

# 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: 200 N First St, Madison, WI 53704

Title: Madison Public Market

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

UDC meeting date requested June 26, 2019

- 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 Brent Pauba  
Street address 210 Martin Luther King Jnr Blvd, #115  
Telephone 608-266-4751

Company City of Madison Engineering Division  
City/State/Zip Madison, WI 53703  
Email bpauba@cityofmadison.com

Project contact person Stephen Bellairs  
Street address 710 South 2nd St, 8th floor  
Telephone 612-315-0246

Company MSR Design  
City/State/Zip Minneapolis, MN 55401  
Email stephen@msrdesign.com

Property owner (if not applicant) Matt Mikolajewski  
Street address 215 Martin Luther King, Jr. Blvd, 3rd Floor  
Telephone 608-267-8737

City/State/Zip Madison, WI 53703  
Email mmikolajewski@cityofmadison.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\*

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](mailto: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 Development Assistance Team on May 9, 2019.
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 Brent Pauba Relationship to property City Project Manager

Authorizing signature of property owner *Matt Pauba* Date 6/5/19  
*for the City of Madison*

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

## Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

## Types of Approvals

There are three types of requests considered by the UDC:

- Informational Presentation. Applicants may, at their discretion, request to make an Informational Presentation to the UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants should provide details on the context of the site, design concept, site and building plans, and other relevant information to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- Initial Approval. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- Final Approval. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

## Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels.**

# URBAN DESIGN DEVELOPMENT PLANS CHECKLIST

# UDC

The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

## 1. Informational Presentation

- Locator Map
- 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)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

### Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**\*\* All plans must be legible, including the full-sized landscape and lighting plans (if required)**

## 2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
- Landscape Plan and Plant List (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

## 3. Final Approval

All the requirements of the Initial Approval (see above), **plus**:

- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of Intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

## 4. Comprehensive Design Review (CDR) and Variance Requests (*Signage applications only*)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit



## MEMORANDUM

MSR

Architecture  
Interiors and  
Urban Design

Date: 6/12/2019  
Project Name: **Madison Public Market**  
Project No: 2019006.00

To: City of Madison: Urban Design Commission  
From: MSR Design  
Cc: Brent Pauba – Project Manager at City Engineering, File.

Re: **UDC Informational Submission**

### Introduction

Madison Public Market will be a year-round destination featuring a mix of private vendors offering fresh produce from local farmers, culturally diverse prepared food, locally-made food products, handcrafted arts and crafts, and other merchants. More than a retail facility, the Market will also include space for food-based business incubation. The core mission of the Madison Public Market is economic development. The Market aims to create a platform for a diverse mix of entrepreneurs to start businesses, with an emphasis on building on the Madison area's strengths in the food sector. More than just a place for food, however, the Madison Public Market will be a community gathering space that showcases local artists and musicians, offers unique community events, provides community classes, and supports a range of activities that bring the City together.

### Location

Madison Public Market will be located at 200 N First St. Oriented on the corner lot of N. First and East Johnson, the site is currently occupied by the City's Fleet Service division. Functioning as a Service and Repair facility for fleet vehicles, the building and surrounding site are inherently utilitarian. Due to Fleet's growing need for an updated facility, the City is in process of designing a modernized Fleet facility to be located on Nakoosa Trail. Construction is anticipated to be complete by fall of 2020. Upon completion 200 N First St. will be fully vacated, then adaptively repurposed to accommodate Madison Public Market.

### Existing Building

Originally constructed in 1953, and occupying a 3.34 acre site, the Fleet building is approximately 43,500 SF. Level 1, at 37,900 SF, includes three Service bays with an 18' clear height. Additional spaces occupy the mid-portion of the building. Directly above these spaces is a second story mezzanine that is approximately 5,600 SF. The mezzanine looks over two of the three bays. Fleet's exterior wall is composed of a 12" CMU block structural layer with a 2" EIFS cladding/insulation layer. Original exterior windows were replaced with an aluminum window system in 1993. A 6" concrete floor slab capable of supporting large vehicle loads can be found throughout the building footprint. The building's roof was replaced in 2013 with a fully adhered EPDM membrane.

Madison Public Market will be a City-owned facility, operated by an independent non-profit operating organization (The Public Market Foundation). The Madison Public Market itself will be an approximately 43,500 square foot two-story volume (with mezzanine and elevator) facility.

**Building Program**

The Market will consist of the following elements

- **Permanent Vending Stalls** - small to medium-size permanent vending stalls for merchants selling a mix of fresh produce, food products, and ready-to-eat food prepared on site. Some stalls will have full utilities (electrical, plumbing, ventilations systems) while others may just have lighting and access to power and data.
- **An Anchor “Storefront” Space** – a larger “storefront” space for an anchor tenant likely to include a restaurant, cafe, deli, butcher shop, or similar. This space will be in the Market Hall but operate somewhat independently.
- **Temporary Vending/Flex Space** - indoor space that may be used for temporary vending, special events, indoor farmers markets, craft fairs, banquets, weddings, and other community uses etc. On a daily basis, the Flex Space will house indoor, temporary stalls that vendors can use for a daily rate.
- **Ag/Food Interpretive Elements, Art, and History** – The Market Hall may include areas for interpretative displays and information about the agriculture, food, and specifically dairy industry in Wisconsin. It may also include gallery space for local artists and for civic story telling. Spaces within the market halls may feature curated local art or historical exhibits.
- **Kitchen/Food Processing Space** – The Market will include kitchen space to be used for food preparation by vendors, and food prep for events.
- **Event Space** - An area designed for community events, pop-up markets, private events, etc.
- **Administrative Office Space** - Small office space for the Madison Public Market management and staff
- **Outdoor Plaza Areas** –The project will include an outdoor plaza area.
- **Loading/Storage** – The Market will include a loading dock, loading area, and storage areas.
- **Parking** – Parking will be provided in the existing surface parking lot.

**Zoning Analysis**

The property falls within Urban Design District 4 (UDD 4). The UDD 4 code was established to improve the appearance of those major transportation corridors east of the Capitol Square which constitute a major entrance to the City of Madison, to preserve and enhance the property values in the district, and to avoid a substantial depreciation of the property values in the district.

UDD 4 requirements relating to this property were assessed and the following requirements identified, with provisions related this particular property listed after each requirement.

Code Ref (all based on 34.24 (11))	Category / Source	Required	Provided	Notes
(d)1.a.	Public Rights of Way	Landscape with appropriate trees and shrubs per city Forester.	Soft landscape trees, shrubs and as much local, native species as possible (no non-native grasses)	
1.b.ii	Guidelines	Where width is sufficient, consider earth berms.	Widths of soft landscaping are not sufficient.	
2.a.i.	Off-Street Parking and Loading	Reference New Approach to Parking Lot Landscaping	Still to be referenced	Parking space quantity requirement for the success of the project may require a variance, depending on impact of referenced ordinance.
2.a.ii		Quantity of parking spaces to follow Ordinance Chapter 28.	Complies – see table below.	Location of caliper trees to be determined. Some limitations with utility easements across site.
2.b.i		Parking to side or rear	Complies – see site plan.	
2.b.ii		Use landscaped berms where possible.	May be possible along E. Johnson if/when fuel station removed by City.	
2.b.iii		Avoid use of chain link fences.	No chain link fences planned for MPM property.	MMSD has requested black colored chain link fence around their adjusted property use zone.
2.b.iv		Integrate parking and loading into overall site design	This has been done – see overall site plan.	
3.a.i	Signs	Comply with Ordinance Chapter 31	See table below.	
3.a.ii		Integrate signs into architecture.	This is in progress.	
3.a.iii		Electronic changeable signs shall not change	Use of digital signs not decided yet. If they	

		more than once per hour.	are adopted, they will comply.	
3.b.i		Signs to identify activity without imposing of view of residents.	Every intention for signs to relate directly to MPM without blocking views by neighbors.	
3.b.ii		Sign to be appropriate to type of activity and clientele	Every intention for signs to relate directly to MPM.	
3.b.iii		Signs to be designed to be legible.	No intention to provide non-legible signs.	
3.b.iv		Signs not to cover landscape features or significant structures.	No intention of covering landscape features.	Tall element may be able to support an MPM sign.
3.b.v		Illuminated signs should be lit internally or from ground, not with fixtures projecting from the signs.	No intention of illuminating via fixtures projecting from signs.	
3.b.vi		Illuminated signs to have dark background and illuminated text.	Will comply if this sign type is used, and if zoning ordinance permits it. See table below.	
4.a.i	Building Design	Use low maintenance exterior materials consistent with other buildings in area.	Materials are existing and new, and will be similar to materials used on adjacent commercial properties.	Some materials will be unique for MPM, but visually harmonious, or complementary to surroundings.
4.a.ii		Screen mechanical elements mounted to roofs or on ground pads.	Mechanical roof top units, if roof-mounted, will be screened. There are no ground mechanical units.	Kitchen exhaust fans cannot be screened without the screen becoming a lot larger than the exhaust fan, and more visually obtrusive than the exhaust cowl, which is typically small and reflective in material.
4.b.ii		Large unbroken exterior facades shall be avoided.	Existing building facades along N. 1 <sup>st</sup> St and E. Johnson St are broken up.	
4.b.iv		Major exterior remodels to be compatible with	Exterior remodeling will be within existing openings with materials that are	

		existing adjacent buildings.	compatible with the original on the building, and with existing, adjacent commercial developments.	
5.a.i	Lighting	Exterior lighting to illuminate building facades, pedestrian walks and spaces, parking and service areas.	Exterior lighting still being considered but will conform with this.	
5.a.iii		Exterior lighting to be adequate, but not excessive.	Exterior lighting will conform with this as part of responsible, environmentally sensitive lighting design	
5.a.iv		Height and number of lighting standards to be appropriate to building, its function and to the neighborhood.	Exterior lighting will conform with this as part of responsible, environmentally sensitive lighting design	
5.a.v		Off-street parking lighting to conform with Ordinances in 10.08 and 10.085.	Off-street parking lighting still being considered but will conform with this.	
5.b.i.		Architectural lighting to be free from glare and of type to complement the existing development in the district.	Architectural lighting will be free from glare.	The fixture type will be contemporary to complement the contemporary nature of this project and “raise the bar” for architectural lighting in the neighborhood.
5.b.i.		Security lighting to provide safe illumination levels without reflecting lighting onto adjacent properties.	Security lighting will be provided by pedestrian, parking and architectural lighting, and will conform with the general lighting ordinance in preventing light level across the property line.	The exception to this may be along the MMSD property line at the widened access drive that extends over MMSD property line: lighting may need to extend onto the drive pavement planned on a portion of MMSD’s property, per agreement between MMSD and City Engineering.
6.a.i.	Landscaping	Landscaping to be used for functional and decorative	The landscape plan being developed will conform with this in	



		purposes, and screening where needed.	being functional and beautiful, and provide screening where it makes sense from a visual standpoint.	
6.b.i. and ii		Include plants that will provide interest and color during the entire year.	Plantings will be local, native species and provide interest and color to the extent that local, native species naturally provide that.	
6.b.iv.		Planting beds to be edged and mulched.	Edges will be provided to planting beds.	Mulching and other maintenance will be determined by the Owner/MPM.
(e)	Utility Service	Re-locate overhead wire utilities underground.	Road improvements currently underway on N. 1 <sup>st</sup> St and E. Johnson may be addressing some of this.	City Engineering and Traffic Engineering to determine how much of this will happen with the road improvements currently taking place.

Reference is also made to Chapters 28 and 31 of Madison Zoning Code, with the requirements for this particular site use and size, and respective project provisions, listed below. Per UDD 4, between the table above and the table below, the most restrictive requirement prevails.

Traditional Employment District (TE)

Code Ref	Category / Source	Required	Provided	Notes
28.084 (3)	Lot Area	6,000 sf	152,800 sf	Existing lots consolidated: t.b.c. by revised plat
	Lot width	50 ft	340 ft at narrowest width along N. First St.	existing
	Setbacks	Front: none	5 ft when modified by new road edge along N. First St.	existing
		Side: 2-story = 6 ft	15 ft to property line. 42 ft with MMSD easement.	existing
		Rear: 20 ft	140 ft at closest point on main building to rear property line	existing
	Maximum lot coverage	85%	32%	existing
	Minimum height	22 ft	22 ft	Existing, t.b.c.
	Max height	5 stories / 68 ft	2 stories / 22 ft	New tall element is exception: 80ft to 120 ft.

