

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>4/2/2008</u>	Action Requested
UDC MEETING DATE: <u>4/23/2008</u>	<input checked="" type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 701 & 737 Lorillard Ct., 159-171 Proudfit Street

ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals) Urban Land Development, LLC/ ARCHITECT/DESIGNER/OR AGENT: Engberg Anderson

Urban Land Interests

CONTACT PERSON: Chris Schramm, Urban Land Interests
Address: 10 E. Doty Street, Suite 300
Madison, WI 53703
Phone: 608-251-0706
Fax: 608-251-5572
E-mail address: cschramm@uli.com

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.



Memorandum

April 2, 2008

To: Al Martin
City of Madison

From: Paul Cuta
Chris Schramm
Engberg Anderson
Urban Land Interests

Re: Urban Design Commission – Informational Meeting Submittal
Findorff Yards Office Lofts
Urban Land Interests
Engberg Anderson Project No. 081780.00

PROJECT NARRATIVE

Urban Land Interests is proposing to develop two 3-story office buildings on a primarily vacant site to the south of the existing Tobacco Lofts apartments in the Bassett Neighborhood. The two office buildings would contain approximately 91,600 gross square feet, including 17,900 square feet of parking beneath the east building that can accommodate 45 vehicles and covered bike parking. Additional vehicle parking for office tenants and visitors would be created in a new surface lot for 59 cars between the two office buildings as well as through shared use of the parking in the existing surface lot that serves the Tobacco Lofts apartments. The new surface parking will be screened by the apartment buildings to the north, by the new office buildings to the east and west, and by the City parkland and additional landscaping to the south. Additional bicycle parking will be provided outside. The site will be accessed from the existing Lorillard Court. A break in the median on North Shore Drive was anticipated in the traffic analysis that was presented to the City as part of the master plan for development of the area. The Lorillard Court public right-of-way was improved by the City with a removable planter that will allow creation of a dedicated left-turn lane out of the site at the location of the new median break.

It is envisioned that the development of the two office buildings would reflect the architecture of the surrounding buildings: the warehouse character of the historic Tobacco Lofts to the north and the new Findorff headquarters and National Conference of Bar Examiners building to the east. The massing and heights of the proposed buildings are consistent with the historic warehouses and lower than the Findorff and Bar Examiners buildings.

The placement of the larger east building on the site is intended to continue the siting of the historic Tobacco Lofts warehouse buildings to the north along the rail line. The east building consists of three levels of offices above grade, totaling approximately 53,700 gross square feet or 17,900 square feet per floor.

The character and scale of the historic courtyard space between the tobacco warehouses has been continued along the face of the east office building to provide a connection to the City parkland to the

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south not only for the offices but for the apartments as well. This green space will also act as a “front yard” to the east building and provide the opportunity to create individual tenant entrances at grade.

The west building is a smaller scale structure that holds the street edge and reflects the scale of existing residential buildings in the neighborhood. This building has three levels of offices, with each floor containing only 6,600 gross square feet. The lower level is set into the grade to fit the topography of the site and to create a sidewalk entrance opportunity. The north end of this building will be designed as a focal point for entry to the site and will also be the main entrance to the building, served by both a pedestrian entry along Proudfit Street and an entry from the parking on the east side.

The office buildings are placed to create an “urban mixed-use village” that encompasses not only the offices but also the apartments and the public park. Both office buildings will incorporate multiple points of entry at grade to allow individual tenants to have their own front doors and distinct identities. The intent is to promote the use of outdoor spaces adjacent to the office buildings.

The public approval process for this development will include: adding the four residential lots (currently zoned R-5) along Proudfit Street, on which the west office building is to be located, into the existing adjacent GDP; adding language to the zoning text of that GDP to permit office use; approval of an SIP for the two new office buildings; and approval of the demolition and recycling of the 3 vacant houses currently located on the residential lots.

The development of offices at this location is consistent with the City of Madison Comprehensive Plan. While the Bassett Neighborhood Plan identifies this site for residential development, the land immediately to the east is evolving into an urban office district, with the development of the Findorff and Bar Examiners buildings. Office buildings and residential buildings coexist in other parts of this immediate neighborhood. In our initial meetings with the Bassett Neighborhood, the proposed office development was viewed as complementary to the existing mix of uses in the area, providing employment opportunities for neighborhood residents.

The zoning text of the existing GDP covering a portion of the site allows for a building of up to 9 stories containing up to 158 residential units, which is significantly higher density than is being proposed.

CONTACTS

Owner:

Urban Land Interests
Chris Schramm, Project Manager (Contact)
608-251-0706

Architect:

Engberg Anderson, Inc.
Paul Cuta, Partner
Marc Schellpfeffer, Project Architect (Contact)
608-250-0100



April 2, 2008

Please find the attached supporting information for our Urban Design Commission - Informational Meeting Submittal. If there are any questions or issues with this submittal, please contact Marc Schellpfeffer at Engberg Anderson or Chris Schramm at Urban Land Interests.

Sincerely,

Paul Cuta
Partner, Engberg Anderson

Chris Schramm
Urban Land Interests

MS/PC

Attachments:

Drawing Set - 9 pages (dated April 23, 2008)

