

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: 3/11/2009

Action Requested

- Informational Presentation
 Initial Approval and/or Recommendation
 Final Approval and/or Recommendation

UDC MEETING DATE: 4/1/2009

PROJECT ADDRESS: 701 & 737 Lorillard Ct., 159-171 Proudfit Street

ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals) Urban Land Development, LLC/ ARCHITECT/DESIGNER/OR AGENT: Engberg Anderson

Urban Land Interests

CONTACT PERSON: Chris Schramm, Urban Land Interests

Address: 10 E. Doty Street, Suite 300

Madison, WI 53703

Phone: 608-251-0706

Fax: 608-251-5572

E-mail address: cschramm@uli.com

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
 General Development Plan (GDP)
 Specific Implementation Plan (SIP)
 Planned Community Development (PCD)
 General Development Plan (GDP)
 Specific Implementation Plan (SIP)
 Planned Residential Development (PRD)
 New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
 School, Public Building or Space (Fee may be required)
 New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
 Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
 Street Graphics Variance* (Fee required)
 Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



Memorandum

March 11, 2009

To: Al Martin
Rebecca Cnare
City of Madison
City of Madison

From: Marc Schellpfeffer
Chris Schramm
Engberg Anderson
Urban Land Interests

Re: Landmarks Commission - Information Meeting Submittal (meeting date 3-23-09)
Urban Design Commission - Informational Meeting Submittal (meeting date 4-1-09)
Findorff Yards Office Lofts - SIP for Building A
Urban Land Interests
Engberg Anderson Project No. 081780.00

PROJECT NARRATIVE

In October of 2008, Urban Land Interests received City of Madison Common Council approval of an amendment to the existing Tobacco Row PUD to incorporate the four residential lots at 159-171 Proudfit (including the demolition of the three vacant houses located on those lots). A new GDP was approved for the portion of the PUD south of Lorillard Court and the Tobacco Lofts apartments, allowing up to 70,000 square feet of commercial office space, along with surface and underground parking. An SIP was also approved at that time for the larger of the two proposed office buildings (Building B), along with the surface parking and other site improvements, with the understanding that an SIP for the smaller office building along Proudfit Street (Building A) would be submitted for approval at a later date. Per the GDP, Building A was anticipated to be up to 24,000 square feet and up to 3 stories tall. ULI is now seeking approval of an SIP for Building A, consistent with the attached site plan and elevations.

Building A is envisioned as the "main house" for the overall mixed-use office and residential development, consisting of both the two new Findorff Yards Office Lofts buildings and the two existing Tobacco Lofts apartment buildings. Appearing as a two-story elevation along Proudfit Street, Building A consists of two levels, each comprising 7,150 sf. The building is designed to allow access from both the street side and the parking lot side. A simple spanning truss for the roof condition is held by two masonry planes to create a large "loft" space at the building's upper level. The masonry planes are accentuated by the north and south ends being rendered as glass walls. Located along Proudfit Street, the scale of the building relates to the adjacent residential neighborhood. The setback of the building from the sidewalk and the simplicity of the large punches within the masonry wall reduces the scale to a pedestrian condition even further along the sidewalk. The materials of brick, glass, and metal, and the detailing of these materials, continue to hold the language of the development as a whole.

The intersection of Lorillard Court and Proudfit Street is the main entry for the overall development. This corner is articulated in the architecture of Building A by eroding the simplicity of the brick plane to

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March 11, 2009

allow the glass corner to open up and become a lantern or entry beckon for the site and the building. The composition of the glass bays at the northwest corner and the adjacent landscape creates a large gesture of entry at the corner. Once in the development, the east façade of Building A is articulated with a large “dock” condition that ties back to the existing historic Tobacco Lofts warehouse buildings and the shed roof located along the east face of the west warehouse building. The large “in-filled bays” of the dock allow for multiple points of entry to the upper level of the building.

Please find the attached supporting information for our Urban Design Commission/Landmarks Commission – Informational Meeting Submittal. If there are any questions or issues with this submittal, please contact Chris Schramm at Urban Land Interests or Marc Schellpfeffer at Engberg Anderson.

