

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____

Project # _____

Legistar # _____

DATE SUBMITTED: OCT. 16, 2013

UDC MEETING DATE: OCT. 23, 2013

Action Requested

- ☒ Informational Presentation
☐ Initial Approval and/or Recommendation
☐ Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 149 EAST WILSON STREET.

ALDERMANIC DISTRICT: 4 (VERBEE)

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

LANCE MCGRATH

CASA ARCHITECTURE, LLC

MCGRATH PROPERTY GROUP

MARC SCHELLPFEFFER

222 S. BEDFORD STREET, SUITE A

3414 MONROE STREET

CONTACT PERSON: MARC SCHELLPFEFFER

Address: 3414 MONROE STREET

MADISON, WI 53711

Phone: 608.709.1250

Fax: NONE

E-mail address: MARC@CASAARCH.COM

CITY OF MADISON

11:40 AM
OCT 16 2013

**Planning & Community
& Economic Development**

TYPE OF PROJECT:

(See Section A for:)

☐ Planned Unit Development (PUD)

☐ General Development Plan (GDP)

☐ Specific Implementation Plan (SIP)

☐ Planned Community Development (PCD)

☐ General Development Plan (GDP)

☐ Specific Implementation Plan (SIP)

☐ 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) * DOWNTOWN CORE

(See Section C for:)

☐ R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

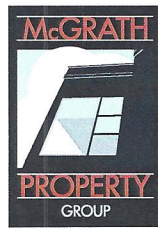
☐ Comprehensive Design Review* (Fee required)

☐ Street Graphics Variance* (Fee required)

☐ Other _____

*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.



October 16, 2013

Mr. Al Martin
City of Madison
Department of Planning & Community & Economic Development
115 Martin Luther King Jr. Blvd.
Suite LL 100, Madison Municipal Building
Madison, WI 53703

**RE: UDC INFORMATIONAL PRESENTATION - 10/23/13
RESIDENTIAL APARTMENT DEVELOPMENT
149 E. WILSON ST, MADISON, WI 53703**

Dear Al:

Enclosed please find preliminary plans and photographs for a new mixed-use (primarily residential) project that we are developing. The project is located at 149 E. Wilson St. in downtown Madison. We would like to be included on the 10/23/13 UDC Agenda for an Informational Presentation regarding the project. Additional narrative information is provided below.

SITE:

The project is located on a 15,916 sf site that is zoned UMX, situated immediately to the west of the confluence of E. Wilson, S. Butler and King Streets. The site has 98 feet of frontage along E. Wilson St and is approximately 162 feet deep. A primarily vacant 3-story concrete building is currently on the site which will require demolition for the new project. It's most recent use was office space for the Department of Corrections. Immediate neighbors include Union Transfer condominiums to the East and the Marina Condominiums to the West. The site includes an 18-foot easement along it's western edge for a fire lane that serves the Marina - which will also serve as a fire lane for the proposed building and driveway access for our below grade parking structure. The rear of the site is approximately 30-feet below the E. Wilson street grade and it abuts a transportation corridor (Railroad and John Nolen Drive) and offers sweeping views of Lake Monona.

NEIGHBORHOOD INPUT:

The project is located in the First Settlement Neighborhood District. The Alder and Neighborhood leaders have been notified of the project. A steering committee has been formed and our first meeting will be held on October 17, 2013.

PROJECT OVERVIEW:

The proposed project consists of a 14-story Capitol View Limit building constructed of post-tensioned concrete. It will contain a total of 127 market rate apartments, providing a wide variety of living options. A diverse mix of residential units will be provided ranging in size from a 490 SF studio to a 1,763 SF 3-Bedroom. Building amenities will include a professional quality fitness center, bicycle maintenance area, conferencing facility, social/active lobby and concierge. The Wilson St. Grade level includes a spacious Entry Lobby and a commercial space that could range in size from 1,300 SF to 2,300 SF. The larger size also provides an outdoor terrace at the rear of the building with direct Lake Monona Views. A total of 129 to 134 parking stalls will be provided on site - depending on the size of the grade level commercial space.

ARCHITECTURE:

Building massing is organized to reinforce the character of the site, reinforcing the vertical organization of units and identification of living spaces. Emphasis is given to views to both the Lake and Capitol from primary living spaces and balconies. The first floor is envisioned as a relatively permeable skin that allows view of activity within the building and views to the Lake beyond. Light toned or cream city masonry anchors the building in a vertical mass that is aligned along the east side of the site. A clear anodized, metal clad volume engages the masonry element at the NE corner to highlight living space as well as view termination as you approach the building from both Butler and E Wilson Streets. An additional, larger metal clad volume runs along the West side of the building, engaging the corners at either end to highlight the primary living spaces of the units. The fenestration of this volume is articulated with a combination of organized windows and dark metal, recessive elements intended to organize windows and building systems. These recessive areas together with the other recessive portions of the elevations are envisioned as a dark, or black anodized metal. Balconies are a combination of projected, partially recessed and French. The railings are envisioned as a combination of metal and cable system rails. A pop of color is introduced with green metal panel that is used to help mark the adjacent building datum's while also providing added visual identity and termination as you approach the building from Butler, East Wilson and King Streets. This same green panel extends up the east face of the NE corner of the building in a modest fashion and terminates in a horizontal plane that helps cap the top of the building extending to both the east and south. This green plane is envisioned to be softly uplit and helps cap the composition of vertical building elements while providing added visual identity to the building as one approaches from the East and along John Nolen Drive.

