

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 # CITY OF MADISON

Date received _____ JUL 17 2019

Received by _____ 11:47

Aldermanic District _____ Planning & Community & Economic Development

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: 210 S. Pickney Street

Title: Block 88

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

UDC meeting date requested 7/31/19

New development Alteration to an existing or previously-approved development

Informational Initial approval Final approval

3. Project Type

<input type="checkbox"/> Project in an Urban Design District <input checked="" type="checkbox"/> Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC) <input type="checkbox"/> Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC) <input type="checkbox"/> Planned Development (PD) <input type="checkbox"/> General Development Plan (GDP) <input type="checkbox"/> Specific Implementation Plan (SIP) <input type="checkbox"/> Planned Multi-Use Site or Residential Building Complex	Signage <input type="checkbox"/> Comprehensive Design Review (CDR) <input type="checkbox"/> Signage Variance (i.e. modification of signage height, area, and setback) Other <input type="checkbox"/> Please specify _____
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4. Applicant, Agent, and Property Owner Information

Applicant name <u>Lee Christensen</u> Street address <u>834 E Washington Ave, Suite 233</u> Telephone <u>(608) 209-7568</u>	Company <u>Gebhardt Development</u> City/State/Zip <u>Madison, WI 53703</u> Email <u>lee@gebhardtdevelopment.com</u>
Project contact person <u>Isaac Wallace</u> Street address <u>901 Deming Way, Suite 102</u> Telephone <u>(608) 664-3553</u>	Company <u>Iconica</u> City/State/Zip <u>Madison, WI 53717</u> Email <u>isaac.wallace@iconicacreates.com</u>
Property owner (if not applicant) <u>City of Madison</u> Street address _____ City/State/Zip _____ Telephone _____ Email _____	

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.**



July 16, 2019

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Via: Mail

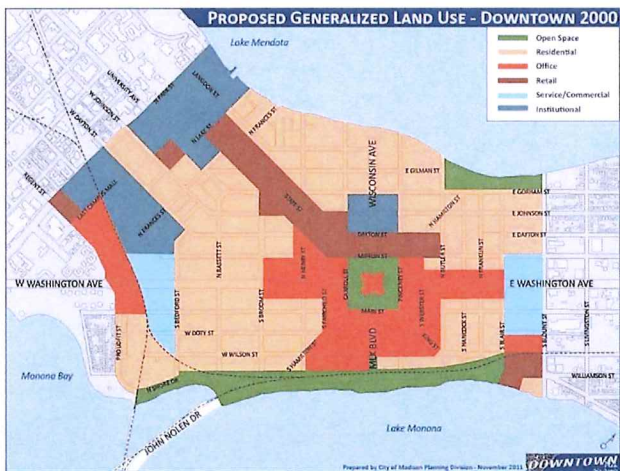
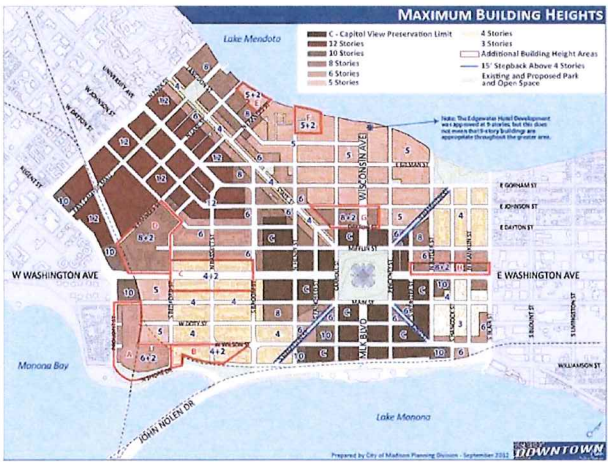
Re: Letter of Intent (Block 88 - Judge Doyle Square)

Dear Urban Design Commission Council Members:

Please find attached Urban Design Commission Application and (14) fourteen copies of our preliminary plans and elevations for the mixed-use development we are proposing to be built on top of the city's parking garage podium structure at Block 88 – Judge Doyle Square. This is intended to be an informational submittal only to get initial feedback.

