

CRG | Madison Park + Regent

Urban Design Commission Submission for Approval

Friday, July 1, 2022

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Letter of Intent

To the Madison Urban Design Commission,

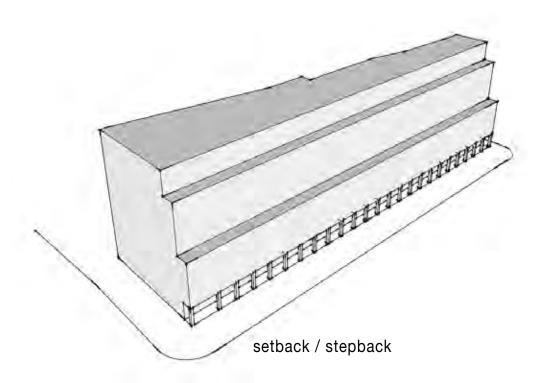
Thank you for the opportunity to review the proposed project at Park & Regent Street.

The project is located at the corner of Park and Regent Streets. In the Regent Street - South Campus Neighborhood Plan this is the East end of the Regent Street Business District. The proposed building is designed specifically to comply with the required design criteria of the district in several ways. The project meets or exceeds all required site setback rules. At the ground level, the storefront is setback an additional 8 feet to provide for an expanded pedestrian zone along regent street and set back even further to provide outdoor plaza space at the East and West ends. This allows for street-activating functions at the ground level such as retails space for local businesses and widened outdoor space at the main entry along Regent and the second entry on East Campus Mall. An unobstructed 45-degree view chamfer at each street intersection has been provide in order to improve traffic visibility and safety. Additionally, the building steps back 10 feet each at levels 5 and 9 in adherence with the district requirements for buildings taller than 8 stories. The project is being designed to achieve LEED Silver certification, which allows two additional stories totaling 10 stories overall. As part of this effort, green roofs are provided at the roof of each step back at levels 5 and 9. Finally, a new vehicular drive is provided along the north side of the site to access deliveries, parking, and service entrances, with special attention paid to lighting for convenience and safety of all residents and visitors.

After the initial informational presentation to the Urban Design Commission on March 30th, the design team took into consideration many of the comments and suggestions offered by the commission members. Several specific ways in which the design was updated based on the commission's input are listed below.

- To provide for the best privacy possible between then northern units and the adjacent office building, bedroom windows were narrowed and pushed to the foot-wall end of each bedroom. This allows for bedrooms to have ample daylight but prevents any direct view from the offices to any bed, allowing privacy for residents and office occupants. Living rooms have wider windows but benefit from the fact that they are occupied most often during after-office hours. (Illustrations shown on pages UD-15 and UD-16).
- 2. Detail has been added to the brick coursing at piers around the building base. In these locations, areas of brick have been indented to better accentuate the depth of the material and to further break down the facade to the human scale. (Illustration shown on page UD-11).
- 3. Trees have been selected with attention paid to the type and shape of the mature tree. Columnar trees will not interfere with traffic or the building in the future. (A planting plan is included as part of this package and renderings reflect the modified tree spacing and species).
- 4. The accent material on the west façade has been changed to the same dark metal panel used elsewhere to avoid using too many materials, and to visually tie that area in with other portions of the building.
- 5. The window pattern on the upper portion of the East façade has been updated to give it a more asymmetrical rhythm and visual interest.





Lamar Johnso Collaborative



Park & Regent Apartments

DATE: 07/01/2022

DRAWING TITLE

LETTER OF INTENT

DRAWING NO.

A- 2

302-820 Regent St. Madison WI





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CRG

CRG 802-820 Regent St. Madison Wl Urban Design Commission

DATE: 07/01/2022 DRAWING TITLE
SITE MAP

DRAWING NO.

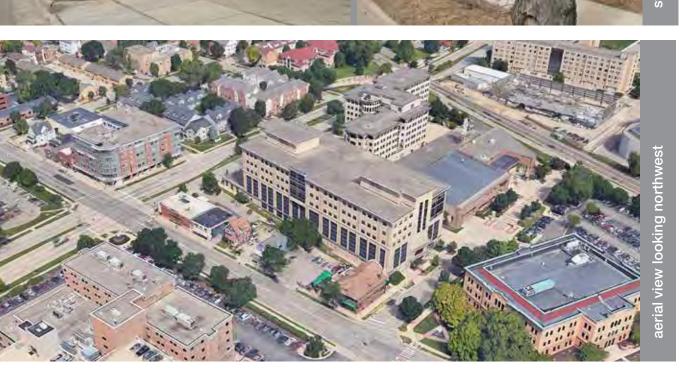
A- 3













Park & Regent Apartments

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DATE: 07/01/2022

DRAWING TITLE
CONTEXT PHOTOS

DRAWING NO. **A-** 4

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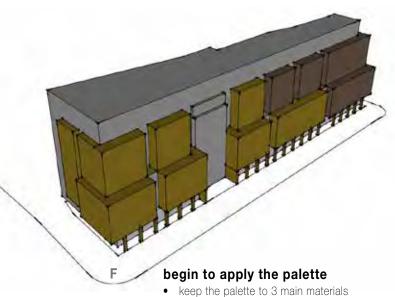
Park & Regent Apartments CRG 802-820 Regent St. Madison Wl Urban Design Commission

DATE: 07/01/2022

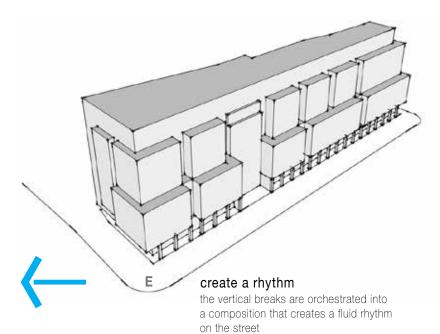
DRAWING TITLE MASSING DIAGRAMS

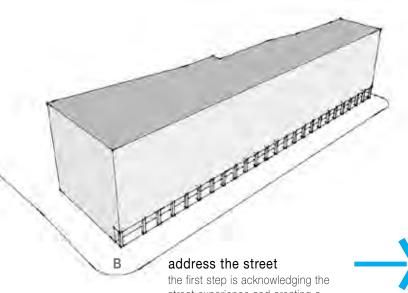
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Job# 20 005602



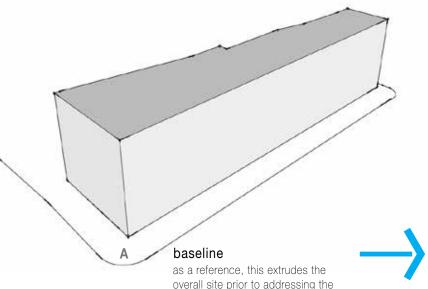
- use the materials to enhance the weight, lightness of the masses while breaking them down
- reinforce the human scale with texture







street experience and creating a human scale both on the sidewalk and from a distance



overall site prior to addressing the steps needed to addressing the planning guidelines

vertical breaks

create a more intiamate and

appropriate scale though the

setback / stepback

following the city guidelines to create a

composition which doesn't overpower the

street/neighborhood. Hold back from the property line and then step back at the 5th

addition of vertical breaks as well

and 9th floor to right-size the basic mass

A- 5

- how the building meets the street in order to create a human-scaled urban experience
- conforming to setback and stepback guidelines for projects of the scale
- providing vertical breaks in the massing to continue to create a scale of building which reinforces the rhythm of the neighborhood
- develop a tight material palette which carries forward the overall approach to a neighborhood scale through color, texture and unit scale/size.

The proposed project establishes a four story base along Park, Regent and E. Campus Dr. clad in a reddish brick. A series of piers and columns at the ground floor establish an anchor for this mass while opening it up substantially with storefront windows to activate the streets with retail spaces and amenities which serve the residents.

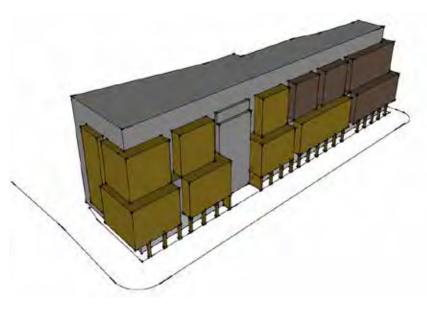
Floors 5 through 8 step back from the base and are clad in three different materials which help define the entry along Regent and then create a further punctuation to the building's rhythm from east to west.

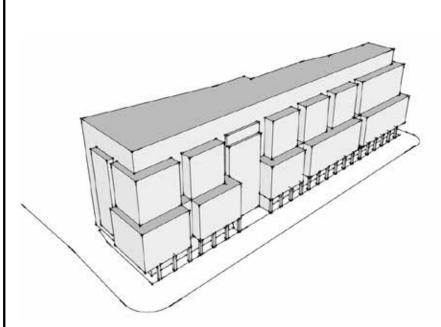
Floors 9 and 10 step back from the middle grouping of floors to create an attic quality to the design therein completing the traditional notion of base/middle/top. It will also feel more open and transparent to reinforce the cap.

The material palette changes from darker to lighter in an east west direction to break down the massing and imply a difference in buildings. All of this, along with the window patterns keep the project form feeling overly heavy or massive and instead, provide an appropriately scaled, warm and inviting experience on the street and in the neighborhood.









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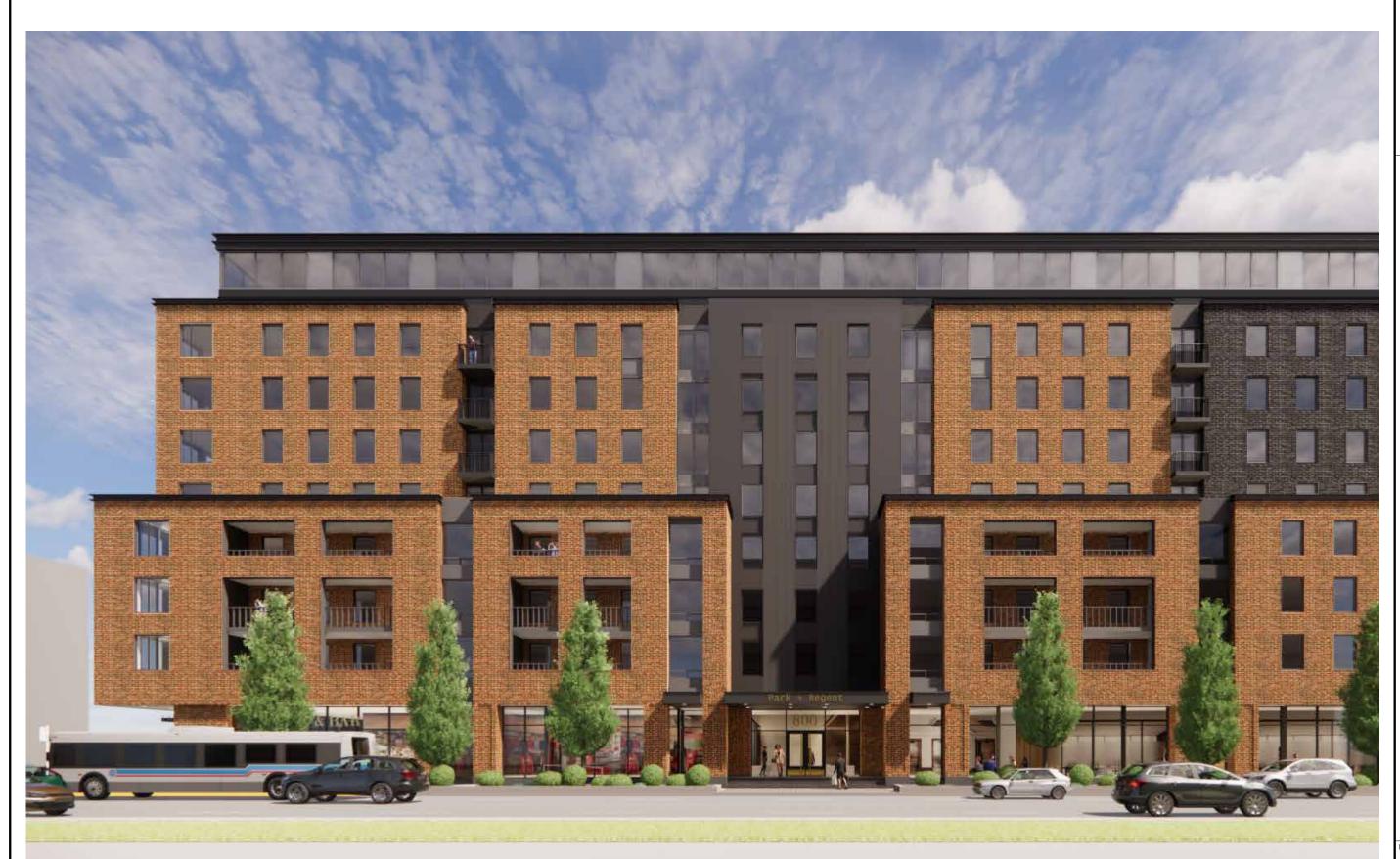
DRAWING TITLE

MASSING AND PALETTE

DDAWING NO

A- 6

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3D IMAGES

DRAWING NO.

A- 7



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DRAWING TITLE
3D IMAGES
DRAWING NO.

A- 9



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3D IMAGES

DRAWING NO.





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DRAWING TITLE

STREET/SIDEWALK

DRAWING NO.

A-11



EXISTING SIDEWALK CONDITION ALONG REGENT (APPR. 7' FROM CURB TO BLDG.)



PROPOSED SIDEWALK CONDITION ALONG REGENT (APPR. 15' FROM CURB TO BLDG.)



STREETSCAPE AT CORNER OF REGENT & EAST CAMPUS MALL

Park & Regent Apartments

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DATE: 07/01/2022

DRAWING TITLE
3D IMAGES

Job# 20 005602

DRAWING NO.

