

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

**AGENDA ITEM #** \_\_\_\_\_  
**Project #** \_\_\_\_\_  
**Legistar #** 30182

DATE SUBMITTED: <u>May 29, 2013</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>June 5, 2013</u>	<input type="checkbox"/> Informational Presentation
	<input checked="" type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

**PLEASE PRINT!**

**PROJECT ADDRESS:** Addition to 502 N Francis (west parking lot on State St)

**ALDERMANIC DISTRICT:** No. 8

<b>OWNER/DEVELOPER (Partners and/or Principals)</b>	<b>ARCHITECT/DESIGNER/OR AGENT:</b>
<u>M &amp; A Real Estate Partners</u>	<u>Iconica</u>
<u>17328 Ventura Blvd, Suite 188</u>	<u>901 Deming Way</u>
<u>Encino, CA 91316</u>	<u>Madison, WI 53717</u>

**CONTACT PERSON:** John Seamon, Iconica  
**Address:** 901 Deming Way  
Madison, WI 53717  
**Phone:** 608-664-3550  
**Fax:** 608-664-3535  
**E-mail address:** john.seamon@iconicacreates.com

**PLEASE PRINT!**

**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)

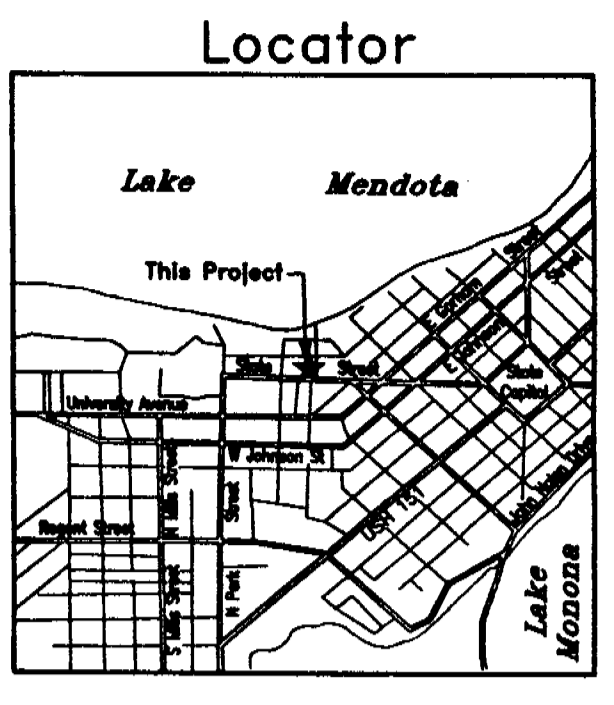
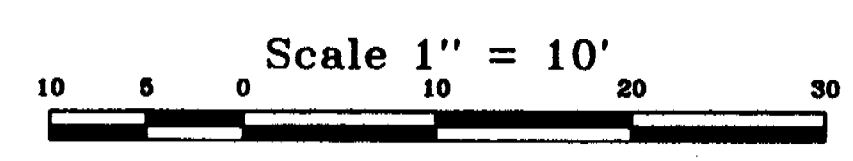
Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

**CITY OF MADISON**

MAY 29 2013

11:35 a.m.

**Planning & Community  
& Economic Development**



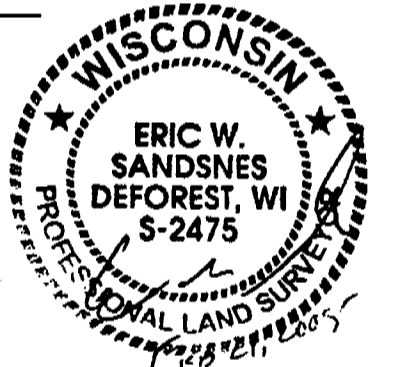
**Fannie Mae Surveyors Certificate**

The undersigned, being a registered surveyor of the State of Wisconsin certifies that FWC University Housing Company, L.P. a Texas Limited Partnership, its successors and assigns; Green Park Financial Partnership, Fannie Mae, its successors and assigns; First American Title Insurance, its successors and assigns and Towers Holding, L.L.C.

- This map or plat and the survey on which it is based were made in accordance with the Minimum Standard Detail requirements for ALTA/ACSM Land Title Surveys, jointly established and adopted by the American Land Title Association and the American Congress on Surveying and Mapping in 1999 and this survey meets the requirements for an Urban Survey as defined therein.
- The survey was made on the ground between October 19, 2004 and February 21, 2005 and correctly shows the area of the subject property, the location and type of all buildings, structures and other improvements situated on the subject property, and any other matters situated on the subject property.
- Except as shown on the survey, there are no visible easements or rights of way of which the undersigned has knowledge.
- Except as shown on the survey, there are no observable, above ground encroachments (a) by the improvements on the subject property upon adjoining properties, streets, or alleys, or (b) by the improvements on adjoining properties, streets, or alleys upon the subject property.
- The location of each easement, right of way, servitude, and other matter affecting the subject property and listed in the title insurance commitment dated November 22, 2004 issued by First American Title Insurance Company with respect to the subject property, has been shown on the survey, together with appropriate recording references, to the extent that such matters can be located. The property shown on the survey is the property described in that title commitment. The location of all improvements on the subject property is in accord with minimum setback provisions and restrictions of record referenced in such title commitment.
- The subject property has access to and from a duly dedicated and accepted public street or highway.
- Except as shown on the survey, the subject property does not serve any adjoining property for drainages, utilities, or ingress or egress.
- The record description of the subject property forms a mathematically closed figure.
- No portion of the property shown on the survey lies within a Special Hazard Area, as described on the Flood Insurance Rate Map for the community in which the subject property is located.

The parties listed above are entitled to rely on the survey and this certificate as being true and accurate.

Eric W. Sandnes, Professional Land Surveyor  
 Registration No. S-2475  
 Dated: February 21st, 2005



- Notes**
- Yard Requirements - Prior to construction of the existing building, the City of Madison approved a Site Plan for the construction of the building. The approved Site Plan indicated the side yard requirements at the time of construction. At such time that a new building is constructed on this property, the R-6 yard requirements would be enforced.
  - ( ) - Denotes bearings or distances that have been previously recorded on other survey documents.
  - Access to a Public Street - The property has access to State Street. Vehicle traffic on State Street is limited to City of Madison Buses, Emergency Services and Delivery vehicles only. No curb cut exists on State Street. The property has access to North Frances Street. Part of North Frances Street is restricted to foot traffic only.
  - There are no observable evidence of cemeteries on the site.

NOTE: During initial survey, Map Number 13744-L, dated 03/07/97 Madison Gas & Electric did not respond to second request from Diggers Hotline for field location of utilities. Private gas and electric lines are not shown.

**Sheet 2 of 2 Sheets**

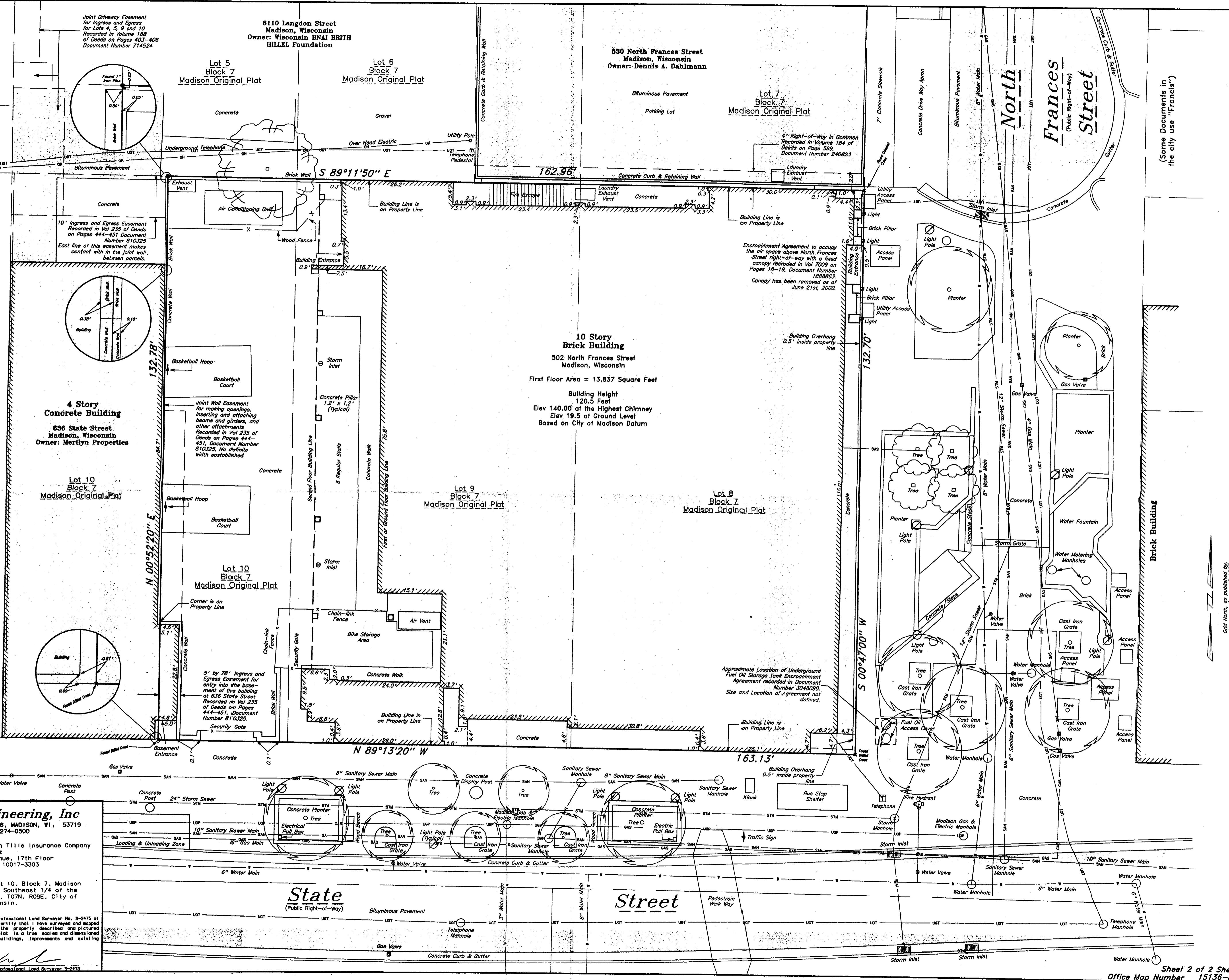
**ALTA/ACSM SURVEY Royal Oak Engineering, Inc**  
 5610 MEDICAL CIRCLE, SUITE 6, MADISON, WI, 53719  
 PHONE: (608) 274-0500

