



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>September 20, 2017</u>	<input checked="" type="checkbox"/> Informational Presentation <input type="checkbox"/> Initial Approval <input type="checkbox"/> Final Approval
UDC Meeting Date: <u>October 4, 2017</u>	
Combined Schedule Plan Commission Date (if applicable): _____	

1. Project Address: 502, 506 E. Washington Ave & 7, 11 N. Franklin Street
Project Title (if any): _____

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: Michael Metzger
Street Address: 1228 East Washington Ave
Telephone: (608) 616-0705 Fax: ()

Company: McGrath Property Group
City/State: Madison, Wi Zip: 53703
Email: michael.metzger@mcgrathpropertygroup.com

Project Contact Person: Marc Ott
Street Address: 2418 Crossroads Drive, Suite 2300
Telephone: (608) 442-3867 Fax: ()

Company: JLA Architects & Planners
City/State: Madison, Wi Zip: 53718
Email: mott@jla-ap.com

Project Owner (if not applicant) : _____
Street Address: _____
Telephone: () Fax: ()

City/State: _____ Zip: _____
Email: _____

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 Al Martin & Janine Glaeser on 8/31/17.
(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 Marc Ott
Authorized Signature *Marc Ott*

Relationship to Property Architect / Owner's Representative
Date 08-16-2017

5. Submission Requirements

Application: Each submittal must include **14 collated paper copies** (11" x 17" max.) and an **electronic copy** of all application materials. The electronic copy must include individual Adobe Acrobat PDF files compiled either on a non-returnable CD-ROM submitted with the paper copies, or in an e-mail sent to: UDCApplications@cityofmadison.com. The transmittal shall include the name of the project, address, and applicant. Applicants unable to provide the materials electronically should contact the Secretary of the Urban Design Commission at 267-8740 for assistance. For an application to be considered complete and scheduled for a UDC meeting, both the paper copies and electronic copy need to be submitted prior to the application deadline. Late materials will not be accepted. An application is required for each UDC appearance. For projects also requiring Plan Commission approval, applicants must 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 easily read when reduced.

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, Madison, Wisconsin.

Project Plans: 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
- Brief Narrative Description of the Project, Site Plan, and 2-dimensional images of proposed buildings or structures. Additional information may provide for a greater level of feedback from the Commission.
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Any and all relevant plans and information on which feedback from the UDC is requested.

2. Initial Approval

- Locator Map
- 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
- Building Elevations for all building sides
- PD text and letter of intent (if applicable)

3. Final Approval

- Locator Map
- Site Plan showing location of existing and proposed buildings
- Grading Plan
- Landscape Plan
- Plant List, including scientific name, size at planting, quantity and root condition for each species.
- Building Elevations for all building sides, colored with shadow lines, including exterior building materials and colors.
- Proposed Signage
- Lighting Plan, including fixture cut sheets and photometrics plan
- Utility/HVAC equipment location and screening details
- PD text and letter of intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)



JLA
ARCHITECTS

September 20, 2017

Urban Design Commission
215 Martin Luther King Jr. Blvd
P.O. Box 2985
Madison, WI 53701

Re: Project Narrative
502, 507 E. Washington Ave & 7, 11 N. Franklin Street
Madison, WI

The following is submitted together with the plans, and application for staff approval.

Project Organizational Structure:

Owner: McGrath Property Group
1228 E. Washington Ave
Madison, WI 53703
608-616-0705
Contact: Michael Metzger
Michael.metzger@mcgrathpropertygroup.com

Architect: JLA Architects + Planners
2418 Crossroads Drive, Suite 2300
Madison, WI 53718
608-442-3823
Contact: Adam Fredendall
afredendall@jla-pa.com

Introduction:

The development in the 500 block of East Washington Ave at the corner of East Washington and North Franklin street will consist of the demolition/relocation of 4 homes and the construction of a 5 story building. The primary use will be a hotel with a lobby and commercial space fronting East Washington Ave. The hotel will have 50-60 rooms and 16-20 parking stalls.

The proposed building will be a clean contemporary design. A podium base with larger top 4 floors. Material may consist of metal panel, hardwoods, stone, and fiber cement panels.

Zoning:

The (4) parcels are currently zoned UMX – Urban Mixed Use. The proposed use of a hotel is a permitted use in UMX. The building meets UMX standards for building form, minimum and maximum building height, lot area, and lot setbacks. The project will require a conditional use approval per **28.074 (4) c** as the total gross sq.ft. will be greater than 20,000 sq. ft.

This project will conform to the requirements outlined in 28.071 of the zoning code as referenced under 28.074.

28.071 (1) - Statement of Purpose

The proposed project will be another improvement to the East Washington Corridor offering a unique hotel experience as well as a clean contemporary aesthetic consistent with many other new structures on this highly visible arterial to the state capitol. We feel the proximity of the proposed hotel to the heart of downtown Madison will mutually benefit downtown businesses and well as the success of the proposed hotel. Hotel patrons will be

within walking distance of many of the great cultural and unique retail / entertainment amenities downtown Madison offers.

Efforts are currently underway to investigate the relocation of the home at 502 East Washington Avenue as it was identified as having historical significance. Due diligence is also under way for the structure at 507 East Washington. At this time, it is unclear to our project team what history may be revealed.

28.071 (2) – Downtown Height and Stepback Requirements

At 5 stories above grade, The proposed building height does not exceed the allowable 8 stories per 28.071(2)(a). Although the project site is within an additional height area, the proposed hotel will not pursue additional stories. The proposed project does not fall within areas identified on the downtown stepback map.

28.071 (3) – Design Standards

The on-site parking provided is below grade with access from the rear of the building in conformance with requirements listed in this section.

The primary building entrance will be at grade with the East Washington sidewalk and clearly visible. The preliminary concept for the building massing is to cantilever the upper floors over the ground floor on East Washington, Franklin and to the rear lot. The clean box form visually floats over glass base with hardwood accents. A simple gesture of massing that looks back to some modernist concepts, but is contemporary in its detailing, construction, and fenestration. The street facing ground floor will be no less than 50% glazing per 28.071 (3)e. All rooftop equipment will be screened with a permanent screen wall.

