

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 6/27/22 **received** _____
11:40 a.m.
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: 200 Wisconsin Ave
Title: Workforce Housing 200 Wisconsin

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

UDC meeting date requested July 13

- 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 _____

4. Applicant, Agent, and Property Owner Information

Applicant name Kirk Biodrowski
Street address 749 University Row Ste 300
Telephone 608-274-2741

Company Potter Lawson
City/State/Zip Madison WI 53705
Email kirkb@potterlawson.com

Project contact person Same as above
Street address _____
Telephone _____

Company _____
City/State/Zip _____
Email _____

Property owner (if not applicant) Madison Area Technical College 3550 Anderson St
Street address PO Box 14316
Telephone _____

City/State/Zip Madison WI 53708
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 Jessica Vaughn, Colin Punt, Jenny Kirchgatter on June 8, 2022.
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 Kirk Biodrowski Relationship to property Architectural Rep
 Authorizing signature of property owner  Date 6/27/22

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

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.**



June 27, 2022
Via email

City of Madison
Urban Design Commission Informational Submittal

**Re: Letter of Intent for Proposed Development
200 Wisconsin Avenue**

Dear Commission Members and City Staff:

Representing Wisconsin Housing Preservation Corp., we at Potter Lawson, Inc. are pleased to present the enclosed documents for a new mixed-use commercial and multi-family development at 200 Wisconsin Avenue. The site is located at the former MATC downtown campus. The project site was previously approved as a hotel, but due to the current economic outlook the project is being proposed as a mixed use, multi-family building designed for workforce housing with limited commercial space on the first floor. The existing former MATC building is not included as part of this project submittal. It is the intent of the site owner to renovate the existing building and brought back to life by a partner developer concurrent with the new building.

Great Need for Affordable Housing in Madison

In Wisconsin, for every 100 renter households who are considered very low income, there are only 79 affordable and available homes (National Low Income Housing Coalition, "Housing Needs by State," 2022). This leaves too many families stretching their budgets to afford housing, which means fewer resources for other essentials such as food, transportation, and health care. Dane County is the fastest-growing county in the state of Wisconsin, and the growth in the Madison area in particular has intensified the need for affordable, workforce housing for residents, especially downtown. This project will provide income-restricted, workforce housing to a prime area of Madison that is well-served by amenities such as public transportation, grocery stores, and job opportunities. These workforce housing units will be available for families at 50% to 80% of the area median income.

Zoning and Project Description

The site is currently zoned Urban Mixed-Use (UMX). The proposed structure currently meets all of the requirements of a UMX building on this site with the exception of the number of stories. This area is currently zoned to allow for 8 stories with a conditional use to add 2 more stories for a total of 10 stories. We are requesting a zoning change to allow for an additional 2 stories for a total of 12 stories. The reason for the additional stories is to maximize the number of units to make the project viable and to aid in the much needed demand for additional workforce housing, while still respecting the contextual pallet established by the existing structures. We feel this is a reasonable request given the fact that the floor-to-floor heights of a multi-family building would create an overall building height that would be less than a 10-story office building (which would be allowed under the conditional use). In addition, we have carved the building to help bring it within the contextual scale of the area, thus reducing the overall "bulk" of what would be allowed on the

site. The new building is also being set back along Johnson Street to align with the adjacent façade of the historic MATC building, thus creating a landscaped green space along the street, and giving deference to the historic building. The building is setback approximately 30'-6" from the property line, which is 25'-6" more than the required for the 5'-0" setback. Even at 12 stories the proposed building (*including the mechanical penthouse*) falls under the Capitol View Preservation Height limit.

The building will reside on the existing excavated portion of the site and will be separated from the existing MATC building by a 30'-0" drive. The drive will allow off street entrance to the proposed parking beneath the building. It will also act as a means for off street access to trash and recycle pick-ups, allow for package deliveries, as well as a space for moving in and out of the units, keeping the public streets free of loading vehicles.

The proposed parking is designed for four levels below grade (total area ~ 97,500 SF) and will provide ~275 parking stalls and ~286 bike stalls to be shared by the proposed building and the future tenant of the existing MATC building. The plan proposes ~218 units (total area ~ 229,100 SF) with a mix of studio (~30%), 1 bedroom (~49%), and 2 bedroom (~21%) and will be income-restricted as explained above.

The overall design aesthetic of the building is a modern interpretation of the historic downtown buildings. The "ends" of the building are anchored with brick volumes that relate in height, set back and material palette to the adjacent existing historic MATC building. Brick pilasters protrude out while the windows are recessed to give a vertical element to the brick façade. A lighter, more modern, metal panel and glass element is nestled between the two brick anchors completing a successful transformation from the historic to the modern. The metal panel and the glazing are graded to provide an interesting play of density and lightness along the façade. The main materials of the brick elements will be a red-brown brick with dark metal accents. The infill element will be a metal panel with glazing between the panels.

The building is further segmented in the upper floors of the building to provide additional interest and to break up the façade. The unique shape also allows for the opportunity to create (3) common area roof terraces, providing outdoor access and views of the Capital and the Lake.

Mechanical units are enclosed on the top floor of the building in a mechanical room with a final height that is below the Capitol View Preservation Height limit. Emergency generators along with a loading and trash room are enclosed on ground floor of the parking garage along the internal drive.

Site Description

The 2-acre property is located on the block bounded by W Johnson St., W. Dayton St., N. Carroll St., and Wisconsin Ave. The project site property will comprise of the northeast half of the site and will be ~ 0.78 acres.

Project Data

Zoning District: UMX, Urban Mixed-Use

Urban Design District None

Aldermanic District 4, Michael Verveer

Building Use: Multi-use, commercial and residential uses. Future first floor uses may include retail and restaurant.

Building Stories: 12 Stories

First Floor Elevation: 894.6'

Building Height: ~137.3' to top of mechanical penthouse (assuming 14'-0" penthouse, elevation: 1031.9')

Site outside of the Maximum height allowed per FAA within 3-mile radius of the airport: Does not apply

Capitol View Preservation Height: 1,032.8' Max, below by 0.9'

First Floor potential commercial/retail/restaurant area: approximately 4,300 Useable Square Feet

Setback from property line along Wisconsin Ave = 5'-0", W. Dayton St = 10'-0", W. Johnson = 30'-6" back of building = 15'-0"

Trash for the new building is provided in an enclosed room within the parking structure and is accessed from the internal drive.

Sustainability and Energy Efficiency

The project has several sustainable and energy efficiency measures. High density, workforce housing in the downtown area will reduce traffic and parking requirements for the work force working in the downtown area. The project provides added density on an underutilized site in downtown Madison, reducing sprawl and saving greenspace. The historic MATC campus building on the block will remain and be repurposed at a later date. The project contains all structured parking within the center of the site creating a better pedestrian experience at the street level. By not over building parking stalls the project encourages use of mass transit and other means of transit beside personal vehicles, which also helps to reduce traffic and reduce greenhouse emissions. Covered bicycle storage located throughout the parking levels, provides a heated space for bike users. 3 green/purple roofs will create a connection to nature and allow users to be outside within a landscaped area in the center of the city. The unique construction of the "purple" roofs will reduce storm water runoff from the site and reduce the urban heat island effect.

The HVAC system for the tenants will be a high efficiency heat pump system. The system will have a recirculating water loop that allows heating and cooling to occur at the same time, creating efficiencies by extracting heat to cool a portion of the building while using that extracted heat to heat another portion of the building. The boiler will be a high efficiency condensing boiler rated at 96% efficiency. The building will utilize LED light fixtures throughout saving electrical energy. EV charging stations will be incorporated to meet City of Madison Ordinances. The team will work with Focus on Energy to study additional energy efficiency measures and is currently exploring the use of low-profile solar PV panels on the upper roof to provide renewable energy.

**(THE REST OF THIS PAGE IS INTENTIONALLY LEFT BLANK, SEE SUCCEEDING PAGES FOR MORE
INFORMAITON)**

Project Team

Owner Developer:	Wisconsin Housing Preservation Corp. 150 E. Gilman St, STE 1500 Madison WI 53703	Mike Slavish Megan Walela
Architect:	Potter Lawson, Inc. 749 University Row, Suite 300 Madison, WI 53705	Kirk Biodrowski, Doug Hursh Andy Lawfenberg, Terry McMillan
Civil Engineer:	Vierbicher	TBD
Landscape Architect:	Saiki Design	TBD
Lighting Designers:	Lighting Ergonomics	Mandar Bankhele
Structural Engineering:	TBD	TBD

Schedule

The project is scheduled to complete municipal entitlements in the Fall of 2022, start construction in the Spring of 2023 and be completed and occupied by Fall of 2024, approximately 18 months of construction.

