
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### 3RD-4TH FLOOR

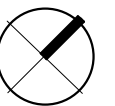
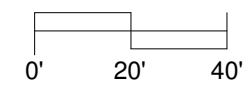
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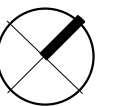
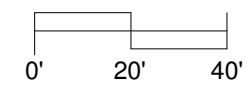
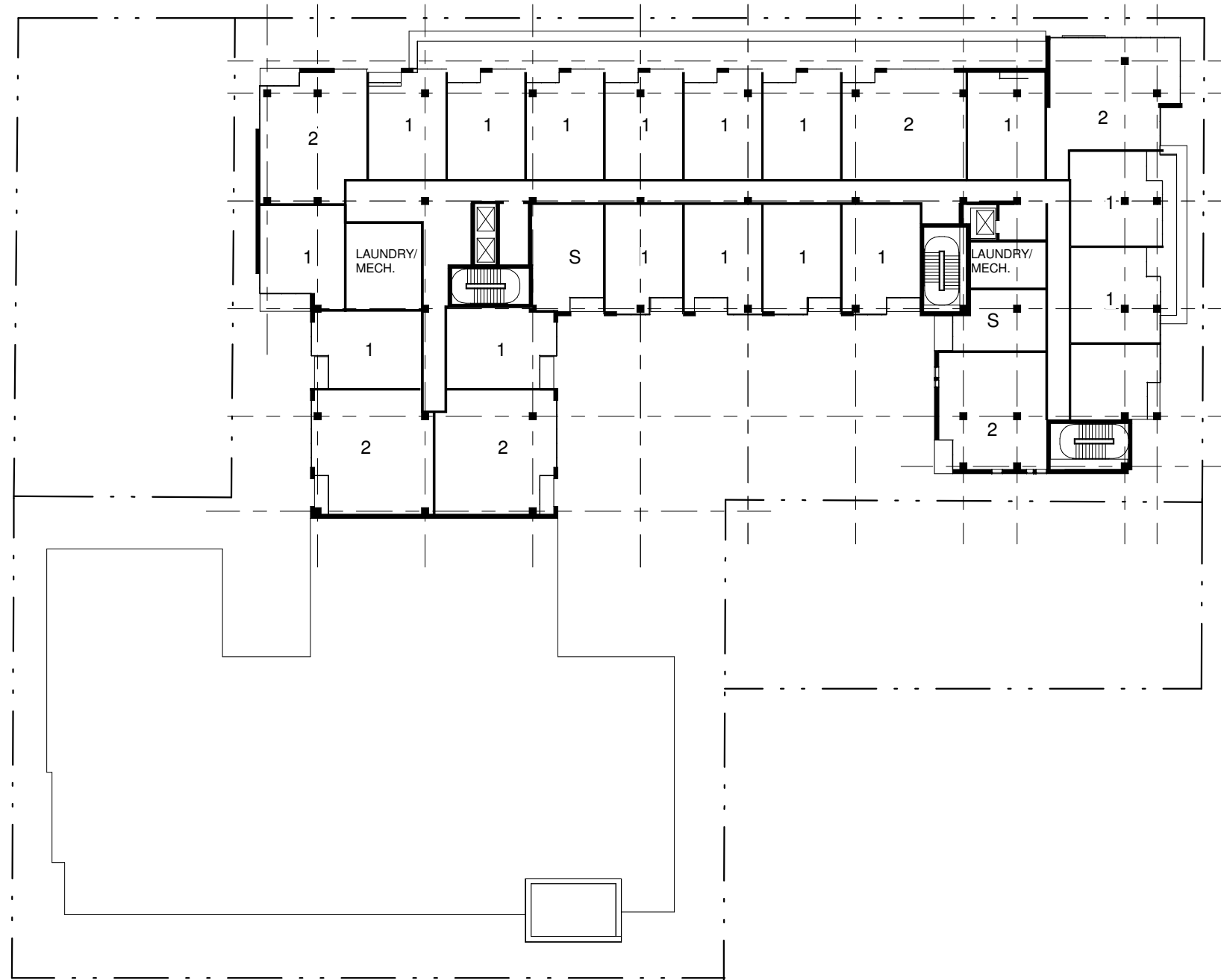
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**6TH FLOOR**

