

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: Nov. 6, 2013

Action Requested

Informational Presentation

UDC MEETING DATE: JAN. 8, 2014

Initial Approval and/or Recommendation

Final Approval and/or Recommendation

PLEASE PRINT!

PROJECT ADDRESS: 149 E WILSON ST. MADISON, WI 53703

ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals)

McGATH PROPERTY GROUP

ARCHITECT/DESIGNER/OR AGENT:

CFA ARCHITECTURE LLC

222 S. BEDFORD ST. SUITE A

3414 MONROE ST.

MADISON, WI 53703

MADISON, WI. 53711

CONTACT PERSON: LANCE MCGATH

Address: 222 S. BEDFORD ST. SUITE A

MADISON, WI 53703

Phone: 608.345.3975

Fax: N/A

E-mail address: lance.mcgath@mcgathpropertygroup.com

PLEASE PRINT!

TYPE OF PROJECT:

(See Section A for:)

Planned Unit Development (PUD)

General Development Plan (GDP)

Specific Implementation Plan (SIP)

Planned Community Development (PCD)

General Development Plan (GDP)

Specific Implementation Plan (SIP)

Planned Residential Development (PRD)

New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)

School, Public Building or Space (Fee may be required)

New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.

Planned Commercial Site

(See Section B for:)

New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

Comprehensive Design Review* (Fee required)

Street Graphics Variance* (Fee required)

Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



November 6, 2013

REVISED January 2, 2104

Katherine Cornwell
City of Madison
Department of Planning & Community & Economic Development
115 Martin Luther King Jr. Blvd.
Suite LL 100, Madison Municipal Building
Madison, WI 53703

**RE: LETTER OF INTENT
NEW MIXED USE DEVELOPMENT
149 E. WILSON ST, MADISON, WI 53703**

Dear Ms. Cornwell,

The following is submitted together with the subdivision application, associated plans and documents for review by City Staff, the Urban Design Commission, Plan Commission and the City of Madison Common Council for consideration of approval.

PROJECT TEAM:

Owner: McGrath Property Group, 222 S. Bedford St. Suite A, Madison, WI 53703
Architect: CaS4 Architecture, 3414 Monroe St. Madison, WI 53711
Structural Engineer: Pierce Engineering 10 W. Mifflin St. Madison, WI 53703
Civil Engineer/Landscape: SAA Design Group, 101 E. Badger Road, Madison, WI 53713

PROJECT OVERVIEW:

The proposed project consists of a 14-story Capitol View Limit building constructed of post-tensioned concrete. It will contain a total of 127 market rate apartments, providing a wide variety of living options with a diverse mix of residential units, ranging in size from a 467 SF studio to a 1,977 SF 4-Bedroom. Building amenities will include a professional quality fitness center, conferencing facility, hotel-style lobby and concierge service. The Wilson St. Grade level features a spacious Entry Lobby and 8,848 SF of commercial space - which also connects to an outdoor terrace at the rear of the building with direct Lake Monona Views. A total of 127 parking stalls for motor vehicles and 110 bicycle stalls will be provided on site.

The grade level commercial space can be subdivided and is currently planned for two uses. The first use would occupy the storefront space closest to E. Wilson St. We intend to lease that space to a coffee shop or other retail use that would be considered an amenity for our residents and the neighborhood as a whole. The remaining larger space (approximately 7-8,000 SF) will be a Co-Working office suite with room for multiple smaller businesses to work from and potentially collaborate with. Users of this space could range from established business to start up ventures. The space will feature private offices but will also include shared amenities such as open work areas, conference rooms, administrative space, break room/recreational space and the attached exterior terrace space.

The Specific building areas and other pertinent information is provided on the cover sheet of the attached plans. No public subsidy is being requested for this project.

SITE:

The project is located on a 15,916 sf site that is currently zoned UMX, situated immediately to the west of the confluence of E. Wilson, S. Butler and King Streets. The site has 98 feet of frontage along E. Wilson St and is approximately 163 feet deep. A 3-story concrete building is currently on the site which will require demolition for the new project. Interior and exterior photographs of the building are attached (Exhibit A). It's most recent use was office space for the Department of Corrections, but has been primarily vacant since 2003. Immediate neighbors include Union Transfer condominiums to the East and the Marina Condominiums to the West. The site includes an 18-foot easement along it's western edge for a fire lane that serves the Marina - which will also serve as a fire lane for the proposed building and driveway access for our below grade parking structure. The rear of the site is approximately 30-feet below the E. Wilson street grade and it abuts a transportation corridor (Railroad and John Nolen Drive) and offers sweeping views of Lake Monona.

