



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

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

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>10.26.2016</u>	<input checked="" type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>11.9.2016</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: 2802 E. WASHINGTON MADISON
Project Title (if any): _____

2. This is an application for (Check all that apply to this UDC application):

- New Development
- Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or 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 Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee)
- Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: JOHN SEAMON
 Street Address: 901 DEMING WAY
 Telephone: () _____ Fax: () _____

Company: ICONICA
 City/State: WI · MADISON Zip: 53538
 Email: JOHN.SEAMON@ICONICACREATES.COM

Project Contact Person: SAME AS ABOVE
 Street Address: _____
 Telephone: () _____ Fax: () _____

Company: _____
 City/State: _____ Zip: _____
 Email: _____

Project Owner (if not applicant): JEFF BERNSTEIN
 Street Address: _____
 Telephone: () _____ Fax: () _____

City/State: _____ Zip: _____
 Email: _____

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with _____ on 9/29/2016. AL, JESSICA WILSON & JENNY K

B. 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: JOHN SEAMON

Relationship to Property: CONSULTANT

Authorized Signature: _____

Date: 10.26.2016

2802 E. Johnson Street
Madison, WI
10/25/2016

MADISON LANDSCAPE WORKSHEET

Landscape Points Required

Impervious Area =	7,491 SF
Landscape Points Required: $7,491/300 =$	25 units
25 units x 5 points/unit =	<u>125 points</u>

Landscape Points Supplied

Proposed canopy trees - 4 @ 35 =	140 points
Proposed ornamental trees - 0 @ 15 =	0 points
Proposed evergreen trees - 0 @ 35 =	0 points
Proposed deciduous shrubs - 33 @ 3 =	99 points
Proposed evergreen shrubs - 21 @ 4 =	84 points
Proposed perennials & grasses 37 @ 2 =	74 points
Total landscape points supplied =	<u>397 points</u>



