



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

215 Martin Luther King Jr, Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>JANUARY 27, 2016</u>	<input checked="" type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>FEBRUARY 10, 2016</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: 722 WILLIAMSON STREET  
Project Title (if any): 722 WILLIAMSON STREET APARTMENTS.

2. This is an application for (Check all that apply to this UDC application):

New Development  Alteration to an Existing or Previously-Approved Development

**A. Project Type:**

- Project in an Urban Design District\* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
- Planned Development (PD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Planned Residential Complex

**B. Signage:**

- Comprehensive Design Review\* (public hearing-\$300 fee)  Street Graphics Variance\* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

**C. Other:**

Please specify: \_\_\_\_\_

**3. Applicant, Agent & Property Owner Information:**

Applicant Name: MARC SCHELLPFEFFER Company: CAS4 ARCHITECTURE LLC  
 Street Address: 303 S. PATERSON ST. SUITE 1 City/State: MADISON, WI Zip: 53703  
 Telephone: (608) 709-1250 Fax: ( ) Email: MARCS@CAS4ARCH.COM

Project Contact Person: MARC SCHELLPFEFFER Company: " "  
 Street Address: " " City/State: " " Zip: " "  
 Telephone: ( " ) " " Fax: ( " ) " " Email: " " "

Project Owner (if not applicant): MCGRATH PROPERTY GROUP (LANE MCGRATH)  
 Street Address: 222 S. BEDFORD SUITE 1A City/State: MADISON WI Zip: 53703  
 Telephone: (608) 395-3975 Fax: ( ) Email: LANE.MCGRATH@MCGRATHPROPERTYGROUP.COM

**4. Applicant Declarations:**

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with TIMOTHY PARKS on 1.13.2016.  
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant MARC SCHELLPFEFFER Relationship to Property ARCHITECT FOR PROJECT OWNER

Authorized Signature  Date 1.27.2016

Alan Martin  
City of Madison– Department of Planning  
Department of Planning and Economic Development  
215 Martin Luther King Jr. Blvd., Suite LL100  
Madison, WI 53703

Re Urban Design Commission Informational Presentation  
722 Williamson Apartments, McGrath Property Group

Dear AI and Committee Members,

The development at 722 Williamson Street provides a unique opportunity to utilize one of the few older concrete framed warehouse buildings in Madison, The Olds Seed Building, and an adjacent open site along the bike path. The challenge of this particular site is creating a new building along what is essentially the rear yard of the site as it relates to Williamson Street and still provide for an active and engaging pedestrian experience and approach to the overall development and the housing component at the rear of the site.

The overall development is comprised of 142 total residential units, 96 in the new building adjacent to the bike path and 46 within the Olds Seed Building, and approximately 7,200 square feet of commercial space on the grade floor of the Olds Seed Building. The overall development is supported by 113 interior vehicle parking stalls on two levels within the new building to the rear of the site and 28 surface parking spaces. Bike parking is provided in several areas throughout the site. To utilize the adjacency to the bike path we are working with the City to create a connection from the site to the path. As part of this connection we are looking to potentially incorporate a B-cycle station as well as a bike maintenance station within a light steel structure that defines and establishes a sense of entry to the development and neighborhood and begins to relate to the detailing we are suggesting for the promenade along the east face of the Olds Seed Building. Other bike parking for visitors of the residential component is located near the entry that we refer to as the lantern and bike parking for commercial use is located up along Williamson Street and along the promenade at the east face of the Olds Seed Building. In all we have 32 bike parking stalls to be used by visitors to the site. The bike parking required for the residential component of the project will be housed within the parking structure of the new building as well as the lower level of the Olds Building which will be connected to the below grade parking level.

The concept for allowing the pedestrian to engage the new building to the rear of the site and allow for activity to penetrate into the depth of the site is accomplished by two means. First is to activate the east face of the Olds Seed Building with what we are calling the “Promenade.” The promenade is articulated and designed to suggest an old activated loading dock feel off the east face of the building. The components would render a light steel framed condition that would be traditionally appropriate for this building type and use. The promenade serves two functions; first is that it provides the ability to create outdoor space and activate the commercial spaces along the east face of the Olds Seed Building and the other is that it sets up an axial path pulling pedestrian

traffic off of Williamson Street back to the main residential entry for both the new building and the residence of the Olds Seed Building. This entry is the second means to draw pedestrian traffic back in to the depth of the site. The residential entry is rendered as a two-story glass box identified as the “lantern”. The lantern provides a terminus for the promenade and visually connects the pedestrian from the street back in to the site. The lantern also serves as the residential community hub; this is the location of all mail delivery for the residential component of the project as well as the main communal spaces for all residence. On the first floor of the lantern is a small lobby/waiting lounge for residence to greet guests. A grand stair case allows for connection from the first floor up to the second level of the lantern that houses a main communal lounge and game area as well as a two sided fireplace that connects to the second floor outdoor terrace space. This outdoor space will provide for outdoor bocce as well as grilling and lounge spaces for residence to utilize and socialize.

