

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

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: May 15, 2013
UDC MEETING DATE: May 22, 2013

Action Requested
 Informational Presentation
 Initial Approval and/or Recommendation
 Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: Addition to 502 N Francis (west parking lot on State St)

ALDERMANIC DISTRICT: No. 8

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
M & A Real Estate Partners Iconica
17328 Ventura Blvd, Suite 188 901 Deming Way
Encino, CA 91316 Madison, WI 53717

CONTACT PERSON: John Seamon, Iconica
Address: 901 Deming Way
Madison, WI 53717
Phone: 608-664-3550
Fax: 608-664-3535
E-mail address: john.seamon@iconicacreates.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.



ENTRANCE TO THE CITY BAR



GATE ENTRANCE TO PARKING LOT



EXIT FROM EGRESS STAIR



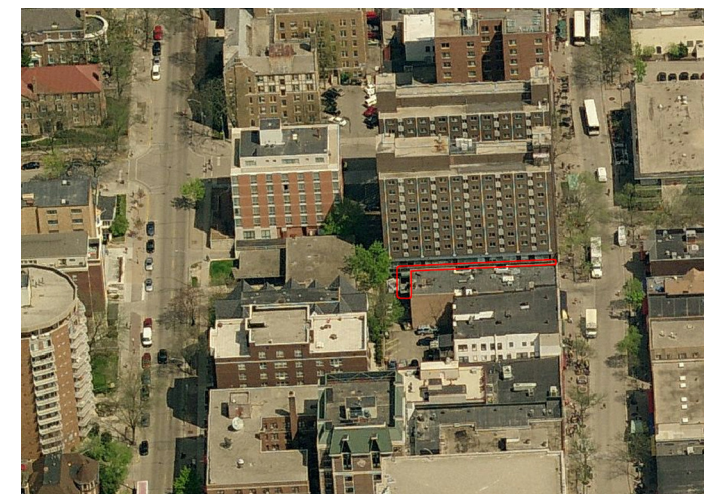
AERIAL SITE IMAGE



BIRD'S EYE VIEW FROM THE SOUTH



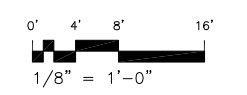
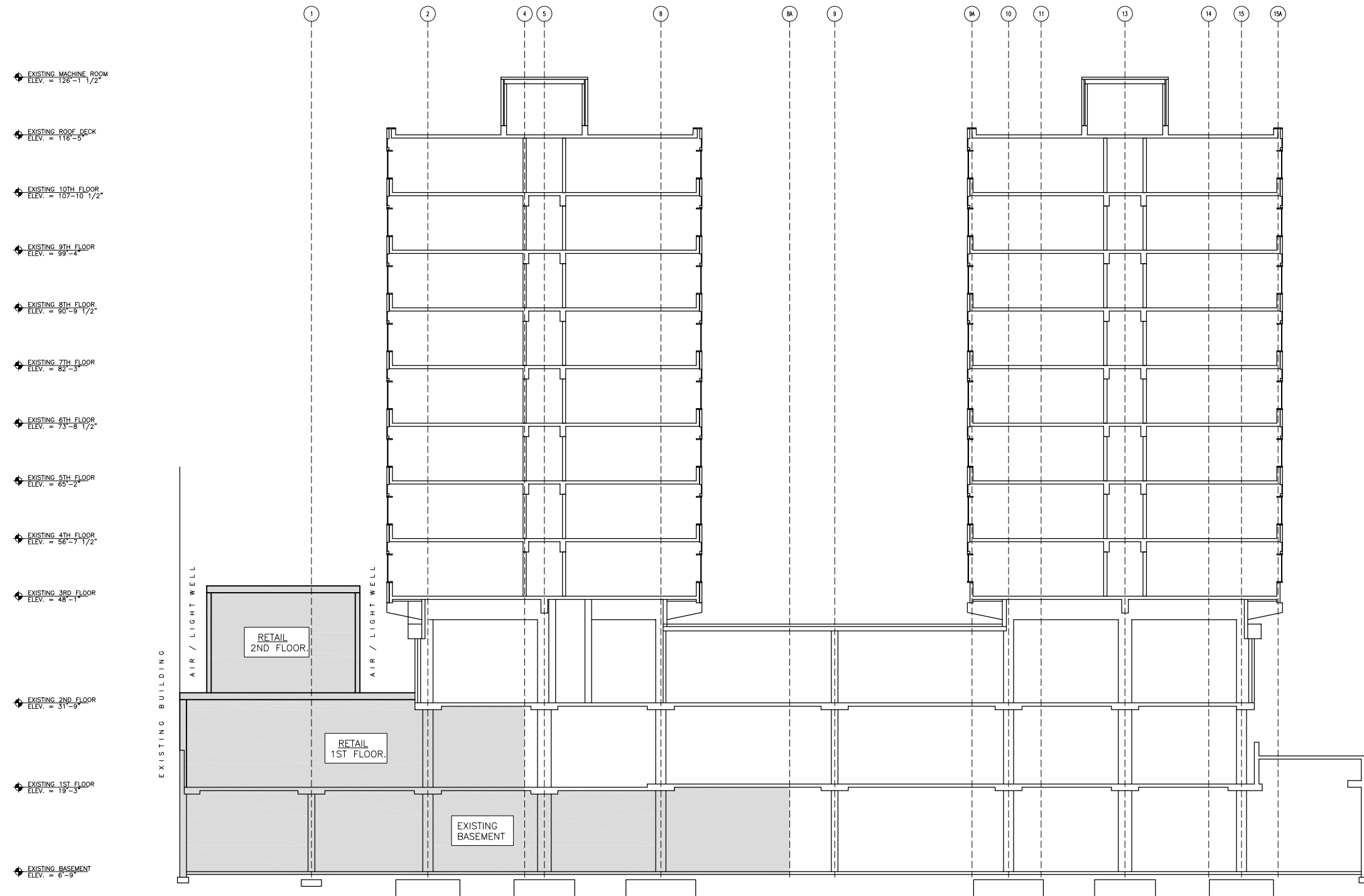
BIRD'S EYE VIEW FROM THE NORTH



