

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

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: November 30, 2011

Action Requested

Informational Presentation

Initial Approval and/or Recommendation

UDC MEETING DATE: December 07, 2011

Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 701 & 737 Lorillard Court & 159-171 Proudfit Street, Madison, WI 53703

ALDERMANIC DISTRICT: _____ 4 _____

OWNER/DEVELOPER (Partners and/or Principals)

ARCHITECT/DESIGNER/OR AGENT:

Urban Land Interests

Valerio Dewalt Train Associates, Inc.

10 East Doty Street, Suite 300

500 N. Dearborn, Suite 900

Madison, Wisconsin 53703

Chicago, Illinois 60654

CONTACT PERSON: Christopher J. Schramm

Address: 10 E. Doty Street, Suite 300
Madison, Wisconsin 53703

Phone: (608) 251-0706

Fax: (608) 251-5572

E-mail address: cschramm@uli.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.



Urban Land Interests

November 30, 2011

To: Al Martin – City of Madison

**From: Chris Schramm - Urban Land Interests
David Jennerjahn - Valerio Dewalt Train Associates**

**Re: Urban Design Commission – Informational Presentation
701 & 737 Lorillard Court & 159-171 Proudfit Street, Madison WI**

PROJECT NARRATIVE

Background Information

Urban Land Interests is proposing to construct an apartment development on a primarily vacant 1.7 acre parcel located south of the existing Tobacco Lofts apartments in the Bassett Neighborhood. The development site consists of the vacant land at 701 and 737 Lorillard Court, along with 3 vacant houses on four residential lots at 159-171 Proudfit Street. Site access will be via the existing Lorillard Court off Proudfit Street.

The zoning text of the existing GDP covering much of the site allows for a building of up to nine stories containing up to 158 residential units. An alternative GDP/SIP for a two-building office development was conditionally approved in 2008 and 2009, but not recorded. Demolition of the three vacant houses and incorporation of the four residential lots (currently zoned R-5) into the adjacent Tobacco Row PUD was approved at that time and is being requested again as part of this development proposal. The houses have been vacant since being purchased as part of a larger redevelopment site in 2004 and are not in habitable condition. Previous Landmarks Commission review of the houses concluded that they have no architectural or historical interest.

Urban Land Interests and Valerio Dewalt Train have had several meetings with the Bassett Neighborhood and the adjacent Monona Bay Neighborhood and are currently working with a steering committee consisting of representatives of both neighborhoods. The project team has also had preliminary meetings with Planning staff as well as the Building and Fire Departments.

Urban Land Interests

Project Information

The proposed U-shaped building of 3, 4 and 5 stories will contain approximately 115 apartments, including studio, 1-bedroom and 2-bedroom units. The building is approximately 183,000 gross square feet, including 47,000 square feet of enclosed parking for approximately 140 vehicles on two levels (one larger underground level under the entire building and one smaller at-grade level under the longer wing of the building). There is also bike storage for approximately 50 bicycles, and moped/motorcycle parking will be incorporated into the parking design. A small number of surface spaces for visitors are located off Lorillard Court near the building's main entrance and across from the existing Tobacco Lofts visitor spaces. Resident parking is accessed from a sloped drive along the railroad tracks that also serves as a fire lane. Two loading berths are located off Lorillard Court near the building's vehicular and pedestrian entries for convenience of delivery and tenant moving.

Project Design

The architectural design of the apartment building takes its cues from the architectural character of the surrounding buildings: the elongated warehouse character of the renovated historic Tobacco Lofts north across Lorillard Court and the Findorff office building and National Conference of Bar Examiners building on the other side of the railroad tracks and Southwest Commuter Bike Path to the east. The massing and heights of the proposed apartment building wings are similar to the historic warehouse structures and the more recent office building development in the vicinity, with the tallest wing of the apartment building being slightly shorter than both the Bar Examiners and Findorff buildings.

The siting of the longest wing of the building, the eastern wing, is to set to continue the visual lines of the easternmost Tobacco Lofts warehouse building along the railroad line. This wing is a total of five stories above grade (four levels of apartment units over a level of enclosed at-grade parking).

The proposed building has its main entrance off Lorillard Court, on axis with the landscaped courtyard space between the historic warehouses, providing a visual link and connection through to its own landscaped courtyard space. The proposed new courtyard, in turn, continues the visual connection south to the City parkland at the curve of North Shore Drive and Proudfit Streets and serves as an active amenity space for residents of the building.

The west wing is a smaller scale building element that holds the street edge and respects the scale of the existing single family residential buildings in the neighborhood. This building wing has three levels of apartments over a continuation of the main underground parking level. The lowest level apartment units along this façade have private pedestrian entrances from the street and are set back 15 feet to provide green space between the building face and sidewalk similar to the neighboring structures.

Urban Land Interests

The proposed apartment building is designed to work with the existing Tobacco Lofts to create a larger integrated residential community that responds to the demand for high quality rental units in the neighborhood and completes the redevelopment of this important site. The building is sited so as to respect the surrounding city fabric of streets, parks and pathways and the building's architecture reflects that seen in the immediate context of buildings.

CONTACTS

Owner:

Urban Land Interests
Chris Schramm
608-251-0706

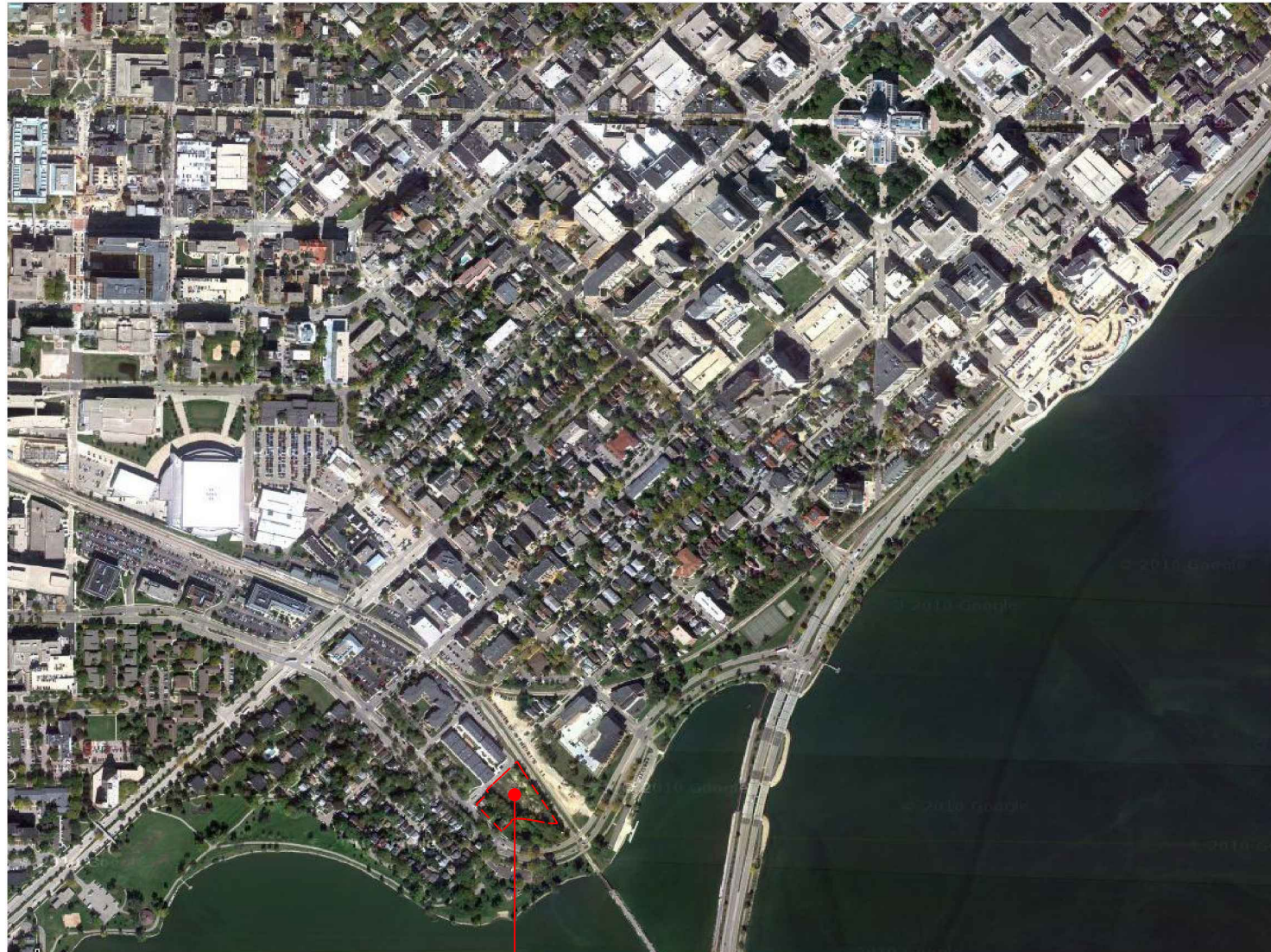
Architect:

