

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
126 S. Hamilton St.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District _____

Zoning District _____

Urban Design District _____

Submittal reviewed by _____

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: _____

Title: _____

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested _____

- New development Alteration to an existing or previously-approved development
 Informational Initial approval Final approval

3. Project Type

- Project in an Urban Design District
 Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
 Project in the Suburban Employment Center District (SEC), 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 Residential Building Complex

Signage

- Comprehensive Design Review (CDR)
 Signage Variance (i.e. modification of signage height, area, and setback)

Other

- Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name _____ **Company** _____

Street address _____ **City/State/Zip** _____

Telephone _____ **Email** _____

Project contact person _____ **Company** _____

Street address _____ **City/State/Zip** _____

Telephone _____ **Email** _____

Property owner (if not applicant) _____

Street address _____ **City/State/Zip** _____

Telephone _____ **Email** _____

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

*** All plans must be legible, including the full-sized landscape and lighting plans (if required)*

2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (*Signage applications only*)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

5. Required Submittal Materials

- Application Form
- Letter of Intent
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- Development plans (Refer to checklist provided below for plan details)
- Filing fee
- Electronic Submittal*



Each submittal must include fourteen (14) 11" x 17" collated paper copies. Landscape and Lighting plans (if required) must be full-sized. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Janine Glaeser on January 4, 2019.
2. 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.

Applicant name Curt Brink Relationship to property Developer
 Authorized signature of **Property Owner** Curt Brink Date Dec. 19 2018

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- Urban Design Districts: \$350 (per §35.24(6) MGO).
- Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex

Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information what should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**



December 19, 2018
Via email and hand delivery

Urban Design Commission - Informational Presentation
City of Madison

Re: **Letter of Intent for Proposed Development
929 East Washington Avenue**

Dear Commission Members:

We are pleased to present the enclosed documents as part of an Informational Urban Design Submittal for a new mixed use commercial and office development at 929 East Washington Avenue. The project is the next phase of the development of the 900 block, currently the Hotel Indigo including the restoration of the historic Kleuter Building is under construction and will be opening this spring.

The project will require a Conditional Use for a building taller than 5 stories located in the TE zoning district. We are also applying for a demolition permit for two buildings on the site. The project is located within Urban Design District 8 along the East Washington Capitol Gateway Corridor in Sub Block 13 A & B. The project meets the established requirements for building heights, façade height, minimum and maximum setback and step back requirements.

Demolition Request

The buildings to be demolished to allow for the new development and parking structure include:

1. 945 East Washington Avenue, a one-story wood frame building with a brick façade along East Washington Ave
3. 924 East Main Street, a 1 story brick building with garage door on East Main Street

Building to remain

1. 946 East Main Street, The Wisconsin Telephone Building
2. 949 East Washington Ave, Wisconsin Employees Credit Union Building

Project Data

Zoning District: TE, Traditional Employment
Urban Design District 8
Aldermanic District 6, Marsha Rummel
Total building area: approx. 250,000 GSF
Parking: approx. 720 stalls
Addition setback from property line along East Washington: 15'

Site Description

The 4.3 acre property is located on the 900 block of East Washington Avenue, bounded by South Paterson Street, East main Street, South Brearly Street and East Washington Avenue, with the exception of a 10,800 square foot parcel on the

corner of South Brearly Street and East Washington Avenue. Currently the block is made up of the original 18 platted lots. OTIE will be submitting a CSM to combine the lots, with the exception of lot 9 into a single lot for the entire development.

Urban Design District Eight – Preliminary Summary of Standards & Requirements: 13.a

1. Building Height Requirements:
 - a. 12 stories maximum with 3-5 stories at the street level.
 - b. Building Height provided: 11 stories with 3 stories at street level and 8 stories stepped back 15'
2. Building Location and Orientation Requirements:
 - a. 15' minimum setback along East Washington and 10' maximum setback along South Patterson.
 - b. Building Location and Orientation provided: 15' setback along East Washington
3. Parking and Service Area Requirements:
 - a. Parking should be located behind or along the side of the building. No additional access points shall be added along East Washington. Landscape tree islands shall be provided at a ratio of 1:12
 - b. Parking and Service Areas Provided: Structured parking will be located in the center of the block and behind the current proposed development. Loading and trash are located along the internal north south drive. Subsequent future phases will continue to enclose and screen the centrally located parking structure.
4. Landscaping and Open Space Requirements:
 - a. Street façade along East Washington shall provide a dual canopy of trees along both the building setback and the public right of way.
 - b. Landscaping and Open Space Provided: A dual tree canopy is provided along East Washington along with a raised terrace for outdoor seating.
 - c. A green roof is planned above the parking structure
5. Building Massing and Articulation Requirements:
 - a. All visible sides of the building shall be designed with details that complement the façades. Architectural details at the ground floor shall be provided to enhance the pedestrian character of the street. Mechanical equipment shall be screened and integrated with the building design.
 - b. Building Massing and Articulation Provided: The ground floor of the building is setback behind exposed structural columns to increase the depth of the sidewalk and terrace area, first floor uses are intended to activate the street and outdoor terrace. Mechanical equipment is located internally and screened.
 - c. The 3-story building base is more articulated with vertical windows and opaque panels to add interest and scale at the pedestrian and vehicle level. The upper floor volume is imagined as a glass volume with unique angles and creases to create a memorable architectural statement that can be perceived from a distance adding to the interested of the skyline.
6. Materials and Color Requirements:
 - a. Exterior material shall be durable, high-quality materials and appropriate for external use.
 - b. Materials and Colors Provided: Durable materials shall be used.
7. Window and Entrance Requirements:
 - a. 60% of the ground floor shall be glazing.
 - b. Window and Entrances provided: 60% or more of the ground floor will be glazing on the primary street façade.
8. Restoration of Buildings with Historic Value Requirements: Owners are encouraged to restore the original character of historically significant buildings.
 - a. Restoration of Buildings with Historic Values Provided: The Kleuter Wholesale Grocery Warehouse building was designed by Alvin E. Small and built in 1915. It was built for Kleuter and Co, one of Madison's most well-known wholesale groceries at the time. The five story building consisted of brick and cast-in-place reinforced concrete. The primary façades along East Washington Avenue and South Peterson Street are brick façades and were designed in the prairie school style. These façades remain largely unaltered. The secondary façades on the northeast and southeast sides are clad in metal panel installed in 1990. Underneath the metal panel is the original façade featuring exposed reinforced concrete structure with brick infill. All exterior façades will be restored to their original character.
 - b. The Wisconsin Telephone building at 926 East Main Street will remain in place and repurposed when the right tenant is identified.

9. Signage
 - a. Branding and wayfinding signage will be incorporated into the architecture of the building and site entrances.
 - b. A signage package is not part of this submittal and will be completed for submittal to the Urban Design Commission.

Project Team

Owner Developer:	Archipelago Village, LLC PO Box 512 505 N Carrol Street Madison WI 53701	Curt Brink
Architect:	Potter Lawson, Inc.	Doug Hursh
Civil Engineer:	OTIE	John Thousand
Landscape Architect:	Ken Saiki Design	Rebecca DeBoer
Traffic Engineer:	Strand Associates	Jeff Held
Parking Consultant:	Walker Parking Consultants	Tom Hanula

We are excited to present the design for the new mixed-use development and look forward to our discussions in 2019. Thank you and please contact me if you have any questions regarding this submittal.

