URBAN DESIGN COMMISSION APPLICATION



City of Madison Planning Division 126 S. Hamilton St. P.O. Box 2985



| FOR OFFICE USE ONLY: | | | |
|-----------------------|-----------|--|--|
| Paid | Receipt # | | |
| Date received | | | |
| Received by | | | |
| Aldermanic District | | | |
| Zoning District | | | |
| Urban Design District | | | |
| Submittal reviewed by | | | |
| | | | |

| Madison, WI 53701-2985 (608) 266-4635 Complete all sections of this application, including the desired meeting date and the action requested. If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately. | | Received by Aldermanic District Zoning District Urban Design District Submittal reviewed by | | | | | | | |
|---|---|--|---|---|----|--|--|-----|--|
| | | | | | 1. | Address: Title: | 007 Fish Hatchery eloton Residence: | R o | |
| | | | | | 2. | Application Type (cl UDC meeting date re ☐ New developmed ☐ Informational | | | ously-approved development Final approval |
| 3. | □ Project in the Down Mixed-Use District □ Project in the Sub Campus Institution District (EC) □ Planned Develop □ General Develop □ Specific Imp | an Design District wntown Core District (DC), Urban t (UMX), or Mixed-Use Center District (MXC) purban Employment Center District (SEC), onal District (CI), or Employment Campus ment (PD) velopment Plan (GDP) elementation Plan (SIP) se Site or Residential Building Complex | Sigr | Comprehensive Design Review (CDR) Signage Variance (i.e. modification of signage height, area, and setback) Please specify | | | | | |
| 1. | Applicant name Street address Telephone Project contact perso Street address Telephone Property owner (if no | P.o. Box 62037 Middleton, M 608-826-4000 on Ion Helmen 1818 farmenter St. 608-444-5552 | City/St Email Compa City/St Email | Jon@fnallenter Prises.com | | | | | |
| | Street address Telephone | | City/St Email | ate/Zip | | | | | |
| | | | | | | | | | |

5. Required Submittal Materials

- Application Form
- 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
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans (Refer to checklist provided below for plan details)
- ☑ Filing fee
- ☑ Electronic Submittal*

Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies <u>must</u> be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

*Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

6. Applicant Declarations

than \$1.000.

- 1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with <u>Janiel GlaeSer</u> on <u>Dec. 4, 2018</u>.
- 2. 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.

| Applicant name relation Residences, LLC Relationship to property owwer |
|--|
| Applicant name Price to 1827 SUMCES, LLC Relationship to property Owner Authorized signature of Property Owner By: Application Filing Foos |
| Application Filing Fees |

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less

Please consult the schedule below for the appropriate fee for your request:

- □ Urban Design Districts: \$350 (per §35.24(6) MGO).
 □ Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX): \$150
- ☐ Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)

(per §33.24(6)(b) MGO)

- ☐ Minor Alteration to a Comprehensive Sign Plan: \$100 (per \$31.041(3)(d)(1)(c) MGO)
- ☐ All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) 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:

- 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



TO:

City of Madison – Planning Division 215 Martin Luther King Jr. Blvd. Madison, WI 53703

Heather Stouder

Department of Planning & Development – City of Madison 215 Martin Luther King Jr. Blvd. Madison, WI 53703

RE:

Letter of Intent – Land Use Application for Plan Commission and Common Council Initial/Final Approval Request PROJECT:
Peloton Residences
1004 & 1032 S. Park Street Madison, WI

AYA Project # 59830

October 30th, 2018 Page 1 of 5

The following is submitted together with the plans and application for review by City staff and the Planning Commission and Common Council. With this application we will be requesting initial and final approval of the project development and site plan layout. This letter of intent is accompanied by the Land Use application.

Organizational Structure:

Owner/ Developer:

Peloton Residences, LLC P.O. Box 620037 Middleton, WI 53562 608-345-0701 Contact: Jon Hepner

Contact: Jon Hepner jon@twallenterprises.com

Architect/ Structural Engineer:

Angus-Young Associates, Inc. 16 N. Carroll Street Suite 610 Madison, WI 53703 608-284-8225 Contact: Jeff Davis

jeffd@angusyoung.com

Site Engineer:

Vierbicher 999 Fourier Drive, Suite 201 Madison, WI 53717 608-821-3966 Contact: Joe Doyle

Landscape Design:

The Bruce Company 2830 Parmenter Street PO Box 620330 Middleton, WI 53562 608-836-7041

idoy@vierbicher.com

Contact: Rich Strohmenger

rstrohmenger@brucecompany.com

Introduction:

The triangular 1.65 acre site is located on the south corner of Park Street and Fish Hatchery Road and is part of an approved PUD_GDP that established a guide for redevelopment of the former Bancroft Dairy site. The PUD-GDP was approved by the Common Council on October 4, 2011 and later approved to a PUD-SIP zoning. The site is currently an open green space after the demolition of the former Bancroft Dairy Facility.

This proposal will create a dynamic mixed-use community that features attractive architecture and landscaping with density and uses that will support the surrounding businesses and residential neighborhood with a reflection to the history of the site.



Request to Planning Commission and Common Council:

We are requesting an amendment to a previously approved and recorded Specific Implementation Plan for Peloton Residences. This development was first approved by Planning Commission and Common Council in June of 2015 and then received approval for an amendment in September of 2017.

Specifically, we are requesting approval to convert the 16 lofts, the second floor of the 2 floor unit (5 studio lofts, 10 one bedroom lofts, and 1 two bedroom loft), to individual units; 5 additional studios, 10 additional one bedrooms, and 1 additional two bedroom. The only difference being that they'll each have a door. All of the existing 16 loft units already have bedrooms included in the loft area except for the 1 two bedroom, so the net new bedrooms being added is only 1. Further, the additional gross square footage being added, due to the loft-unit conversion, is less than 400 g.s.f. This conversion will occur within the currently approved building envelope.

