



City of Madison

Proposed Demolition

Location
2223 Atwood Avenue

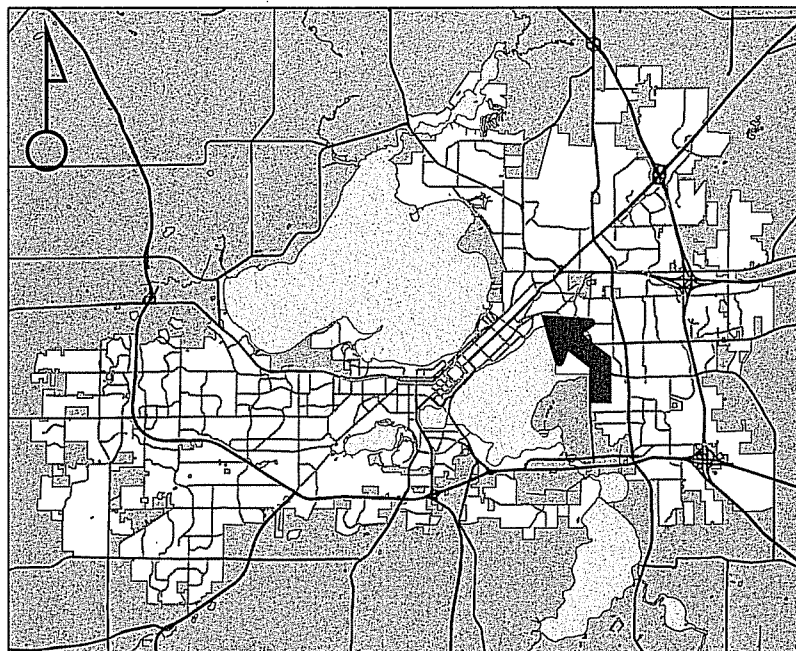
Project Name
JLL Building

Applicant
Liz Lauer – 2223 Atwood Avenue LLC/
David Ferch – Ferch Architecture

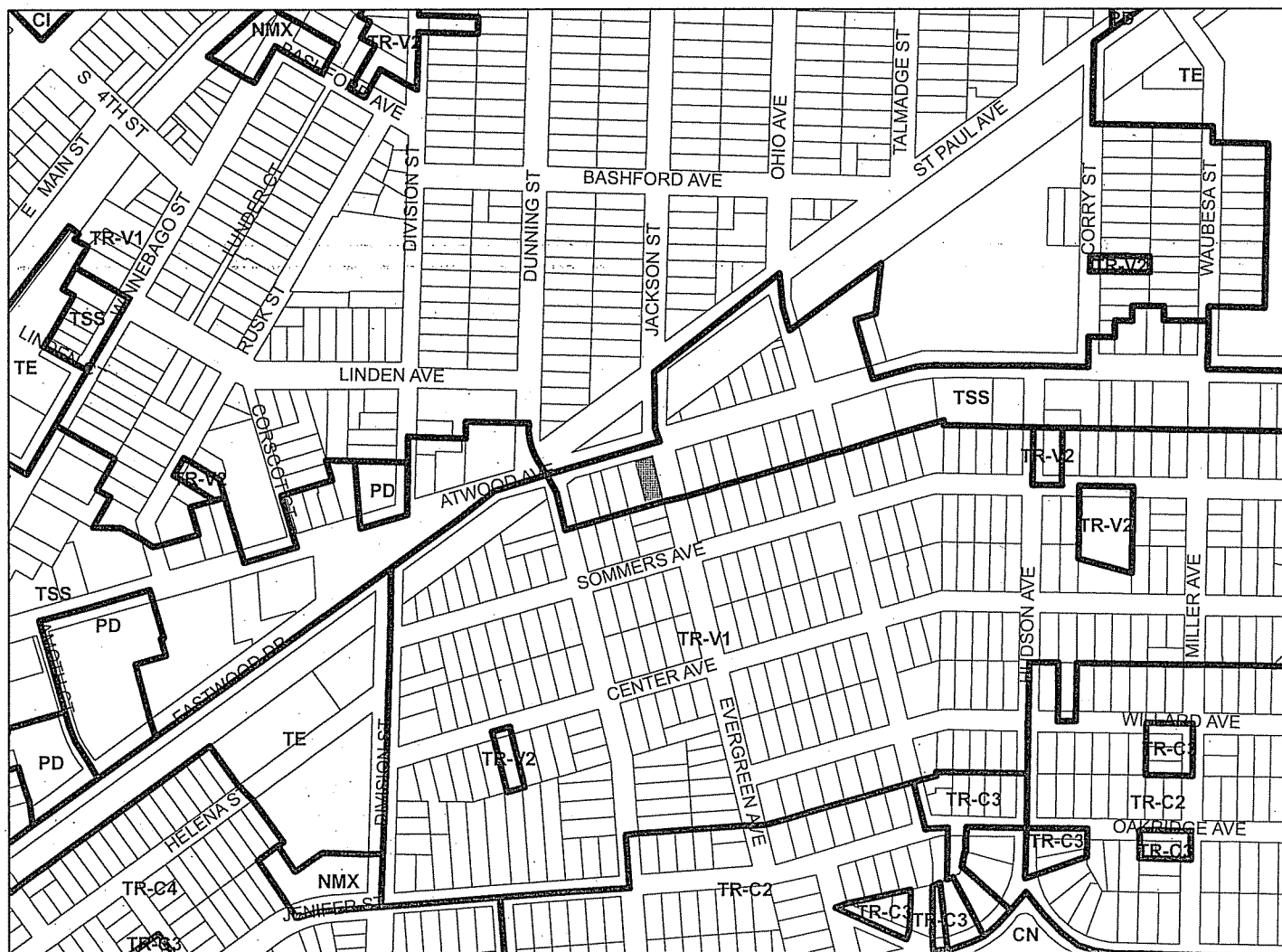
Existing Use
Mixed-use building

Proposed Use
Demolish mixed-use building to construct
new mixed-use building with 1,300 square
feet of retail and 5 apartments

Public Hearing Date
Plan Commission
07 April 2014



For Questions Contact: Kevin Firchow at: 267-1150 or kfirchow@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 28 March 2014

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LAND USE APPLICATION

CITY OF MADISON

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

- All Land Use Applications should be filed with the Zoning Administrator at the above address.
- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- This form may also be completed online at:
www.cityofmadison.com/developmentcenter/landdevelopment

FOR OFFICE USE ONLY:

Amt. Paid \$600 Receipt No. 151551
Date Received 2/19/14
Received By JL
Parcel No. 0710-064-2601-1
Aldermanic District 6-Margha Rummel
Zoning District TSS
Special Requirements existing CU
Review Required By:
☐ Urban Design Commission ☐ Plan Commission
☐ Common Council ☐ Other: _____

Form Effective: February 21, 2013

1. Project Address: 2223 Atwood Avenue, Madison, WI 53704

Project Title (if any): JLL Building

2. This is an application for (Check all that apply to your Land Use Application):

- ☐ Zoning Map Amendment from _____ to _____
- ☐ Major Amendment to Approved PD-GDP Zoning ☐ Major Amendment to Approved PD-SIP Zoning
- ☐ Review of Alteration to Planned Development (By Plan Commission)
- ☐ Conditional Use, or Major Alteration to an Approved Conditional Use
- ☒ Demolition Permit
- ☐ Other Requests: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Liz Lauer Company: 2223 Atwood LLC
Street Address: 2209 Lakeland Ave City/State: Madison, WI Zip: 53704
Telephone: (608) 444-5725 Fax: (608) 243-1076 Email: liz@lizlauer.com

Project Contact Person: David Ferch Company: Ferch Architecture
Street Address: 2704 Gregory St City/State: Madison, WI Zip: 53711
Telephone: (608) 238-6900 Fax: () Email: david@fercharchitecture.com

Property Owner (if not applicant): _____
Street Address: _____ City/State: _____ Zip: _____

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: 3 story mixed use building with commercial office/retail space plus 5 residential units

Development Schedule: Commencement 6/1/2014 Completion 1/1/2015

6

5. Required Submittal Information

All Land Use applications are required to include the following:

☒ **Project Plans** including:*

- Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/altered buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
- Grading and Utility Plans (existing and proposed)
- Landscape Plan (including planting schedule depicting species name and planting size)
- Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
- Floor Plans (fully dimensioned plans including interior wall and room location)

Provide collated project plan sets as follows:

- **Seven (7) copies** of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
- **Twenty Five (25) copies** of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
- **One (1) copy** of the plan set reduced to fit onto 8 1/2 X 11-inch paper

* For projects requiring review by the **Urban Design Commission**, provide **Fourteen (14) additional 11x17 copies** of the plan set. In addition to the above information, all plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall bring samples of exterior building materials and color scheme to the Urban Design Commission meeting.