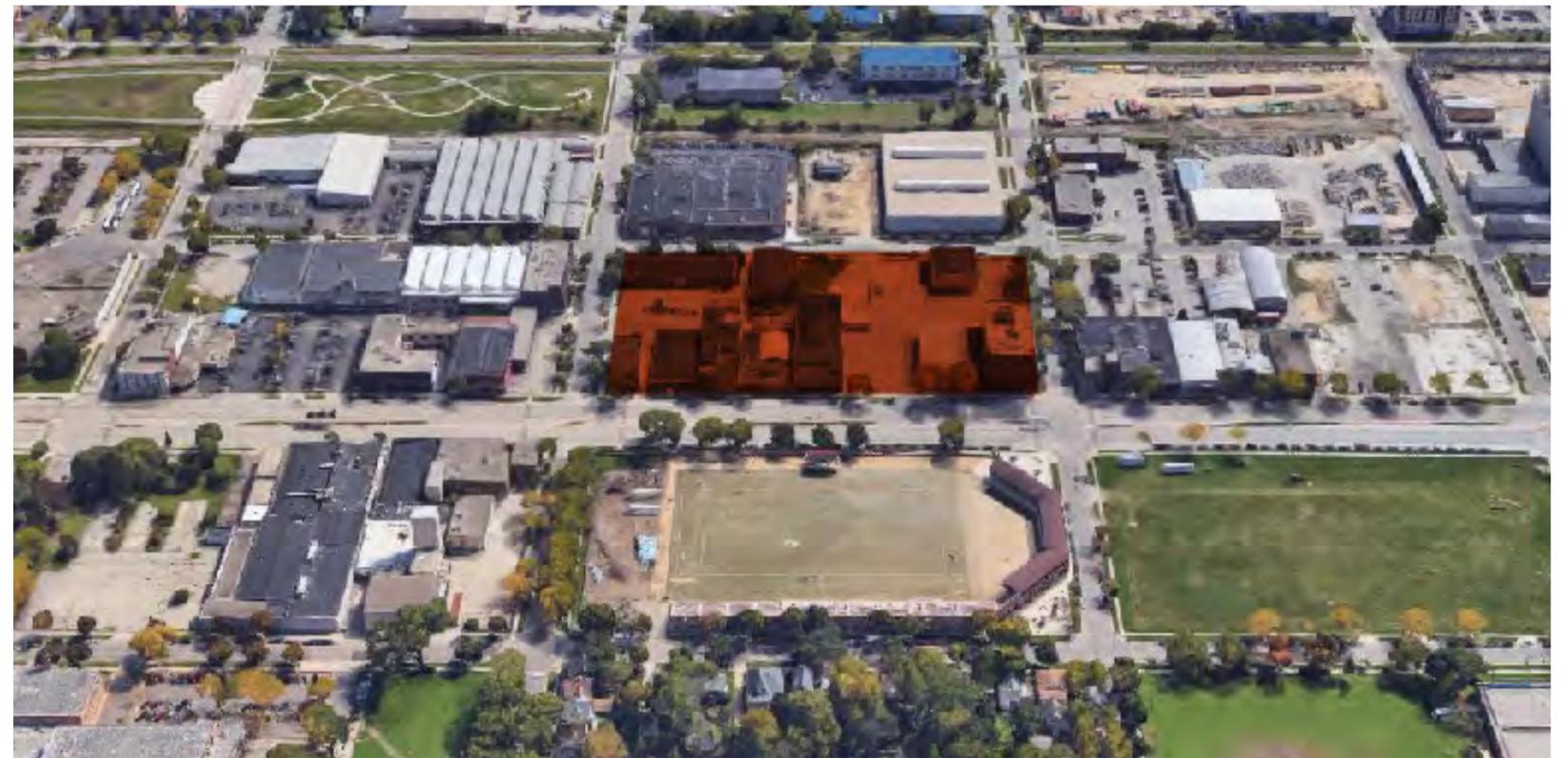
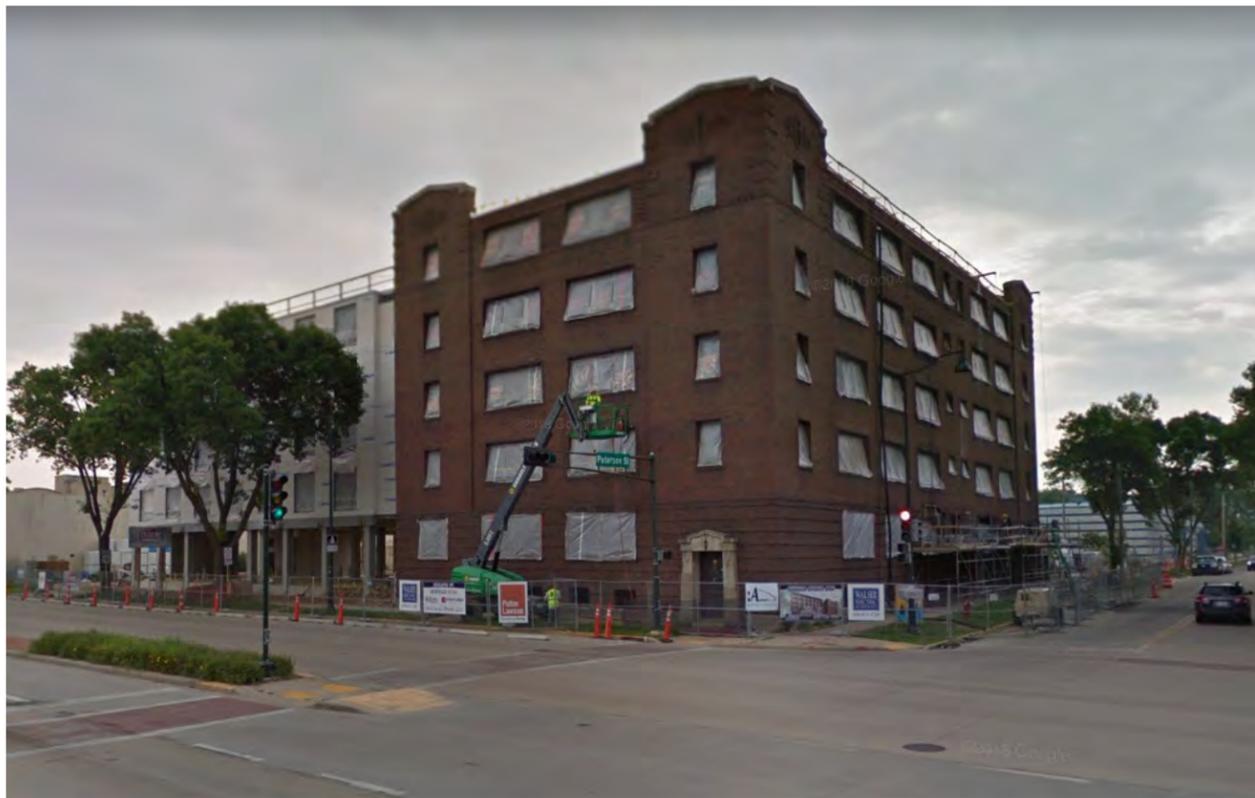
