



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.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 11, 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, LP.
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 on November 20, 2014.
(name of staff person) (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



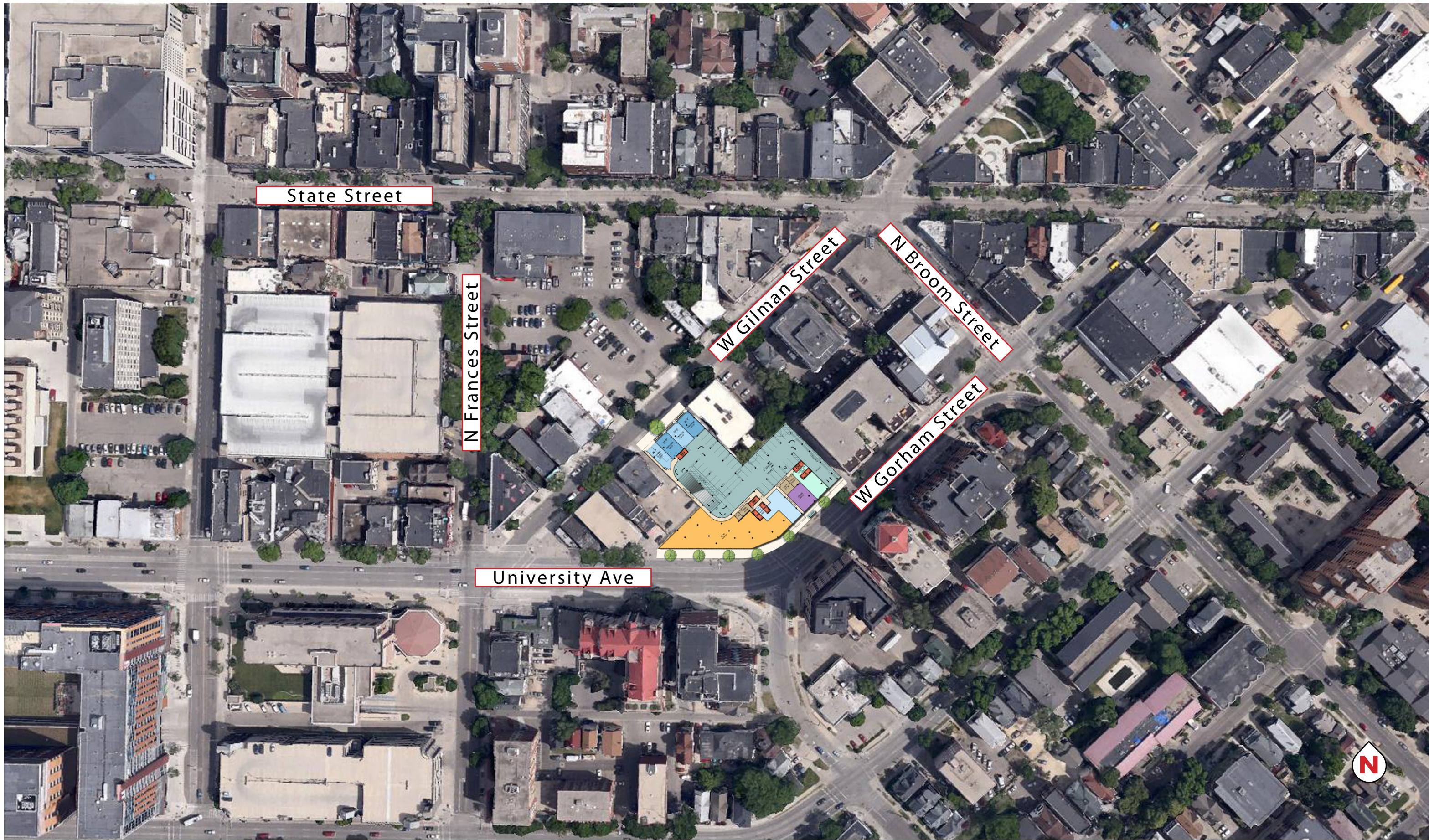
VANDEWALLE & ASSOCIATES INC.

To: Urban Design Commission
From: Brian Munson
CC: Marc Lifshin, Core Campus
Jeff Zelisko, Antunovich Architects
Date: January 21, 2015
Re: Hub at Madison II

Core Campus, nearing completion of the Hub at Madison I, has begun the design process for a new mixed use project located at 510 University Avenue. This parcel, long eyed for redevelopment, contains the former laundry 101 building and a large surface parking lot. Redeveloping this site will create new infill housing options and retail activation of the curve on University Avenue.

