

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: NOVEMBER 22, 201:) Minformational I	
UDC Marting Date: DEC FACE FOR	T X Informational i	Presentation
UDC Meeting Date: DECEMBER 06, 20	οι 7 Πnitial Approva	1
Combined Schedule Plan Commission Date (if applicable):	Final Approval	
1. Project Address: 717 - 753 EAST	JOHNSON ST	
Project Title (if any): 700 EAST JOH		
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2. This is an application for (Check all that apply to this UDC application);	
New Development	eviously-Approved Development	
A. Project Type:	$I_{ij} = \{ i, j \in \mathcal{I} \mid j \in \mathcal{I} \mid j \in \mathcal{I} \}$	
Project in an Urban Design District* (public hearing-\$300 fee	· · · · · · · · · · · · · · · · · · ·	
Project in the Downtown Core District (DC) or Urban N		terior Alterations)
☐ Suburban Employment Center (SEC) or Campus Institu		
☐ Planned Development (PD)	tional District (city of Employment Camp	, us 2.5tmst (20)
General Development Plan (GDP)		
Specific Implementation Plan (SIP)		
	·	
Planned Multi-Use Site or Planned Residential Comple		
B. Signage:		
Comprehensive Design Review* (public hearing-\$300 fee)	Street Graphics Variance* (public hea	aring-\$300 fee)
☐ Signage Exception(s) in an Urban Design District (public	nearing-\$300 fee)	
C. Other:		
Please specify:		
		······
3. Applicant, Agent & Property Owner Information:		
Applicant Name: CHRIS HOUDEN	Company:	· ·
Street Address:	City/State:	
		Zip:
Telephone:()	Email: chrishe spradis	
	Email: chrish@ spmadis	on.com
Project Contact Person: MELISJA WGGINS	Email: chrish@ spmadis Company: URBAN ASSE	on . com
Project Contact Person: MELISJA HVGGINS Street Address: 807 EAST JOHNSON ST.	Email: chrish@ Spmadis Company: URBAN ASSET City/State: MADISON	on . com Zip:W
Project Contact Person: MELISJA HUGGINS Street Address: 807 EAST JOHNSON ST. Telephone: (608) 819-6566 Fax: ()	Email: chrish@ spmadis Company: URBAN ASSE	on . com Zip:W
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Kahler Slater

November 22, 2017

Urban Design Commission City of Madison 126 S. Hamilton St. Madison, WI 53701

LETTER OF INTENT
UDC INFORMATIONAL PRESENTATION – 700 E. JOHNSON

To whom it may concern,

This letter outlines the application regarding the rezoning and redevelopment of 717 to 753 East Johnson Street to a mixed-use retail and residential development that includes new construction and restoration of several existing structures currently on site. This development will require the rezoning of the properties from TR-V2 to NMX.

The following entities comprise the Project Team:

Client: 700 East LLC
 Development Consultant: Urban Assets
 Architecture: Kahler Slater
 Civil Engineering: Vierbicher
 Landscape Architecture: Vierbicher

The scope of the project includes the renovation of 8 existing houses and the construction of two new buildings sitting atop underground parking. The program includes the following:

- +/- 70,000 sf of new residential development plus below-grade parking
- 58 apartments in two newly constructed three-story buildings
- 11 apartments in 5 existing renovated houses
- The relocation renovation and renovation of 3 existing houses off site
- Two 1.400 sf retail suites
- +/- 69 below-grade parking stalls
- Ample bike parking
- Landscaped courtyard, roof decks, balconies and streetscape amenities

As noted, the existing conditions include 11 contiguous parcels fronting East Johnson Street (each with wood-framed buildings most of which were originally designed as single-family homes but have since been modified to include multiple apartments). At least eight of these homes will be renovated, three of which will be relocated to donor sites first.

As part of the rezoning effort it is important to note that this project addresses:

- The neighborhood plan's long-range vision of the 700 block of East Johnson as an area of expansion of the NMU district (most similar to NMX zoning).
- Strengthening the vitality of the neighborhood commercial core on East Johnson Street by encouraging rehabilitation of existing buildings and adding some new commercial and residential development.

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Milwaukee Madison

111 West Wisconsin Avenue Milwaukee, WI 53203.2501 USA P 414.272.2000 F 414.272.2001

- Providing a wide range of housing options to fit the needs of individuals and families

 including studio, one-bedroom, two-bedroom and three-bedroom units in larger
 apartment complexes as discussed in the neighborhood plan.
- The placement of multi-family and mixed-use projects in neighborhood centers and business districts and along major transit corridors, as outlined in the City's Comprehensive Plan.
- Improving the quality of repair and adaptation of existing residential buildings, and
 promoting the quality of new design and construction as well as facilitating the
 relocation of existing residential buildings that might otherwise be demolished, by
 proactively identifying sites where house can feasibly be moved.
- Promotion of green building technologies, low-impact development techniques for storm-water management and other innovative measures that encourage sustainable development.
- Reducing the demand for development of farmland and vacant land on the periphery
 of the City by encouraging infill, redevelopment, and higher development densities at
 appropriate locations.
- Ensuring that there is a sufficient supply of rental housing to reduce housing costs and provide more choices.
- Positive impact on the economic health of the area of the City where the development is proposed.
- Inclusion of open space suitable to the type and character of development proposed, including a mix of structured and natural spaces for use by residents and visitors.

Please refer to the attached drawings and photos outlining the overall development plan including both new construction and restoration of 8 of the existing properties currently on site.

Sincerely,

KAHLER SLATER, INC.

