URBAN DESIGN COMMISSION APPLICATION

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



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.

FOR OFFICE USE ONLY	:	
Paid	Receipt #	
Date received		

Date received		*
Received by	10/27/21 10:27 a.m.	R <u>eceive</u> D
Aldermanic District]
Zoning District		
Urban Design District _		
Submittal reviewed by		
Legistar #		

UDC

1. Project Information

Telephone

	Add	ress: 322	E. WA	SHINGTON AVE	MA	DISON, WI	
	Title:ST. JOHN'S REDEVELOPMENT						
		lication Type (c meeting date re New developme Informational	equested	apply) and Requested Date PECEMBER Alteration to an existing or Initial approval	20	2 \ ously-approved development Final approval	
					4		
3.	Proj	ect Type					
	这	Project in an Urk	oan Design Dist	trict UDD #4	Sigr	age	
	শ	Project in the Do	wntown Core I	District (DC), Urban		Comprehensive Design Review (CDR)	
	_	Mixed-Use District (UMX), a		<), or Mixed-Use Center District (MXC)		Signage Variance (i.e. modification of signage height,	
						area, and setback)	
		Campus Institutional District (CI), or Employment Campus District (EC)		in, or employment campus	Signage Exception		
		Planned Develop	oment (PD)		Oth	er	
		General De	velopment Pla	n (GDP)	Please specify		
	Specific Implementation Plan (SIP)		Plan (SIP)				
		Planned Multi-Use Site or Residential Building Complex					
4.	4. Applicant, Agent, and Property Owner Information						
	App	licant name	MARIC E	BINKOWSKI	Cor	npany MRB HOLDINGS	
	Stre	et address	10 E.D	DIY ST, STE 300	City	/State/Zip MADISON, WI 53703	
	Tele	phone	608.20	68.7023	Em	all MBINKOWSKI CUL.COM	
Project contact person MARK BINKOWSKI		Cor	npany •t				
	Stree	et address		મ		/State/Zip N	
	Tele	phone	1	ч.		ail U	
	Property owner (if not applicant) 57. JOHN'S WTHERAN CHURCH						
	Stree	et address	322 E.	WASHINGTON AVE.	City	State/Zip MADISON, WI 53703	

608.256.2337

П 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

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5. Required Submittal Materials

X **Application Form**

- M 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.
- X Development Plans (Refer to checklist on Page 4 for plan details)
- Filing fee
- X **Electronic Submittal***
- X Notification to the District Alder

Urban Design Commission Application (continued)

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.

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 Plannina Division at (608) 266-4635 for assistance.

6. Applicant Declarations

- Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design 1. Commission staff. This application was discussed with CITY D.A.T TEAM on JULY 29,2021
- The applicant attests that all required materials are included in this submittal and understands that if any required information 2. 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	BINKOWSKI	Relatio	nship to property_	DEVE	101	ER	
Authorizing signatu	re of property o	wner Rann	oge Committee (Date	10	27	21	
	_	David L. V	ogel Committee (Chair				

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)
- П **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)
- 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

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.

URBAN DESIGN COMMISSION APPROVAL PROCESS

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- <u>Final Approval</u>. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. Applicants/presenters are responsible for all presentation materials, AV equipment and easels.

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/ or staff may require additional information in order to have a complete understanding of the project.

Providing additional

information beyond these

a greater level of feedback

minimums may generate

from the Commission.

1. Informational Presentation

- 🗴 Locator Map
- Letter of Intent (If the project is within an Urban Design District, a summary of <u>how</u> the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
 - Two-dimensional (2D) images of proposed buildings or structures.

2. Initial Approval

- Locator Map
- □ Letter of Intent (If the project is within a Urban Design District, a summary of <u>how</u> the development proposal addresses the district criteria is required)
- □ Contextual site information, including photographs and layout of adjacent buildings/ structures
- □ Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- □ Landscape Plan and Plant List (*must be legible*)
- □ Building Elevations in both black & white and color for all building sides (include material callouts)
- D PD text and Letter of Intent (if applicable)

3. Final Approval

All the requirements of the Initial Approval (see above), plus:

- □ Grading Plan
- □ Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (must be legible)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- □ Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- □ Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

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- 1. Title block
- 2. Sheet number
- 3. North arrow
- Scale, both written and graphic
 Date
 - Eully dimonsi
- Fully dimensioned plans, scaled at 1"= 40' or larger

** All plans must be legible, including the full-sized landscape and lighting plans (if required)

> Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.