The enclosed packet illustrates preliminary site floor plans and massing diagrams for discussion at the February 11th UDC, for informational purposes. This concept is being prepared for a formal rezoning, CSM submittal on March 4th which would bring it to the April 22nd UDC, May 4th Plan Commission, and May 19th Common Council.

We look forward to discussing the concept further with the Commission and working towards an exciting new infill development.



State Street

N Frances Street

W Gilman Street

N Broom Street

W Gorham Street

University Ave



The Hub at Madison II



Image Landsat
© 2014 Google
Image NOAA



The Hub at Madison II

Core Campus Developers | Antunovich Associates Architecture · Planning

Massing View #1

2

Madison, Wisconsin | January 21, 2015



Image Landsat
© 2014 Google

Google earth



The Hub at Madison II

Core Campus Developers | Antunovich Associates Architecture · Planning

Massing View #2

Madison, Wisconsin | January 21, 2015

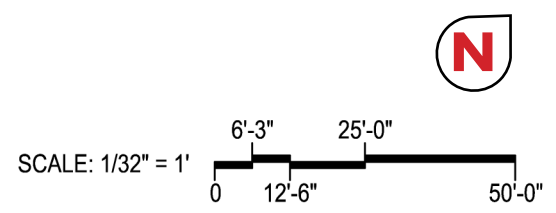
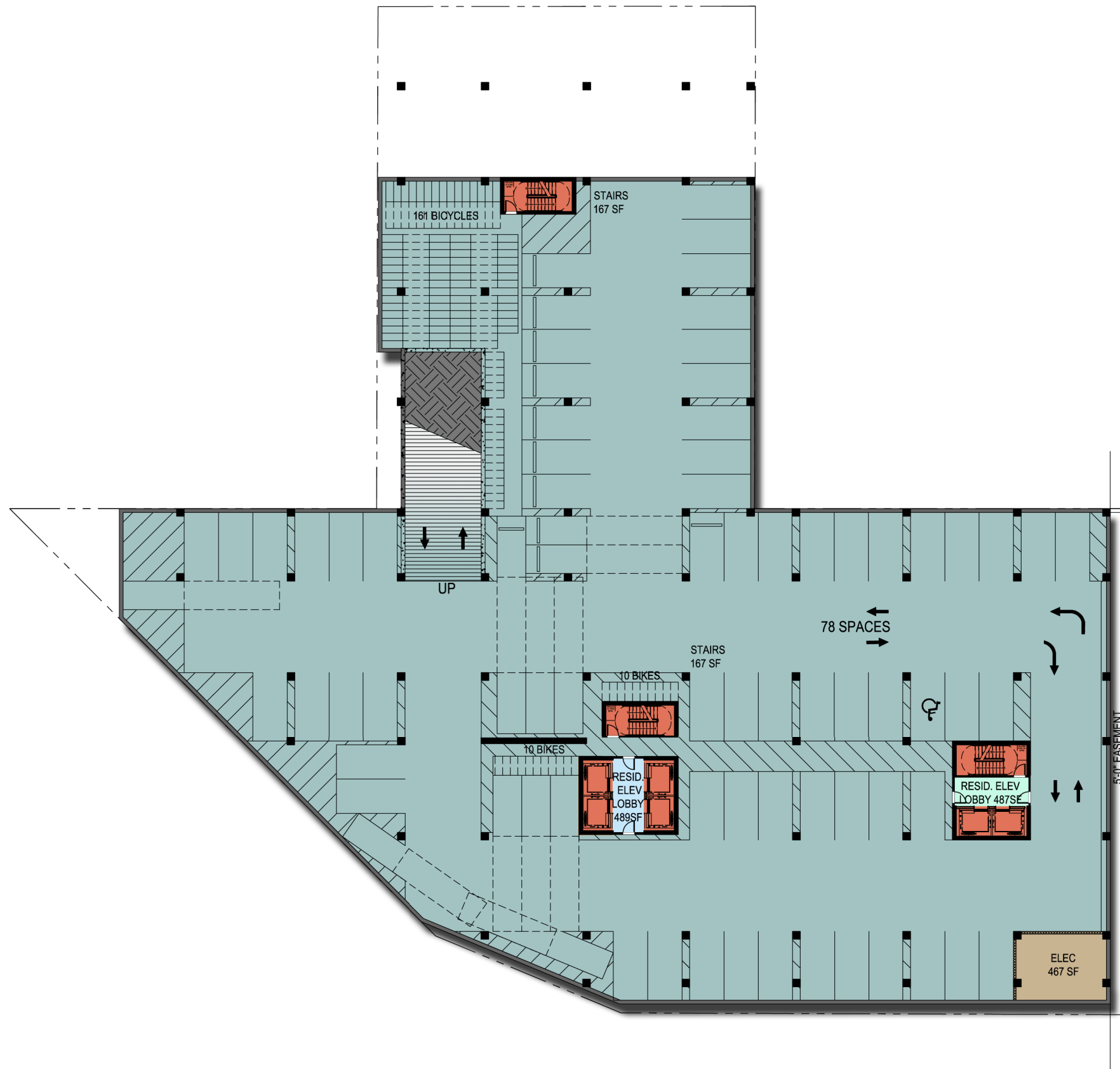


