



InSite Consulting Architects
 115 E. Main Street, Suite 200
 Madison, WI 53703
 (800) 453-8086

Letter of Transmittal

To: City of Madison Landmarks Commission
 126 South Hamilton Street
 Madison, WI 53701

Date: March 6, 2017

Re: Landmarks Commission –
 Presentation

From: InSite Consulting Architects, LLC
 115 E. Main Street, Suite 200
 Madison, WI 53703

****Via Hand Delivery****

Copies	Date	Description
15	3/6/2017	Judge Doyle Square - Landmarks Commission Presentation, Application, and Project Description

For Approval
 For Your Use
 For Review and Comment
 As Requested
 Other

Comments:

Received By: _____
 Owner

Date: _____

City of Madison Landmarks Commission

APPLICATION



City of Madison Planning Division, 215 Martin Luther King Jr. Blvd., Suite LL.100, P.O. Box 2985, Madison, WI 53701-2985

1. LOCATION

Project Address: 200 South Pinckney Street (Block 88 & 105) Aldermanic District: 4

2. PROJECT

Project Title / Description: Judge Doyle Square - New (Underground) City Parking Facility and New Mixed-Use Development

This is an application for: (check all that apply)

- Alteration / Addition to a Designated Landmark
Land Division/Combination of Designated Landmark site
Alteration / Addition to a building adjacent to a Designated Landmark
Alteration / Addition to a building in a Local Historic District (specify):
Land Division/Combination in a Local Historic District (specify):
New Construction in a Local Historic District (specify):
Demolition
Variance from the Historic Preservation Ordinance (Chapter 41)
Referral from Common Council, Plan Commission, or other referral
Landmark Nomination/Rescission or Historic District Nomination/Amendment
Other (specify): Development adjacent to Landmark Structures

Form box with 'PLANNING DIVISION USE ONLY' label and 'Registrar #' field.

3. APPLICANT

Applicant's Name: Stephen Mar-Pohl Company: InSite Consulting Architects, LLC
Address: 115 E. Main Street, Suite 200, Madison, WI 53703
Telephone: (608) 513-1992 E-mail: steve@icsarc.com

Property Owner (if not applicant): Beitler Real Estate Services LLC (as Tenant); City of Madison (as Landlord/Property Owner)
Address: 980 North Michigan Avenue, Suite 1225, Chicago, IL 60611

Property Owner's Signature: [Signature] Date: 03/06/2017

NOTICE REGARDING LOBBYING ORDINANCE: If you are seeking approval of a development that has over 40,000 square feet of non-residential space, or a residential development of over 10 dwelling units, or if you are seeking assistance from the City with a value of \$10,000 (including grants, loans, TIF or similar assistance), then you likely are subject to Madison's lobbying ordinance (Sec. 2.40, MGO). You are required to register and report your lobbying. Please consult the City Clerk's Office for more information. Failure to comply with the lobbying ordinance may result in fines.

4. APPLICATION SUBMISSION REQUIREMENTS (see checklist on reverse)

All applications must be filed by 4:30 p.m. on the submission date with the Preservation Planner, the Department of Planning & Community & Economic Development, Planning Division, located in Suite LL-100, of the Madison Municipal Building, 215 Martin Luther King, Jr. Blvd. Applications submitted after the submittal date or incomplete applications will be postponed to the next scheduled filing time.

APPLICATION SUBMISSION REQUIREMENTS CHECKLIST:

In order to be considered complete, every application submission shall include at least the following information unless otherwise waived by the Preservation Planner.

- Landmarks Commission Application w/signature of the property owner (1 copy only).
- Twelve (12) collated paper copies 11" x 17" or smaller (via mail or drop-off) of submission materials (see below).
- Electronic files (via email) of submission materials (see below).
- Narrative Description/Letter of Intent addressed to the Landmarks Commission, describing the location of the property and the scope of the proposed project.
- Architectural drawings reduced to 11" x 17" or smaller pages which may include:
 - Dimensioned site plans showing siting of structures, grading, landscaping, pedestrian and vehicular access, lighting, signage, and other features;
 - Elevations of all sides showing exterior features and finishes, subsurface construction, floor and roof;
 - Floor Plan views of levels and roof;
 - For proposals of more than two (2) commercial or residential or combination thereof units, a minimum of two (2) accurate street-view normal perspectives shown from a viewpoint of no more than five (5) feet above existing grade.
- Any other information requested by the Preservation Planner to convey the aspects of the project which may include:
 - Photographs of existing conditions;
 - Photographs of existing context;
 - Manufacturer's product information showing dimensions and materials;
 - Other _____

CONTACT THE PRESERVATION PLANNER:

Please contact the Preservation Planner with any questions.

Amy Scanlon, Registered Architect
City of Madison Planning Division
215 Martin Luther King Jr. Blvd., Suite LL100 (physical address)
P.O. Box 2985 (mailing address)
Madison, WI 53701-2985
ascanlon@cityofmadison.com
608 266 6552



Judge Doyle Square

Project Proposal Narrative
City of Madison Landmarks Commission Presentation
March 20, 2017