When looking at the two buildings the intent for the Olds Seed Building is take the interior of the building back to the concrete framed warehouse building it was originally rendered as and develop the upper three floors as concrete loft apartments. The grade level floor will be revitalized in a similar manner with the hope of attracting local tenants that will utilize the large clear space that the building offers. Exterior restoration of the main façade along Williamson Street will include some tuck pointing of the existing masonry façade as well as removal of the current windows and some EIFS infill to restore the façade back to its original layout of storefront on the grade level along Williamson Street. This will allow for an active and engaging streetscape and more appropriate window infill on the upper levels of the building. Currently on the three off street facades the building is cladded in EIFS. This system was installed in the early 1980s and was installed without a drainage layer as today’s EIFS systems are detailed. Looking at how the current EIFS was installed and seeing noticeable cracking within the system we are assuming some water has gotten behind the system with no way to escape except back through the masonry wall. Based on the application of the existing EIFS and the moisture that has penetrated the system over the years we are assuming this has made the brick behind the system not viable or appropriate to expose to the exterior. The moisture along with the insulation that has been fastened directly to the masonry has more than likely destroyed the weathering capability of the masonry infill. We will be removing the existing EIFS and replacing it with a system that incorporates a drainage layer. The benefit to this solution is that we are able to insulate a building that was designed without insulation in mind and expose the masonry from the interior within the residential units where feasible to enhance the loft and residential experience. This exterior system will also continue to protect a building with great bones for many years to come. Along with replacing the cladding we will be replacing all of the windows and creating a few new window openings along the rear corners of both the east and the west elevations to allow additional windows in to some of the residential units.

The new building is rendered to be sympathetic to its neighboring structures in scale, proportion and materiality; it is not trying to mimic or pretend to be an old historic structure. The scale of the building is broken down by changes in material, and shifting in the form of the overall mass, of the building. Placement and scale of balconies is used to further articulate the façade of the building and provide a point of relief in the change in materials and mass of forms. Fenestration within the building is proportional

to the openings that are found on adjacent building to the site and provides the residential units with monumental single hung windows within the main living spaces of the units. The repetitive rhythm of the openings reflects the simplicity and rhythm of the surrounding buildings. We are proposing two types of masonry; one that is buff tone to relate to some of the structures to the east and a second in a tone that is complementary to the Olds Seed Building. Both bricks will be modular in scale as found on adjacent structures. The brick will not try to mimic the character of the 100 year old brick found on adjacent structures, but will look to be sympathetic in the color palette. The other two materials are metal panel; the lighter material would be rendered as a flat seam hook and strap cladding while the darker metal would be a horizontal "S" profile panel to provide a play on texture and depth between the two materials and the adjacent brick within the palette.

Marc Schellpfeffer, AIA  
Partner

PMC/mds

Attachments:

Copied File



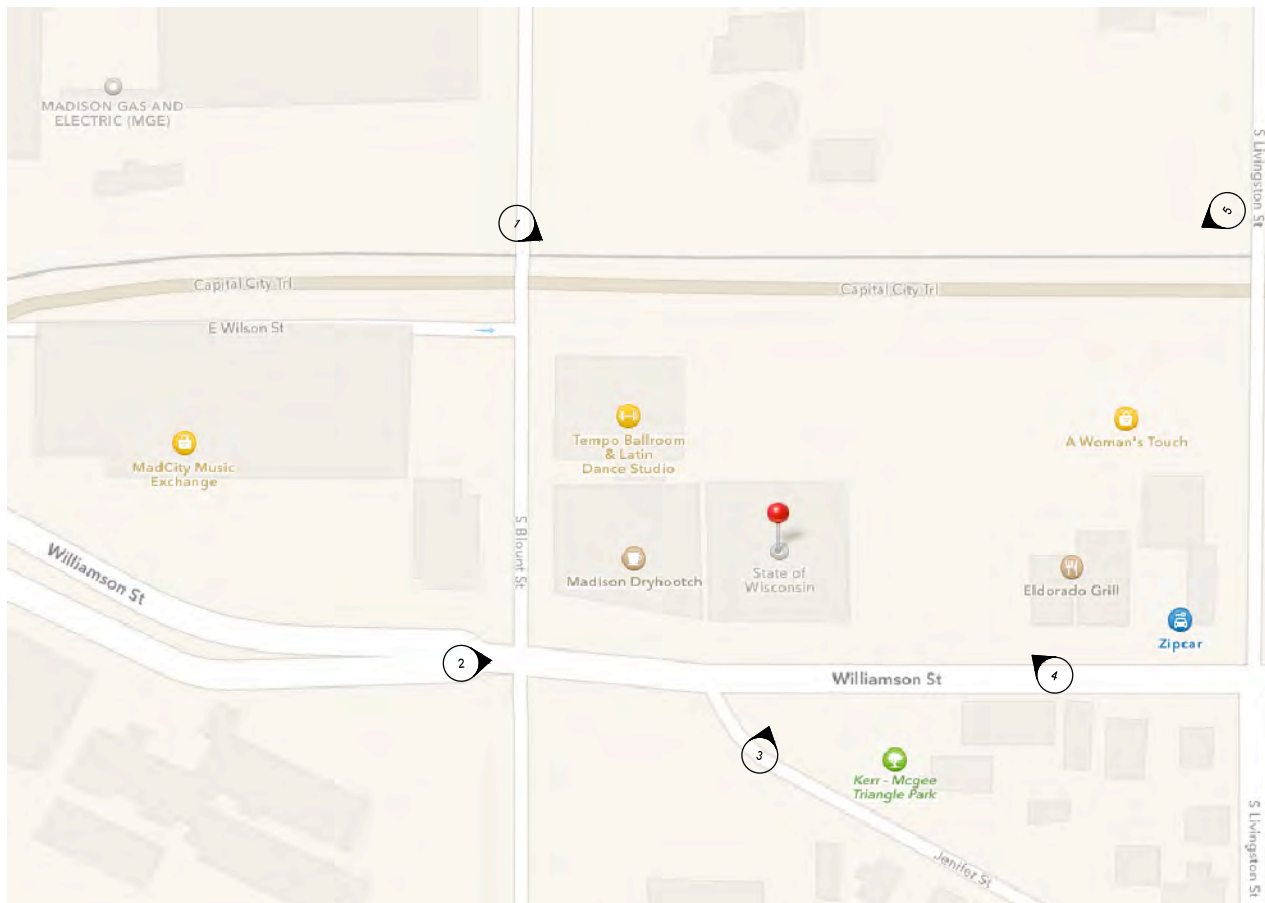
1 VIEW OF SITE FROM S. BLOUNT STREET  
SCALE: NTS