28.131	Accessory buildings			
b)	Max. percentage of rear yard setback	50%	12.8 %	existing
c)	Max. height	15 ft	15 ft	existing
28.134 (2)	Height limit exceptions	...water towers, flag poles, comms towers.	Comms tower may form the basis for the new tall element.	Refer to Dane County Code
Dane County Zoning Code: 78.05	Dane County Regional Airport Height Limit Poster	1009 ft max: Site is at 852 ft, so height limit is 1,009 - 852 = 157 ft	Tall element currently planned at 80 ft min. to 120 ft max.	Tall element design t.b.c. in subsequent design phases.
28.141 Table I-2	Parking requirements apply to buildings exceeding 25,000 sf GFA	1 per 400 sf min.: @ 23,153sf of general retail = 58 spaces min and 116 max.	112 spaces	To be confirmed in later design phases
	If overall building area is used for calculation:	1 per 400 sf min.: 43,500 sf = 109 spaces min.	112 spaces	To be confirmed in later design phases
	Bicycle minimum	1 per 2,000 sf = 12 bicycle spaces	100 spaces, expanding to 140 at removal of fuel pump station.	More will be provided when City gas station is removed as part of a subsequent improvement by the City
28.141 (13)(b)	Off-street loading	Retail 20k to 100k sf: 2 loading spaces	2 to 3 loading spaces	
<b>Signage</b>		<b>Permitted</b>	<b>Provided</b>	
31.021 (c)	Use Group 3 (TE)			
31.07 (2)(a)	Wall, Roof and above-roof signs	1 per façade, and no more than 4 per building.	Building signage will be used on 3 of the 4 facades, plus on the new canopies at market entry points.	Vendor signage will be contained within the window system of the existing wall openings in a controlled signage band ___" high.
(b)	Parapet signs	No more than 4ft tall	None planned.	
(4)(a)	Tenant Signs: building frontages vary.	2 sq.ft sign area per lineal ft of tenant frontage.	t.b.d.	
(4)(b)	Building Signs: Net area > 25,000sf.	30% of (2 sq.ft sign area per lineal ft of building frontage) = 152 sq. ft on N. 1 <sup>st</sup> St and 109 sq.ft on East Johnson side.	t.b.d.	N. 1 <sup>st</sup> St: 253 linear ft E. Johnson St: 182 linear ft. Can we assume similar sign sizes on the MMSD and Yahara River side?
31.071	Canopy Signs	May be displayed on the fascia of a canopy in lieu of a wall sign. Stay within the canopy limits.	t.b.d.	New canopies may be provided with signs I.L.O. a building sign on the related façade.

31.15 Table 1	Pole Signs: 2-3 Lanes, 35-44 mph	16ft high, 50 sf for one side or 100 sf total for many sides.	t.b.d.	Tall element may or may not incorporate a pole sign.
31.15 Table 2	Promotional banners and flags	Permitted, subject to PCED Director approval.	t.b.d.	Tall element may or may not incorporate a banner or flag.

## Proposed Work to Existing Building

### Exterior Construction

The existing building superstructure is comprised of a cast-in-place concrete slab-on-grade and 4ft high perimeter knee walls, with steel columns set on top of the knee walls, a perimeter w-section steel beam at the top, and 12" thick non-loadbearing CMU walls set on top of the knee walls between columns up to parapet level, approximately 22ft above grade.

The flat roof structure consists of bar joists at 4ft centers sized to span the full width of the halls with metal deck and a relatively new insulated roof membrane and flashing system above.

### Exterior Wall Systems

**Opaque walls:** An exterior insulated finish system (EIFS) with 2 inches of rigid insulation (expanded polystyrene) as a substrate was added in 1993 with two different integral colors: one for the knee wall zone and one for the upper wall zone. The Upper wall zone will be repainted. The lower wall zone needs repair in many areas and is badly damaged in some areas close to grade. It is anticipated that the exterior walls offer approximately R-12 in insulation value.

At some locations below existing storefront window openings, the existing concrete knee wall will be removed to grade to allow for installation of new storefront vestibules and entries.

#### Window System:

The existing exterior windows replaced the 1950s originals in 1993 and are a combination of clear double-glazed aluminum vents at low level, and an insulated, translucent fiberglass panel system above, supported at intermediate locations with the original secondary steel wind girt system.

Except for the south bay, south-facing windows, these will all be replaced with a new thermally-broken aluminum window system such as Kawneer Trifab 601 UT with high performance flashings, fully captured glazing and low-E insulated glass units. Opening vents with integrated operable screen panels as indicated on the building elevations and sections.

ALTERNATE: Alternative high-performing thermal window system is a fiberglass framed window system (pultruded) such as Impervia by Pella.

**Window U-Factor:** For this design phase the average overall window winter U-Factor for energy modeling purposes should be 0.34 btu/hr-ft<sup>2</sup>-F based on the glass product listed below.

#### Typical Vision Glass:

Vitro Solarban 60 (2) Acuity Low-Iron Glass

- Double-pane insulated glazing units, 1" overall thickness.

- Outboard Pane: 1/4" Clear, LoE on #2, tempered per code.
- Air space: 1/2" spacer, argon filled.
- Inboard Pane: 1/4" Clear, tempered per code.
- Visible Transmittance: 73%
- U-Value (Winter): 0.24 btu/hr-ft<sup>2</sup>-F
- SHGC: 0.41

**New Exterior Doors from Public Circulation:**

Exterior swing doors will be of the same system as the windows above, constructed in thermally broken interior and exterior extrusions.

**New Overhead doors:**

Insulated, glass panel doors, per Reynor Alumaview Insulated Steel Sectional Overhead Doors.

ALTERNATE: *Hormann Speed-Guardian 5000 LS Series* overhead doors.

**Existing sectional overhead doors:**

Service and re-finish exterior surfaces.

**New Exterior doors from Utility Rooms:**

Insulated, galvanized hollow metal doors and thermally broken frames.

## Roofing Systems

The flat roof finish was replaced in 2013 with a new Firestone 60 mil fully adhered white EPDM membrane on multi-layers of tapered polyiso' insulation to provide a minimum insulation value of R-35 per roof zone (per the record drawings). Other small flat roof areas were also finished with EPDM but have different substrate conditions. This roof finish system and all associated roof drains and scuppers will remain.

Existing openings in the roof for existing equipment, vents, etc. that will be removed, will be re-framed, deck applied and finished with the same roof system as existing, detailed to maintain the existing warranty.

New openings and supports will be added for new equipment to be mounted on the existing roof. This will include kitchen exhaust fans, PV array racking (using Firestone's non-ballasted, adhered anchor system), mechanical vents (t.b.c.), and plumbing vents. All new openings will be flashed and sealed to meet the warranty requirements of the existing roofing system.

New openings and revision of existing framing will be required to accommodate a new elevator over run as well as roof access hatch as indicated on roof plan and sections. Elevator over run shall be roofed with similar Firestone system to existing main roofs. Over run wall construction shall be a continuation of CMU shaft walls with continuous air barrier, outboard insulation to code minimum and plywood sheathing with extension of roof membrane vertically, terminated with manufacturers standard coping detail.

At new modular skylight monitor locations, existing finish, insulation and decking will be removed. New bridging will be added to joist framing at these locations.

**New Skylights:**

Modular, self-supporting Skylight system with integrated flashing and operable vents. Basis of design to be Velux Ridgelight 25-45, size and configuration as described in drawings.

**Miscellaneous Exterior Elements****Building Signage:**

Signage will be used at selected locations within existing masonry openings on the existing building, and potentially on new canopies and on the new, placemaking tall element on the site.

**Tall Element:**

A landmark steel structure between 80ft and 120ft tall will be located on axis with the main entry and provide a framework for a local artist to provide an elevated, MPM signature piece viewable from all approaches to the MPM site. The foundation will be either a concrete pad or piles with pile cap, depending on the results of soil investigations currently underway by the City.

**Canopies:**

The tall element mentioned above will also provide some support for a cantilevered steel or wood framed canopy over the vehicle drop-off zone extending to the main entry to the facility. An exterior trash enclosure will also be covered in a wood or steel frame and will be covered by PV array. See architectural site plan for more details.

**Exterior Wall Louvers:**

Factory-finished aluminum louvers will be required at locations per the plans and elevations.

**Exterior rooftop exhaust vents:**

Mechanical drawings showing material and size are still under development. See roof plan for preliminary schematic roof layout.

END OF MEMORADUM

Stephen Bellairs, AIA, LEED AP  
Senior Associate  
612-315-0246 T [stephen@msrdesign.com](mailto:stephen@msrdesign.com) E