BIRD'S EYE VIEW FROM THE WEST



EXISTING PARKING LOT



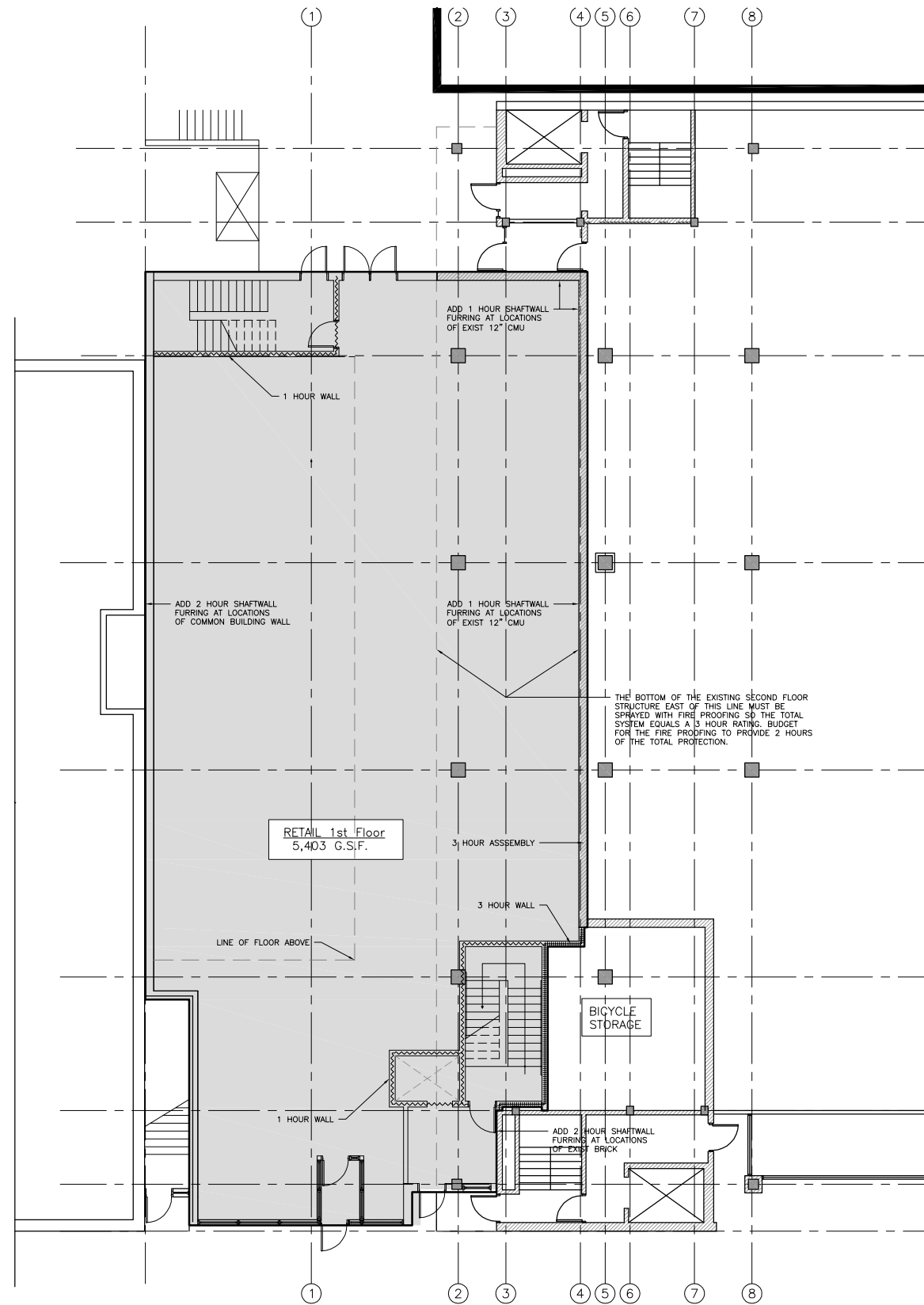
1 BUILDING SECTION
SCALE: 1/8" = 1'-0"
-000000.000