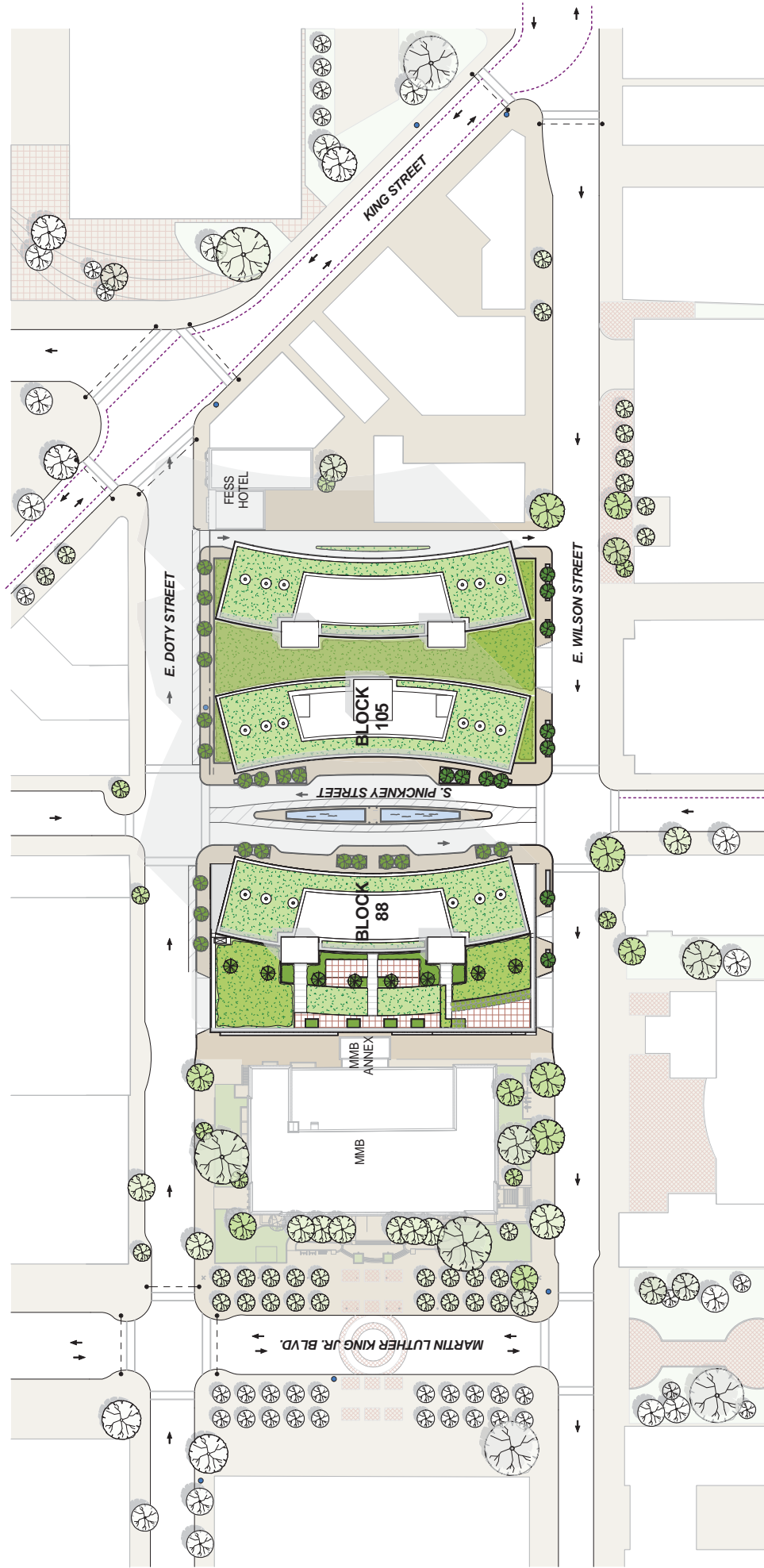
Description of Proposed Project

The Judge Doyle Square project includes a significant change in the city of Madison’s downtown core and the area between the historic Madison Municipal Building, and the Fess Hotel (Now the Great Dane Brewery) at 123 Doty Street. It is a large and challenging project that has required the cooperation of many interested parties and stakeholders. We have worked very hard to develop a plan that meets the requirements set forth in the City of Madison’s zoning code specifically relating to the proximity of the proposed development’s sites to the above-mentioned Landmark structures.

The proposed buildings are large, but several significant steps have been taken to limit the impact of their size on their historic neighbors:

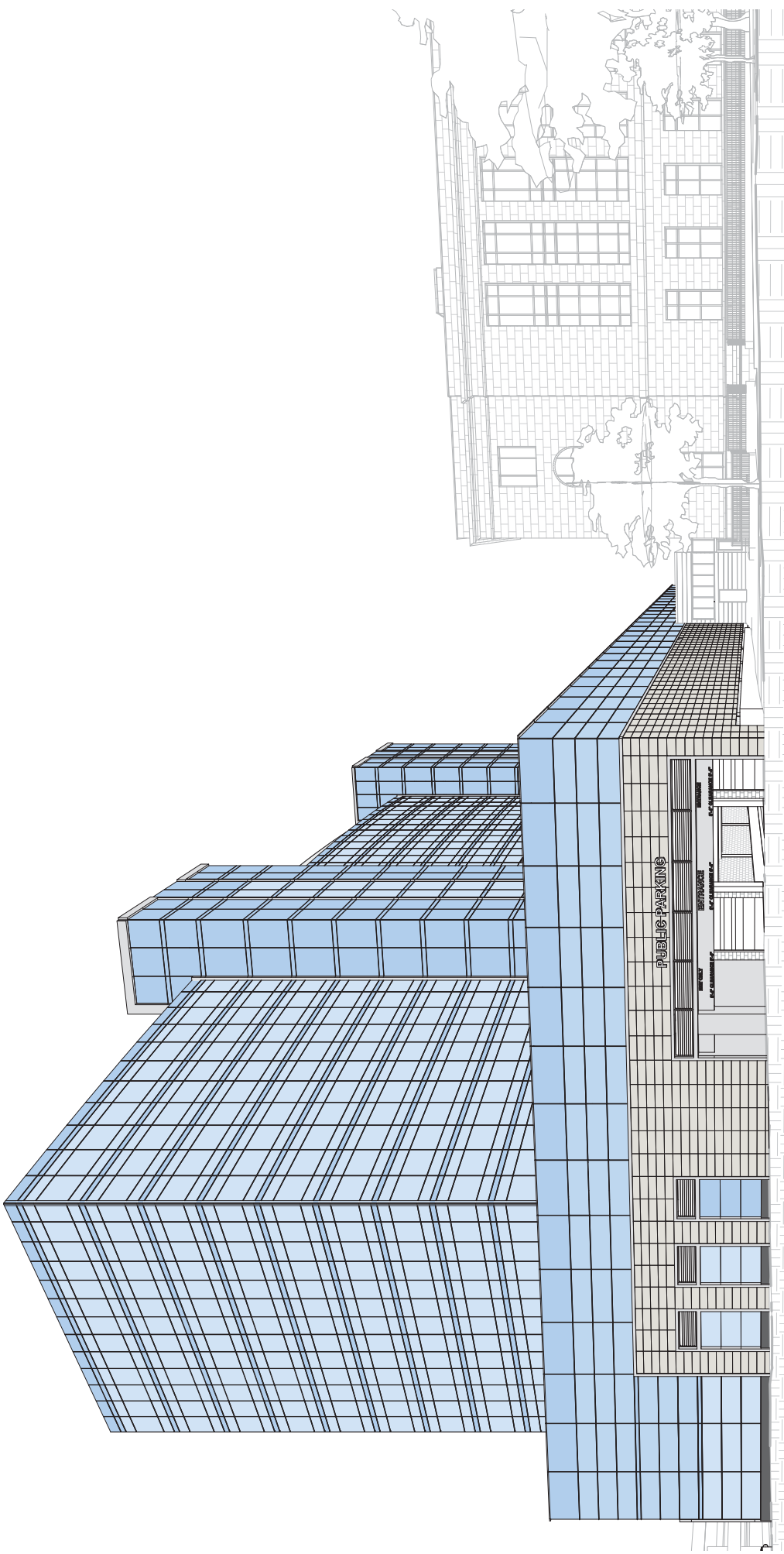
- Density/Mass - The building massing has been carefully considered to maintain a respectful relationship in its context. It has been conceived as three separate towers that are gently curved to create a new urban place on Pinckney Street, and reduce or soften the outer edges of the development and lessen their impact on the streets and the buildings’ historic neighbors.
- Adjacency - There is a physical separation of 20 feet from the Fess Hotel/Great Dane and 25 feet from the historic portion of the Madison Municipal Building.
- Materials - Materials have been selected that are complimentary to adjacent neighborhood buildings. Details will be developed to provide an appropriate human scale to the façades that come in contact with the pedestrian on the street. The buildings use glass extensively in the floors above the stone façade areas, the glass curtainwalls will be engineered to actively engage the sky clearly setting them apart from the pedestrian areas at street level
- Scale - The ground floors of the buildings are clad with stone in such a way as to carry on the rhythm of the adjacent buildings; for instance, belt courses on the MMB has provide the spring line of the transition between stone and glass on block 88. Further development of the elevations and details will only enhance this interaction
- Pedestrian interaction - The buildings have been designed to engage the street similar to their historic neighbors; and will be developed to enhance and enliven a long underutilized pedestrian opportunity on Pinckney, Doty and Wilson





NOTE: AVERAGE ELEVATION FOR BLOCK 88 BUILDING HEIGHT = 903.5'





