URBAN DESIGN COMMISSION APPLICATION



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



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.

FOR OFFICE USE ONLY:
Paid Receipt #
Date received10/16/23 11:57 a.m.
Received by
Aldermanic District
Zoning District
Urban Design District
Submittal reviewed by
Legistar #

1. P	roject Information		
Δ	ddress:		
'	itle:		
2. A	pplication Type (check all that		
U	DC meeting date requested		November 8 2023
	New development	Alteration to an existing or	previously-approved development
	X Informational	Initial approval	Final approval
3. P	roject Type		
	Project in an Urban Design Dis	trict	Signage
	Project in the Downtown Core		Comprehensive Design Review (CDR)
	Mixed-Use District (UMX), or Mix	, ,	Signage Variance (i.e. modification of signage height,
	Project in the Suburban Emplo Campus Institutional District (0		area, and setback)
	District (EC)		Signage Exception
	Planned Development (PD)		Other
	General Development Pla	• •	Please specify
	Specific Implementation		
	Planned Multi-Use Site or Resi	dential Building Complex	
4. A	pplicant, Agent, and Property	Owner Information	
Α	pplicant name		Company
S	treet address		City/State/Zip
T	elephone		Email
P	roject contact person		Company
			City/State/Zip
T	elephone		Email
P	roperty owner (if not applicant))	
	treet address		City/State/Zip
To	elephone		Email

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.

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*
- ☑ Notification to the District Alder

• Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

Both the paper copies and electronic copies <u>must</u> 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. 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 Tim Parks, Jessica Vaughn on October 12, 2023
- 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 Curt Brink		Relationship to property	Developer	
Authorizing signature of property owner _	Cues per	Date	e 10/16/23	

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:

1 1000	the seriedate selow for the appropriate feet
	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 $(per \S 31.041(3)(d)(1)(c) MGO)$

- 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

URBAN DESIGN COMMISSION APPROVAL PROCESS



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)
- <u>Initial Approval</u>. 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.
- <u>Final Approval</u>. 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



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. Informa	tional Presentation				
	Locator Map)		Requirem	ents for All Plan Sheets
	Letter of Intent (If the project is within			1. Title	block
	an Urban Design District, a summary of how the development proposal addresses			2. Shee	et number
	the district criteria is required)		Providing additional	3. Nort	th arrow
	Contextual site information, including	Ţ	information beyond these minimums may generate		e, both written and graphic
	photographs and layout of adjacent		a greater level of feedback	5. Date	
	buildings/structures Site Plan		from the Commission.		dimensioned plans, scaled '= 40' or larger
	Two-dimensional (2D) images of				ns must be legible, including
	proposed buildings or structures.	J		plans (if re	zed landscape and lighting quired)
2. Initial A	pproval				
	Locator Map)	
	Letter of Intent (If the project is within a the development proposal addresses the			of <u>how</u>	
	Contextual site information, including ph structures	otog	raphs and layout of adjacent bu	uildings/	Providing additional information beyond these
	Site Plan showing location of existing a lanes, bike parking, and existing trees ov			res, bike	minimums may generate a greater level of feedback
	Landscape Plan and Plant List (must be le	egible	e)		from the Commission.
	Building Elevations in both black & whi material callouts)	te ar	nd color for all building sides	(include	
	PD text and Letter of Intent (if applicable	<u>:</u>)		J	
3. Final Ap	proval				
All the r	equirements of the Initial Approval (see al	oove), <u>plus</u> :		
	Grading Plan				
	Proposed Signage (if applicable)				
	Lighting Plan, including fixture cut sheet	s and	I photometrics plan (must be le	egible)	
	Utility/HVAC equipment location and scr	eeni	ng details (with a rooftop plan	if roof-mou	inted)
	PD text and Letter of Intent (if applicable	,)			
	Samples of the exterior building materia	ls (pr	resented at the UDC meeting)		
4. Compre	hensive Design Review (CDR) and Varia	nce	Requests (<i>Signage applicatio</i>	ons only)	
	Locator Map				
	Letter of Intent (a summary of how the prop	posec	d signage is consistent with the CI	OR or Signage	e Variance criteria is required)
	Contextual site information, including p project site	hoto	graphs of existing signage bo	th on site a	and within proximity to the
	Site Plan showing the location of existing driveways, and right-of-ways	र sign	nage and proposed signage, din	nensioned s	signage setbacks, sidewalks,
	Proposed signage graphics (fully dimens	ione	d, scaled drawings, including m	naterials and	d colors, and night view)
	Perspective renderings (emphasis on per	destr	ian/automobile scale viewshed	ds)	
	Illustration of the proposed signage that	mee	ets Ch. 31, MGO compared to v	vhat is being	g requested.
	Graphic of the proposed signage as it rel	ates	to what the Ch. 31, MGO wou	ld permit	



October 16, 2023

City of Madison Urban Design Commission Informational Submittal

Re: Letter of Intent for Proposed Development 929 East Washington Avenue Hotel

Dear Commission Members and City Staff:

We are pleased to present the enclosed documents for a new dual brand hotel, with an extended stay and lifestyle inspired brand. This project is the next phase of the development of the 900 block of East Washington Avenue. The Hotel Indigo including the restoration of the historic Kleuter Building, the WHEDA building at 908 East Main Street as well as phase one of the parking structure have been completed on the block.

This phase of the project will require a major alteration to an approved Conditional Use for a building taller than 5 stories located in the TE zoning district. The project is located within Urban Design District 8 along the East Washington Capitol Gateway Corridor in Sub Block 13 A. The project follows the established requirements for building heights, façade height, minimum and maximum setback, and step back requirements.

The 929 East Washington Avenue Hotel will have approximately 265 rooms and will add approximately 160 parking stalls in an horizontal addition to the existing parking structure. The first floor of the hotel will house the entrance, vehicular drop off and elevator lobby along with a banquet hall and prefunction space. The street level terrace along East Washington Avenue is designed to accommodate outdoor seating and dining.

The exterior design of the building is influenced by the historic brick Kleuter building as well as the historic industrial nature of the East Rail Corridor. Exterior materials include a buff-colored brick with dark metal or precast concrete accents. The black accents and articulated window framing relate to both the Hotel Indigo, the Kleuter Building and the WHEDA building, while the buff color brick, similar to Cream City brick, provides a contrast to the other red and brown brick buildings on the block.

The set back and step back requirements of Urban Design District 8 create a podium building with a terrace on the 6th floor. The terrace on the sixth floor will provide a destination amenity space for the hotel that includes outdoor dining, a hot tub, outdoor seating and recreation space. A bar, lounge space and meeting rooms on the 6th floor will open on to the terrace and provide views overlooking Breese Stevens field. A portion of the outdoor amenities will be located to the south of the hotel on the existing parking structure roof. A portion of the upper roof will be a green roof for storm water management.

Emergency generators and transformers are enclosed in the parking structure and will face the internal drive. A trash enclosure is located on the ground floor along South Brearly Street.