☒ **Letter of Intent: Provide one (1) Copy per Plan Set** describing this application in detail including, but not limited to:

- | | | |
|---|---|--|
| • Project Team | • Building Square Footage | • Value of Land |
| • Existing Conditions | • Number of Dwelling Units | • Estimated Project Cost |
| • Project Schedule | • Auto and Bike Parking Stalls | • Number of Construction & Full-Time Equivalent Jobs Created |
| • Proposed Uses (and ft ² of each) | • Lot Coverage & Usable Open Space Calculations | • Public Subsidy Requested |
| • Hours of Operation | | |

☒ **Filing Fee:** Refer to the Land Use Application Instructions & Fee Schedule. 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 as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to pcapplications@cityofmadison.com.

☐ **Additional Information** may be required, depending on application. Refer to the Supplemental Submittal Requirements.

6. Applicant Declarations

☒ **Pre-application Notification:** The Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than 30 days prior to FILING this request. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices:
SASYNA president Lou Host-Jablonski 1/24/14 and see attached waiver from Alder Rummel

→ If a waiver has been granted to this requirement, please attach any correspondence to this effect 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: Heather Stouder Date: 2/6/2014 Zoning Staff: Matt Tucker Date: 2/6/2014

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

Name of Applicant Liz Lauer Relationship to Property: Owner

Authorizing Signature of Property Owner  Date 2/17/2014

2/17/14

Madison Plan Commission
215 Martin Luther King Jr. Blvd
Madison, WI 53703

Letter of Intent – Demolition Permit request for proposed project: JLL Building, 2223 Atwood Avenue

We hereby submit this application to demolish the existing structure at 2223 Atwood Avenue to build a 3 story mixed-use building that conforms to the current TSS zoning. We are excited for this project which will revitalize a neglected corner of Atwood Ave and will add quality apartments to attract long term tenants and a commercial space for an anchor business/office that we see as a welcome and beneficial addition to the Atwood Corridor.

Existing Conditions: This site currently has a vacant building that used to house a storefront and 2 dwelling units. This property was gutted for renovation over 10 years ago - that project was abandoned and the building has sat vacant and deteriorating since then. It is currently a shell with rough framing, some insulation and no utility service within the building. In the last 10 years the owner has used the yard as a parking lot for cars undergoing repair at the body shop across the street and the interior for storage.

Project Team: This project is proposed by Liz Lauer and Nina Lebwohl - the members of 2223 Atwood LLC – both of whom have lived and worked in the Atwood neighborhood over the last 20 years as Realtors and property managers. We will continue to own and manage the building after completion. We are working with Ferch Architecture and Key Construction – a team that has experience and success with infill projects in Madison's historic neighborhoods. The landscaping will be completed by Fertile Earth, Inc.

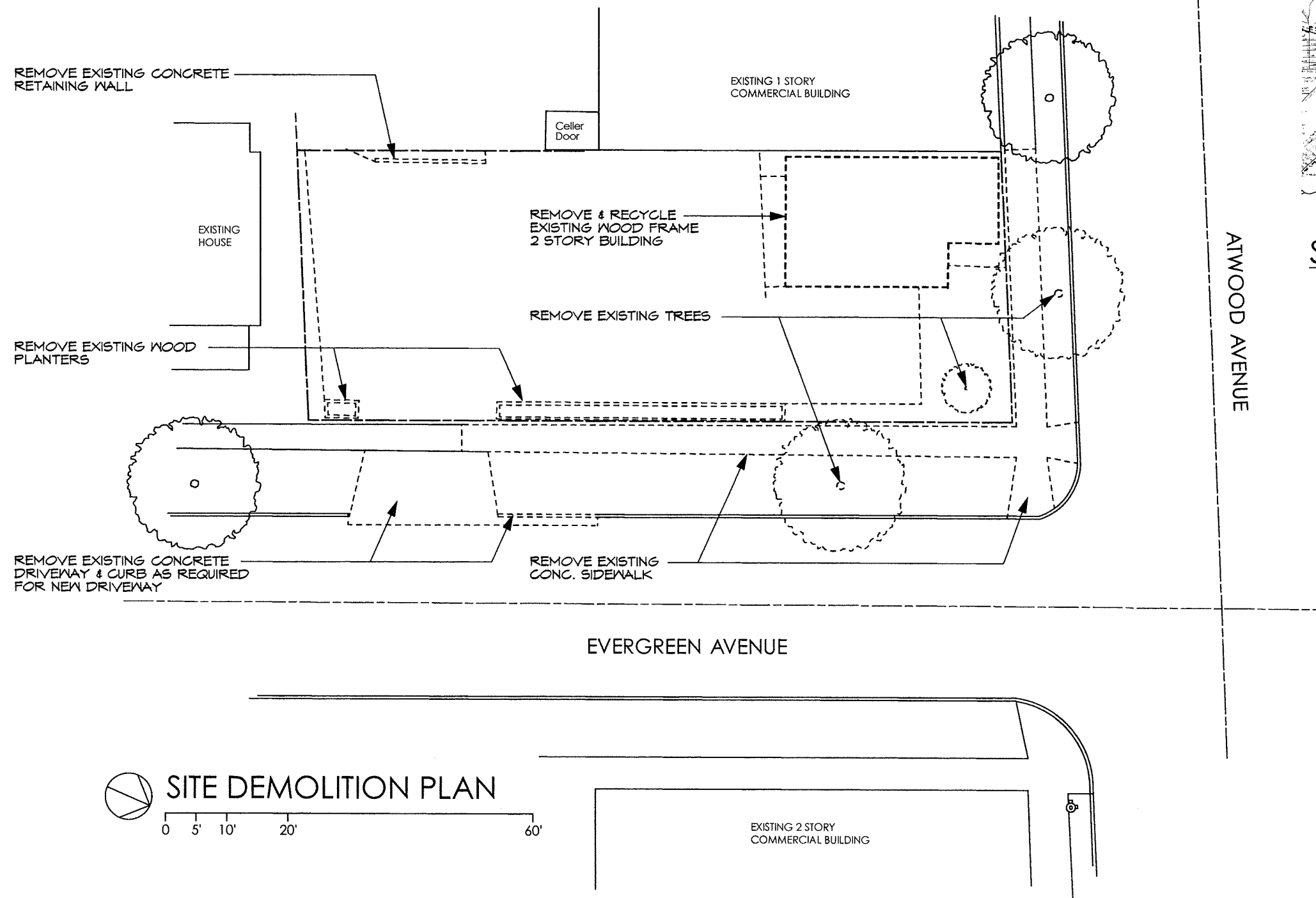
Proposed Use & Building Details: The proposed use of this property is for a three-story mixed use building housing 5 residential apartments and a 1260 sq ft commercial office space. The exterior of building has been designed to reflect the historic character of street through the architecture of the façade and the exterior materials of brick, siding, wood and concrete accents. The first floor will have the commercial space – slated to be a real estate office - and a 400 sq ft residential efficiency. There will be 4 total apartments on the second and third floors – each a 2 bedroom, 2 story unit with a deck. These units will range in square footage from 986 to 1192 square feet. The lot area is 5055 square feet or 0.11 acres and the proposed building's footprint will be 2950 sq ft with total square footage of the building including the basement to be 10,200 sq ft. There will be 4 third floor decks with area totaling 361 sq ft. There will be 5 exterior parking stalls and 8 bike stalls – 6 interior and 2 exterior.

Construction is scheduled to begin June 1, 2014 and to be completed January 1, 2015. The land value is \$45,500 and the estimated project cost is \$600,000.

