URBAN DESIGN COMMISSION APPLICATION



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



Complete all sections of this application, including

FOR OFFICE USE ONLY:	
Paid	Receipt #
Date received	
Received by	COCCUED
Aldermanic District	RECEIVED
Zoning District	7/8/2020 7:53 a.m.
Urban Design District	7:53 a.m.
Submittal reviewed by	
Legistar #	

the desired meeting date and the action requested.		Urban Design District			
forr	mats or other accommodations to access these forms,	Submittal reviewed by Legistar #			
Ad	oject Information dress: 920 + 996 East Main Stree le: Archipelago Apauments + 1				
2. Ap	plication Type (check all that apply) and Requested Dat C meeting date requested 7.29.20	, , ,			
3. Pro	pject 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) ☐ Signage Exception Other Please specify Conditional USC			
App Stree Pro Stree Tele Pro	plicant, Agent, and Property Owner Information plicant name Curl Brink Set address Exphone Doug Hursh Trink Set address Placet contact person Peet address Exphone Doug Hursh Trink Trink	Company City/State/Zip Madison WI 53703 Email WY brink thot mail. com Company Potter Lawson Inc. City/State/Zip Madison WI 53705 Email dough potter lawson.com Village VVV - Curt Brink City/State/Zip Madison, WI 53703 Email curt brink thotmail.com			

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.

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.

X	Development Plans	(Refer to	checklist on	Page 4 for	plan details
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Filing fee

M **Electronic Submittal***

叉 Notification to the District Alder

Please provide an email to the District Alder notifying them that you are filing this UDC application. Please send this as early in the process as possible and provide a copy of that email with the submitted application.

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
	7.15.20 project has been discussed several times including over level at UDC for when a 929 E Wash. The applicant attests that all required materials are included in this submittal and understands that if any required information
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 Down Hursh Relationship to property <u>Architect</u>
Author	rizing signature of property owner <u>Cuetis Brink</u> Date 7.7.20
7. App	lication 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.

\$100

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

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	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: $(per \S 31.041(3)(d)(1)(c) MGO)$

- 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

URBAN DESIGN COMMISSION APPROVAL PROCESS



Introduction

The City of Madison's Urban Design Commission (UDC) has been created to:

- Encourage and promote high quality in the design of new buildings, developments, remodeling, and additions so as to maintain and improve the established standards of property values within the City.
- Foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

Types of Approvals

There are three types of requests considered by the UDC:

- <u>Informational Presentation</u>. Applicants may, at their discretion, request to make an Informational Presentation to the
 UDC prior to seeking any approvals to obtain early feedback and direction before undertaking detailed design. Applicants
 should provide details on the context of the site, design concept, site and building plans, and other relevant information
 to help the UDC understand the proposal and provide feedback. (Does not apply to CDR's or Signage Variance requests)
- <u>Initial Approval</u>. Applicants may, at their discretion, request initial approval of a proposal by presenting preliminary design information. As part of their review, the Commission will provide feedback on the design information that should be addressed at Final Approval stage.
- <u>Final Approval</u>. Applicants may request Final Approval of a proposal by presenting all final project details. Recommendations or concerns expressed by the UDC in the initial approval must be addressed at this time.

Presentations to the Commission

Primarily, the UDC is interested in the appearance and design quality of projects. Emphasis should be given to the site plan, landscape plan, lighting plan, building elevations, exterior building materials, color scheme, and graphics.

When presenting projects to the UDC, applicants must fill out a registration slip provided in the meeting room and present it to the Secretary. Presentations should generally be limited to 5 minutes or as extended by motion by consent of the Commission. The Commission will withhold questions until the end of the presentation.

Applicants are encouraged to consider the use of various graphic presentation material including a locator map, photographs, renderings/model, scale drawings of the proposal in context with adjacent buildings/uses/signs, etc., as may be deemed appropriate to describe the project and its surroundings. Graphics should be mounted on rigid boards so that they may be easily displayed. **Applicants/presenters are responsible for all presentation materials, AV equipment and easels**.

URBAN DESIGN DEVELOPMENT PLANS CHECKLIST



The items listed below are minimal application requirements for the type of approval indicated. Please note that the UDC and/or staff may require additional information in order to have a complete understanding of the project.

1. Informational Presentation

- Locator Map
- Contextual site information, including photographs and layout of adjacent buildings/structures
- Site Plan
- Two-dimensional (2D) images of proposed buildings or structures.

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

Requirements for All Plan Sheets

- 1. Title block
- 2. Sheet number
- 3. North arrow
- 4. Scale, both written and graphic
- 5. Date
- 6. Fully dimensioned plans, scaled at 1"= 40' or larger

** All plans must be legible, including the full-sized landscape and lighting plans (if required)

2. Initial Approval

Locator Map
Letter of Intent (If the project is within a Urban Design District, a summary of $\underline{\text{how}}$ the development proposal addresses the district criteria is required)
Contextual site information, including photographs and layout of adjacent buildings/structures
Site Plan showing location of existing and proposed buildings, walks, drives, bike lanes, bike parking, and existing trees over 18" diameter
Landscape Plan and Plant List (must be legible)
Building Elevations in both black $\&$ white and color for all building sides (include material callouts)
PD text and Letter of Intent (if applicable)

Providing additional information beyond these minimums may generate a greater level of feedback from the Commission.

3. Final Approval

All the requirements of the Initial Approval (see above), plus:

☐ Grading Plan

☐ Locator Map

- ☐ Proposed Signage (if applicable)
- ☐ Lighting Plan, including fixture cut sheets and photometrics plan (must be legible)
- ☐ Utility/HVAC equipment location and screening details (with a rooftop plan if roof-mounted)
- ☐ PD text and Letter of Intent (if applicable)
- ☐ Samples of the exterior building materials (presented at the UDC meeting)

4. Comprehensive Design Review (CDR) and Variance Requests (Signage applications only)

Contextual site information, including photographs of existing signage both on site and within proximity to	
□ Contextual site information, including photographs of existing signage both on site and within proximity to	Letter of Intent (a summary of <u>how</u> the proposed signage is consistent with the CDR or Signage Variance criteria is required)
	Contextual site information, including photographs of existing signage both on site and within proximity to the

- ☐ Site Plan showing the location of existing signage and proposed signage, dimensioned signage setbacks, sidewalks, driveways, and right-of-ways
- ☐ Proposed signage graphics (fully dimensioned, scaled drawings, including materials and colors, and night view)
- ☐ Perspective renderings (emphasis on pedestrian/automobile scale viewsheds)
- Illustration of the proposed signage that meets Ch. 31, MGO compared to what is being requested.
- ☐ Graphic of the proposed signage as it relates to what the Ch. 31, MGO would permit



July 22, 2020

City of Madison, Urban Design Commission Madison Municipal Building, Suite 017 215 Martin Luther King Jr. Blvd. Madison, Wisconsin 53703 Via: Email

Preliminary Letter of Intent Archipelago Apartments & Phase One Parking Structure 920 E. Main St., Madison, WI

This Letter of Intent together with the Development Plans are submitted for an informational review by the Urban Design Commission.

