



URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>6/14/2017</u>	<input checked="" type="checkbox"/> Informational Presentation <input type="checkbox"/> Initial Approval <input type="checkbox"/> Final Approval
UDC Meeting Date: <u>6/28/2017</u>	
Combined Schedule Plan Commission Date (if applicable): _____	

1. Project Address: 901 E. Washington Ave
Project Title (if any): 901 E. Washington Boutique Hotel

2. This is an application for (Check all that apply to this UDC application):

New Development Alteration to an Existing or Previously-Approved Development

A. Project Type:

- Project in an Urban Design District* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or 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 Planned Residential Complex

B. Signage:

- Comprehensive Design Review* (public hearing-\$300 fee) Street Graphics Variance* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

C. Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: 901 Hospitality LLC - Curt Brink & John Kothe Company: 901 Hospitality LLC
 Street Address: 324 E. Wilson Street City/State: Madison, WI Zip: 53703
 Telephone: (608) 469-0059 Fax: (____) _____ Email: john@kotherep.com

Project Contact Person: Doug Hursh Company: Potter Lawson
 Street Address: 749 University Row Suite 300 City/State: Madison, WI Zip: 53705
 Telephone: (608) 274-2741 Fax: (____) _____ Email: dough@potterlawson.com

Project Owner (if not applicant): 901 Hospitality LLC
 Street Address: 324 E. Wilson Street City/State: Madison, WI Zip: 53703
 Telephone: (608) 469-0059 Fax: (____) _____ Email: john@kotherep.com

4. Applicant Declarations:

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Heather Stouder on May 24, 2017.
(name of staff person) (date of meeting)

B. 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 Doug Hursh Relationship to Property Architect
 Authorized Signature Date June 14, 2017



901 East Washington Avenue

Urban Design Commission Informational Presentation

June 14, 2017

Narrative

The development along 901 East Washington Avenue consist of the restoration/ historic preservation of the existing 1915 Kleuter Wholesale Grocery Warehouse building, a 5 story addition and a temporary surface parking lot. The primary use for the new and existing building will be a hotel with a first floor restaurant space that faces East Washington Avenue. The restaurant space activates the street with a raised outdoor seating area that develops a level of hierarchy between the pedestrian and vehicular traffic. The vehicular access for the hotel is kept at the courtyard side of the building while pedestrian entrances will be located along East Washington. The existing building will be restored to its original condition while the addition is designed to represent its own time. The new addition reflects the industrial narrative of the existing Klueter building. The addition is developed to respond the “base, middle and top” of the existing building. The concrete frame that occurs on the existing building is reinterpreted and expressed prominently in metal on the addition. The window mullion pattern on the addition reflects back to the iconic warehouse style steel windows.

Zoning District: TE

Urban Design District 8

133 onsite parking stalls

Historic preservation of the Mautz Paint building

5 story addition

145 hotel suites

Total building area: 94,594 gsf

Floor to floor height: ~10'-10"

Existing building first floor height: 4'-5" above grade

Addition first floor height: 1'-6" above grade at E. Washington

Addition height: ~65'

Addition setback from property line: 15'



Project Team

901 Hospitality LLC, Tri-North Builders, Potter Lawson Inc, Gary Brink & Associates, OTIE, Ken Saiki Design, Shannon & Wilson, Strand Associates

901 East Washington Avenue

Urban Design Commission Informational Presentation

June 14, 2017

Urban Design District Standards (Summary): 13.a

Building Height Requirements:

12 stories maximum with 3-5 stories at the street level.

Building Height Provided:

5 Stories at the street level approx. 59' above grade + a stepped back and incorporated into the design 6' tall mechanical screen.

Building Location and Orientation Requirements:

15' minimum setback along East Washington and 10' maximum setback along South Patterson.

Building Location and Orientation Provided:

15' setback along East Washington. Patterson setback starts at the edge of the finished historical brick façade of the Kleuter building at approx. 19'-3". The vehicular entrance for the hotel is located at the courtyard side of the building while pedestrian entrances are located on the front façade along East Washington. A raised and landscaped patio is located between the building and the public sidewalk enhancing the visual and pedestrian character of the street while providing the restaurant patrons a sense of hierarchy over vehicular traffic.

Parking and Service Area Requirements:

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

Parking and Service Areas Provided:

All parking, loading and trash, is located behind or along the side of the building. An additional entrance is located mid block along East Washington. The parking lot is well landscaped. The surface parking lot and storm water pond are temporary and plan to be replaced with shared structured parking on the site. The remainder of the block is developed.