2 VIEW LOOKING EAST ON WILLIAMSON STREET  
SCALE: NTS



3 WILLIAMSON STREET VIEW OF OLDS SEED BUILDING  
SCALE: NTS



SITE LOCATOR MAP  
SCALE: NTS



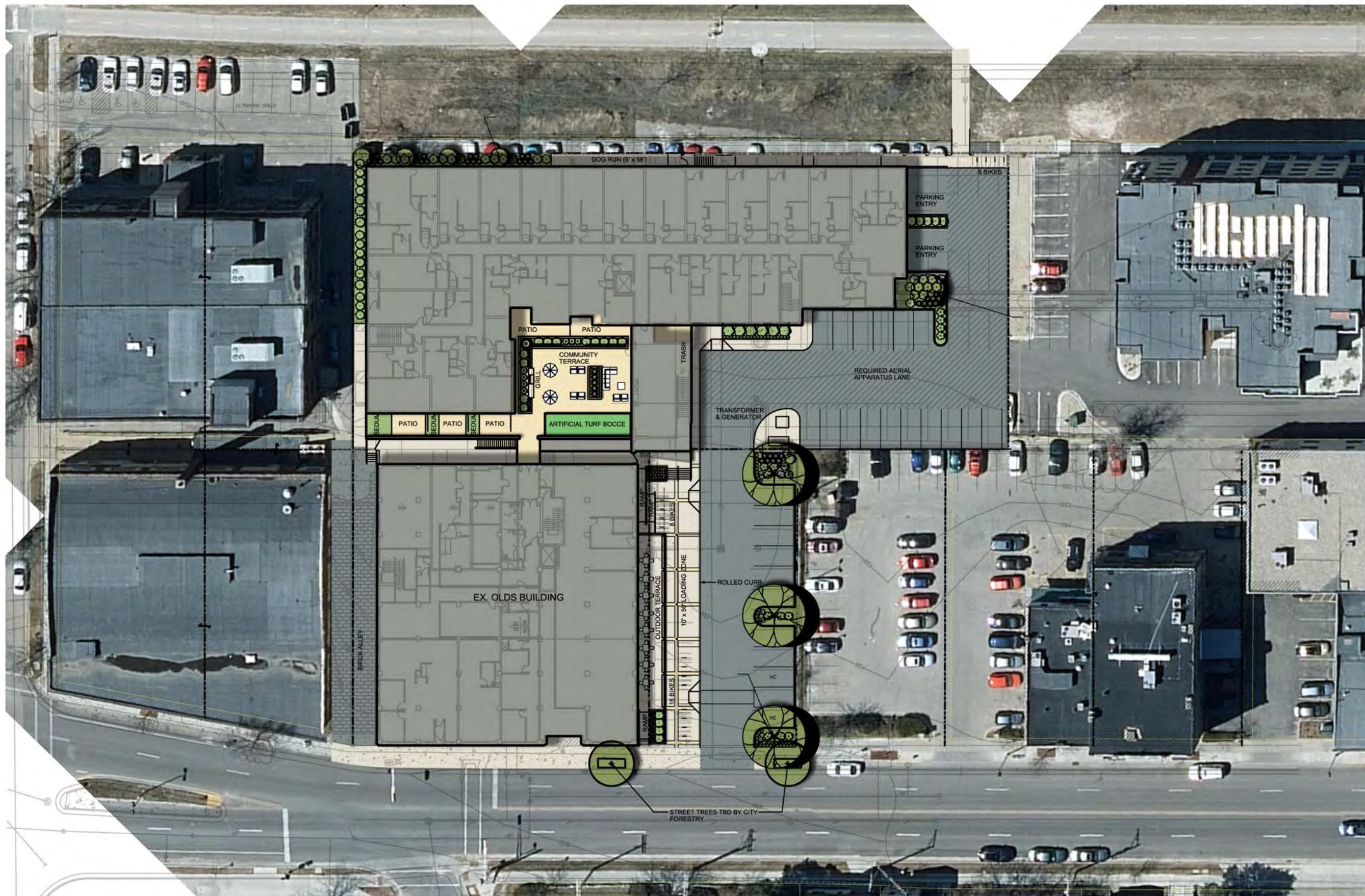
4 VIEW LOOKING WEST ON WILLIAMSON STREET  
SCALE: NTS



5 VIEW OF SITE FROM S. LIVINGSTON STREET  
SCALE: NTS

15003.00 722 Williamson Street Context Map and Images

722 Williamson Street  
Scale: NTS  
January 27, 2016 - UDC Informational Submittal



# 722 Williamson Street Context Map and Images

722 Williamson Street  
 Scale: NTS

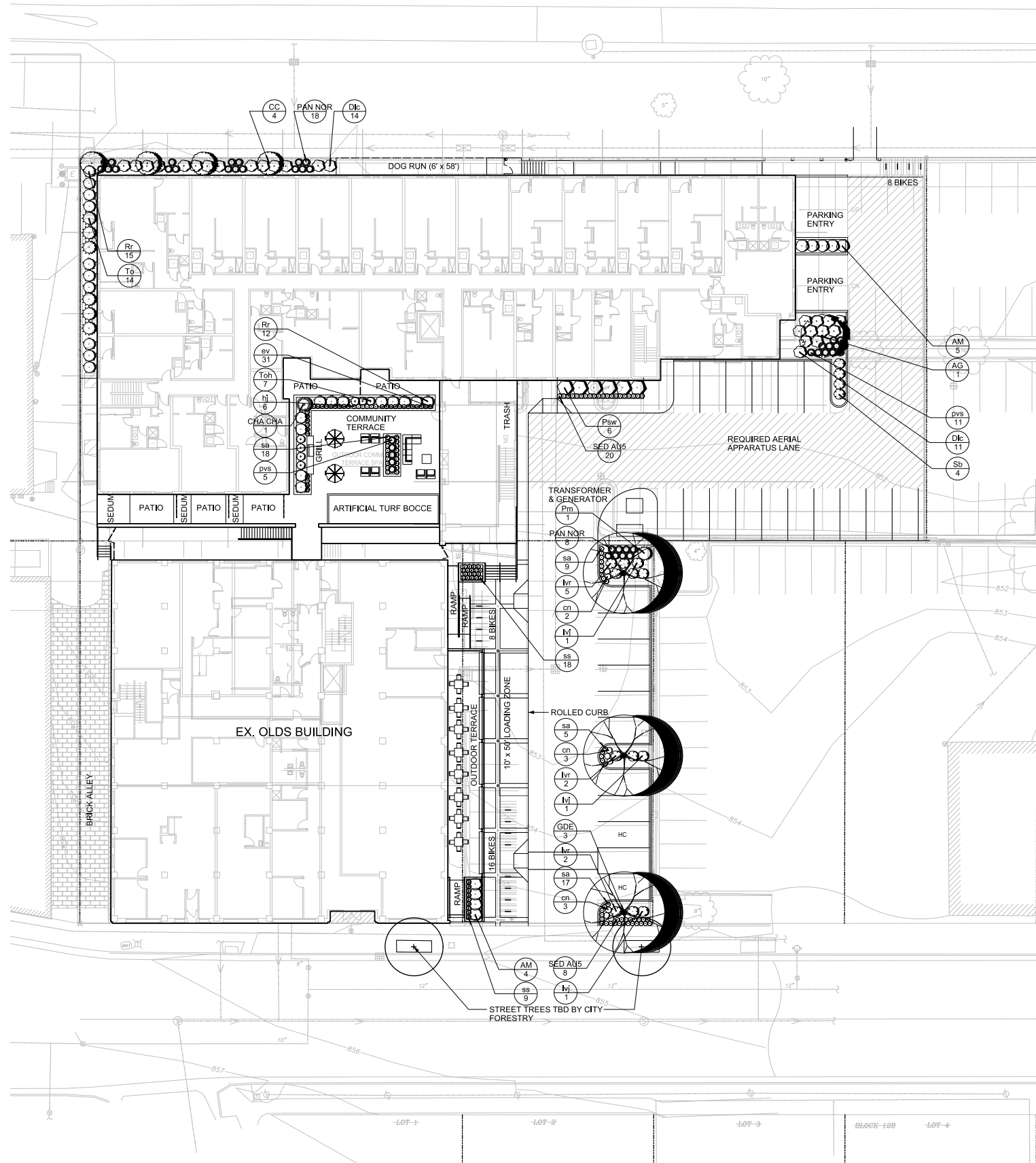
January 27, 2016 - UDC Informational Submittal

**KEN SAIKI DESIGN**  
 LANDSCAPE  
 ARCHITECTS



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**Cās<sub>4</sub>**  
 architecture, llc



**PLANT SCHEDULE**

TREES	BOTANICAL NAME / COMMON NAME	CONT	CAL	SIZE	QTY	
AG	Amelechier x grandiflora / Autumn Brilliance / Autumn Brilliance Serviceberry	B & B		6' HT.	12	
CC	Carpinus canadensis / Fleagle / American Hornbeam	B & B		5' HT.	4	
GDE	Gymnocladia dioica / Espresso / Kentucky Coffeetree	B & B	3" Cal	6' H (MIN.)	3	
SHRUBS	BOTANICAL NAME / COMMON NAME	SIZE	FIELD2	FIELD3	SPACING	QTY
CHA CHA	Chamaecyparis pisifera / Filifera Golden Charm / Golden Charm Threadbranch Cypress	5 gal			60" o.c.	1
Iv	Ilex verticillata / Jim Dandy / Jim Dandy Winterberry	3 gal			42" o.c.	3
Sb	Spiraea betulifolia / Tor / Birchleaf Spirea	3 gal			42" o.c.	4
