

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

1/13/21
11:29 a.m.



Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Legistar # _____

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.

1. Project Information

Address: 341 State Street (See Attached)

315-319 W. Gorham
321 W. Gorham
322 W. Johnson

Title: Core Spaces: Gorham & State Project

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested February 10, 2021

- ☒ New development ☐ Alteration to an existing or previously-approved development
☒ Informational ☐ Initial approval ☐ Final approval

3. Project Type

- ☐ Project in an Urban Design District
☐ 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)
 ☐ Specific Implementation Plan (SIP)
☐ Planned Multi-Use Site or Residential Building Complex

Signage

- ☐ Comprehensive Design Review (CDR)
☐ Signage Variance (i.e. modification of signage height, area, and setback)
☐ Signage Exception

Other

- ☐ Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Mark Goehausen
Street address 1643 N. Milwaukee Street
Telephone 913-961-4401

Company Core Campus Manager, LLC.
City/State/Zip Chicago, IL 60647
Email markg@corespaces.com

Project contact person Brian Munson
Street address 120 East Lakeside Street
Telephone 608-255-3988

Company Vandewalle & Associates
City/State/Zip Madison, WI 53715
Email bmunson@vandewalle.com

Property owner (if not applicant) See Attached

Street address _____
Telephone _____

City/State/Zip _____
Email _____

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 on Page 4 for plan details)☐ **Filing fee**☒ **Electronic Submittal***☒ **Notification to the District Alder**

- Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

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

Both the paper copies and electronic copies must 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

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 DAT on December 17, 2020.
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.

Name of applicant Mark Goehausen *Mark Goehausen* Relationship to property Buyer/Developer

Authorizing signature of property owner See attached Date January 13, 2021

7. 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 than \$1,000.

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 (per §33.24(6)(b) MGO)
- ☐ Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) 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)

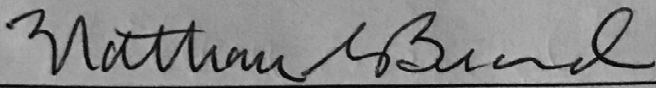
A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- 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

January 13, 2021

To Whom It May Concern:

As an authorized signatory for Fire House Joint Venture II, which owns the property at Gorham Street, I authorize Core Campus Manager, LLC to submit the attached Urban Development Commission application for the proposed "Core Spaces: Gorham and State Project".

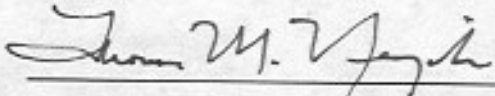


By: NATHAN S. BRAND, authorized signatory Fire House Joint Venture II

January 13, 2021

To Whom It May Concern:

As an authorized signatory for 317 West Gorham, LLC, which owns the property at 315-319 West Gorham Street, I authorize Core Campus Manager, LLC to submit the attached Urban Design Commission application for the proposed "Core Spaces: Gorham and State Project".

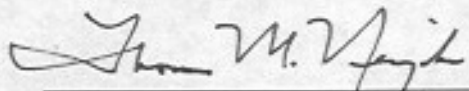


By: Thomas M. Neujahr, Member, authorized signatory for 317 West Gorham, LLC

January 13, 2021

To Whom It May Concern:

As an authorized signatory for Fire House Joint Venture II, ^{LLP} which owns the property at 321 West Gorham Street, I authorize Core Campus Manager, LLC to submit the attached Urban Design Commission application for the proposed "Core Spaces: Gorham and State Project".



By: Thomas M. Neujahr, Partner, authorized signatory Fire House Joint Venture II ^{LLP}

January 13, 2021

To Whom It May Concern:

As an authorized signatory for 322 West Johnson Street, LLP, which owns the property at 322 West Johnson Street, I authorize Core Campus Manager, LLC to submit the attached Design Commission application for the proposed "Core Spaces: Gorham and State I

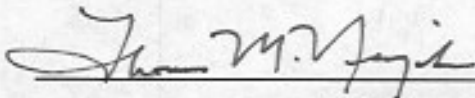
Nathan S. Brand

By: NATHAN S. BRAND, authorized signatory for
322 West Johnson Street, LLP

January 13, 2021

To Whom It May Concern:

As an authorized signatory for McCaughey Development Associates, LLP, which owns the property at 341 State Street, I authorize Core Campus Manager, LLC to submit the attached Urban Design Commission application for the proposed "Core Spaces: Gorham and State Project".

A handwritten signature in dark ink, appearing to read "Thomas M. Neujahr", written over a horizontal line.

By: Thomas M. Neujahr, Partner, authorized signatory for McCaughey Development Associates, LLP



VANDEWALLE & ASSOCIATES INC.

January 13, 2021

Janine Glaeser
Department of Planning & Development
City of Madison
215 Martin Luther King, Jr. Blvd.
Madison, WI 53710-2985

RE: 341 State Street (See Attached)
Core Spaces Gorham & State Project
UDC Informational Submittal

Dear Janine,

Core Campus is please to present this informational submittal for the Gorham/State Project, a mixed-use redevelopment. This project is in the early stages of concept development and working to gather input on the overall project framework from UDC, City Staff, and the CNI & CANA Neighborhood Associations.

The redevelopment of this site is built from the framework of adopted Downtown Plan and will be seeking a Planned Unit Development GDP/SIP rezoning to facilitate new student housing, retail, affordable/work force housing, and an incubator space.

