

	##	DRAWING TITLE			
	m	DIAMINO ITEL	REVISED	3-00	COVER SHEET - BLOCK 105
REVISED	1-00	COVER SHEET - GENERAL INFORMATION	REVISED	3-01	UNDERGROUND PARKING - LOWER LEVEL 4
REVISED		TABLE OF CONTENTS	REVISED		UNDERGROUND PARKING - LOWER LEVEL 2,3
KLVIOLD	1-02	PROJECT INFORMATION SHEET	REVISED		UNDERGROUND PARKING - LOWER LEVEL 1
	1-02	EXISTING CONDITIONS INFORMATION/CONTEXT PHOTOS	REVISED		1ST FLOOR PLAN
		CONTEXT PHOTOS	REVISED		2ND FLOOR PLAN
	1-03-A		REVISED		TYPICAL TOWER FLOORS 3-12
	1-03-B	CONTEXT PHOTOS	REVISED		TYPICAL APARTMENT LAYOUTS
	1-03-C	CONTEXT PHOTOS - DEMOLITION	REVISED		TYPICAL HOTEL LAYOUTS
	1-03-D	CONTEXT PHOTOS - DEMOLITION	REVISED		ROOF PLAN
	1-04	CONDITIONAL USE REQUEST/ DOWNTOWN DESIGN GUIDELINES			BUILDING SECTION AA
	1-04-A		REVISED		
	1-04-B	DOWNTOWN DESIGN GUIDELINES	REVISED		BUILDING SECTION BB
	1-04-C		REVISED		BUILDING SECTION CC
	1-05	ALDER/NEIGHBORHOOD NOTIFICATION	REVISED		BUILDING SECTION DD
	1-06	SITE CONNECTIVITY DIAGRAM	REVISED		BUILDING SECTION EE
	1-07	SURVEY	ADDED		BUILDING SECTION FF
	1-08	OVERALL SITE PLAN	REVISED		SE ELEVATION - WILSON STREET
	1-09	PINCKNEY STREET SITE PLAN	REVISED		NE ELEVATION - NEW ENTRY DRIVE
REVISED		FIRE ACCESS PLAN	REVISED	3-16	NW ELEVATION - DOTY STREET
	1-11-A	GROUND FLOOR LANDSCAPE PLAN	REVISED		SW ELEVATION - PINCKNEY STREET
	1-11-B		REVISED	3-18-A	CANOPY OPTION A
	1-11-C	4.	REVISED	3-18-B	CANOPY OPTION B
	1-11-D	그는 그들은 장계에서 아이들은 어린 시간을 하면 되었다. 그리는 없이 아는 그런 그리고 그리고 있다면 되었다.	REVISED	3-18-C	CANOPY OPTION C
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REVISED	2.00	COVER SHEET - BLOCK 88	REVISED		3D MASSING - STREET LEVEL VIEWS
REVIDED		PARKING LEVEL U4	REVISED		3D MASSING - STREET LEVEL VIEWS
REVISED		PARKING LEVEL U3			
REVISED		PARKING LEVEL U2		4-00	COVER SHEET - OVERALL MATERIALS, SHADOW STUDIES, AND RENDERINGS
REVISED		PARKING LEVEL U1		4-01	MATERIALS BOARD - EXTERIOR
REVISED		PARKING LEVEL U0	REVISED		GRAPHIC SIGNAGE - BLOCK 88
REVISED		LEVEL 1 - WILSON STREET ENTRY	REVISED		GRAPHIC SIGNAGE - BLOCK 105
		LEVEL 2 - DOTY STREET ENTRY	ADDED		GRAPHIC SIGNAGE - BLOCK 105
REVISED			REVISED		EXTERIOR LIGHTING - BLOCK 88
	2-08	LEVEL 3 - APARTMENT PARKING	REVISED		EXTERIOR LIGHTING - BLOCK 88
	2-09	LEVEL 4 - APARTMENT PARKING	REVISED		EXTERIOR LIGHTING - BLOCK 88
	2-10	LEVEL 5 - APARTMENT AMENITY	REVISED		EXTERIOR LIGHTING - BLOCK 105
	2-11	LEVELS 6-13 - TYPICAL APARTMENT LEVELS	REVISED		EXTERIOR LIGHTING - BLOCK 105
	2-11-A		REVISED		EXTERIOR LIGHTING - BLOCK 105
55,4655	2-12	ROOF PLAN	ADDED		EXTERIOR LIGHTING - BLOCK 105
REVISED		BUILDING SECTION A-A	ADDED	4-05-0	EXTERIOR LIGHTING - BEGGR 103 EXTERIOR LIGHTING - CUT SHEETS
REVISED		BUILDING SECTIONS B-B, C-C			EXTERIOR LIGHTING - COT SHEETS EXTERIOR LIGHTING - CUT SHEETS
REVISED		BUILDING SECTION D-D	REVISED	4-06-A	EXTERIOR LIGHTING - COT SHEETS EXTERIOR LIGHTING - CUT SHEETS
REVISED		SE ELEVATION - WILSON STREET	KEVISED		EXTERIOR LIGHTING - COT SHEETS EXTERIOR LIGHTING - STREET LIGHTS BY CITY
REVISED			ADDED	4-06-C	
REVISED		NE ELEVATION - PINCKNEY STREET	ADDED		BLOCK 88 - PHOTOMETRIC DRAWINGS
REVISED			ADDED		BLOCK 105 - PHOTOMETRIC DRAWINGS
REVISED		NW ELEVATION - DOTY STREET		4-07	SHADOW STUDIES
REVISED				4-07-A	SHADOW STUDIES
REVISED		SW ELEVATION - MMB	DE 40E5	4-08	RENDER - OVERALL SITE PLAN
REVISED		3D MASSING - AERIAL VIEW	REVISED		RENDER - PINCKNEY ST. SITE PLAN
REVISED		3D MASSING - STREET LEVEL VIEW	REVISED		RENDER - STREET WALLS
REVISED	2-22	3D MASSING - STREET LEVEL VIEW	REVISED		RENDER - PINCKEY STREET PERSPECTIVE
	2-23	PUBLIC RIGHT OF WAY DIAGRAM	REVISED		RENDER - PINCKNEY STREET AERIAL
				4-13	RENDER - 105 APARTMENT ENTRY DRIVE
				4-14	RENDER - 88 APARTMENT ROOF DECK

LETTER OF INTENT

The following document outlines the Submittal of the Judge Doyle Square Block 88 - City of Madison Parking Facility, and Judge Doyle Square Block 105 - Private Hotel Development - Private Apartment Development.

For the development of Block 88, the City of Madison is working with Lothan Van Hook DeStefano Architecture to design a new approximately 560 car public parking facility, four levels below grade. The development of Block 88, above the parking facility, is programmed for an apartment building of approximately 148 units on ten floors with a minimum of 144 associated resident parking spaces above grade. The above grade residential development will be privately constructed.

Block 105 will be divided into two parcels. The West parcel will be a hotel of 253 keys with 100 parking spaces below grade. The East parcel will be a second apartment building of 204 units and 209 below grade parking spaces.

It is our intent to issue 100% completed construction documents for the public portion of the projects for bidding in July of this year, 2017. Construction would start by or before October of this year and completed by November of 2018. It is our intent to start construction of the private develops in the fall of 2018 and complete them late 2019 and 2022.

See section 1-03 for existing conditions information and photographs

PROJECT TEAM INFORMATION

Project Name

Judge Doyle Square - Block 88 & Block 105

Applicant

Beitler Real Estate Services LLC 980 North Michigan Avenue, Suite 1225 Chicago, Illinois 60611 Phone: (312) 768-7000 Paul Beitler pbeitler@beitlerre.com

Hours of Operation (anticipated) Public Parking – (24) hours a day

Bicycle Center – (an operator has yet to be defined) Commercial - (The commercial use has yet to be defined. A separate application will be submitted by a future commercial use tenant.)