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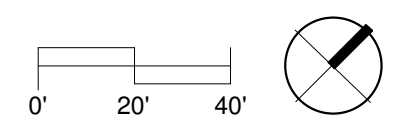
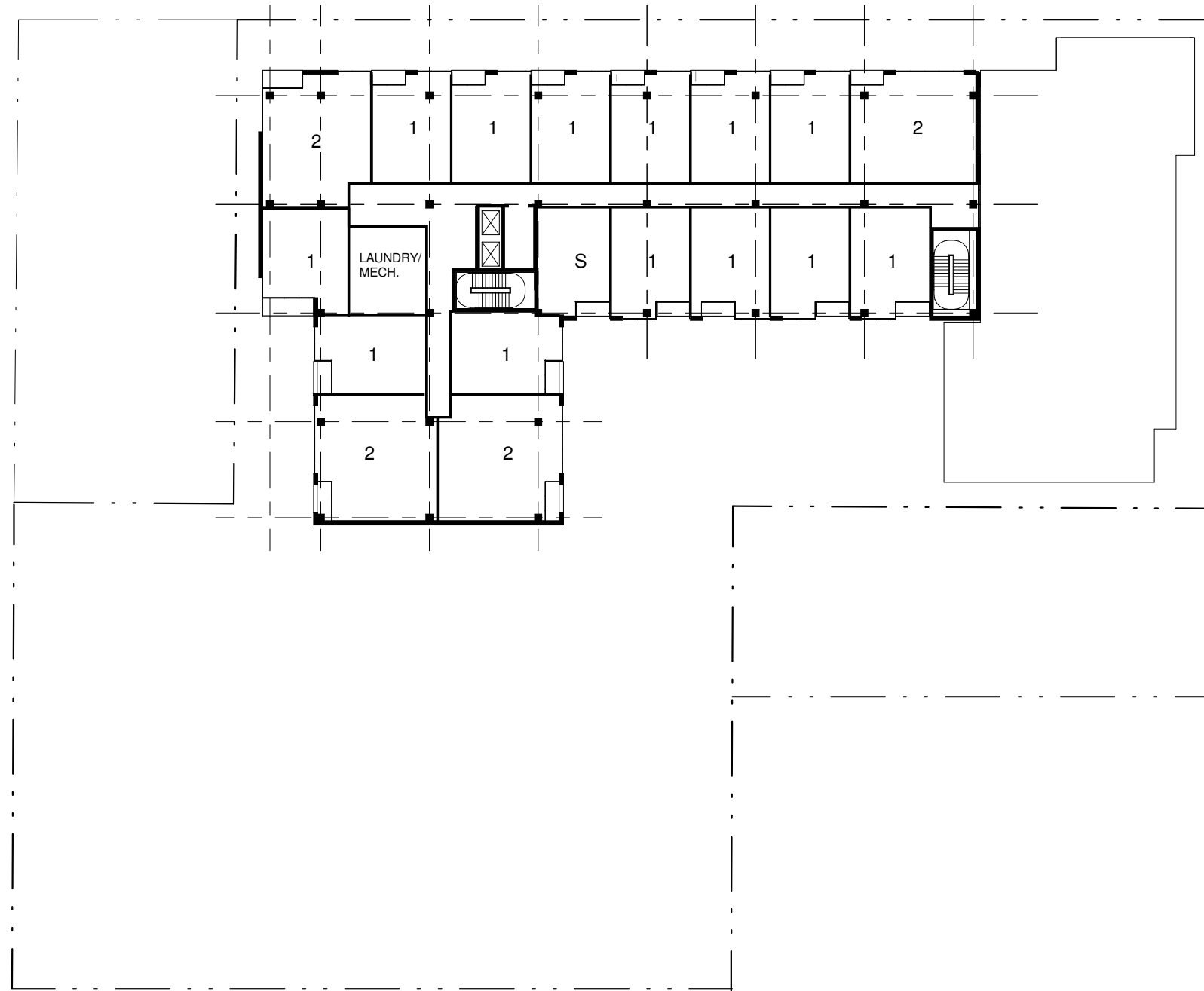