Valerio Dewalt Train Associates, Inc.
David Jennerjahn AIA
312-260-7300

ATTACHMENTS

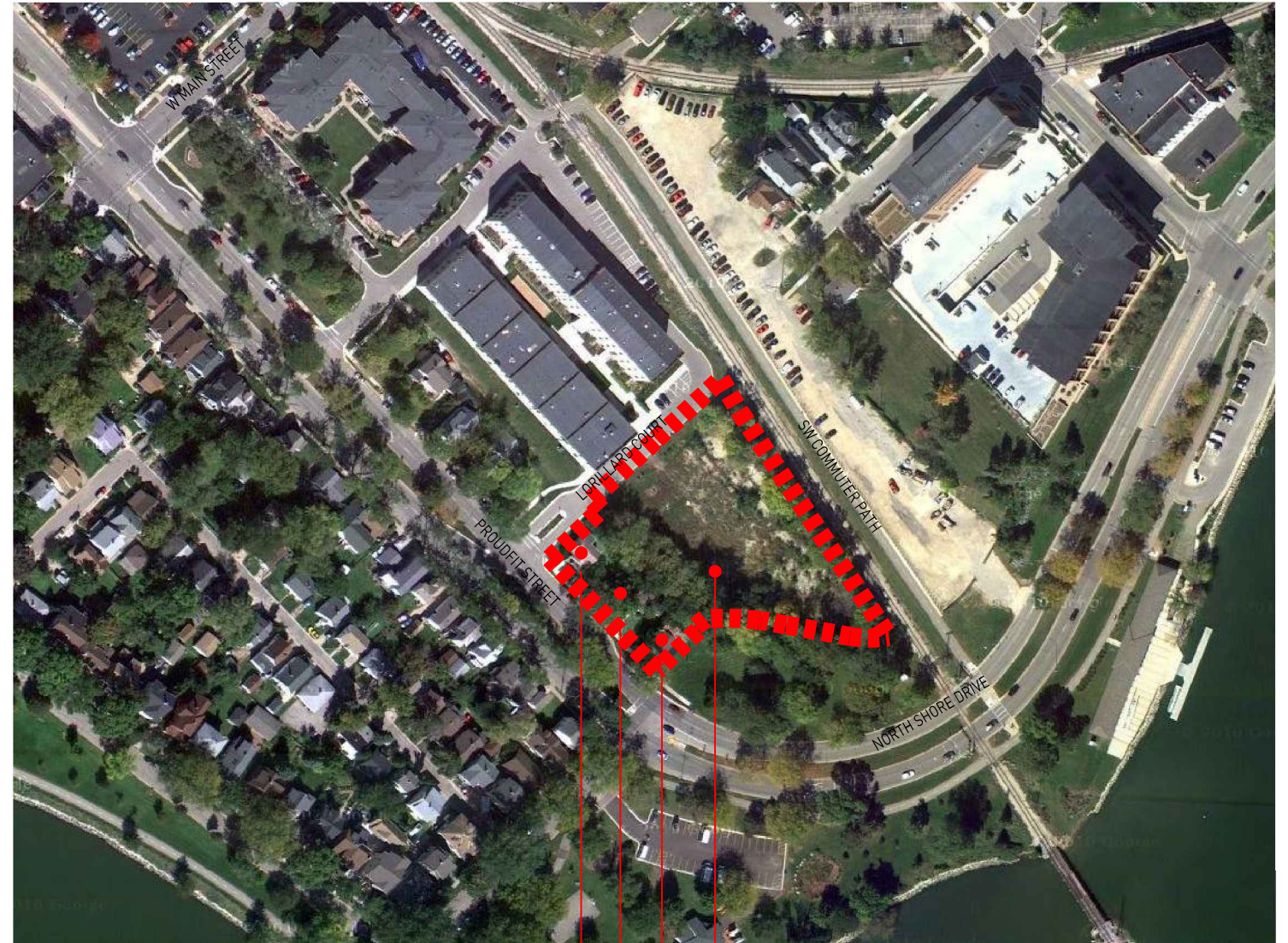
Drawing set dated November 30, 2011 (21 pages)