UDD 4

The proposed project is located within Urban Design District # 4. Recognizing the importance of the East Washington Avenue corridor, this building will be a significant improvement to the structures that are in differing states of disrepair currently on the four parcels. A new, vibrant use aimed at visitors to our city will improve the affected property value and hopefully those immediately adjacent as future development occurs.

Along the public right of way, a landscape buffer is planned from the back of sidewalk to the building face. We are early in schematic design and these details are not yet fleshed out.

The building signage will conform with all provisions in Chapter 31 of the Madison General Ordinance and integrated with the architecture of the building. Additional signage information and design will be presented to UDC when we appear seeking approval.

The exterior lighting design will be developed in the coming weeks, but will conform the requirements established under UDD 4. It will be important to design the exterior lighting to promote safety to the public and patrons of the building but minimize upward light pollution.

Project Development Data:

Site Density:

Lot area:	9,903 s.f. (0.227 acres)
Room Count:	50-60 Rooms
Lot Area / Rm.Ct	198-165.05 s.f / rm.ct.
Density	220-264 rm.ct. / acre

Schedule:

The development schedule calls for construction to start August of 2019, with a scheduled completion in August of 2019.

Social & Economic Impacts:

This development will have a positive social and economic impact on the surrounding community. The re-development of this property will provide high quality lodging, and infuse the local businesses with new revenue sources.

Thank you for your time in reviewing our proposal.

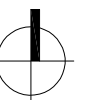
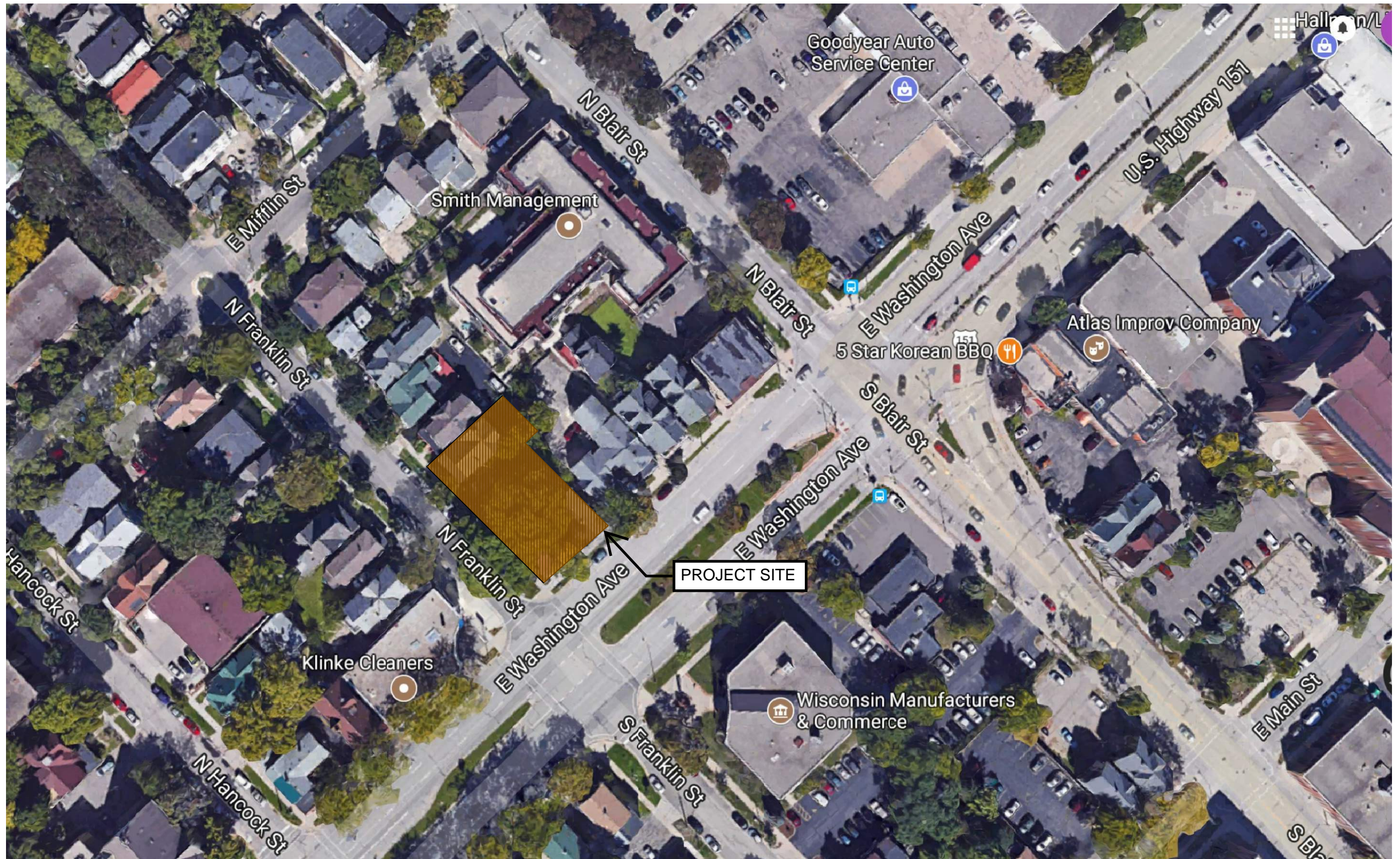
Sincerely,