Thomas Miller, AIA Principal

Kahler Slater

700 East Johnson - Project Location Map



11/09/2017

700 East Johnson Street Development



Restoration on Site

751 East Johnson

745 East Johnson

743 East Johnson

739/741 East Johnson

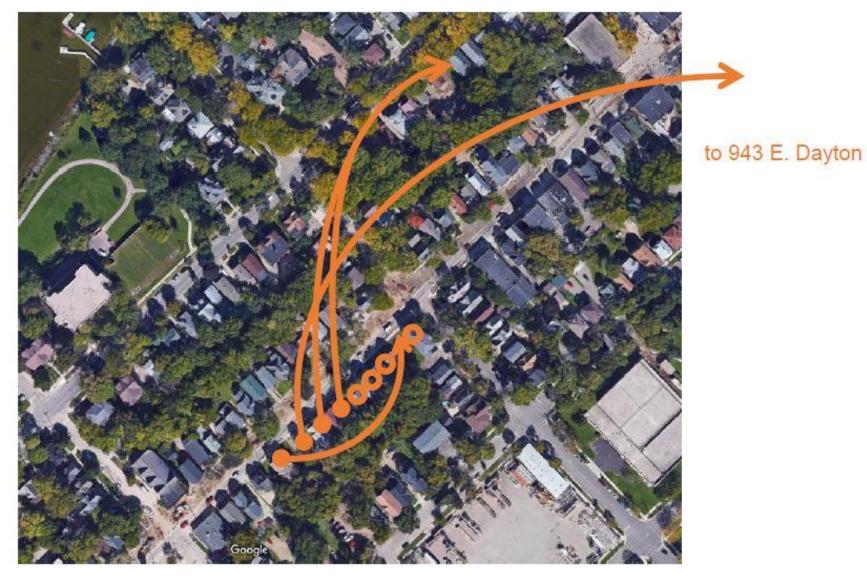
Restoration & Relocation

727 to 749 E. Johnson

737 to 943 E. Dayton

731 to 827 E. Gorham

733 to 827 E. Gorham





Restoration on Site







751 727 Relocated 745



Restoration on Site





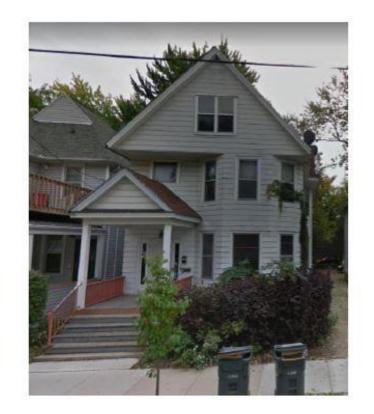
739/741 743



Restoration off Site





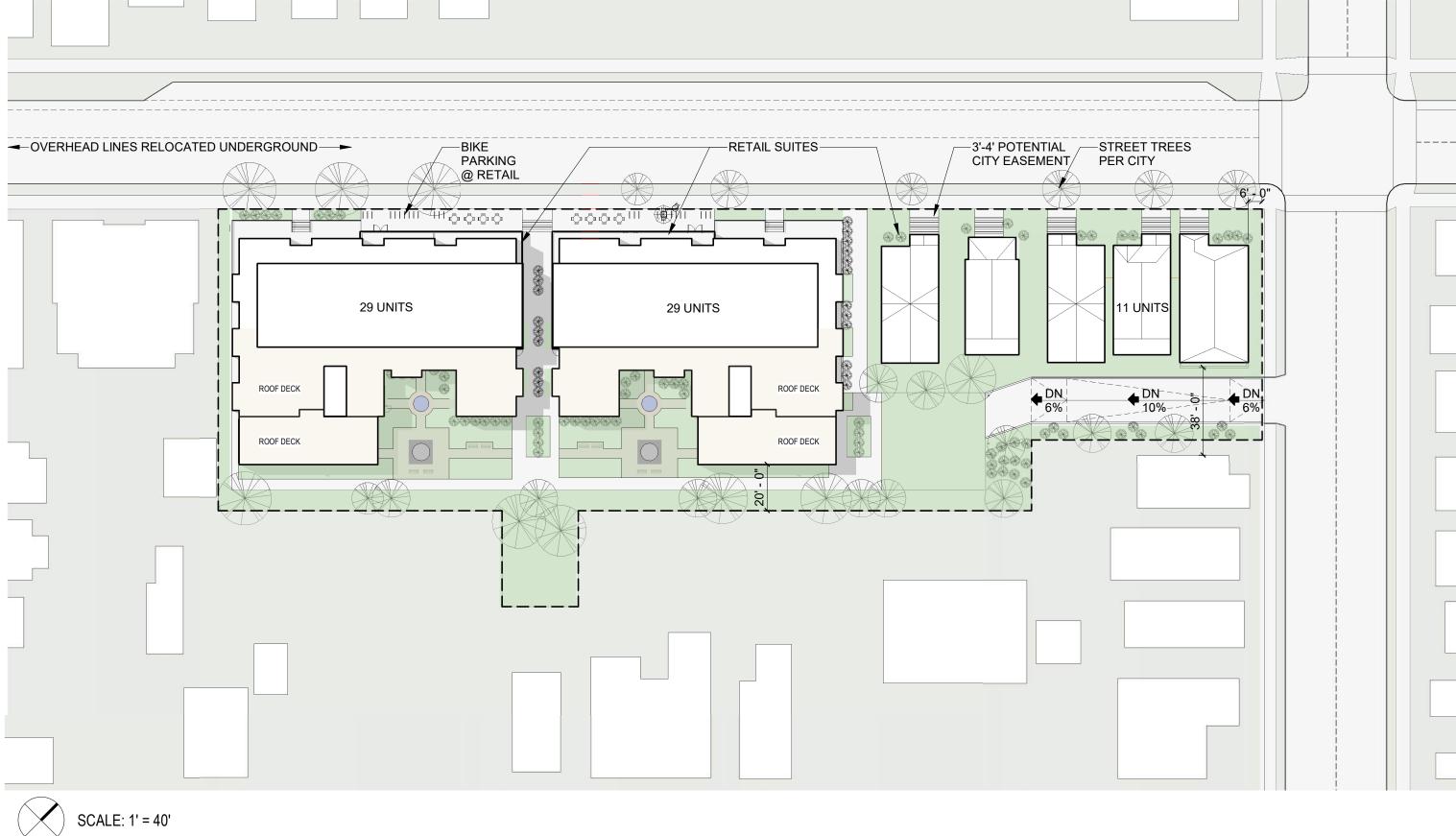