Residential - (24) hours a day

Design Team

Architects Lothan Van Hook DeStefano Architecture LLC 57 West Grand Avenue, Suite 300 Chicago, Illinois 60654 Phone: (312) 765-7319 Mary Ann Van Hook mavanhook@lvdarchitecture.com

Associate Architect InSite Consulting Architects 115 East Main Street, Suite 200 Madison, Wisconsin 53703 Phone: (800) 453-8086 Stephen Mar-Pohl steve@icsarc.com

Structural Engineer Halvorson and Partners 600 West Chicago Avenue, Suite 650 Chicago, IL 60654 Phone: (312) 274-2402 Robert Halvorson rhalvorson@hpse.com

Civil Engineer/ Security Consultant Mead & Hunt, Inc. 2440 Deming Way Middleton, Wisconsin 53562 Phone: (608) 443-0589 David Way david.way@meadhunt.com

Mechanical/ Electrical/ Plumbing/ Fire Protection Engineers **Affiliated Engineers** 5802 Research Park Boulevard Madison, Wisconsin 53719 Phone: (608) 209-6370 Scott Easton seaston@aeieng.com

Parking Consultant Walker Parking Consultants 505 Davis Road Elgin, Illinois 60123 Phone: (847) 697-2640 Tom Hannula tom.hannula@walkerparking.com Landscape Architect Wolff Landscape Architecture 307 North Michigan Avenue, Suite 601 Chicago, Illinois 60601 Phone: (312) 663-5494 Ted Wolff twolff@wolfflandscape.com

Cost Consultant Evans Construction/Consulting, LLC. 200 East Ohio Street, Suite 301 Chicago, Illinois 60611 Phone: (312) 464-7099

Elevator Consultant HH Angus & Associates 405 North Wabash Avenue, Suite 806 Chicago, Illinois 60611 Phone: (312) 527-5552 Stuart Wright stuart.wright@hhangus.com

PROJECT AREA AND VALUES SUMMARY

BLOCK 88 BLOCK 105 Total Building Square Footage: Total Building Square Footage: 478,853 square feet (GSF) 593,860 square feet (GSF) Proposed Uses: Proposed Uses: 8,070 square feet Retail: Retail: 1,130 square feet Bicycle Center: 3.994 square feet Hotel: 224,335 square feet Public Parking: 240,270 square feet Hotel Parking: 41,570 square feet Residential Parking: Residential Parking: 75.619 square feet 95,300 square feet Residential: 150,900 square feet Residential: 231,525 square feet Hotel Parking: Public Parking: Automobile: Required: 0 stalls Required: 560 stalls 100 stalls Automobile: Supplied: Supplied: 561 stalls Bicycle: Required: 25 spaces Bicvcle: Required: 20 spaces Supplied: 25 spaces Supplied: 30 spaces Residential Parking: Residential Parking: Automobile: Required: 0 stalls Automobile: Required: 0 stalls Supplied: 209 stalls Supplied: 144 stalls Bicycle: Required: 204 residential stalls 148 residential stalls Bicycle: Required: 20 quest stalls 15 quest stalls Supplied: 204 residential stalls 148 residential stalls Supplied: 20 guest stalls 15 guest stalls 2 off-street loading docks (Hotel) Loading: Required: Loading: Required: None Supplied: One space @ 10' x 50' Supplied: Two spaces @ 10' x 50' Useable Open Space: Required: Useable Open Space 5th Floor Outdoor Area: Required: 0 SF Supplied: 0 SF Supplied: 8,024 square feet

Block 88 - Public Parking Project:

Value of Land o \$7 mil. (approx.) **Estimated Project Cost** o \$40 mil. (approx.)

Number of Construction & Full-time Equivalent Jobs Created

o Construction (200) approx. Full-time Equiv. (5) approx. Public Subsidies Requested

None requested

Block 88 - Private Residential Project:

Value of Land

o \$7 mil. (approx.)

Estimated Project Cost

o \$33 mil. (approx.)

Number of Construction & Full-time Equivalent Jobs Created

Construction (400) approx. 0 Full-time Equiv. (25) approx.

Public Subsidies Requested

o \$0 mil.

Block 105 - Private Hotel and Residential Project:

Value of Land o \$7 mil. (approx.) **Estimated Project Cost** RESIDENTIAL

o \$47 mil. (approx.)

HOSPITALITY

o \$60 mil. (approx.)

Number of Construction & Full-time Equivalent Jobs Created

o Construction (600) approx. o Full-time Equiv. (175) approx.

Public Subsidies Requested

\$0 mil.

COMBINED SUBMITTAL

Capital Neighborhoods Landmarks Commission **Urban Design Commission**



CONTEXT PHOTOS

Address/Existing Use

Blocks 88 and 105 of Downtown Madison. Presently, Block 88 is a paved surface parking lot and a portion of the existing Madison Municipal Building. This portion of the building will be razed prior to start of construction of the proposed public parking structure. Block 105 is an existing municipal parking garage. This building will be razed prior to start of construction of the proposed private development.

Parcel Identification Numbers:

TID District:

25

Neighborhood Name:

Capital Neighborhoods Jeff Vercauteren

Neighborhood Assocation Contact:

PO Box 2613

Madison, WIsconsin 53701

Phone: (608) 445-9384 president@capitalneighborhoods.org

Lot Area:

Block 88: 38,553 sf

Block 105: 52,448 sf

Existing Zoning:

DC - Downtown Core District

Downtown Plan:

Madison Downtown Plan

Project Schedule:

Parking Facility - Anticipated completion December 2018

Land Use Approvals (Start-Finish)

Miscellaneous Initial Meeting with Alder Meet with Neighborhood Stakeholders

(01/09/2017) (01/12/2017)(01/25/2017)

Conditional Use Application & Material Packet Urban Design Commission (UDC) **Development Assistance Team** Capitol Neighborhood Association

(01/04/17 - 04/26/17)(12/28/16 - 01/05/17) (01/11/17 - 04/02/17)(01/13/17 - 03/21/17)

(12/09/16 - 2/22/17)

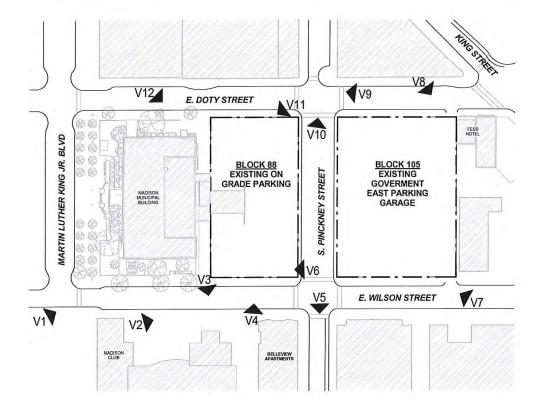
Certified Survey Map Board of Public Works Landmarks

(02/01/17 - 06/09/17) (02/06/17 - 05/01/17)

(05/08/17)Plan Commission

CERTIFIED SURVEY MAP

A new property line has been established on the Certified Survey Map twenty-five feet east of the main east façade of the Madison Municipal Building. The MMB proposed new addition will extend to this property line in the center of the site in the north-south direction.

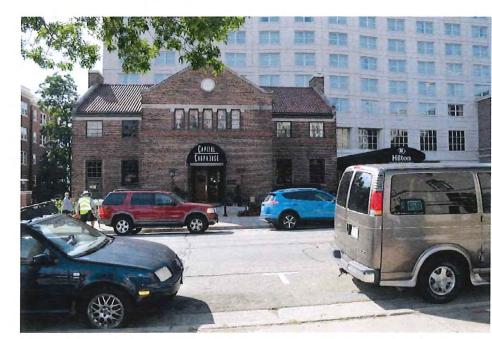




V1 - Madison Municipal Building from the Southwest



V2 - View North on E Wilson Street



V3 - Hilton & Capital Chophouse to the East of the site



V4 - Existing site from E Wilson Street



V5 - Southeast from Pinckney Street - towards Monona Lake



V6 - Existing site & MMB from Pinckney Street



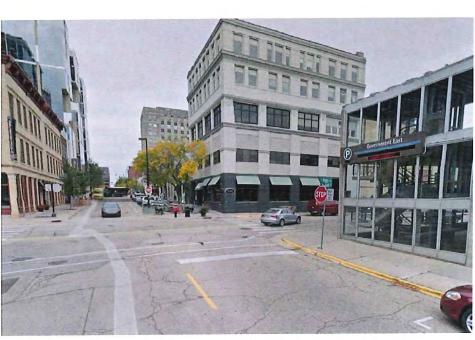
V7 - Existing site from E Wilson Street



V8 - Doty Street looking West from Pinckney Street



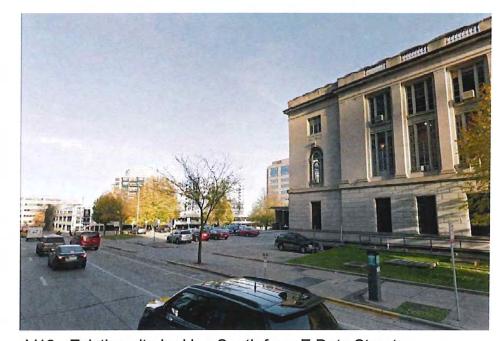
V9 - Fess Hotel (Great Dane Pub & Brewing), National Register Listing & Madison Landmark