SURVEYED FOR First American Title Insurance Company  
 c/o Terry Qatz  
 633 Third Avenue, 17th Floor  
 New York, NY 10017-3303

DESCRIPTION-LOCATION  
 Lot 8, 9 and East 30' of Lot 10, Block 7, Madison Original Plat, lying in the Southeast 1/4 of the Southwest 1/4 of Section 14, T07N, R09E, City of Madison, Dane County, Wisconsin.

**SURVEYOR'S CERTIFICATE**  
 I, Eric W. Sandnes, Registered Professional Land Surveyor No. S-2475 of the State of Wisconsin, do hereby certify that I have surveyed and mapped according to the official records of the property described and pictured herein. I further certify that this plan is a true scaled and dimensioned representation of the boundaries, buildings, improvements and existing encroachments if any.

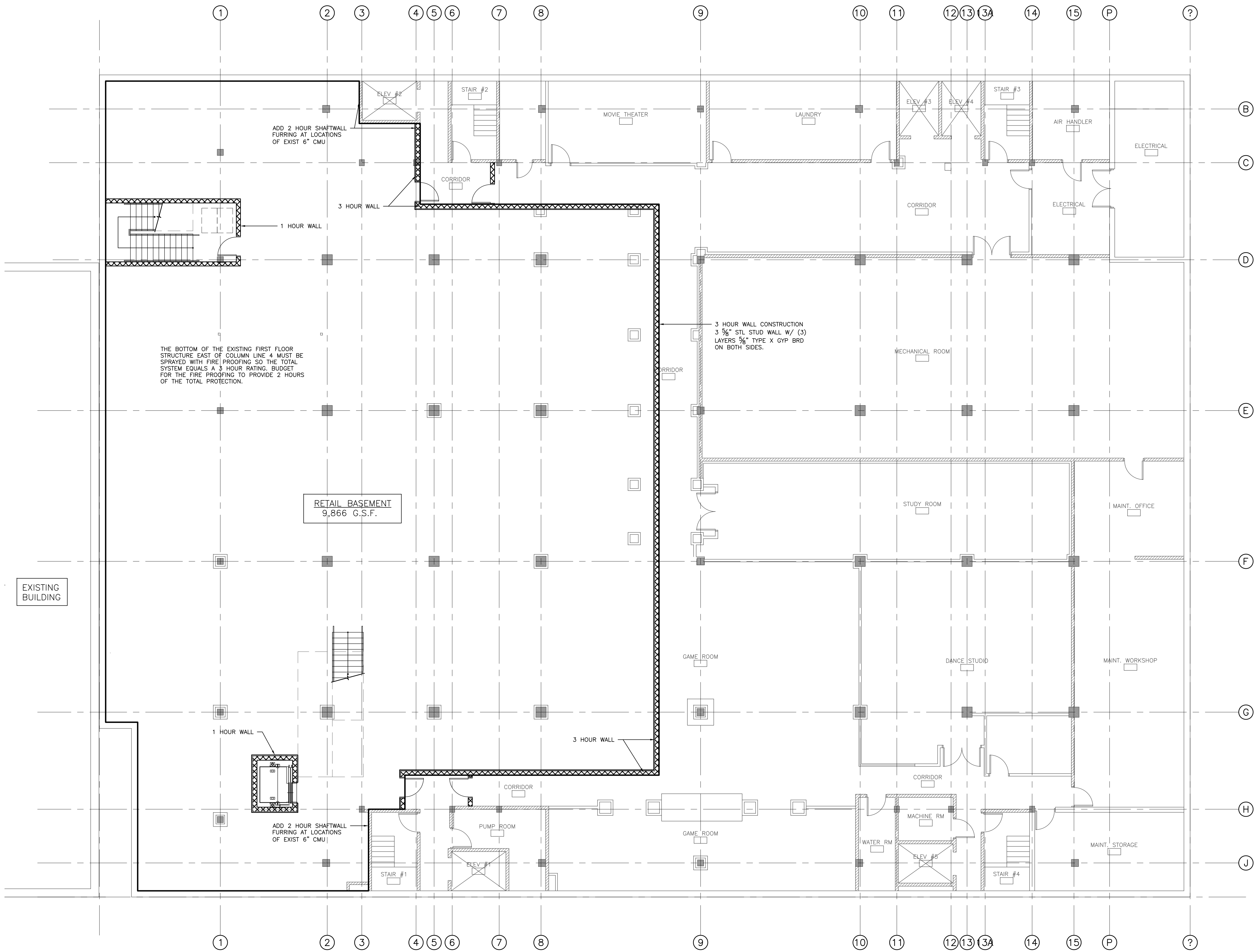
MAP NO. 15136-L  
 Eric W. Sandnes, Professional Land Surveyor S-2475



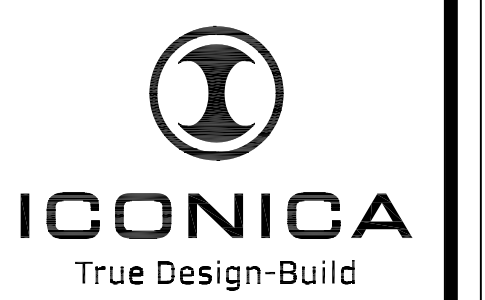
(Some Documents in the city use "Francis")

Grid North, as published by City of Madison, MAD 1927

PLOT DATE:



**1** BASEMENT FLOOR PLAN  
A200 SCALE: 1/8" = 1'-0" 000000.000



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**THE TOWERS**  
STATE STREET  
MADISON, WI