We are proposing to build 9 stories above the 5-story parking structure that is currently under construction directly adjacent to the Madison Municipal Building. The new mixed-use structure is intended to be clad with metal panels and large amounts of storefront glazing to tie into the podium skin materials that have already been approved for the lower 5 levels. In addition, we are expecting to utilize a fiber cement siding panel as an accent material and to help break up the building mass. We are also proposing to replace the glass panels on Doty Street and Wilson Street garage entrances with a masonry veneer panel that would extend up onto the 5th floor office level and will relate back to the materiality and the height of the Madison Municipal Building. Similar masonry pilasters will be used on the upper levels as well to cover structural columns and transition building materials.

Since we are building on top of an existing podium structure, we had minimal control over the design of first 5 floors of the building. In consideration for the Downtown Urban Design Guidelines, we have developed strong corner elements to emphasize the corner of the block. We are also utilizing setbacks at the 5th and 6th floors to break up the building massing and to relate to the adjacent MMB building height. The rooftop screening and elevator overruns are designed as an extension of the lower levels and the building



BLOCK 88
 210 S. PINCKNEY ST.
 MADISON WI 53703

SITE ANALYSIS

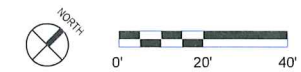
07/17/19 2000





SITE PLAN

1" = 20'-0"

