

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 _____

Submission reviewed by _____ 9/6/22
6:34 a.m. 

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: 2007 Roth Street - Lot B

Title: Hartmeyer Redevelopment - Family Building

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

UDC meeting date requested UDC Informational September 21, 2022

- 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)
 Signage Exception

Other

- Please specify
Alder requested UDC presentation

4. Applicant, Agent, and Property Owner Information

Applicant name Kevin McDonell
Street address 401 Wilshire Boulevard, suite 1070
Telephone 262-496-9796

Company Lincoln Avenue Capital
City/State/Zip Santa Monica, CA 90401
Email kevin@lincolnavcap.com

Project contact person Marc Ott
Street address 800 W. Broadway, suite 200
Telephone 608-442-3867

Company JLA Architects
City/State/Zip Monona, WI 53713
Email mott@jla-ap.com

Property owner (if not applicant) Kraft Heinz Food Company
Street address 1 Ppg Place
Telephone (412) 456-5700

City/State/Zip Pittsburgh, Pennsylvania, 15222
Email _____

5. Required Submittal Materials

Application Form

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
- 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

Electronic Submittal*

Notification to the District Alder

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

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 _____ Relationship to property _____

Authorizing signature of property owner Brian C. Schmitz Date _____

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(6) 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



Thursday, September 8, 2022

City of Madison
Planning Division
Madison Municipal Building Suite 017
215 Martin Luther King Jr Boulevard
P.O. Box 2985
Madison, WI 53701-2985

Attention: Jessica Vaughn

Re: Hartmeyer Redevelopment Lot B – 300 Family Affordable Units

Dear Urban Design Commissioners:

Please accept this letter of intent and application for an informational presentation to the Urban Design Commission. At the request of the alder, we are seeking the commission's input on the project's site and architectural design.

Project Team

Developer: Lincoln Avenue Capital
401 Wilshire Blvd Ste 1070
Santa Monica, CA 90401
Kevin McDonnell (kevin@lincolnavecap.com)
Kyle Brasser (kbrasser@lincolnavecap.com)

Architect: JLA Architects
800 W Broadway Suite 200
Monona, WI 53713
Marc Ott (mott@jla-ap.com)

Civil & Landscape: JSD Professional Services
161 Horizon Dr #101
Verona, WI 53593
Matt Haase (matt.haase@jsdinc.com)

Development Consultant Urban Assets
PO Box 258169
820 Wingra Drive
Madison, WI 53715
Melissa Huggins (melissa@urbanassetsconsulting.com)

Existing Conditions

The project site is located on the north side of Madison adjacent to the former Oscar Mayer facilities. The site is unique in that half was used for industrial and light manufacturing purposes and half is a much [beloved natural area](#), recently designated by CARPC as an environmental corridor, that includes wetlands and is host to numerous flora and fauna. The site, which is vacant except for an old parking lot, is owned by the Hartmeyer Trust and was leased to Oscar Mayer from 1954 to 2019.

401 Wilshire Blvd, Suite 1070, Santa Monica, CA 90401





Oscar Mayer used the property for coal and above ground tank storage. Consequently, the site was considered a brownfield and underwent numerous clean ups (1989, 2001, and 2016) with DNR closure provided in 2008 and 2017. Upon completion of their lease, Oscar Mayer conducted additional testing in 2019 and 2020. Lincoln Avenue Capital completed another round of testing as part of the project and is confident the site is appropriate for residential uses.

The natural area includes numerous healthy oak trees adjacent to Roth Street, which will be preserved. The area near the trees is suspected of being a Ho Chunk burial mound. A line of trees runs north south along the edge of the natural area. Parks and Forestry staff have walked the site and determined the trees are of poor quality and condition. The area has been used to dump concrete, asphalt, and other construction materials, compromising the health of the trees.