**M&A REAL ESTATE PARTNERS**  
17328 VENTURA BLVD, SUITE 188  
ENCINO, CA 91316

**ISSUE DATES:**  
UDC SUBMITTAL 05-29-2013

**RF/ISI DATE:**

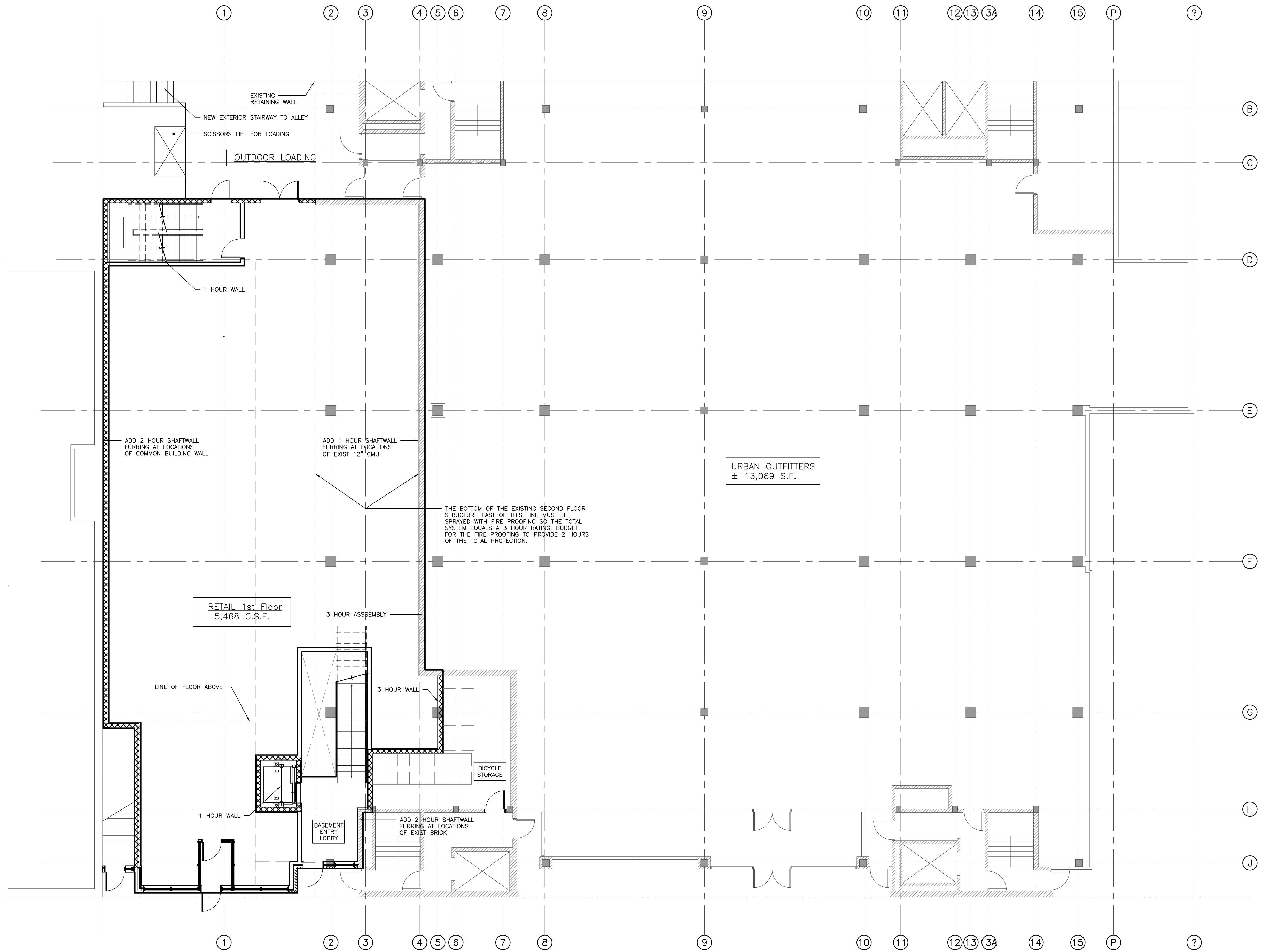
**Schematic Design Phase:**  
This drawing indicates the scale and relationship of the project components. This drawing is **not for construction.**

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**PROJECT #:** 20130280  
**SHEET NUMBER**

**A200**

PLOT DATE:



**1** FIRST FLOOR PLAN  
 A201 SCALE: 1/8" = 1'-0" 000000.000



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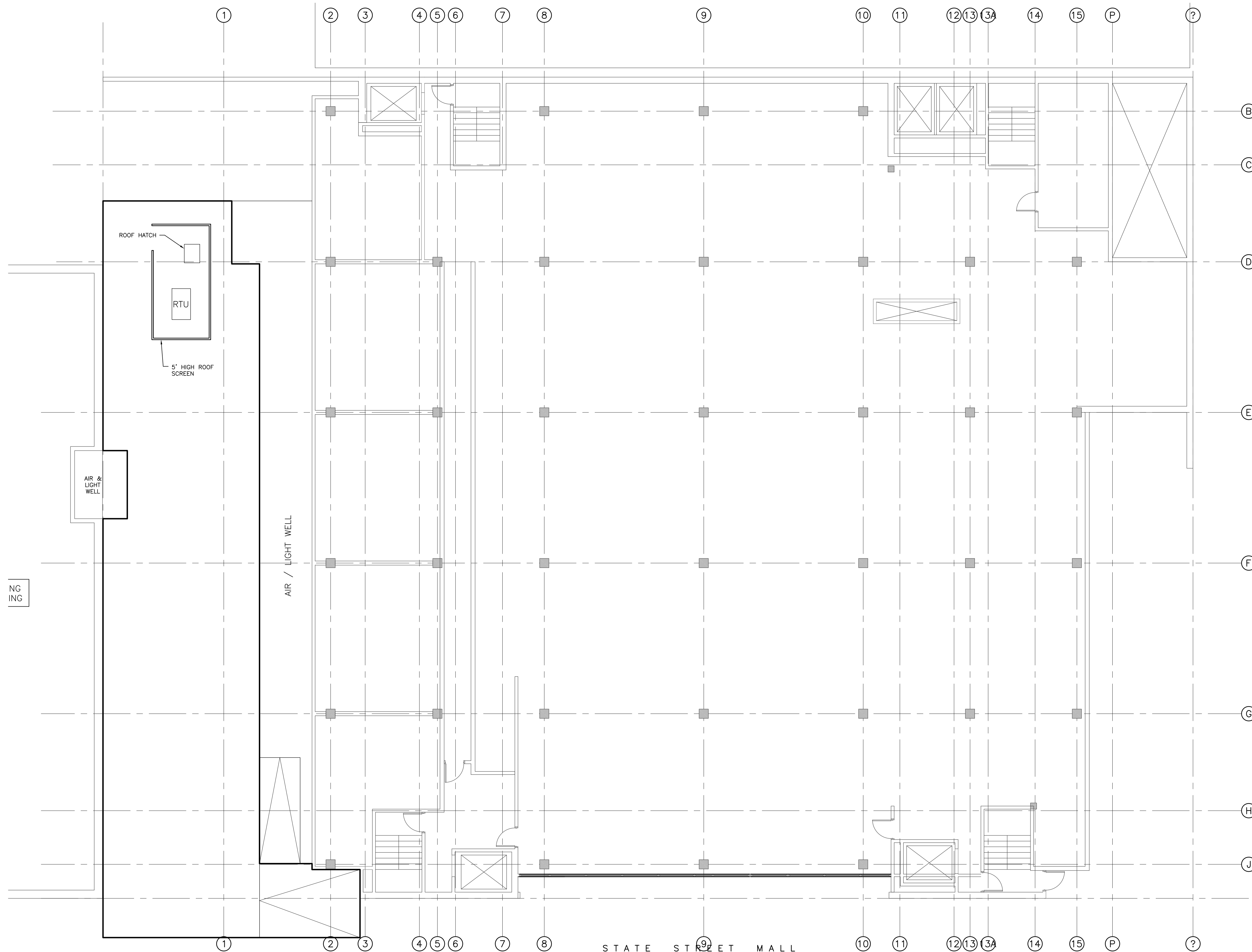
**PROJECT #:** 20130280  
**SHEET NUMBER**

**A201**

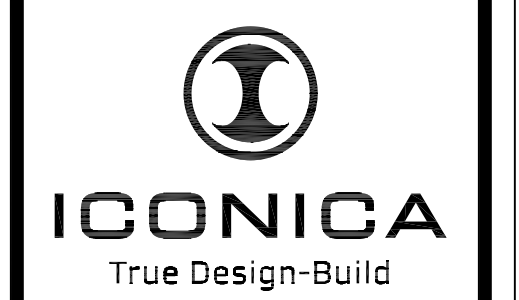
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PLOT DATE:



**1** ROOF PLAN  
 A203 SCALE: 1/8" = 1'-0" 000000.000



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**PROJECT #:** 20130280  
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**A203**