Thank you for reviewing the proposed development documents. We are excited to present the design for this new mixed-use, urban infill development. Please contact me if you have any questions regarding this submittal.

Sincerely,



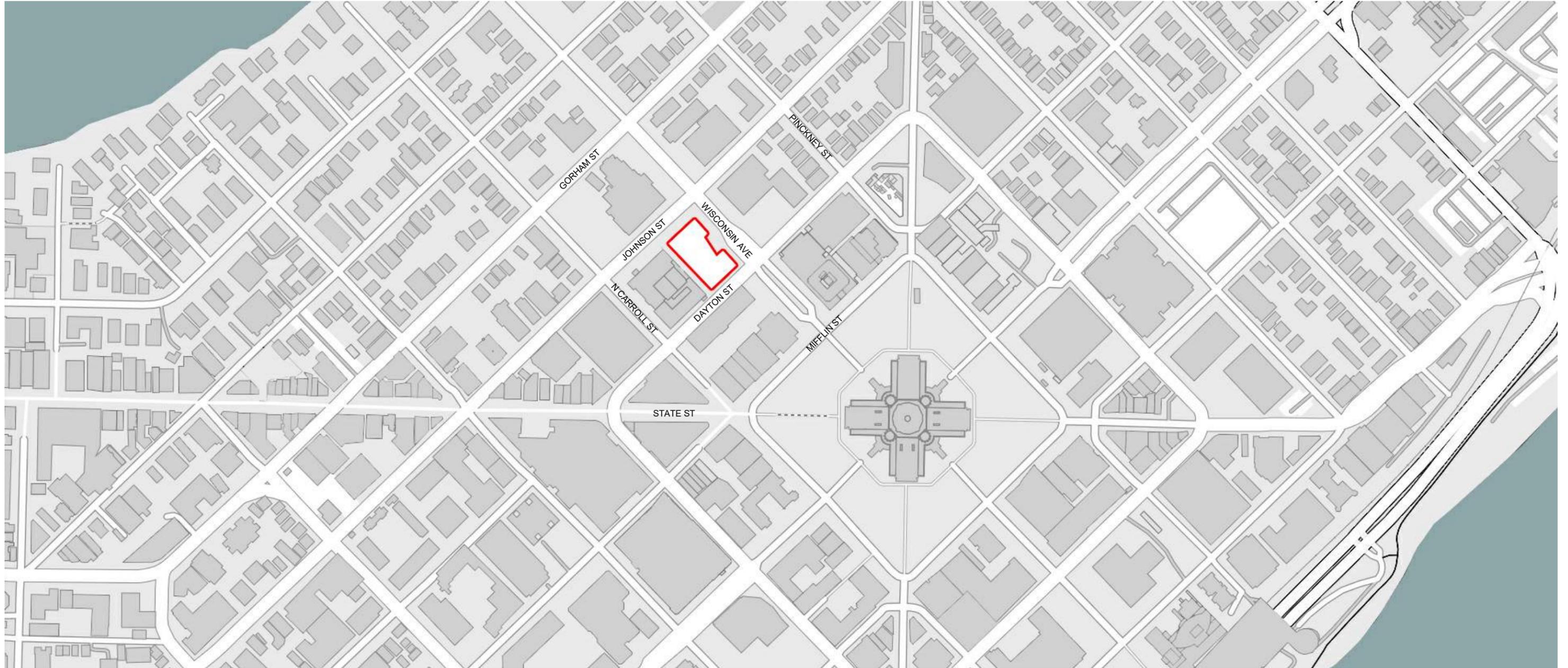
Kirk Biodrowski, PMP
Potter Lawson, Inc.
Project Manager

200 E Wisconsin Ave
Urban Design Commission - Informational Submittal
July 27, 2022



whpc
Wisconsin Housing Preservation Corp.

Potter
Lawson
Success by Design



Locator Map
200 Wisconsin Avenue - 2021.29.01
Monday, June 27, 2022





Bethel Lutheran Church



Private Residence at Johnson St. & Carroll St.



The Madison Concourse Hotel and Governor's Club



First United Methodist Church



State Street Capitol Garage



Wisconsin Ave. & Dayton St.



Madison Area Masonic Association



Carroll St. & Dayton St.



Wisconsin Ave. & Dayton St.



Looking East Along Wisconsin Ave



W. Johnson Elevation



Corner of W. Johnson and N. Carroll Streets



Building Main Entry N. Carroll St



Corner of N. Carroll and W. Dayton Streets



W. Dayton Elevation



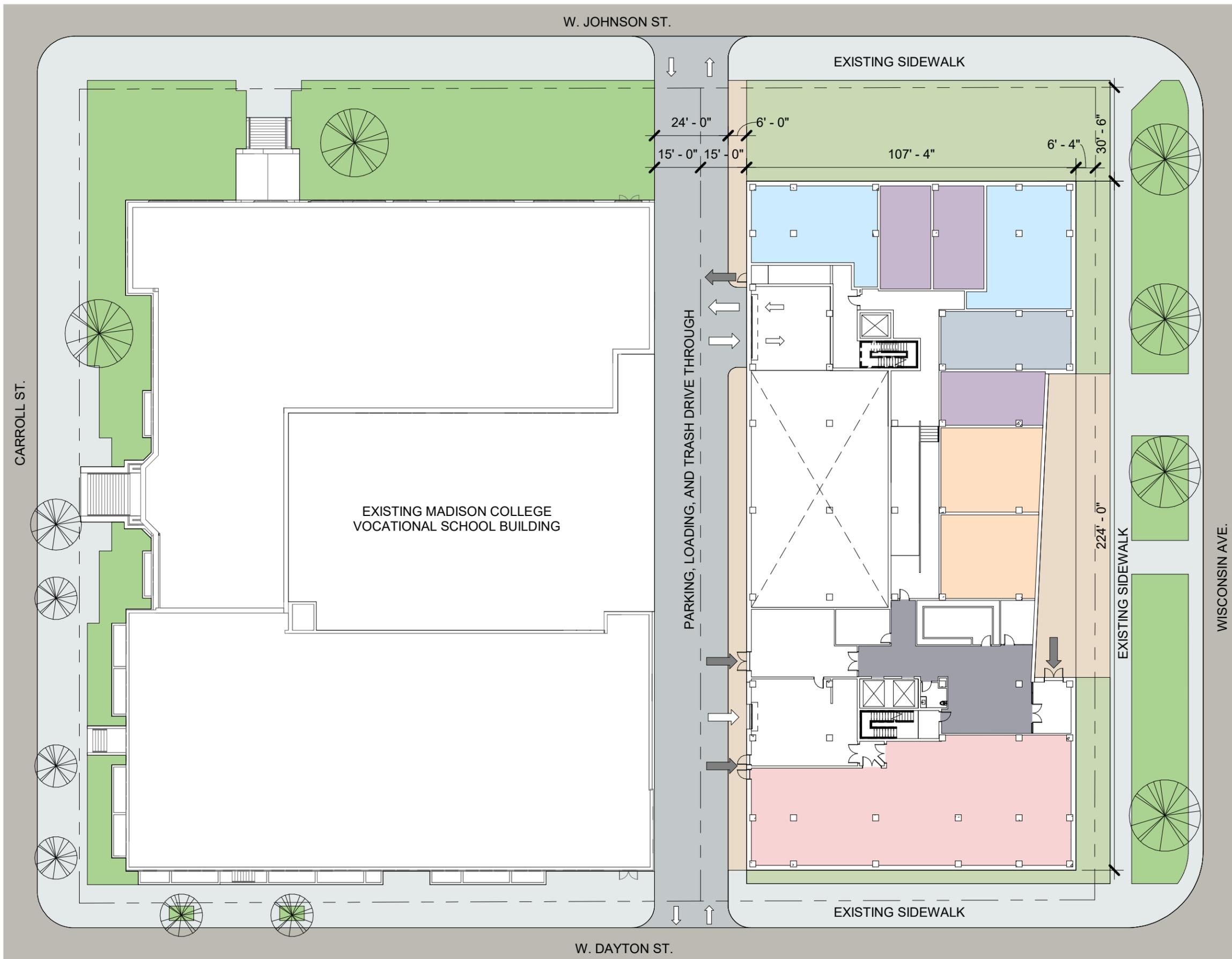
Corner of N. Carroll and W. Dayton Streets