Project Overview

The development is the first project to be implemented under the [Oscar Mayer Special Area Plan](#) (OMSAP) and will set the stage for the future redevelopment of the area. Prior to beginning the detailed design process, the development team worked closely with the alder, city staff, neighbors on the mapping of the new streets, Roth and Huxley, as well as on the rezoning of the property to TR-U2, RMX, and Conservation.

This phase of the project includes the development of affordable housing on the parcels zoned TR-U2 and the sale of the 15.3 acre natural area, zoned Conservation, to the City of Madison Department of Parks. A future phase will be located in the area zoned RMX at the south end of the property adjacent to Commercial Avenue.

The new streets, including the bike path along Roth Street, will be constructed as part of this phase. Huxley Street will dead end at the railroad tracks until the new railroad crossing is secured. The city is working to close the existing Roth Street railroad crossing in exchange for the new crossing at Huxley Street.

Family Building

The six-story family building will include approximately 300 units of affordable housing with a mix of one, two, three, and four bedrooms. The building faces towards the natural area across Roth Street and will wrap around the parking structure with approximately 500 parking spaces. The building will provide numerous amenity spaces, including three courtyards, two of which will face Roth Street will be activated with a playground and water feature. The third courtyard faces east and will be landscaped as a more contemplative space.

Landscaping around the building will reference the natural area across the new Roth Street through the use of native plants.

Zoning

Traditional Residential Urban Two (TR-U2)





UDC Review

The development team understands the importance of this first project under the OMSAP and looks forward to the commissioner's guidance on the project's site, landscaping, and architecture.

Sincerely,

A handwritten signature in blue ink, appearing to read "K. Brasser", is written over a horizontal line.