2802 E. Johnson Street
Car-X
VIEW 1 - Perspective view from East Johnson



2802 E. Johnson Street
Car-X
VIEW 2 - Perspective view from North lawn

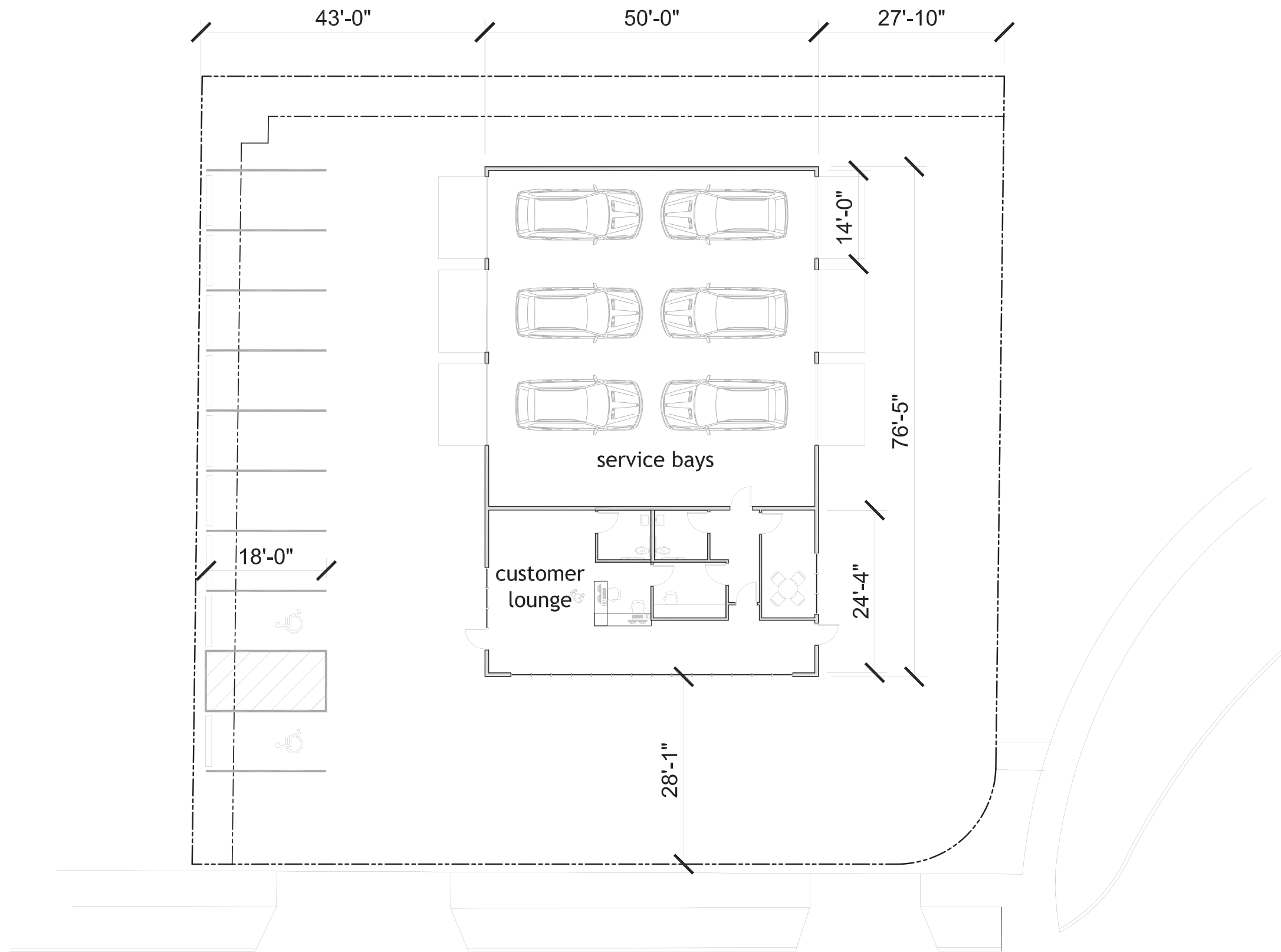


2802 E. Johnson Street
Car-X
VIEW 3 - Perspective view from East Washington

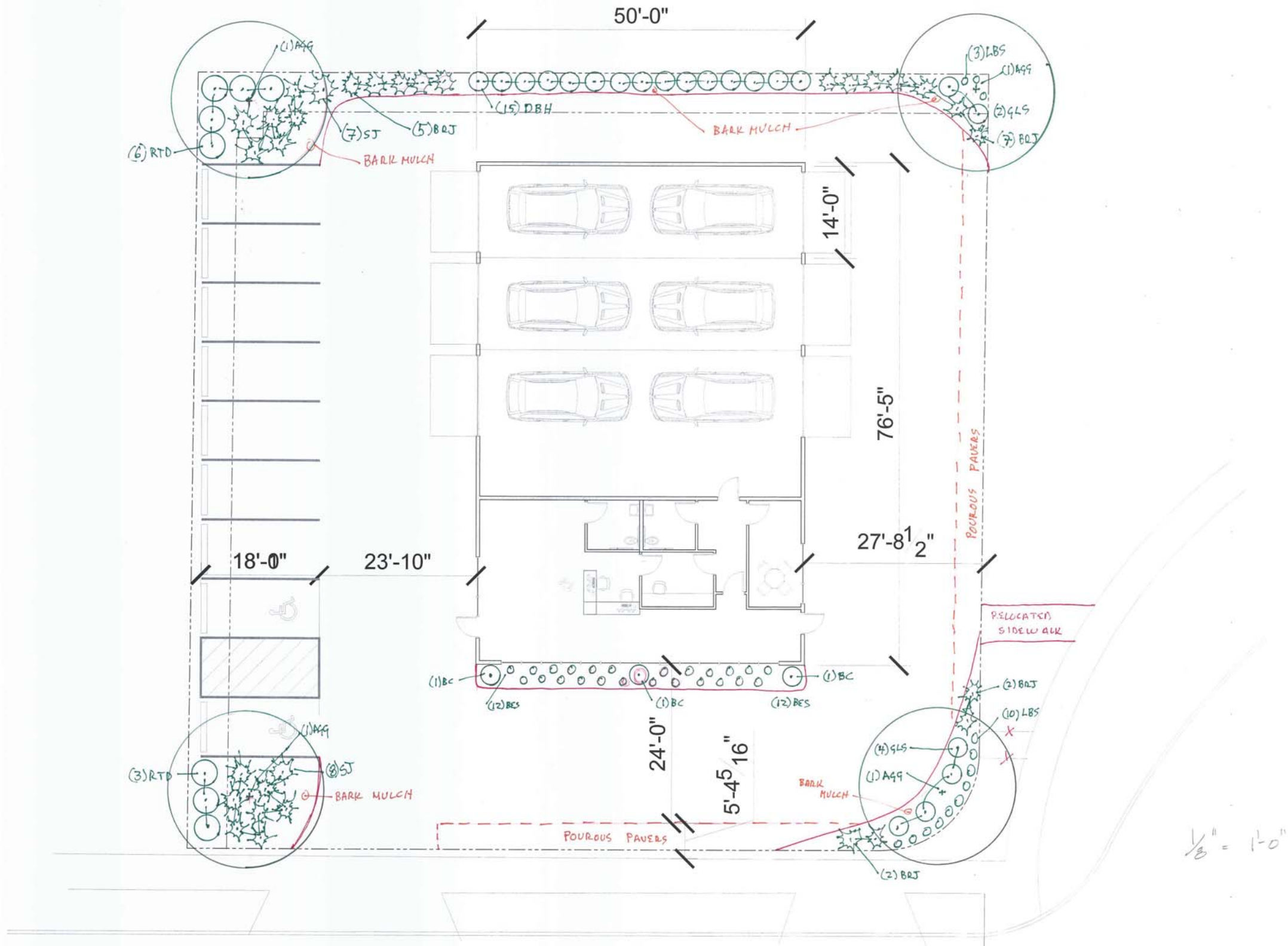


2802 E. Johnson Street
Car-X
Locator map and proposed Site plan





2802 E. Johnson Street
 Car-X
 SCHEMATIC FLOOR PLAN



2802 E. Johnson Street
 Car-X
 PRELIMINARY LANDSCAPE PLAN



Project Description
Car-X, 2802 E. Johnson Street
October 24, 2016

Project Description:

The proposed project sits on 14,136 SF of land at the intersection of North Lawn ave. and East Washinton. The proposed building is a single story, 3,750 GSF automotive repair building. The impervious area is 11,311 or 80% max lot coverage. The project is located in Urban Design District No Public Subsidy is being requested for this project.

Zoning:

The Property is located in the CC-T 'Commercial Corridor- Transitional' district. The design is aimed at improving the quality of the landscaping, architecture and urban environment. This project will be requesting approval as a conditional use.

Design:

The owner and primary tenant have developed a brand that is unique to them which we are looking to maintain in the architectural design. The heightened endcap, all brick, traditional style and stout typology are part of that brand. The primary materials are, brick, cast stone glass and aluminum storefront, and branded yellow canvas awnings.

The site design is largely driven by integrating the clearances and turning radius of the cars being serviced for customers while placing it as close to the intersection of East Johnson and East Washington.

Organizational Structure:

Owner:	Jeff Bernstein CAR-X	Architect:	Iconica 901 Deming Way Madison, WI 53717 608-664-3535 Contact: John Seamon John.seamon@iconicacreates.com
Engineer:	Iconica 901 Deming Way Madison, WI 53717 608-664-3535 Contact: Patrick Eagan	Civil Design:	TBD

Landscape Architect: Paul Skidmore, ASLA

Signage: Graphic House
TBD

Project Schedule: Construction Start – Spring 2017.

Thank you for your time in reviewing our proposal.

Sincerely,



John Seamon
Architectural Director
Iconica