

URBAN DESIGN COMMISSION APPLICATION

UDC

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635



FOR OFFICE USE ONLY:

Paid _____ Receipt # _____

Date received _____

Received by _____

Aldermanic District 6

Zoning District _____

Urban Design District 8

Submittal reviewed by _____

Legistar # 58116

CITY OF MADISON

Complete all sections of this application, including the desired meeting date and the action requested.

If you need an interpreter, translator, materials in alternate formats or other accommodations to access these forms, please call the phone number above immediately.

1. Project Information

Address: 902 E Main St. Madison, WI 53701

Title: WHEDA Building and structured parking

NOV 6 2019
10:55 P.M.
Planning & Community
& Economic Development

2. Application Type (check all that apply) and Requested Date

UDC meeting date requested November 20, 2019

- ☒ New development ☐ Alteration to an existing or previously-approved development
☒ Informational ☐ Initial approval ☐ Final approval

3. Project Type

- ☒ Project in an Urban Design District
☐ Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
☐ Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
☐ Planned Development (PD)
☐ General Development Plan (GDP)
☐ Specific Implementation Plan (SIP)
☒ Planned Multi-Use Site or Residential Building Complex
- Signage**
☐ Comprehensive Design Review (CDR)
☐ Signage Variance (i.e. modification of signage height, area, and setback)
- Other**
☐ Please specify _____

4. Applicant, Agent, and Property Owner Information

Applicant name Curt Brink
Street address 701 E. Washington, Suite 105
Telephone (608) 575-4845

Project contact person Doug Hursh
Street address 749 University Row, Suite 300
Telephone (608) 274-27841

Property owner (if not applicant) Archipelago Village, LLC
Street address P.O. Box 512, 505 N. Carroll St
Telephone (608) 255-8633

Company Archipelago Village, LLC
City/State/Zip Madison, WI 53703
Email curtbrink@hotmail.com

Company Potter Lawson
City/State/Zip Madison, WI 53705
Email dough@potterlawson.com

City/State/Zip Madison, WI 53701
Email matt.carlson@carlsonblack.com

5. Required Submittal Materials

- ☒ **Application Form**
- ☒ **Letter of Intent**
 - If the project is within an Urban Design District, a summary of how the development proposal addresses the district criteria is required
 - For signage applications, a summary of how the proposed signage is consistent with the applicable CDR or Signage Variance review criteria is required.
- ☒ **Development plans** (Refer to checklist on Page 4 for plan details)
- ☐ **Filing fee**
- ☒ **Electronic Submittal***

Each submittal must include fourteen (14) 11" x 17" **collated** paper copies. Landscape and Lighting plans (if required) must be **full-sized and legible**. Please refrain from using plastic covers or spiral binding.

Both the paper copies and electronic copies must be submitted prior to the application deadline before an application will be scheduled for a UDC meeting. Late materials will not be accepted. A completed application form is required for each UDC appearance.

For projects also requiring Plan Commission approval, applicants must also have submitted an accepted application for Plan Commission consideration prior to obtaining any formal action (initial or final approval) from the UDC. All plans must be legible when reduced.

**Electronic copies of all items submitted in hard copy are required. Individual PDF files of each item submitted should be compiled on a CD or flash drive, or submitted via email to udcapplications@cityofmadison.com. The email must include the project address, project name, and applicant name. Electronic submittals via file hosting services (such as Dropbox.com) are not allowed. Applicants who are unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.*

6. Applicant Declarations

1. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Janine Glaeser on October 8, 2019.
2. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of applicant Curt Brink Relationship to property Developer

Authorizing signature of property owner Curt Brink Date Nov. 5, 2019

7. Application Filing Fees

Fees are required to be paid with the first application for either initial or final approval of a project, unless the project is part of the combined application process involving the Urban Design Commission in conjunction with Plan Commission and/or Common Council consideration. Make checks payable to City Treasurer. Credit cards may be used for application fees of less than \$1,000.

