

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

AGENDA ITEM # _____
Project # _____

	Action Requested
DATE SUBMITTED: <u>11.01.13</u>	<input checked="" type="checkbox"/> Informational Presentation
UDC MEETING DATE: <u>11.13.13</u>	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 800 North Block, East Washington Avenue (802, 854; Block 143)

ALDERMANIC DISTRICT: District 2/ Ledell Zellers

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>Gebhardt Development/ Otto Gebhardt III</u>	<u>bark design/Christopher Gosch, AIA, NCARB</u>
<u>222 North Street</u>	<u>222 North Street</u>
<u>Madison, WI 53704</u>	<u>Madison, WI 53704</u>

CONTACT PERSON: Christopher Gosch, AIA, NCARB

Address: 222 North Street
Madison, WI 53704

Phone: 608.333.1926

Fax: 608.245.0770

E-mail address: studio@bark-design.com

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)

(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.

**City of Madison
Urban Design Commission
Informational Presentation**

11.01.13

Project Address:

800 North Block East Washington Avenue (Block 143)
802, 854 East Washington Avenue

Project Summary:

Gebhardt Development is pursuing City of Madison approval to redevelop approximately 4 acres of the former Don Miller properties on the North 800 block of East Washington Avenue.

The site is a full block bordered by E. Washington Avenue, N. Livingston St., N. Mifflin St. and Paterson St..

The Don Miller properties have been identified by the City of Madison as an important gateway to the Downtown District and planning initiatives have been implemented for the Capitol East District, including the BUILD plan, the Tenney-Lapham Neighborhood Plan, and Urban Design District 8.

The property is currently owned by the City of Madison as part of the Land-Banking program. The City issued a Request for Proposals for this site in December of 2012 and Gebhardt Development was selected in April of 2013.

Components

Following the recommendations of relevant adopted plans, a mixed-use development is proposed consisting of these components:

- 1: Internal structured parking
- 2: Commercial/Retail and Office space
- 3: Residential Apartment Tower
- 4: Owner Occupied Housing
- 5: Live/Work Housing units
- 6: Full Service Grocery Store

Zoning:

Site is currently zoned TE and a request to rezone to TSS will be made.

Conditional Use requests will be made for the following uses and conditions in the TSS District:

(28.065)

-Height above 3 stories/40 feet

(Per Table 28.061)

- Greenhouse
- Parking Facility, Private
- Multi-Family Dwelling >8 Dwelling Units
- Live-Work Unit

-Agriculture- Cultivation
 -Outdoor Eating Area

Additionally, a request to amend the Urban Design District 8 ordinance to allow a height on a portion of the site (designated as 3b in UDD 8; 15 (c) to the Capitol Height limit has been made to the District 2 Alder.

The additional height request affects only a portion of area 3b and is approx. 10% of the total site. This request is contingent on approval by the FAA, and that request is currently in process.

Site:

The existing site has been cleared of structures and relevant encumbrances and a CSM combining the parcels is currently in process with the City of Madison.

Access to the structured parking will occur from East Washington Avenue from an existing curb cut and from Paterson and N. Livingston from new access points. The intent is to provide auto access from these streets and through the parking area to minimize additional traffic on E. Mifflin street. There will be no auto access points off Mifflin Street.

Truck loading areas will be internalized and accessed from Livingston Street and exiting will occur internally to Paterson Street.

A through-block connection will allow for pedestrian and bicycle access to the building and grocery entries as well as access to East Washington Avenue

A BRT stop is proposed at the intersection of East Washington and Paterson Streets.

Building:

The corner of N. Livingston and East Washington is the focus for the grocery component and pedestrian and bicycle activities at the street level. The intent is to activate the streetscape through gathering spaces, both open and covered, and a porous façade with multiple entry points to the buildings.

With the changing dynamic of the immediate neighborhood, and future construction of other projects on the Don Miller sites, this project creates a catalyst for opportunities to implement a large scale redevelopment in an area of the district that is particularly underused.

The design and development team have presented and met with the Tenney-Lapham Neighborhood Association two times prior to 11.16.11

10.24.13 - Brief Summary of project at TLNA Annual Meeting

10.30.13 Presentation to Tenney-Lapham Neighborhood

We feel that, with the exception of the height request as previously noted, we are in substantial compliance with the TLNA Neighborhood Plan, Capitol East BUILD Plan, and Urban Design District 8 for massing and uses.