Project Description:

The proposed development consists of 3 buildings of three to six stories surrounding an elevated and landscaped courtyard. The development provides a commercial space at the "wedge" of the site (corner of Park St. and Fish Hatchery Rd.) and along Park Street, live-work commercial spaces on Park Street and residential uses throughout the remainder of the site. Parking is below grade and the entrance is located along the South façade at the alley way between UW health and the proposed site. Residential apartments extend from the first through the fourth floors with a range of unit types available. The buildings will contain (168) apartment units, 12,287 gsf of commercial (including 1st level of live/work units and 6th level commercial/ community space), and (5) live-work units totaling 7,928 gsf of additional residential. We are providing site access via South Street (alley) from Fish Hatchery Road. Residents will be encouraged to exit the site by turning Right onto South Park Street.

The plan provides vehicular access to the site from either Park Street or Fish Hatchery via an existing shared drive. The proposed building has access to the parking level via ramp off this shared drive. 159 heated and secured parking stalls are provided. The parking level also provides room for 123 bicycle parking stalls, 76 of which are in a secured room.

The property is in the Bay Creek Neighborhood Association and within the boundaries of UDD 7, the South Madison Neighborhood Plan, the Wingra BUILD plan and an approved PD_SIP. The proposed development is generally consistent with those plans.

Building Design:

The design concept of the project reflects on the site history of Bancroft Dairy with a contemporary approach. This site was historically used as a manufacturing industrial use. With the Park Street elevation, we wanted to reflect on that history and are providing a contemporary reflection of an "industrial warehouse" feel with large divided light windows, inset balconies with soldier course and row lock brick detailing with awnings at the commercial spaces. Also, we plan to provide exposed steel canopy/ sunshade structure at the first level commercial space to further this industrial aesthetic. This warehouse look transitions into a more contemporary focus at the point – the idea being that we are transitioning to an iconic element of the design that doesn't forget about the neighborhood's history. This concept is meant to reflect the overall transition of the Park Street Corridor.

The "point" will include a 6 story glass wall with an industrial sun shade canopy that jets out towards the intersection at the first level. The point will be a mixture of vision glass and spandrel glass to hide the floor structure. The top level will include a 2,795 gsf rooftop space to be leased that includes an outdoor patio. This is intended to be an amenity to the Bay Creek Neighborhood. Also included on the top level is a rooftop patio for residents and the users of the commercial space that will feature great views of the Capitol and Lake Monona.

For exterior building materials, we are proposing a mixture of limestone base, brick veneer, composite panel and composite siding, glass and aluminum storefront. The large divided lite windows will be fiberglass, and smaller residential windows will be vinyl.



Site Development Data: Densities:

Lot area 71,647 sf or 1.64 acres

Dwelling units 173 units Lot Area/ D.U. 456 sf/ unit

Density 105.4 Units/ Acre

Lot Coverage 57,674 sf

Dwelling Unit Mix:

5 Live/Work: 38 Studio: 90 1 Bedroom: 3 1 Bedroom + Den 37 2 Bedroom:

> Total: 173



Building Height: 3-6 Stories

Floor Area Ratio:

Commercial 12,287 gsf Live/ Work Space 7,928 gsf Parking/ Support Spaces 58,767 gsf Residential 167,896 gsf Gross Floor Area 246,878 gsf 3.44

Floor Area Ratio

Vehicle Parking Stalls:

Lower Level 159

Bicycle parking stalls:

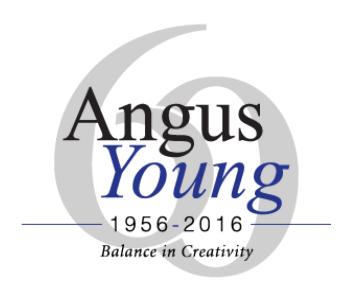
Parking Level 48 Secured Bike Storage Room 76 Sidewalk/ grade level 16

Thank you for your time reviewing our proposal.