SCALE: 2-22-A

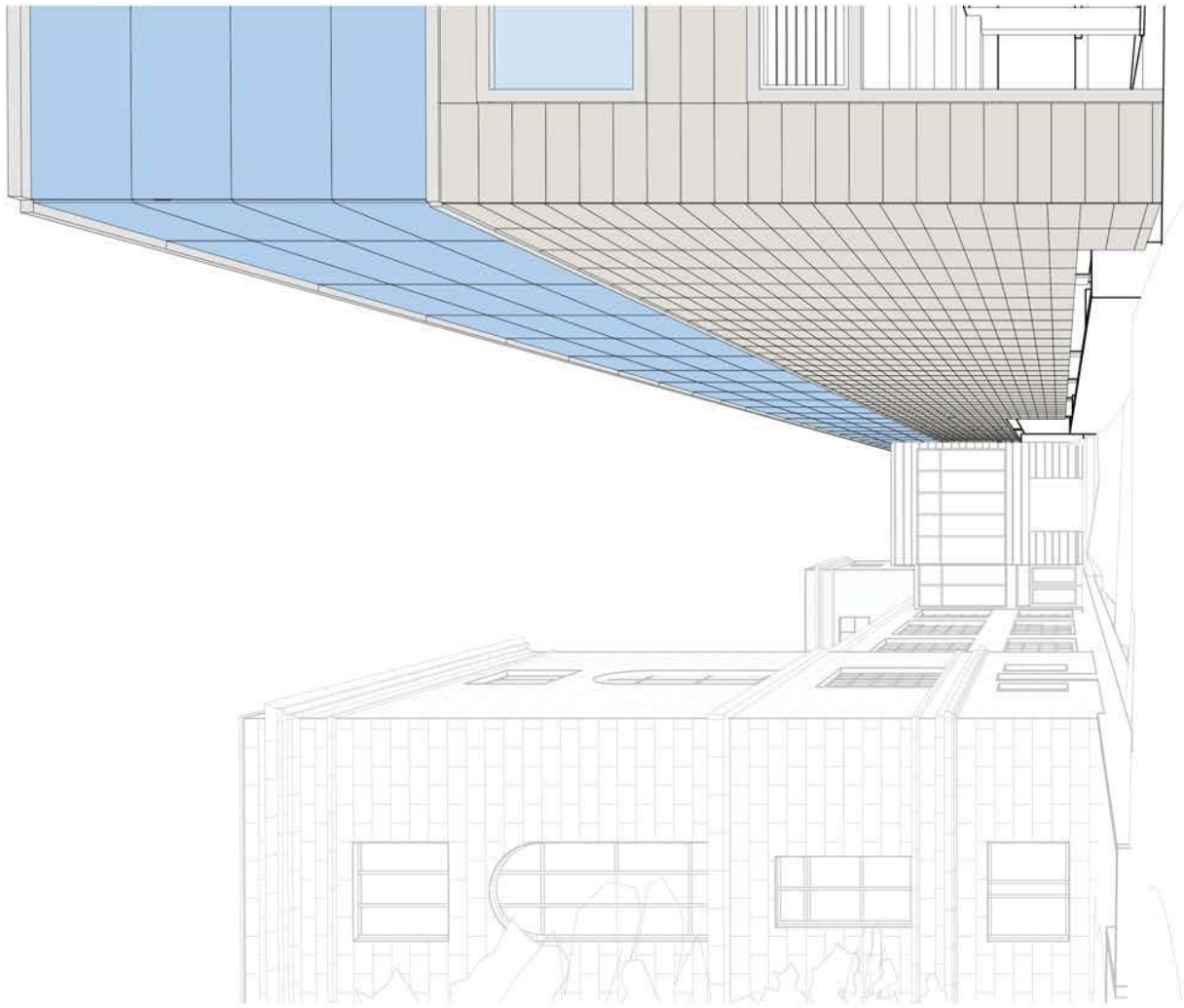
MARCH 3, 2017

3D MASSING STREET LEVEL VIEW

JUDGE DOYLE SQUARE - SECTION 2 - BLOCK 88

LVD FOR CITY OF MADISON AND BEITLER REAL ESTATE

lothan van hook destefano
ARCHITECTURE LLC



LVDA FOR CITY OF MADISON AND BEITLER REAL ESTATE

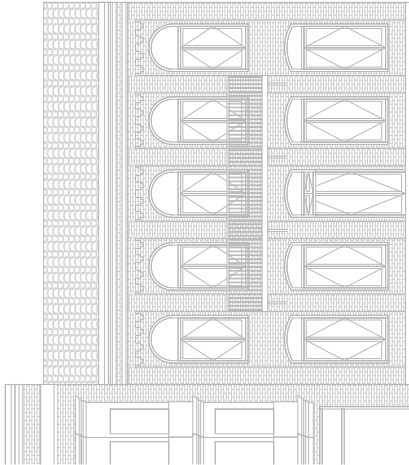
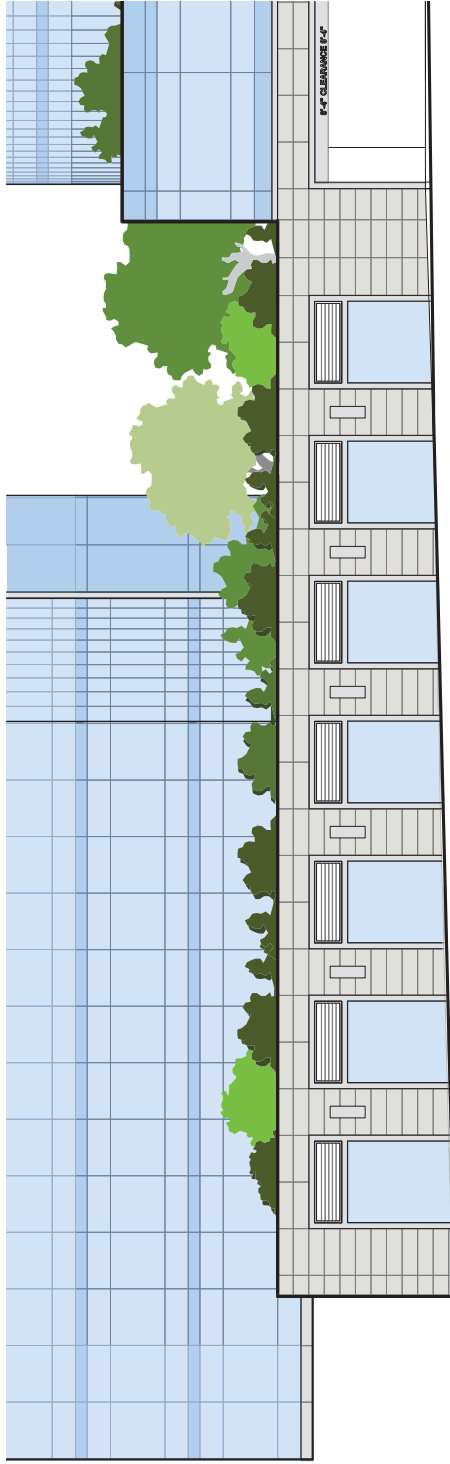
iothan van hook destefano
ARCHITECTURE LLC

