

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
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 _____

Legistar # _____

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: 414 E WASHINGTON AVE

Title: The Continental

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

UDC meeting date requested 11/30/2022

- 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 JOHN LEJA
Street address 8301 MACHINE DRIVE
Telephone 608-827-7000

Company WASH HOUSE DEVELOPMENT, LLC
City/State/Zip MADISON, WI 53717
Email JLEJA@ME.COM

Project contact person DUANE JOHNSON
Street address 7601 UNIVERSITY AVE
Telephone 608-836-3690

Company KNOTHE & BRUCE ARCHITECTS
City/State/Zip MIDDLETON, WI 53562
Email DJOHNSON@KNOTHEBRUCE.COM

Property owner (if not applicant) WASH HOUSE DEVELOPMENT, LLC C/O ANGIE BLACK, CARLSON BLACK O'CALLAGHAN & BATTENBERG
Street address 222 W. WASHINGTON AVE. STE 705
Telephone _____

City/State/Zip MADISON, WI 53703
Email ANGIE.BLACK@CARLSONBLACK.COM

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 on Page 4 for plan details)
- Filing fee**
- Electronic Submittal***
- Notification to the District Alder**
 - Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. 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 Jessica Vaughn on 11/2/2022.
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.

Name of applicant John Leja Relationship to property Owner
 Authorizing signature of property owner *John J Leja* Date 11/08/2022
John J Leja (Nov 8, 2022 13:20 CST)

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



November 9, 2022

Jessica Vaughn
Urban Design Commission Secretary
Department of Planning & Community & Economic Development
Madison Municipal Building, Suite 017
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

Re: Letter of Intent – UDC
408 East Washington Ave. – The Continental
KBA Project #1972

Ms. Jessica Vaughn and Urban Design Commission Members:

We are submitting the following materials for a Comprehensive Design Review for The Continental, located at 408 E Washington Ave, LNDUSE-2020-00106.

Project Description:

The site is located on the north side of E. Washington Avenue between N. Hancock Street and N. Franklin Street it is zoned UMX and is in Urban Design District 4.

The Continental is a ten-story mixed-use development with 1,226 square feet of commercial space, 148 apartments and two and one-half levels of underground parking. The project is currently under construction with a goal of opening in December of 2022.

Project Design:

The building is designed as a collection of three separate building masses. The linear portion of the building fronting East Washington Avenue is a traditionally designed apartment building, 10 stories in height, with a pitched mansard roof. Its composition is symmetrical, composed of three bays with the outer two bays terminated by a gabled roof dormer. At the street level, the central bay features an expansive entry plaza leading to the building's traditional urban main entry and lobby. The two individual wings of the building facing N. Hancock Street and N. Franklin St. are 6 stories in height and feature flat roofs. The three separate building masses are further varied by brick color, window fenestration and architectural detail to reinforce an urban residential scale appropriate for the location.

The architecture invokes design styling of urban apartment buildings from the early 20th century. This creates an environment of sustained aesthetic desirability compatible and consistent with the existing and intended character of the area and neighborhood. The exterior material palette is simple and clean but allows for subtle architectural details found in historic buildings from this era. Utilizing brick on the upper levels and a simulated cut limestone at the base of the building, subtle masonry detailing accentuates the architecture throughout the facade.

Proposed Signs:

As demonstrated in the following drawings, the requested signs consist of three styles in four locations.

- a.) An illuminated 18.18 square foot canopy sign located above the entry canopy on East Washington Ave. This sign complies with MGO standards.
- b.) Two illuminated 9.25 square foot “Gas Light” wall signs one located along Hancock Street, and one located along Franklin Street. These signs comply with MGO standards.
- c.) Two engraved “Continental” entablature signs located on the frieze of the building’s main entry. These will be non-illuminated and engraved within the frieze section of the precast panels, the engraved portion will remain unpainted or colored and will match the color of the surrounding precast panels.