Please consult the schedule below for the appropriate fee for your request:

- ☐ Urban Design Districts: \$350 (per §35.24(6) MGO).
- ☐ Minor Alteration in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) : \$150 (per §33.24(6)(b) MGO)
- ☐ Comprehensive Design Review: \$500 (per §31.041(3)(d)(1)(a) MGO)
- ☐ Minor Alteration to a Comprehensive Sign Plan: \$100 (per §31.041(3)(d)(1)(c) MGO)
- ☐ All other sign requests to the Urban Design Commission, including, but not limited to: appeals from the decisions of the Zoning Administrator, requests for signage variances (i.e. modifications of signage height, area, and setback), and additional sign code approvals: \$300 (per §31.041(3)(d)(2) MGO)

A filing fee is not required for the following project applications if part of the combined application process involving both Urban Design Commission and Plan Commission:

- Project in the Downtown Core District (DC), Urban Mixed-Use District (UMX), or Mixed-Use Center District (MXC)
- Project in the Suburban Employment Center District (SEC), Campus Institutional District (CI), or Employment Campus District (EC)
- Planned Development (PD): General Development Plan (GDP) and/or Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Residential Building Complex



November 4, 2019

Urban Design Commission
Janine Glaeser, AIA, LEED AP
Urban Design Planner
Department of Planning & Community & Economic Development
215 Martin Luther King Jr. Blvd
Suite 017
Madison, Wisconsin 53703

RE: **Letter of Intent for Urban Design Commission Informational Meeting**
The WHEDA Building
902 East Main Street

Ms. Janine Glaeser and Commission Members:

The following is submitted together with the plans and application for an introductory review by staff and the Urban Design Commission.

Narrative:

This project is the next phase of development proposed on the 900 Block of East Washington Avenue and East Main Street previously referred to as the Mautz Paint Factory site. The Wisconsin Housing and Economic Development Authority (WHEDA) wishes to relocate their offices from West Washington Ave to this location at 902 East Main Street. The proposed new building sits at the corner of East Main Street and South Patterson Street in what is now the surface parking lot for the Hotel Indigo. The project follows the city's plan to provide employment-based developments on the south side of East Washington Avenue. This phase of the development consists of a 5 story 92,000 SF office building, and a 5 story above grade parking structure. WHEDA will occupy the top 3 floors of the office building and will lease out the lower 2 floors. A portion of the parking structure that was approved for the 929 E. Washington building will be built for use by WHEDA, its tenants and the Hotel Indigo. Phase one of the parking structure is shown with a revised exterior metal panel screening system. The stand-alone parking structure shown will eventually be incorporated into the 929 E Wash project as well as a proposed mixed-use apartment building on East Main Street.

The previously approved 929 East Washington Avenue project is proposed to be altered to provide more parking stalls by eliminating 2 floors of commercial space on the 2nd and 3rd floors along East Washington Avenue and converting those floors into 3 floors of additional parking. The need for the increase in parking stalls comes from the increase in office/employment use on the site with the WHEDA building. The conversion of 2 floors of commercial space reduces the parking need at 929 while increasing the parking count to accommodate the WHEDA building. The East Washington

façade of the 929 building remains mostly unchanged with glass and stone panels screening the parking behind. The glass for the parking structure will be fritted or frosted to screen the view of the cars, which also has the effect of creating more bird friendly glass for the lower portion of the building where most bird strikes occur.

The stand-alone parking structure is proposed to be screened by perforated metal panels in lieu of precast panels that were previously approved. The metal panels create a more dynamic and lightweight system that is easily removed and recycled or reused. The panels are corrugated and perforated in varying degrees to create a randomized vertical pattern and rhythm; the panels are also painted in varying tones to create a subtle range. Temporary walls are provided at the base of the building visible from East Washington and East Main Street and are intended for artist's murals to create a tangible sense of place adding color, vibrancy and character to the urban environment.