The Hub at Madison II

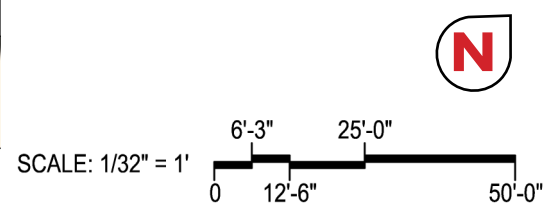
Core Campus Developers | Antunovich Associates Architecture · Planning

Massing View #3

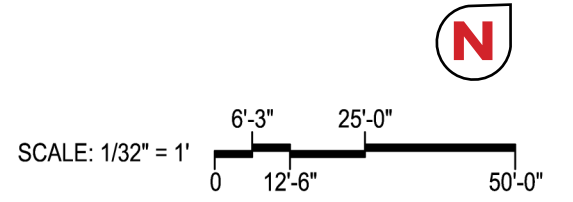
Madison, Wisconsin | January 21, 2015

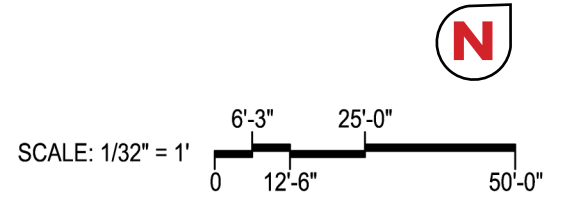


The Hub at Madison II

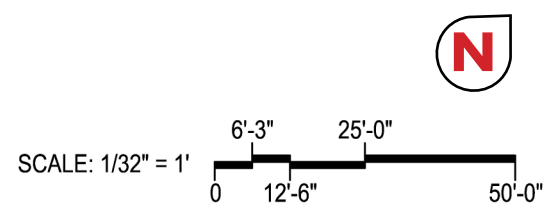


The Hub at Madison II

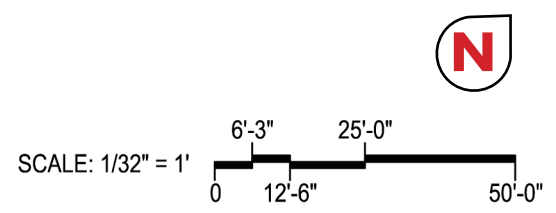


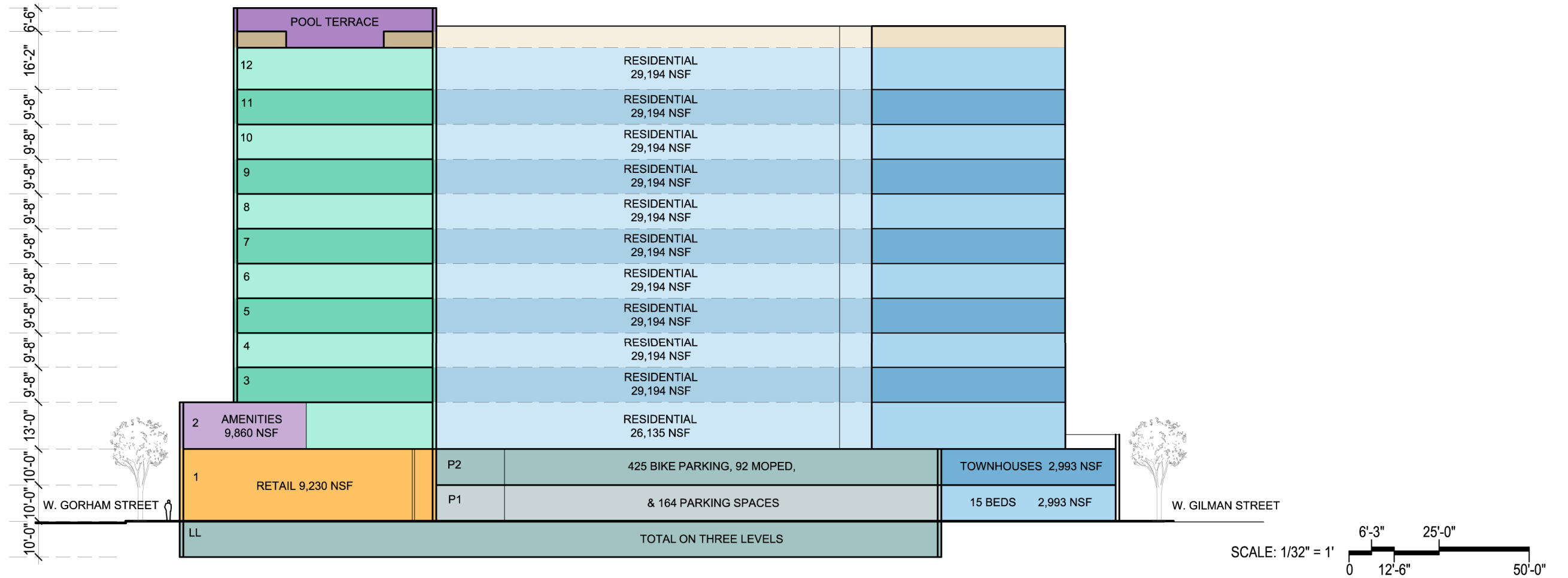


The Hub at Madison II



The Hub at Madison II





The Hub at Madison II- Area Analysis - 01/20/2015

SCHEME 1

FLOOR	Town Home			Student Residence					Young Professional					Hotel				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	HOTEL ROOMS	HOTEL GUEST-ROOM AREA	HOTEL 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	-	-	-	-	-	-	910	15,740	-	-	-	533	-	-	-	-	-	-	-	3,630	-	-	-	-	20,813	5,073	1,443			
12	-	-	-	18	48	18,121	3,195	258	9	11	6,584	1,294	81	-	-	-	-	-	-	-	-	-	-	29,533	29,194	29,194				
11	-	-	-	18	48	18,121	3,195	258	9	11	6,584	1,294	81	-	-	-	-	-	-	-	-	-	-	29,533	29,194	29,194				
10	-	-	-	18	48	18,121	3,195	258	9	11	6,584	1,294	81	-	-	-	-	-	-	-	-	-	-	29,533	29,194	29,194				