ST. JOHN'S LUTHERAN CHURCH REDEVELOPMENT URBAN DESIGN COMMISSION – INFORMATIONAL SUBMITTAL

LETTER OF INTENT | OCTOBER 27, 2021

This Letter of Intent pertains to the redevelopment of the property owned by St. John's Lutheran Church located at 322 East Washington Avenue. The site contains 21,710 square feet of land area on the highly visible corner of East Washington Avenue and North Hancock Street. For over 165 years St. John's has been a welcoming presence in the heart of downtown Madison. Its property, just 3 blocks from the Capitol Square, has welcomed residents and visitors alike with open doors and a desire to serve those most in need.

The Church is seeking to extend its historic mission to provide an even greater good while reimagining its own space for the next 100+ years. St. John's intends to demolish its existing building to construct a new, mixed use project that would contain approximately 16,000 square feet of space for worship, social services, social ministry and vibrant community space on the ground floor. Roughly 30% of the Church's ground floor space will be set aside for its partner organizations. These currently include: Backyard Mosaic Women's Project, Twelve Step programs, Porchlight's DIGS program, Project Respect and Off the Square Club.

Above the ground floor space, St. John's is proposing to develop 126 residential apartments across 9 floors (14 units per floor). The Church's goal in developing the apartments is to provide a significant affordable housing resource in the heart of downtown Madison. Of the 126 units, 105 (83%) will be set aside for those earning below 60% of the County Median Income (CMI). The proposed affordability levels are:

- 29 units for those earning 30% of CMI or lower
- 44 units for those earning 50% of CMI or lower
- 32 units for those earning 60% of CMI or lower
- 21 units at market rents

St. John's is wholly committed to its mission of helping those most in need by maximizing the number and level of affordable units created on this site.

The project is intended to be financed using Wisconsin Housing & Economic Development Authority's (WHEDA) 4+4% tax credit program, incorporating both federal and state low income housing tax credits. Additional sources of funding are likely to include City of Madison Affordable Housing Funds and Madison Development Corporation's Dane Workforce Housing Funds. Both the City of Madison and MDC have expressed excitement in St. John's development and an interest in exploring these funding opportunities further.

The development will be supported by two levels of completely underground parking beneath St. John's ground floor space, with the entrance located along Hancock Street. The site is located a short walk from the Capitol Square and directly between the East Mifflin Street bike corridor and the East Washington Avenue bus corridor (and future BRT route). This provides a unique opportunity to help the City achieve its goal of reducing single occupant vehicle trips. Accordingly, the project is expected to contain between 80 and 100 parking stalls, significantly less than the market standard of 1.0 to 1.1 parking stalls per unit.

In order to complete a successful development, St. John's underwent an RFP process to select a local development partner. After a lengthy due diligence process the Church elected to work with Mark Binkowski, a shareholder of Urban Land Interests, and Brad Binkowski, the co-founder of Urban Land Interests. The Binkowski's experience in successfully implementing complicated projects in and around downtown Madison and their familiarity with Madison's housing market made them the best fit. St. John's will retain an ownership interest in the land and completed project, engaging Mark and Brad, with the support of Urban Land Interests, to implement the development.

The site is currently zoned Urban Mixed Use (UMX), which calls for high density residential development. That zoning is directly in line with the aims of this redevelopment and the current project plans can be built under existing zoning. The project will require a demolition permit for the existing St. John's Lutheran Church, a conditional use permit for a building over four (4) stories in height and approval of a certified survey map (CSM) to combine the three existing parcels into one. Additionally, the project will be seeking conditional use approval for two bonus stories in order to be built to the maximum allowable height of ten stories. It is imperative that the site be built to the maximum allowable density for the project to be feasible. There has not been a significant high rise affordable housing project built in downtown since the Madison Mark in 2005 due to the financial challenge of balancing high construction costs with low rents. Maximizing the site's density is necessary for this project to happen.

The property is also located in Urban Design District 4 and will require approval from the Urban Design Commission. Urban Design District 4 is intended to improve the appearance of the major transportation corridors which constitute a major entrance to downtown (E Washington Ave) and to improve the property values in the district. The reconstruction of St. John's Lutheran Church will create a new and vibrant community space on the ground floor with substantial glass, including stained glass, highlighting the East Washington facing corner.

