



March 11, 2020

City of Madison Planning Division
Timothy M. Parks, Planner
Madison Municipal Building, Suite 017
215 Martin Luther King Jr. Blvd
Madison, Wisconsin 53703

RE: **Letter of Intent**
WHEDA Building
Archipelago Village Condominium Unit 2
908 East Main Street, Madison WI

Planning Division Members:

This Letter of Intent together with the Development Plans and Land Use Application are submitted for review by City staff for Urban Design Commission and Plan Commission approval.

Narrative:

This Project is the next phase of development proposed on the 900 Block of East Washington Avenue and East Main Street previously referred to as the Mautz Paint Factory site. The Wisconsin Housing and Economic Development Authority (WHEDA) wishes to relocate their offices from West Washington Ave to this location at 902 East Main Street. The proposed new building sits at the corner of East Main Street and South Patterson Street in what is now the surface parking lot for the Hotel Indigo. The project follows the city's plan to provide employment-based developments on the south side of East Washington Avenue. This phase of the development consists of a new 5 story 92,000 SF office building, with all parking requirements provided within the parking structure of the previously approved 929 East Washington Avenue portion of the development. WHEDA will occupy the top 3 floors of the new office building and will lease out the lower 2 floors.

The Developer Condominium Agreement will include provisions to assign parking within the parking structure approved in the 929 E. Washington Avenue Project to WHEDA, its tenants, and the Hotel Indigo. The 929 E. Washington Avenue parking structure may be constructed in a phased manner as necessitated by the Developer in response to the timing of major tenant lease commitments and occupancy date requirements.

As of the date of this Letter of Intent, it is anticipated that the approved 929 E Washington Avenue Project and the WHEDA Office Building Project will be constructed on a nearly concurrent schedule. The Developer has hired the traffic planning services of Strand Associates, Inc. and is holding ongoing discussions with the City in regard to the overall

development parking requirements, informed by Traffic Demand Modeling (TDM) and Traffic Impact Analysis (TIA), so as to identify the number of parking spaces required for the comprehensive development of Archipelago Village based on space use, time of day, and other transportation factors. The intent of this effort is to provide parking spaces for the development such that there will be a high utilization of the spaces, without under or overbuilding the number of structured parking spaces. The Developer has met with the City and will be submitting a minor alteration to the approved 929 East Washington Ave. Project to add additional parking spaces.

In the event the schedule for the WHEDA Building precedes commitments that trigger the construction of the 929 E Washington Office Building, phasing plans for the 929 Parking Structure are developed, where the southern portion of the structure would be constructed to provide the parking requirements for WHEDA. That phased construction plan was presented to the Urban Design Commission in November of 2019. The phased construction approach will not be pursued unless necessary, and will be submitted separately if it is required.

The WHEDA building compliments the current neighborhood by recalling the brick industrial loft type buildings of the area while also incorporating modern steel and glass elements of its time. The brick facades are detailed to provide depth and shadow along most of the façades. A lighter weight glass volume is cantilevered and angled to accentuate the corner intersection. The upper floor is stepped back and is comprised of a lighter weight metal and glass enclosure. The lightweight glass and metal elements provide a contrast with the sturdy brick volume that anchors the building to the site. The main ground floor entry is located adjacent to the parking structure where most visitor and staff will be parking and arriving from. The entry is set back and highlighted with an exposed brick wall giving the entrance depth and interest. The ground floor is designed to allow for retail use, but the owner will potentially lease to commercial or office tenants as well. Loading and receiving is located internally on the block and accessed by the internal drive. The drive is designed to be pedestrian friendly with flat surfaces with paving patterns to define loading and drop off areas.

Depicted within the submittal documents is a concept for a future phase of development along East Main Street showing new building construction that includes a 10-story mixed-use apartment building and a renovation and repurposing of the historically significant Wisconsin Telephone Co. Garage and Warehouse building at 926 East Main Street, where both buildings are mixed and residential use. The architectural aesthetic of these buildings is contextual, intending to strengthen the sense of place of the historically industrial nature of the neighborhood. The building form of the 10-story follows the step back requirements of the Urban Design District 8. The Development team understands that housing is not a priority for the city on this block but the benefits of a vibrant mix of uses is clear. The apartment building use on the block reduces the peak traffic and parking stall need during business hours while making use of the costly infrastructure of the parking structure and green roof during non-business hours. The residential use activates the block during non-business hours providing increased activity during evenings and weekends. Best practices for city planning would allow for a mix of uses, shared parking facilities, and activation of the block at all hours of the day. The inclusion of residential use in the development of Archipelago Village is additive to the urban area and creates a balanced city block where one can work, live and dine out without having to drive.