Marc Ott



JLA ARCHITECTS + PLANNERS

2418 Crossroads Drive - Suite 2300
Madison, Wisconsin 53718





VIEW UP E. WASH AVE



VIEW ALONG E. WASH AVE



VIEW ALONG E. WASH AVE



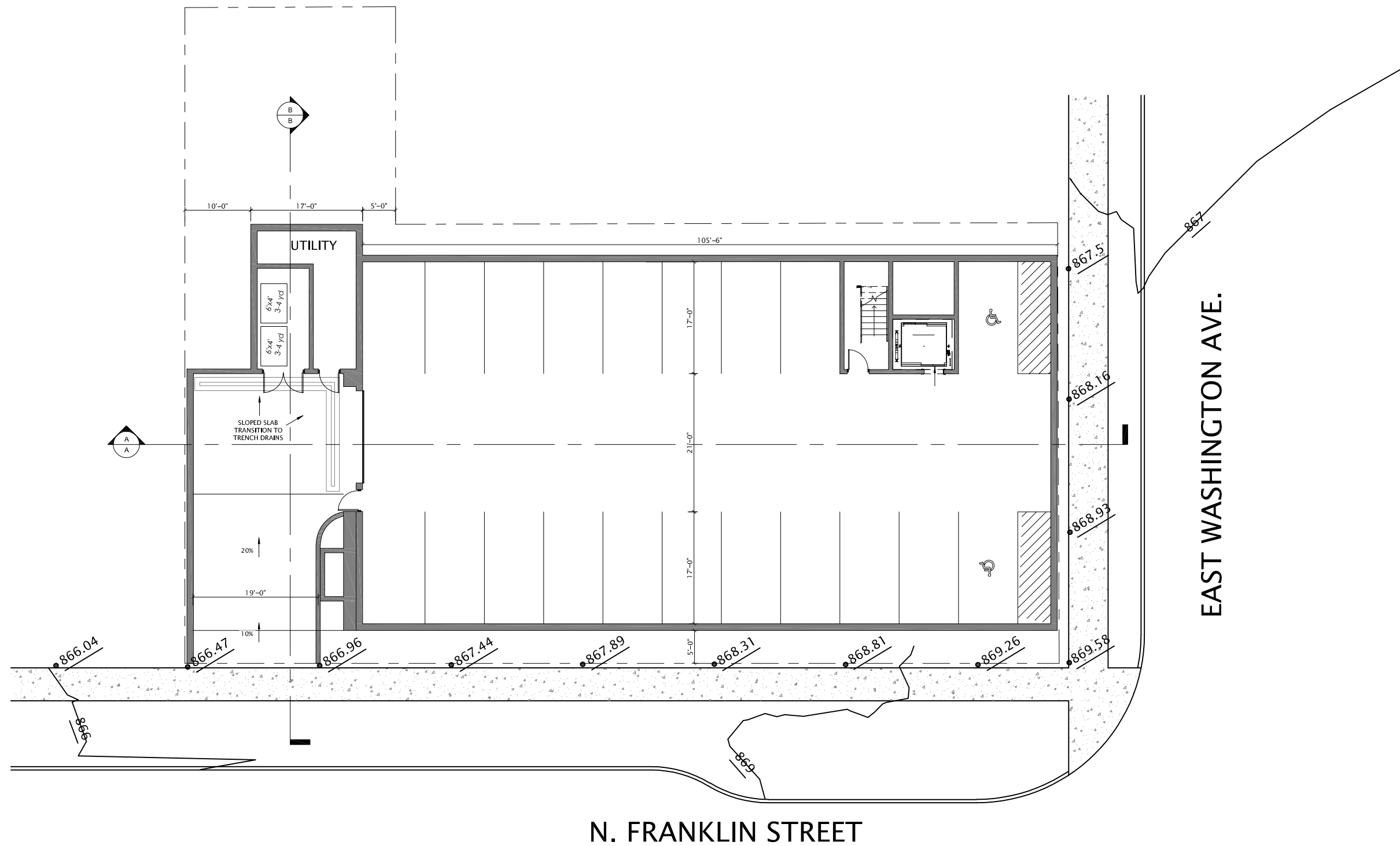
CORNER E. WASH & N. FRANKLIN



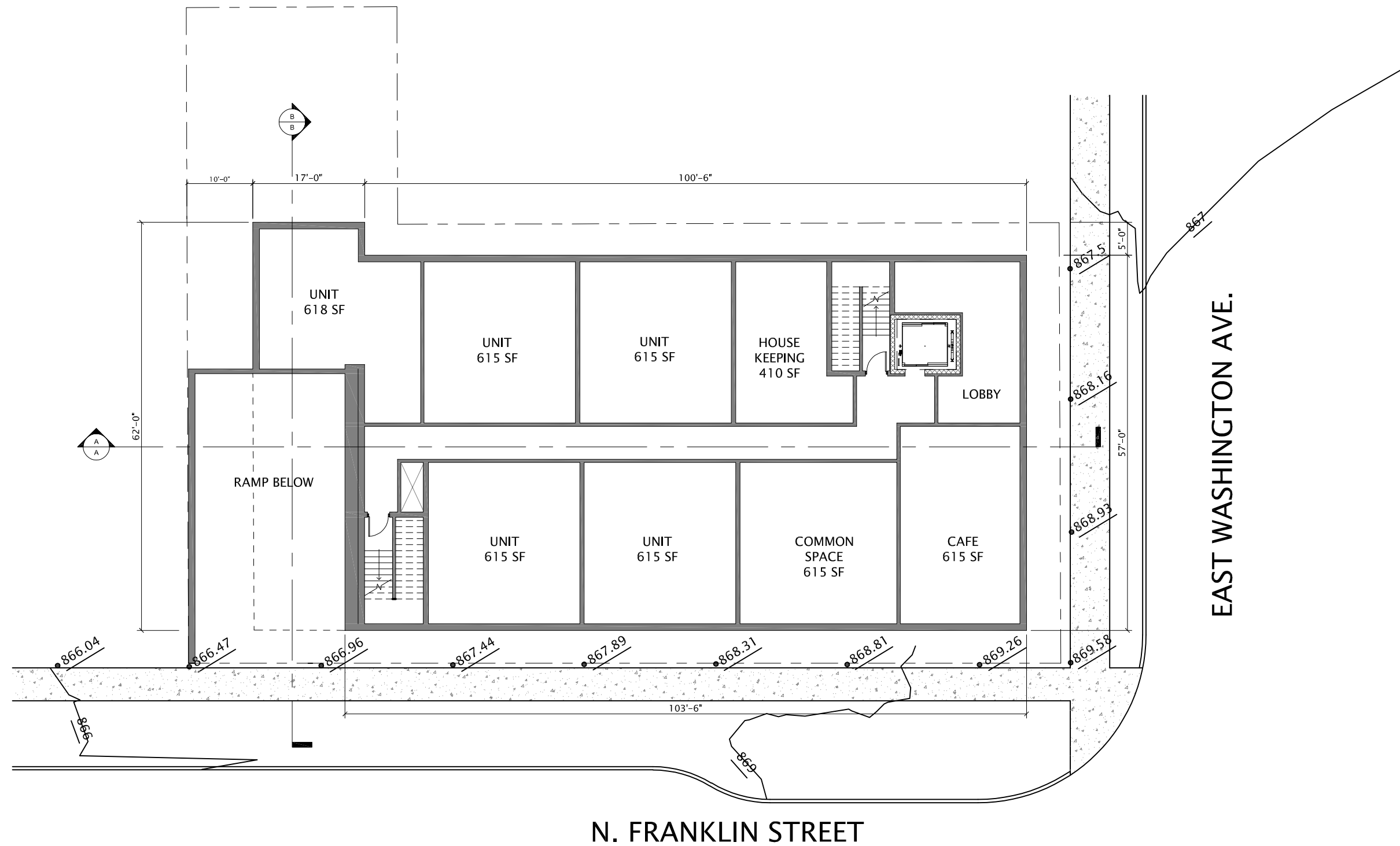
VIEW ALONG N. FRANKLIN ST.