CONTACTS

Owner:

Urban Land Interests
Chris Schramm, Project Manager (Contact)
608-251-0706

Architect:

Engberg Anderson, Inc.
Paul Cuta AIA, Partner
Marc Schellpfeffer AIA, Project Architect (Contact)
608-250-0100

Sincerely,

Marc Schellpfeffer, AIA
Senior Associate, Engberg Anderson

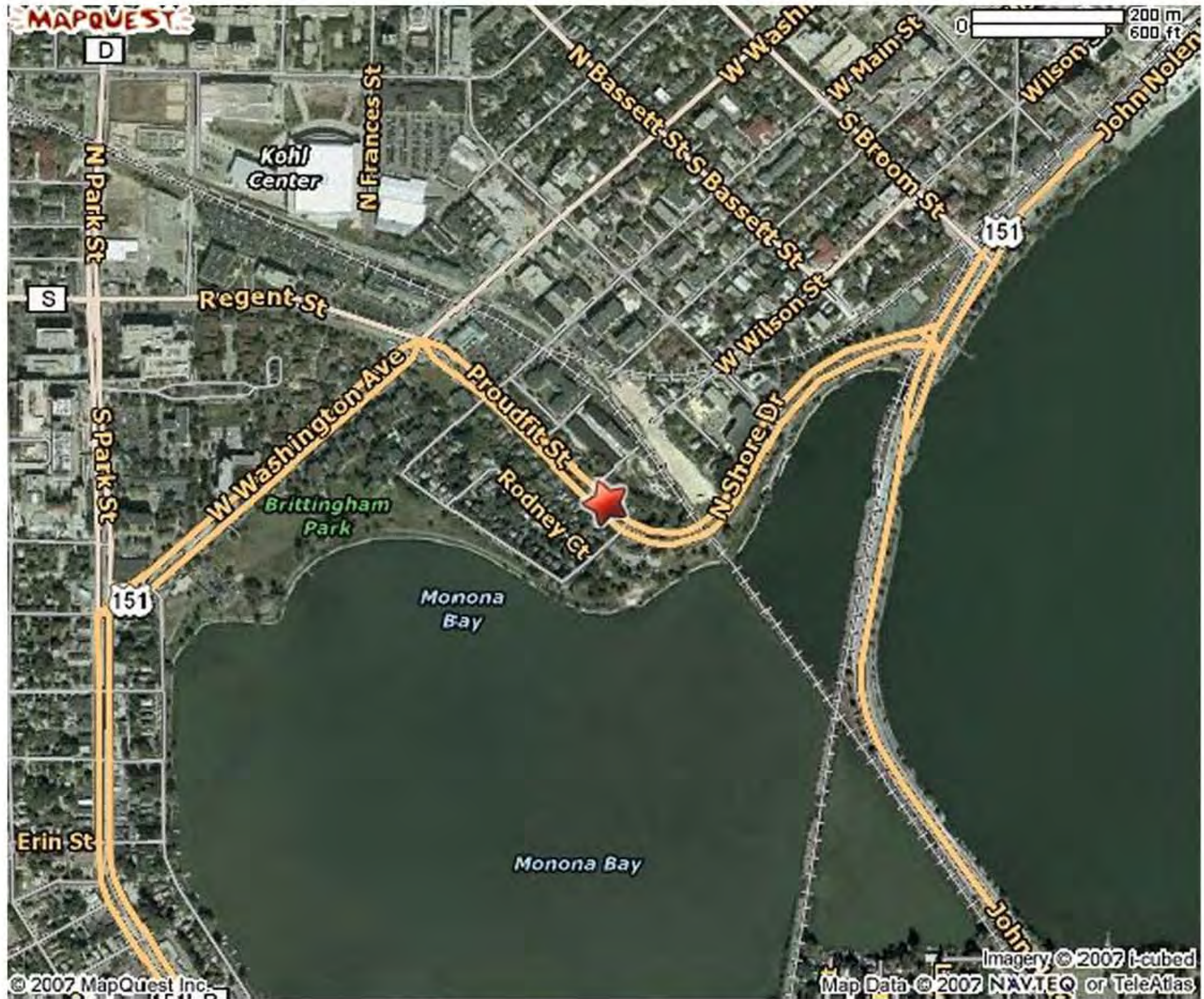
Chris Schramm
Urban Land Interests

MS/PC

Attachments:

Drawing Set – 8 pages (dated March 11, 2009)