AREA MAP



PROJECT SITE

LOCATION MAP

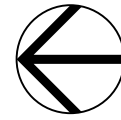


159 PROUDFIT
167 PROUDFIT
171 PROUDFIT

PROJECT SITE

727 LORILLARD
NOVEMBER 30, 2011

ZONING MAP



727 LORILLARD
NOVEMBER 30, 2011



AERIAL VIEW



727 LORILLARD
NOVEMBER 30, 2011



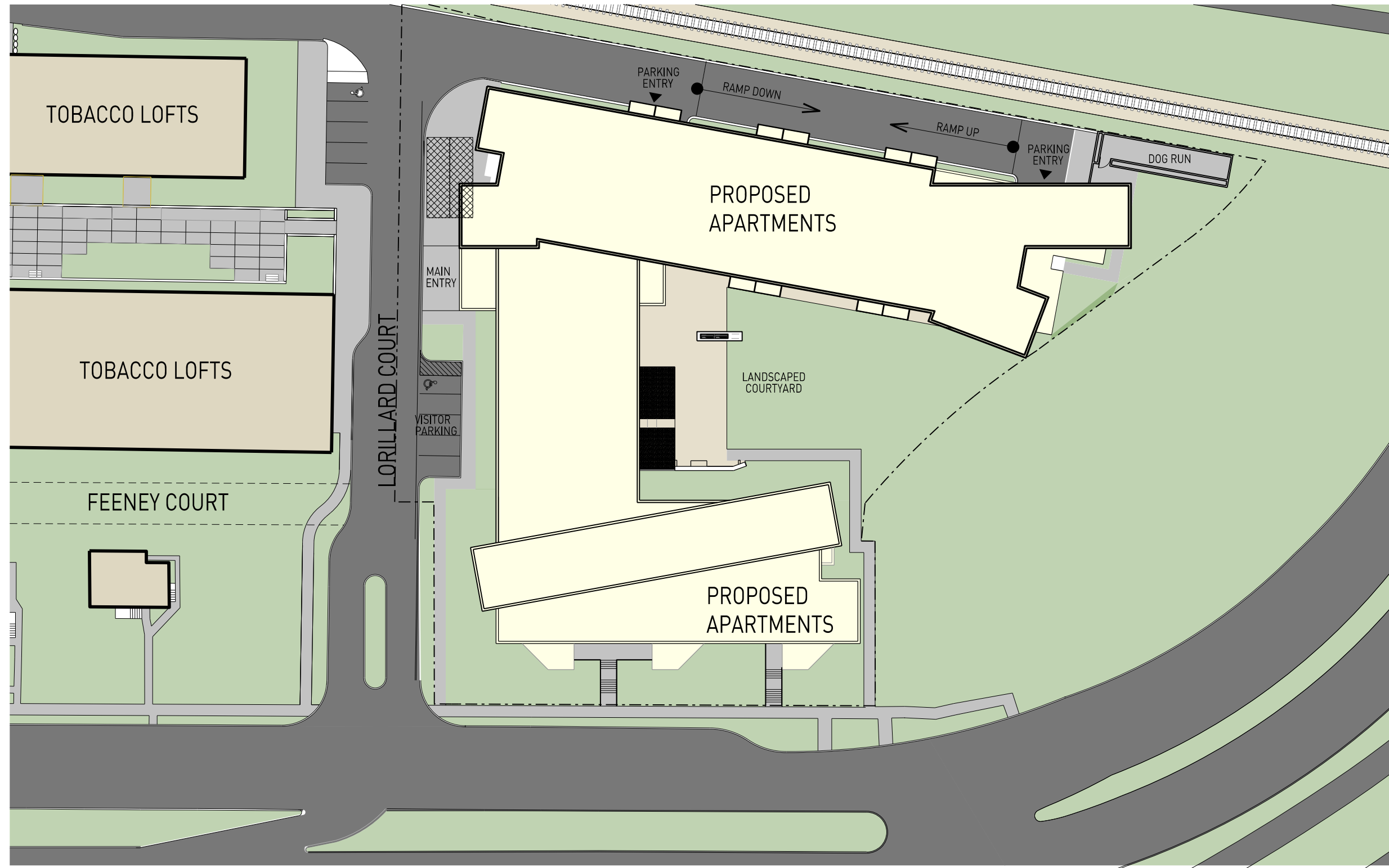
CONTEXT PLAN



727 LORILLARD
NOVEMBER 30, 2011



SITE PLAN