These are being considered memorial signs, which are allowed to be 12 square feet and one per street elevation, per MGO 31.044(i). What has been installed consists of two “Continental” engravings each under 5 s.f. The overall square footage complies but the quantity is over the one allowed on the East Washington street elevation. No other memorial signs on the other two street frontages are being proposed.

Justification for the proposed Signs:

Items addressing UDC Comprehensive Design Review criteria #1: *The proposal shall create visual harmony between the signs, building(s), and building site through unique and exceptional use of materials, design, color, any lighting, and other design elements; and shall result in signs of appropriate scale and character to the uses and building(s) on the zoning lot as well as adjacent buildings, structures and uses:*

- The original approval for 2 additional bonus stories was achieved in part by using higher quality materials and details, the engraved memorial signs and signs in general help reinforce this original goal.
- Incorporating fine masonry details was a desire of the city to not cheapen the architectural character often seen in contemporary interpretations of classical building forms.
- The proposed signs, including the engraved memorial signs help create visual harmony between the signs, building, and site and compliment the architectural style of the building.
- The engraved signs are integrated into the architecture of the building and identify the recessed main entry of the building and reinforce the more formal and long-lasting nature of the building.

Items addressing UDC Comprehensive Design Review criteria #2: *Each element shall be found to be necessary due to unique or unusual design aspects in the architecture or limitations in the building site or surrounding environment; except that when a request for an Additional Sign Code Approval under Sec. 31.043(3) is included in the Comprehensive Design Review, the sign(s) eligible for approval under Sec. 31.043(3) shall meet the applicable criteria of Sec. 31.043(3), except that sign approvals that come to Comprehensive Design Review from MXC and EC districts pursuant to 31.13(3) and (7) need not meet the criteria of this paragraph:*

- Entablature engravings are a common feature on this style of building as demonstrated by the attached “Frieze Engraving Examples”. These signs enhance the architectural uniqueness of the building.
- These signs add an additional level of detail and intrigue to the main façade. Further away you see additional shadows from the relief engravings. It is only as you approach the building that more detail is revealed in the form of the seals, engraved test signs and relief metope panels.
- The two smaller engraved signs located above and on each side of the canopy sign balances the façade and keep the important symmetry found in this style of architecture.
- A single larger engraved memorial sign above the canopy was considered and determined to be out of balance, heavy and competed with the canopy sign.
- The two engraved signs are less visible from a distant greater than 50’, incorporating these signs adds a pedestrian level of identity that the canopy sign does not accomplish.

In addition, the proposed signage will meet and be constructed in manner that meets the following UDC Comprehensive Design Review criteria:

- The proposal shall not violate any of the stated purposes described in Secs. 31.02(1) and 33.24(2).
- All signs must meet minimum construction requirements under Sec.31.04(5).
- The proposal shall not approve Advertising beyond the restrictions in Sec. 31.11 or Off-Premise Directional Signs beyond the restrictions in Sec.31.115.
- The proposal shall not be approved if any element of the plan:
 - presents a hazard to vehicular or pedestrian traffic on public or private property,
 - obstructs views at points of ingress and egress of adjoining properties,
 - obstructs or impedes the visibility of existing lawful signs on adjacent property, or
 - negatively impacts the visual quality of public or private open space.
- The proposal may only encompass signs on private property of the zoning lot or building site in question and shall not approve any signs in the right of way or on public property.

Urban Design District 4 has additional requirements and guidelines for building signs. As described above, the signs in whole will help achieve the following UDD 4 requirements and guidelines:

- Signs shall be integrated with the architecture of the building
- A sign should identify the activity without imposing upon the view of residents, businesses, or activities of the district.
- A sign should be appropriate to the type of activity and clientele at which its message is directed.
- Signs should avoid covering or impinging upon landscape features or significant structures.

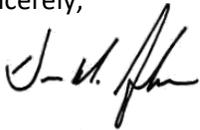
Summary:

The proposed signage, with amendment to allow a second memorial sign on the East Washington Ave elevation, will meet the requirements described Chapter 31 of the Madison General Ordinances as well as the Comprehensive Design review criteria described in 31.043-4 (b). We feel all the signs are necessary for the scale and uniqueness of this project and help to accomplish the goals of Urban Design District #4 as well as the goals of the original approval of the project.

