

APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL

AGENDA ITEM # \_\_\_\_\_

Project # \_\_\_\_\_

Legistar # 29495

DATE SUBMITTED: <u>3/13/13</u>	<input checked="" type="checkbox"/> Action Requested
UDC MEETING DATE: <u>3/20/13</u>	<input type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 425 W. WASHINGTON

ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

ERIK MINTON / DR. JOHN BENNETT-VIAL SUTTON ARCHITECTURE

21 N. BUTLER 104 KING

MADISON

CONTACT PERSON: JOHN W. SUTTON

Address: 104 KING STREET

Phone: (608) 469-2528

Fax: (608) 255-1764

E-mail address: JOHN@SUTTONARCHITECTURE.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

CITY OF MADISON

MAR 13 2013  
11:58 AM  
Planning & Community  
& Economic Development

(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.

LETTER OF INTENT  
March 13, 2013

PUD/SIP Submission - THE **Washington Plaza**  
residential

Proposed by

Erik Minton and Dr. John Bonsett-Veal  
21 North Butler Street  
Madison, WI 53703

(608) 256-1400

Prepared by

Sutton Architecture  
104 King Street  
Madison, WI 53703

(608) 255-1245

## STATEMENT OF RATIONALE (MARKET)

Submitting for PD zoning for this site will allow us to develop a mix unit that also limits the commercial uses. Housing development has been very successful, but tenants have been requesting larger units. By developing this site with larger one and two bedroom units, it will complement the mix we have. This area is very attractive because of the good access to the Central Business District (CBD) and State Street area. Our marketing studies and all housing studies show the need for higher density in an area this close to the Square.

All housing projects in the downtown area have 100% occupancy and are rented 6 to 9 months in advance. We have talked to all of the downtown management groups and have obtained the same data. The downtown area has no vacancies. Some management groups are receiving up to 30 calls a week, even without advertising. This is across the board - market apartments and student units. Apartment buildings on the west side of Madison have a vacancy rate of 11%, while the vacancy rate on the east side of Madison is 8½%.

Currently there is a high demand for housing closer to the CBD, which make this an ideal time to develop this site. There is absolutely no doubt that the market is there. All reports written in the last 10 years, along with all the evidence in renting trends bears this out. The number of apartment units is clearly less than the current demand. And that demand is obviously growing.

## FEASIBILITY

We have surveyed the apartment market with respect to cost also. We surveyed apartment projects with at least 30 units. We have placed these into two categories. The first is older, well-maintained units. The second are the newer or unique apartments. We priced studios through 4 bedroom apartments. This is the range we found: studio; \$450 - \$725, one bedroom; \$725 - \$1,225, two bedroom; \$1,275 - \$1,850, three bedroom; \$1,500 - \$2,275. Our units will be priced near the high-end and very similar to Butler Plaza.

## PROJECT DESCRIPTION

The proposed project occupies approximately .38 acre (16,451 s.f.) on one lot at 425 West Washington Avenue. The project demolishes 1 existing one-story commercial building. The new building will have two levels of parking with 64 stalls, 5 floors of residential apartments totaling 50 units, and two commercial spaces, one for the current Optometrist Office and one for a Capitol Fitness Annex. The units will vary from a loft one bedroom unit to two-bedroom two bath units. We will have 36 one-bedroom units (465 to 670 s.f.), 14 two-bedroom units (680 to 890 s.f.), With 50 units and 64 bedrooms, we average 1.28 bedrooms per apartment.

Each floor will have a laundry room. The two-bedroom units will have two baths. All units will have access to a private exterior space, full size kitchens, upgraded finishes and high

efficiency heat pumps for HVAC. This project will total 7,350 square feet commercial space, 43,689 square feet for residential, and 26,032 square feet for parking.

#### POTENTIAL IMPACTS (AMENITIES)

Within a 4-block area there are restaurants, coffee shops, retail businesses, services (e.g., dry cleaning, travel agencies, medical), churches, banks, and recreation areas that will serve these tenants. Access to the King Street and State Street areas is only 2 blocks away. We feel it is important to supply more housing as close to the center of this large engine that calls for more density.

Our site is close to the city bus route for easy access anywhere in the city. Also, we are close to two bike paths that are widely used. These are great transportation amenities for the tenants.

This type of development will also be an easy fit for all city services and utilities, not adding to the cost for the city. With a predominantly adult population, there will be no significant increase for local public schools. With new construction, there will be very little demand for city services. And with on-site management and security, there should be very little need for police calls. This project will, however, add \$62,000 to the school system, \$38,000 to the city, and \$30,000 to Dane County.

#### NEIGHBORHOOD CONTEXT (DENSITY)

The proposed development takes into consideration the character of the neighborhood as well as the use. All architectural features draw from the neighborhood as well as current plans and zoning

With the building setting 10 feet off West Washington Avenue, we provide a buffer from the street for the apartments on the first floor. The first floor grade is a minimum 4 feet above the sidewalk, which adds to the safety and privacy for the apartments. As with Butler Plaza, we will have planters all around this building to develop a very friendly pedestrian feel. We are also going to redo the sidewalk, terrace and curb for the entire length of the block. We can improve the grade of the terrace and eliminate some of the utility poles.

Our site is two blocks off the Square and just off West Washington Avenue, a major artery, which contains a number of larger buildings. It is reasonable to have higher density and taller structures with the number of amenities and CBD facilities so close by.

#### OPEN SPACE

The open space on the site will be predominantly private patios and terraces with concrete finishes and planters. Built-in planters will be provided for tenant use on the rooftop terrace area as well. Side and rear yards will serve as private terraces for the units on the first floor. The south side plaza will have bike parking for visitors. The street terrace will

have grass and trees that will be maintained and improved.

Overall, the proposed project provides approximately 1,820 square feet of open space on the first floor terraces, 1,000 square feet on private balconies, and an additional 1,800 square feet of rooftop terraces. All the apartments will have exterior space that will allow for plants.

#### PARKING AND ACCESS

We are constructing as many underground parking spaces, as this site will allow. We feel the scale of this project will be better served in the long run with as many parking stalls as we can get in excess of 1 to 1. We have a surplus at Butler Plaza that will provide us with an additional 25 stalls. This will give us a ratio of 1.33 stalls per unit, one stall per bedroom.

