

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 # _____

RECEIVED

5/13/2020

12:02 p.m.

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: BLOCK 101 (1 N PINCKNEY ST) MADISON, WI 53703

Title: AMERICAN EXCHANGE DEVELOPMENT

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

UDC meeting date requested MAY 27, 2020

- New development
- Informational
- Alteration to an existing or previously-approved development
- 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)
- Signage Exception

Other

- Please specify

4. Applicant, Agent, and Property Owner Information

Applicant name MARK BINKOWSKI

Street address 10 E. DOTY ST #300

Telephone 608.268.7023

Project contact person MARK BINKOWSKI

Street address "

Telephone "

Property owner (if not applicant) ULI PROPERTIES

Street address "

Telephone "

Company D/B/A URBAN LAND INTERESTS

City/State/Zip MADISON, WI 53703

Email MBINKOWSKI@ULI.COM

Company "

City/State/Zip "

Email "

City/State/Zip "

City/State/Zip "

Email "

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 JANINE ~~BERG~~ GLAESER on MAY 12, 2020.
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 MARK BINKOWSKI Relationship to property DEVELOPMENT ASSOCIATE
 Authorizing signature of property owner  Date MAY 13, 2020

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

**AMERICAN EXCHANGE DEVELOPMENT
URBAN DESIGN COMMISSION – INFORMATIONAL SUBMITTAL**

LETTER OF INTENT | MAY 13, 2020

This Letter of Intent pertains to the redevelopment of the properties controlled by Urban Land Interests (ULI) in Block 101, bounded by East Washington Avenue (south) and North Webster (east), East Mifflin (north) and North Pinckney Streets (west). The development of this assemblage is referred to as the American Exchange Development, owing to the historic American Exchange Bank building located at the Capitol facing corner.

More than 55% of the property included in this development is presently used for surface parking, and the remaining two (2) and three (3) story office buildings are blighted and underutilized in their existing condition. Virtually all of the building spaces with direct sidewalk frontage are used as office space that does not create foot traffic. Presently there is one retail storefront – Square Wine – in 700 lineal feet of sidewalk frontage.

ULI's proposal to redevelop these properties will enhance the life and activity on sidewalks surrounding the Capitol by creating new retail and restaurant spaces that can attract tenants, with the support facilities required to be successful. These ground floor storefronts will be created in three (3) and four (4) story buildings that recreate the traditional scale of downtown Madison. The nationally recognized American Exchange Bank building will be preserved and enhanced so that it is the centerpiece of the development. The new office space will attract new technology and other office users into downtown Madison that will stimulate the demand for food, shops and apartments within walking distance. Investing \$125,000,000 into redeveloping the American Exchange Properties will significantly increase the tax base available to the City and will improve the quality of life in downtown Madison for everyone that visits.

The foundation of the proposed development is a six (6) level underground parking structure containing approximately 840 parking stalls. With entrance and exit lanes located on Webster Street, the structure will have optimal accessibility along the outer loop. Two distinct elevator cores will provide vertical circulation for building occupants, while a dedicated transient elevator and stair will provide convenient access to Pinckney Street for after hours and weekend transient parking users. The parking ramp is designed so that sidewalk level retail and restaurant spaces can be created the full length of the East Washington and Pinckney sidewalk frontages.

Accordingly, a total of 22,000 square feet of small tenant retail spaces on the ground floor of the development will be created. The retail space will be situated behind individual storefronts in buildings that respect the historic scale of the Capitol Square. A large, secure, indoor bike facility will provide convenient bicycle parking to promote the use of more sustainable means of transportation. A large conference center with capacity for over 200 people will serve as an amenity for building tenants, as well as event space for local community organizations and non-profit groups.

The building will contain two distinct lobby entrances to serve the office space above. The first lobby is located on Pinckney Street facing the Capitol Square. The second lobby is located at the East Washington – Webster corner. Positioned at the top of the hill where East Washington Avenue meets the Square, this highly visible two-story lobby will help activate the outer loop and be an iconic gateway to the Capitol Square.

A total of 300,000 square feet of office space that will be created on floors two thru nine. The intermediate floors are deliberately sized at 40,000+ square feet to appeal to the emerging technology users that value large floor plates with flexible spaces. The upper floors of the building continue to step back to a more traditional floor plate size of 25,000 – 30,000 square feet. Outdoor, landscaped terraces will be features on multiple levels throughout the building to provide tenants with access to the outdoors and fresh air. Technology companies have been attracted to downtown Madison because of the unique quality of life available on the Capitol Square. With occupancy levels of office space at historic highs, the market currently does not have the space available to continue bringing major technology users to downtown or to retain those currently here that are growing.

The project's location and zoning will cause the development to comply with both the Downtown Urban Design Guidelines as well as those of Urban Design District 4. Preliminary architectural plans for the site have taken these guidelines and criteria into careful consideration.

To enhance the quality of life in Madison it is essential to responsibly maximize density within the Downtown Core. The construction of underground parking allows for the project to bring life and activity to all three (3) street facades – Webster, Washington and Pinckney. Each façade has a unique identity and a variety of different uses – retail storefronts, office lobbies, and conference center – for pedestrians to engage with. This is in line with the Design Guidelines comments on building orientation.

The access for the underground parking garage is along the outer loop of the Square on Webster Street. This is the main traffic artery around Madison's Capitol Square and provides the only viable means of vehicular access in and out of the garage. There is also off street bicycle parking from Webster, as well as elevator access into the parking garage for pedestrians along Pinckney Street. These various access points optimize the site circulation as discussed in the Design Guidelines.

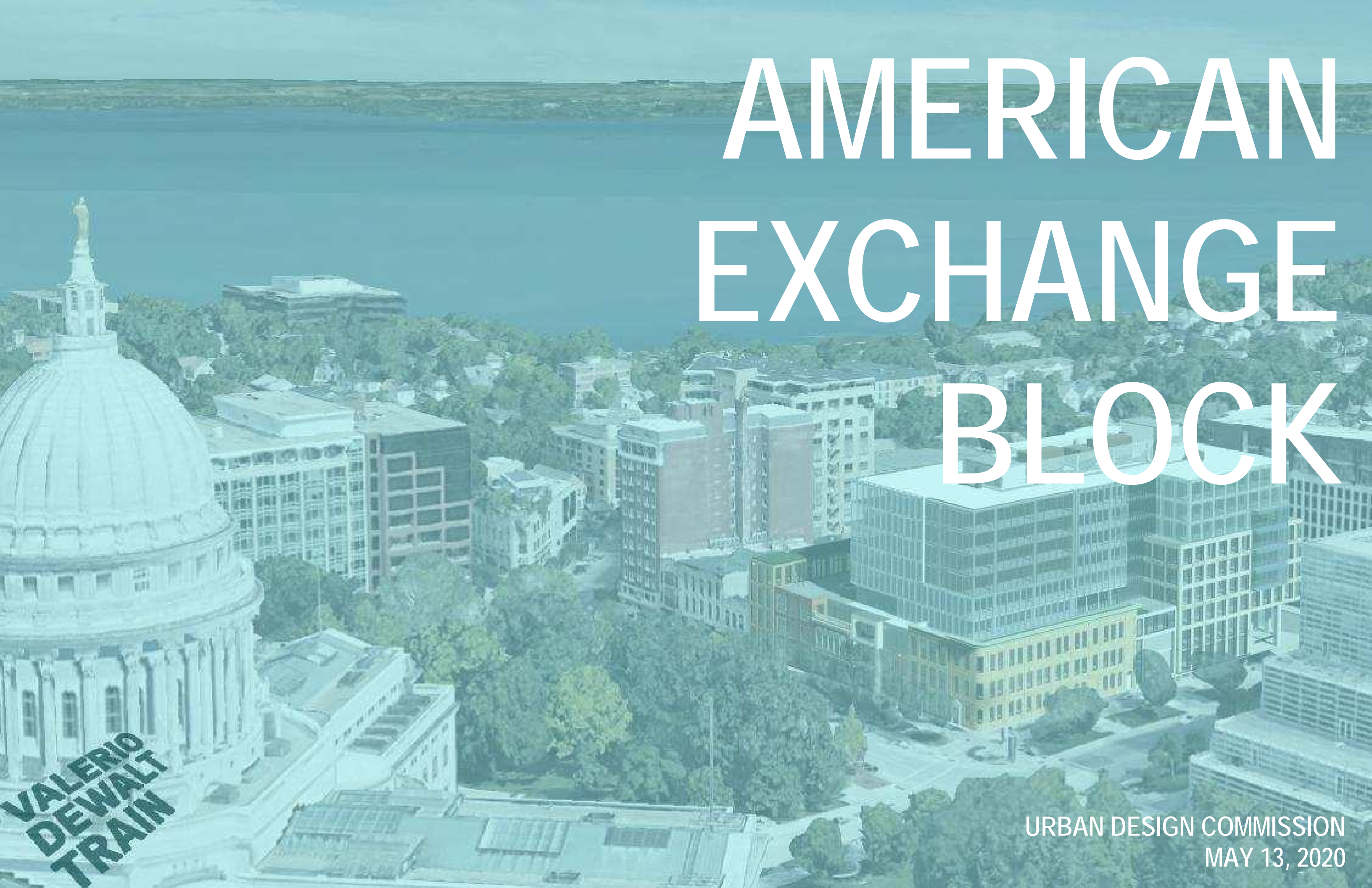
Construction means and methods have been considered to preserve the many large planters and trees along Pinckney Street. Those in the terrace along East Washington Avenue will be reconstructed to their original size and configuration upon completion of the parking garage. This will maintain the large amount of green space and canopy coverage around the sidewalk level of the site. A variety of green roofs and landscaped outdoor terraces will be created at various floors in the office building to help soften the building edges and provide additional green space. Exterior building lighting will be intentionally designed so as to be an integral component of the architecture of the project that further reinforces the design.

