



March 8, 2019
Via email

City of Madison
Plan Commission Land Use Submittal

Re: **Letter of Intent for Proposed Development
929 East Washington Avenue**

Dear Commission Members and City Staff:

We are pleased to present the enclosed documents for a new mixed use commercial and office development at 929 East Washington Avenue. The project is the next phase of the development of the 900 block of East Washington Avenue. Currently, the Hotel Indigo including the restoration of the historic Kleuter Building is under construction and will be opening this spring.

This phase of the project will require a Conditional Use for a building taller than 5 stories located in the TE zoning district. We are also applying for a demolition permit for two buildings on the site. The project is located within Urban Design District 8 along the East Washington Capitol Gateway Corridor in Sub Block 13 A & B. The project meets the established requirements for building heights, façade height, minimum and maximum setback and step back requirements. The building height does extend in the area of bonus stories in terms of dimensions because of the higher floor to floor heights for office and commercial use.

During a recent informational presentation to the Urban Design Commission, the feedback we received on the building's design was very positive. One commission member complemented the "subtle and elegant" glass facade of the central mass of the building. Nonetheless, we understand that the zoning department has identified a concern with the proposed design to the extent that it conflicts with section 28.173(6)(c) of the zoning code (Podium Building; Massing and Articulation), which requires facades facing a public street to exhibit "vertical articulation" at a minimum interval of forty feet. It is our understanding that city staff may soon be recommending a change to the zoning text that would resolve this issue by vesting the Urban Design Commission with greater authority to approve the final design. It is our hope that consideration of the land use approvals for this project will move forward on a parallel track with the proposed text amendment.

Most of the building is planned for office use, the first floor along East Washington Avenue is planned for commercial, retail and restaurant use, although no tenants have yet to be identified for the first floor. If a restaurant is proposed on the first floor a separate conditional use approval will be required. Also, the terrace along East Washington Avenue is designed to accommodate outdoor seating and dining.

The exterior design of the building follows the set back and step back requirements of Urban Design District 8 creating a podium building. The first floor of the building facing East Washington Avenue is mostly glass and is recessed back from the face of the building exposing freestanding stone clad columns at the street level to create layering and depth at the street level. The next two floors of the podium are highly articulated with alternating vertical panels of stone and glass, the podium building is highly articulated to create interest at the pedestrian and street level. Limestone on the vertical panels and column cladding recalls the sand stone wall around Breeze Steven Field across the street. Above the podium is a glass volume with two creases creating three sloped smooth glass planes each with a unique reflection. The upper part of the building is intended to be viewed from a further

distance and add interest to the city skyline with its iconic and memorable shape. The parking structure is in the center of the block and is screened from East Washington Avenue by the office building. Future phases of the development will continue to surround and screen the parking structure except at the telephone building and internal driveway, where the parking structure will remain exposed. Along the south and east facades green screen panels are attached to the concrete structure and planted with vines from the ground and from the green roof to create green columns in the spring summer and fall. The roof of the parking structure is covered with both extensive and intensive plantings and outdoor seating areas for the building occupants. The growing medium is mounded over structural columns to allow for small trees on the roof.

Most of the major mechanical equipment is located within the building. Because of the FAA height restriction there are no major mechanical systems on the top roof of the building. Mechanical units are located on the third floor along the northwest corner of the building, as well as on each floor of the office building within the core. An emergency generator is located on the top floor of the parking garage, an electrical vault is located on the ground floor of the parking garage, and an outside air system is located on the fifth floor facing the green roof.

The developer anticipates applying for Tax Increment Financing to support the structured parking required for the proposed office space.

A traffic impact analysis has been completed on the site by Strand Associates, a draft version has been sent to Traffic Engineering. Jeff Held is currently in conversations with Traffic Engineering regarding the report.