Preliminary plans for the development readily meet the remaining design standards for UDD 4. Significant landscaping will be provided around the site to continue St. John's longstanding tradition of gardening and growing food, in addition to appropriate street trees to soften the edges and provide shade. All of the parking for the site will be located underground and kept entirely out of view from the public. The exterior facades are composed of natural materials including brick, stone and concrete that provide warmth and authenticity. The building also contains two distinct design languages that help to reduce the overall scale and massing of the project.

The proposed infill project in this location is directly in line with the City's Comprehensive Plan and Downtown Plan. The Downtown Plan and Generalized Future Land Use Map call for this site's future use to be Downtown Core Mixed-Use, and it sits directly adjacent to the James Madison Park area that calls for predominantly residential. A well designed, high density residential development with the Church operating on the ground floor is in keeping with these stated land uses. Many of the goals outlined in the Downtown Plan are very much in line with the objectives of this development, including ensuring a quality urban environment, maintaining strong neighborhoods and districts, enhancing livability and becoming a model of sustainability. This plan is adding density along one of the Comprehensive Plan's priority growth areas given its location on the East Washington regional corridor, in addition to hitting many of the other strategies and goals outlined in the land use and transportation section of the Comprehensive Plan. These include: ensuring all populations benefit from the City's transportation investments, concentrating the highest intensity development along transit corridors, facilitating compact growth and improving access and inclusivity of Downtown Madison. Most importantly, this project will provide a significant affordable housing resource in the heart of downtown Madison, something this City desperately needs.

Good Morning Alder Heck,

I wanted to provide you a brief update on the status of our ongoing efforts. We have been working with Potter Lawson on the initial exterior concepts for the building and the refinement of the floor plans. Thanks to Bob and Mariah's efforts we have had two meetings with the steering committee. During the last meeting we presented the preliminary architectural concepts to gather feedback.

As part of this process we are going to submit these concepts to the Urban Design Commission today for an informational presentation on December 1st. That will help us refine the design further. Our goal with all of this is to be able to begin talking with contractors on preliminary budget pricing in order to test our assumptions and confirm the project's feasibility.

Please let me know if you have any questions on any of this. Always happy to find a time to connect further if that would be of value.