V10 - Existing site looking North from Pinckney Street



V11 - Existing site & MMB from the Pinckney & Doty intersection



V12 - Existing site looking South from E Doty Street



Existing Exterior at East End of Doty Street



Existing Exterior from Wilson Along Pinckney Street



Existing Exterior Along Doty Street



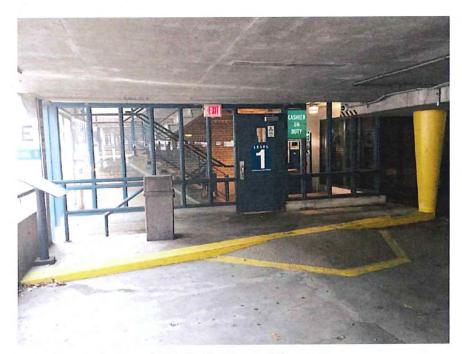
Existing Exterior from Pinckney & Wilson Intersection



Existing Exterior Along Pinckney Street



Existing Exterior at East End of Wilson Street



Existing Interior at North Corner of Garage



Existing Interior at South Corner of Garage



Existing Interior at West Corner of Garage



Existing Interior at Wilson Street Entrance



Existing Interior at Pinckney Entrance



Existing Interior at Rooftop Looking East

CONDITIONAL USE REQUEST

The following document outlines the Submittal of the Judge Doyle Square Blocks 88 and 105 - City of Madison Parking Facility and Private Development. The City of Madison is working the Lothan Van Hook DeStefano Architecture Team to design a new 561 car, below grade, public parking facility and is working with Beitler Real Estate Services LLC to design new Apartment and Hotel buildings.

DOWNTOWN GUIDELINES

A. Site Design + Building Placement

1. Orientation

Buildings create and spatially define the public space (streets and sidewalks), and how a building faces this public way is a primary factor in what it contributes to the urban character of an area by reinforcing a consistent street wall and enhancing the pedestrian realm.

- a. Any building facade adjacent to a street should address the street and reinforce the density of the urban block form created by the boundaries of the property line and adjacent built forms built to the property line of the street. The facade curvatures of Block 88 and Block 105 mirror each other across Pinckney Street. This creates a consistent street wall along Pinckney Street which allows the pedestrian activity and water feature between the buildings to become the focal point. The facades along Doty and Wilson Street continue the existing street walls.
- b. Buildings should be sited so that portions of the building designed for service uses, such as loading docks and dumpster enclosures, are not part of the street facade. When a lot configuration requires such activities from a street, these components should be architecturally integrated into the design of the facade. The loading docks are off Wilson Street and are architecturally integrated with the fenestration at the ground level as a continuation of the similar materials used at the street facade of adjacent buildings. The doors to the loading docks are set back 10 ft from the sidewalk.
- c. The street level of a building should be designed with active uses and architecture that engages the street/sidewalk in a contextually appropriate manner, and integrates the building architecture and the landscape architecture.
 - The facade curvatures, pedestrian-focused sidewalk, bike lanes along Pinckney Street, and central water feature provide an engaging street/sidewalk. Active uses of Retail and Bike Center are provided along the ground floor facade. The landscape architecture will complement this pedestrian activity.
- d. Buildings should be oriented to preserve and enhance the views identified on the Views and Vistas Map in the Downtown Plan.
 - The building orientation and streetscape connections between Block 88 and Block 105 enhance the views seen on Pinckney Street, and reinforce its role as an extension of the Capitol Loop.
- e. Buildings at the intersection of streets should have a strong corner presence.

 A strong corner presence is achieved entrances to Retail and Bike Center at the corners of the site along Pinckney Street.

2. Access + Site Circulation

How people, bicycles, and motor vehicles access a site and circulate within it and around it can be a critical determinant in how it relates to its context. A primary goal is to maximize uninterrupted pedestrian access within a given block to enhance and maintain all areas of the Downtown as pedestrian friendly. Another goal is to minimize the visual presence of motor vehicle circulation, parking, and service functions, including minimizing the visual impact of parking structures and parking lots on the streetscape.

- a. Parking facilities beneath a building should not be considered a valid reason to establish an occupiable first floor more than three (3) feet above the grade of the sidewalk along any adjacent street, nor to include long segments of blank wall on anyside of a building.
 - An occupied first floor is at grade. No long segments of blank wall are provided.
- Driveways should be oriented 90 degrees to the street, and shared driveways are encouraged. Designs should provide clear vision of pedestrians on sidewalks crossing any driveway.
 Met
- c. Porte-cochere type entries, drop offs, or circular drives should not be parallel to the street or within the right-of-way, nor should they be oriented to require more than one curb cut. Queuing space for motor vehicles should not impede pedestrian movement along any public sidewalk nor be designed in such a manner that it unnecessarily widens the driveway.
 Met

3. Usable Open Space - Residential Development

Residents living in this densely developed portion of the city enjoy a variety of conveniently located urban amenities and may not require the amount of on-site usable open space as other parts of the community. However, the provision of quality on-site useable open space is necessary to create a quality living environment.

- a. Project designs should provide attractive, safe and creatively designed yards, courtyards, plazas, sitting areas or other similar open spaces for building residents.
 Pickney Street serves as a street connecting Doty and Wilson Streets, as well as a paved and landscaped public plaza with a central water feature.
- All residents should have access to some form of open space, whether it is private (such as patios or balconies) or common open space (such as yards or roof decks). A suggested minimum size for a balcony is 4.5 feet by 8 feet.
 Large open space is provided at the fifth floor terrace of Block 88.
- c. At some locations, side and rear yards sufficient to provide usable open space may be limited, and outdoor open space may not represent the most beneficial use of a limited site when the overall density of development is relatively high. Common recreational facilities and social activity spaces in the development may be considered toward meeting some of the need for usable open space. "Permeable" first floor spaces that provide an opportunity for indoor activities to extend to outdoor spaces are encouraged.
 Apartment amenities such as fitness centers, meeting rooms, and social gathering spaces are provided in both apartment buildings.

4. Landscaping

How a site is landscaped-- particularly in a dense urban environment-- can "soften" hard edges, make a site more inviting, and bring color and interest to a development. Well landscaped sites also create informal gathering spaces and enhance the adjoining public improvements.

- a. The design emphasis should be on creating an "urban" landscape, incorporating site amenities such as linear planting beds or seat walls, street furniture, public art, lighting, and landscape materials. These features should be architecturally compatible with the styles, materials and colors of the principal building on the lot and those in the immediate area.
 - The Pickney Street renovation provides a vehicular connection between Doty and Wilson Street. The project provides a central water feature with public art in the center of Pickney Street. This creates a paved and landscaped public plaza using architecturally compatible materials and references the new buildings.
- Context appropriate landscaping should be provided along the front façade. Appropriate landscaping will
 depend on factors such as the setbacks, shape, size, and orientation of the building.
 Landscape is provided in accordance with the City of Madison Landscape Design Standards.
- c. Plant species should be selected based on their compatibility with an urban environment. Planting environments should be designed to provide plants the greatest potential to grow to maturity in a healthy state, such as use of planting beds, structural soils to promote root growth, and considering salt tolerance. Ease of maintenance should also be considered.
 Landscape is provided in accordance with the City of Madison Landscape Design Standards.
- d. Public art should be encouraged where it is an integral part of the design approach to these spaces. The central water feature located on Pinckney Street displays a bike sculpture which is the focal point of the plaza design.
- e. Outdoor seating areas and cafes on private property are encouraged provided they do not interfere with pedestrian flow and circulation along the sidewalk and from public ways to building entries or amenities, such as bicycle racks and benches.

 Outdoor seating is provided at Level 5.
- f. Canopy trees should be encouraged and planted to imply human-scale spaces and mitigate the urban heat island effect. Where canopy trees are used, site design should provide sufficiently sized tree pits or planting beds and appropriate planting medium to provide for healthy tree growth.

 Landscape is provided in accordance with the City of Madison Landscape Design Standards.