Parking is provided in the parking structure above the first floor and in the center of the block. The hotel project will add on to the existing phase one parking structure. The parking structure is shared with the other buildings on the block including the future 920 East Main Street condominiums, the WHEDA building and the Hotel Indigo. The addition to the parking structure

will add approximately 160 vehicle stalls for a total of approximately 540 stalls. Three floors of parking are located above the first floor along East Washington Avenue and are enclosed and screened with frosted glazed windows.

Site Description

The 4.3-acre property is located on the 900 block of East Washington Avenue, bounded by South Paterson Street, East Main Street, South Brearly Street and East Washington Avenue, with the exception of a 10,800 square foot parcel for the Madison Credit Union, on the corner of South Brearly Street and East Washington Avenue.

Project Data

Zoning District: TE, Traditional Employment

Urban Design District 8

Aldermanic District 6, Marsha Rummel

Building Use: Hotel, Banquet Hall, Bar, Café and Parking

Building Stories: 15 Stories

First Floor Elevation: 852' (18" above grade)

Building Height: 155'-6", tops out at elevation: 1007'-6"

Maximum height allowed per FAA within 3-mile radius of the airport: Elevation: 1009' or 157.0' tall

Setback from property line along East Washington: 15'

Urban Design District Eight – Preliminary Summary of Standards & Requirements: Block 13.a

- 1. Building Height Requirements:
 - a. 12 stories maximum with 3-5 stories at the street level.
 - b. Building Height provided: 15 stories with 4 stories at street level
 - c. Building Height requirement: Maximum height without bonus stories: 147'
 - d. Building height proposed: approximately 155'-6", this is 8'-6" over the maximum that the building height allows before the bonus story allowance.
 - e. 3 bonus stories are allowed on block 13 A.
 - f. Bonus story requirements fulfilled by:
 - i. Structured parking shared by multiple users with space for public use for visitors, restaurant and bar parking.
 - ii. Mid-block and through block public pedestrian, bike and or vehicular connections.
 - iii. Rehabilitation of historic structures: Kleuter Building has been restored as part of the block redevelopment and the Wisconsin Telephone Garage and Warehouse is planned to be restored at a later date.
- 2. Building Location and Orientation Requirements:
 - a. Building Location and Orientation provided: 15' setback along East Washington
- 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.
 - b. Parking and Service Areas Provided: Structured parking is in the center of the block and behind the current proposed development. Loading and trash are located in a screened trash/loading enclosure off Brearly St. to the northeast. 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 East Washington Ave, South Brearly and South Paterson Streets.
- 4. Landscaping and Open Space Requirements:
 - a. Street façade along East Washington shall provide a dual canopy of trees along both the building setback and the public right of way.
 - b. Landscaping and Open Space Provided: A dual tree canopy is provided along East Washington along with a raised terrace for outdoor seating.
 - c. A green roof is located above the parking structure. A green roof for stormwater management is located on the uppermost roof.
- 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: The ground floor of the building provides glazing and transparency to the public hotel spaces and banquet hall pre-function space, along with an articulated façade of masonry with metal panel accents. First floor uses are intended to activate the street and outdoor terrace.
- c. The 4-story building base is articulated with frosted glass windows concealing the parking structure floors above the first floor. The upper floor volume continues the brick façade detailing accentuating the verticality of the building with large windows. The building massing is configured to hold the corner of East Washington Avenue and the internal drive and to maximize the green roof amenity space/bar for greater interaction with the street.
- 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. The building is mostly a brick building, along with metal panel accents.
- 7. Window and Entrance Requirements:
 - a. In non-retail buildings 40% of the ground floor shall be windows. Window and Entrances provided: 41% of the ground floor will be windows on the primary street façade.
 - b. A positive visual termination at the top of the building with decorative cornices or parapets should be provided. The design has a articulated termination at the top of the building.
 - c. New corner building should be located near the sidewalk edge and should define the street intersection with distinctive architectural features...such as recessed entries. The project has a recessed entry with decorative light fixture to highlight the hotel pedestrian entry point at the corner of East Washington Avenue and the internal drive.
- 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 were 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 will remain in place and repurposed when the right tenant is identified. The brick garage has masonry buttresses and a gabled metal roof, it was built in 1929 in a Colonial Revival style, the architects were Herbst and Kuenzli. The project is not registered as a landmark but is eligible for the designation.

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.

Sustainability and Energy Efficiency

The project has several sustainable and energy efficiency measures. Located in an urban redevelopment district the project provides added density on an underutilized site in downtown Madison, reducing sprawl and saving greenspace. Two historic buildings on the block will remain and be restored. The project contains all structured parking within the center of the site creating a better pedestrian experience at the street level. By not over building parking stalls the project encourages use of mass transit and other means of transit beside personal vehicles, which also helps to reduce traffic and reduce greenhouse emission. Green roofs will create a connection to nature and allow users to be outside within a landscaped area in the center of the city. The green roofs will reduce storm water runoff from the site and reduce the urban heat island effect.

The HVAC system for the hotel will be a heat pump system. The system will have a recirculating water or refrigerant loop that allows heating and cooling to occur at the same time, creating efficiencies by extracting heat to cool a portion of the building while using that extracted heat to heat another portion of the building. The boilers will be high efficiency condensing boilers. The building will utilize LED light fixtures throughout saving electrical energy. EV charging stations will be incorporated to meet City of Madison Ordinances. The team will work with Focus on Energy to study additional energy efficiency measures.

Project Team

Owner Developer: Archipelago Village, LLC

PO Box 512 505 N Carrol Street Madison WI 53701

Architect: Potter Lawson, Inc. Doug Hursh, Peter Harmatuck,

Jaime Denman
OTIE John Thousand
Saiki Design Rebecca DeBoer
Lighting Ergonomics Mandar Bankhele

Curt Brink, Mike Engen

Traffic/TDM Engineer: Strand Associates Jeff Held
Parking Consultant: Walker Parking Consultants Brad Navarro

Attorneys: Carlson Black O'Callaghan & Battenberg Matt Carlson & Dan O'Callaghan

Schedule

The Land Use Application will be submitted in October or November. The project is scheduled to start construction in the Summer of 2024 and be completed and occupied by Winter of 2025, approximately 16 months of construction.

Thank you for reviewing the proposed development documents. We are excited to present the design for this new mixed-use, urban infill development. Please contact me if you have any questions regarding this submittal.