A-12



STREETSCAPE AT CORNER OF PARK & REGENT

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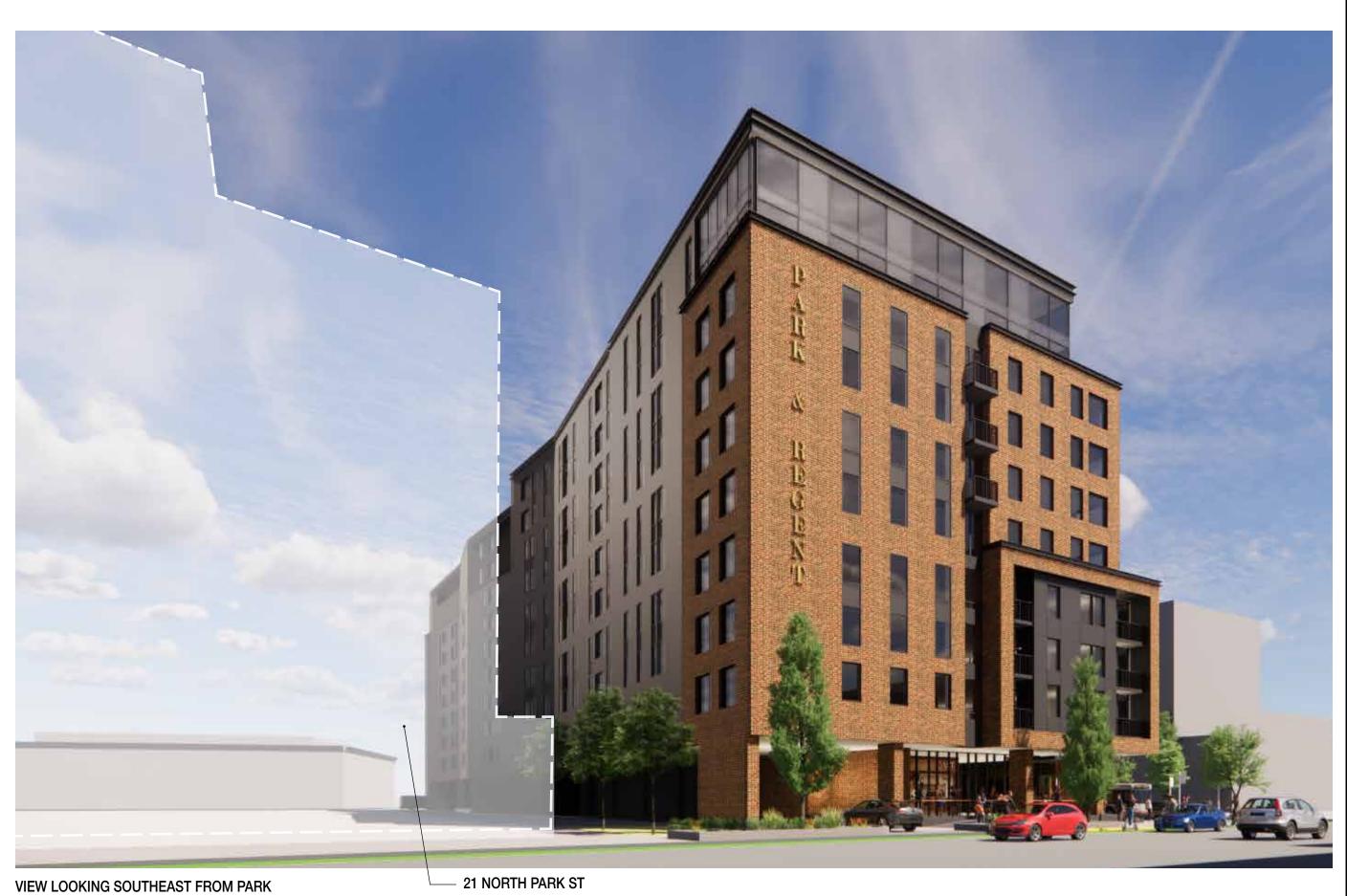
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DRAWING TITLE
3D IMAGES

DRAWING NO. **A-13**



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DRAWING TITLE
3D IMAGES
DRAWING NO.

A-14



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ALL WINDOWS HAVE ROLLER SHADES

BEDROOM WINDOWS ARE NARROWER THAN LIVING ROOM WINDOWS

BEDROOM WINDOWS ARE PUSHED TO THE EDGE OF THE ROOM, PREVENTING DIRECT VIEW INTO MOST OF THE ROOM

EACH BEDROOM HAS AREA WHERE BED CAN BE PLACED WHICH IS OBSCURED FROM VIEW

Park & Regent Apartments

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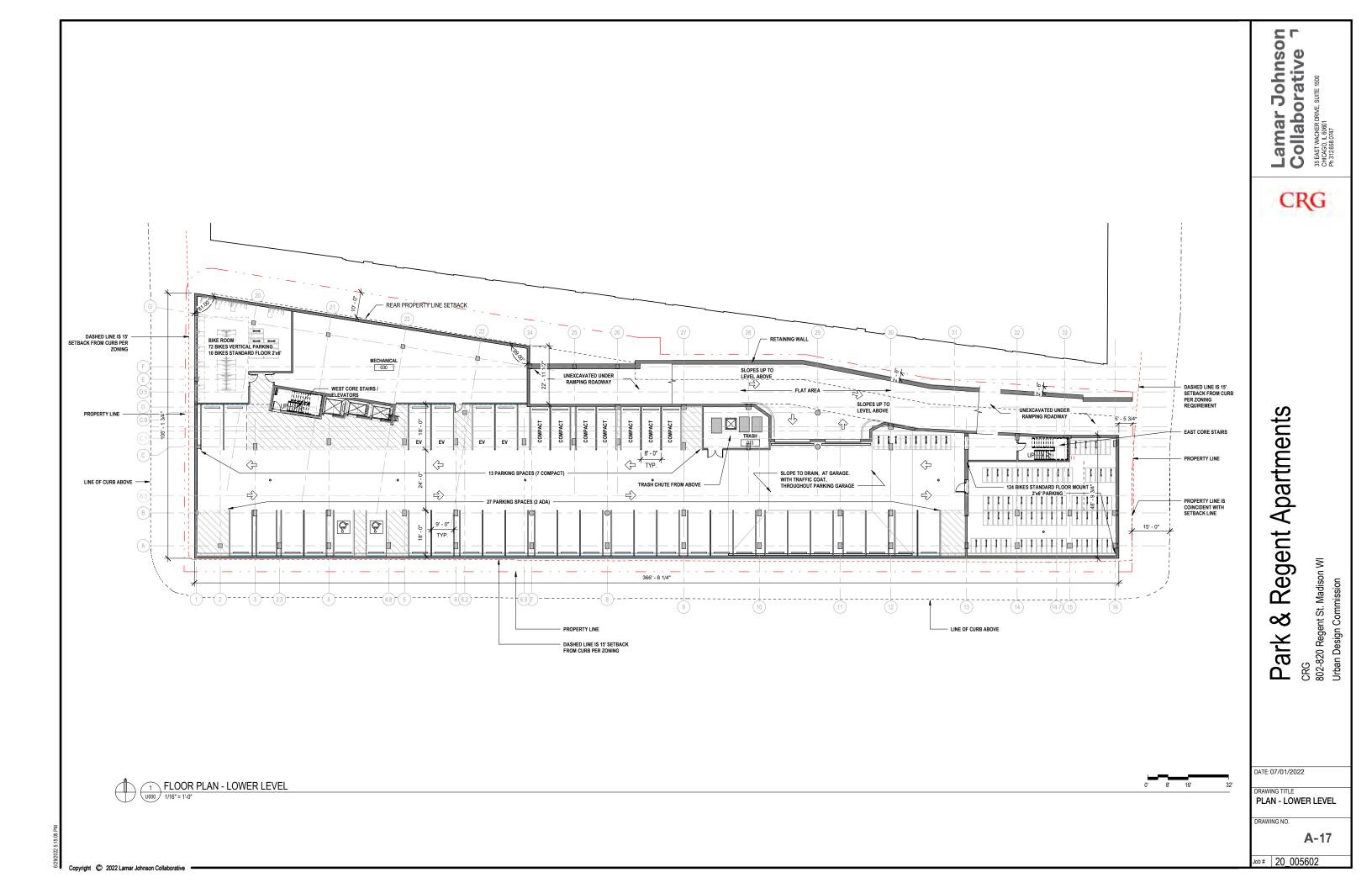
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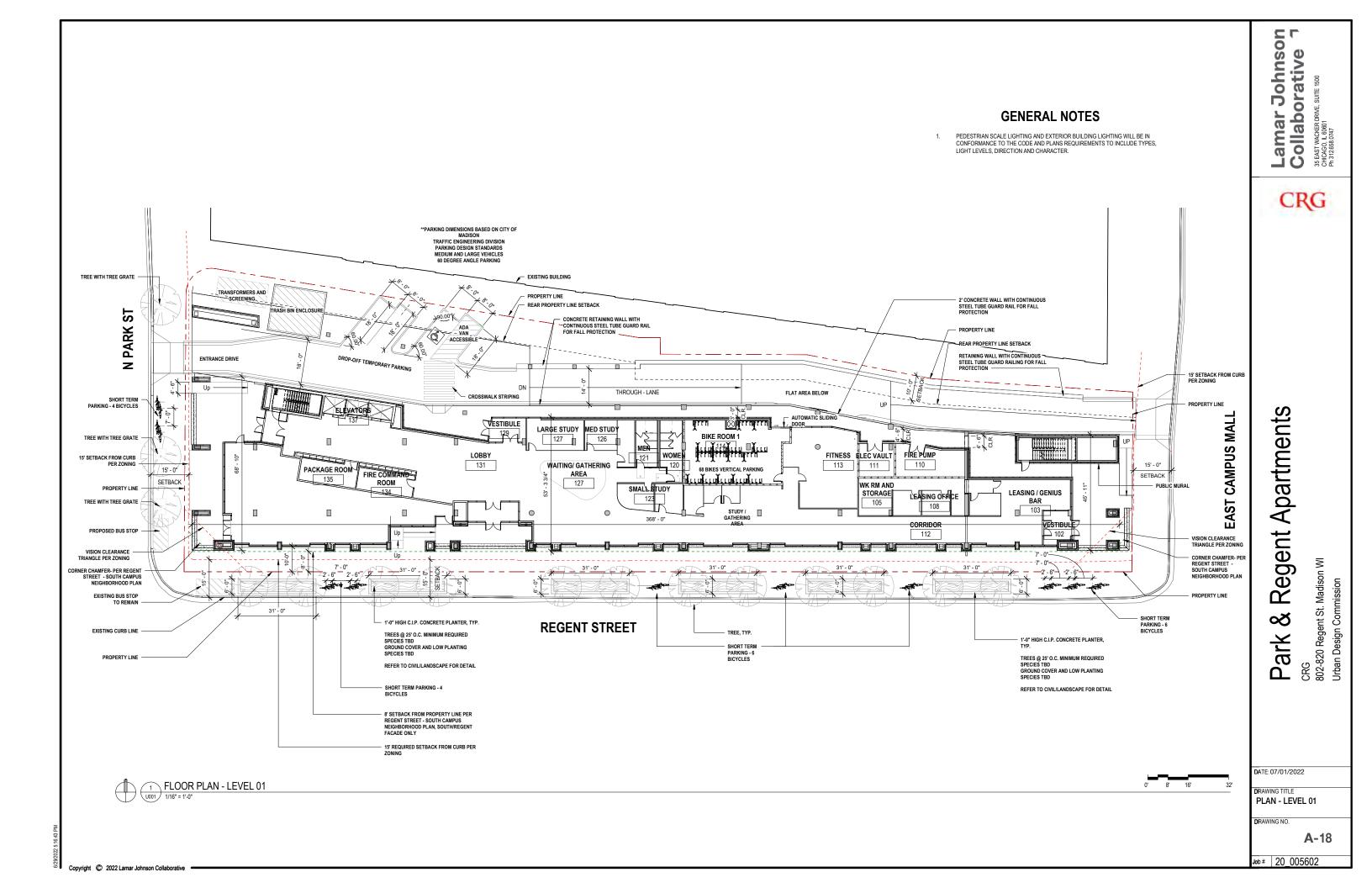
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NORTH WINDOWS
PRIVACY

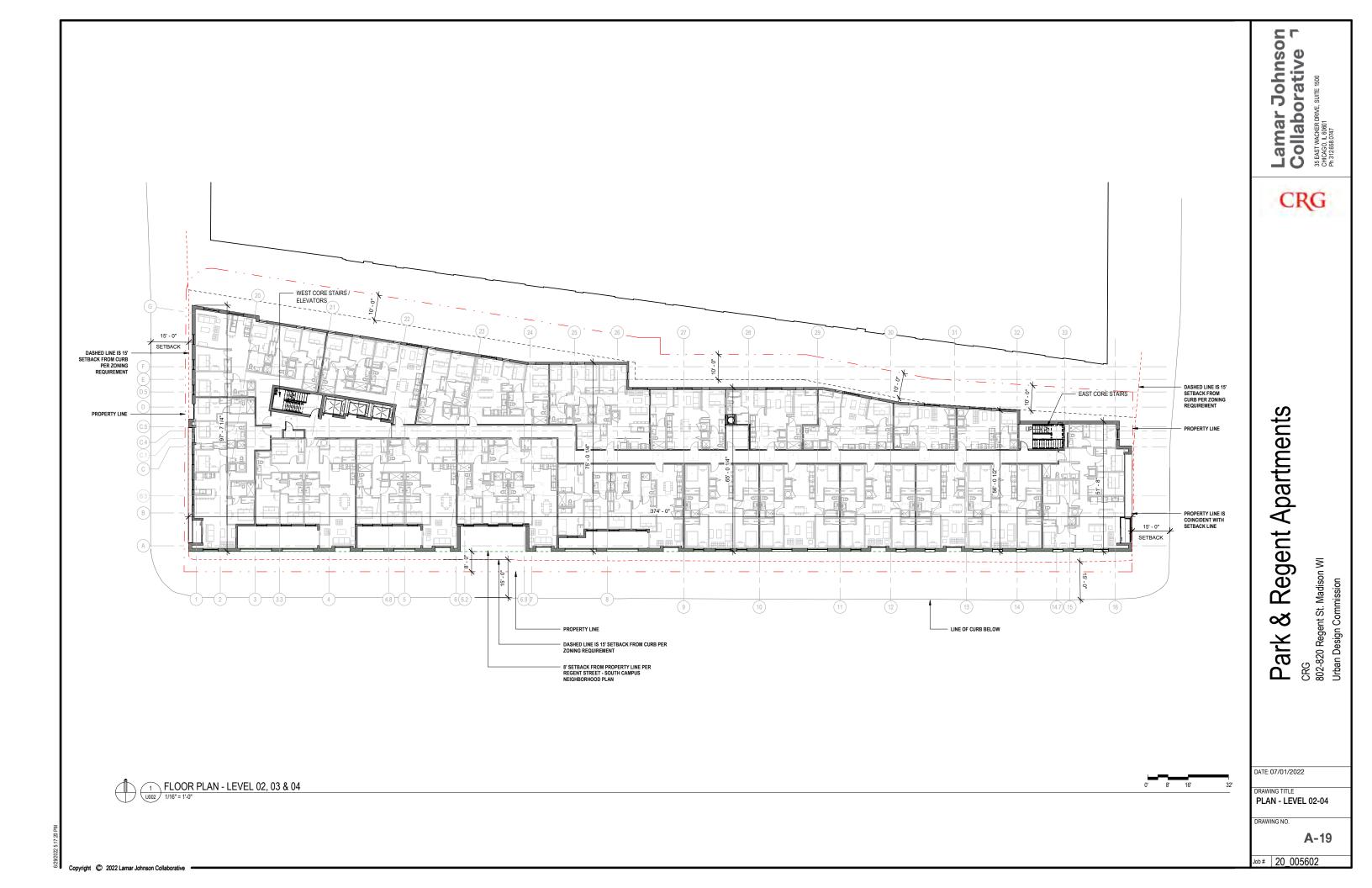
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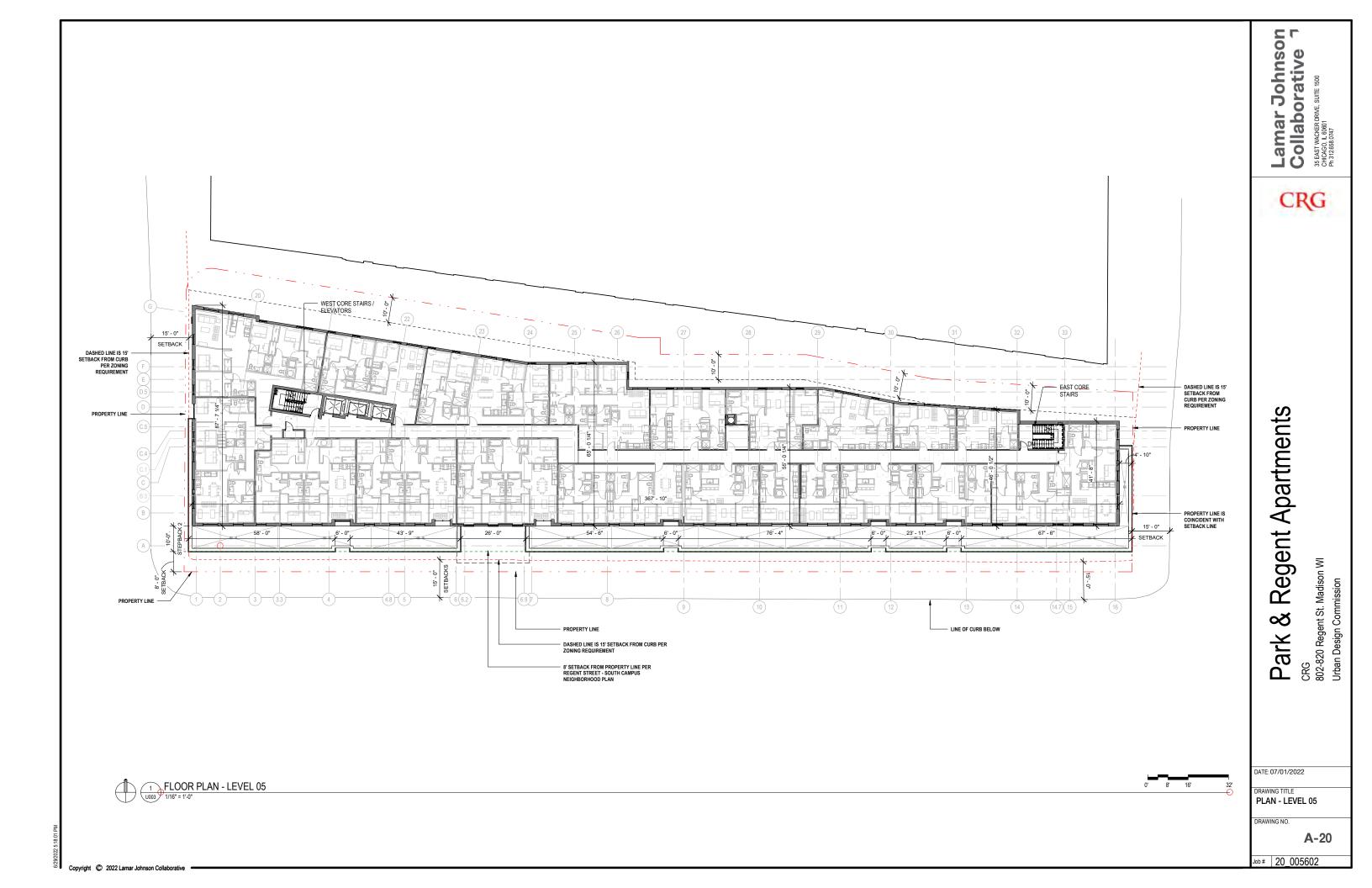
A-16