5. Lighting

Appropriate site and building lighting can create interest and a safe and welcoming environment. Lighting can also reinforce architectural elements such as entries, structural bays, or shop windows. Excessively lighting a site or building can create glare and greatly detract from the ambiance of a street, while insufficiently lighting a site can result in dark spots and raise safety issues.

Exterior lighting to accentuate the building architecture and landscaping should not be excessive in either amount or intensity.
 Exterior lighting is incorporated into the design in accordance with the City of Madison standards.

- b. Building entrances and entryways and other walkways should be lit sufficiently to create inviting and safe building access.
 - Exterior lighting will sufficiently light entrances, entryways, and other walkways.
- c. Building-mounted fixtures should be compatible with the building facades. **Exterior lighting will be compatible with building facades.**
- d. Full cut-off fixtures should be used. Lighting should not spill into the sky, encroach on neighboring properties, nor cause excessive glare.
 - Exterior lighting will not spill into the sky, encroach on neighboring properties, nor cause excessive glare.
- The lighting on the top of a building should not compete with the view of the Capitol dome in views of the skyline.
 Exterior lighting will not compete with the view of the Capitol dome.

B. Architecture

1. Massing

Building massing is an important determinant in the quality of the urban environment and in how "welcoming" a street is perceived. Important aspects to this specifically related to massing include the preservation of natural light, sunlight and ventilation to the street, as well as preventing the feeling that large buildings are looming over the street and creating a canyon effect. The mass of a building can also enhance the pedestrian experience by creating more human-scaled development.

- a. The proportions and relationships of the various architectural components of the building should consider the scale of other buildings in the vicinity. In areas where the Downtown Plan recommends significantly taller or larger buildings than currently exist, this guideline should consider the evolving context.
 Massing and building height adhere to the Capitol View Preservation Limit required by Zoning Code and recommended by the Downtown Plan.
- Larger buildings should solve any problems that their scale may create to ensure a pedestrian-friendly quality. Articulation of buildings in both plan and profile may help break up the mass of large buildings.
 Stepping back the upper floors from lower floors may be appropriate to minimize overall scale and minimize shadow effects.
 - Upper floors are stepped back from lower level podium. Articulation along the facade at podium levels, and a building overhang creates an appropriate sense of scale at street level.
- c. The mass of a building should not negatively impact views identified on the Views and Vistas Map in the Downtown Plan. Applicants may need to prepare viewshed studies for others to fully understand potential impacts.
 - Building heights maintain the overall height regulations for this site. No prominent views and vistas are impaced by the project.
- d. Shadow studies may need to be prepared by the applicant for buildings that adjoin public open spaces, or streets and sidewalks with particularly heavy pedestrian volumes, to demonstrate that these important public spaces are not negatively impacted by excessive amounts and/or durations of shadows. Shadow studies have been included in the packet. See Sheets 4-02 and 4-02-A

LV) A FOR CITY OF MADISON AND BEITLER REAL ESTATE

DOWNTOWN DESIGN GUIDLINES

1-04-A

2. Building Components

Most buildings are experienced from a variety of perspectives, which change as a person moves about the city. Correspondingly, how the top, middle, and base of a building are designed also influences these interactions, and all must work within a complete architectural form. The Downtown Plan places an emphasis on creating an interesting skyline that reflects the underlying topography, and the design of the top of a building influences the skyline. Likewise, the Plan places an emphasis on making great public spaces, streets, and engaging pedestrian environments, and the design of a building's lowest four floors define the public realm and are the primary contributor to a pedestrian's perception of a street.

- a. The lower levels of street facing facades should generally incorporate a higher level of visual interest and richer architectural detailing. One way to achieve this is to locate active use areas on lower level street side spaces within a building, which could be reflected in the exterior architecture of the corresponding facades.
 Met
- A positive visual termination at the top of the building should be an integral part of the design from both the
 distant view and the pedestrian perspective. A positive visual termination could include projections or relief
 from the building façade or visual interest in the building form as it meets the sky.
 Met
- c. Roof forms should be used to integrate rooftop equipment, telecommunications equipment, and other devices so as to express/conceal them as architectural elements. Large mechanical penthouses and elevator overrides should be fully integrated into the building architecture and be appropriately-scaled to serve as architectural features and avoid the appearance of being "plopped" on top.
 Screening for rooftop mechanical will be attractive and incorperated into building architecture.

3. Visual Interest

As emphasized in the Downtown Plan, it is especially important to create a comfortably-scaled and thoughtfully detailed urban environment through the use of well-designed architectural forms and details. Well-designed buildings add visual interest and variety to the massing of a building, help define the public space, engage the street, create an interesting pedestrian environment, and help break up long, monotonous facades. Articulation also is a primary means of providing a human scale through change in plane, contrast and intricacy in form, color, and materials.

- Buildings should have an overall design composition with a secondary and tertiary composition within it. All sides should have a similar design composition and quality of materials that make a positive contribution to the built urban environment.
 Met
- b. Franchise corporate/trademark building designs should be altered to fit the desired character of the district. **Not applicable.**
- c. The design of buildings fronting on State Street should reflect the historic pattern and rhythm of storefront bays on the lower level. If the interior space is wider, each bay should be articulated and have the ability to create its own entrance. A combination of good physical features and varied activities should result in a livelier street. Not applicable (buildings do not front on State Street)
- d. Balconies should not extend over the public right-of-way

4. Door and Window Openings

As emphasized in the Downtown Plan, it is especially important to create a comfortably-scaled and thoughtfully detailed streetscape and how the openings in building walls (windows, doors, etc.) are incorporated have an influence on the perception of a building's mass and how it is experienced by pedestrians.

- a. The size and rhythm of windows and doors in a building should respect those established by existing buildings in the area where a clear pattern exists, and the residential and/or mixed-use nature of the building.
 Met
- Existing traditional buildings should not have window openings with different sash configurations, smaller windows, or materials inappropriate to the original design. Transom windows should remain transparent/translucent.
 Not applicable
- c. Entrances, including doors, should be sized and articulated in proportion to the scale of the building and should be architecturally compatible with the style, materials, and details of the building as a whole.
 Entrance definition and articulation may be achieved through use of architectural elements such as: lintels, pediments, pilasters, columns, porticoes, porches, overhangs, railings, balustrades, and others, where appropriate.
 Met

5. Building Materials

The Downtown Core and Urban Mixed Use Districts are generally the most dense and heavily used areas of the City, and buildings in these districts are exposed to a high level of use. An integrated palette of high quality, durable building materials can enrich the pedestrian environment through the use of scale, color, texture, and architectural details.

- A variety of complementary exterior building materials may be incorporated to provide visual interest to the building. The palette of materials should not be overly complex.
 Met. See Sheet 4-01 for material palette.
- All sides of a structure should exhibit design continuity and be finished with high quality materials. Materials should be those typically found in urban settings.
 Met
- If material changes are proposed, they should generally occur at inside corners or be delineated by a specific transitional detail such as a pronounced belt course or substantial reveal.
 Met

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DOWNTOWN DESIGN GUIDELINES

1-04-B

6. Terminal Views and Highly-Visible Corners

The design of buildings occupying sites located at the end of a street, on a highly-visible corner, or in other prominent view sheds can serve as a focal point and the design of such structures should reflect the prominence of the site. Particular attention should be paid to views from these perspectives.

- a. Corner buildings should define the street intersection with distinctive architectural features such as tower elements, rounded walls, recessed entries or other design features.
 Building defines street intersections. Recessed entrys at corners provided.
- Buildings located at visual focal points should demonstrate a higher degree of architectural strength to emphasize their location.
 Met
- New buildings on flatiron corners, as identified in the Downtown Plan, should include a design approach that reflects the acute angles of the site.
 Not applicable.

7. Awnings and Canopies

Awnings can add color and texture to a streetscape, provide shelter for pedestrians and protect storefront displays from sun exposure.

- a. Awnings should not be internally illuminated so that they glow and become beacons that attract attention to the establishment.
 Not applicable.
- Awnings and canopies should be compatible with building design in terms of the rhythm and design of the storefront bays, material, details, massing, and form.
 Not applicable. Building cantilever provides canopy over sidewalk.
- c. Awnings and canopies should not cover up architectural details. Canopy does not cover up architectural details.

8. Signage

Signage is for the purpose of identifying a business in an attractive and functional manner rather than to serve as general advertising for a business. Well conceived signage can contribute positively to the character of a street or district. Too many signs and too much information on one sign can overwhelm a viewer and make a sign less effective, and too much signage on a building, block, or street can easily result in visual clutter. The guidelines below are in addition to the requirements of the Madison Sign Code.

