# APPLICATION FOR <br> URBAN DESIGN COMMISSION <br> REVIEW AND APPROVAL 

## AGENDA ITEM \#

$\qquad$
Project \# $\qquad$ Legistar \# $\qquad$
Action Requested
DATE SUBMITTED: March 14, 2012 Informational Presentation Initial Approval and/or Recommendation
UDC MEETING DATE: March 21, 2012
X Final Approval and/or Recommendation


Fax: (608) 251-5572
E-mail address: cschramm@uli.com
TYPE OF PROJECT:
(See Section A for:)
_ X _ Planned Unit Development (PUD)
_ X _ General Development Plan (GDP)
X_ Specific Implementation Plan (SIP)
_ Planned Community Development (PCD)
General Development Plan (GDP)
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 $\qquad$
*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.

URBAN DESIGN \& PLAN COMMISSION SUBMITTAL



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FLOOR PLAN - LEVEL 3


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EASEMENT PLAN AND SECTIONS

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(6) MONUMENT SIGN ELEVATION - SOUTH

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SIGNAGE PLANS AND Elevations
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A3-30

## AREA MAP



PROJECT SITE $\square$


159 PROUDFIT
167 PROUDFIT
171 PROUDFIT

—PROJECT SITE


## ZONING MAP



11. Urban Land Interests


DATE
03/09/12
PROJECT NUMBER
11101.00

SHEET TITLE
ZONING MAP


SHEET NUMBER
G-1.1


VIEW 1


VIEW 3


VIEW 5


VIEW 2


VIEW 4


VIEW 6
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CONTEXT PHOTOS
(7)


DATE
03/09/12
PROJECT NUMBER
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119. Urban Land Interest



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PROJECT ADDRESS

$\frac{\text { DATE }}{\text { 03/09/12 }}$
PROJECT NUMBER
11101.00

SHEET TITLE
CONTEXT PHOTOS


C-1.3

Project name


DATE
03/09/12
PROJECT NUMBER
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SHEET TITLE
RENDERED SITE
PLAN


SHEET NUMBER
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SHEET TITLE







SHEET TITLE




DATE
03/09/12
PROJECT NUMBER
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SHEET TITLE
VIEW FROM WEST



DATE
03/09/12
PROJECT NUMBER
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SHEET TITLE
VIEW FROM
TOBACCO LOFTS
COURTYARD


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DATE
03/09/12
PROJECT NUMBER
11101.00

SHEET TITLE
AERIAL VIEW


## PROJECT DESIGN NARRATIVE

## 727 Lorillard Apartments

March 14, 2012

To: Al Martin - City of Madison
From: Christopher J. Schramm - Urban Land Interests David Jennerjahn - Valerio Dewalt Train Associates

Re: Urban Design Commission - Initial and Final Approval 701/737 Lorillard Court \& 159-171 Proudfit Street Madison, Wisconsin

## Site Planning and Building Massing

The proposed apartment building at 727 Lorillard Court is designed to work with the existing Tobacco Lofts to create a larger integrated residential community that responds to the demand for high quality rental units in the neighborhood as well as complete the redevelopment of this important site. The building is sited so as to respect the surrounding city fabric of streets, parks and pathways, while the building's design reflects that seen in the immediate context.

The architectural design of the apartment building takes its cues from the architectural character of the surrounding buildings: the elongated warehouse character of the renovated historic Tobacco Lofts north across Lorillard Court and the Findorff office building and National Conference of Bar Examiners building on the opposite side of the railroad tracks and Southwest Commuter Bike Path to the east. The massing and heights of the proposed apartment building wings are similar to these historic warehouse structures and the more recently completed office building developments, with the tallest wing of the apartment building being slightly shorter than both the Bar Examiners and Findorff buildings.

The siting of the longest wing of the building, the eastern wing, is to set to continue the visual lines of the easternmost Tobacco Lofts warehouse building along the railroad line. This wing is a total of five stories above grade (four levels of apartment units over a level of enclosed at-grade parking).