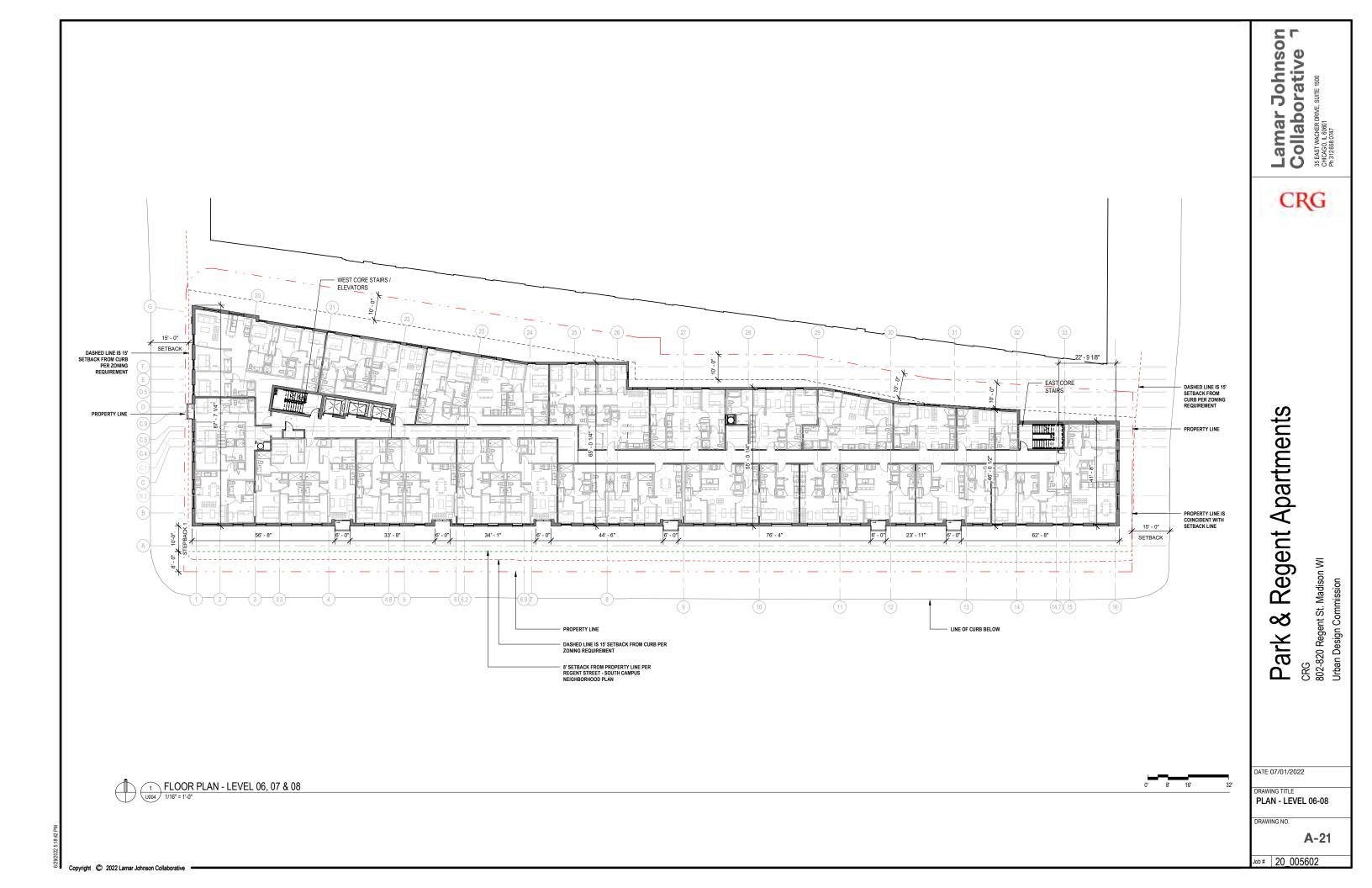
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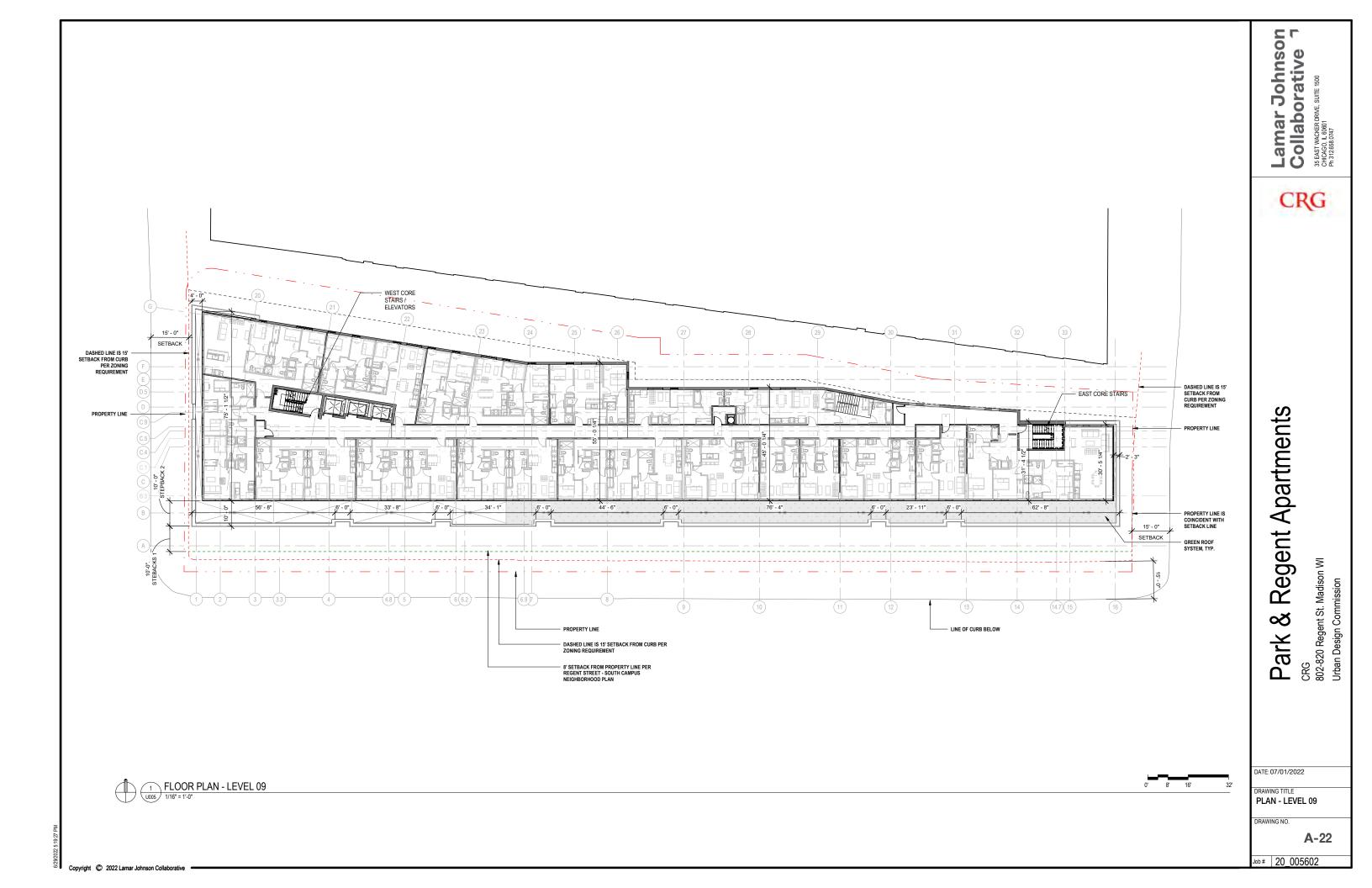