- a. Signage should be integrated with and be compatible with the architectural scheme of a building. To be met at time of signage packet review. Signage will be integrated with and be compatible with architecture of building.
- Messages should be simple-- only including the name, address, function (i.e. restaurant), and logo of the establishment.

To be met at time of signage packet review. Signage will include simple messages or logos.



ARCHITECTURE LLC

DOWNTOWN DESIGN GUIDELINES

BEITLER

VIA EMAIL

district4@cityofmadison.com president@capitalneighborhoods.org tkenney@visitdowntownmadison.com

January 20, 2017

Michael E. Verveer District 4 Alderperson City of Madison Common Council 210 Martin Luther King Jr. Blvd. Madison, WI 53703

Jeff Vercauteren President Capitol Neighborhood Association 222 S. Carroll St. #106 Madison. WI 53703

Tiffany Kenney
BID Executive Director
Madison's Central Business Improvement District (BID)
122 W. Washington Ave. Suite 250
Madison, WI 53703

Re: Notification of Intent to Submit Land Use Applications:

Block 88: 215 Martin Luther King Boulevard (Pending applications cover the portion of the lot behind the Madison Municipal Building) and Block 105: 215 South Pinckney Street.

Dear Ald. Verveer and Mr. Vercauteren and Ms. Kenney:

On behalf of Beitler Real Estate Services LLC ("Beitler") and the City of Madison ("City") collectively referred to as the "Parties", I am pleased to submit this letter of notification of the Parties intent to file land use and demolition permit applications with the City of Madison related to the properties located at 200 South Pinckney Street, Block 88 and Block 105.

The applications will include:

- Request to demolish the existing parking structure (known as Government East) on <u>Block 105</u>
- Proposal to construct a public development consisting of a public parking ramp of approximately 600 parking stalls and a private development consisting of approximately 140 apartment units, private parking and retail; on <u>Block 88</u>
- Proposal to construct a hotel building containing approximately 250 hotel rooms with hotel parking and an apartment building consisting of approximately 210 apartment units with apartment parking and retail on <u>Block 105</u>

980 North Michigan Avenue Suite 1225 Chicago, Illinois 60611 312,768,7000 fax 312,768,7001 www.beitlerre.com

Page 2 January 20, 2017

The Parties intend to submit a demolition permit and conditional use OR a
demolition permit, conditional use and zoning map amendment applications to
rezone <u>Block 88 and / or Block 105</u> from Downtown Core District to a PD
(Planned Development District)

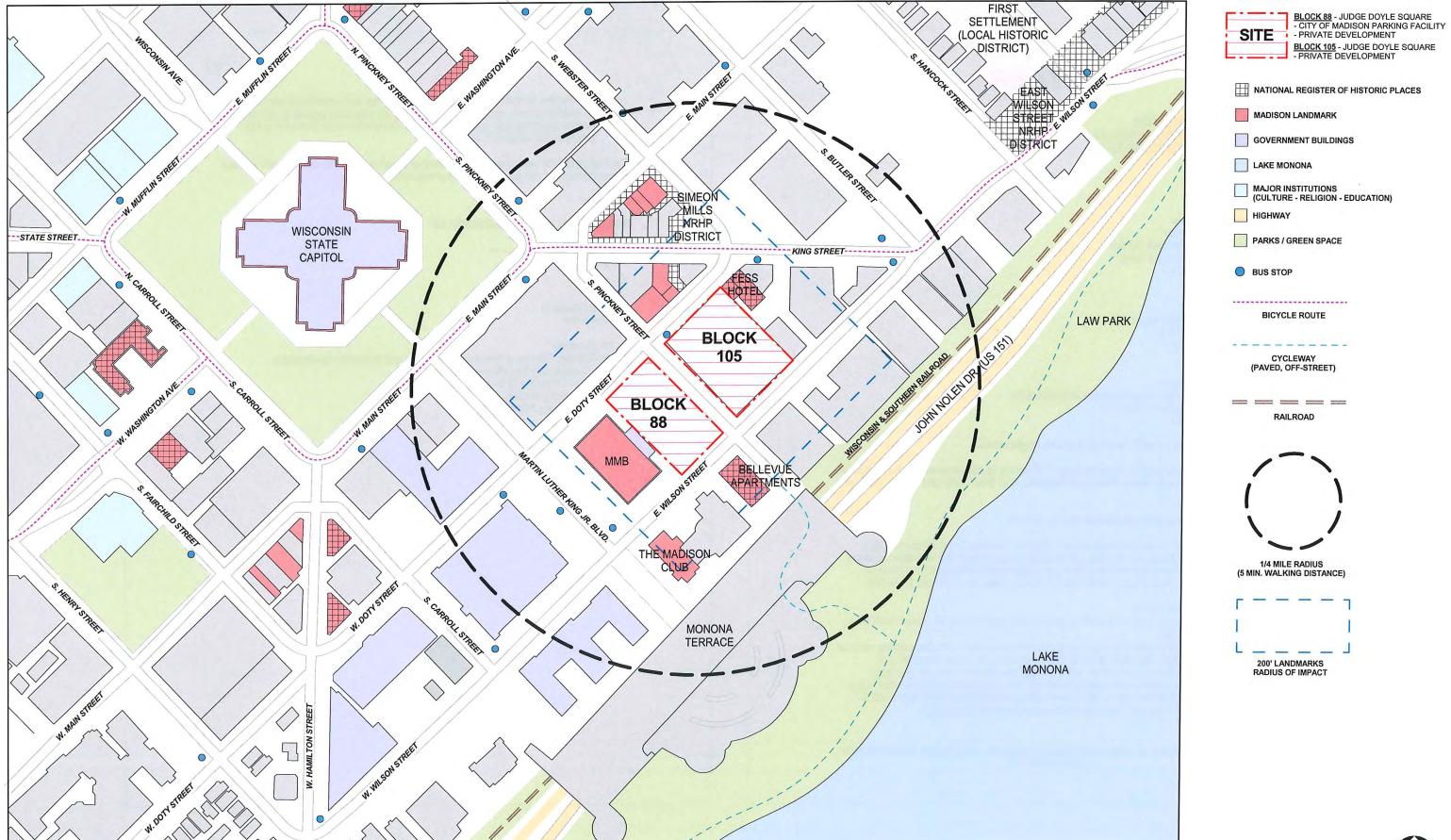
The Parties look forward to working with each of you throughout the development process. Please contact me with any questions you may have.