#### MANAGEMENT

This building will be owner-managed. There will be an office open from 8:00 a.m. to 5:00 p.m. in Butler Plaza, and a full-time apartment resident manager. The building will have video cameras throughout. The parking and tenant entrances will have security locks.

#### BIKE PARKING

Bicycle racks will be provided for the tenants within a secured area. A minimum of 45 stalls will be provided within the parking structure. An additional 10 stalls will be provided in the plaza for visitors.

#### CURRENT ZONING

The existing zoning is DR2. Below is a comparison of what is provided to what is required.

	actual lot	required
Lot Area:	16,451 s.f.	
Yard Requirement:	10 front & 5 side 20 rear	10 front & 5 side 35 rear
Useable Open Space:	4,620 s.f.	7,200 s.f.
Off Street Parking:	1.0 per unit	0 per unit
Bike stalls	76	50
Service Bay	1	0



## GENERAL DESIGN STANDARDS

### Architectural Design

The residential building will have elements and materials to blend with and add significant detail to the neighborhood. The entire exterior will be masonry with larger units on the first floor. Contrasting units will be used for horizontal banding treatment at the second floor as well as the sixth. All living rooms will have larger glass areas with balconies.

We will use durable quality products, which will add to the longevity of our structure. The elevated first floor is not only functional for the parking, but also gives the pedestrians good separation from the congested vehicular traffic at the corner.

The features within the building include higher ceilings in the living room, a central heat pump HVAC system, larger square footage within the units, cable, cad 5 phone lines, higher level finishes, ceramic tile for bath and kitchen, commercial grade hardware, and laundry in each unit.

### Utilities

All utility service within the proposed development will be provided underground. Water, sanitary sewer, storm sewer, telephone, and cable currently run along West Washington Avenue.

### Storm Drainage

All storm water for the structures will drain to floor drains including the interior garage area. We will have a trench drain at the entrance to the parking area, which will limit the amount of water entering the parking garage.

### Site Lighting

The design of all site lighting will be coordinated to complement the site design and architectural character of the building.

Site lighting will include wall mount lighting at the parking entrance, wall mount lighting at the main entrance, and wall mount lighting at the first floor deck/patio.

All fixtures will be positioned with care taken to direct light away from windows and street traffic.

## Signs

The building will be identified with street numbers on the face of the structure, along with raised letters on the canopy for the building name.

Informational signage will be located on the interior of the entrance to the building. Appropriate site signage will be used for vehicle access from North Butler Street, including stop sign and drive lanes.

Any signage will be as approved by the Urban Design Commission and/or Planning Staff.

## Service Area

Trash collection will utilize space within the parking structure adjacent to the service bay. We will have two trash containers, one for garbage and one for recyclables.

We will have a 10' by 35' service bay for deliveries and move-ins next to the driveway off West Washington Avenue.

## Landscaping

Open space areas will be planted with groundcover, shrubs, and trees to complement the site design, architectural character, and neighborhood. All units will have access to their own area for planting as well.

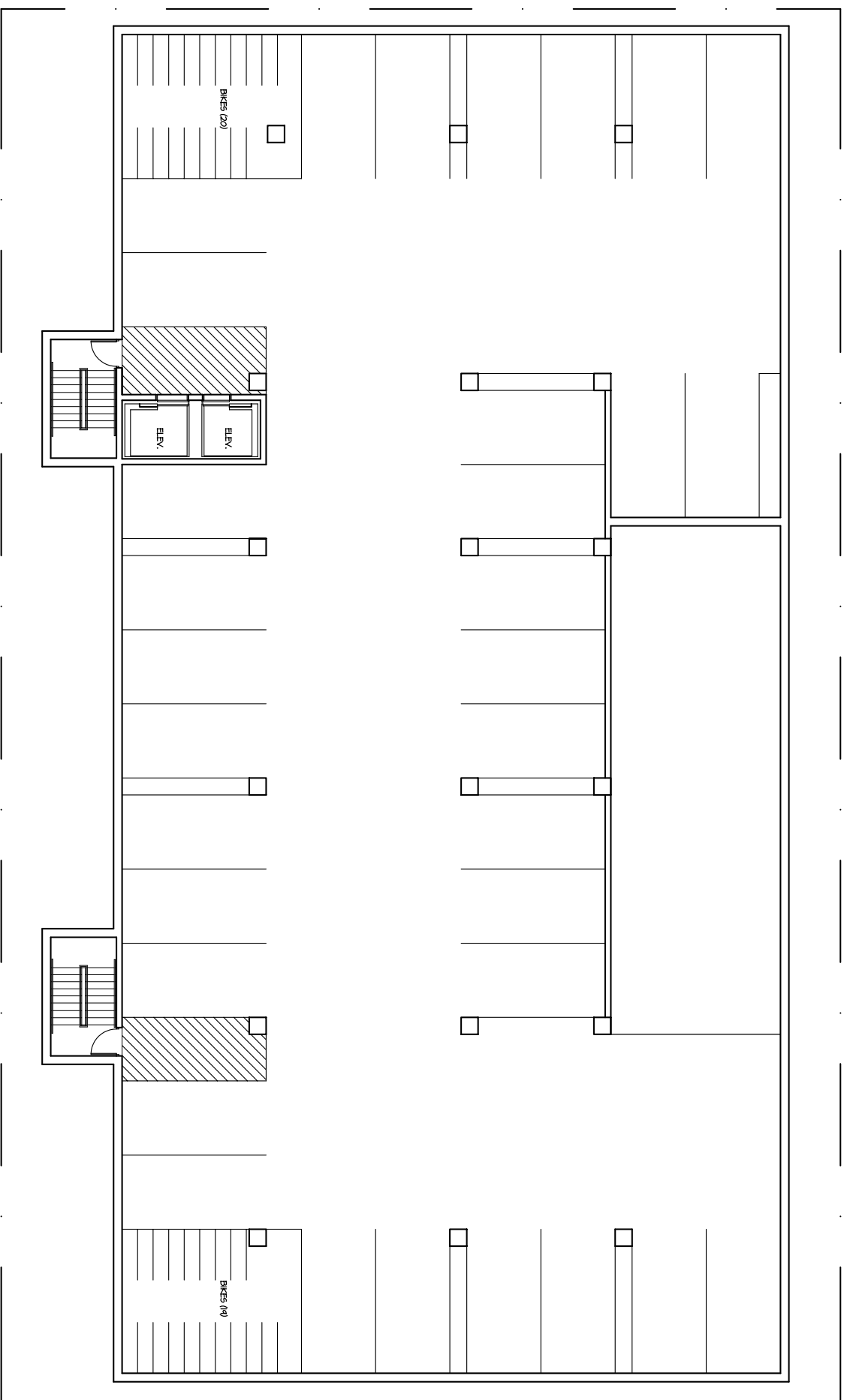
The landscape for this project will incorporate a variety of types and sizes of plant material, providing seasonal interest. Annual floral displays will be used in pedestrian areas and building entrances, including **main** planters at **the entry**.

