# **URBAN DESIGN COMMISSION APPLICATION**



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



F R OFFICE USE NLY:	
Date Received7/31/23 11:42 a.m.	☐ Initial Submittal
Paid	■ Revised Submittal

Complete all sections of this application, including the desired meeting date and the action requested. If your project requires both UDC and Land Use application If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the Planning Division at (608) 266-4635.

Si necesita interprete, traductor, materiales en diferentes formatos, u otro tipo de ayuda para

acc	· ·	eleted <u>Land Use Application</u> and ittal materials are also required to	acceder a estos formularios, por favor llame al (608) 266-4635.  Yog tias koj xav tau ib tug neeg txhais lus, tus neeg txhais ntawv, los sis xav tau cov ntaub ntawv ua lwm hom ntawv los sis lwm cov kev pab kom paub txog cov lus qhia no, thov hu rau Koog Npaj (Planning Division) (608) 266-4635.						
1. Pro	ject Informatio	n							
		esses on the project site):702 E. Was	shington Avenue and 734 E. Washington Avenue						
2. Ap	<b>plication Type</b> (d	check all that apply) and Requested [							
UD	C meeting date re	equested August 16, 2023	Legistar #79239 						
	New developm	ent 🔲 Alteration to an existin	g or previously-approved development						
X	Informational	☐ Initial Approval	☐ Final Approval						
3. Pro	ject Type								
X	Project in an Url	ban Design District 8	Signage						
		owntown Core District (DC), Urban	☐ Comprehensive Design Review (CDR)						
_		ct (UMX), or Mixed-Use Center District (MXC	Modifications of Height, Area, and Setback						
	Campus Instituti	ıburban Employment Center District (SEC ional District (CI), or Employment Campu							
_	District (EC)	nmont (DD)	Other						
	Planned Develor  General De	evelopment Plan (GDP)	☐ Please specify						
		pplementation Plan (SIP)							
	•	Jse Site or Residential Building Complex							
4. Ap	plicant, Agent, a	and Property Owner Information							
-	plicant name	Chris Houden	Company Willow Partners, LLC						
	eet address	725 East Johnson Street	City/State/Zip Madison / WI / 53703						
	ephone	(608) 770-2332	Email Chris@willow-partners.com						
Pro	ject contact pers	son Joseph Lee	Company _JLA Architects + Planners						
	eet address	800 West Broadway - Suite 200	City/State/Zip Monona / WI / 53713						
Tele	ephone	(608) 442-3860	Email jlee@jla-ap.com						
	-	not applicant) DCH Properties, LLC							
	eet address	725 East Johnson Street	City/State/Zip _Madison / WI / 53703						
Tele	ephone	(608) 770-2332	Email <u>Chris@willow-partners.com</u>						

# **URBAN DESIGN COMMISSION APPROVAL PROCESS**



# 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. A request for an Informational Presentation to the UDC may be requested prior to seeking any
  approvals to obtain early feedback and direction before undertaking detailed design efforts. 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 Modification requests)
- <u>Initial Approval</u>. 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.
- <u>Final Approval</u>. 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**

The Urban Design Commission meets virtually via Zoom, typically on the second and fourth Wednesdays of each month at 4:30 p.m. Applicant presentations are strongly encouraged, although not required. Prior to the meeting, each individual speaker is required to complete an online registration form to speak at the meeting. A link to complete the online registration will be provided by staff prior to the meeting. Please note that individual presentations will be limited to a **maximum of three (3) minutes**. The pooling of time may be utilized to provide one speaker more time to present, however the additional time will be based on the number of registrants from the applicant team, i.e. two (2) applicant registrants = six (6) minutes for one (1) speaker.

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. Please note that presentation slides, in a PDF file format, are required to be submitted **the Friday before** the UDC meeting.

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST



The items listed below are minimum 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
- ▼ 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

ш	Locator Map
	Letter of Intent (If the project is within a Urban Design District, a summary of <u>how</u> 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 $\underline{both}$ black & white and color for all building sides, including material and color 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 Appr	oval (see above	∍), <u>plus</u> :

☐ Grading Plan

□ Locator Man

☐ 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)

☐ Site Plan showing site amenities, fencing, trash, bike parking, etc. (if applicable)

☐ PD text and Letter of Intent (if applicable)

☐ Samples of the exterior building materials

☐ Proposed sign areas and types (if applicable)

# 4. Signage Approval (Comprehensive Design Review (CDR), Sign Modifications, and Sign Exceptions (per Sec. 31.043(3))

_	Locator Map
	Letter of Intent (a summary of <u>how</u> the proposed signage is consistent with the CDR or Signage Modifications 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 <u>Ch. 31, MGO</u> compared to what is being requested

Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

IIDC

Urbar	Design Commission Application (continued)	
5. Rec	uired Submittal Materials	
	Application Form	
		earance. For projects also requiring Plan Commission approval, ion for Plan Commission consideration prior to obtaining any
	Letter of Intent	
	criteria is required.	ary of how the development proposal addresses the district
	<ul> <li>For signage applications, a summary of how the proposed s Review (CDR) or Signage Modification review criteria is rec</li> </ul>	ignage is consistent with the applicable Comprehensive Design juired.
	Development Plans (Refer to checklist on Page 4 for plan deta	ils)
	Filing Fee (Refer to Section 7 (below) for a list of application fe	es by request type)
	Electronic Submittal	
	for a UDC meeting. Late materials will not be accepted. Al	ne application deadline before an application will be scheduled I plans must be legible and scalable when reduced. Individual a email to <u>UDCapplications@cityofmadison.com</u> . The email cant name.
		<u>20MB</u> and it is the responsibility of the applicant to present files to provide the materials electronically should contact the Planning
	Notification to the District Alder	
	<ul> <li>Please provide an email to the District Alder notifying the early in the process as possible and provide a copy of that</li> </ul>	m that you are filing this UDC application. Please send this as email with the submitted application.
6. App	olicant Declarations	
1.	Prior to submitting this application, the applicant is required to dis This application was discussed with	
2.	The applicant attests that all required materials are included in t is not provided by the application deadline, the application w consideration.	
Nan	ne of applicant Christopher Houden	Relationship to property Owner
		Date 7/31/23
Auti	norizing signature of property owner	Date Date
7. App	lication Filing Fees	
sche <i>City</i> Build and	payments are due by the submittal date. Payments received a duled for the next application review cycle. Fees may be paid in- of Madison Building Inspection, P.O. Box 2984, Madison, WI 537 ding at 215 Martin Luther King, Jr. Blvd. on the E Doty Street side include a completed application form or cover letter indicating ed or submitted via the City's drop box.	person, via US Mail, or City drop box. If mailed, please mail to: 701-2984. The City's drop box is located outside the Municipal of the building. Please make checks payable to City Treasurer,
	se consult the schedule below for the appropriate fee for your re	equest:
	Urban Design Districts: \$350 (per §33.24(6) MGO).	
	Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX): \$150 (per §33.24(6)(b) 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:
	Comprehensive Design Review: \$500	<ul> <li>Project in the Downtown Core District (DC), Urban Mixed-Use</li> </ul>

- 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

(per §31.041(3)(d)(1)(a) MGO)

(per §31.041(3)(d)(1)(c) MGO)

☐ Minor Alteration to a Comprehensive Sign Plan: \$100

approvals: \$300 (per §31.041(3)(d)(2) MGO)

 $\ \square$  All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of

the Zoning Administrator, requests for Sign Modifications

(of height, area, and setback), and additional sign code



City of Madison Attn. Jessica Vauahn, AICP Urban Design Commission Secretary – Planning Division Department of Planning & Community & Economic Development 215 Martin Luther King Jr. Blvd | Suite 017

Madison, Wisconsin 53701

Email Address: jvaughn@cityofmadison.com

sent via e-mail only

Letter of Intent - Informational Presentation Re:

702 East Washington Redevelopment JLA Project# 22-0106

Dear Ms. Vaughn:

JLA Architects + Planners is submitting, on behalf of Willow Partners LLC, the following for review by City Staff for consideration of Informational Presentation.

#### PROJECT TEAM:

Owner: Willow Partners, LLC, 725 East Johnson Street, Madison, WI 53703

Architect: JLA Architects + Planners, 800 West Broadway - Suite 200, Monona, WI 53713

#### PROJECT OVERVIEW:

Willow Partners is proposing a multi-family/commercial mixed-use project, to be located at the corner of East Washington Avenue and North Blount Street where the United States Postal Services is currently located. The project as proposed would have approximately 233 residential units with 13,335sf of commercial/retail space that would include commercial / retailers that embrace and support the neighborhood and public market. Willow Partners is a long-term holder and intends to build and retain ownership of this property for the long term. As such, an incredible amount of thought/design has been placed into ensuring the project is sustainable, respectful to its surroundings, and environmentally conscious. They intend on promoting the use of carbon free transportation (bicycles) as much as possible with the project as well as encouraging the use of public transit. (BRT) In addition, Willow Partners intend on offering numerous electrical car charging stations within the project with the ability to expand over time as we see demand increase. The project as proposed is up to fourteen stories. The building steps back after three stories along East Washington Avenue and South Blount Street. Specific building areas and other pertinent information is provided in the attached drawings.

The project is located on a two parcel site including 0.8-acre parcel at 702 E. Washington Avenue and 0.2-acre parcel at 734 E. Washington Avenue, in the 6th Aldermanic District within the confines of the Tenney-Lapham Neighborhood and East Washington Capitol Gateway Corridor. It is currently zoned TE Traditional Employment and resides in Urban Design District No. 8 on Block No. 2b.

The project is intended to be a key implementation mechanism to further the four core development principles set out in the adopted East Washington Avenue Capitol Gateway Corridor Plan. These principles are 1) to protect the iconic view of the Capitol, 2) to respect and strengthen the existing neighborhood, 3) to establish a transit-oriented employment corridor, and 4) to create a vibrant boulevard along East Washington Avenue.

July 31, 2023

JLA Project No.: 22-0106

July 31, 2023

A summary of how the development proposal addresses the district criteria is as follows:

- Building Height: Up to 159ft (14 stories).
- Building Location and Orientation: Building footprint is maximized with perimeter access.
- Building setback and stepback: Building setbacks are 15ft front yard, 0ft-5ft side yard, and 20ft rear yard setback. The building is to step back at the third floor, and above on East Washington Avenue and North Blount Street.
- Parking and Service Areas: There are a total of approximately 330 350 enclosed parking spaces for approximately 225 245 dwelling units and approximately 15,000 sf of commercial space. The quantities are subject to change.
- Landscaping and Open Space: One green roof area is provided as well as a well-landscaped perimeter.
- Building Massing and Articulation: The building has been designed to maximize efficiency and quality of views from the dwelling units with the orientation of the green roof facing East Washington Avenue.
   Commercial spaces will front East Washington Avenue.
- Materials and Colors: Material palette is very simple with masonry, concrete, glass, aluminum framing, and metal panels.
- Windows and Entrances: Window frames are intended to be as shown on the attached drawings and have a commercial quality. Entrances will be provided to the commercial areas from both the parking area as well as the East Washington Street scape. Commercial users will be encouraged to prominently display-setting, merchandise and/or offices along E. Washington Avenue to activate the corridor and promote vibrancy at the street level. As can be seen from the imagery, the E. Washington Avenue street scape is heavily landscaped with planter boxes and urban green spaces. The residential entrance lobby will face East Washington Avenue.
- Signage: A traditional signage band is provided above the ground floor windows. The developer will require high quality signs that allow tenants to promote their business but ensure the signs have uniformity in sign type. Landlord intends to allow Tenants to have their own colors and font with channel lit letter (LED only) signs but require consistency in returns, trims and mounting.

There is currently one two-story structure with a covered parking canopy on the site that will be demolished prior to construction, which houses the United States Postal Services. The remainder of the existing site is predominantly an asphalt parking lot. Photographs of the existing buildings are attached (Exhibit A).

## **NEIGHBORHOOD INPUT:**

The project is in the Tenney-Lapham Neighborhood. The Alder was notified. Neighborhood meetings were held on April 13, 2023, and May 30, 2023. The project team will continue to meet on an as-needed basis as the final details of the project are worked through.

# ARCHITECTURE:

The building is designed with a contemporary aesthetic - meant to relate to the unique urban and residential aspects of the area. It will be built with a very high-quality exterior, primarily consisting of masonry and metal panels. Twelve floors of residential units are situated in a C-shape above commercial space, residential lobby, and community meeting room. These programmatic spaces veil the internal parking. Green roof courtyard, with Loggia and Pool bring together the negative space the middle of the "C." Covered parking is accessed from the north entry points off the public alley.

## **REFUSE & RECYCLING:**

Garbage and recycling containers serving the building will be in an enclosed room near the north west parking entrance. Residential refuse chutes are located near the north west corner of the building and will be collected from the ground floor parking. A private collection service will be utilized at a frequency appropriate for the required volume.

JLA Project No.: 22-0106

July 31, 2023

# PRELIMINARY PROJECT SCHEDULE:

March 11, 2023: Concept to City Staff April 13, 2023: Neighborhood Meeting No. 1 May 30, 2023: Neighborhood Meeting No. 2

July 31, 2023: Urban Design Commission - Informational Presentation Submittal Deadline August 16, 2023: Proposed Urban Design Commission - Informational Presentation

Please feel free to contact me if additional information is needed.

Sincerely,

Joseph Lee & Associates, LLC By: Joseph M. Lee, AIA

Enc.: Exhibit A – 702 East Washington Redevelopment dated July 31, 2023

Exhibit B - UDC Application – Informational Presentation



# 702 EAST WASHINGTON - CONCEPTUAL PROJECT DATA

	UNIT NAME	STUDIO			1 BED	ROOM			1 BR+DEN	1 BR+DEN		2 BEDR	ooms			3 BEDR	OOMS		J	(1) TOTAL EDROOMS	CIAL	TAL SA LE	(3) GROSS AREA (S.F.)	EFFICIENCY	PARKING AREA (S.F.)	<u>ლ</u> ნ	<u>უ</u> ღ	<u>0</u>	
		A1	B1	B2	В3	B4	B5	B6	C1	C2	D1	D2	D3	D4	F1	F2	F3	F4	(1) TOTAL UNITS	60	COMMERCI/ NET AREA LEASABLE	RESIDENTIAI NET AREA LEASABLE	0 k (S)	<u> </u>		COVERED	SURFACE	PARKING RATIO	
BEDROOMS		0	]	1	1	1	1	1	1	1	2	2	2	2	3	3	3	3	[55]	E. Z.	NET NET	ESI LEA	3 G RE/	윤	RE/	O &	SUR	, A	2
	AREA (S.F.)	500	650	695	720	745	860	605	950	950	1,215	1,120	1,200	1,200	1,330	1,320	1,305	1,305		<u> </u>	8	<b>8</b>	<b>∞ ∢</b>	<b>ii</b>	⋖	<u> </u>	• • •	_	
	14	0	1	2	1	1	1	1	0	0	0	1	0	1	0	1	1	1	12	20	=.	15,770	20,556	76.7%					
	13	3	3	4	2	1	0	0	0	1	2	1	1	1	2	0	0	0	21	27	-	18,256	20,556	88.8%					
	12	3	3	4	2	1	0	0	0	1	2	1	1	1	2	0	0	0	21	27	-	18,256	20,556	88.8%					
	11	3	3	4	2	1	0	0	0	1	2	1	1	1	2	0	0	0	21	27	-	18,256	20,556	88.8%					
	10	3	3	4	2	1	0	0	0	1	2	1	1	1	2	0	0	0	21	27	=	18,256	20,556	88.8%					
	9	3	3	4	2	1	0	0	0	1	2	1	1	1	2	0	0	0	21	27	-	18,256	20,556	88.8%					
S	8	3	3	4	2	1	0	0	0	1	2	1	1	1	2	0	0	0	21	27	=	18,256	20,556	88.8%					
~	7	3	3	4	2	1	0	0	0	1	2	1	1	1	2	0	0	0	21	27	-	18,256	20,556	88.8%					
0	6	3	3	4	2	1	0	0	0	1	2	1	1	1	2	0	0	0	21	27	9	18,256	20,556	88.8%					
0 1	5	3	3	4	2	1	0	0	0	1	2	1	1	1	2	0	0	0	21	27		18,256	20,556	88.8%					
ш	4	3	3	4	2	1	0	0	0	1	2	1	1	1	2	0	0	0	21	27	-	18,256	20,556	88.8%					
	3 (2)	2	1	2	1	0	0	0	1	0	1	1	0	0	2	0	0	0	11	15	-	12,350	18,840	65.6%					
	2 (P2)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	6,155		7,600	81.0%	23,305	54			
	1 (P1 & P1.5)	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7,180	(=	12,690	56.6%	46,035	105			
	LL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0					32,950	91			
	LL-2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	-	9-			32,950	84	0	PER UNIT	PER BR
	TOTALS	32	32	44	22	11	1	1	1	10	21	12	10	11	22	1	1	1	233	305	13,335	210,680	265,246	79.4%	135,240	334	0	1.43	1.10
		13.7%	13.7%	18.9%	9.4%	4 7%	0.4%	0.4%	0.4%	4.3%	9.0%	5.2%	4.3%	4 7%	9.4%	0.4%	0.4%	0.4%						-					