The west wing is a smaller scale building element that holds the street edge and respects the scale of the existing single family residential buildings in the neighborhood. This building wing has three levels of apartments over a continuation of the main underground parking level. The lowest level apartment units along this façade have private pedestrian entrances from the street and are set back a minimum of fifteen feet to provide green space between the building face and sidewalk similar to the neighboring structures, further reinforcing the connection to the contextual site.

The proposed building has its main entrance off Lorillard Court, on axis with the landscaped courtyard space between the historic warehouses, providing a visual link and connection through to its own landscaped courtyard space. This landscaped plaza, in turn, continues the visual connection south to the City parkland at the curve of North Shore Drive and Proudfit Streets and serves as an active amenity space for residents of the building.

## Building Materials

Taking cues from the industrial nature of the adjacent historic Tobacco Lofts, materials have been selected that compliment the scale, texture and feel of the adjacent structures. Smooth textured beige brick encompasses the majority of the facade, interspersed with bronze colored window units with clear glazing. Mill finish crimped aluminum shingles clad the series of angled tubes in the project with windows of similar materials to elsewhere in the project. Metal balconies with cable rail are mounted to the exterior of the building, colored to match the bronze window mullions. The base level of the building is constructed of an exposed cast in place concrete finish.

## Landscaping and Stormwater Management

The development of the landscape and site plan continues to emphasize the geometric pedestrian corridor created by walkways from the existing Tobacco Lofts. Direct connection, both physically and visually, is made between the two sites. A simple plant palette of predominantly native vegetation throughout the site supports the transition between existing Tobacco Lofts, the rail corridor, City of Madison Park land, and the Lake Monona shoreline.

The stormwater management plan for the project involves a mix and variety of stormwater water quality and water quantity best practices. Storm inlet oil/grease filters and sumps are proposed for Lorillard Court and the access drive into the parking ramp. Permeable pavers are proposed for the visitor parking, accessible parking and loading areas along Lorillard Court. A portion of the roof area is designed as a roof deck for residents with pavers and landscaping. Five proposed rain gardens on the site will be landscaped with prairie plant mix \& seeding, and will provided water quality and water quantity treatment for the access drive and the roof area of the proposed apartment building. These rain gardens will have underdrains and overflow storm yard inlets that connect into the City's storm sewer system on Proudfit Street.

## SIP ZONING TEXT

## 727 LORILLARD COURT MADISON, WISCONSIN

## Legal Description

The lands subject to this planned unit development shall include those described in Exhibit A, attached hereto.

## A. Statement of Purpose:

This zoning district is established to allow for the construction of a multi-family residential building.
B. Permitted Uses

1. Multi-family residential uses.
2. Uses accessory to permitted uses as listed above, including but not limited to the following:
a. Underground and surface parking.
b. Indoor and outdoor amenity and recreation areas associated with multifamily residential units.
c. On-site management office for the management and leasing of multifamily residential units.
d. Home occupation. A resident may use a portion of his/her dwelling as his/her own personal office or studio space, subject to the provisions of Home Occupations as specified in Section 28.04(26) of the Madison General Ordinances.
C. Lot Area

As stated in Exhibit A, attached hereto.
D. Floor Area Ratio and Building Height

The maximum floor area ratio and the maximum building height will be as shown on the approved plans.

## E. Yard Requirements

Yard areas will be provided as shown on the approved plans.
F. Landscaping

Site landscaping will be provided as shown on the approved plans.
G. Accessory Off-Street Parking \& Loading

Accessory off-street parking and loading will be provided as shown on the approved plans.
H. Lighting

Site lighting will be provided as shown on the approved plans.
I. Signage

Permanent signage will meet the requirements of Chapter 31 of the Madison General Ordinances and will be permitted as shown on the approved plans.

Permitted temporary signs will include project construction signs and signs associated with the marketing of the multi-family residential units within the project.

## J. Family Definition

The family definition for this PUD-SIP shall coincide with the definition given in Chapter 28.03(2) of the Madison General Ordinances as it relates to R6 zoning districts.