Specific elements we are seeking input on include:

- 1.) Building heights, step backs, and bonus two stories of height
- 2.) Affordable housing distribution
- 3.) Transportation/Circulation

We look forward to working with the UDC on the review and implementation of this project.

Sincerely,

Brian Munson
Principal

120 East Lakeside Street • Madison, Wisconsin 53715 • 608.255.3988 • 608.255.0814 Fax
247 Freshwater Way, Suite 530 • Milwaukee, Wisconsin 53204 • 414.988.8631
www.vandewalle.com

Shaping places, shaping change

Applicant:

Core Campus Manager, LLC.
1643 North Milwaukee Street
Chicago, Illinois 60647
Contact: Mark Goehausen
markg@corespaces.com

Owners:

317 West Gorham Street LLC
10 East Doty Street #300
Madison, WI 53703

McCaughey Development Associates
10 East Doty Street #300
Madison, WI 53703

322 West Johnson Street LLP
2 East Mifflin Street
Suite 901
Madison, WI 53703

Fire House Joint Venture II
2 East Mifflin Street
Suite 901
Madison, WI 53703

Design Team:

Architect: Antunovich Associates
224 West Huron Street, Suite 7E
Chicago, Illinois 60654
Contact: Jeff Zelisko
jzelisko@antunovich.com

Planning: Vandewalle & Associates
120 East Lakeside Street
Madison, WI 53715
Contact: Brian Munson
Bmunson@vandewalle.com

Site Data:

| | | |
|----------|------------------------|-----------------|
| Address: | 341 State Street | 0709-231-0312-4 |
| | 315 West Gorham Street | 0709-231-0308-3 |
| | 319 West Gorham Street | 0709-231-0309-1 |
| | 321 West Gorham Street | 0709-231-0310-8 |

322 West Johnson Street 0709-231-0314-0

Parcel Size: 76,672 square feet (1.76acres)

Existing Zoning:

Downtown Core (DC)
Urban Mixed Use (UMX)

Potential Zoning:

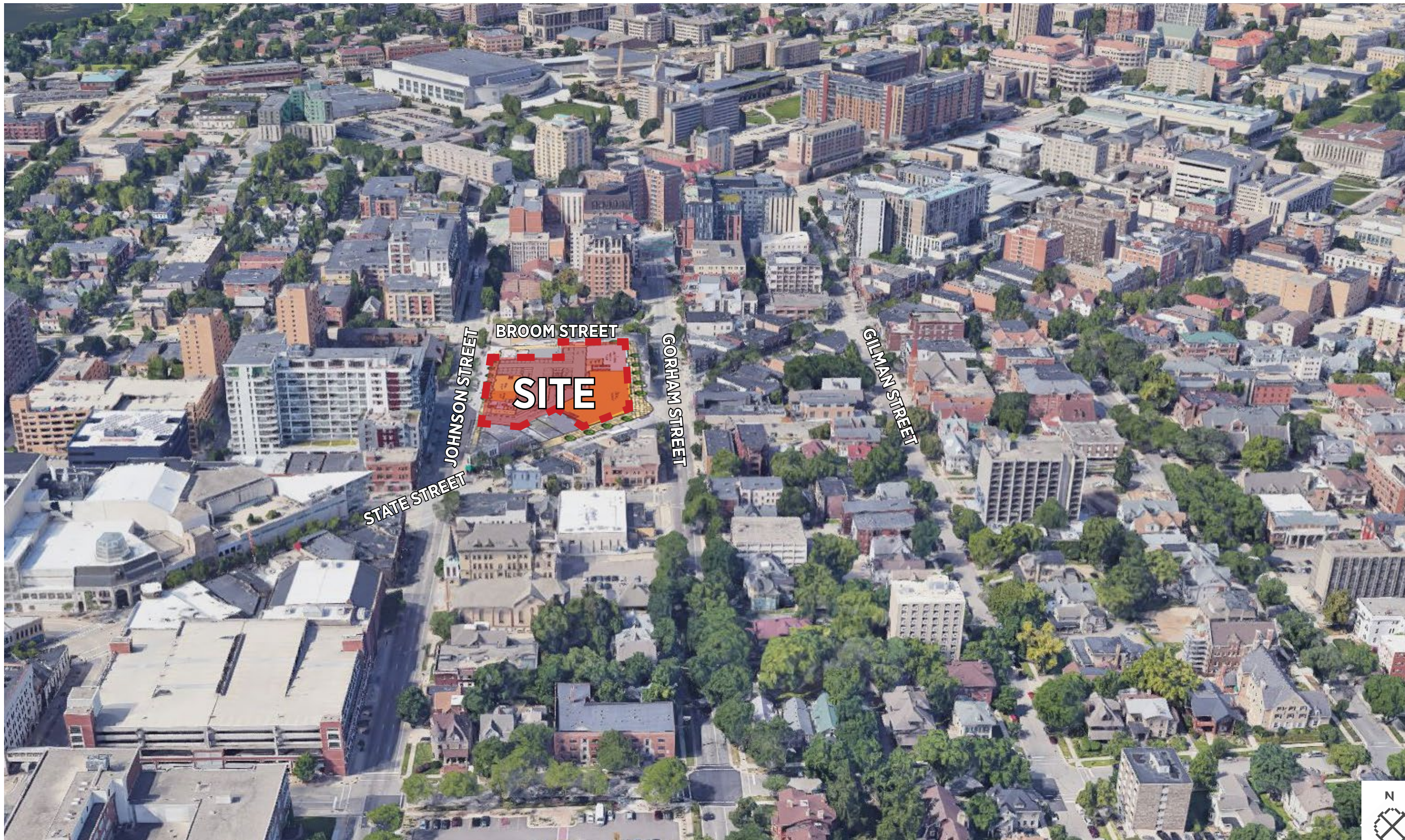
Planned Development General Development Plan/Specific Implementation Plan
(PD:GDP/SIP)