Respecting the legacy of the American Exchange Bank Building, the approach of the development is to preserve and enhance the traditional scale of the Capitol Square. Although the American Exchange Development will be fully integrated in plan and function, the architecture of the buildings was considered lot by lot. An imagined pattern of 'lot lines' was laid over the land, with parcels varying in size and orientation to reflect both existing conditions and important planning opportunities. Each street façade considers the height, materials and character of its neighbor and immediate context, yet each is different in some way. Instead of a single, monumental building identity, the development consists of different identities throughout. To best integrate the larger building massing with the smaller scaled buildings along the development's street edges, the upper levels are pulled back considerably from the property lines. This allows the smaller scale, two and three story facades along Pinckney Street and East Washington Avenue to have the primary presence. The result is a composition which reflects the history of the Square, a sympathetic collection of individual building elements, each well-designed in and of itself, which functions as a whole. Each of the eight (8) architectural guidelines in the Downtown Urban Design Guidelines is considered in the architecture of the project.

The purpose of Urban Design District 4 is to “improve the appearance of those major transportation corridors east of the Capitol Square which constitute a major entrance to the City of Madison.” Presently this key gateway to the Capitol Square, the corner of East Washington and Webster, is occupied by a surface parking lot and the lifeless backside of two and three story buildings. The plans for the development call for the creation of a prominent new office entrance at this key corner with a two story lobby that highlights the Capitol Square. The other design criteria of this district – landscaped rights of way, off street parking and loading, considered building materials, articulated facades with reduced scales, thoughtful lighting and landscaping – are very much addressed by the development’s design as noted above.

Urban Land Interests has a long, demonstrated commitment to balancing thoughtful historic preservation with innovative architecture to create buildings that make our community better and stronger. We are committed to own and operate our buildings from the perspective of long term owners. We are committed to establishing long term relationships with our tenants. We are committed to making each and every one of our buildings truly sustainable. Urban Land Interests’ goal has always been to undertake developments that stand the test of time by using great architecture to create buildings that will enhance the traditional scale of the Capitol Square, that will bring new companies and people that make downtown their home and to improve the quality of life for everyone.

The American Exchange Development will continue to advance the legacy of our previous projects – Block 89, the redevelopment of the AnchorBank properties and the renovation (and LEED Gold certification) of US Bank Plaza.



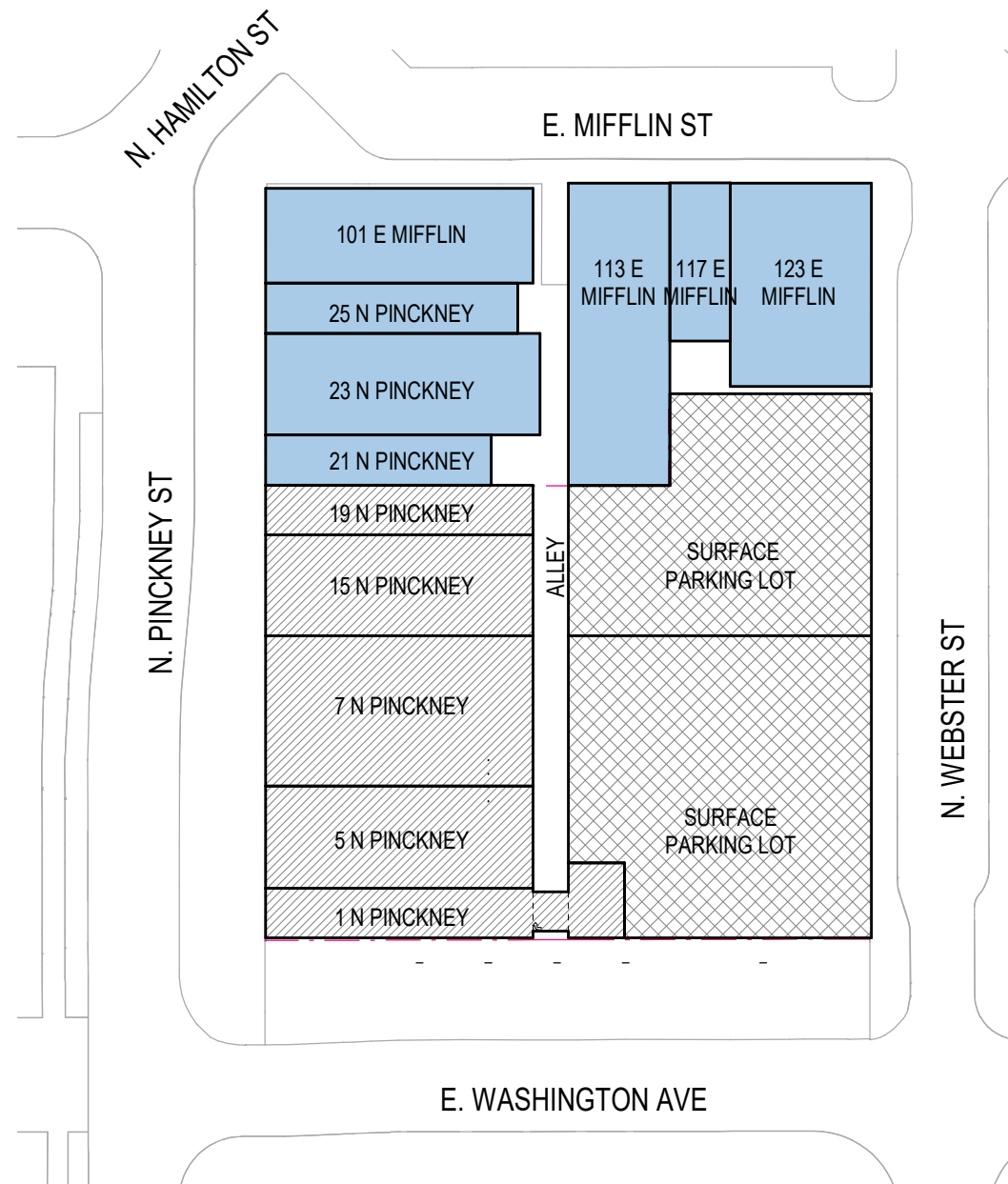
AMERICAN EXCHANGE BLOCK

VALERIO
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TRAIN

URBAN DESIGN COMMISSION
MAY 13, 2020

LOCATION MAP

1" = 80'-0"