Madison  
Public  
Market

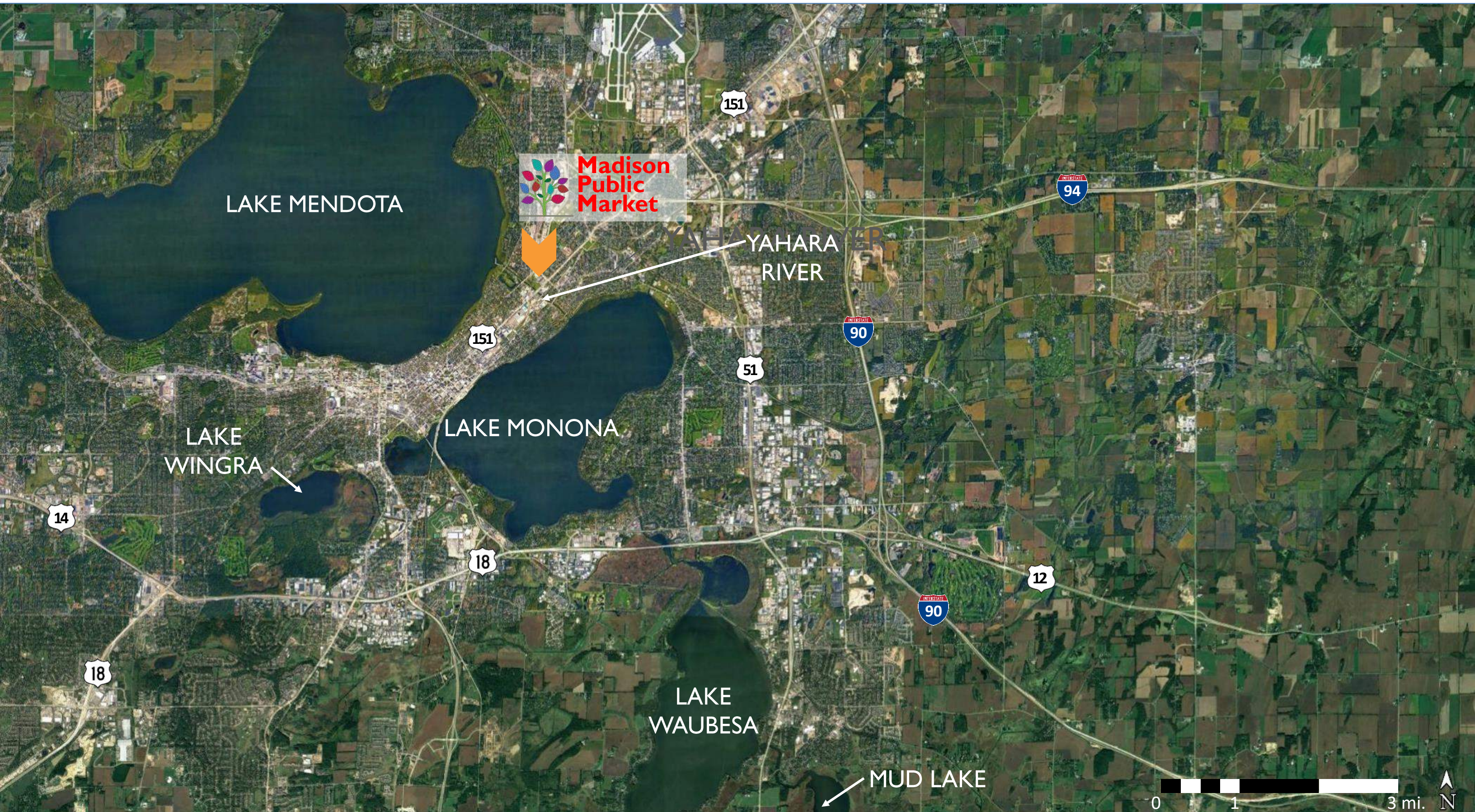
# MADISON PUBLIC MARKET

Urban Design Commission Informational Submission

26 June 2019



Location: 200 North First St, Madison, WI 53704



source: adapted from google earth



# location





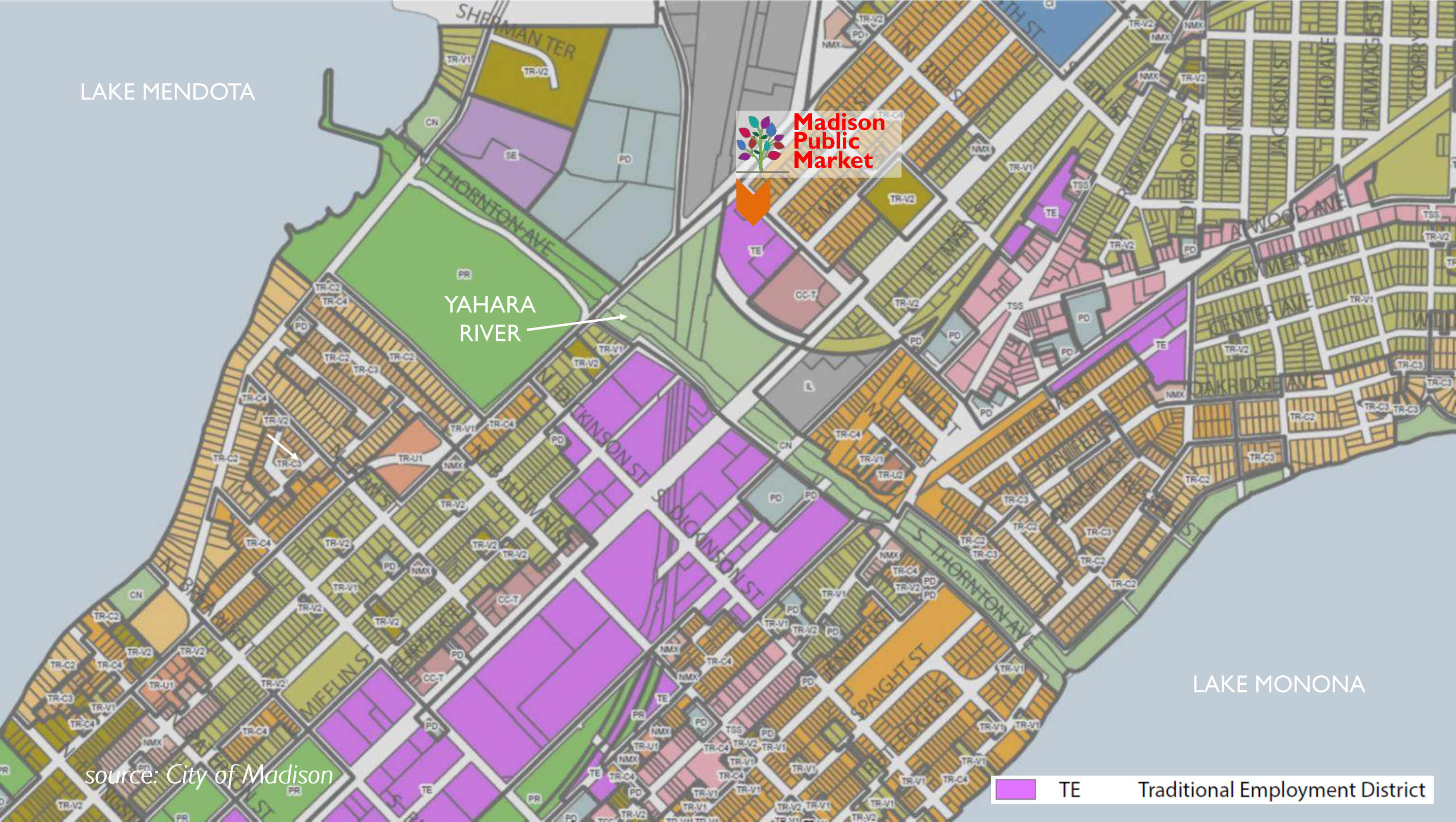
location: view from capitol



source: City of Madison Capitol Gateway Corridor Plan



# location: zoning districts




LAKE MENDOTA

YAHARA RIVER

 Madison Public Market

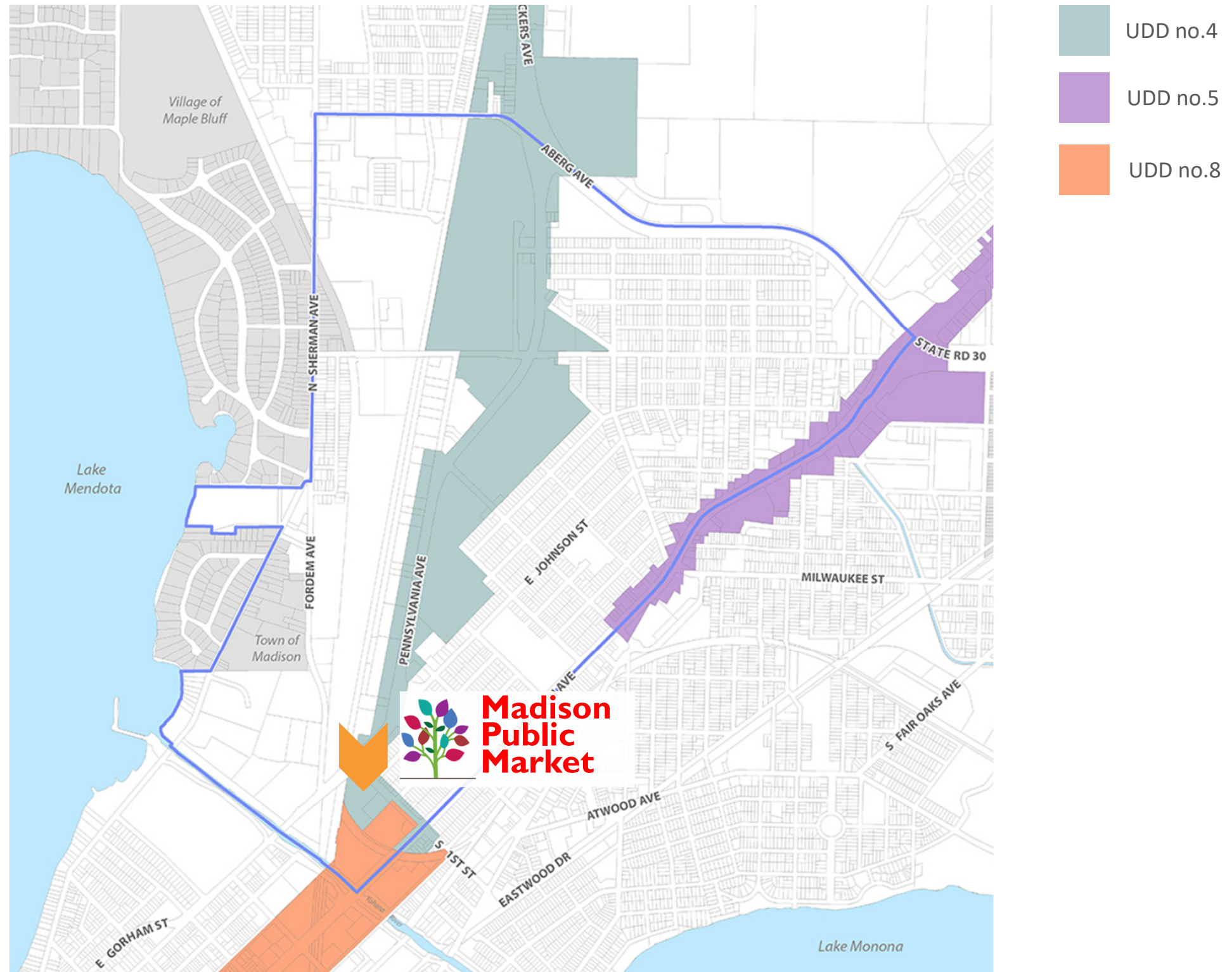
LAKE MONONA

source: City of Madison

 TE Traditional Employment District

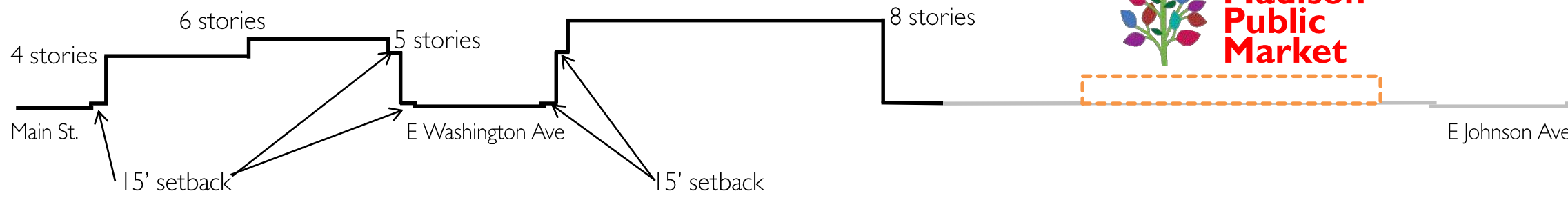


# location: urban design district no. 4

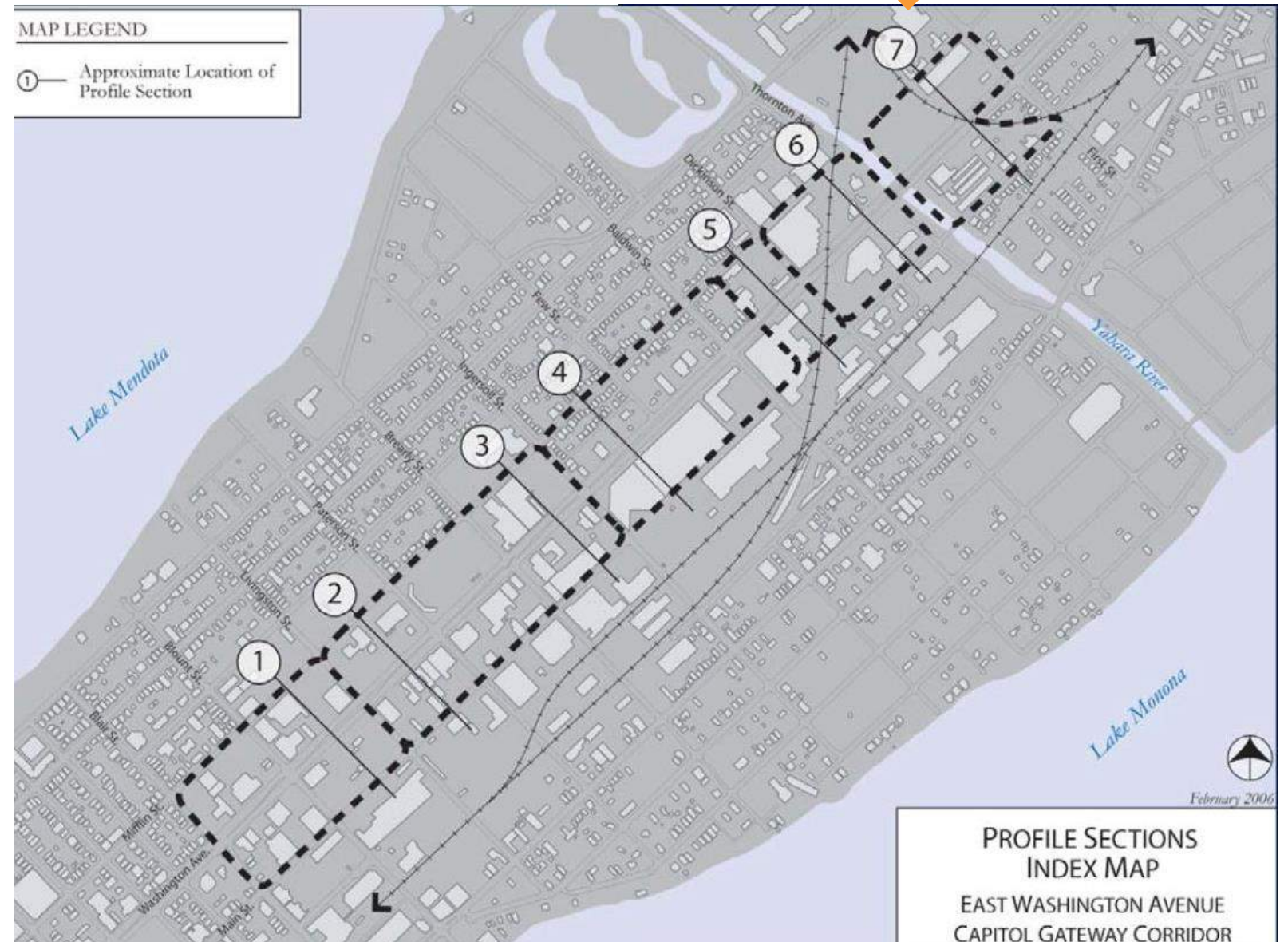


# location: Capitol Gateway Corridor section

7



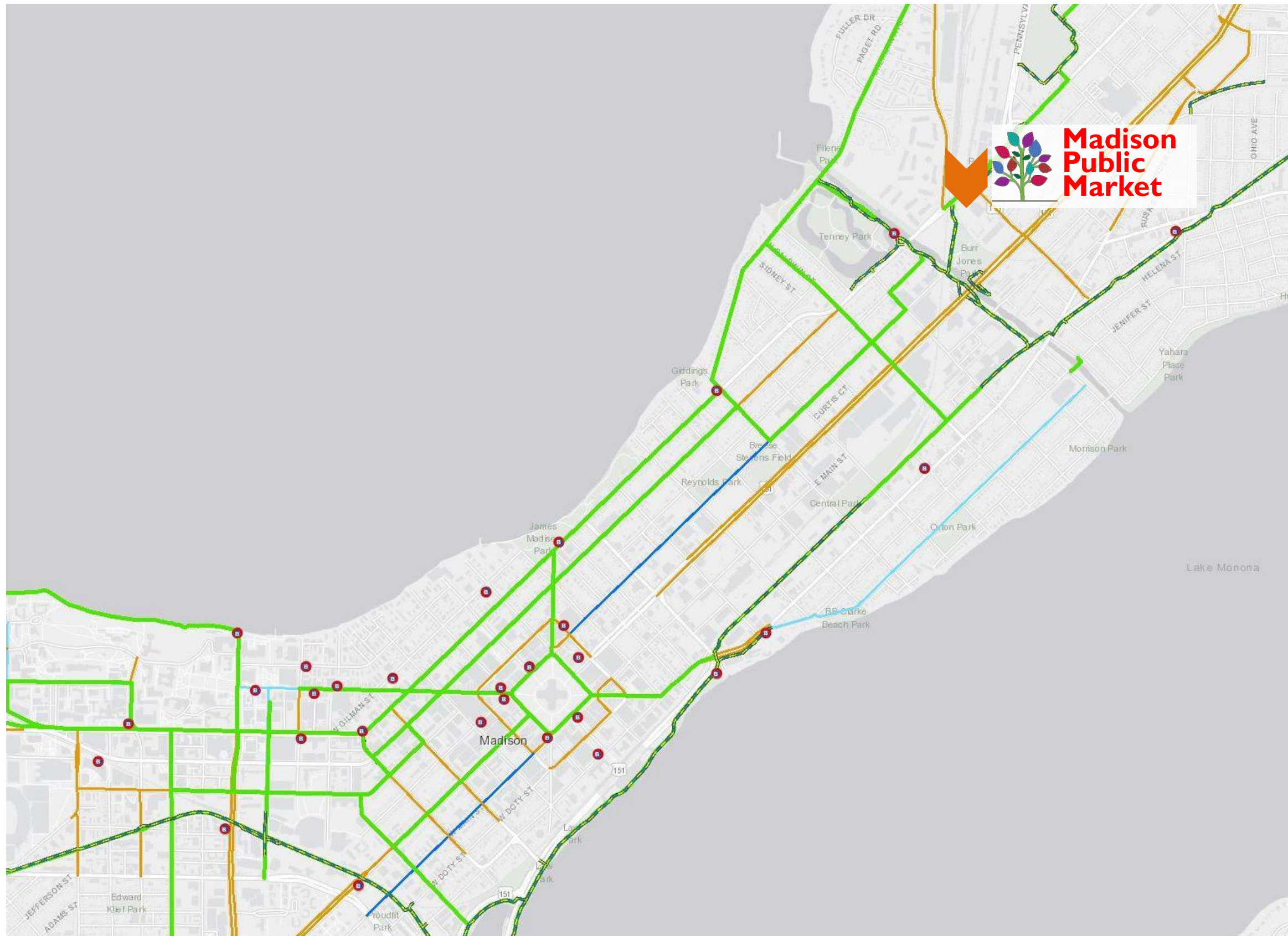
not to scale



source: adapted from City of Madison



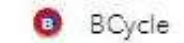
# location: bike paths



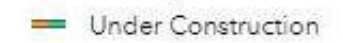
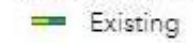