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. This submittal includes a proposed mixed-use apartment building at 920 East Main Street and phase one of the central shared parking structure. We will be seeking approval of the Phase One Parking Structure on its own as well as in combination with the 920 E. Main Street apartments in the hope that we will be able to build the apartments at the same time as the parking structure.

Phase One Parking Structure

The Phase One Parking Structure will be built to provide parking for the WHEDA Building at 908 East Main Street, for Hotel Indigo at 901 East Washington Avenue, and for the apartments and commercial space at 920 East Main Street. It will also be available for the public and for neighborhood events, with most stalls being available after business hours and weekends. The construction of the parking enables development of the remainder of the block. When future phases of the project are built the parking structure will be surrounded by buildings and mostly enclosed in the center of the block.

The design of the Phase One Parking Structure utilizes a light weight corrugated and perforated metal façade hung off the post-tensioned concrete structure. The panels are designed to be easily removed and recycled once future phases are added to the structure. Temporary mural walls are provided at the lower level to add interest and art to the pedestrian level.

Once tenants are secured for the 929 East Washington Avenue building, then the remainder of the ramp and the office tower will be constructed.

Project Data - Phase One Parking Structure:

Number of Stalls: Approximately 387 stalls

Stall Use:

WHEDA Building: 225 stalls
Hotel Indigo: 75 stalls
Apartment Residents: 87 stalls

Number of floors: 5 floors

920 East Main Street Mixed-Use Building

The proposed mixed-use building will line the parking structure and provide a vibrant mix of uses along East Main Street, including commercial space and apartment residences.

The current proposed development on the block has over 300,000 square feet of office/employment uses. It would be impossible to provide the amount of additional parking that would be needed if additional employment use were added to the block. The residential use reduces the peak traffic and parking stall needs during business hours while making use of the costly infrastructure of the parking garage and green roof during non-business hours. The residential use also helps to activate the block during non-business hours providing increased activity and safety during evenings and weekends. East Main Street is a quiet street compared to East Washington Avenue and can provide a more peaceful and more desirable place to live. The building is also within one block of McPike Park providing access to outdoor recreation and green space. We believe that the inclusion of residential uses within the development of Archipelago Village is beneficial to the urban area and creates a balanced city block and neighborhood where one can work, live, and dine out without having to drive.

The proposed architecture of the mixed-use building compliments the current neighborhood by recalling the brick industrial type buildings of the area while also incorporating modern metal and glass elements of its time. The architectural aesthetic of the building is contextually inspired, intended to strengthen the sense of place of the historically industrial neighborhood. The brick facades are detailed to provide depth and shadow along most of the façades. The upper two floors are stepped back and clad in a lightweight metal and glass façade to create a unique top for the building. The 10-story building form follows the step-back requirements of Urban Design District 8.

The existing Wisconsin Telephone Garage building would remain on the site and be adapted for a commercial tenant. No addition above the Telephone garage is being proposed.

Affordability: The project will have 20% of the units classified as affordable at 80% of medium income levels.

Project Data - 920 East Main Street:

Building Height: 109'-11"
Building Area: 102,054 sq. ft.

Number of Floors: 10 Number of Units: 75

Commercial Tenant Space: 5,436 sq. ft.

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

- 1. Building Height Requirements:
 - a. Maximum Building Height Allowed: 123' (based on 15' for ground floor and 12' for upper floors)
 - b. Maximum Building Height Proposed: 109'-11"
 - c. 2 Bonus stories are allowed on Block 13b. This proposal uses both of these.
 - d. 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. Rehabilitation of historic structure: Wisconsin Telephone Company Garage and Warehouse, and reconstruction of the dismantled 924 E. Main St. facade.
 - e. The proposed rebuilding and incorporation of the dismantled 924 E. Main St. façade will require an exception from the Urban Design Commission due to a façade height of less than 3-5 stories.

	Building Height Allowed	Min/Max Street Level Façade Height
Urban Design District 8 Requirement	8 stories maximum	3-5 stories
	+2 bonus stories	
920 East Main Street Addition	10 stories	4 stories
Wisconsin Telephone Co. Building	6 stories	1 story (existing building)

2. Building Location and Orientation Requirements:

- a. Building Location Requirement: Location should provide for amenities that will enhance the visual and pedestrian character of the street. Well-designed landscaped outdoor spaces are encouraged for the use and enjoyment of employees and customers.
- b. Building Location Proposed: Location will provide a raised terrace within the setback area with paved seating areas and landscaping.
- c. Building Orientation Requirement: The front façade of the building and the primary entrance should face the primary street.
- d. Building Orientation Proposed: The front facade and entrance will face East Main Street.

	Min. Stepback	Min. Stepback	Min. Setback	Min. Setback
	East & West	North & South	East & West	North & South
	Streets	Streets	Streets	Streets
Urban Design District 8 Requirement	15'	15'	5'-20' *	0'-10'
920 East Main Street Addition	15'-8"	NA	8'-8"	NA
Telephone Building (for reference)	NA	NA	7'-4"	8'-5"

^{*15} feet on East Washington Ave.: Between 5 and 20 feet on other frontages

3. Parking and Service Area Requirements:

- a. Off-street parking should be located behind or along the side of the building. Landscape tree islands shall be provided at a ratio of 1:12. If possible, trash areas should be located inside buildings.
- b. Parking and Service Areas Provided: Structured parking is in the center of the block and behind the proposed development. Loading and trash are located inside the building along the internal north-south drive. No new surface parking is proposed.
- 4. Landscaping and Open Space Requirements:

- a. Street façade along East Main Street shall provide a dual canopy of trees along both the building setback and the public right of way.
- b. Landscaping and Open Space Proposed: A dual tree canopy is provided along East Main Street along with a raised terrace for outdoor seating.
- c. For residential developments, 20 sq. ft. of open space per bedroom shall be provided. 75 units x 20 sq. ft./unit = 1.500 sq. ft. open space required.
- d. Residents have direct access to a 31,700 sq. ft. green roof on the adjacent 929 E. Washington Ave. parking structure. In addition to the green roof, residents will have access to private balconies and an additional 2,490 sq. ft. green roof at level 5 on the south side of the 920 E. Main St. addition.