SCHEDULE:

We intend to submit our City application on November 6, 2013 which will have us before the Plan Commission on January 6, 2014. Construction will start around February 1, 2014 with the intent of having the building ready for occupancy on June 1, 2015.

PROJECT TEAM:***Development Team:***

McGrath Property Group and Inventure Capital
% Lance McGrath (608) 345-3975

Architect:

CaS4 Architecture
% Paul Cuta and Marc Schellpfeffer (608) 709-1250

Civil Engineer/Landscape Architect:

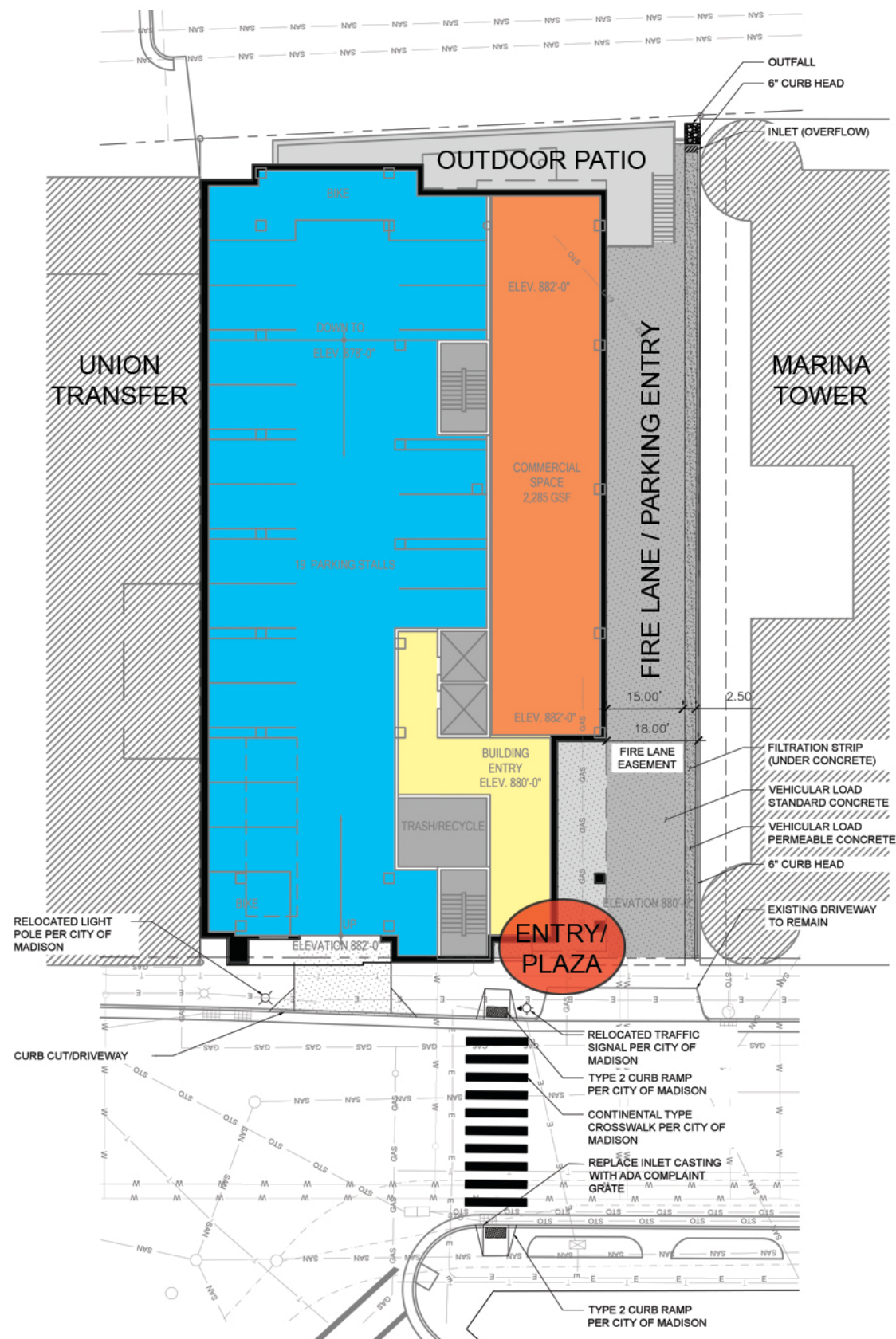
SAA Design Group
% Patrick Hannon (608) 255-0800

Please feel free to contact me if additional information is needed.

Sincerely,

A handwritten signature in black ink, appearing to read "Lance T. McGrath". The signature is fluid and cursive, with the first name "Lance" being more legible than the last name "McGrath".

Lance T. McGrath, P.E.
Owner
McGrath Property Group, LLC



13001.00

Conceptual Site Plan

149 East Wilson - McGrath Property Group

Scale: 1" = 30'-0"