Project Data:

Zoning District: TE Traditional Employment

Conditional Use Approval required: 1. Alteration of Planned Multi-Use Site development
2. Building height is taller than zoning permitted 5 story building height of 63', 5 story building height is 76'-8"

Urban Design District 8

Aldermanic District 6; Marsha Rummel

5 story office building of 90,600 SF
 Parking provided within adjacent 929 E. Washington Ave. parking structure
 No Demolition is required

Phasing:

Phase 1	Completed	Hotel Indigo
Phase 2	WHEDA Building	WHEDA Building (and partial 929 parking structure)
Phase 3:	Approved	929 East Washington Ave
Phase 3 or 4:	Future	Apartment buildings on East Main Street

Organizational structure:

Role	Organization	Contacts
Developer:	Archipelago Village LLC P.O. Box 512 505 N Carrol Street Madison WI 53701	Curt Brink
Architect:	Potter Lawson, Inc. 749 University Row, Suite 300 Madison, WI 53703	Doug Hursh Robert Mangas Andrew Laufenberg Peter Schumacher Leo Hursh
Civil Engineer:	OTIE	John Thousand
Landscape Architect:	Ken Saiki Design	Rebecca DeBoer Jordan Teichen

Urban Design District Eight – Preliminary Summary of Standards & Requirements: 13.b - WHEDA building

1. Building Height Requirements:
 - a. 8 stories +2 bonus stories allowed; 3 to 5 stories required at the street level.
 - b. Building Height provided: 5 stories with 4 stories at street level and 1 story stepped back 15'
 - c. Building Height requirement: Maximum height with bonus stories: 123' (15' for first floor and 12' for upper 9 floors)
 - d. WHEDA Building height proposed: 76'-8"
2. Building Location and Orientation Requirements:
 - a. Between 5' and 20' setback along East Main Street and 0' - 10' setback along South Paterson.
 - b. Building Location and Orientation provided: 11' setback along East Main Street, and 2'-6" to 7' setback along South Paterson.
3. Parking and Service Area Requirements:

- a. Parking should be located behind or along the side of the building. No additional access points shall be added along East Washington. Landscape tree islands shall be provided at a ratio of 1:12
 - b. Parking and Service Areas Provided: Structured parking is in the center of the block and will eventually be mostly covered by future buildings. Loading and trash are located along the internal north south drive that was approved as part of the Hotel Indigo & 929 E Wash projects. Subsequent future phases will continue to enclose and screen the centrally located parking structure. No new surface parking is proposed for this phase.
 - c. The main parking access is from South Brearly and South Paterson Streets.
4. Landscaping and Open Space Requirements:
 - a. A green roof is located above the parking structure
5. Building Massing and Articulation Requirements:
 - a. All visible sides of the building shall be designed with details that complement the façades. Architectural details at the ground floor shall be provided to enhance the pedestrian character of the street. Mechanical equipment shall be screened and integrated with the building design.
 - b. Building Massing and Articulation Provided: Mechanical equipment is located on a mechanical penthouse or internally and screened.
 - c. The 4-story building base is more articulated with vertical windows and brick detailing to add depth, shadow and interest at the pedestrian level. The upper floor volume has more glass and lightweight structure.
6. Materials and Color Requirements:
 - a. Exterior material shall be durable, high-quality materials and appropriate for external use.
 - b. Materials and Colors Provided: Durable materials shall be used.
7. Window and Entrance Requirements:
 - a. 60% of the ground floor shall be glazing.
 - b. Window and Entrances provided: 60% or more of the ground floor will be glazing on the primary street façades.
8. Restoration of Buildings with Historic Value Requirements: Owners are encouraged to restore the original character of historically significant buildings.
 - a. Restoration of Buildings with Historic Values Provided: The Kleuter Wholesale Grocery Warehouse building was designed by Alvin E. Small and built in 1915. It was built for Kleuter and Co, one of Madison's most well-known wholesale groceries at the time. The five-story building consisted of brick and cast-in-place reinforced concrete. The primary façades along East Washington Avenue and South Peterson Street are brick façades and were designed in the prairie school style. These façades remain largely unaltered. All exterior façades will be restored to their original character as part of the historic restoration and reuse as the Hotel Indigo.
 - b. The Wisconsin Telephone Co. Garage and Warehouse building at 926 East Main Street is proposed to be repurposed and re-developed as mixed and residential use. The existing building was built in 1929 in a Colonial Revival style; the architects were Herbst and Kuenzli. The building is not currently registered as a local landmark but is eligible for the designation. The brick façade has ornamental masonry buttresses and other masonry details that contribute to the building's aesthetic style. The roof structure is riveted steel trusses with wood decking. Future development plans propose to keep the brick façade and street side building form as-is, and insert a new multi-story building of residential use on the back side that will rise to the level of the parking structure, forming a new building façade that compliments the new contextual style of the residential development and conceals the 929 E. Washington parking structure from street view along East Main Street..



9. Signage

- a. Branding and wayfinding signage will be incorporated into the architecture of the building and site entrances.
- b. A signage package is not part of this submittal and will be completed for submittal to the Urban Design Commission.

We look forward to working with the City Planning Division to obtain approval of this next phase of Archipelago Village on the 900 block of East Washington Ave. Please contact me if you have any questions regarding this submittal.

Sincerely,

Douglas R. Hursh, AIA, LEED AP
Director of Design