



# VANDEWALLE & ASSOCIATES INC.

To: Al Martin  
From: Brian Munson  
CC:  
Date: Wednesday, February 25, 2015  
Re: The Hub at Madison II

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The following information outlines the zoning and plan components of the Hub at Madison II informational submittal:

**Zoning:** Urban Mixed Use (UMX)  
**Request:** Conditional Use Application  
Building above 20,000 square feet  
Building above 6 stories

**Downtown Height Map:** 12 Story Maximum

**Downtown Stepback:**

University/Gorham: 15' stepback above 4 Floors  
Gilman: 15' stepback above 4 Floors

**General Downtown District Design Standards:**

**Parking:** All parking is located within building and will meet all of the door opening standards.

**Entrance Orientation:** Building design includes retail and lobby entrances along University Avenue and individual residential units along Gilman Street

**Facade Articulation:** The design of the building creates a modern take on a loft building with a variety of modulations, stepbacks, and material changes. The retail frontage may be further broken down into separate retail storefronts with awnings, integrated signage, and separate lobby elements.

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Shaping places, shaping change

Story/Height:	The first floor will be no greater than 18' in height and upper residential floors will be lower than 14'. The first floor will be placed at sidewalk elevation for ease of retail tenant entrance placement.
Doors/Windows:	All ground floor facades will meet or exceed the 50% window requirement.  The upper floor unit layouts will feature windows into each bedroom and will cover greater than 15% of the facade area.
Building Materials:	The building will feature brick , concrete, and metal materials on all sides of the building.
Equipment & Service:	The loading/services area is located off of Gilman Street and will be fully enclosed.
Rooftop Equipment:	The building will utilize a central heating system with mechanicals placed within a mechanical penthouse on the roof. This penthouse will be setback a minimum of 1.5 times the height of the penthouse from the primary facade fronting Gilman or University Avenue and clad in materials matching the overall building materials.

**Conditional Use Standards:**

*1. The establishment, maintenance or operation of the conditional use will not be detrimental to or endanger the public health, safety, or general welfare.*

The building is consistent with the height, stepback, and planned uses for this site.

*2. The City is able to provide municipal services to the property where the conditional use is proposed, given due consideration of the cost of providing those services.*

The site is currently fully served by municipal services

*3. The uses, values and enjoyment of other property in the neighborhood for purposes already established will not be substantially impaired or diminished in any foreseeable manner.*

The proposed uses are complimentary to the adjoining uses and the overall neighborhood.

*4. The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district.*

The proposed conditional use will not impede any adjoining properties from developing.

*5. Adequate utilities, access roads, drainage, parking supply, internal circulation improvements, including but not limited to vehicular, pedestrian, bicycle, public transit and other necessary site improvements have been or are being provided.*

This parcel is well served by the full spectrum of transportation options including the preservation of the existing metro stop located next to the proposed lobby as well as accommodating the potential Bus Rapid Transit System and B-Cycle station. The

building is designed to include on-site parking for bikes, mopeds, and cars in support of the proposed use.

*6. Measures, which may include transportation demand management (TDM) and participation in a transportation management association have been or will be taken to provide adequate ingress and egress, including all off-site improvements, so designed as to minimize traffic congestion and to ensure public safety and adequate traffic flow, both on-site and on the public streets.*

The project is being design to foster use of the rich transportation network and walkable location. Automobile parking is being designed to the minimum market demand level to encourage residents to use alternative methods.

*7. The conditional use conforms to all applicable regulations of the district in which it is located.*

The proposed use is consistent with the Urban Mixed Use (UMX).