## Walkways

All walkways will be constructed of concrete to match existing sidewalks. The existing sidewalk will be replaced along the entire block. We will rework the grade of the terrace and also replace the existing concrete curb.

Rooftop terraces will be constructed with concrete pavers and metal pipe railings.





1 PARKING LEVEL B (33 STALLS)  
SCALE 1/8" = 1'-0"

**PROJECT**  
West Wash

425 W. Washington Avenue  
Madison Wisconsin 53703

**DRAWING**  
PARKING LEVEL B

**DATA**  
Project # 20117  
Date 08/08/12  
Drawn by JWA

A11

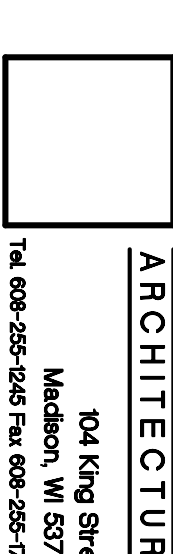
OWNER

**Erik Minton**

21 N. Butler Street

Madison, Wisconsin 53703

(608) 256-1400



**SUTTON**

ARCHITECTURE

104 King Street  
Madison, WI 53703  
Tel: 608-256-1245 Fax: 608-256-7764

PROJECT

**Washington Plaza**

425 West Washington Avenue

Madison, Wisconsin 53703

LOCATION MAP

INDEX

T1 TITLE SHEET

- A1.1 PARKING LEVEL A FLOOR PLAN
- A1.2 PARKING LEVEL B FLOOR PLAN
- A1.3 FIRST FLOOR PLAN
- A1.4 SECOND FLOOR PLAN
- A1.5 3RD/4TH FLOOR PLAN
- A1.6 FIFTH FLOOR PLAN

- A2.1 NORTHWEST/SOUTHEAST ELEVATIONS
- A2.2 NORTHEAST/SOUTHWEST ELEVATIONS

ZONING MAP

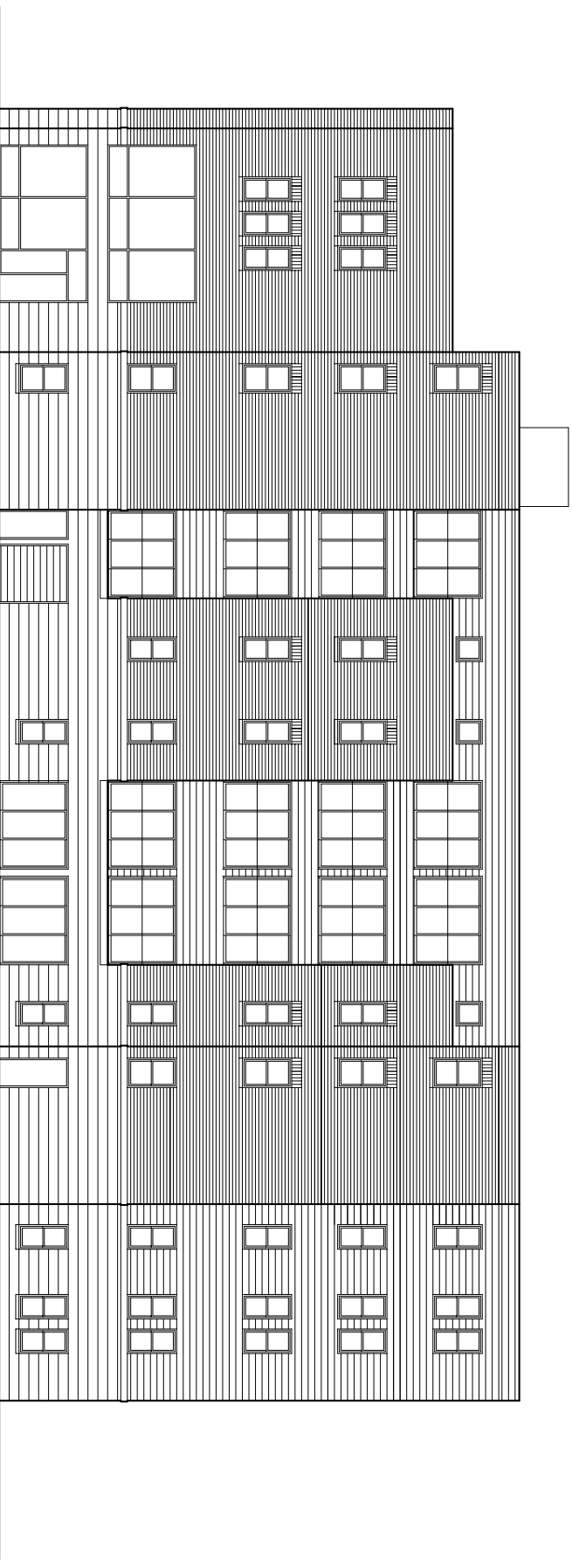
SITE DATA

LOT SIZE	16,451 SQUARE FEET (0.38 ACRES)
BUILDING FOOTPRINT	10,892 SQUARE FEET
COMMERCIAL	7,350 SQUARE FEET
APARTMENTS	43,689 SQUARE FEET
GARAGE	26,032 SQUARE FEET
ONE BDRM UNITS	36
TWO BDRM UNITS	14
TOTAL UNITS	50
TOTAL BDRMS	64
USEABLE OPEN SPACE	2,375 SQUARE FEET
PARKING	64
BIKE STALLS	76