Demolition Request

The buildings required to be demolished to allow for the new development and parking structure include:

1. 945 East Washington Avenue, a one-story wood frame building with a brick façade along East Washington Ave
3. 924 East Main Street, a 1 story brick building with garage door on East Main Street

Existing buildings to remain

1. 946 East Main Street, The Wisconsin Telephone Building
2. 949 East Washington Ave, Wisconsin Employees Credit Union Building

Hotel at 901 East Washington

The new Hotel Indigo at 901 East Washington, which is planned to open at the end of March, will have 144 guest rooms as well as a 100-seat restaurant. Valet parking service will be provided to hotel guests and restaurant patrons. All valet parking operations will take place on-site at the main entrance to the hotel lobby; no valet operations will take place on-street. The hotel's site plan was originally approved with 133 surface stalls. In the new site configuration, the hotel site will have 75 stalls in a tandem layout, all of which will be used exclusively to support the valet parking operation. Parking Management Company LLC (the company that manages the successful valet service at the hotel at the corner of N. Webster and E. Washington) has been selected as the operator of the valet parking for the new Hotel Indigo. To supplement the 75 on-site spaces, the developer has negotiated for a 2-year commitment (with extension options) from the City of Madison Parking Utility for up to 50 spaces in the nearby South Livingston Street Garage, which will be available to the Hotel Indigo while the 929 parking structure is under construction. Those spaces will be available evenings and weekends. Once the parking structure is completed for the 929 project the hotel will utilize the 75-stall (tandem) surface lot and the 929 East Washington Avenue parking structure for all of its parking requirements. It is anticipated that the peak requirement for parking for the hotel and restaurant will take place after office work hours and will complement the office parking use.

Site Description

The 4.3 acre property is located on the 900 block of East Washington Avenue, bounded by South Paterson Street, East Main Street, South Brearly Street and East Washington Avenue, with the exception of a 10,800 square foot parcel on the corner of South Brearly Street and East Washington Avenue.

Currently, the block consists of Units 1, 2 and 3 of the Archipelago Village Condominium. The Archipelago Village Condominium Plat and Declaration will be amended and restated as part of this development phase to amend the boundaries of Unit 2 (surface parking lot unit), to create Unit 3 (office building unit), to create Unit 4 (parking structure

unit) and to create Unit 5 (area for future development on the southeast corner of the block). Unit 1 (Hotel Unit) will remain as currently described and depicted in the Archipelago Village Condominium documents.

Project Data

Zoning District: TE, Traditional Employment

Urban Design District 8

Aldermanic District 6, Marsha Rummel

Building Use: Office and commercial uses, future first floor uses may include retail and restaurant

Building Stories: 11 Stories

First Floor Elevation: 852' (18" above grade)

Building Height: 156'-6", tops out at elevation: 1008.5'

Maximum height allowed per FAA within 3-mile radius of the airport: Elevation: 1009' or 157.0' tall (1009' – 852' = 157')

Building Area: 257,188 Gross Square Feet

First Floor potential commercial/retail/restaurant area: approximately 11,000 Useable Square Feet

Parking: 693 parking stalls

Bike Parking: 133 stalls

Setback from property line along East Washington: 15'

Zoning Requirements:

1. The project is zoned Traditional Employment TE
2. Building Form: Podium Building
3. Office use Parking Requirements:
 - a. Maximum Required:
 - i. 1 per 250 sq. ft. of floor area
 - ii. $252,188 \text{ GSF} / 250 = 1,008$ maximum number of stalls (257,188 GSF – 5,000 SF for restaurant = 252,188 GSF)
 - b. Minimum Required:
 - i. 1 per 400 sq. ft. of floor area
 - ii. $252,188 \text{ SF} / 400 = 630$ minimum number of stalls
 - c. Vehicular parking proposed: 693 Stalls
 - d. Bike parking required: 1 per 2,000 sq. ft. of floor area
 - i. $252,188 \text{ SF} / 2000 = 126$ stalls
 - e. Bike parking provided: 133
 - i. On grade East Washington Ave: 18
 - ii. Within parking structure on first floor near entrance: 69 bike stalls
 - iii. On lower level of parking structure in bike parking room: 46 bike stalls
4. Restaurant use Parking Requirements:
 - a. Assume (1) 5000 SF restaurant with 100-person capacity
 - b. Minimum: 15% of capacity: 15 stalls
 - c. Maximum: 40% of Capacity: 40 stalls
 - d. Bike parking requirement: 5% of capacity: 5 bike stalls
5. Parking Reductions:
 - a. Vehicular: up to 50% reduced on transit corridor
 - b. Bicycle: Zoning Administrator can reduce requirement based on several factors
6. Loading Requirements:
 - a. Office buildings: 50,000 SF to 200,000 SF require 2 loading spaces of 10' x 50'
 - b. Buildings over 200,000 SF require 2 loading spaces, plus 1 additional loading space per 75,000 SF above 200,000 SF.
 - c. Project office area: 257,188 SF
 - d. Shared Loading: 2 or more uses on adjacent zoning lots may share a loading area. Loading area will be shared with the Hotel Indigo.
 - e. 4 Loading spaces are provided:

- i. (2) 10' x 50' loading zones are provided on the internal drive (which does not require the semi-trucks to back-up on a public street unlike several other new developments in the area). Not backing-in off a public street will increase pedestrian safety and reduce traffic.
 - ii. An additional (2) 10' x 35' box truck loading and receiving area is provided off the internal drive.
- 7. Trash for the new 929 building is provided in an enclosed room within the parking structure and is accessed from the internal drive.

Urban Design District Eight – Preliminary Summary of Standards & Requirements: Block 13.a

1. Building Height Requirements:
 - a. 12 stories maximum with 3-5 stories at the street level.
 - b. Building Height provided: 11 stories with 3 stories at street level and 8 stories stepped back 15'
 - c. Building Height requirement: Maximum height without bonus stories: 147'
 - d. Building height proposed: 156'-6", this is 9'-6" over the maximum that the building height allows before the bonus story allowance.
 - e. 3 bonus stories are allowed on block 13a. This project is only asking for an additional 9'-6" in height.
 - f. Bonus story requirements fulfilled by:
 - i. Structured parking shared by multiple users with space for public use
 - ii. Mid-block and through block public pedestrian, bike and or vehicular connections.
 - iii. Minimum of 50% vegetative roof cover
 - iv. Potential onsite daycare
 - v. Rehabilitation of historic structures: Kleuter Building and Wisconsin Telephone Garage and Warehouse.
2. Building Location and Orientation Requirements:
 - a. 15' minimum setback along East Washington and 10' maximum setback along South Patterson.
 - b. Building Location and Orientation provided: 15' setback along East Washington
3. Parking and Service Area Requirements:
 - a. Parking should be located behind or along the side of the building. No additional access points shall be added along East Washington. Landscape tree islands shall be provided at a ratio of 1:12
 - b. Parking and Service Areas Provided: Structured parking is in the center of the block and behind the current proposed development. Loading and trash are located along the internal north south drive that was approved as part of the Hotel Indigo project. Subsequent future phases will continue to enclose and screen the centrally located parking structure. No new surface parking is proposed for this phase.
 - c. The main parking access is from South Brearly and South Paterson Streets.
4. Landscaping and Open Space Requirements:
 - a. Street façade along East Washington shall provide a dual canopy of trees along both the building setback and the public right of way.
 - b. Landscaping and Open Space Provided: A dual tree canopy is provided along East Washington along with a raised terrace for outdoor seating.
 - c. A green roof is located above the parking structure
5. Building Massing and Articulation Requirements:
 - a. All visible sides of the building shall be designed with details that complement the façades. Architectural details at the ground floor shall be provided to enhance the pedestrian character of the street. Mechanical equipment shall be screened and integrated with the building design.
 - b. Building Massing and Articulation Provided: The ground floor of the building is setback behind exposed structural columns to increase the depth of the sidewalk and terrace area and provide depth, layering and interest for pedestrians. First floor uses are intended to activate the street and outdoor terrace. Mechanical equipment is located internally and screened.
 - c. The 3-story building base is more articulated with vertical windows and opaque panels to add interest and scale at the pedestrian and vehicle level. The upper floor volume is imagined as a glass volume with unique angles and creases to create a memorable architectural statement that can be perceived from a distance adding to the interest of the city skyline.
6. Materials and Color Requirements:
 - a. Exterior material shall be durable, high-quality materials and appropriate for external use.