We sincerely thank you for considering our proposal,

The block contains two handwritten signatures in black ink. The first signature on the left is 'Liz Lauer' and the second signature on the right is 'Nina R. Lebwohl'.

Liz Lauer & Nina R. Lebwohl
members, 2223 Atwood LLC



SITE DEMOLITION PLAN

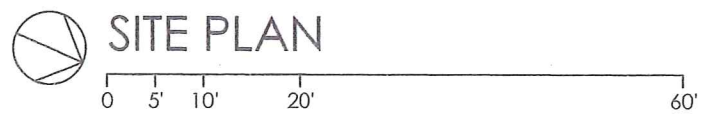
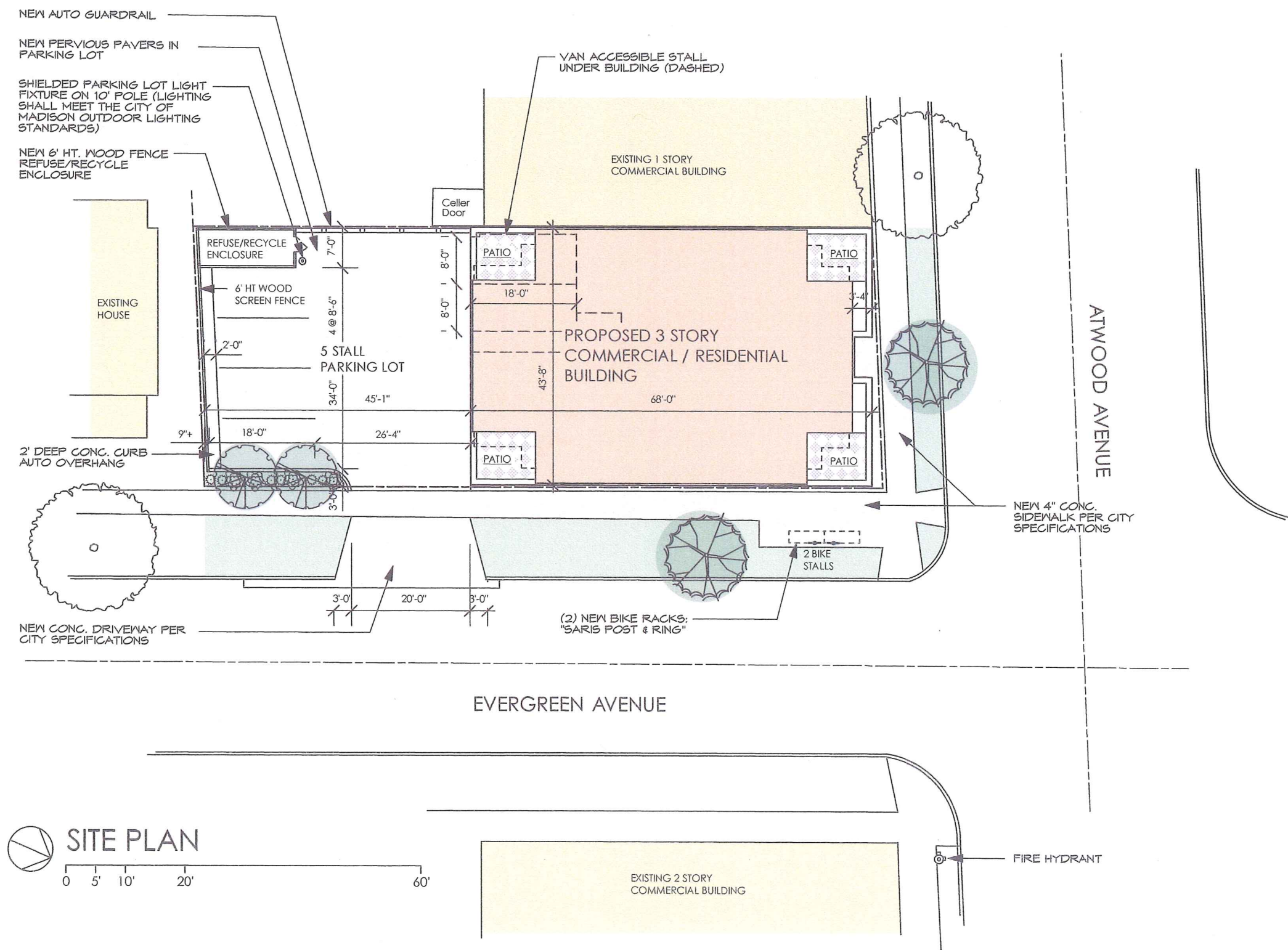
0 5' 10' 20' 60'



SITE MAP

SHEET INDEX

- C1 COVER, SITE DEMOLITION PLAN
- C2 SITE PLAN
- C3 GRADING & UTILITY PLAN
- L1 LANDSCAPE PLAN
- A1 FLOOR PLANS
- A2 ATWOOD ST. ELEVATION
- A3 EVERGREEN AVE. ELEVATION
- A4 REAR ELEVATION
- A5 WEST SIDE ELEVATION
- SM1 URBAN CONTEXT PHOTOS
- SM2 EXISTING HOUSE PHOTOS
- SM3 WALL OPENING CALCULATIONS



SITE STATISTICS

SITE ACREAGE: 5,055 sq. ft. (0.11 acres)

SITE AREA:		
BUILDING FOOTPRINT	2,950 sq. ft.	58.4%
PAVEMENT & SIDEWALKS	107 sq. ft.	2.1%
PERVIOUS PAVEMENT	1,918 sq. ft.	37.9%
PERVIOUS AREA	80 sq. ft.	1.6%

PORCH & DECK AREA OPEN SPACE: 361 sq. ft.

PARKING REQUIRED: NONE

PARKING PROVIDED: 5 STALLS

BIKE PARKING PROVIDED: 6 INTERIOR STALLS
2 EXTERIOR STALLS

BUILDING STATISTICS

NUMBER OF STORIES (ABOVE GRADE): 3

BUILDING HEIGHT: 36'

CONSTRUCTION TYPE: 5B

AUTOMATIC SPRINKLER SYSTEM PER NFPA 13R

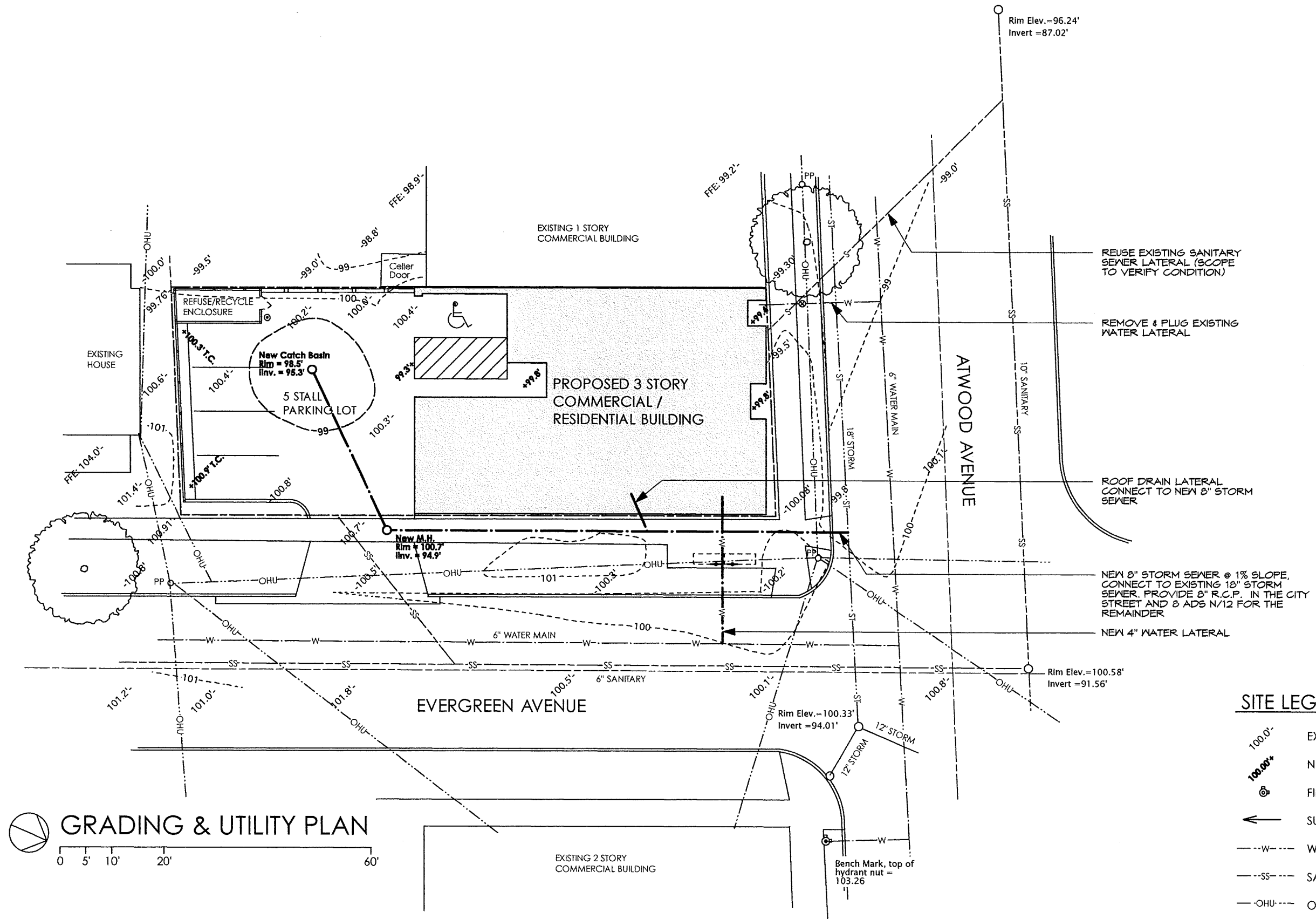
BUILDING AREA:	
LOWER LEVEL	2,300 sq. ft.
1ST	2,500 sq. ft.
2ND	2,950 sq. ft.
3RD	2,450 sq. ft.
TOTAL	10,200 sq. ft.

