

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 # _____
 Date received _____
 Received by _____
 Aldermanic District _____
 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: 7-9 W Main
 Title: 7-9 W Main Facade alteration

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

UDC meeting date requested 6/26/19
 New development Alteration to an existing or previously-approved development
 Informational Initial approval Final approval

3. Project Type

Project in an Urban Design District
 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)
 Specific Implementation Plan (SIP)
 Planned Multi-Use Site or Residential Building Complex

Signage

Comprehensive Design Review (CDR)
 Signage Variance (i.e. modification of signage height, area, and setback)

Other

Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Elliot Mossanen
 Street address 489 5th Ave
 Telephone _____

Company SEVEN WEST MAIN LLC
 City/State/Zip New York, NY 10017
 Email elliott@mossanengroup.com

Project contact person Matthew Aro
 Street address 116 King Street, Site 202
 Telephone 608 204-7464

Company Aro Eberle Architects
 City/State/Zip Madison, WI 53703
 Email aro@aroeberle.com

Property owner (if not applicant) same as above
 Street address _____
 Telephone _____

City/State/Zip _____
 Email _____

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*

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.

Both the paper copies and electronic copies must 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 Matt Tucker, Kevin Firchow, Janine Glaeser on 5/23/2019.
2. 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 Elliot Mossanen Relationship to property Owner

Authorizing signature of property owner  Date 6/7/2019

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:

- 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 §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 DEVELOPMENT PLANS CHECKLIST

UDC

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
- 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)
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

1. Title block
2. Sheet number
3. North arrow
4. Scale, both written and graphic
5. Date
6. Fully dimensioned plans, scaled at 1"= 40' or larger

**** All plans must be legible, including the full-sized landscape and lighting plans (if required)**

2. Initial Approval

- Locator Map
- Letter of Intent (If the project is within a Urban Design District, a summary of how the development proposal addresses the district criteria is required)
- 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 (*must be legible*)
- Building Elevations in both black & white and color for all building sides (include material callouts)
- PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), **plus:**

- Grading Plan
- Proposed Signage (if applicable)
- Lighting Plan, including fixture cut sheets and photometrics plan (*must be legible*)
- Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- PD text and Letter of intent (if applicable)
- Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

- Locator Map
- Letter of Intent (a summary of how the proposed signage is consistent with the CDR or Signage Variance criteria is required)
- Contextual site information, including photographs of existing signage both on site and within proximity to the project site
- Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit

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.**

7 West Main Facade Alteration



CONTENTS:

Letter of Intent

Site location map

Existing Conditions

Preferred Facade

Interior views

Alternate Facade

Site Context Photos

Historical Photos

Dear Janine and Urban Design Commissioners,

The owner of 7 W Main Street desires to enhance the aesthetics of the property with a façade alteration including removal of a clock element that was added in the past decade and enlarging second floor windows to enhance the view of the Capitol and Capitol Square. The building is located in the DC Downtown Core zoning district and requires review with the zoning code and Urban Design Guidelines. The zoning district purpose and guidelines are addressed below for reference.

7-9 W Main formerly operated as two distinct buildings, and most recently were combined to form a single building and operated as a restaurant. Opportunities were analyzed for the property, with the result being that enhancing the views of the Capitol Square will allow the space to capture the stunning and historic views of Madison's most iconic landmark.

Our proposal seeks to continue to functionally and aesthetically integrate the two buildings on the second floor, much as the first-floor façade alteration did, while enhancing the building's views of the Capitol for the enjoyment of locals and tourists.

Zoning: DC Downtown Core

28.074 Downtown Core District

(1) Statement of Purpose.

The DC District is established to recognize the Capitol Square, the State Street corridor, and surrounding properties as the center of governmental, office, educational, cultural, specialty retail and recreational activities for the City and the region. ... This district is intended to allow intensive development with high-quality architecture and urban design.

Repurposing traditional buildings for contemporary use will help 7-9 W Main continue to play a relevant part in the specialty retail, cultural and recreational activities in the Downtown Core district.

Urban Design Guidelines

The design guidelines were developed to ensure that...alterations to existing buildings, are compatible on a city, neighborhood, and block level, have an engaging pedestrian orientation, and are designed to reflect the use of the structure.