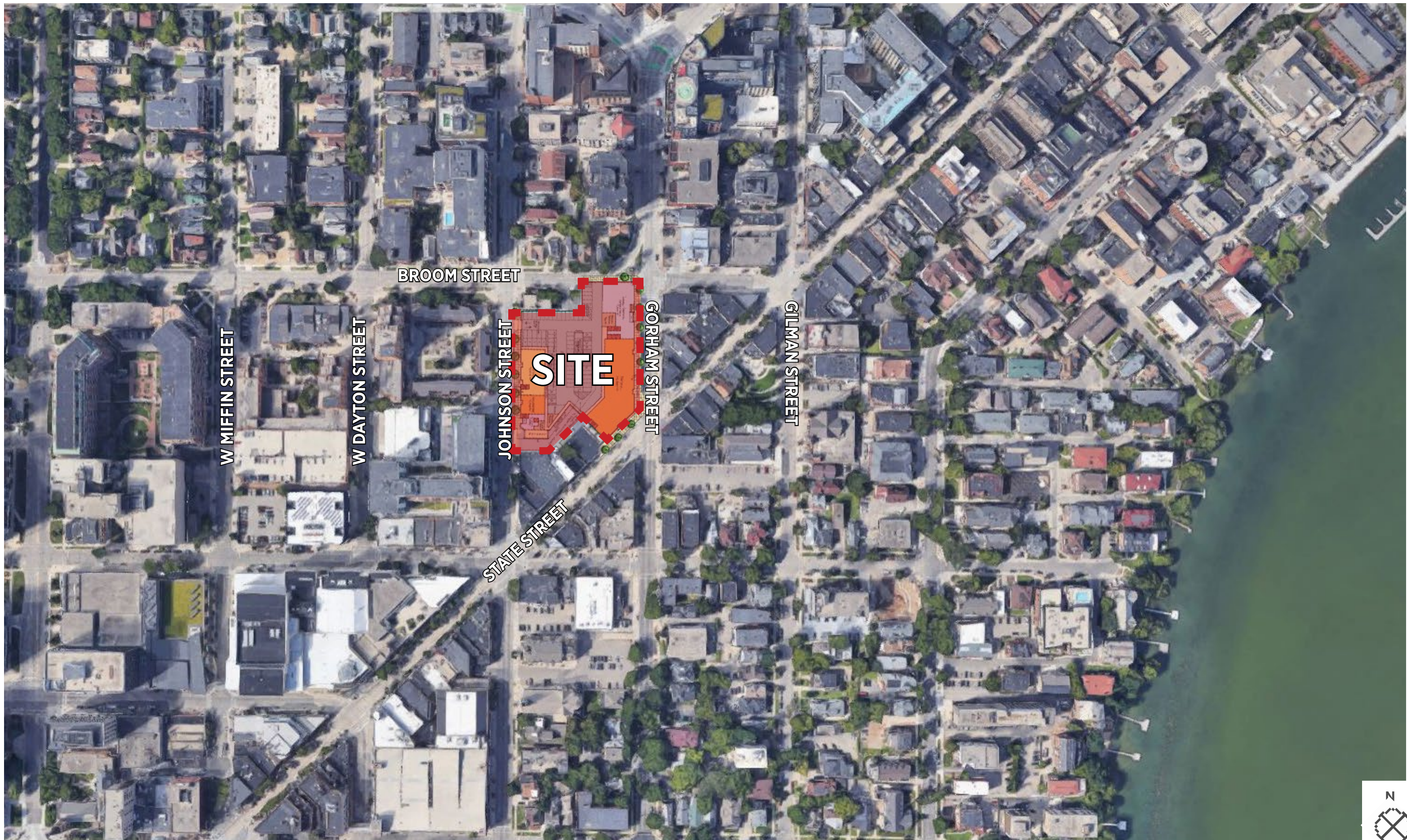
Preliminary Project Summary:

| | |
|------------------------------|--------------------|
| Student Housing | 404 Units |
| Affordable/Workforce Housing | 77 Units |
| Retail | 20,375 square feet |
| Incubator Space | 2,500 square feet |

| | | |
|----------|--------------|----------------------------|
| Parking: | First Floor | 76 spaces |
| | | 4 Delivery/Drop Off Spaces |
| | Lower Level: | 198 spaces |

| | |
|---------------|--|
| Bike Parking: | To be determined based on final unit mix |
|---------------|--|