APARTMENT UNIT COUNT:

FLOOR	EFF	1BR	2BR	TOTAL
1ST	1			1
2ND	0		4	4
TOTAL	1		4	5

(9 TOTAL BEDROOMS)

COMMERCIAL AREA: 1,260 sq. ft.



PERVIOUS PAVER SPECIFICATION

Eco-Optiloc™

Environmentally friendly paving continues to be on the forefront of our agenda for the future.

This paver has gained widespread acceptance as the paver-of-choice for performance, and as an environmental option for drainage. Only the patented "L" shaped design allows you to achieve a superior lock-up that can withstand even the heaviest of loads residentially and commercially. The innovative design creates small voids between the pavers providing drainage into the sub-base.



Shapes & Sizes



Standard
26.0 x 26.0 x 5.0cm
10.2" x 10.2" x 2.0"

Features

Laying Patterns Packaging Important Information Paver Calculator

Applications

- Pedestrian
- Residential Vehicular
- Commercial Vehicular
- Surface Texture

Comments

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CITY OF MADISON
LANDSCAPE WORKSHEET

Section 28-142 Madison General Ordinance

Project Location - Address: 2223 ATWOOD AVE.
Name of Project: JLL BUILDING
Owner/Contact: DAVID FERCH - FERCH ARCHITECTURE
Contact Phone: 608-238-6900 Contact Email: david@fercharchitecture.com

** Landscape plans for parking lots greater than ten thousand (10,000) square feet in size MUST be prepared by a registered landscape architect. **

Landscape Calculations and Distribution

Reported landscape area shall be calculated based upon the total developed area of the property. Developed area is defined as all parts of the site that are not left as a natural area within a single zoning-governing boundary, including building footprints, parking and loading areas, driveways, internal sidewalks, patios, and outdoor activity areas. Developed area does not include other land within required setbacks and natural areas on the same property that are left undisturbed.

(a) One (1) landscape unit shall be provided for each three hundred (300) square feet of developed area, with the exception of the IL and the RD districts as specified in (b) below.

Total square footage of developed area: 2,1065

Developed area divided by three hundred (300) square feet: 7 Landscape Units

(b) Within the Industrial - Limited (IL) and Industrial - General (IG) districts, one (1) landscape unit shall be provided for every six hundred (600) square feet of developed area.

Total square footage of developed area: 2,1065

Developed area divided by six hundred (600) square feet: 3.5 Landscape Units

(c) One landscape unit consists of five (5) landscape points. Landscape points are calculated as shown in the following table.

Landscape units multiplied by five (5) landscape points: 35 Total Points Required

Tabulation of Points and Credits

Use the table to indicate the quantity and points for all existing and proposed landscape elements. Calculations showing a fraction up to one-half (1/2 or 0.5) shall be rounded down to the nearest whole number; fractions of more than one-half (1/2) shall be rounded up.

Plant Type/Element	Minimum Size at Installation	Points	Credit/Existing Landscaping Quantity	Points Achieved	New/Proposed Landscaping Quantity	Points Achieved
Overstory deciduous tree	2 1/2 inch caliper	35				
Ornamental tree	1 1/2 inch caliper	15			2	30
Evergreen tree	3 feet tall	15				
Shrub, deciduous	18" or 3 gallon container size	2			4	8
Shrub, evergreen	18" or 3 gallon container size	3				
Ornamental grasses	18" or 3 gallon container size	2			6	12
Ornamental groundcover/covering or wall	n/a	1 per 10 linear feet			4	4
Sub Totals						66

Total Number of Points Provided: 66

SHADED AREA INDICATES PERVIOUS PRECAST CONCRETE PAVERS: "ECO-OPTILOC" BY UNILOCK. INSTALL PER MANUFACTURER'S RECOMMENDATION REGARDING BASE MATERIAL, COMPACTION, & FINISH STONE CHIP SIZE.

6'-0" HT. WOOD SCREEN FENCE AT REAR PROPERTY LINE; VERT. 1X8 ROUGH SAWN CEDAR BOARDS ON 2X WOOD FRAME

(6) ORNAMENTAL GRASSES (3 GAL. CONTAINER)

(4) DECIDUOUS SHRUBS: BERBERIS 'CRIMSON PYGMY' (3 GAL. CONTAINER)

(2) ORNAMENTAL TREES: CARPINUS CAROLINIANA (1.5 INCH CALIPER)



LANDSCAPE PLAN

0 5' 10' 20' 60'

GENERAL NOTE:

- BARK MULCH ALL PLANTING BEDS.
- FINE GRADE THE CITY TERRACE AREAS AND SEED WITH SHADE TOLERANT GRASS, FERTILIZE AND STRAW MATT.

LANDSCAPE DESIGN BY: FERTILE EARTH, INC. 1446 JENIFER ST. MADISON, WI 53703 (608) 438-7806

PROJECT

JLL BUILDING
2223 ATWOOD AVENUE, MADISON, WI 53704

ARCHITECT

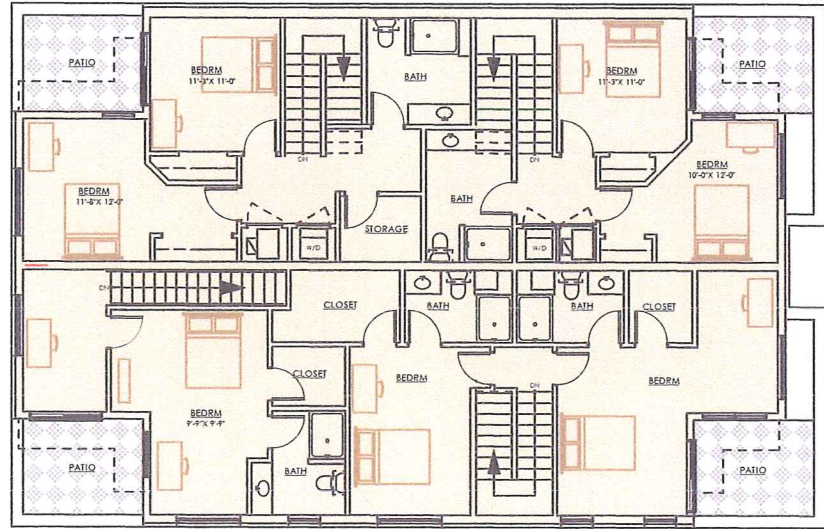
FERCH ARCHITECTURE
2704 Gregory Street, Madison, WI 53711
608-238-6900 david@fercharchitecture.com

