



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>September 24, 2014</u>	<input checked="" type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>October 1, 2014</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: 900 E. Washington Ave. Madison, WI 53703
Project Title (if any): Archipelago Village

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: Kirk Keller Company: Plunkett Raysich Architects, LLP
 Street Address: 2310 Crossroads Dr., Ste. 2000 City/State: Madison, WI Zip: 53718
 Telephone: (608) 240-9900 Fax: () Email: kkeller@prarch.com

Project Contact Person: Kirk Keller Company: Plunkett Raysich Architects, LLP
 Street Address: 2310 Crossroads Dr., Ste. 2000 City/State: Madison, WI Zip: 53718
 Telephone: (608) 240-9900 Fax: () Email: kkeller@prarch.com

Project Owner (if not applicant) : Curt Brink
 Street Address: 701 E. Washington Ave., Ste. 105 City/State: Madison, WI Zip: 53703
 Telephone: (608) 255-8633 Fax: (608) 575-4845 Email: curtbrink@hotmail.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 Al Martin on September 11, 2014
(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 Kirk Keller Relationship to Property Architect

Authorized Signature Date September 24, 2014

September 24, 2014

Urban Design Commission
215 Martin Luther King Jr. Blvd., Room LL-100
Madison, WI 53701-2985

Re: Archipelago Village
140060-01

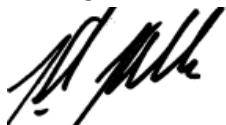
Copy: Urban Design Commission Members
Curt Brink, Archipelago Village

Located at 900 East Washington Avenue, Archipelago Village comprises the greater portion of the entire city block. The site is proposed as a true mixed-use development, consisting of retail, commercial, and residential development working together to support each other and the surrounding area of the City. The development supports the idea of controlled phased construction, allowing a smoother transition throughout the entire building process. The first new proposed project is the mixed-use production winery, multi-family units, retail space, and structured parking buildings. This initial construction will be followed by future retail and commercial buildings for a more rapid development of future businesses. This mixture of residential and business development, particularly the first floor retail, will bring new street life to East Washington Avenue, Main Street, Patterson Street, and Brearly Street.

Archipelago Village effectively blends itself into the existing city grid by providing pedestrian and site user access through the site from East Washington to Main Street. Structure parking is provided to support the retail, businesses, commercial offices, and multi-family residents. The design includes three levels of parking above grade and one level below. Proximity to Madison's park systems is another aspect that makes this site attractive to both businesses and residents. Nearby green spaces include: Breese Steven's Field, Reynold's Field Park, and Central Park, all of which are within walking distance. Upper levels of the development will enjoy views of these spaces, as well as views towards Lake Mendota, Lake Monona, and the Capitol.

The overall development will preserve both the Kleuter Building and Wisconsin Telephone Company (WTC) Building. The new construction will retain these existing older buildings, while setting the framework in place for the future of this true mixed-use development.