Sincerely,

Douglas R. Hursh, AIA, LEED AP Principal-in-charge of Design

mylanetfull

Civil Engineer:

Landscape Architect:

Lighting Designers:

929 East Washington Avenue Hotel

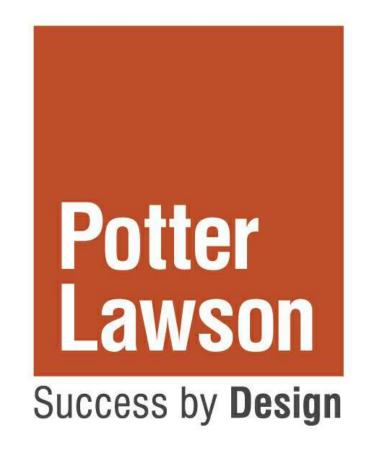
929 E. Washington Ave. Madison, WI 2016.36.02.4

10/16/2023 UDC INFORMATIONAL SUBMITTAL

Drawing Index

C = Issued for Construction
B = Issued for Bidding
R = Issued for Reference Only





Architect:

749 University Row Suite 300 Madison, WI 53705 608-274-2741

PRELIMINARY NOT FOR CONSTRUCTION

929 East Washington Avenue Hotel

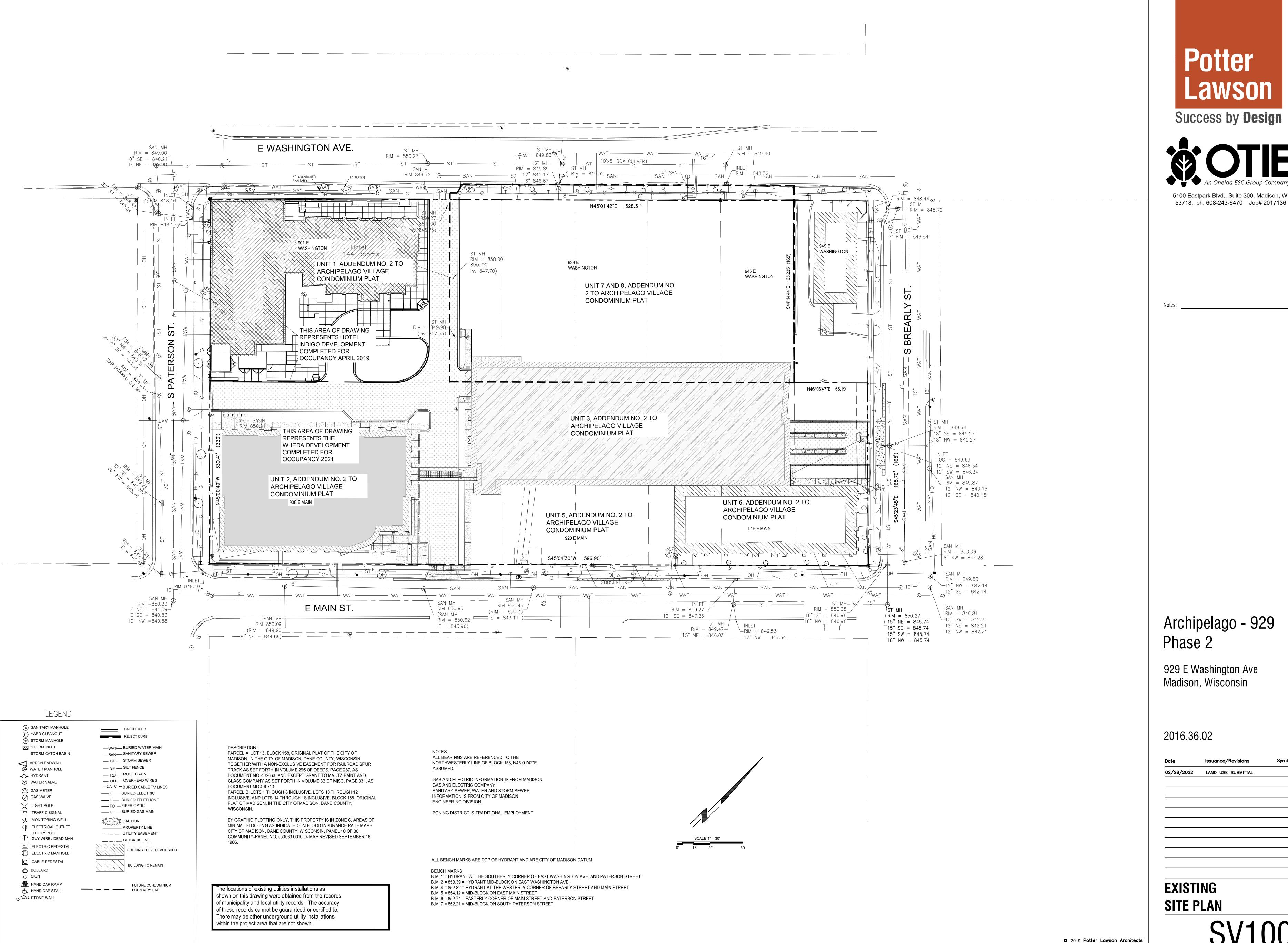
929 E. Washington Ave. Madison, WI

2016.36.02.4

DATE ISSUANCE/REVISIONS #

COVER DRAWING

CD-01







Archipelago - 929 Phase 2

929 E Washington Ave Madison, Wisconsin

2016.36.02

Date	Issuance/Revisions	Symb
02/28/2022	LAND USE SUBMITTAL	

EXISTING SITE PLAN



Project site along E. Washington Ave. (Phase 1 Parking Ramp is visible in background)



Project site viewed from Phase 1 Parking Ramp looking toward Hotel Indigo



Hotel Indigo at E. Washington Ave. and S. Paterson St.

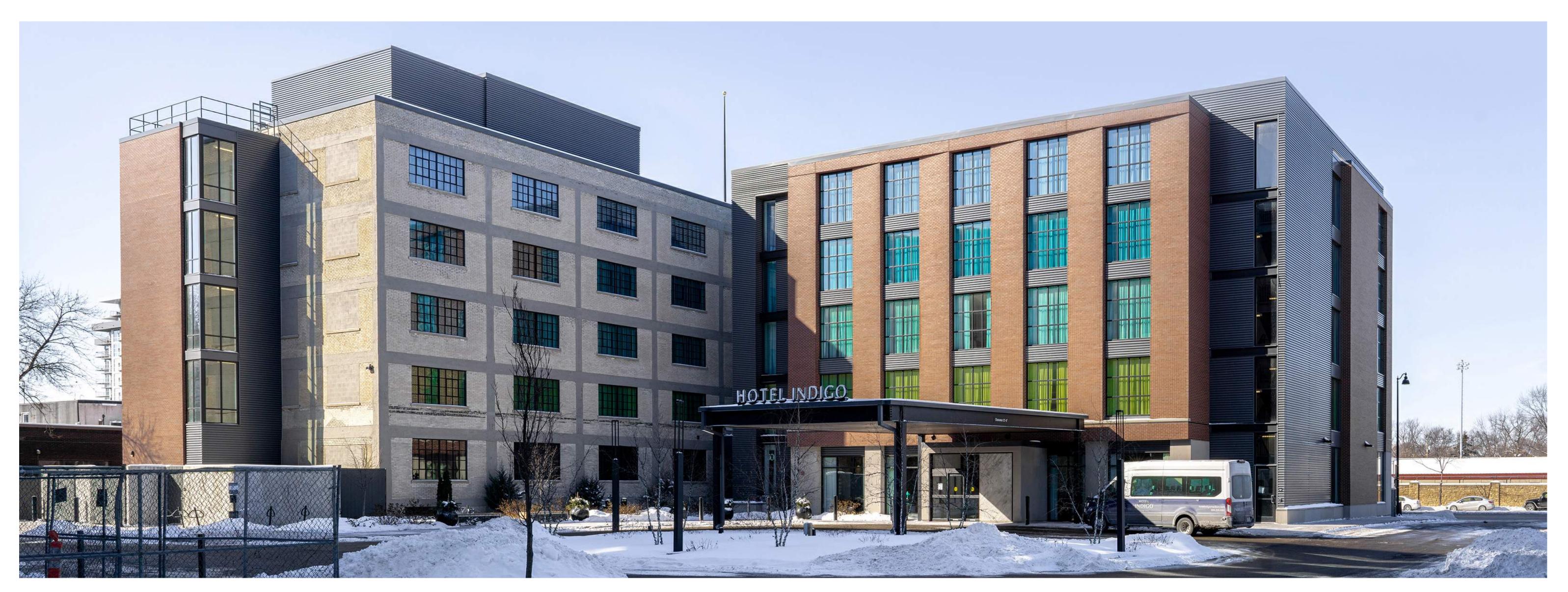




Project site with Phase 1 Parking Ramp, Madison Credit Union, and Hotel Indigo in distance



Project site from S. Brearly St.