## BicycleMap

### Bicycle Facilities

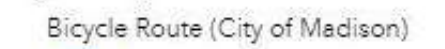
#### Bike Share



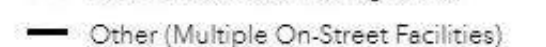
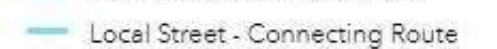
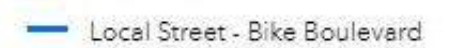
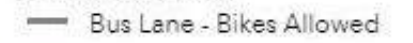
#### Paved Off-Street Facilities



#### Signed Bicycle Route

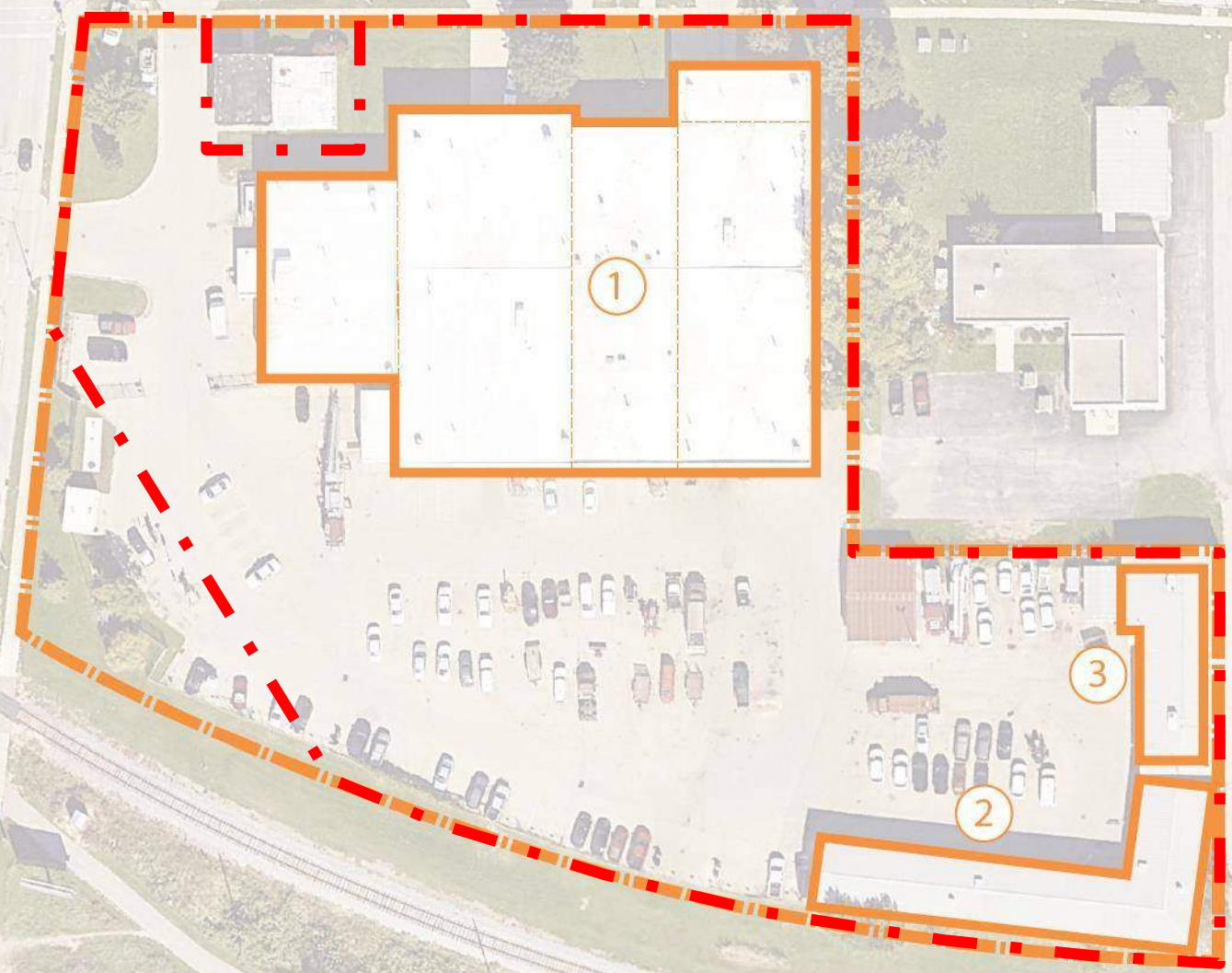


#### On Street Facilities





existing site data



**1 - MAIN MARKET BUILDING**  
38,600 SF - Ground Floor  
6,000 SF - Mezzanine


**44,600 SF**

**2 - FLEET SERVICES STORAGE BUILDING**

**6,925 SF**

**3 - POLICE STORAGE**

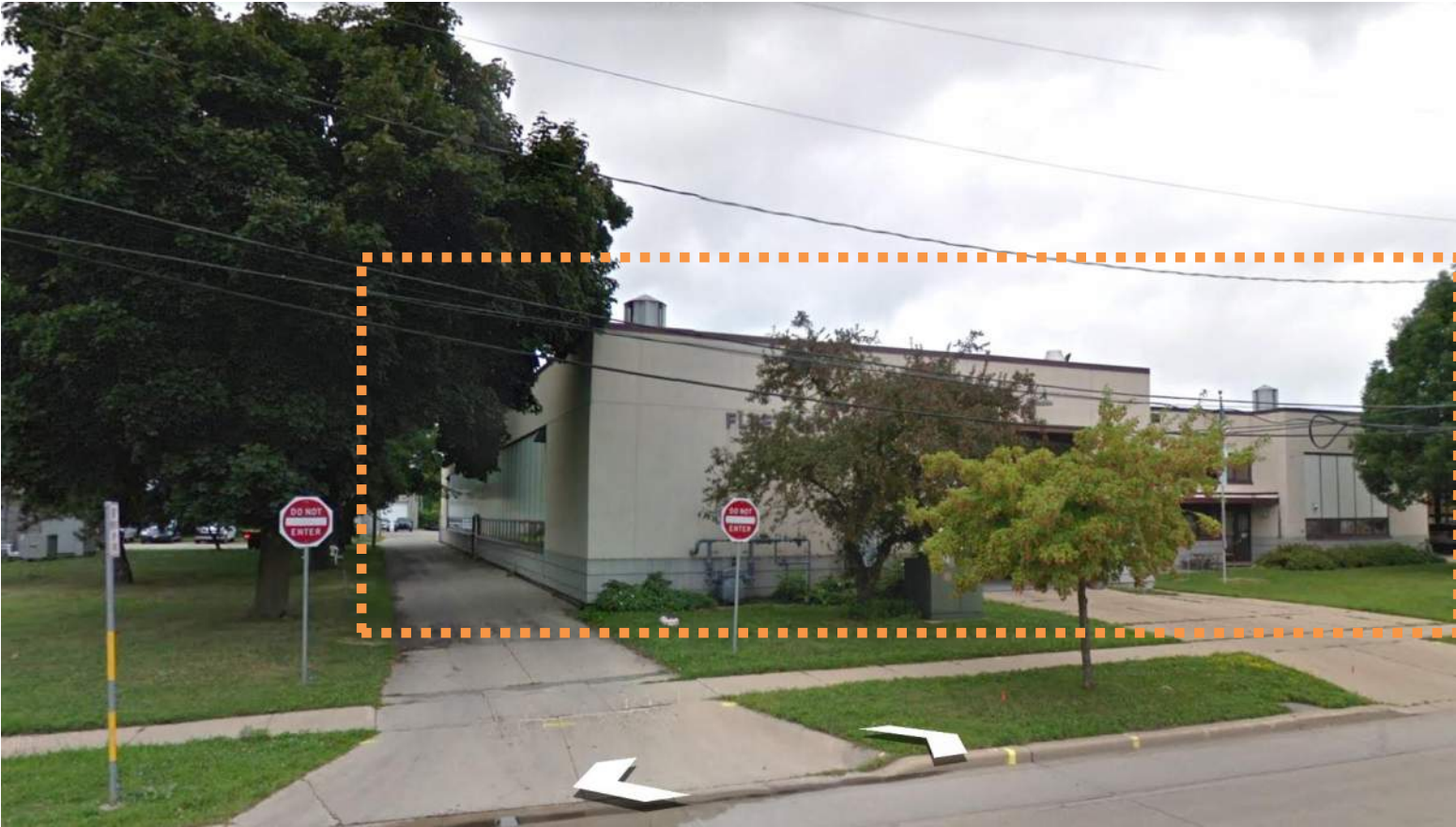
**4,046 SF**

EXTG SITE AREA:   
145,490 SF (3.34 ACRES)

EXISTING PERVIOUS AREA:  
~ 10,000 SF (6.8%)



# Views from north 1<sup>st</sup> street



source: Google Maps Street View



views from E Johnson street



source: Google Maps Street View



# views from E Washington Street



source:



# views from and near Burr Jones Park



Pedestrian bridge across Yahara River, looking towards future MPM  
source: Google Map Photos