ENTRANCE TO THE CITY BAR



GATE ENTRANCE TO PARKING LOT



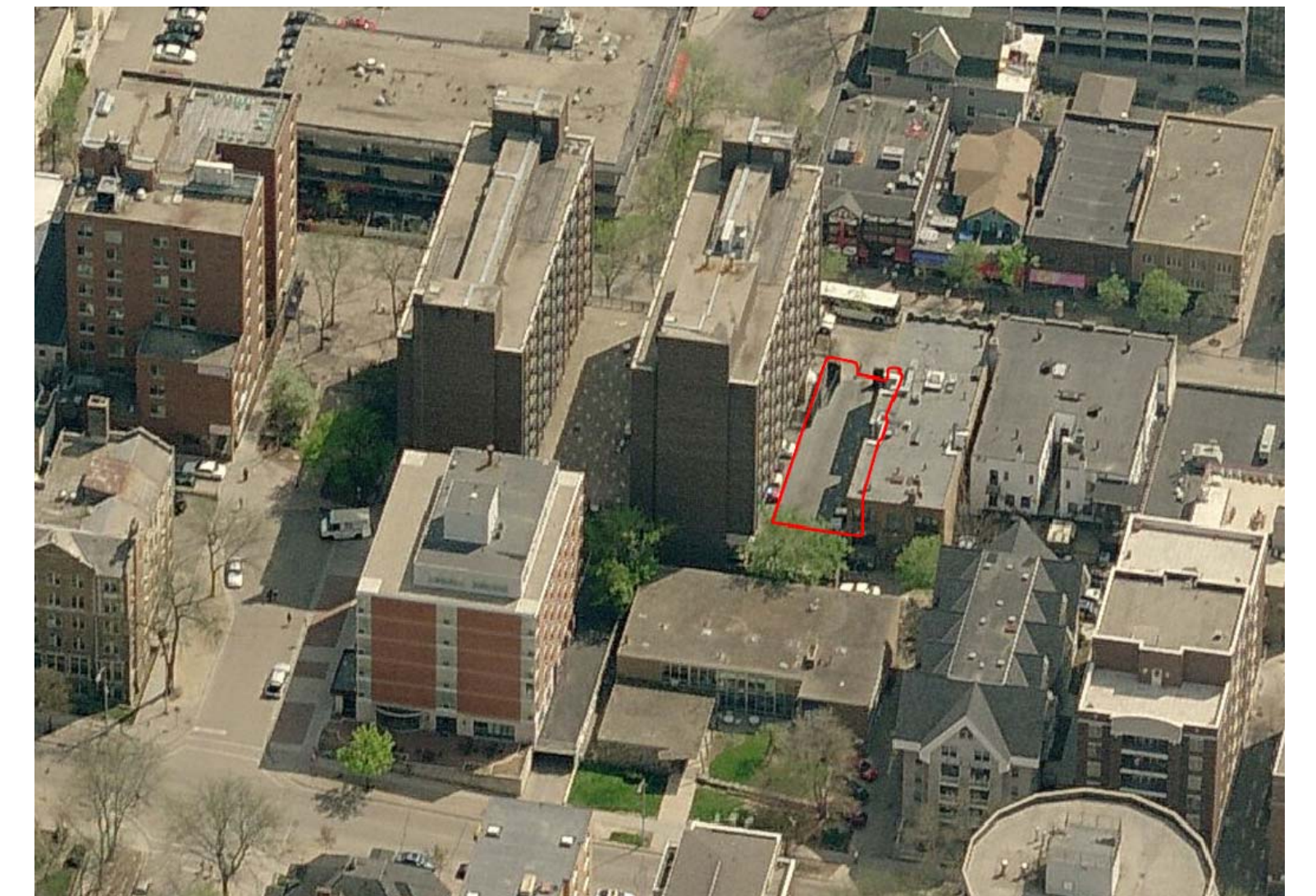
EXIT FROM EGRESS STAIR



AERIAL SITE IMAGE



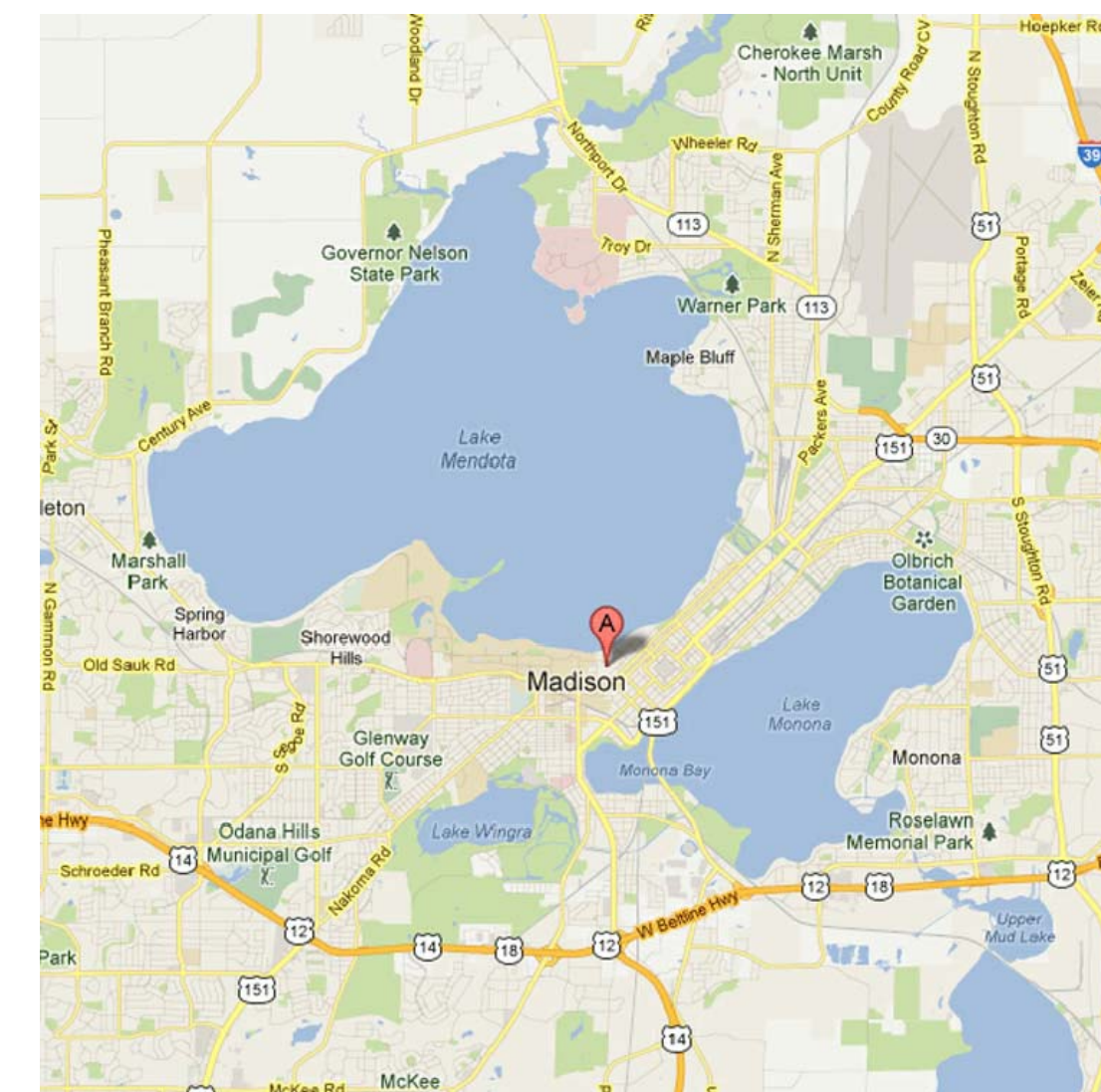
BIRD'S EYE VIEW FROM THE SOUTH



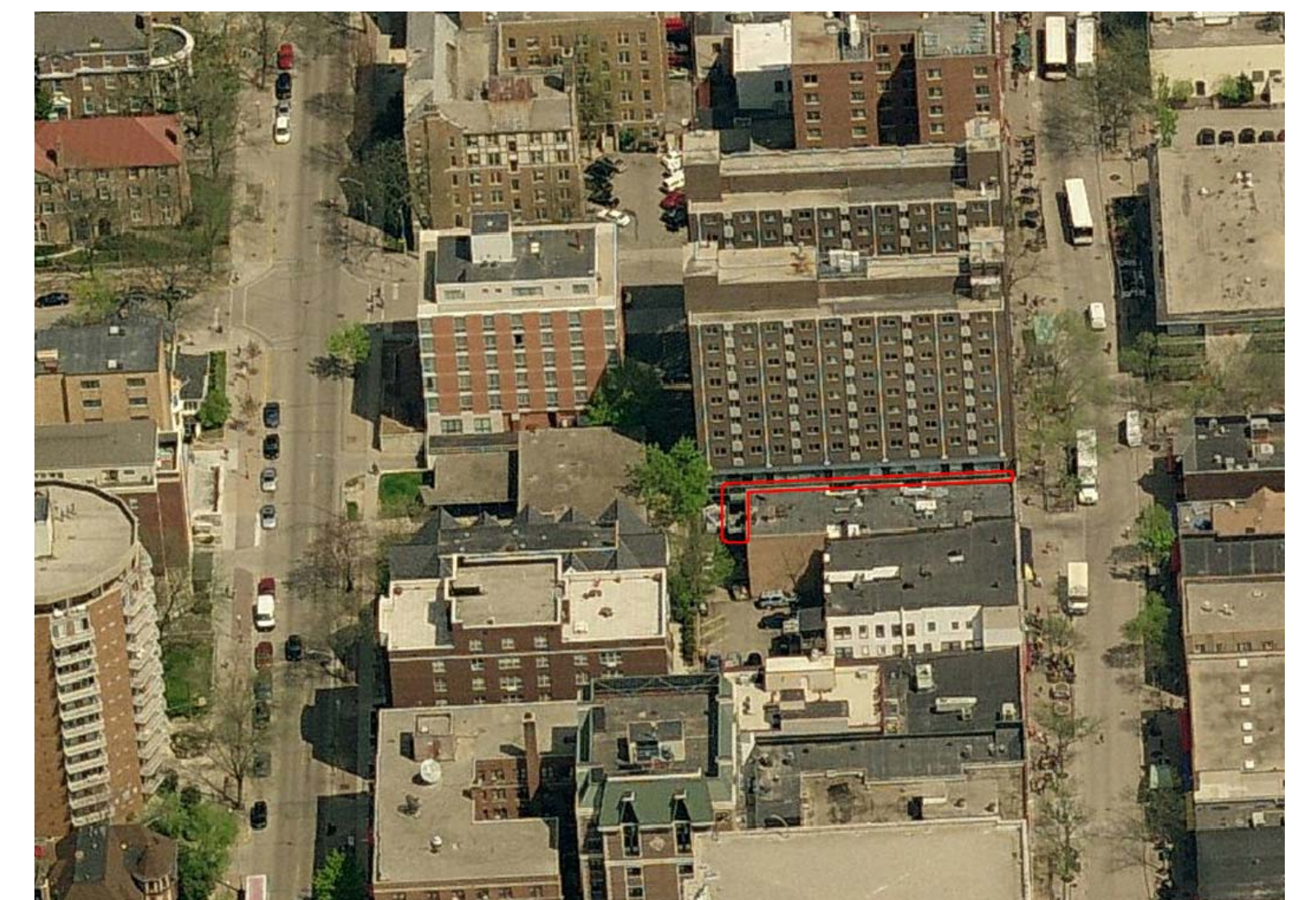
BIRD'S EYE VIEW FROM THE NORTH



EXISTING PARKING LOT