MADISON - GORHAM & STATE

UDC PRELIMINARY DESIGN SUBMISSION

ANTUNOVICH ASSOCIATES • ARCHITECTURE, PLANNING, INTERIOR DESIGN • CORE SPACES • DEVELOPER

OPTION A1/AERIAL

MADISON, WISCONSIN • JANUARY 13, 2021





GORHAM STREET LOOKING NORTHEAST TOWARD SITE



GORHAM STREET LOOKING SOUTHWEST TOWARD SITE

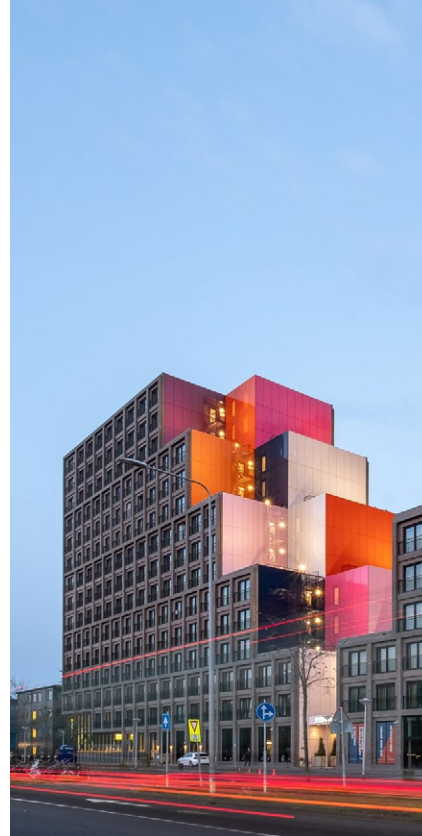


CORNER OF BROOM STREET AND GORHAM STREET LOOKING NORTHEAST



CORNER OF JOHNSON STREET AND BROOM STREET LOOKING NORTH





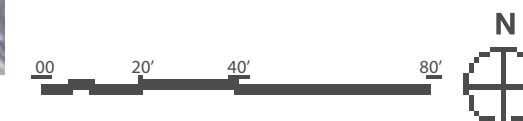
MADISON - GORHAM & STATE

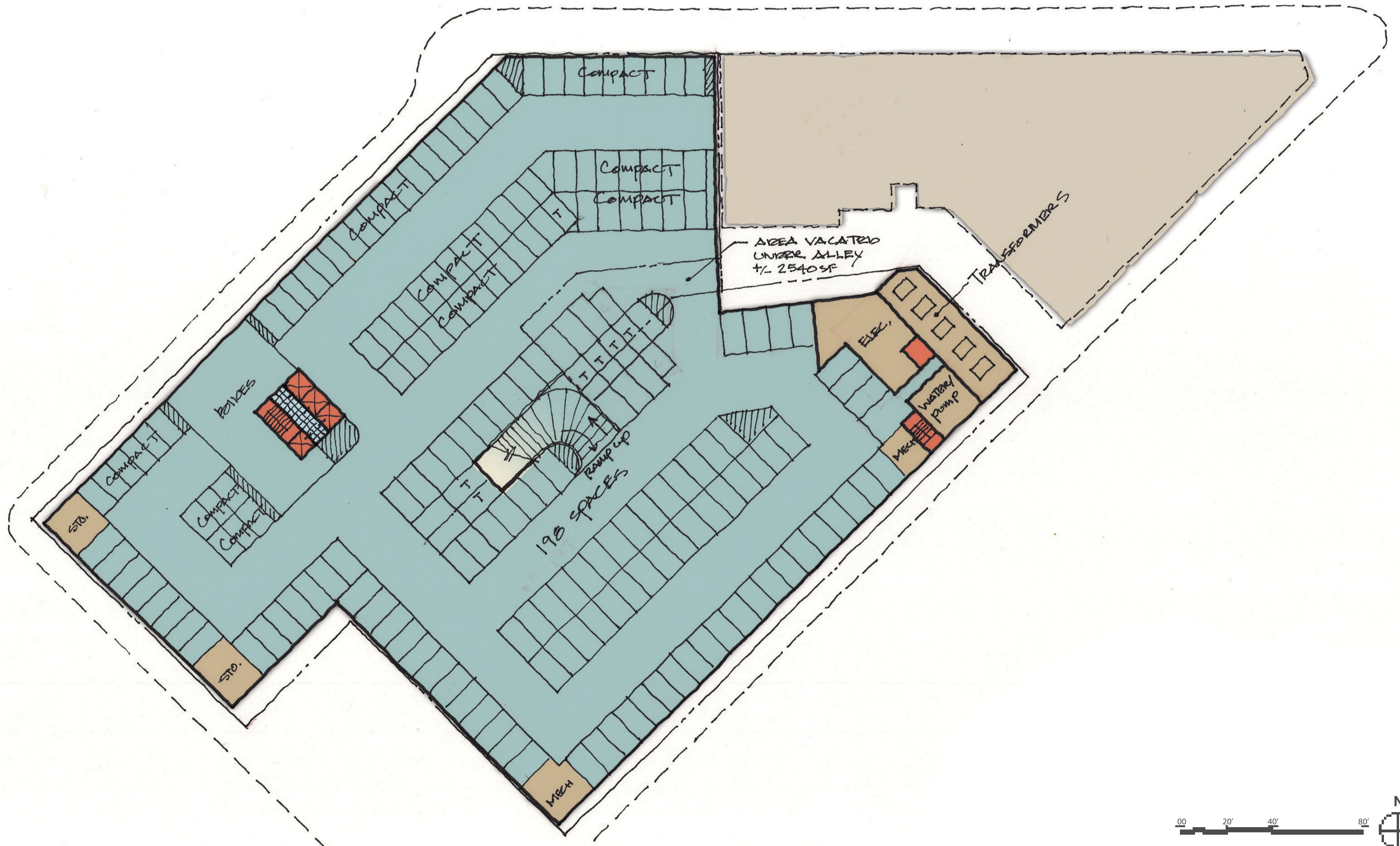
UDC PRELIMINARY DESIGN SUBMISSION

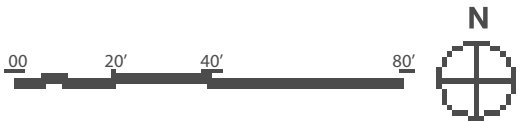
ANTUNOVICH ASSOCIATES • ARCHITECTURE, PLANNING, INTERIOR DESIGN • CORE SPACES • DEVELOPER