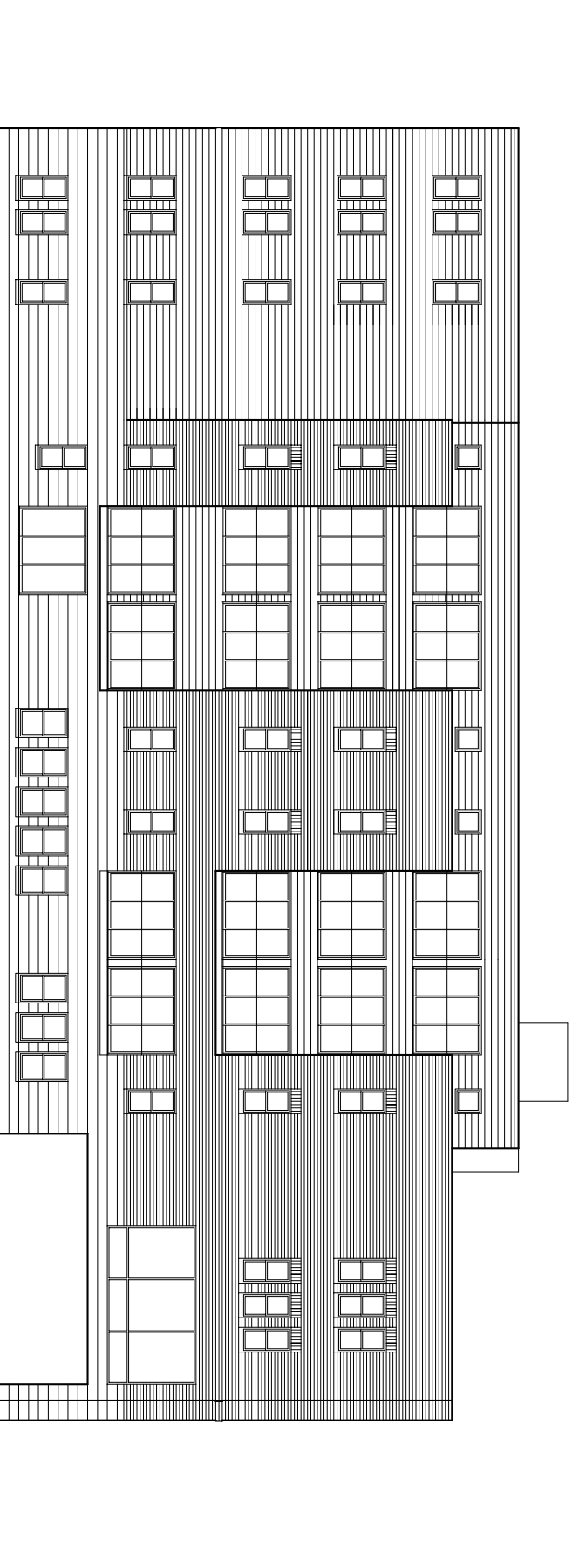
DRAWING  
TITLE SHEET  
LOCATION/ZONING MAP

DATA  
Project # 2018  
Date 3/13/18  
Drawn by jme

T1.1



2  
 1/32" SCALE: 1/8" = 1'-0"



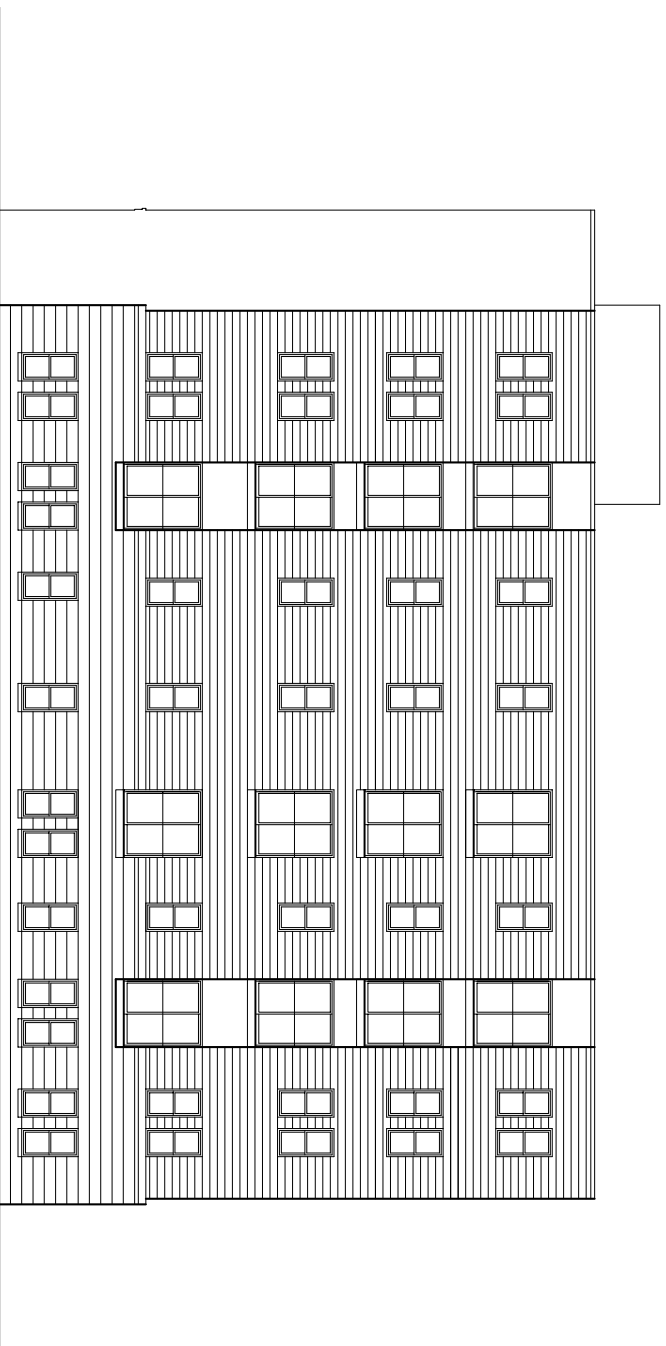
1  
 1/32" SCALE: 1/8" = 1'-0"