Best, Mark

Mark Binkowski

Shareholder | Urban Land Interests

 10 East Doty St., Suite 300
 Madison, WI
 53703

 608.268.7023
 Direct

 608.235.5230
 Mobile

mbinkowski@uli.com



Site Location: 322 East Washington Avenue



Existing Site Context



East Washington Avenue & N. Butler Street

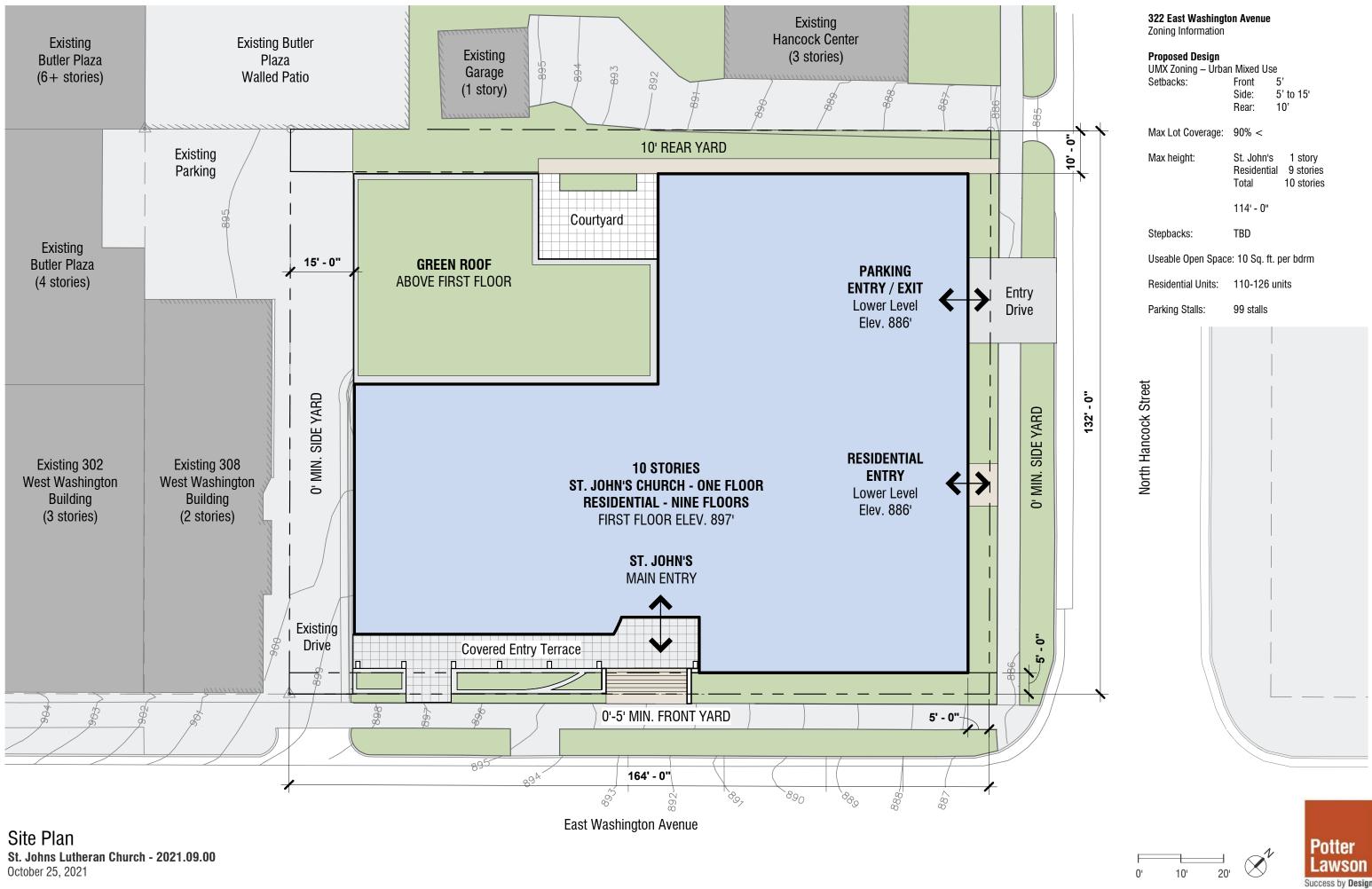
East Washington Avenue & N. Hancock Street