Sincerely,

Jeff Davis, AIA

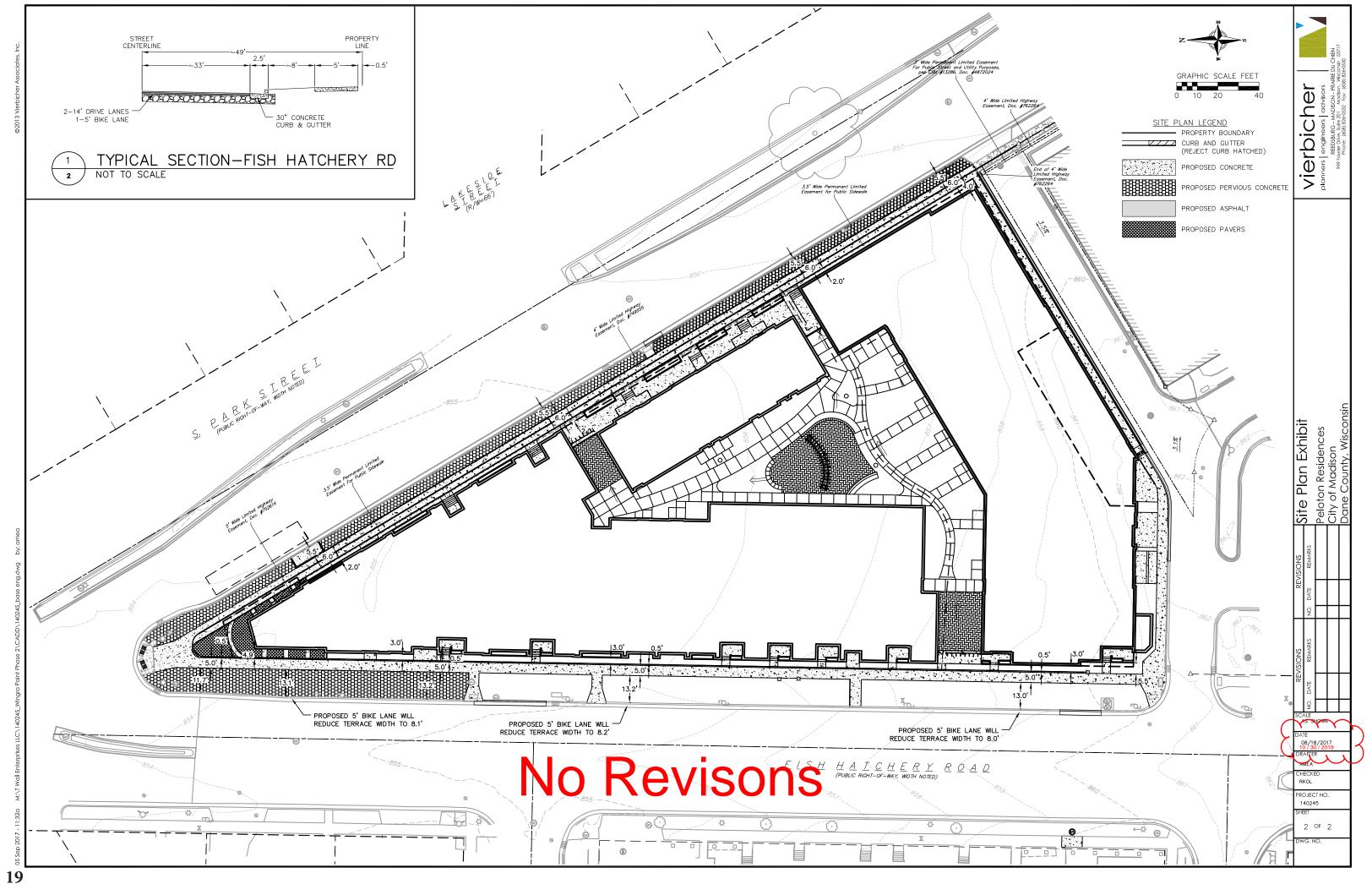


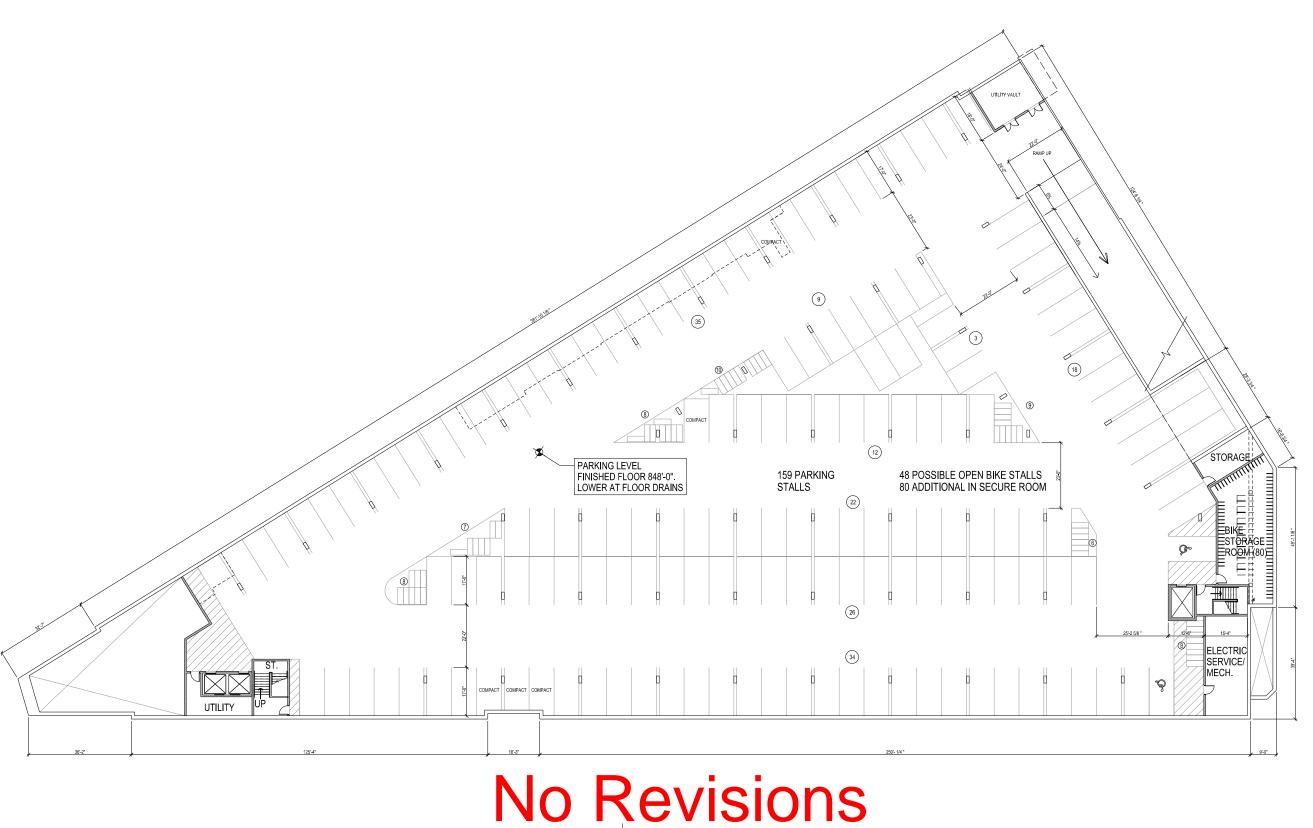


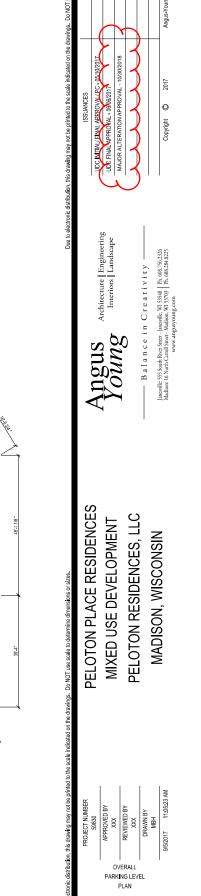
Peloton Place Residences Peloton Residences, LLC