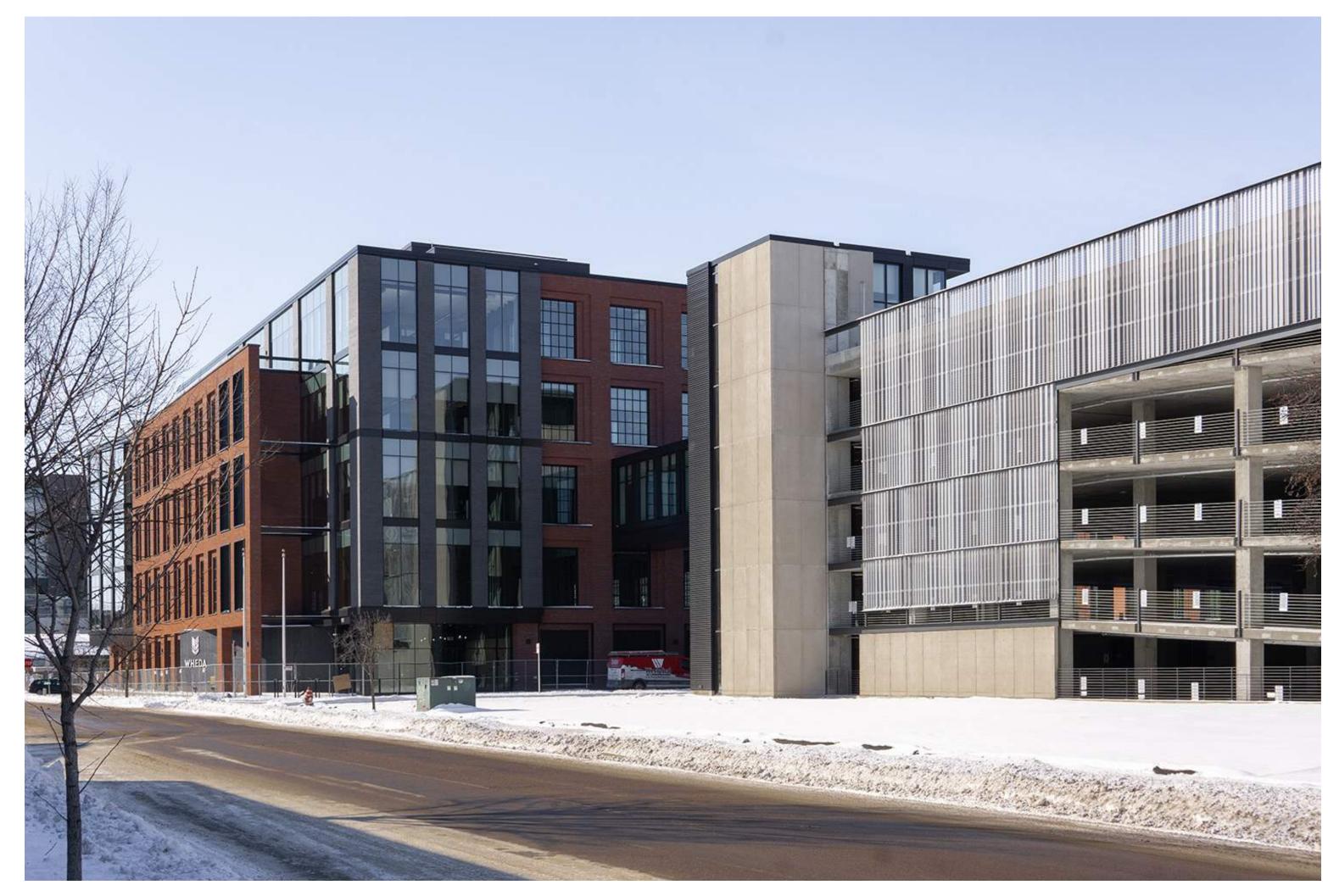


Hotel Indigo viewed from Phase 1 Parking Ramp





WHEDA Building at E. Main St. and S. Paterson St.



WHEDA Building and Phase 1 Parking Ramp along E. Main St.



Madison Credit Union at E. Washington Ave. and S. Brearly St.



Wisconsin Telephone Company Building at E. Main St. and S. Brearly St.