5. Building Massing and Articulation Requirements:

- a. Building Massing Requirements: Visual distinction should be provided between the upper and lower floors of the building. Positive vertical termination with decorative cornices or parapets should be provided. Buildings should be designed as products of their own time, not merely copying historic appearances. Existing one-story buildings should be renovated to increase building height and provide a more pleasing scale for the district.
- b. Building Massing Proposed: The 920 E. Main St. addition is a careful blend of traditional masonry detailing and contemporary glass and metal. The upper and lower sections of the 920 E. Main St. addition are vertically differentiated by a cornice at the 15' stepback and by variation in depth and detail of surface articulation. The uppermost two stories provide a distinctive contemporary language that responds to the rhythm of brick piers.
- c. Building Articulation Requirements: All visible sides of the building shall be designed with details that complement the main facades. 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. Side faces that are visible from the primary street shall receive complimentary design attention.
- d. Building Articulation Provided: First floor uses are intended to activate the street and outdoor terrace. Architectural details such as a highly articulated brick façade and cast stone details will provide interest to the terrace and streetscape. Mechanical equipment is located internally and on the roof and is screened. Side and rear faces of the building will be similar in material and articulation to complement the E. Main St. façade and provide a pleasing aesthetic from the green roof and adjacent office buildings.
- e. Encroachments into Setback Areas: Balconies are not allowed encroachments in setback areas.
- f. Proposed balconies on floors 5 through 8 of 920 E. Main St. would protrude 4' 4" beyond the face of the building but remain within the maximum buildable volume allowed by the setback and stepback requirements. See the section diagram provided.

6. Material and Color Requirements:

- a. Exterior material shall be durable, high-quality materials and appropriate for external use. Brick, stone, and terra cotta are preferred primary materials for new buildings and additions. Color choice should provide a pleasing relationship with adjoining buildings.
- 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. Windows Provided: 60% or more of the ground floor will be glazing on the primary street façade.
- c. Primary building entrances on all new buildings shall be oriented to the primary abutting public street. Entries should be clearly visible and identifiable from the street.

- d. Entrances Provided: The entrance to the apartments is oriented to E. Main St. and is prominently marked by an overhead canopy and a recess in the façade. Entry to the commercial spaces at the 920 E. Main St. address will be provided through a street-facing, recessed, central entrance door via a raised terrace with space for outdoor seating.
- 8. Restoration of buildings with Historic Value Requirements:
 - a. Owners are encouraged to restore the original character of historically significant buildings, and to support adaptive re-use of traditional industrial buildings for a variety of purposes. The distinguishing features of the original building should be preserved. Where possible, the original masonry should be restored.
 - b. Restoration Activity Proposed: The Wisconsin Telephone Garage and Warehouse building at 946 E. Main St. will remain and be repurposed for commercial uses. The existing building was built in 1929 in a Colonial Revival style; the architects were Herbst and Kuenzli. The building is not currently registered as a local landmark but is eligible for the designation. The brick façade has ornamental masonry buttresses and other masonry details that contribute to the building's aesthetic style. The roof structure is riveted steel trusses with wood decking.
 - c. Rebuilt Façade 924 East Main Street: The brick and stone of the 924 façade was saved in order to rebuild the façade in approximately the same location where it stood originally. This approach was preferred by the neighborhood and approved by the Plan Commission. The 924 façade is incorporated into the design with new windows, garage door, and entrance, in the same locations as they existed in the past. The restored façade stands proud of the new façade and is connected with a lightweight steel and glass structure. This placement allows the façade to be set off from the new building so that it is understood as a stand-alone façade of a different era, but at the same time the façade is used to enclose useable space as it did in the past, it is not a free standing empty façade. The Heritage Project breathes new life into the original façade. The façade is set back 5' from the property line to meet the current setback requirements. The original façade sat in approximately this location, but it was set within inches of the property line.

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.

Project Team:

Role	Organization	Contacts
Developer:	Archipelago Village LLC P.O. Box 512 505 N Carrol Street Madison WI 53701	Curt Brink
Architect:	Potter Lawson, Inc. 749 University Row, Suite 300 Madison, WI 53703	Doug Hursh Robert Mangas Peter Schumacher Leo Hursh

Civil Engineer: OTIE John Thousand

Anthony Miller

Landscape Architect: Ken Saiki Design Rebecca DeBoer

Jordan Teichen

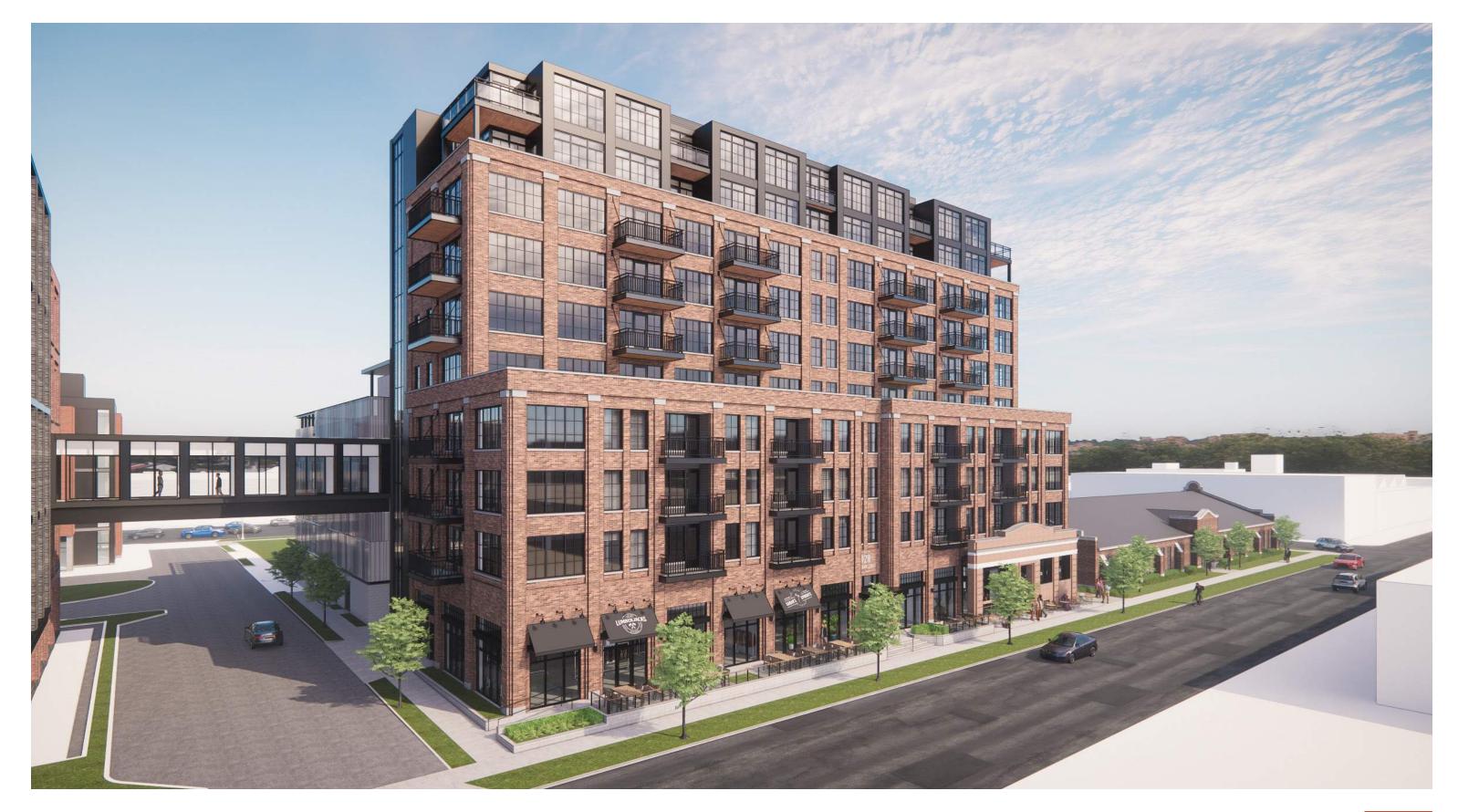
We look forward to discussing the design of the project with the Urban Design Commission. Please contact me if you have any questions regarding this submittal.