733 737*

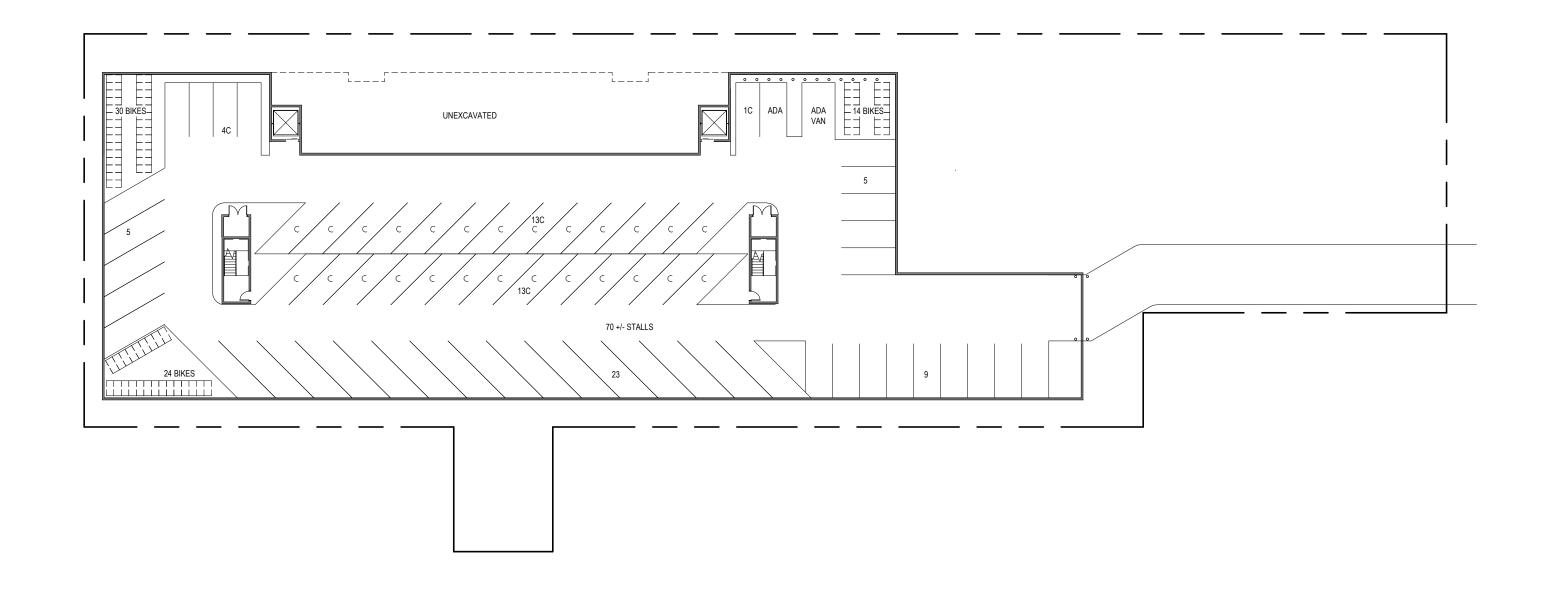
700 EAST JOHNSON STREET

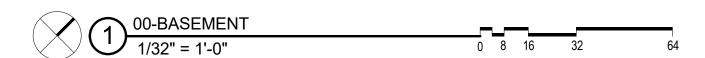
MADISON, WISCONSIN













01-FIRST FLOOR PLAN	01-FIRST FLOOR PLAN					
	1/32" = 1'-0"	0	8	16	32	64

UNIT MIX- FIRS	ST FLOOR
UNIT TYPE	UNIT COUNT
1BR	6

UNIT TYPE	UNIT COUNT	UN
1BR	6	1BI
2BR	8	2BI
3BR	1	3BI
4BR	1	4BI
STUDIO	6	ST
TOTAL:	22	TO

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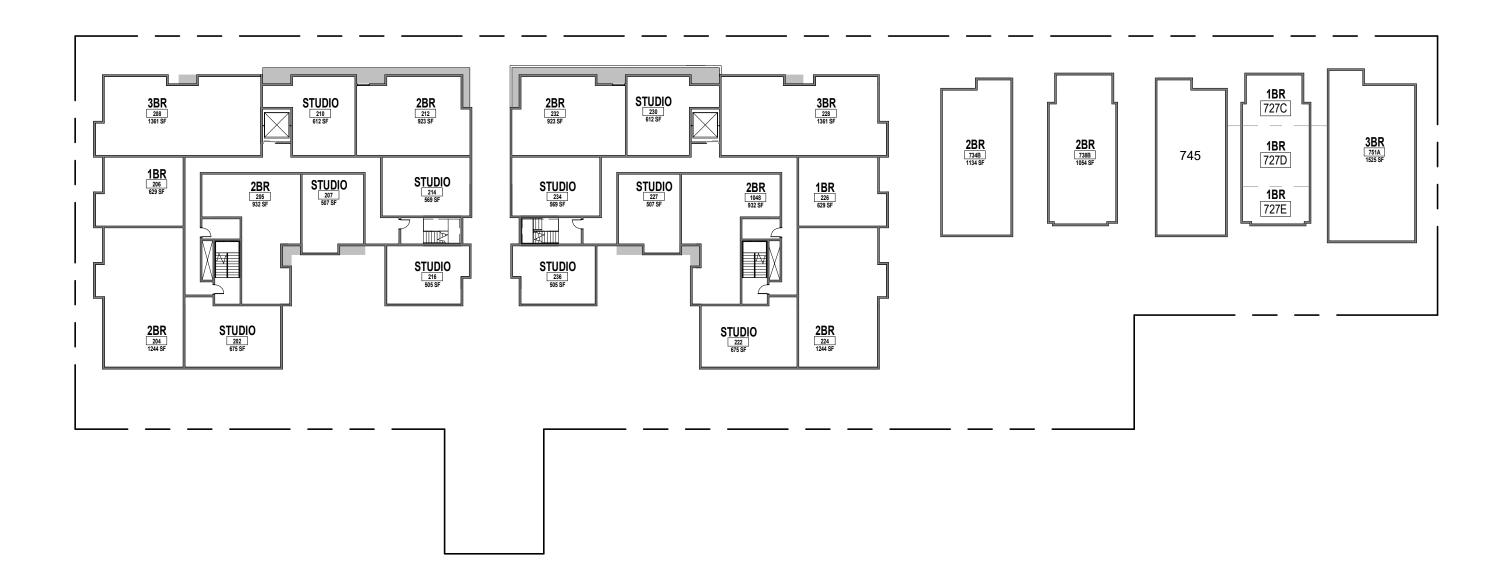
UNIT TYPE	UNIT COUNT	UNIT TYPE %	AVG SF
1BR	19	28%	700 SF
2BR	22	32%	1000 SF
3BR	9	13%	1250 SF
4BR	1	1%	
STUDIO	18	26%	500 SF
TOTAL:	69	100%	