ZONING CHANGE (UMX to DC):

The Developer is requesting a zoning change from Urban Mixed Use (UMX) to Downtown Core (DC). UMX zoning requires a 10-foot rear yard set back, while DC does not. As designed, the project fully complies with the UMX zoning (with the exception of the 10-ft rear yard set back requirement) including the Side yard set back, Lot Coverage percentage and Useable Open Space requirements. This zoning change allows us to project some of the balconies and portions of the residential levels within that 10-foot rear yard set back area. It also aligns the parking and residential facades comparably with the adjacent condominium buildings. The attached Exhibit B addresses how the project complies with the Downtown Urban Design Guidelines - as required by both the UMX and DC zoning districts

The following steps have been taken to support this zoning change. Architectural articulation has been designed into the exterior elevation of the parking levels to provide an aesthetically pleasing "Base" to the building - which will be very visible from John Nolen Drive. Additionally, the Lake Monona facing elevation of the residential tower was been designed with material/color changes, facade steps and projected balconies to give depth and interest to that elevation as well.

VARIANCES/EXCEPTIONS/RAILROAD PERMITS:

The project will require the following variances, exceptions and or permits from the Railroad:

- “No-Build Permit” from the railroad for the adjacent 10-foot strip of land that abuts the southern edge of the property (currently owned by Union Pacific Railroad Company). This permit will allow us to include translucent glass window openings on the south elevation (lake facing) of the parking structure as reflected on the attached plans. It is our understanding that we will also need to get a Variance to the Building Code to include these windows.
- Temporary permits from the railroad in the same general area for construction access, material storage and Fire Department Access during construction.
- Stormwater discharge permit - allowing discharge of treated stormwater from our driveway area (less discharge than current existing conditions).
- Landscaping Permits (from the Railroad) for the same general area behind our property and also for the area immediately to the south of our neighbor - Marina Condominiums (at their request). Landscape Plans for this area will be submitted at a later date - following review and approval from the railroad.
- Bicycle Parking: We are requesting a reduction in the required amount of bike parking for this project - for both commercial and residential uses. We are providing a total of 110 stalls (96 interior and 14 exterior). Code requires 148 bike parking stalls (135 interior and 13 exterior). Based on our experience with similar residential buildings the 110 stalls that are provided in the design are more than adequate for this project. Additionally, if we were to find that additional bike parking is needed we can easily convert part of storage area on the 2nd level of the building into a bike parking area.

NEIGHBORHOOD INPUT:

The project is located in the First Settlement Neighborhood District. City staff, the Alder and the Neighborhood Association Chairperson were notified in writing of this project on October 5, 2013. A steering committee has been formed and the development team has met with this committee five (5) times to date including a public notice meeting on November 12, 2013.

ARCHITECTURE:

Building massing is organized to reinforce the character of the site, reinforcing the vertical organization of units and identification of living spaces. Emphasis is given to views to both the Lake and Capitol from primary living spaces and balconies. The first floor is envisioned as a relatively permeable skin that allows view of activity within the building and views to the Lake beyond. Light toned or cream city masonry anchors the building in a vertical mass that is aligned along the east side of the site. A clear anodized, metal clad volume engages the masonry element at the NE corner to highlight living space as well as view termination as you approach the building from both Butler and E Wilson Streets. An additional, larger metal clad volume runs along the West side of the building, engaging the corners at either end to highlight the primary living spaces of the units. The fenestration of this volume is articulated with a combination of organized windows and dark metal, recessive elements intended to organize windows and building systems. These recessive areas together with the other recessive portions of the elevations are envisioned as a dark, or black anodized metal.

Balconies are a combination of projected, partially recessed and French. The railings are envisioned as a combination of metal and cable system rails. A pop of color is introduced with green metal panel that is used to help mark the adjacent building datum's while also providing added visual identity and termination as you approach the building from Butler, East Wilson and King Streets. This same green panel extends up the east face of the NE corner of the building in a modest fashion and terminates in a horizontal plane that helps cap the top of the building extending to both the east and south. This green plane is envisioned to be softly uplit and helps cap the composition of vertical building elements while providing added visual identity to the building as one approaches from the East and along John Nolen Drive.

MISCELLANEOUS:

An off street loading area is provided at the end of the driveway for the parking of moving vehicles. Garbage and recycling collection vehicles will pull into the driveway and temporarily park while the roll out containers are pushed from the grade level refuse/recycling collection room along the Wilson St. Sidewalk to the garbage/recycling truck for collection.