No. Date Revision

1 2/18/14

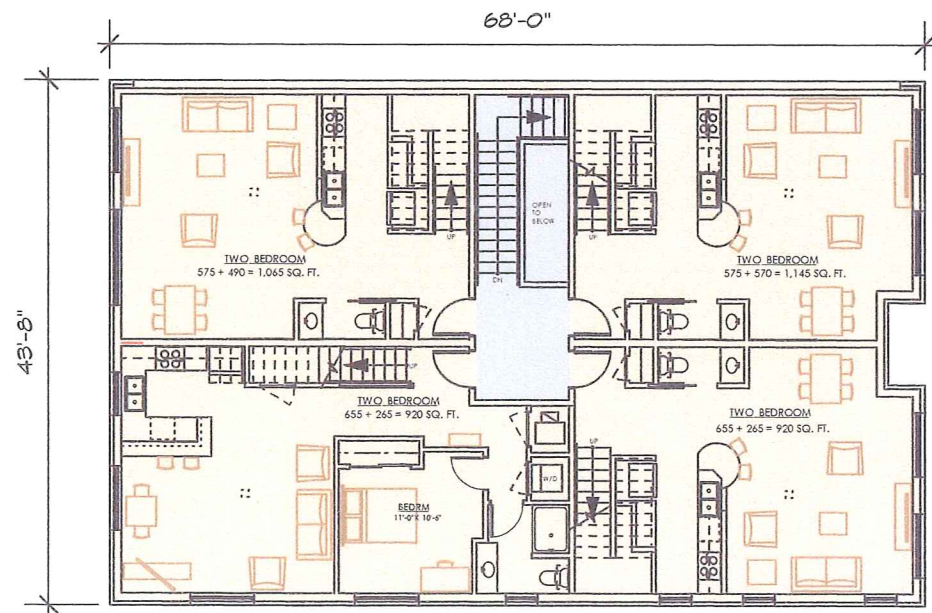
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Project No. 01327
SHEET NO. L1



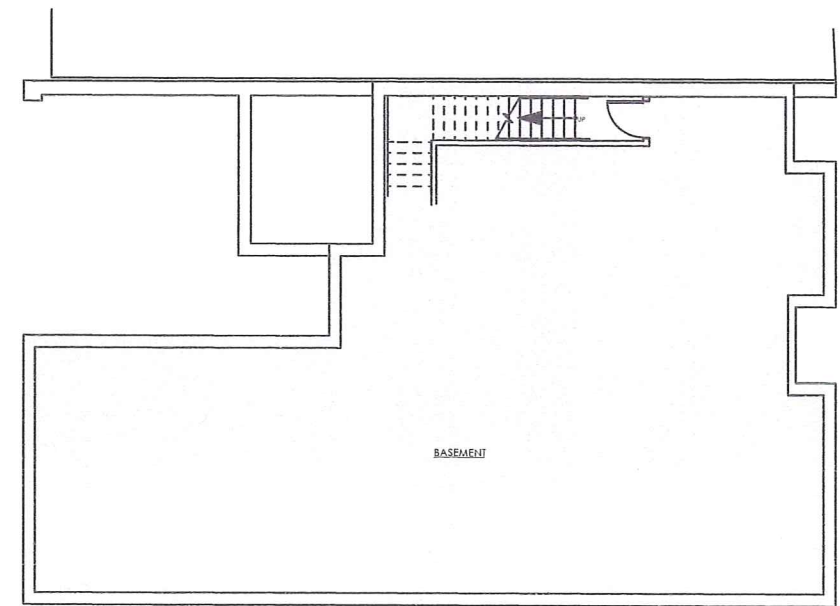
2,450 SQ. FT.

3RD FLOOR PLAN



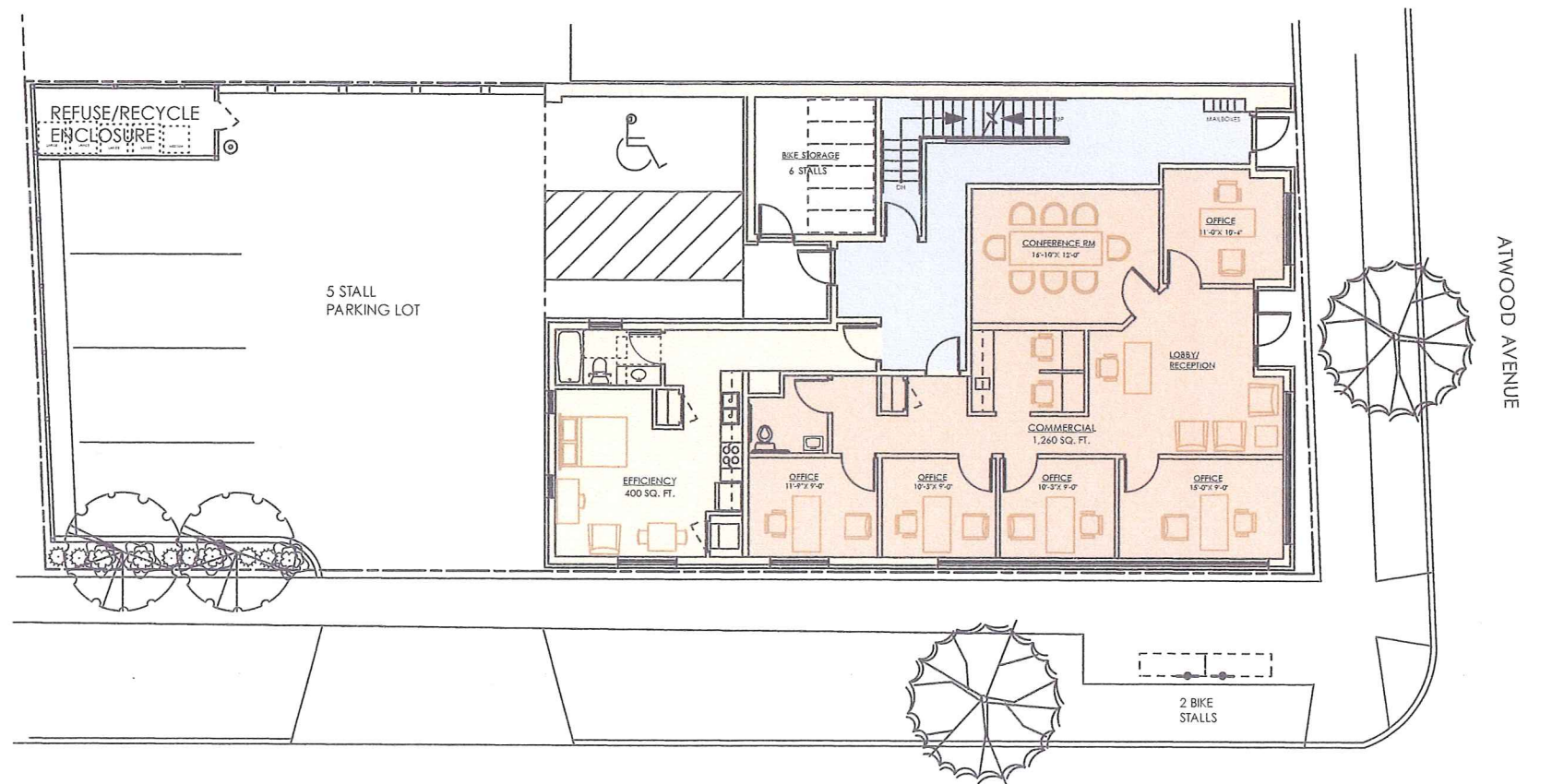
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2ND FLOOR PLAN



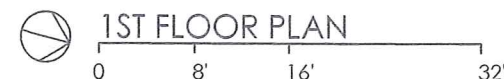
2,300 SQ. FT.

BASEMENT FLOOR PLAN



2,500 SQ. FT.