DECIDUOUS SHRUBS	BOTANICAL NAME / COMMON NAME	SIZE	FIELD2	FIELD3	SPACING	QTY
AM	Aronia melanocarpa / Morton / Iroquois Beauty Black Chokeberry	3 gal			48" o.c.	9
Dic	Dieris lonicera / Copper / Copper Low Bush Honeysuckle	3 gal			48" o.c.	25
Iv	Ilex verticillata / Red Sprite / Red Sprite Winterberry	5 gal			42" o.c.	9
Psw	Physocarpus opulifolius / Summer Wine / Summer Wine Ninebark	5 gal			60" o.c.	6
Rr	Ribes rubrum / Red Lake / Red Lake Currant	3 gal			48" o.c.	27
EVERGREEN SHRUBS	BOTANICAL NAME / COMMON NAME	SIZE	FIELD2	FIELD3	SPACING	QTY
Pm	Plus mugu / Big Tuna / Mountain Pine	5 gal			60" o.c.	1
Tch	Thuja occidentalis / Holmstrup / Holmstrup Cedar	5 gal			36" o.c.	7
To	Thuja occidentalis / Watergreen / Arborvitae	5 gal			60" o.c.	14
ORNAMENTAL GRASSES	BOTANICAL NAME / COMMON NAME	SIZE	FIELD2	FIELD3	SPACING	QTY
PAN NOR	Panicum virgatum / North Wind / Northwind Switch Grass	5 gal			30" o.c.	26
pvs	Panicum virgatum / Shenandoah / Burgundy Switch Grass	2 gal			30" o.c.	16
sa	Sesleria autumnalis / Autumn Moor Grass	1 gal			18" o.c.	49
ss	Sesleria sadleriana / Green Moor Grass	1 gal			18" o.c.	27
PERENNIALS	BOTANICAL NAME / COMMON NAME	SIZE	FIELD2	FIELD3	SPACING	QTY
cn	Calamintha nepeta ssp. nepeta / Lesser Calamint	1 gal			24" o.c.	8
ev	Epidendrum x vesicolar / Sulphureum / Bicolor Barrenwort	1 gal			18" o.c.	31
H	Hosta x June / June Hosta	1 gal			18" o.c.	6
SED AU5	Sedum x Autumn Fire / Autumn Fire Sedum	1 gal			18" o.c.	28