Locator map

Findorff Yards Office Lofts - Building A

March 11, 2009



Photo 1



Photo 2

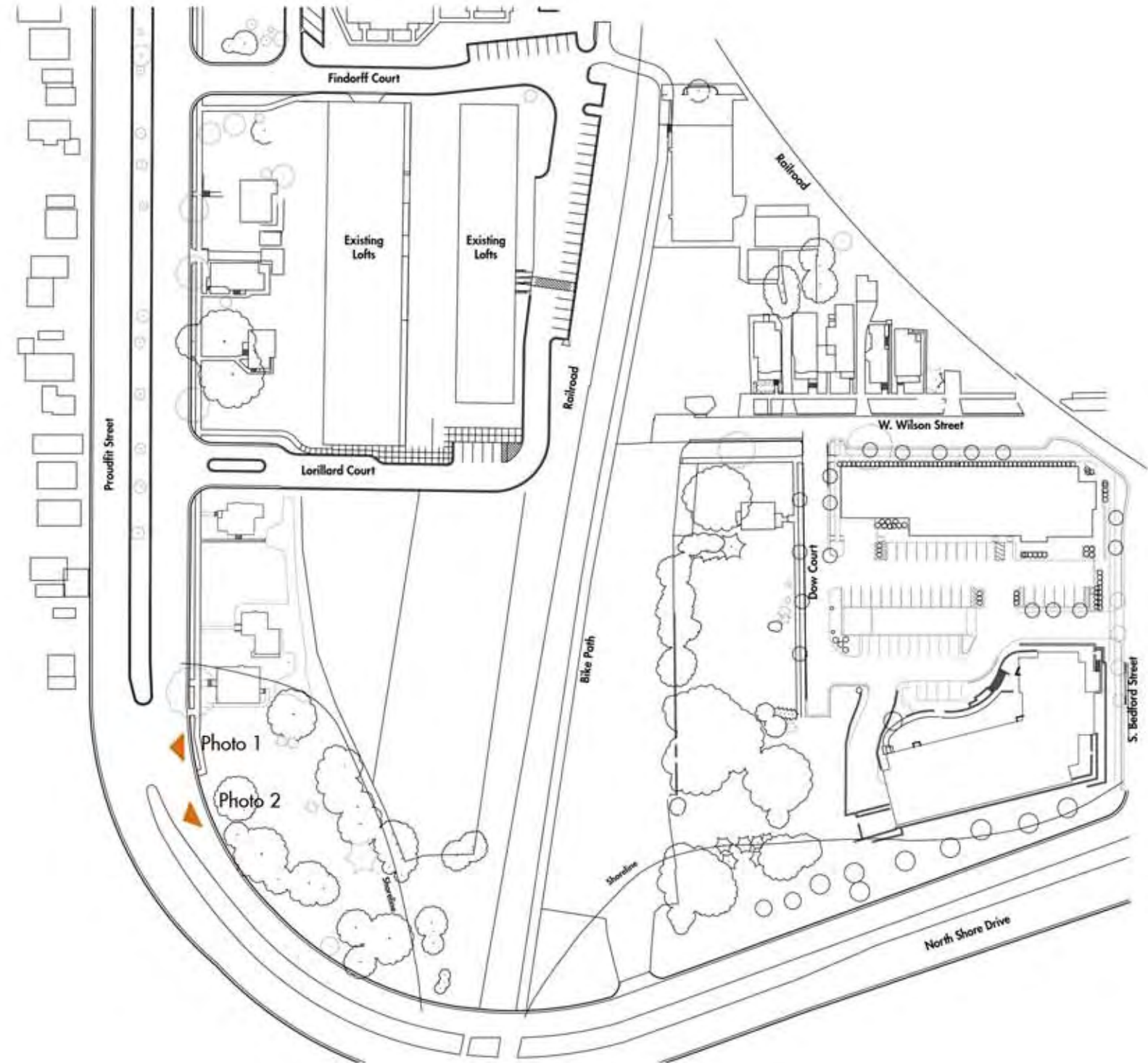




Photo 1



Photo 2



Photo 3





Photo 1



Photo 2