Newer adjacent buildings with larger windows include the State Justice Center, and the recently remodeled 25 W. Main Street which is all glass. Prior remodeling and façade improvement at 7-9 W Main joined two buildings into one building for the former Brocach restaurant. The ground level façade bridged the two similar facades to appear as one unified storefront. The proposed window opening seeks to further unify the building façades and enhance the view of the Capitol and Capitol Square from the interior. Enhancing the view will make the second-floor use of the building more vibrant, and tied into more recent developments on the Capitol Square.



The existing clock, installed with the most recent façade remodeling, would be removed as it was more closely tied to the branding of the former restaurant. The brick underneath would be revealed, and matching woodwork profiles added to the center portion to create continuous horizontal lines more compatible with the proposed window opening above. It is understood that City funds were employed through the façade grant process to assist the prior tenant/owner with the first floor façade, and with respect to that investment, the façade would be repaired and maintained aside from the clock removal.

4a. The size and rhythm of windows and doors in a building should respect those established by existing buildings in the area where a clear pattern exists, and the residential and/or mixed-use nature of the building.

Existing buildings on the block face have no clear window rhythm due to a mix of contemporary and traditional styles, with exception of 1 W. Main, with its strong traditional presence on the corner of W Main and M.L. King Drive. The scale of windows on the lower floors of buildings in context to the west tend to be larger and more contemporary with aluminum storefront framing. We believe the proposed alteration will fit within this context of contemporary and traditional style buildings that exist on this block face.

4b. Existing traditional buildings should not have window openings with different sash configurations, smaller windows, or materials inappropriate to the original design. Transom windows should remain transparent/translucent.

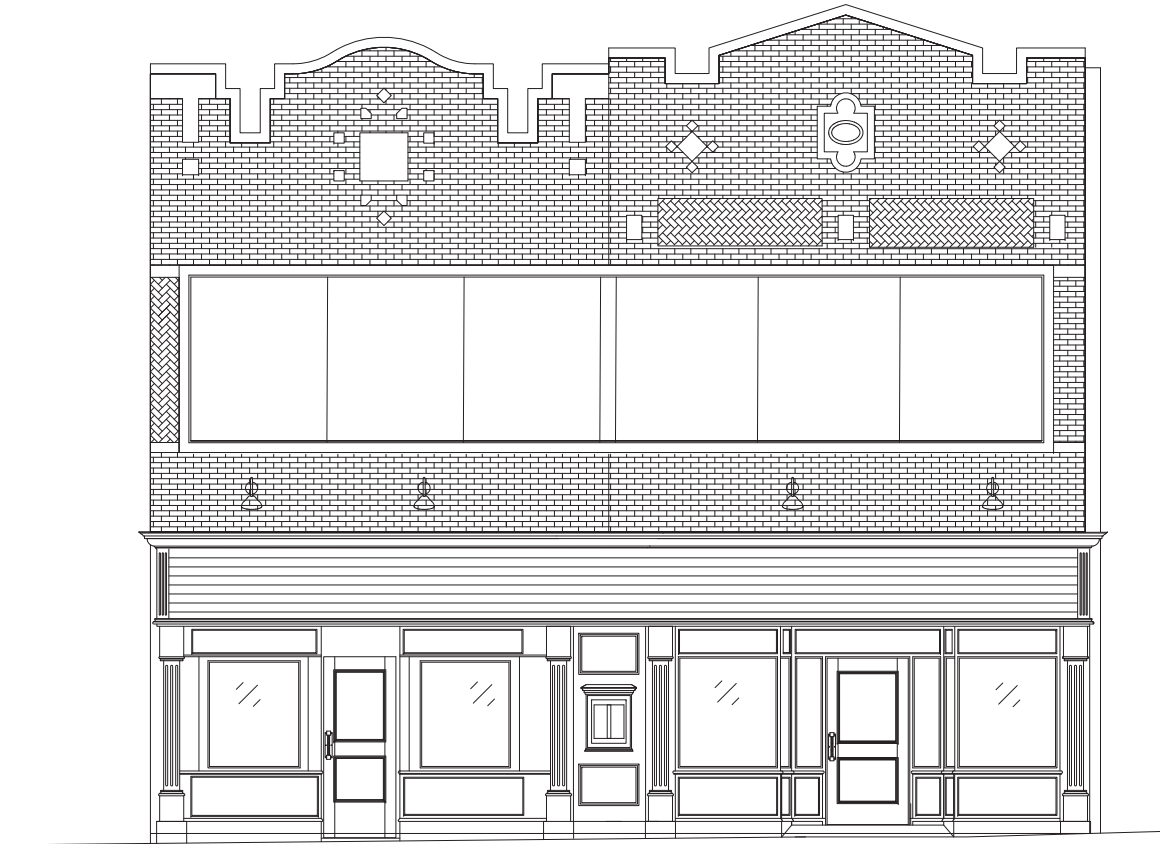
The previous façade alteration changed materials at the pedestrian level. Windows on the second floor appear to be replacements. It is unclear what the material of the second floor windows was originally as-built, however given the period, photos, use and size of existing openings, most likely wood framed as they are existing today. However, large window openings with limited sight lines can only be achieved with metal framing.