The WHEDA building compliments the current neighborhood by recalling the brick industrial loft type buildings of the area while also incorporating modern steel and glass elements of its time. The brick facades are detailed to provide depth and shadow along most of the façades. A lighter weight glass volume is cantilevered and angled to accentuate the corner intersection. The upper floor is stepped back and is comprised of a lighter weight metal and glass enclosure. The lightweight glass and metal elements provide a contrast with the sturdy brick volume that anchors the building to the site. The main ground floor entry is located adjacent to the parking structure where most visitor and staff will be parking and arriving from. The entry is set back and highlighted with an exposed brick wall giving the entrance depth and interest. The ground floor is designed to allow for retail use, but the owner will potentially lease to commercial or office tenants as well. Loading and receiving is located internally on the block and accessed by the internal drive. The drive is designed to be pedestrian friendly with flat surfaces with paving patterns to define loading and drop off areas.

Also shown as part of a future phase is a 10-story mixed-use apartment building along East Main Street. The architecture of the building is designed to continue to strengthen the sense of place of the historically industrial nature of the neighborhood. The building form follows the step back requirements of the Urban Design District 8. The team understands that housing is not a priority for the city on this block but the benefits of a vibrant mix of uses is clear. The apartment building use on the block reduces the peak traffic and parking stall need during business hours while making use of the costly infrastructure of the parking structure and green roof during non-business hours. The residential use activates the block during non-business hours providing "eyes on the street" during evenings and weekends. Best practices for city planning would allow for a mix of uses, shared parking facilities, and activation of the block at all hours of the day. A strictly employment use would result in overloaded parking requirements and a "ghost town block" during non-business hours. The residential use creates a balanced city block where one can work, live and dine (as well as, drink whiskey and rum) without having to drive.

Project Data:

Zoning District: TE Traditional Employment

Conditional Use Approval required: 1. Alteration of Planned Multi-Use Site development
2. Building height is taller than zoning permitted 5 story building height of 63', 5 story building height is 76'-8"

Urban Design District 8

Aldermanic District 6; Marsha Rummel

5 story office building of 90,600 SF

5 story Parking Structure with 291 car stalls

No Demolition is required

Phasing:

Phase 1	Completed	Hotel Indigo
Phase 2	Current	WHEDA Building and partial parking structure
Phase 3:	Future	929 East Washington Ave and remainder of parking structure
Phase 3 or 4:	Future	Apartment building on East Main Street

Organizational structure:

Role	Organization	Contacts
Developer:	Archipelago Village LLC 505 N Carrol Street Madison WI 53701	Curt & Matt Brink
Architect:	Potter Lawson, Inc. 749 University Row, Suite 300 Madison, WI 53703	Doug Hursh Robert Mangas Andrew Laufenberg Peter Schumacher Leo Hursh
Civil Engineer:	OTIE	John Thousand
Landscape Architect:	Ken Saiki Design	Rebecca DeBoer

Urban Design District Eight – Preliminary Summary of Standards & Requirements: 13.b - WHEDA building

1. Building Height Requirements:
 - a. 8 stories +2 bonus stories allowed; 3 to 5 stories required at the street level.
 - b. Building Height provided: 5 stories with 4 stories at street level and 1 story stepped back 15'
 - c. Building Height requirement: Maximum height with bonus stories: 123' (15' for first floor and 12' for upper 9 floors)
 - d. WHEDA Building height proposed: 76'-8"
2. Building Location and Orientation Requirements:
 - a. Between 5' and 20' setback along East Main Street and 0' - 10' setback along South Paterson.
 - b. Building Location and Orientation provided: 11' setback along East Main Street, and 2'-6" to 7' setback along South Paterson.
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 will eventually be mostly covered by future buildings. Loading and trash are located along the internal north south drive that was approved as part of the Hotel Indigo & 929 E Wash projects. 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. 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: Mechanical equipment is located on a mechanical penthouse or internally and screened.
 - c. The 4-story building base is more articulated with vertical windows and brick detailing to add depth, shadow and interest at the pedestrian level. The upper floor volume has more glass and lightweight structure.
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 façades.
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.