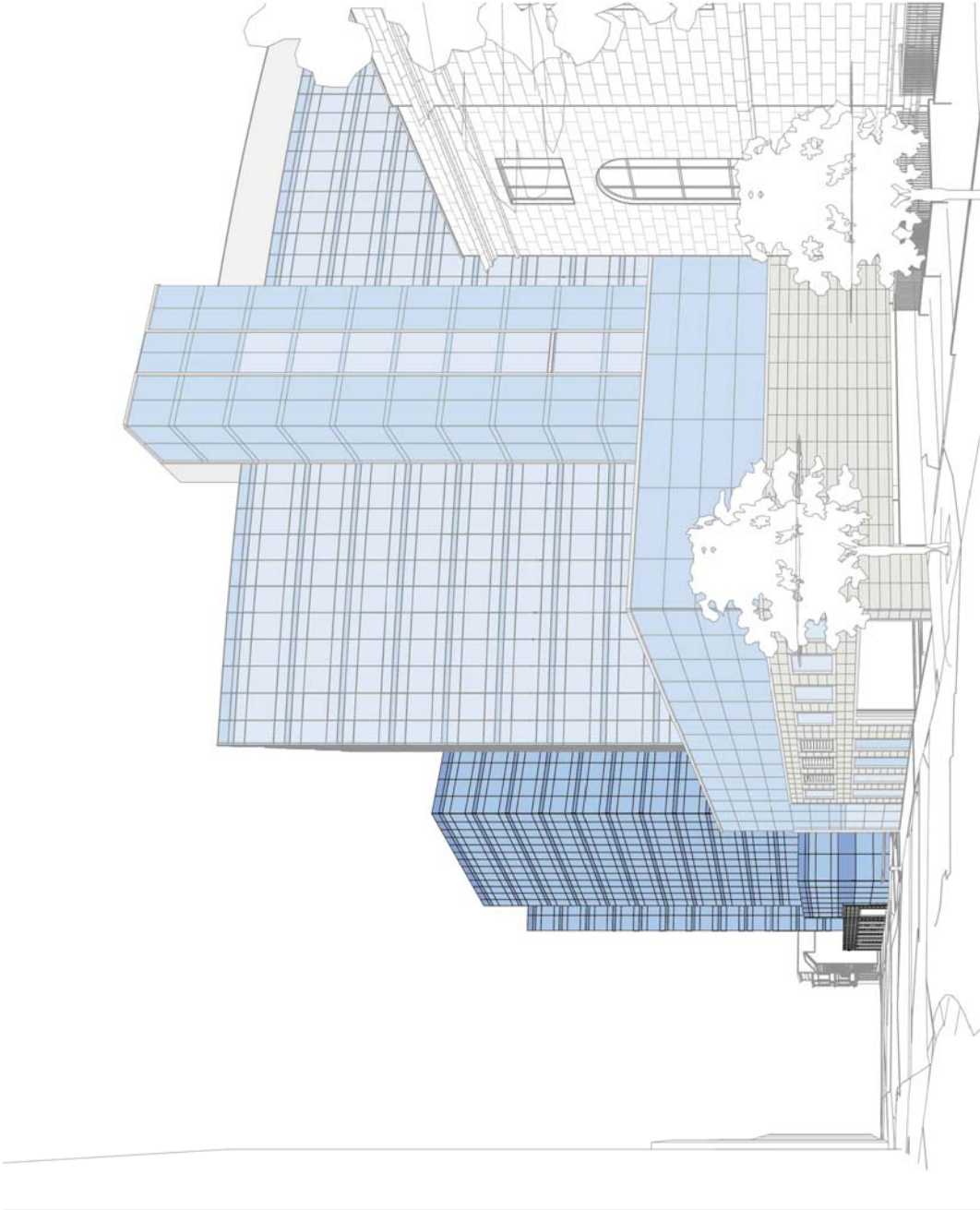
VIEW LOOKING NORTH BETWEEN MMB AND BLOCK 88

