

URBAN DESIGN COMMISSION APPLICATION

UDC

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:

Paid _____ Receipt # _____
Date received _____
Received by _____
Aldermanic District _____
Zoning District _____
Urban Design District _____
Submittal reviewed by _____
Legistar # _____

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: 1312 S. Park Street/1313 Fish Hatchery Road
Title: SSM Dean Medical Clinic Fish Hatchery Clinic Redevelopment

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested March 27, 2019
 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 <u>Brandon King</u> | Company <u>SSM Dean Medical Group</u> |
| Street address <u>1802 W. Beltline Hwy.</u> | City/State/Zip <u>Madison, WI 53713</u> |
| Telephone <u>608-250-1031</u> | Email <u>brandon.king@ssmhealth.com</u> |
| Project contact person <u>Melissa Huggins</u> | Company <u>Urban Assets, LLC</u> |
| Street address <u>807 E. Johnson Street</u> | City/State/Zip <u>Madison, WI 53703</u> |
| Telephone <u>608-819-6566 X1</u> | Email <u>melissa@urbanassetsconsulting.com</u> |
| Property owner (if not applicant) _____ | |
| Street address _____ | City/State/Zip _____ |
| Telephone _____ | Email _____ |

5. Required Submittal Materials

- Application Form**
- Letter of Intent** Letter of Introduction
 - 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 on Page 4 for plan details)
- Filing fee** N/A
- Electronic Submittal***

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized and legible. 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 _____ on _____.
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.

Name of applicant Branvoo Kivh Relationship to property DIRECTOR OF FACILITIES
 Authorizing signature of property owner  Date 3/6/19

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(b) 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 that 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 an 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)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit



SSM Health
Wisconsin Regional Office
Administration

1808 W. Beltline Highway
Madison, WI 53713

toll-free: 800-279-9966

deancare.com

Wednesday, March 6, 2019

City of Madison Planning Division
Department of Planning & Community & Economic Development
215 Martin Luther King Jr. Boulevard
Madison, WI 53703

Attention: Janine Glaeser; Kevin Firchow

Re: SSM Health Fish Hatchery Clinic Redevelopment Site Plan – UDC Informational Presentation

Dear Members of the Urban Design Commission:

SSM Health will be redeveloping its Fish Hatchery Clinic located at 1313 Fish Hatchery Road. The new 175,000 SF clinic will be located at 1312 South Park Street, currently occupied by the Pick 'N Save grocery store. Once the new clinic is operational, the existing clinic will be demolished. The new clinic will be built as a conditional use under the existing zoning, Commercial Corridor-Transitional, and will adhere to the design guidelines outlined in Urban Design District Seven.

Project Team

Owner: Brandon King
SSM Health
Director of Facilities Management
1802 West Beltline Highway
Madison, Wisconsin 53713
(608) 250-1031
Brandon.King@ssmhealth.com

Architect: Paul Widlarz
HGA
333 E. Erie Street
Milwaukee, WI 537202
PWidlarz@hga.com

Civil Engineer: Scott Maier
Ayres & Associates
5201 E. Terrace Drive, Suite 200
Madison, WI 53718
(262) 522-4901
MaierS@AyresAssociates.com

Through our exceptional health care services, we reveal the healing presence of God.

Landscape Architect: Abbie Moilien
Saiki Design, Inc.
1110 South Park Street
Madison, WI 53703
(608) 251-3600
KSaiki@ksd-la.com

Contractor: Tony Sullivan
Findorff
300 South Bedford Street
Madison, WI 53703
(608) 257-5321
tsullivan@findorff.com

Existing Conditions

SSM Health currently owns a total of 12.9 acres located along Fish Hatchery, South, and Midland streets. The property currently includes the 175,000 SF clinic (35,000 SF of which is unoccupied), surface parking lots, and sixteen vacant homes. Surrounding uses include single family homes located across Fish Hatchery to the west, multi-family along South Street, and commercial office south on Fish Hatchery. SSM is in the process of acquiring the 2.3-acre Pick 'N Save site; existing conditions include surface parking and the 1960's era grocery store. Park Street is a mix of one to four story commercial office and retail including the Labor Temple to the south and another healthcare facility to the north. The 3.5-acre Truman Olson site, which is owned by the City, is located directly adjacent to the Pick 'N Save site.

Relevant City of Madison Planning Documents

Imagine Madison recommends Regional Mixed Use for the project site(s) with a focus on high-density residential, commercial, and institutional buildings of up to 12 stories. The Wingra BUILD Plan also recommends the redevelopment of the area with a mix of higher density uses, including the development of a new clinic. The site is further governed by UDD 7.