## 7TH FLOOR

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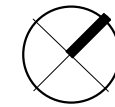
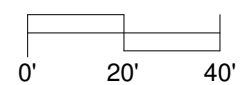
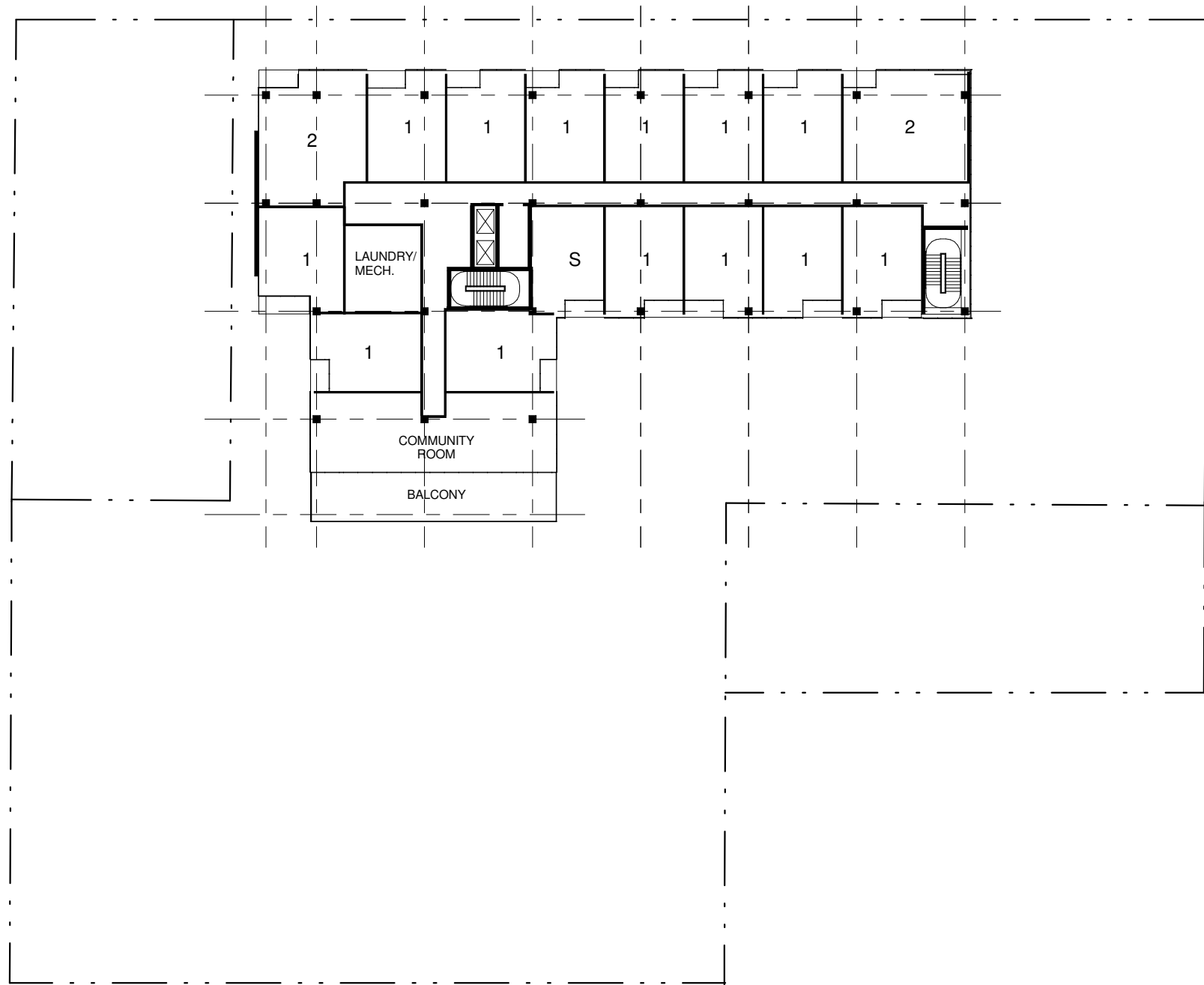
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**8TH FLOOR-10TH FLOOR**