The Comprehensive Design Review (CDR) approval process will also assure that any future signs or sign changes are accomplished through the CDR amendment process.

Thank you for your time and consideration.

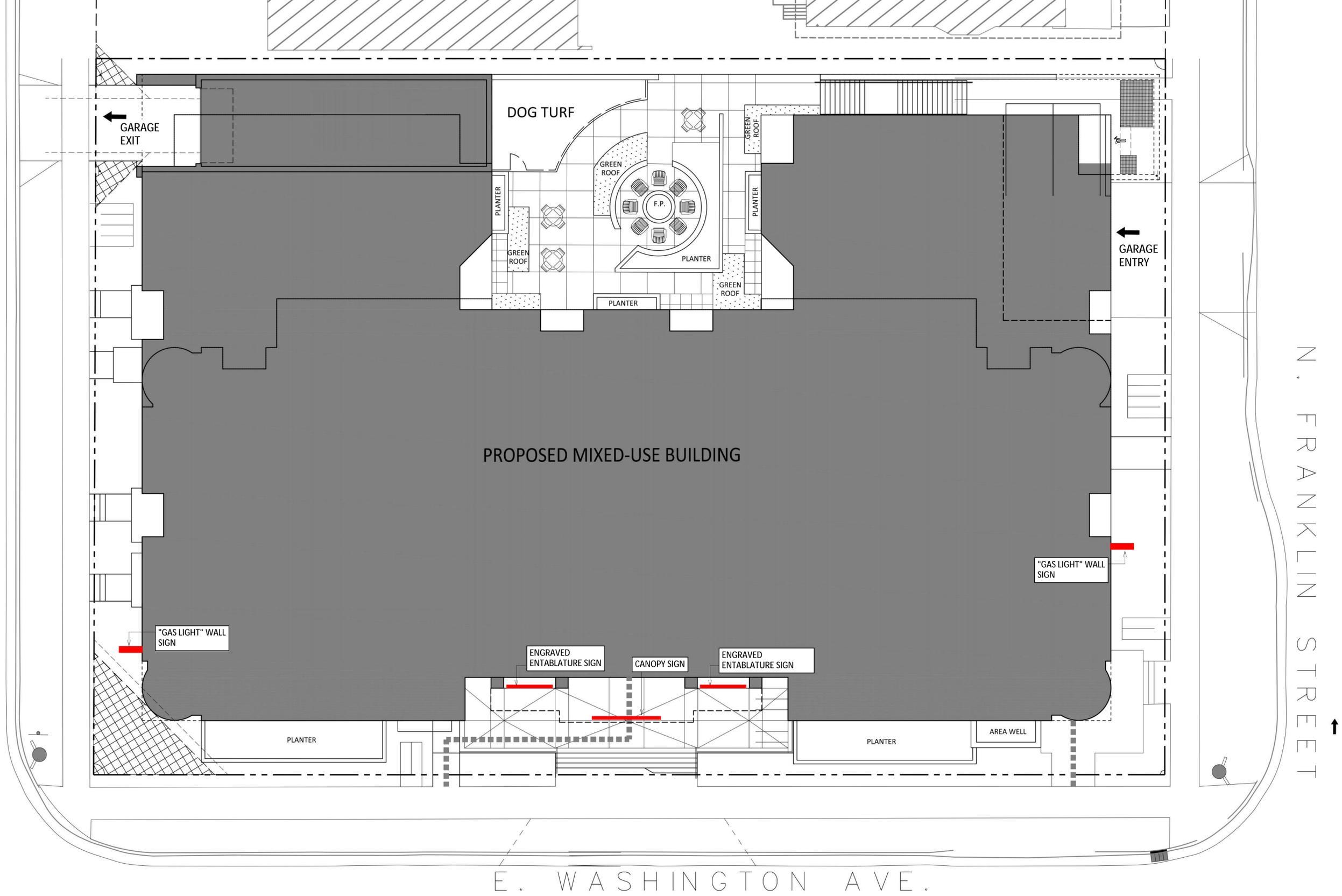
Sincerely,

A handwritten signature in black ink, appearing to read "D. Johnson". The signature is fluid and cursive, with a large initial "D" and "J".

