



City of Madison

Conditional Use

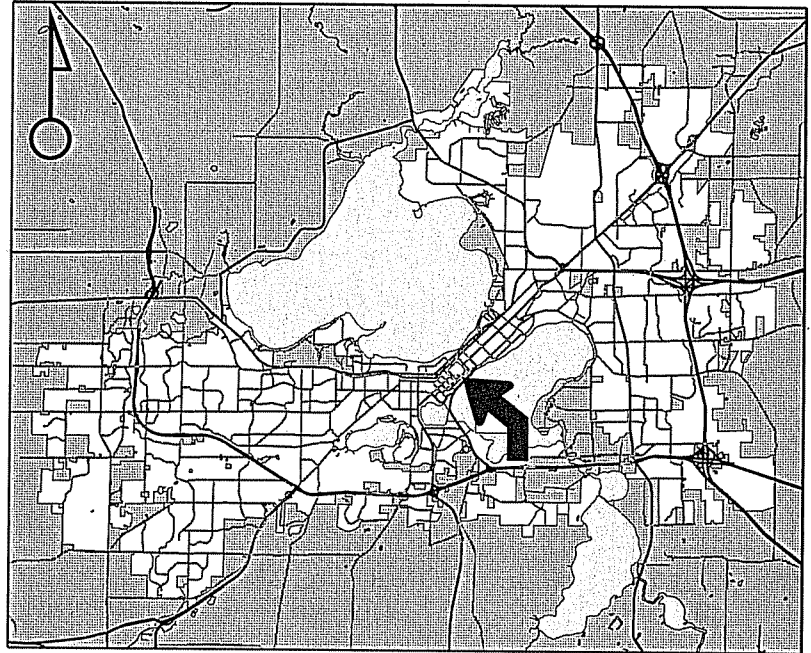
Location
25 West Main Street

Applicant
Anchor Bank/
Brad Binkowski-Urban Land Interests

Existing Use
Anchor Bank building and