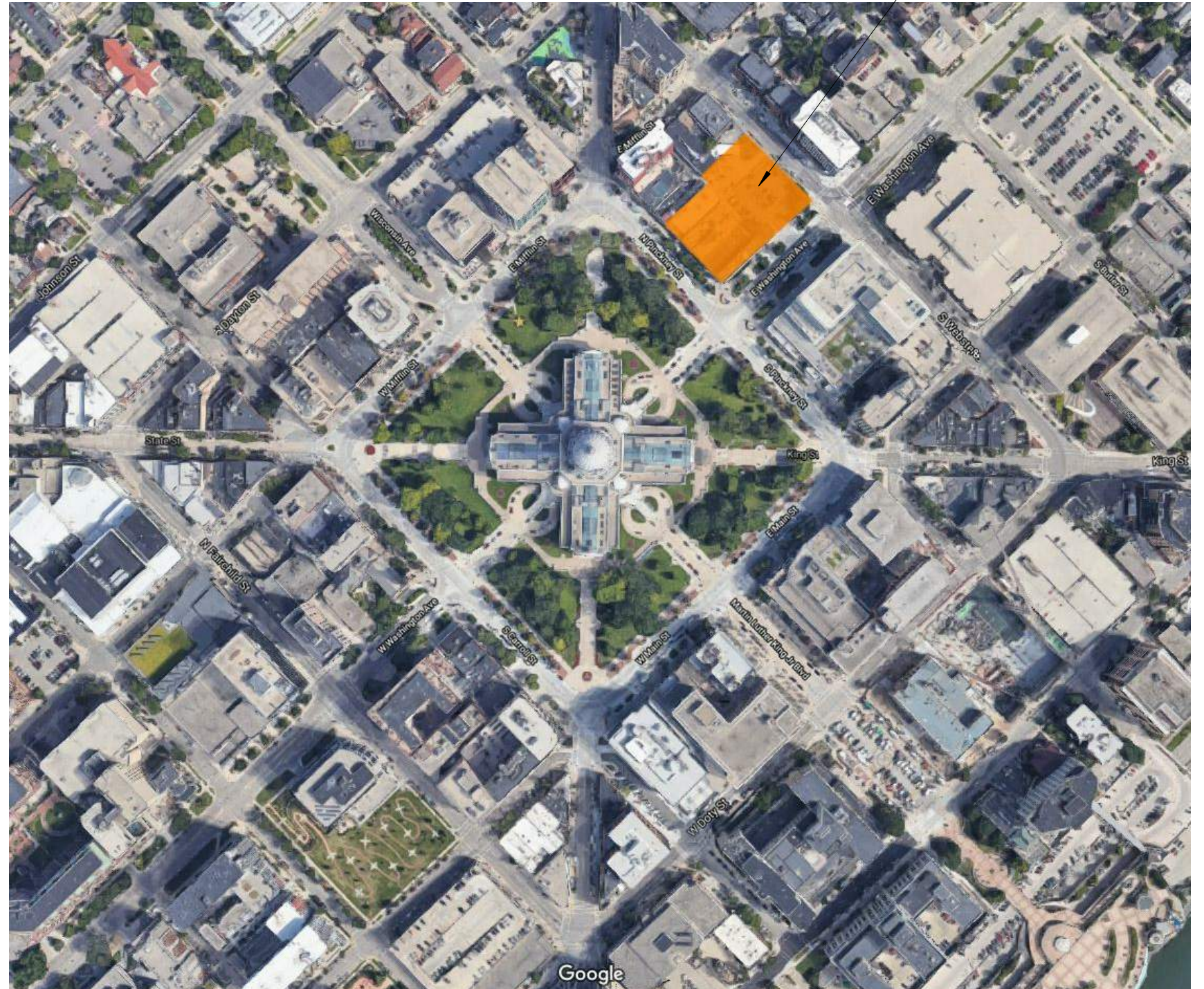
EXISTING SITE PLAN



LEGEND

	PROPERTIES IN THE AMERICAN EXCHANGE DEVELOPMENT
	SURFACE PARKING LOT

PROJECT SITE



AMERICAN EXCHANGE DEVELOPMENT

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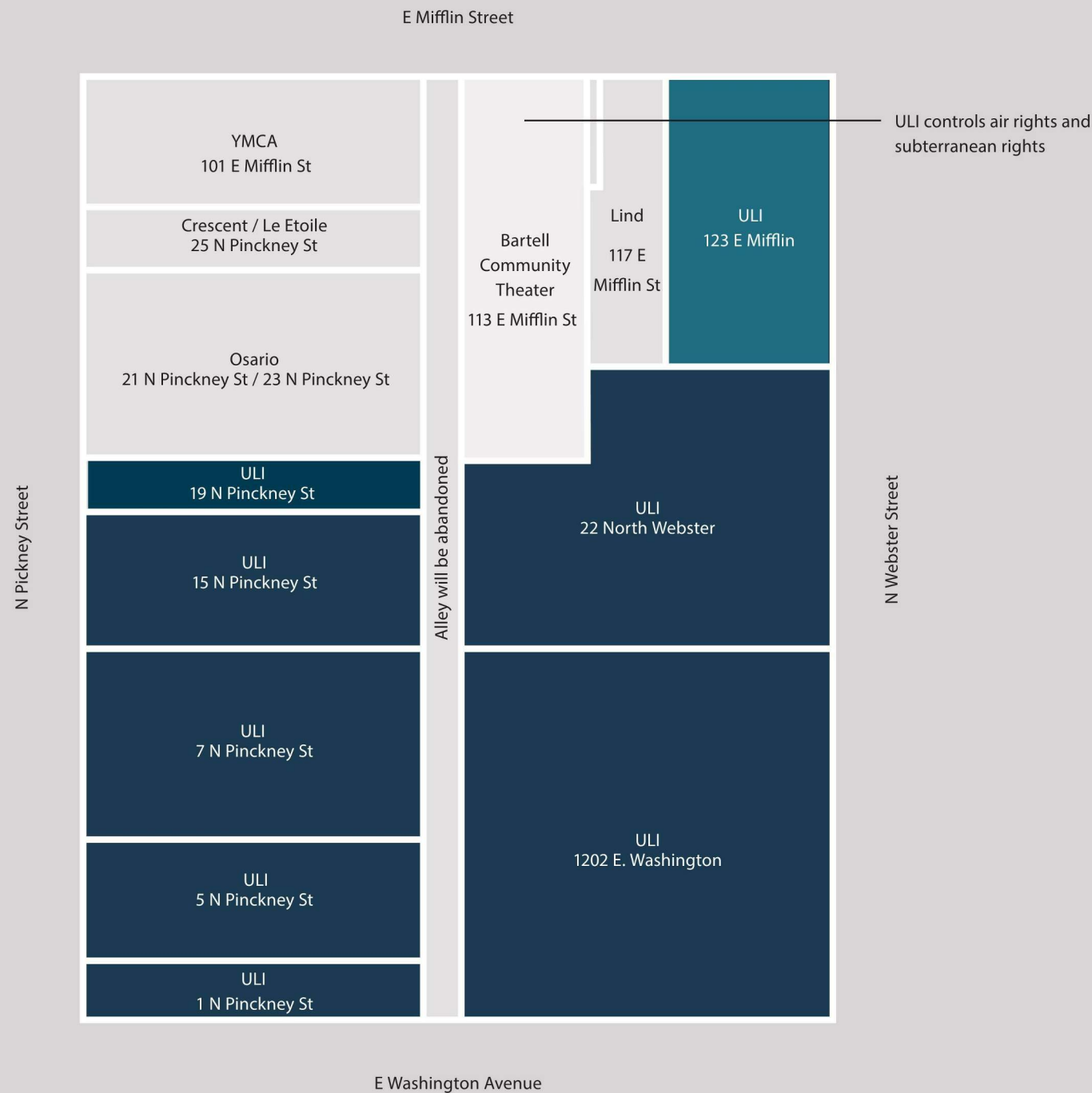
URBAN DESIGN COMMISSION
05.13.2020



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PROPERTY ASSEMBLAGE



Over the last 27 years, Brad and Tom assembled more than 50,000 square feet of land area surrounding the American Exchange bank.

Lot Areas

1 N Pinckney St	2,762 SF
5 N Pinckney St	5,280 SF
7 N Pinckney St	7,920 SF
15 N Pinckney St	5,640 SF
19 N Pinckney	2,280 SF
Am Ex Lot	16,302 SF
US Bank Drive Up	11,616 SF
Cap Hill	6,138 SF
Total	56,658 SF

55% of current site area consists of surface parking.

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EXISTING CONDITIONS



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EXISTING CONDITIONS - OUTER LOOP



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EXISTING CONDITIONS - PINCKNEY STREET



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EXISTING CONDITIONS - PINCKNEY STREET



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HISTORIC PRESERVATION - AMERICAN EXCHANGE



The historic American Exchange Bank building, originally constructed in 1871, is situated at the most visible corner of the site. The building will be preserved and restored to ensure it will be the focal point of the new development. Urban Land Interests has engaged InSite Consulting Architects, a local historical preservation expert, to guide this process. The crumbling sandstone facade will be preserved while the historic finishes on the first floor maintained and incorporated into the completed project.



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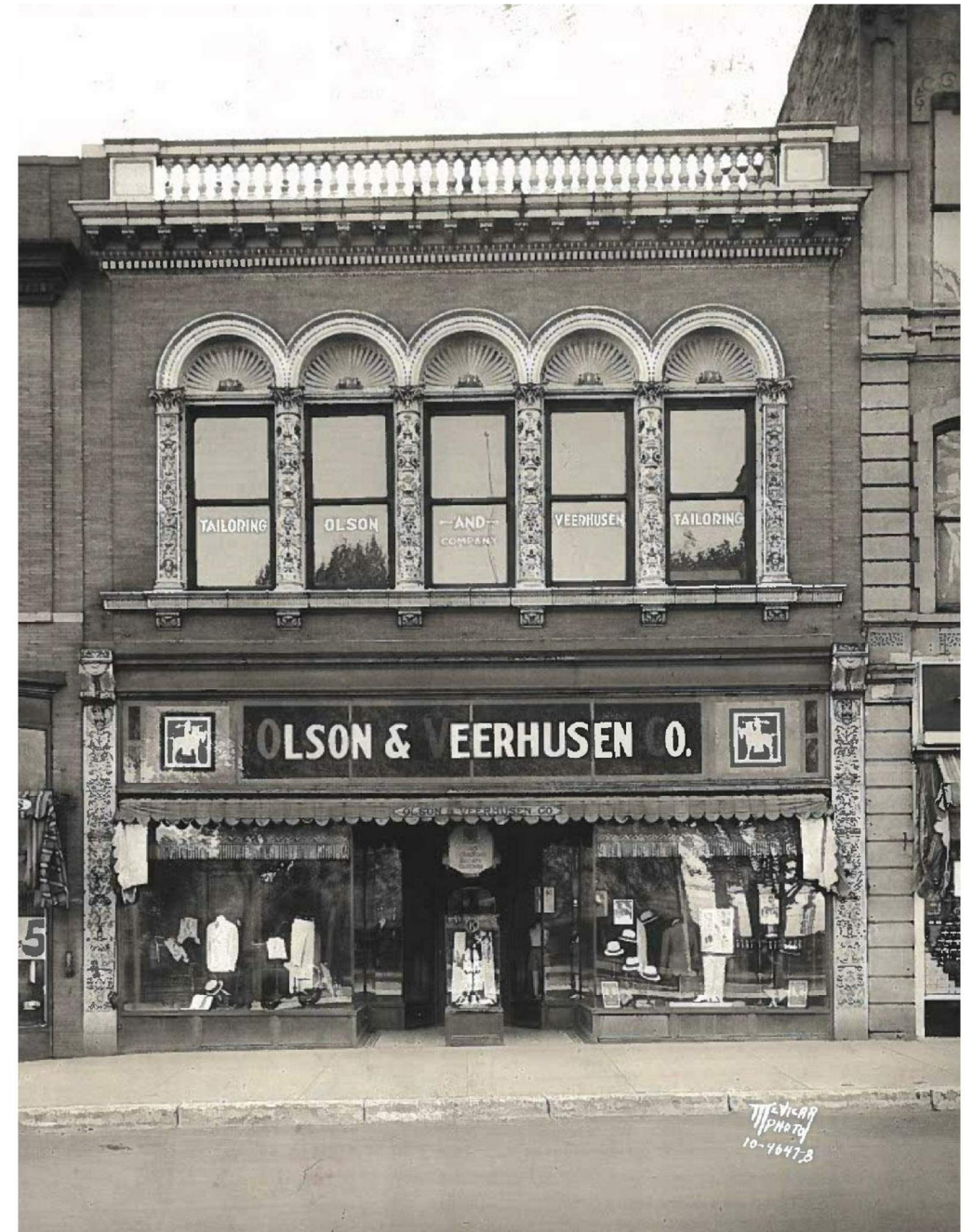
HISTORIC PRESERVATION - CENTRE 7

1/8" = 1'-0"



The City of Madison Landmarks Commission recently granted approval of ULI's variance request to allow for the demolition of the locally landmarked Centre7 building in order to preserve the historic second floor windows in a reconstructed facade that more closely recalls the original structure.