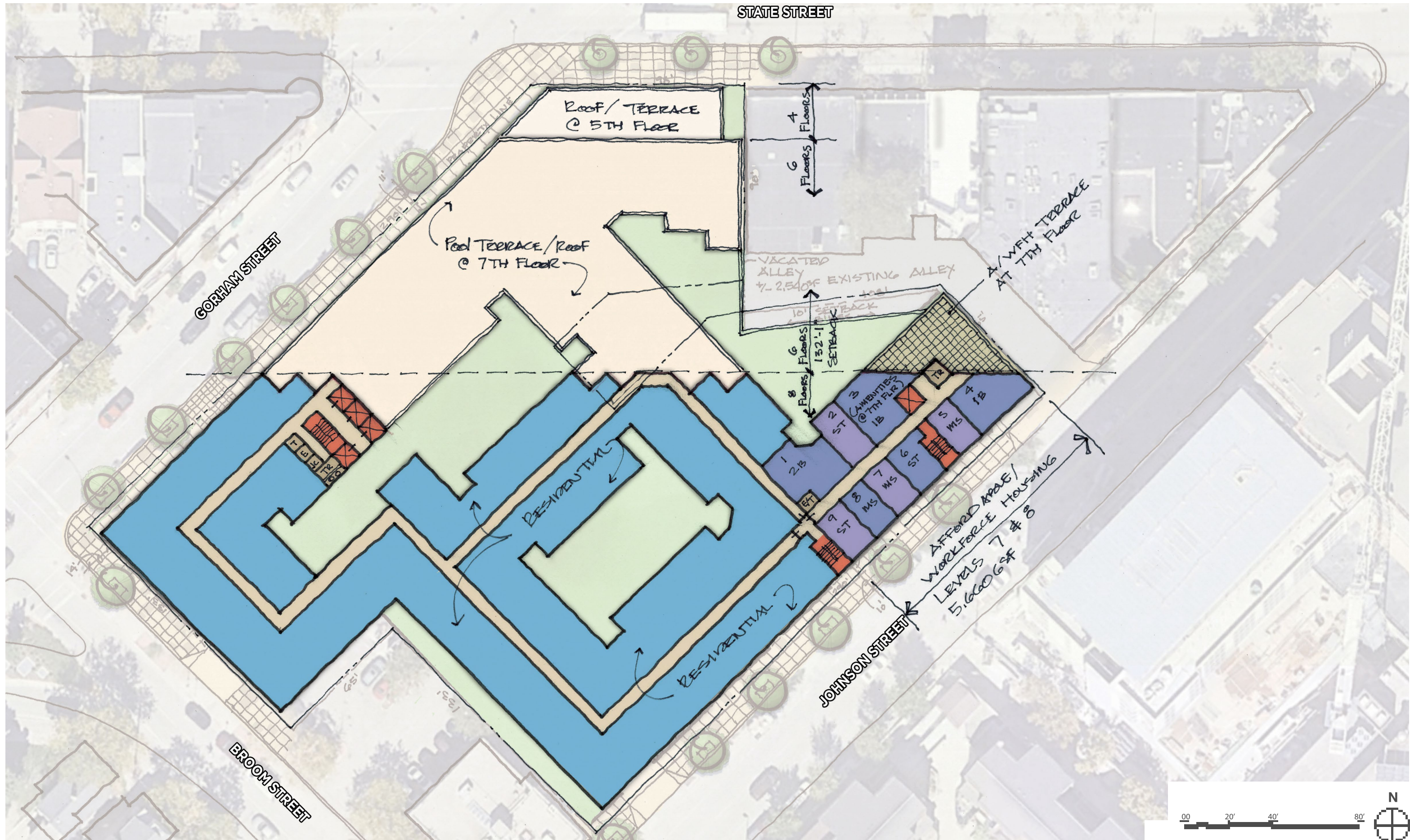
DESIGN INSPIRATION

MADISON, WISCONSIN • JANUARY 13, 2021

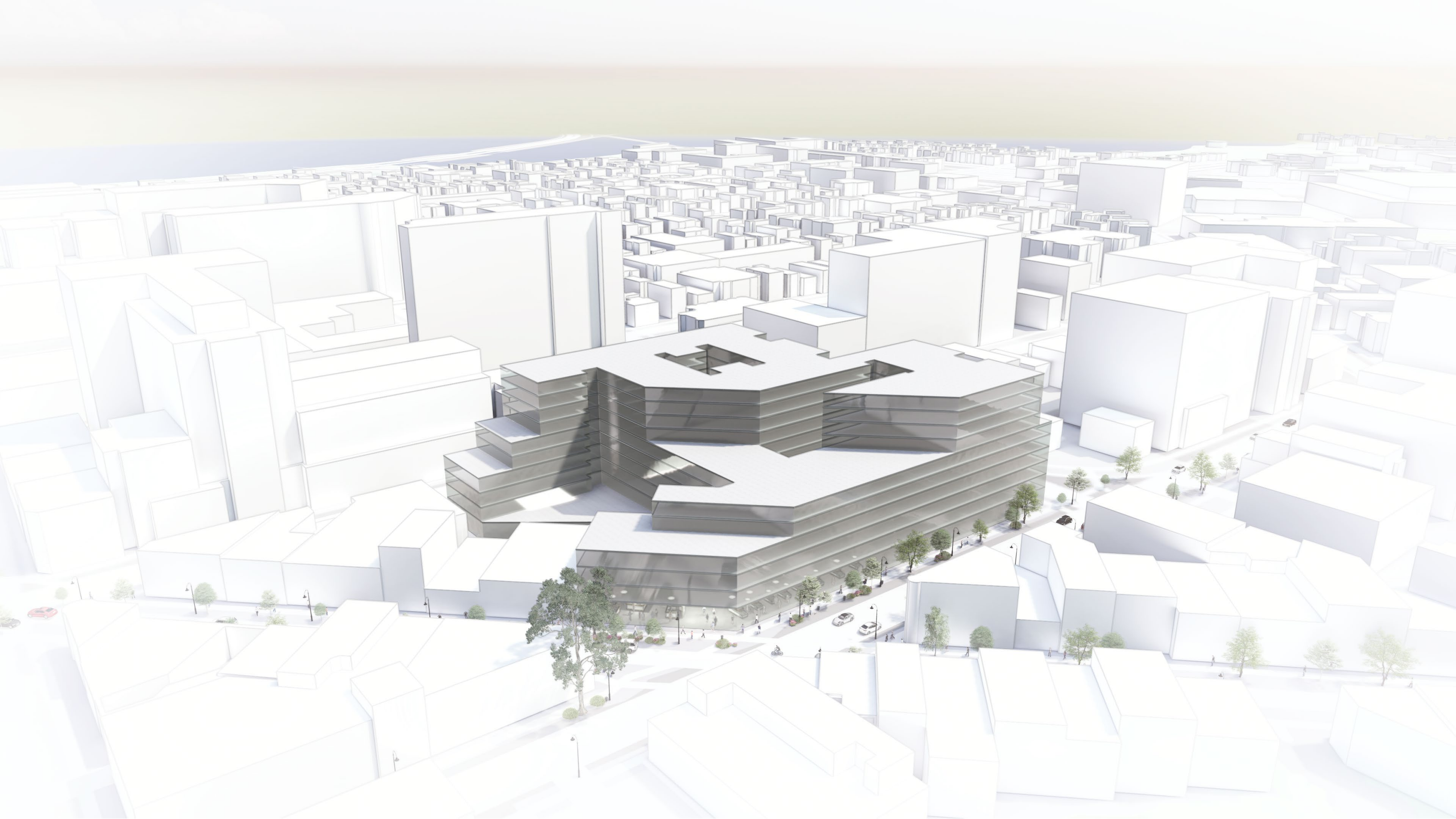


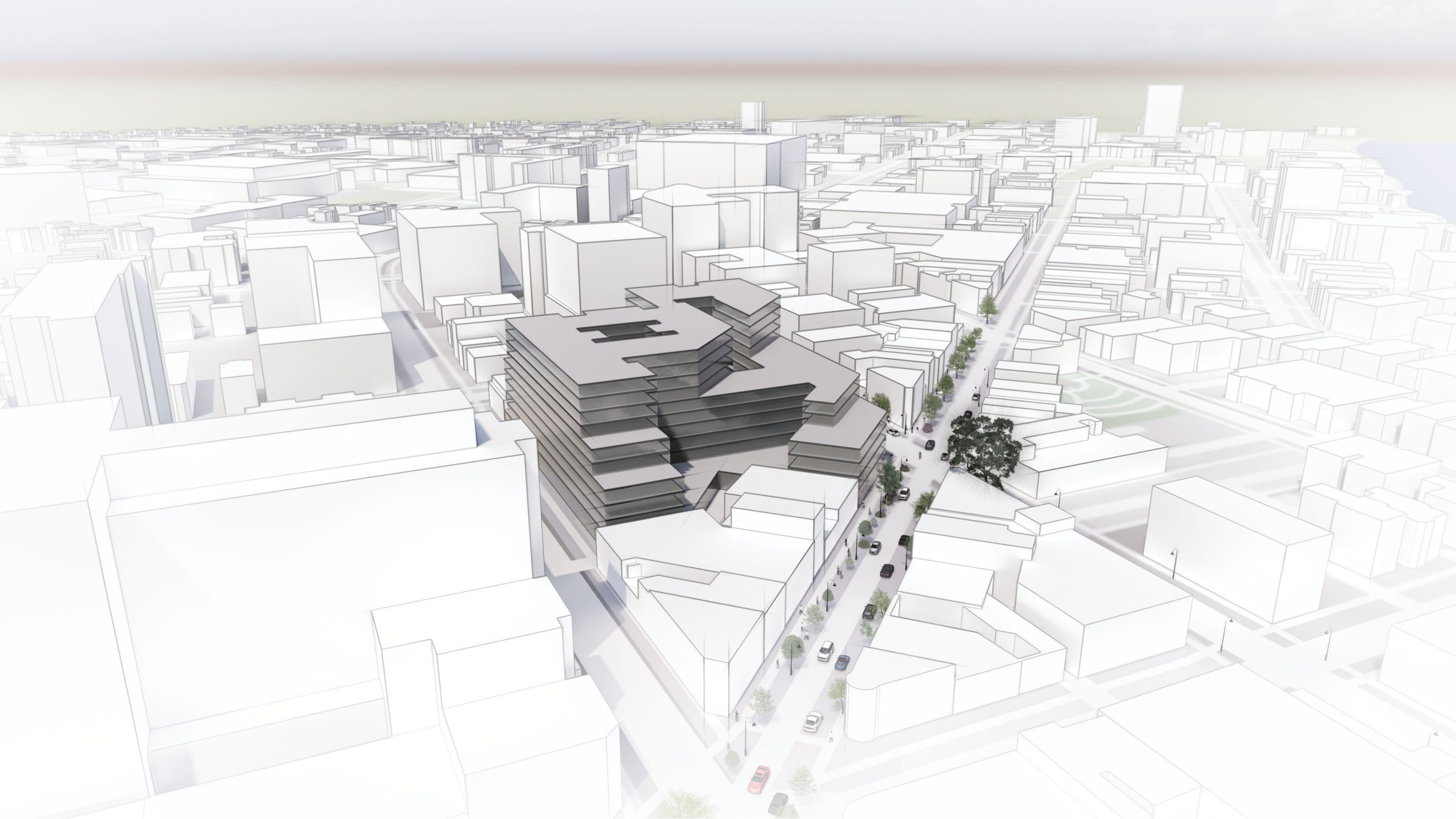


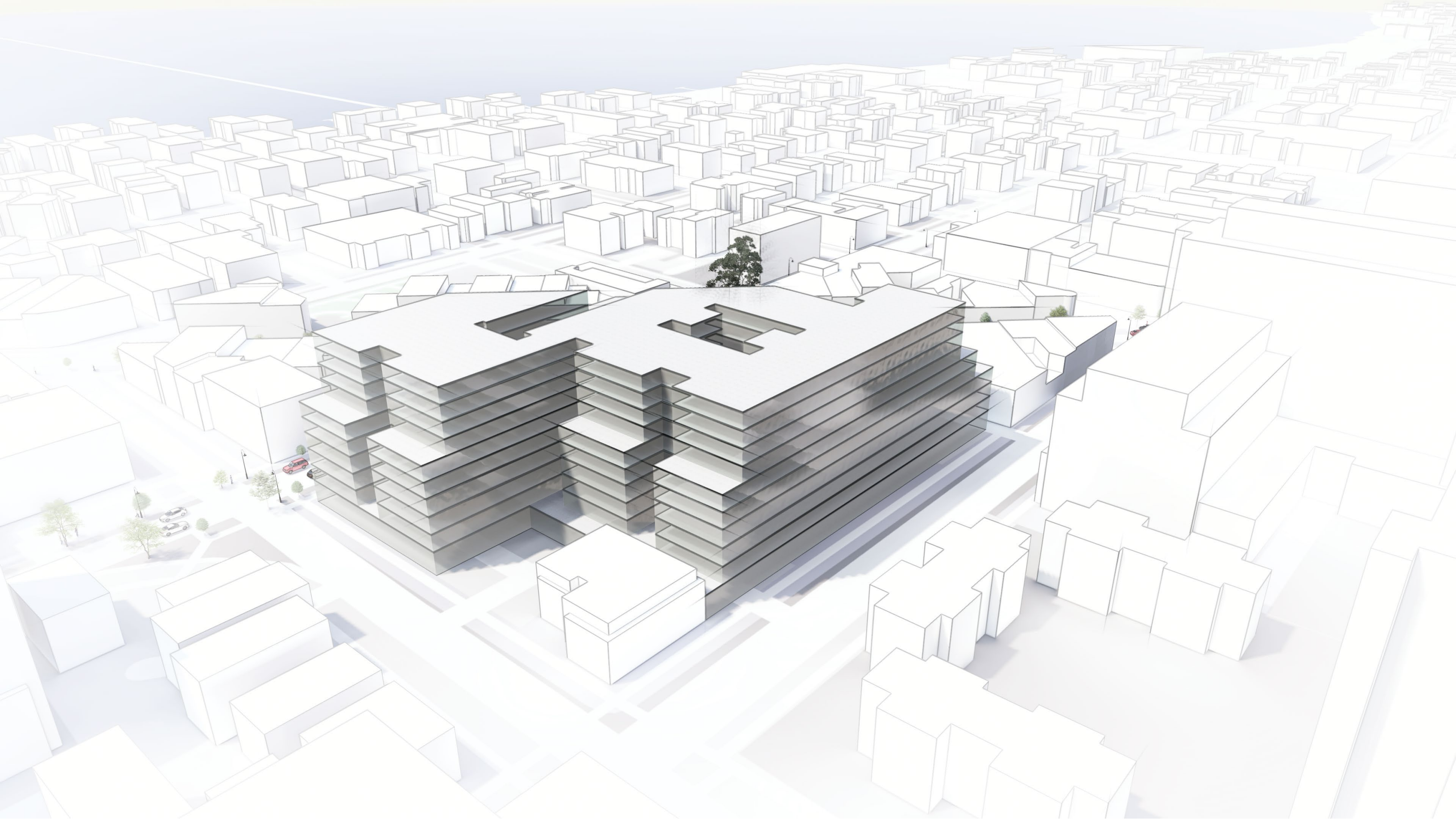












| AFFORDABLE / WORKFORCE // VACATED ALLEY OPTIONPROJECT AREA ANALYSIS | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|--------------|----------------|-------------------------|--------|---------|--------|----------------|---------|------------|------------------------------------|------|--------|--------|----------------|--------|------------|--------------|------------|-----------------|--------|-------------------|------|-------------|----------------------|---------------------|-------------|---------|
| LEVEL | FLOOR HEIGHT | OVERALL HEIGHT | MARKET RATE RESIDENTIAL | | | | | | | AFFORDABLE / WORKFORCE RESIDENTIAL | | | | | | | POOL TERRACE | GREEN ROOF | MECHANICAL AREA | RETAIL | PARKING / LOADING | | | GROSS BUILDABLE AREA | GROSS ENCLOSED AREA | F.A.R. AREA | |