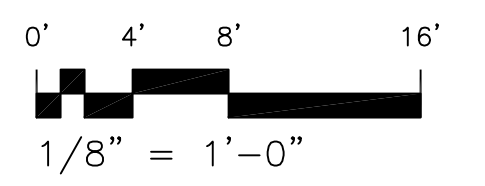
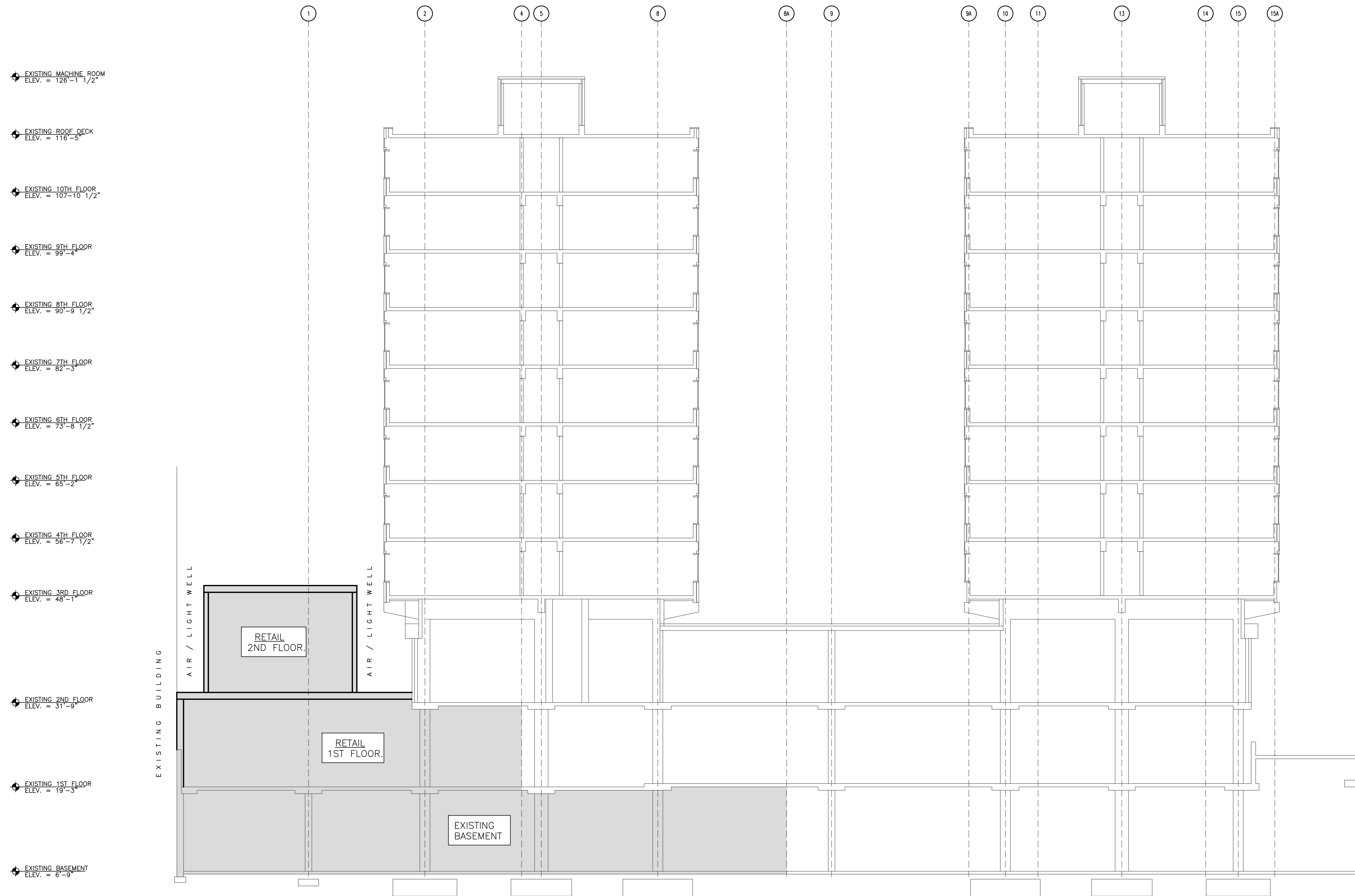


PROJECT LOCATION



BIRD'S EYE VIEW FROM THE WEST



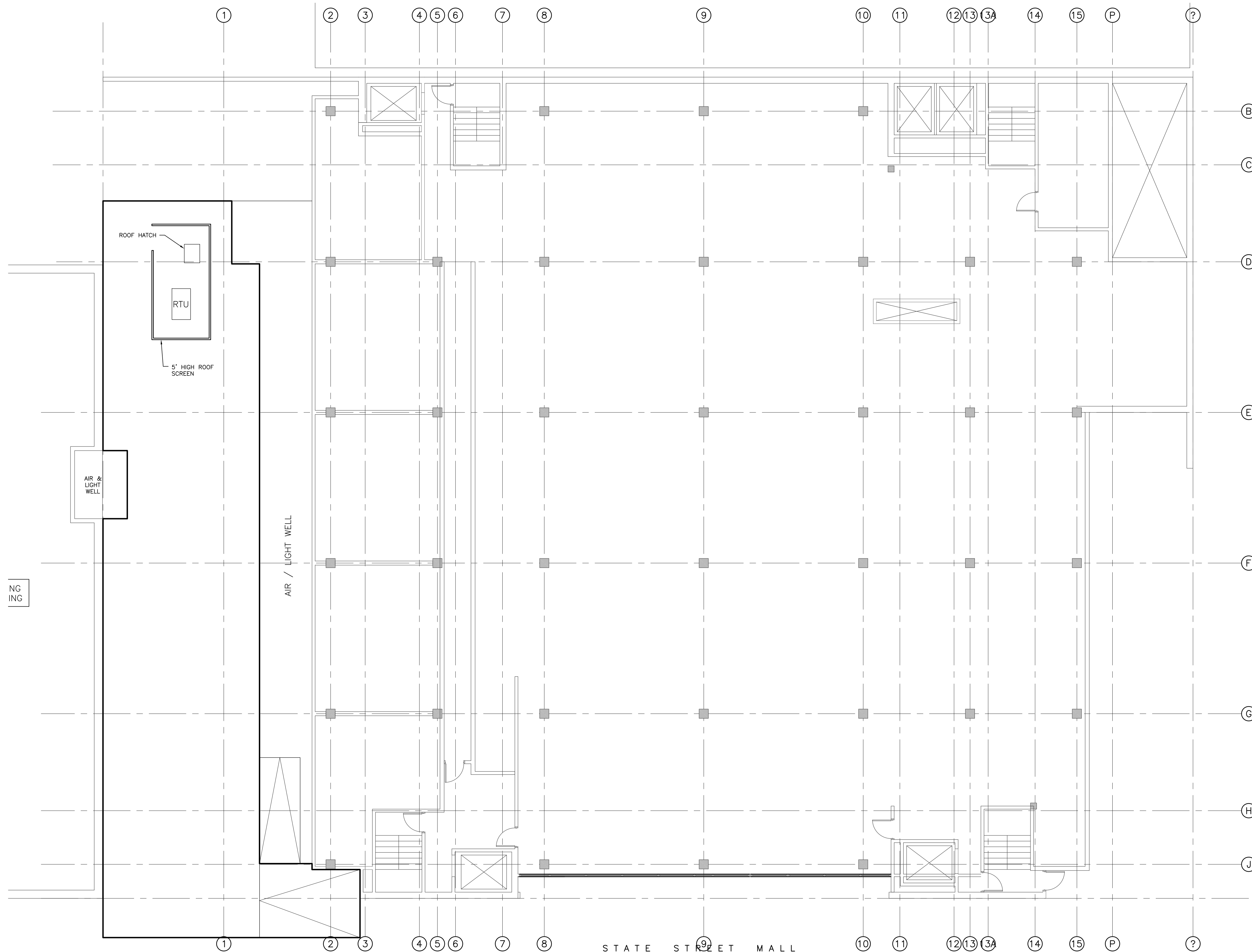


1 BUILDING SECTION  
SCALE: 1/8" = 1'-0"  
000000.000

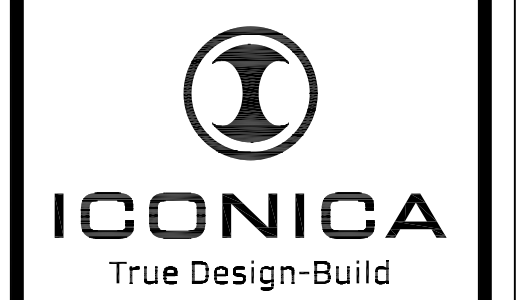
CONCEPT - SECTION OF RETAIL SCHEME



PLOT DATE:



**1** ROOF PLAN  
 A203 SCALE: 1/8" = 1'-0" 000000.000



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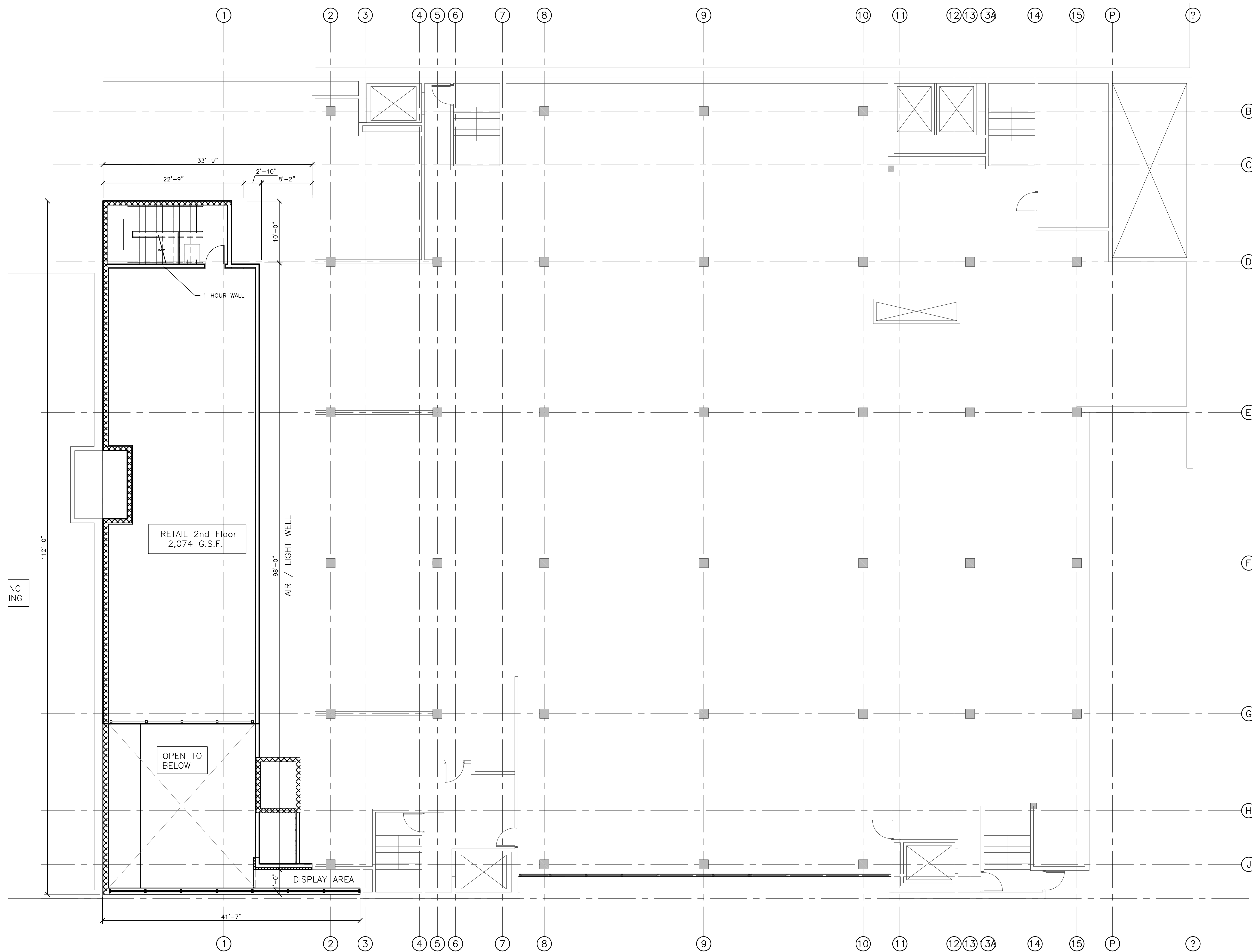
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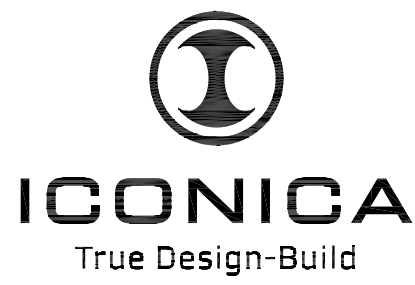
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**A203**

PLOT DATE:



**1** SECOND FLOOR PLAN  
 A202 SCALE: 1/8" = 1'-0" 000000.000



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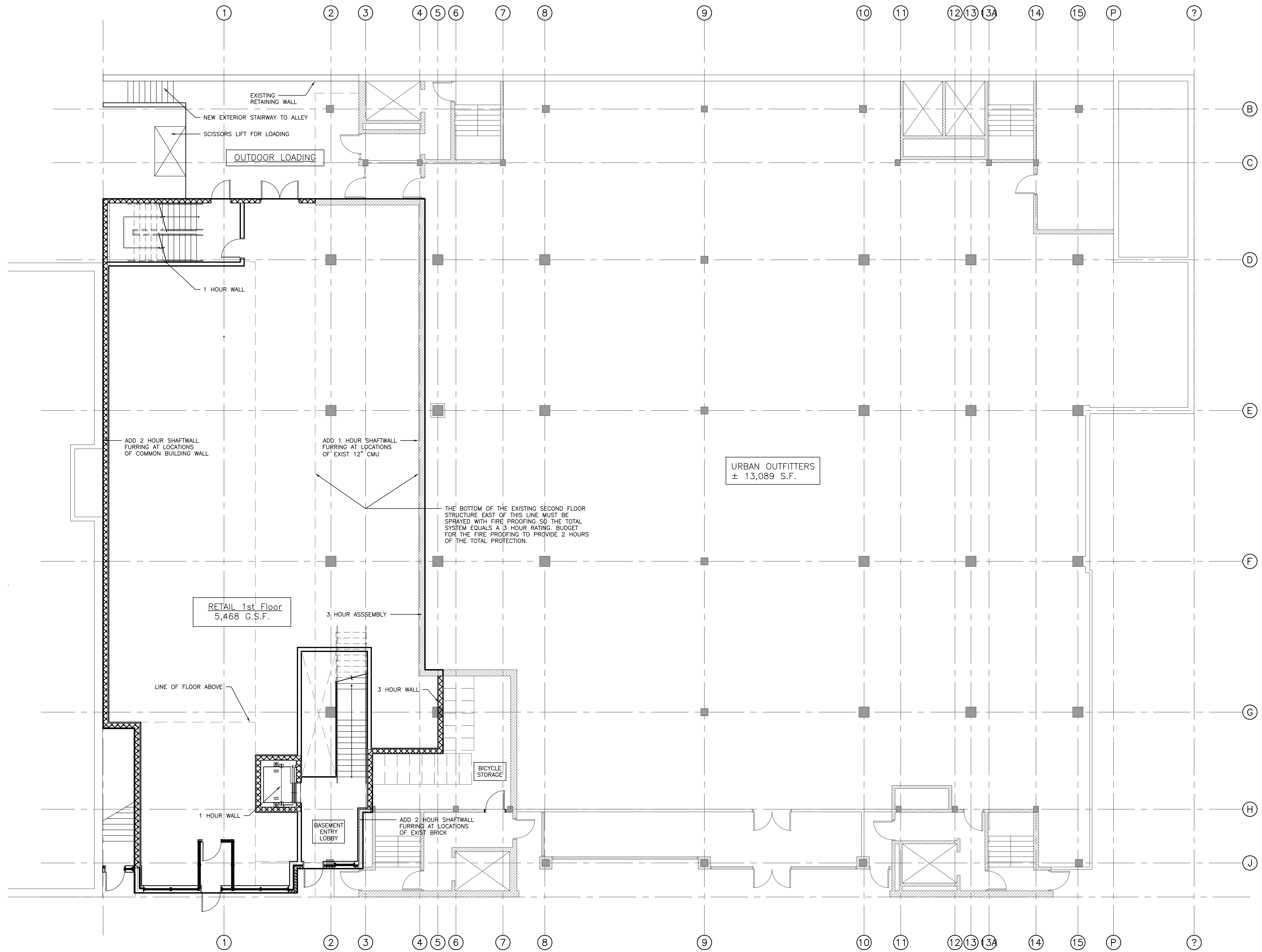
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**PROJECT #:** 20130280  
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**A202**

PLOT DATE:



**1** FIRST FLOOR PLAN  
 A201 SCALE: 1/8" = 1'-0" 000000.000



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**ISSUE DATES:**  
 UDC SUBMITTAL 05-29-2013