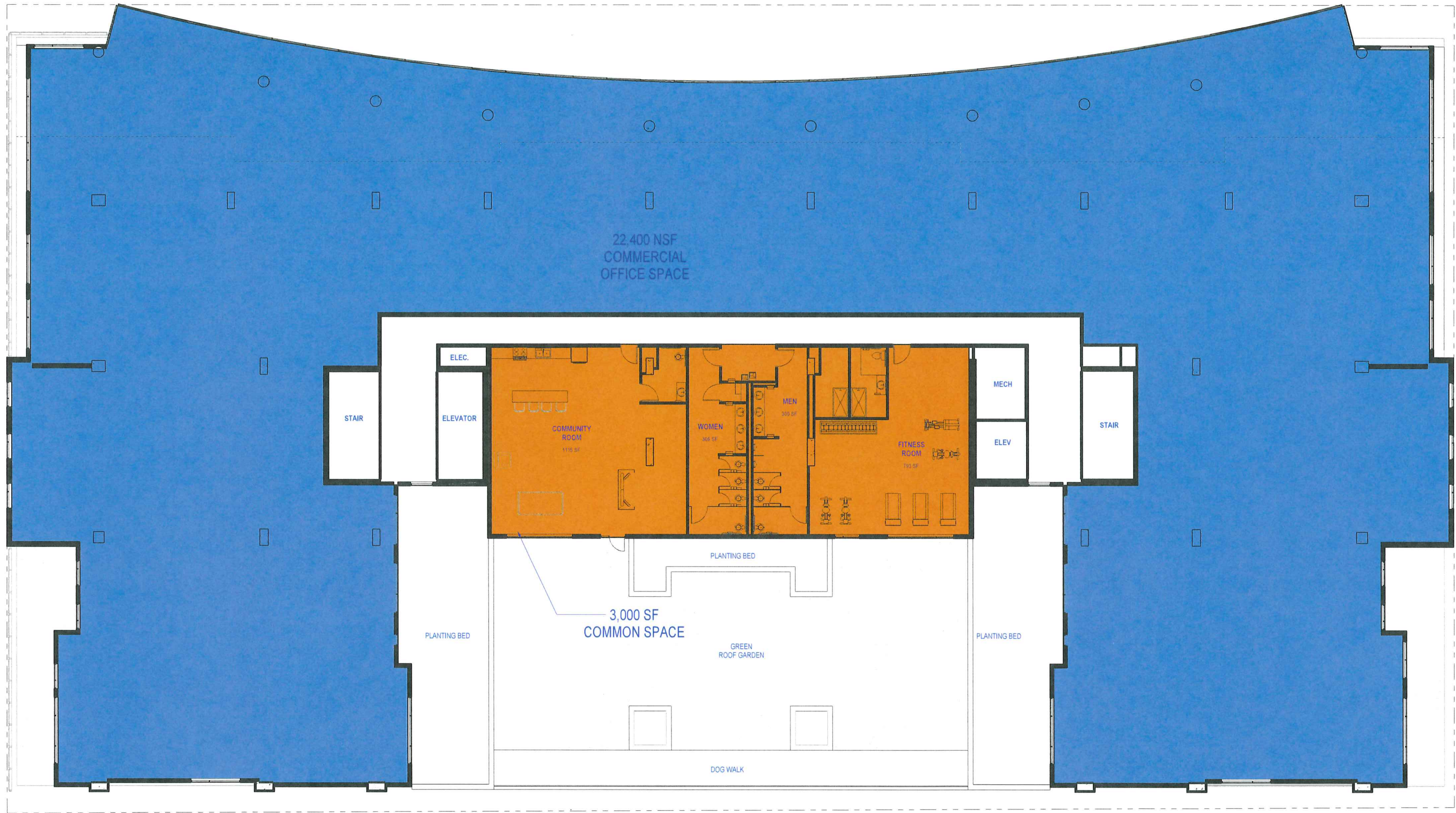






BLOCK 88
 210 S. PINCKNEY ST.
 MADISON WI 53703

SITE PLAN

07/17/19 Z100








5TH FLOOR PLAN
 1/8" = 1'-0"


BLOCK 88
 210 S. PINCKNEY ST.
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5TH FLOOR PLAN

07/17/19 Z205



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UNIT COLOR LEGEND
 STUDIO 1 BD 1 BA 1 BD 1.5 BA+ 1 BD 1.5 BA 2 BD 1 BA 2 BD 2 BA

NORTH
 TYPICAL RESIDENTIAL FLOOR PLAN
 1/8" = 1'-0"