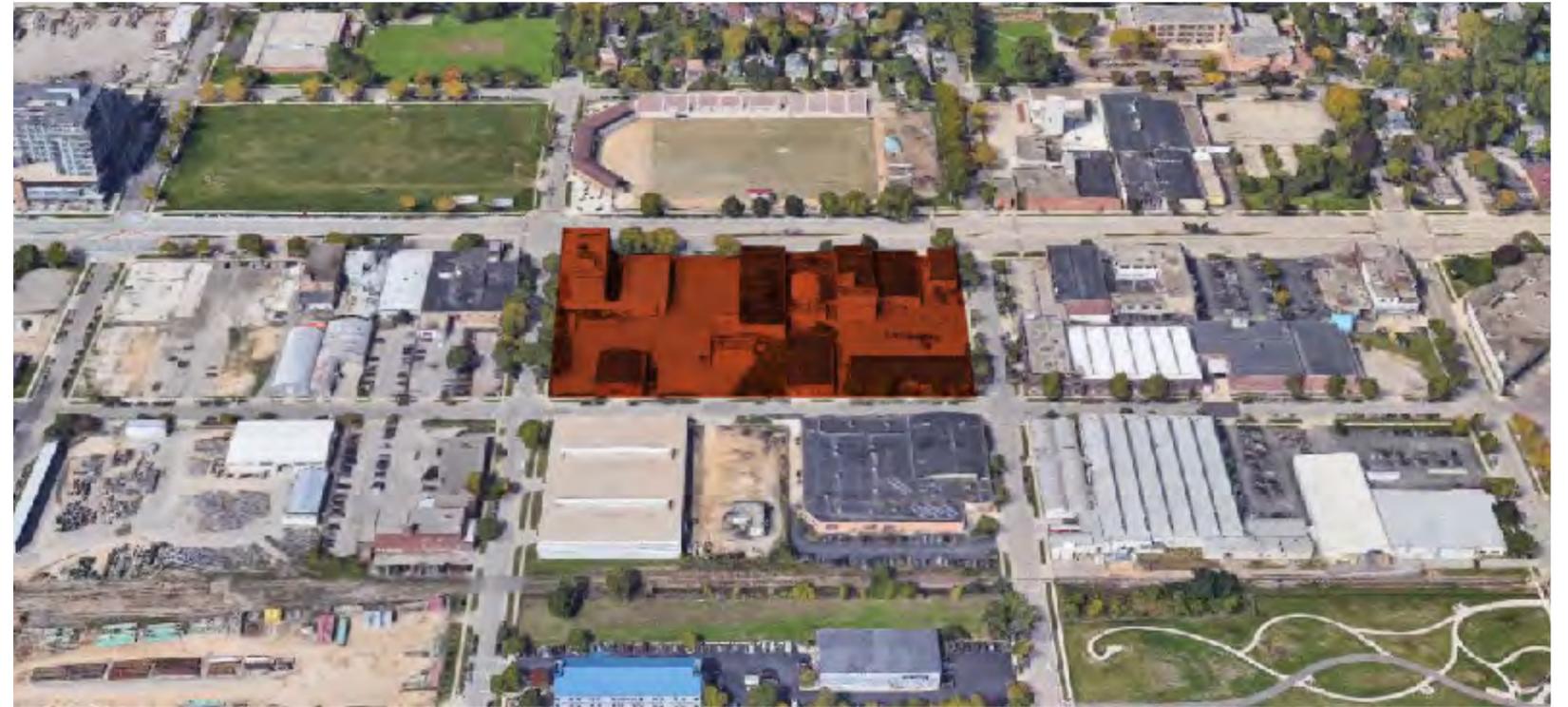
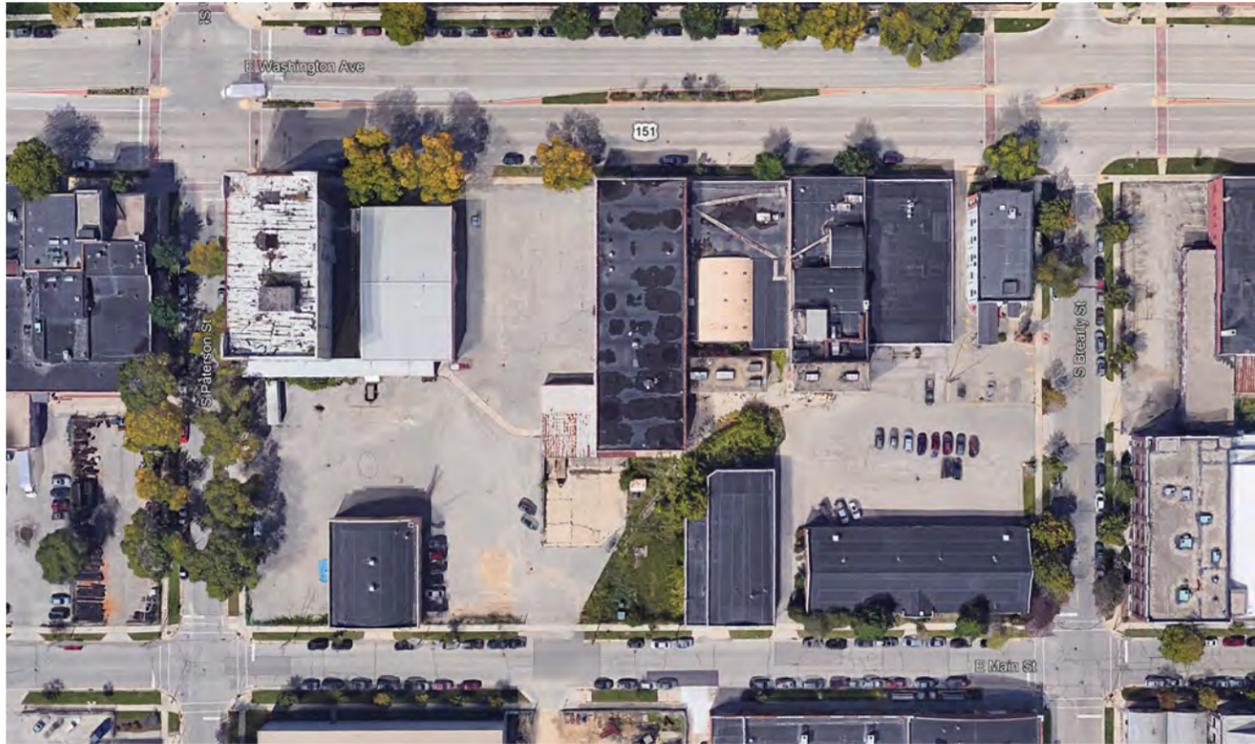
Sincerely,