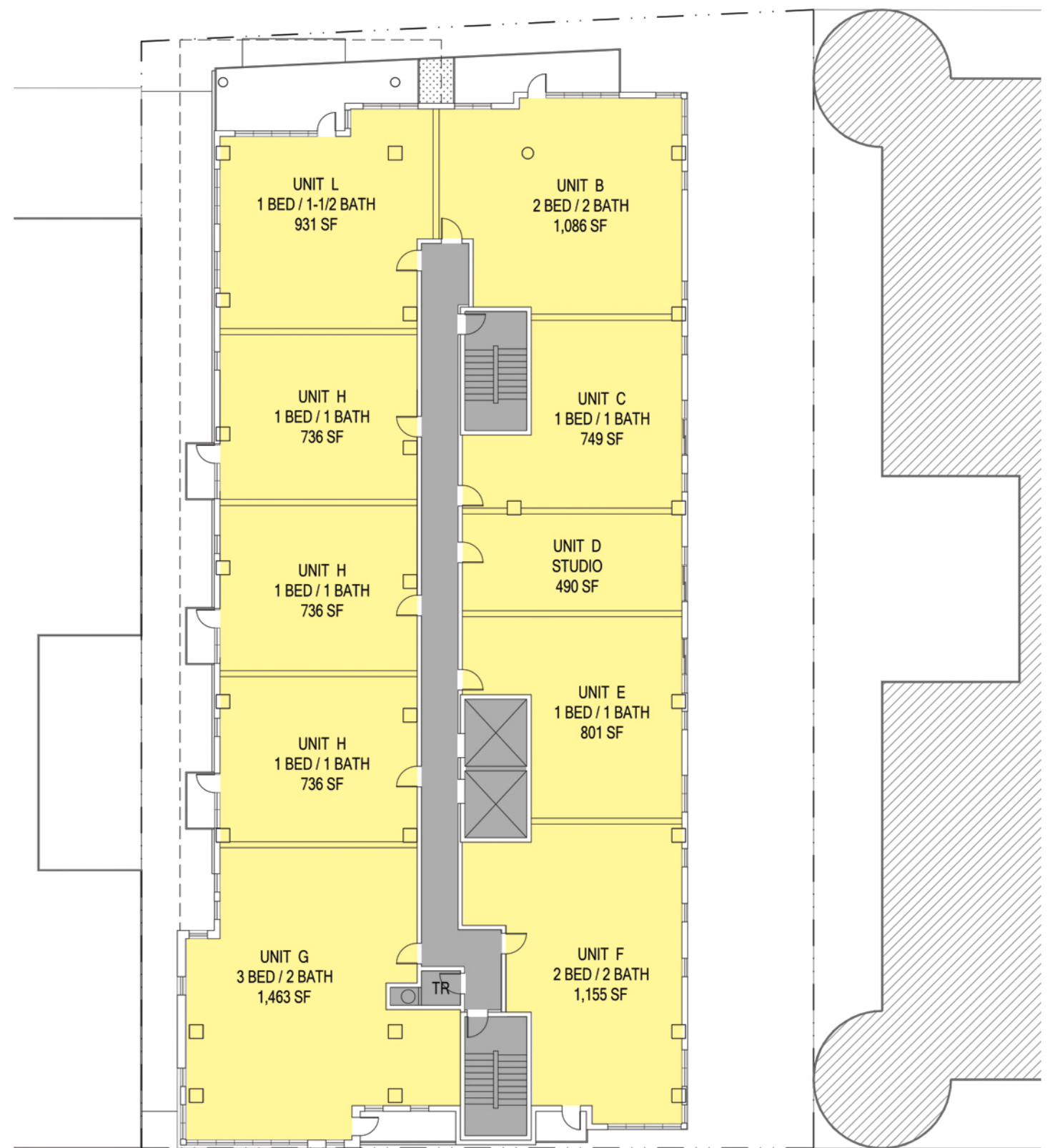
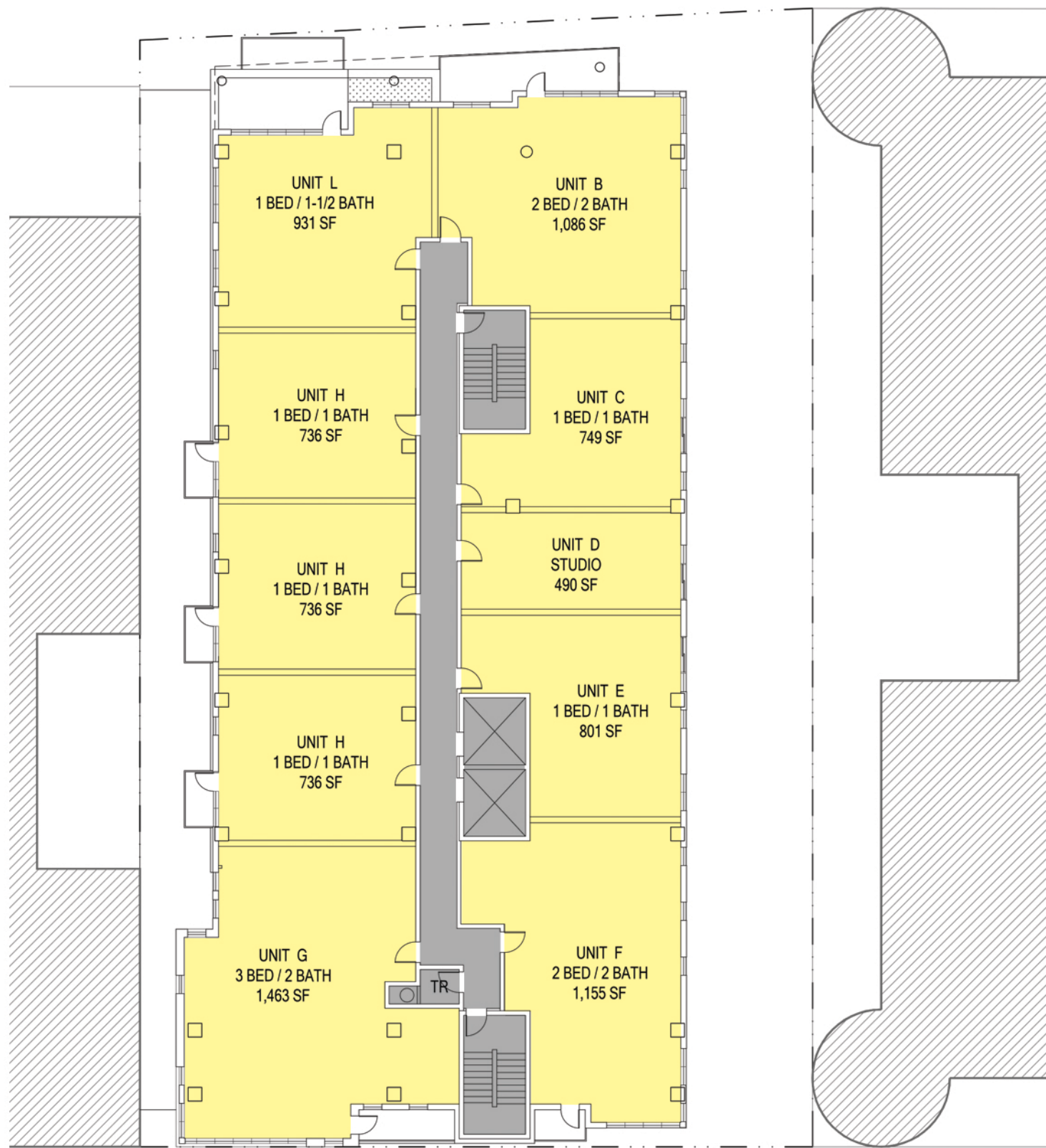
Submitted on October 16, 2013 for October 23, 2013 Informational Presentation