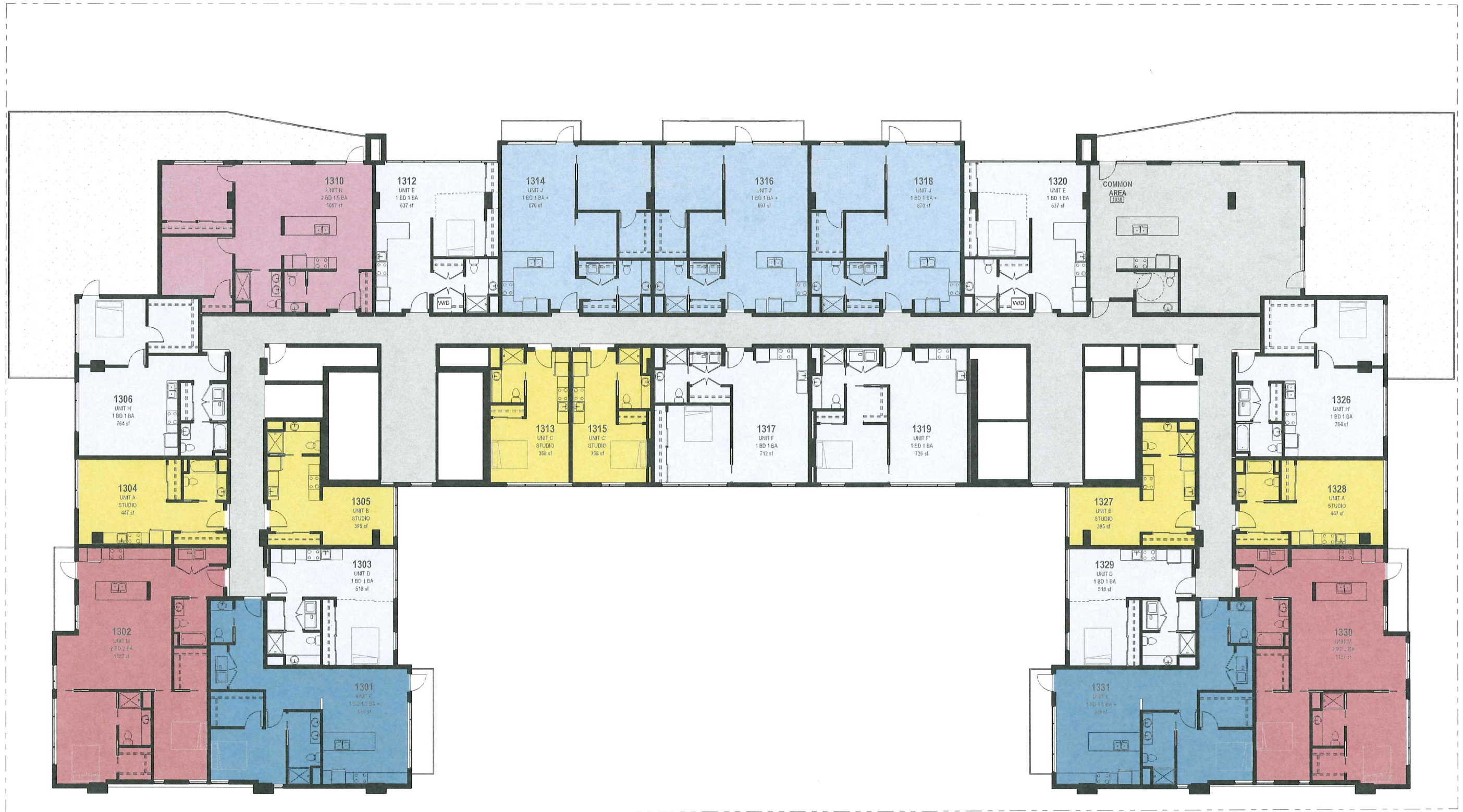


BLOCK 88
 210 S. PINCKNEY ST.
 MADISON WI 53703

TYPICAL FLOOR PLAN

07/17/19 Z210





UNIT COLOR LEGEND
 COMMON AREA STUDIO 1 BD 1 BA 1 BD 1 BA + 1 BD 1.5 BA + 2 BD 1.5 BA 2 BD 2 BA

NORTH
 13TH FLOOR PLAN - PENTHOUSE
 1/8" = 1'-0"
 0' 8' 16'