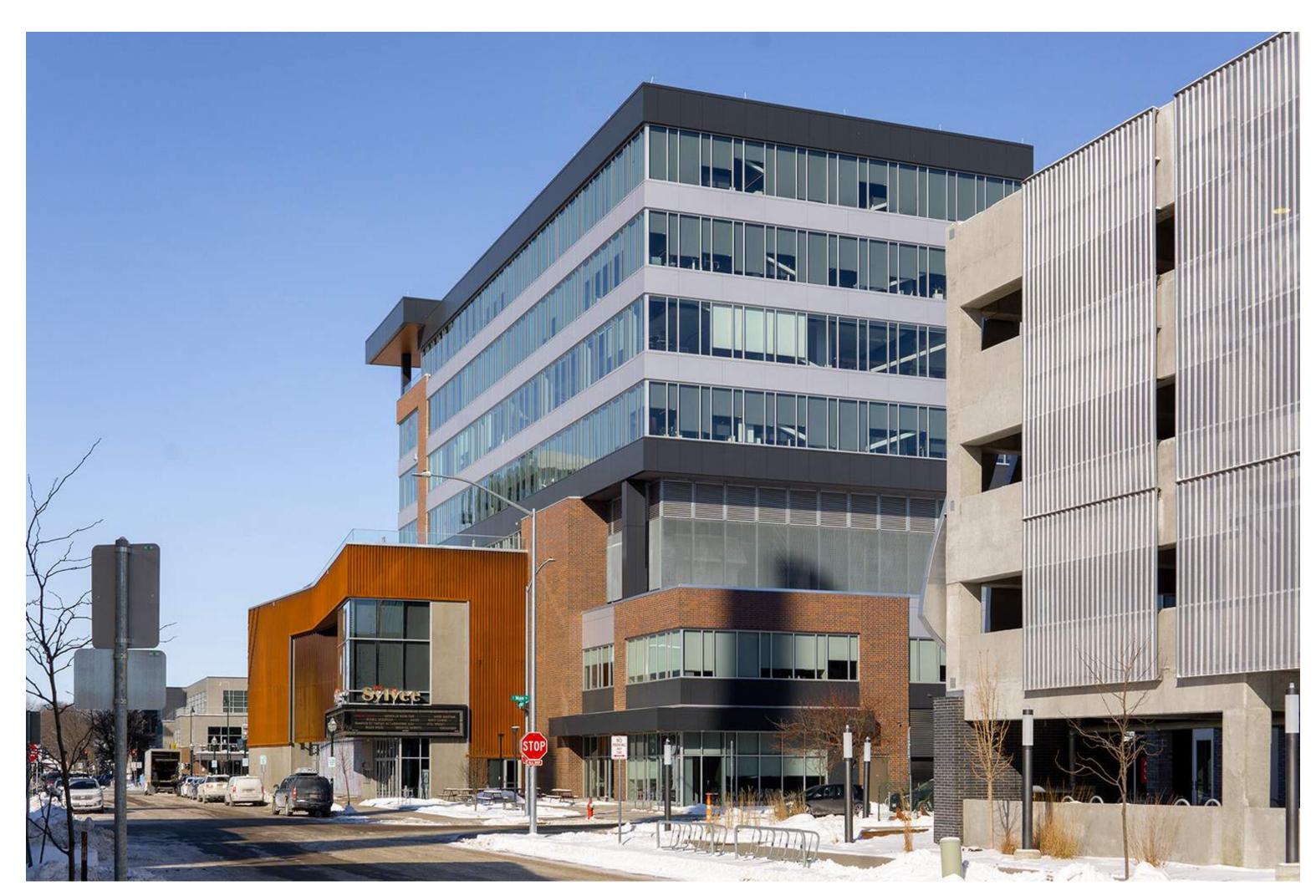




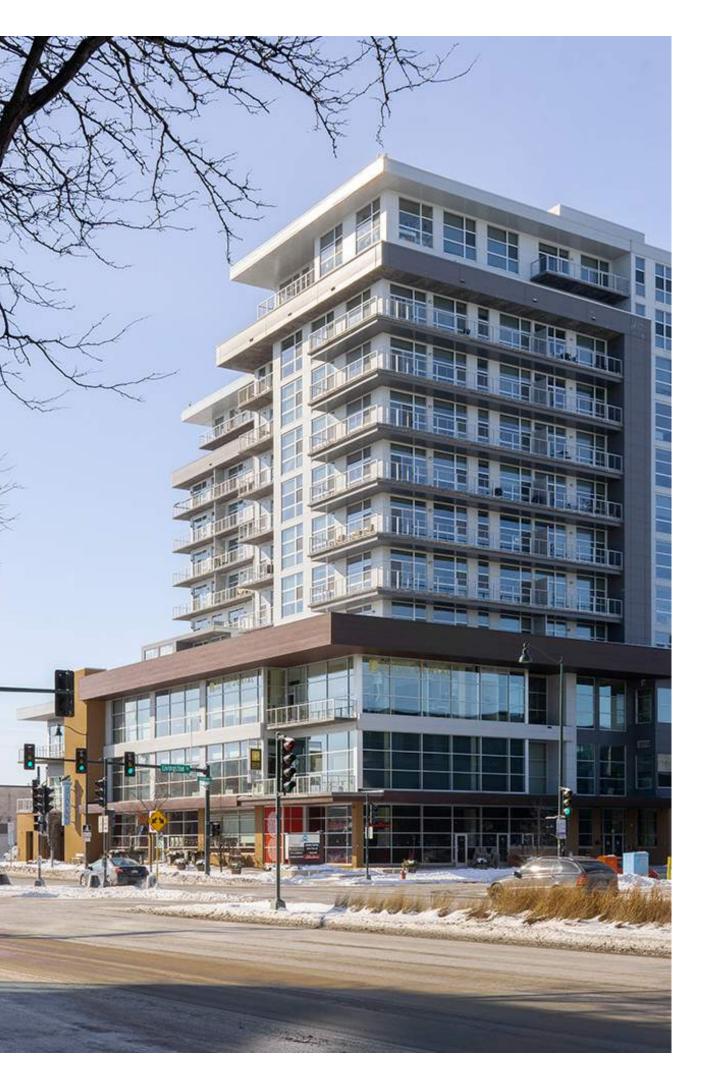
Lyric Apartments and side of Madison Credit Union



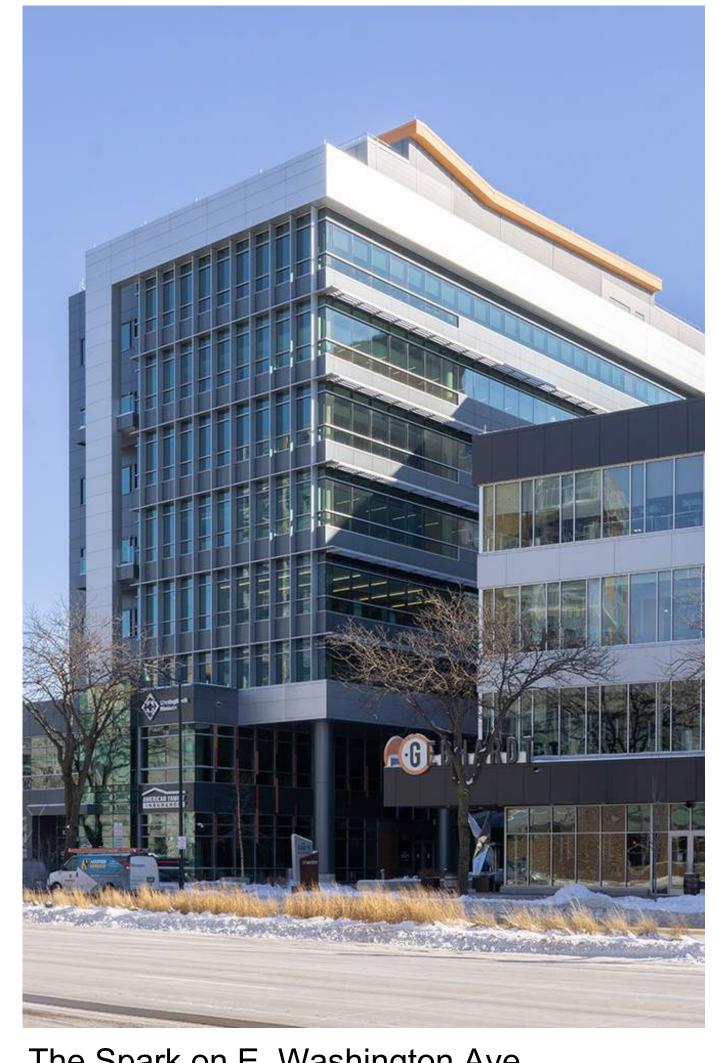
E. Washington Ave. toward Galaxie Apartments