CONCEPT - SECTION OF RETAIL SCHEME

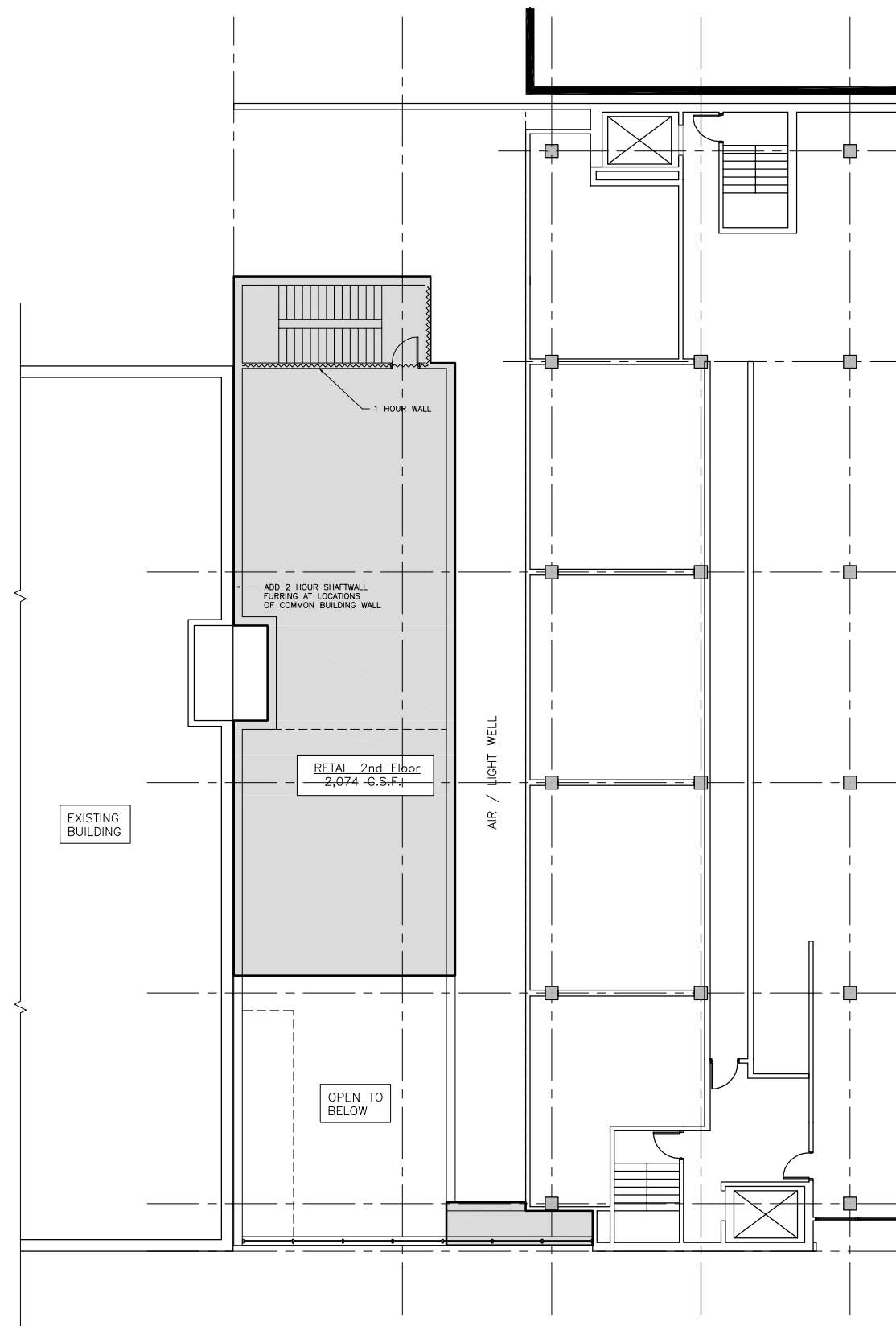
ICONICA



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1 FIRST FLOOR PLAN
SCALE: 1/8" = 1'-0"
-000000.000