Since this is an informational presentation, design concepts and work in progress is shown.
As such, we are requesting feedback on materials, massing, streetscape, and circulation/public spaces.

Respectfully Submitted,

Christopher Gosch, AIA, NCARB



PROJECT LOCATION

LOCATION MAP

PARCEL ADDRESSES:
802 & 804 EAST WASHINGTON AVENUE
MADISON, WI 53703

ALDERMANIC DISTRICT 2:
LEDELL ZELLERS

URBAN DESIGN DISTRICT 8

CURRENT OWNER:
CITY OF MADISON

CURRENT USE:
VACANT LOT

CURRENT ZONING:
TE (TRADITIONAL EMPLOYMENT)

PREVIOUS USE:
AUTO DEALERSHIP AND REPAIR CENTER

PROJECT TEAM

OWNER/DEVELOPER:
GEBHARDT DEVELOPMENT
222 NORTH STREET
MADISON, WI 53704
ATTN: OTTO GEBHARDT III
608.245.0753

GENERAL CONTRACTOR:
KBS CONSTRUCTION
3841 KIPP STREET
MADISON, WI 53718
ATTN: DEREK RINABARGER
608.838.6100

ARCHITECT:
BARK DESIGN
229 NORTH STREET
MADISON, WI 53704
ATTN: CHRISTOPHER GOSCH
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SOILS TESTING:
CGC, INC.
2921 PERRY STREET
MADISON, WI 53713
ATTN: DAVID STAAB, P.E., LEED AP
608.288.4100

CIVIL ENGINEER:
PROFESSIONAL ENGINEERING, LLC
818 N. MEADOWBROOK LANE
WAUNAKEE, WI 53597
ATTN: ROXANNE JOHNSON, P.E., LEED AP
608.849.9378

LANDSCAPE ARCHITECT:
DESIGN STUDIO, ETC.
ATTN: GARRET PERRY
GPERRY@DESIGNSTUDIOETC.COM
608.358.6344

STRUCTURAL ENGINEER
PIERCE ENGINEERS
10 WEST HIFFLIN SUITE 205
MADISON, WI 53703
ATTN: CARL FINK
608.256.7304

SIGNAGE CONSULTANT:
RYAN SIGNS
3007 PERRY STREET
MADISON, WI 53713
ATTN: MARY BETH GROWNEY
608.271.7979

PROJECT INFORMATION

TOTAL SITE AREA: APPROX. 198,000 SQUARE FEET OR 4.5 ACRES
PROPOSED USE/OCCUPANCY: MIXED USE: OFFICE/COMMERCIAL/RETAIL/RESIDENTIAL APARTMENTS/PARKING
CURRENT ZONING: TE (TRADITIONAL EMPLOYMENT)
PROPOSED ZONING: TSS (TRADITIONAL SHOPPING STREET)



SHEET INDEX

SC1.1 SITE AND CONTEXT
SC1.2 SITE AND CONTEXT
SC1.3 PROJECT GOALS

C100 FIRST FLOOR/SITE PLAN

A4.1 MASSING STUDIES
A4.2 MASSING STUDIES
A4.3 MASSING STUDIES
A4.4 MASSING STUDIES

PROJECT DESIGN SOURCE GUIDELINES

- CITY OF MADISON
-URBAN DESIGN DISTRICT 8
NOVEMBER 11, 2009
- TENNEY-LAPHAM NEIGHBORHOOD PLAN
FEBRUARY 5, 2008
- EAST WASHINGTON AVENUE CAPITOL GATEWAY CORRIDOR PLAN
FEBRUARY 5, 2008
- MADISON GENERAL ORDINANCE CHAPTER 28
OCTOBER 16, 2012
- MADISON SUSTAINABILITY PLAN
JUNE 2011
- BEST PRACTICES GUIDE FOR DEVELOPERS, NEIGHBORHOODS
& POLICYMAKERS
JUNE 2005
- USGBC
-GREEN BUILDING RATING SYSTEM FOR NEW CONSTRUCTION
& MAJOR RENOVATIONS
(LEED-NC) VERSION 2.1
2009