## K. Miscellaneous

This building is located adjacent to an existing railroad right-of-way and may experience noise and vibration from current railroad traffic and possible future commuter rail services.
L. Alterations and Revisions

No alteration or revision of this planned unit development shall be permitted unless approved by the City Plan Commission, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Community and Economic Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission.

## EXHIBIT A

727 LORILLARD COURT MADISON, WISCONSIN

## Legal Description

Lots 2 and 3 Certified Survey Map No. 11210, recorded in Volume 67 of Certified Survey Maps pages 302-309 as Document No. 3978226, part of Lots 11, 12, and 13, and part of vacated Feeney Court, Warren's Addition to the City of Madison, recorded in Volume A of Plats, Page 8, part of lots 1 and 2, Block 28, Original Plat of the City of Madison recorded in Volume A, page 1 and a parcel of land all located in the NW 114 of the SE $1 / 4$ of Section 23, T7N, R9E, City of Madison, Dane County, Wisconsin to-wit: Beginning at the most northerly corner of said lot 2 Certified Survey Map No. 11210; thence southeasterly on a curve to the right which has a radius of 2890.56 feet and a chord which bears S30 $44^{\prime} 03$ " $\mathrm{E}, 47.70$ feet; thence S33 $55^{\prime} 31$ " E .335 .37 feet to a point on a curve; thence northwesterly on a curve to the right which has a radius of 155.00 feet and a chord which bears N89 ${ }^{\circ} 30^{\prime} 52^{\prime \prime} \mathrm{W} .48 .63$ feet; thence N80 ${ }^{\circ} 29^{\prime} 21^{\prime \prime} \mathrm{W} .80 .72$ feet to a point of curve; thence northwesterly on a curve to the left which has a radius of 350.00 feet and a chord which bears $\mathrm{N} 85^{\circ} 45^{\prime} 11$ "W. 100.86 feet; thence S55 ${ }^{\circ} 12^{\prime} 22^{\prime \prime} \mathrm{W}, 16.72$ feet; thence S $44^{\circ} 01^{\prime} 11$ "E, 7.09 feet; thence S $45^{\circ} 44^{\prime} 14$ "W, 71.83 feet; thence $\mathrm{N} 44^{\circ} 01^{\prime} 11^{\prime \prime} \mathrm{W}, 192.17$ feet; thence $\mathrm{N} 45^{\circ} 44^{\prime} 14^{\prime \prime} \mathrm{E}, 88.33$ feet; thence N44 $01^{\prime} 11^{\prime \prime} \mathrm{W}, 17.10$ feet; thence $\mathrm{N} 46^{\circ} 39^{\prime} 27^{\prime \prime} \mathrm{E}, 219.56$ feet to the point of beginning. Containing 73,130 square feet ( 1.679 acres).

## Lot Area

This Specific Implementation Plan contains 73,130 square feet (1.679 acres).

## LETTER OF INTENT

## 727 Lorillard Apartments

March 7, 2012

## To: City of Madison Plan Commission

## From: Christopher J. Schramm <br> Urban Land Interests

## Re: 701/737 Lorillard Court \& 159-171 Proudfit Street Madison, Wisconsin

## PROJECT ADDRESS

The current addresses of the properties within the development site are:

- 701 Lorillard Court
- 737 Lorillard Court
- 159 Proudfit Street
- 163 Proudfit Street
- 167 Proudfit Street
- 171 Proudfit Street

The proposed development consists of a single building with a requested new address of 727 Lorillard Court.

## PROJECT DESCRIPTION

Urban Land Interests (ULI) is proposing to develop a multifamily residential building on a primarily vacant 1.7 acre site south of the existing Tobacco Lofts apartments in the Bassett Neighborhood. The U-shaped building ranges from two to five stories tall and wraps around a central courtyard. The proposed building contains approximately 116 market-rate apartments, including studio, one-bedroom and two-bedroom units.

Proposed resident amenities include an onsite management office, a fitness center, a multi-purpose community room, a landscaped courtyard with a fire pit and gas grills, a roof deck, enclosed bike storage and maintenance areas, a dog run and dog washing area, and resident garden plots.