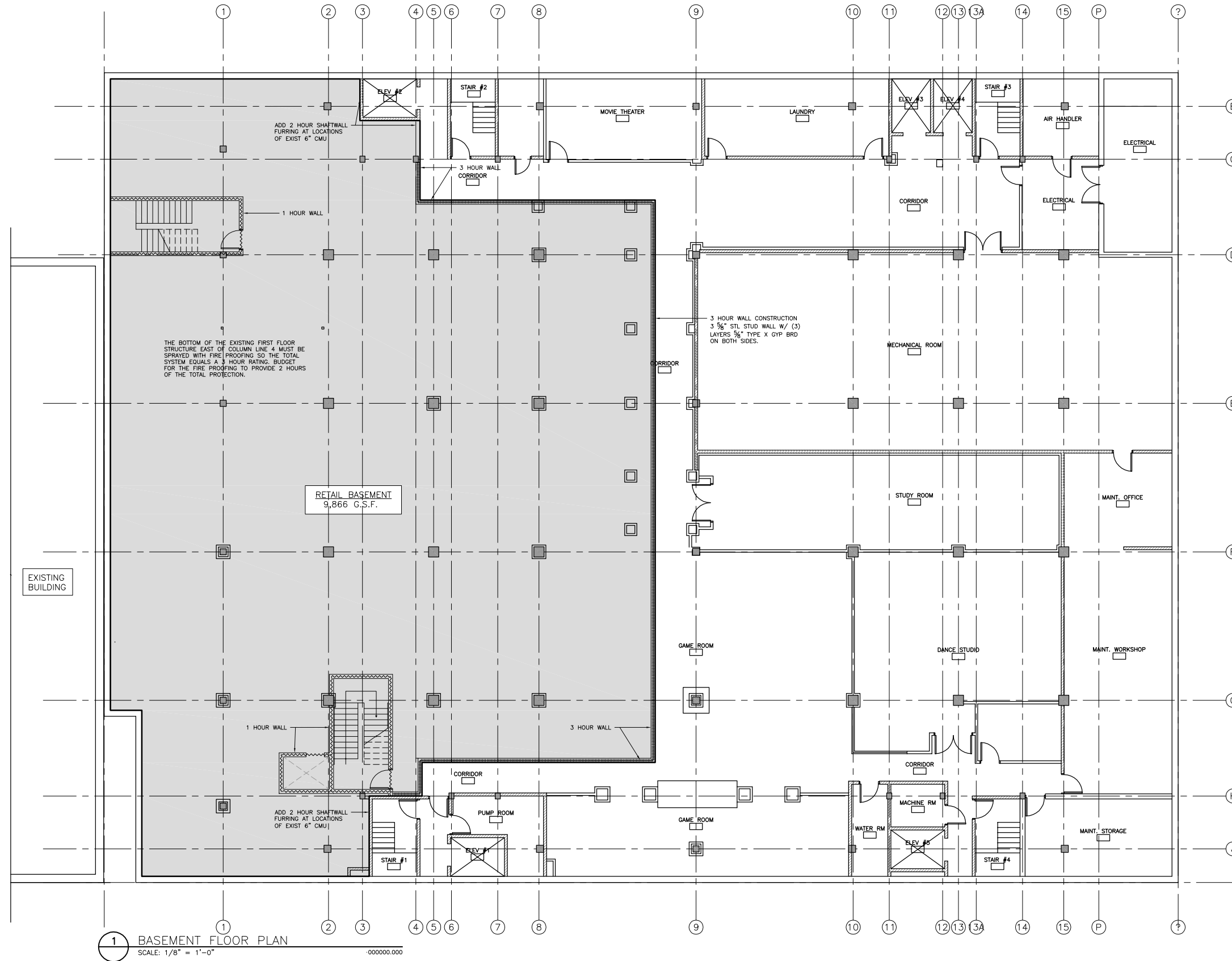


2 SECOND FLOOR PLAN
SCALE: 1/8" = 1'-0"
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CONCEPT FLOOR PLAN - TWO STORY RETAIL G.S.F.

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CONCEPT FLOOR PLAN - BASEMENT RETAIL G.S.F.

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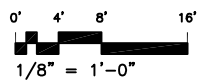




RETAIL FACADE
DISTANT VIEW FROM THE SOUTHEAST



RETAIL FACADE
CLOSE UP VIEW FROM THE SOUTHEAST

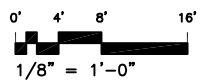




RETAIL FACADE
DISTANT VIEW FROM THE SOUTHWEST



RETAIL FACADE
CLOSE UP VIEW FROM THE SOUTHWEST

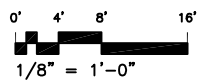


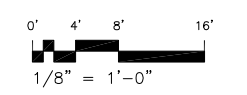


RETAIL FACADE
SOUTH ELEVATED VIEW FROM THE SOUTH



RETAIL FACADE
SOUTH (FRONT) ELEVATION VIEW







May 15, 2013

To: Urban Design Commission

From: John Seamon, Iconica

Re: 20120280 – M and A – Towers Retail - Design

Project Description:

The proposed Towers Retail project is an addition to the existing mixed-used Towers apartment and retail building on State Street. The project consists of a two story addition and basement renovation to provide 3 levels of retail space. The existing Towers parking lot area is to be infilled and a new storefront façade will be created along State Street. The façade will provide entries for one to two retail tenants and the neighboring City Bar, as