PROJECT SCHEDULE:

October 5, 2013:	Written Notification to City, Alder & Neighborhood Assn.
October 5, 2013:	On-line Demolition Notification
October 17, 2013:	Steering committee Meeting #1
October 23, 2013:	Urban Design Commission - Informational Presentation
October 30, 2013:	Steering Committee Meeting #2
November 6, 2013:	Land Use Application Submittal
November 12, 2013:	Public Notice Neighborhood Meeting #1
December 2, 2013:	Steering Committee Meeting #3
December 16, 2013:	Steering Committee Meeting #4
January 8, 2014:	Urban Design - Initial/Final Approval Meeting
January 13, 2014:	Plan Commission
January 21, 2014:	Common Council
February 15, 2014:	Start Demolition/Construction
June 1, 2015:	Certificate of Occupancy

Please feel free to contact me if additional information is needed.

Sincerely,



Lance T. McGrath, P.E.
Owner
McGrath Property Group, LLC

Exhibit A
Building to be demolished
149 East Wilson Street



View from Wilson Street



View from King Street



View from Wilson Street



View from John Nolen Drive

(Rear View)



Interior 2nd Level



Interior 3rd Level

EXHIBIT B

149 E. Wilson St. - Supplemental Requirement

Compliance With Downtown Urban Design Guidelines

A. Site Design + Building Placement

1) Orientation

- a. The building site is relatively narrow and deep with a Wilson Street frontage of 98 feet and average depth of approximately 163 feet. An 18 foot wide by 141 feet deep fire lane easement currently exists, and must be maintained, along the west edge of the site adjacent to the Marina Tower building. The resulting building mass essentially fills the remaining buildable site. The building mass extends to the Capitol view limit and will be the same height as the adjoining Marina Tower. The first level is an over-story to allow more space for the commercial uses and also steps back from the street edge slightly to create small entry plazas. The base of the building mass on the south elevation of extends to the south lot line. This plinth contains the below grade parking. The south face of the tower above steps back from the lot line to varying degrees to create some articulation along the edge while addressing the required setback for openings along this elevation at the same time. The first five levels of the new building, along Wilson Street, directly abut the Union Transfer Building while also notching back 5 feet from the street edge to better receive the adjoining building while reinforcing the street edge of an urban block.
- b. The loading bay is located at the south end of the Fire Lane Easement and allows off-street parking for a vehicle with access to the parking structure and elevator core serving all floor levels. Access to the interior trash holding room is directly off of Wilson Street. It is accessed via a pair of doors that are designed to match the immediately adjacent, aluminum and glass window wall system. Glass at this location will be fritted to obscure the view without appearing abnormal to the overall elevation composition.
- c. The majority of the Wilson Street frontage provides active frontage with large amounts of glass which accounts for just over 68% of the street frontage relative to the overall site width or nearly 84% of the building face itself as glazed, active frontage. Uses along this frontage include the building lobby, commercial frontages and one of the egress stairs. The primarily solid mass of the stair tower is just over 13% of the street frontage. Just over 18% of the street frontage is comprised of the fire lane easement and parking access lane. Planter walls also are located along the Wilson Street frontage to provide layering and texture at the sidewalk together with providing improved pedestrian scale and interest.
- d. NA – Building site is not included in the corridors identified on the Views and Vistas map in the Downtown Plan
- e. NA – Building and site is Mid-block. However, we have taken into consideration the view terminus from both King and Butler Streets. The vertical rhythm of the Wilson Street frontage includes a block of colored panel that is intended to relate to the horizontal datum of the adjacent Union Transfer Building while providing modest visual interest as the two streets terminate in the southern, urban edge of Wilson Street.

2) Access + Site Circulation

- a. The entries to the building along Wilson Street are essentially at grade and only one entry requires minor exterior ramping to adjust for the sloping condition along this portion of East Wilson Street. The parking entry drive drops 5 feet as you move to the South along the west side of the building. This elevation is composed to minimize long, mundane fenestration.
- b. The driveway / fire lane is situated 90 degrees to Wilson Street. The building massing at the NW corner of the first floor steps back to create a modest covered entry plaza which also effectively opens the view angle for exiting vehicles to better see approaching pedestrians, bicycles and street traffic along Wilson Street. Covered bicycle parking for guest is also provided at the entry way or plaza.
- c. The parking entry / fire lane requires only one curb cut which already exists and parking provided below the building is only for the residential units. The configuration of the Main Entry includes a linear planter wall that extends from Wilson Street south along the access / fire lane. This feature allows the introduction of plants and added pedestrian texture while limiting the ability to effectively use the access drive as a "drop-off". This helps reduce chances of congestion and pedestrian conflicts along the sidewalk and building/drive interface.