| | | | UNITS | BEDS | RSF | COMMON | AMENITY /LOBBY | GSF | BALC./TER. | UNITS | BEDS | RSF | COMMON | AMENITY /LOBBY | GSF | BALC./TER. | | | | | AREA | AREA | BIKE SPACES | | | | SPACES |
| MECH PH | 15'-0" | 123'-0" | | | | | | | | | | | | | | | | | 4,000 | | | | | 4,000 | 4,000 | 0 | |
| 10 | 11'-8" | 108'-0" | 34 | 90 | 28,990 | 5,862 | | 34,852 | 1,000 | | | | | | | | | | | | | | | 35,852 | 34,852 | 34,852 | |
| 9 | 10'-8" | 96'-4" | 34 | 90 | 28,990 | 5,862 | | 34,852 | 1,000 | | | | | | | | | | | | | | | 35,852 | 34,852 | 34,852 | |
| 8 | 10'-8" | 85'-8" | 36 | 93 | 29,686 | 4,779 | | 34,465 | 1,000 | 9 | 10 | 4,577 | 1,083 | | 5,660 | 150 | | | | | | | | 41,275 | 40,125 | 40,125 | |
| 7 | 9'-8" | 74'-12" | 33 | 85 | 27,186 | 4,779 | 2,500 | 34,465 | 1,200 | 8 | 9 | 4,077 | 1,083 | 500 | 5,660 | 150 | 6,000 | | | | | | | 47,475 | 40,125 | 40,125 | |