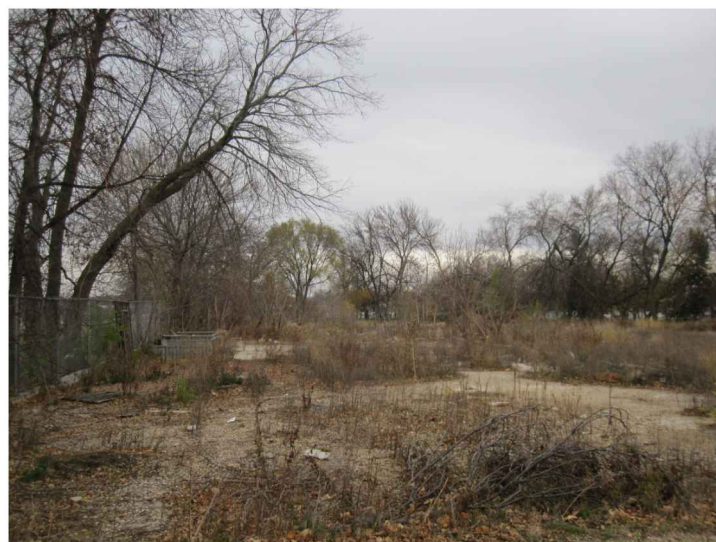




VIEW 1



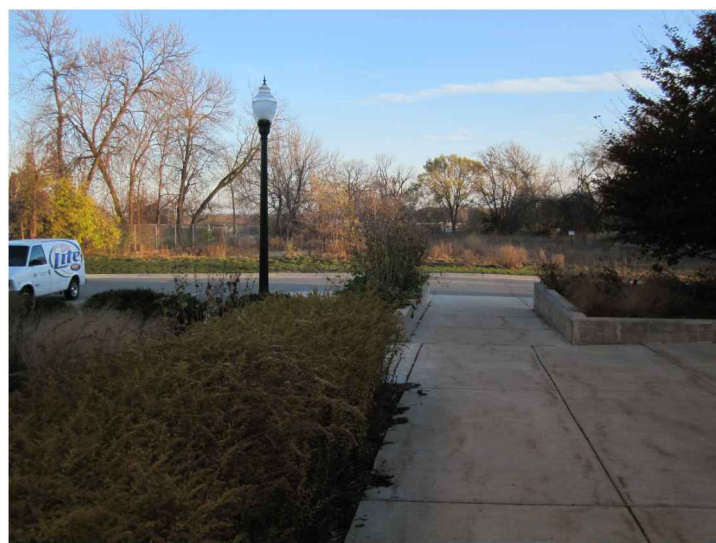
VIEW 2



VIEW 3



VIEW 4

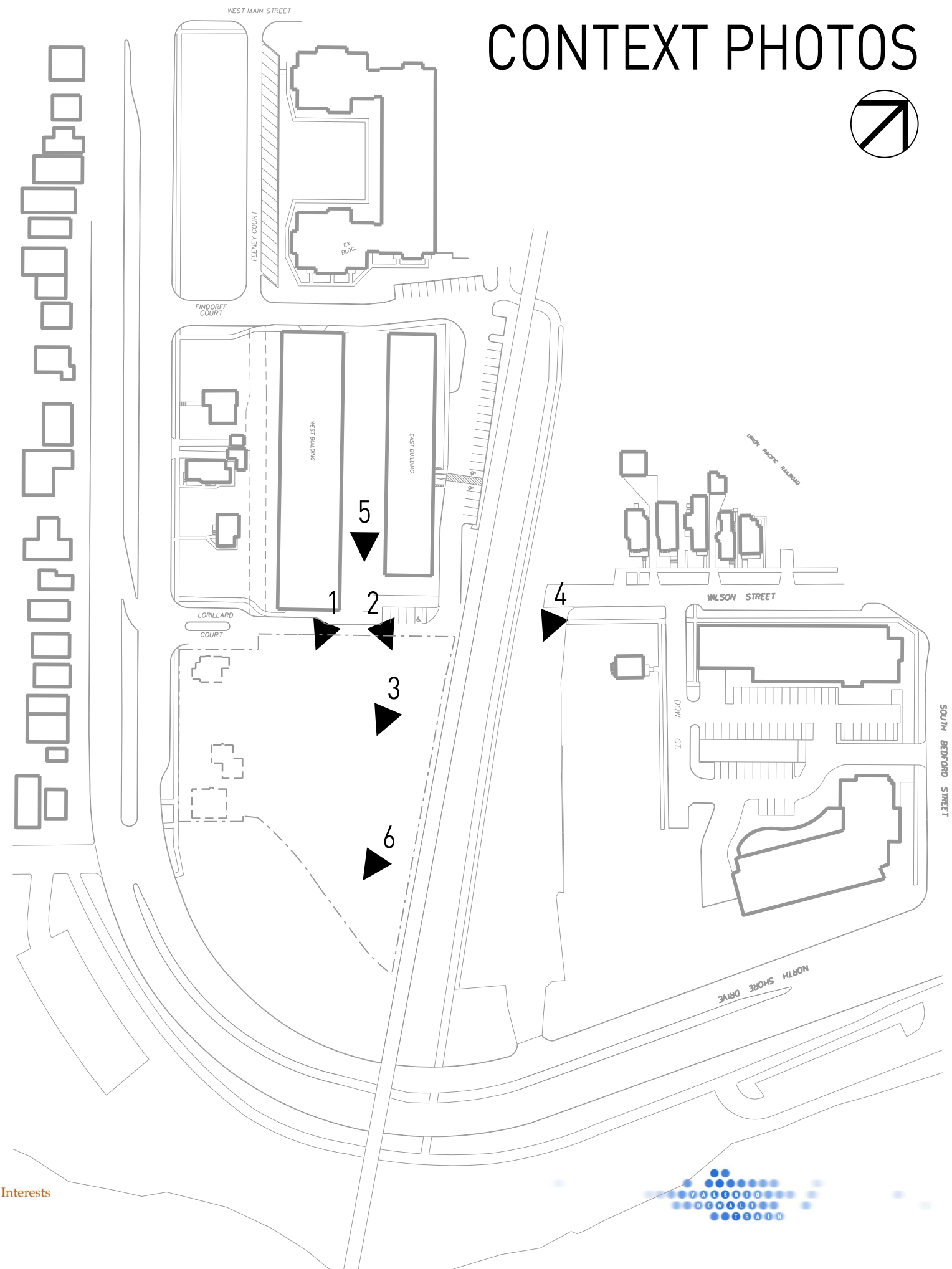


VIEW 5



VIEW 6

CONTEXT PHOTOS



727 LORILLARD
NOVEMBER 30, 2011





VIEW 1



VIEW 2

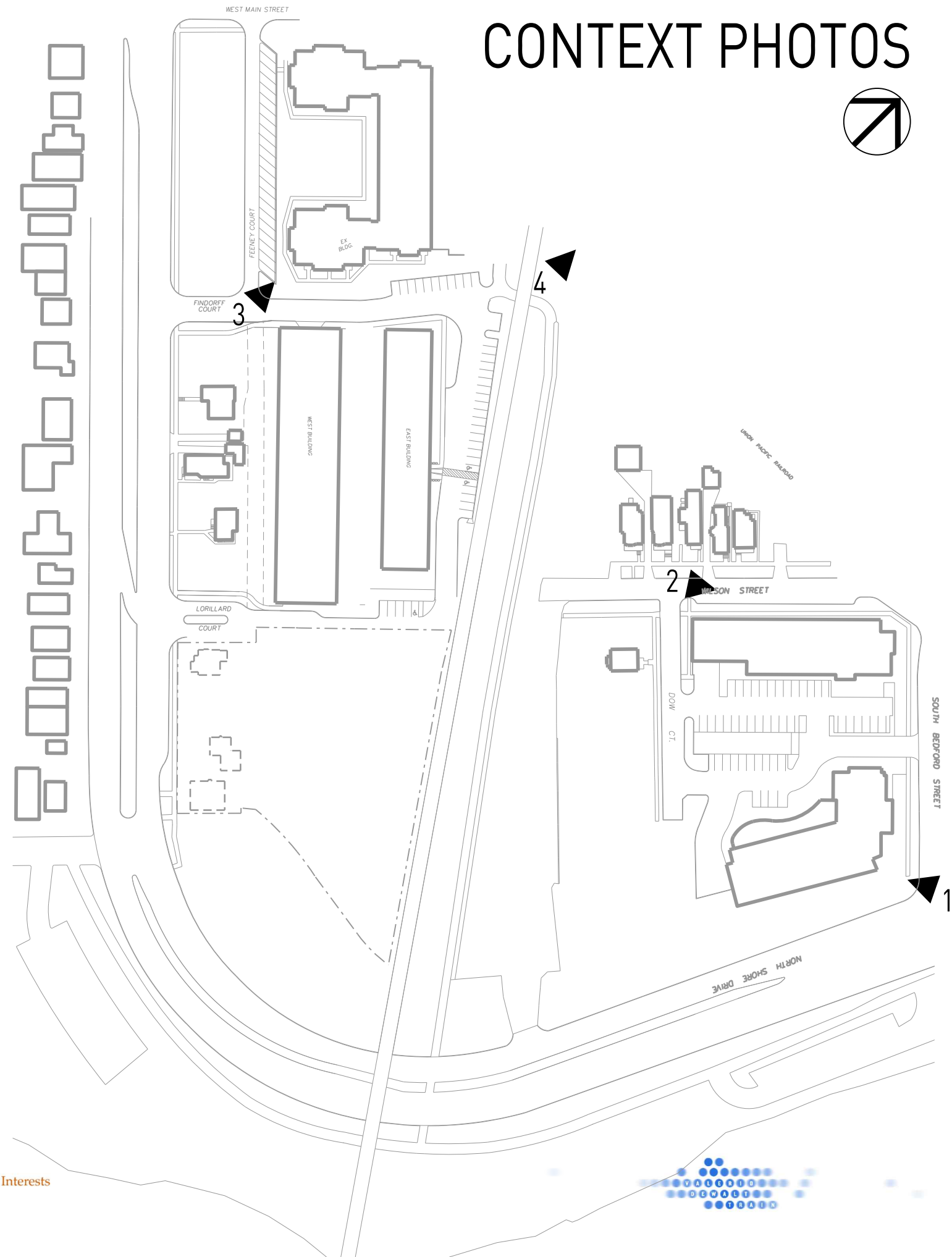


VIEW 3



VIEW 4

CONTEXT PHOTOS



727 LORILLARD
NOVEMBER 30, 2011





VIEW 1



VIEW 2



VIEW 3