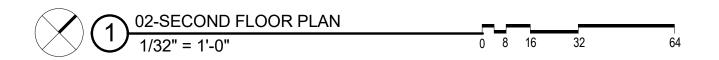
Kahler Slater

700 EAST JOHNSON STREET

MADISON, WISCONSIN

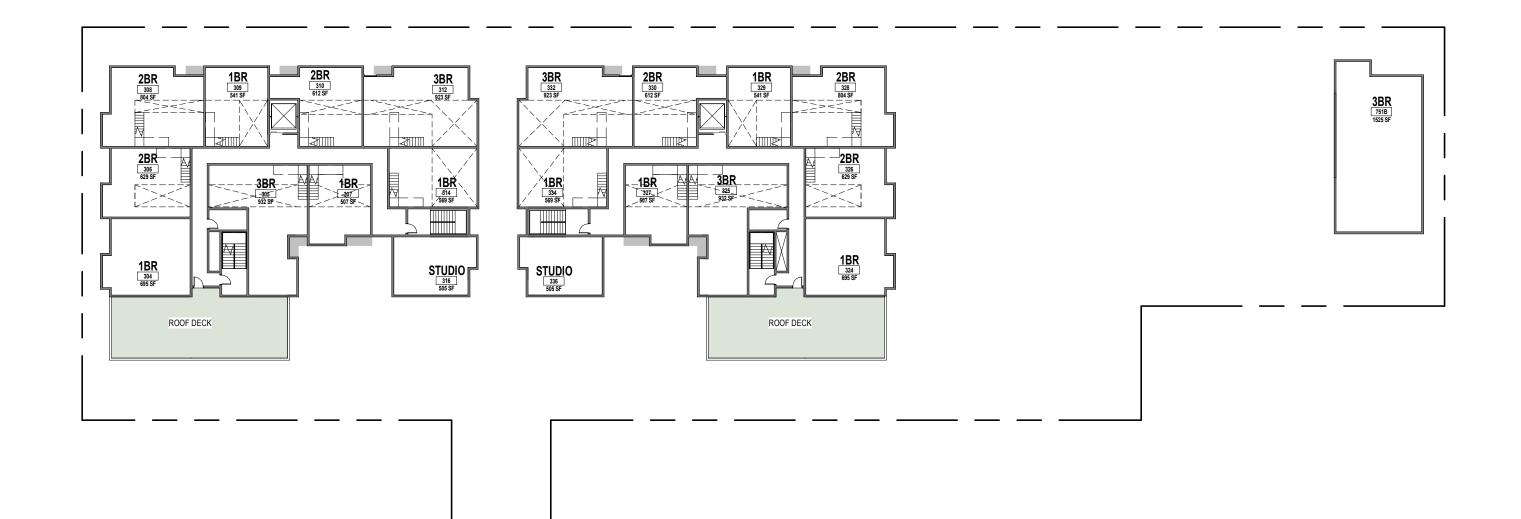
FIRST FLOOR PLAN

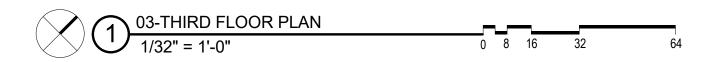




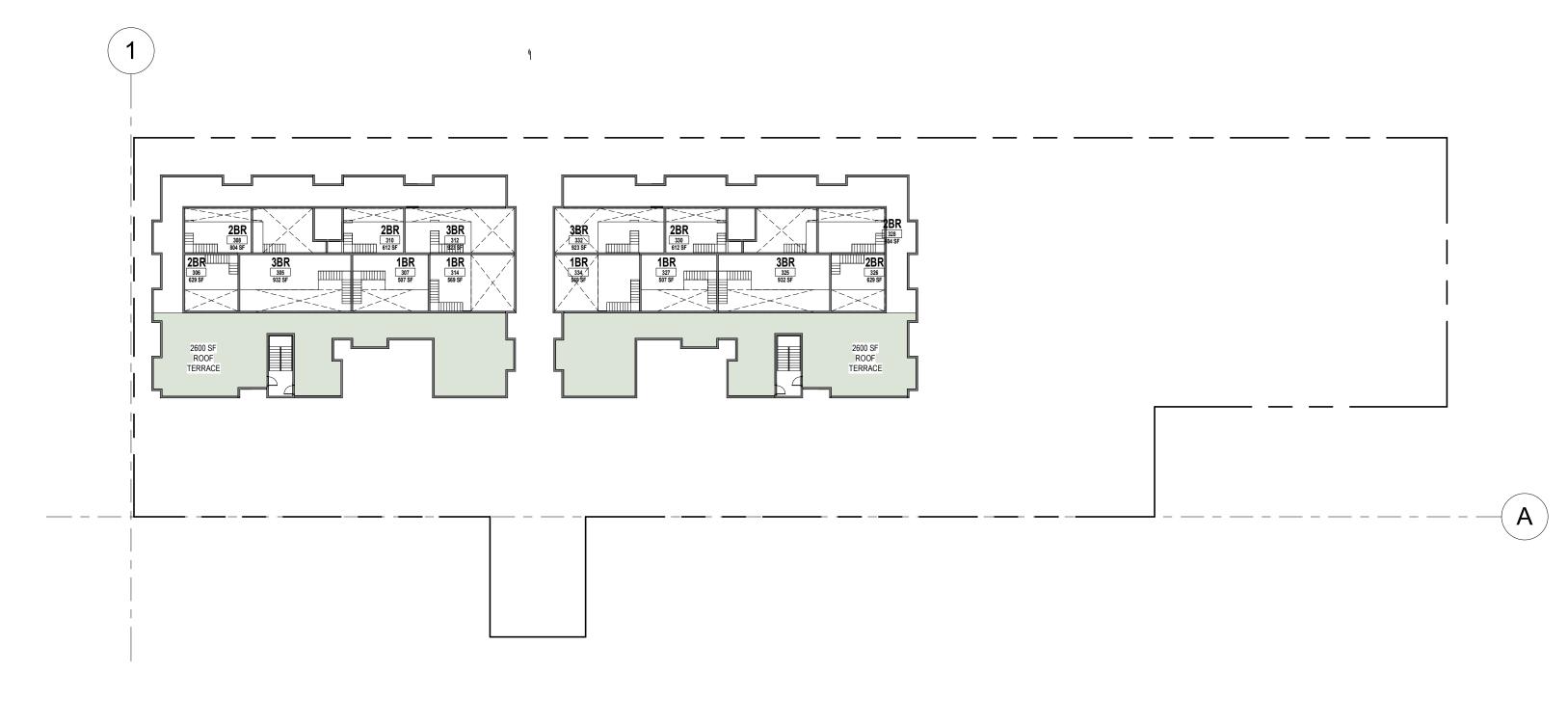
JNIT MIX - SECOND FLOOR	UNIT MIX - TOTAL

