

Date of Aerial Photography : Spring 2010

8-10



LAND USE APPLICATION Madison Plan Commission

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed with the Subdivision Application.
- Before filing your application, please review the information regarding the **LOBBYING ORDINANCE** on the first page.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at www.cityofmadison.com/planning/plan.html
- All Land Use Applications should be filed directly with the Zoning Administrator.

FOR OFFICE USE ONLY:	
Amt. Paid	\$1,700 ⁰⁰ Receipt No. 134718
Date Received	8/15/12
Received By	JLK
Parcel No.	0709-231-0604-5
Aldermanic District	4 Michael Verveer
GQ	Capfire Dist
Zoning District	C3
For Complete Submittal	
Application	Letter of Intent <input checked="" type="checkbox"/>
IDUP	Legal Descript. <input checked="" type="checkbox"/>
Plan Sets	Zoning Text <input checked="" type="checkbox"/>
Alder Notification	Waiver <input type="checkbox"/>
Ngbrhd. Assn Not.	Waiver <input type="checkbox"/>
Date Sign Issued	8/15/12

1. **Project Address:** 309 West Johnson Street **Project Area in Acres:** 1.63

Project Title (if any): _____

2. **This is an application for:** PUD - GDP/SIP rezoning for mixed use residential & commercial development

Zoning Map Amendment (check the appropriate box(es) in only one of the columns below)

<input type="checkbox"/> Rezoning to a Non-PUD or PCD Zoning Dist.: Existing Zoning: _____ to _____ Proposed Zoning (ex: R1, R2T, C3): _____	Rezoning to or Amendment of a PUD or PCD District: <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-GDP <input checked="" type="checkbox"/> Ex. Zoning: C3 & C4 DD#1 to PUD/PCD-SIP <input type="checkbox"/> Amended Gen. Dev. <input type="checkbox"/> Amended Spec. Imp. Plan
<input type="checkbox"/> Conditional Use	<input checked="" type="checkbox"/> Demolition Permit
<input type="checkbox"/> Other Requests (Specify): _____	

3. Applicant, Agent & Property Owner Information:

Applicant's Name: Mike Slavish Company: Hovde Properties
 Street Address: 122 West Washington Ave., #101 City/State: Madison Zip: 53703
 Telephone: (608) 255-5175 Fax: (608) 255-6196 Email: msslavish@hovdeproperties.com

Project Contact Person: Cliff Goodhart Company: Eppstein Uhen Architects
 Street Address: 222 West Washington Ave. #650 City/State: Madison Zip: 53703
 Telephone: (608) 442-6684 Fax: () Email: cliffg@eua.com

Property Owner (if not applicant): Hovde Building, LLC #101 and City of Madison
 Street Address: 122 West Washington Ave., #101 City/State: Madison Zip: 53703

4. Project Information:

Provide a brief description of the project and all proposed uses of the site:
250 unit apartment building, 49,000 SF commercial space, 11,000 SF ground floor retail, 300 parking stalls

Development Schedule: Commencement December, 2012 Completion July, 2014

5. Required Submittals:

- Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
 - **7 copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
 - **7 copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
 - **1 copy** of the plan set reduced to fit onto 8 1/2 inch by 11 inch paper
- Letter of Intent (12 copies):** describing this application in detail including, but not limited to: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor. For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail. For applications proposing rezoning to more than one district, a separate description of each district shall be submitted.
- Filing Fee: \$1,700** See the fee schedule on the application cover page. Make checks payable to: *City Treasurer*.
- Electronic Submittal:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or in an e-mail sent to pcapplications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Applicants unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

In Addition, The Following Items May Also Be Required With Your Application:

- For any applications proposing demolition or removal of existing buildings, the following items are required:
 - Prior to the filing of an application, the applicant or his/her agent is required to notify a list of interested persons registered with the City **30 or 60 days prior to filing** their application using the online notification tool found at: <https://www.cityofmadison.com/developmentCenter/demolitionNotification/>
 - A photo array (6-12 photos) of the **interior and exterior** of the building(s) to be demolished or removed. A written assessment of the condition of the building(s) to be demolished or removed is highly recommended.
 - Note: A Reuse and Recycling Plan approved by the City's Recycling Coordinator is required prior to issuance of wrecking permits and the start of construction.
- Zoning Text (12 copies):** must accompany Planned Community or Planned Unit Development (PCD/PUD) submittals.