© 2013

Cās₄
architecture, llc





13001.00

Conceptual Building Plans

149 East Wilson - McGrath Property Group

Scale: 1" = 20'-0"

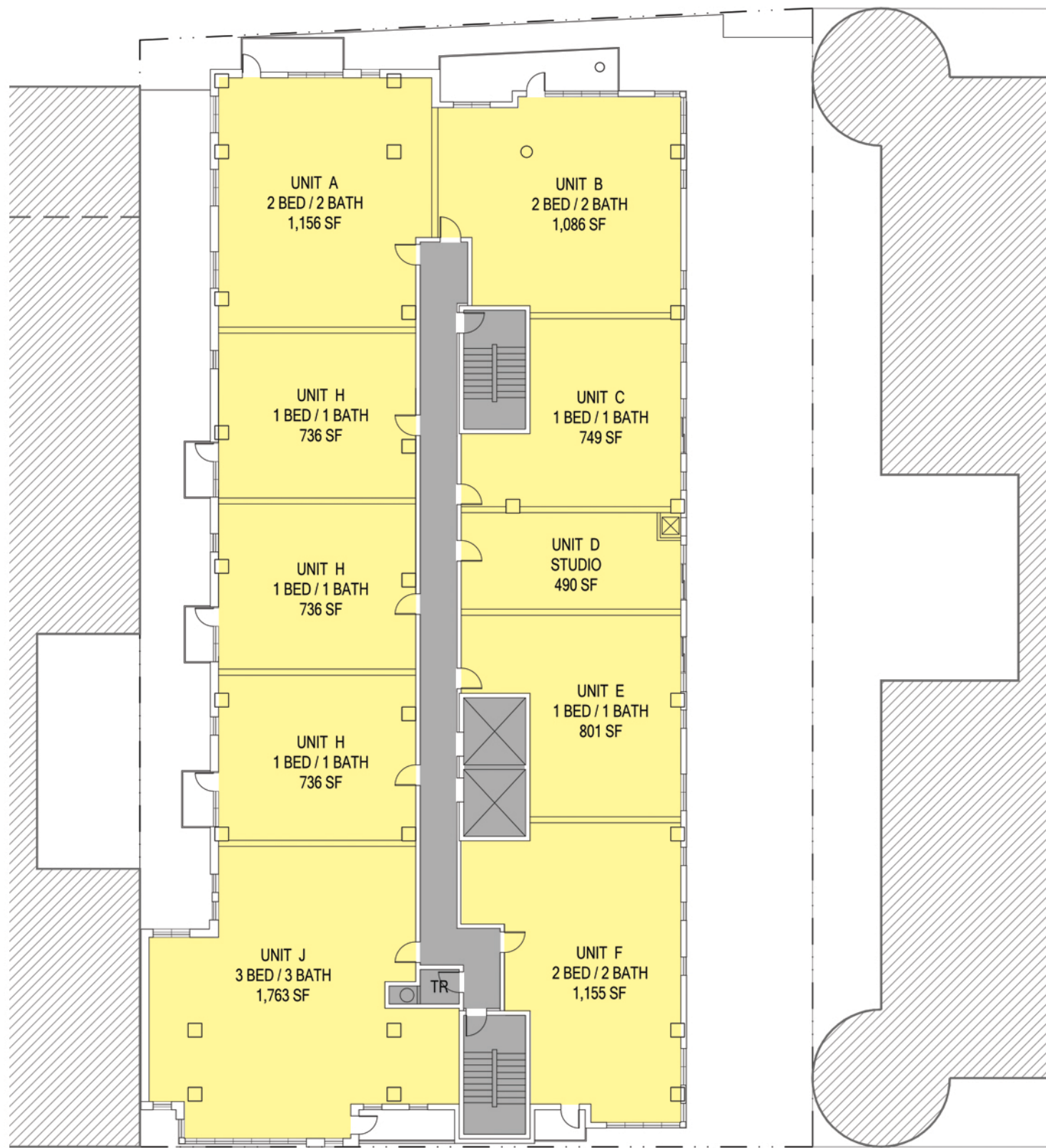


Submitted on October 16, 2013 for October 23, 2013 Informational Presentation