The Sylvee from the South Livingston Street Garage

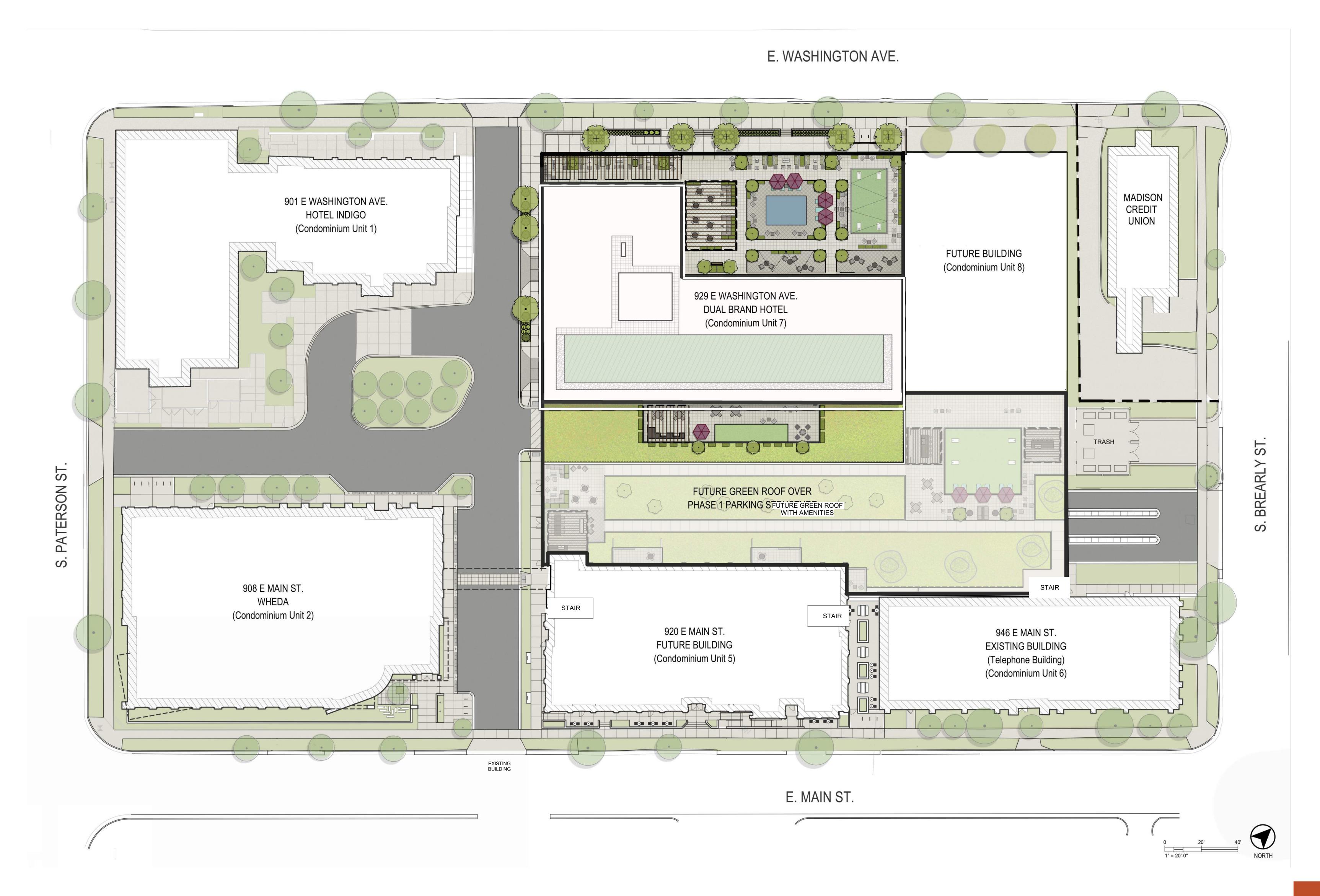


The Constellation on E. Washington Ave.



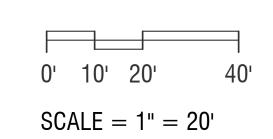
The Spark on E. Washington Ave.