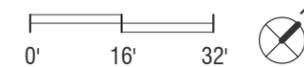
North Facing Elevation

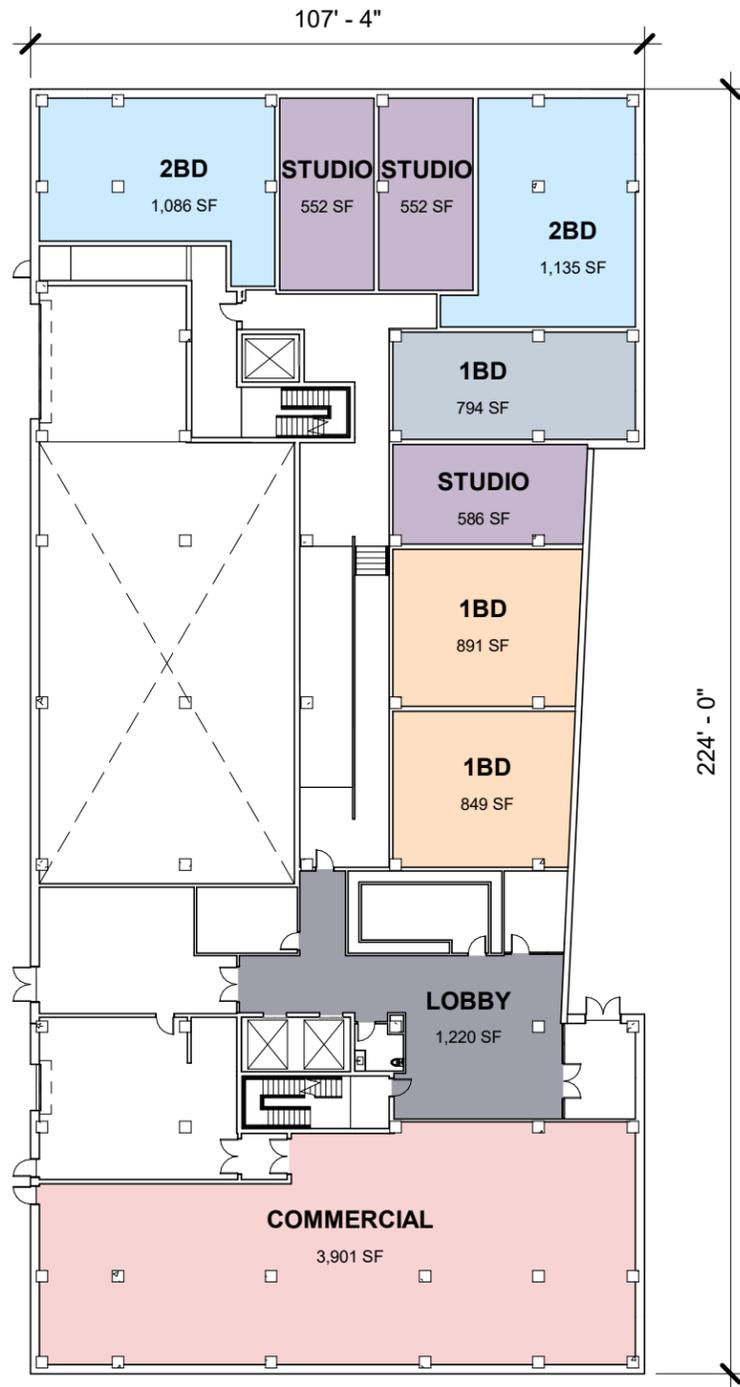


Aerial Context
200 Wisconsin Avenue - 2021.29.01
Monday, June 27, 2022

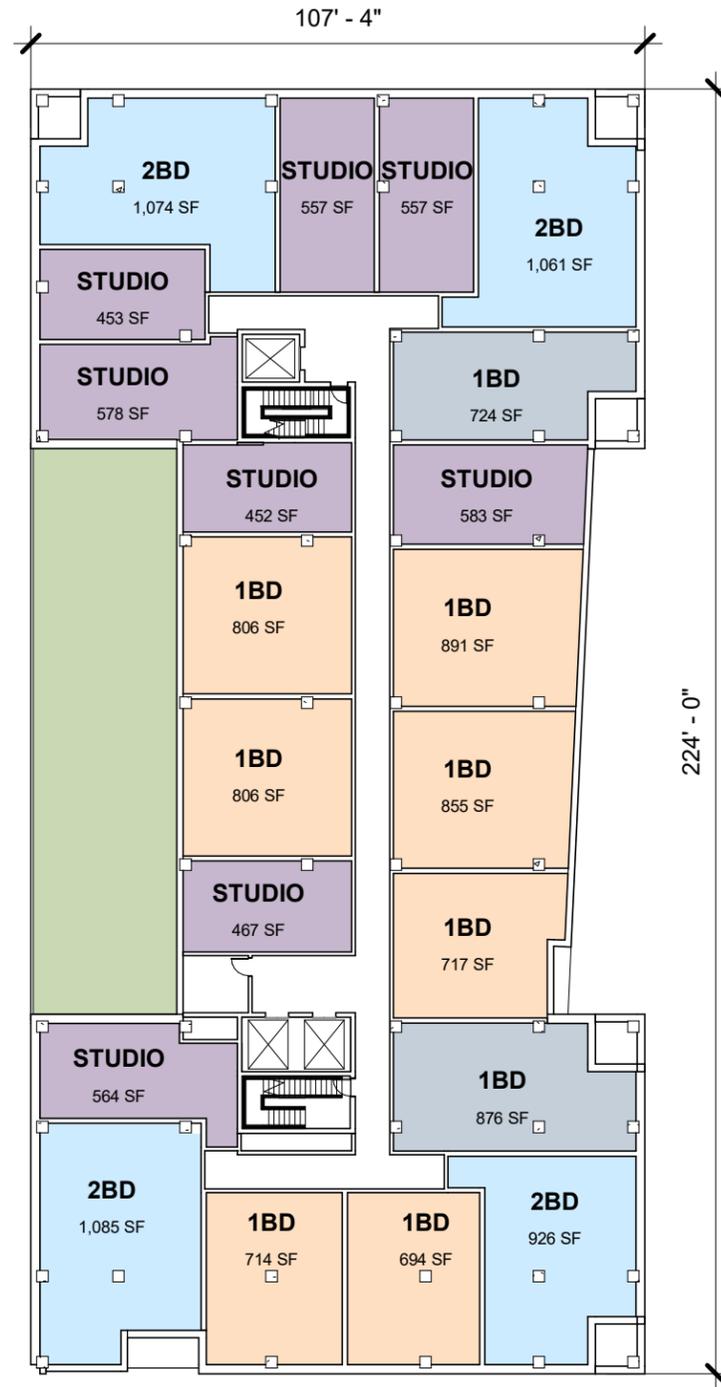


Site Plan