Duane Johnson, AIA

Member

Knothe and Bruce Architect, LLC



THE CONTINENTAL

408 EAST WASHINGTON AVE.
SIGNAGE LOCATOR MAP





Dimensional Panels: Dark Bronze (MCM 1)



MCM1 - DARK BRONZE

Canopy: Dark Bronze (MCM 1)

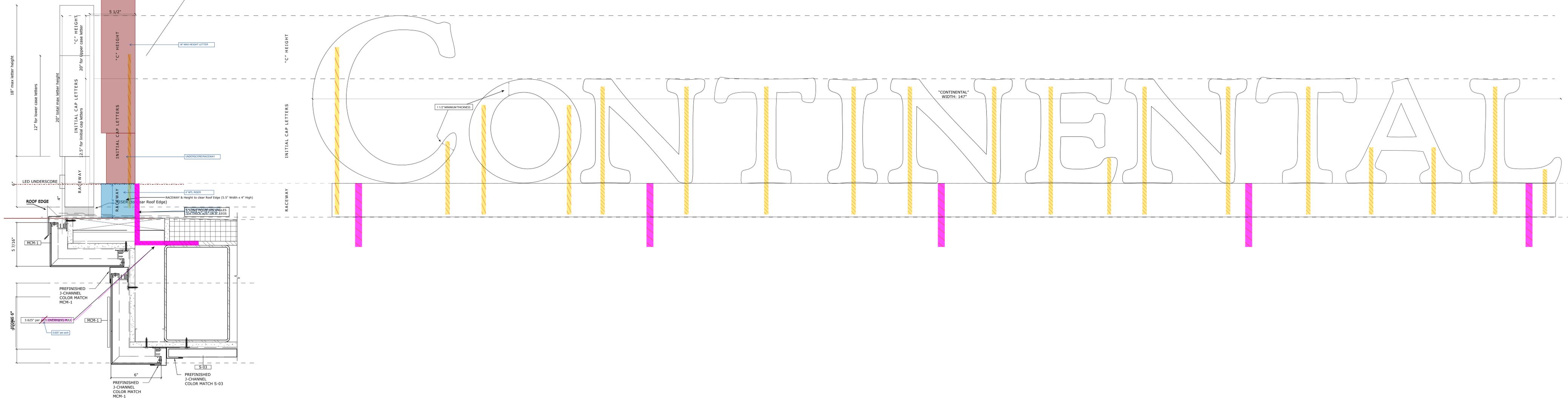


LED CHANNEL LETTERS CONSTRUCTED WITH TRIM.ESS 3/4" ACRYLIC FACES

SCALE: .5" = 1"