1 TOTAL UNIT & BEDROOM COUNT ASSUMES IDENTICAL FOOTPRINT FROM FLOORS 4 THRU 13.

2 TABLE ABOVE ASSUMES 6,350 S.F. OF COMMON AMENITY SPACE ON 3RD FLOOR. ADDITIONAL COMMON AMENTIY SPACE WOULD REDUCE NET LEASABLE S.F. OF THE BUILDING

- 3 GROSS AREA DOES NOT INCLUDE PARKING AREAS
- 4 1st FLOOR CONTAINS THE MAIN ENTRY LOBBY.
- 5 PARKING AREAS INCLUDE THE STAIRS & ELEVATOR.



PROJECT LOCATOR MAP

COVER SHEET
INDEX SHEET
SITE PLAN
GROUND FLOOR PLAN
THIRD FLOOR PLAN
TYPICAL FLOOR PLAN (4-13)
CONCEPTUAL RENDERINGS
CONCEPTUAL RENDERINGS
HEIGHT DIAGRAM
CONTEXT DIAGRAM
SHADOW STUDIES
SHADOW STUDIES
SHADOW STUDIES
SHADOW STUDIES
EXISTING SITE PHOTOS
EXISTING SITE PHOTOS

405 Average S.F. per space

702 EAST WASHINGTON REDEVLOPMENT

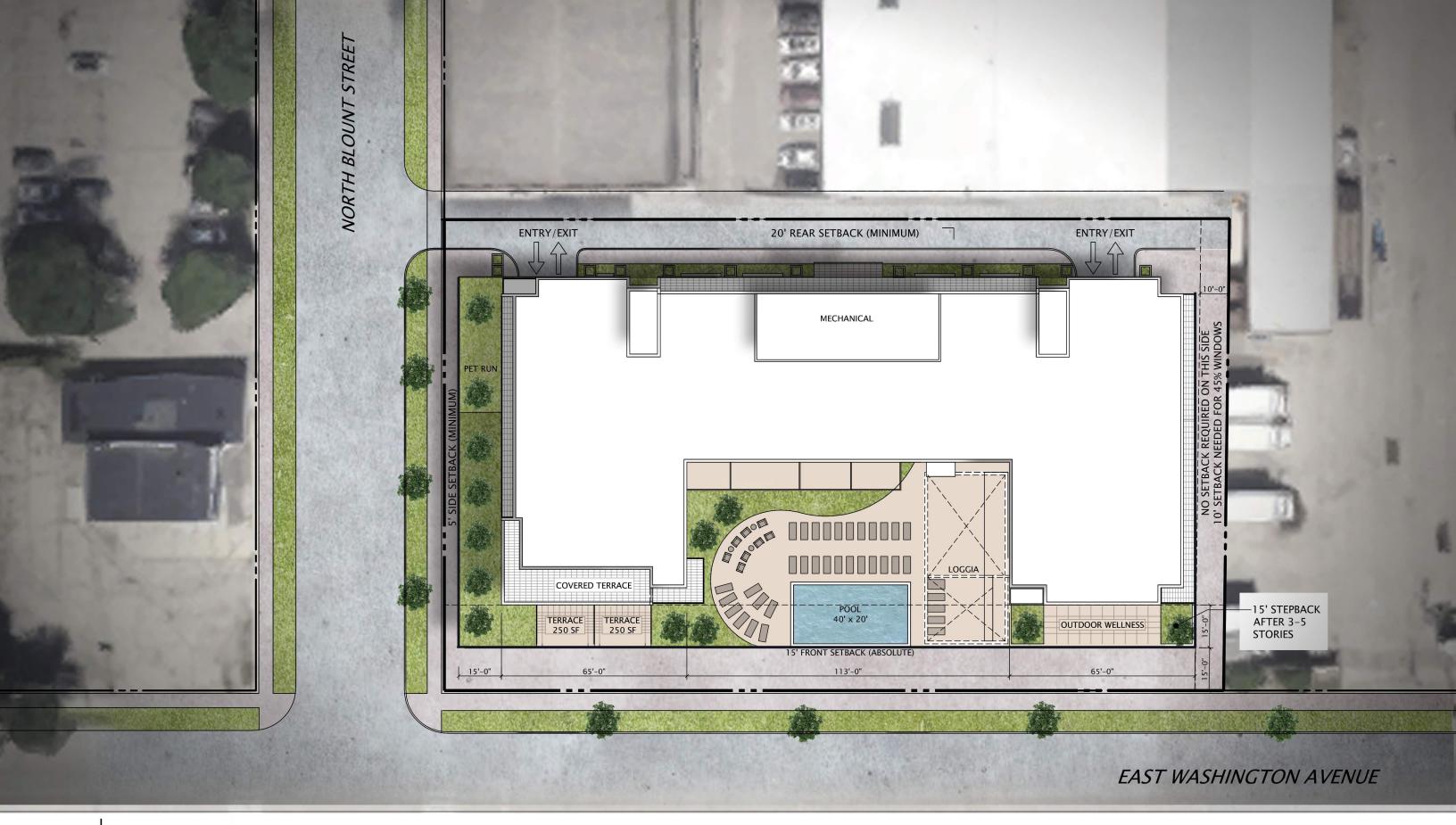
G001

904 Average N.S.F. per unit

(only gross areas of floors 3-14)

1,051 Average G.S.F per unit

JULY 31, 2023

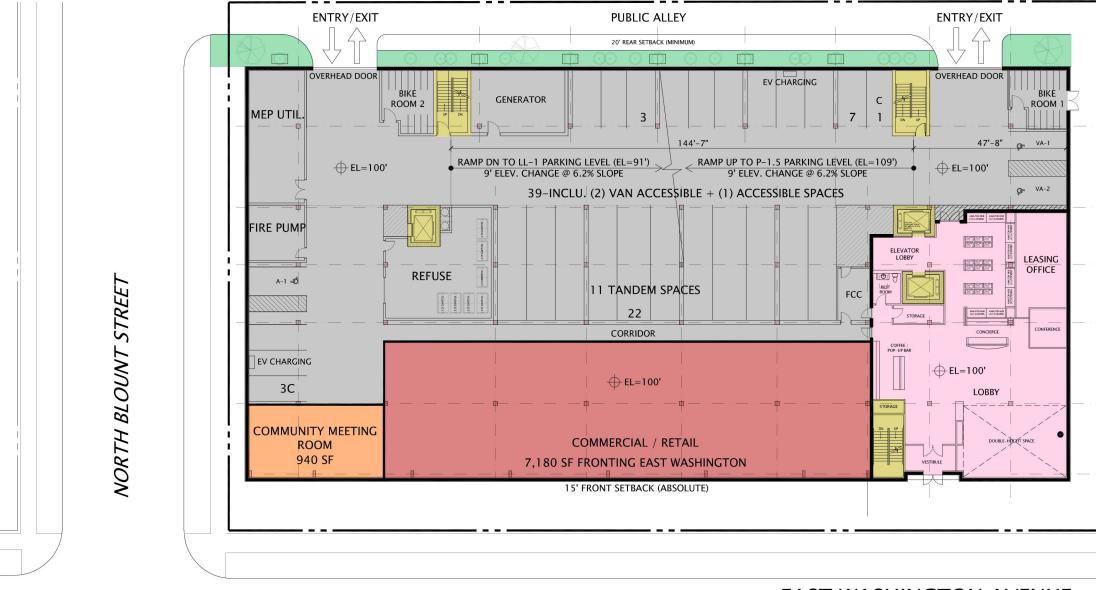






ASP-100

JULY 31, 2023 1"=30' @ 11x17

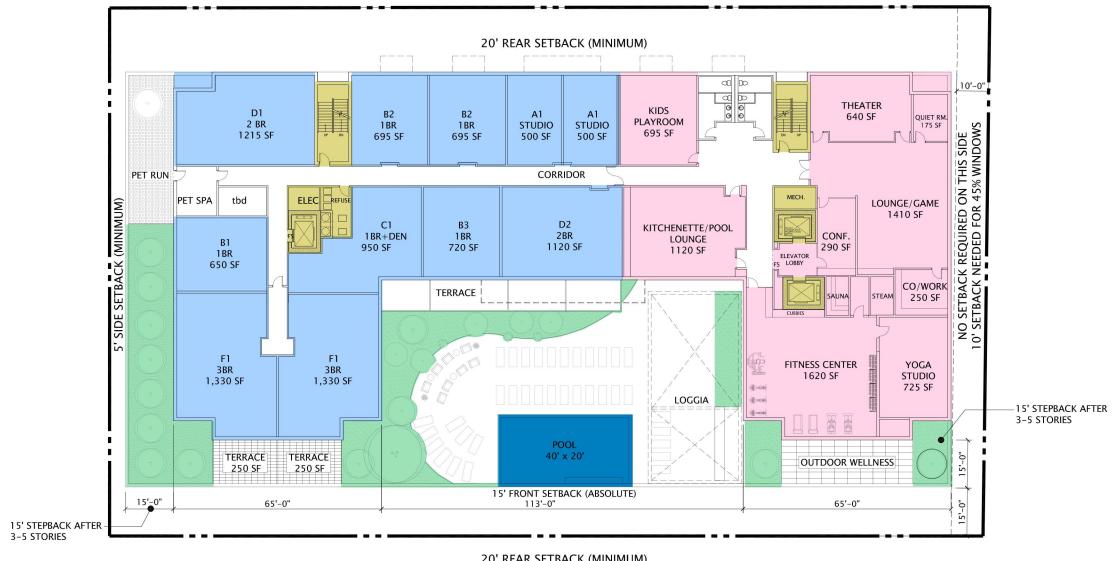


EAST WASHINGTON AVENUE



702 EAST WASHINGTON REDEVELOPMENT

A101



20' REAR SETBACK (MINIMUM)