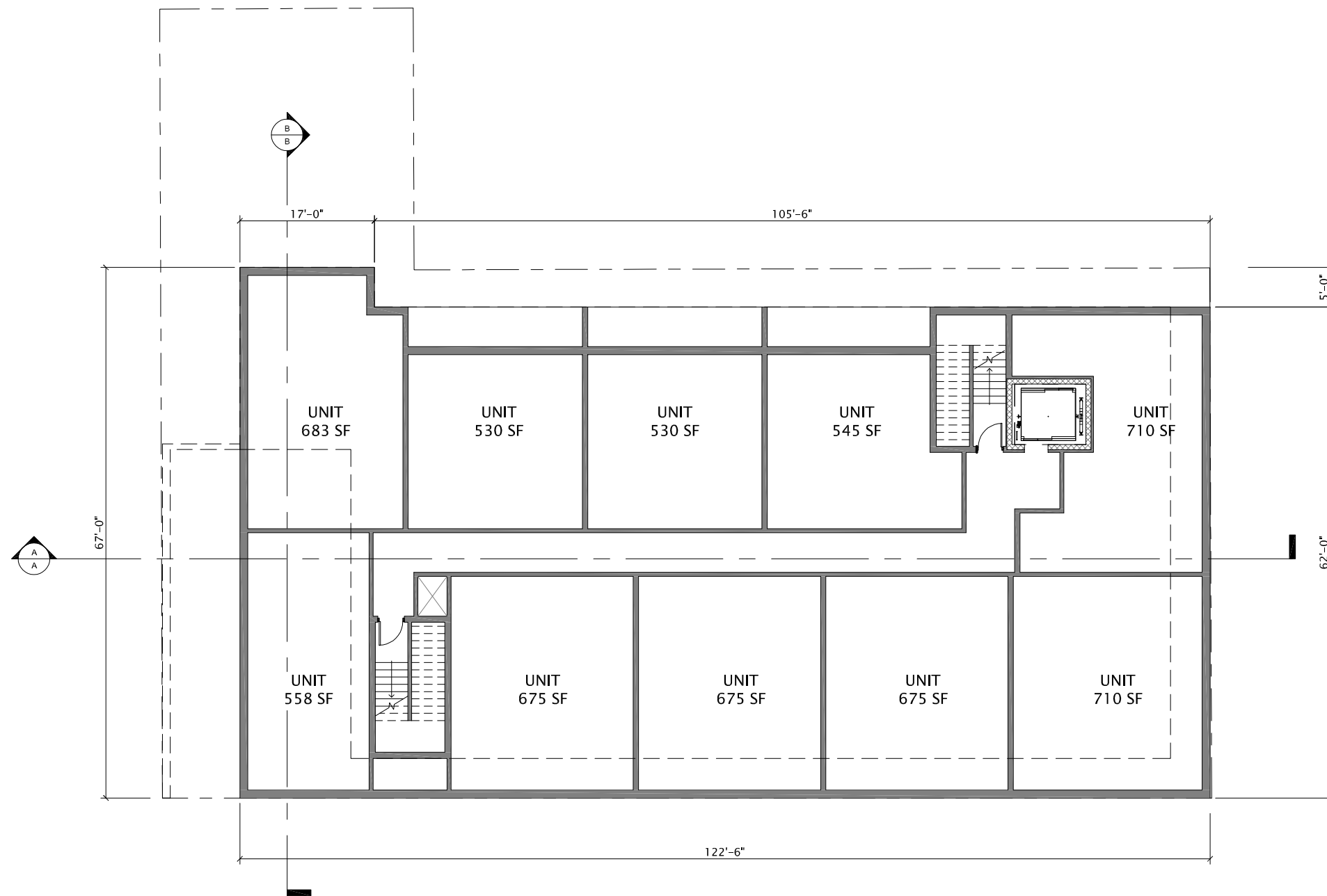


VIEW ALONG N. FRANKLIN ST.