UNIT TYPE	UNIT COUNT	UNIT TYPE	UNIT COUNT	UNIT TYPE %	AVG SF
4DD	E	400	40	200/	700 05
1BR	5	1BR	19	28%	700 SF
2BR	8	2BR	22	32%	1000 SF
3BR	3	3BR	9	13%	1250 SF
STUDIO	10	4BR	1	1%	
TOTAL:	26	STUDIO	18	26%	500 SF
		TOTAL:	69	100%	

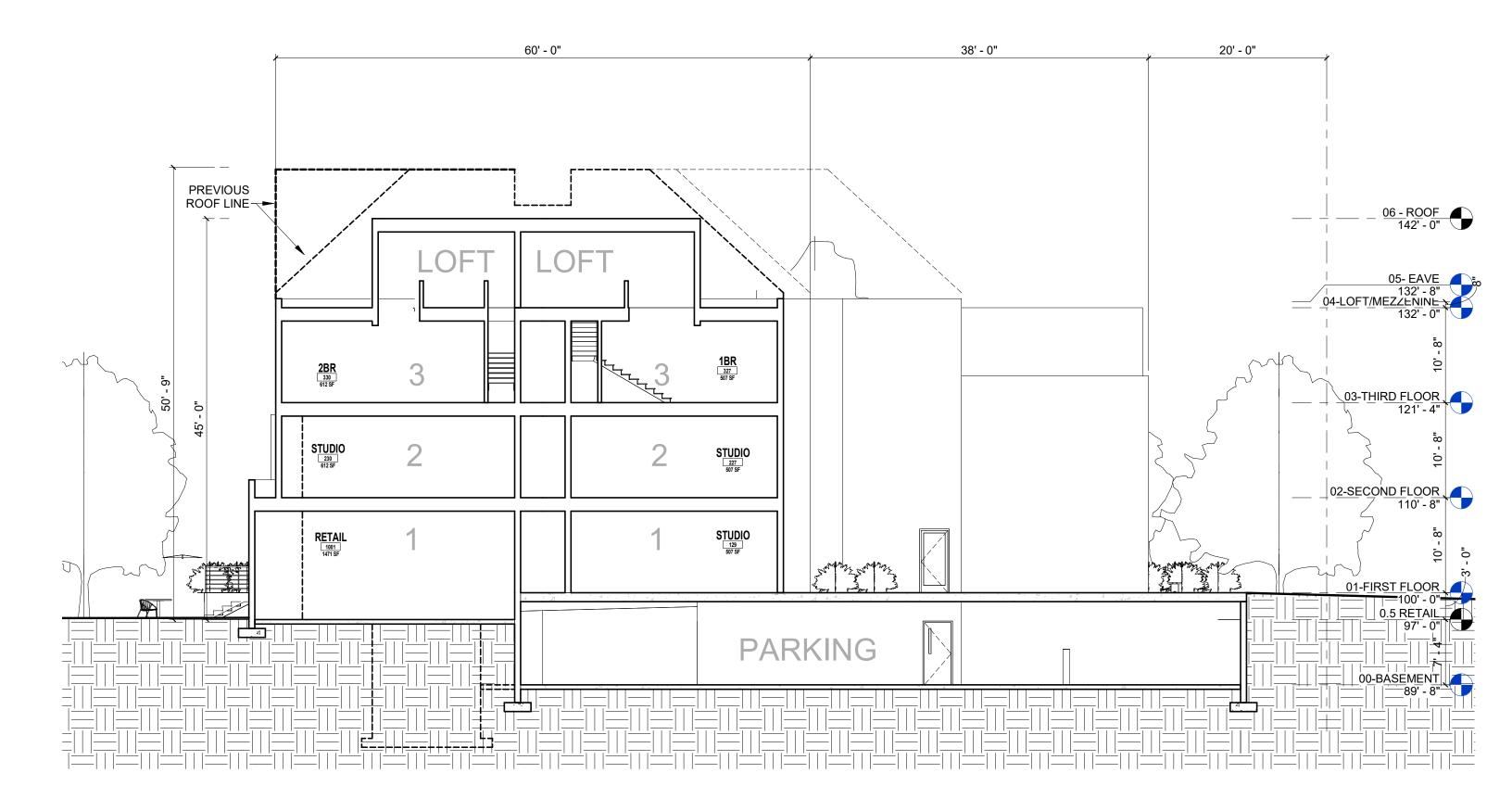


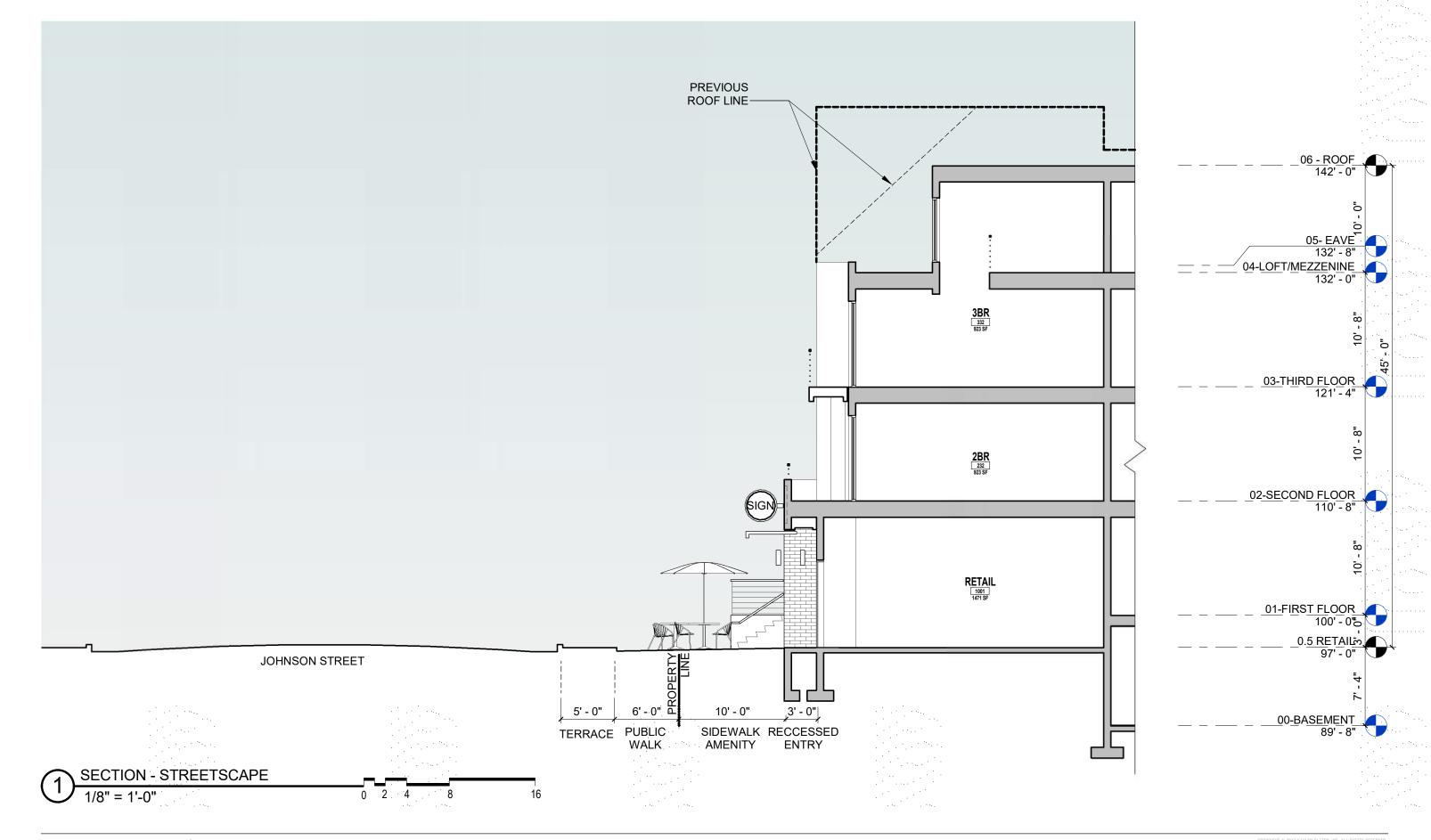


UNIT MIX - THIRD FLOOR		UNIT MIX - TOTAL			
UNIT TYPE	UNIT COUNT	UNIT TYPE	UNIT COUNT	UNIT TYPE %	AVG SF
1BR	8	1BR	19	28%	700 SF
2BR	6	2BR	22	32%	1000 SF
3BR	5	3BR	9	13%	1250 SF
STUDIO	2	4BR	1	1%	
TOTAL:	21	STUDIO	18	26%	500 SF
		TOTAL:	69	100%	