 200 Wisconsin Avenue - 2021.29.01
 Monday, June 27, 2022

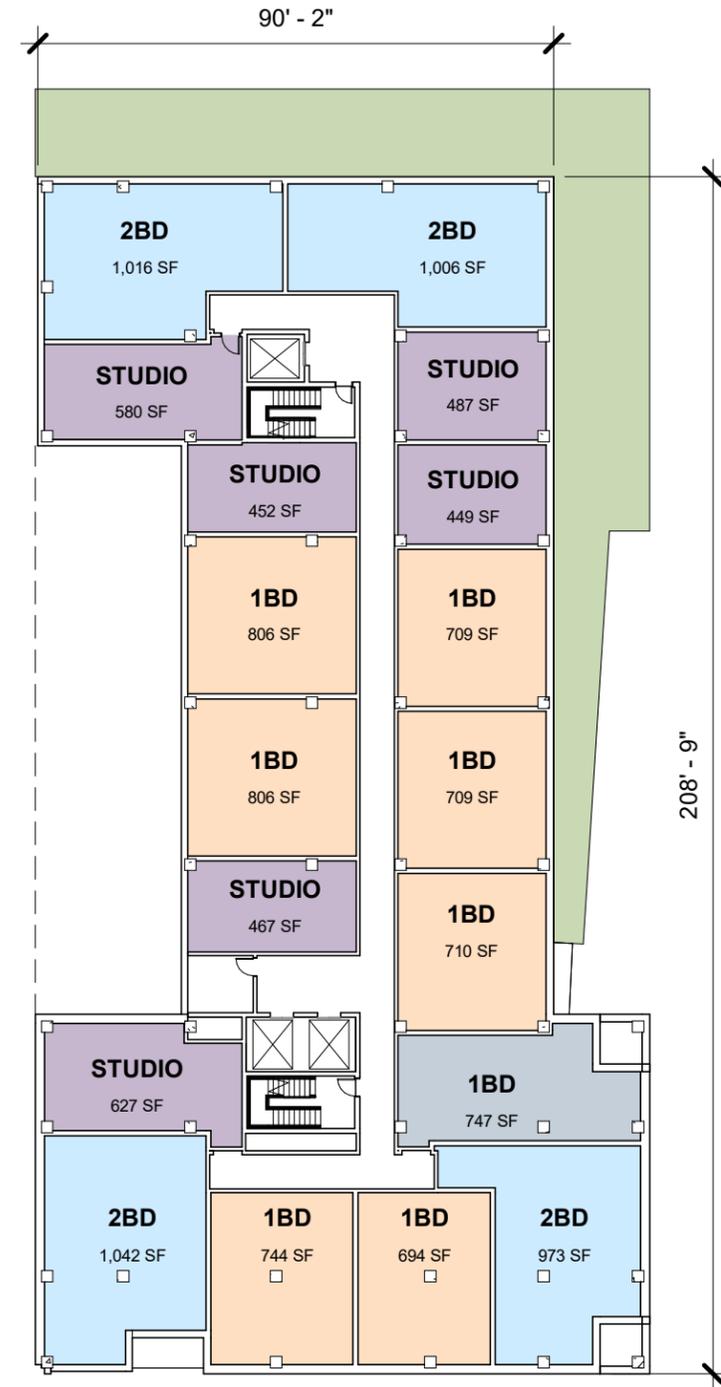




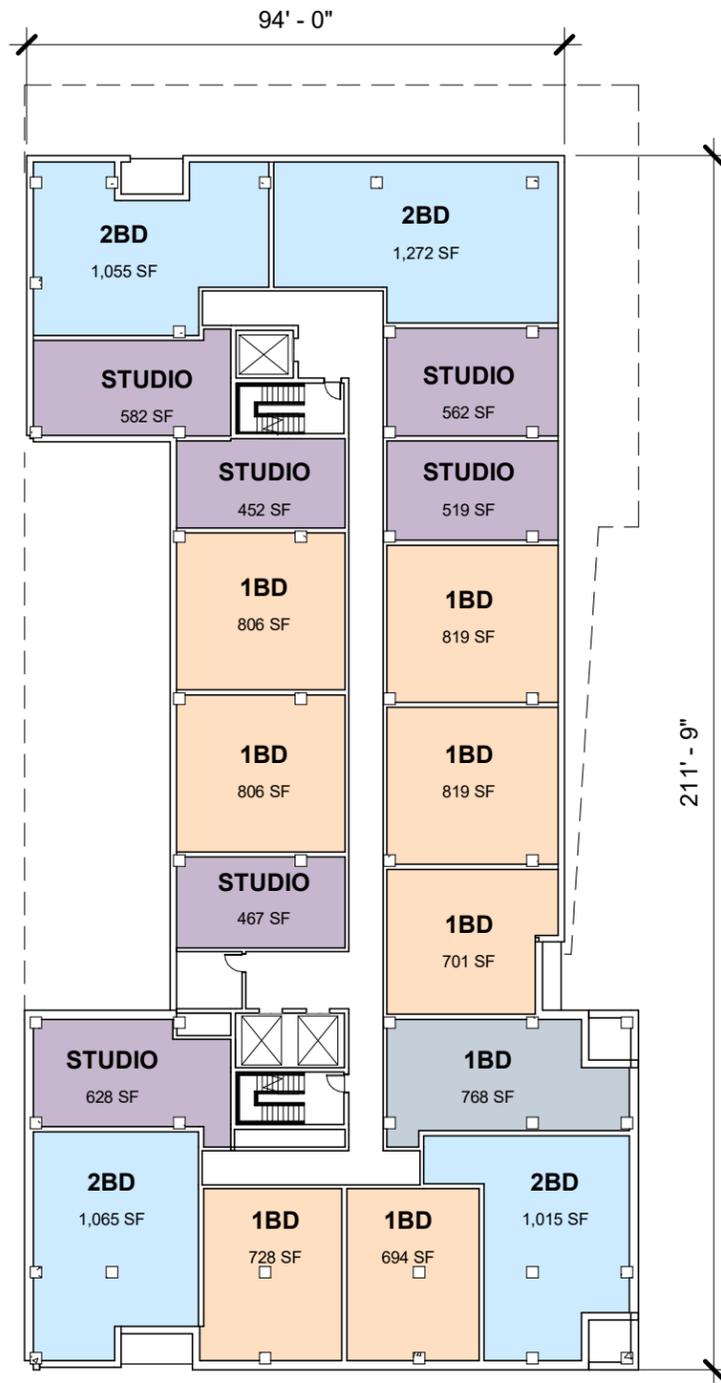
FLOOR 01
18,572 SF



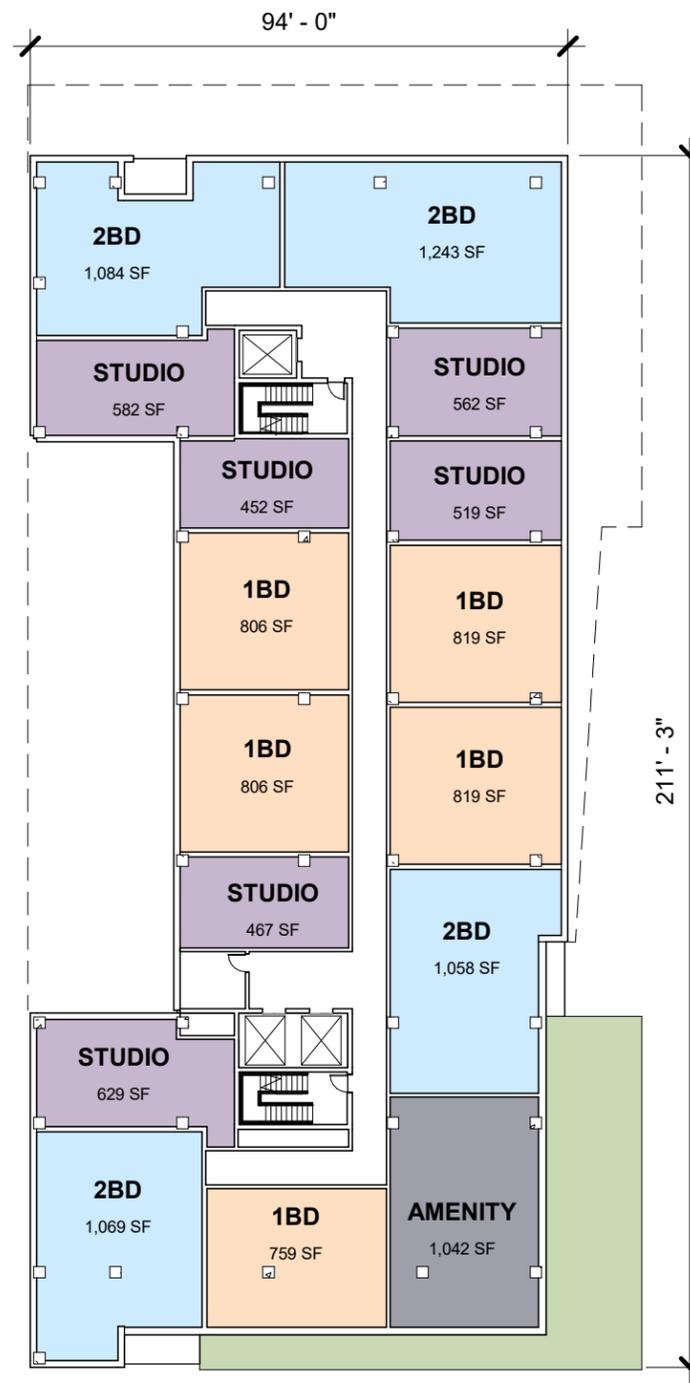
FLOORS 02 - 06
20,421 SF
2,515 SF FLOOR 02 GREEN ROOF