Kyle Brasser
VP & Regional Project Partner

Cc: Kevin McDonell
VP & Regional Project Partner



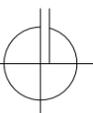


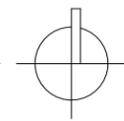
JLA
ARCHITECTS

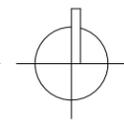
HARTMEYER REDEVELOPMENT – LOT B

FAMILY HOUSING – SITE LOCATOR MAP

SEPTEMBER 6, 2022
1"=200' @ 11x17

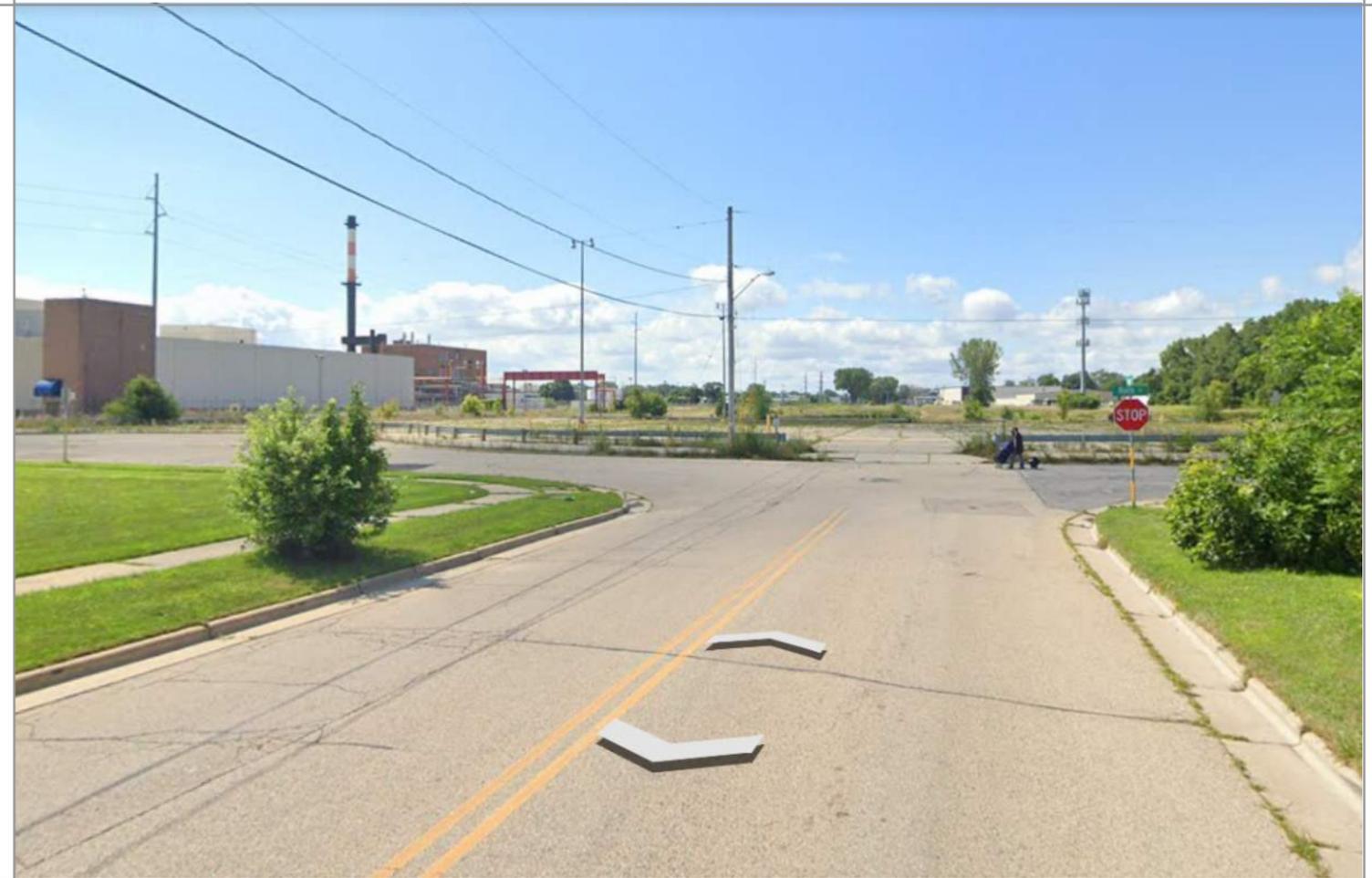








ROTH ST AT RAILROAD LOOKING SOUTH



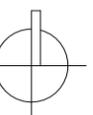
HUXLEY ST LOOKING SOUTH

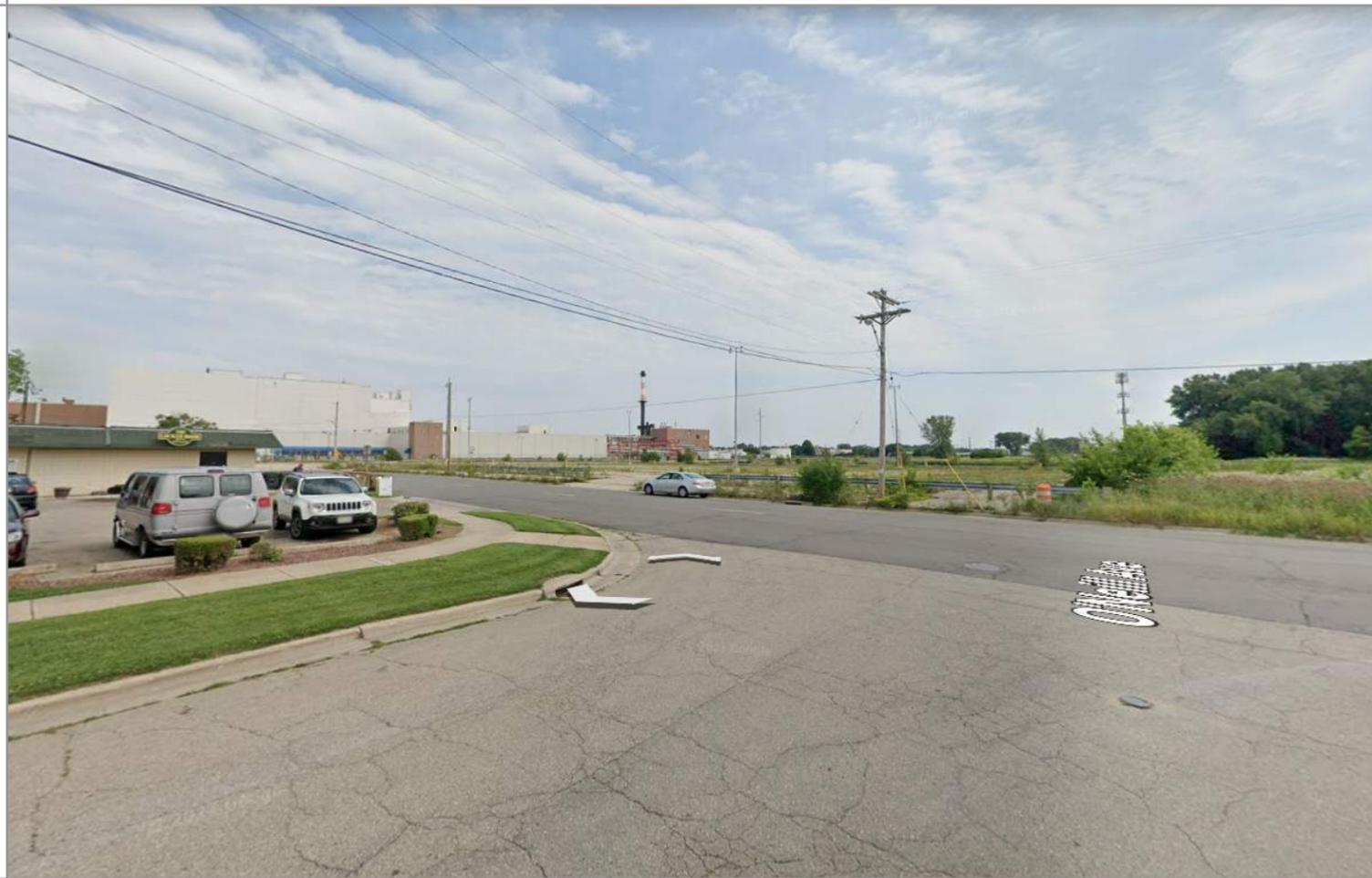


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ARCHITECTS

HARTMEYER REDEVELOPMENT – LOT B
FAMILY HOUSING – CONTEXTUAL SITE INFORMATION

SEPTEMBER 6, 2022





O'NEILL AVE LOOKING SOUTHEAST



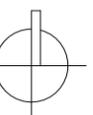
ROTH ST LOOKING EAST



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HARTMEYER REDEVELOPMENT – LOT B
FAMILY HOUSING – CONTEXTUAL SITE INFORMATION

SEPTEMBER 6, 2022





RUSKIN ST AT COMMERCIAL AVE LOOKING NORTH

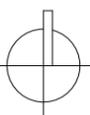
COMMERCIAL AVE AT RAILROAD LOOKING NORTH



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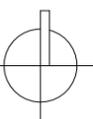
HARTMEYER REDEVELOPMENT – LOT B
FAMILY HOUSING – CONTEXTUAL SITE INFORMATION