Douglas R. Hursh, AIA, LEED AP
Director of Design



Rendering
929 E. Washington Avenue - 2016.36.00
December 19, 2018



Site Context
929 E. Washington Avenue - 2016.36.00
December 19, 2018



Kleuter Building - Restored



946 E. Main Street - To remain



924 E. Main Street - Demolition Permit requested



945 E. Washington Avenue - Demolition Permit requested

Context Photos

929 E. Washington Avenue - 2016.36.00

December 19, 2018





Hotel Indigo
 901 E. Washington Avenue - 2016.36.00
 December 19, 2018



Site Plan Overlay: Phase 1
929 E. Washington Avenue - 2016.36.00
December 19, 2018



Site Plan Overlay: Phase 2
929 E. Washington Avenue - 2016.36.00
December 19, 2018



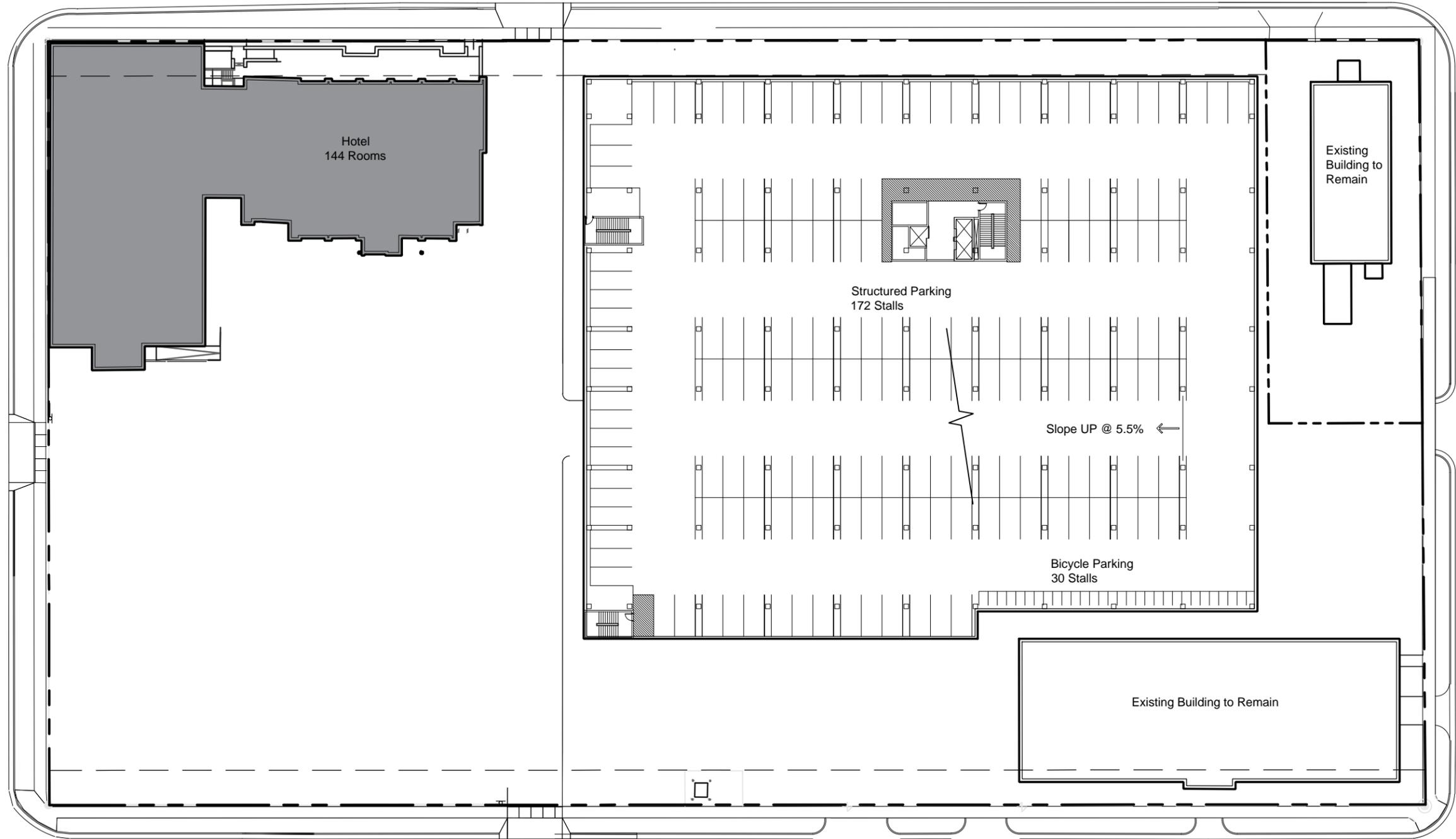
Phase 1
900 Block of East Washington Ave. - 2016.36.02
December 19, 2018