We look forward to discussing the next phase of development on the 900 block with you, please contact me if you have any questions regarding this submittal.

Sincerely,

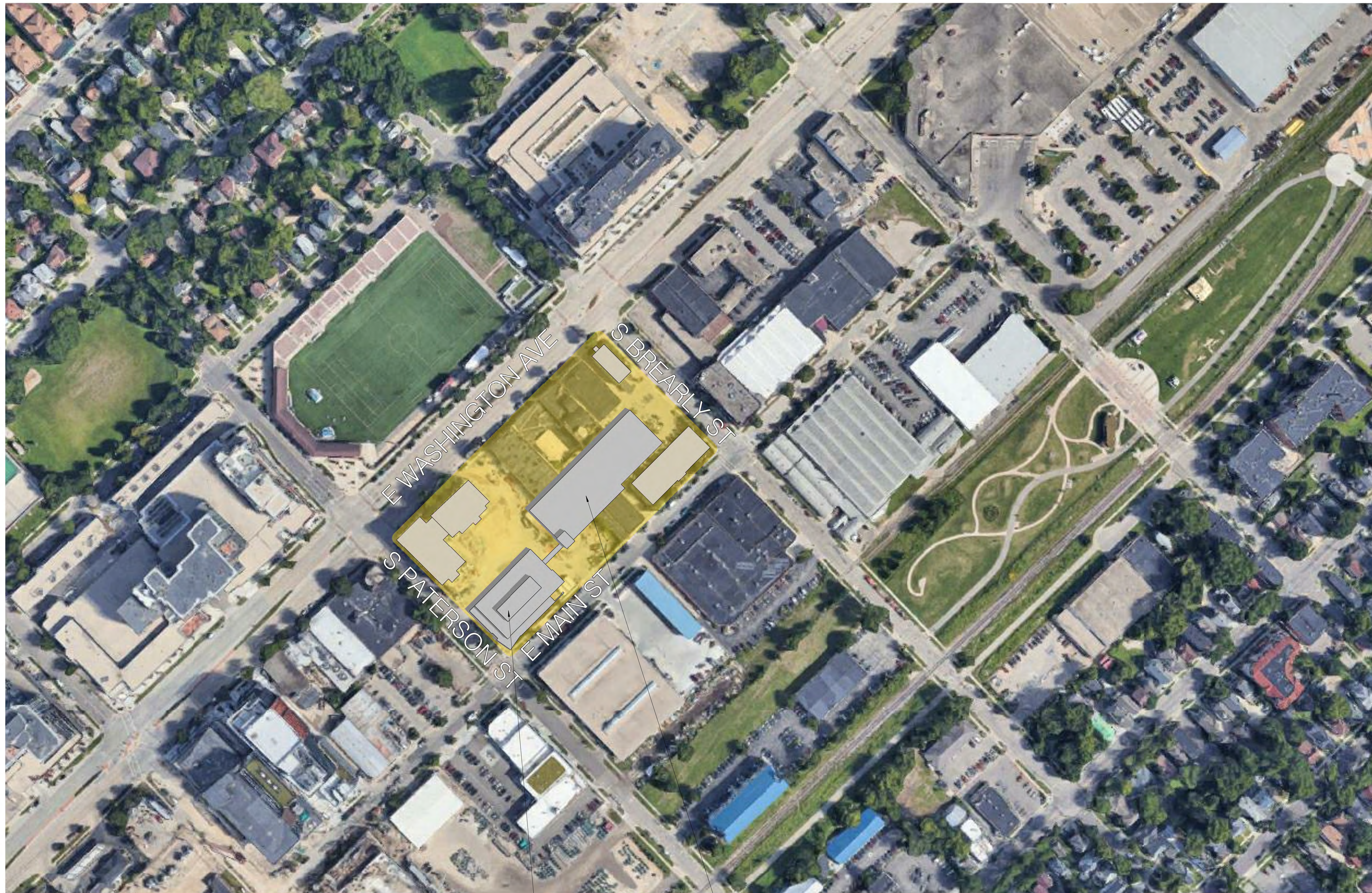
A handwritten signature in dark ink, reading "Douglas R. Hursh" followed by a long horizontal flourish.