**RF/ISI DATE:**

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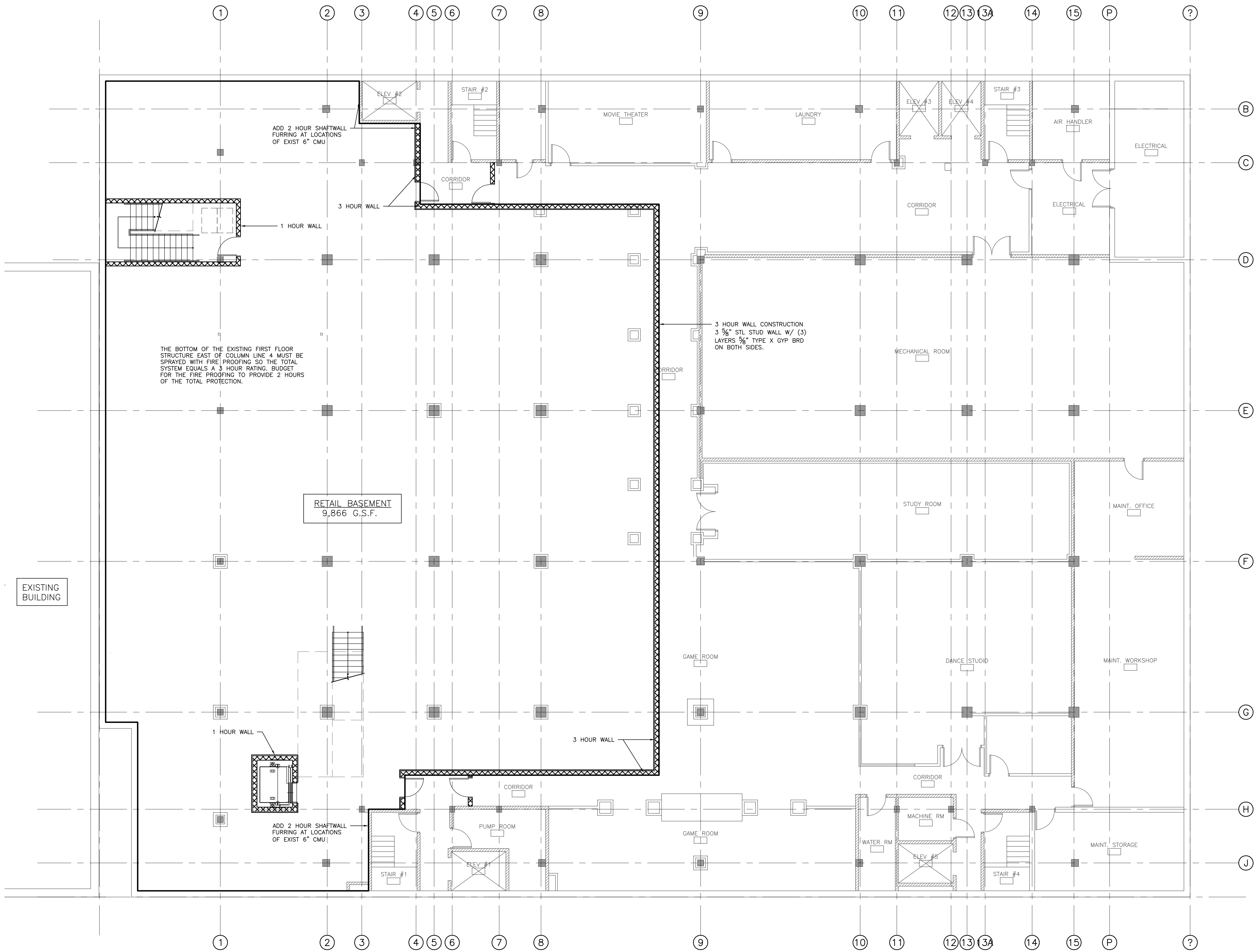
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**A201**

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PLOT DATE:



THE BOTTOM OF THE EXISTING FIRST FLOOR STRUCTURE EAST OF COLUMN LINE 4 MUST BE SPRAYED WITH FIRE PROOFING SO THE TOTAL SYSTEM EQUALS A 3 HOUR RATING. BUDGET FOR THE FIRE PROOFING TO PROVIDE 2 HOURS OF THE TOTAL PROTECTION.

ADD 2 HOUR SHAFTWALL FURRING AT LOCATIONS OF EXIST 6" CMU

3 HOUR WALL CONSTRUCTION 3 3/8" STL STUD WALL W/ (3) LAYERS 5/8" TYPE X GYP BRD ON BOTH SIDES.

RETAIL BASEMENT  
9,866 G.S.F.

EXISTING BUILDING

**1** BASEMENT FLOOR PLAN  
A200 SCALE: 1/8" = 1'-0" 000000.000



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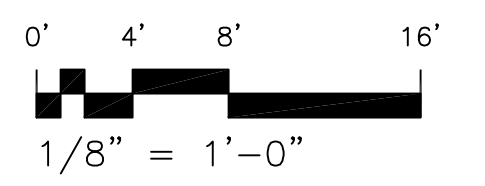
**A200**



RETAIL FACADE  
DISTANT VIEW FROM THE SOUTHEAST



RETAIL FACADE  
CLOSE UP VIEW FROM THE SOUTHEAST

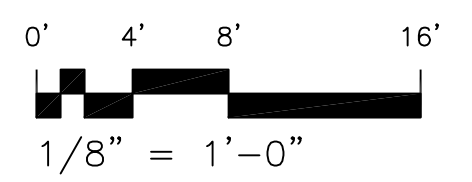




RETAIL FACADE  
DISTANT VIEW FROM THE SOUTHWEST



RETAIL FACADE  
CLOSE UP VIEW FROM THE SOUTHWEST

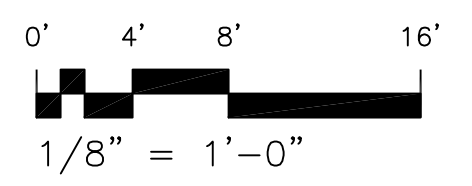




RETAIL FACADE  
SOUTH ELEVATED VIEW FROM THE SOUTH



RETAIL FACADE  
SOUTH (FRONT) ELEVATION VIEW





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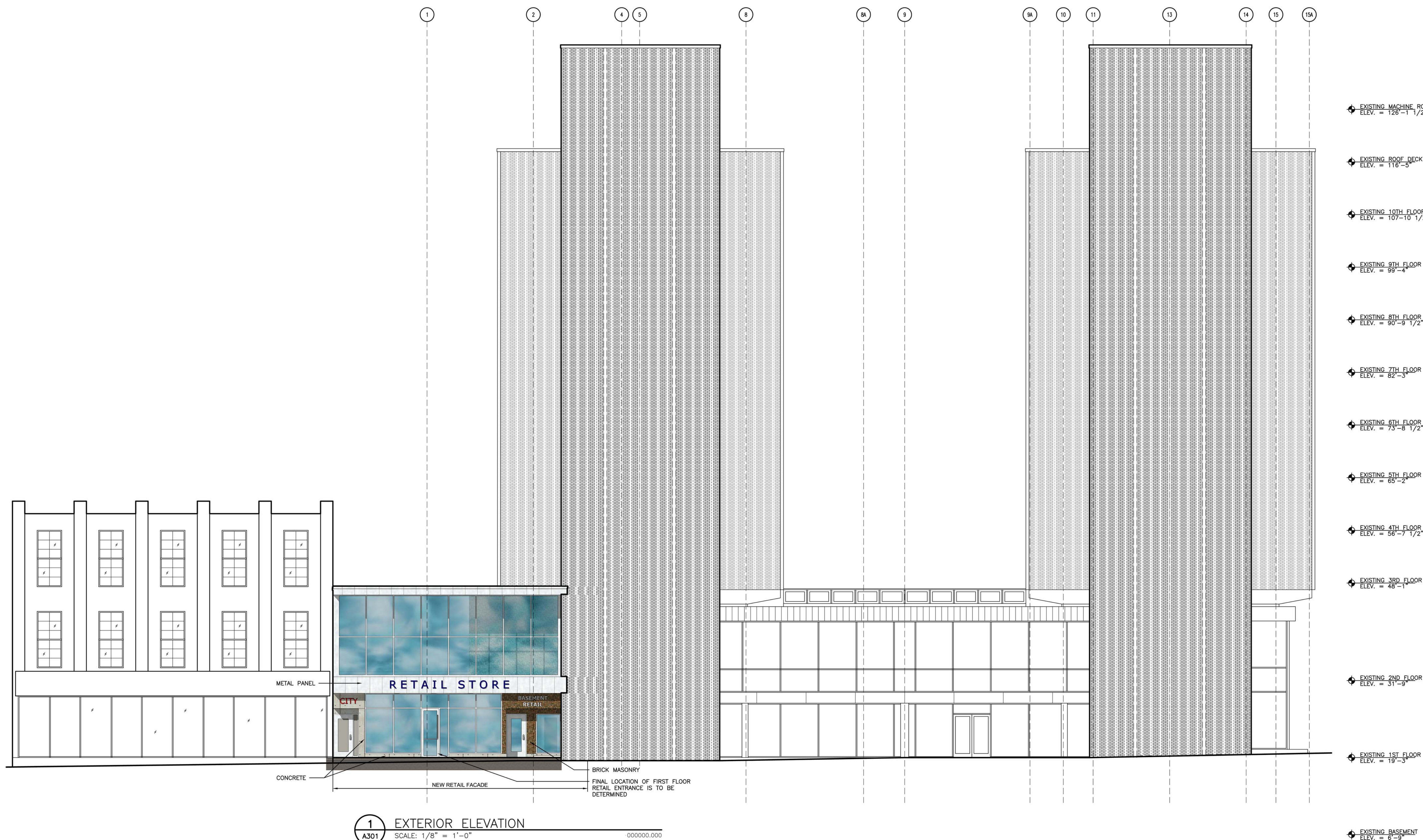
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**SHEET NUMBER**