JUDGE DOYLE SQUARE

LANDMARKS - INFORMATIONAL

FEBRUARY 6, 2017





LVA FOR CITY OF MADISON AND BEITLER REAL ESTATE

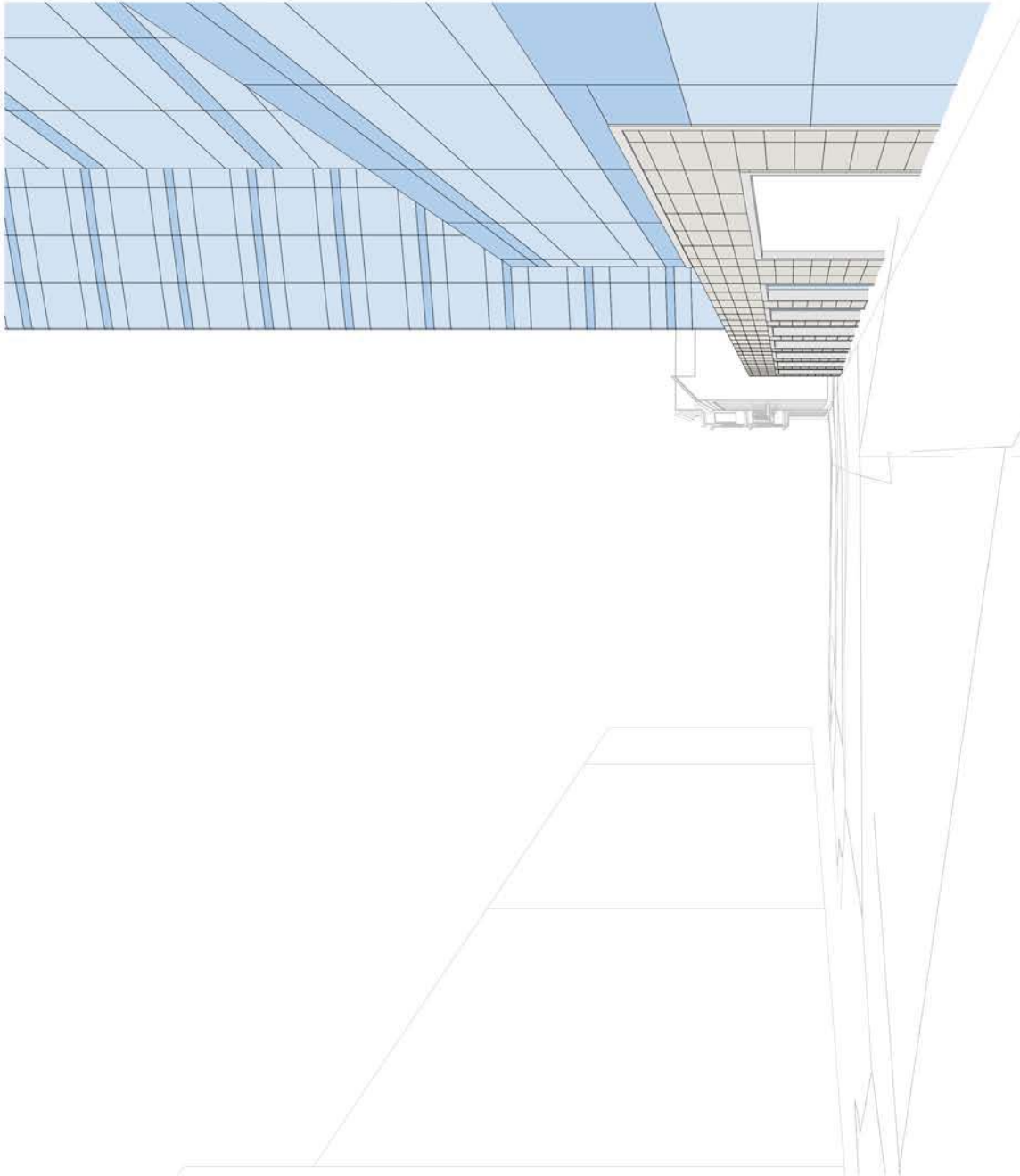
VIEW LOOKING EAST DOWN DOTY STREET

lothan van hook destefano
ARCHITECTURE LLC

JUDGE DOYLE SQUARE

LANDMARKS - INFORMATIONAL

FEBRUARY 6, 2017



LVA FOR CITY OF MADISON AND BEITLER REAL ESTATE

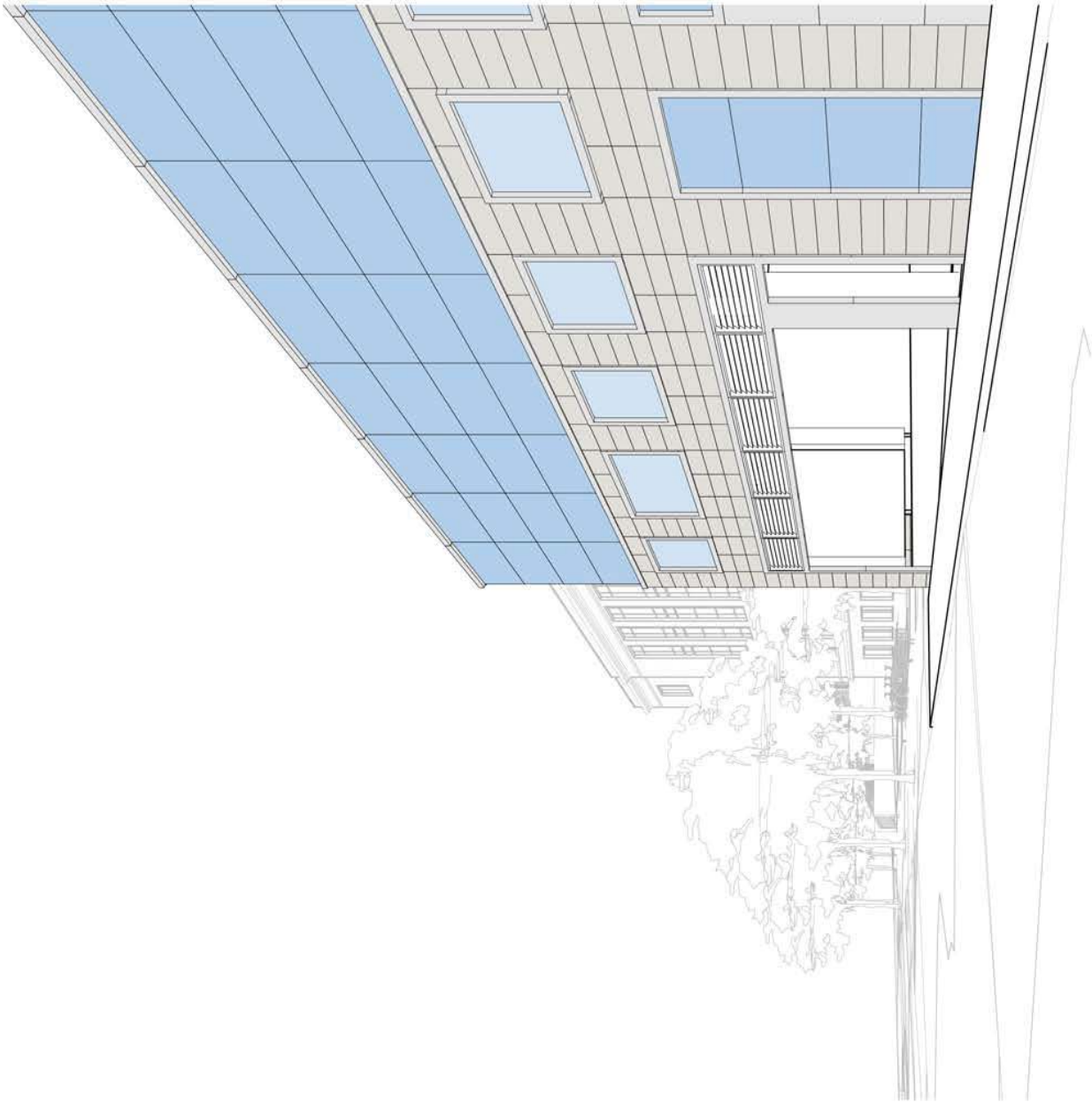
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ARCHITECTURE LLC