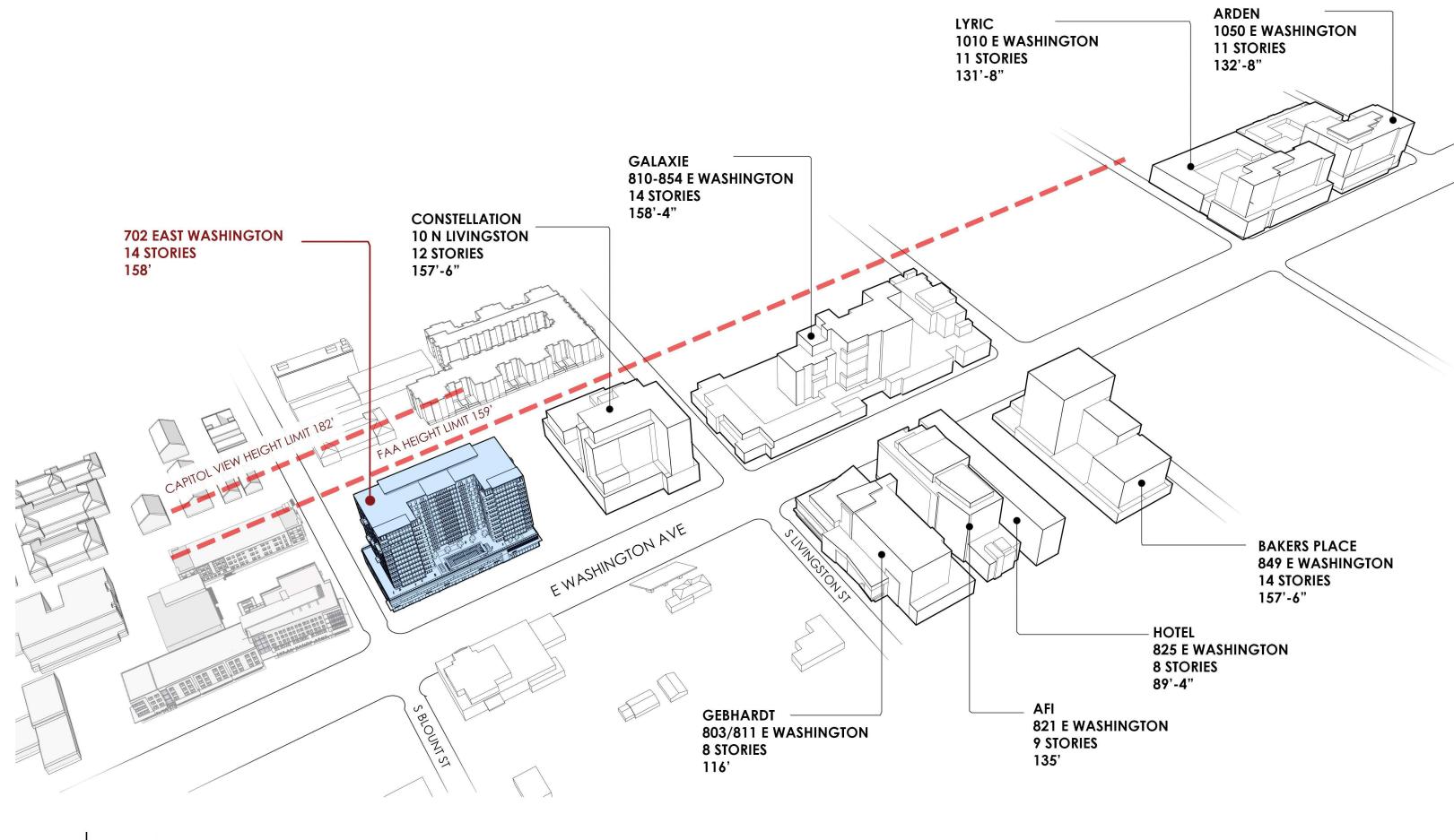


A210





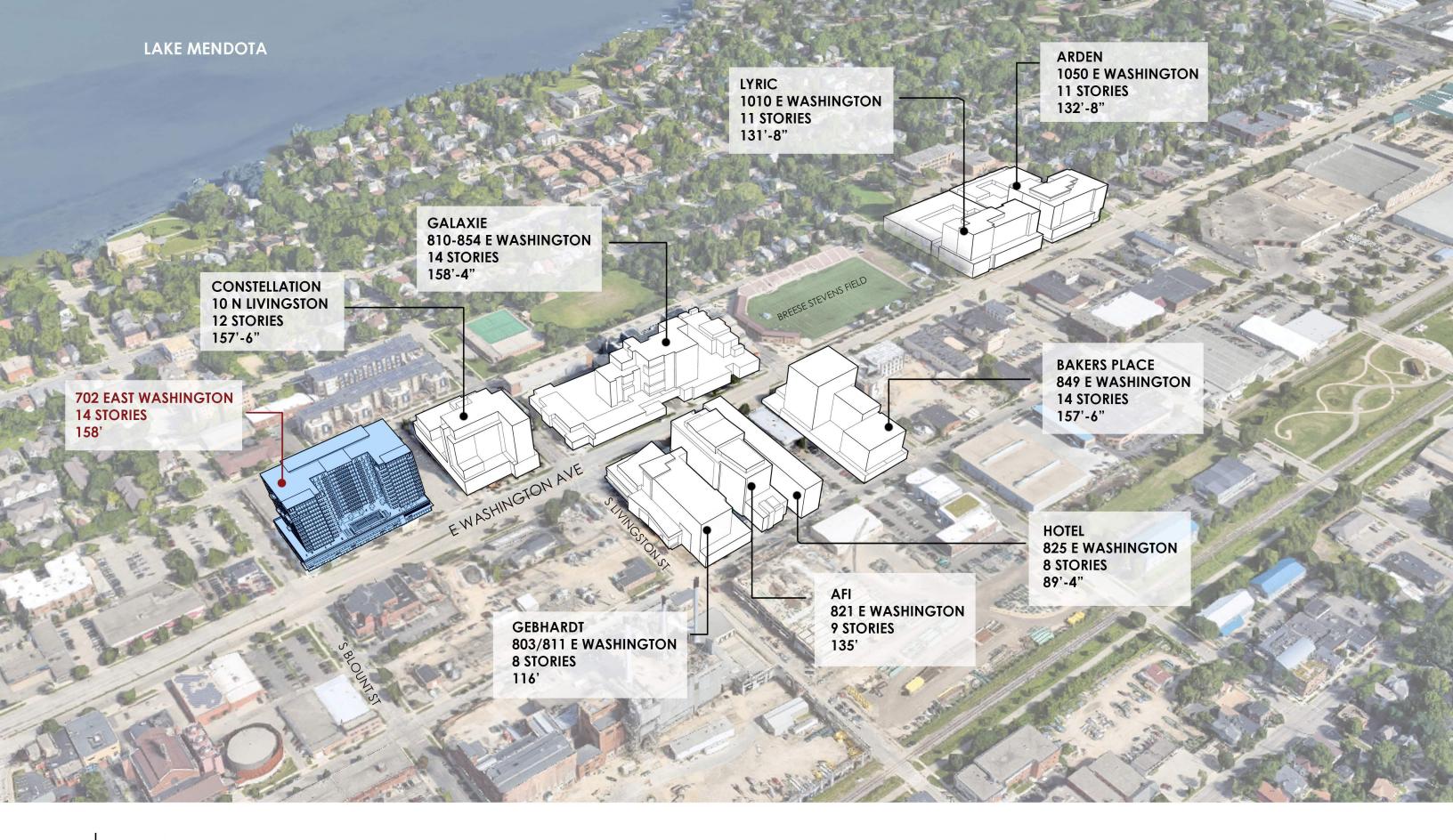




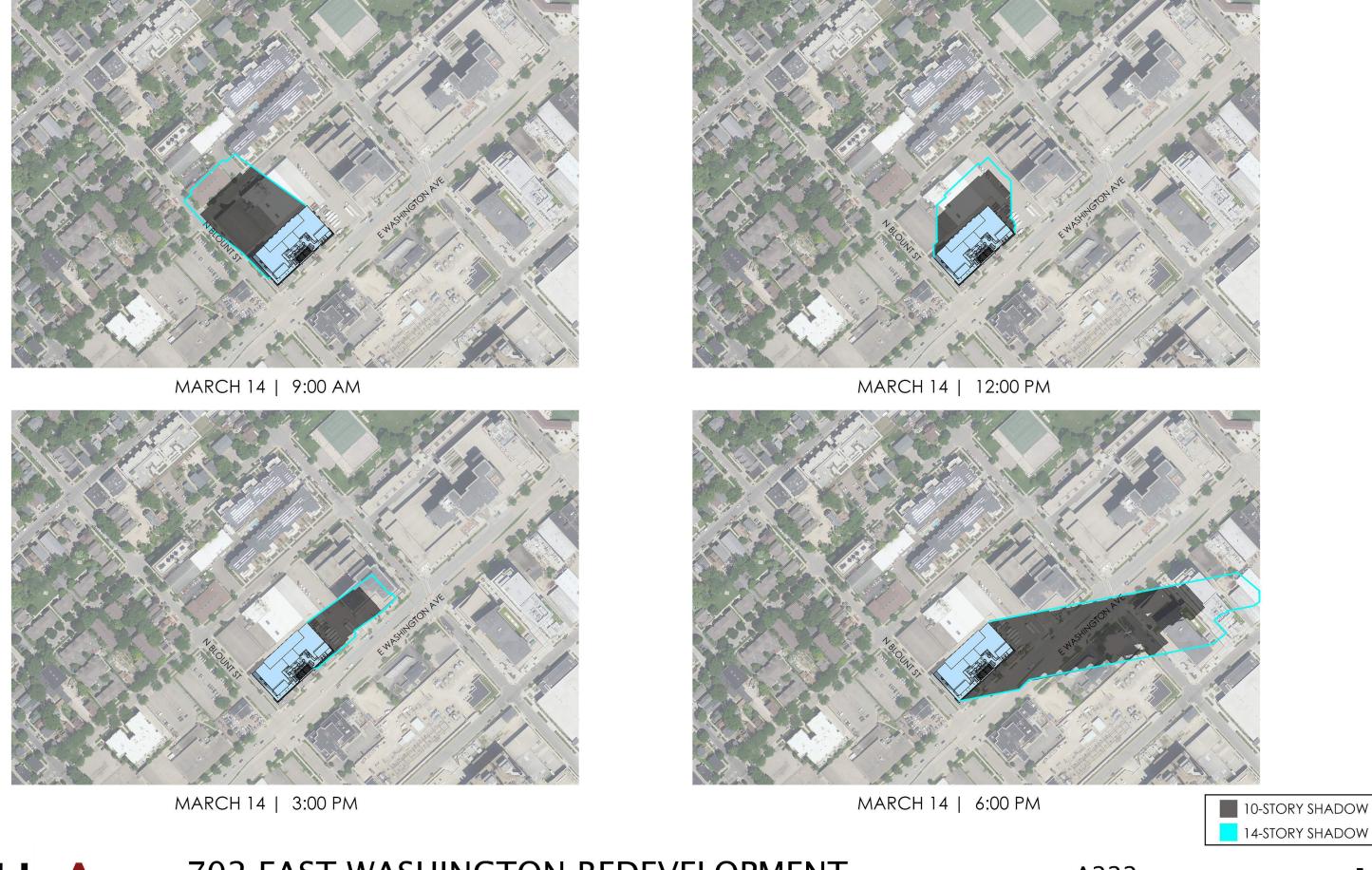


A220

JULY 31, 2023





















SEPTEMBER 14 | 12:00 PM



SEPTEMBER 14 | 6:00 PM (POST-SUNSET)

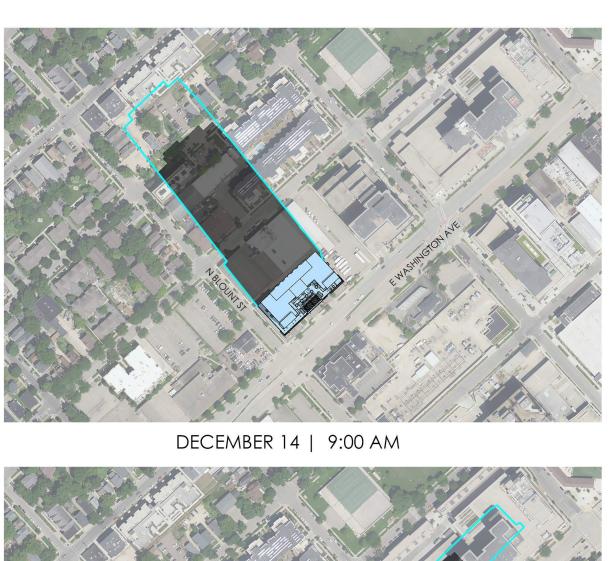