surface parking lot

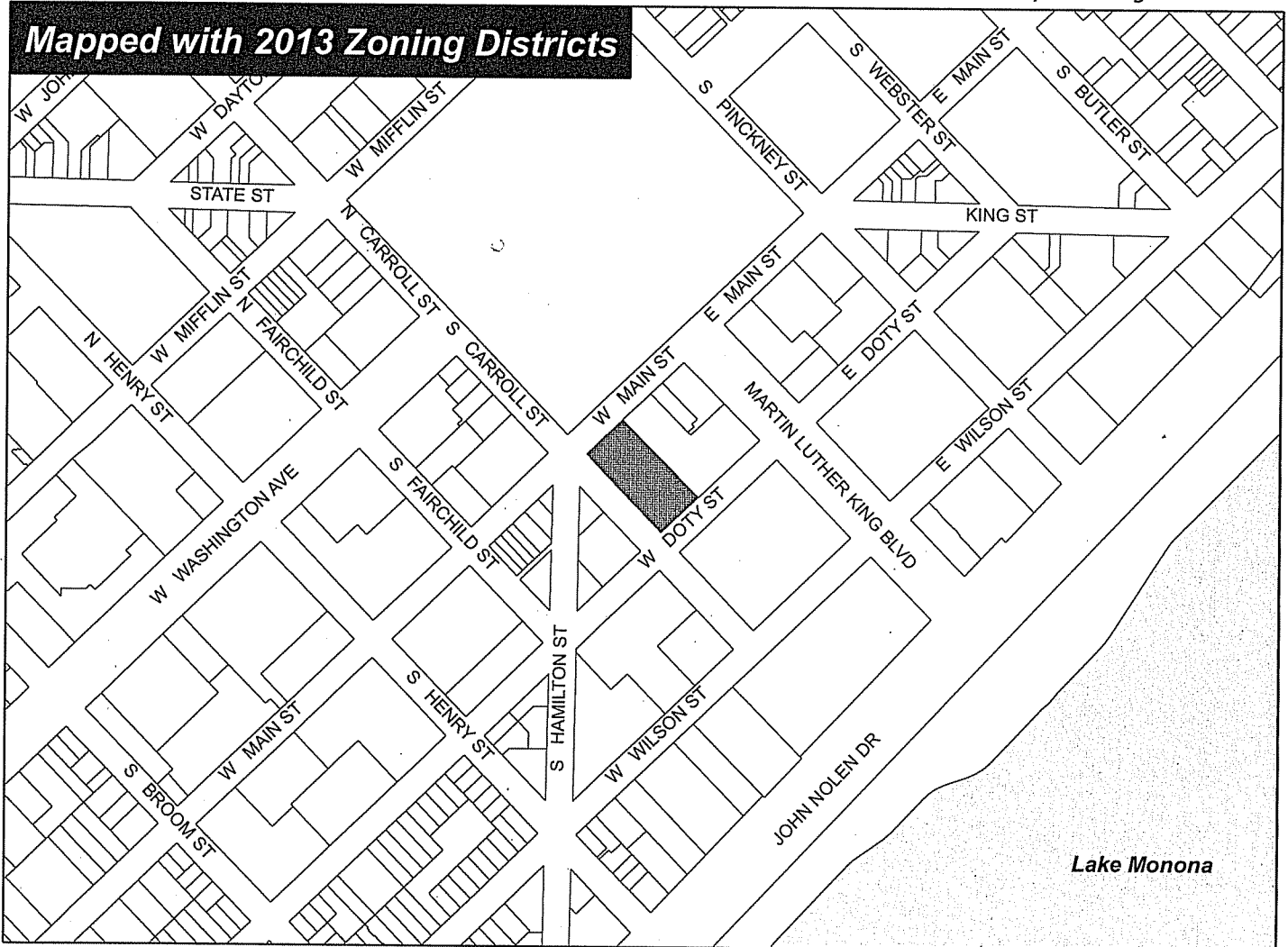
Proposed Use
Construct addition to and major exterior
alteration of existing office building in C4
(DC) zoning with outdoor eating area for
future restaurant tenant