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



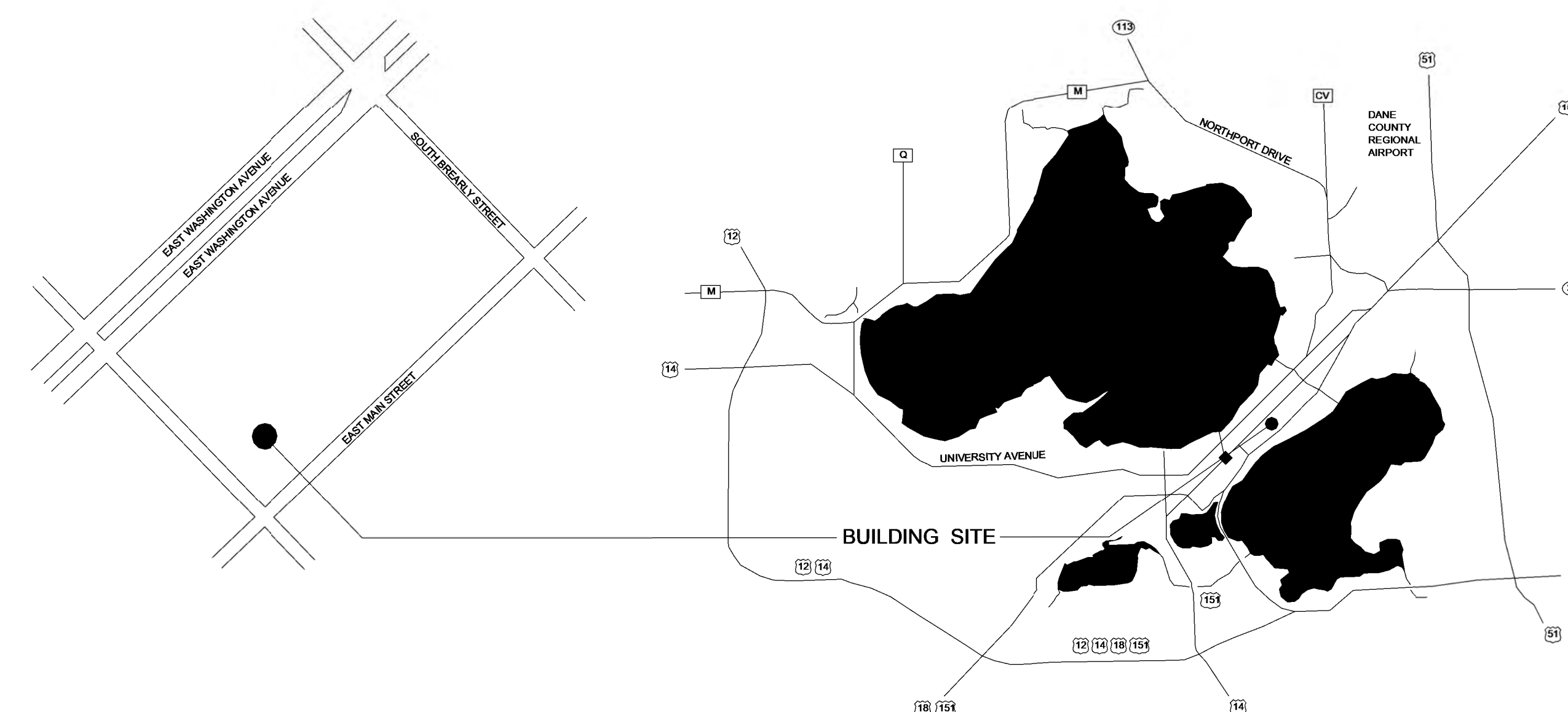
UDC Informational Submittal
 WHEDA Building, Parking Structure and Site Master Plan
 2016.36.03
 November 6, 2019