Kahler Slater

700 EAST JOHNSON STREET

MADISON, WISCONSIN

STREETSCAPE SECTION

10-09-2017





















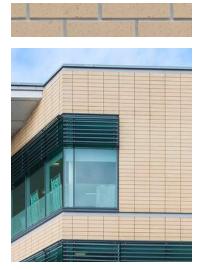












MASONRY MODULAR BRICK STACK BOND CHAMPAGNE



EQUITONE FIBER CEMENT PANEL GRAY TONES



CORRUGATED METAL PANEL CONCEALED FASTENERS



STANDING SEAM METAL

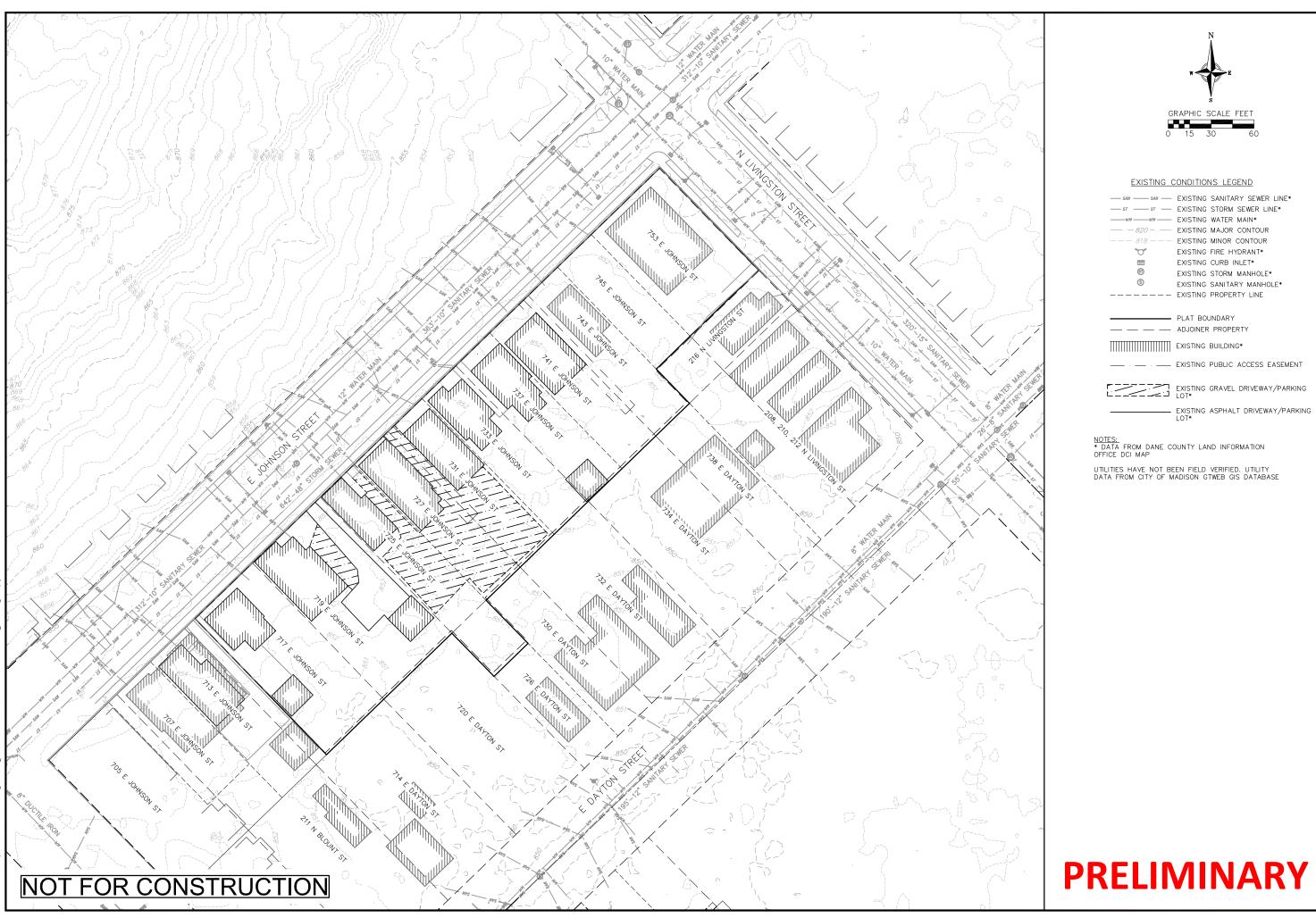


CABLE RAIL



ACCENT PANELS ORANGE METAL PANEL CEDAR SHIPLAP



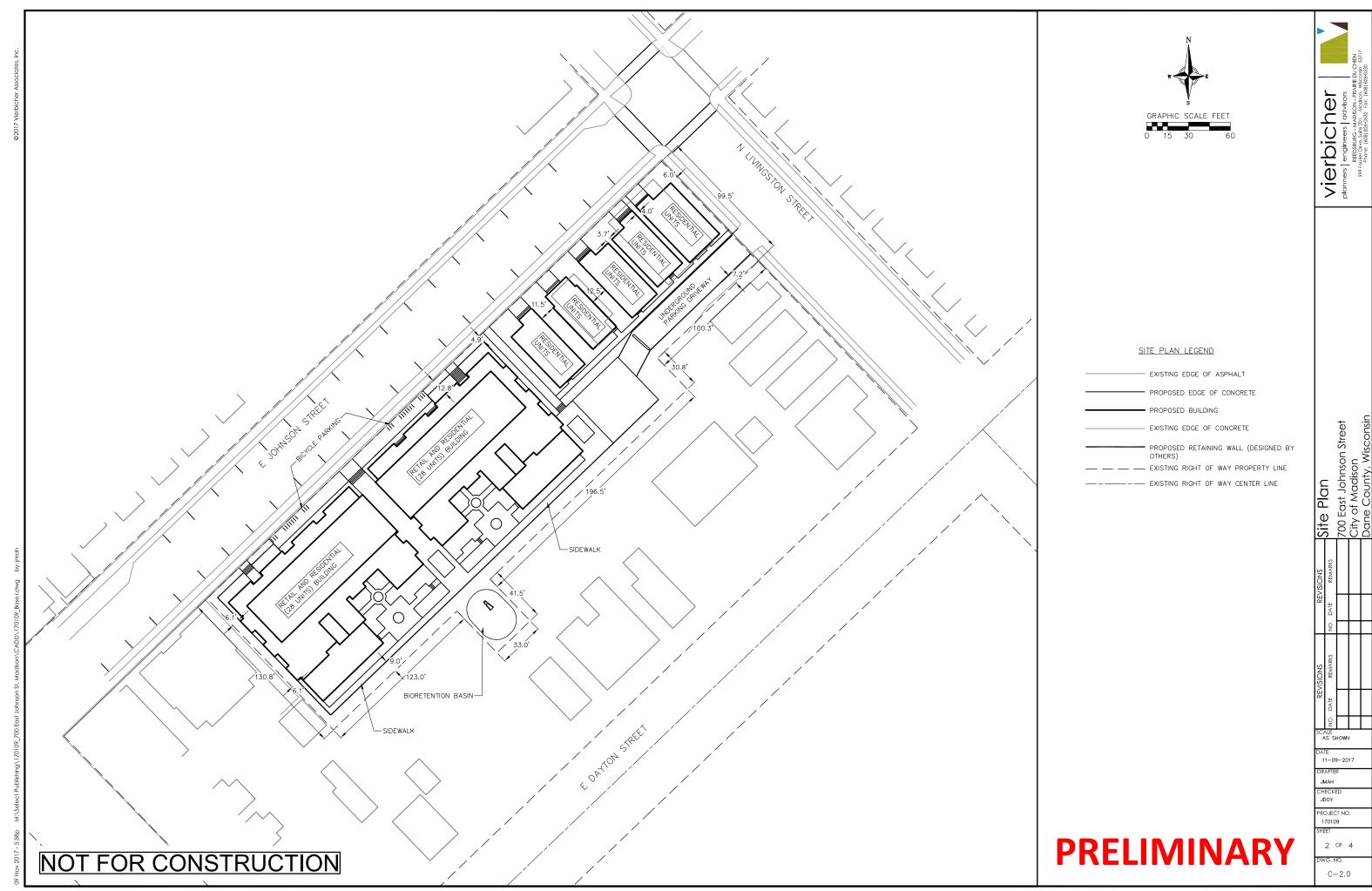