Project Overview

The new clinic will continue to serve the local Madison area with departments such as pediatrics, family medicine, women's health, and internal medicine. It will also include two centers of excellence, oncology and orthopedics. Phase one of the new clinic will include the construction of 175,000 SF clinic, 140,000 SF of which will be fully built out. The remaining 35,000 SF will be shelled on the fifth floor and be built out in the future as needed. Additional future phases may include the construction of a 60,000 SF (estimated) expansion and a parking ramp, potentially within the next ten years. Beyond these two phases, further development is anticipated on the campus as

Through our exceptional health care services, we reveal the healing presence of God.

regional healthcare strategies require consolidation and growth. SSM will also prepare to decant ambulatory services from the nearby St. Mary's Hospital campus as growth necessitates more space for specialized inpatient care.

The future development of the Truman Olson Site and SSM's Fish Hatchery campus will benefit from the construction of new Cedar Street, from Park Street to Fish Hatchery Street. SSM intends to work collaboratively with the City to design and construct the new street, which will require acquisition of property from SSM. Due to the timing of the construction for the new clinic, SSM acknowledges there will be gap between when the Pick 'N Save closes and a new grocery opens on the Truman Olson site. While the city controls the timeline for the Truman Olson site, SSM is committed to working with the City and the eventual developer of the Truman Olson site to find real, meaningful solutions that will support neighborhood residents at-risk for food insecurity during the time the area is without a grocery store. As plans are formalized, SSM will partner with the neighborhood and its residents to ensure solutions are providing the support residents need.

SSM Health is excited to be part of the long-anticipated redevelopment of the Wingra Triangle and the continued growth along the Park Street Corridor. We look forward to working with city staff, commissions, and the neighborhood as we move this important project forward.



Brandon King

Director of Facilities Management

Through our exceptional health care services, we reveal the healing presence of God.