The building is served by approximately 135 resident parking stalls located on one level of underground parking and a partial level of enclosed at-grade parking under the longer wing of the building, along with limited surface parking for visitors. Access to the site is from Lorillard Court, and utiliizes the existing left-in only median break on Proudfit Street.

## DEVELOPMENT TEAM

| Owner | Urban Land Development, LLC | Brad Binkowski/Tom Neujahr |
| :--- | :--- | :--- |
| Developer | Urban Land Interests | Chris Schramm |
| Architect | Valerio Dewalt Train Associates | David Jennerjahn/Tom Daly |
| Structural Engineer | Pierce Engineers | Kurt Frey |
| Landscape Architect | Ken Saiki Design | Ken Saiki/Abbie Moilien |
| Civil Engineer | Ken Saiki Design | Steve Whayland |

## CONSTRUCTION SCHEDULE

Construction is anticipated to begin in June of 2012. The projected construction duration is approximately 12 months, with completion of the building and occupancy of the first units in June of 2013.

## CURRENT ZONING

The PUD-GDP zoning recorded in 2004 for 701 and 737 Lorillard Court allows for up to 158 residential units in a building up to nine stories tall. The four residential lots at 159-171 Proudfit Street have historically been zoned R-5.

In 2008 and 2009, a PUD-GDP/SIP for two commercial office buildings on this site was conditionally approved but was never recorded.

## APPROVALS REQUESTED

As part of this application the following approvals are requested:

- Rezoning of the entire property to Planned Unit Development - Specific Implementation Plan to allow the construction of a 116- unit multifamily residential building.
- Demolition of the three vacant houses at 159, 167 and 171 Proudfit.


## CERTIFIED SURVEY MAP

The site for the proposed development consists of Lots 2 and 3 of Certified Survey Map 11210 (701 and 737 Lorillard Court), along with the platted lots identified as 159, 163, 167 and 171 Proudfit Street (which include part of vacated Feeney Court). The boundaries of the site are identified on the survey and legal description included with this application.

A new Certified Survey Map which will combine the six existing parcels into a single lot will be submitted for approval under a separate application. A draft of the proposed CSM is attached.

## EXISTING CONDITIONS AND USES

The site has been held for future development since it was purchased in 2004. The majority of the site area is vacant land. It is covered by a combination open grassy areas, trees and heavy scrub brush, gravel, concrete, and stored construction materials.

The four residential lots along Proudfit Street (containing three houses) were purchased from J.H. Findorff as additional development land under the same purchase agreement as the former tobacco warehouses and the other land within the existing GDP. The houses were vacant at the time of purchase by ULI and have remained vacant since that time.

The Tobacco Lofts apartments, ULI’s 2005 adaptive reuse of the two historic tobacco warehouse buildings as 61 residential units, is located just north of the site across the private portion of Lorillard Court. The site is bounded by Proudfit Street to the west and the Wisconsin \& Southern rail line and Southwest Commuter bike path to the east. An area of City park land is located between the southern edge of the site and the curve of Proudfit Street where it becomes North Shore Drive.

## DEMOLITION

The proposed development will require the demolition and recycling of the three vacant houses located at 159, 167 and 171 Proudfit Street. The houses are small ( 821,896 and 1,273 square feet) and were constructed in the 1940's. They were acquired as part of a larger development site and have been unoccupied since they were purchased from Findorff along with the adjacent property in 2004.

The demolition of these houses was previously approved by the Plan Commission and Common Council in 2008 as part of the conditional approved for a proposed but unbuilt office development on the site, and is being requested again as part of the current development proposal. Notice of the intent to request a demolition permit was provided to the required parties in the attached October 18, 2011 letter and via the City's online interested parties notification system.

In connection with the 2008 demolition request, an architectural and structural assessment of each of these houses was prepared. The physical inspection of the houses determined that they are in poor condition and would require significant repairs to be made habitable. All have significant water damage in addition to other structural and cosmetic deficiencies. A copy of this report, including photos, is attached.

Each house was also documented in a 2008 report prepared by Katherine Rankin in conjunction with the Landmarks Commission review of the previous demolition request. This report, which is attached to the architectural and structural assessment, found that none of the houses has any known architectural or historical interest. The Landmarks Commission confirmed this conclusion in November, 2011 as part of its review of the current demolition request.