Best regards,



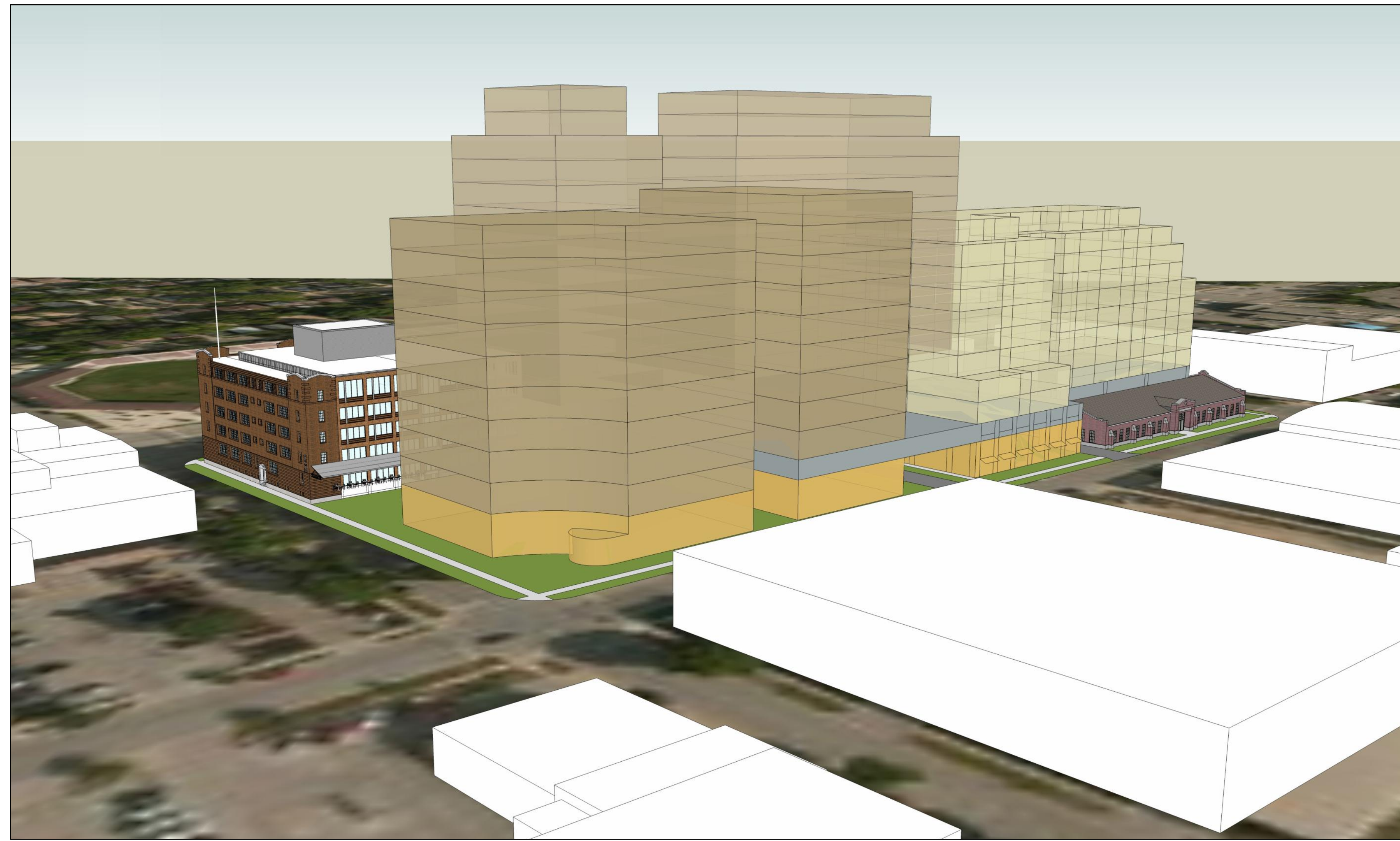
Kirk Keller AIA, NCARB
Project Manager

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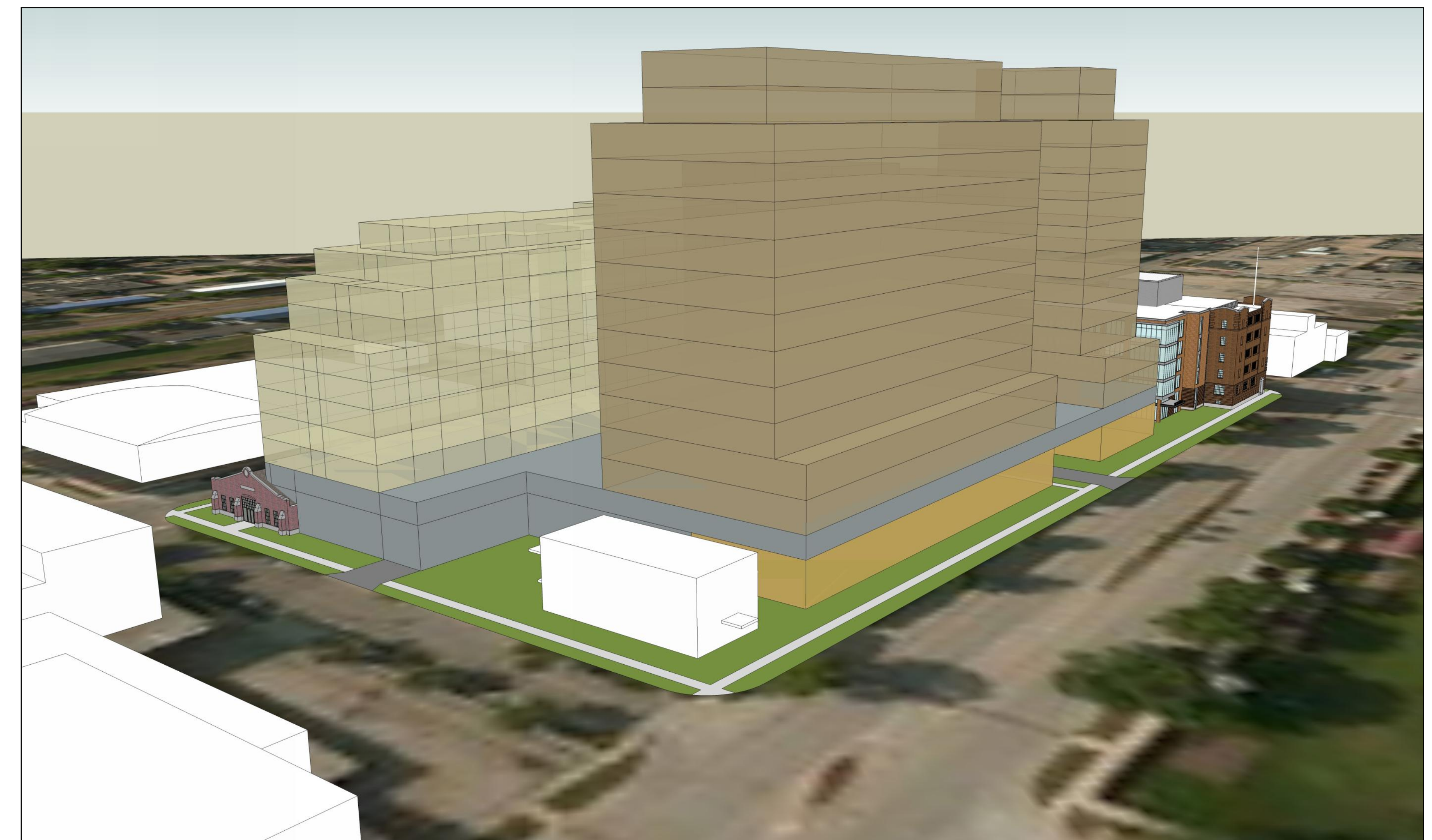