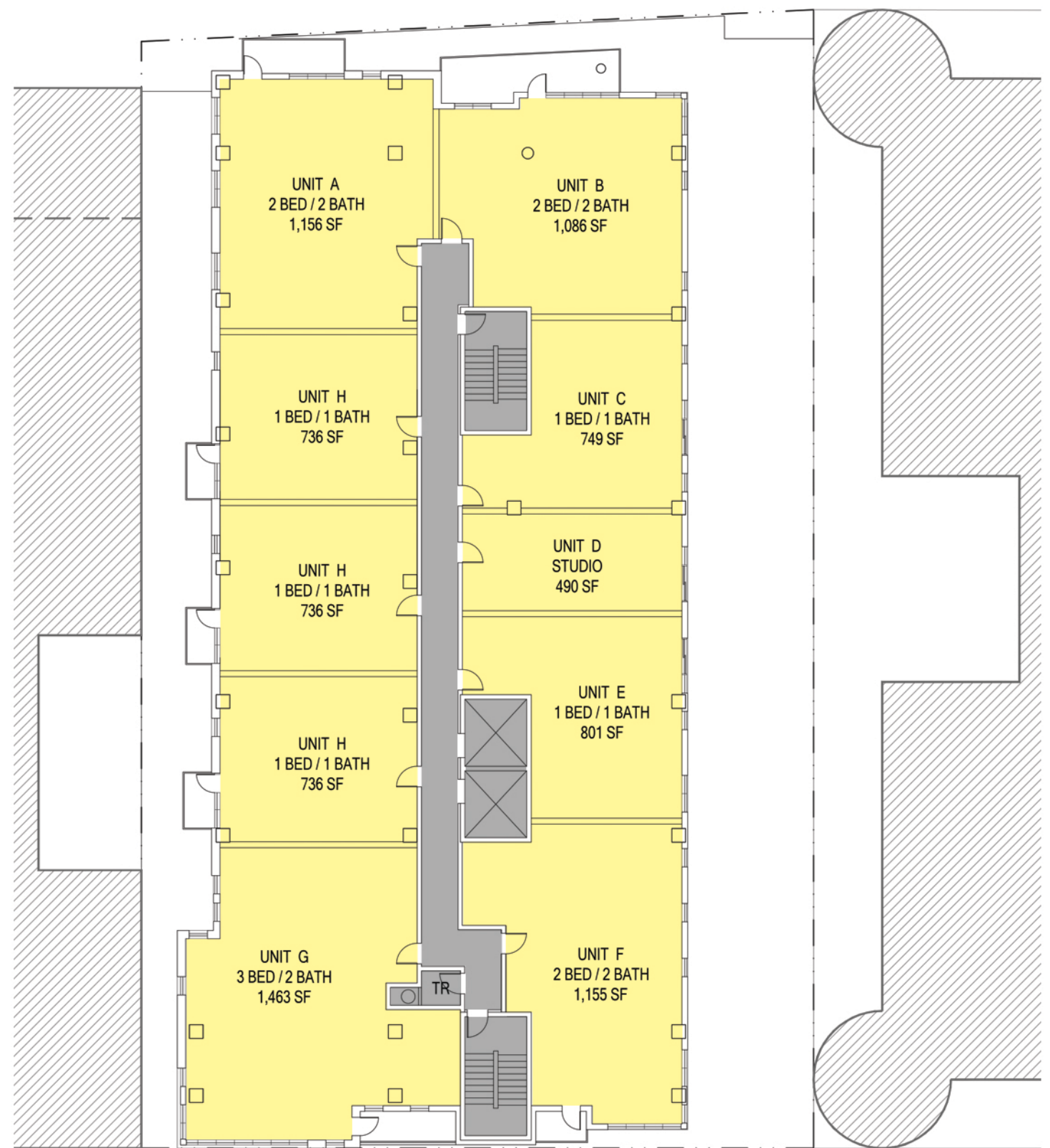


© 2013





3RD - 5TH LEVEL



6TH - 12TH LEVEL

13001.00

Conceptual Building Plans

149 East Wilson - McGrath Property Group

Scale: 1" = 20'-0"