VIEW 4

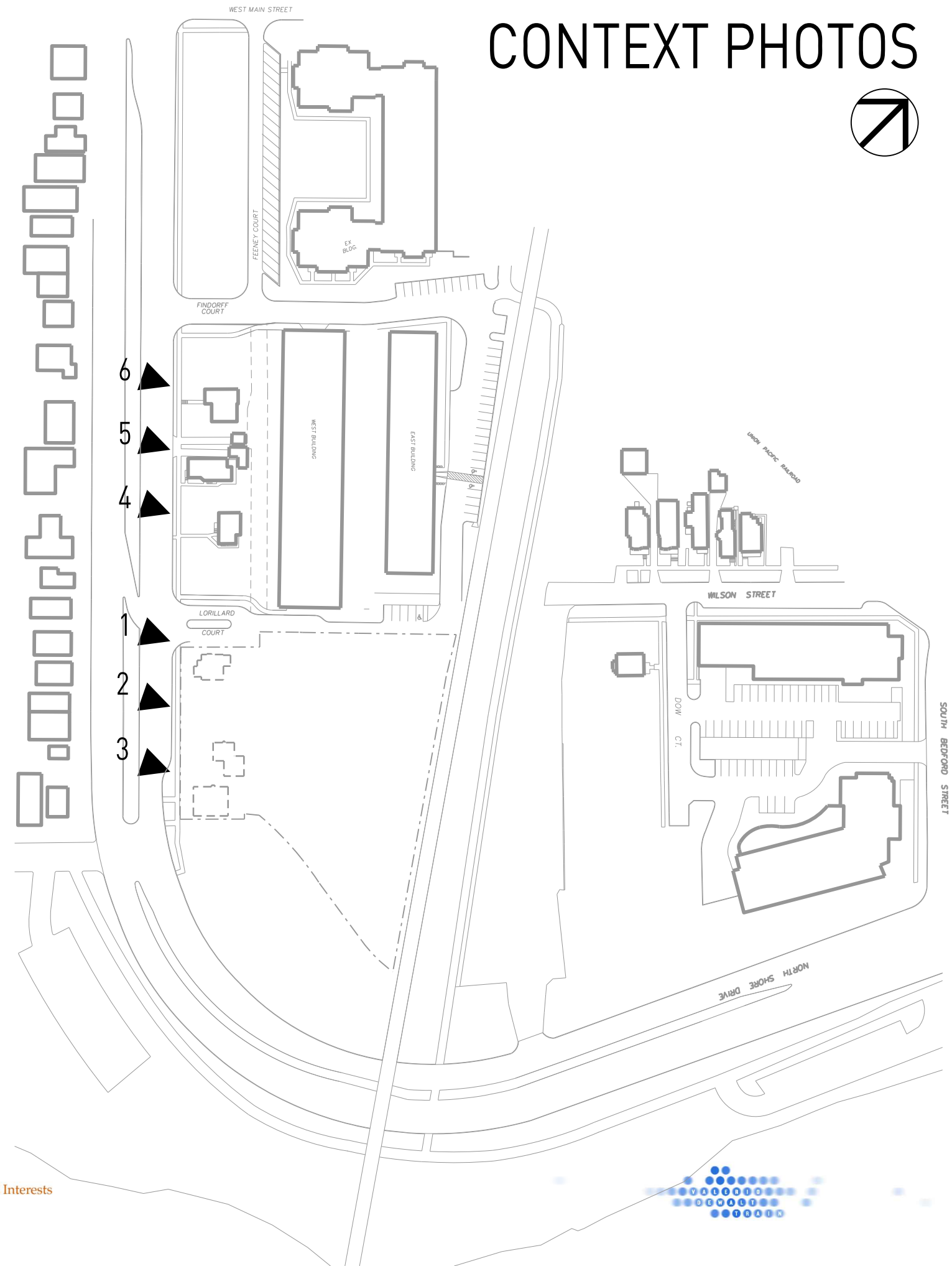


VIEW 5



VIEW 6

CONTEXT PHOTOS



727 LORILLARD
NOVEMBER 30, 2011





VIEW 1



VIEW 2



VIEW 3



VIEW 4

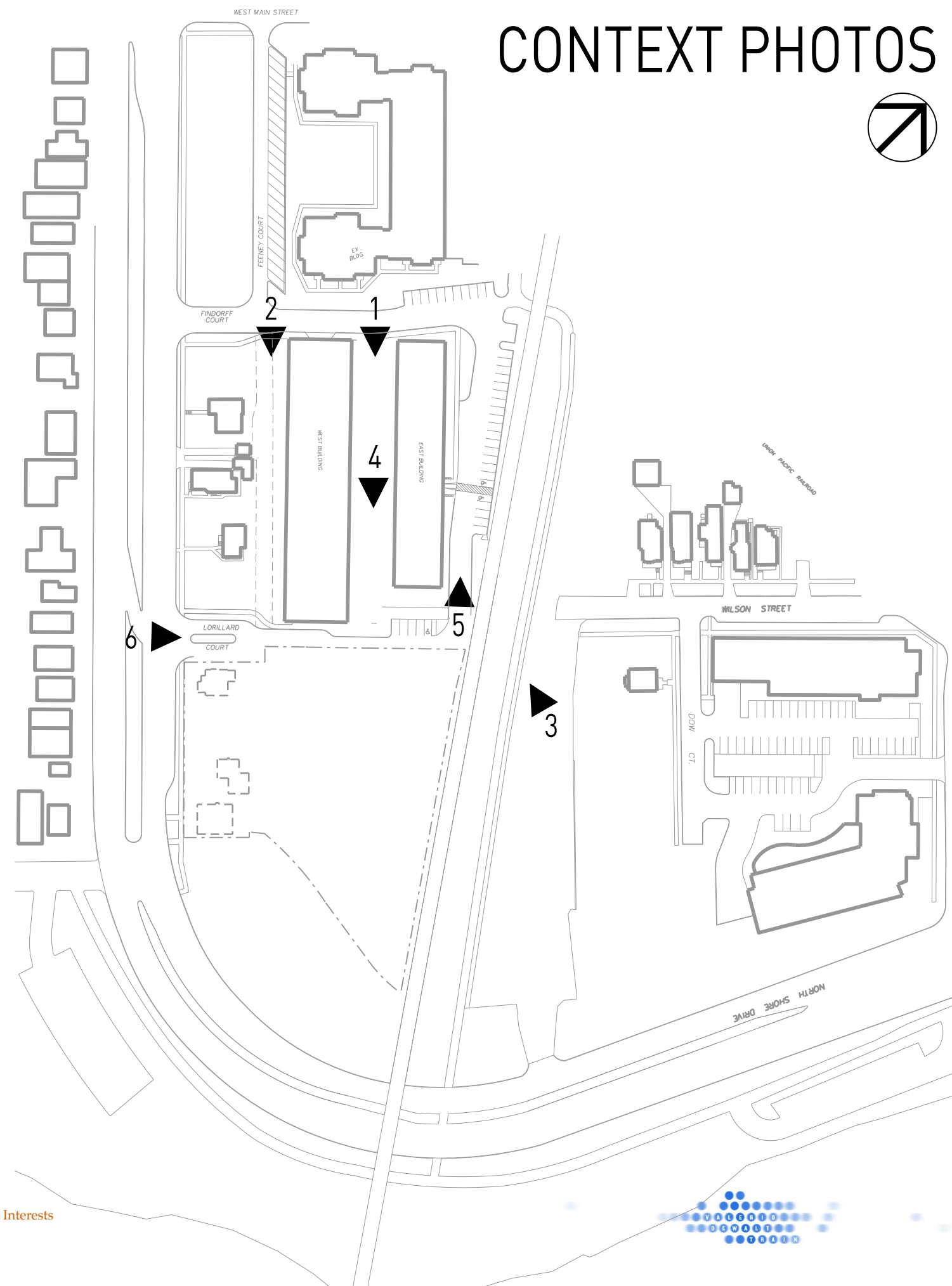


VIEW 5



VIEW 6

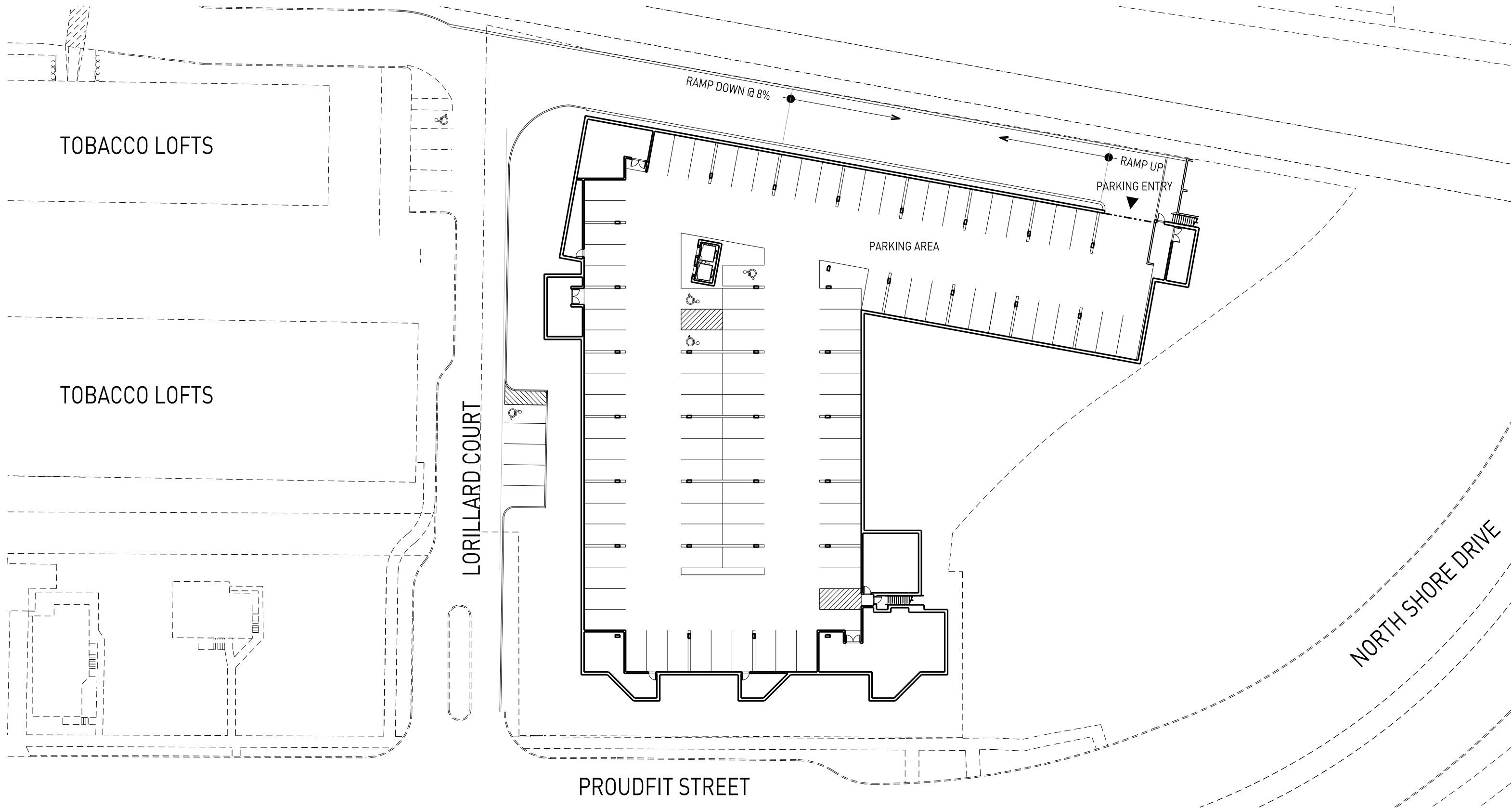
CONTEXT PHOTOS



727 LORILLARD
NOVEMBER 30, 2011



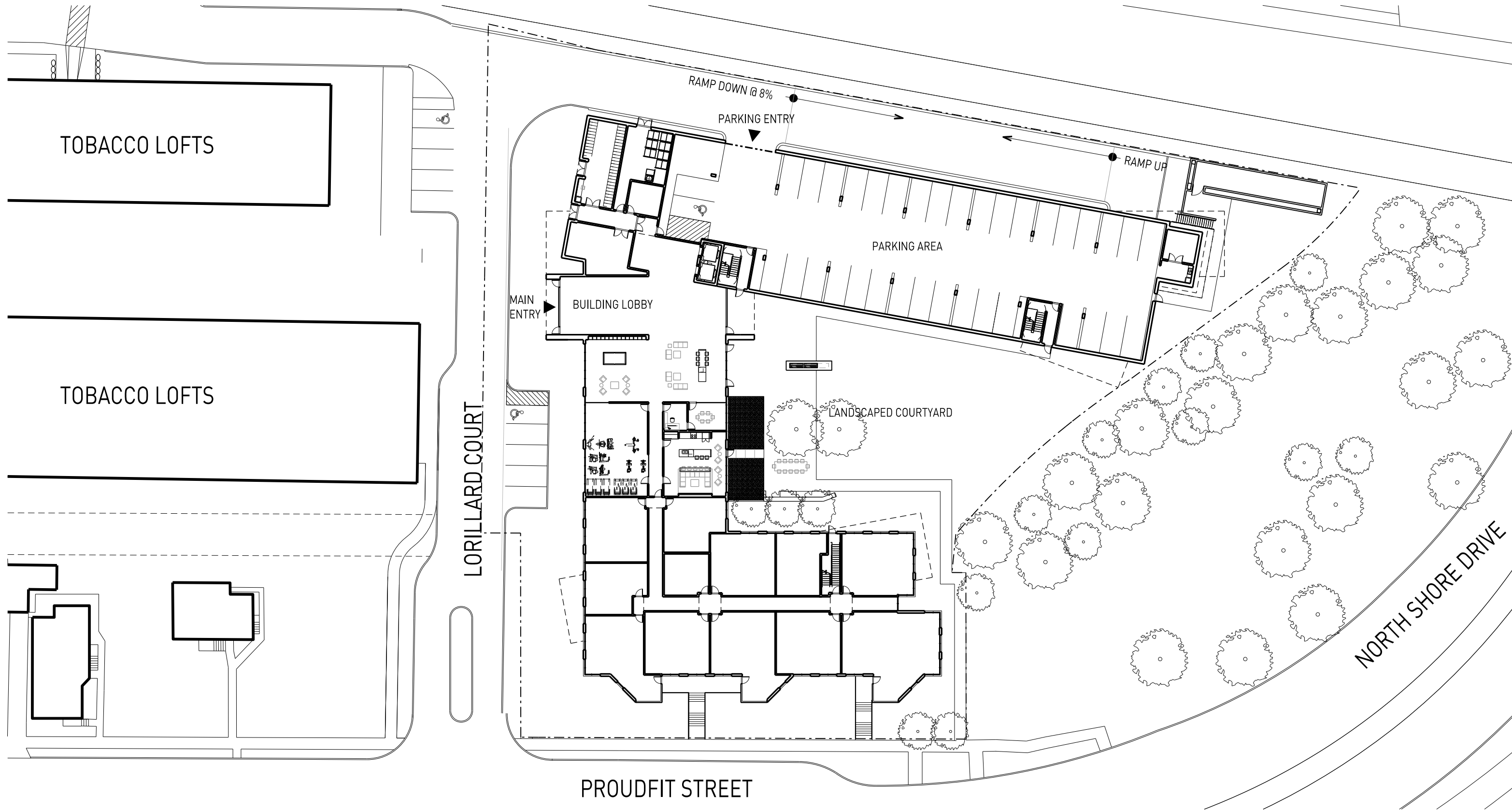
LEVEL 1 - LOWER LEVEL