Urban Design Commission Major Alteration Submittal

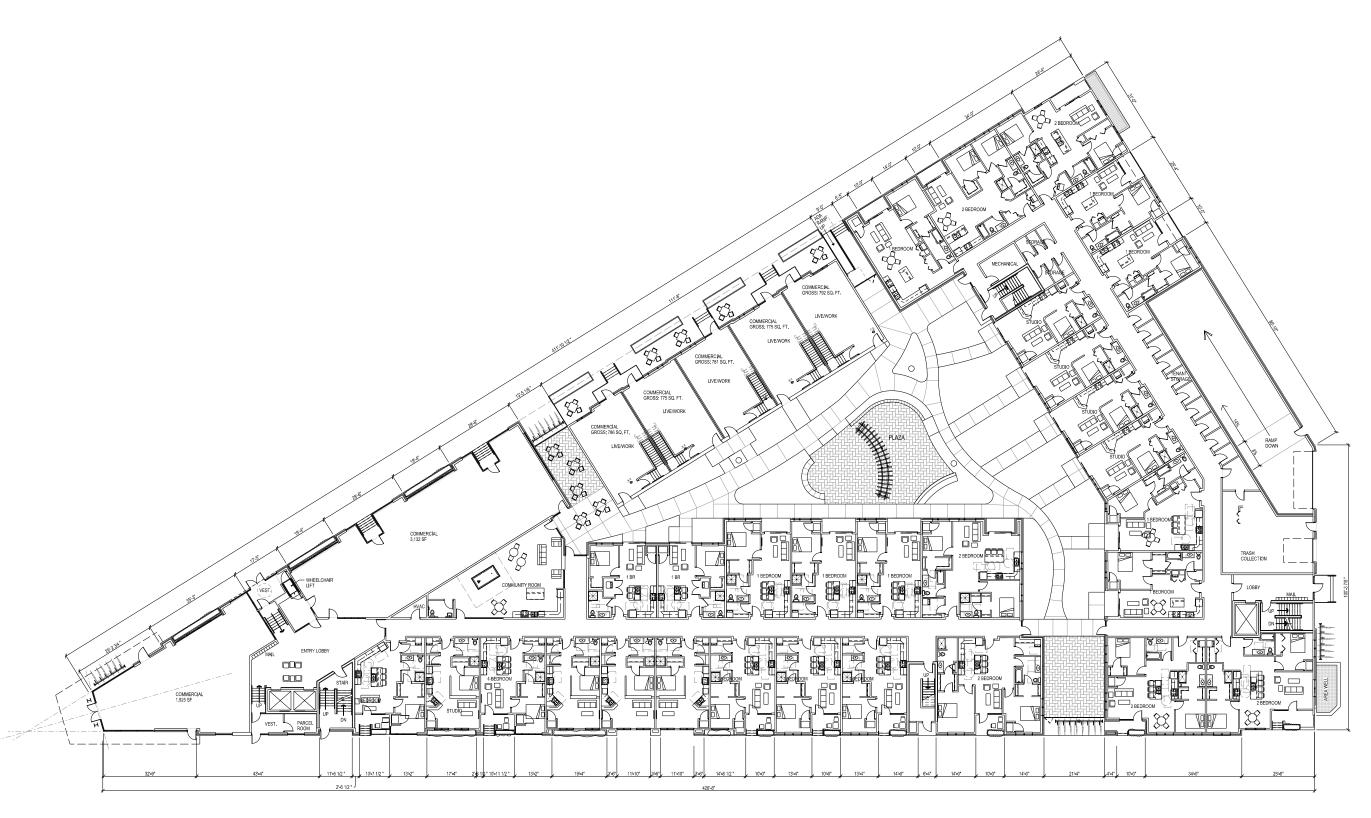
Jeff Davis Angus-Young Associates jeffd@angusyoung.com 608.284.8225 Jon Hepner Peloton Residences, LLC jon@twallenterprises.com 608.444-5552







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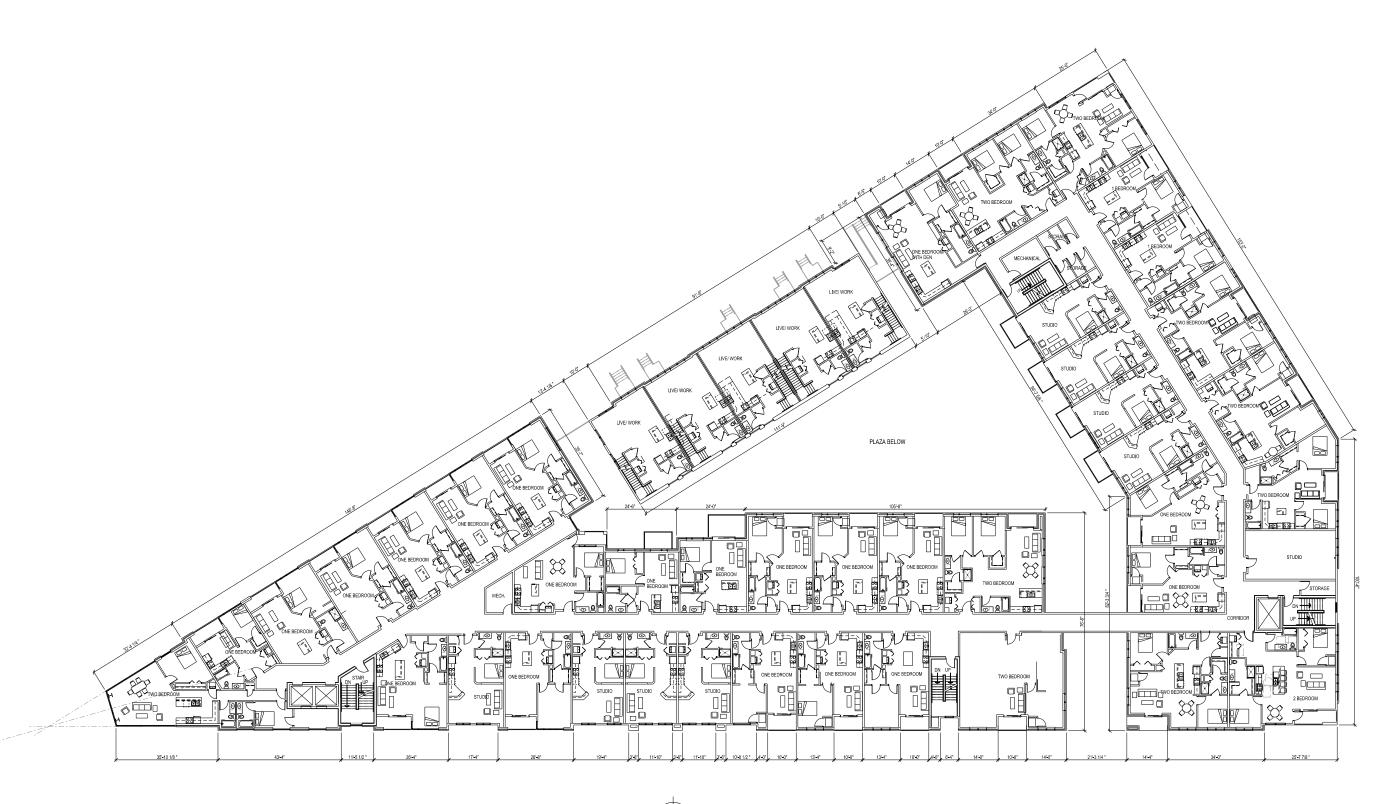
No Revisions