Yours truly,

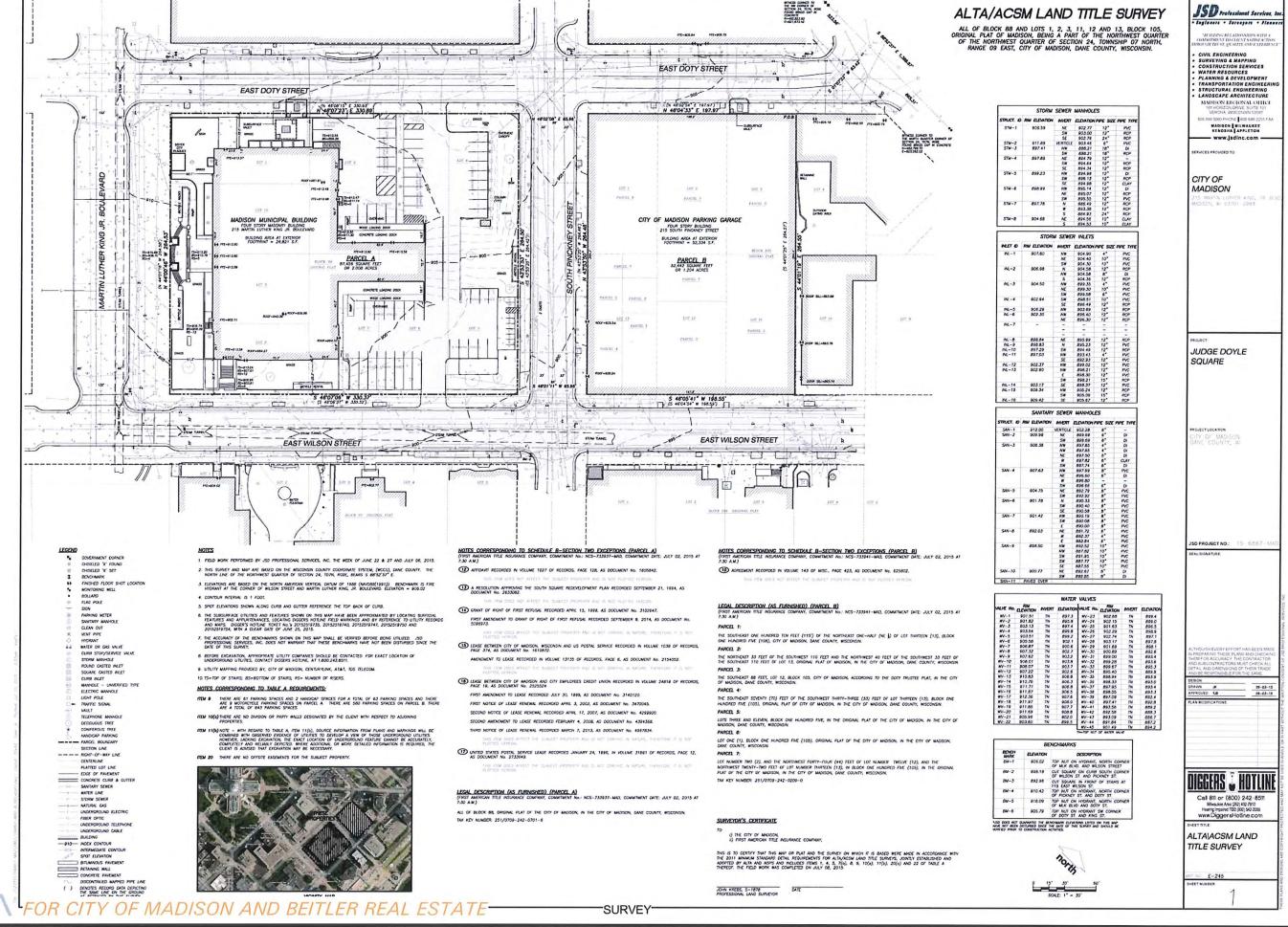
BEITLER REAL ESTATE SERVICES LLC

John Paul Beitler III Vice President

cc: (all via email)
Natalie Erdman, Director of Planning, Community and Economic Development
Heather Stouder, Director, Planning Division
Kevin Firchow, Planning Division
Al Martin, Planning Division
Matt Tucker, Zoning Administrator



SCALE: 1" = 400'-0"



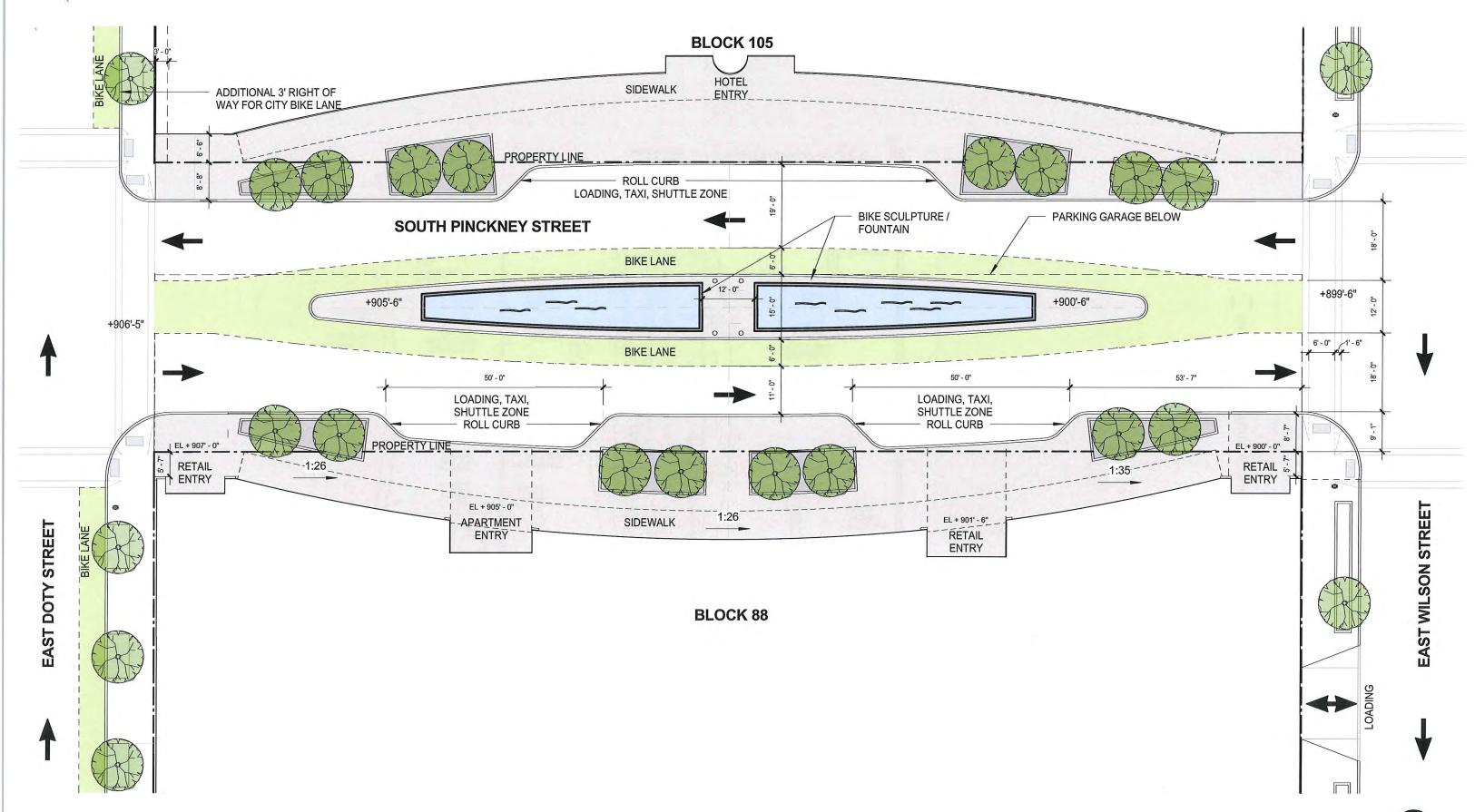
1-07



NOTE: AVERAGE ELEVATION FOR BLOCK 88 BUILDING HEIGHT = 903.5'