**PROJECT**  
 West Wash

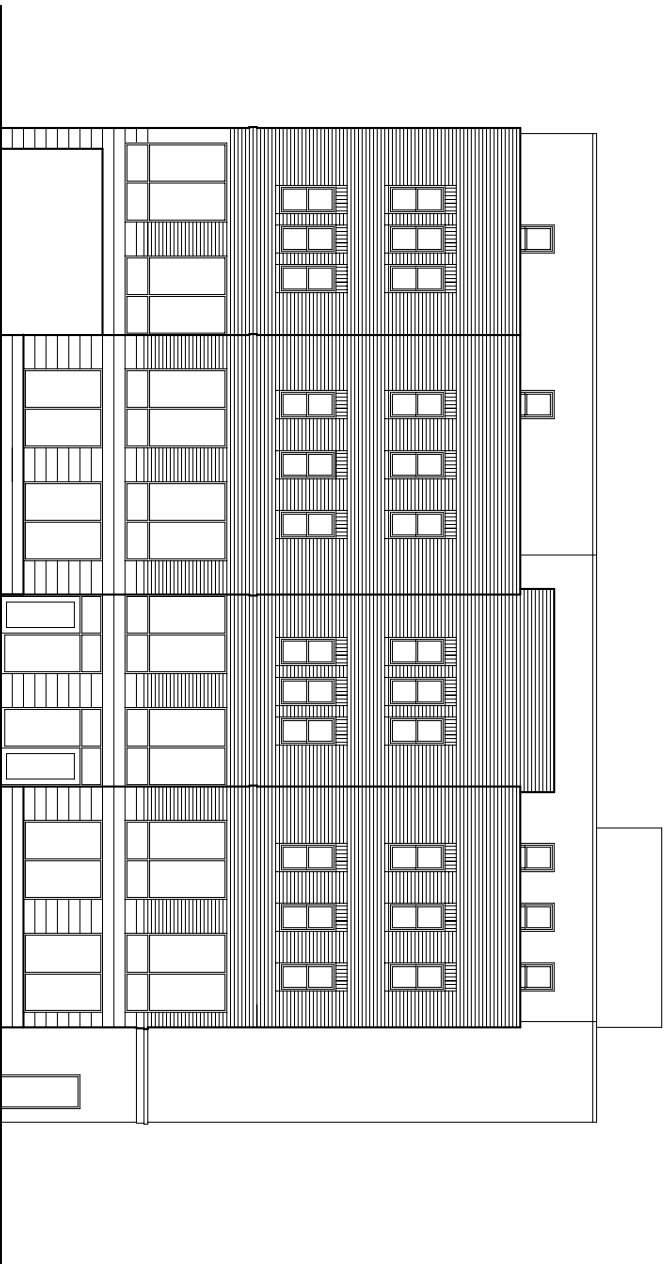
425 W. Washington Avenue  
 Madison, Wisconsin 53703