**A301**

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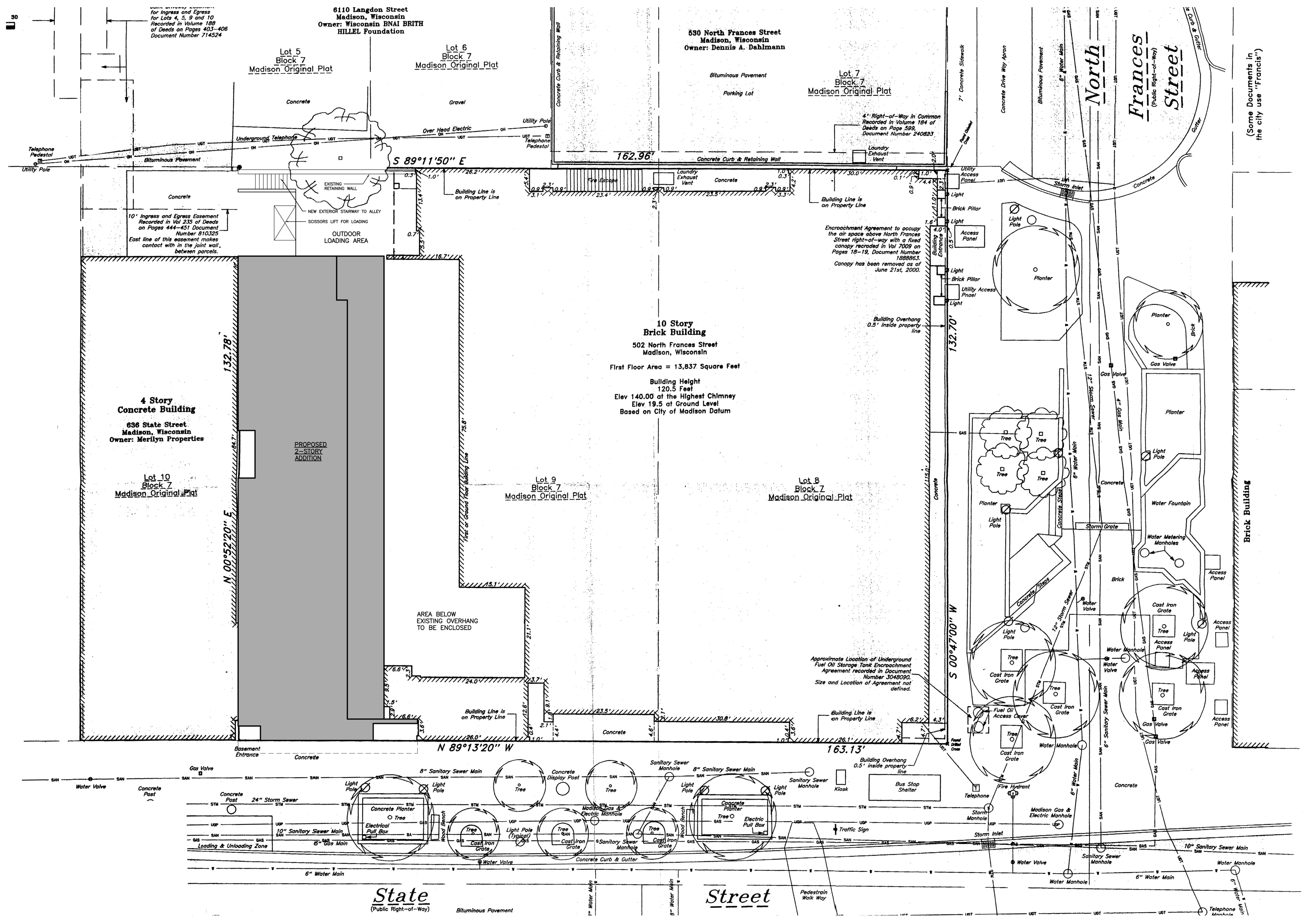
PLOT DATE:



**1** EXTERIOR ELEVATION  
A301 SCALE: 1/8" = 1'-0" 000000.000



PLOT DATE:



10' Ingress and Egress Easement  
Recorded in Vol 235 of Deeds  
on Pages 444-451 Document  
Number 810325  
East line of this easement makes  
contact with in the joint wall,  
between parcels.

6110 Langdon Street  
Madison, Wisconsin  
Owner: Wisconsin BNAI BRITH  
HILLEL Foundation

630 North Frances Street  
Madison, Wisconsin  
Owner: Dennis A. Dahlmann

4 Story  
Concrete Building  
836 State Street  
Madison, Wisconsin  
Owner: Merilyn Properties

10 Story  
Brick Building  
502 North Frances Street  
Madison, Wisconsin  
First Floor Area = 13,837 Square Feet  
Building Height  
120.5 Feet  
Elev 140.00 at the Highest Chimney  
Elev 19.5 at Ground Level  
Based on City of Madison Datum



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SHEET NUMBER

**A101**

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1 SITE PLAN  
A101 SCALE: 1" = 10'-0"



May 29, 2013

To: Urban Design Commission

From: John Seamon, Iconica

Re: 20130280 – M and A – Towers Retail - Design

**Project Description:**

The proposed Towers Retail project is an addition to the existing mixed-used Towers apartment and retail building on State Street. The project consists of a two story addition and basement renovation to provide 3 levels of retail space. The existing Towers parking lot area is to be infilled and a new storefront façade will be created along State Street. The façade will provide entries for one to two retail tenants and the neighboring City Bar, as well as one egress door from the Towers building. The second floor retail area will occupy a smaller floor print to accommodate for light and air requirements for the nearby second level apartments and neighboring building.

The proposed project has been designed to compliment the adjacent tower through the use of materials, massing and fenestration. The new façade will utilize brick masonry, metal panel and storefront glass similar to the Towers building. Key building lines will be carried over, such as the metal panel soffit signage band and horizontal window mullion spacing.

Accents of warm wood materials have been brought into the façade design on the undersides of soffit overhangs. At the first floor level, this soffit material will return on the vertical face behind the signage for the Basement Retail, bringing in warmth while still allowing a melding of new and existing façade materials to continue at this entryway.

In response to UDC comments at the informal presentation meeting, support columns have been removed from the second level soffit in favor of providing a pure simple cantilever. Not only does this fit well within the streetscape context, this also provides clear unobstructed visibility into the second floor space and display window. Additionally, exterior lighting within this soffit has been removed to allow the interior lighting from the second floor space to wash the underside of the warm wood soffit of the canopy.

Upon further study, our design team has determined that green roof trays are not appropriate for use in this project. Initial concerns arose over the operable windows directly adjacent to the planters at the residential apartments. Release of plant spores or pollens may cause issues for any tenants with asthma or allergy conditions. Due to the surrounding tall buildings, sunlight will be limited at the addition's roof level restricting the variety of green roof plants suitable for this application. Additionally, the expense of installing and maintaining this roof system is not within the project budget. Coverage of a 1,000 square foot area will cost approximately an additional \$19-22,000 which the budget can not support. These factors, when coupled with the realistic budget constraints of construction on this urban site outweigh the recognized aesthetic values inherent with a green roof system.

## Organizational Structure:

Owner: M&A Real Estate Partners  
1801 Avenue of the Stars, ste. 188  
Los Angeles, CA 90067  
310-331-8865  
Contact: Marc Lebowitz  
marc@manda-partners.com

Architect: Iconica  
901 Deming Way  
Madison, WI 53717  
608-664-3535  
Contact: John Seamon  
John.seamon@iconicacreates.com

## Site Development Data:

Areas: Addition Building Area = 7,477 GSF  
Total Gross Retail Area = 17,343 GSF  
Parking Lot Size = .11 acres

Building Height & Type: 2 stories, Type 2B

Project Schedule: Construction Start – September 2013; Completion – March, 2014

Thank you for your time in reviewing our proposal.

Sincerely,



John Seamon  
Architectural Director  
Iconica

901 Deming Way // Madison, WI 53717 // Ph: 608.664.3500 // Fx: 608.664.3535 //

Iconicacreates.com

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

**AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_  
Legistar # \_\_\_\_\_**

DATE SUBMITTED: <u>May 29, 2013</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>June 5, 2013</u>	<input type="checkbox"/> Informational Presentation
	<input checked="" type="checkbox"/> Initial Approval and/or Recommendation
	<input checked="" type="checkbox"/> Final Approval and/or Recommendation

**PLEASE PRINT!**

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PROJECT ADDRESS: Addition to 502 N Francis (west parking lot on State St)

ALDERMANIC DISTRICT: No. 8

OWNER/DEVELOPER (Partners and/or Principals) <u>M &amp; A Real Estate Partners</u>	ARCHITECT/DESIGNER/OR AGENT: <u>Iconica</u>
<u>17328 Ventura Blvd, Suite 188</u>	<u>901 Deming Way</u>
<u>Encino, CA 91316</u>	<u>Madison, WI 53717</u>

CONTACT PERSON: John Seamon, Iconica  
 Address: 901 Deming Way  
Madison, WI 53717  
 Phone: 608-664-3550  
 Fax: 608-664-3535  
 E-mail address: john.seamon@iconicacreates.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.