Phase 2
900 Block of East Washington Ave. - 2016.36.02
December 19, 2018

EAST WASHINGTON AVE

S. PATERSON ST.

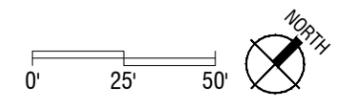


S. BREARLY ST.

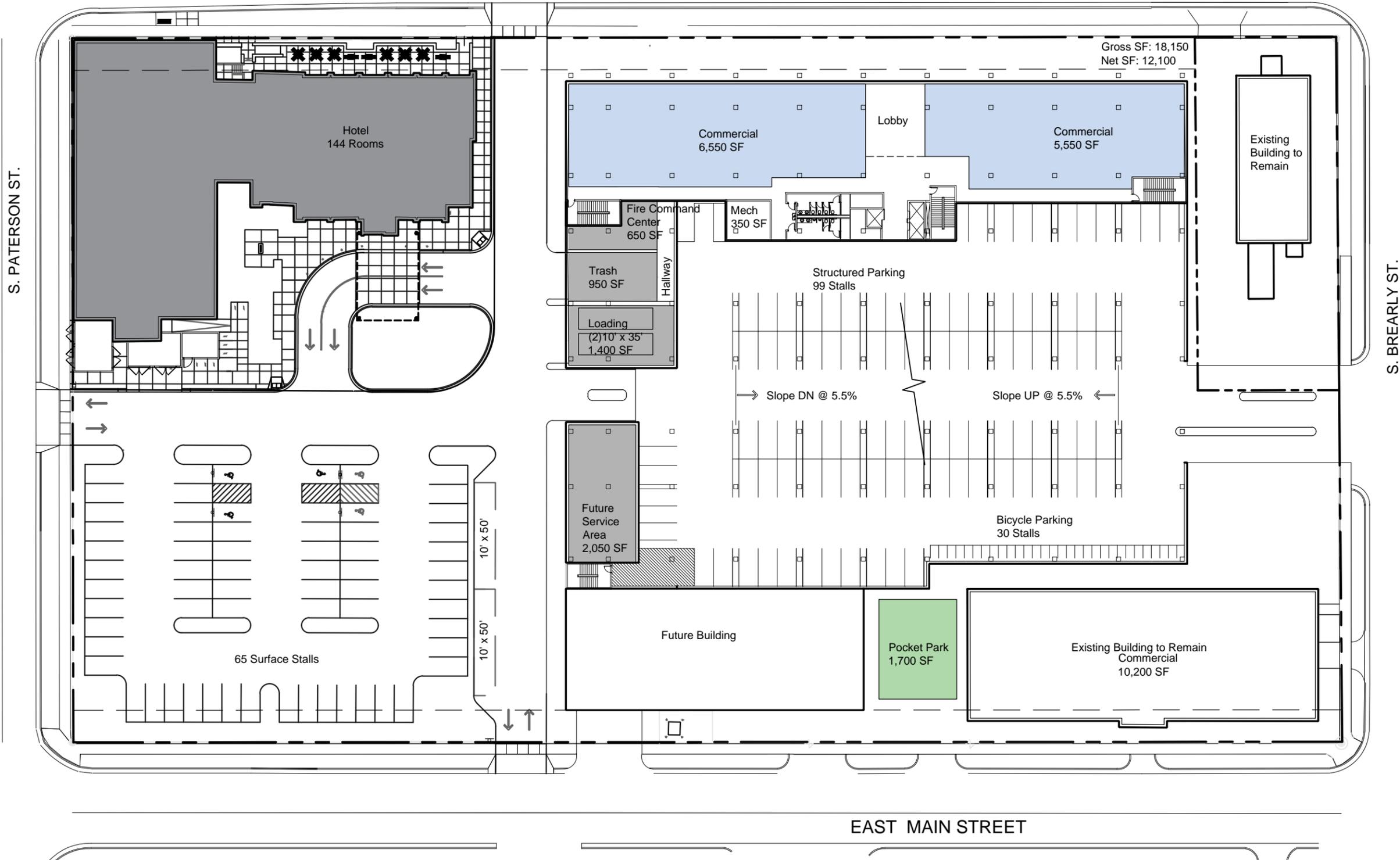
EAST MAIN STREET

Phase 1: Below Grade

Concept Master Plan - 900 E. Washington
2016.36.00
November 27, 2018

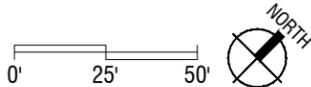


EAST WASHINGTON AVE

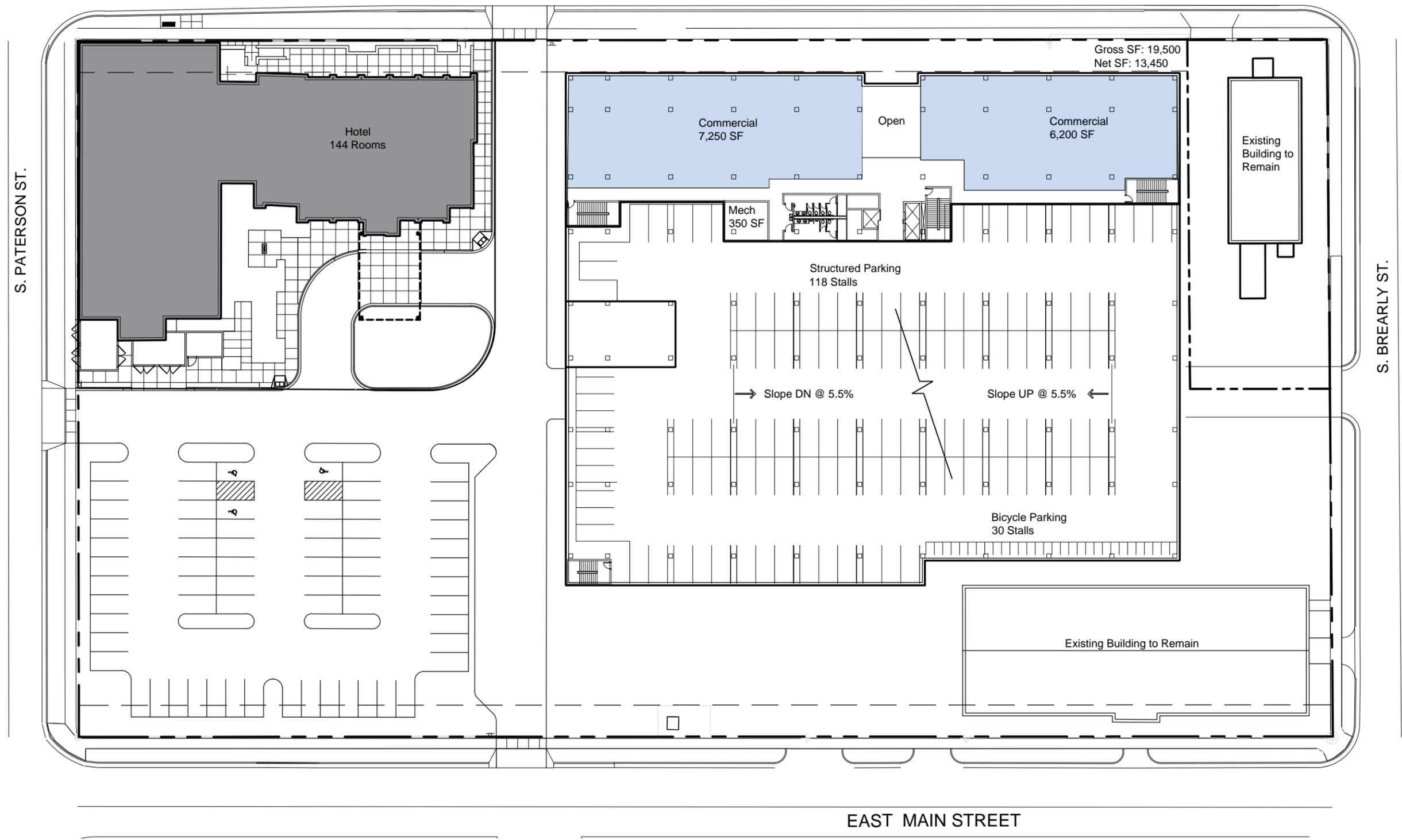


Phase 1: 1st Floor

Concept Master Plan - 900 E. Washington
2016.36.00
November 27, 2018

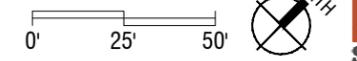


EAST WASHINGTON AVE



Phase 1: 2nd Floor

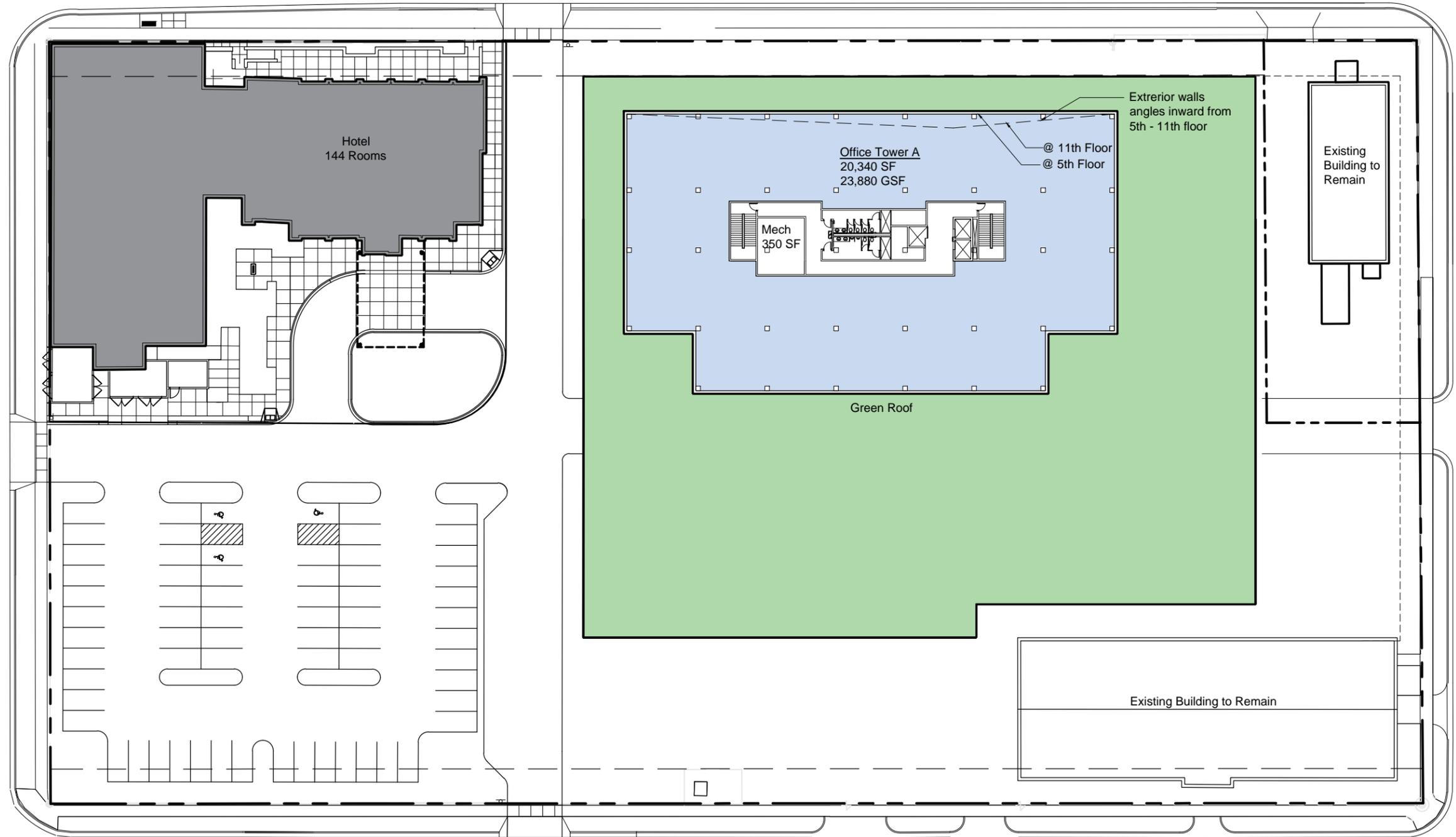
Concept Master Plan - 900 E. Washington
2016.36.00
November 27, 2018



