Potter Lawson
Success by Design

November 27, 2023 – *revised January 5, 2024*

City of Madison
Land Use Application

Re: **Letter of Intent for Proposed Development**
929 East Washington Avenue Hotel

Dear Commission Members and City Staff:

We are pleased to present the enclosed documents for a new 15 story dual brand hotel, with an extended stay and lifestyle inspired brand. This project is the next phase of the development of the 900 block of East Washington Avenue. Previous phases of development on the block include the Hotel Indigo and the restoration of the historic Kleuter Building, the WHEDA office building at 908 East Main Street as well as phase one of the mid-block shared parking structure.

This phase of the project will require a major alteration to an approved 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. The project follows the established requirements for building heights, façade height, minimum and maximum setback, and step back requirements.

The 929 East Washington Avenue Hotel will have approximately 265 rooms and will add approximately 148 parking stalls. The hotel and parking structure will be an addition to the existing parking structure. The first floor of the hotel will house the main lobby, a café and bar, a vehicular drop off along with a banquet hall and prefunction space. The street level terrace along East Washington Avenue is designed to accommodate outdoor seating and dining associated with the café, bar, and banquet space.

The exterior architecture is designed to relate to the other buildings on the block while expressing a unique character of its own. All the new buildings on the block are influenced by the historic brick Kleuter building as well as the historic industrial nature of the East Rail Corridor. Exterior materials for the Hotel include a tumbled buff-colored brick with dark metal and precast concrete accents. The black accents and articulated window framing relate to both the Hotel Indigo, the Kleuter Building and the WHEDA building, while the buff color brick, similar to the character of a Cream City or Old Chicago brick, provides a contrast to the other red and brown brick buildings on the block. Thus, breaking up the block into distinct building elements which is more indicative of a city block developed over time with varying materials and varying building scales.

The set back and step back requirements of Urban Design District 8 create a podium building with a terrace on the 6th floor. The terrace on the sixth floor will provide a destination amenity space for the hotel that includes outdoor dining, a hot tub, outdoor seating, and recreation space. A bar, lounge space and meeting rooms on the 6th floor will open on to the terrace and provide views overlooking Breese Stevens field. A portion of the outdoor amenities will be located to the south of the hotel on the existing parking structure roof. A portion of the upper roof will be a green roof for storm water management.

Emergency generators and transformers are enclosed in the parking structure behind metal louvers that are integrated into the overall architectural design and face the internal drive. A screened trash enclosure is located on the ground floor along South Brearly Street. Rooftop equipment is kept to a minimum and screened by a parapet wall.

Parking is provided in the parking structure above the first floor and in the center of the block. The hotel project will be an addition to the existing parking structure. The parking structure is shared with the other buildings on the block including the future 920 East Main Street condominiums, the WHEDA building and the Hotel Indigo. The addition to the parking structure will add approximately 148 vehicle stalls for a total of approximately 528 stalls. Three floors of parking are located above the first floor along East Washington Avenue and are enclosed and screened with translucent glazing.

Site Description

The overall block is a 4.3-acre property located on the 900 block of East Washington Avenue, bounded by South Paterson Street, East Main Street, South Brearly Street and East Washington Avenue, except for a 10,800 square foot parcel for the Madison Credit Union, on the corner of South Brearly Street and East Washington Avenue. The Hotel building site footprint is 22,867 SF and 0.52 acres.

Project Data

Zoning District: TE, Traditional Employment
Urban Design District 8
Aldermanic District 6, Marsha Rummel
Building Use: Hotel, Banquet Hall, Bar, Café and Parking
Building Stories: 15 Stories
First Floor Elevation: 852' (18" above grade)
Building Height: 155'- 10", tops out at elevation: 1007'- 2"
Maximum height allowed per FAA within 3-mile radius of the airport: Elevation: 1009' or 157.0' tall
Setback from property line along East Washington: 15'

City Ordinances

Bike Parking:

Required: 50 bike stalls
Supplied: 50 total bike stalls, 34 internal bike racks within the parking structure, and 16 bike stalls on site.

EV Parking 28.141.8(e):

The ordinance requires 1% EV ready spaces for Hotels, the project has 148 new parking stalls and includes 2 EV charging stations which equates to 1.35%. The ordinance also requires 10% EV ready spaces which equates to 15 EV ready spaces.

Bird Glass Ordinance

The building has less than 50% glass. For the building facades below 60 feet the percentage of glass is 20%. The glass is broken down into units that are smaller than 50 SF with mullion framing that is wider than 6". The windows on the 15th floor are larger than 50 SF but those are above the 60' height. Also, most all of the windows areas are broken up by frames that further delineate the location of the windows for birds.

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: 15 stories with 4 stories at street level (14 stories viewed from East Washington Ave.)
    c. Building Height requirement: Maximum height without bonus stories: 147'
    d. Building height proposed: approximately 155'-10", this is only 8'-10" over the maximum that the building height allows before the bonus story allowance.
    e. 3 bonus stories are allowed on block 13 A.
    f. Bonus story requirements fulfilled by one element from Sec. 33.24(15)(e)12.c.i:
        i. Structured parking shared by multiple users with space for public use – for visitors, restaurant, and bar parking.
        ii. The structured parking will accommodate multiple users: WHEDA, Hotel Indigo, Hilton Hotel and Public users.
        iii. The expanded parking structure will have 541 parking stalls.