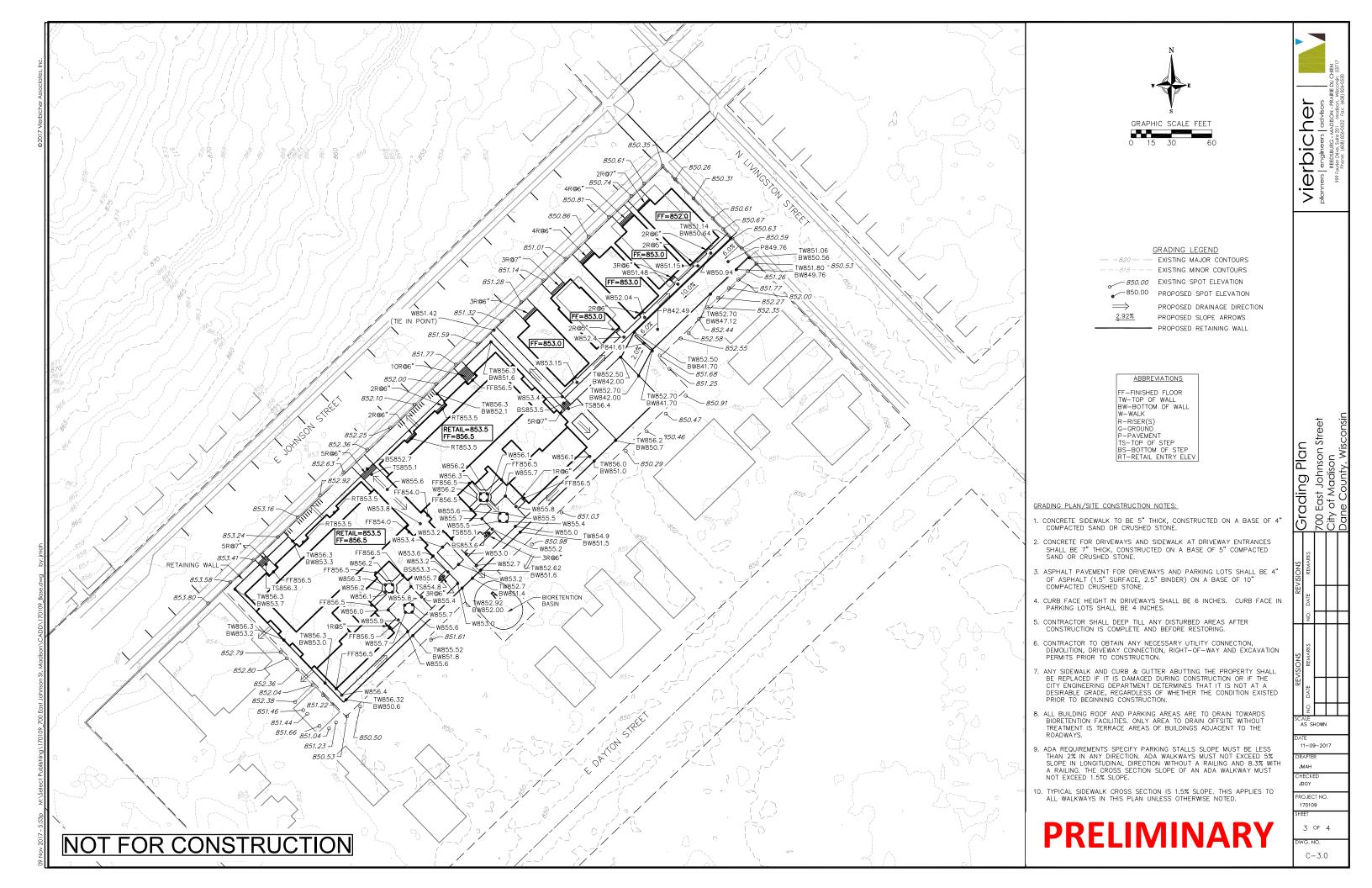


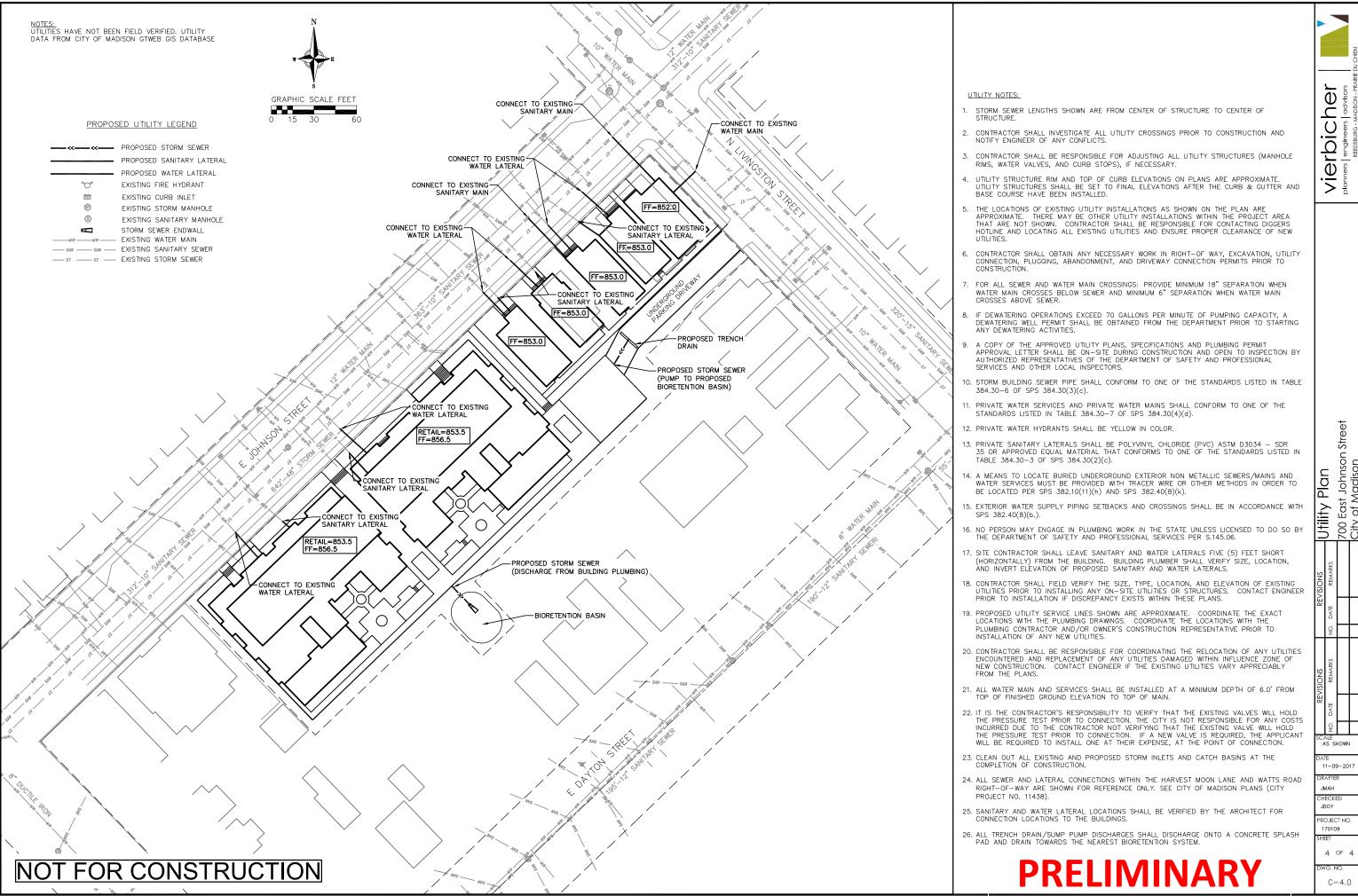
Vierbicher
planners | engineers | advisors

PROJECT NO. 170109

1 OF 4







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