- b. Materials and Colors Provided: Durable materials shall be used.
- 7. Window and Entrance Requirements:
 - a. 60% of the ground floor shall be glazing.
 - b. Window and Entrances provided: 60% or more of the ground floor will be glazing on the primary street façade.
- 8. Restoration of Buildings with Historic Value Requirements: Owners are encouraged to restore the original character of historically significant buildings.
 - a. Restoration of Buildings with Historic Values Provided: The Kleuter Wholesale Grocery Warehouse building was designed by Alvin E. Small and built in 1915. It was built for Kleuter and Co, one of Madison's most well-known wholesale groceries at the time. The five story building consisted of brick and cast-in-place reinforced concrete. The primary façades along East Washington Avenue and South Peterson Street are brick façades and were designed in the prairie school style. These façades remain largely unaltered. All exterior façades will be restored to their original character as part of the historic restoration and reuse as the Hotel Indigo.
 - b. The Wisconsin Telephone Co. Garage and Warehouse building at 926 East Main Street will remain in place and repurposed when the right tenant is identified. The brick garage has masonry buttresses and a gabled metal roof, it was built in 1929 in a Colonial Revival style, the architects were Herbst and Kuenzli. The project is not registered as a landmark but is eligible for the designation.
- 9. Signage
 - a. Branding and wayfinding signage will be incorporated into the architecture of the building and site entrances.
 - b. A signage package is not part of this submittal and will be completed for submittal to the Urban Design Commission.

Future Phases

The developer intends to continue to develop the site with opportunities for several future buildings and additional structured parking. The city has outlined that the major use on this site will be for employment as mentioned in the Comprehensive Plan and the Zoning Ordinance. The current proposed development complies with that requirement. The development team would like to work with the city and alder to allow a mix of uses on the block in future phases. Benefits of allowing residential uses within future phases of this development, especially along Main Street include:

- Creating a development that is always activated, not just during work hours on weekdays, but on evenings and weekends as well.
- Sharing the structured parking infrastructure with residents would allow the parking structure to be better utilized during nights and weekends, rather than being mostly empty after hours.
- Reducing peak time traffic; residential uses would help to offset the office traffic peak travel times.
- A balance of residents could help to activate the street and encourage more retail and restaurant amenities especially along Main Street. Restaurants and retail would have more customers in the area on mornings, evenings and weekends after the office workers have left the area.
- Added safety in the area with residents providing ownership of the neighborhood, especially on nights and weekends.
- Central Park allows residential users access to green space and more residents will help to activate the park
- Allows for higher density and increased tax base while retaining a favorable parking ratio for office tenants

Project Team

Owner Developer:	Archipelago Village, LLC PO Box 512 505 N Carrol Street Madison WI 53701	Curt Brink Jim and Marlene Korb
Architect:	Potter Lawson, Inc. 749 University Row, Suite 300 Madison, WI 53705	Doug Hursh
Civil Engineer:	OTIE	John Thousand
Landscape Architect:	Ken Saiki Design	Rebecca DeBoer
Lighting Designers:	Lighting Ergonomics	Mandar Bankhele

Traffic Engineer:	Strand Associates	Jeff Held
Parking Consultant:	Walker Parking Consultants	Tom Hanula
Contractor:	Miron Construction	Steve Wolter
Attorneys:	Carlson Black O'Callaghan & Battenberg, LLP	Matt Carlson & Dan O'Callaghan

Schedule

The project is scheduled to start construction in July of 2019 and be completed and occupied by July of 2021.

Thank you for reviewing the proposed development documents. We are excited to present the design for this new mixed-use, urban infill development. Please contact me if you have any questions regarding this submittal.

Sincerely,



Douglas R. Hursh, AIA, LEED AP
Director of Design