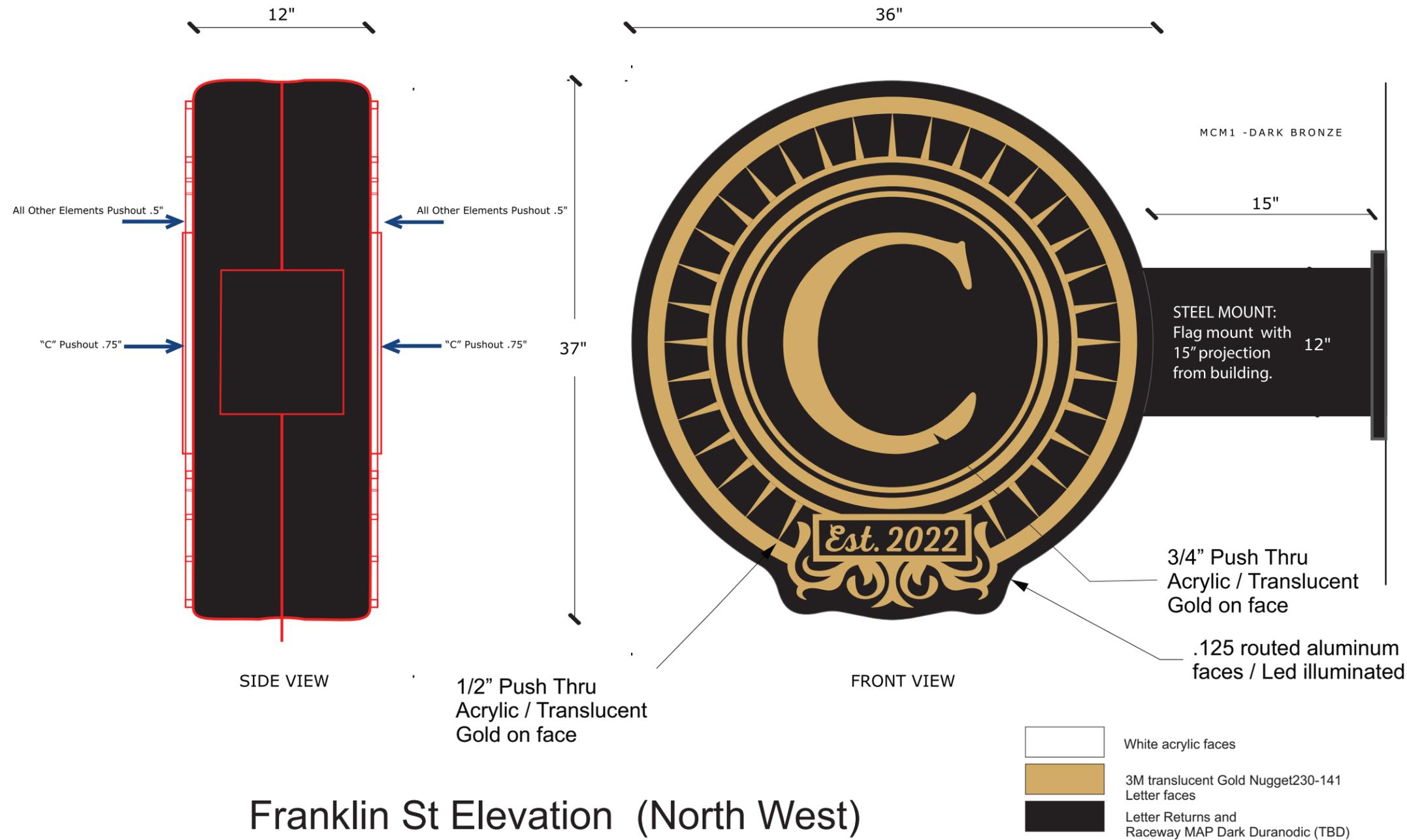


CANOPY SIGN

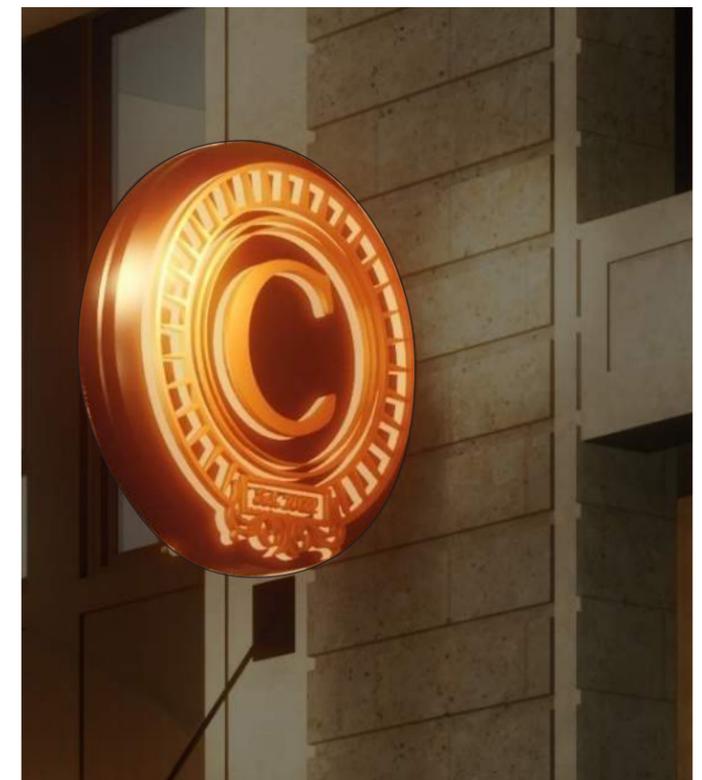


CONTINENTAL CIRCLE "GAS LIGHT" SIGN

- All elements to be acrylic gold illuminated with a push through of 3/4" for "C" and 1/2" extrusion for all other elements.
- Double faced projecting cabinet constructed of steel with .080 aluminum Dark Bronze face plate.