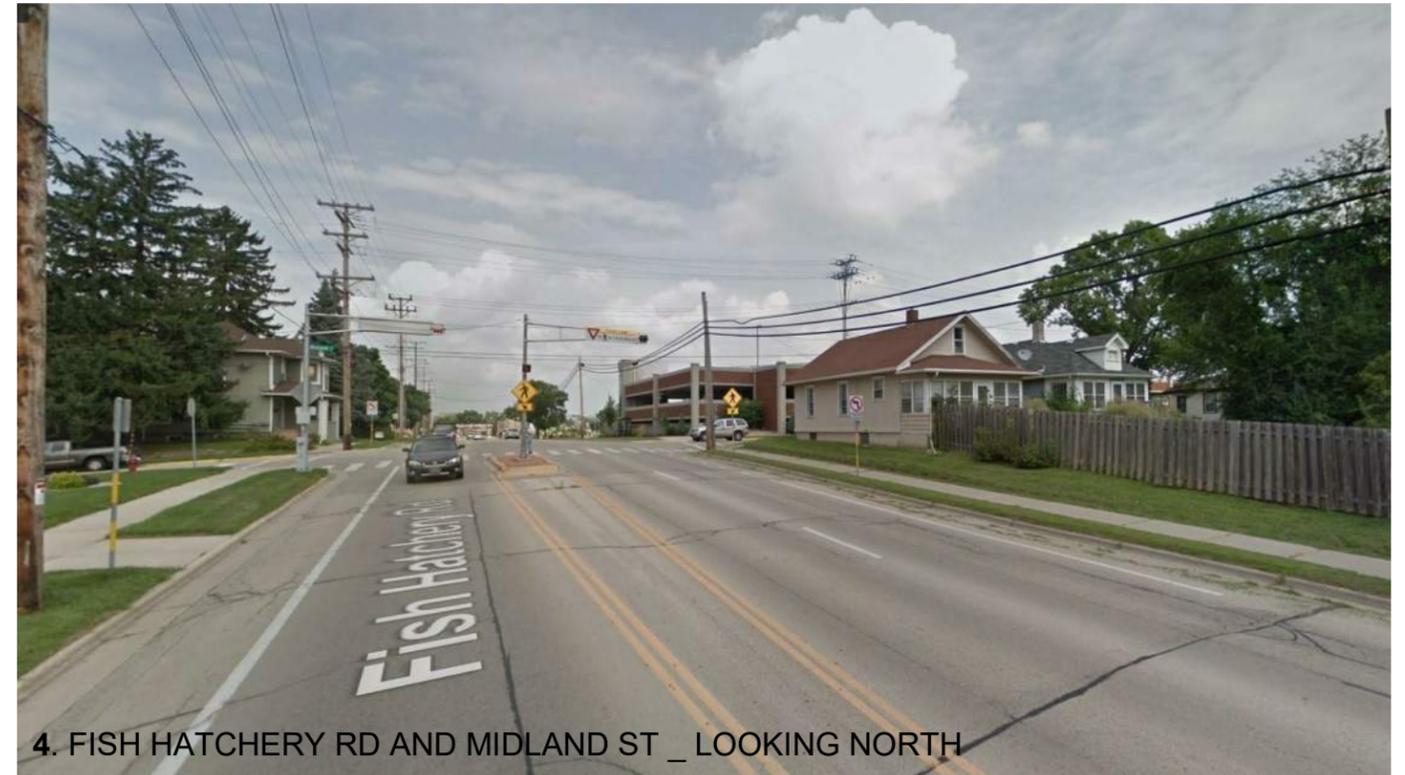
1. FISH HATCHERY RD _ LOOKING NORTH



2. FISH HATCHERY RD AND APPELTON ST _ LOOKING NORTH



3. FISH HATCHERY RD AND SPRUCE ST _ LOOKING NORTH



4. FISH HATCHERY RD AND MIDLAND ST _ LOOKING NORTH