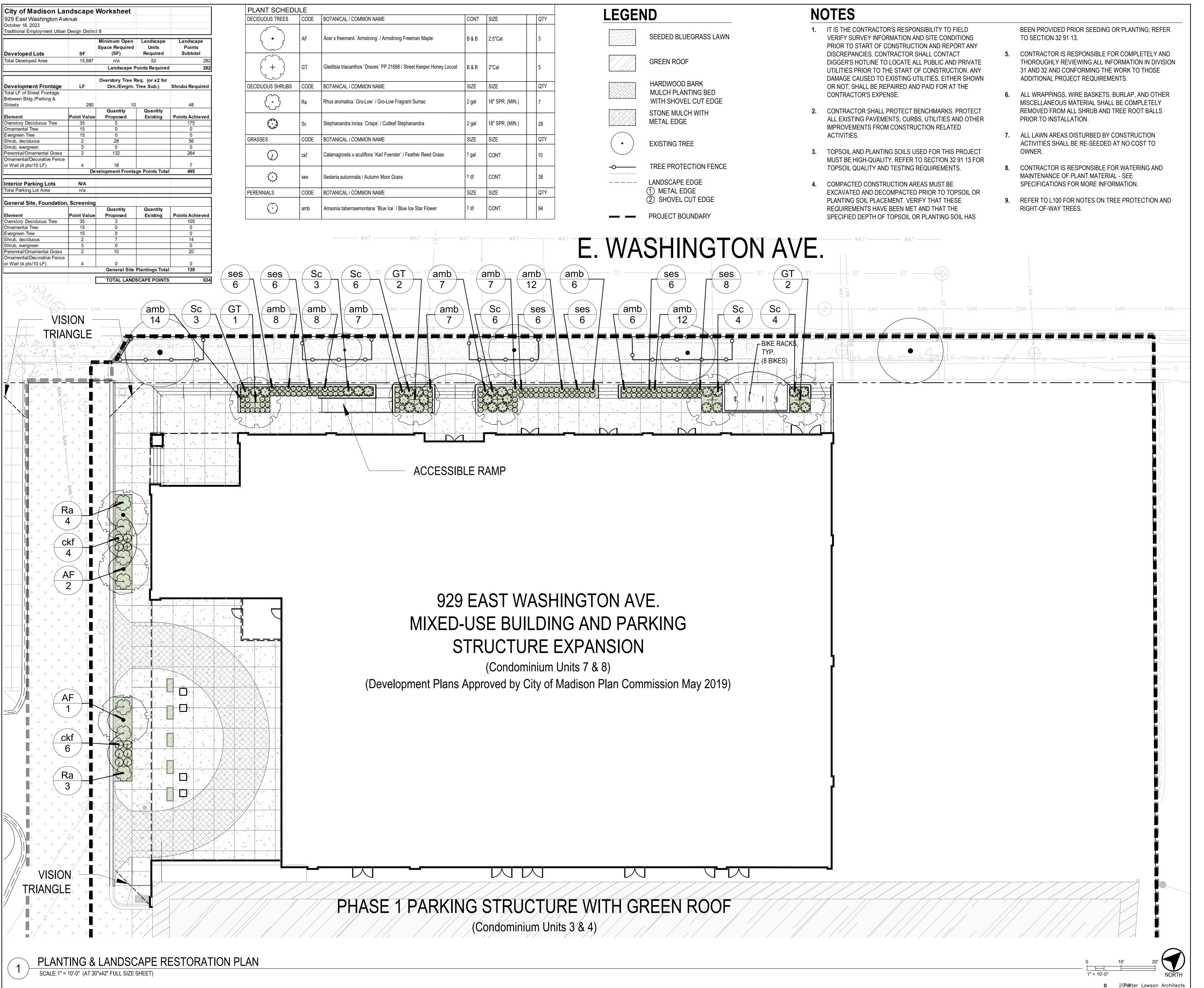










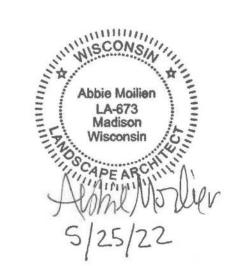






1110 South Park Street, Madison, WI 53715 Phone: 608.251.3600

Notes



PRELIMINARY
NOT FOR CONSTRUCTION

Archipelago

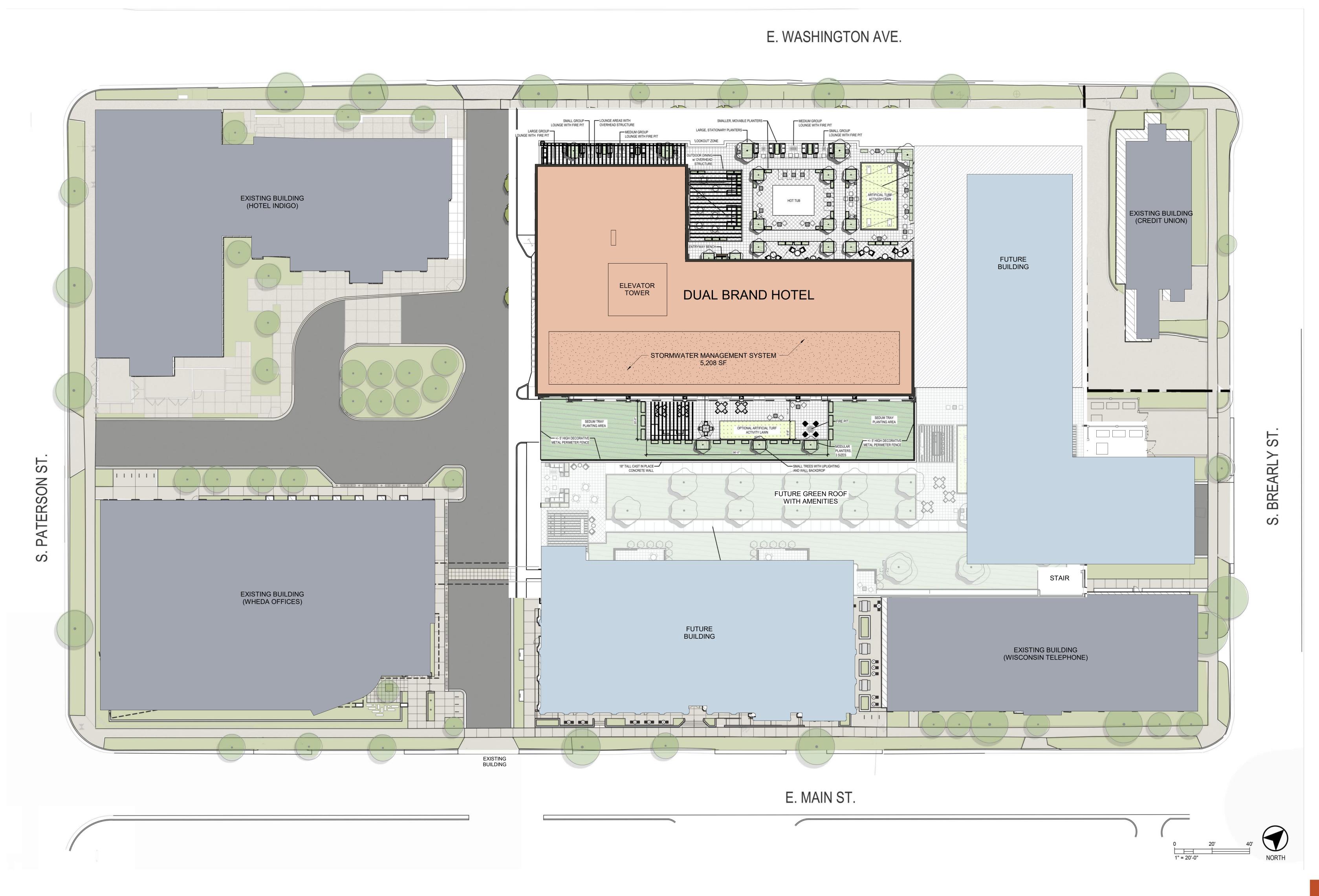
929 E Washington Ave Madison, Wisconsin

Project #: 2016.36.02

Date	Issuance/Revisions	Symbol
02/28/2022	LAND USE SUBMITTAL	
05/25/2022	REVISED LAND USE SUBMITTAL	
10/18/2023	PRICING SET	