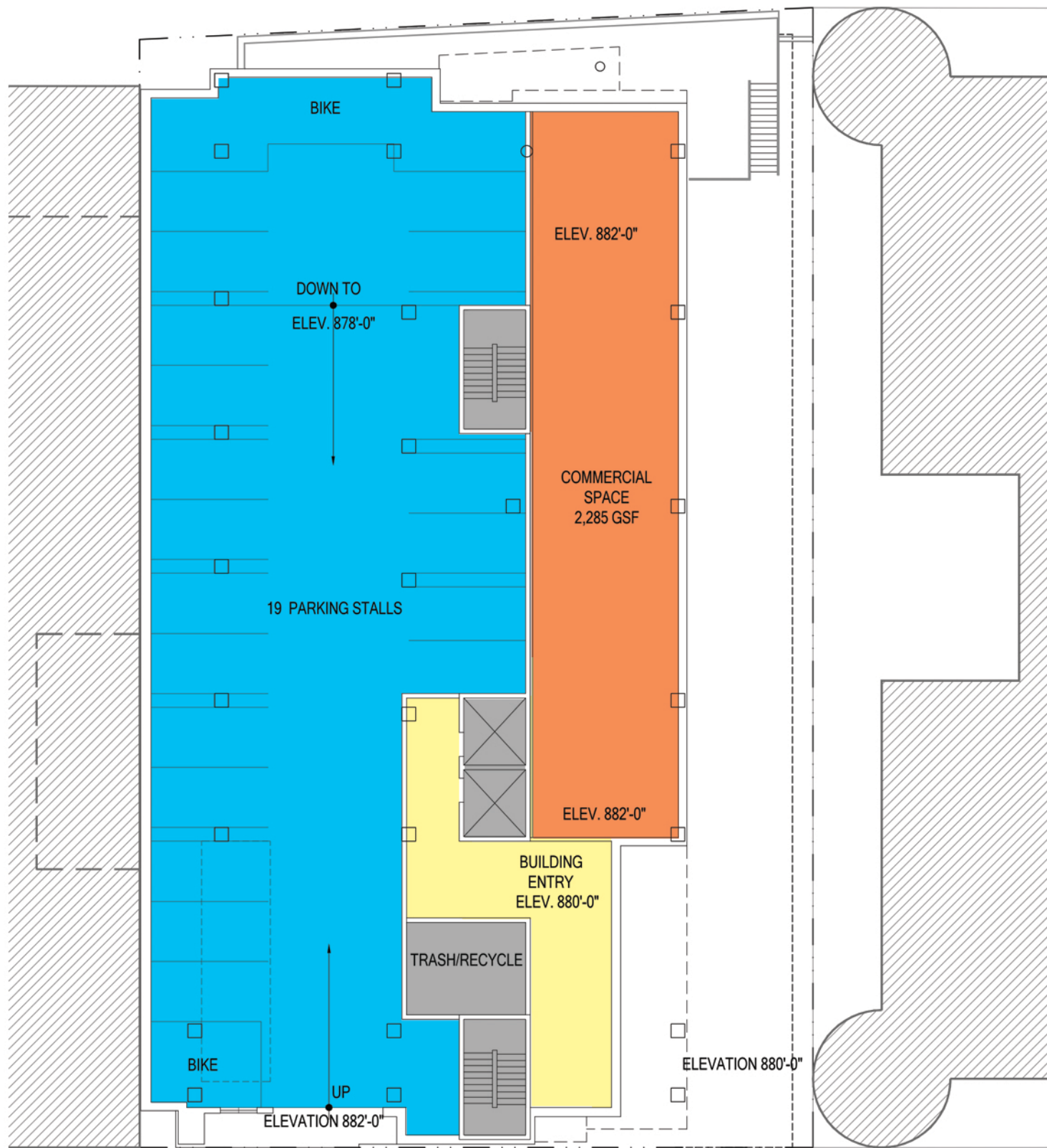


Submitted on October 16, 2013 for October 23, 2013 Informational Presentation



© 2013





GRADE LEVEL @ WILSON STREET



SECOND LEVEL

13001.00

Conceptual Building Plans

149 East Wilson - McGrath Property Group

Scale: 1" = 20'-0"



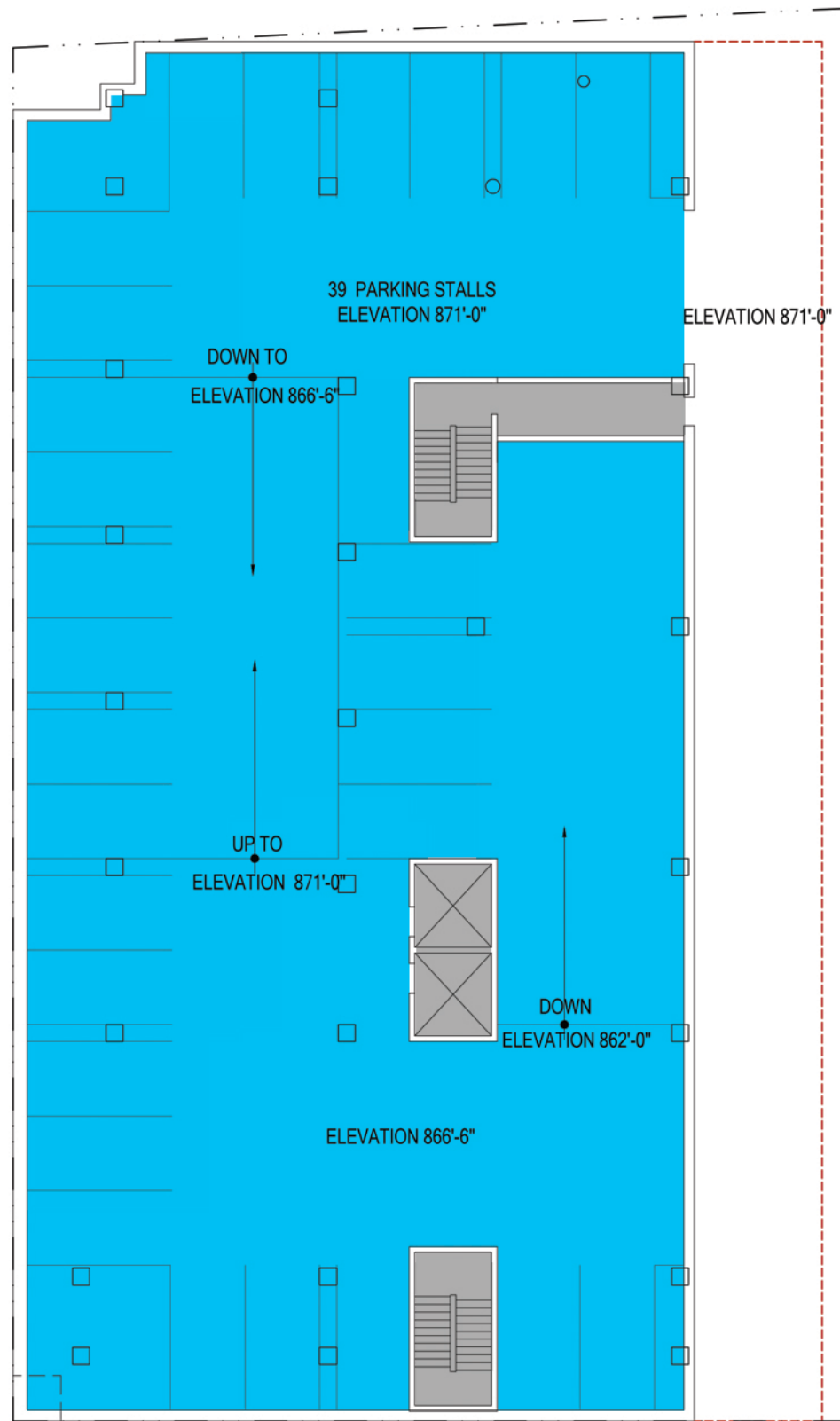
Submitted on October 16, 2013 for October 23, 2013 Informational Presentation