Respectfully submitted,

Matt Aro
Aro Eberle Architects



Existing facade



7 West Main – preferred facade



7 West Main – illustrated concept

Preferred facade

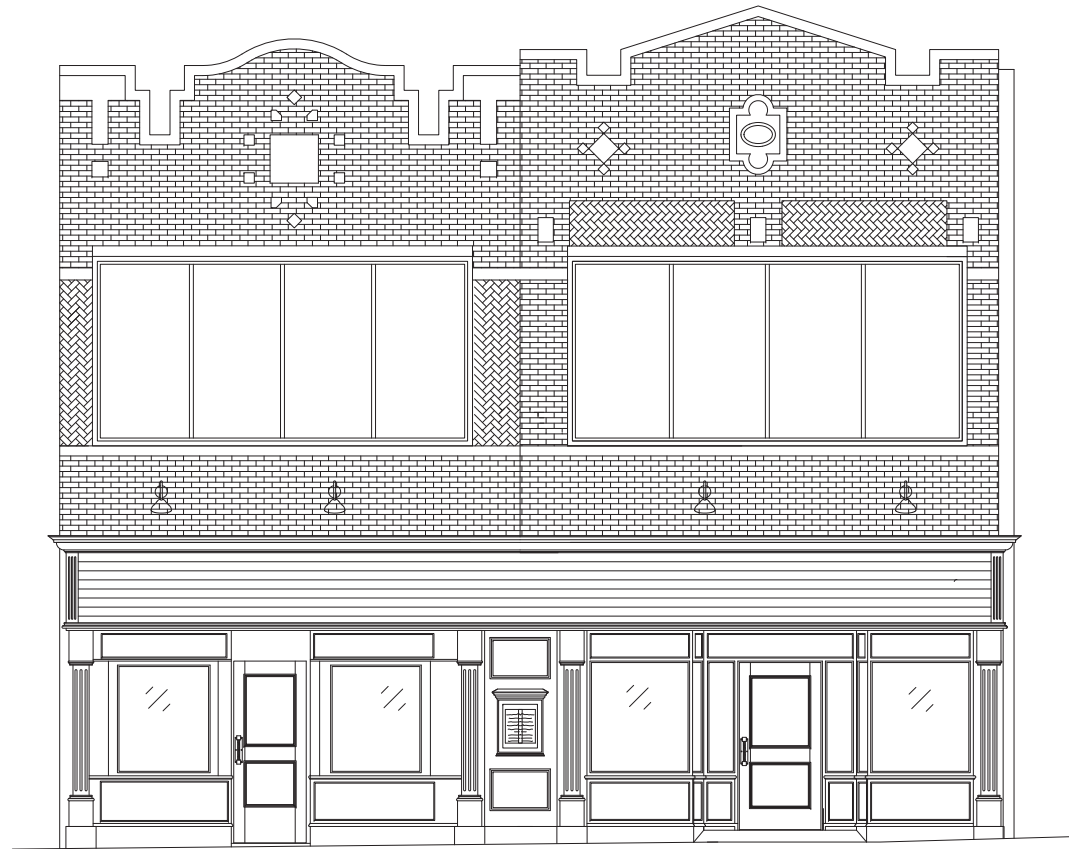


7 West Main – existing view



7 West Main – preferred facade interior conceptual view

Interior view– preferred facade



7 West Main – alternate facade proposal



7 West Main – alternate facade proposal

Alternate facade proposal