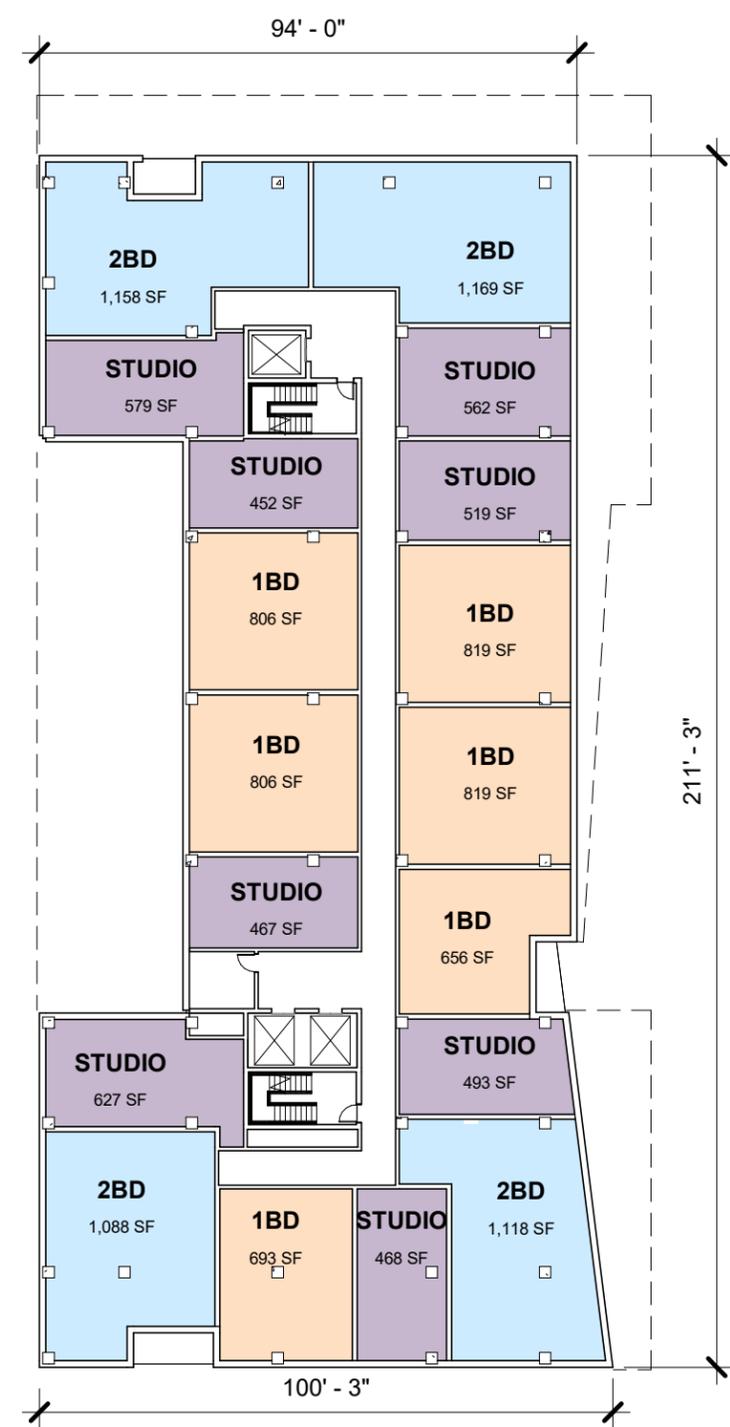
FLOOR 07
15,142 SF
2,989 SF GREEN ROOF



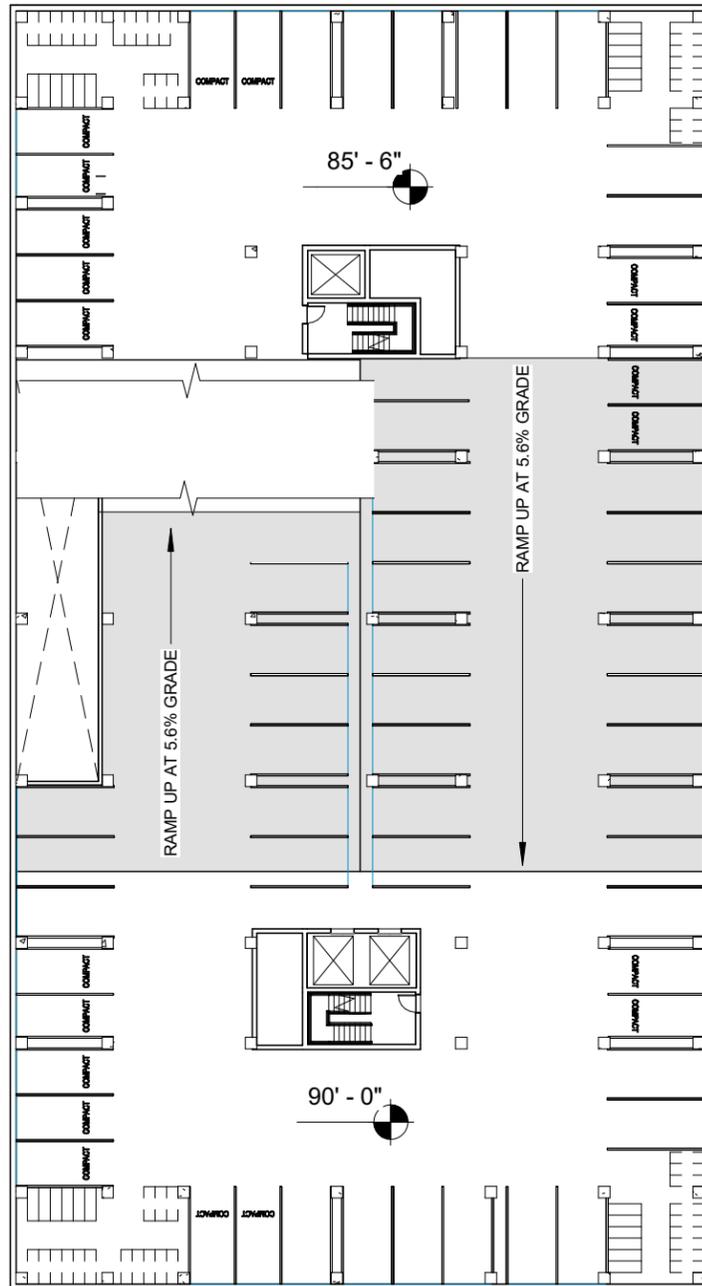
FLOOR 08
18,131 SF



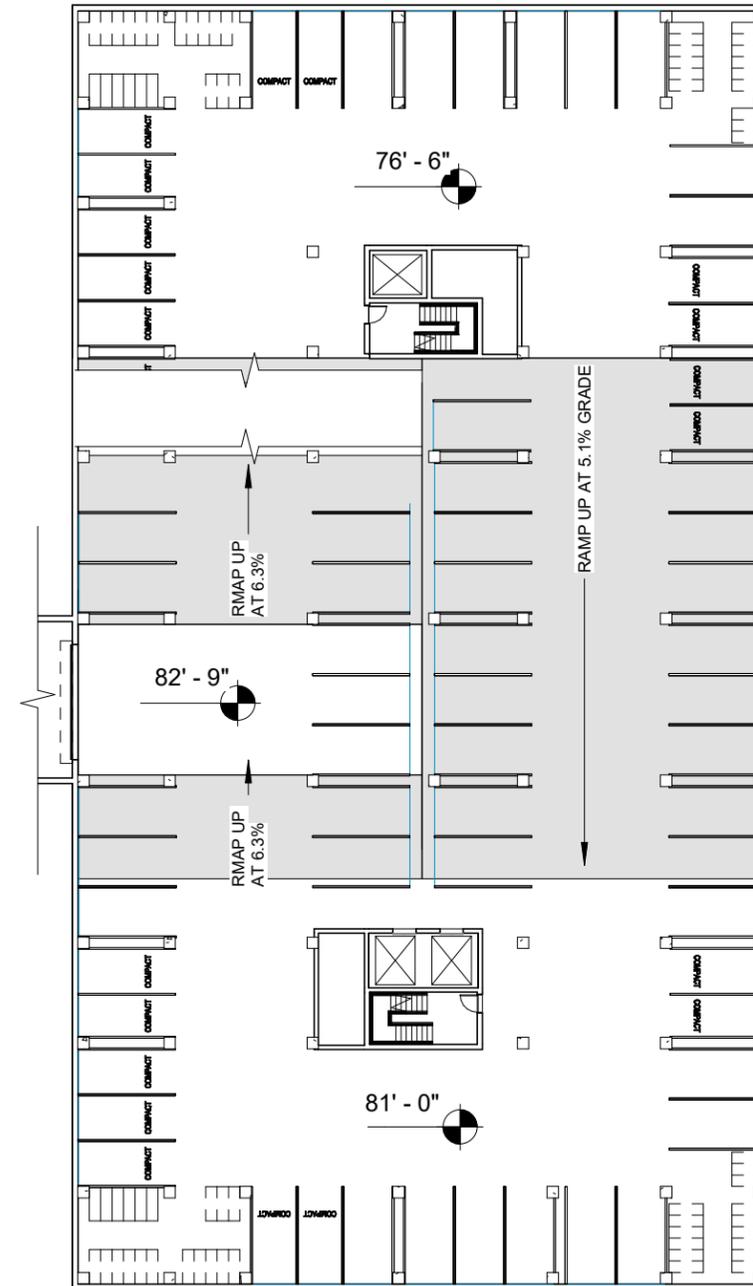
FLOOR 09
14,146 SF
1,217 SF GREEN ROOF



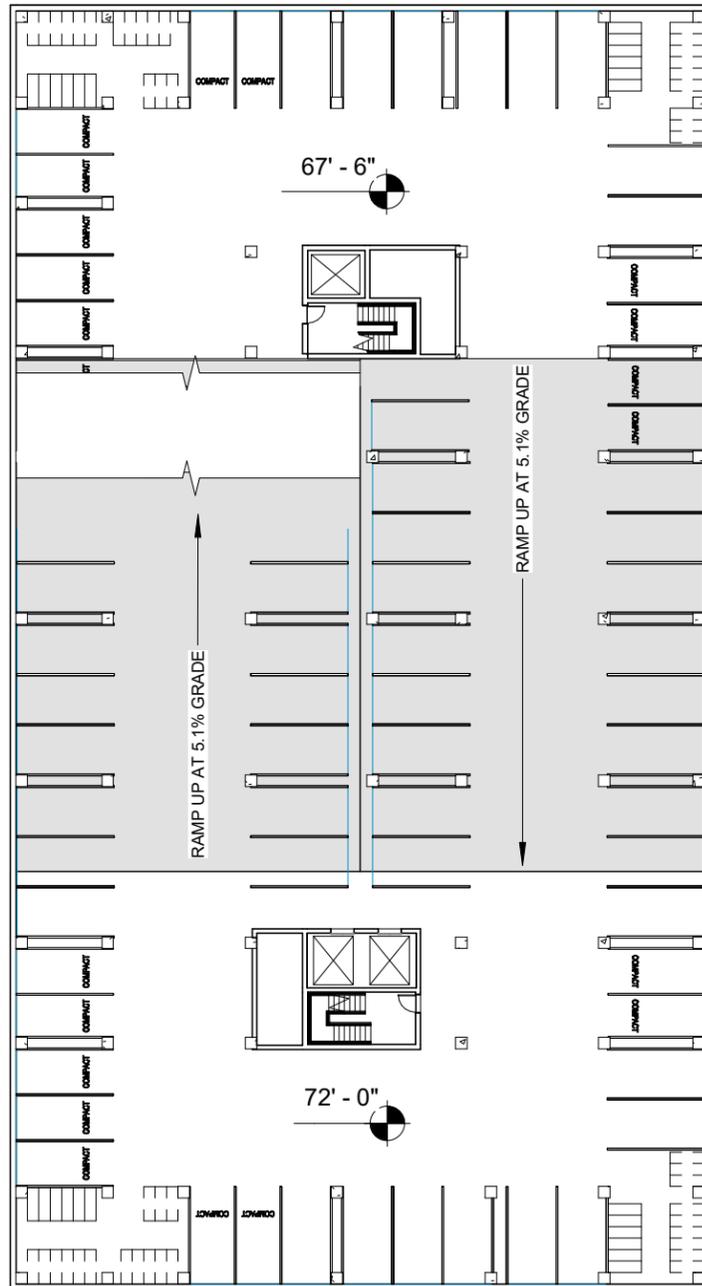
FLOORS 10 - 12
17,368 SF