Yahara River looking towards E Washington Ave  
source: Instagram @hilarysk



Burr Jones Fields, concert series in 2015  
source: Instagram @ggpotter



Burr Jones Park looking towards E Washington Ave  
source: Instagram @wemurkve



# placemaking: identity





# site identity: tall element location options

TALL ELEMENT AT N.1<sup>ST</sup> CORNER

TALL ELEMENT NEAR ENTRY PLAZA

A



VIEW FROM E. WASHINGTON ST LOOKING EAST

B



VIEW FROM E. WASHINGTON / N. 1<sup>ST</sup> LOOKING NORTH

C



VIEW FROM PENNSYLVANIA AVE LOOKING WEST

D



VIEW FROM E. JOHNSON ST LOOKING EAST



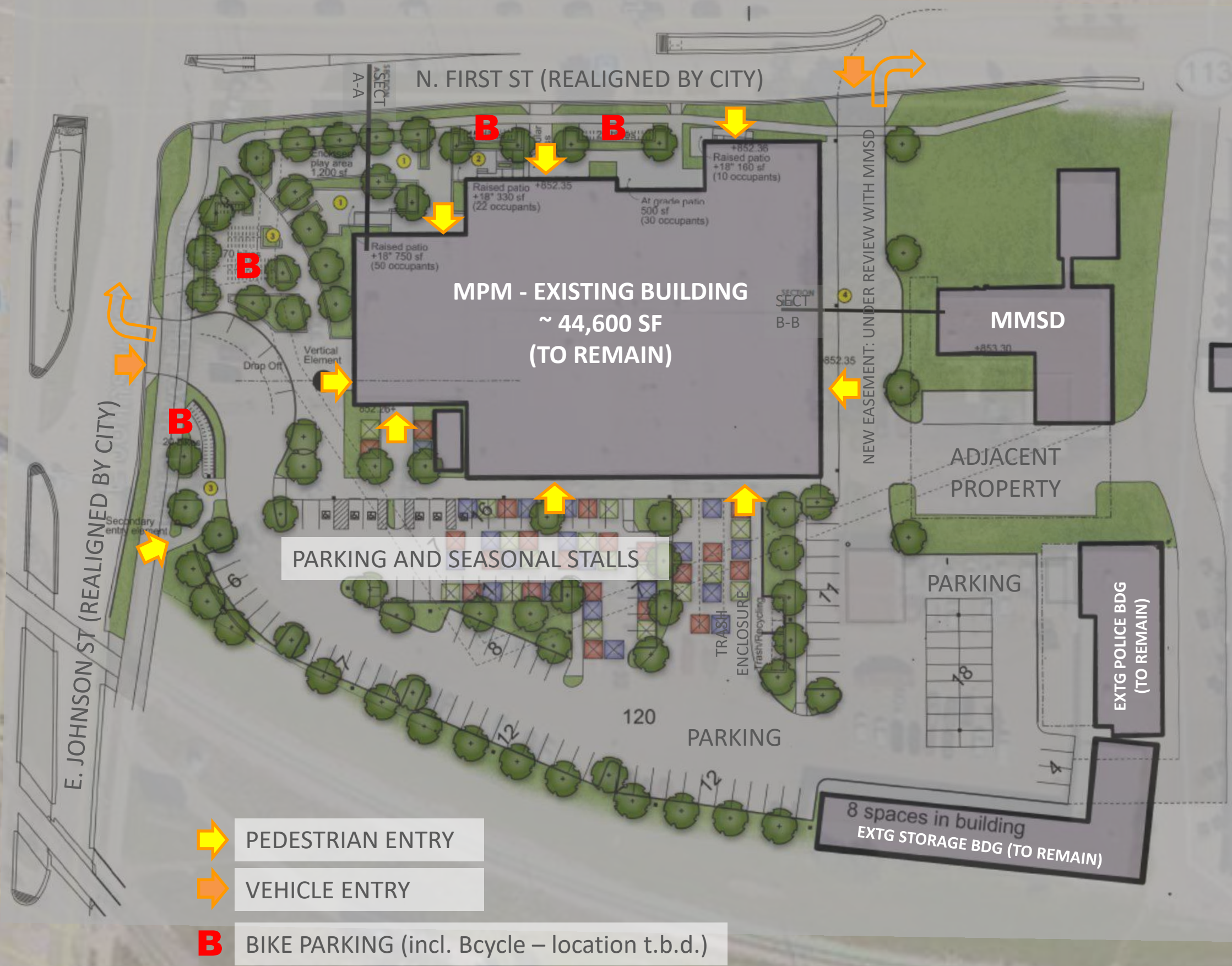
site identity: aerial view



TALL ELEMENT NEAR ENTRY PLAZA



# preliminary proposed site plan and data






REVISED SITE AREA:  
~ 152,800 SF (3.51 ACRES)

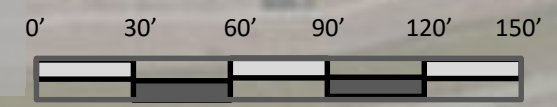
EXISTING PERVIOUS AREA:  
~ 10,000 SF (6.8%)

NEW PERVIOUS AREA:  
~ 19,000 SF (12.4%)

PERVIOUS AREA INCREASE:  
~ 9,000 SF.

PARKING PROVISION:  
112 (PLUS 12 IF MMSD ALLOW).

-  PEDESTRIAN ENTRY
-  VEHICLE ENTRY
-  BIKE PARKING (incl. Bcycle – location t.b.d.)



EXISTING RAIL LINE

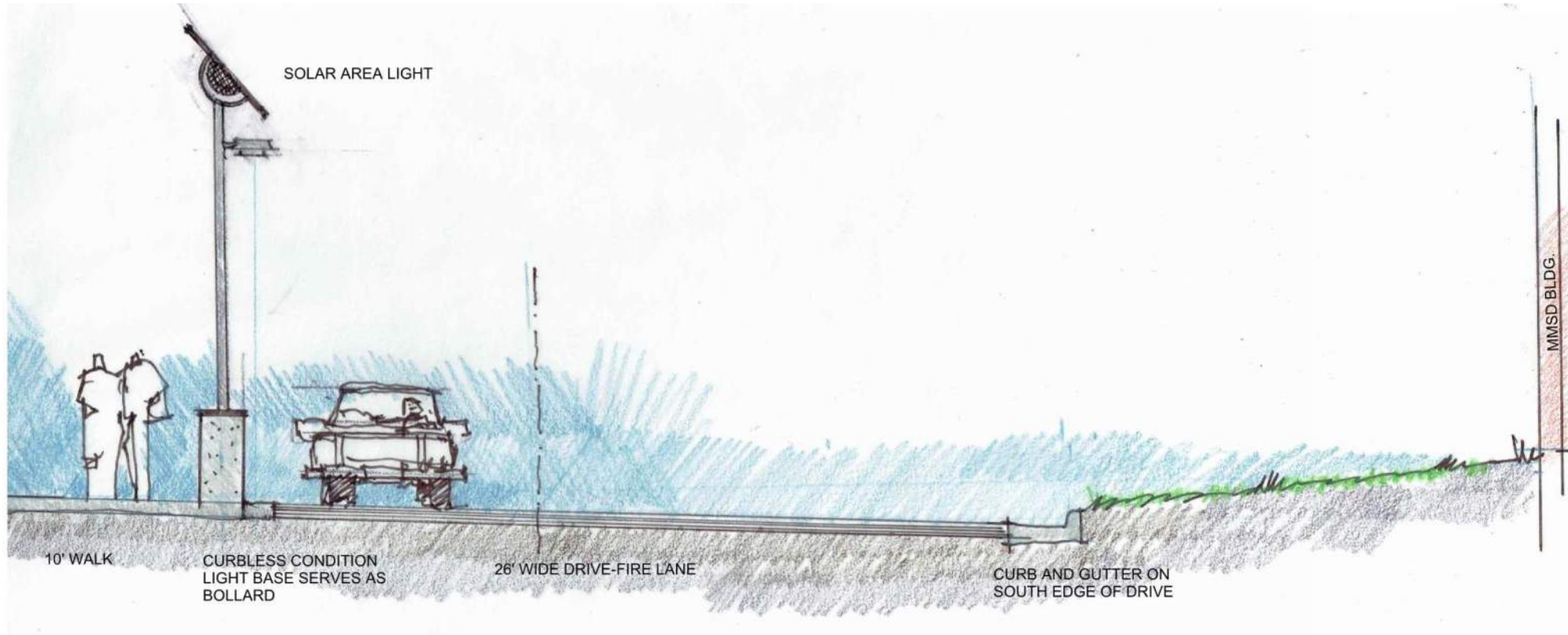




# preliminary site sections

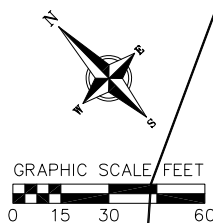
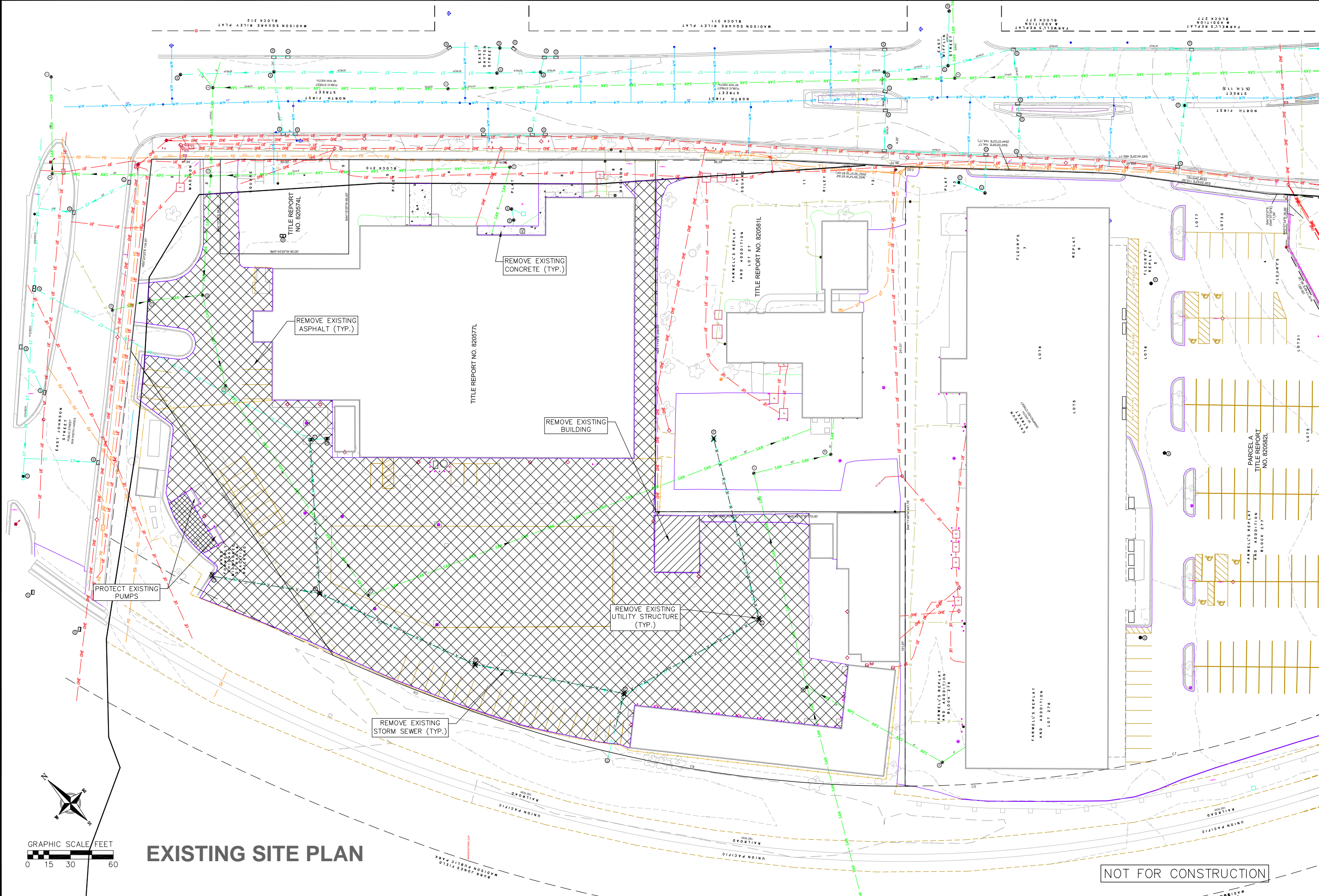