Public Hearing Date
Plan Commission
04 March 2013



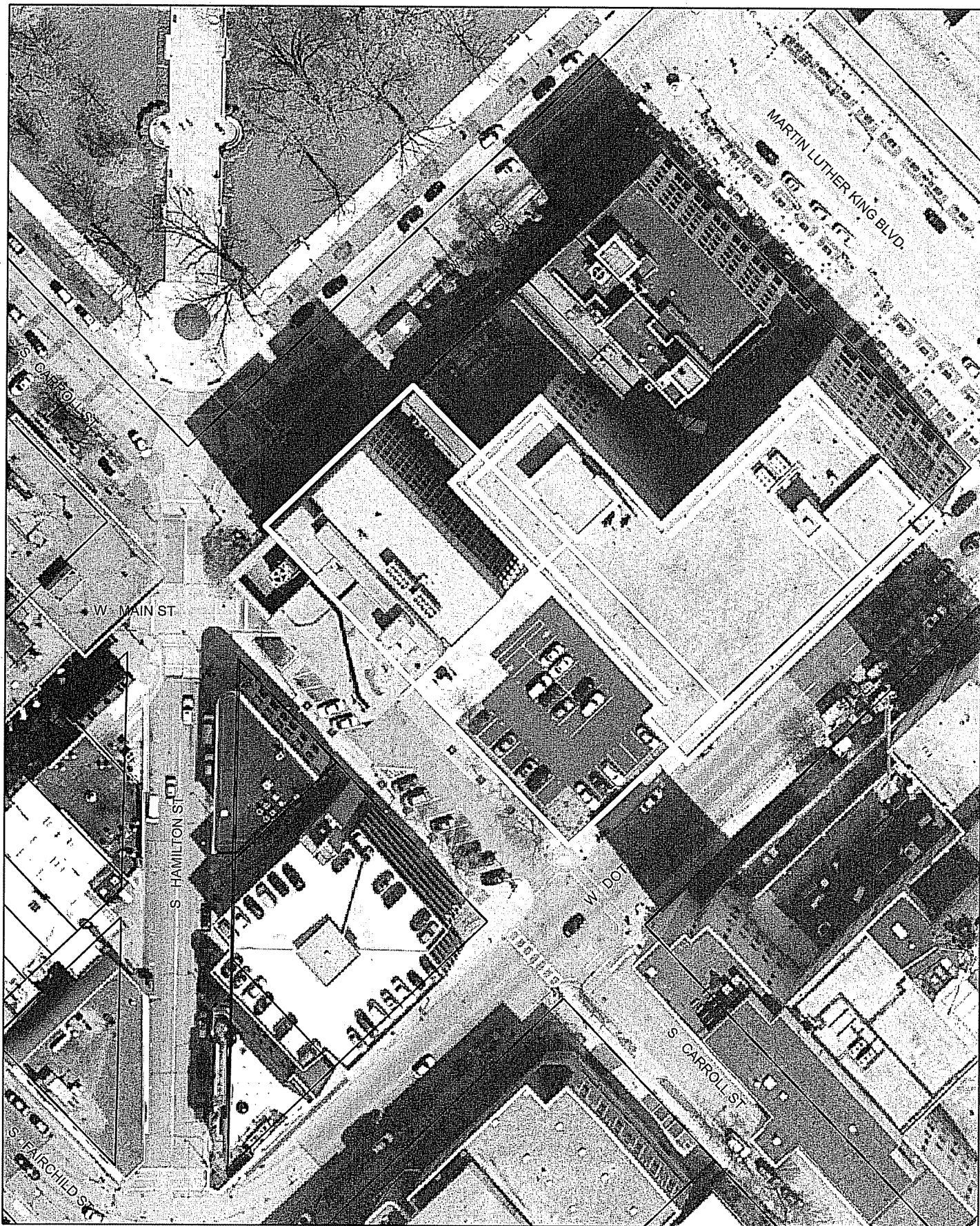
For Questions Contact: Heather Stouder at: 266-5974 or hstouder@cityofmadison.com or City Planning at 266-4635

Mapped with 2013 Zoning Districts



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 19 February 2013



City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: January 23, 2013

TITLE: 25 West Main Street – Exterior
Remodeling in the C4 District,
AnchorBank. 4th Ald. Dist. (28185)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: January 23, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; Marsha Rummel, Tom DeChant, John Harrington, Richard Slayton, Cliff Goodhart, Melissa Huggins and Dawn O’Kroley.

SUMMARY:

At its meeting of January 23, 2013, the Urban Design Commission **GRANTED FINAL APPROVAL** of exterior remodeling in the C4 District located at 25 West Main Street. Appearing on behalf of the project were Brad Binkowski, David Jennerjahn and Tom Davy. The Secretary noted that the project’s encroachment issues will be dealt with at the Plan Commission, with this body looking strictly from a design perspective. No signage will be on any of the encroachment areas because of the public right-of-way. There is a request that the landscape plan come back for a separate approval. Binkowski gave a brief review of the project and the need for a permanent change to the building, as well as opening the urban design opportunities for the building and creating more active spaces along the streetscape. The site plan showed the green roof, landscaped terrace, outdoor dining, and how the expansion of the outdoor area is going to work with the moving of bank services from the west side of the building to the east side to activate the sidewalk. The 5-level parking garage will provide 187 stalls and approximately 40 bicycle stalls. The projecting bay that is being proposed will encroach into the public right-of-way but comes down and reinforces the entryway to the building. It also provides enough space to interconnect the two buildings by something lighter than 4 ½-feet. Using 815 square feet of encroachment at a fairly low level will open a two-story façade of clear glass. Building materials will consist of corrugated perforated zinc with a bronze patina. They plan to use the parking for transient off-hour parking for downtown activities.