*8. When applying the above standards to an application by a community living arrangement, the Plan Commission shall: a. Bear in mind the City general intent to accommodate community living arrangements. b. Exercise care to avoid an over-concentration of community living arrangements, which could created an institutional setting and seriously strain the existing social structure of a community. Considerations relevant for this determination are the distance between the proposed facility and other such facilities, the capacity of the proposed facility and the by which the facility will increase the population of the community, the total capacity of all community living arrangements in the community, the impact on the community of other community living arrangements, the success or failure of integration into communities of other such facilities operated by the individual or group seeking approval, and the ability of the community to meet the special needs, if any, of the applicant facility.*

Not Applicable

*9. When applying the above standards to any new construction of a building or an addition to an existing building the Plan Commission: a. Shall bear in mind the statement of purpose for the zoning district, and b. May require the applicant to submit plans to the Urban Design Commission for comment and recommendation.*

The proposed use is consistent with the Urban Mixed Use (UMX).

*10. When applying the above standards to an application for a reduction in off-street parking requirements, the Plan Commission shall consider and give decisive weight to all relevant facts, including but not limited to, the availability and accessibility of alternative parking; impact on adjacent residential neighborhoods; existing or potential shared parking arrangements; number of residential parking permits issued for the area; proximity to transit routes and/ or bicycle paths and provision of bicycle racks; the proportion of the total parking required that is represented by the requested reduction; the proportion of the total parking required that is decreased by Sec. 28.141. The characteristics of the use, including hours of operation and peak parking demand times design and maintenance of off-street parking that will be provided; and whether the proposed use is now or a small addition to an existing use.*

Not Applicable

*11. When applying the above standards to telecommunication facilities, the Plan Commission shall consider the review of the application by a professional engineer required by Sec. 28.143. 12. When applying the above standards to an application for height in excess of that allowed in the district, the Plan Commission shall consider recommendations in adopted plans; the impact on surrounding properties, including height, mass, orientation, shadows and view; architectural quality and amenities; the relationship of the proposed*

*building(s) with adjoining streets, alleys, and public rights of ways; and the public interest in exceeding the district height limits.*

Not applicable.

*13. When applying the above standards to lakefront development under Sec. 28.138, the Plan Commission shall consider the height and bulk of principal buildings on the five (5) developed lots or three hundred (300) feet on either side of the lot with the proposed development.*

Not applicable.

*14. When applying the above standards to an application for height in excess of that allowed by Section 28.071(2)(a) Downtown Height Map for a development located within the Additional Height Areas identified in Section 28.071(2)(b), the Plan Commission shall consider the recommendations in adopted plans, and no application for excess height shall be granted by the Plan Commission unless it finds that all of the following conditions are present: a. The excess height is compatible with the existing or planned (if the recommendations in the Downtown Plan call for changes) character of the surrounding area, including but not limited to the scale, mass, rhythm, and setbacks of buildings and relationships to street frontages and public spaces. b. The excess height allows for a demonstrated higher quality building than could be achieved without the additional stories. c. The scale, massing and design of new buildings complement and positively contribute to the setting of any landmark buildings within or adjacent to the projects and create a pleasing visual relationship with them. For projects proposed in priority viewsheds and other views and vistas identified on the Views and Vistas Map in the City of Madison Downtown Plan, there are no negative impacts on the viewshed as demonstrated by viewshed studies prepared by the applicant.*

Not applicable.

*15. When applying the above standards to an application to redevelop a site that was occupied on January 1, 2013 by a building taller than the maximum building height allowed by Section 28.071(2)(a) Downtown Height Map, as provided by Section 28.071(2)(a)1., no application for excess height shall be granted by the Plan Commission unless it finds that all the following additional conditions are also present: a. The new building is entirely located on the same parcel as the building being replaced. b. The new building is not taller in stories or in feet than the building being replaced. c. The new building is not larger in total volume than the building being replaced. d. The new building is consistent with the design standards in Section 28.071(3) and meets all of the dimensional standards of the zoning district other than height. e. The Urban Design Commission shall review the proposed development and make a recommendation to the Plan Commission.*

Not applicable.

