To: City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985

Date: October 31, 2022

Re: Land Use Application Letter of Intent for the CDA Village on Park – Parking Structure & Site Improvements

This project is to propose a parking structure and site improvements for The Village on Park development for the Community Development Authority. We are formally submitting our Development Plans in our Land Use Application and for Intitial and Final Approval by the Urban Design Commision. The project site is located at 2300 South Park Street in Madison, Wisconsin.

The design includes the following: A 6.5 level parking structure with 295 parking stalls for the Village on Park tenants with a modified central parking area. Site improvements include the transformation of an existing drive into a vibrant community greenspace.

ARCHITECTURAL DESIGN

In response to the input received from the Urban Design Commission Informational presentation on September 21, 2022, we have incorporated more color into the proposed design. The architectural design expression of the Northeast stair and elevator tower reflects that of the existing Village on Park building, utilizing the same palette of materials and colors: Brick, clear anodized aluminum storefront, blue metal panel accents, grey structural steel canopies and buff colored split face concrete block that matches the color of the EIFS on the existing building. A brick knee wall extends around the base of the parking structure creating a plinth that reflects the brick piers on the existing building. Vertical 12' wide perforated aluminum screen panels accented with a terracotta/copper colored trim frame rhythmically punctuate each column bay of the east and south facades.

Public art installations add interest and color to the southeast corner of the building and the interior of the glazed northeast stair tower. A blue blade sign on the south façade accentuates the south façade and compositionally resolves the step in the massing of the building at this location.

The southwest corner of the structure is anchored by a stair tower clad in split face concrete block and clear anodized aluminum storefront glazing and accented by horizontal bands of exposed cast in place concrete floor structure. Per the Urban Design Commission's recommendation, all floors of the West façade up to the roof are now screened by horizontal perforated aluminum screen panels to mitigate the effects of car headlights on the neighboring houses to the west.

SITE AND LANDSCAPE DESIGN

The site is intended to be revitalized with a vibrant Village Green plaza east of the Villager Mall, in addition to extensive foundation plantings south and east of the 6-story parking structure. The Village Green will link pedestrians north and south between uses, while visually and physically drawing users into the development from Park Street. The Village Green program elements were carefully selected to "energize" the space. Colored concrete walkways, dynamic seat elements, lighting and extensive softscape plantings will brighten the space for its users. A 24' wide pedestrian crossing aligns with the Villager Mall atrium and will be made safe by colored, sandblasted concrete, security bollards, signage and pavement jointing. Additionally, plantings that provide seasonal color and interest in this urban microclimate have been selected. The Village Green and parking structure foundation plantings will not receive irrigation and is assumed to be heavily salted; therefore, xeriscape plantings are proposed. Extensive underground stormwater management improvements will be added to meet the City's "redevelopment" standards. The system will function independent of the underground infrastructure installed at the Urban League and Parking Lot Build Back projects. Due to budgetary concerns and construction market, the previously proposed pergolas have been removed from the project, but replaced with numerous trees to offer seasonal shade over the space.

CONFORMANCE TO URBAN DESIGN DISTRICT No. 7 CRITERIA

- The proposed design contributes to the goal of improving the appearance and function of Park Street. The process of engaging the neighborhood and community in the creation of the public art on this project is helping Park Street to evolve as a distinctive place that builds on the strengths of its culturally diverse businesses and neighborhoods.
- The building setback is 10', in conformance with the District's setback requirement of one (1) to ten (10) feet from the front property line.
- This project is an addition to the existing Village on Park building that helps bring the building closer to the street and minimizes any "gap" in the street wall.
- All visible sides of the building have been designed with details that complement the front facade. Side facades that are visible from the primary street has received complementary design attention.
- Entrance canopies and landscaping at the street level create a more comfortable pedestrian scale and character.
- Mechanical/electrical equipment and dumpsters are screened with screen enclosures and/or landscaping.
- Variation to the building face design is achieved with the incorporation of vertical 12' wide perforated aluminum screen panels accented with a terracotta/copper colored trim frame rhythmically punctuate each column bay of the east and south facades.
- The facades are designed to create a visual distinction between the upper and lower floors of the building, by being composed to create a "base, shaft and capital".
- Roofs are flat, not sloped.
- A positive visual termination at the top of the building should be provided with a cast in place concrete parapet around the entire top floor and metal roof fascias at the top of the stair towers that match the tower elements on the existing Village on Park Building.
- The parking structure addition complements the character of the adjoining existing Village on Park building in terms of architectural design expression, material and color.
- The building entrance at the base of the NE Stair Tower is designed as the focal point of the front facade.
- The exterior materials: Brick, metal, glass and split face concrete block are durable, high-quality materials and appropriate for external use.

STRANG

BUILDING HEIGHT
This project is 6 stories and 64' high. While the height of the building is well within the zoning code's height limit of 78', the zoning code requires conditional approval for any building above 5 stories.

The Planning Division's September 21, 2022 Staff Report for the Urban Design Commission states:
"Based on the submitted height information, it appears that at the building's tallest point, the structure would be approximately 60 feet in height, which is less than the maximum height in feet for a five story building (78 feet) per the Zoning Code. Staff believes that the height could be found to conform to the underlying UDD standards, and could be found consistent with the guidelines that allow up to six-story buildings. Staff further notes that the advisory guideline requiring a third floor stepback has not been required on other projects, including the adjacent "Hub" office building."

We wish to request that the structure as designed be approved, because the building, being a parking structure, has floor-to-floor heights of 9' which is significantly less than the typical floor-to-floor of 14' for a commercial building. The project team made the decision to utilize a cast in place flat plate structure in lieu of a precast double tee or 60' span post tensioned structure so that we could reduce the floor-to-floor heights by 2', thereby significantly lowering the overall height of the building (5 floors @ 2' each = 10' reduction).

Hence, because of the small floor-to-floor heights of the building, we believe that the building as designed (64' high, 6 stories @ 9' floor-to-floor) meets the intent of the zoning code's heigh requirements.

Thank you in advance for your time.

Sincerely,

Strang, Inc.

Peter Tan, AIA
Design Architect