Comments and questions from the Commission were as follows:

- Have you studied more closely activating Doty Street?
 - The size of the (lot) parking ramp, the location of the building and the elevation of the entrance come into play. This is so tight, we can’t drive the ramp deeper or quicker and we’d lose basically all of the parking on the first level going down, and then cost becomes insurmountable.
- I wonder if you treated this finished concrete wall the same way you’re treating the Carroll Street (granite), by wrapping the quality material all the way around. Think about the landscaping that people are going to look up and see, and think about the experience of the materials as they are walking by.

- We also thought about lighting to address that. The cost of using granite will be significant, and I'm not sure it will activate it any more than lighting could.
- It doesn't have to mean granite, but I think you can play with that wall a little bit.
- The Risser building is built on a zero lot line, and this building is anticipating a high capacity neighbor. Was the thought for future vertical expansion at least on the 2 or 3 bays closest to the Risser?
 - We're setting up the columns in the parking ramp to accept a 10-story addition going all the way up. We don't know what will be in the future, but we want to invest now to make sure we have the capacity and that we've planned for more density on this site in the future.
- Thinking of the density, could we think of ways (stalls) and the kind of intermediate stair between the parking spaces, is there a way to make something in that zone a bit more inviting or activated? Even if it is the secondary stair off your roof deck.
 - We think Carroll Street is a much better arrival point so we didn't want to do a big feature stair there. I think the more likely alternative is a connection to the existing building so you could take advantage of a stand-alone building here completely independent. I think it's more likely we'd see a horizontal connection between what we're building and what we're investing in.
- Will there be an upgrade to the AnchorBank signage that has a better relation to the look of your building?
 - Anchor is looking at rebranding. This is part of their strategy to reintroduce AnchorBank to the marketplace. Work has already been done and elements are in our last year's annual report. The sails are the image we want to capitalize on but the font and colors will be updated. The Anchor logo is really important. Something that would bring it into the sentry of this building.
- The projection over the public right-of-way is very much in the spirit of the original building and feels very appropriate. The architecture breathes a new life into this shell.

ACTION:

On a motion by Harrington, seconded by Huggins, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a vote of (7-0). The motion stated that the landscape plan (especially the green wall and green roof element), final façade articulation details and elevations of the Doty Street façade, including lighting elements and signage shall return for formal approval by the Commission, in addition to the following:

- The applicant shall coordinate with City Forestry on the location of street trees.
- Finish the Doty Street lower façade with granite that extends into additional stalls to enhance the stair and provide more glass on Doty Street.
- No signage shall be allowed within the encroachment of the City right-of-way.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 7, 8, 8, 8 and 8.5.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 25 West Main Street

| | Site Plan | Architecture | Landscape Plan | Site Amenities, Lighting, Etc. | Signs | Circulation (Pedestrian, Vehicular) | Urban Context | Overall Rating |
|-----------------------|-----------|--------------|----------------|--------------------------------|-------|-------------------------------------|---------------|----------------|
| Member Ratings | - | 8 | - | - | - | 7 | 8 | 8 |
| | 6 | 8 | - | - | - | 7 | 9 | 7 |
| | 7 | 8 | - | - | - | - | 8 | 8 |
| | 7 | 8 | - | - | - | - | 9 | 8 |
| | - | 8 | - | - | - | - | 10 | 8.5 |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |

General Comments:

- Need to see detailed lighting and articulation at Doty/Carroll corner.
- Could still improve Doty Street “activity” with light, planting (green wall), larger parking entrance.
- Excellent reuse and addition to AnchorBank building. Encroachment on Main Street façade permits the building to become functional and previous building set precedent. Continue to liven Doty Street façade with suggestions made by Commission.