Notes:



— WHEDA

PARKING RAMP



WHEDA Building
901 E Main St
Madison, Wisconsin

2016.36.03

[illegible]

LOCATOR MAP

G001



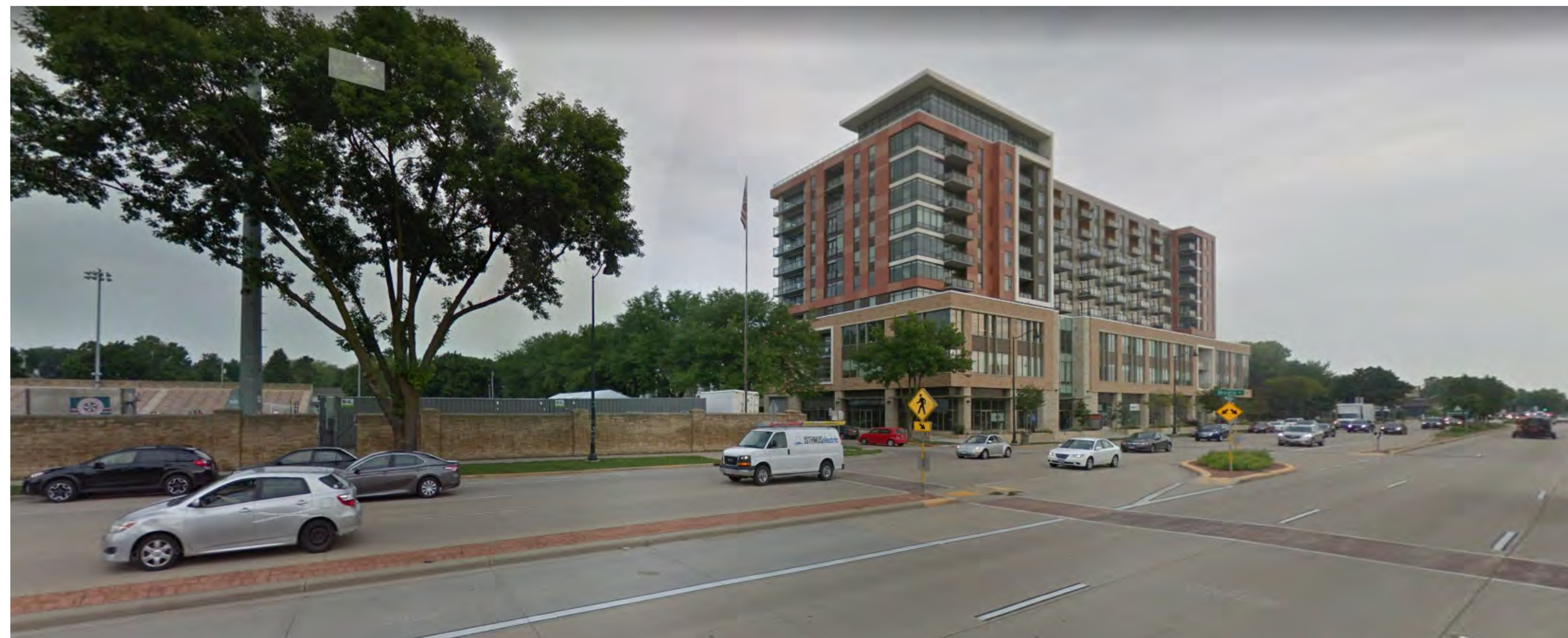
Notes:

WHEDA Building
Madison, Wisconsin

2016.36.03

[illegible]