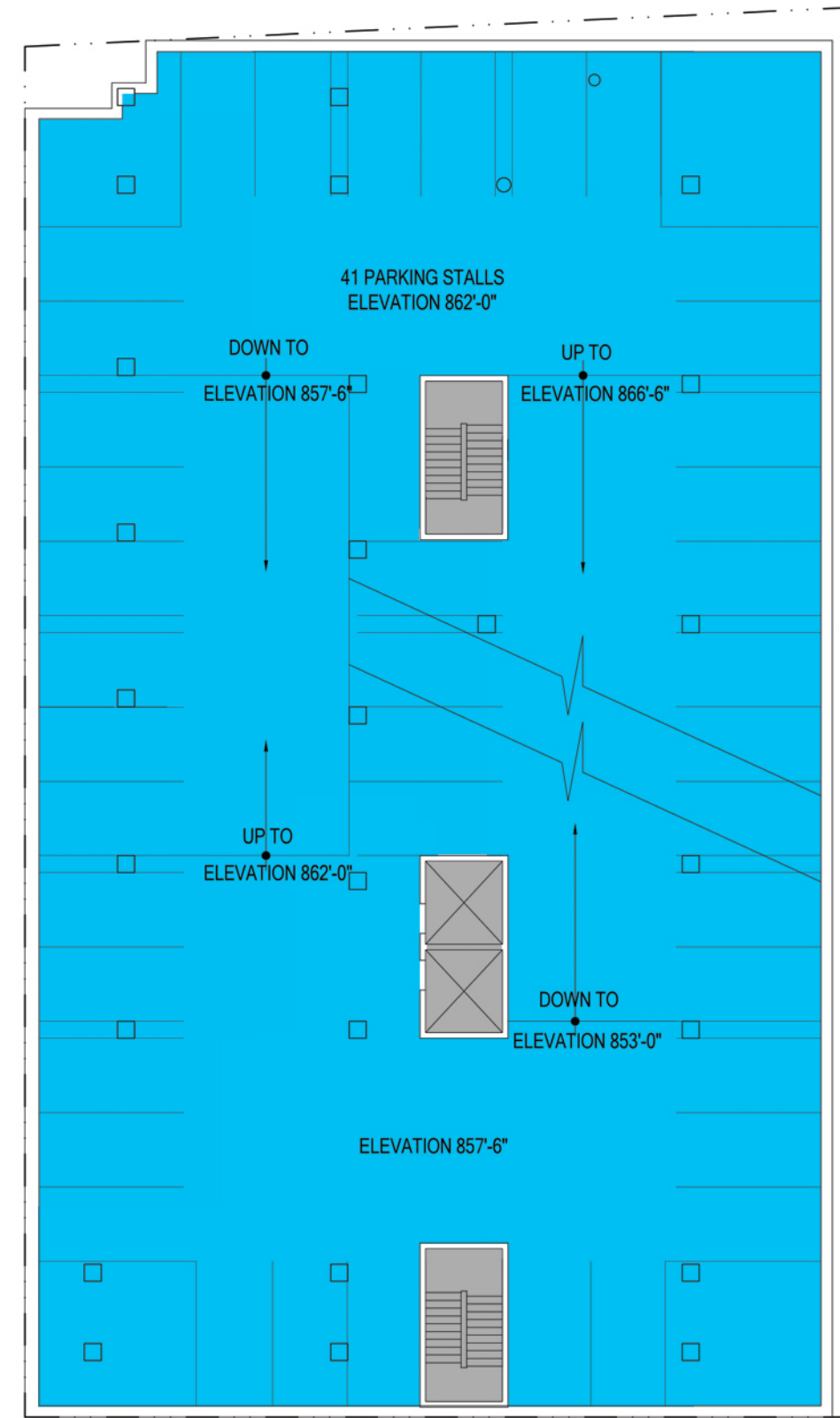
© 2013

Cās₄
architecture, llc





LEVEL LL1



LEVEL LL2

13001.00

Conceptual Building Plans

149 East Wilson - McGrath Property Group

Scale: 1" = 20'-0"