- RED DASHED LINE INDICATES RELOCATED AND RESTORED 7 N. PINCKNEY FACADE
- ADJACENT FACADES ECHO SIZE AND SCALE OF THE BUILDINGS THAT SURROUND THE CAPITOL BLOCK
- BUILDING SIGNAGE
- NEW BRICK TO MATCH HISTORIC BRICK
- NEW TERRACOTTA TO MATCH HISTORIC TERRACOTTA
- NEW ALUMINUM STOREFRONT REMINISCENT OF ORIGINAL HISTORIC BUILDING



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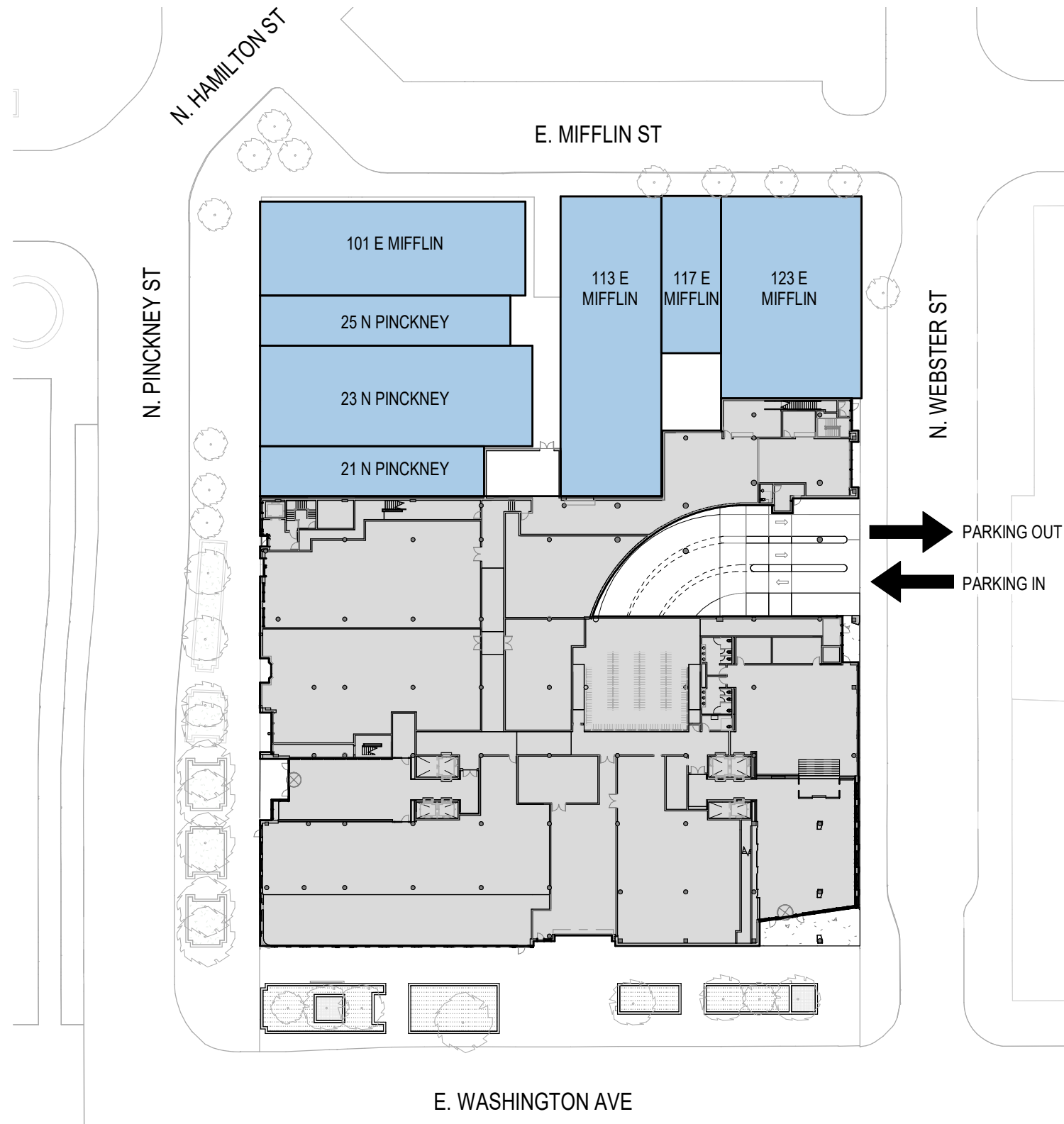
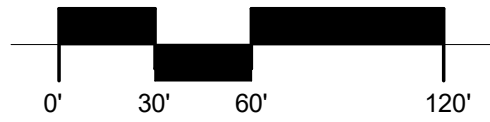


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SITE PLAN

1" = 60'-0"



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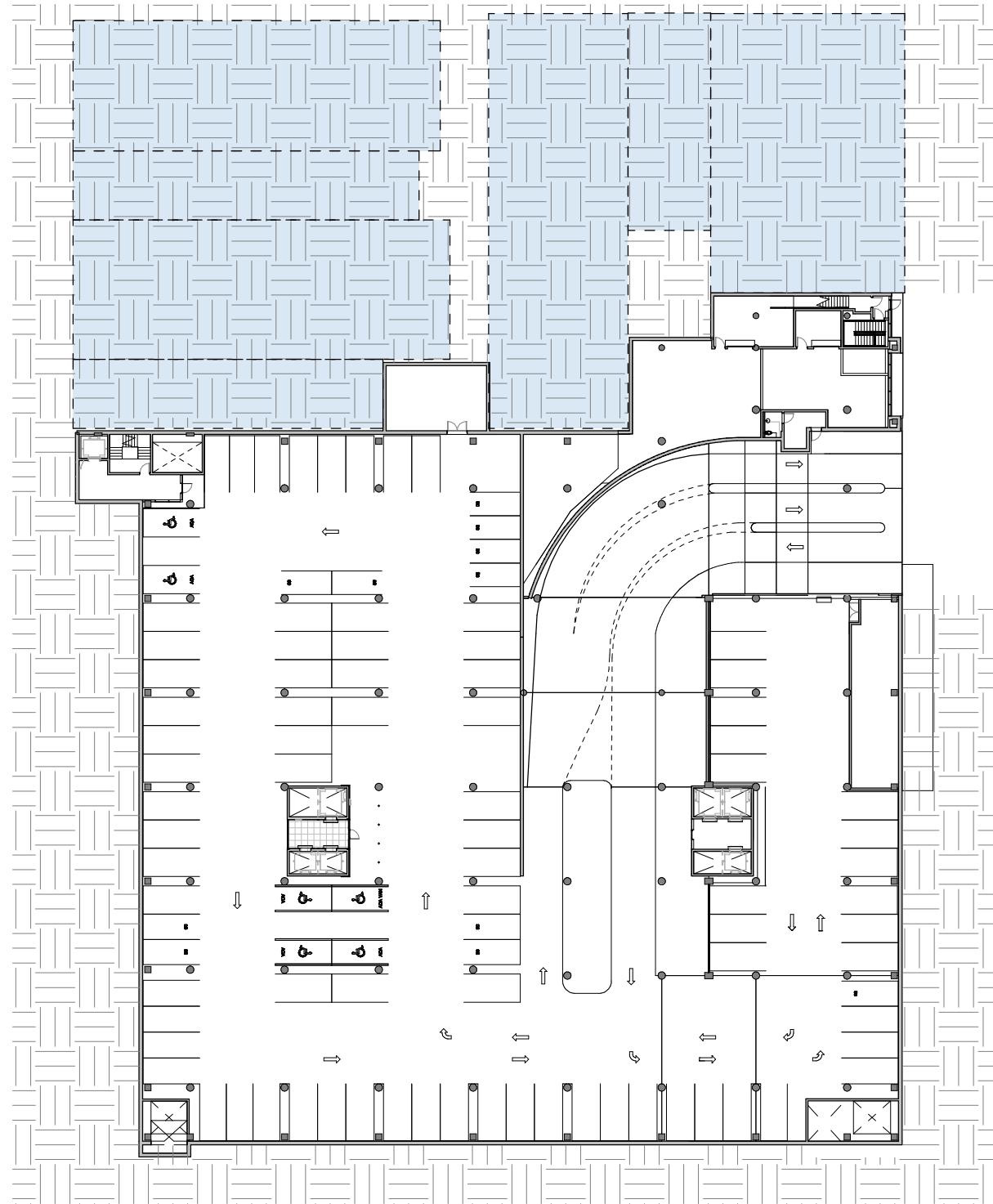
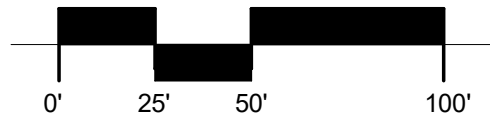


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PROJECT'S FOUNDATION - UNDERGROUND PARKING

1" = 50'-0"



The site is one of only two properties remaining in downtown Madison that can support a large underground parking ramp. As Block 89 and the renovation of the former Anchor Bank properties demonstrate, if underground parking and service access can be created, retail and restaurant space that adds life and vitality to the sidewalk level is possible. Office space that can continue to attract technology users that would like to be located in downtown Madison allows for the density that is vital for Madison's continued growth and prosperity.