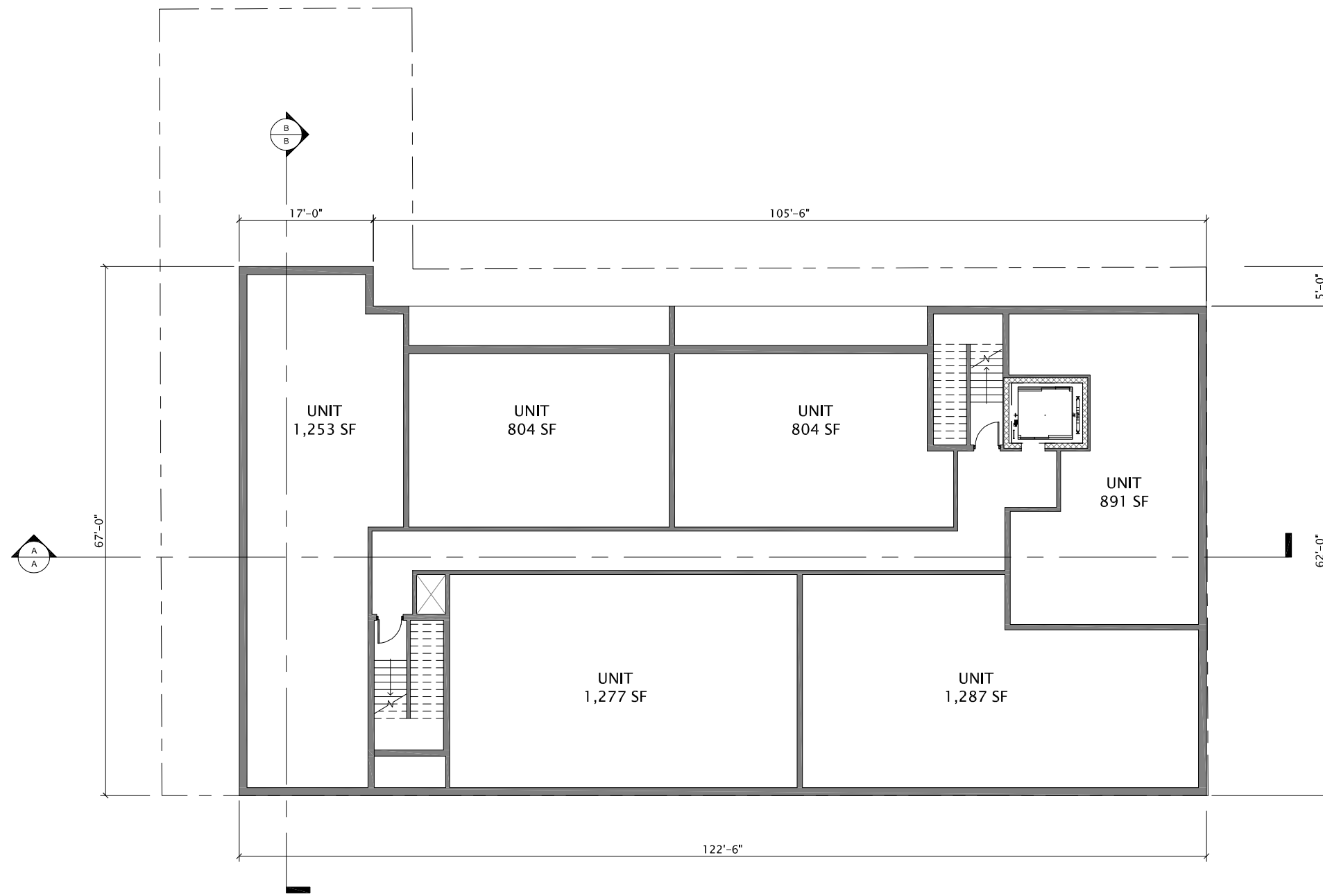
502, 506 E. Wash Ave. & 7, 11 N. Franklin Street
 CONCEPT STUDY - LOWER LEVEL - 6,475 GSF





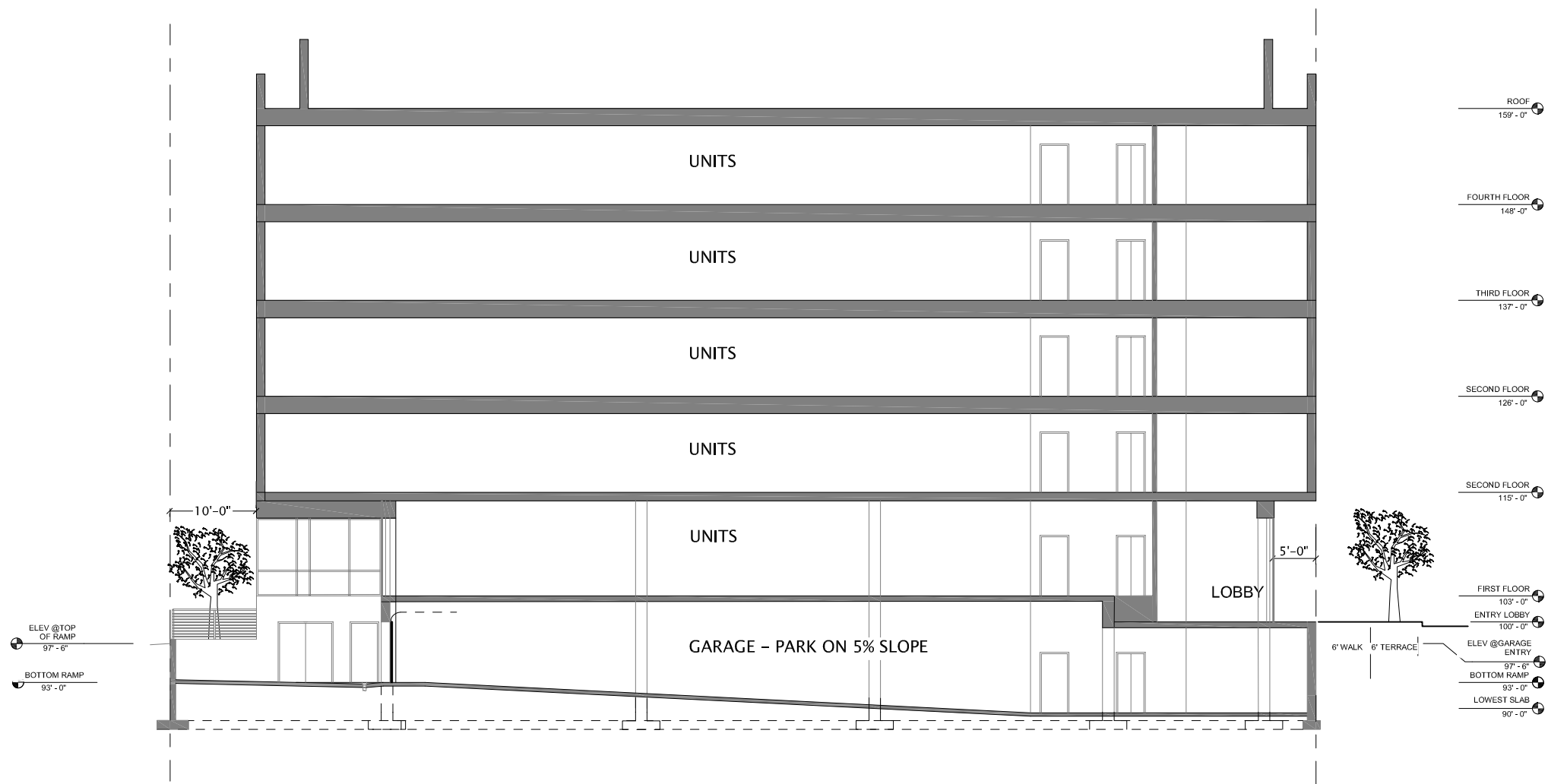
EAST WASHINGTON AVE.