EAST WASHINGTON AVE

S. PATERSON ST.

S. BREARLY ST.



EAST MAIN STREET

Phase 1: 5th - 10th Floor

Concept Master Plan - 900 E. Washington

2016.36.00

November 27, 2018

0' 25' 50'



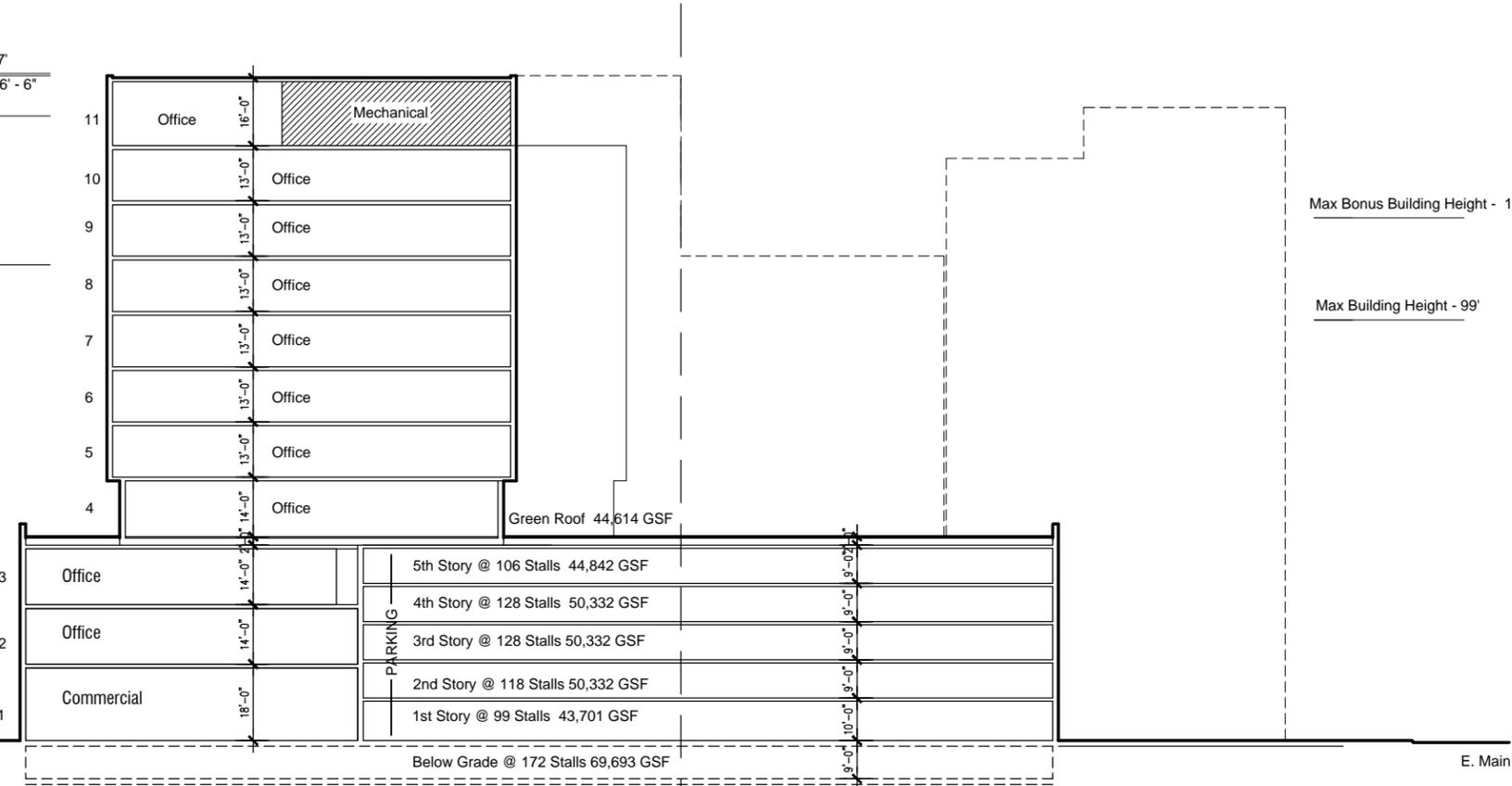
Capital View Preservation - 187'-2"
 Max Bonus Building Height - 183'

Max FAA Building Height - 157'
 Proposed Building Height - 156' - 6"
 Max Building Height - 147'

Phase 1a

852'

E. Washington
 Grade - 850.6'



Max Bonus Building Height - 123'

Max Building Height - 99'

Building Summary

Floor	Gross Area(GSF)	Net Area(NSF)	Service Area(SF)	Stalls
B1			1,620	172
1	18,150	12,100	6,050	99
2	19,500	13,500	6,000	118
3	19,500	14,400	5,100	128
4	20,650	17,110	3,540	128
5	23,880	20,340	3,540	106
6	23,880	20,340	3,540	
7	23,790	20,250	3,540	
8	23,685	20,145	3,540	
9	23,580	20,040	3,540	
10	23,475	19,935	3,540	
11	19,450	12,840	6,610	
totals	239,765	191,225	50,160	751
			Dedicated parking daytime for the hotel (144 rooms)	50
			Total stalls available	701
			stalls/ 1000 GSF:	2.92

These are preliminary area numbers based on the changing and incomplete schematic concept plans, the area numbers will change with more developed drawings

UDC 8: Maximum building heights

13a - E. Washington

12 plus 3 bonus stories on E. Washington = 15 stories

1st floor @ 15' = 15'

Other floors @ 12' = 14 stories x 12' = 168'

Total maximum building height = 183'

Maximum height under capital view preservation height =

850.6' (grade) - capital view height 1032.8' = 182.2' (max height from grade)

Max FAA Building Height Restriction: Elev 1009' - 852' = 157'

Loading Areas

200,000 SF - 2 loading areas - 10x50 over 200K add 1 loading area for each 75K.