INFORMATIONAL UDC SUBMITTAL



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DATE
11.01.13

the nucleon
800N BLOCK EAST WASHINGTON AVENUE
MADISON, WI



REYNOLDS PROPERTY



REYNOLDS PROPERTY



EAST WASHINGTON STREETScape



EAST WASHINGTON STREETScape




EAST WASHINGTON STREETScape



EAST WASHINGTON STREETScape



VIEW TO WEST

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		<p>DATE 11.01.13</p>	
		SC1.1	
SITE AND CONTEXT			



REYNOLDS PROPERTY



BREESE STEVENS FIELD



BREESE STEVENS FIELD



STREETSCAPE



REYNOLDS PARK



E. MIFFLIN STREETSCAPE



E. MIFFLIN STREETSCAPE



E. MIFFLIN STREETSCAPE





VIEW TO WEST



VIEW TO NORTHEAST

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 800N BLOCK EAST WASHINGTON AVENUE MADISON, WI			
SC1.2			
SITE AND CONTEXT			

AF		
	ARCHITECT	STRUCTURAL ENGINEER

INFORMATIONAL UDC



OVERALL SITE & FIRST FLOOR PLAN

	DATE
	11.01.13

C100

SCALE 1-30

UDD 8 COMPLIANCE

PROPOSED PROJECT IS PRIMARILY IN COMPLIANCE WITH URBAN DESIGN DISTRICT 8 REQUIREMENTS AND GUIDELINES WHERE APPLICABLE TO NEW DEVELOPMENT PROJECTS.

PROPOSED LAND USE, CIRCULATION, PARKING AND OPEN SPACE DESIGN MEET OR EXCEED REQUIREMENTS AND GUIDELINES.

A REQUEST FOR AN ADDITIONAL HEIGHT HAS BEEN SUBMITTED FOR REVIEW.

A SUMMARY OF COMPLIANCE FOR MAJOR ITEMS ARE BELOW AND A MORE DETAILED COMPLIANCE ANALYSIS WILL ACCOMPANY THE INTIAL APPROVAL SUBMITTAL.

- (2,) BUILDING LOCATION AND ORIENTATION.
 - SETBACKS ARE MET AS REQUIRED
 - THE BUILDING LOCATION SHOULD BE DESIGNED TO PROVIDE FOR AMENITIES THAT WILL ENHANCE THE VISUAL AND PEDESTRIAN CHARACTER OF THE STREET.
 - IN AREAS WITH SIDEWALK/TERRACE WIDTH OF NINE (9) FEET OR LESS, THE SETBACK SHOULD INCLUDE ADDITIONAL PAVEMENT TO EXPAND THE SIDEWALK/ TERRACE TO A WIDTH OF AT LEAST NINE (9) FEET.
 - WALKWAYS SHOULD BE PROVIDED TO CONNECT THE BUILDING ENTRANCE TO THE PUBLIC SIDEWALK.
 - THE FRONT FACADE OF THE BUILDING AND THE PRIMARY ENTRANCE SHOULD FACE THE PRIMARY STREET. IF THE PUBLIC ENTRANCE IS ALLOWED ON THE SIDE OF THE BUILDING, IT SHOULD BE POSITIONED CLOSE TO THE PRIMARY STREET AND PREFERABLY AS A CORNER FEATURE OF THE BUILDING.
- (4,) PARKING AND SERVICE AREAS.
 - OFF-STREET PARKING FACILITIES FOR NEW BUILDINGS SHALL BE LOCATED BEHIND OR ON THE SIDES OF THE BUILDING AND THE DISTANCE FROM THE PROPERTY LINE SHALL BE THE SAME AS FOR BUILDINGS
 - ALL TRASH AREAS SHALL BE SCREENED FROM PUBLIC VIEW.
 - ALL PARKING AREAS SHOULD INCLUDE WALKWAYS TO ALLOW SAFE PEDESTRIAN ACCESS TO THE BUILDING ENTRANCE.
 - SHARED PARKING AREAS ARE ENCOURAGED. WHENEVER POSSIBLE, ADJOINING PARKING LOTS SHOULD BE LINKED TO PROVIDE INTERNAL TRAFFIC CIRCULATION.
 - DRIVEWAYS ALONG THE DISTRICT SHOULD BE MINIMIZED TO IMPROVE TRAFFIC FLOW AND REDUCE PEDESTRIAN CONFLICTS.
 - PEDESTRIAN AREAS AND CUSTOMER PARKING AREAS SHOULD BE SEPARATED FROM LOADING SERVICE, AND DRIVE-THROUGH AREAS.
 - IF POSSIBLE, TRASH AREAS SHOULD BE LOCATED INSIDE BUILDINGS.
 - ANY NEW PARKING RAMPS FRONTING ON EAST WASHINGTON AVENUE SHOULD INCLUDE GROUND-FLOOR COMMERCIAL USES WITH ATTRACTIVE COMMERCIAL FACADE DESIGN. THE FACADE DESIGN FOR THE UPPER STORIES SHOULD OBSCURE THE PARKING RAMP AND PRESENT AN ATTRACTIVE BUILDING FACE FOR THE DISTRICT. THE DESIGN OF PARKING RAMPS SHOULD ALSO COMPLEMENT THE QUALITY AND DESIGN OF THE BUILDINGS THEY SERVE.
 - ENTRYWAYS TO PARKING RAMPS SHOULD BE ACCESSED FROM SIDE STREETS WHENEVER POSSIBLE. ENTRYWAYS/EXITS ONTO EAST MIFFLIN STREET AND EAST MAIN STREET SHALL NOT BE PERMITTED UNLESS NO OTHER OPTION EXISTS.
 - BICYCLE PARKING SHOULD BE DISTRIBUTED THROUGHOUT A DEVELOPMENT SITE. SOME SHORT-TERM VISITOR BICYCLE PARKING SHOULD BE LOCATED NEAR THE BUILDING ENTRANCE