From: Woznick, Thomas
Sent: Monday, February 04, 2013 2:17 PM
To: Stouder, Heather
Cc: Langer, Scott; Dryer, David; Halvorson, Eric; Monks, Anne; Miley, Sally
Subject: RE: 25 W. Main - update
Importance: High

Hi Heather,

Attached is a resolution related to the permanent removal of on-street meters due to projects which was approved by the TPC in November 2008. Although this resolution states that "All applicants wishing to remove five or more on-street metered parking stalls and/or loading zones/Dis/Vet stalls must come before the Transit and Parking Commission to explain the need to remove on-street parking areas before plan approval by the Parking Utility", it is clear that any permanent removal of on-street metered stalls (regardless of whether or not it's five or more) has the impact of lost Utility revenue and less available on-street metered parking available for our customers. This policy and the related resolution was developed after the University of Wisconsin-Madison requested a permanent removal of 30 meters for three projects – WID, Union South, and Murray Street in 2008; and it is my understanding that this request resulted in a permanent loss of 28 metered parking stalls for which the Parking Utility did not receive any compensation.

I contacted Bill Knobloch to ask his thoughts related to this and he agreed that we should include the language proposed for this condition of approval. He also suggested that if this condition is waived that we should request the amount of parking stalls lost by the Utility be preserved by providing the Utility with stalls in the new parking built as part of the proposed project, which would be available to our customers for public parking (and owned by the Utility, who would retain all revenue).

Neither Bill Knobloch nor Bill Putnam are aware of developments which have been affected by this since the adoption of this resolution in November 2008.

Best,
Tom Woznick
Parking Operations Manager
City of Madison Parking Utility

**RESOLUTION NO. TPC-36
OF
TRANSIT AND PARKING COMMISSION
REGARDING
PERMANENT REMOVAL OF ON-STREET METERS DUE TO PROJECTS**

Drafted by: William Knobeloch
Date Presented: 11/06/2008
Date Adopted: 11/06/2008

WHEREAS, developers and other public entities often ask the City to permanently remove on-street parking meters to accommodate their project; and

WHEREAS, the purpose of the on-street metered parking is to provide customers and businesses with convenient parking and turnover; and

WHEREAS, on-street parking meters provide the Parking Utility with a lower cost source of revenue to fund large projects such as building and maintaining parking garages; and

WHEREAS, removal of on-street metered parking stalls has a negative impact on customer convenience and Parking Utility revenue and reserves; and

WHEREAS, lost utility revenue may need to be made up through higher occupancies in current facilities, rate increases or meter placements in other areas; and

WHEREAS, adherence to Parking Utility bond covenants will need to be maintained; and

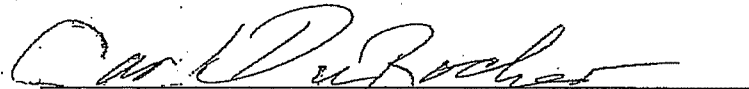
WHEREAS, the Transit and Parking Commission has a role in preserving this convenience and revenue stream;

NOW, THEREFORE, BE IT RESOLVED that the Transit and Parking Commission affirms the following on-street parking meter removal Policy:

- All applicants wishing to remove **five or more** on-street metered parking stalls and/or loading zones/Dis/vet stalls must come before the Transit and Parking Commission to explain the need to remove on-street parking areas before plan approval by the Parking Utility. This policy excludes temporary street occupancy permits, street-opening/excavation permits and other City governing agencies. The TPC will review the material available including a Parking Utility staff report and report their findings and recommendations to the appropriate City agencies, the Common Council and commissions as necessary.
- Every effort will be made by the applicant to preserve the current number of metered public parking stalls and other on-street service areas. The Parking Utility will provide the parking assets and retain the revenue.
- If the applicant is unable to preserve the current number of public metered stalls and other services in the immediate area(s), the applicant must work with the City to provide this parking and/or service area in a nearby area. The revenue from the replacement parking or service area may be retained by the City or the applicant or a combination of the two entities.

- If the applicant and/or the City are unable to preserve/replace the metered parking, the applicant will pay the Parking Utility the present value of the income produced by the meters being removed.

Approved the 6th day of November, 2008, by the City of Madison Transit and Parking Commission.



Carl Durocher, Chair, Transit and Parking Commission