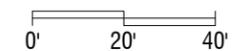
(3)10x30 loading areas required in phase one.

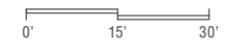
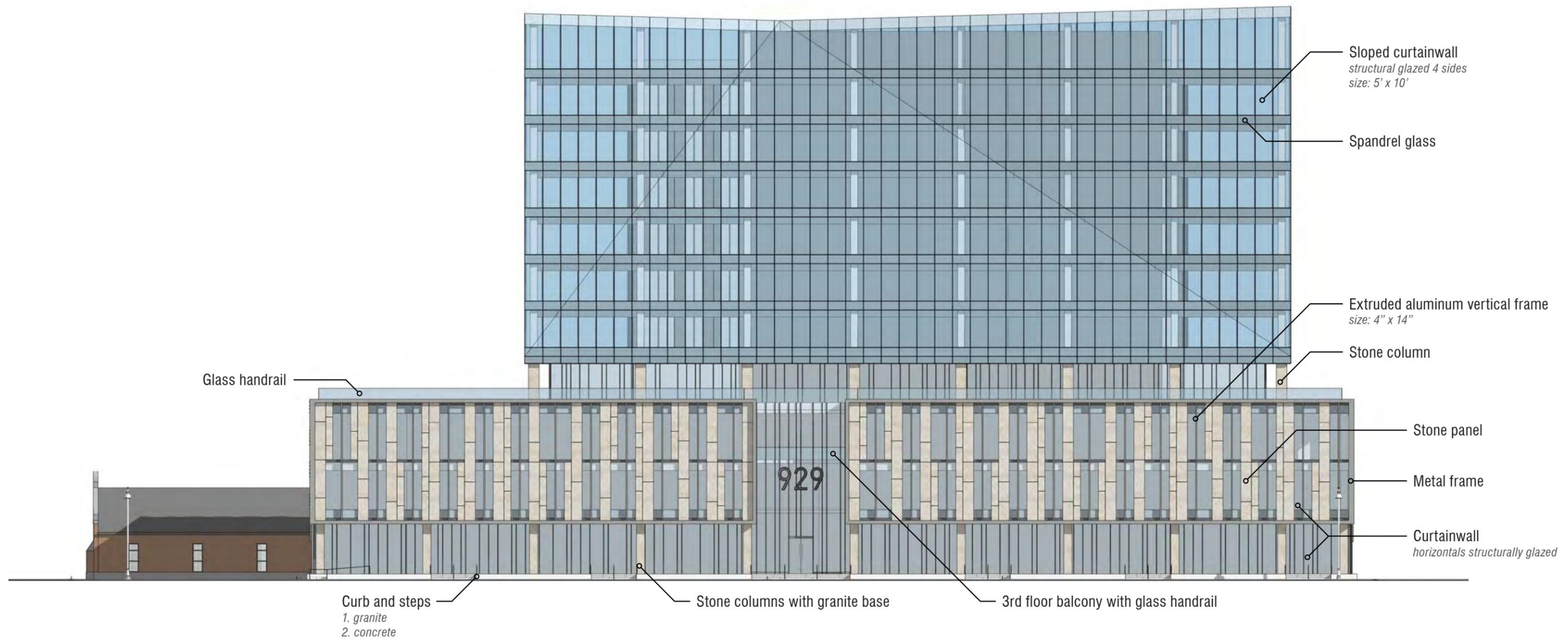
Phase 1: Schematic Block Section

Concept Master Plan - 900 E. Washington

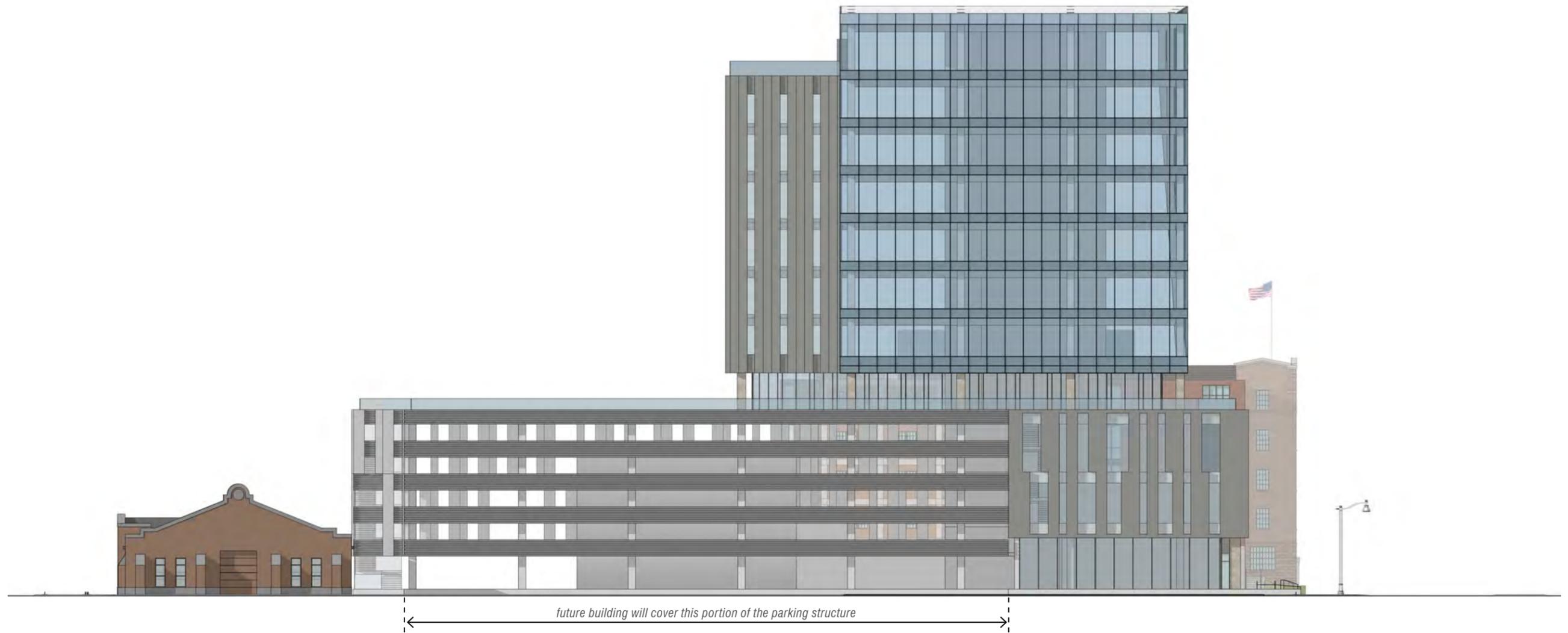
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November 27, 2018