PROJECT GOALS AND OBJECTIVES

- REVITALIZE A NEGLECTED AND UNDERUSED CORRIDOR
- PROVIDE EMPLOYMENT OPPORTUNITIES AND NEW HOUSING STOCK TO COMPLEMENT AND ENRICH THE NEIGHBORHOOD AND OTHER PROJECTS IN DISTRICT
- DESIGN FOR PEDESTRIAN AND BICYCLE SCALE AND USE
- ACTIVATE STREETSCAPEs
- MAXIMIZE USABLE OUTDOOR SPACES
- PROVIDE COMMON GATHERING AREAS
- INCREASE POPULATION DENSITY TO ACHIEVE FUTURE DISTRICT AND PUBLIC TRANSIT GOALS
- INCREASE TAX BASE AND REVENUE FOR CITY OF MADISON
- ANCHOR/CATALYST/PRECEDENT FOR FUTURE COMMERCIAL AND RESIDENTIAL DEVELOPMENTS IN DISTRICT

INFORMATIONAL UDC SUBMITTAL

bark

DESIGN

G

GEBHARDT
DEVELOPMENT

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studio@bark-design.com
608.333.1929

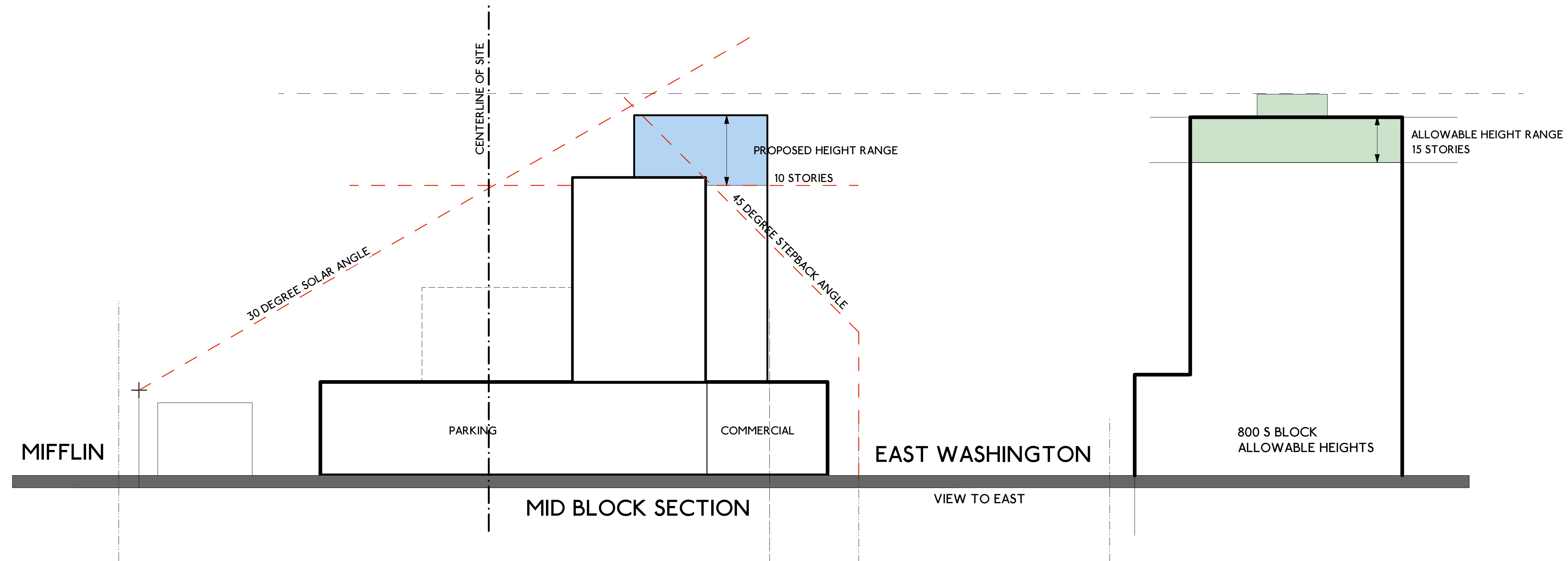
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800N BLOCK EAST WASHINGTON AVENUE
MADISON, WI