Sincerely,

Druglan Petfolk

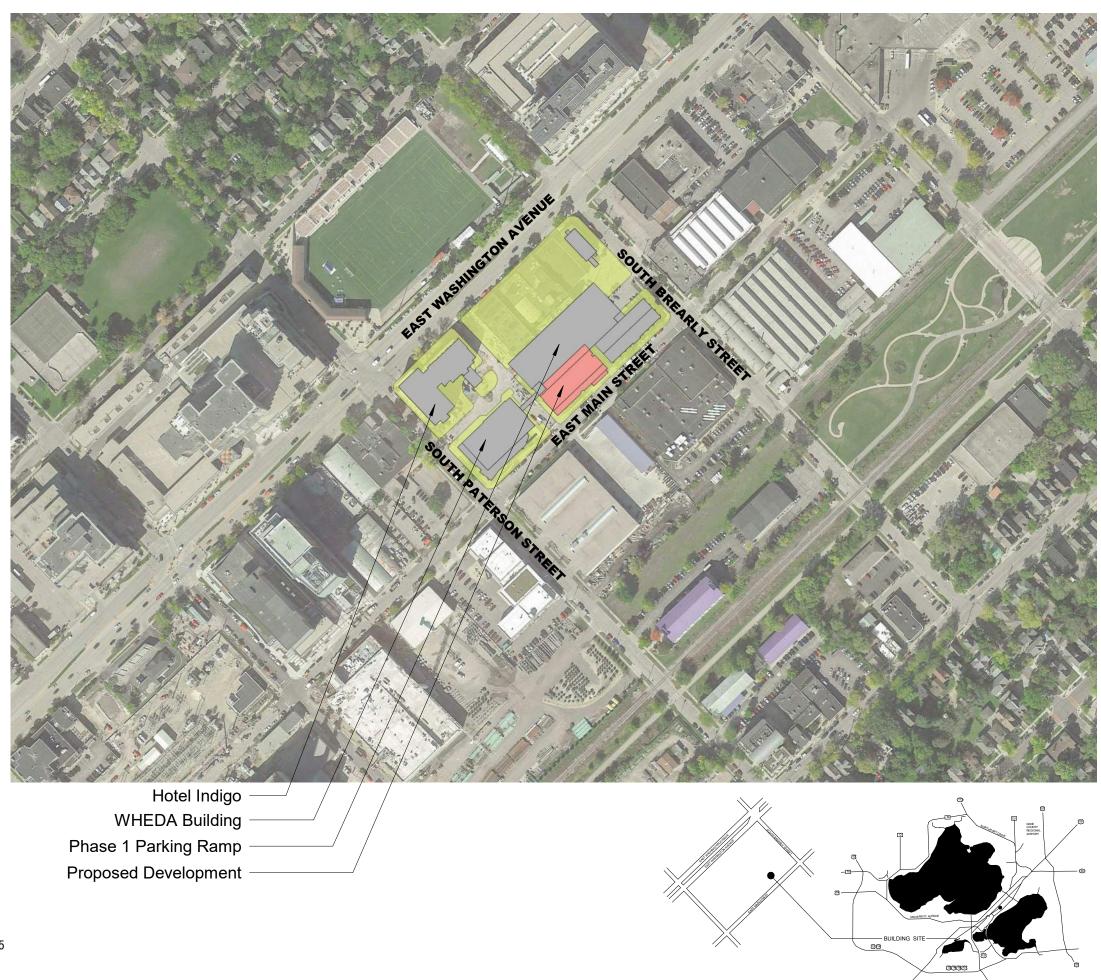
Douglas R. Hursh, AIA, LEED AP

Director of Design













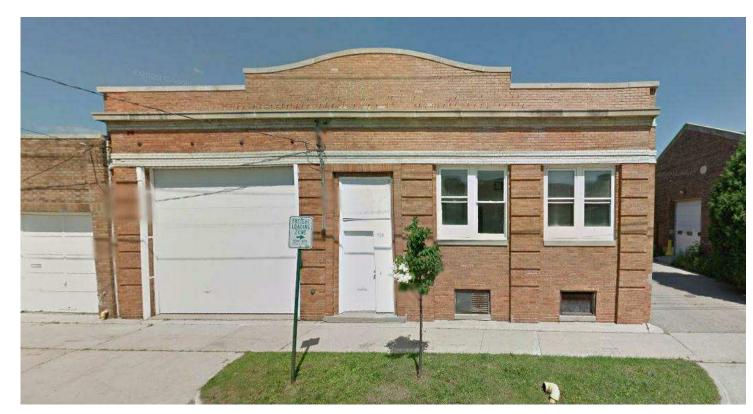


WHEDA Building



Hotel Indigo





924 E. Main St.