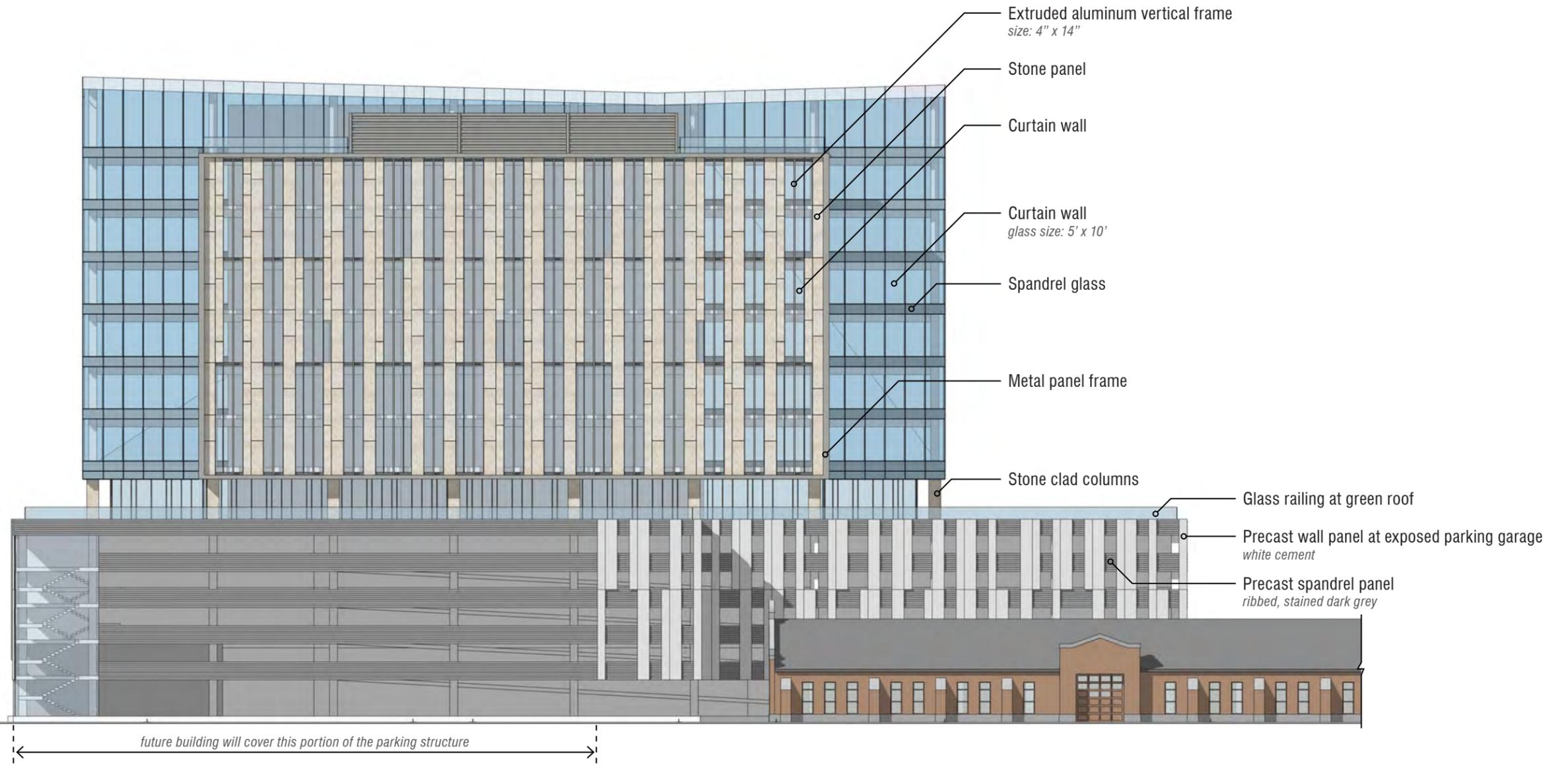


North Elevation
929 East Washington Ave. - 2016.36.02
 December 19, 2018



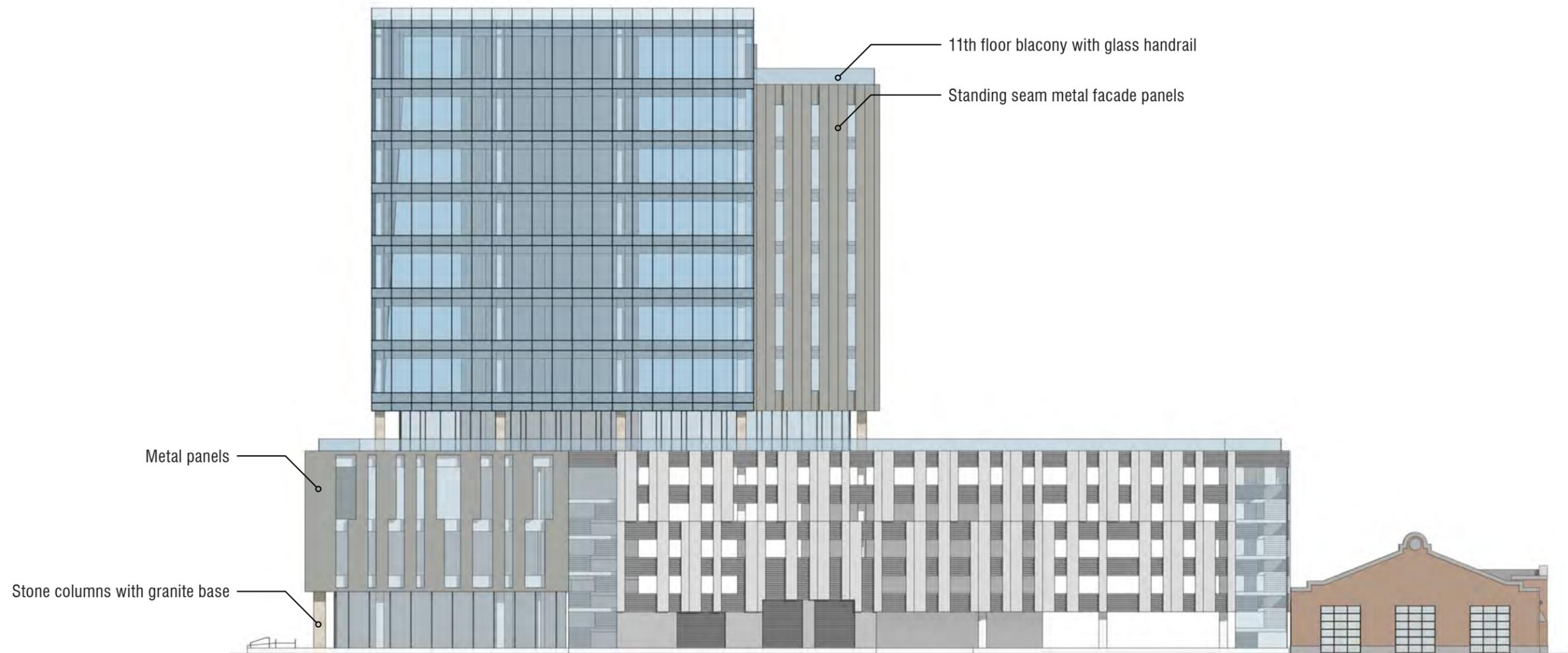
East Elevation
929 East Washington Ave. - 2016.36.02
December 19, 2018

0' 15' 30'



South Elevation
929 East Washington Ave. - 2016.36.02
 December 19, 2018





West Elevation
929 East Washington Ave. - 2016.36.02
December 19, 2018