PARKING STALL COUNTS	
LEVEL	STALLS
LEVEL P1	82
LEVEL P2	156
LEVEL P3	159
LEVEL P4	130
LEVEL P5	154
LEVEL P6	158
TOTAL STALLS	843

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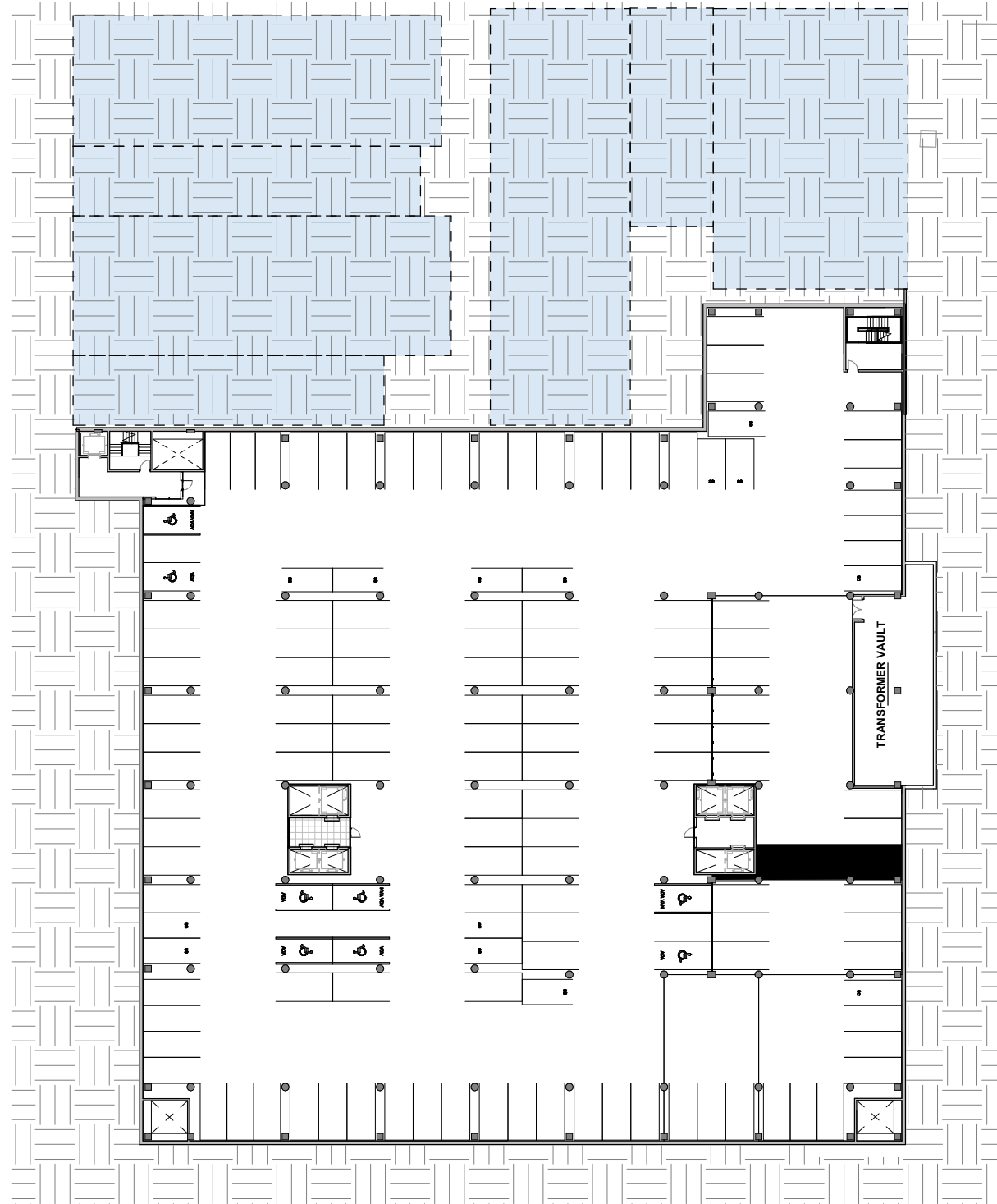
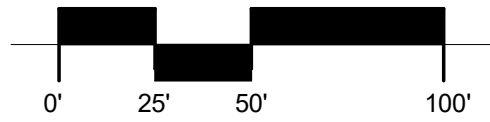


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PARKING LEVEL 02 (TYPICAL)

1" = 50'-0"



The American Exchange Development is expected to support approximately 2,000 employees in its office and retail space. With only 843 parking stalls available, the vast majority of employees will be utilizing alternative means of transportation including bus, bicycle, and bus rapid transit. Underground parking is only one leg of options that downtown office users need. Without adequate parking assured, office users will not commit to lease space.

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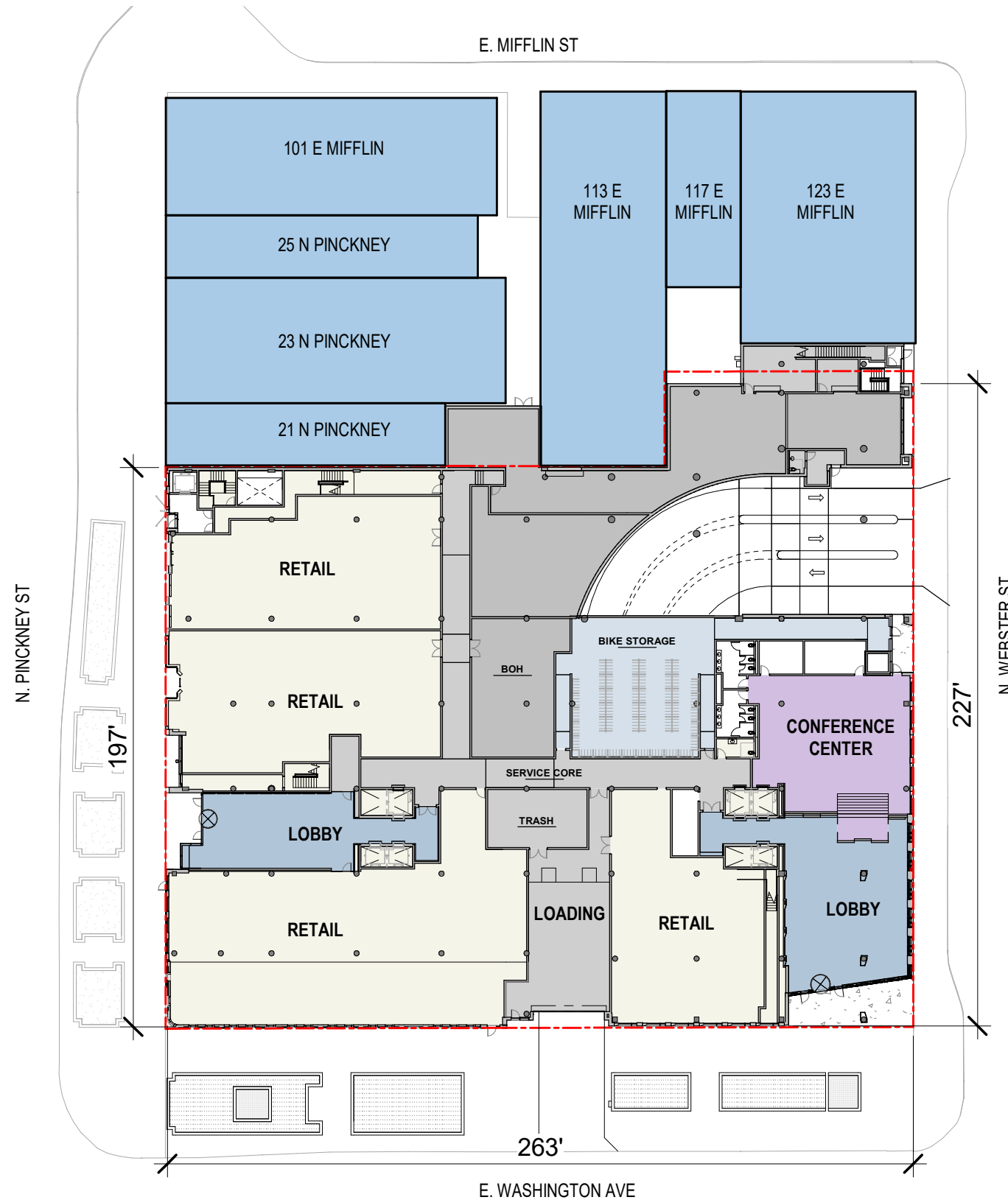
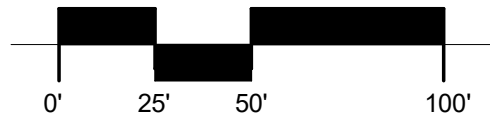


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GROUND FLOOR - RETAIL REVITALIZATION

1" = 50'-0"



22,000 square feet of new retail space can be created on the ground floor, with frontage on both Pinckney and East Washington. The retail space will be situated behind individual storefronts in buildings that respect the historic scale of the Capitol Square.

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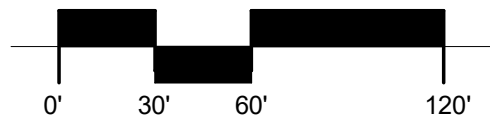


Urban Land Interests

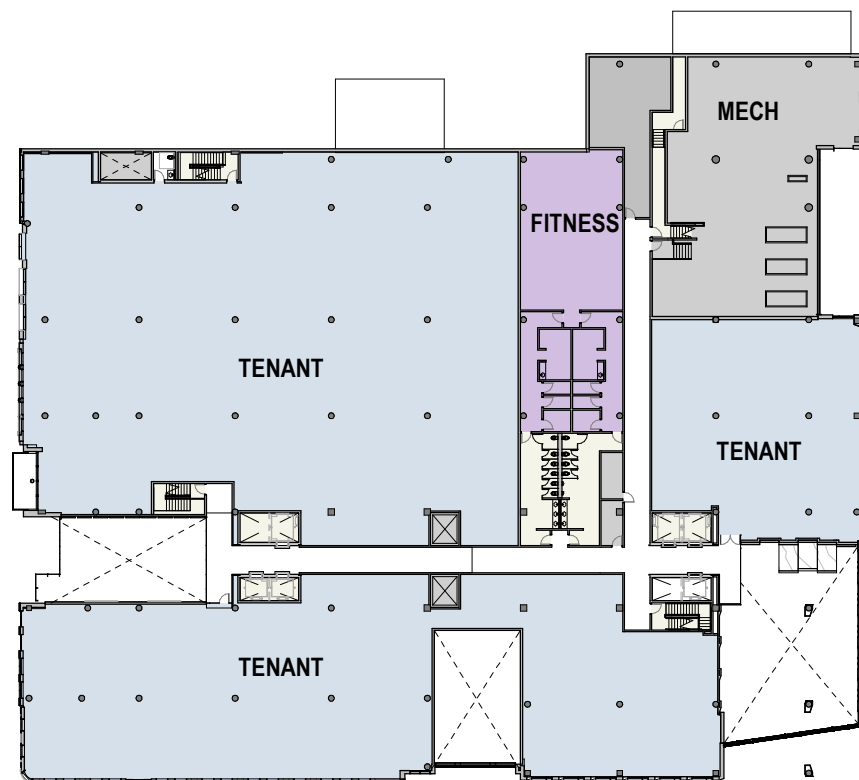
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OFFICE LEVELS 2-4 - TECHNOLOGY USERS