Angus Young

PELOTON PLACE RESIDENCES MIXED USE DEVELOPMENT

PELOTON RESIDENCES, LLC MADISON, WISCONSIN





UDC INITIAL FINAL APPROVAL PO- 16/10/2017

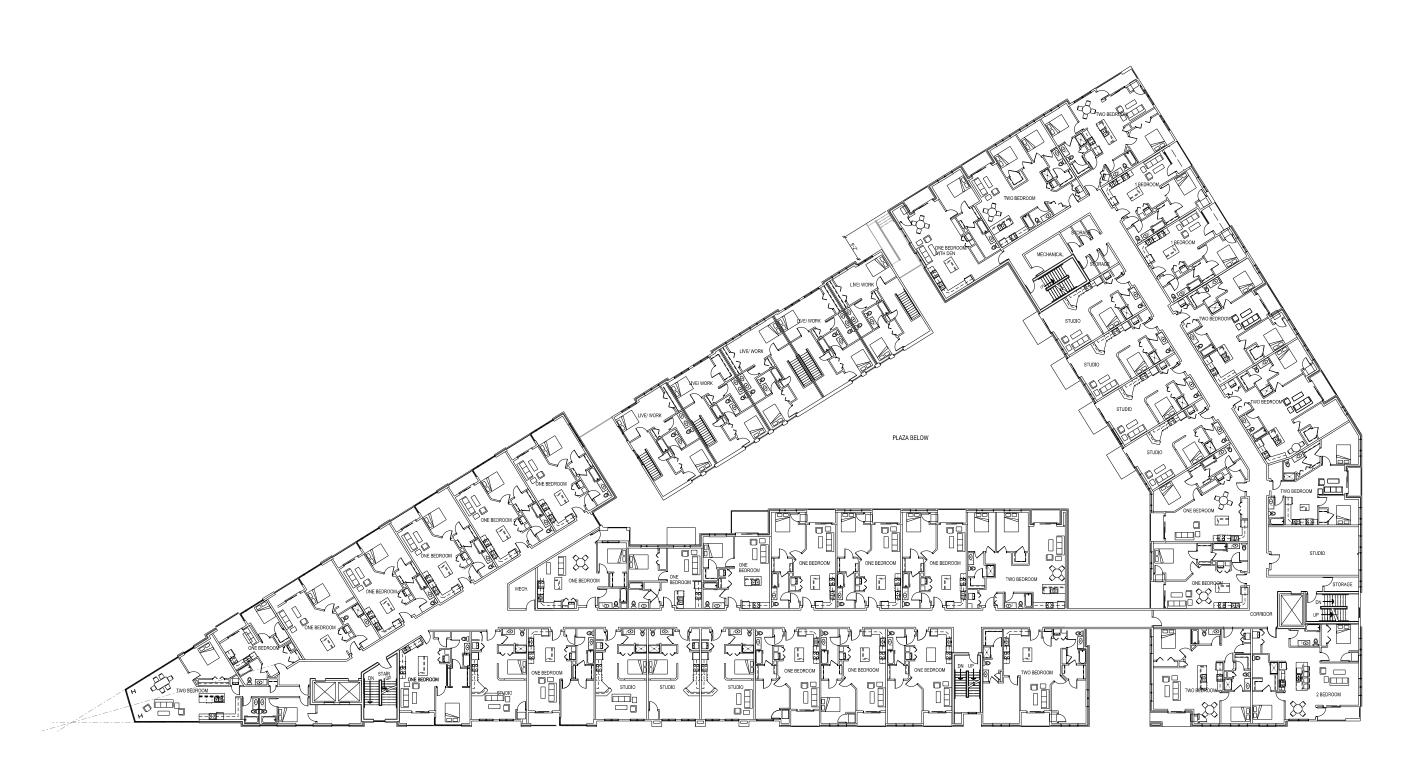
UDC INITIAL FINAL APPROVAL - 10/30/2018

MAJOR ALTERATION APPROVAL - 10/30/2018

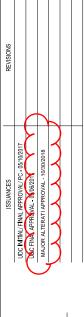
Architecture | Engineering Interiors | Landscape