SITE CONTEXT IMAGES



Notes:

WHEDA Building

Madison, Wisconsin

2016.36.03

[illegible]

SITE CONTEXT IMAGES



1 Phase 2 Site Perspective
G004 NTS



2 Phase 3 Site Perspective
G004 NTS

PRELIMINARY
NOT FOR CONSTRUCTION

WHEDA Building
901 E Main St
Madison, Wisconsin

2016.36.03

[illegible]

SITE PERSPECTIVE PHASES 2 & 3

G004



1 Phase 4 Site Perspective
G005 NTS



2 Phase 5 Site Perspective
G005 NTS

Notes:

PRELIMINARY
NOT FOR CONSTRUCTION

WHEDA Building

Madison, Wisconsin

2016.36.03

[illegible]

SITE PERSPECTIVE PHASES 4 & 5

G005

NEW CANOPY TREE TO FULFILL DEVELOPMENT
FRONTAGE REQUIREMENT, TYP. FOR (10)

E. WASHINGTON AVE.

EX. STREET TREE TO REMAIN, TYP.

HOTEL
INDIGO

MADISON
CREDIT
UNION

EXISTING BUILDING SLAB
ON-GRADE REMAINS

PHASE 1 PARKING STRUCTURE
W/ GREEN ROOF

PROPOSED
WHEDA BUILDING

EXISTING BUILDING

PHASE 1 PARKING GARAGE PROJECT SITE
WHEDA PROJECT SITE

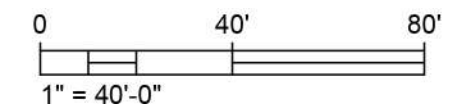
S. PATERSON ST.

S. BREARLY ST.

2

ARCHIPELAGO SITE PLAN

SCALE: 1" = 40'-0"



NORTH



- PRELIMINARY**
NOT FOR CONSTRUCTION

[illegible]

A201





2 WEST ELEVATION
A202 1/8" = 1'-0"



1 SOUTH EAST ELEVATION
A202 1/8" = 1'-0"

Notes:

ELEVATION KEY NOTES

- | | |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | BRICK VENEER - BRICK 1 |
| 2 | BRICK VENEER - BRICK 1. BRICK VENEER WRAPS BOTH SIDES OF WALL. |
| 3 | BRICK VENEER - BRICK 2 |
| 4 | BRICK VENEER - BRICK 2. EVERY OTHER COURSE PROJECTS 1/2". |
| 5 | ANODIZED ALUMINUM METAL PLATE WALL PANELS |
| 6 | SSG ANODIZED ALUMINUM CURTAIN WALL SYSTEM |
| 7 | ANODIZED ALUMINUM WINDOW. BASIS OF DESIGN - WAUSAU INVENT RETRO. COVE PROFILE W/ 3 PART SIMULATED DIVE (EXTERIOR, BETWEEN GLAZING, INTERIOR) |
| 8 | GLASS GUARDRAIL |
| 9 | CAST STONE SILL |
| 10 | CAST STONE BASE COURSING |
| 11 | CAST STONE COPING |
| 12 | PERFORATED ACCENT METAL WALL ON STEEL FRAME SUPPORT OVER EXTERIOR WALL ASSEMBLY. METAL ACCENT WALL TO BE BACK-LIT. BASIS OF DESIGN: ZAHNER METALS, ROANO ZINC |
| 13 | METAL ACCENT FRAME. BASIS OF DESIGN: ZAHNER METALS, ROANO ZINC |
| 14 | METAL ACCENT PANEL. BASIS OF DESIGN: ZAHNER METALS, ROANO ZINC |
| 15 | STEEL COLUMN - GALVANIZED PRIMED AND PAINTED |
| 16 | STEEL COLUMN - FLAREPROOFED AND WRAPPED W/ ANODIZED ALUMINUM METAL PLATE WALL PANELS |
| 17 | STEEL COLUMNS W/ CROSS BRACING FOR BRIDGE SUPPORT. GALVANIZED, PRIMED AND PAINTED |
| 18 | STEEL CROSS BRACING FOR WING WALL SUPPORT. GALVANIZED, PRIMED AND PAINTED |
| 19 | ENCLOSED MECHANICAL PENTHOUSE CLAD W/ CONTINUOUS EXTRUDED ALUMINUM LOUVERS |
| 20 | CONTINUOUS EXTRUDED ALUMINUM LOUVERS |
| 21 | EXTERIOR LIGHT FIXTURE - BASIS OF DESIGN: BEGA |