9	-	-	-	18	48	18,121	3,195	258	9	11	6,584	1,294	81	-	-	-	-	-	-	-	-	-	-	29,533	29,194	29,194				
8	-	-	-	18	48	18,121	3,195	258	9	11	6,584	1,294	81	-	-	-	-	-	-	-	-	-	-	29,533	29,194	29,194				
7	-	-	-	18	48	18,121	3,195	258	9	11	6,584	1,294	81	-	-	-	-	-	-	-	-	-	-	29,533	29,194	29,194				
6	-	-	-	18	48	18,121	3,195	258	9	11	6,584	1,294	81	-	-	-	-	-	-	-	-	-	-	29,533	29,194	29,194				
5	-	-	-	18	48	18,121	3,195	258	9	11	6,584	1,294	81	-	-	-	-	-	-	-	-	-	-	29,533	29,194	29,194				
4	-	-	-	18	48	18,121	3,195	258	9	11	6,584	1,294	81	-	-	-	-	-	-	-	-	-	-	29,533	29,194	29,194				
3	-	-	-	18	48	18,121	3,195	258	9	11	6,584	1,294	81	-	-	-	-	-	-	-	-	-	-	29,533	29,194	29,194				
2	-	-	-	13	34	15,062	8,641	7,656	9	11	6,584	1,294	1,935	-	-	-	-	-	-	-	-	-	-	41,172	31,581	31,581				
M	-	-	2,993	0	0	0	823	0	0	0	0	626	0	-	-	-	-	-	-	-	22,656	49	92	171	27,098	27,098	4,442			
1	3	15	2,993	0	0	0	3,097	0	0	0	0	2,303	0	-	-	-	-	-	-	-	19,342	37	0	73	41,172	41,172	21,830			
LL	-	-	-	0	0	0	917	0	0	0	0	533	0	-	-	-	-	-	-	-	34,797	78	0	181	36,714	36,714	0			
TOTAL	3	15	5,986	193	514	196,272	46,338	25,976	99	121	72,424	18,229	2,745	0	0	0	0	0	0	9,230	926	3,281	4,097	76,795	164	92	425	462,299	433,578	351,236

Site Area (sf)	42,615.00
FAR	8.24