Angus Young

PELOTON PLACE RESIDENCES
MIXED USE DEVELOPMENT
PELOTON RESIDENCES, LLC
MADISON, WISCONSIN



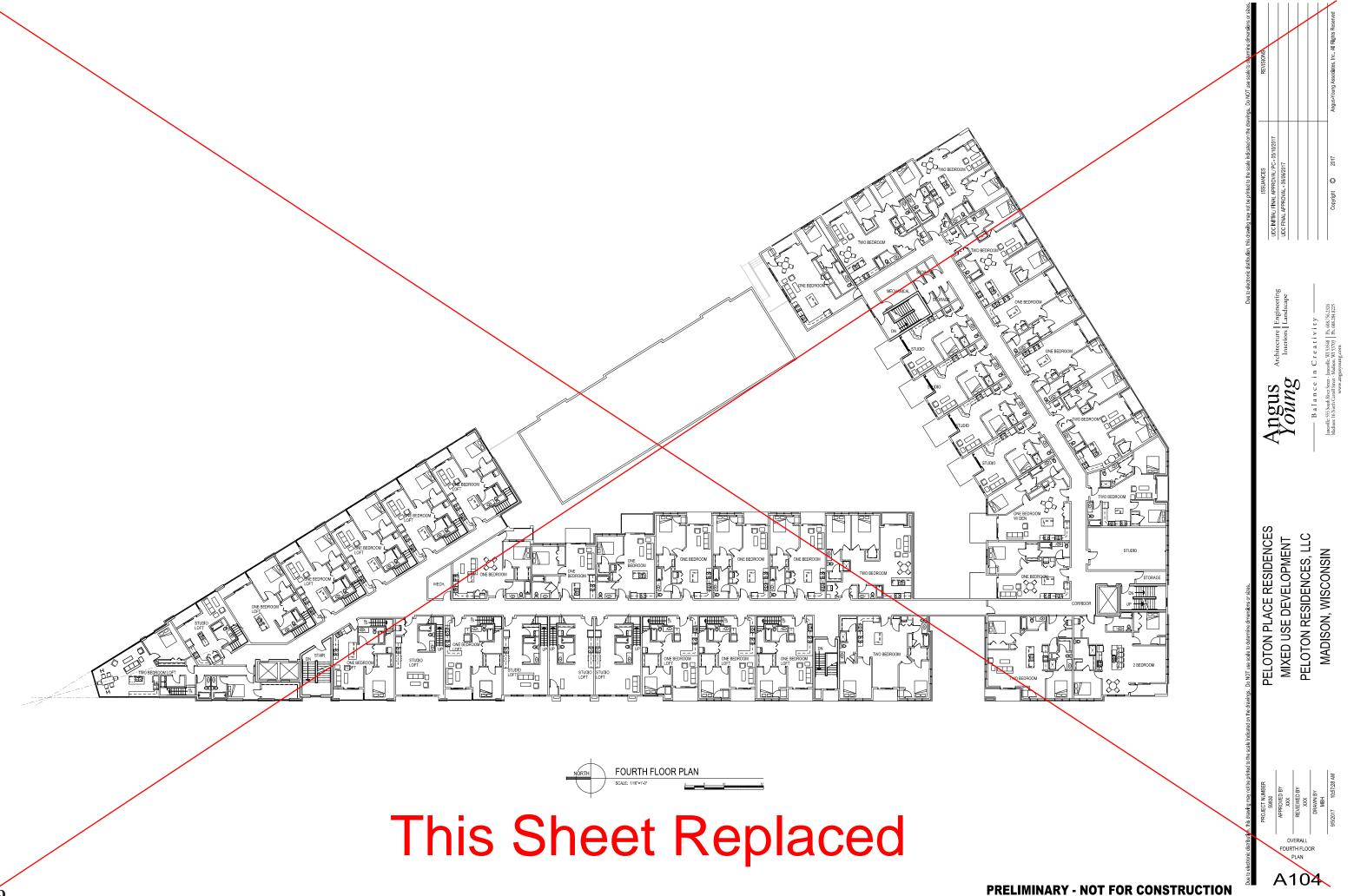




Angus Young

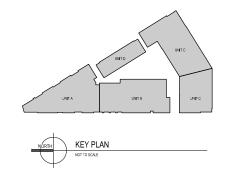
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PRELIMINARY - NOT FOR CONSTRUCTION

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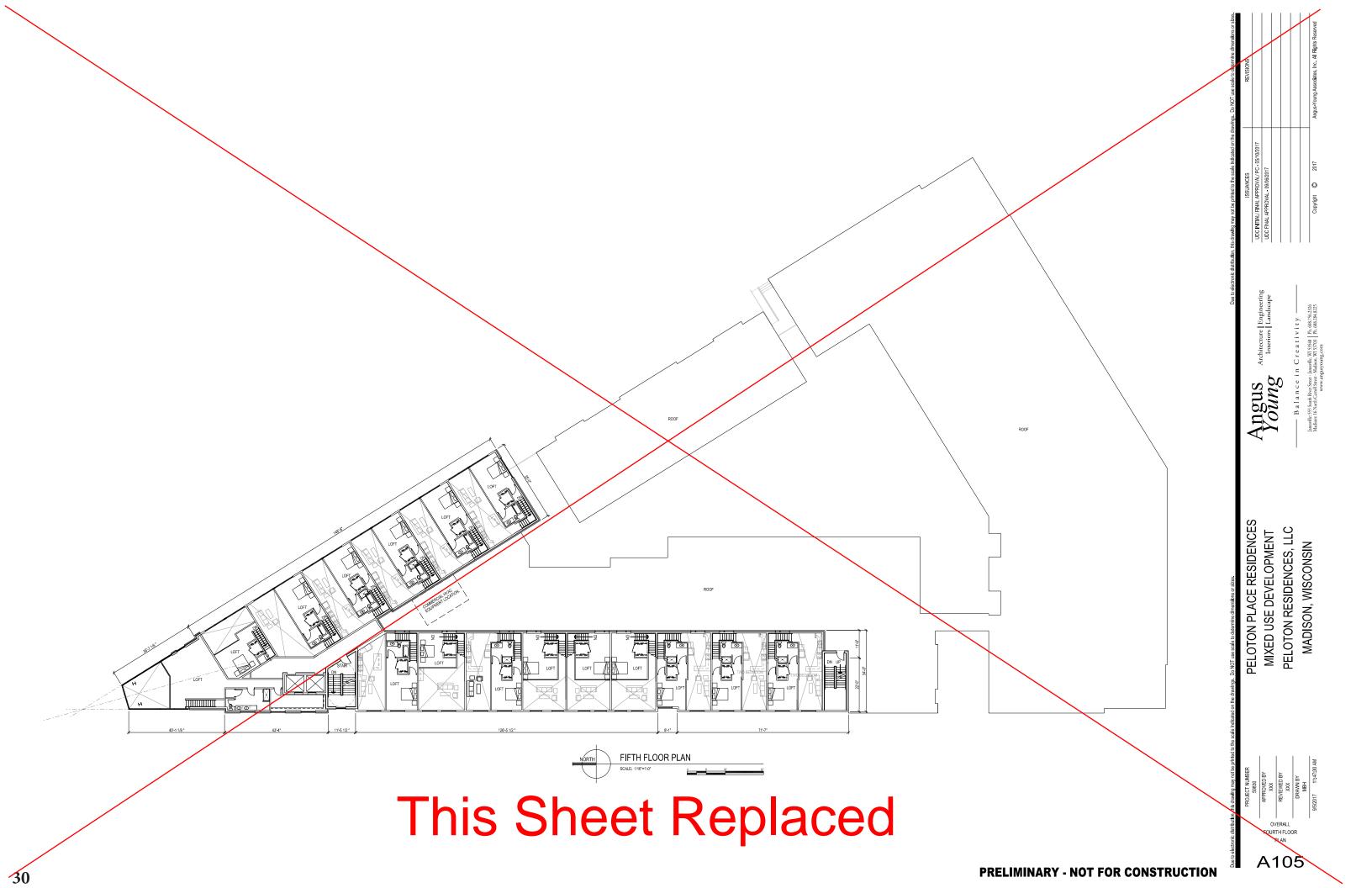
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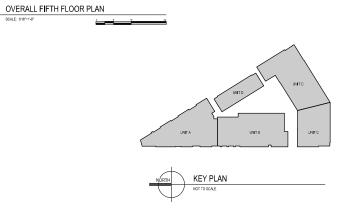
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WALL ENTERPRISES MANAGEMENT
PELOTON RESIDENCES, LLC
MADISON WI