well as one egress door from the Towers building. The second floor retail area will occupy a smaller floor print to accommodate for light and air requirements for the nearby second level apartments and neighboring building.

The proposed project has been designed to compliment the adjacent tower through the use of materials, massing and fenestration. The new façade will utilize brick masonry, metal panel and storefront glass similar to the Towers building. Key building lines will be carried over, such as the metal panel soffit signage band and horizontal window mullion spacing.

Organizational Structure:

Owner:	M&A Real Estate Partners 1801 Avenue of the Stars, ste. 188 Los Angeles, CA 90067 310-331-8865 Contact: Marc Lebowitz marc@manda-partners.com	Architect:	Iconica 901 Deming Way Madison, WI 53717 608-664-3535 Contact: John Seamon John.seamon@iconicacreates.com
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Site Development Data:

Areas: Addition Building Area = 7,477 GSF
Total Gross Retail Area = 17,343 GSF
Parking Lot Size = .11 acres
Building Height & Type: 2 stories, Type 2B
Project Schedule: Construction Start – September 2013; Completion – March, 2014

Thank you for your time in reviewing our proposal.

Sincerely,

John Seamon
Architectural Director
Iconica

901 Deming Way // Madison, WI 53717 // Ph: 608.664.3500 // Fx: 608.664.3535 //

Iconicacreates.com