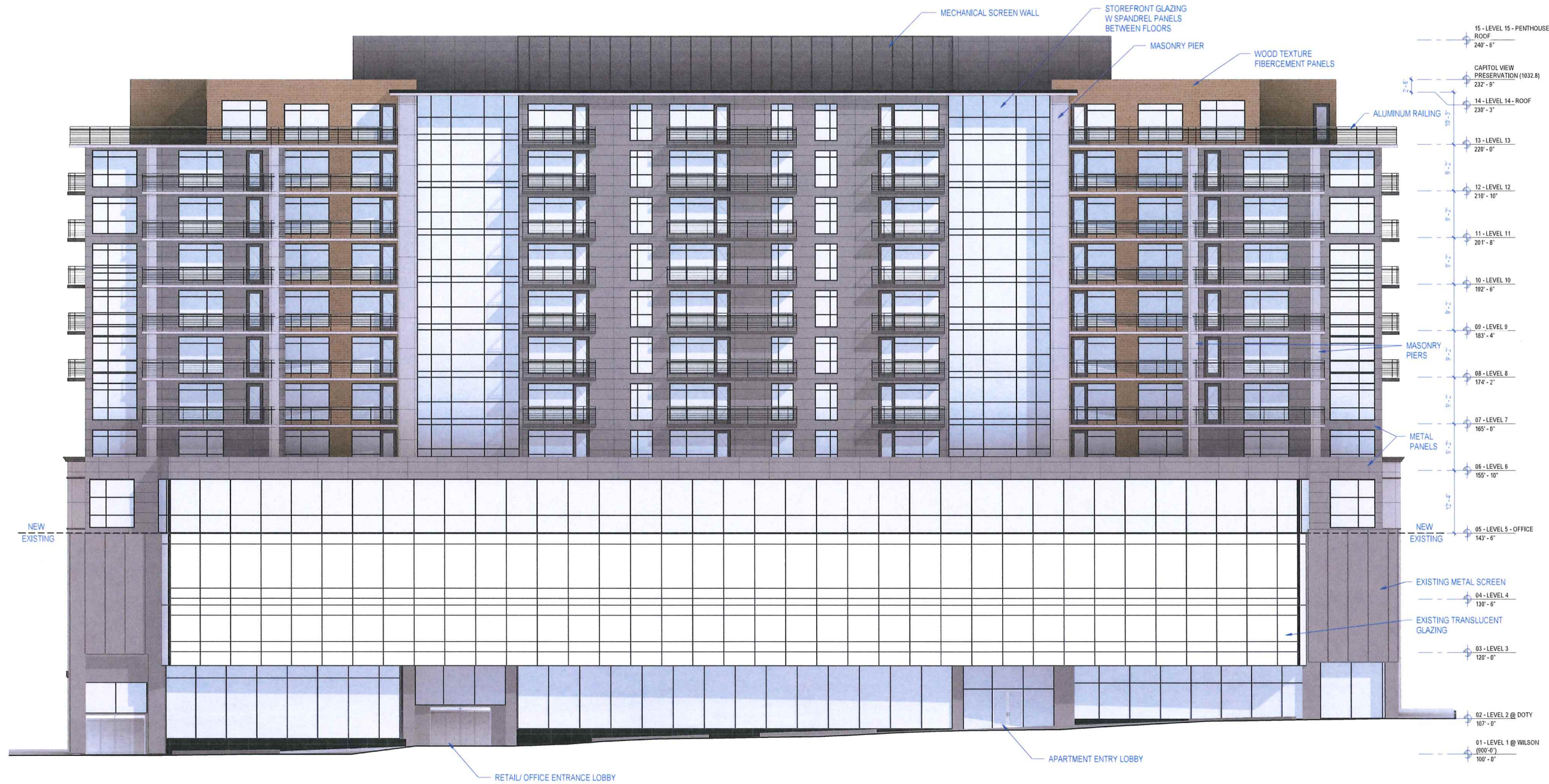
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13TH FLOOR PLAN - PENTHOUSE

07/17/19 Z213



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NORTH ELEVATION
1" = 10'-0"

BLOCK 88
210 S. PINCKNEY ST.
MADISON WI 53703

BUILDING ELEVATIONS

07/17/19 Z301



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SOUTH ELEVATION
1" = 10'-0"