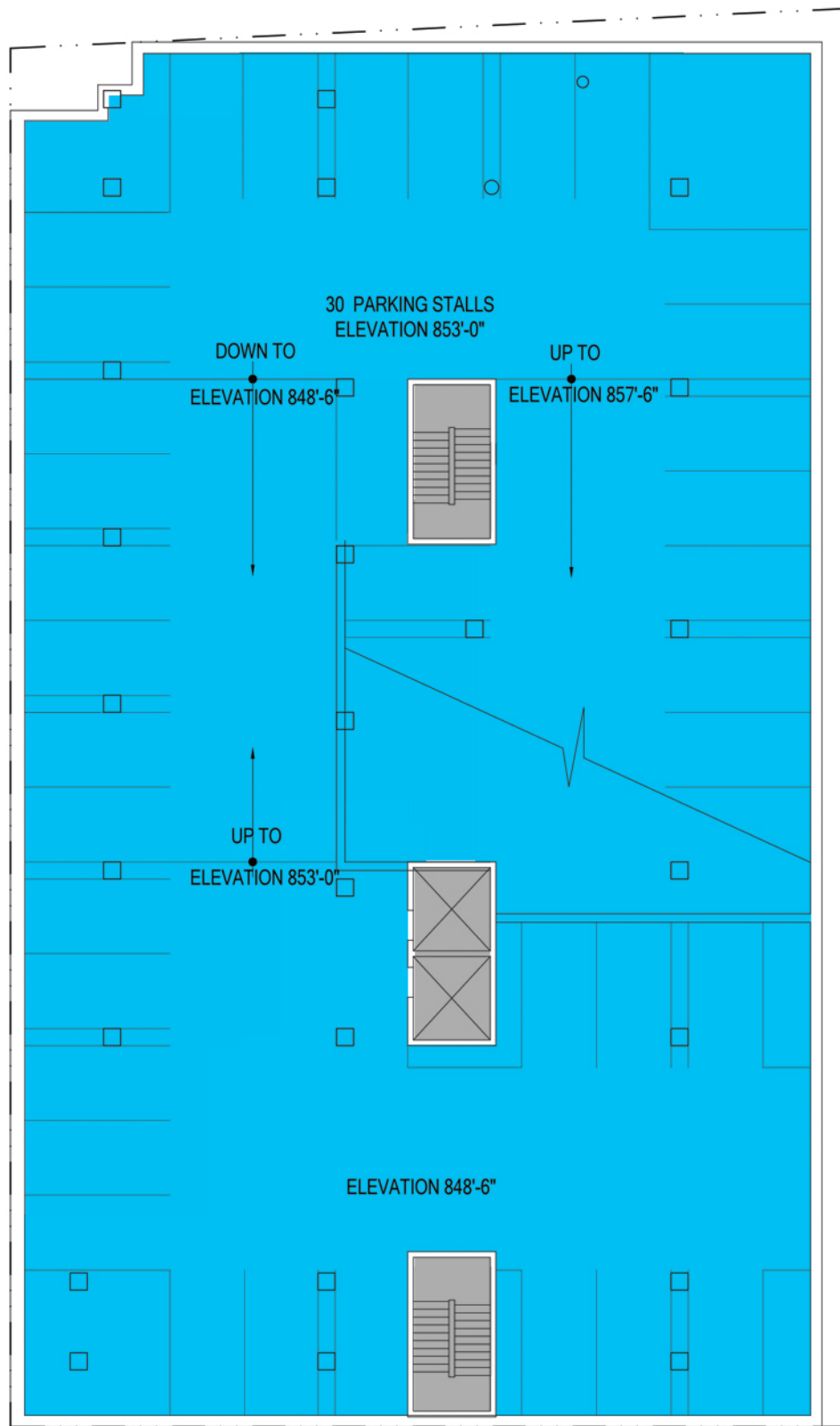


Submitted on October 16, 2013 for October 23, 2013 Informational Presentation



© 2013





LEVEL LL3

13001.00

Conceptual Building Plans

149 East Wilson - McGrath Property Group

Scale: 1" = 20'-0"



Submitted on October 16, 2013 for October 23, 2013 Informational Presentation



© 2013





Aerial Locator Map



Image 1 - Up Wilson Street



Image 2 - John Nolen Drive



Image 3 - Butler Street



Image 4 - John Nolen Drive

13001.00

Existing Site Photos

149 East Wilson - McGrath Property Group
Scale: NTS

Submitted on October 16, 2013 for October 23, 2013 Informational Presentation

InventureCapital

SAA DESIGN GROUP

Cas4
architecture, llc

McGRATH
PROPERTY GROUP



View looking west on East Wilson



View looking east on East Wilson



View from King Street



View of entry and drive

13001.00

Conceptual Building Images

149 East Wilson - McGrath Property Group
 Scale: NTS

Submitted on October 16, 2013 for October 23, 2013 Informational Presentation



© 2013





Aerial Image from over John Nolen



Aerial Image from over Wilson Street



View from John Nolen



View from Butler Street

13001.00

Conceptual Building Images

149 East Wilson - McGrath Property Group

Scale: NTS

Submitted on October 16, 2013 for October 23, 2013 Informational Presentation



© 2013