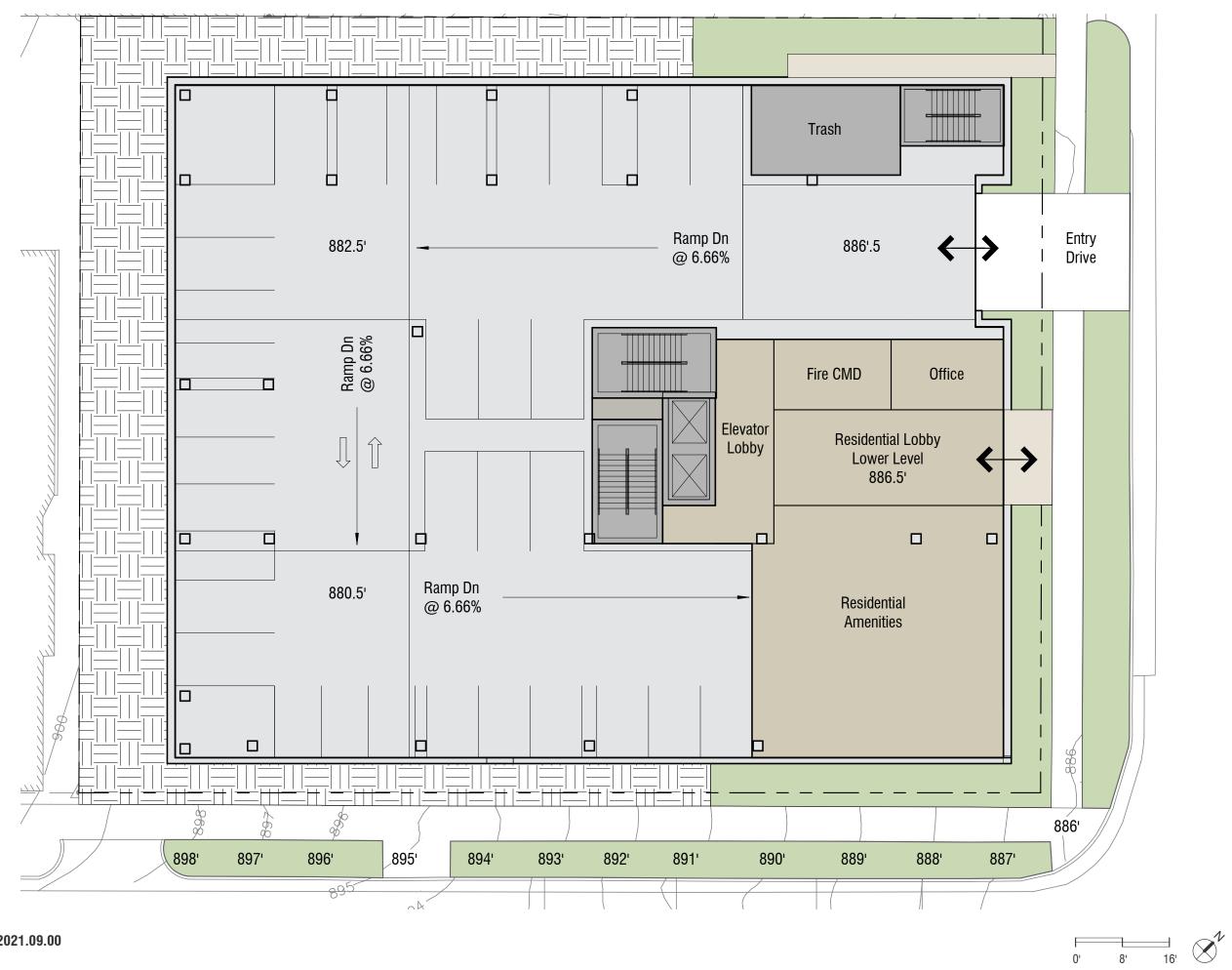
North Hancock Street

Site Location & Existing Conditons St. Johns Lutheran Church - 2021.09.00 October 25, 2021









Lower Level St. Johns Lutheran Church - 2021.09.00 October 25, 2021