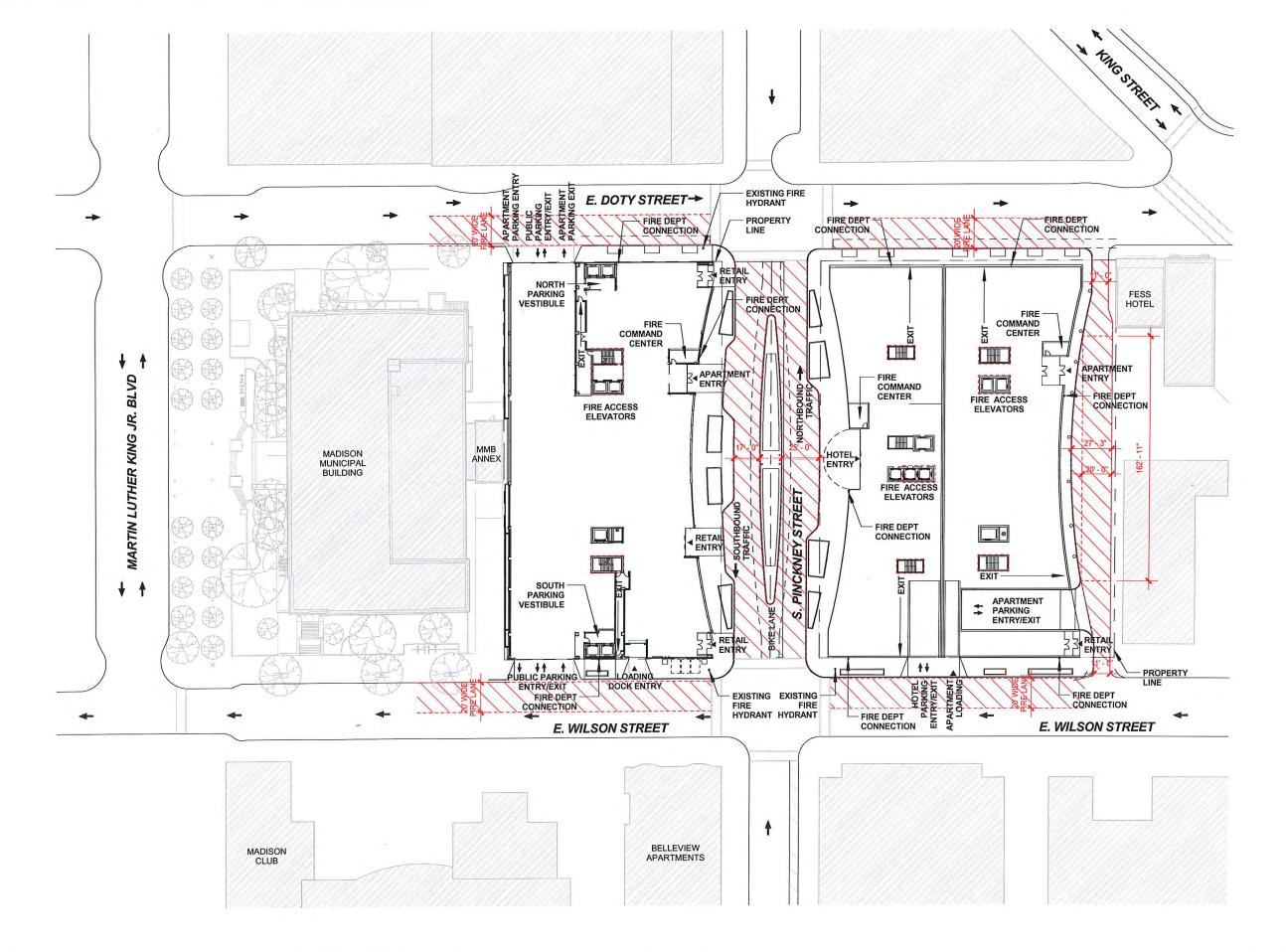


FEBRUARY 22, 2017

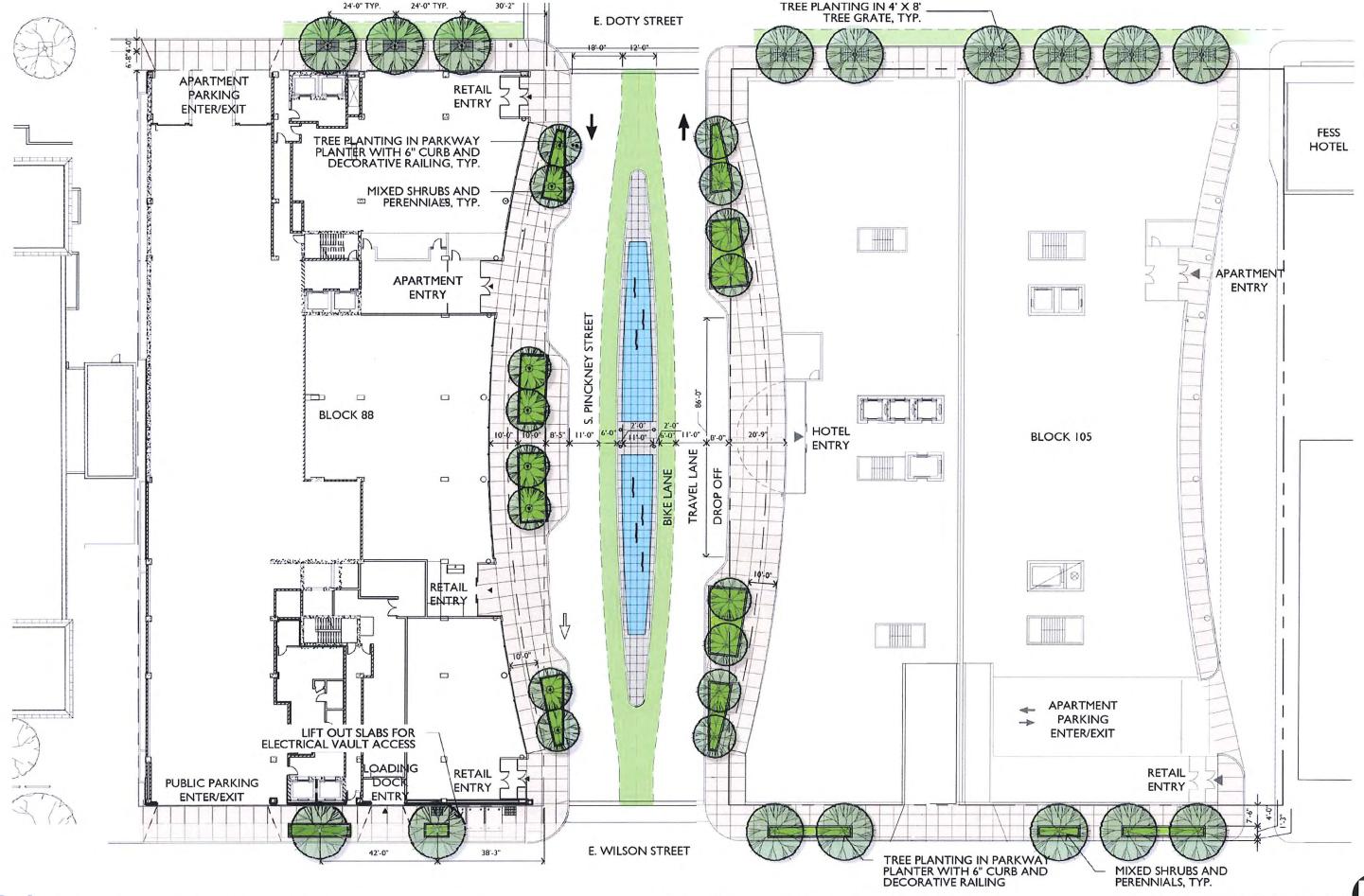


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FEBRUARY 22, 2017





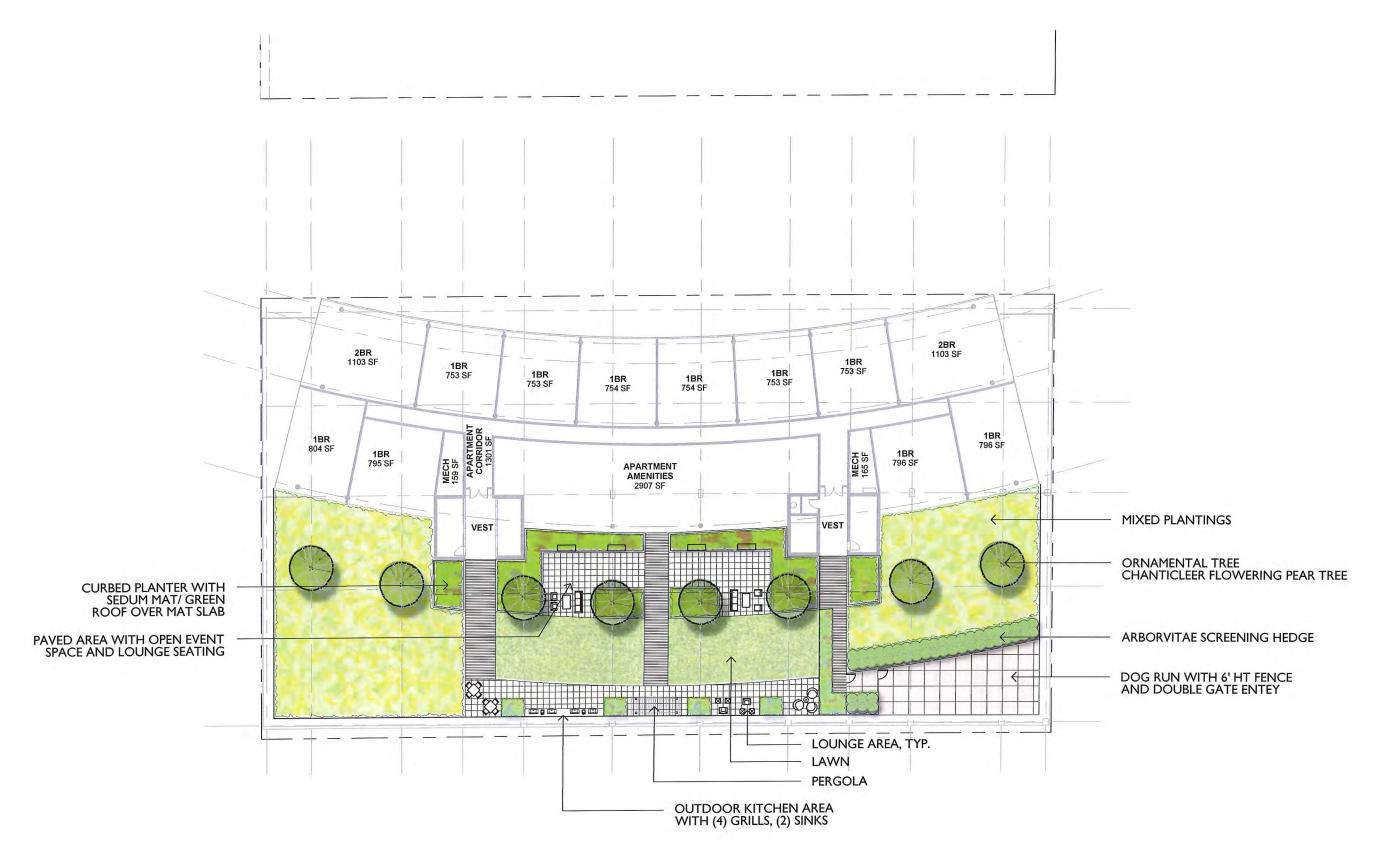


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GROUND FLOOR LANDSCAPE PLAN

SCALE: 1/32" = 1'-0"