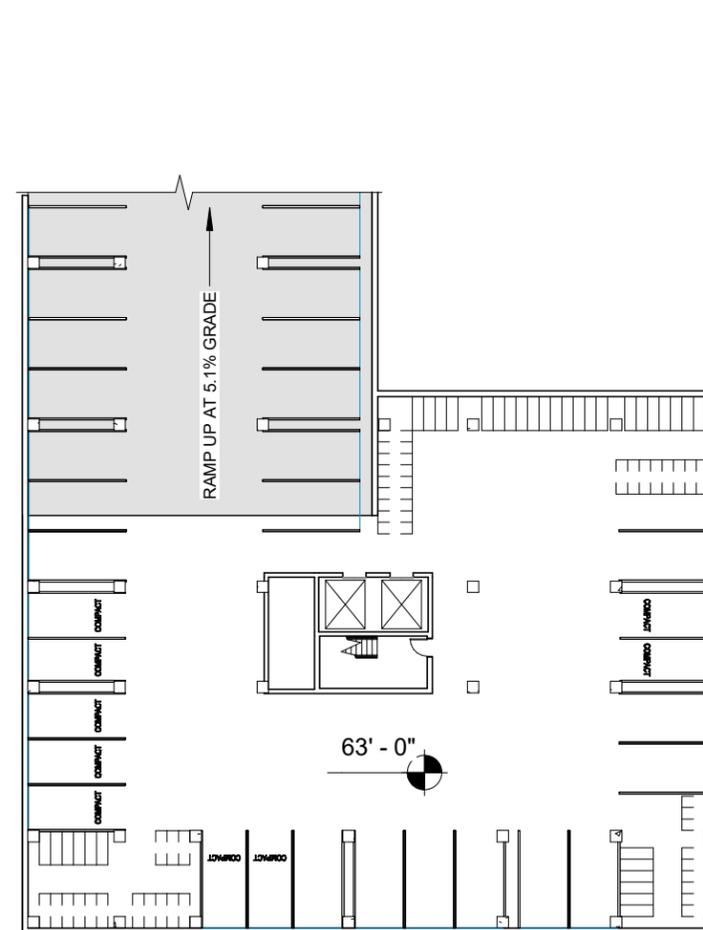
PARKING LEVEL 1
27,021 SF



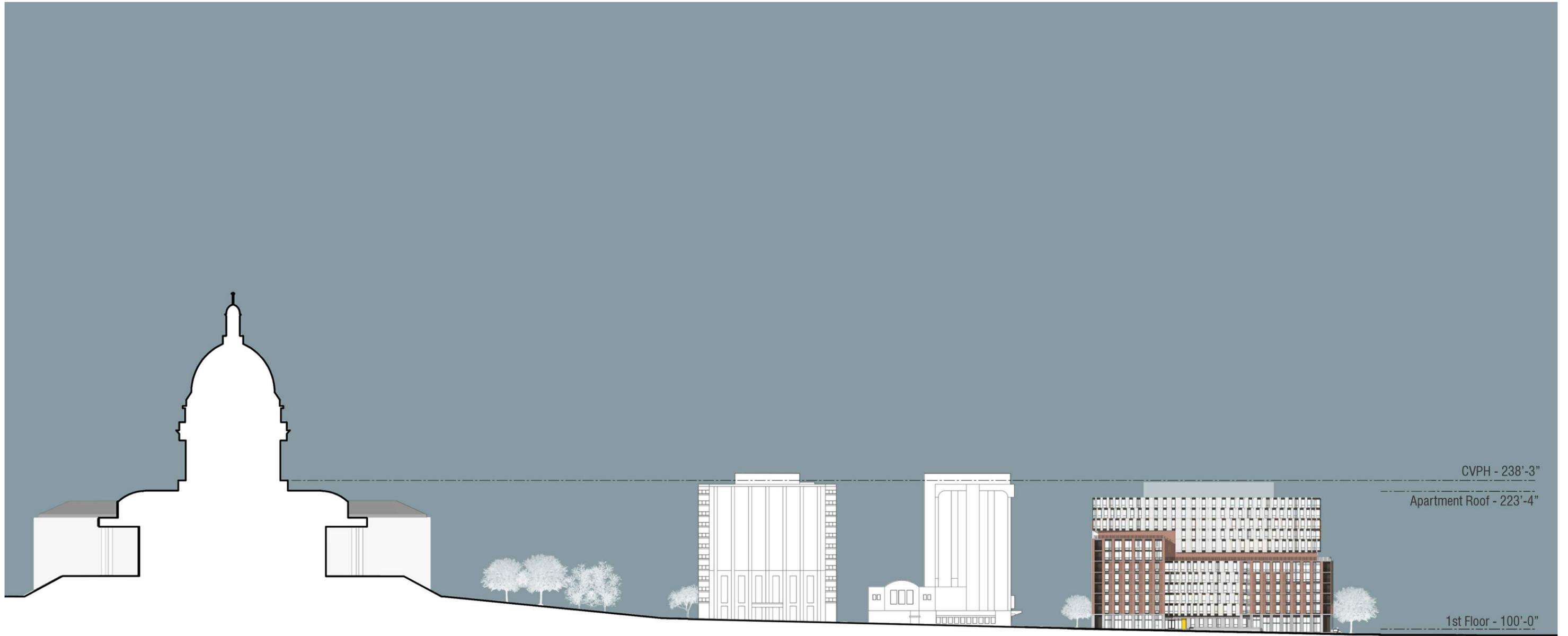
PARKING LEVEL 2
27,395 SF



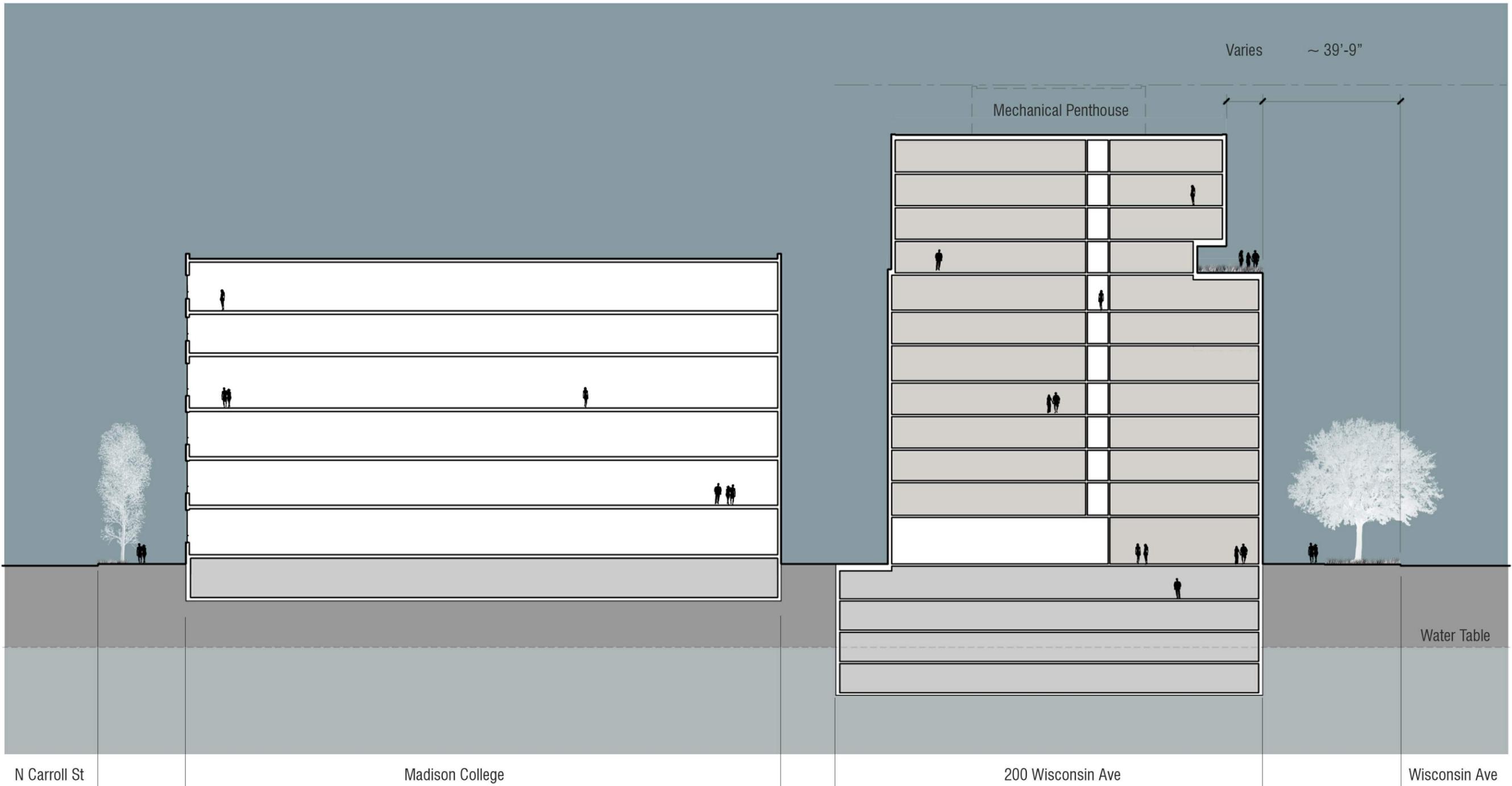
PARKING LEVEL 3
27,395 SF



PARKING LEVEL 4
15,768 SF



Contextual Section
200 Wisconsin Avenue - 2021.29.01
Monday, June 27, 2022