#### **Downtown Master Plan:**

The site is identified as part of the Downtown Mixed Use future land use district within the State Street area and is designated for 12 stories Maximum Height.

#### **Streetscape:**

The streetscape along University/Gorham is designated as a thoroughfare with Gilman Street noted as a pedestrian connection. The building concept along University/Gorham Street adds additional width to the streetscape for a wider sidewalk to accommodate transit and pedestrian movement. The pedestrian streetscape is further reinforced with the presence of a retail/lobby first floor. The Gilman Street facade preserves the existing building facade while still accommodating a setback & separation for the first floor residential units.

- State Street: This area of the State Street is planned for higher density housing in support of the University and State Street retail areas; as illustrated by the existing residential/mixed use buildings clustered along University Avenue and Johnson Street Bend district.
- Housing Diversity: The project includes both student oriented housing and market rate housing in a wide range of configurations so as to offer housing choices for multiple rental markets, both served by a strong amenity package.

## **Downtown Design Guidelines:**

### *Site Design & Building Placement*

#### 1.) Orientation

The proposed building design reinforces both University/Gorham Avenue and Gilman Street through building placement adjacent to the sidewalks with retail and residential uses at the first floor.

#### 2.) Access & Site Circulation

The pedestrian experience along each street is maintained and enhanced through first floor retail/residential uses and minimized vehicular and service entrances.

**Pedestrian/Bicycle Entrances:** The primary building entrances are along University/Gorham Avenue through either the student or market rate lobby.

**Vehicles:** The vehicular entrance is placed along Gorham Avenue.

**Service:** The loading docks are located along Gilman Street and will be fully enclosed.

#### 3.) Useable Open Space - Residential Development

The building will feature unique amenity spaces on the second floor as well as balconies and a rooftop open space. These features will be available to residents of the student and market rate units

#### 4.) Landscaping

The site is proposed for an urban setting with urban streetscape elements abutting the site. The building will be setback along Gorham Street to accommodate a wider sidewalk. The first floor Gilman Street residential units will have a landscape separation from the sidewalk, per the zoning code requirement. The building will also feature a landscaped rooftop open space and some green roof elements.

#### 5.) Lighting

The lighting will be part of a separate signage and lighting submittal and will be sensitive to the surrounding context.

### *Architecture*

#### 1.) Massing

The overall building design creates a modern take on a traditional loft building and is designed to create a well designed and proportional building composition.

The massing of the building exceeds the zoning code stepback requirements with a stepback at the second floor along both Gilman Street and University/Gorham Avenue. The setback along Gilman Street includes the preservation of the existing facade and stepback at the existing parapet to maintain the character of the streetscape.

Shadow studies have been included in the application.

2.) Building Components

The building design creates a strong and unique pedestrian experience along the adjoining streets with retail facades along University/Gorham Avenue and the preserved facade along Gilman Street. This design aesthetic is carried throughout the building to include a strong urban roof form and integrated mechanical screening.

3.) Visual Interest

The building is designed to fit into the surrounding context with "four sided" architecture and a strong overall design composition.

4.) Door and Window Openings

The overall design of the building utilizes window spacing and symmetry to create an "urban loft" motif that relates to both the overall composition of the building and the pedestrian interaction with the streetscape and surrounding neighborhood.

5.) Building Materials

The building utilizes durable high quality materials throughout the building.

6.) Terminal View and Highly Visible Corners

The building design reinforces the curved nature of this highly visible corner of University/Gorham Street and creates a new end-cap to the Bassett Street terminus.

7.) Awnings and Canopies

The first floor retail/lobby frontage will incorporate overhangs and awnings to create a covered walkway effect for pedestrians and will be integrated into the overall design

8.) Signage

Signage will be part of a separate signage and lighting submittal and will be sensitive to the surrounding context.

Existing Site Photos:















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## The Hub at Madison II

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Existing Facade - Circa 1940's - Gilman Street

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Existing Facade - Today - Gilman Street

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