1ST FLOOR PLAN



SCALE 1/16" = 1'-0"

PROJECT
JLL BUILDING
2223 ATWOOD AVENUE, MADISON, WI 53704

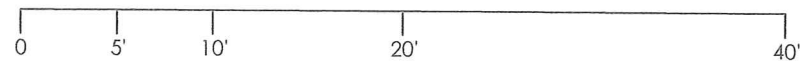
ARCHITECT
FERCH ARCHITECTURE
2704 Gregory Street, Madison, WI 53711
608-238-6900 david@fercharchitecture.com

No.	Date	Revision	DATE	2/18/14
01327				
Project No.				
SHEET NO.				

A1



ATWOOD AVENUE ELEVATION



PROJECT
JLL BUILDING
 2223 ATWOOD AVENUE, MADISON, WI 53704

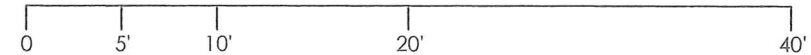
ARCHITECT
FERCH ARCHITECTURE
 2704 Gregory Street, Madison, WI 53711
 608-238-6900 david@fercharchitecture.com

No.	Date	Revision

DATE
 01327 2/18/14
 Project No.
 SHEET No.
A2



EVERGREEN AVENUE ELEVATION



PROJECT
JLL BUILDING
 2223 ATWOOD AVENUE, MADISON, WI 53704

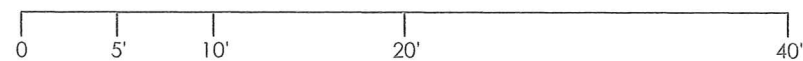
ARCHITECT
FERCH ARCHITECTURE
 2704 Gregory Street, Madison, WI 53711
 608-238-6900 david@fercharchitecture.com

No.	Date	Revision

DATE
 01327 **2/18/14**
 Project No. _____
 SHEET NO. **A3**



REAR ELEVATION



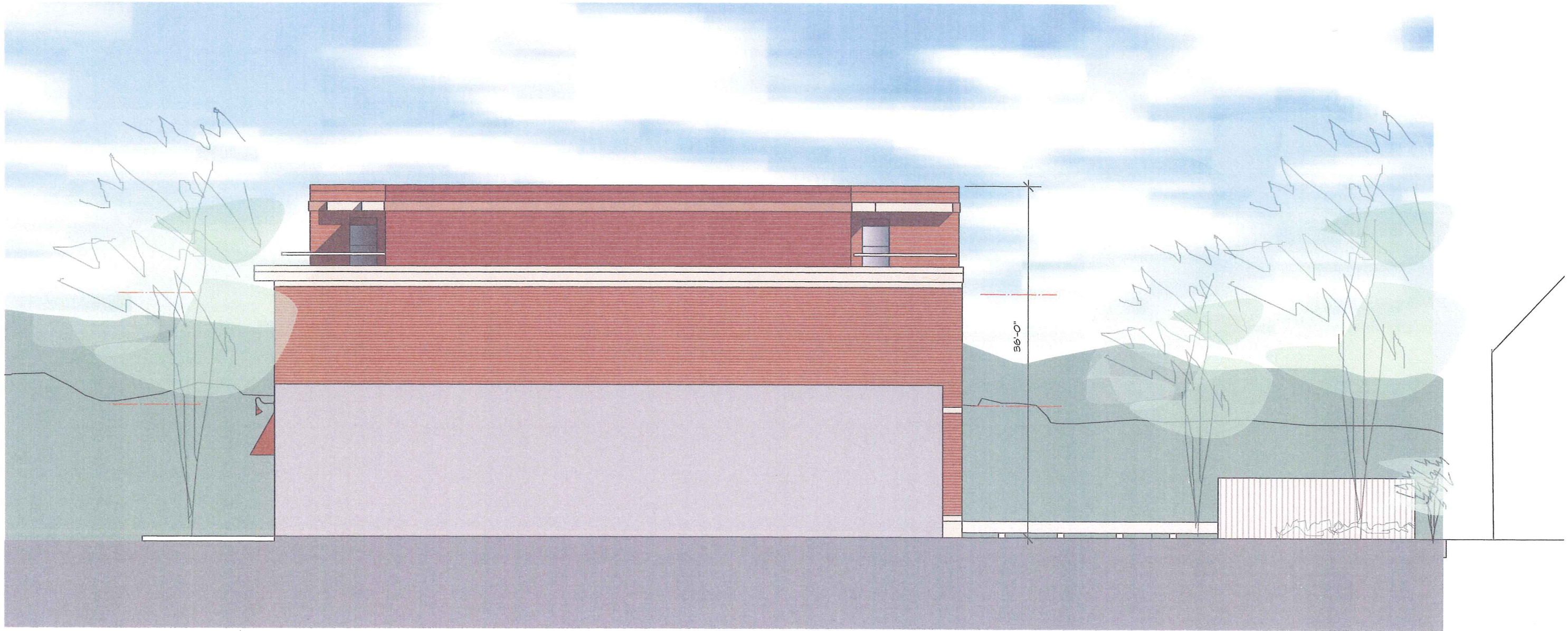
PROJECT
JLL BUILDING
 2223 ATWOOD AVENUE, MADISON, WI 53704

ARCHITECT
FERCH ARCHITECTURE
 2704 Gregory Street, Madison, WI 53711
 608-238-6900 david@fercharchitecture.com

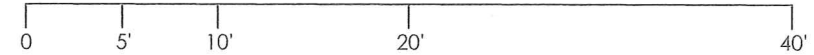
No.	Date	Revision

DATE	01327	2/18/14
Project No.		
SHEET NO.		

A4



WEST ELEVATION



PROJECT
JLL BUILDING
 2223 ATWOOD AVENUE, MADISON, WI 53704

ARCHITECT
FERCH ARCHITECTURE
 2704 Gregory Street, Madison, WI 53711
 608-238-6900 david@fercharchitecture.com

No.	Date	Revision

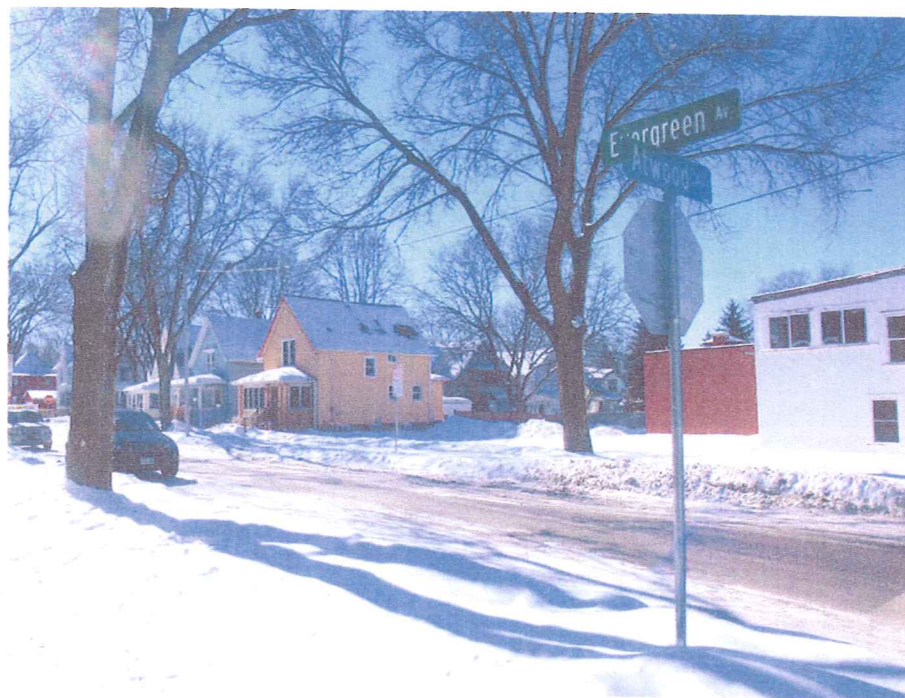
DATE
 01327 2/18/14
 Project No. _____
 SHEET NO. **A5**