CVPH - 238'-3"

Roof - ~223'-4"

12th - 212'-8"

11th - 203'-0"

10th - 193'-4"

9th - 183'-8"

8th - 173'-0"

7th - 163'-4"

6th - 152'-8"

5th - 143'-0"

4th - 133'-4"

3rd - 123'-8"

2nd - 114'-0"

1st - 100'-0"

P1 - 90'-0"

P2 - 81'-0"

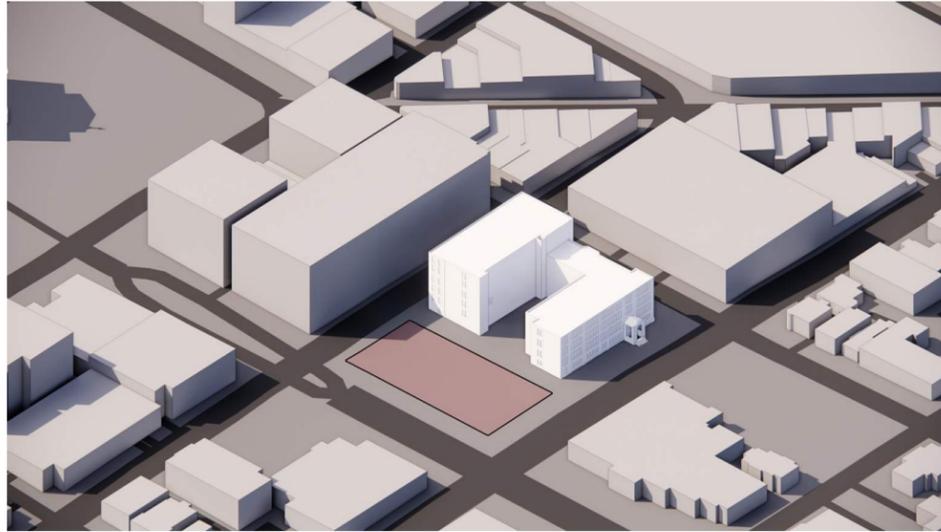
P3 - 72'-0"

P4 - 63'-0"