1. PARK ST AND CEDAR ST _ LOOKING NORTH



2. PARK ST AND SPRUCE ST _ LOOKING NORTH

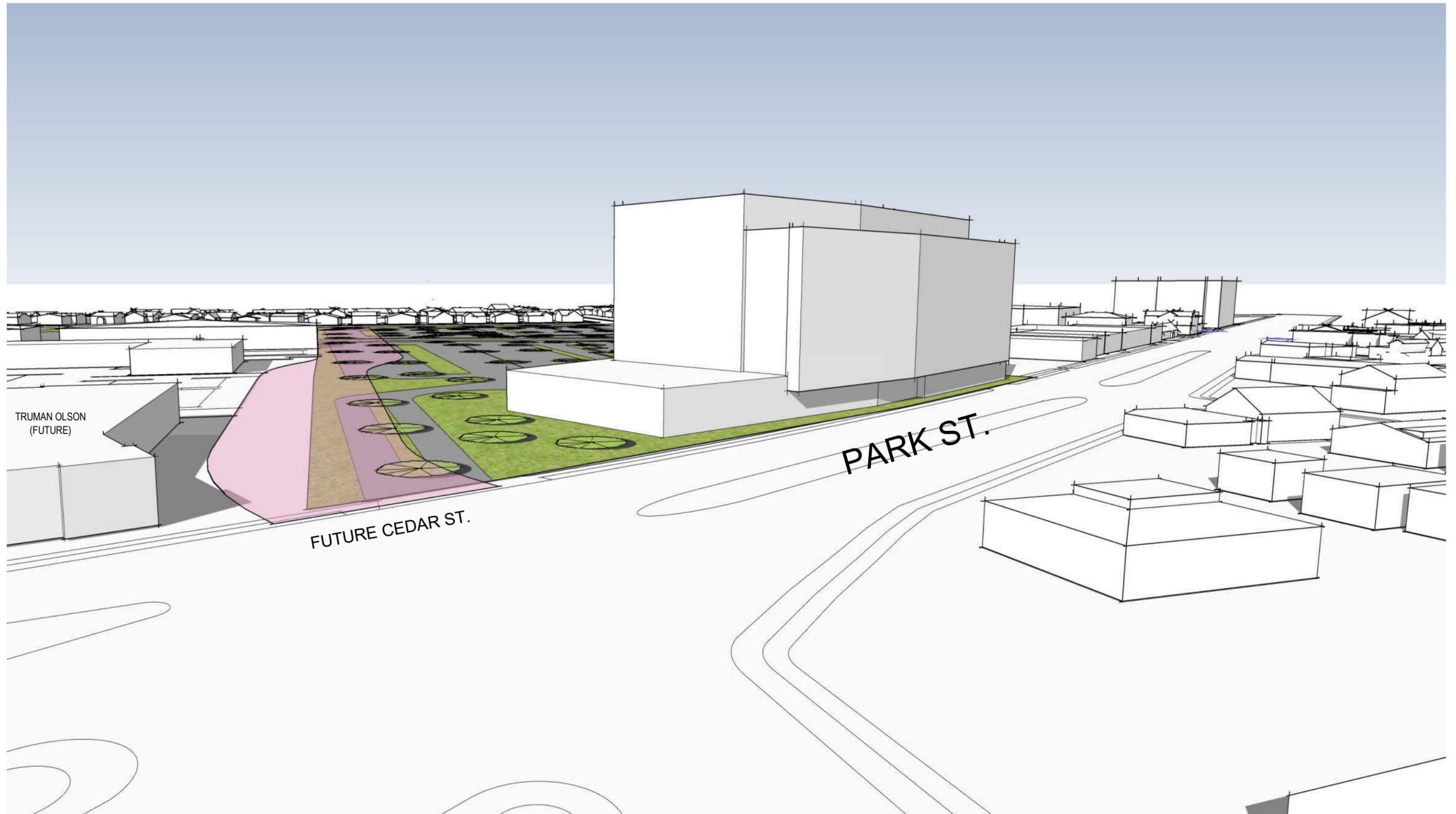


3. PARK ST AND OLIN AVE _ LOOKING NORTH



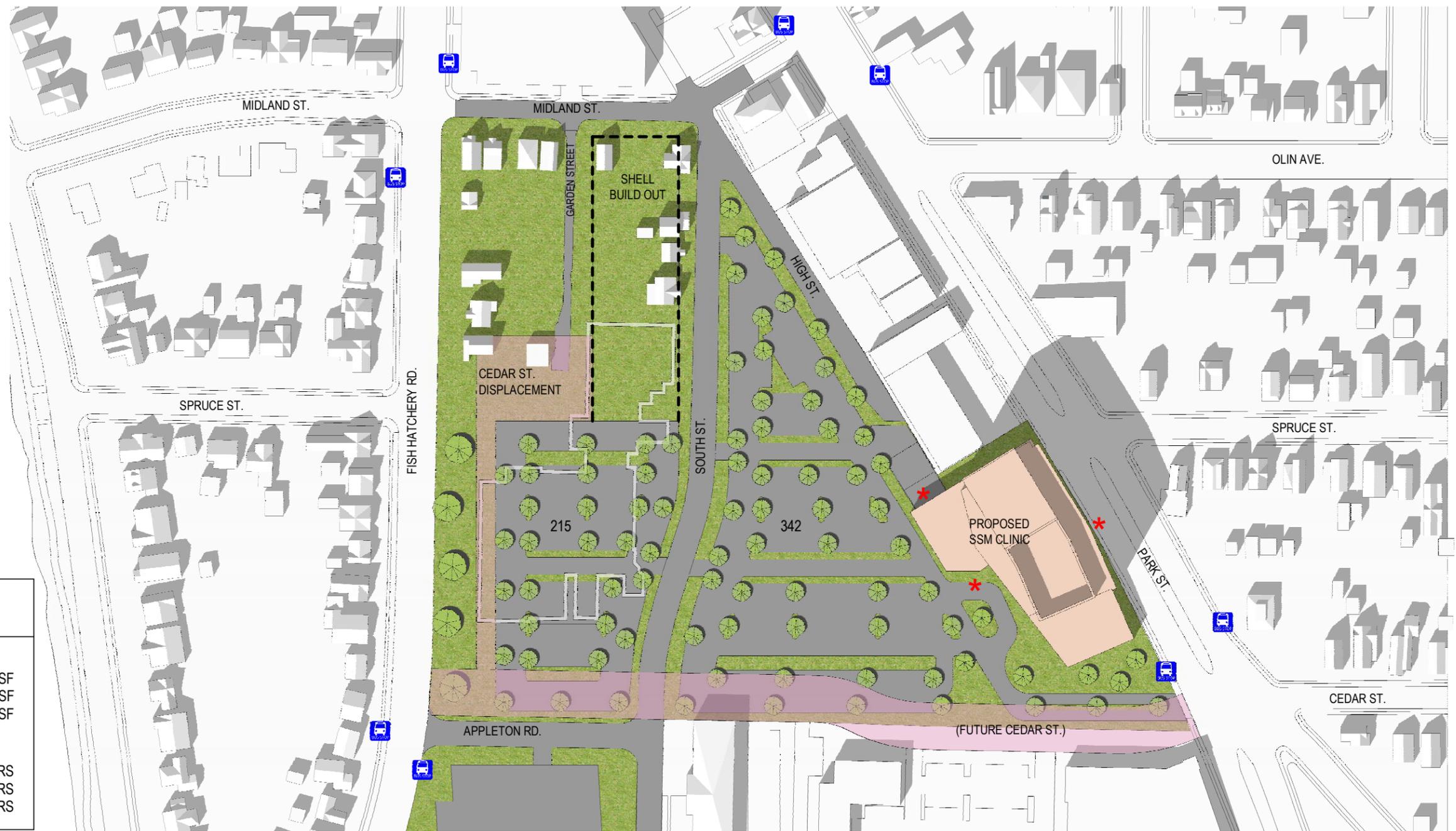
4. PARK ST AND MIDLAND ST _ LOOKING NORTH