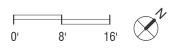
First Floor Plan St. Johns Lutheran Church - 2021.09.00 October 25, 2021





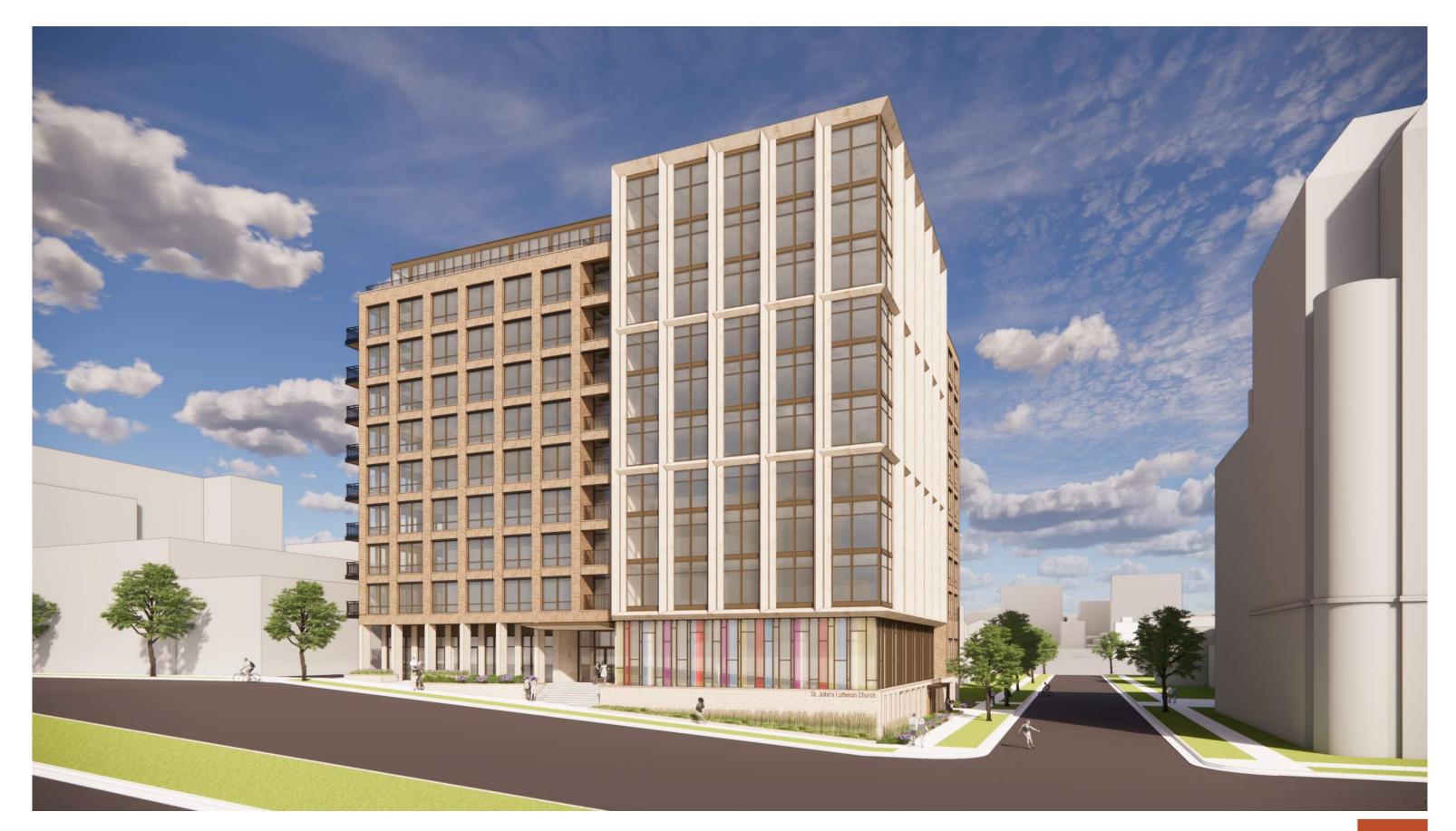
Typical Residential Floor Plan St. Johns Lutheran Church - 2021.09.00 October 25, 2021