Franklin St Elevation (North West)



Night illumination



Customer Continental
Street
City

Date: 8.24.22
Acct. Rep.

Designer:
Drawing No. Gas Light sign
Revision
Scale:

Client Approval
Signature:
Print:
Date:

Landlord Approval
Signature:
Print:
Date:

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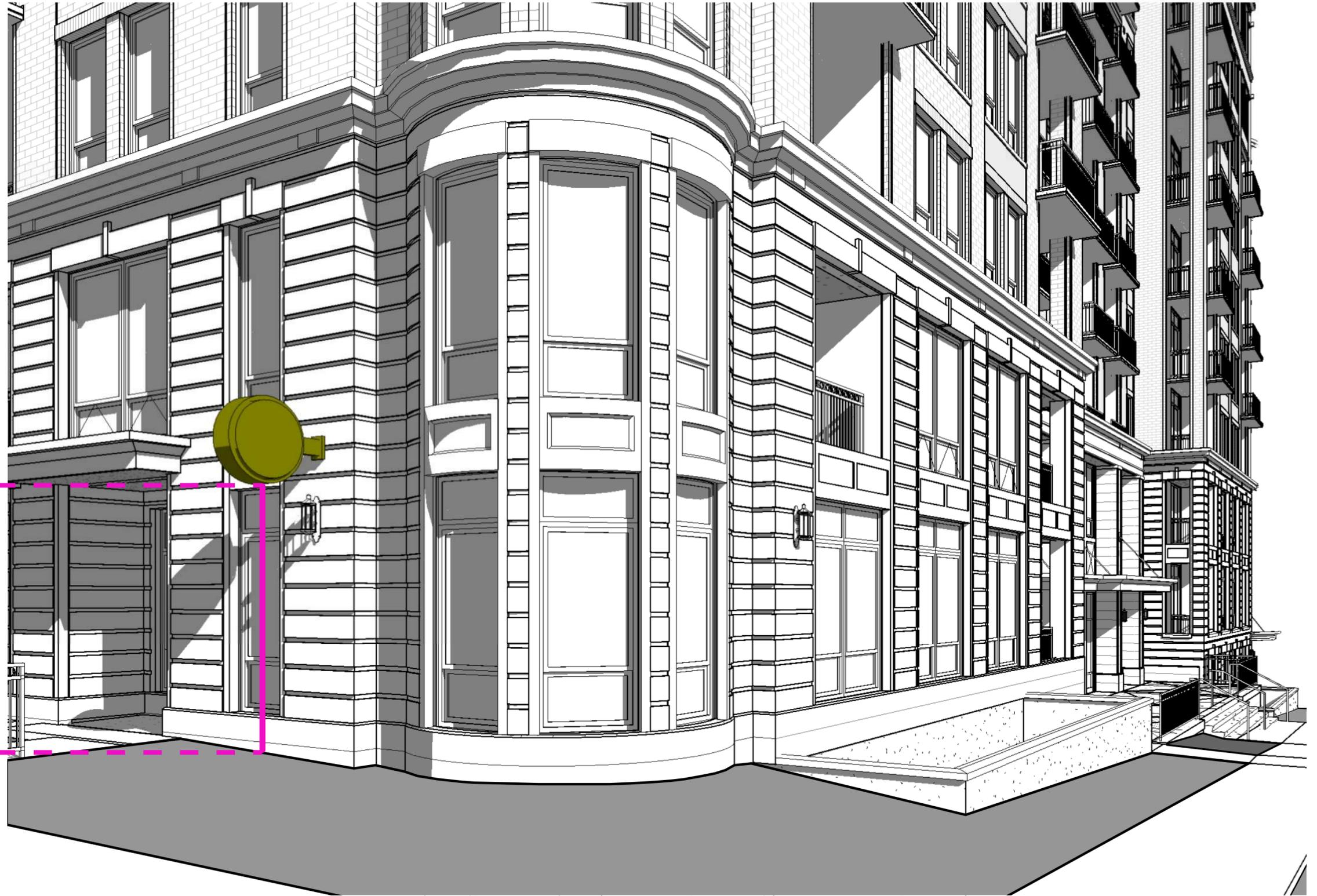
HANCOCK STREET