**DRAWING**  
 BUILDING ELEVATIONS

**DATA**  
 Project # 20117  
 Date: 08/08/12  
 Drawn by JMA



2 SOUTHEAST ELEVATION  
SCALE: 1/8" = 1'-0"



1 NORTHWEST ELEVATION  
SCALE: 1/8" = 1'-0"

**PROJECT**

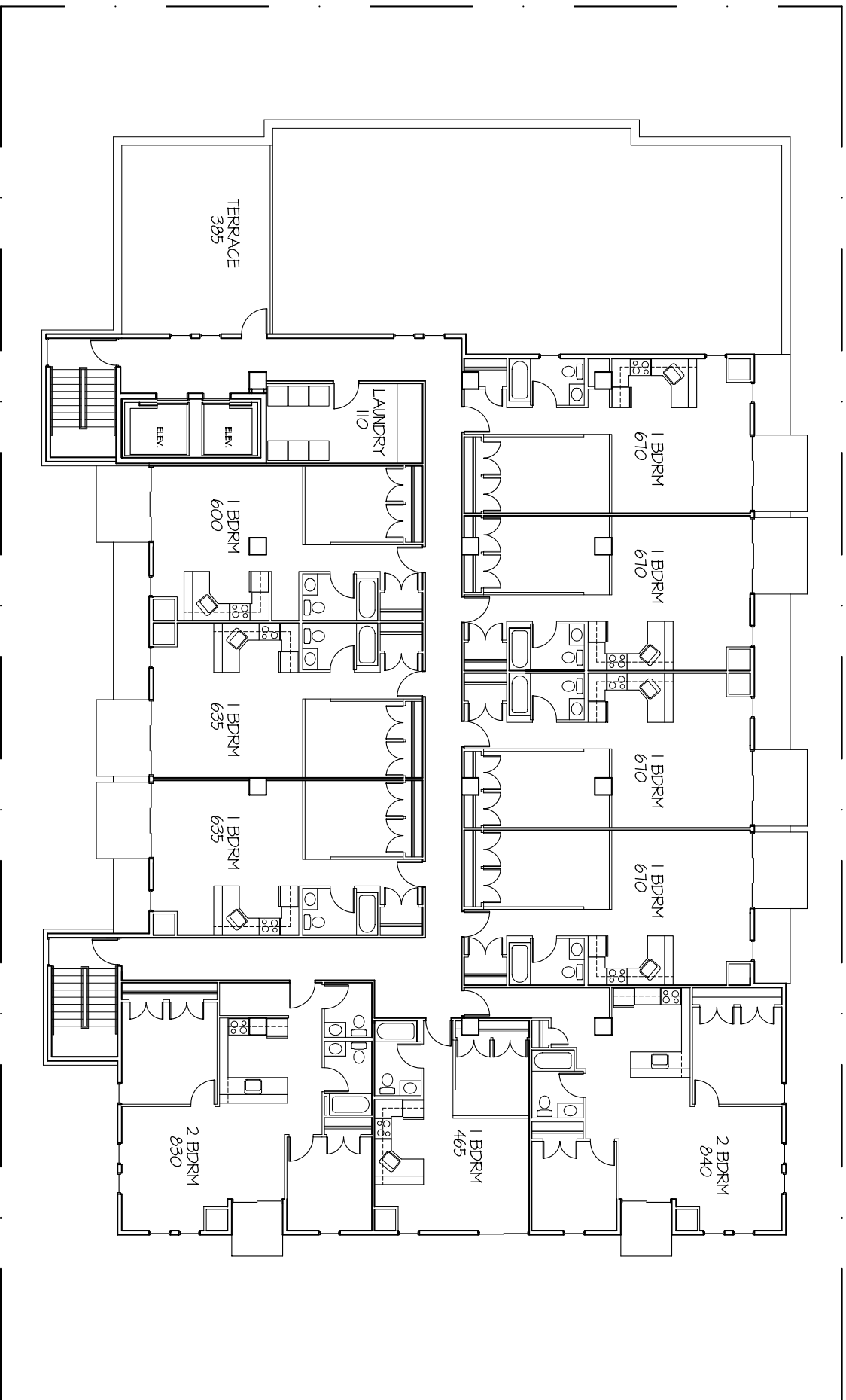
West Wash

425 W. Washington Avenue  
Madison, Wisconsin 53703

**DRAWING**  
BUILDING ELEVATIONS

**DATA**

Project # 20117  
Date 08/08/12  
Drawn by JWA



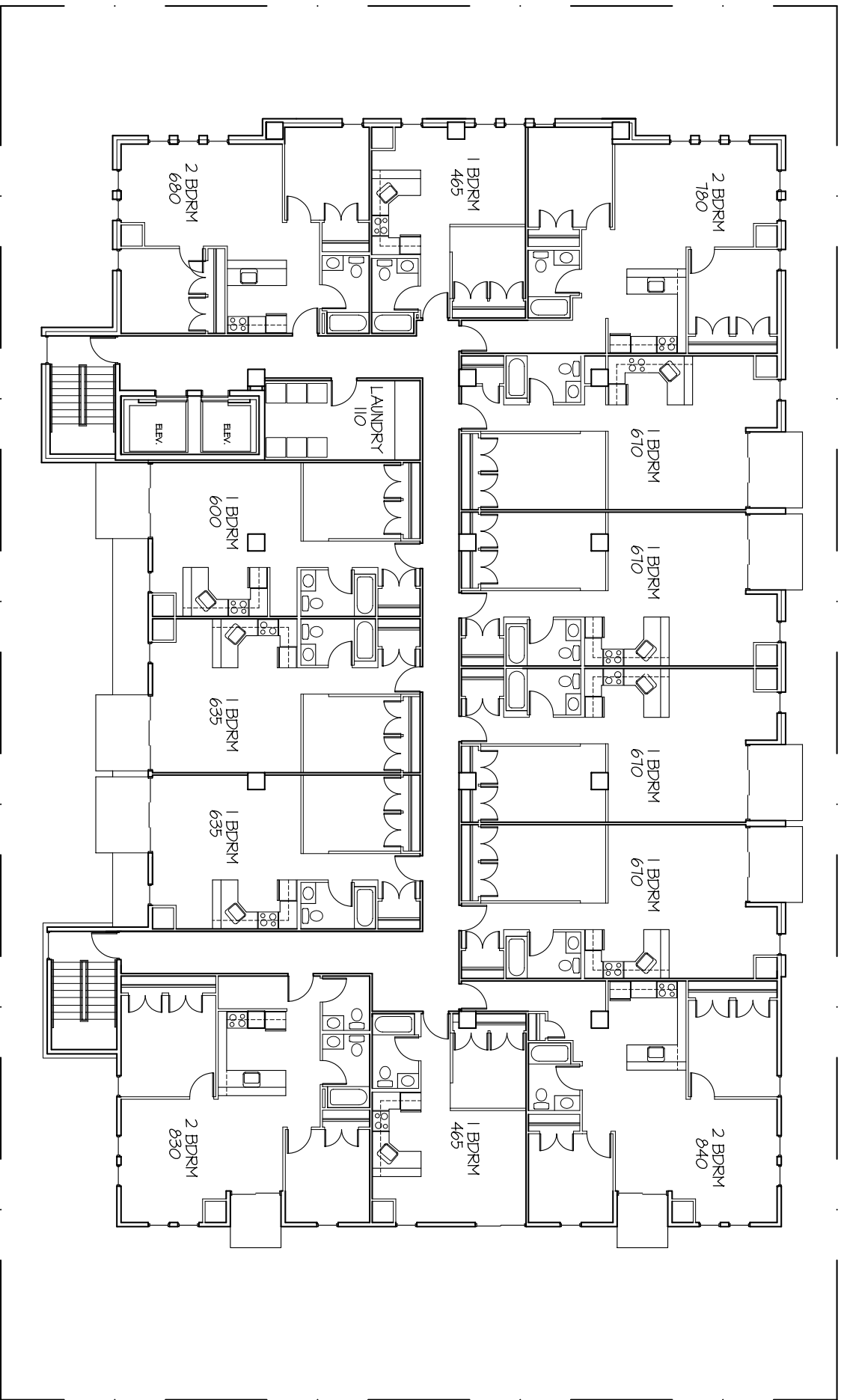
1 5th/6th FLOOR PLAN  
 SCALE: 1/8" = 1'-0" 10 UNITS