Landscaping and Open Space Requirements:

Street façade along East Washington shall provide a dual canopy of trees along both the building setback and the public right of way.

Landscaping and Open Space Provided:

A dual tree canopy is provided along East Washington. Well designed and attractive landscaping will be used. A temporary water surface pond is located East of the parking lot. A Physical screen will be incorporated into the design to shield the pond.

Building Massing and Articulation Requirements:

All visible sides of the building shall be designed with details that complement the facades. 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.

Building Massing and Articulation Provided:

The existing building will be restored to its original condition while the addition is designed to represent its own time. The new addition reflects the industrial narrative of the existing Klueter building. The addition is developed to respond the "base, middle and top" of the existing building. The concrete frame that occurs on the existing building is reinterpreted and expressed prominently in metal on the addition. The window mullion pattern on the addition reflects back to the iconic warehouse style steel windows. Mechanical equipment is located on the roof of the building and its screening is integrated into the design.

Materials and Color Requirements:

Exterior material shall be durable, high-quality materials and appropriate for external use.

Materials and Colors Provided:

Durable materials shall be used while colors shall be complimentary to one-another and the existing building. Original brick on the existing building shall be restored.

Window and Entrance Requirements:

60% of the ground floor shall be glazing

Window and Entrances Provided:

60% minimum of the ground floor will be glazing on the primary street façade.

901 East Washington Avenue

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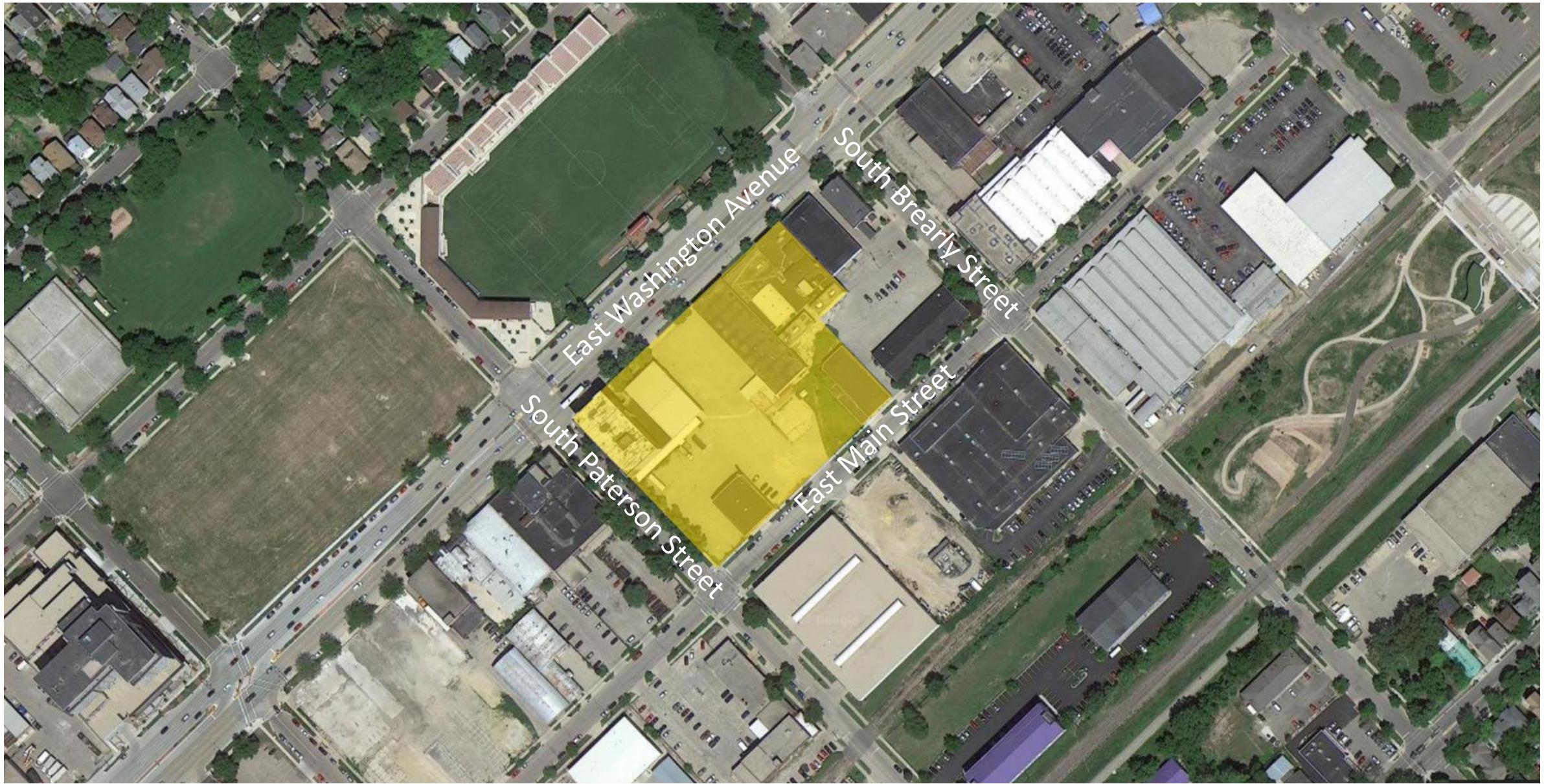
Urban Design District Standards (Summary): 13.a