**SECTION A-A** SITE TERRACE AND CHILDREN'S PLAY AREA ADJACENT VENDOR UNIT



**SECTION B-B** EASEMENT ALONG MMSD ACCESS DRIVE





# EXISTING SITE PLAN

NOT FOR CONSTRUCTION

## Concept Demolition Plan

Madison Public Market  
200 N. First Street  
City of Madison, Dane County WI

REVISIONS	NO.	DATE	REMARKS

SCALE: AS SHOWN

DATE: 6/4/2019

DRAFTER: SCHR

CHECKED: MSCH

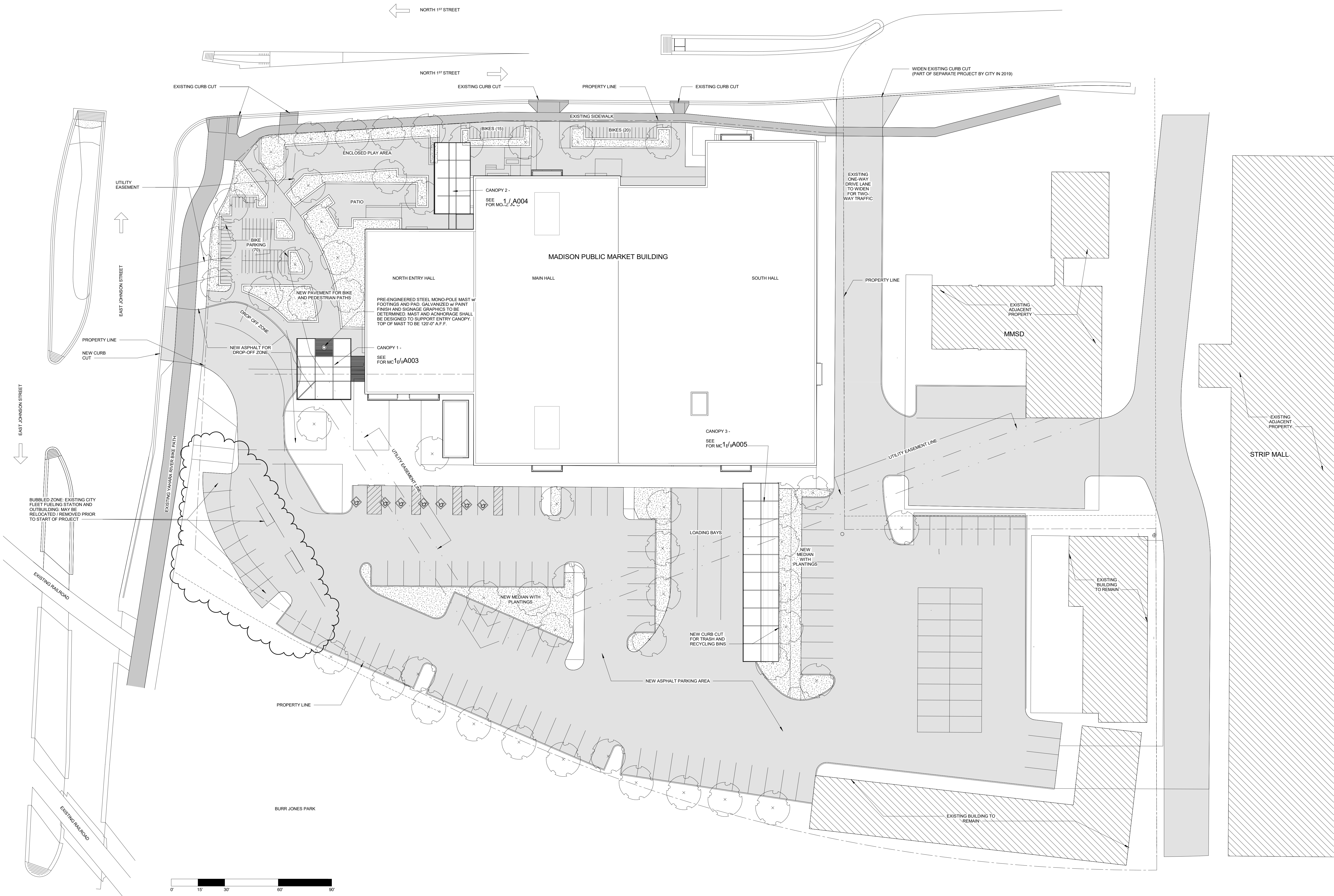
PROJECT NO.: 180275

SHEET: 1 OF 1

DWG. NO.:







**1 SITE PLAN-UDC**  
UDC01 3/64" = 1'-0"

**MSR** 710 South 2nd Street, 8th Floor  
Minneapolis, Minnesota 55401-2282  
Architecture 612 375 0336 tel  
Interiors and 612 342 2216 fax  
Urban Design www.msrdesign.com

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**MEP Associates, LLC**  
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Civil Engineer  
**Vierbicher**  
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608 826032 tel

Landscape Architect  
**Ken Saiki Design**  
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Madison, WI 53715  
608 251 3600 tel

Structural Engineering, Fire Protection Engineering,  
Technology and  
**IMEG Corporation, Inc.**  
1800 Deming Way, Suite 200,  
Madison, WI 53562

Lighting Design  
**Mazzetti, Inc.**  
1600 Stout St, Suite 450  
Denver, CO 80202  
720 644 5044 tel

Commercial Kitchen Design  
**Boelter Premier**  
7120 Northland Terrace,  
Minneapolis, MN 55428  
763 544 8800 tel

**MADISON PUBLIC MARKET**  
200 N First St, Madison, WI 53704

I hereby certify that this plan, specification or report was prepared by me or under my direct supervision and that I am a duly Licensed Architect under the Laws of the State of Wisconsin.  
ARCHITECT SEAL

Signature: \_\_\_\_\_  
Print Names: \_\_\_\_\_  
Date: \_\_\_\_\_ License No: \_\_\_\_\_

ISSUE	MARK	DATE	DESCRIPTION
1	09/04/2019	09/04/2019	GEN-BUILDING DESIGN 1 PRICING ISSUE
	09/12/2019	09/12/2019	UDC INFORMATIONAL SUBMISSION

PROJECT NO. 2019006.00  
PROJECT PHASE SITE AND BUILDING DESIGN 1  
DRAWN BY: MSR CHECKED BY: MSR  
Drawing 2019 Copyright West, Scherer & Rosecrance, LLC

SITE PLAN

UDC01



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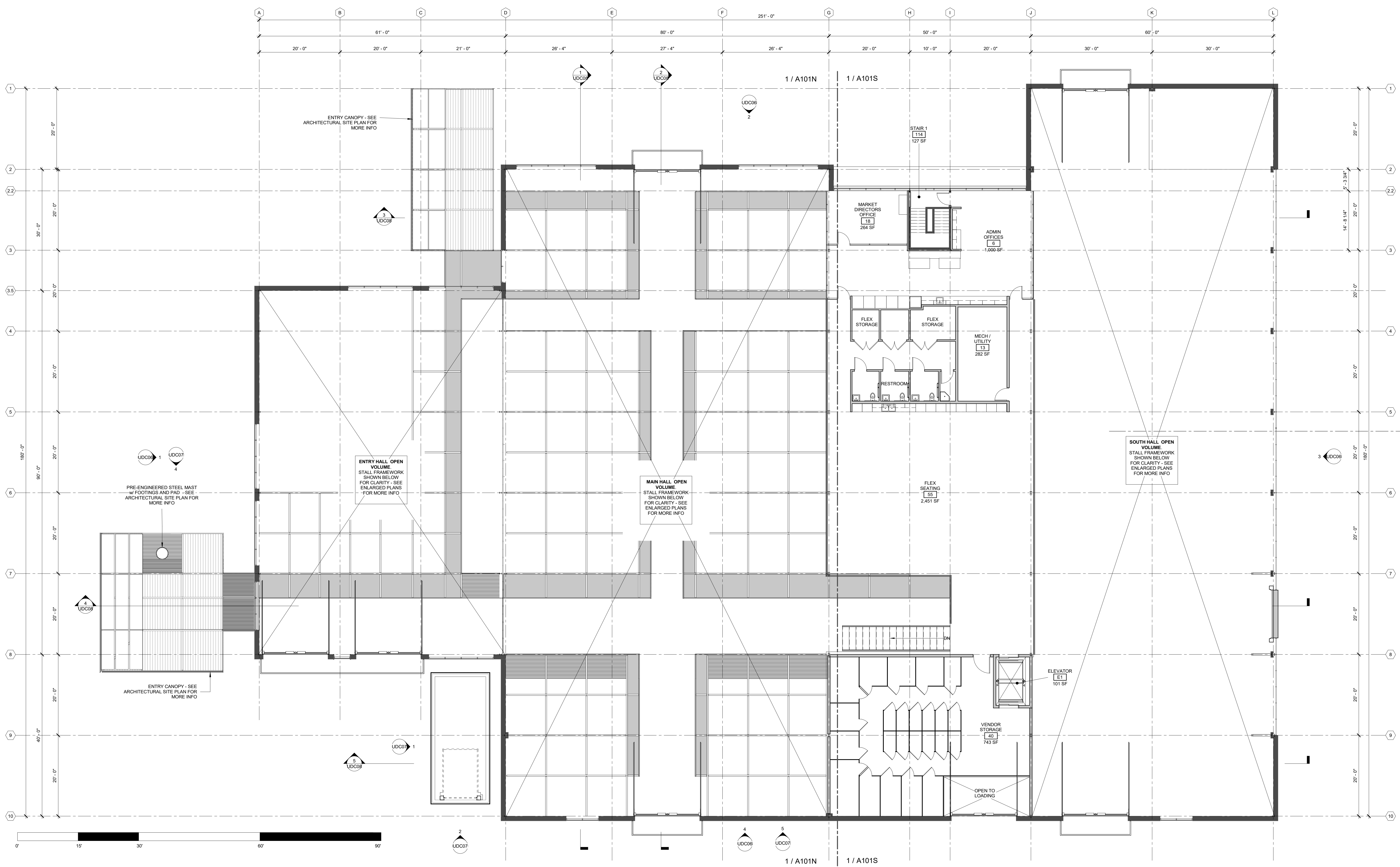
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MARK	DATE	DESCRIPTION
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	06.12.2019	UDC INFORMATIONAL SUBMISSION

PROJECT NO.	2019006.00
PROJECT PHASE	SITE AND BUILDING DESIGN 1
DRAWN BY:	MSR
CHECKED BY:	MSR

**MEZZANINE PLAN**

**UDC03**



**1 MEZZANINE PLAN - REFERENCE**  
 UDC03 1" = 10'-0"

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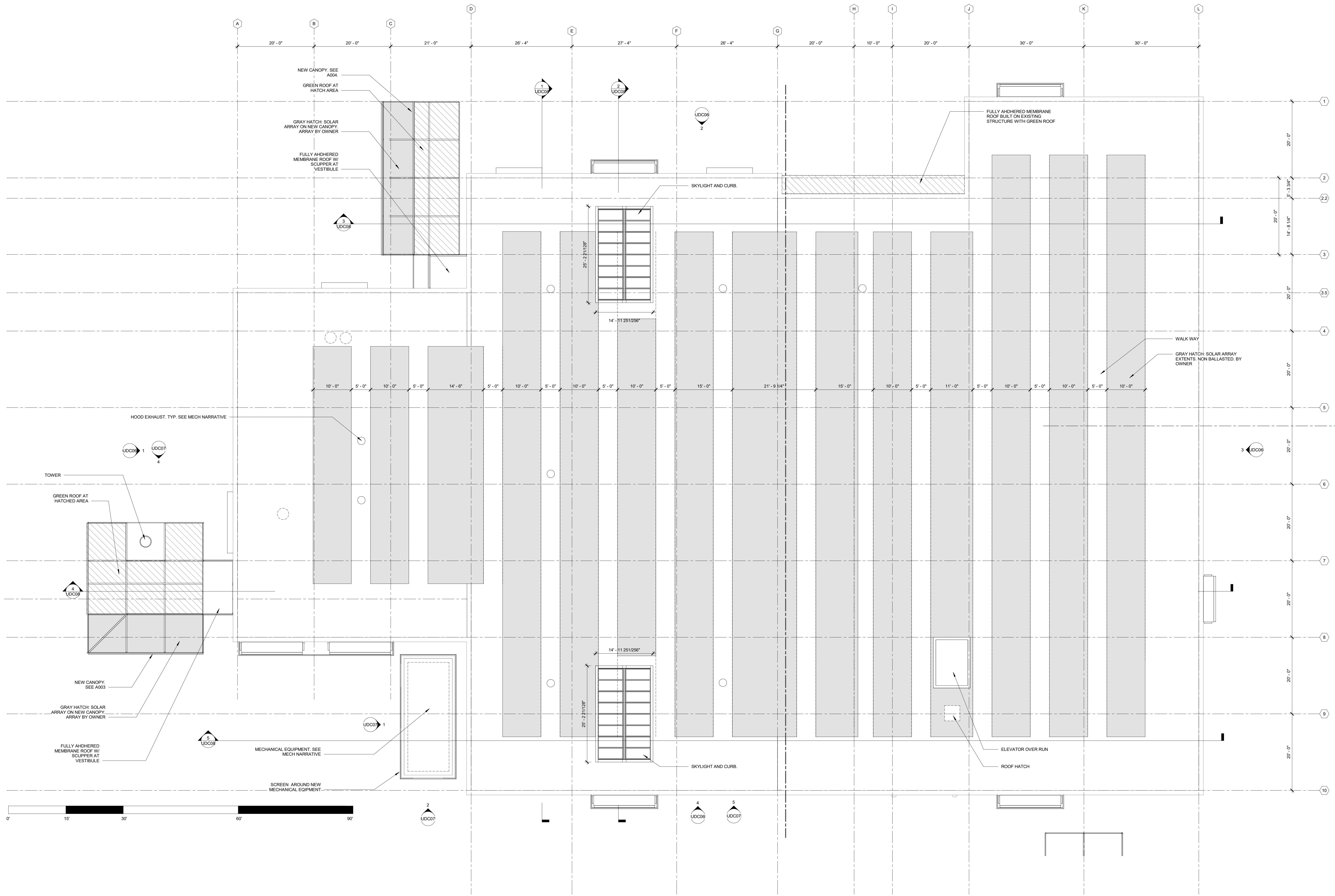
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	06.12.2019	UDC INFORMATIONAL SUBMISSION

PROJECT NO: 2019006.00  
 PROJECT PHASE: SITE AND BUILDING DESIGN 1  
 DRAWN BY: MSR CHECKED BY: MSR  
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ROOF PLAN

UDC04

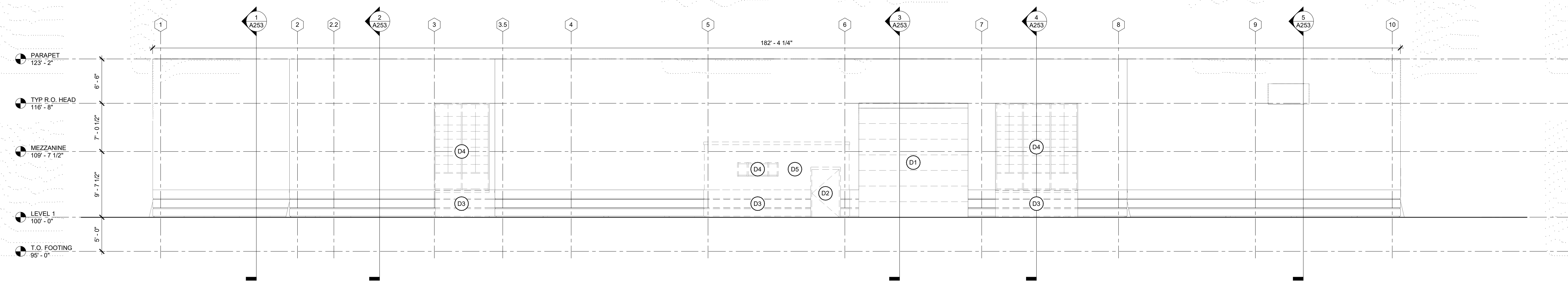
GENERAL NOTES:  
 1. ALL NEW CANOPIES SHALL BE STEEL FRAMED WITH WOOD FIN SOFFIT BELOW.