**PROJECT**  
 West Wash

425 W. Washington Avenue  
 Madison, Wisconsin 53703

**DRAWING**  
 FIFTH FLOOR PLAN

**DATA**  
 Project # 20117  
 Date: 08/08/12  
 Drawn by JMA



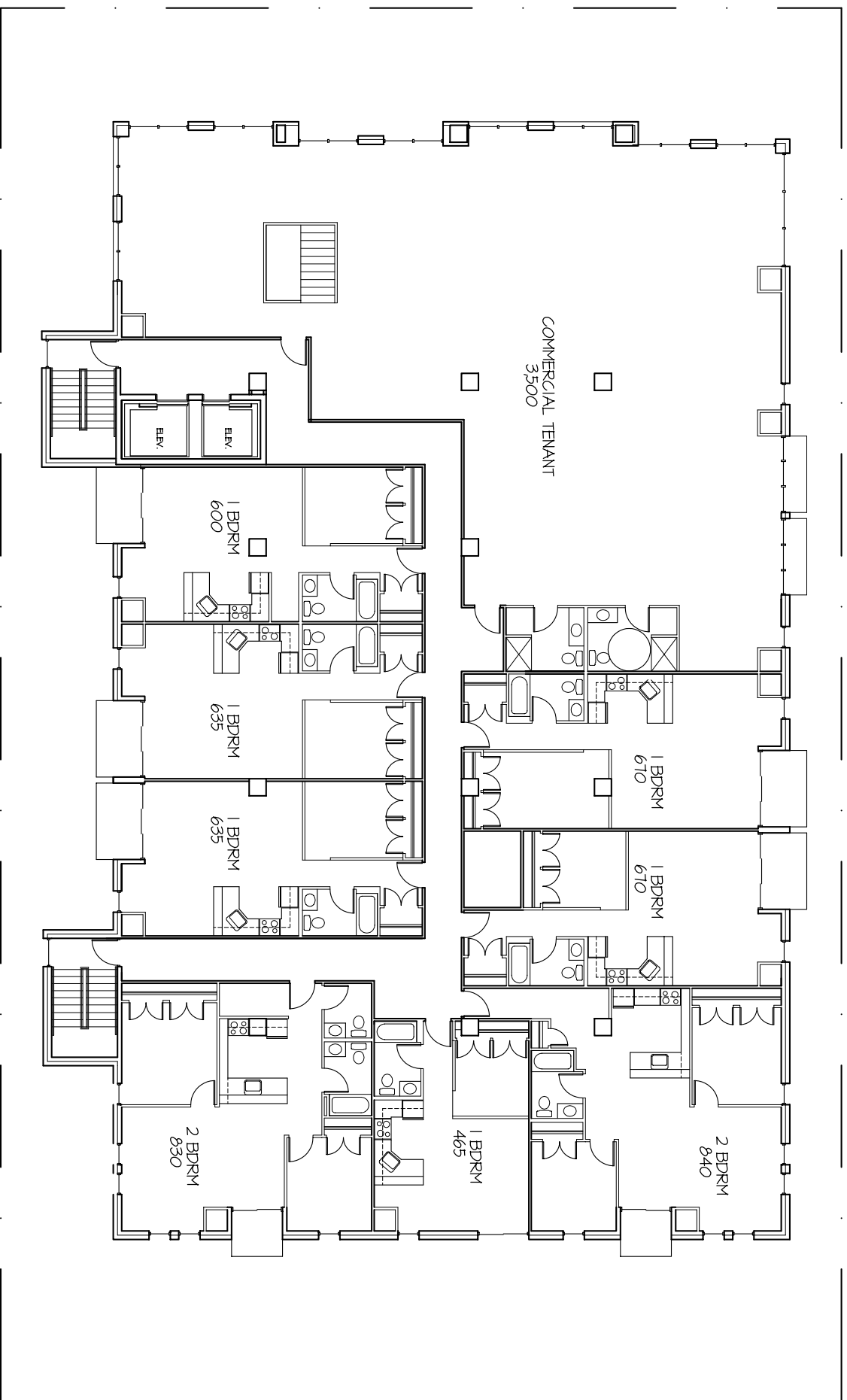
1 3rd/4th FLOOR PLAN 13 UNITS  
 AS SCALE: 1/8" = 1'-0"

**PROJECT**  
 West Wash

425 W. Washington Avenue  
 Madison, Wisconsin 53703

**DRAWING**  
 3rd/4th FLOOR PLAN

**DATA**  
 Project # 20117  
 Date: 08/08/12  
 Drawn by JWA



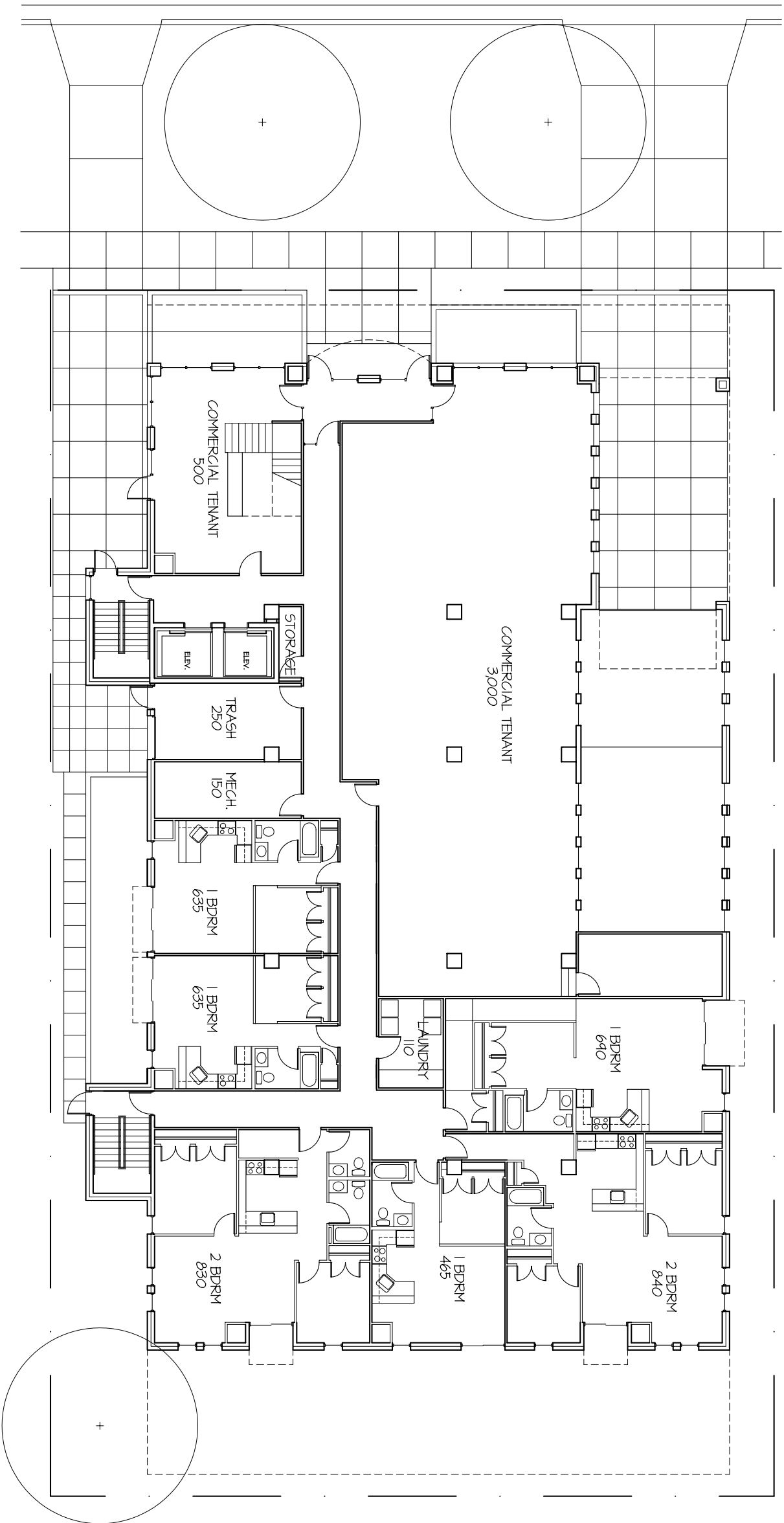
1 SECOND FLOOR PLAN 8 UNITS  
 SCALE: 1/8" = 1'-0"