ATWOOD AVENUE



EVERGREEN AVENUE



URBAN CONTEXT PHOTOS

PROJECT
JLL BUILDING
2223 ATWOOD AVENUE, MADISON, WI 53704

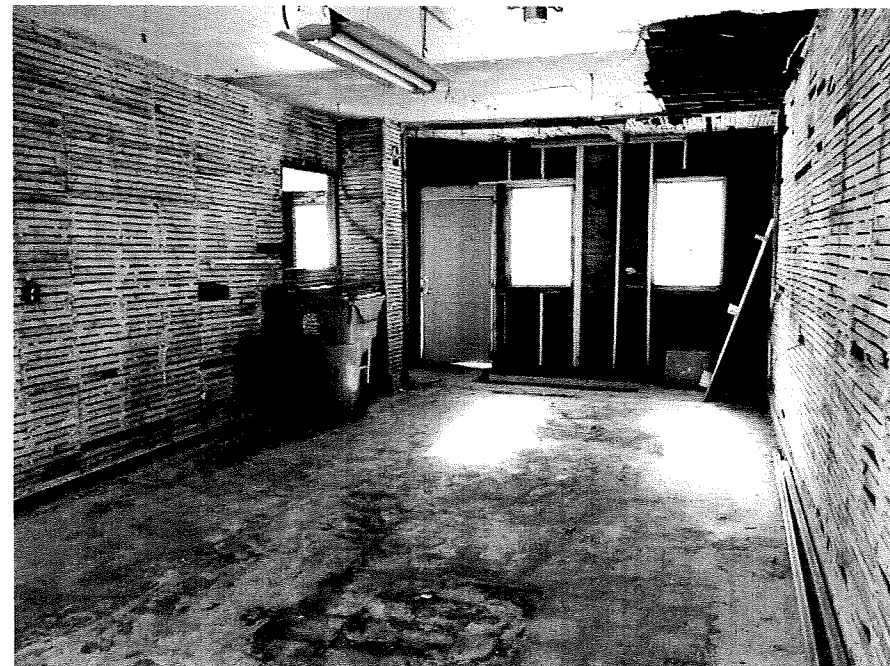
ARCHITECT
FERCH ARCHITECTURE
2704 Gregory Street, Madison, WI 53711
608-238-6900 david@fercharchitecture.com

No.	Date	Revision
01327	2/18/14	
Project No.	Date	
SHEET NO.		

SM1



SECOND FLOOR



FIRST FLOOR

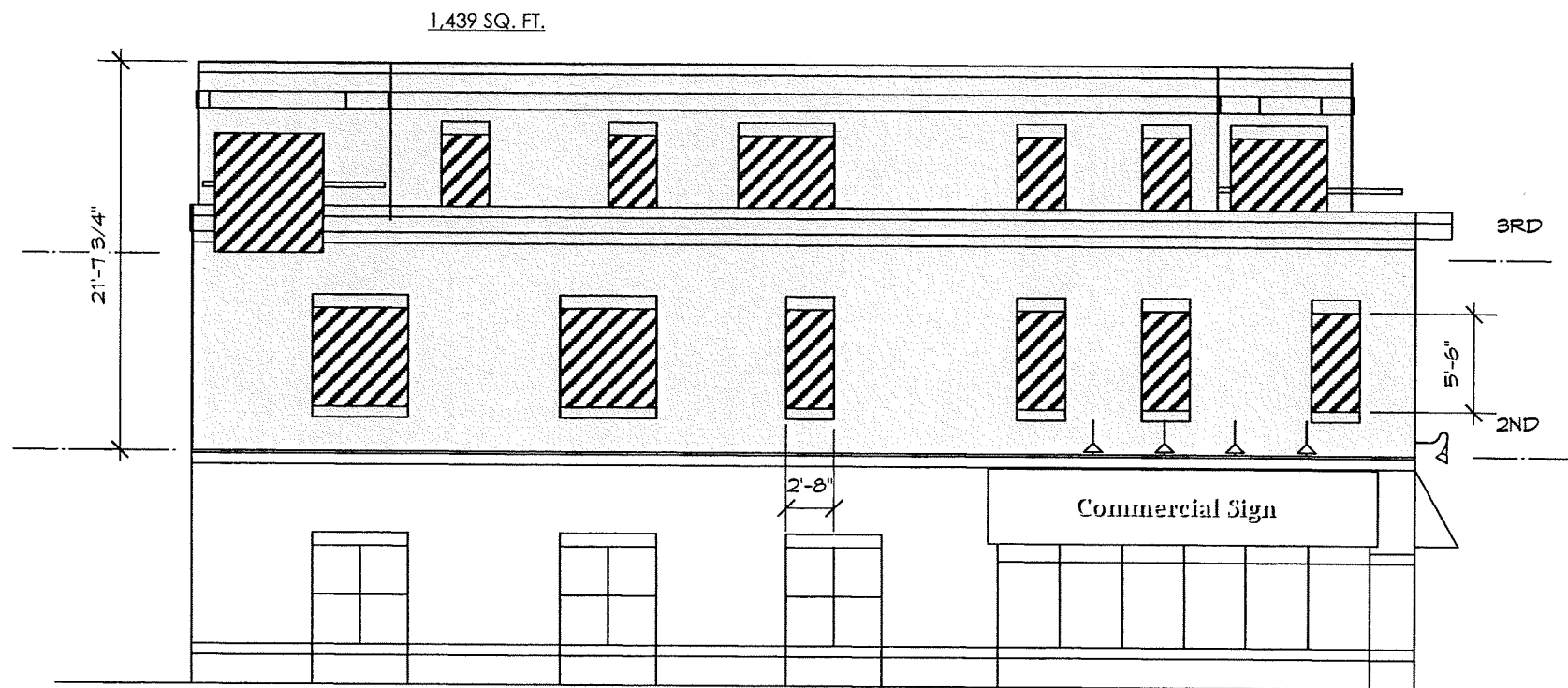
EXISTING BUILDING PHOTOS

PROJECT
JLL BUILDING
2223 ATWOOD AVENUE, MADISON, WI 53704

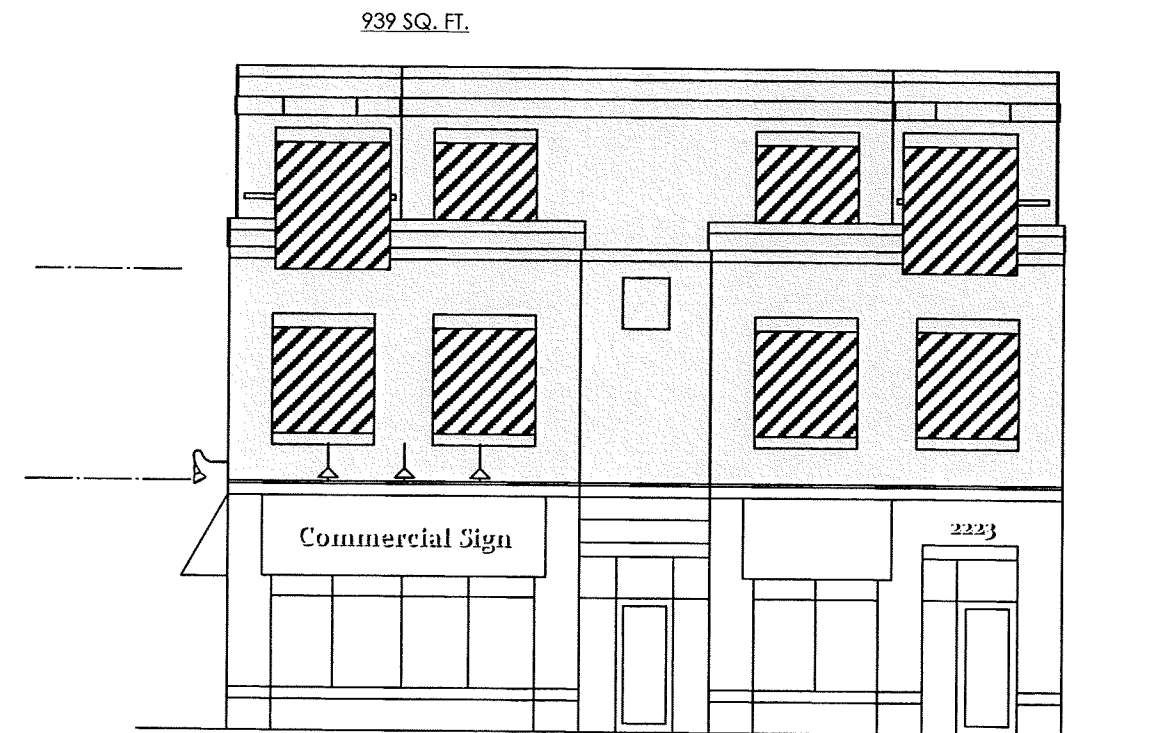
ARCHITECT
FERCH ARCHITECTURE
2704 Gregory Street, Madison, WI 53711
608-238-6700 david@fercharchitecture.com