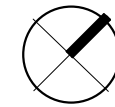
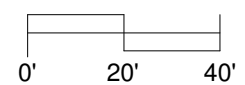
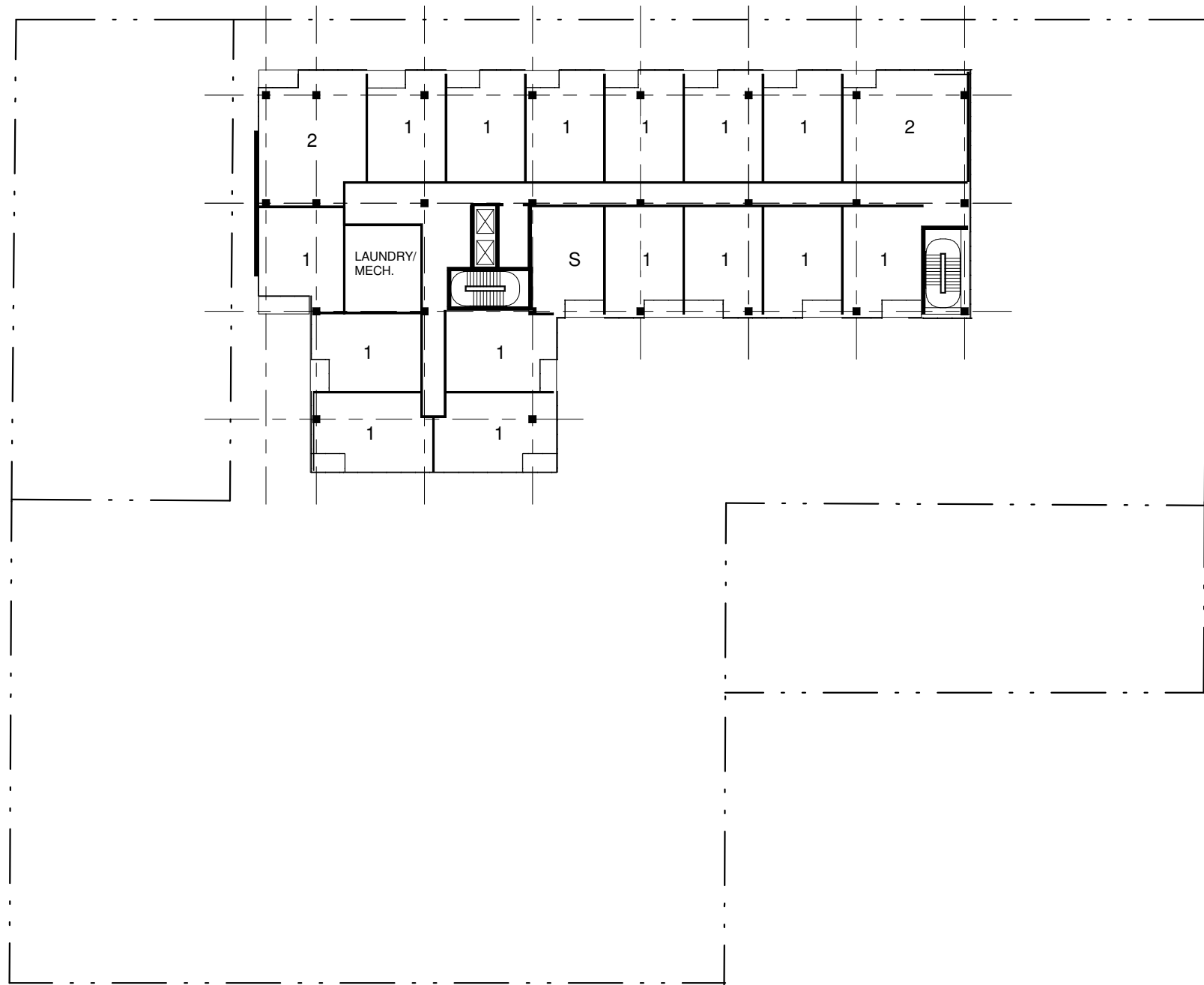
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**11TH FLOOR**

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# 12TH FLOOR

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**CONTEXTUAL MASSING - JOHNSON STREET**

Johnson Dayton Apartments  
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December 19, 2012





## CONTEXTUAL MASSING - DAYTON STREET

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December 19, 2012