**PROJECT**  
 West Wash

425 W. Washington Avenue  
 Madison, Wisconsin 53703

**DRAWING**  
 SECOND FLOOR PLAN

**DATA**  
 Project # 20117  
 Date: 08/08/12  
 Drawn by JMA



1 FIRST FLOOR/SITE PLAN 6 UNITS  
 AS SCALE 1/8" = 1'-0"

**PROJECT**  
 West Wash

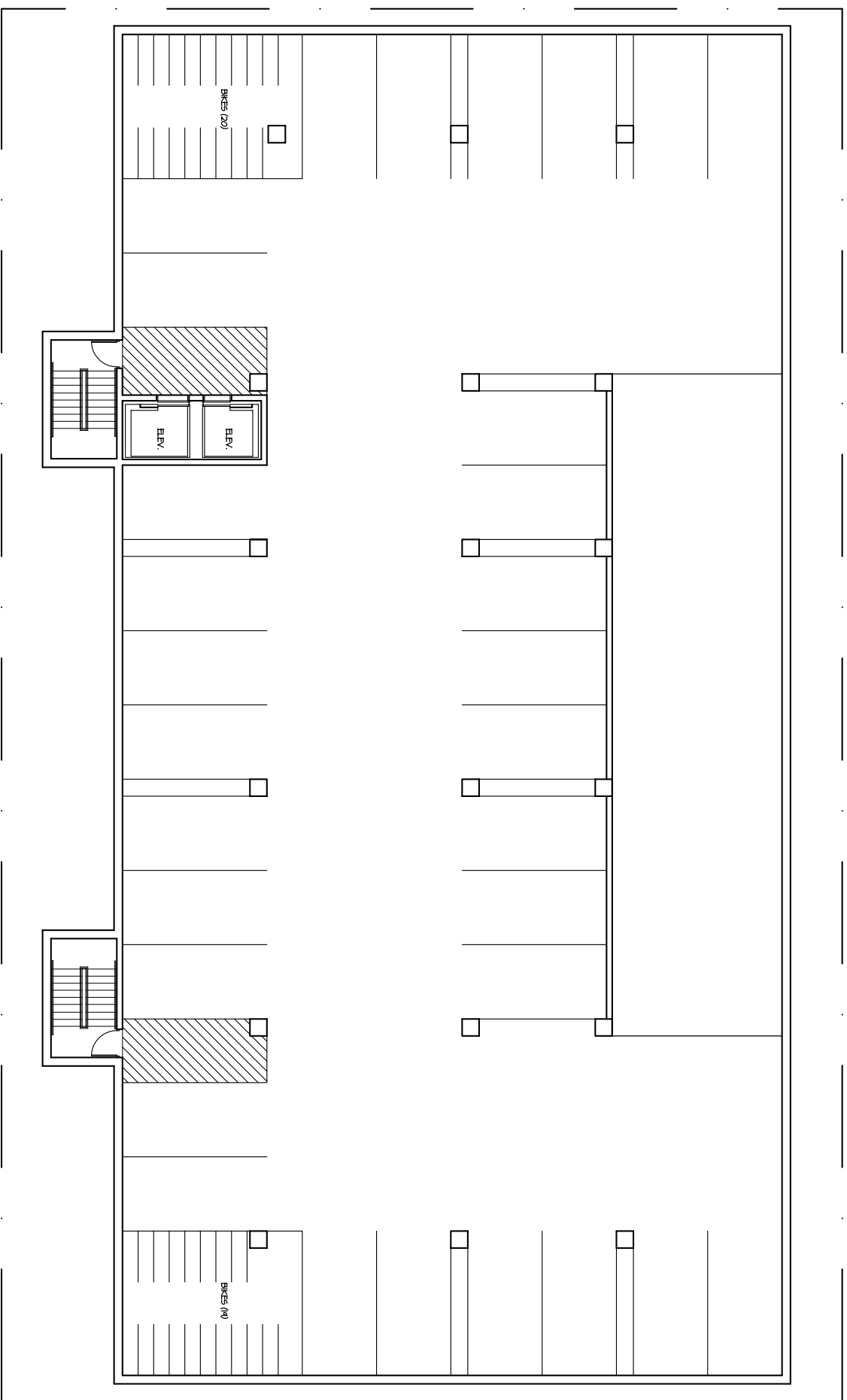
425 W. Washington Avenue  
 Madison, Wisconsin 53703

**DRAWING**  
 FIRST FLOOR PLAN

**DATA**

Project #	20117
Date	08/08/12
Drawn by	JMA





1 PARKING LEVEL A (31 STALLS)  
 A2 SCALE: 1/8" = 1'-0"

**PROJECT**  
 West Wash

425 W. Washington Avenue  
 Madison Wisconsin 53703

**DRAWING**  
 PARKING LEVEL A

**DATA**  
 Project # 20117  
 Date 08/08/12  
 Drawn by JWA