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NOVEMBER 30, 2011



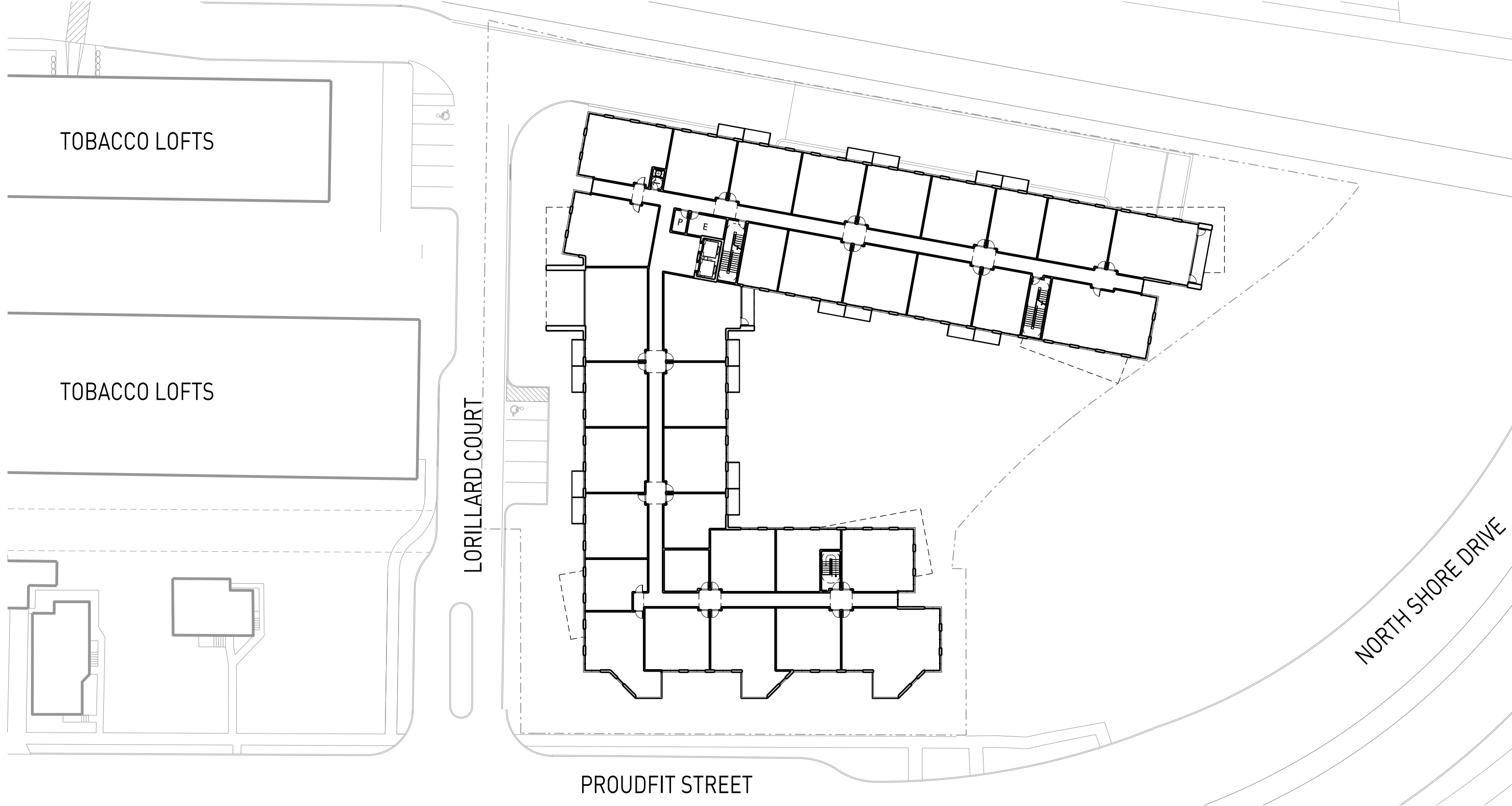
LEVEL 1 - FLOOR PLAN



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NOVEMBER 30, 2011



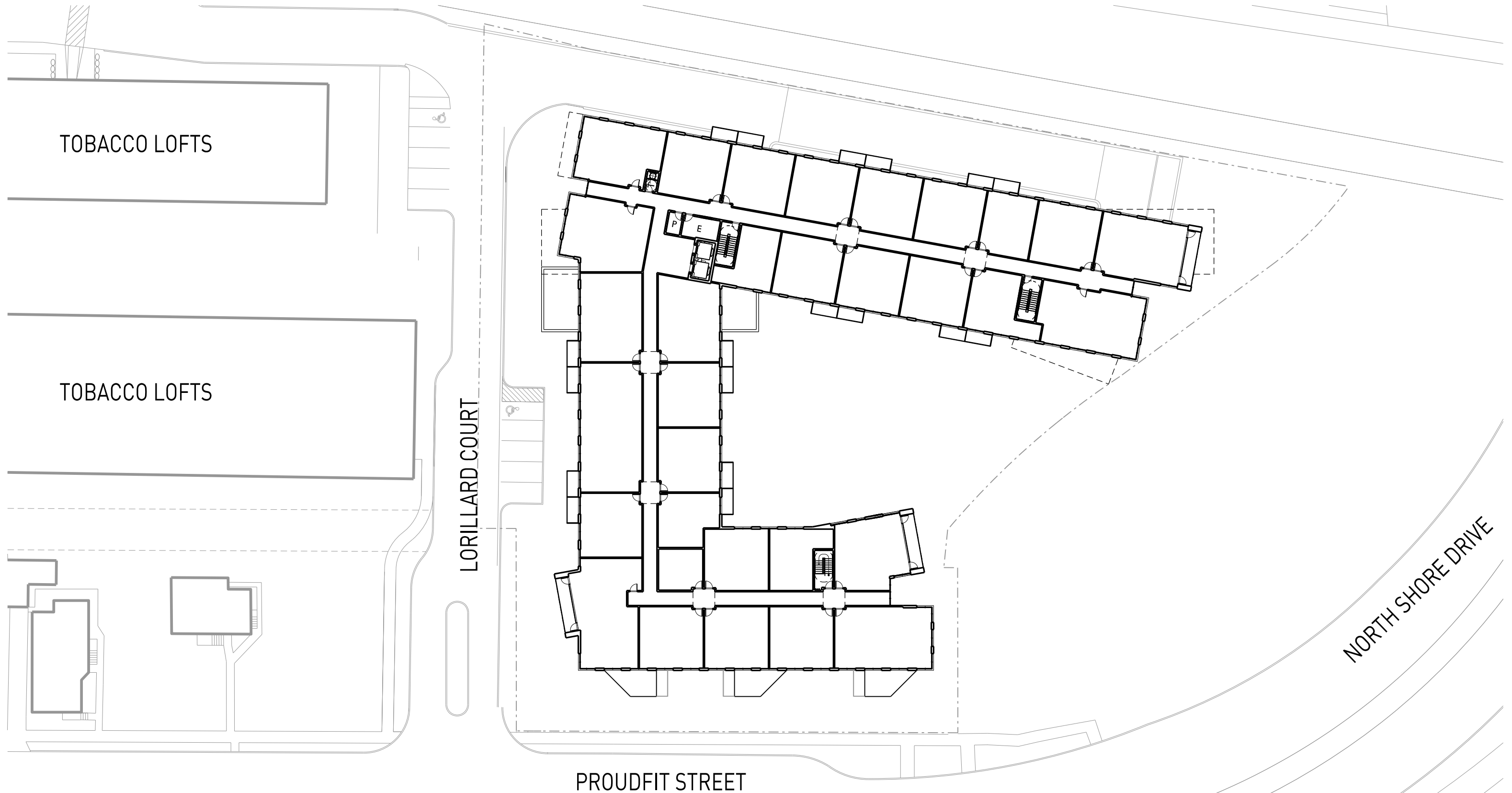
LEVEL 2 - FLOOR PLAN



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NOVEMBER 30, 2011



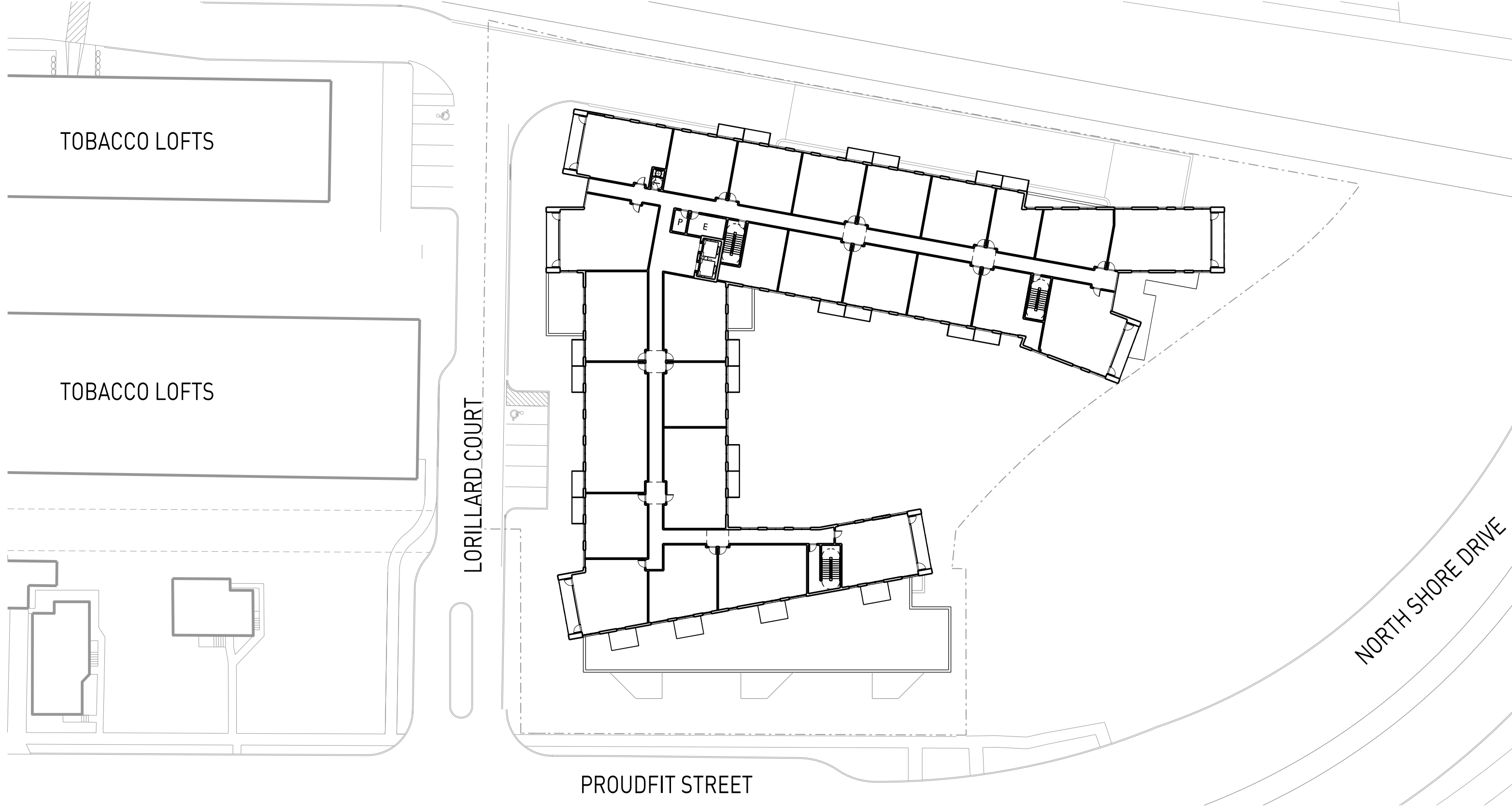