SEPTEMBER 6, 2022

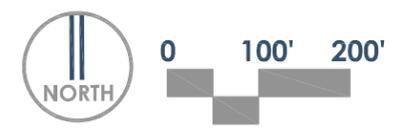
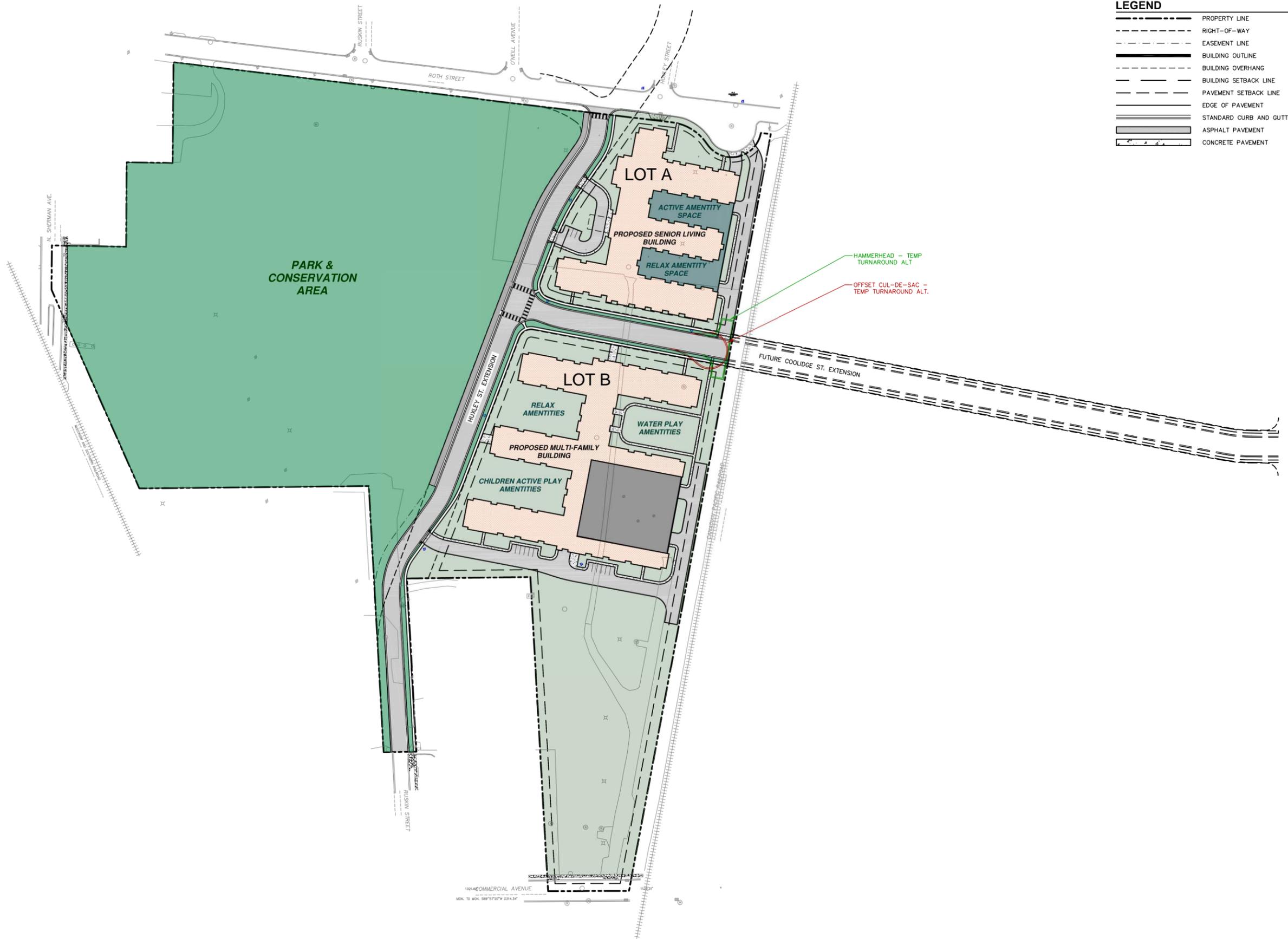




COMMERCIAL AVE LOOKING NORTH



LEGEND	
	PROPERTY LINE
	RIGHT-OF-WAY
	EASEMENT LINE
	BUILDING OUTLINE
	BUILDING OVERHANG
	BUILDING SETBACK LINE
	PAVEMENT SETBACK LINE
	EDGE OF PAVEMENT
	STANDARD CURB AND GUTTER
	ASPHALT PAVEMENT
	CONCRETE PAVEMENT