Wisconsin Telephone Co. Building























920 East Main Street Apartments - 2016.36.05

July 22, 2020



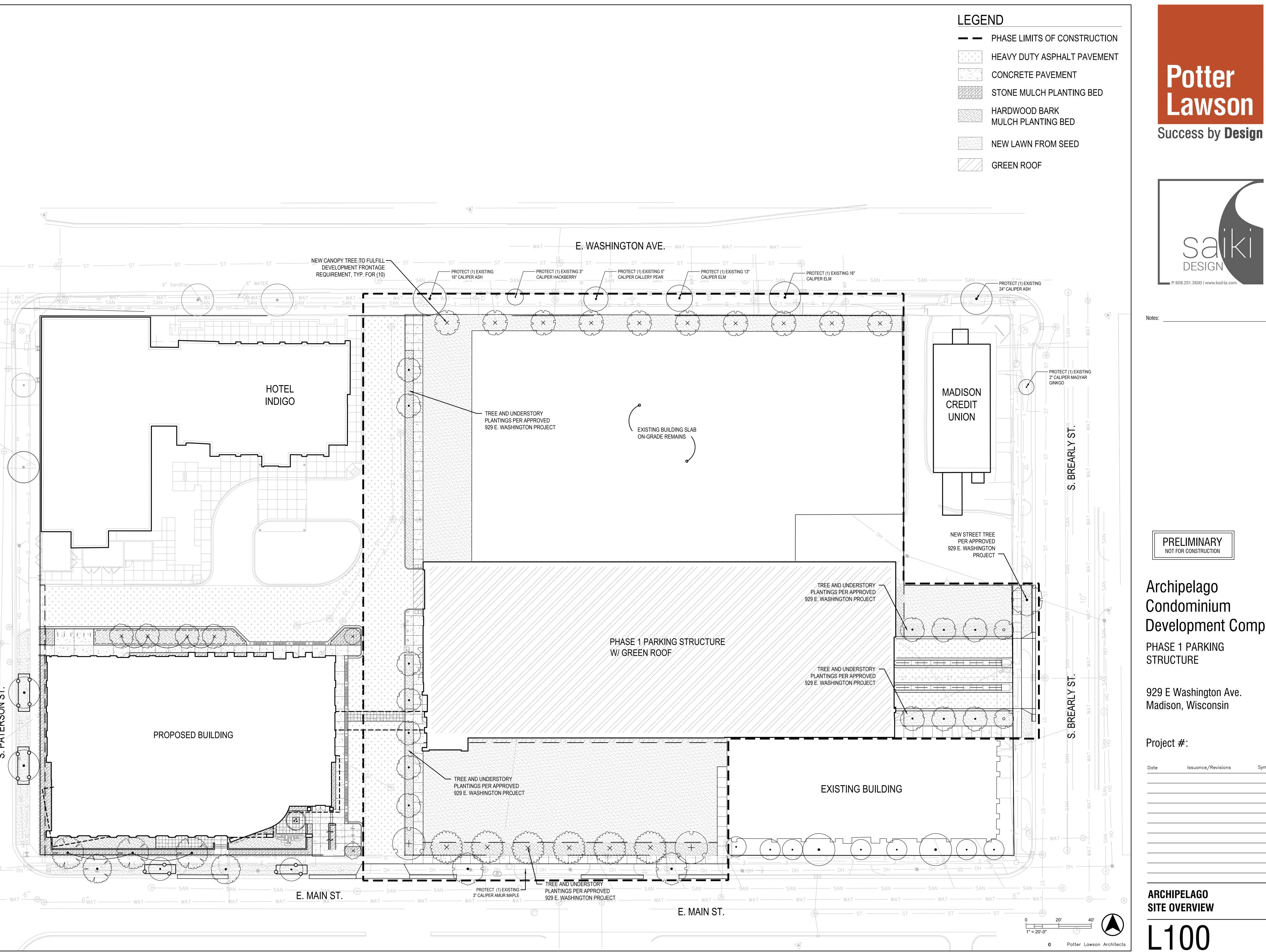
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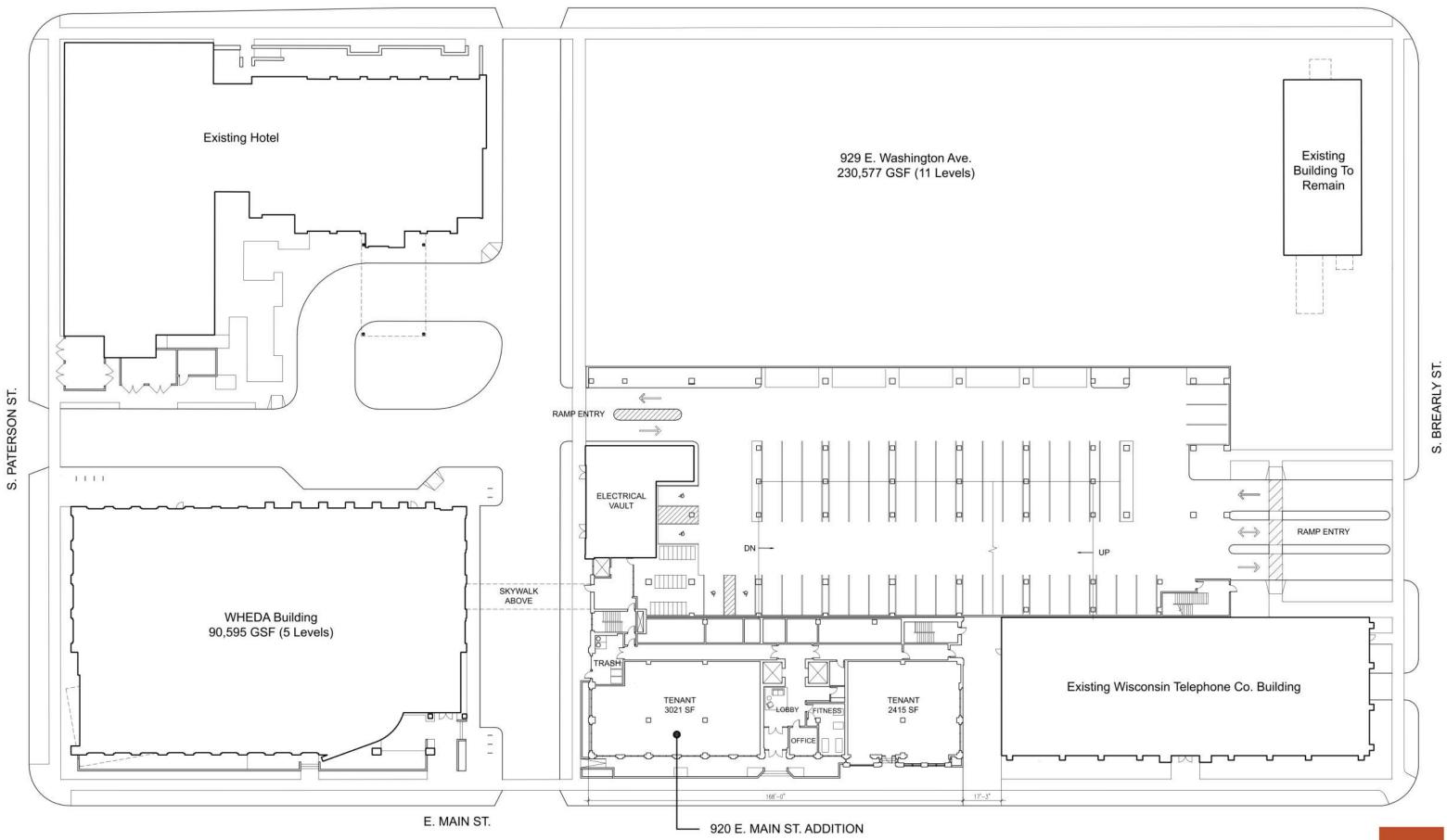