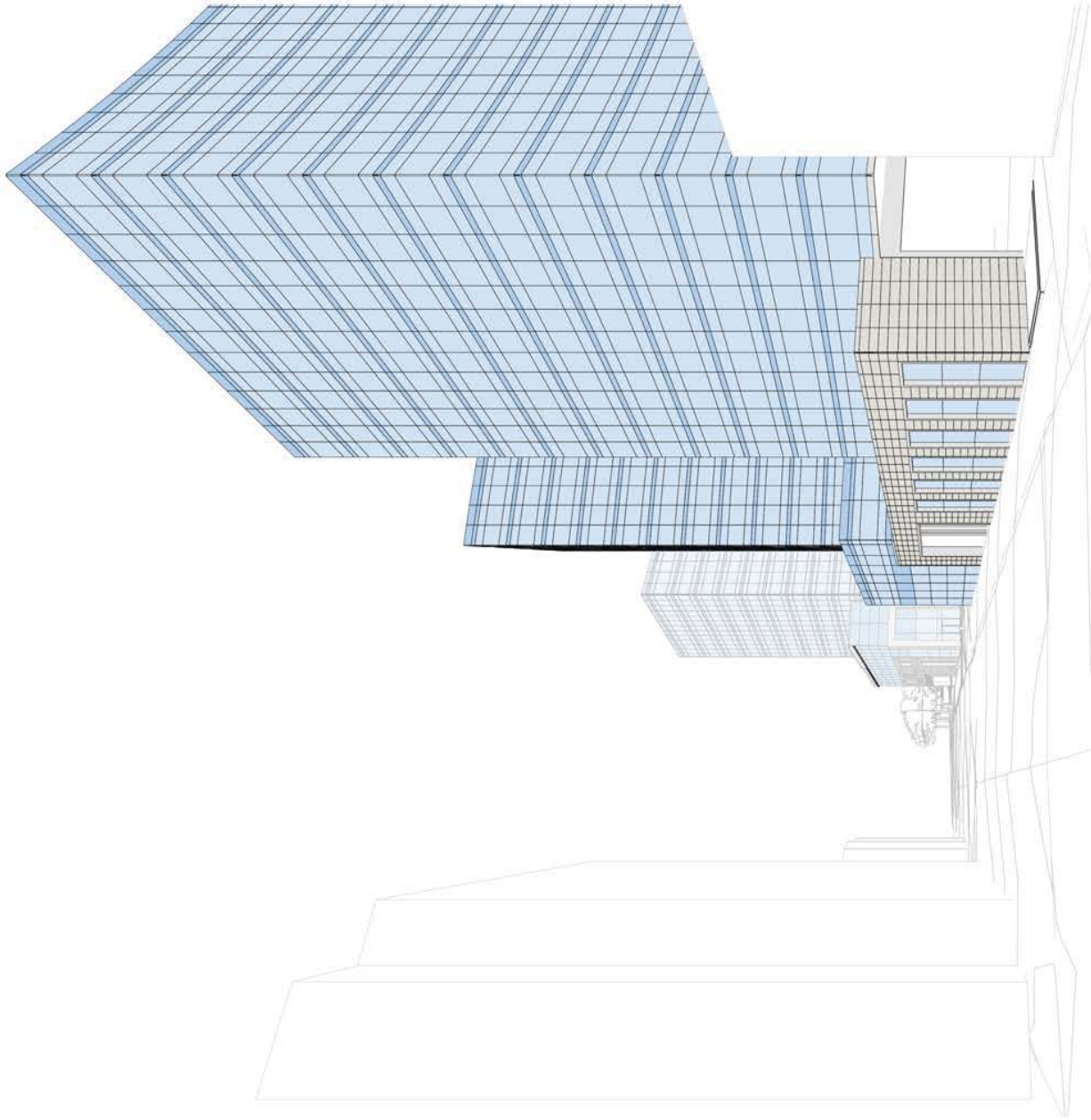
VIEW LOOKING EAST DOWN DOTY STREET - BLOCK 105