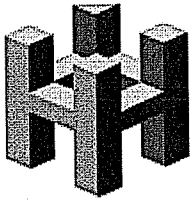
6. Applicant Declarations:

- Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:
 - The site is located within the limits of State Street District of the Downtown Plan Plan, which recommends: Site is within the limits of the Downtown Mixed Use Land Use boundary for this property.
- Pre-application Notification:** Section 28.12 of the Zoning Code requires that the applicant notify the district alder and any nearby neighborhood & business associations in writing no later than **30** days prior to filing this request:
 - List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:
Alderman Mike Verveer, Capitol Neighbors, Inc., Greater State Street Business Association, B.I.D. Board
 - NOTE: If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.
- Pre-application Meeting with staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.
 - Planning Staff: Kevin Firchow Date: 8/9/12 Zoning Staff: D.A.T. Date: 8/2/12
- Check here if this project will be receiving a public subsidy.** If so, indicate type in your Letter of Intent.

The signer attests that this form is accurately completed and all required materials are submitted:

Printed Name MICHAEL F. SLAVISH Date _____
 Signature [Handwritten Signature] Relation to Property Owner PRESIDENT

Authorizing Signature of Property Owner [Handwritten Signature] Date _____
David F. Mans 10/12/10



HOVDEPROPERTIES

122 W. Washington Ave. • Madison, WI 53703-2718

TEL 608-255-5175 • FAX 608-255-6196

August 15, 2012

Revised October 5, 2012

Mr. Brad Murphy
Director of Planning
Department of Planning & Development
City of Madison
215 Martin Luther King Jr. Blvd

Re: Letter of Intent
305/309/325 W. Johnson Street Development.
Madison, WI 53703

Dear Mr. Murphy:

The following is submitted together with the plans, application and zoning text for staff, plan commission and common council consideration of approval.

Organizational Structure:

Owner: Hovde Properties, LLC 122 W. Washington Ave Madison, WI
Architect: Eppstein Uhen Architects, 222 W Washington Ave Madison, WI
Structural Engineer: Pierce Engineers, 10 W Mifflin St. Madison, WI
Construction Manager: JH Findorff & Son, 300 S. Bedford St. Madison, WI
Landscape Architect & Civil Engineer: Ken Saiki Design, 303 S Paterson St. Madison, WI
Owner Representative: Huffman Facility Development, Inc., 16 N Carroll St. Madison, WI

Introduction:

By way of background, after Hovde Properties, LLC ("Hovde") initially proposed a mixed-use development on parcels of land located at 305 and 309 West Johnson Street, the City of Madison ("City") approached Hovde with the idea of incorporating the operations of the City's fire department with the development plans of Hovde. There were several meetings with City Staff and Hovde's development team to determine the most feasible program the site could support. The final resolution of these combined Hovde and City meetings is being submitted with this application. Both Hovde and the City continue to meet jointly on a regular basis to determine the final business terms and conditions of this joint development.

Hovde is proposing a mixed-used development consisting of a residential component, a parking structure, commercial offices and retail on parcels of land located at 305, 309 and 325 West Johnson Street (the "Project"). The Project will be subjected to the condominium form of ownership in accordance with Chapter 703 of the Wisconsin Statutes as more fully described below. Hovde has owned 309 W. Johnson Street since the 1980's and acquired 305 W. Johnson in May of 2012. As part of the Project, Hovde intends to acquire from the City the parcel that currently houses the City's fire administration building located at 325 W. Johnson Street. Upon completion of the Project, the City intends to purchase a condominium unit in the Project from Hovde to be used as new City fire administration offices.

The Project includes a request for a waiver from bulk standards described in Urban Design Zone 1 as more fully shown in the attached plans.

A one lot Certified Survey Map ("CSM") containing the Project site and the current Fire Station #1 Building is being generated with an anticipated submittal date of September 5th. The CSM will be recorded following the conveyance from the City to Hovde of (i) 325 West Johnson, (ii) an approximately 10 foot strip of land along the eastern boundary of the First Station #1 parcel, and (iii) a momentary transfer of the Fire Station #1 parcel. Following recordation of the one lot CSM, a two unit condominium will be created. One unit will be the Project site (the "Hovde Land Unit") and the second unit will be the Fire Station #1 parcel which will be immediately conveyed back to the City. A second condominium plat describing the Project will then be recorded vertically over the Hovde Land Unit.

W Mifflin Neighborhood/Business Districts/City Committees:

Hovde has met and worked with the W Mifflin district of Capital Neighborhoods and the Greater State Street Business Associations from the conceptual stage of the Project. Meetings with members of downtown stakeholders also included board members of the downtown business improvement district. Alderman Mike Verveer convened a larger neighborhood meeting on April 12, 2012 after which a neighborhood steering committee was formed that has met approximately 4 times. Members of the Hovde development team have made informational presentations to the Board of Estimates meeting on March 12, 2012, Urban Design Committee on May 16, 2012 and the Plan Commission on June 18, 2012. The Urban Design Commission granted Final Approval of the project on September 19.

Existing Conditions:

Three buildings presently occupy the proposed combined parcel.