BOTTOM OF SIGN TO GRADE
IS APPROXIMATELY 10'9"

BOTTOM OF SIGN

10'9"

GRADE





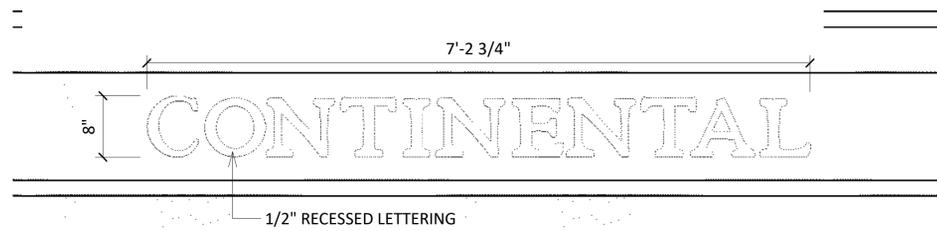
BOTTOM OF SIGN TO GRADE
IS APPROXIMATELY 11'8"

FRANKLIN STREET

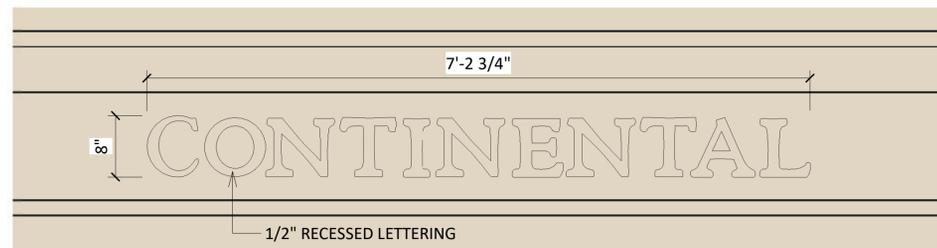
11'8"