7 West Main with adjacent properties

Alternate proposal



Justice Center to the west of subject property, built ca 2001



Justice Center to the west of subject property, built ca 2001



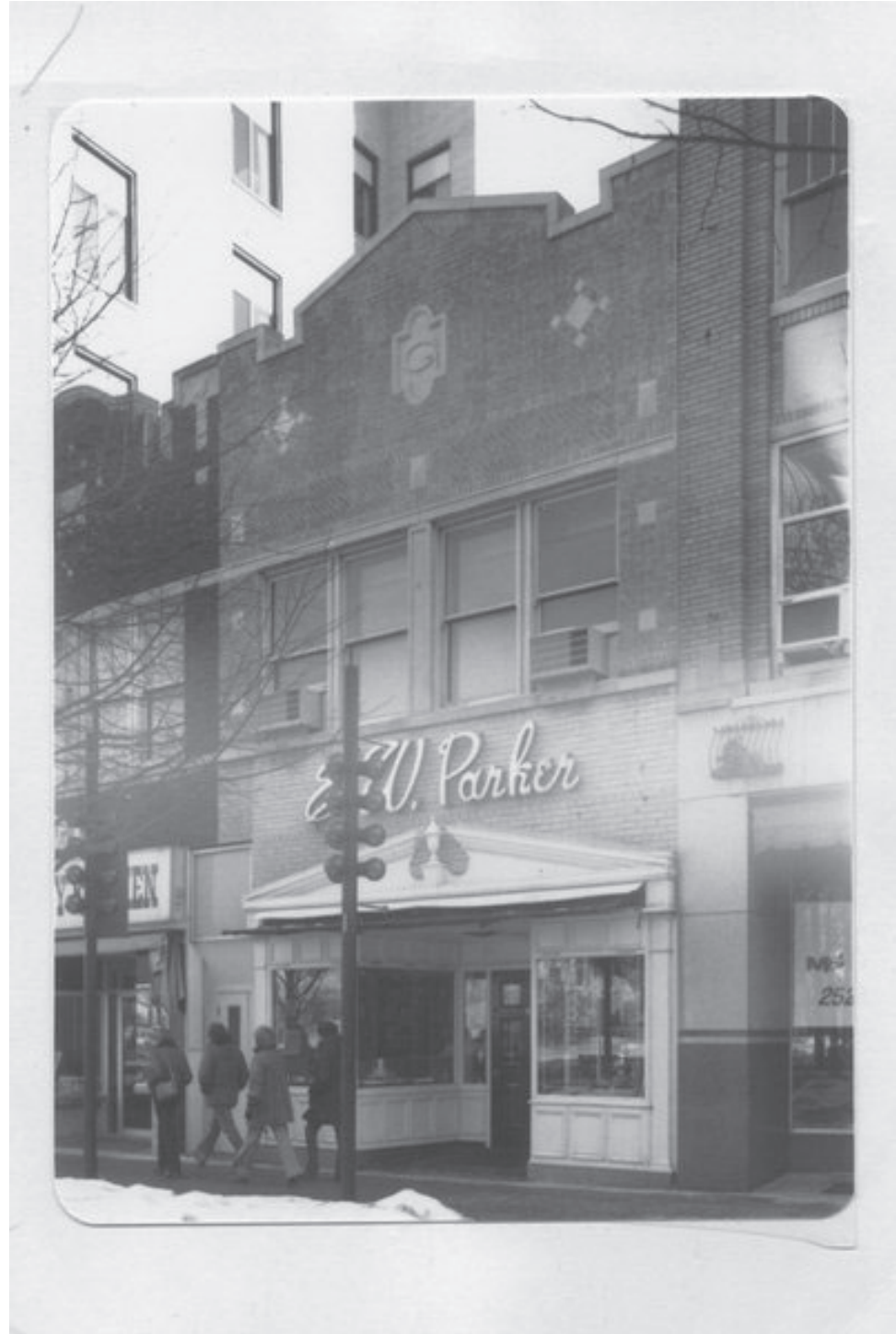
Justice Center to the west of subject property, built ca 2001



W. Main Street from Hamilton and Carroll showing a mix of contemporary and traditional



W. Main Street from M.L. King looking west



Historical Photographs