LEVEL 3 - FLOOR PLAN



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NOVEMBER 30, 2011



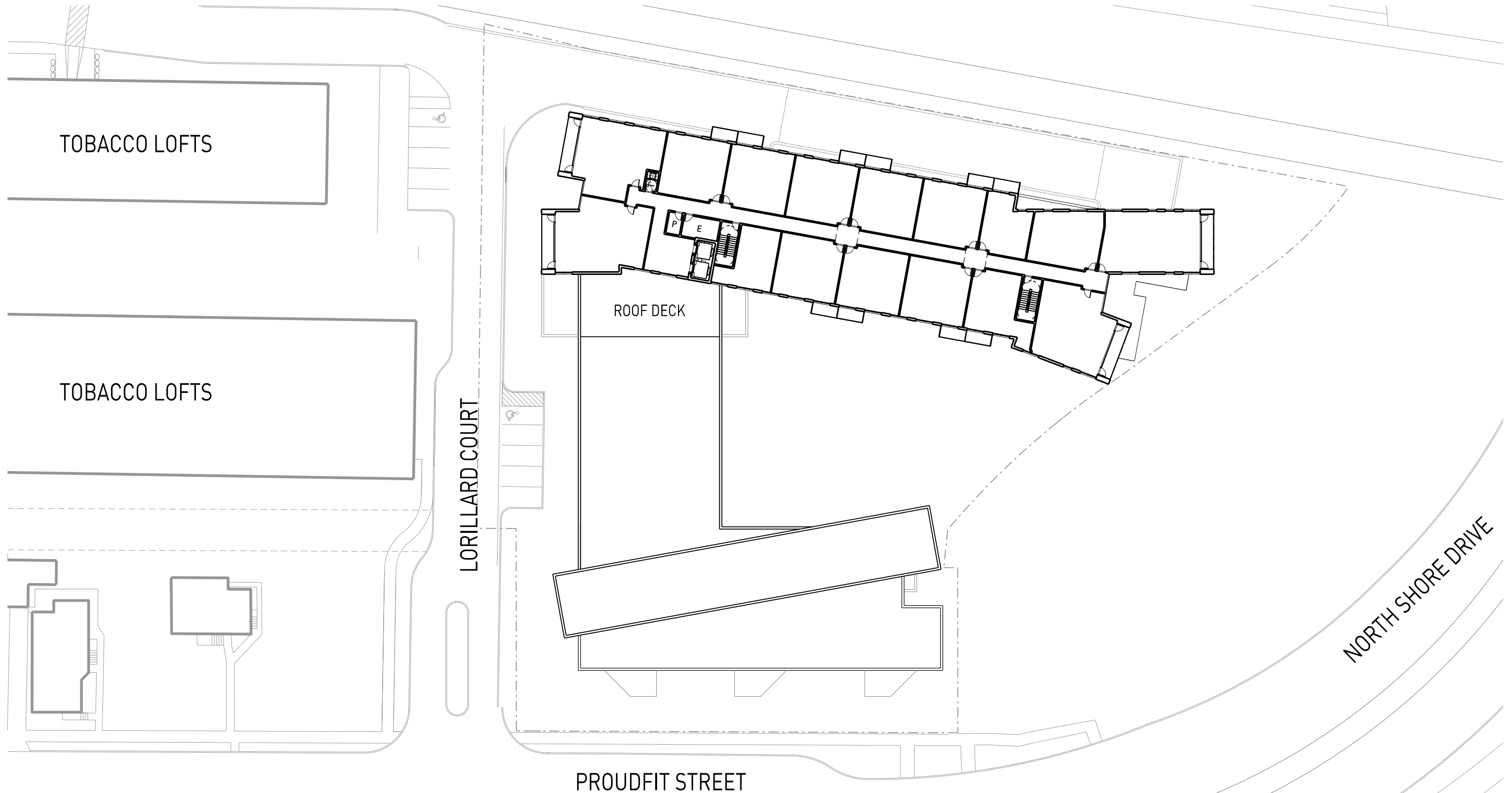
LEVEL 4 - FLOOR PLAN



727 LORILLARD
NOVEMBER 30, 2011



LEVEL 5 - FLOOR PLAN



727 LORILLARD
NOVEMBER 30, 2011





VIEW FROM NORTH SHORE DRIVE

727 LORILLARD
NOVEMBER 30, 2011



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VIEW FROM EAST

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NOVEMBER 30, 2011



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VIEW OF PROUDFIT FACADE

727 LORILLARD
NOVEMBER 30, 2011





VIEW OF LORILLARD FACADE

727 LORILLARD
NOVEMBER 30, 2011





VIEW FROM TOBACCO LOFTS COURTYARD

727 LORILLARD
NOVEMBER 30, 2011





AERIAL VIEW

727 LORILLARD
NOVEMBER 30, 2011



Urban Land Interests