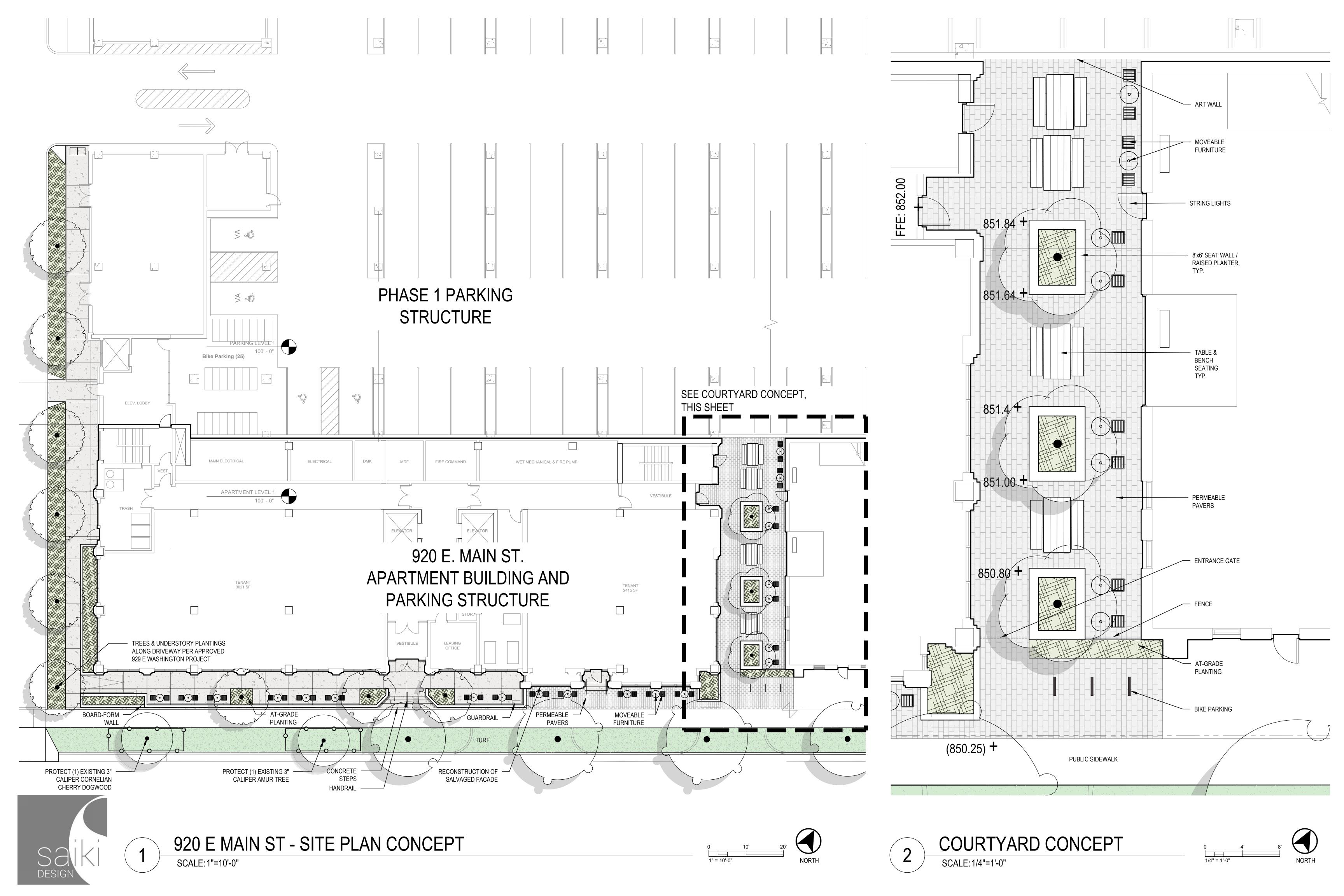
Condominium **Development Complex**

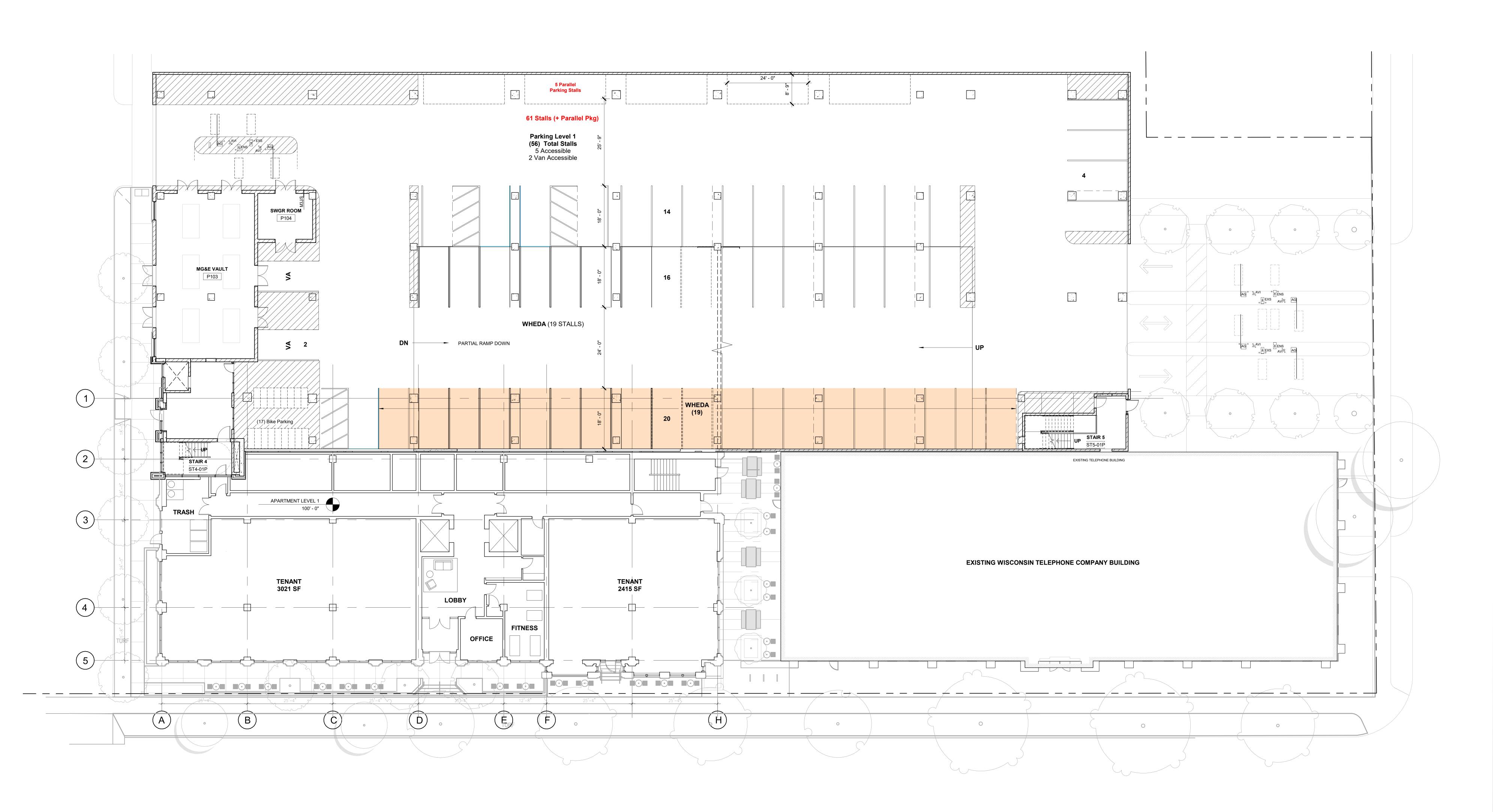