GRADE

PISTON MFG



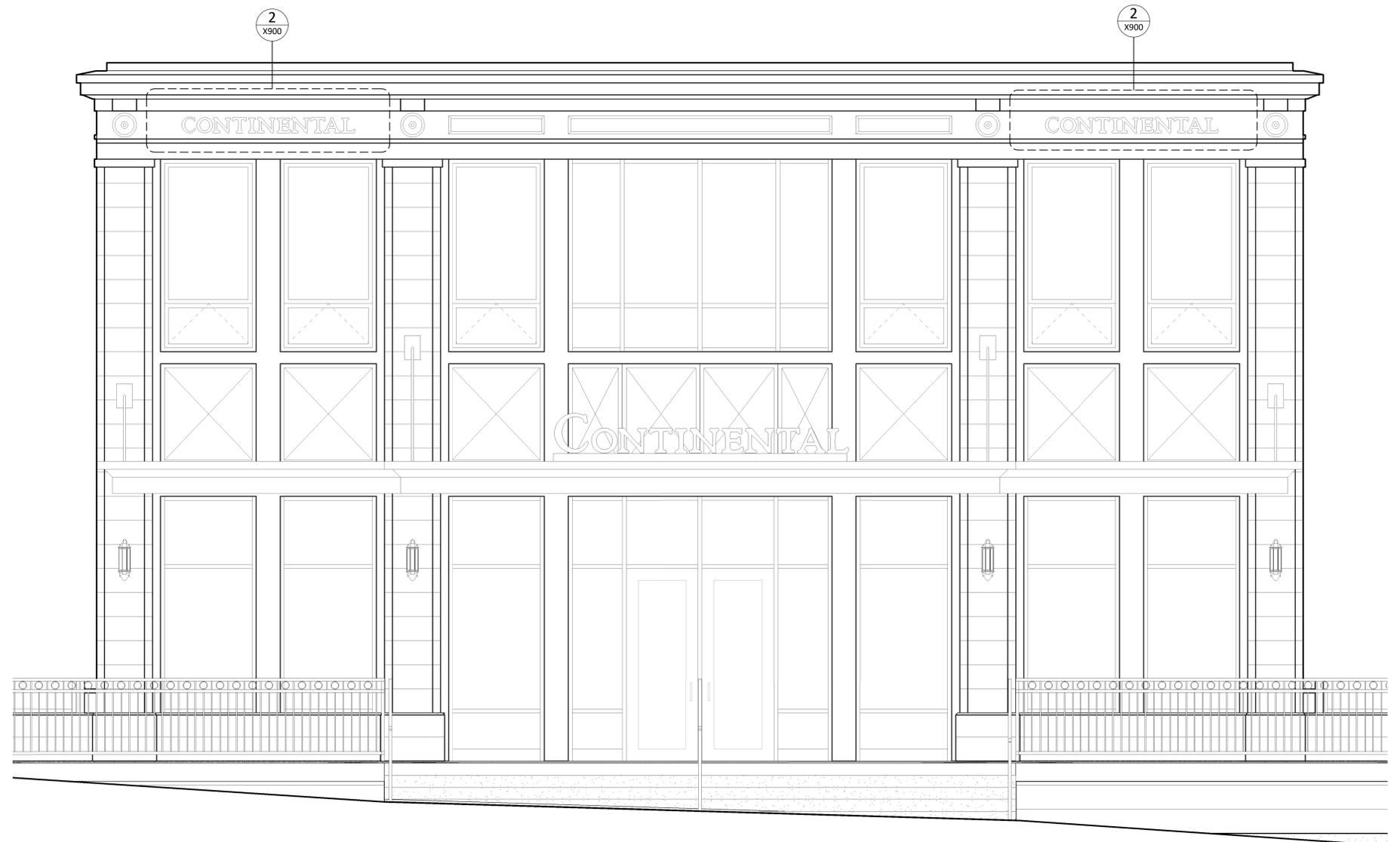
2 EAST WASHINGTON ENTRY ENTABLATURE - ENLARGED LETTERING
 X900 3/4" = 1'-0"



3 EAST WASHINGTON ENTRY ENTABLATURE - LETTERING COLOR
 X900 3/4" = 1'-0"

ENTABLATURE LETTERING GENERAL NOTES:

- LETTERING WILL NOT BE PAINTED AND IS TO BE LEFT AS A PRECAST STONE FINISH
- LETTERING IS NOT TO BE PURPOSEFULLY LIT



1 EAST WASHINGTON ENTRY ENTABLATURE
 X900 3/8" = 1'-0"

THE CONTINENTAL

408 EAST WASHINGTON AVE.
 ENTABLATURE ELEVATION





THE CONTINENTAL

414 E Washington Ave
SIGNAGE RENDER





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414 E Washington Ave
SIGNAGE RENDER





Mitchell Building - Milwaukee

Frieze Engraving Examples



Milwaukee County Courthouse



New York Stock Exchange

Frieze Engraving Examples