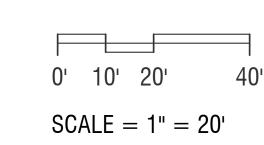
PLANTING & LANDSCAPE RESTORATION PLAN

L200

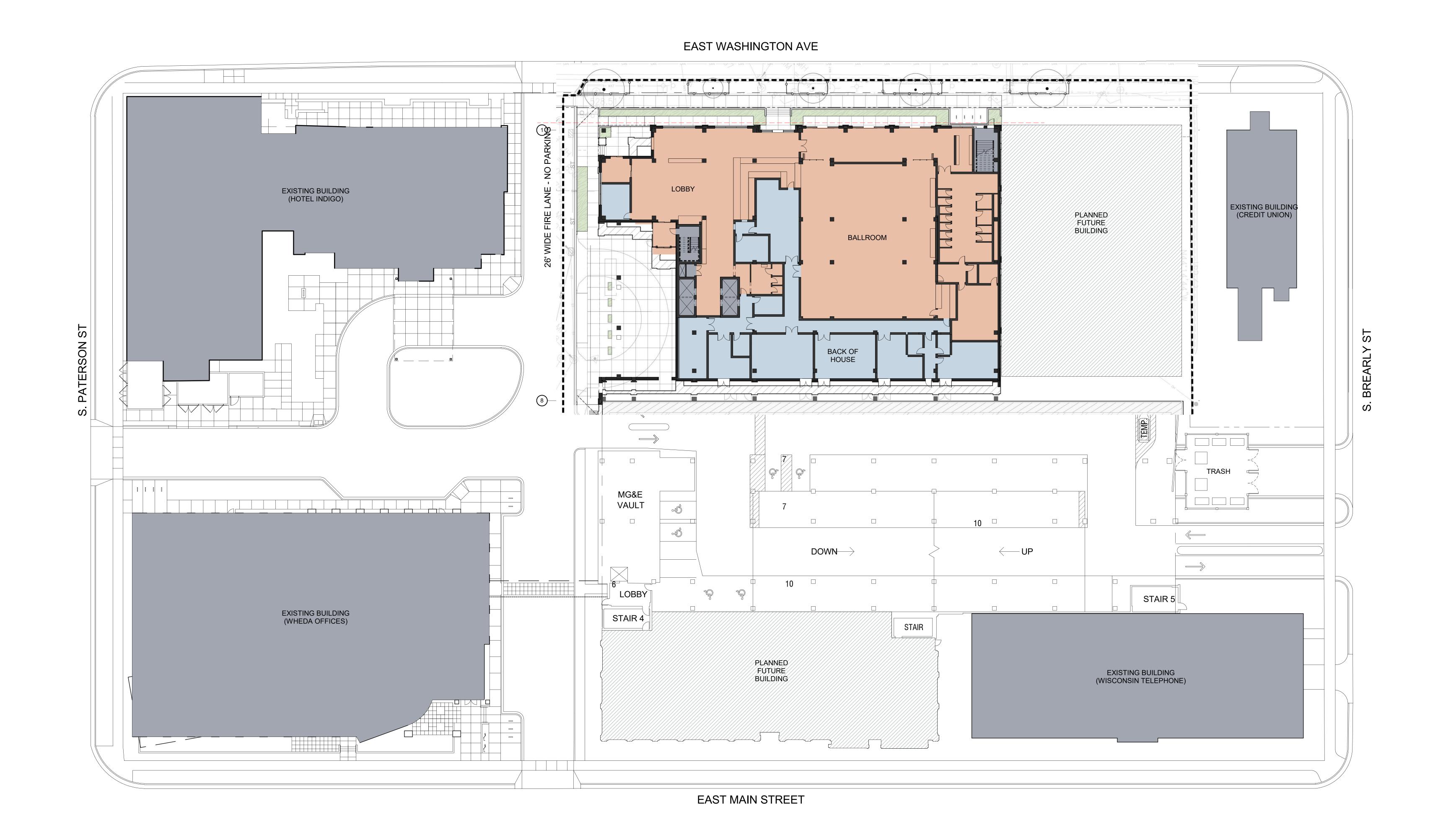




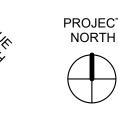


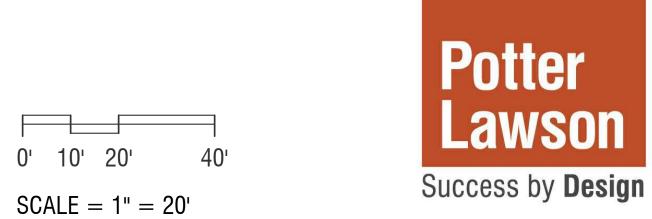


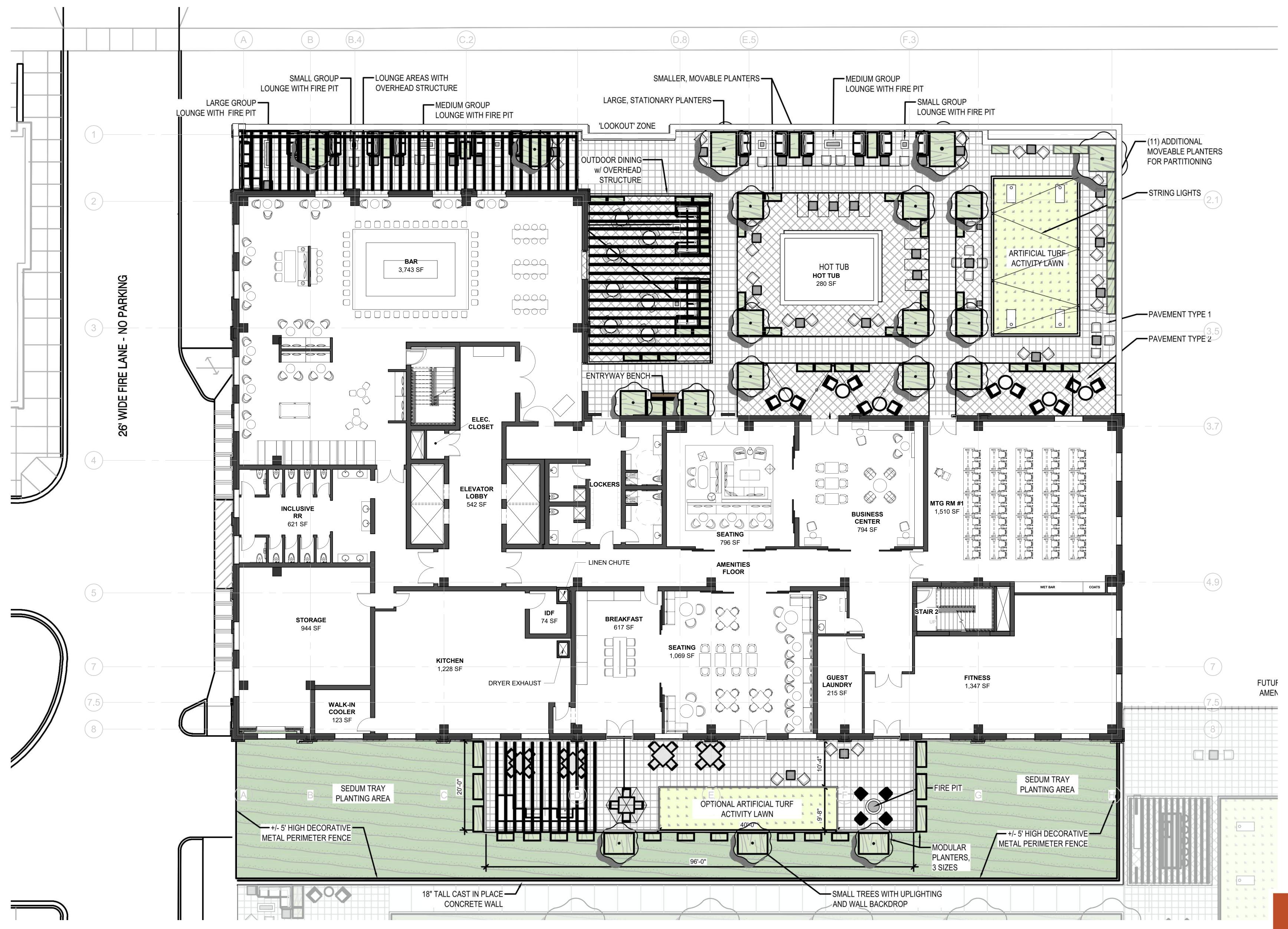








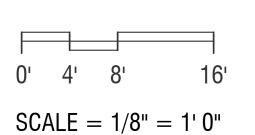




SIXTH FLOOR PLAN
929 East Washington Avenue Hotel - 2016.36.02.4
10/16/23









Potter































DISTANT GROUND-LEVEL VIEW FROM PATERSON AND EAST WASHINGTON



GROUND-LEVEL VIEW FROM DIRECTLY ACROSS EAST WASHINGTON



GROUND-LEVEL VIEW FROM PATERSON AND EAST WASHINGTON



GROUND-LEVEL VIEW FROM BREARLY AND EAST WASHINGTON