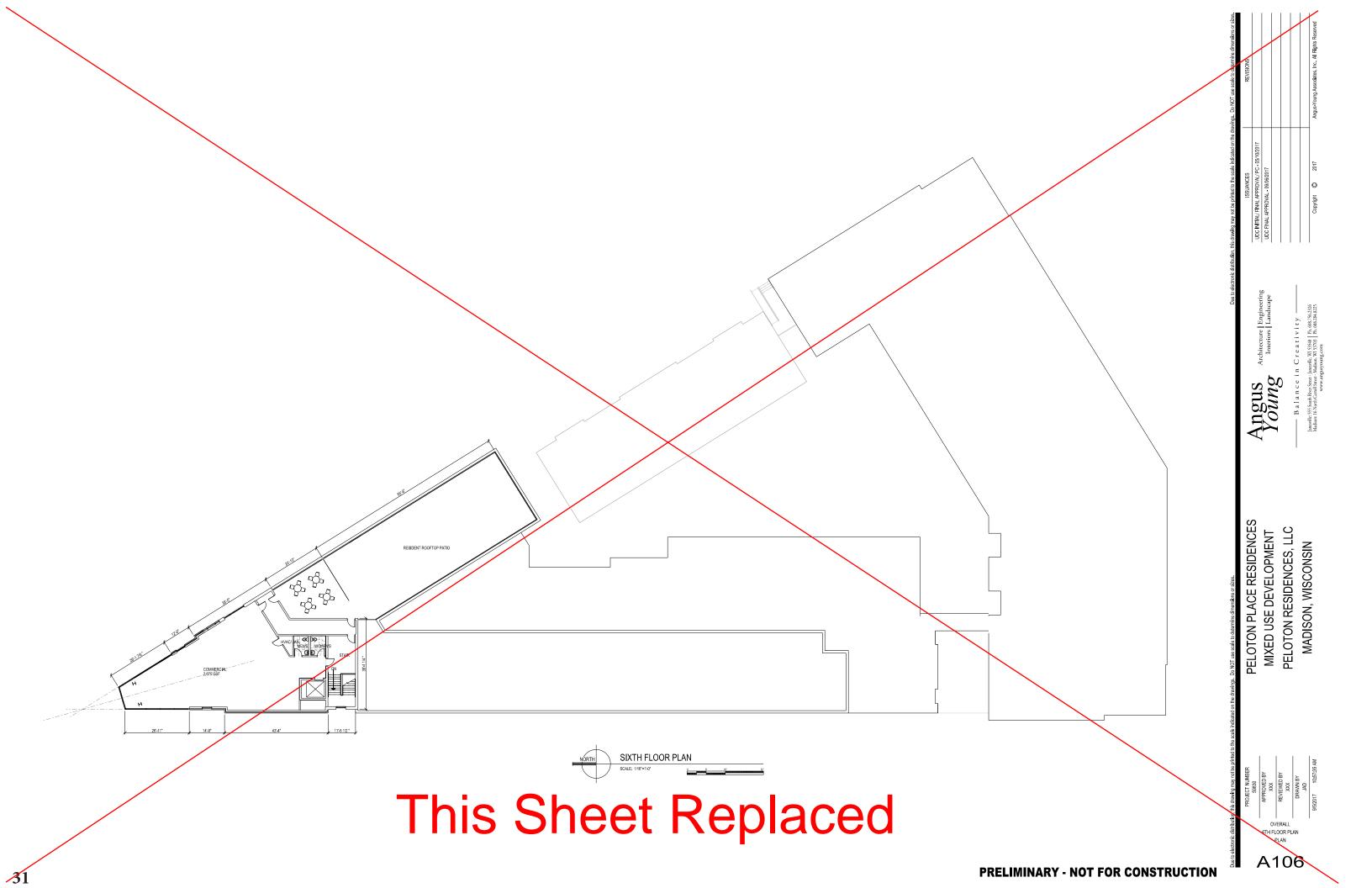
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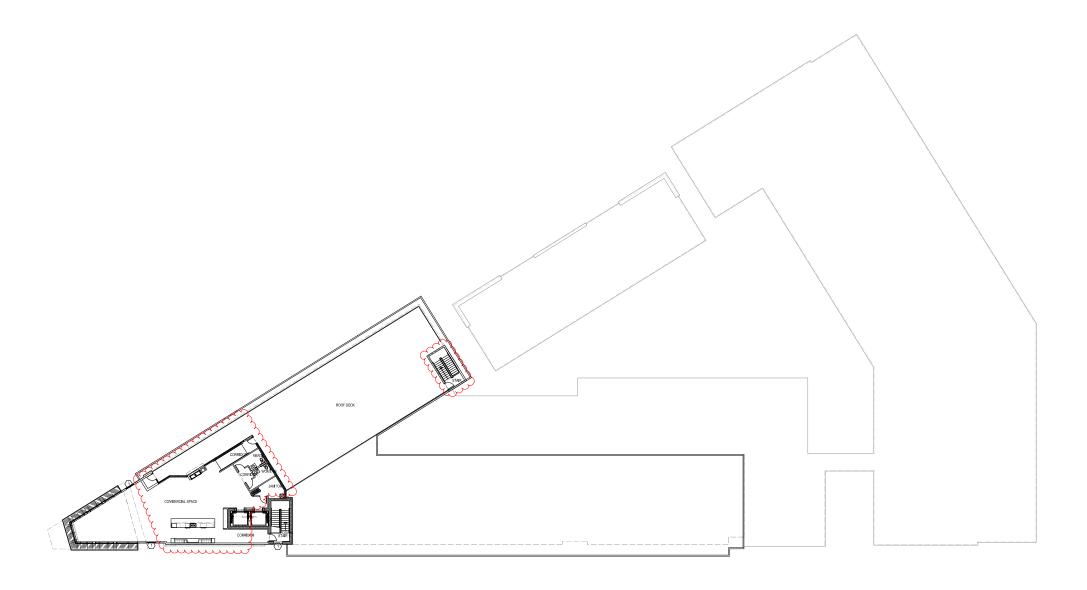
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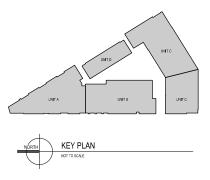
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OVERALL SIXTH FLOOR PLAN
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Alteration