1 WEST ELEVATION
Z304 1" = 10'-0"

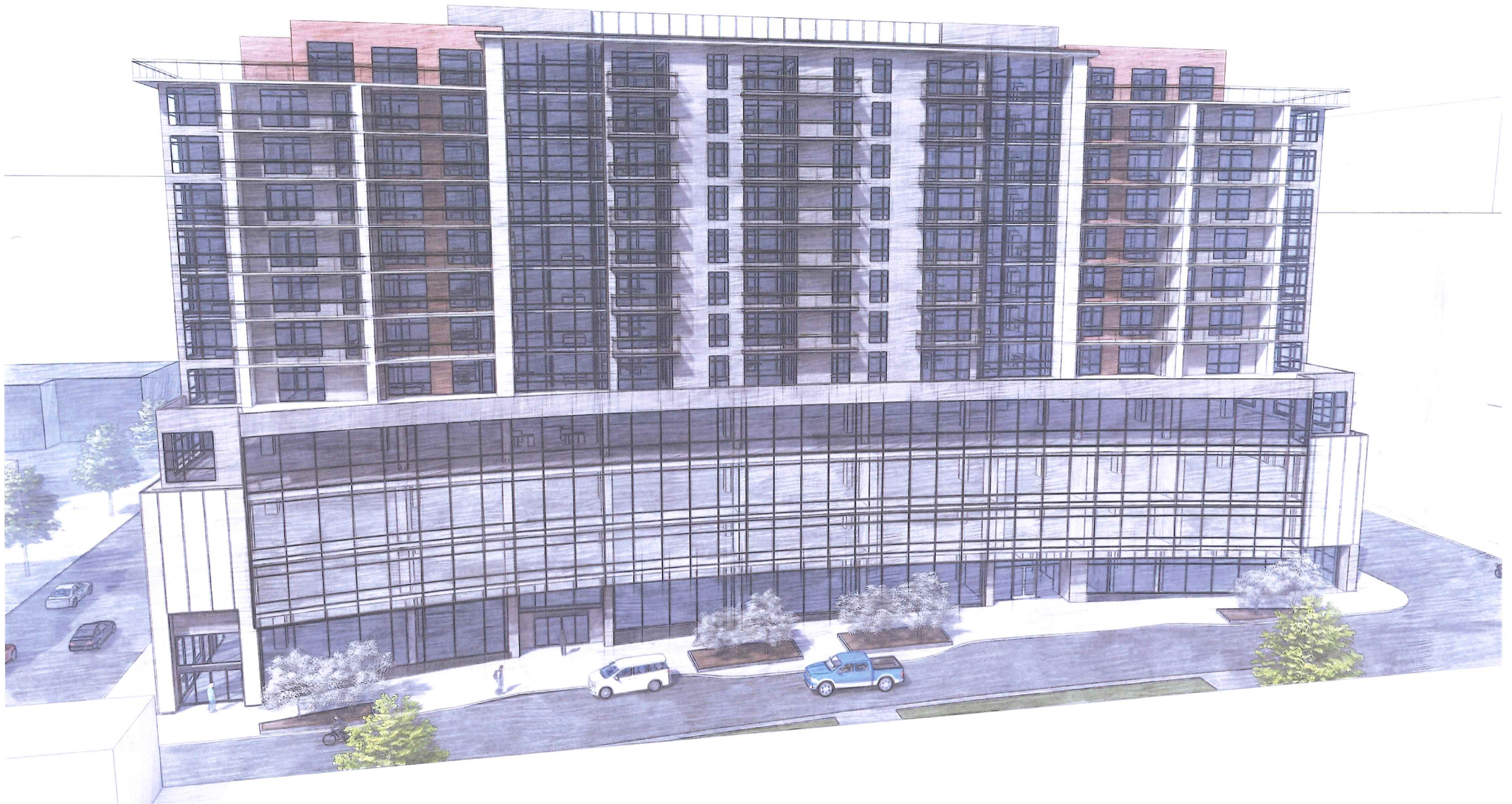


BLOCK 88
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MADISON WI 53703

3D SKETCH - STREET VIEW

07/17/19 Z400





BLOCK 88

210 S. PINCKNEY ST.
MADISON WI 53703

3D SKETCH - PICKNEY ELEVATION

07/17/19 | Z401



151 DEARBORN BLVD. MADISON, WI 53717
PH: 608.261.2000 | FX: 608.684.2000
WWW.ICONICA.COM



BLOCK 88
210 S. PINCKNEY ST.
MADISON WI 53703

3D SKETCH - WILSON STREET PERSPECTIVE

07/17/19 | Z402