3) Usable Open Space * Residential Development

- a. Common open space for the building includes a modest entry plaza along E. Wilson Street and a small terrace on the South side of the building overlooking Lake Monona.
- b. Residential units along the North, East and South sides also have exterior terraces while the units along the west side of the building have French, or Juliet balconies. The latter condition is intentional to provide the stack of smaller units along this side of the building some sense of exterior connectivity while limiting the condition of actual exterior activity along the space between the new building and Marina Tower. Exterior balconies for the residential units range in size from 5' x 7 1/2' to 5' x 26'.
- c. A building fitness center will be located on the second level for residents to use. Potential commercial tenant spaces on the first floor could also possibly include physical activity.

4) Landscaping

- a. Two planting walls are located along the Wilson Street edge that help to layer and soften the pedestrian experience along the building/sidewalk edge. One runs parallel along the sidewalk edge creating depth and softened frontage to the commercial space while concealing an access ramp between the two elements. The other planter wall runs perpendicular to the street edge, extending to the South creating a boundary between the modest entry plaza and access drive. This planting wall also helps draw the eye back to the main building entry while softening the urban texture at the point of arrival. The planting walls also become organizational elements for signage and will include lighting to highlight the plantings and detail.
- b. Plantings for these planters are envisioned as hearty, native grasses that have both color and height that will result in a touch of kinetic activity as breezes blow along the street, softly flushing the stands of grasses.
- c. Species selected will be compatible with the urban environment. Planting beds are set up in low walls, which will help manage potential impact from salt.
- d. There are several potential locations for possible art pieces. First is the highly visible "social lobby" at the main building entry and the second is the screen wall located along the west edge of the South Terrace, between the terrace stairs and Marina Tower.

- e. The two planting walls located along Wilson street will be design at a height such that they can double as modest seating walls as well. The south terrace overlooking Lake Monona is envisioned as an exterior setting that will include tables and seating.
- f. Canopy trees located in the boulevard at this point of the street is not possible due to the proximity of controlled intersection and all of its' requirements (street lighting, signals, cross walk, control box, etc.).

5) Lighting

- a. Modest down lighting is located above the two planting walls to provide a subtle highlight. Other required at-grade lighting will be placed low and designed to sweep across the surfaces to obtain the required lighting levels while minimizing the visual impact of the light source. Modest lighting is proposed along the top of the building along the East and partial south edges. This lighting will softly wash the underside of the projected green soffit, providing a soft glow, visual identity and cap to the building as one approaches from the South and East. This lighting will be designed and limited to wash only the underside of the soffit and will not spill out beyond its edge
- b. Lighting at building entries along Wilson Street will be located in the soffits and will provide adequate light to announce entry and perception of safety without being excessive or too bright.
- c. Building mounted fixtures have been selected to be compatible with the design and composed with the overall fenestration.
- d. Care will be taken to avoid light pollution to the open sky and adjoining neighbors while maintaining required, safe lighting levels.
- e. Lighting along the top of the East and partial south elevation will not interfere with the Capitol Dome view. Lighting will be subtle and reinforce a simple horizontal light from which the Capitol dome and cylinder will be above. The primary view of the illuminated building cap will be as one approaches from the East where it will viewed as the edge of the urban core and the view alignment is such that it will be to the side of the Capitol view as opposed to in-line with it.

B. Architecture

1) Massing

- a. Building massing is respectful of the adjoining buildings and consistent with zoning. The building height is to the Capitol view limit and the same height as the adjoining Marina Tower to the West and Madison Mark across the street. Elements of the North elevation are composed to respect the scale and proportion of the adjacent Union Transfer building. These include the abutted and stepped massing at level 5 to align with the primary street elevation of Union Transfer and the articulated fenestration in the metal panels to mark the aligned datum along the Wilson Street elevation.
- b. The building sits on a deep, narrow site and results in a building whose massing is similar. The massing is broken down into a series of vertical elements that rest on top of a glazed over-story at the first level comprised of commercial space that engages Wilson Street. Dark metal panel is used strategically as a recessive element to help articulate the other vertical elements in addition to definition of the top of the building.
- c. NA – Building site is not included in the corridors identified on the Views and Vistas map in the Downtown Plan
- d. Shadow studies will be performed, however, as a tall building in an urban setting, the streetscape along Wilson Street will be impacted by the scale of the building similar to the impact made by the adjacent Marina Tower to the West and to a lesser extent, the Union Transfer Building to the East.