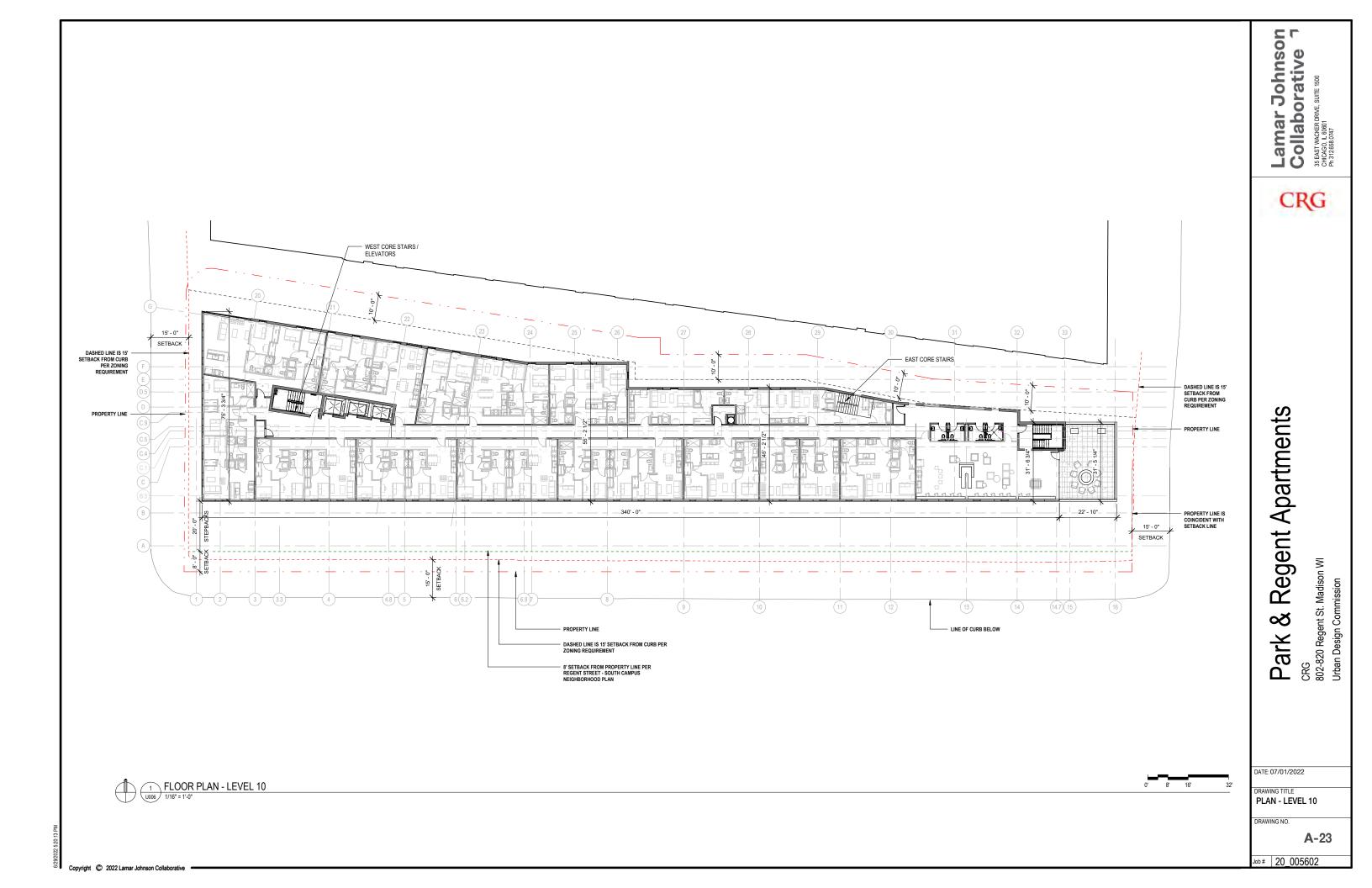


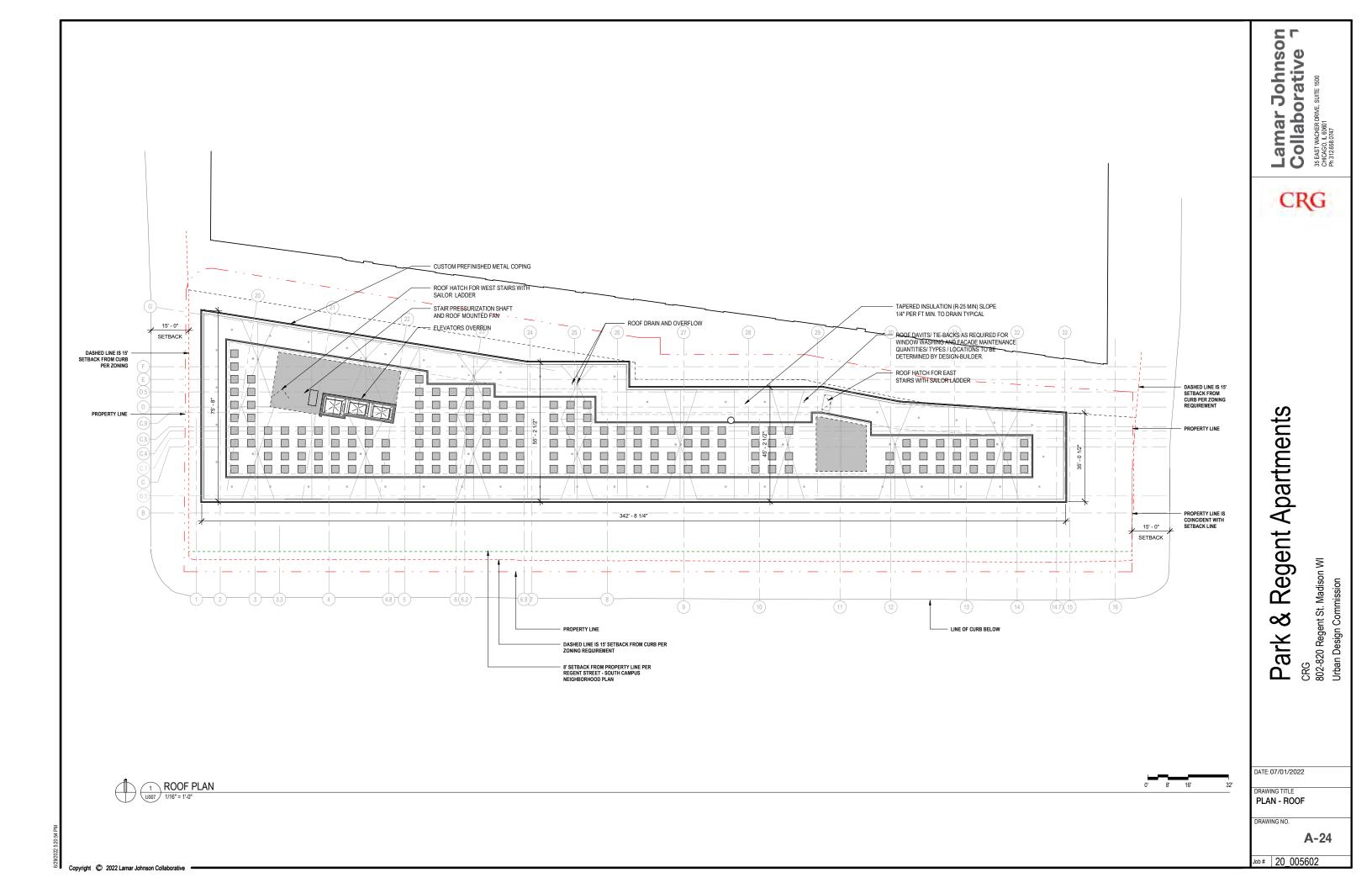






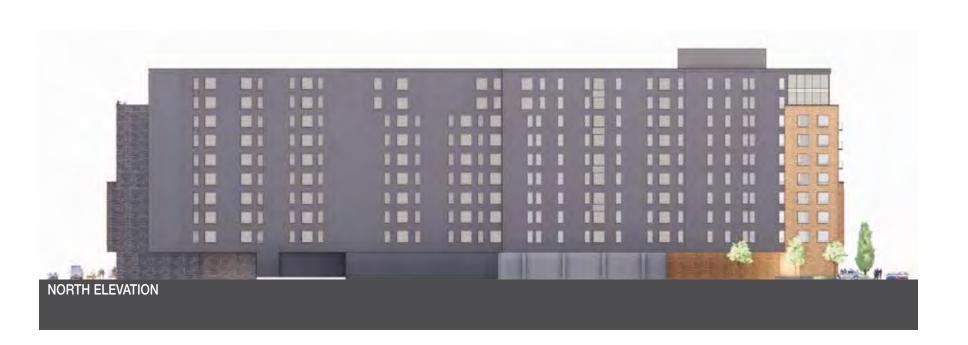














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DRAWING TITLE

ELEVATIONS - COLOR

DRAWING NO.

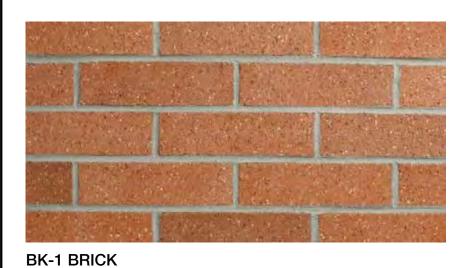
A-25

DRAWING TITLE

EXTERIOR MATERIALS

DRAWING NO.

A-26Job# 20 005602





BK-2 BRICK WD-2 HPL WOOD VENEER PANEL





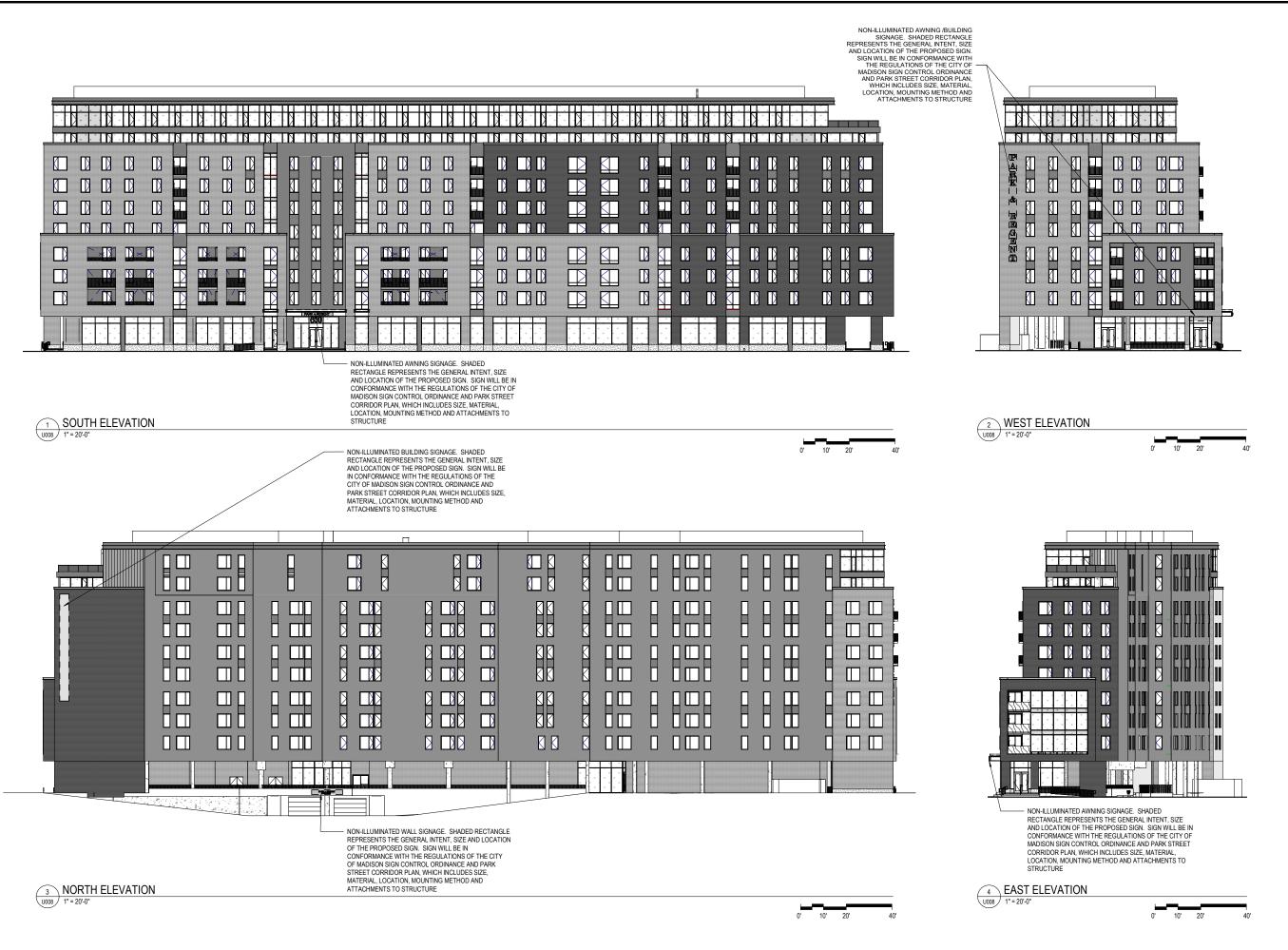


ST-1 STONE BASE

MT-1 COMPOSITE METAL PANEL

EXTERIOR ELEVATION NOTES							
HATCH	MARK	DESCRIPTION	HATCH	MARK	DESCRIPTION		
	ST-1	STONE BASE		BK-2	BRICK 2 DARK - STANDARD DIMENSION: COLOR TO MATCH ARCHITECT'S SAMPLE; MORTAR COLOR TO MATCH BRICK 1/3 RUNNING BOND COURSING		
	FB-1	FIBER CEMENT BOARD - DARK GRAY		MT-1	COMPOSITE METAL PANEL. FINISH TO MATCH PREFINISHED ALUMINUM WINDOW FRAMES		
	FB-2	FIBER CEMENT BOARD - MEDIUM GRAY TEXTURED	2011/11/1	WD-2	HPL WOOD VENEER PANEL . COLOR TO MATCH ARCHITECT'S SAMPLE		
	BK-1	BRICK - STANDARD DIMENSION: COLOR TO MATCH ARCHITECT'S SAMPLE; MORTAR COLOR TO MATCH BRICK 1/3 RUNNING BOND COURSING	* * * * * * * * * * * * * * * * * * *	GL-1	LOW-E INSULATED VISION GLASS (GL-1S INDICATES SPANDREL CONDITION) LOW-E INSULATED VISION GLASS W/ BIRD GLASS FRIT PATTERN (GL-15B INDICATES SPANDREL CONDITION)		

FB-1 FIBER CEMENT BOARD



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CRG

CRG

Park & Regent Apartments
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802-820 Regent St. Madison WI

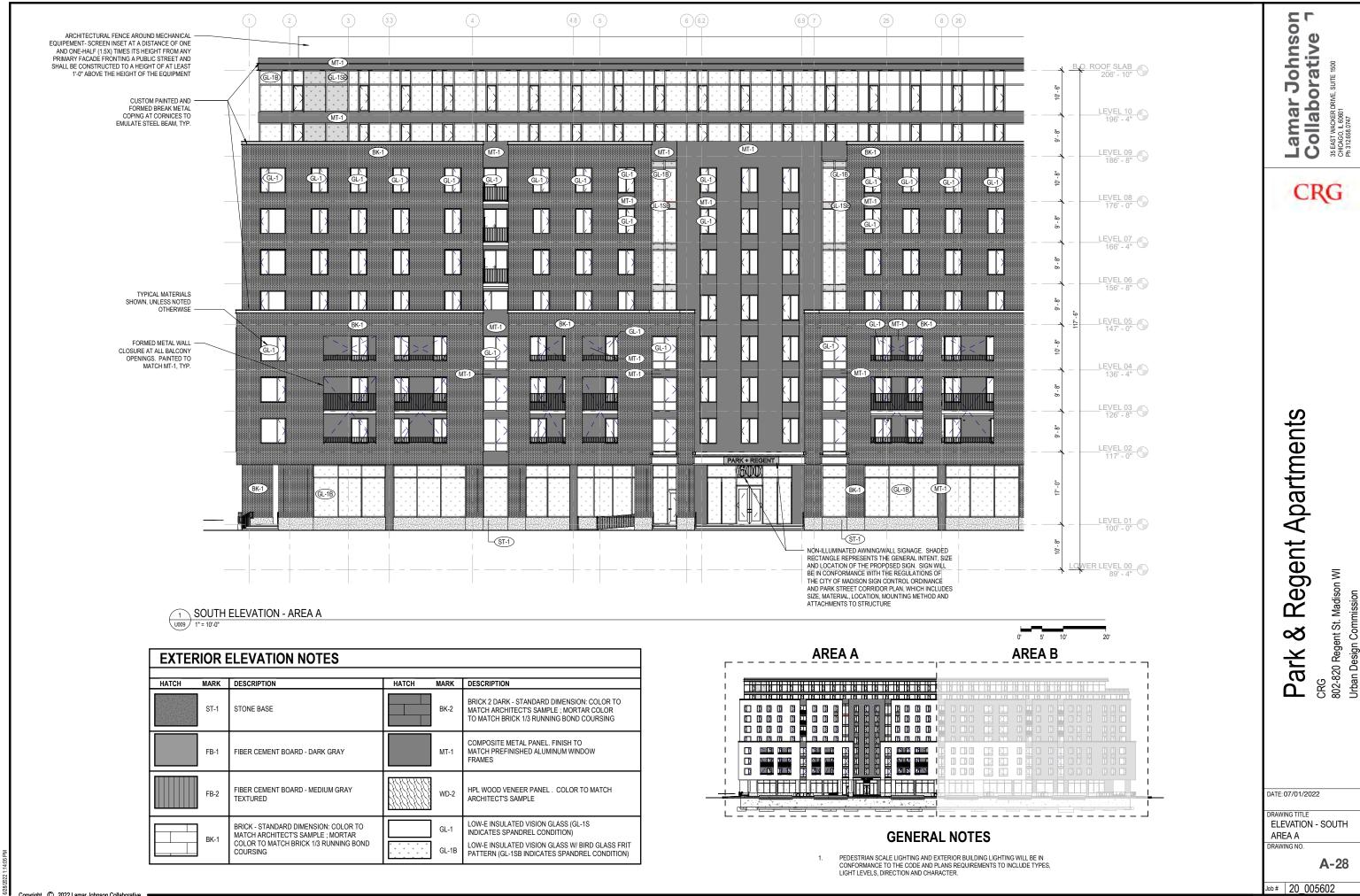
Urban Design Commission

DATE: 07/01/2022

DRAWING TITLE

ELEVATIONS - OVERALL DRAWING NO.