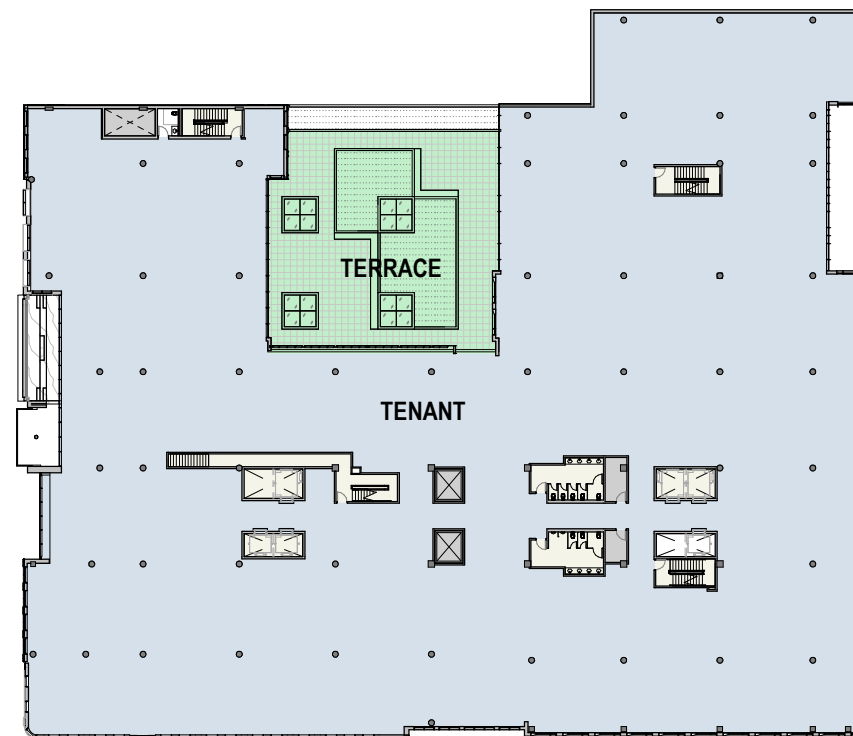
1" = 60'-0"



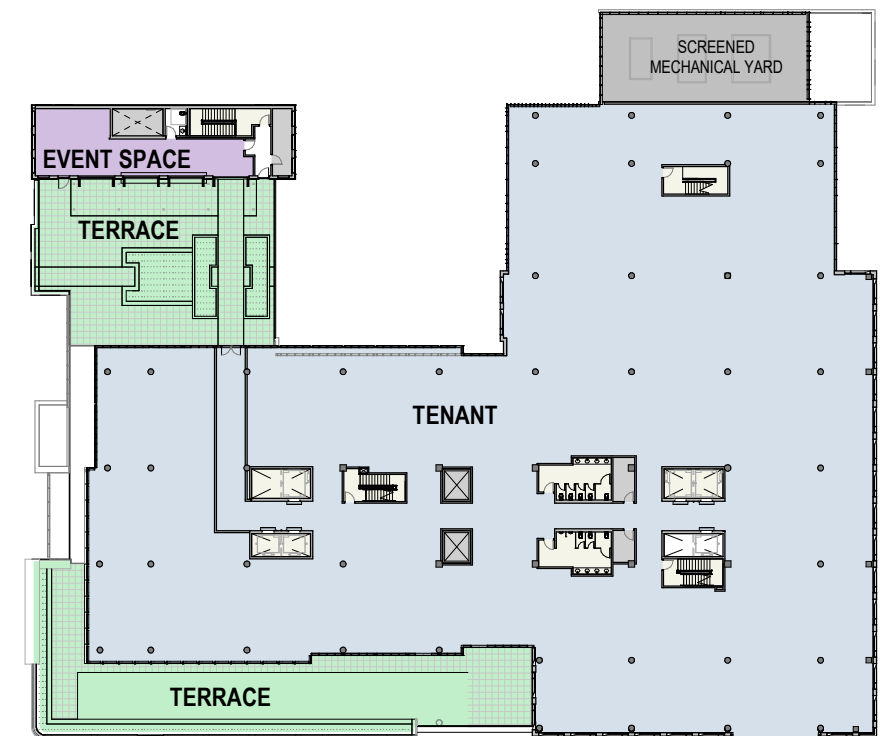
The intermediate floors of the office building are deliberately sized at 40,000 square feet per floor. These wide open floor plates appeal to the emerging technology users that value large flexible spaces. By providing highly attractive space the development can continue to attract companies like Zendesk and Google that are driving Madison's growth.



LEVEL 02 PLAN



LEVEL 03 PLAN



LEVEL 04 PLAN

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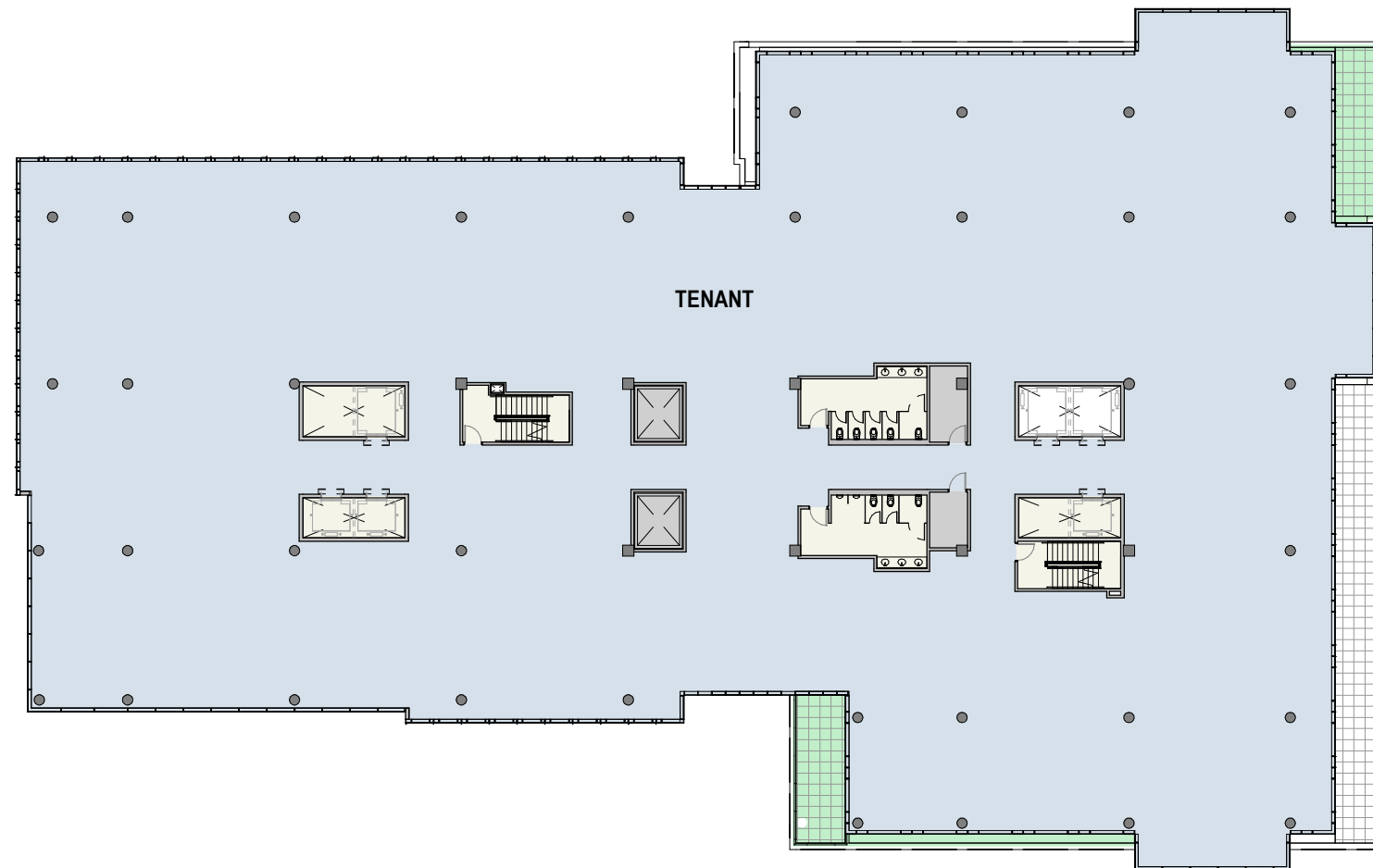


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OFFICE LEVELS 5-9 - TRADITIONAL SCALE

1/32" = 1'-0"



Stepping down to the more traditionally sized floorplates that are prevalent around the Square, the upper floors will provide stunning views from a floor to ceiling glass facade. Outdoor terraces throughout the property will create a modern office environment that is appealing to a variety of office users.