- NOTES:**
- All plant beds and mulch rings shall have shredded hardwood bark mulch unless otherwise noted.
  - Plantings shall not be permanently irrigated.
  - Contractor shall contact City Forestry at least 48 hours prior to any work on street trees. Contact Dean Kahl, 608-266-4816, DKahl@cityofmadison.com.
  - The planned removal of trees includes all brush and stump removal.
  - For existing street trees to be protected, contractor shall install tree protection fencing in the area between the curb and sidewalk and extend it at least 5'-0" from both sides of the tree along the length of the terrace. No excavation is permitted within 5'-0" of the outside edge of a tree trunk. If excavation within 5'-0" of any tree is necessary, contractor shall contact City Forestry (266-4816) prior to excavation to assess the impact to the tree and root system. Tree pruning shall be coordinated with City Forestry. Tree protection specifications can be found in Section 107.13 of City of Madison Standard Specifications for Public Works Construction.
  - Indicated street trees shall be removed & replaced w/ 3" caliper trees, species to be determined by City Forestry. These trees shall be planted in Neenah 4'x8' (R-8815-A) tree grates to be determined by City Engineering.
  - Approval and permitting of street tree removals and street tree planting shall be obtained from the City Forester and/or the Board of Public Works prior to the approval of the site plan.
  - Trees shall be planted per planting specifications found in section 209 of City of Madison Standard Specifications for Public Works Construction.
  - The owner shall retain a professional landscape company with experience maintaining green roofs. The landscaper shall visit the site a minimum of four times per year and shall provide the following maintenance services at each visit: pull and dispose of weeds, replace displaced soil with appropriate green roof media, inspect roof drains to ensure proper drainage, remove debris that may cause damage to plants, monitor and manage pests as needed, and provide supplemental watering as needed. The landscaper shall visit the site along the following timeline:

**CaS4**  
architecture, llc

303 South Paterson Street; Suite One  
Madison, WI 53703  
ph 608-709-1250

**KEN SAIKI DESIGN**  
LANDSCAPE ARCHITECTS

Consultant Information

Consultant Information

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**CITY OF MADISON DEVELOPMENT REVIEW SUBMITTAL:**  
 Submittal Date: February 17, 2016 for the following Meeting Dates:  
 Landmarks Commission - March 14, 2016  
 Urban Design Commission - April 6, 2016  
 Plan Commission - April 16, 2016  
 Common Council - May 3, 2016

**NOT FOR CONSTRUCTION**

**722 Williamson Street Apartments**  
 722 Williamson Street  
 Madison, WI 53703  
 Project #: 15003.00

Phase

**Design Development**

Issued for:

No.	Description	Date
01	City of Madison Review	02-17-2016

Drawn by: CaS4 Architecture  
 Checked by: CaS4 Architecture

**LANDSCAPE PLAN**

**L100**

Project Name: 722 Williamson Street Apartments  
 Project #: 15003.00  
 Date: 02/17/2016