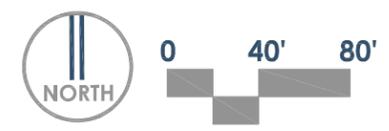


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LEGEND	
	PROPERTY LINE
	RIGHT-OF-WAY
	EASEMENT LINE
	BUILDING OUTLINE
	BUILDING OVERHANG
	BUILDING SETBACK LINE
	PAVEMENT SETBACK LINE
	EDGE OF PAVEMENT
	STANDARD CURB AND GUTTER
	ASPHALT PAVEMENT
	CONCRETE PAVEMENT



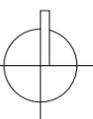
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- 1BD Unit
- 2BD Unit
- 3BD Unit
- 4BD Unit
- Amenities
- Bldg. Supp./Stor.
- Circulation
- Parking

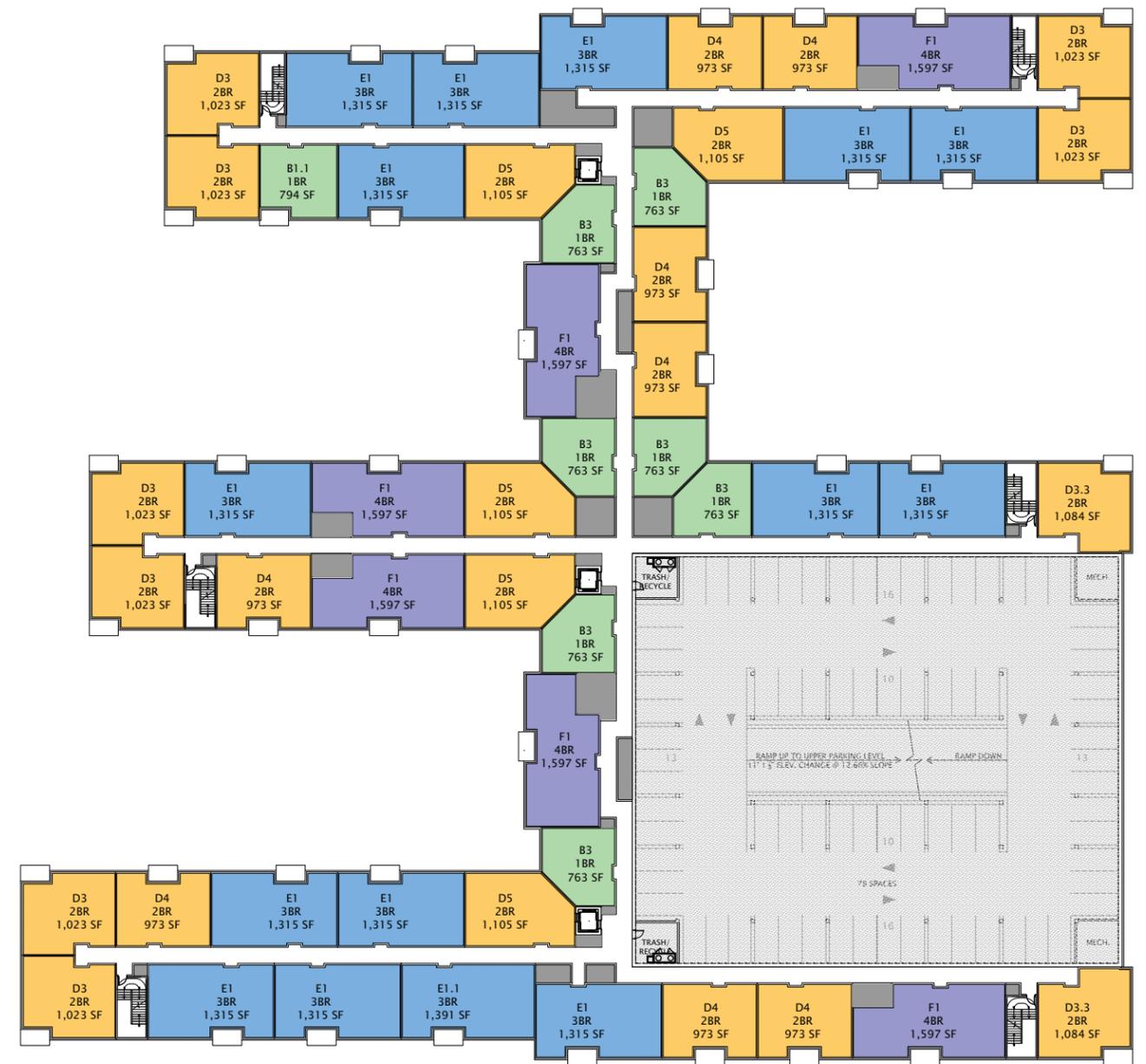


1ST FLOOR PLAN

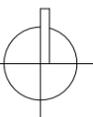




2ND FLOOR PLAN



3RD - 6TH FLOOR PLANS



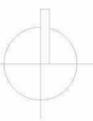


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HARTMEYER REDEVELOPMENT – LOT B

FAMILY HOUSING – EXTERIOR PERSPECTIVES: BIRD'S EYE VIEW FROM SOUTHWEST

SEPTEMBER 6, 2022



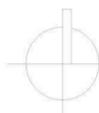


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HARTMEYER REDEVELOPMENT – LOT B