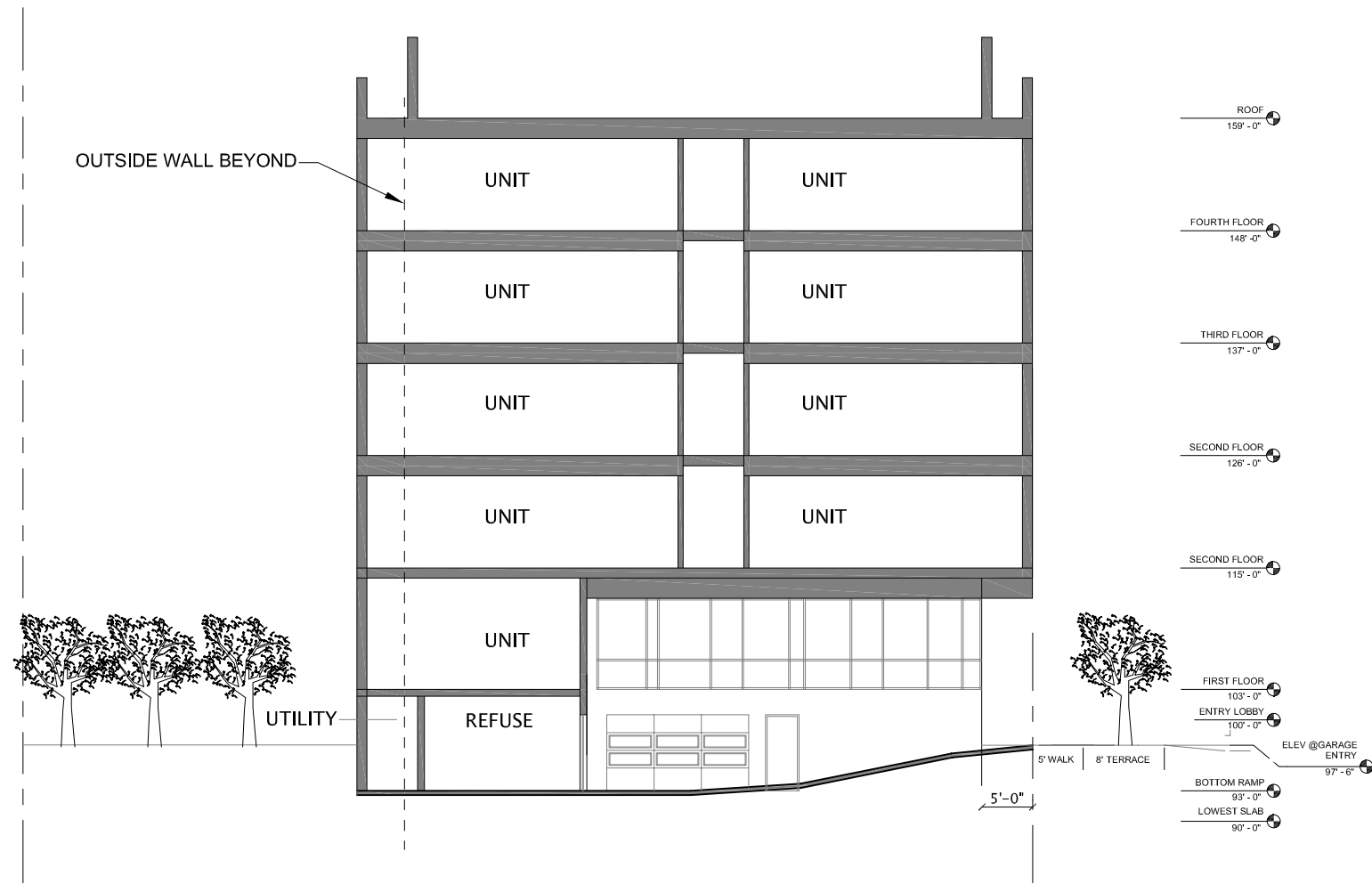
N. FRANKLIN STREET

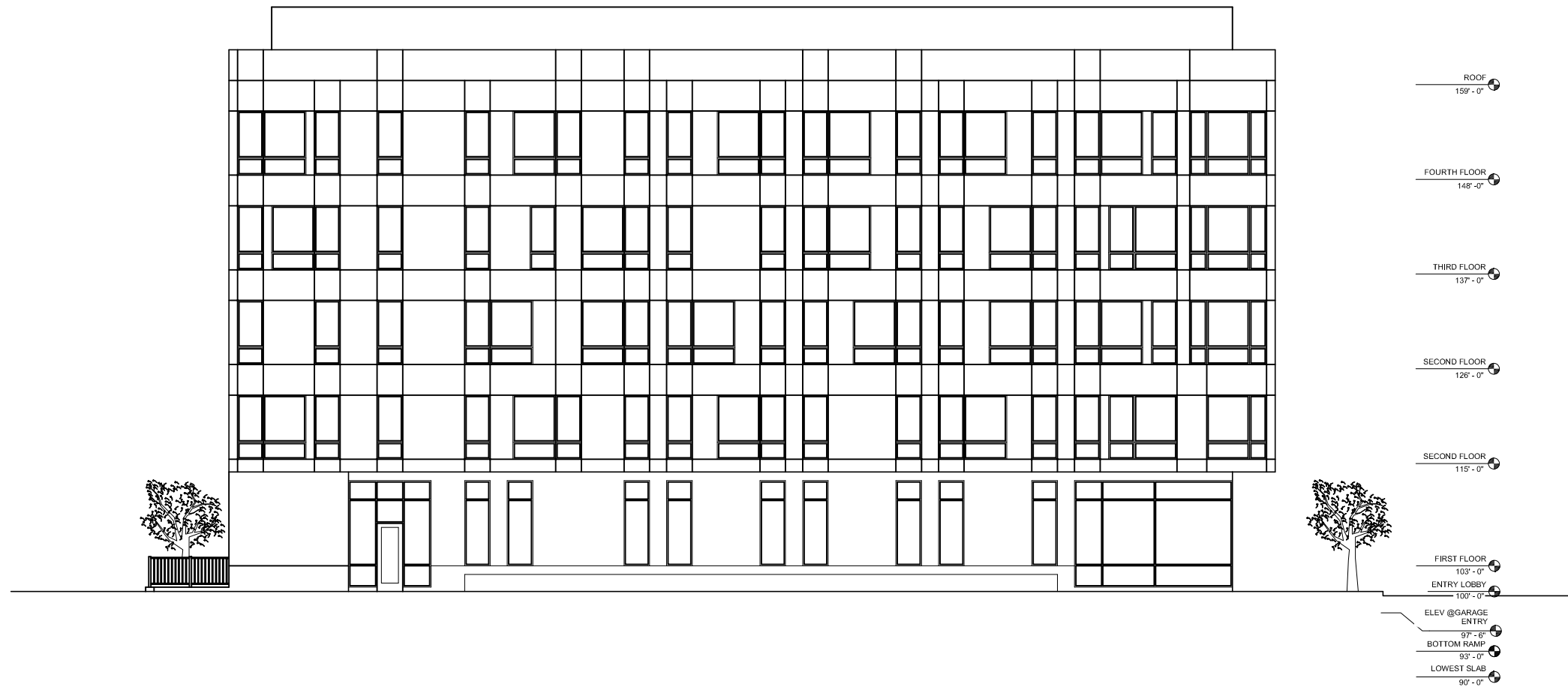


EAST WASHINGTON AVE.