1. The WHEDA building will utilize 225 stalls
2. The Hotel Indigo will utilize approximately 55 to 70 stalls
3. The Hilton Dual Brand Hotel will utilize approximately 100 to 150 stalls
4. The remainder of stalls for public use by patrons of both on and off site uses: Approximately 96 to 161 stalls. (17% to 27%)

g. Also, for reference only, regarding bonus stories, the following additional elements from Sec.33.24(15)(e)12.c.ii are mentioned for your consideration:
   i. Mid-block and through block public pedestrian, bike and or vehicular connections are provided as part of the overall multi-use block redevelopment, and a new pedestrian sidewalk along the internal mid-block drive will be provided with the hotel project. The pedestrian experience will be enhanced with landscaping including shade trees adjacent to the sidewalk.
   ii. Rehabilitation of historic structures: the Kleuter Building has been restored as part of the overall multi-use block redevelopment.
   iii. 50% Green Roof cover: the 15th floor roof is 17,850 SF and will have 10,656 SF of green roof which is a vegetative cover of 60%. The occupiable 6th floor roof terraces will have less than 50% vegetative cover, but these terraces are designed for active use by the patrons of the hotel and restaurant. The roofs will have a hybrid, green/blue/purple roof component.
   iv. The 15-story height for the hotel (1007'-10") is lower than the height of our previously approved 11-story office building (1008'-5"). The floor-to-floor heights are lower for the hotel than the office building proposal.

2. Building Location and Orientation Requirements:
   a. 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.
   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 in a screened trash/loading enclosure off Brearly St. to the northeast. 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 East Washington Ave, 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. An additional green roof for stormwater management is located on the uppermost roof.
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 public hotel spaces and banquet hall pre-function space, along with an articulated façade of masonry with metal panel accents. First floor uses are intended to activate the street and outdoor terrace.
   c. The 4-story building base is articulated with translucent glazing concealing the parking structure floors above the first floor. The upper floor volume continues the brick façade detailing accentuating the verticality of the building with large windows. The building massing is configured to hold the corner of East Washington Avenue and the internal drive and to maximize the green roof amenity space/bar for greater interaction with the street.
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 panel and precast concrete accents.

7. Window and Entrance Requirements:
    a. In non-retail buildings 40% of the ground floor shall be windows. Window and Entrances provided: 43% of the ground floor will be windows on the primary ground floor street façade.
    b. A positive visual termination at the top of the building with decorative cornices or parapets should be provided. The design has an articulated termination at the top floor of the building.
    c. New corner building should be located near the sidewalk edge and should define the street intersection with distinctive architectural features…such as recessed entries. The project has a recessed entry with decorative light fixture to highlight the hotel pedestrian entry point at the corner of East Washington Avenue and the internal drive and through block pedestrian connection.
8. Restoration of Buildings with Historic Value Requirements: Owners are encouraged to restore the original character of historically significant buildings. Restoration of Buildings with Historic Values Provided:
    a. While part of the overall multi-use block master plan, but not part of this current project, the Kleuter building was restored as part of the Hotel Indigo by the same owners and developers. 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 were restored to their original character as part of the historic restoration and reuse as the Hotel Indigo by the same developer and landowner.
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 separately for submittal to the Urban Design Commission.
    c. Signage will be included for both brands of the hotel along with signage for the café and 6th floor bar and restaurant, as well as directional signage for parking.

Sustainability and Energy Efficiency

The project has several sustainable and energy efficiency measures. Located in an urban redevelopment district the project provides increased 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 block 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. Green roofs will create a connection to nature and allow users to be outside within a landscaped area in the center of the city. The green roofs will have a blue/purple roof component and will hold water during a storm event reducing the strain on the storm sewer system and will reduce storm water runoff from the site as well as reduce the urban heat island effect. The 15th floor roof has 60% vegetative cover.

The HVAC system for the hotel will be a heat pump system. The system will 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 boilers will be high efficiency condensing boilers. 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.

Project Team

Owner Developer:	Archipelago Village, LLC PO Box 512 505 N Carrol Street Madison WI 53701	Curt Brink, Mike Engen
Hotel Management:	Great Lakes Management Group	Neil Densmore

Architect & Interiors:	Potter Lawson, Inc.	Doug Hursh, Jaime Denman & Brenda McClure
Civil Engineer:	OTIE	John Thousand
Landscape Architect:	Saiki Design	Rebecca DeBoer
Lighting Designers:	Lighting Ergonomics	Mandar Bankhele
Traffic/TDM Engineer:	Strand Associates	Jeff Held
Parking Consultant:	Walker Parking Consultants	Brad Navarro
Attorneys:	Carlson Black O'Callaghan & Battenberg	Matt Carlson & Dan O'Callaghan

Schedule
The project is scheduled to start construction in the spring/summer of 2024 and be completed and occupied by winter of 2025, 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,

Douglas R. Hursh, AIA, LEED AP
Principal-in-charge of Design