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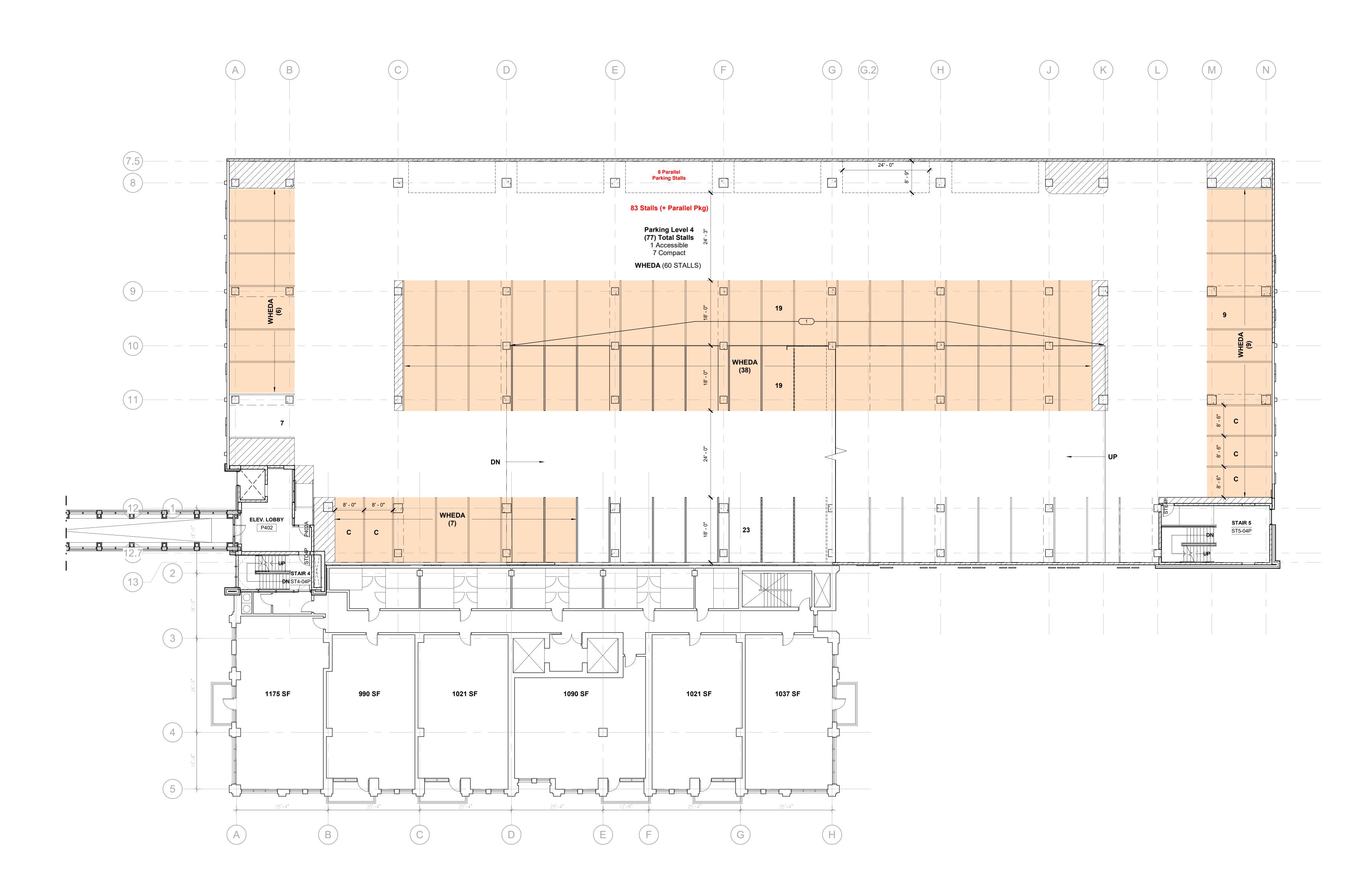
Site Plan











