



February 28, 2022  
*Via email*

City of Madison  
Joint Land Use & Urban Design Commission Submittal

**Re: Letter of Intent for Proposed Development  
Archipelago Village - 929 East Washington Avenue Mixed Use Development**

Dear Commission Members and City Staff:

We are pleased to present the enclosed documents for a new mixed use commercial and office development at 929 East Washington Avenue. The 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. The 920 East Main Street Condominiums are currently going through site plan review by the city staff. The project was previously approved as an office building, but due to the current economic outlook the project is being proposed with a reduction of office space and the inclusion of housing. The project still has a substantial amount of employment space along with other employment uses on the block. The zoning was previously modified to allow a mix of uses on this portion of the block.

This phase of the project will require a 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 & B. The project follows the established requirements for building heights, façade height, minimum and maximum setback, and step back requirements.

The 929 East Washington Avenue project offers a mix of uses including, retail, office and residential, creating a block that is always activated. The building will have 95,800 square feet of office and commercial space along with 105 apartments. The first floor along East Washington Avenue is planned for commercial/retail and restaurant use, although no tenants have yet to be identified for the first floor. If a restaurant is proposed on the first floor a separate conditional use approval will be required. The 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. The main materials will be a red-brown brick with black metal accents. The set back and step back requirements of Urban Design District 8 create a podium building with a terrace on the 6th floor overlooking the street and Breeze Stevens Field. The first floor of the building along East Washington Avenue is designed to allow retail, commercial or restaurant space that will activate the street front. A raised outdoor terrace is provided for outdoor seating, bike parking and plantings. A large green/purple roof on the 6th floor above the parking structure along with a second green/purple roof on the 9th floor will provide outdoor recreation and green space for the

tenants as well as storm water retention and management. The 6th floor green roof was approved as part of the 920 East Main Street Building and is shown here for reference.

Mechanical units are enclosed on the top floor of the building in a mechanical room that faces the courtyard. Emergency generators along with loading and trash room are enclosed on ground floor of the parking garage along the internal drive.

Parking is provided in the parking structure above the retail floor and in the center of the block. The 929 East Washington 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 920 East Main Street condominiums, the WHEDA building and the Hotel Indigo. The parking structure will have approximately 723 vehicle stalls, of which approximately 333 will be allotted for the 929 building uses.

### **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 Breatly Street and East Washington Avenue, with the exception of a 10,800 square foot parcel on the corner of South Breatly Street and East Washington Avenue.

### **Project Data**

Zoning District: TE, Traditional Employment

Urban Design District 8

Aldermanic District 6, Brian Benford

Building Use: Office, commercial and residential uses. Future first floor uses may include retail and restaurant.

Building Stories: 14 Stories

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

Building Height: 156'-6", tops out at elevation: 1008.5'

Maximum height allowed per FAA within 3-mile radius of the airport: Elevation: 1009' or 157.0' tall (1009' – 852' = 157')

First Floor potential commercial/retail/restaurant area: approximately 12,000 Useable Square Feet

Setback from property line along East Washington: 15'

Trash for the new 929 building is provided in an enclosed room within the parking structure and is accessed from the internal drive.

### **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: 14 stories with 4 stories at street level
  - c. Building Height requirement: Maximum height without bonus stories: 147'
  - d. Building height proposed: 156'-6", this is 9'-6" over the maximum that the building height allows before the bonus story allowance.
  - e. 3 bonus stories are allowed on block 13a. This project is only asking for an additional 9'-6" in height.
  - f. Bonus story requirements fulfilled by:
    - i. Structured parking shared by multiple users with space for public use
    - ii. Mid-block and through block public pedestrian, bike and or vehicular connections.
    - iii. Minimum of 50% vegetative roof cover

- iv. Rehabilitation of historic structures: Kleuter Building and Wisconsin Telephone Garage and Warehouse.
- 2. Building Location and Orientation Requirements:
  - a. 15' minimum setback along East Washington and 10' maximum setback along South Patterson.
  - b. 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. Landscape tree islands shall be provided at a ratio of 1:12
  - 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 along the internal north south drive that was approved as part of the Hotel Indigo project. 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 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 and on the 9<sup>th</sup> floor courtyard.
- 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 retail spaces, along with an articulated façade of brick with metal panels. Signage and decorative lighting is incorporated into the retail storefronts. First floor uses are intended to activate the street and outdoor terrace. Mechanical equipment is located internally and screened.
  - c. The 4-story building base is more articulated with frosted glass windows concealing the parking structure floors above the retail floor. The upper floor volume continues the brick façade detailing accentuating the verticality of the building with floor to ceiling glazing. The top floor is stepped back to create a unique top to the building as well as to create larger outdoor terraces for the upper floor units.
- 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 and metal panel accents.
- 7. Window and Entrance Requirements:
  - a. 60% of the ground floor shall be glazing.
  - b. Window and Entrances provided: 60% or more of the ground floor will be glazing on the primary street façade.
- 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 will be 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 a 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. An indoor bicycle storage room located on the first floor, provides a heated space for bike users along with lockers and showers to encourage bike usage. 2 green/purple roofs will create a connection to nature and allow users to be outside within a landscaped area in the center of the city. The unique construction of the “purple” roofs will reduce storm water runoff from the site and reduce the urban heat island effect.

Each floor has an energy recovery unit to temper the incoming fresh air and reclaim heat. The HVAC system for the tenants will be either a heat pump system or a VRF system. Both systems 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 boiler that is specified is a high efficiency condensing boiler rated at 96% efficiency. 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 and is currently exploring the use of low-profile solar PV panels on the upper roof to provide renewable energy.

A mix of uses is proposed to balance the parking and traffic concerns and to create a vibrant live, work, shop, environment. Additional amenities are proposed on the ground floor to encourage walking and reduce the need for personal vehicles.

**Project Team**

Owner Developer:	Archipelago Village, LLC PO Box 512 505 N Carrol Street Madison WI 53701	Curt Brink
Architect:	Potter Lawson, Inc. 749 University Row, Suite 300 Madison, WI 53705	Doug Hursh, Brian Reed
Civil Engineer:	OTIE	John Thousand
Landscape Architect:	Ken Saiki Design	Rebecca DeBoer
Lighting Designers:	Enterprise Lighting	Ingrid McMasters

Traffic Engineer:	Strand Associates	Jeff Held
Parking Consultant:	Walker Parking Consultants	Tom Hanula
Attorneys:	Carlson Black O'Callaghan & Battenberg	Matt Carlson & Dan O'Callaghan

**Schedule**

The project is scheduled to start construction in the Summer of 2022 and be completed and occupied by Winter of 2023, 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,

A handwritten signature in black ink, reading "Douglas R. Hursh" with a long horizontal flourish extending to the right.

Douglas R. Hursh, AIA, LEED AP  
Director of Design