Due to their size, physical condition, and lack of historical or architectural value, these houses are not practical or economically feasible to relocate. The assessment team indicated that the cost of renovation would exceed the cost of new and more functional construction. All applicable provisions of the demolition ordinance will be complied with and a reuse and recycling plan will be submitted for approval prior to the issuance of the demolition permit.

## PROPOSED USES

Proposed uses of the site are multifamily residential use and accessory uses, including underground and surface parking, indoor and outdoor resident amenity and recreation spaces and an on-site management and leasing office, as shown on the attached plans and outlined in the proposed SIP Zoning Text included with this submittal.

## COMPATIBILITY WITH APPROVED MASTER PLANS

## Bassett Neighborhood Master Plan

The 1997 Bassett Neighborhood Master Plan identifies this site for residential development, and the proposed project is consistent with the overall goals of the plan and with the pattern of development in the immediate area since the creation of the plan.

## City of Madison Comprehensive Plan

The 2006 City of Madison Comprehensive Plan identifies the Findorff Yards Sub-District as a mixed-use area appropriate for residential and office development of two to four stories. The proposed development is generally compatible with the recommendations of the Comprehensive Plan.

## City of Madison Draft Downtown Plan

While the Draft Downtown Plan identifies this site for predominantly employment use, due at least in part to ULI's previously approved but unrecorded rezoning for an office development, the Plan's recommendations for the Tobacco Warehouse district are to "continue its revitalization as a residential and office area blending new buildings and restoration of historic structures. Future emphasis should be on strengthening connections to surrounding areas and enhancing the streetscape and open spaces." The proposed development is consistent with these goals and with the identified maximum building height of 6 stories.

## NEIGHBORHOOD AND CITY PROCESS

ULI first presented the possibility of a new residential development on this site to the Bassett
Neighborhood in August, 2011, and the preliminary conceptual design for this project was brought to the neighborhood in October, 2011 and again in November, 2011. Since that time, the development team has been in contact with Alders Verveer and Ellingson (Proudfit Street is the dividing line between Districts 4 and 13), and neighborhood steering committee was formed (including representatives from both the Bassett and Monona Bay neighborhoods). The steering committee has met three times to review various aspects of the project, and a presentation was made by the development team to a large joint meeting of the two neighborhoods on January 24, 2012.

The design team has met with various members of City staff from a number of departments, including a meeting with the DAT in January, 2012. A Landmarks Commission presentation and an informational Urban Design Commission presentation were made in December, 2011 and the project received very positive feedback from both groups.

Overall, the proposed design has received good reviews from both the neighborhood and the City for having an appropriate scale for the neighborhood, for its compatibility with both the historic tobacco warehouse buildings and the newer Findorff and Bar Examiner's buildings, for the quality and energy of the architecture, and for the thoughtful approach to the site design and stormwater management plan.

## SITE AREA

The site area includes the undeveloped portion of the Tobacco Row PUD (Lots 2 and 3 of CSM 11210) along with the four residential lots at 159-171 Proudfit Street (which now include the adjacent previouslyvacated portion of Feeney Court).

The site contains approximately 73,130 square feet (1.679 Acres). A legal description is attached.

## BUILDING AREA

Approximate total building areas by use are identified below. Building areas by floor are listed on the attached plans.

| Residential Area | 133,897 SF |
| :--- | ---: |
| Parking Area | 45.493 SF |
| Total Building Area | $179,390 \mathrm{SF}$ |