FAMILY HOUSING – EXTERIOR PERSPECTIVES: BIRD'S EYE VIEW FROM NORTHWEST

SEPTEMBER 6, 2022

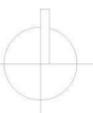




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HARTMEYER REDEVELOPMENT – LOT B
FAMILY HOUSING – EXTERIOR PERSPECTIVES: BIRD'S EYE VIEW FROM WEST

SEPTEMBER 6, 2022

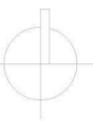




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HARTMEYER REDEVELOPMENT – LOT B
FAMILY HOUSING – EXTERIOR PERSPECTIVES: VIEW TO ENTRANCE

SEPTEMBER 6, 2022

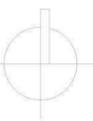




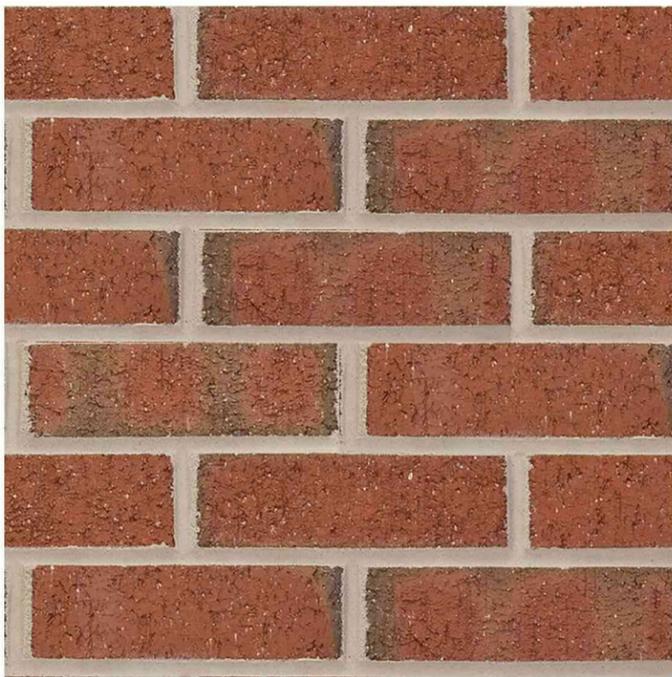
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HARTMEYER REDEVELOPMENT – LOT B
FAMILY HOUSING – EXTERIOR PERSPECTIVES: VIEW TO ENTRANCE

SEPTEMBER 6, 2022







MASONRY VENEER 1



FIBER CEMENT SIDING 1



FIBER CEMENT SIDING 2 - HORIZONTAL



FIBER CEMENT SIDING 3 - WOODTONE ACCENT



FIBER CEMENT SIDING 4 - VERTICAL