- 305 West Johnson Street is an 18,700 SF two-story masonry building constructed in 1913, housing two commercial spaces and 6 apartment units. There are two commercial spaces with a total of 5,726 square feet. The building is not fire sprinklered, accessible to the disabled nor expandable for the purposes of this project. Its demolition is proposed. There is an access easement on the W. Dayton side of the parcel sitting between 305 W. Johnson Street and 202 North Henry Street. See Architectural Site Plan AS102.
- 309 West Johnson Street is a 34,000 SF two-story masonry building constructed in 1910. It is primarily used for indoor parking with 43 stalls and includes two outdated commercial spaces that front on W. Johnson St. with a total square footage of 3,600 sf. The building is not fire sprinklered, accessible to the disabled nor easily converted from its currently structured parking. Its demolition is proposed. There is also a 51 car surface parking lot behind the building which is accessed off of W. Dayton Street.
- 325 West Johnson Street is a 14,000 SF two-story steel framed building constructed in 1968. It is the current administrative headquarters for the Madison Fire Department. While in good physical condition, the building cannot support the long-term needs of the fire department. Vertical expansion may be structurally feasible, however the cost of this construction combined with associated renovations of the building make it impractical. Its demolition is proposed.
- 316 West Dayton is a 26,000 SF three-story steel framed building constructed in 1968. It has been the home of Fire Station #1 since its construction. The building is

in good physical condition and will continue to be used as a fire station. A full renovation of the building is proposed as part of a separate Public Works project.

Project Description:

The project will consolidate and improve existing properties that face both West Johnson and West Dayton Streets in the downtown district, resulting in a single 1.63 acre parcel. Outdated low-rise buildings and a surface parking lot will be replaced with approximately 255 residential dwelling units, approximately 49,000 square feet of commercial office space, (of which approximately 30,000 square feet will be sold as a condo to the City of Madison for its fire administration operation), approximately 11,000 square feet of ground floor retail and approximately 300 enclosed parking stalls. The gross area of the entire building will be approximately 463,000 square feet with 278,000 square feet comprising the market-rate apartments. The resulting increased density and proposed mixed uses will substantially increase the activity around the site with hundreds of people living and working in the development. Up to 100 commercial office tenants (including 60 fire department employees) will work on the second floor of the building when fully occupied. Public lobbies will connect commercial tenants and residents at both streets and ground floor retail will serve to activate the 300 block of West Johnson Street.

Included with the proposed demolition plan is the existing Fire Department administration building. Constructed over 40 years ago, it is no longer adequate for the functional support of the department's present and long-term needs. Space within the new building will be built to address the department's administration space needs beyond 2027. The Project will be connected to Fire Station #1, providing needed storage, firefighter support space and parking. A separate public building lobby for the fire department's offices will be built on Dayton Street. To maintain vehicle access to the north side of Fire Station #1, a shared access easement will be created along the west property line.

Legal Description:

Currently the Project is a compilation of lots and parcels with a metes and bounds description located at 305, 309 and 325 West Johnson Street. The final legal description for the Project will be created following the Certified Survey Map and 2-step condominium platting process more fully described below.

Site Development Data:

Density Analysis:

Lot Area: 70,874 sf

Acres: 1.63 acres

Dwelling Units: 255

Lot Area/D. U.: 277.9 sf

Density (Units per Acre): 156.4

Includes the complete City of Madison Parcel

The following further illustrates the project data:

Project Data - W. Johnson Street Development								9/12/2012
floor	Apartments		Commercial			Parking		Total GSF
	apartment GSF	# of units	retail GSF	office GSF	fire dept GSF	parking GSF	parking	
lower level 2						46,237	117	46,237
lower level						47,891	113	47,891
ground floor (at Johnson)	2,669		11,059	1,036	2,863	28,878	65	46,505
mezzanine level	8,454				2,376	2,205	8	13,035
floor 2	981			18,149	24,201			43,331
floor 3	33,595	36						33,595
floor 4	33,593	36						33,593
floor 5	33,595	36						33,595
floor 6	33,593	36						33,593
floor 7	24,142	24						24,142
floor 8	20,072	18						20,072
floor 9	17,672	16						17,672
floor 10	17,672	16						17,672
floor 11	17,672	16						17,672
floor 12	17,672	15						17,672
floor 13	12,170	6						12,170
floor 14	4,683							4,683
floors 13 + 14 subtotal	16,853	6						
mechanical penthouse								-
totals	278,236	255	11,059	19,185	29,440	125,211	303	463,131
Total Parking							303	
office / retail							23	
fire department							25	
commercial subtotal							48	
residential subtotal							255	
parking ratio per unit							1.00	

Approximate Dwelling Unit Mix and Estimated Prices:

Unit Data- W Johnson Project			
Type	Ave Unit SF	# of Units	Ave Price
Studios	586	20	\$873
1 Bedroom	729	131	\$1,145
1 Bedroom+Den	853	40	\$1,305
Two Bedroom	1,105	49	\$1,635
Two Bedroom+Den	1,410	15	\$1,974
Total Units		255	

Loading:

There will one 10x35 off-street loading zone accessible from W. Johnson Street and one 10x35 off-street loading accessible from W. Dayton Street. There will also be an on-street passenger/loading zone on both W. Johnson and W. Dayton Streets as indicated on The Drawings.