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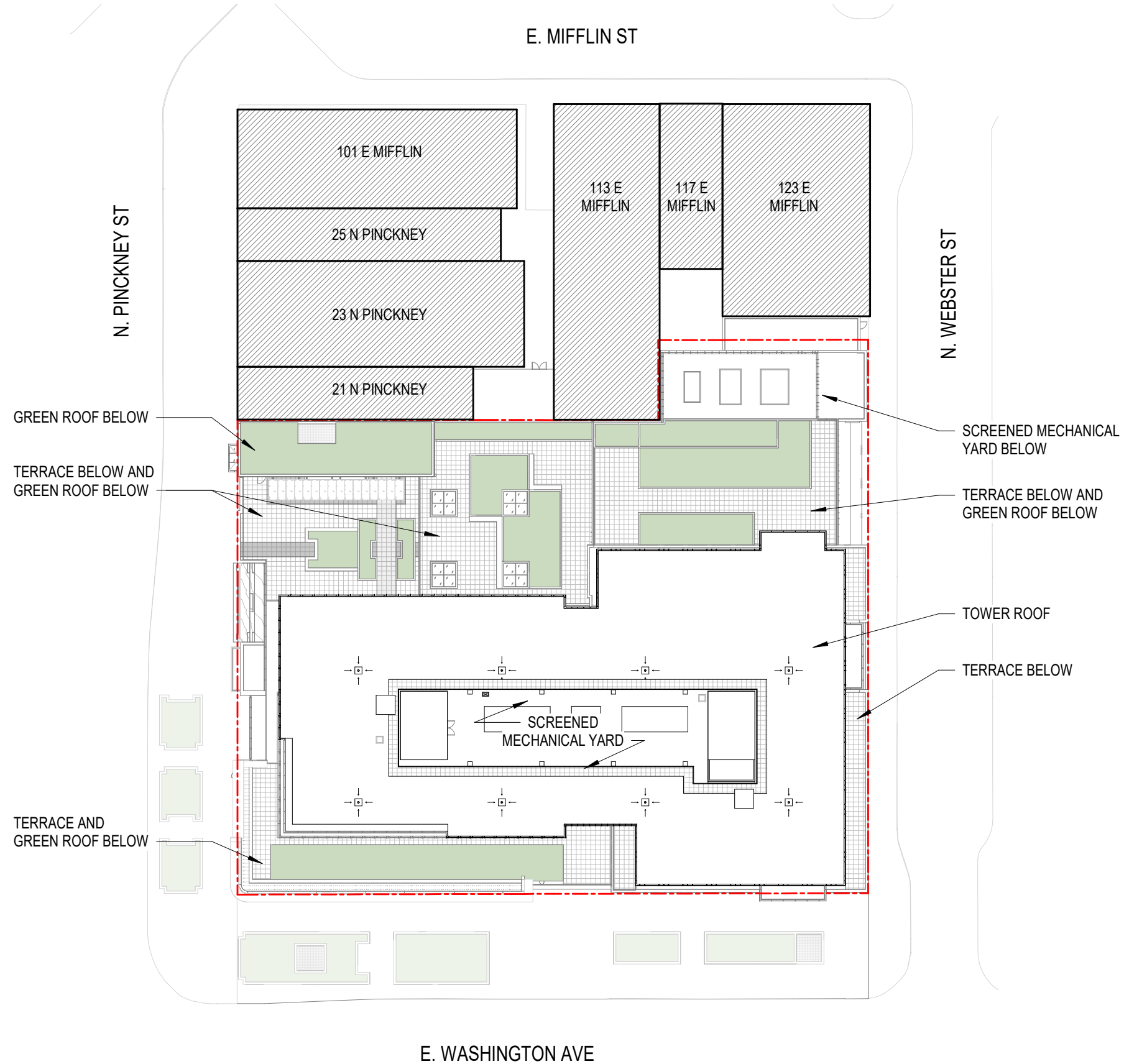
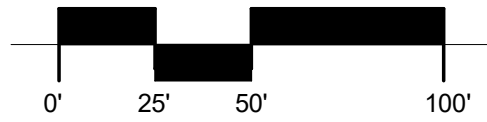


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ROOF PLAN

1" = 50'-0"



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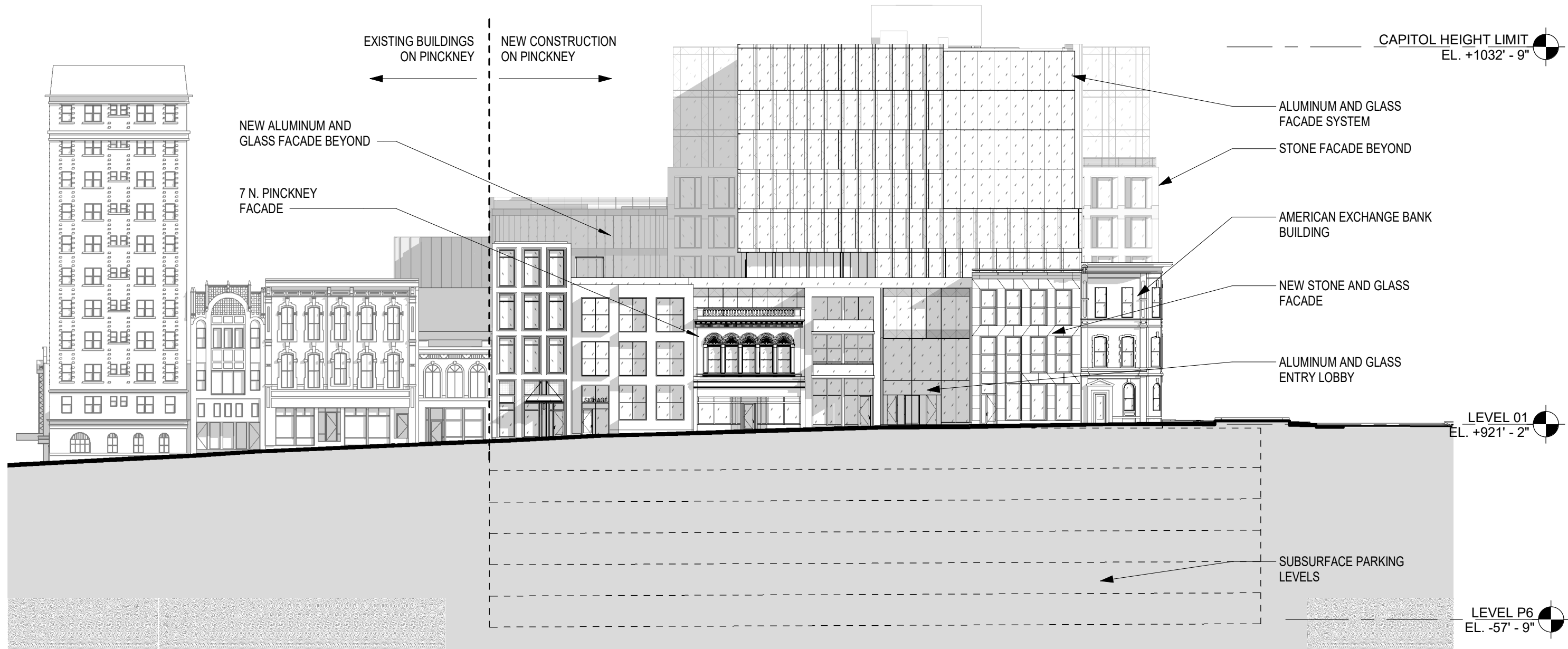


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PINCKNEY ELEVATION

1" = 30'-0"



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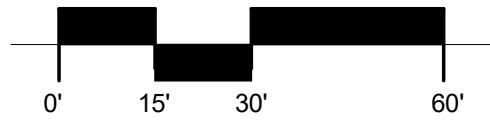


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WASHINGTON ELEVATION

1" = 30'-0"



CAPITOL HEIGHT LIMIT
EL. +1032' - 9"

ALUMINUM AND GLASS
FACADE SYSTEM

AMERICAN EXCHANGE
BUILDING

LEVEL 01
EL. +921' - 2"

LEVEL P6
EL. -57' - 9"

SUBSURFACE
PARKING LEVELS

ALUMINUM AND
GLASS FACADE
SYSTEM

STONE AND
GLASS FACADE

EXISTING HOTEL
(202 E WASHINGTON)

ALUMINUM AND
GLASS ENTRY
LOBBY

**AMERICAN EXCHANGE
DEVELOPMENT**

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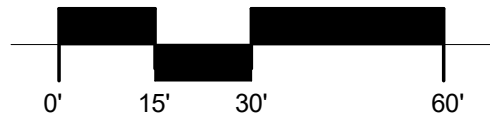


Urban Land Interests

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WEBSTER ELEVATION

1" = 30'-0"



CAPITOL HEIGHT LIMIT
EL. +1032' - 9"