Restoration of Buildings with Historic Value Requirements:

Owners are encouraged to restore the original character of historically significant buildings.

Restoration of Buildings with Historic Values Provided:

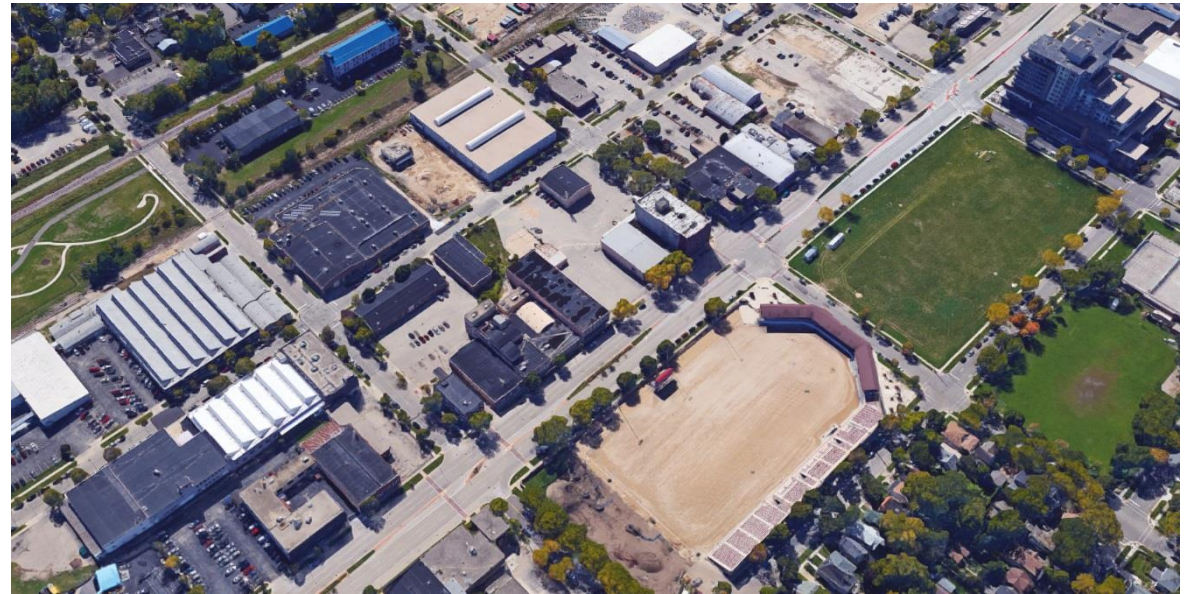
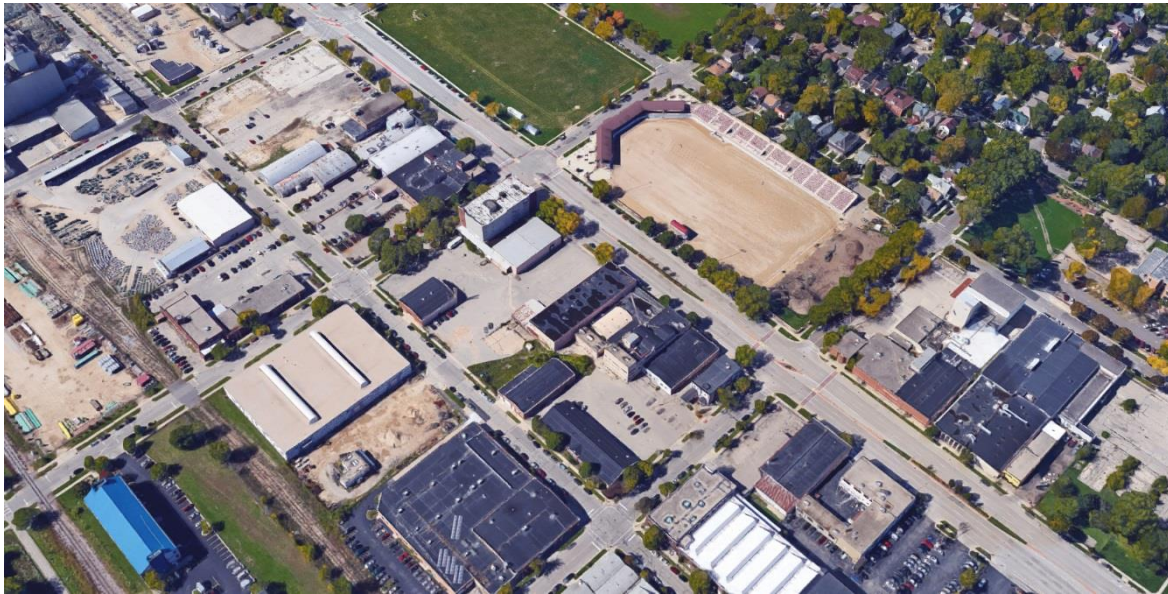
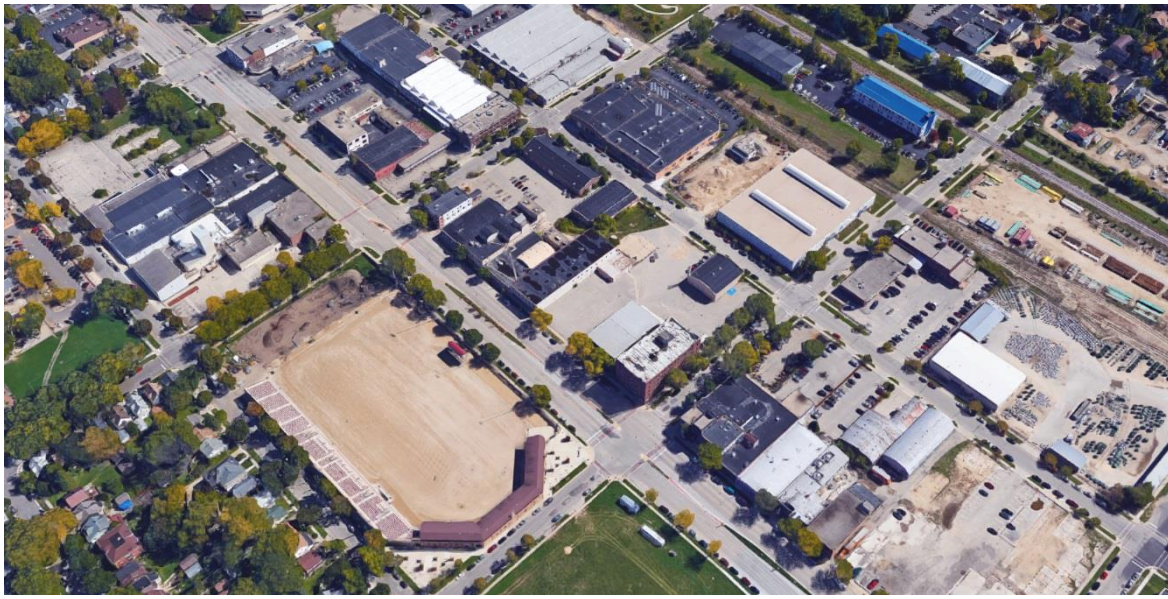
The Kleuter Wholesale Grocery Warehouse building was designed by Alvan E. Small and Built in 1915. It was built for Kleuter and Co, one of Madison's most well-known wholesale grocery's at the time. The building is a 5 story building consisting of brick and cast-in-place reinforced concrete. The primary facades along East Washington Avenue and South Peterson Street are brick facades and were designed in the prairie school style. These facades remain largely unaltered. The secondary facades on the northeast and southeast sides are clad in metal panel installed in 1990. Underneath the metal panel is the original façade featuring exposed reinforced concrete structure with brick infill. All exterior facades will be restored to their original character.



Site Plan



Demolition Site Plan



Existing Conditions - Aerials



Existing Conditions – Site Photos



Existing Conditions – Site Photos

E. WASHINGTON AVE.

S. PATERSON ST.

E. MAIN ST.



Site Plan



North Perspective



North-West Perspective/ Elevation



West Perspective



Street Perspective



South Perspective



East Perspective