Coordination with Apartment Level 3
Archipelago Parking Phase 1
07/22/20





Coordination with Apartment Level 5 Archipelago Parking Phase 1 07/22/20











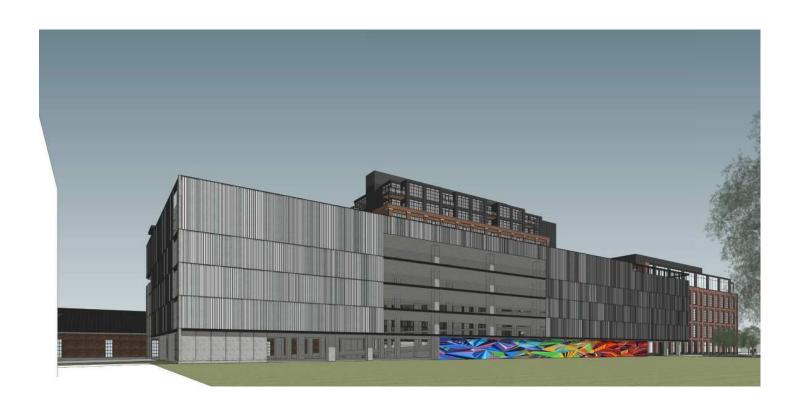


















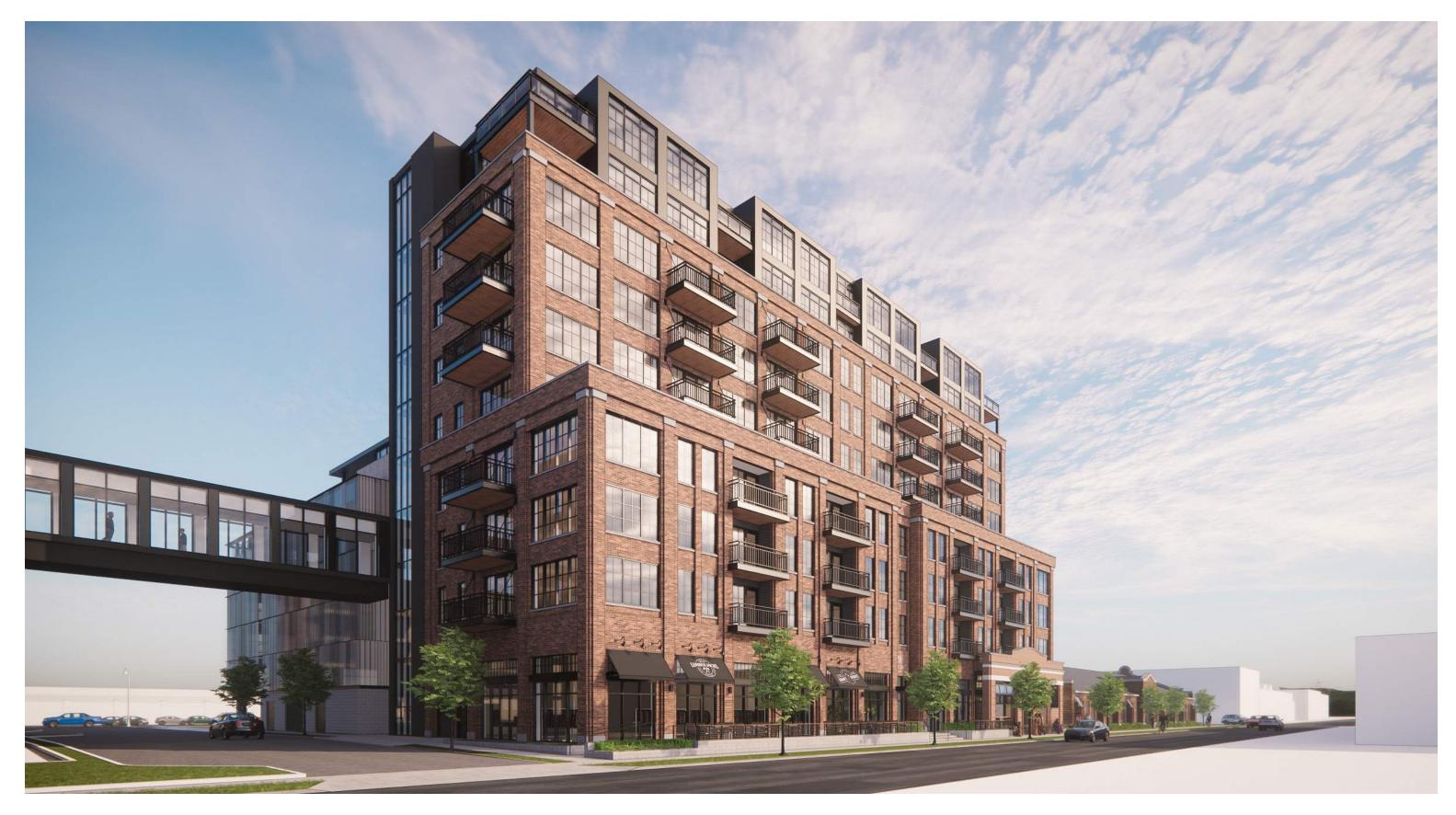
Phase 1 Parking Ramp Perspectives
920 East Main Street Apartments - 2016.36.05

July 22, 2020









































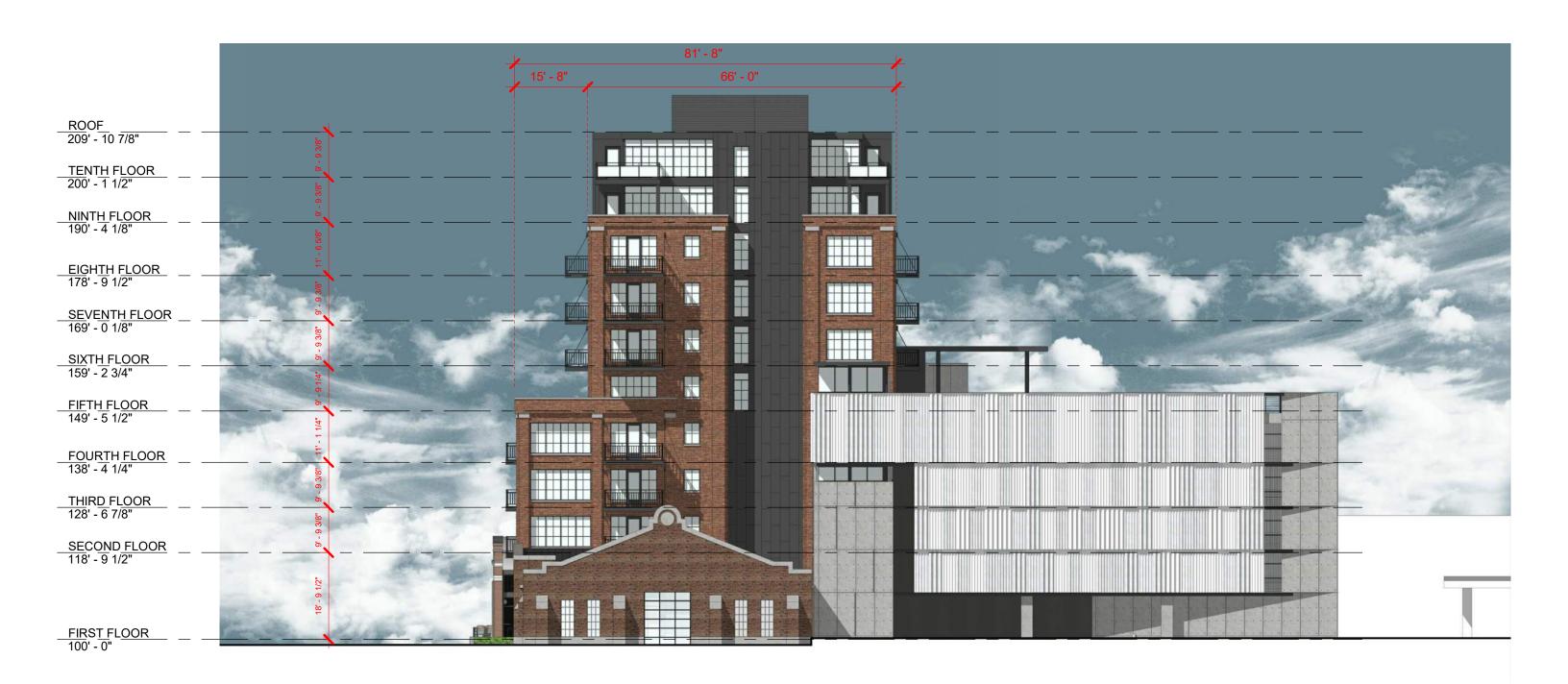
























South Elevation