## PARKING AND LOADING

It is an important objective of the development to minimize the amount of site area dedicated to surface parking and to provide adequate on-site parking in order to minimize the impact on the adjacent neighborhood. The resident parking ratio is 1.16 stalls per unit, and all of it is located underground or enclosed within the building at grade level. In order to minimize paved site area, the sloped parking access drive along the back of the site also serves as a fire lane. In addition, this location, in close proximity to a
major employment center and next to the bike path, should attract a significant number of pedestrian and bike commuters. The following vehicle and bike parking is provided in the proposed plans:

| Enclosed/Below Grade Resident Parking <br> Surface Visitor Parking | 135 Stalls <br> 5 Stalls | (4 Accessible Stalls) <br> (1 Accessible Stall) |
| :--- | ---: | ---: |
| Total Parking | 141 Stalls | (5 Accessible Stalls) |
|  |  |  |
| Resident Bike Parking (Interior Bike Rooms) |  | 119 Bikes |
| Visitor Bike Parking (Exterior Bike Racks) | 12 Bikes |  |
| Total Bike Parking | 131 Bikes |  |

If required by resident demand, additional bike parking may be provided in the future with the addition of wall-mounted bike racks in the enclosed parking areas. Motorcycle and moped parking will also be provided in the enclosed parking areas.

Two 10’ x 35’ loading spaces are located adjacent to the main building entry and are served by a dedicated service entry with direct access to the building elevators to accommodate deliveries and tenant move-ins and move-outs.

## TRASH REMOVAL AND STORAGE/SNOW REMOVAL

Trash and recycling storage is located in a dedicated room inside the at-grade enclosed parking area of the building and will not be visible from outside the building. The owner will contract with outside vendors for trash removal, recycling and snow removal.

## SUSTAINABLE DESIGN AND ENERGY EFFICIENCY

Sustainability and energy efficiency are integrated into the design of the project at every level, from high efficiency mechanical systems and energy efficient appliances and lighting to water saving plumbing fixtures and low V.O.C. finishes. ULI is working with Focus on Energy to maximize the energy efficiency of the building design and systems. Sustainable design is also a focus of the stormwater management and landscaping approach for the site, with permeable pavers in surface parking and loading areas and multiple rain gardens integrated into the landscape design to help infiltrate stormwater runoff from the site and the roof.

## REQUIRED CITY AGREEMENTS AND EASEMENT MODIFICATIONS

## Lorillard Court Island Landscaping

The western portion of Lorillard Court between Proudfit Street and Feeney Court is a public right-of-way. A small traffic island, currently planted with grass, exists in the center of the Lorillard Court right-of-way where it meets Proudfit. ULI requests permission to landscape this island, which is a focal point of the entry to ULI's existing Tobacco Lofts apartments as well as the proposed 727 Lorillard development. ULI proposes to improve the island with new plantings as shown on the attached plans at its cost, and to maintain the landscaping within the island.

## Storm Sewer Easement Encroachments

In 2004, a 15' wide storm sewer easement was imposed on the perimeter of the development site inside of the Proudfit Street sidewalk. Based on concerns raised by ULI about the impact of this easement on the buildable area of the site, the storm sewer pipe was offset from the centerline of the easement toward the sidewalk during construction, and the possibility of modifying or encroaching into this easement was left open by the City.

As part of this development, a number of minor encroachments are being requested to allow for flexibility in the design and construction of the proposed building, including the ability to provide enhanced landscaping and a number of direct unit entries that connect to and activate the Proudfit Street sidewalk.

Specifically, ULI requests that a retaining wall and planting area, pedestrian access sidewalks, apartment unit entry stairs and a project identification sign be allowed to encroach within the northeast 5' width of the easement, subject to specific provisions acceptable to the City.

These encroachments should not preclude the City from accessing and maintaining the storm sewer line in the future. Similar encroachments were allowed as part of the approval of the office development previously proposed for this site, and a Consent to Occupy Easement was recorded in 2010 to allow those encroachments. ULI requests that this encroachment agreement be amended to reflect the encroachments shown on the exhibits attached to this application. Copies of the existing Consent, along with previous correspondence with the City of Madison Engineering Division regarding this 15' easement area are also included.

## Attachments:

## Legal Description

Proposed SIP Zoning Text
Supporting Documents
Project Design Narrative
Project Renderings
Draft Certified Survey Map
Title Report (Copies of recorded documents available upon request)
October 18, 2011 Notice of Intent Letter
Structural/Architectural Assessment of Homes for Proposed Demolition
Storm Sewer Easement Encroachment Documentation
Plans