View looking North

KEY	TEAM MEMBERS
 Residential	Archipelago Village LLC - Owner
 Retail	Plunkett Raysich Architects, LLP - Architect
 Office	Potter Lawson, Inc. - Architect (Kleuter Building)
 Parking	Ken Saiki Design - Landscape Architect
	Oneida Total Integrated Enterprises (OTIE) - Civil Engineer
	Henneman Engineering, Inc. - Structural Engineer
	Walker Parking Consultant - Parking Consultant
	Ayres Associates - Traffic Consultant

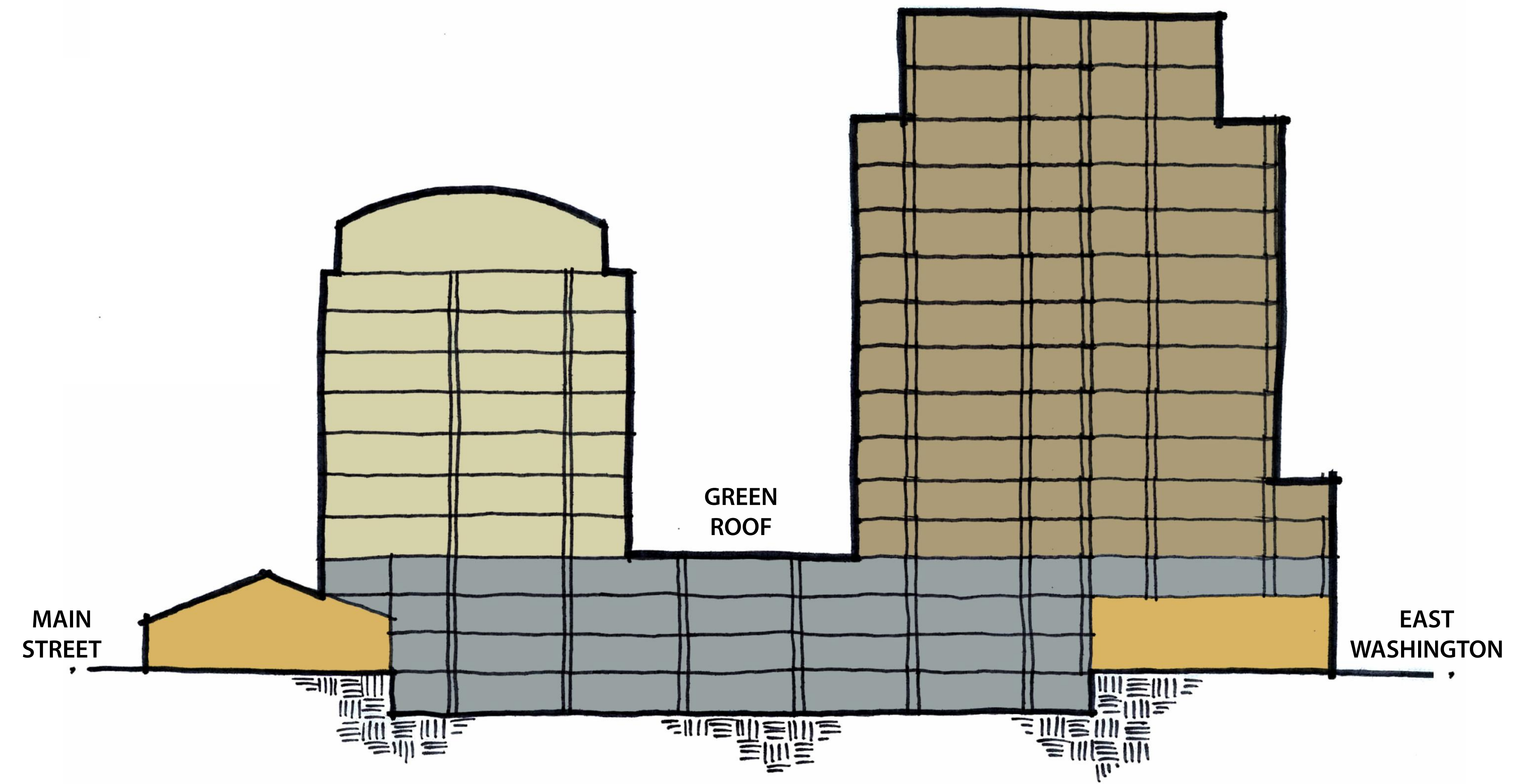


View looking Northeast on East Washington towards the Interstate



View looking Southwest on East Washington towards Capitol





Parking Section Diagram



View Corridor to State Capitol along East Washington Avenue



Street Activity on Main Street





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View Along Main Street Looking North