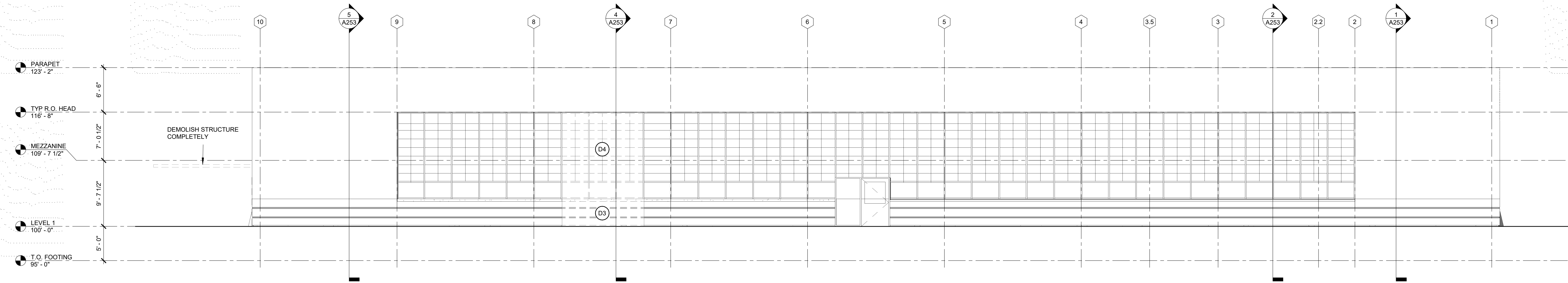
**1 ROOF PLAN - REFERENCE**  
 UDC04 1" = 10'-0"

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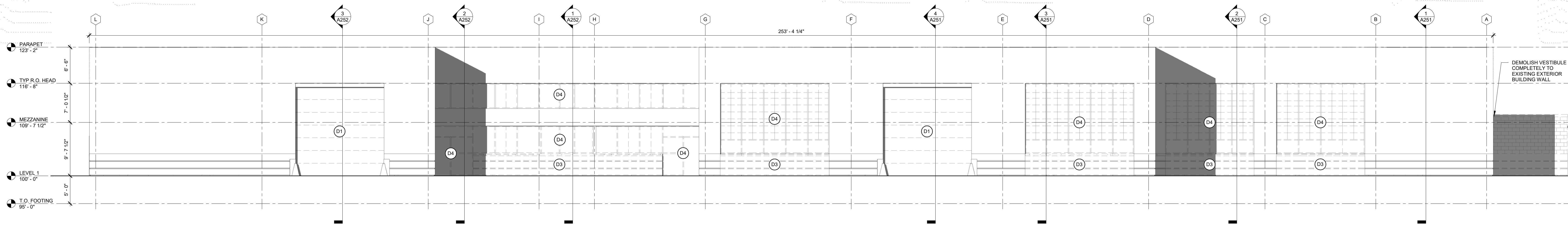




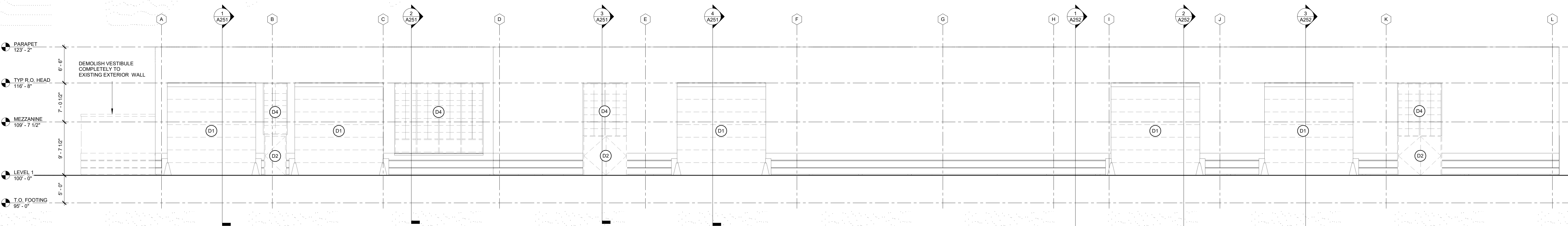
**1 DEMO ELEVATION - NORTH - UDC**  
UDC05 1/8" = 1'-0"



**2 DEMO ELEVATION - SOUTH - UDC**  
UDC05 1/8" = 1'-0"



**3 DEMO ELEVATION - EAST - UDC**  
UDC05 1/8" = 1'-0"



**4 DEMO ELEVATION - WEST - UDC**  
UDC05 1/8" = 1'-0"

- KEYED NOTES (DEMOLITION)**
- (D1) REMOVE EXISTING OVERHEAD DOOR AND ALL FRAME/HARDWARE/MOTOR COMPONENTS BACK TO ROUGH OPENING
  - (D2) REMOVE EXISTING DOOR(S) AND FRAME(S) TO ROUGH OPENING
  - (D3) REMOVE EIFS PANEL FROM CONCRETE FOUNDATION WALL. CLEAN CONCRETE TO PREPARE FOR NEW WATERPROOFING - COORDINATE W/ NEW WORK
  - (D4) REMOVE EXISTING STOREFRONT GLAZING SYSTEM AND ALL FLASHING/TRIM BACK TO ROUGH OPENING. REFERENCE NEW WORK FOR EXISTING MISC. STEEL TO REMAIN IN OPENINGS. PATCH AND REPAIR MASONRY FOR NEW CURTAIN WALL SYSTEM
  - (D5) REMOVE EXISTING MASONRY WALL COMPLETELY
  - (D6) REMOVE PART OF EXISTING FLOOR/ROOF IN PREPARATION FOR ELEVATOR SHAFT
  - (D7) REMOVE EXISTING STAIR COMPLETELY
  - (D8) REMOVE EXISTING INTERIOR WALL COMPLETELY
  - (D9) REMOVE EXISTING INTERIOR WIRE PARTITION, SALVAGE, CLEAN, AND STORE FOR REUSE
  - (D10) REMOVE EXISTING PLUMBING FIXTURES AND PLUMBING WALL CAVITY
  - (D11) REMOVE EXISTING CMU COLUMN WRAP
  - (D12) REMOVE EXISTING EXTERIOR CONCRETE WALL TO 2" BELOW F.F.E. SAW CUT CONCRETE CLEANLY, ALIGNED WITH CMU JAMBS ABOVE TO CREATE CLEAN ROUGH OPENING FOR NEW CURTAIN WALL
  - (D13) REMOVE EXISTING PRECAST CONCRETE SILL
  - (D14) DEMOLISH EXISTING BELOW PORTION OF CMU WALL TO CREATE NEW ROUGH OPENING. PROVIDE TEMPORARY SUPPORT @ HEAD - REFERENCE NEW WORK - REFERENCE STRUCTURAL
  - (D15) REMOVE EXISTING TRENCH GRATE; PROVIDE TEMPORARY COVER
  - (D16) CLEAN/REPLACE EXISTING TRENCH DRAIN LINING AS REQUIRED FOR NEW WORK-COORDINATE WITH MEP
  - (D17) REMOVE SLAB OR GRIND DOWN TO PREP FOR NEW VESTIBULE RECESSED MAT - COORDINATE WITH NEW WORK
  - (D18) DECOMMISSION AND REMOVE EXISTING PAINT BOOTH STRUCTURE AND ALL ASSOCIATED MECHANICAL AND ELECTRICAL UTILITIES - REFERENCE MEP
  - (D19) DISASSEMBLE AND SALVAGE EXISTING STEEL AND GLASS WALL. CLEAN AND STORE FOR REUSE
  - (D20) CLEAN EXISTING STEEL AND GLASS WALL TO REMAIN. PROVIDE TEMPORARY SUPPORT AND PROTECT IN PLACE - REFERENCE STRUCTURAL
  - (D21) REMOVE MEZZANINE FLOOR SLAB AND FRAMING - REFER TO STRUCTURAL
  - (D22) SALVAGE EXISTING HOIST FOR REUSE
  - (D23) DEMOLISH EXISTING SLAB AS REQUIRED FOR NEW KITCHEN EQUIPMENT - REFERENCE STRUCTURAL
  - (D24) REFERENCE MEP FOR REMOVAL WORK REQUIRED FOR KITCHEN EQUIPMENT IN THIS AREA
  - (D25) DEMOLISH SLAB FOR NEW SCISSOR LIFT - REFERENCE NEW WORK
  - (D26) DEMOLISH CONCRETE BELOW STEEL AND GLASS TO F.F.E. AS REQUIRED FOR NEW WALL. COORDINATE WITH NEW WORK. PROVIDE TEMPORARY SUPPORT FOR UPPER WALL - REFERENCE NEW WORK/REFERENCE STRUCTURAL

**MSR** 710 South 2nd Street, 8th Floor  
Minneapolis, Minnesota 55401-2282  
Architecture 612 375 0336 tel  
Interiors and 612 342 2216 fax  
Urban Design www.msrdesign.com

MEP Engineer  
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Civil Engineer  
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Landscape Architect  
**Ken Saiki Design**  
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1800 Deming Way, Suite 200,  
Madison, WI 53752

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Denver, CO 80202  
720 644 5044 tel

Commercial Kitchen Design  
**Boelter Premier**  
7120 Northland Terrace,  
Minneapolis, MN 55428  
763 544 8800 tel

**MADISON PUBLIC MARKET**  
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Signature: \_\_\_\_\_  
Print Names: \_\_\_\_\_  
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ISSUE	MARK	DATE	DESCRIPTION
		06.04.2019	SITE + BUILDING DESIGN 1 PRICING ISSUE
		06.12.2019	UDC INFORMATIONAL SUBMISSION

PROJECT NO: 2019006.00  
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**DEMOLITION ELEVATIONS**

**UDC05**

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 Print Names: \_\_\_\_\_  
 Date: \_\_\_\_\_ License No: \_\_\_\_\_

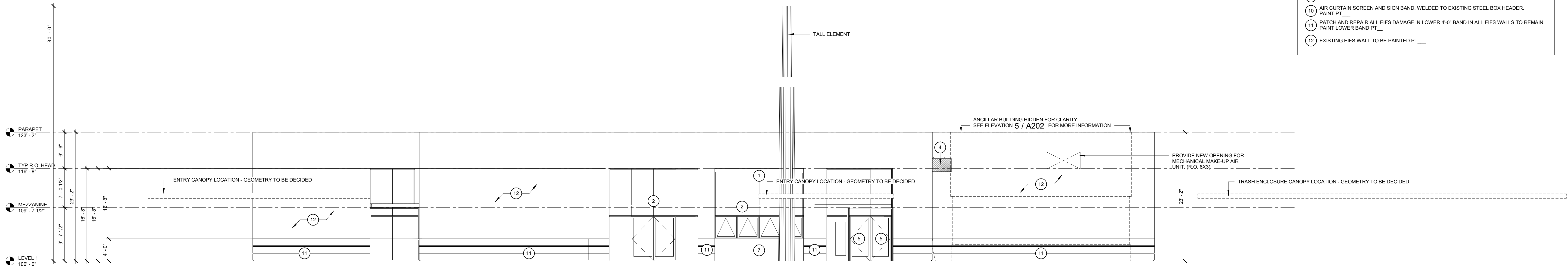
ISSUE	MARK	DATE	DESCRIPTION
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		06.12.2019	UDC INFORMATIONAL SUBMISSION