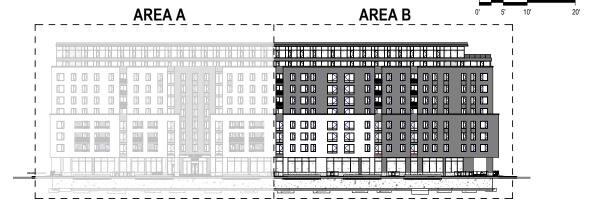
A-27





SOUTH ELEVATION - AREA B

EXTERIOR ELEVATION NOTES								
HATCH	MARK	DESCRIPTION	HATCH	MARK	DESCRIPTION			
	ST-1	STONE BASE		BK-2	BRICK 2 DARK - STANDARD DIMENSION: COLOR TO MATCH ARCHITECT'S SAMPLE ; MORTAR COLOR TO MATCH BRICK 1/3 RUNNING BOND COURSING			
	FB-1	FIBER CEMENT BOARD - DARK GRAY		MT-1	COMPOSITE METAL PANEL. FINISH TO MATCH PREFINISHED ALUMINUM WINDOW FRAMES			
	FB-2	FIBER CEMENT BOARD - MEDIUM GRAY TEXTURED	<u> </u>	WD-2	HPL WOOD VENEER PANEL . COLOR TO MATCH ARCHITECT'S SAMPLE			
	BK-1	BRICK - STANDARD DIMENSION: COLOR TO MATCH ARCHITECT'S SAMPLE; MORTAR COLOR TO MATCH BRICK 1/3 RUNNING BOND COURSING	* * * * * * * * * * * * * * * * * * *	GL-1 GL-1B	LOW-E INSULATED VISION GLASS (GL-1S INDICATES SPANDREL CONDITION) LOW-E INSULATED VISION GLASS W/ BIRD GLASS FRIT PATTERN (GL-1SB INDICATES SPANDREL CONDITION)			



GENERAL NOTES

PEDESTRIAN SCALE LIGHTING AND EXTERIOR BUILDING LIGHTING WILL BE IN CONFORMANCE TO THE CODE AND PLANS REQUIREMENTS TO INCLUDE TYPES, LIGHT LEVELS, DIRECTION AND CHARACTER.

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Urban Design Commission

DATE: 07/01/2022

DRAWING TITLE

ELEVATION - SOUTH

Job# 20 005602

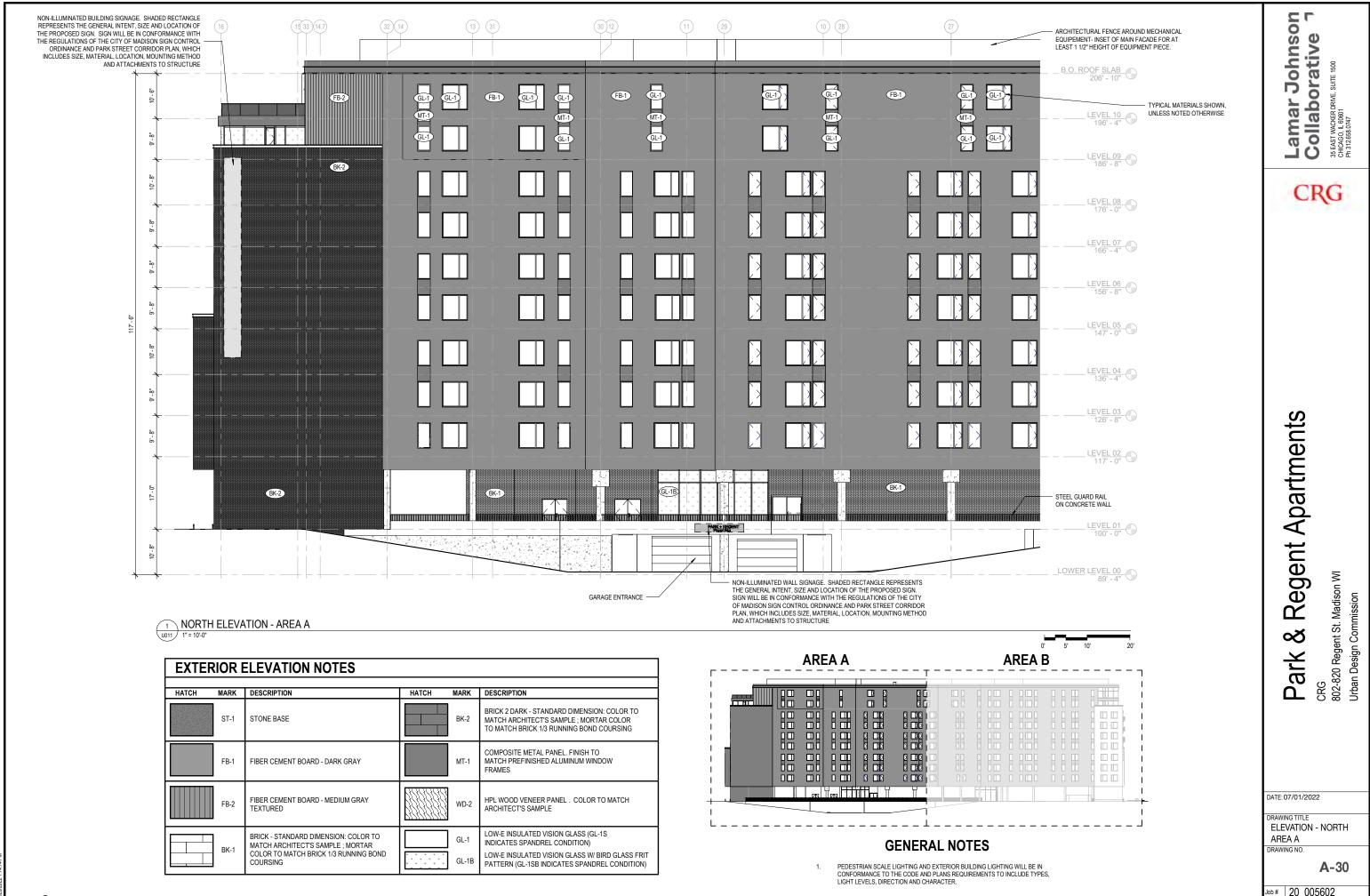
A-29

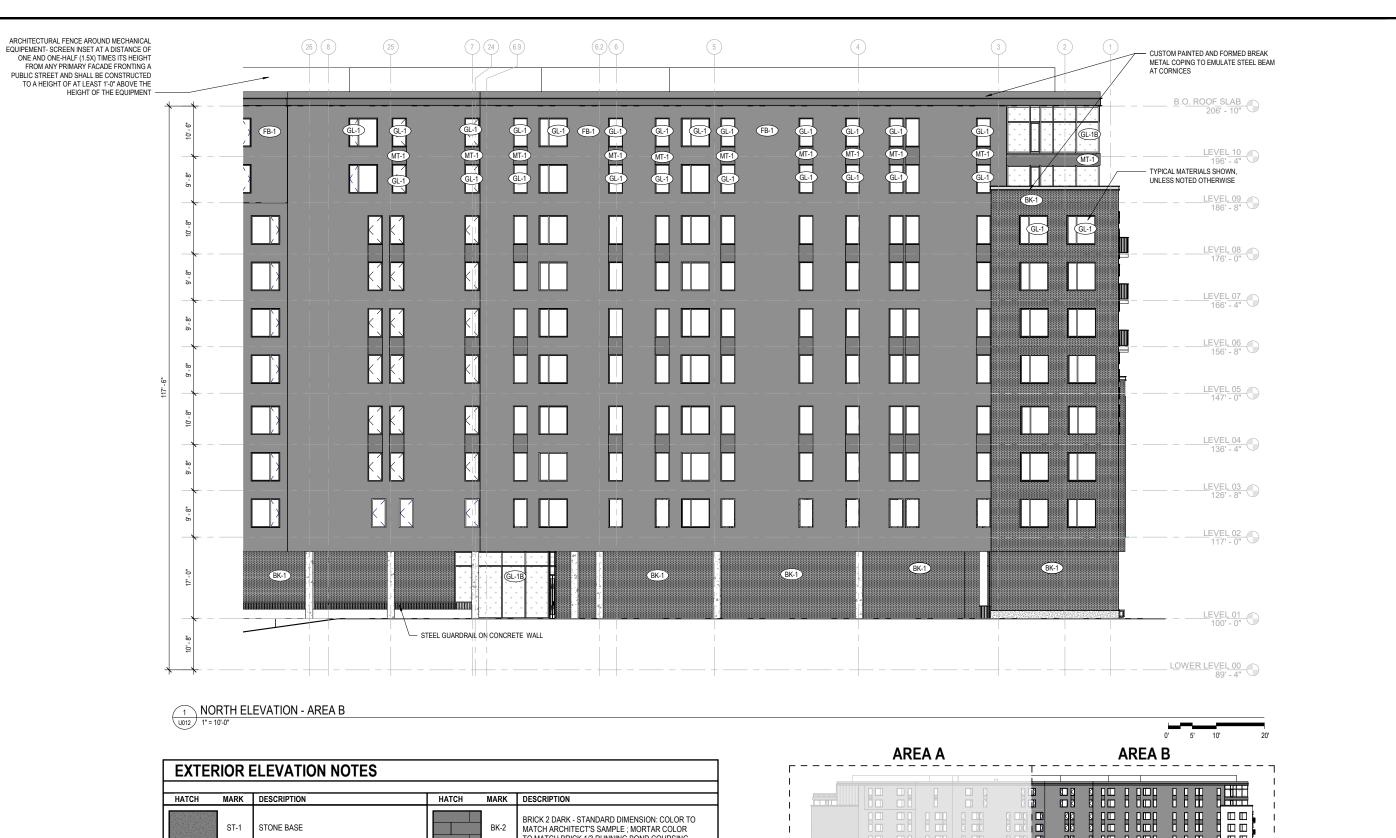
AREA B

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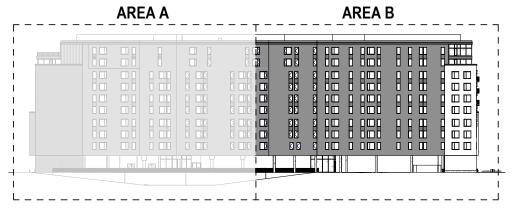
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EXTERIOR ELEVATION NOTES									
HATCH	MARK	DESCRIPTION	HATCH	MARK	DESCRIPTION				
	ST-1	STONE BASE		BK-2	BRICK 2 DARK - STANDARD DIMENSION: COLOR TO MATCH ARCHITECT'S SAMPLE; MORTAR COLOR TO MATCH BRICK 1/3 RUNNING BOND COURSING				
	FB-1	FIBER CEMENT BOARD - DARK GRAY		MT-1	COMPOSITE METAL PANEL. FINISH TO MATCH PREFINISHED ALUMINUM WINDOW FRAMES				
	FB-2	FIBER CEMENT BOARD - MEDIUM GRAY TEXTURED	10000	WD-2	HPL WOOD VENEER PANEL . COLOR TO MATCH ARCHITECT'S SAMPLE				
	BK-1	BRICK - STANDARD DIMENSION: COLOR TO MATCH ARCHITECT'S SAMPLE; MORTAR COLOR TO MATCH BRICK 1/3 RUNNING BOND COURSING	* * * * * * * * * * * * * * * * * * *	GL-1 GL-1B	LOW-E INSULATED VISION GLASS (GL-1S INDICATES SPANDREL CONDITION) LOW-E INSULATED VISION GLASS W/ BIRD GLASS FRIT PATTERN (GL-1SB INDICATES SPANDREL CONDITION)				



GENERAL NOTES

PEDESTRIAN SCALE LIGHTING AND EXTERIOR BUILDING LIGHTING WILL BE IN CONFORMANCE TO THE CODE AND PLANS REQUIREMENTS TO INCLUDE TYPES, LIGHT LEVELS, DIRECTION AND CHARACTER.

Park & Regent Apartments

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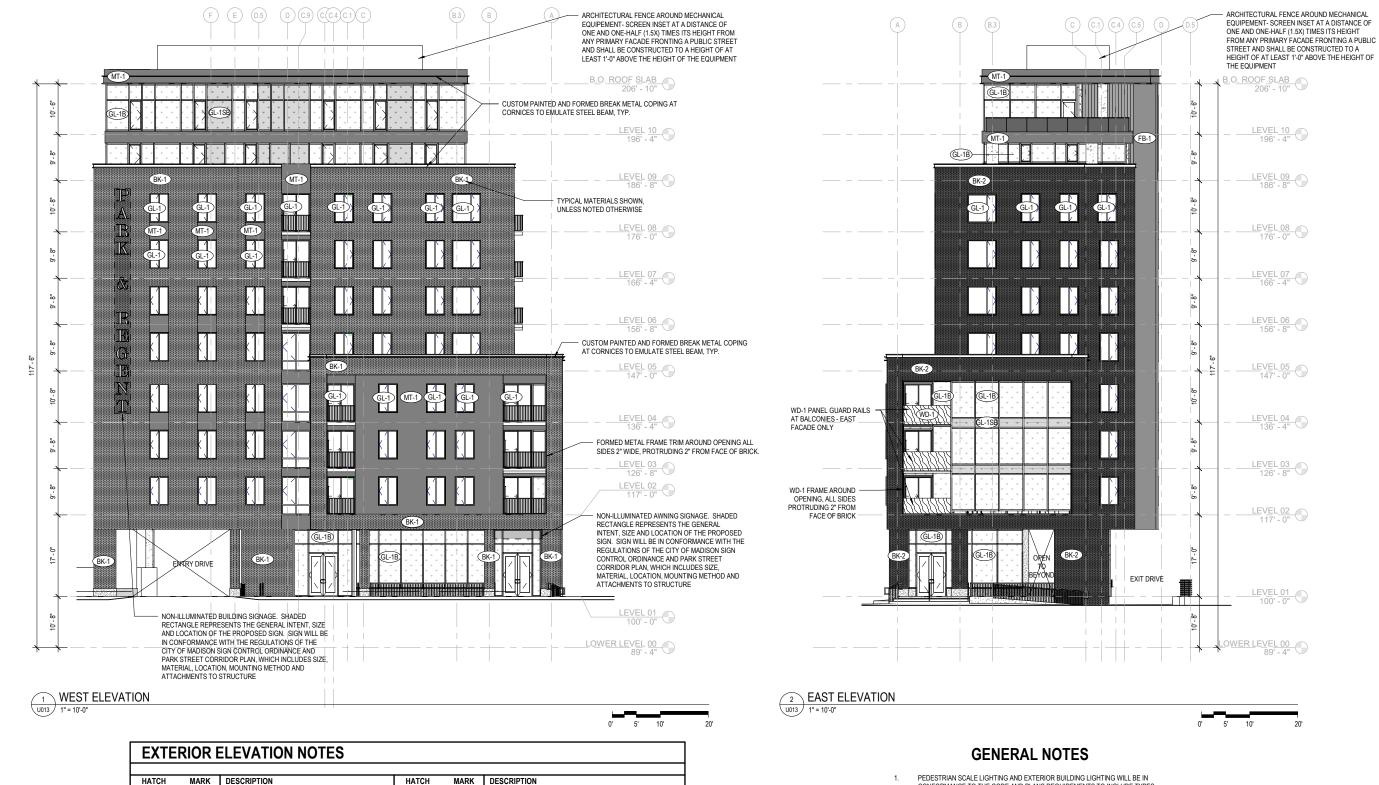
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DATE: 07/01/2022

DRAWING TITLE
ELEVATION - NORTH
AREA B

DRAWING NO.