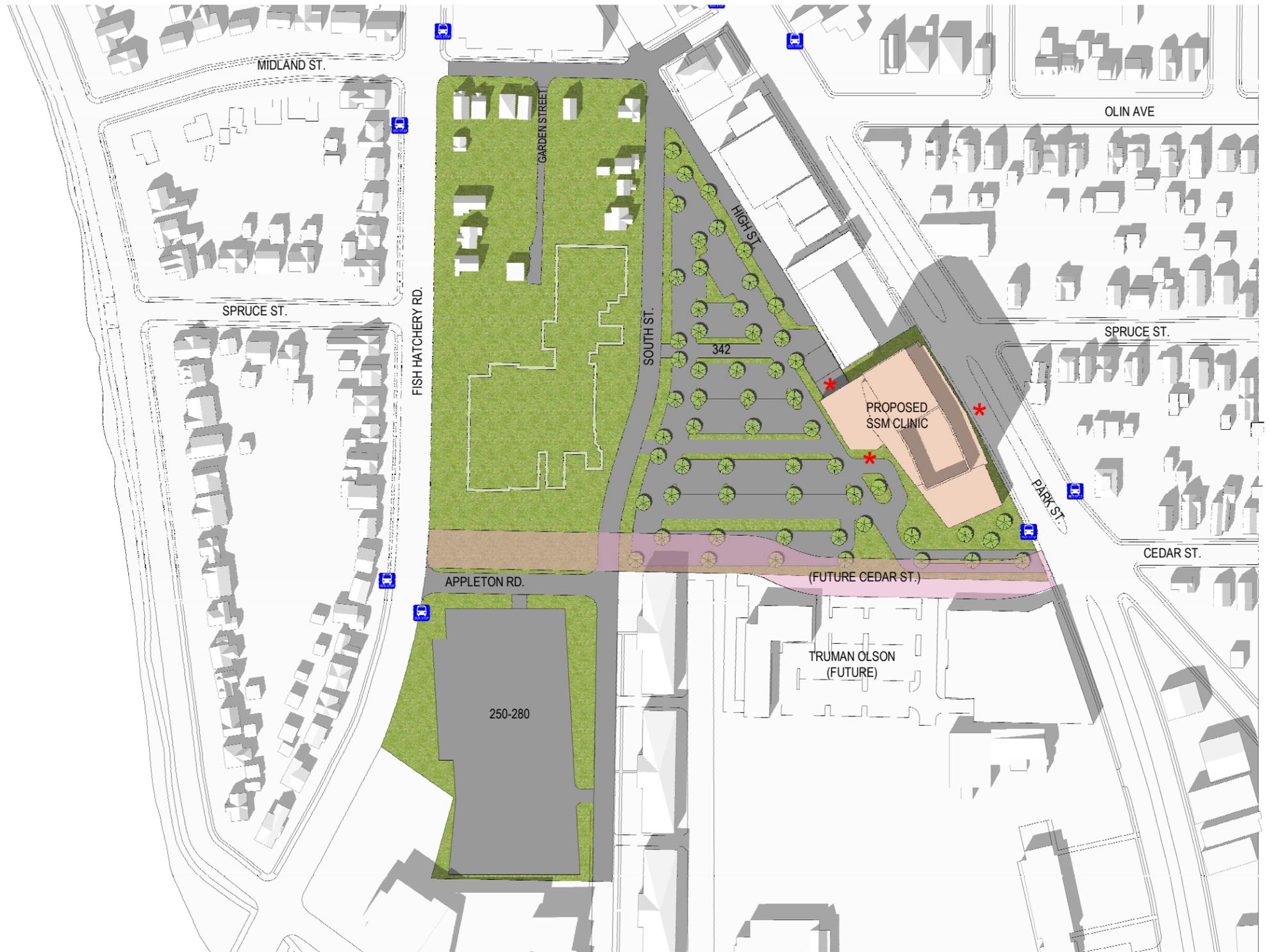




| PROJECT INFO | |
|--------------------------------|------------|
| BUILDING AREA: | |
| • PHASE I BUILD OUT: | 140,000 SF |
| • PHASE II SHELL: | 35,000 SF |
| • TOTAL BUILDING AREA: | 175,000 SF |
| PARKING REQUIREMENTS | |
| • PHASE I, 4 CARS/ 1,000 SF = | 560 CARS |
| • PHASE II, 4 CARS/ 1,000 SF = | 140 CARS |
| • TOTAL PARKING PROVIDED = | 700 CARS |



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