N. FRANKLIN STREET

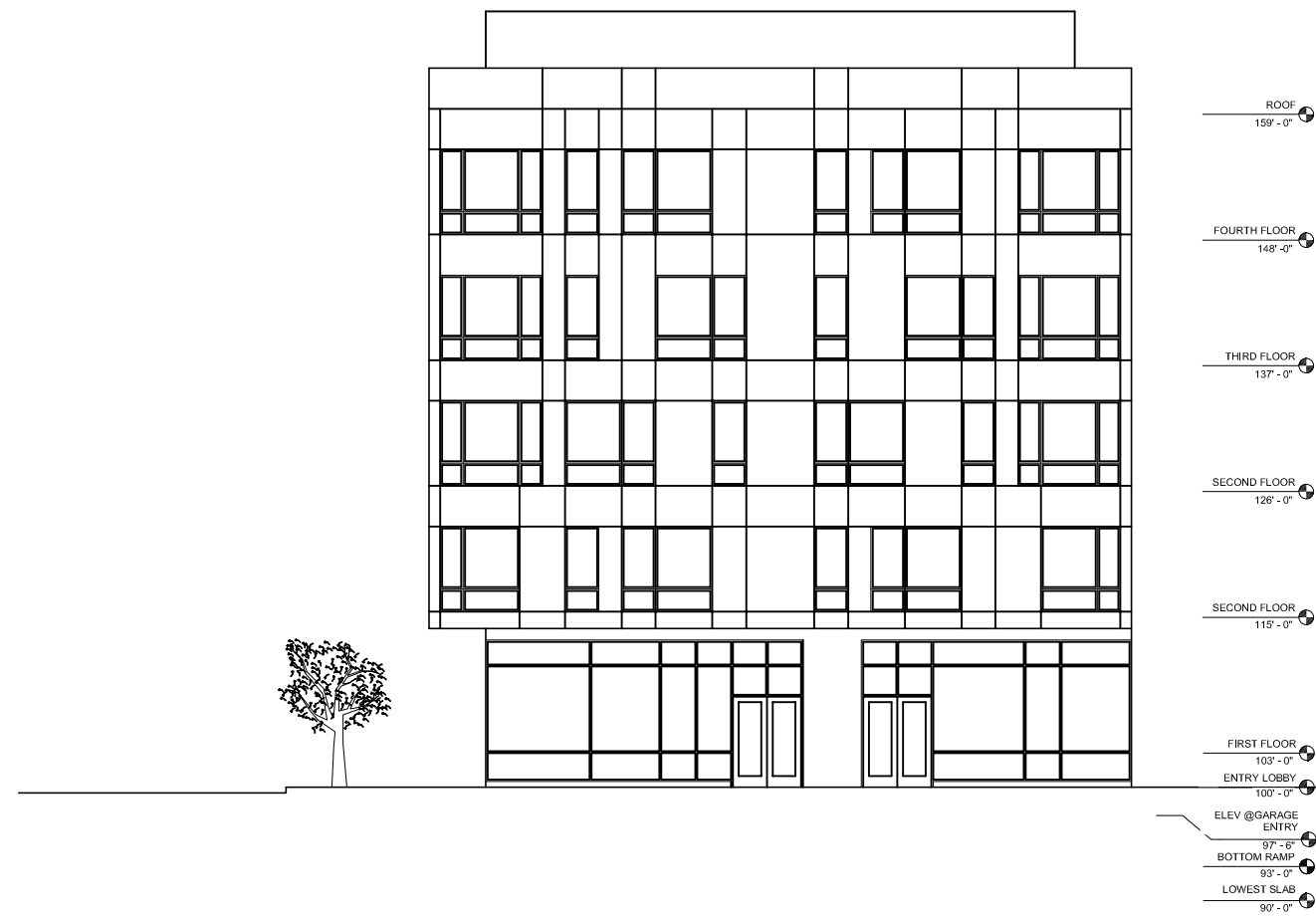






502, 506 E. Wash Ave. & 7, 11 N. Franklin Street
 CONCEPT EXTERIOR ELEVATIONS ALONG N. FRANKLIN STREET (SOUTH)

SEPTEMBER 20, 2017
 $\frac{1}{16}'' = 1'-0'' @ 11 \times 17$







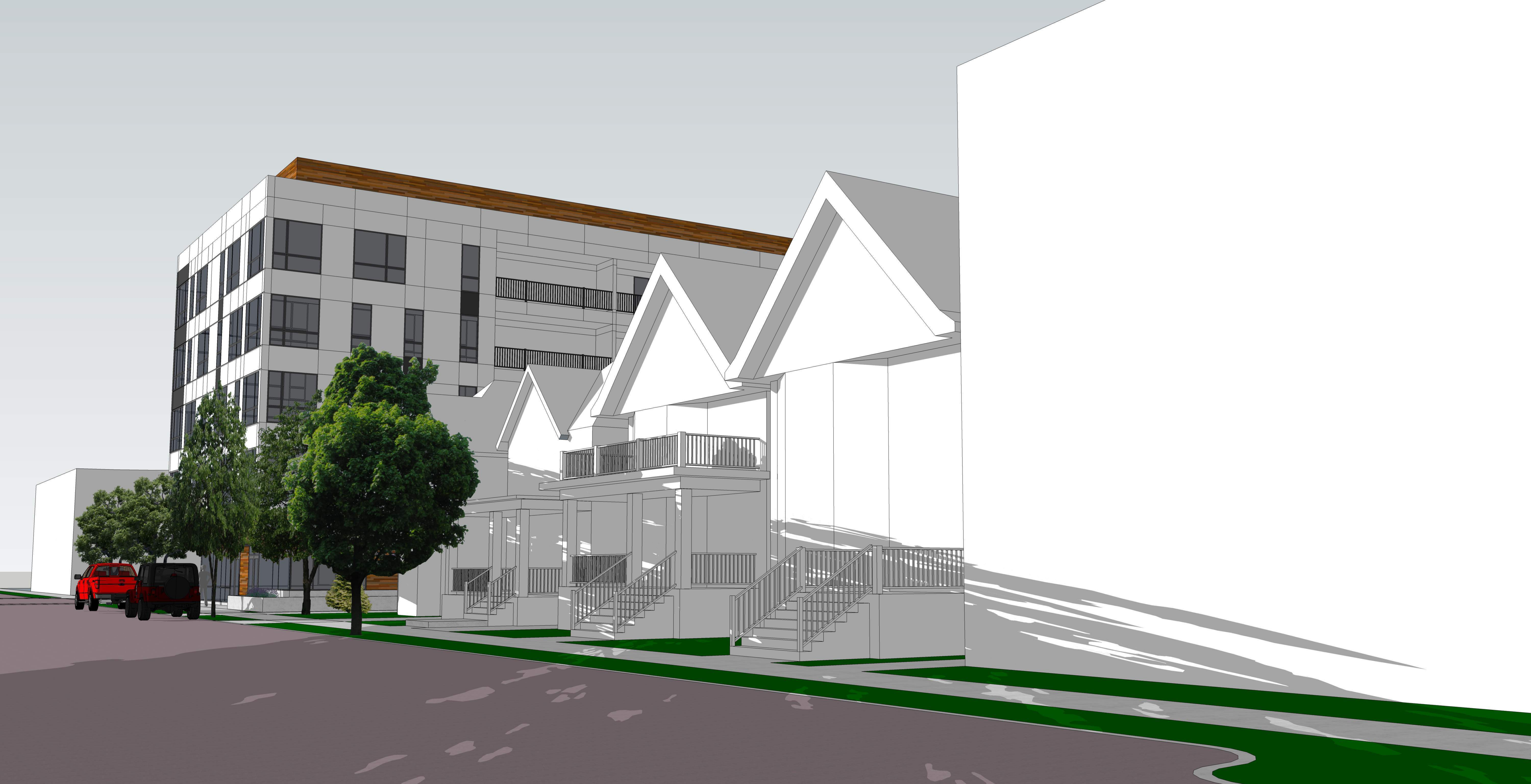
502, 506 E. Wash Ave. & 7, 11 N. Franklin Street
CONCEPT EXTERIOR ELEVATION

SEPTEMBER 20, 2017



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CONCEPT EXTERIOR ELEVATION

SEPTEMBER 20, 2017



502, 506 E. Wash Ave. & 7, 11 N. Franklin Street
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