PRELIMINARY
NOT FOR CONSTRUCTION

WHEDA Building
901 E Main St
Madison, Wisconsin

2016.36.03

[illegible]

BUILDING ELEVATIONS

A202



Notes:

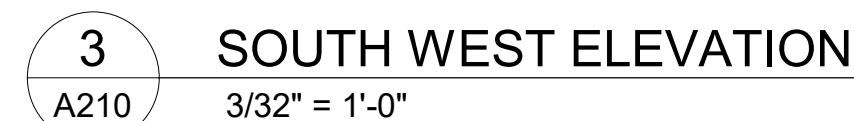
WHEDA Building
901 E Main St
Madison, Wisconsin

2016.36.03

[illegible]

BUILDING PERSPECTIVES

A204



ELEVATION KEYNOTES

- | | |
|----|----------------------------------------------------------------------------------------------------------------|
| 11 | STEEL GUARDRAIL. GALVANIZED, PRIMED AND PAINTED |
| 12 | ANODIZED ALUMINUM SSG CURTAIN WALL |
| 13 | DE-MOUNTABLE MURAL WALL. 3/4" EXTERIOR PLYWOOD (BOTH SIDES) ON 1/4" Z-FURING STRIPS ON 6" STL STUDS @ 16" O.C. |
| 14 | SKYWALK AND SKYWALK SUPPORT NOT IN SCOPE OF PROJECT |

PRELIMINARY
NOT FOR CONSTRUCTION

Archipelago Parking Structure

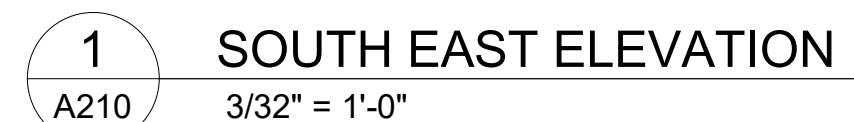
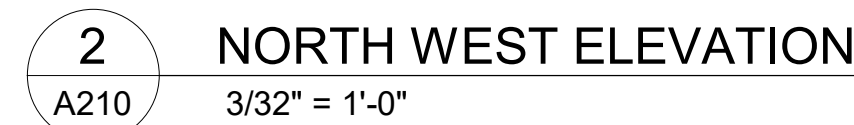
929 E Washington Ave
Madison, Wisconsin

2016.36.04

[illegible]

BUILDING ELEVATIONS

A210





Notes:



PRELIMINARY
NOT FOR CONSTRUCTION

WHEDA Building
901 E Main St
Madison, Wisconsin

2016.36.03

[illegible]

BUILDING AND PARKING ELEVATIONS

A221

Notes:



PRELIMINARY
NOT FOR CONSTRUCTION

Date	Issuance/Revisions	Symbol
11/06/2019	URBAN DESIGN SUBMITTAL	

SITE PERSPECTIVE IMAGES

G007

Notes:



PRELIMINARY
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WHEDA Building

Madison, Wisconsin

2016.36.03

[illegible]

Apartment Images

G008

Notes:



Apartments from Main and Brearly



Apartments with 924 Facade

PRELIMINARY
NOT FOR CONSTRUCTION

WHEDA Building

Madison, Wisconsin

2016.36.03

[illegible]

Apartment Images

G009