Photo 1



Photo 2

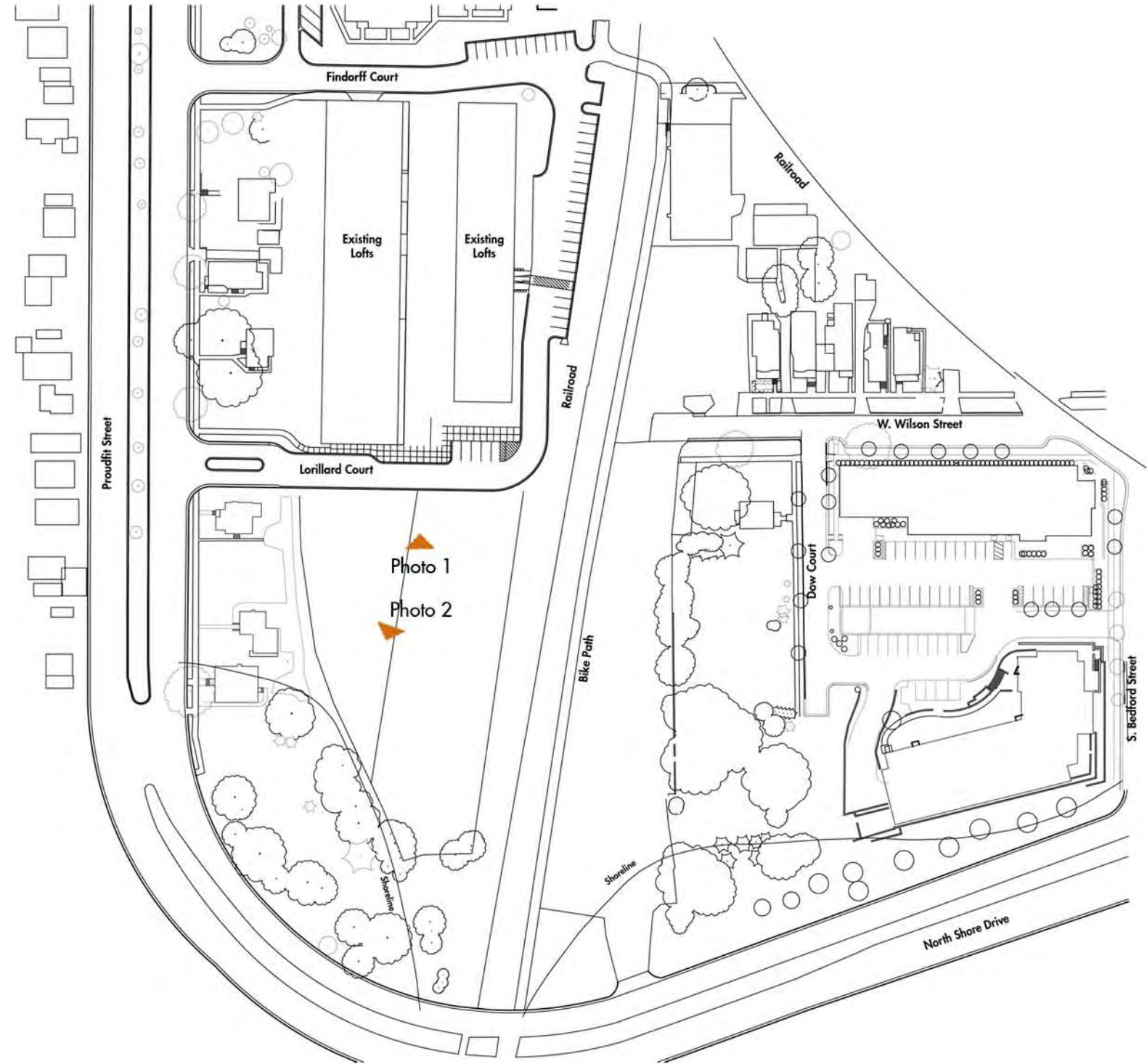
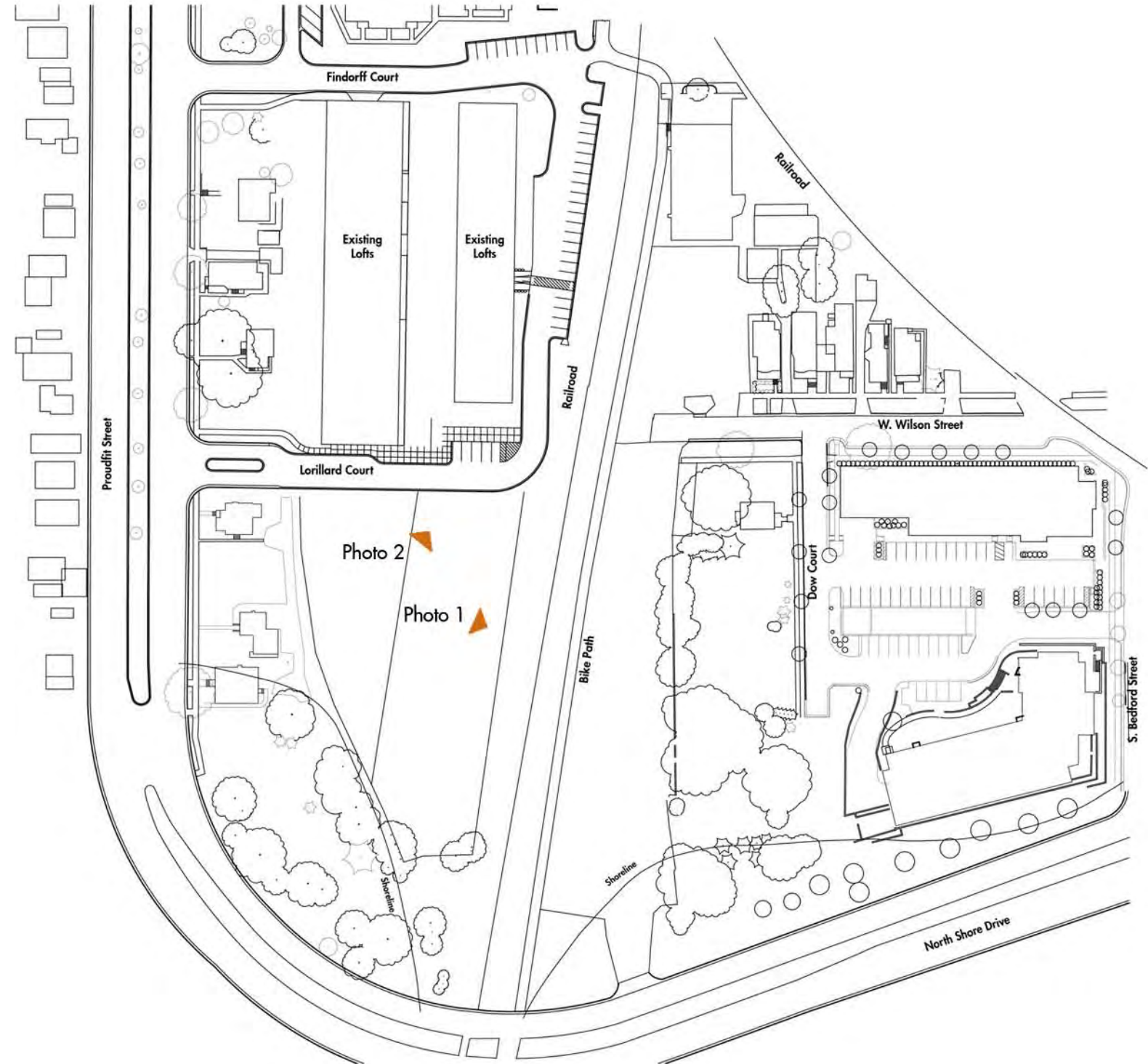