No.	Date	Revision

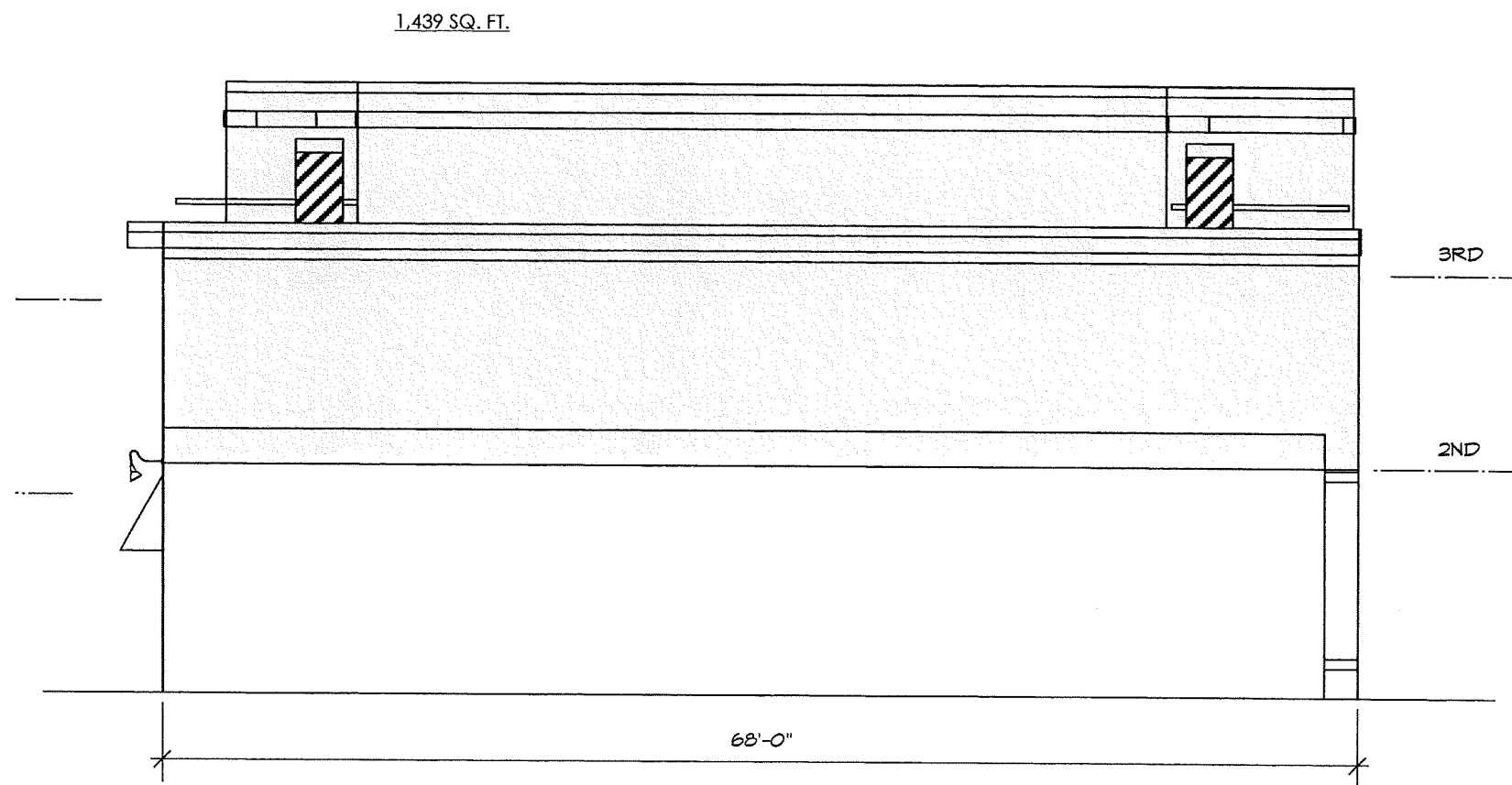
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Project No. 01327
SHEET NO. SM2



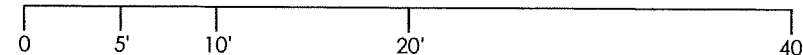
EVERGREEN AVENUE ELEVATION



ATWOOD AVENUE ELEVATION



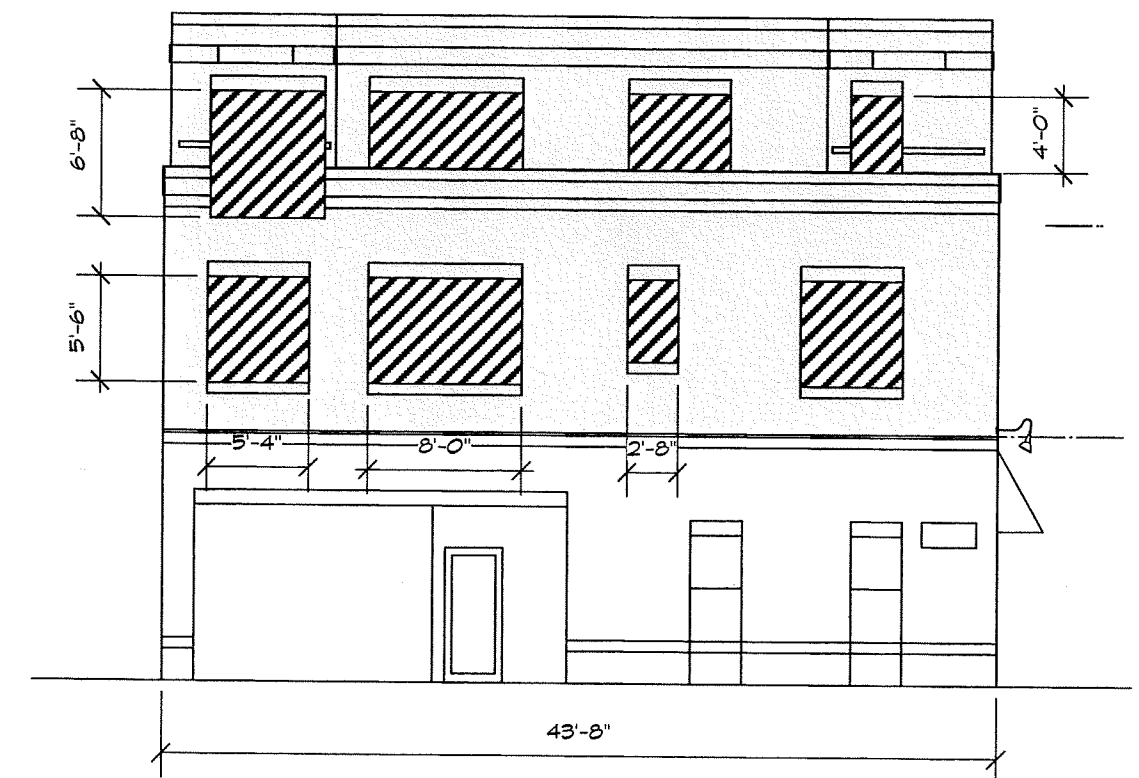
WEST ELEVATION



UPPER WALL AREA: 4,756 SQ. FT.

UPPER WALL OPENINGS: 720 SQ. FT.

OPENING PERCENTAGE: 15.13 %



REAR ELEVATION

PROJECT

JLL BUILDING
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ARCHITECT

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2704 Gregory Street, Madison, WI 53711
608-238-6900 david@fercharchitecture.com

No. Date Revision

01327

2/18/14

Project No. Date

01327

SM3