PROJECT GOALS and COMPLIANCE





SC1.3

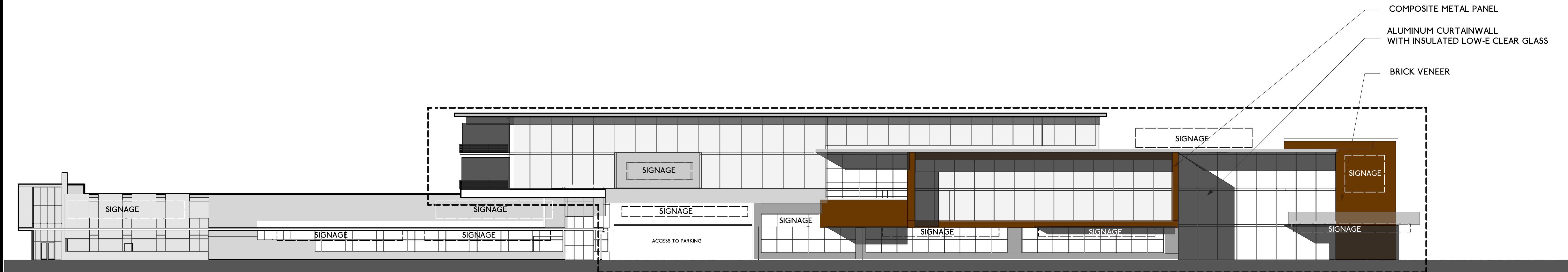


MASSING STUDY



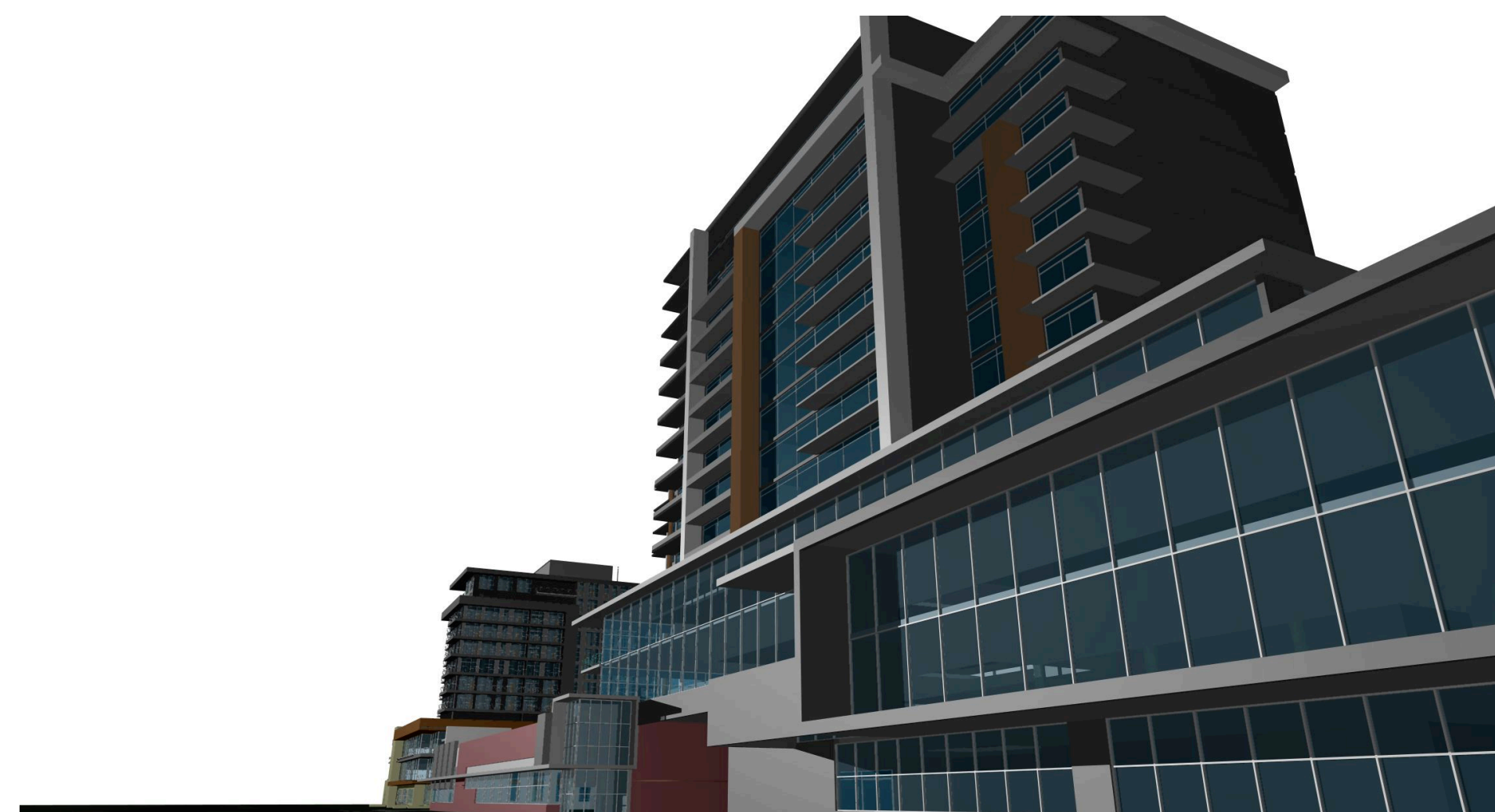
VIEW FROM EAST WASHINGTON

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 	WWW.BARK-DESIGN.COM STUDIO@BARK-DESIGN.COM 608.333.1929	
	DATE	11.01.13
	 800N BLOCK EAST WASHINGTON AVENUE MADISON, WI	
MASSING STUDIES SCALE: 1/16"=1'-0"		
		



MASSING FOR GROCERY SHOWN FOR REFERENCE ONLY-
SELECTED GROCER WILL HAVE SPECIFIC DESIGN REQUIREMENTS
BUT WILL CONFORM WITH UDD8

ENLARGED COMMERCIAL ELEVATION-EAST WASHINGTON



COMMERCIAL ELEVATION STUDY



EAST WASHINGTON AND PATERSON CORNER

INFORMATIONAL UDC

bark
DESIGN



GEBHARDT
DEVELOPMENT

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800N BLOCK EAST WASHINGTON AVENUE
MADISON, WI

MASSING STUDIES
SCALE: 1/16"=1'-0"

A4.3



MASSING STUDY



MASSING STUDY



OWNER OCCUPIED UNITS ON MIFFLIN

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bark DESIGN	G GEBHARDT DEVELOPMENT
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MASSING STUDIES <small>SCALE: 1/16"=1'-0"</small>	
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