Project Schedule:

August 15, 2012 - Land Use Submittal
August 29, 2012 - Submit Design for UDC Initial Approval
September 5, 2012 - Submit CSM
September 12, 2012 - Submit Design for UDC Final Approval
November 15, 2012 - Purchase and Sales Agreement Executed
October 15, 2012 – Plan Commission Approval of PUD
October 30, 2012 – Common Council Approval of PUD
December 2012 - Site Demolition
January 2013 - Construction Start
June 2014 - First Phase of Building Completion
October 2014 - Final Phase of Building Completion

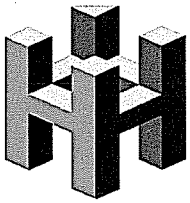
Social & Economic Impact:

The social impacts are many. Providing a vehicle for an improved fire administration will increase public safety citywide. The Project also serves as a catalyst for the renovation of Fire Station #1 which will improve working conditions for downtown fire fighters. Having up to 350 additional residents in the center city will increase the demand for goods and services which will help retain and grow local business on and around State Street. As an infill development site, the increase in economic value to the land will result in higher assessments and tax revenues to the city and other taxing authorities. These funds can go to pay for teachers, firefighters and police.

Through the development process from concepts to construction to grand opening it is estimated that there will be 70 full time jobs created a year for three years. In addition, there are hundreds more jobs imbedded in the manufacture and delivery of the materials to the job site. When fully occupied the project will create 5 full time jobs in the operation and management of the building, 60 jobs with the fire department's administration operations and approximately 40 jobs in the office and retail components of the building.

TIF Application:

Provided the financial model identifies a gap in funds, the developer would seek tax incremental financing from the City of Madison.



ZONING TEXT

305/309/325 West Johnson Street Development, Madison, WI

Legal Description: The lands subject to this Planned Unit Development shall include those described in the approved plans attached hereto (the "Approved Plans").

Statement of Purpose: This zoning district is established to allow for the construction of a mixed-use development with approximately 250 residential dwelling units, approximately 49,000 square feet of commercial office space, approximately 11,000 square feet of ground floor retail and approximately 300 enclosed structured parking stalls.

Permitted Uses:

1. Those that are stated as permitted uses in the C4 Central Commercial District and O-2 Business and Professional Office District.
2. Uses accessory to permitted uses as listed above.
3. Structured parking facility as shown on the Approved Plans.
4. Multi-family residential use.
5. Lease for a year or longer or sale of parking stalls by the owner of an accessory parking structure to an owner or lessee of a building or portion thereof which has no or insufficient parking for said building, for use of his/her employees, patrons or visitors, provided:
 - a. That the stalls being leased or sold are used for accessory nonresidential parking by the lessee or buyer.
 - b. That such lease or sale, at its location, does not defeat the adopted objectives and policies of the City nor the purposes of the zoning district.
6. Telephone exchanges, microwave relay towers or similar communication devices and equipment buildings related to the same located as shown on the Approved Plans.
7. Outdoor eating areas as shown on the Approved Plans.
8. Outdoor recreation areas as shown on the Approved Plans.

Family Definition: The family definition of this PUD-SIP shall coincide with the definition given in Chapter 28.03(2) of the Madison General Ordinances for the R6 zoning district.

Floor Area Ratio and Building Height:

1. Floor area ratios will be as shown on the Approved Plans.
2. Maximum building height shall be 13 stories as shown on the Approved Plans. The building shall not exceed the Capitol View Preservation height limit established in Section 28.04(14) of the zoning code.

Yard Area Requirements: Yard areas will be as shown on the Approved Plans.

Landscaping: Site landscaping will be provided as shown on the Approved Plans.

Accessory Off-Street Parking & Loading: Accessory off-street parking and loading will be as shown on the Approved Plans.

Lighting: Site lighting will be as shown on the Approved Plans.

Signage: Signage will be provided as shown on the Approved Plans. Any amendments to such signage or future signage will be allowed as per Chapter 31 of the Madison General Ordinances.

Alterations and Revisions: No alteration or revision of this planned unit development shall be permitted unless approved by the City Plan Commission, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and are compatible with the concept approved by the City Plan Commission as described herein.