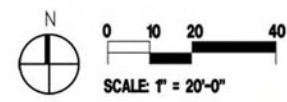


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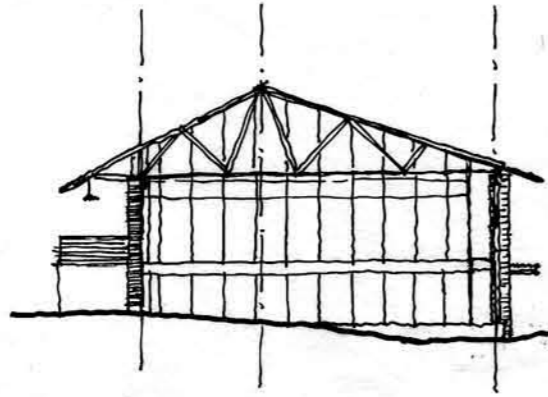
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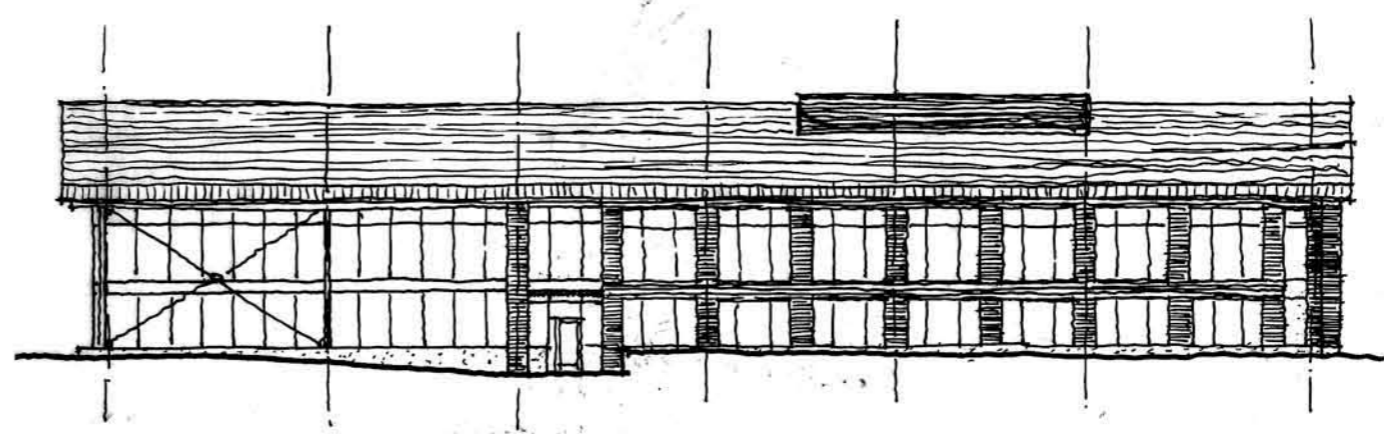


FINDORFF YARDS OFFICE LOFTS

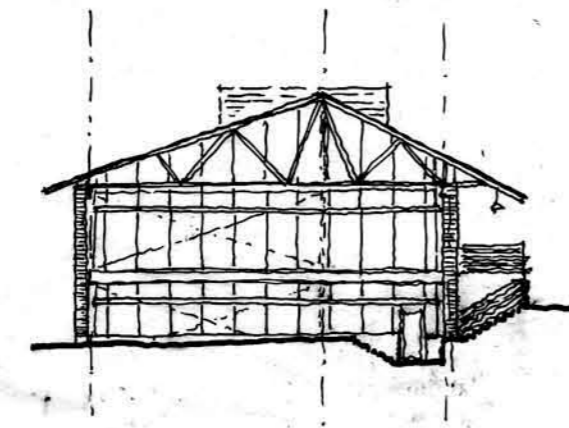
SITE PLAN



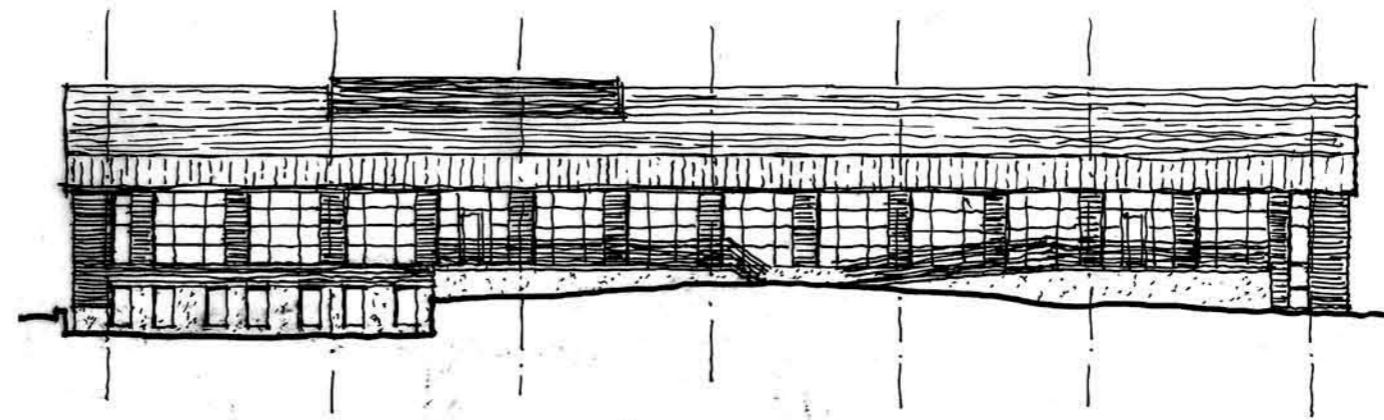
North Elevation



West Elevation



South Elevation



East Elevation