PROJECT NO: 2019006.00  
 PROJECT PHASE: SITE AND BUILDING DESIGN 1  
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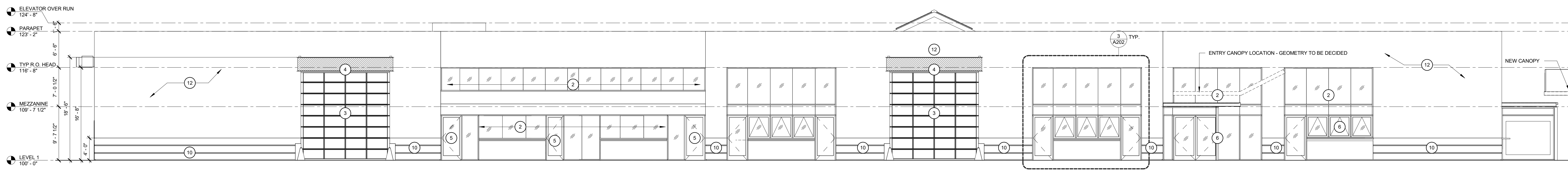
**BUILDING ELEVATIONS**

**UDC06**

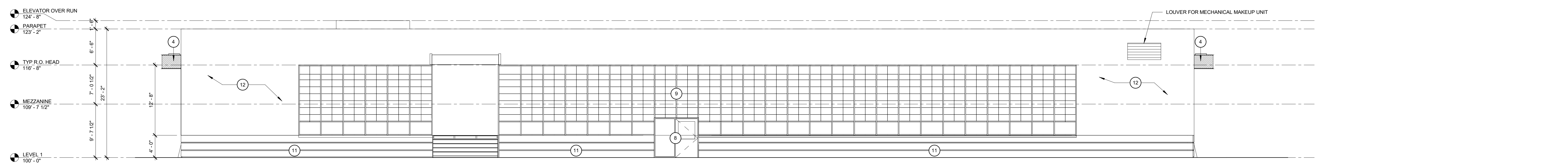
- KEYED NOTES (NEW CONSTRUCTION)**
- EXISTING STEEL BOX HEADER @ OPENING TO BE CLEANED AND PREPARED FOR NEW PAINTING AND WELDING. REF EXTERIOR DETAILS FOR NEW WELDED DETAILS. PAINT HEADERS PT\_\_\_
  - NEW CURTAIN WALL SYSTEM TO BE INSTALLED IN EXISTING OPENING
  - NEW GARAGE DOOR TO BE INSTALLED IN EXISTING OPENING
  - NEW AIR CURTAIN TO BE ATTACHED TO FACE OF EXISTING WALL.
- BASIS OF DESIGN**  
 MANUF: BERNER  
 MODEL: INDUSTRIAL DIRECT DRIVE 20"  
 PRODUCT No: IDC20  
 INTAKE: TOP  
 COLOR: CUSTOM POWDERCOAT
- NEW DOOR TO BE INSTALLED - REFER TO DOOR SCHEDULE
  - NEW DOUBLE DOOR TO BE INSTALLED - REFER TO DOOR SCHEDULE
  - NEW CONCRETE FOUNDATION WALL
  - EXISTING DOOR TO REMAIN
  - EXISTING STOREFRONT GLAZING SYSTEM TO REMAIN
  - AIR CURTAIN SCREEN AND SIGN BAND, WELDED TO EXISTING STEEL BOX HEADER. PAINT PT\_\_\_
  - PATCH AND REPAIR ALL EIFS DAMAGE IN LOWER 4'-0" BAND IN ALL EIFS WALLS TO REMAIN. PAINT LOWER BAND PT\_\_\_
  - EXISTING EIFS WALL TO BE PAINTED PT\_\_\_



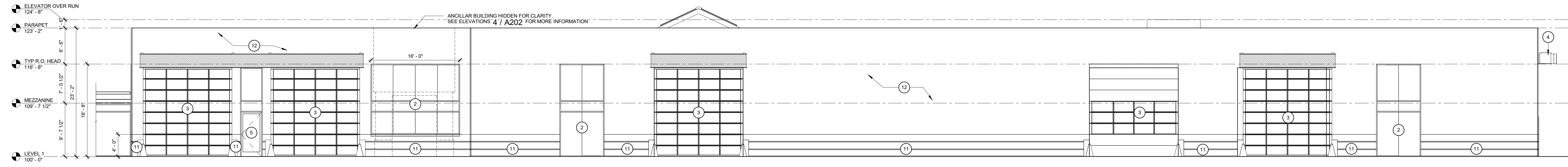
**1 BUILDING NORTH ELEVATION - UDC**  
 UDC06 1/8" = 1'-0"



**2 BUILDING EAST ELEVATION - UDC**  
 UDC06 1/8" = 1'-0"



**3 BUILDING SOUTH ELEVATION - UDC**  
 UDC06 1/8" = 1'-0"

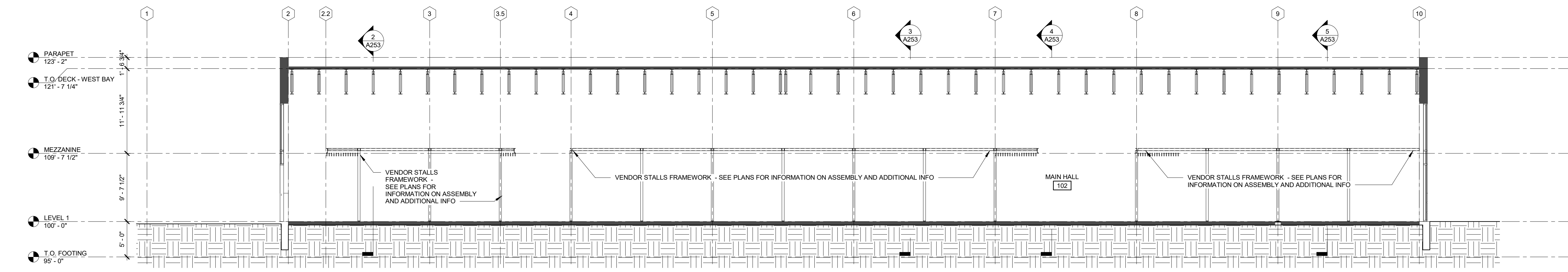


**4 BUILDING WEST ELEVATION - UDC**  
 UDC06 1/8" = 1'-0"

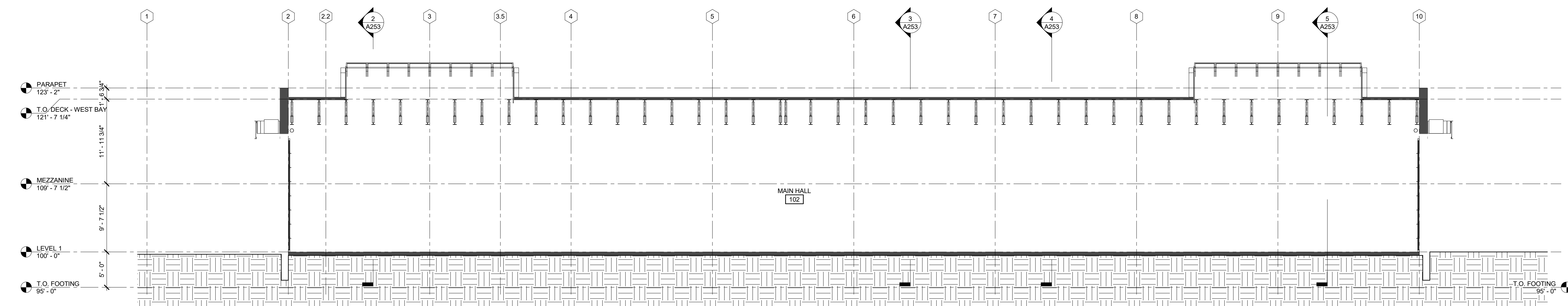




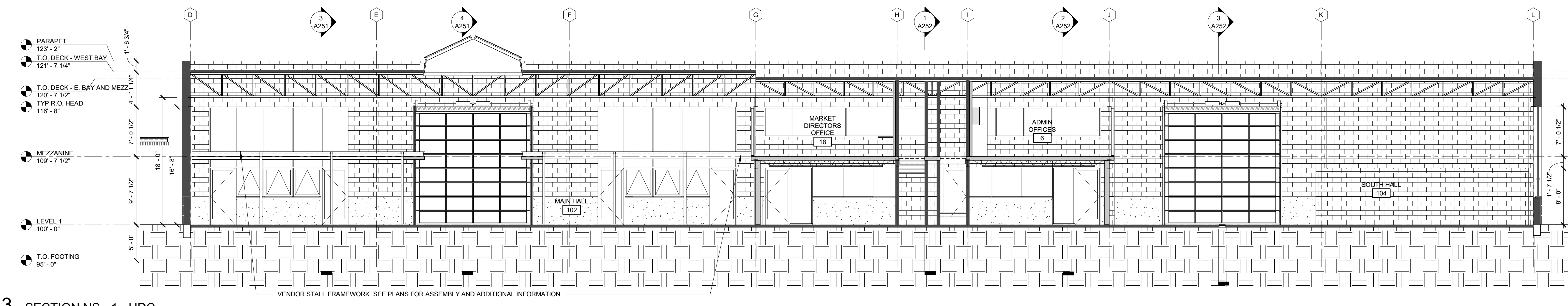




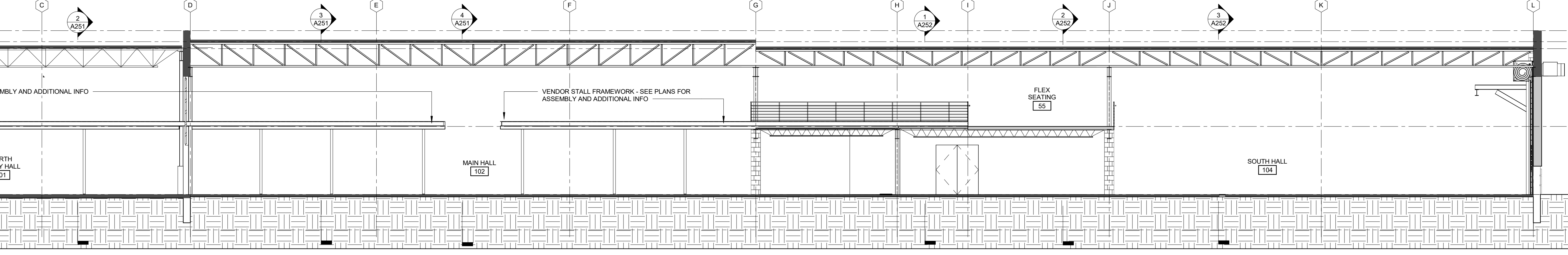
1 SECTION - EW - NORTH BAY1 - UDC  
UDC08 1/8" = 1'-0"



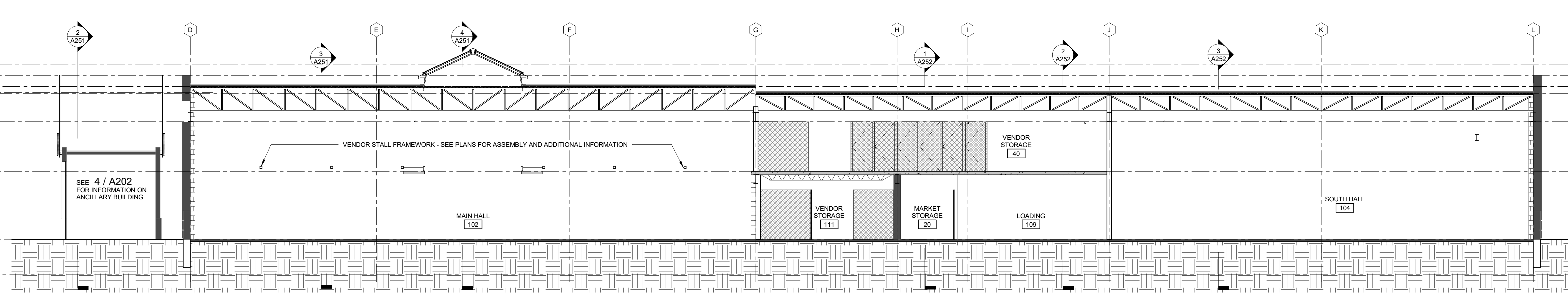
2 SECTION - EW - NORTH BAY - UDC  
UDC08 1/8" = 1'-0"



3 SECTION NS - 1 - UDC  
UDC08 1/8" = 1'-0"



4 SECTION NS - 3 - UDC  
UDC08 1/8" = 1'-0"



5 SECTION NS - 4 - UDC  
UDC08 1/8" = 1'-0"

MADISON PUBLIC MARKET  
200 N First St, Madison, WI 53704

I hereby certify that this plan, specification or report was prepared by me or under my direct supervision and that I am a duly Licensed Architect under the Laws of the State of Wisconsin. ARCHITECT SEAL.

Signature: \_\_\_\_\_  
Print Name: \_\_\_\_\_  
Date: \_\_\_\_\_ License No. \_\_\_\_\_

MARK	DATE	DESCRIPTION
06	04 2019	SITE + BUILDING DESIGN 1 PRICING ISSUE
08	12 2019	UDC INFORMATIONAL SUBMISSION

PROJECT NO. 2019006.00  
PROJECT PHASE SITE AND BUILDING DESIGN 1  
DRAWN BY: MSR CHECKED BY: MSR  
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BUILDING SECTIONS

UDC08