ALUMINUM AND
GLASS FACADE
SYSTEM BEYOND

STONE AND GLASS
FACADE

ALUMINUM AND
GLASS FACADE

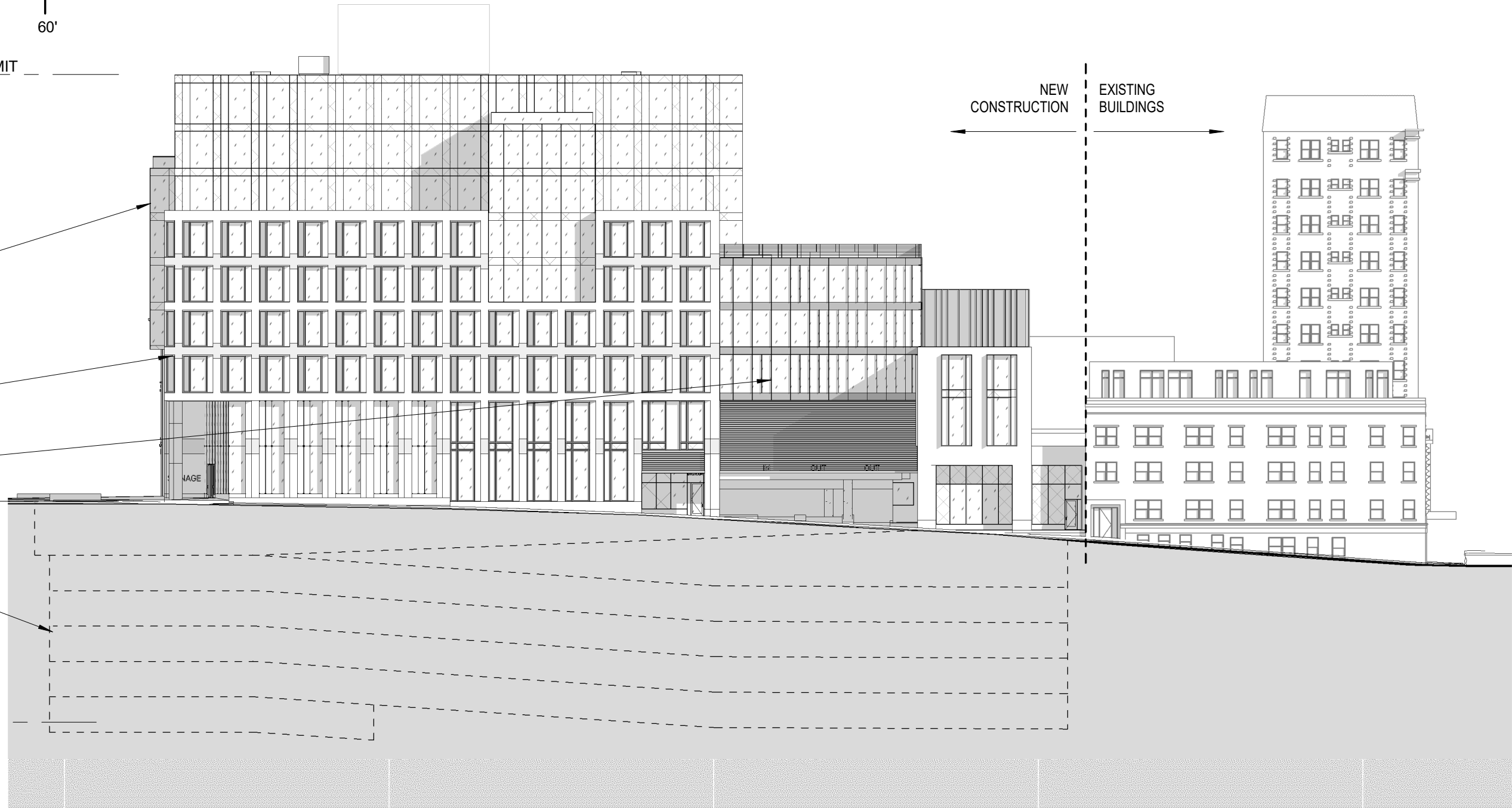
LEVEL 01
EL. +921' - 2"

SUBSURFACE
PARKING LEVELS

LEVEL P6
EL. -57' - 9"

NEW
CONSTRUCTION

EXISTING
BUILDINGS



**AMERICAN EXCHANGE
DEVELOPMENT**

URBAN DESIGN COMMISSION
05.13.2020

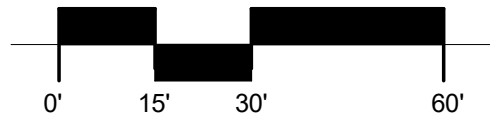


Urban Land Interests

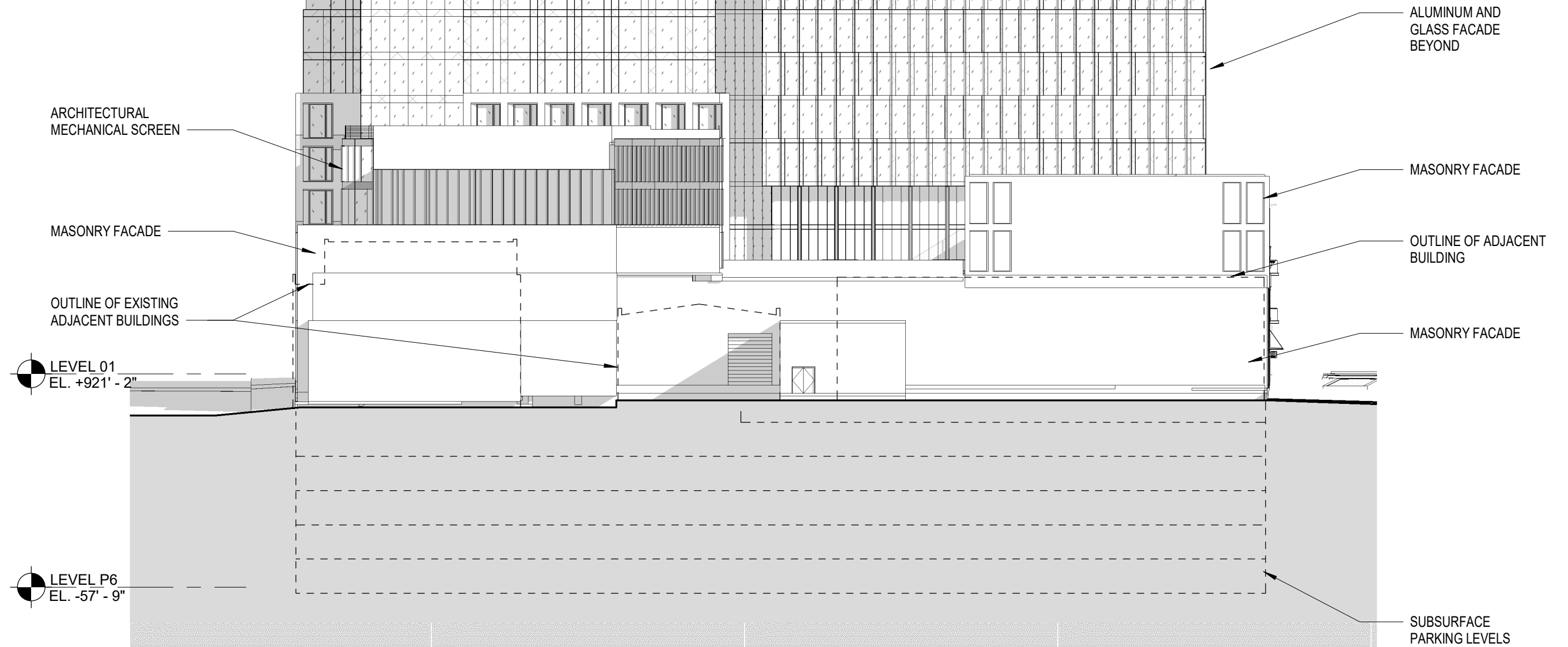
**VALERIO
DEWALT
TRAIN**

NORTH ELEVATION

1" = 30'-0"



CAPITOL HEIGHT LIMIT
EL. +1032' - 9"



**AMERICAN EXCHANGE
DEVELOPMENT**

URBAN DESIGN COMMISSION
05.13.2020



Urban Land Interests

**VALERIO
DEWALT
TRAIN**

PROJECT RENDERING - AERIAL AT PINCKNEY & E. WASHINGTON



**AMERICAN EXCHANGE
DEVELOPMENT**

URBAN DESIGN COMMISSION
05.13.2020



Urban Land Interests

**VALERIO
DEWALT
TRAIN**

PROJECT RENDERING - VIEW FROM PINCKNEY & E. WASHINGTON



**AMERICAN EXCHANGE
DEVELOPMENT**

URBAN DESIGN COMMISSION
05.13.2020



Urban Land Interests

**VALERIO
DEWALT
TRAIN**

PROJECT RENDERING - VIEW FROM PINCKNEY LOOKING SOUTH



**AMERICAN EXCHANGE
DEVELOPMENT**

URBAN DESIGN COMMISSION
05.13.2020



Urban Land Interests

**VALERIO
DEWALT
TRAIN**

PROJECT RENDERING - VIEW FROM E. WASHINGTON & WEBSTER



**AMERICAN EXCHANGE
DEVELOPMENT**

URBAN DESIGN COMMISSION
05.13.2020



Urban Land Interests

**VALERIO
DEWALT
TRAIN**

PROJECT RENDERING - VIEW FROM WEBSTER LOOKING SOUTH



**AMERICAN EXCHANGE
DEVELOPMENT**

URBAN DESIGN COMMISSION
05.13.2020



Urban Land Interests

**VALERIO
DEWALT
TRAIN**

PROJECT RENDERING - PINCKNEY FACADE



**AMERICAN EXCHANGE
DEVELOPMENT**

**URBAN DESIGN COMMISSION
05.13.2020**



Urban Land Interests

**VALERIO
DEWALT
TRAIN**

PROJECT RENDERING - PINCKNEY FACADE



**AMERICAN EXCHANGE
DEVELOPMENT**

**URBAN DESIGN COMMISSION
05.13.2020**



Urban Land Interests

**VALERIO
DEWALT
TRAIN**

PROJECT RENDERING - PINCKNEY FACADE



**AMERICAN EXCHANGE
DEVELOPMENT**

**URBAN DESIGN COMMISSION
05.13.2020**



Urban Land Interests

**VALERIO
DEWALT
TRAIN**

PROJECT RENDERING - EAST WASHINGTON



**AMERICAN EXCHANGE
DEVELOPMENT**

URBAN DESIGN COMMISSION
05.13.2020



Urban Land Interests

**VALERIO
DEWALT
TRAIN**

PROJECT RENDERING - EAST WASHINGTON



**AMERICAN EXCHANGE
DEVELOPMENT**

**URBAN DESIGN COMMISSION
05.13.2020**



Urban Land Interests

**VALERIO
DEWALT
TRAIN**

PROJECT RENDERING - WEBSTER FACADE



**AMERICAN EXCHANGE
DEVELOPMENT**

**URBAN DESIGN COMMISSION
05.13.2020**



Urban Land Interests

**VALERIO
DEWALT
TRAIN**