| 6 | 9'-8" | 65'-4" | 51 | 134 | 43,100 | 6,675 | | 49,775 | 1,200 | 12 | 14 | 5,718 | 1,182 | | 6,900 | 150 | | | | | | | | 58,025 | 56,675 | 56,675 | |
| 5 | 9'-8" | 55'-8" | 51 | 134 | 43,100 | 6,675 | | 49,775 | 1,200 | 12 | 14 | 5,718 | 1,182 | | 6,900 | 150 | | | | | | | | 58,025 | 56,675 | 56,675 | |
| 4 | 10'-8" | 45'-12" | 55 | 143 | 45,711 | 6,914 | | 52,785 | 1,200 | 12 | 14 | 5,718 | 1,182 | | 6,900 | 150 | | | | | | | | 61,035 | 59,685 | 59,685 | |
| 3 | 9'-8" | 35'-4" | 55 | 143 | 45,711 | 6,914 | | 52,785 | 1,200 | 12 | 14 | 5,718 | 1,182 | | 6,900 | 150 | | | | | | | | 61,035 | 59,685 | 59,685 | |
| 2 | 10'-8" | 25'-8" | 55 | 143 | 45,711 | 6,914 | | 52,785 | 5,000 | 12 | 14 | 5,718 | 1,182 | | 6,900 | 500 | | | | | | | | 65,185 | 59,685 | 59,685 | |
| 1/P1 | 15'-0" | 15'-0" | | | | 4,147 | 7,900 | 12,047 | | | | | | 1,325 | 1,325 | | | | | 22,875 | | | 80 | | 72,097 | 72,097 | 36,247 |
| PB | 10'-0" | -10'-0" | | | | 2,600 | | 2,600 | | | | | | | | | | | | | 70,997 | | 198 | | 73,597 | 73,597 | 0 |