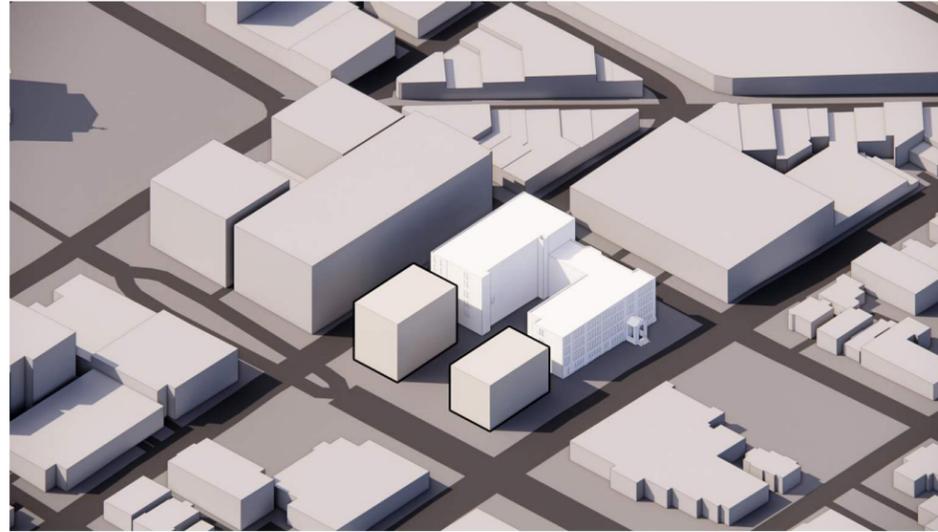
Water Table

Site Section
 200 Wisconsin Avenue - 2021.29.01
 Monday, June 27, 2022





Site



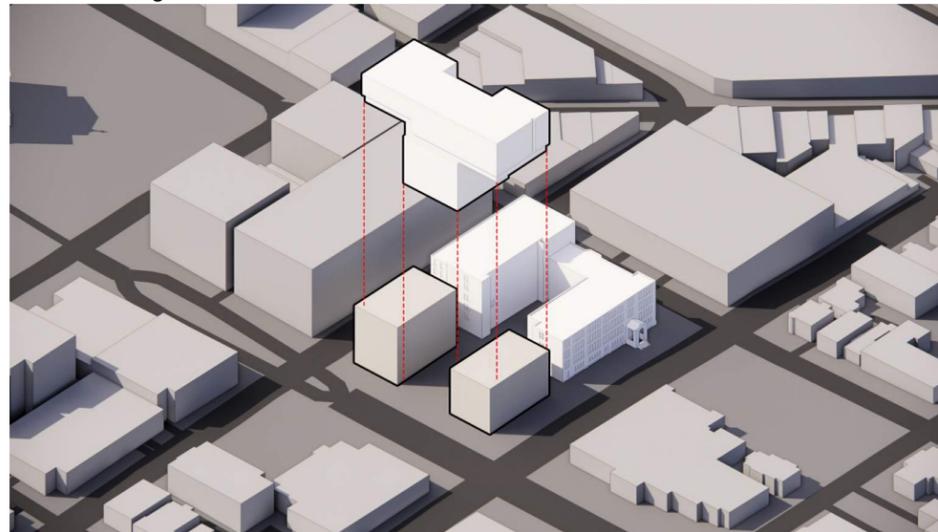
Brick Massing



Contextual Assignment



Glass Massing



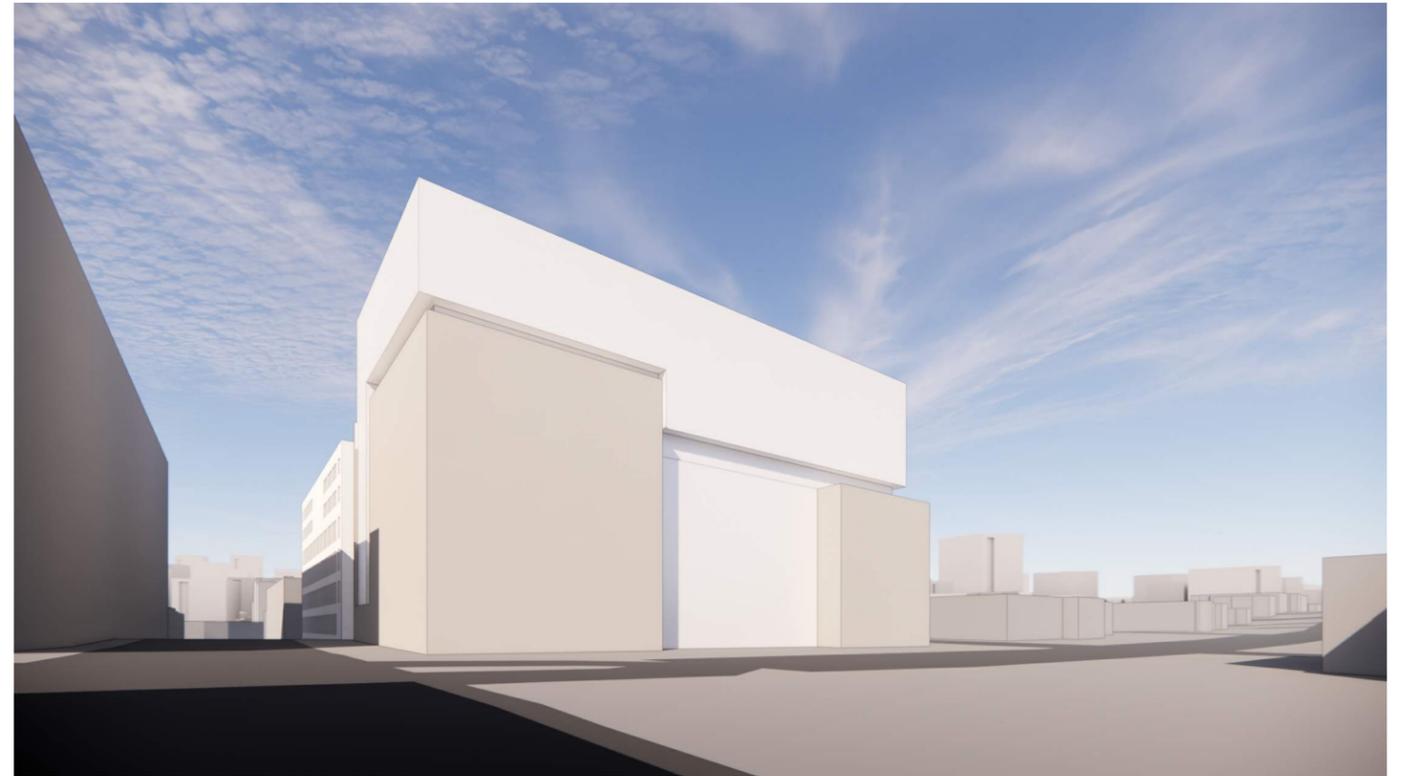
Massing Intersection



Conceptual Massing



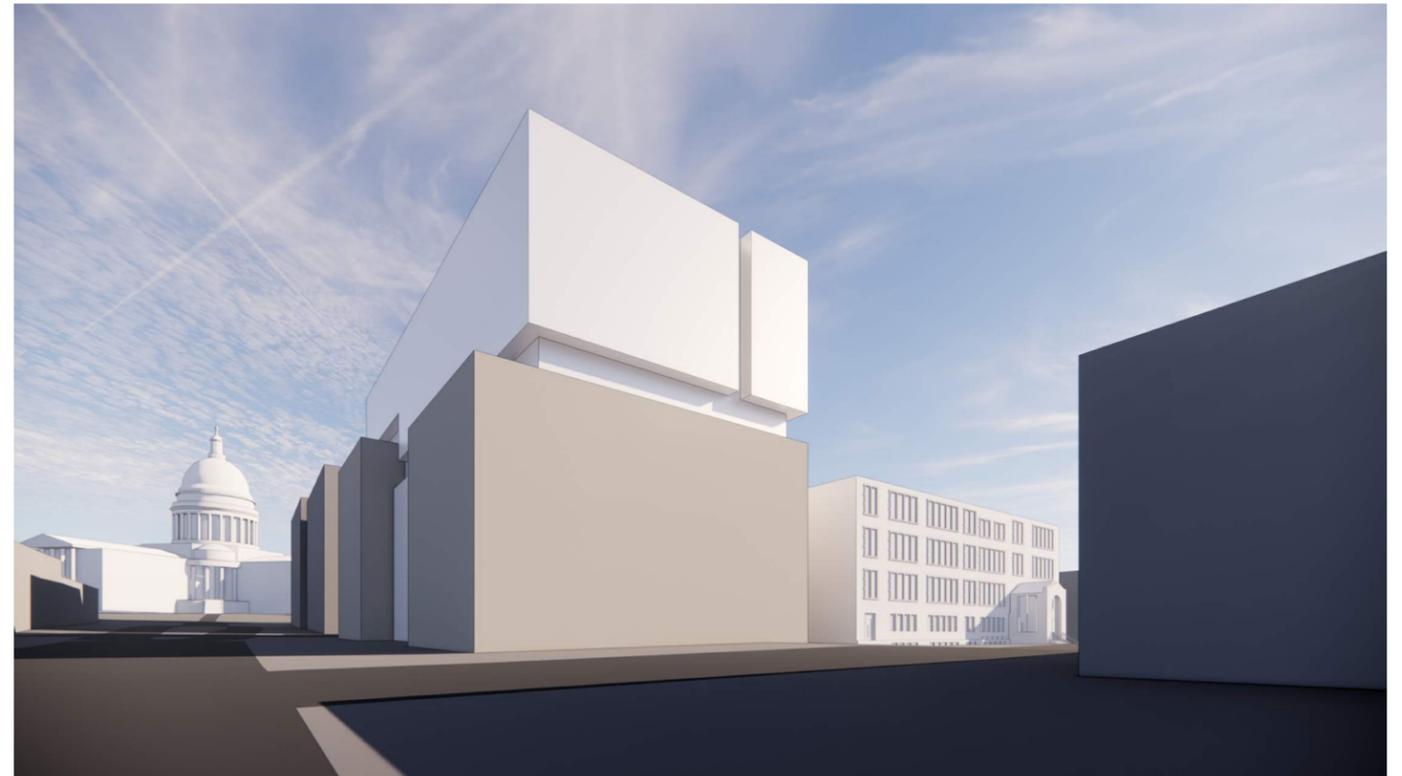
Massing Perspective 01



Massing Perspective 02



Massing Perspective 03



Massing Perspective 04

Massing Perspectives
200 Wisconsin Avenue - 2021.29.01
Monday, June 27, 2022



East Perspective
200 Wisconsin Avenue - 2021.29.01
Monday, June 27, 2022



Southeast Perspective
200 Wisconsin Avenue - 2021.29.01
Monday, June 27, 2022



South Perspective
200 Wisconsin Avenue - 2021.29.01
Monday, June 27, 2022



Southwest Perspective
200 Wisconsin Avenue - 2021.29.01
Monday, June 27, 2022



Street Level Perspective
200 Wisconsin Avenue - 2021.29.01
Monday, June 27, 2022



Street Level Perspective
200 Wisconsin Avenue - 2021.29.01
Monday, June 27, 2022

200 E Wisconsin Ave
Urban Design Commission - Informational Submittal
July 27, 2022



whpc
Wisconsin Housing Preservation Corp.

Potter
Lawson
Success by Design