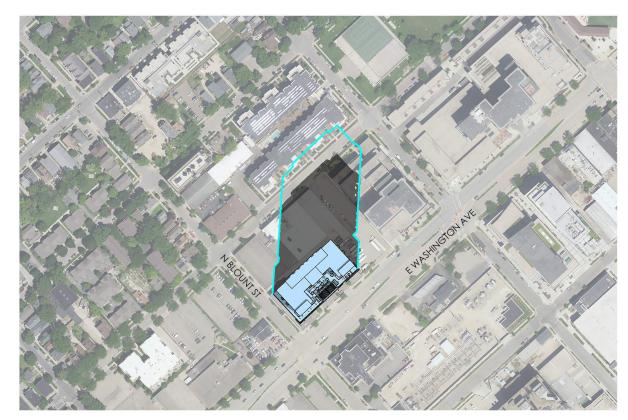


A224

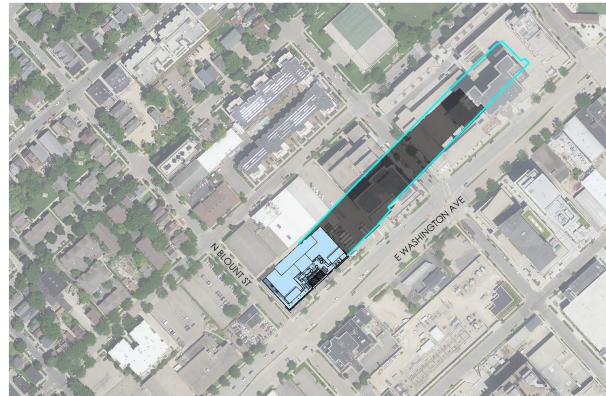
JULY 31, 2023

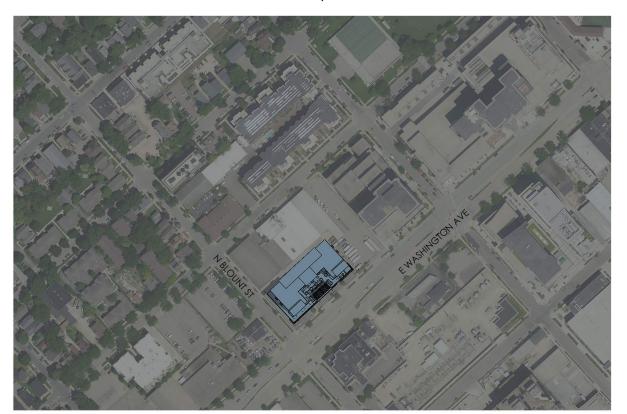
SEPTEMBER 14 | 3:00 PM





DECEMBER 14 | 12:00 PM





DECEMBER 14 | 6:00 PM (POST-SUNSET)





A225

DECEMBER 14 | 3:00 PM



VIEW FACING NORTH ON E. WASHINGTON AVE



INTERSECTION OF E. WASHINGTON AVE AND S. BLOUNT ST



VIEW FACING NW DOWN N. BLOUNT ST



VIEW FACING SW DOWN E. WASHINGTON AVE





NE CONTEXT TO SITE ON E. WASHINGTON AVE



LOOKING SW DOWN E. WASHINGTON AVE



LOOKING N DOWN E. WASHINGTON AVE



VIEW FACING SE DOWN N. BLOUNT ST