| TOTAL | | | 404 | 1,055 | 338,185 | 62,121 | 10,400 | 411,186 | 14,000 | 77 | 89 | 37,244 | 8,076 | 1,825 | 47,145 | 1,400 | 6,000 | 0 | 4,000 | 22,875 | 106,847 | 0 | 278 | | 613,453 | 592,053 | 478,606 |
| Average Unit Size (Market Rate) | | | | 837 | | | | | | | | | | | | | | | | | | | | | | | |
| NSF Per Bed (Market Rate) | | | | 321 | | | | | | | | | | | | | | | | | | | | | | | |
| Bed Per Unit (Market Rate) | | | | 2.6 | | | | | | | | | | | | | | | | | | | | | | | |
| Average Unit Size (Affordable / Workforce Housing) | | | | 484 | | | | | | | | | | | | | | | | | | | | | | | |
| NSF Per Bed (Affordable / Workforce Housing) | | | | 418 | | | | | | | | | | | | | | | | | | | | | | | |
| Bed Per Unit (Affordable / Workforce Housing) | | | | 1.2 | | | | | | | | | | | | | | | | | | | | | | | |
| Site Area | | | | 76,157 | | | | | | | | | | | | | | | | | | | | | | | |
| Project FAR | | | | 6.3 | | | | | | | | | | | | | | | | | | | | | | | |