Units /	′ Flr
(4)	Studio Units
(5)	1BD Units
(5)	2BD Units
(14)	Total









Exterior Perspective - East Washington Avenue St. Johns Lutheran Church - 2021.09.00 October 25, 2021





Exterior Perspective - East Washington Avenue & North Hancock Street St. Johns Lutheran Church - 2021.09.00 October 25, 2021





Exterior Perspective - North Hancock Street St. Johns Lutheran Church - 2021.09.00 October 25, 2021





Exterior Perspective - Green Roof St. Johns Lutheran Church - 2021.09.00 October 25, 2021





Exterior Perspective - East Washington Avenue Main Entry St. Johns Lutheran Church - 2021.09.00 October 25, 2021





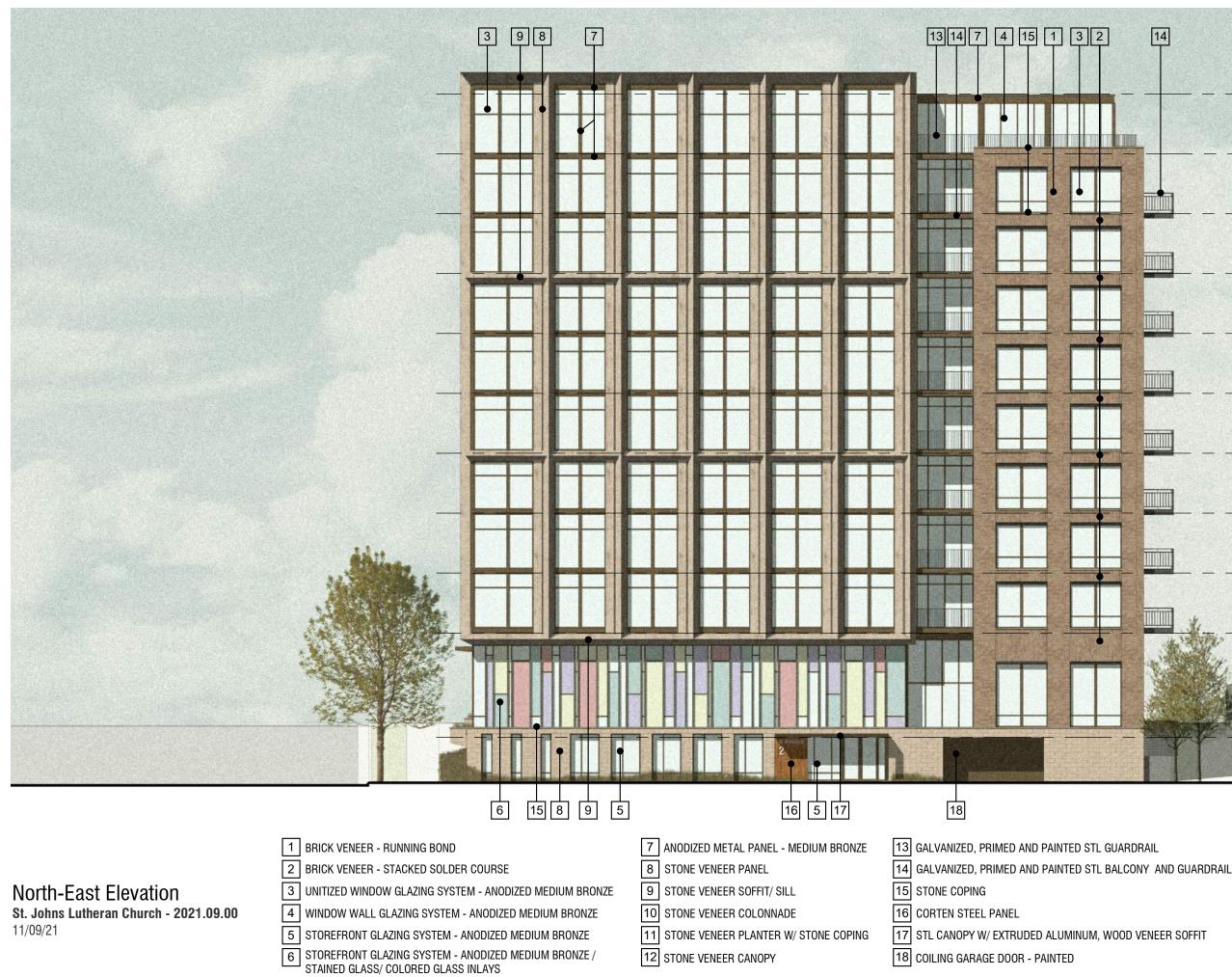
Exterior Perspective - East Washington Avenue & North Hancock Street St. Johns Lutheran Church - 2021.09.00 October 25, 2021





Exterior Perspective - North Hancock Street Residential Entry St. Johns Lutheran Church - 2021.09.00 October 25, 2021





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- <u>-</u>	NI <u>NTH FLOOR</u> 190' - 4"
	<u>EIGHTH FLOOR</u> 180' - 0"
<u> </u>	<u>SEVENTH FLOOR</u> 169' - 8"
	SIXTH FLOOR 159' - 4"
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	F <u>O</u> U <u>RTH FLO</u> O <u>R</u> 138' - 8"
	SECOND FLOOR 118' - 0"
	F <u>IRST FLOOR</u>

0'

8'







	1 BRICK VENEER - RUNNING BOND	7 ANODIZED METAL PANEL - MEDIUM BRONZE	13 GALVANIZED, PRIMED AND PAINTED STL GUARDRAIL
South-West Elevation St. Johns Lutheran Church - 2021.09.00 11/09/21	2 BRICK VENEER - STACKED SOLDER COURSE	8 STONE VENEER PANEL	14 GALVANIZED, PRIMED AND PAINTED STL BALCONY A
	3 UNITIZED WINDOW GLAZING SYSTEM - ANODIZED MEDIUM BRONZE	9 STONE VENEER SOFFIT/ SILL	15 STONE COPING
	4 WINDOW WALL GLAZING SYSTEM - ANODIZED MEDIUM BRONZE	10 STONE VENEER COLONNADE	16 CORTEN STEEL PANEL
	5 STOREFRONT GLAZING SYSTEM - ANODIZED MEDIUM BRONZE	11 STONE VENEER PLANTER W/ STONE COPING	17 STL CANOPY W/ EXTRUDED ALUMINUM, WOOD VENER
	6 STOREFRONT GLAZING SYSTEM - ANODIZED MEDIUM BRONZE / STAINED GLASS/ COLORED GLASS INLAYS	12 STONE VENEER CANOPY	18 COILING GARAGE DOOR - PAINTED