JUDGE DOYLE SQUARE

LANDMARKS - INFORMATIONAL

FEBRUARY 6, 2017





LVDA FOR CITY OF MADISON AND BEITLER REAL ESTATE

VIEW LOOKING WEST DOWN WILSON STREET

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JUDGE DOYLE SQUARE

LANDMARKS - INFORMATIONAL

FEBRUARY 6, 2017



LVA FOR CITY OF MADISON AND BEITLER REAL ESTATE RENDER - 105 APARTMENT ENTRY DRIVE

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ARCHITECTURE LLC

JUDGE DOYLE SQUARE - SECTION 4 - OVERALL STUDIES, MATERIALS AND RENDERINGS

4-09

IN-PROGRESS JANUARY 18, 2017



LVEDA FOR CITY OF MADISON AND BEITLER REAL ESTATE

RENDER - 88 APARTMENT ROOF DECK

4-10

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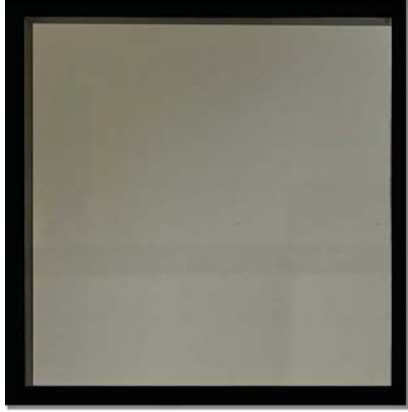
JUDGE DOYLE SQUARE - SECTION 4 - OVERALL STUDIES, MATERIALS AND RENDERINGS

IN-PROGRESS JANUARY 18, 2017

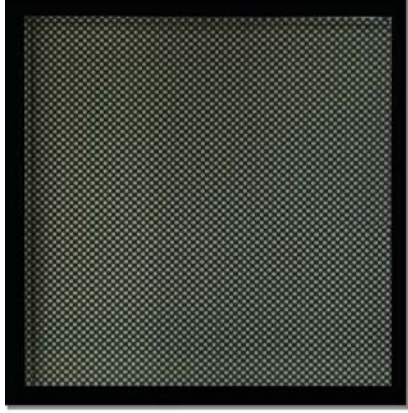
- EXTERIOR GLAZING



INSULATING VISION GLASS (VRE1-46)
SPANDREL GLASS TO MATCH



FROSTED GLASS - FOG GRAY (V1087)



SILKSCREEN GLASS - SUBDUED GRAY
60% COVERAGE (V903)

- ALUMINUM TRIM



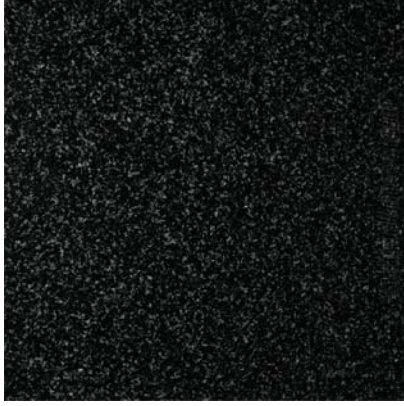
BRUSHED ALUMINUM

- STONE SCREEN WALL SYSTEM



INDIANA LIMESTONE - STANDARD BUFF

- WINDOW CURB / SILL



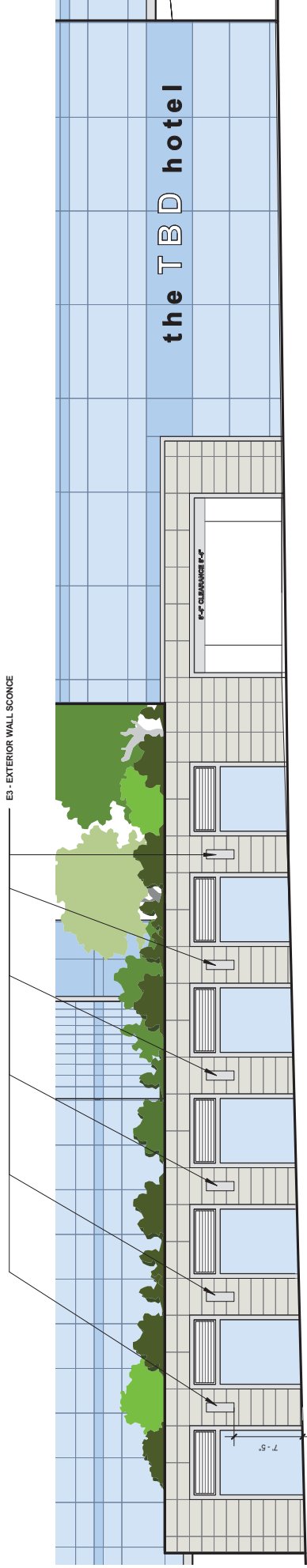
BLACK GRANITE

- ALUMINUM SCREEN WALL

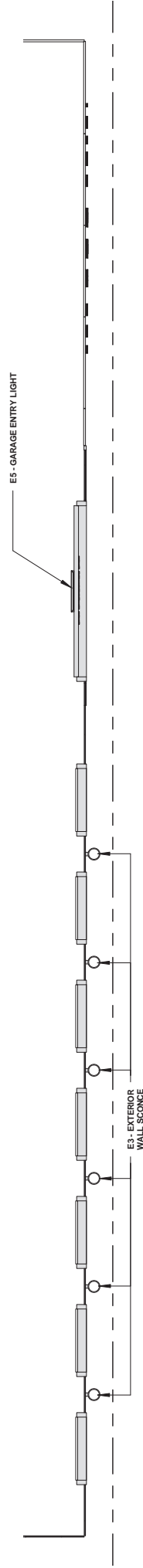


MECHANICAL SCREEN WALL @ ROOF





DOTY STREET LIGHTING
ELEVATION



DOTY STREET REFLECTED
CEILING PLAN