A-31



BRICK 2 DARK - STANDARD DIMENSION: COLOR TO

MATCH ARCHITECT'S SAMPLE ; MORTAR COLOR TO MATCH BRICK 1/3 RUNNING BOND COURSING

HPL WOOD VENEER PANEL . COLOR TO MATCH

LOW-E INSULATED VISION GLASS W/ BIRD GLASS FRIT

PATTERN (GL-1SB INDICATES SPANDREL CONDITION)

COMPOSITE METAL PANEL. FINISH TO MATCH PREFINISHED ALUMINUM WINDOW

LOW-E INSULATED VISION GLASS (GL-1S

INDICATES SPANDREL CONDITION)

ARCHITECT'S SAMPLE

MT-1

WD-2

GL-1

GL-1B

PEDESTRIAN SCALE LIGHTING AND EXTERIOR BUILDING LIGHTING WILL BE IN CONFORMANCE TO THE CODE AND PLANS REQUIREMENTS TO INCLUDE TYPES, LIGHT LEVELS, DIRECTION AND CHARACTER.

Regent Apartments **∞** Park

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DATE: 07/01/2022

ELEVATIONS - EAST & WEST DRAWING NO.

Job# 20 005602

A-32

802-820 Regent St. Madison WI

ST-1

FB-1

STONE BASE

TEXTURED

COURSING

FIBER CEMENT BOARD - DARK GRAY

FIBER CEMENT BOARD - MEDIUM GRAY

BRICK - STANDARD DIMENSION: COLOR TO

MATCH ARCHITECT'S SAMPLE; MORTAR COLOR TO MATCH BRICK 1/3 RUNNING BOND

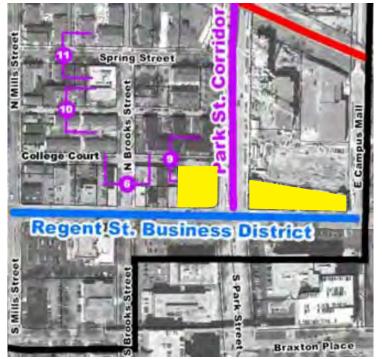


Image from Regent Street - South Campus Neighborhood Plan

Both the proposed project and the existing Park Regent Apartments immediately to the west fall in the Regent Street Business District and the Park Street Corridor. Shown in yellow at left, they are the only two sites that fall in the zone between Regent Street and College Court and are subject to the same recommendations of the Regent Street – South Campus Neighborhood Plan.

The existing building complies with the Regent Street Business District guidelines along its south façade, as does the proposed design. The neighboring building is built to the property line and does not include a setback on Park Street, utilizing a flat wall from sidewalk to parapet with a modest signage canopy. In order to respond to the guidelines of the Plan to create consistency of street frontage at this node, the proposed design seeks to meet those same standards. The proposed design further responds to the intent of the Plan to create a pedestrian-scaled experience at grade, setting the ground floor back 13' from the property line to provide a rain-and-sun-protected public plaza and widened pedestrian zone. The design also incorporates two significant setbacks at levels 5 and 9 to create an articulated façade that better reflects the suggested design principles for this node set forth in the Plan. While the Plan would allow for a flat, uninterrupted façade at Park Street, the project is designed to provide more interest and create a pedestrian-focused experience consistent with the Plan.

In conclusion, the proposed design is intended to recognize the gateway created at Park and Regent by providing an elevated design along the Park Street façade. The design seeks consistency with its context and the Plan by adhering to the same requirements as its most directly comparable neighbor, and does more than the minimum suggested by the Plan on its West and East facades.

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Park & Regent Apartments CRG 802-820 Regent St. Madison WI Urban Design Commission

ELEVATION FEATURES EAST AND WEST

ob# 20 005602

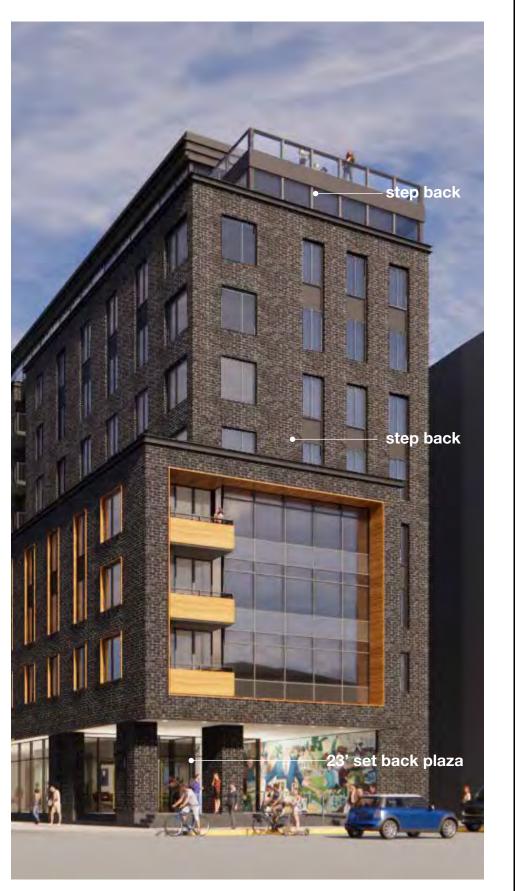


Park St. Facade

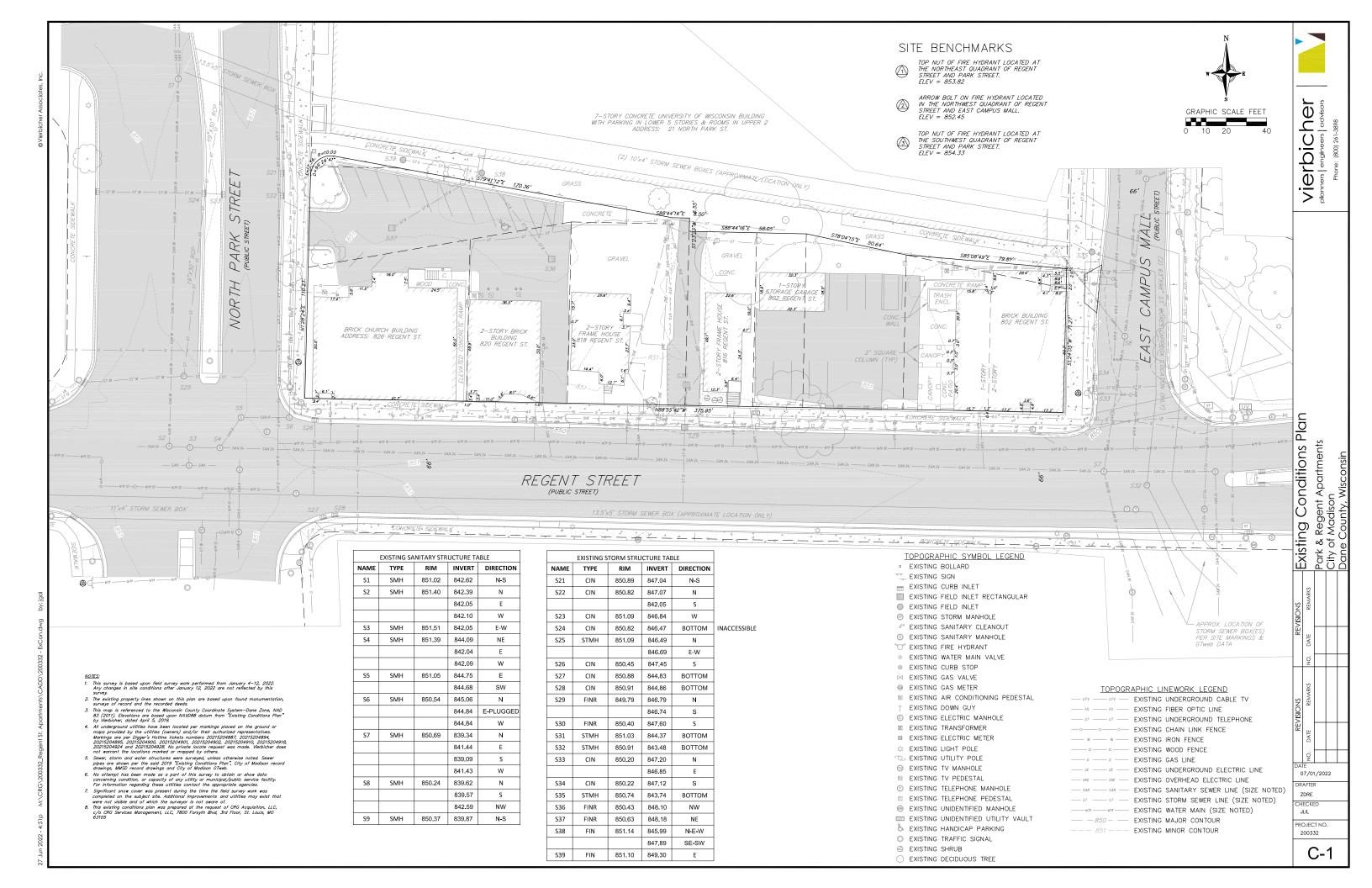
The underlying zoning and Regent Street -South Campus Neighborhood Plan would allow for a flat, full height wall at either end of the building. The project team has opted to incorporate additional stepbacks and articulation to support the pedestrian experience and ensure exceptional design and architecture of the building. Specifically, the proposed design incorporates stepbacks and vertical breaks in the massing in order to better respond to the context and create a nuanced, pedestrian-scaled street character as intended in the Plan, including the following amenities and features:

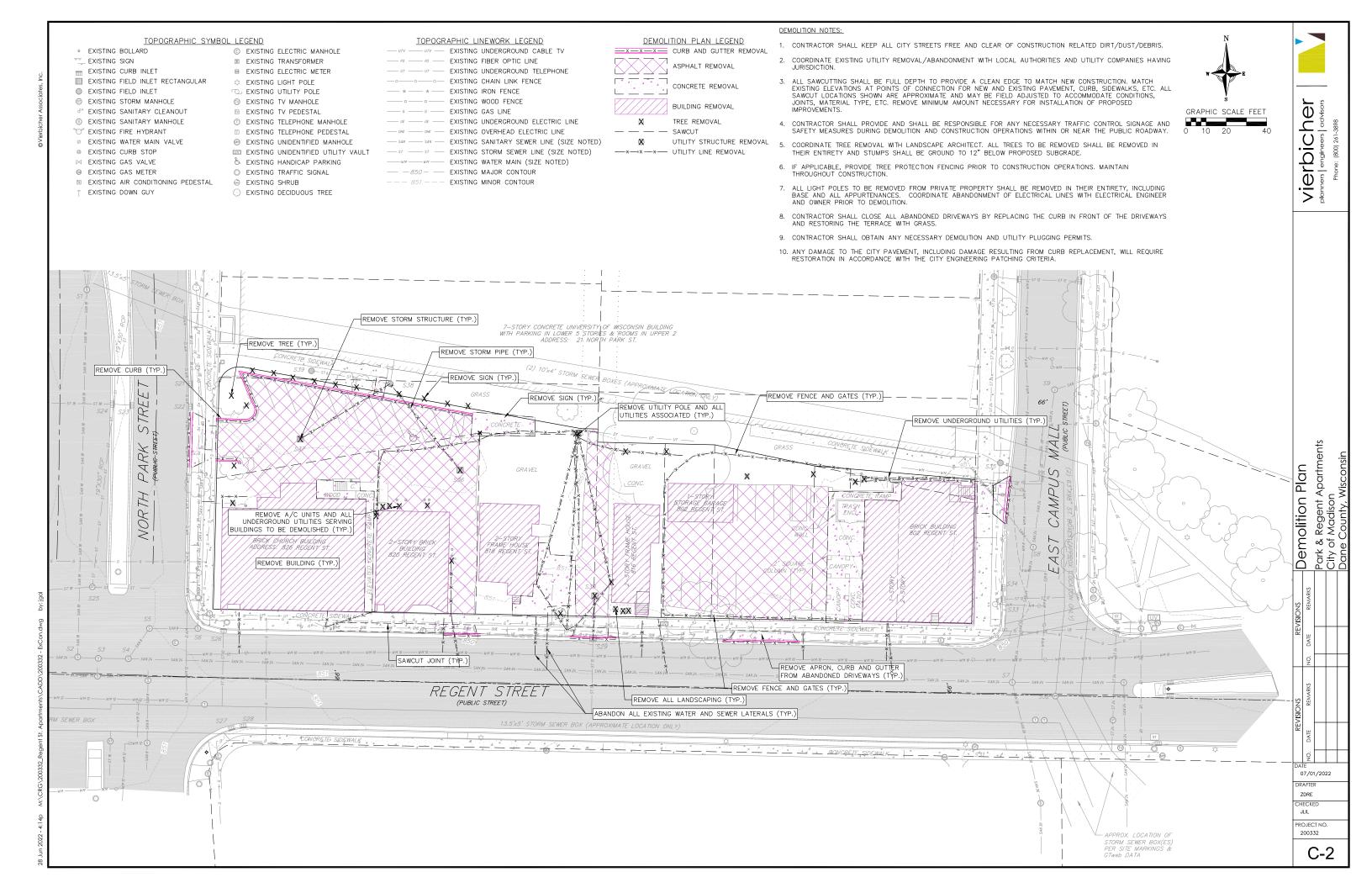
- Street Activation: retail and amenity spaces activate the entire street frontage
- Multiple entrances are provided to enhance the pedestrian zone per the Plan
- Dominant corner entrances and plazas anchor the corners per the Plan
- The first-floor glazing exceeds 60% of wall surface as outlined in the Plan