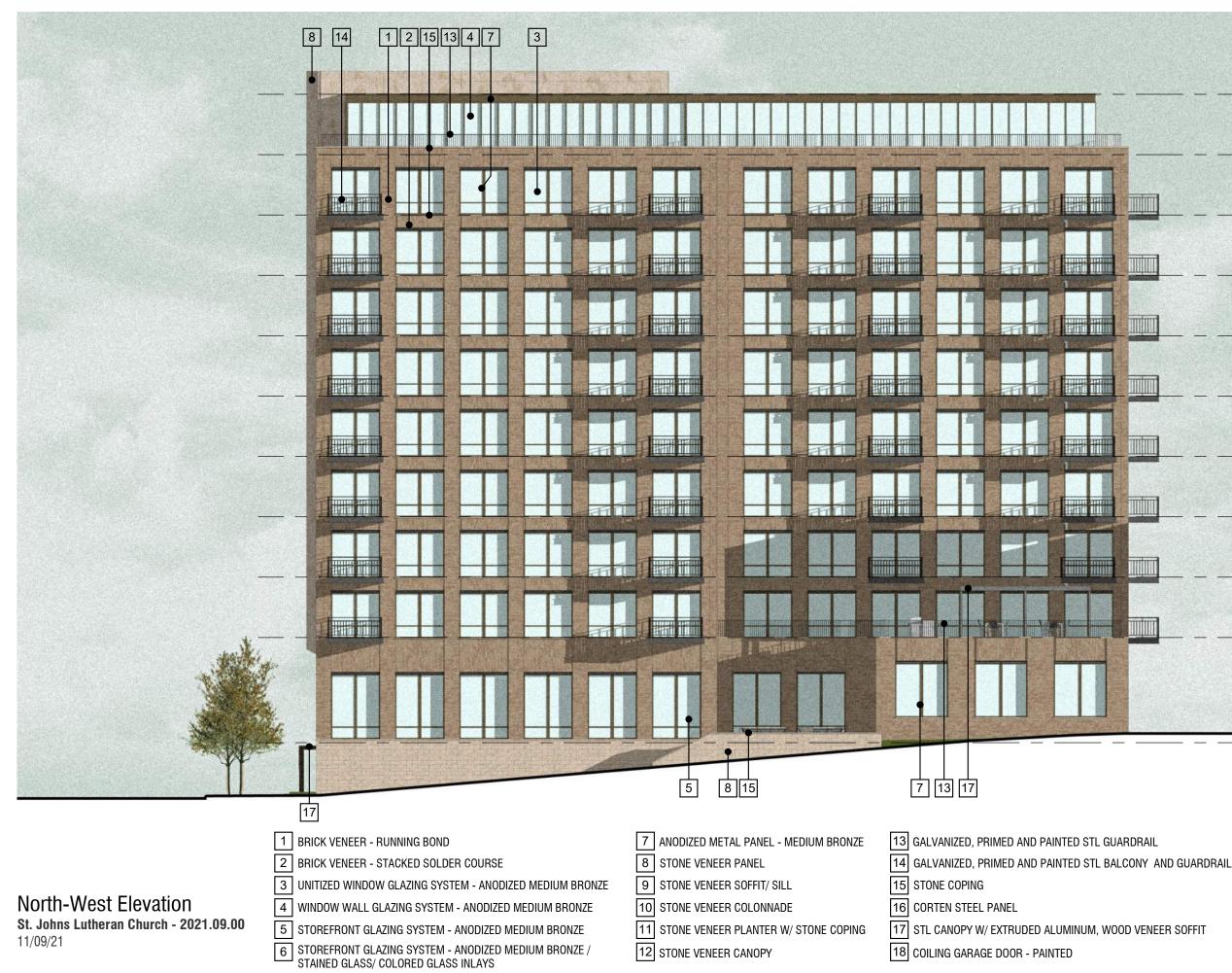
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0'

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ND GUARDRAIL

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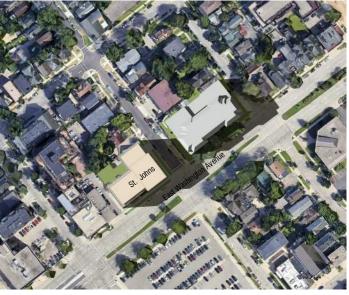
16' 0' 8'



Summer 9am



Summer Noon



Summer 3pm



Spring & Fall 9am



Spring & Fall Noon



Spring & Fall 3pm



Winter 9am



Winter Noon



Winter 3pm

Shadow Study St. Johns Lutheran Church - 2021.09.00 October 25, 2021