2) Building Components

- a. There are several deliberate moves to help activate the lower levels of the building and provide visual interest including the primarily glazed over-story first level, commercial space, social lobby, entry plaza, planting walls, signage, lighting and strategically composed green metal panels at both the entry and on the lower face of the North elevation.
- b. The top of the building is articulated along the north and east elevations by eroding the composition of clear anodized metal panel to reveal one level of dark anodized metal panel. The clear anodized metal panel composition extends up through this darker metal cap to articulate minor tower elements the SW and NE corners of the building. The vertical brick mass on the South elevation is eroded at the upper levels, revealing free standing columns that extend from the mass to support a series of balconies and terminates in a thin, projected plane clad in green metal panel. The projected green metal cap extends to the north along the east elevation and caps two levels of dark, recessive metal panel.
- c. The major vertical brick mass on the North elevation anchors the building at street level and extends the entire height of the building, piercing the primary roof line of the building for one level and extending to the south. This mass allows for stair roof access, captures the elevator over-run and also a small roof top mechanical room.

3) Visual Interest

- a. Building materials and forms are used to create a composition that has visual interest, texture and layering without becoming over active. Crisp articulation of vertical forms, recessive planes, exterior terraces, railings and material composition offer primary, secondary and tertiary elements to the building form and understanding.
- b. NA
- c. NA – Building is not on State Street.
- d. Balconies do not extend over the public right-of-way.

4) Door and Window Openings

- a. Window openings in the residential portion are organized in a rhythm that establishes a hierarchy of use and expression with active living space and larger windows located at corners. Smaller windows are composed to compliment the rhythm of the fenestration and offer the bedrooms views and ventilation while providing a bit more privacy. The majority of the main level of the building is a glazed window wall system, revealing the active uses of that level and reinforcing the semi-public realm of the street level.
- b. This building is not a traditional building and is of the day. Window composition and use is provided to serve the individual unit layouts while also complimenting the overall design.
- c. Entrances at the street level are located where the building mass steps back, providing a modest covered area and announcing entry. Additional details and layers of elements such as planter walls, integrated signage and lighting are composed to reinforce this important interface and announce both presence and arrival along the street edge.

5) Building Materials

- a. Materials for the building include Concrete, brick, metal panel and glass. The metal panel is primarily clear anodized aluminum, a secondary black anodized aluminum panel and a modest amount of green metal panel introduced to reinforce detail, layering and visual interest at key elements and locations.

- b. The buildings exterior composition is comprised of two significant brick forms that anchor the building and help support an anodized aluminum form at the NE corner and another extending along the west side of the building. The form on the west side, steps up at the SW corner to help anchor the significant location overlooking the lake. Recessive, black anodized panel is used to define eroded planes that help reinforce the brick and metal forms. The black panel is also used in the more planer west wall to help create depth in the composition as well as organize the fenestration and location of building systems in a thoughtful manner. A modest amount of green metal panel is introduced at the NE corner of the building extending in a vertical band that highlights the corner as it rises above the Union Transfer building as one approaches from the east and transforms to a horizontal element at the top of the building, capping the composition on the skyline. Terraces, balconies and railings add additional layering and depth to the building form and composition.
- c. See response to item "b" above.

6) Terminal Views and Highly-Visible Corners

- a. The site is a mid-block site and not a corner building, however it is close to the terminus of King and Butler Streets. Detail and form in the building design deliberately recognize this condition of location in the fabric of the city. In addition, attention to the articulation and form is given to the corners of the building itself.
- b. The design of the building does recognize the prominence it has as one views the urban fabric approaching from Williamson Street, East Wilson, Butler Street and John Nolen. The building mass and edge is also highly visible as one moves down King Street towards the building.
- c. NA

7) Awnings and Canopies

- a. NA
- b. The building does not propose awnings or canopies. Cover areas and projections are provided by manipulation of building form itself and not applied details.
- c. NA

8) Signage

- a. Building signage is integrated into the building design along the edge of Wilson Street. Blade signs are integrated as part of the planting wall design and at the street edge column located near the main entry. Signage is also included on the vertical face of the green portal element that is part of the social lobby and commercial entry at the NW corner of the building. The building ID/address is integrated in the building form and located on the recessive building mass that is eroded to create the modest entry plaza at the NW corner of the building.
- b. Signs will be simple, modest and integrated with the overall design and composition of the building with compatible materials, scale, detail and lighting.