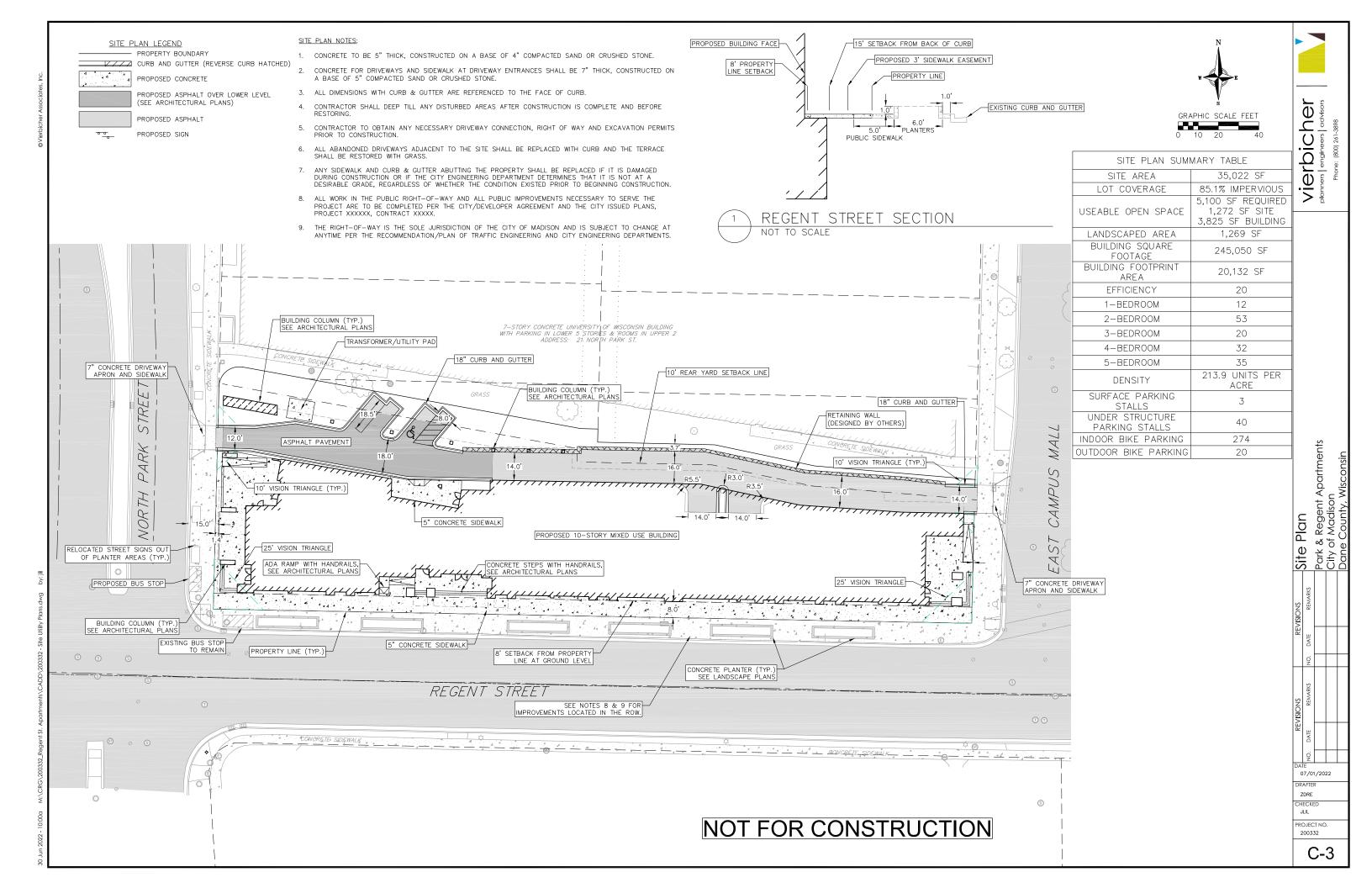
Plazas at each end of the building occur under shelter from rain/snow and excessive sun. These outdoor spaces are intended to widen the public pedestrian zone and support the intent of the Plan by setting back the faces of each end of the building at the pedestrian level. This enhances the pedestrian experience and establishes these intersections as key gateways whether coming from Park Street or East Campus Mall.