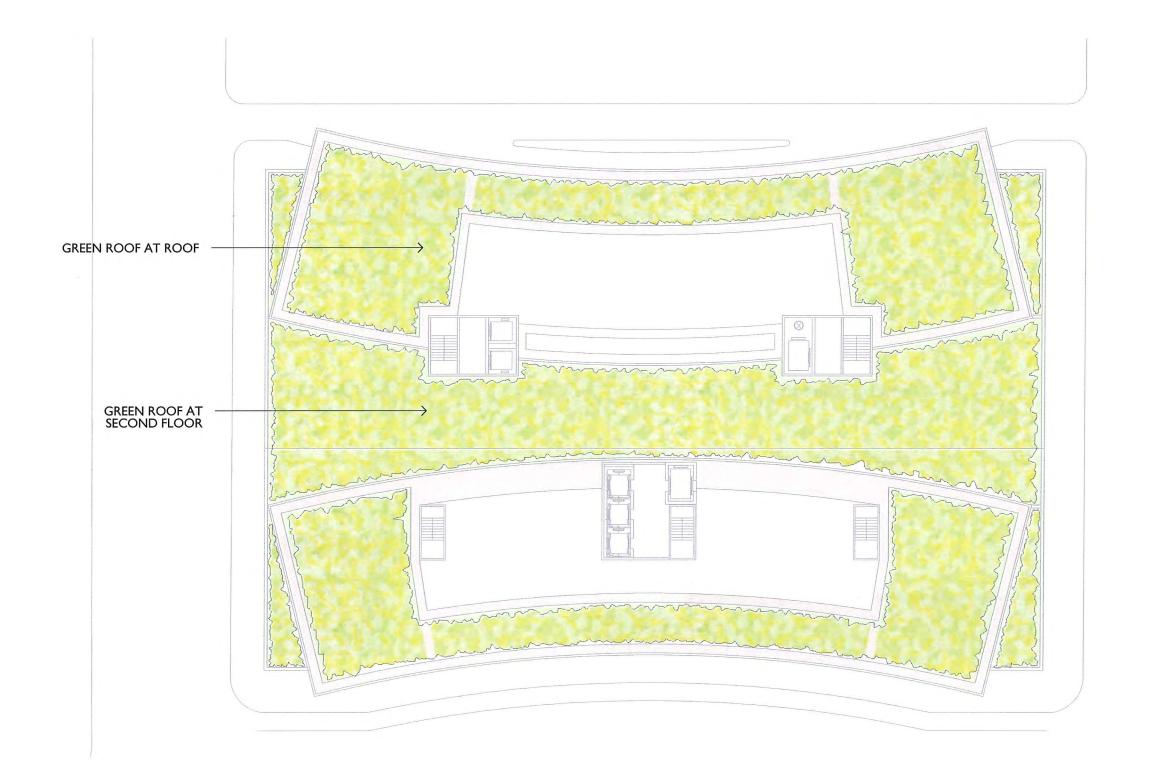




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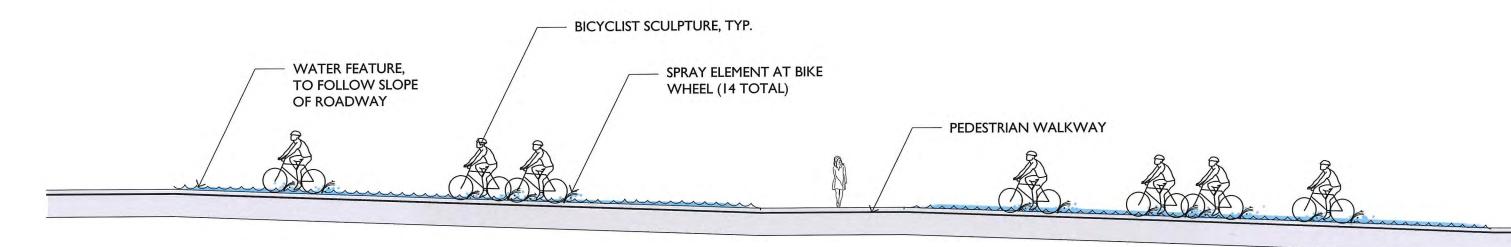
BLOCK 88 ROOF LANDSCAPE PLAN

MARCH 22, 2017

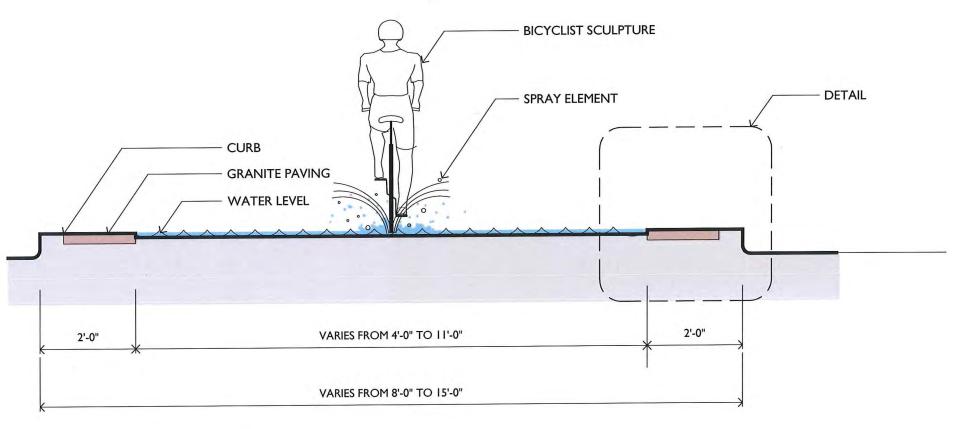




I-IID SCALE: I/32" = I'-0"



SECTION THROUGH WATER FEATURE ON LONG AXIS
SCALE: 1/32" = 1'-0"



WATER LEVEL
GRANITE, GROOVES OR WITH FLAME FINISH
MORTAR SETTING BED
GRANITE PAVING
CONCRETE CURB

CONCRETE SLAB

SECTION THROUGH WATER FEATURE ON SHORT AXIS

SCALE: 1/2" = 1'-0"

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SECTIONS

3 CONCEPT DETAIL
SCALE: 3/4" = 1'-0"

I-IIB SCALE: AS NOTED

TREES









MAGYAR GINKGO

CHANTICLEER PEAR

REGAL PRINCE OAK

TECHNY ARBORVITAE

SHRUBS













BOXWOOD

DWARF FOTHERGILLA

MAGIC CARPET SPIREA

YOUNGSTOWN JUNIPER

BUTTERFLY DWARF HONEY-SUCKLE

PERENNIALS







BAJA DAYLILY



FIRST FROST HOSTA



SUMMER BEAUTY ALLIUM



CATMINT



PERENNIAL GERANIUM



MOONBEAM THREADLEAF COREOPSIS



HAMELN DWARF FOUNTAIN GRASS



JUNE FEVER HOSTA



RUSSIAN SAGE



FIRE STAR CARNATION



GRO LOW FRAGRANT SUMAC



NEW JERSEY TEA



LEMONJADE SEDUM.

ORNAMENTAL GRASSES



VARIEGATED FEATHER REED GRASS



PENNSYLVANIA SEDGE



JAZZ LITTLE BLUESTEM



LITTLE ARROW LITTLE BLUE-STEM