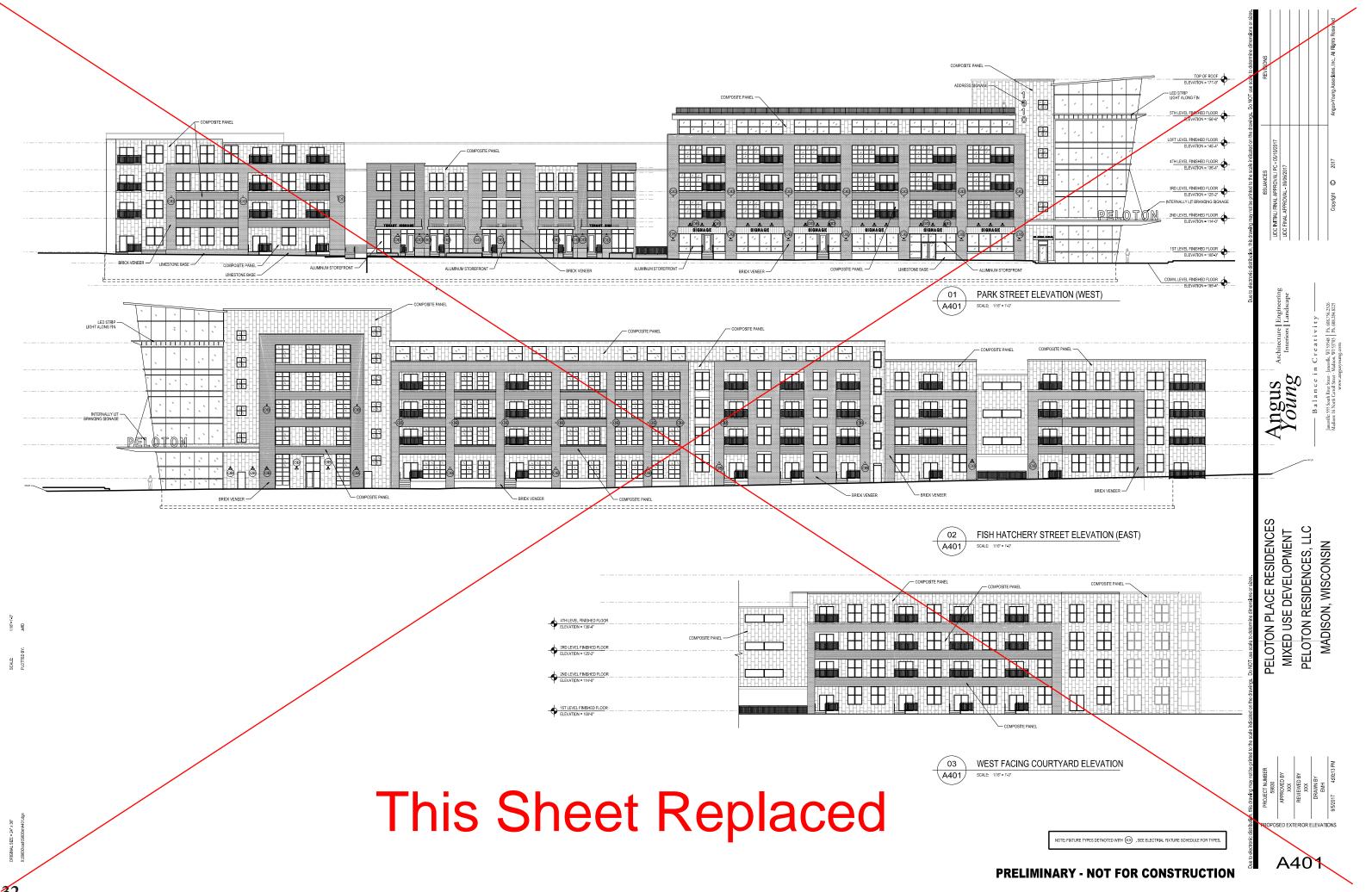
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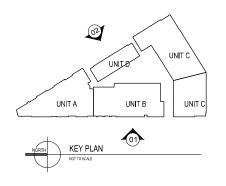












A401

PELOTON RESIDENCES
T. WALL ENTERPRISES MANAGEMENT, LLC
PELOTON RESIDENCES, LLC
MADISON, WI

T. Wall Enterprises Creating Places Where People Interve

PRELIMINARY - NOT FOR CONSTRUCTION

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This Sheet Replaced

RENDERED AND SHADOWED ELEVATIONS - Park St.



RENDERED AND SHADOWED ELEVATIONS - Park St.



This Sheet Replaced

RENDERED AND SHADOWED ELEVATIONS - Fish Hatch



RENDERED AND SHADOWED ELEVATIONS - Fish Hatch



This Sheet Replaced

PROPOSED PERSPECTIVE RENDERINGS - Prow



PROPOSED PERSPECTIVE RENDERINGS - Prow



This Sheet Replaced

PROPOSED PERSPECTIVE RENDERINGS - Fish Hatchery



PROPOSED PERSPECTIVE RENDERINGS - Fish Hatchery