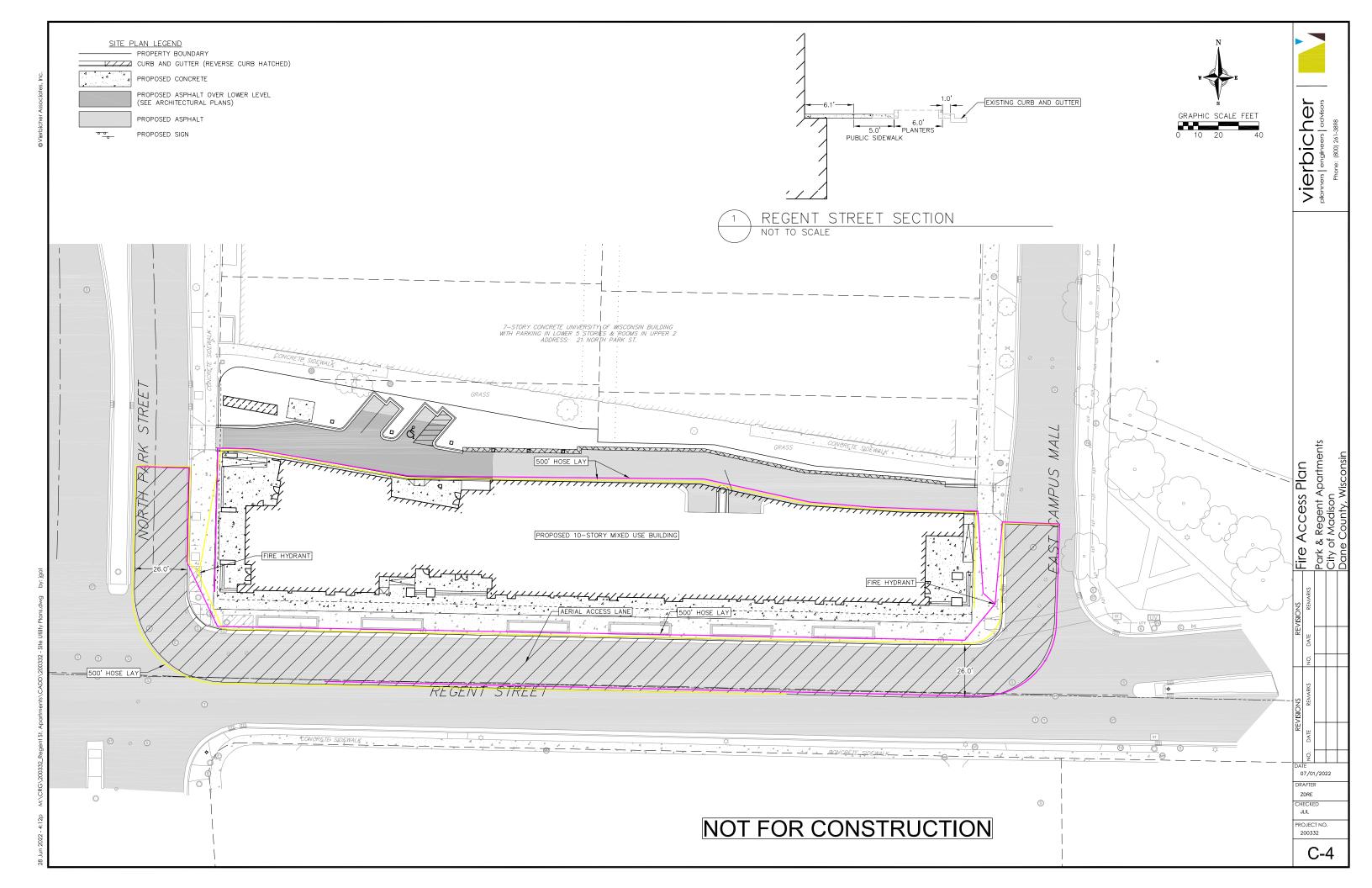


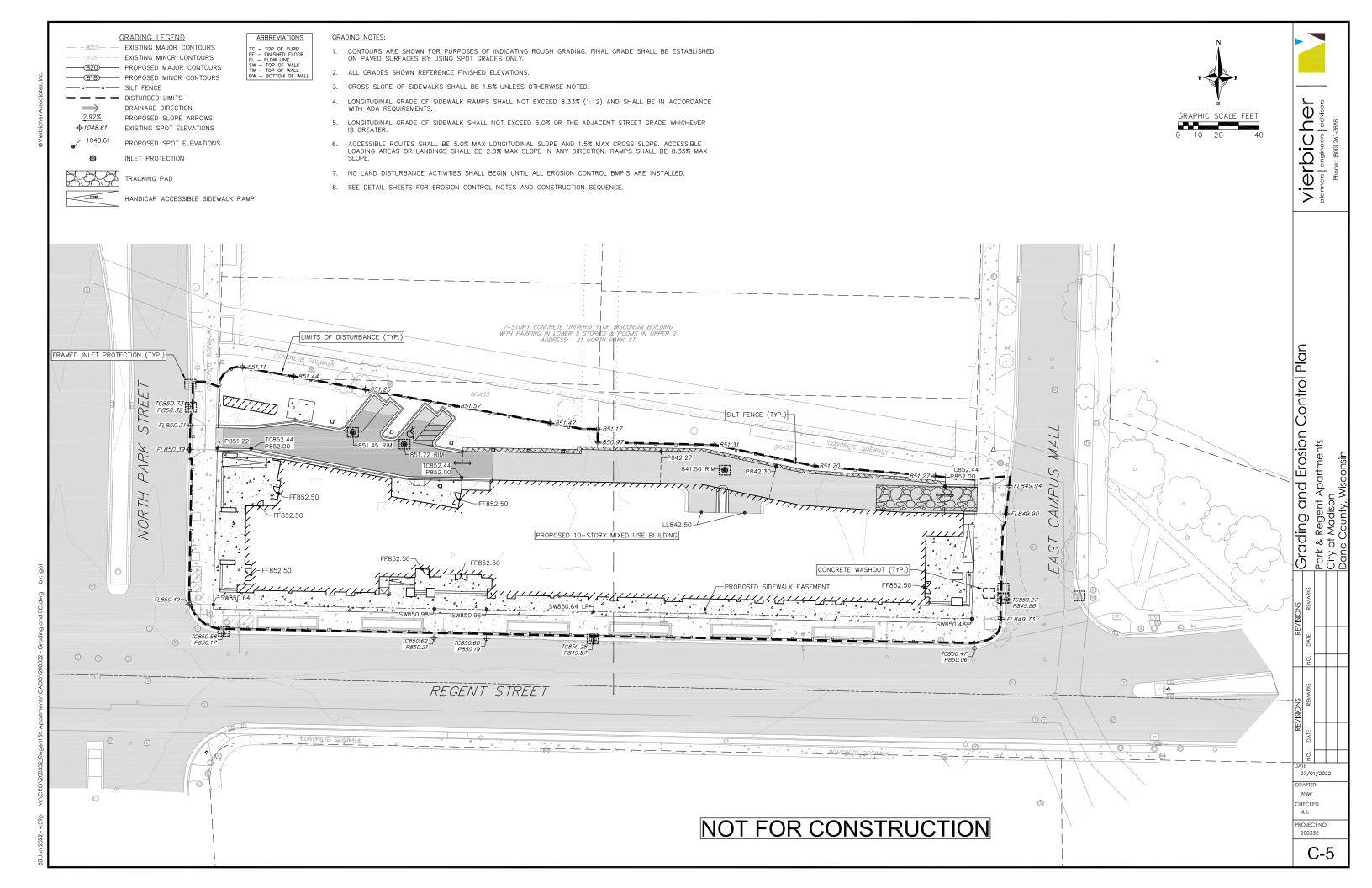
East Campus Mall Facade

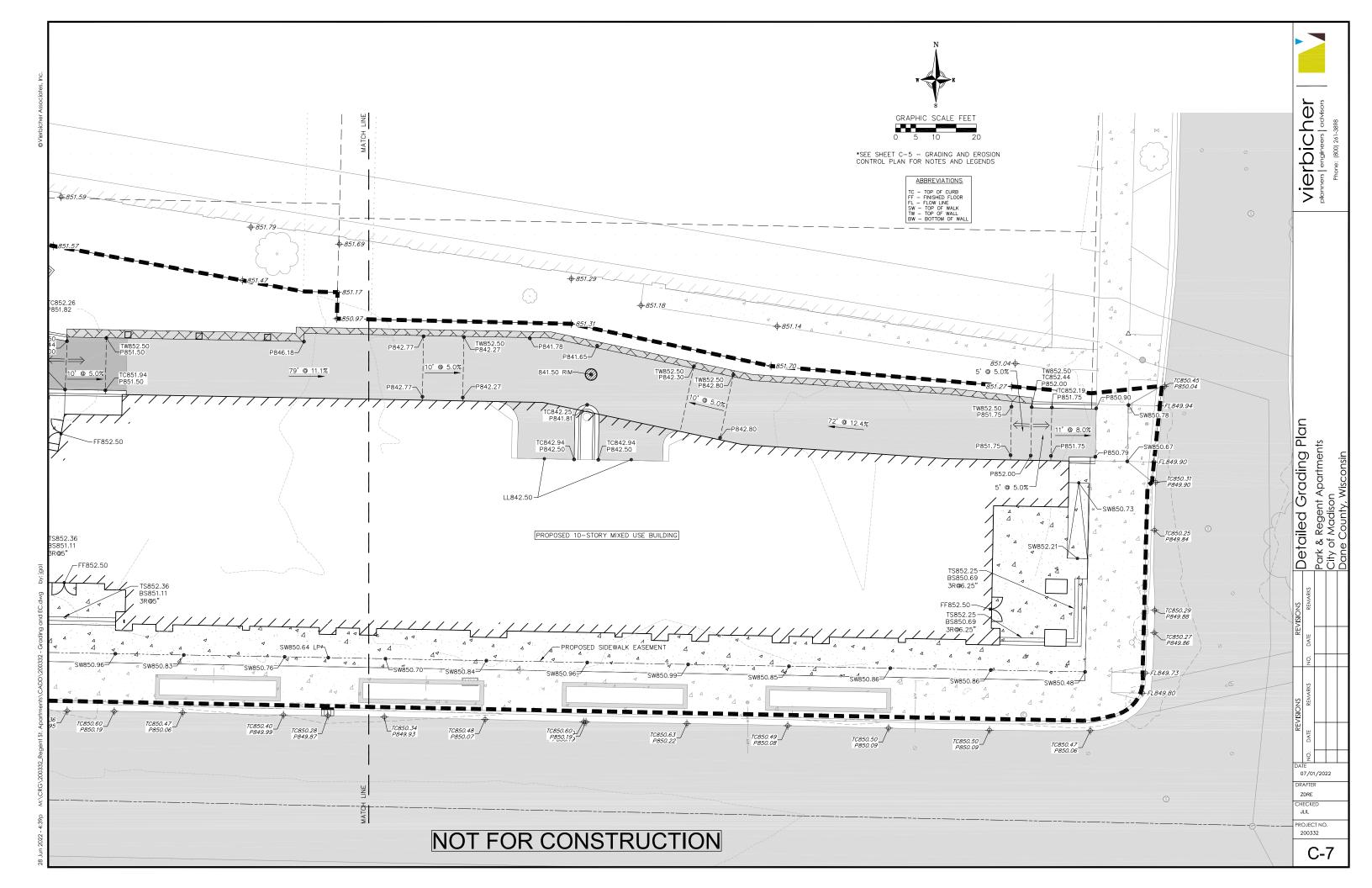


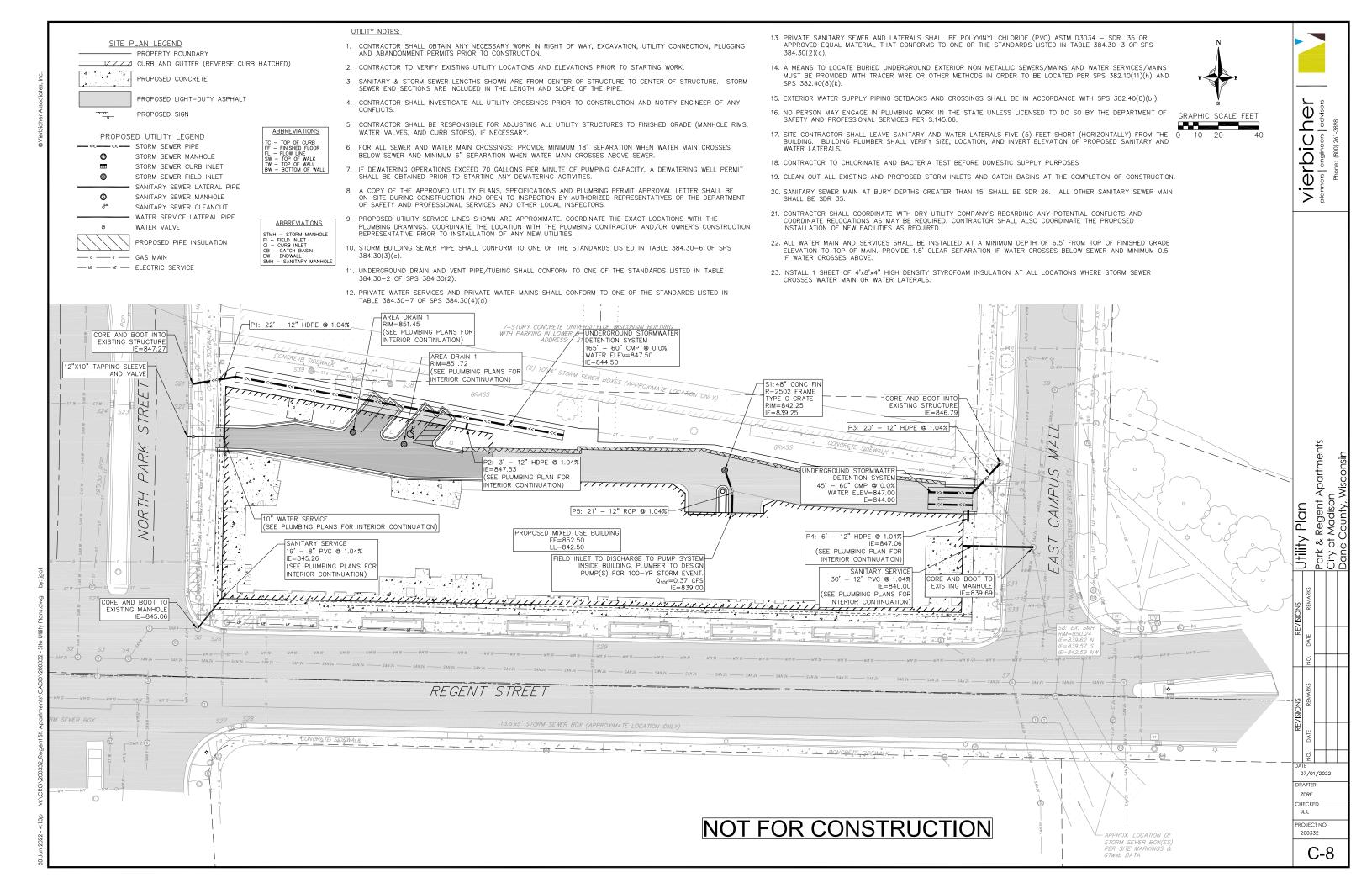


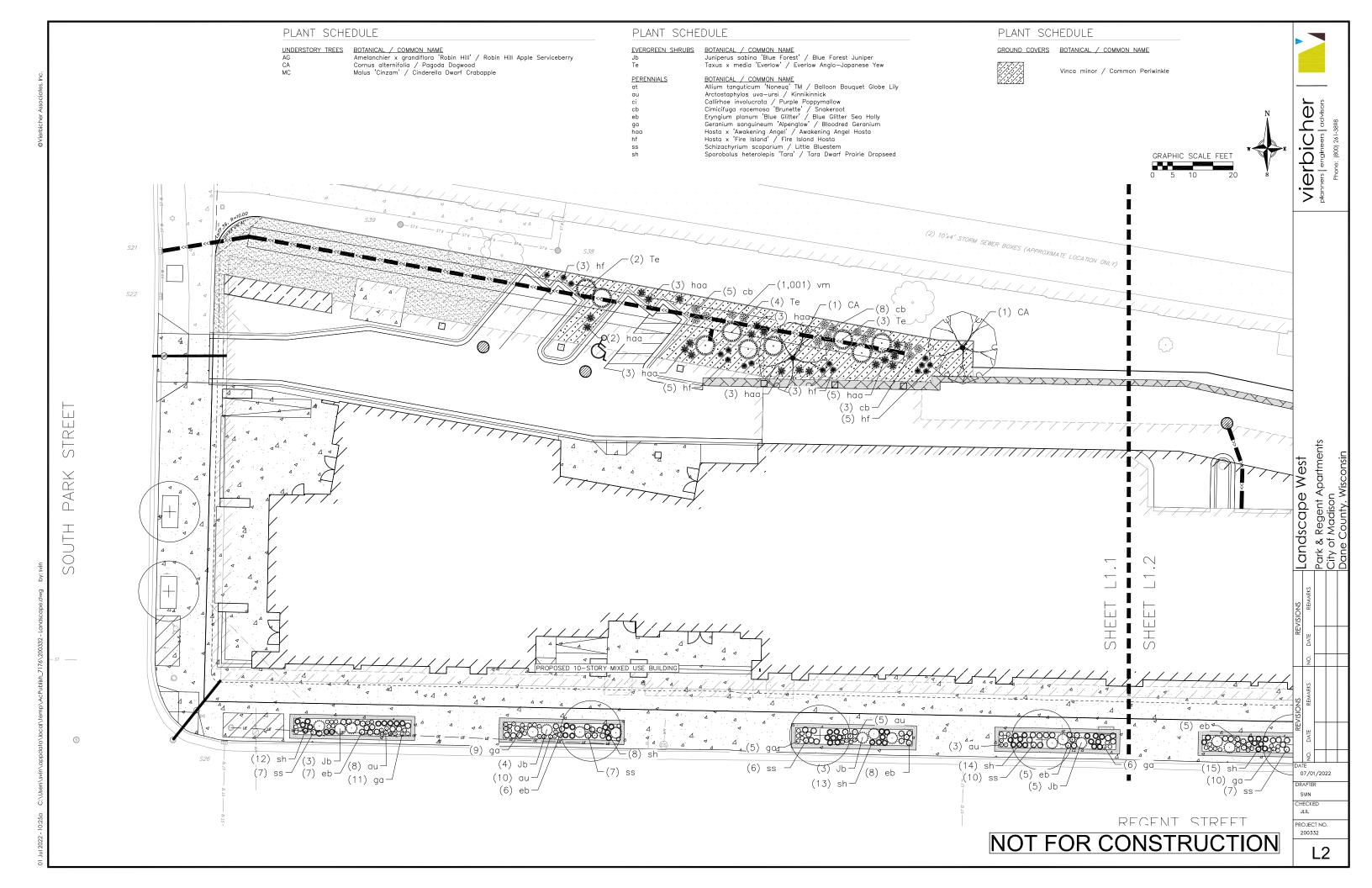


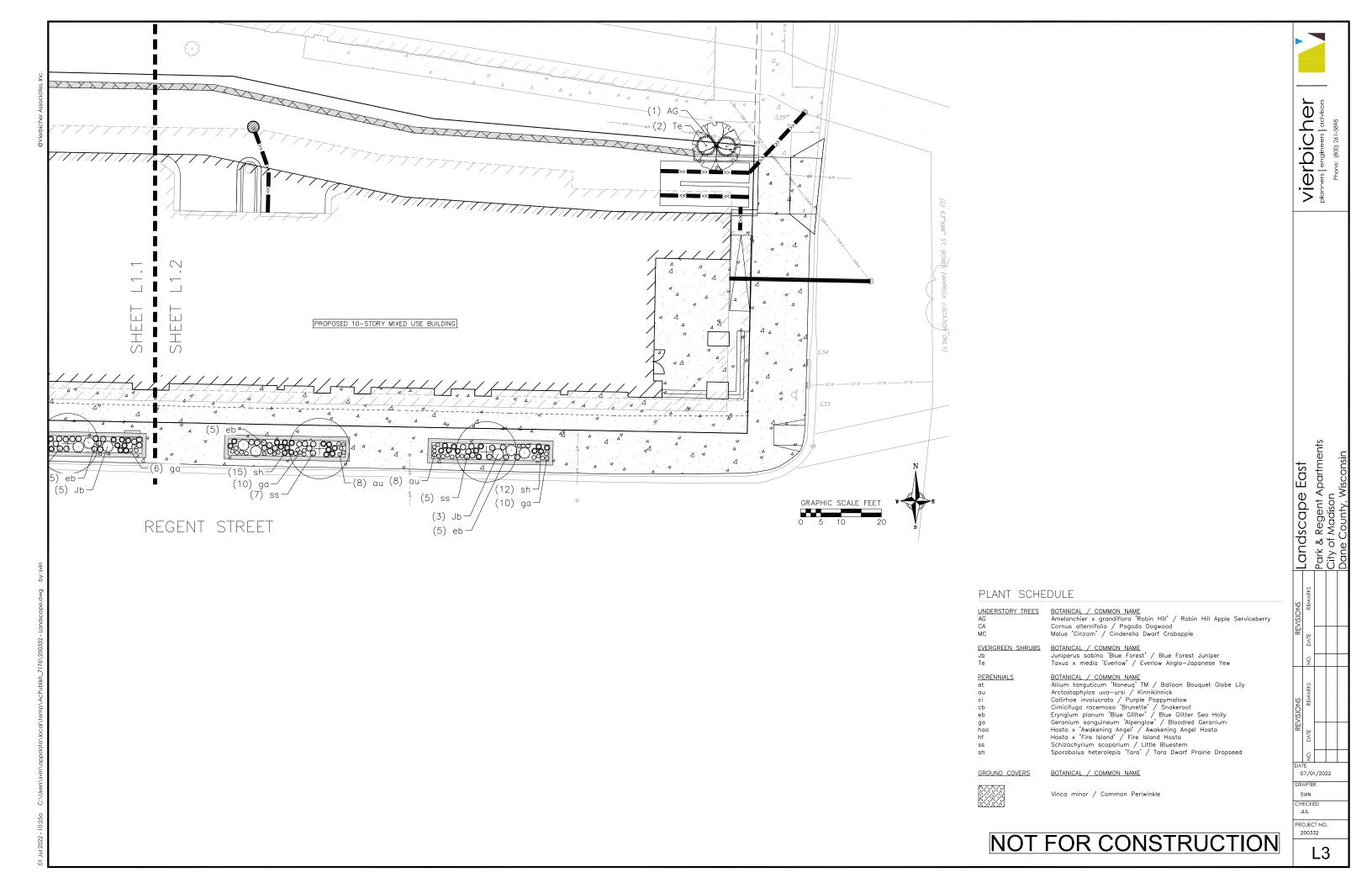


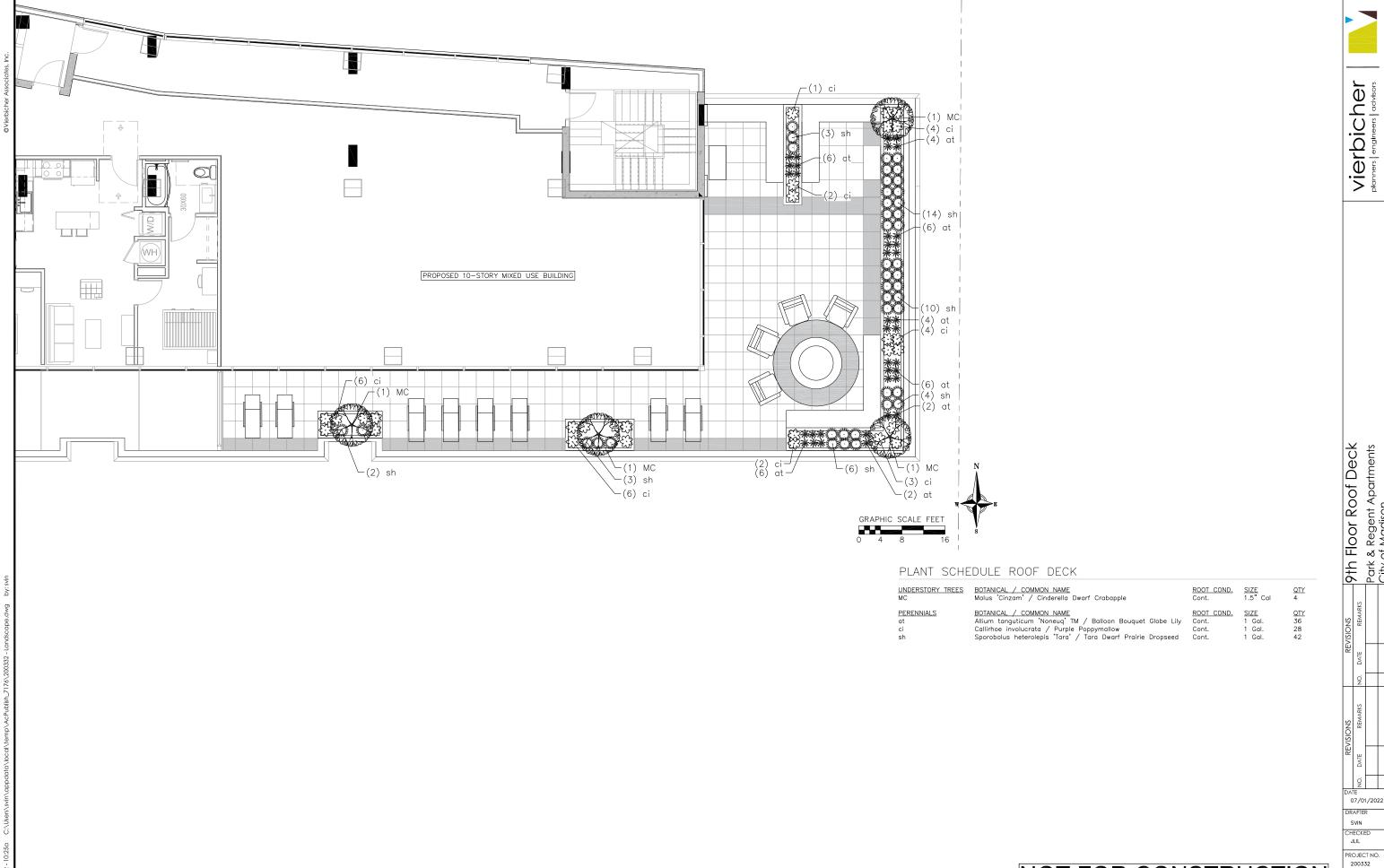












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Park & Regent Apartments
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Dane County, Wisconsin

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