



August 12, 2020

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

**Letter of Intent**  
**Archipelago Apartments**  
**920 E. Main St., Madison, WI**

This Letter of Intent together with the Development Plans are submitted as part of the Land Use Application.

**Relationship to Adjacent Development:**

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 involves a proposed mixed-use apartment building at 920 East Main Street. This application assumes either prior completion or concurrent construction of the Phase One Parking Structure of Archipelago Village. The Phase One Parking Structure mentioned throughout this application refers to the southern portion of the previously approved 929 E. Washington Ave. project which is being separately proposed. The proposed mixed-use development at 920 E. Main St. is not necessarily bound to the construction schedule of the parking structure, meaning that the Phase One Parking Structure may exist in an interim stand-alone state for a period before the construction of this proposed project. However, this project is fully dependent on the existence of the Phase One Parking Structure both in terms of its parking requirements and structurally dependent relationship as an addition to the parking structure.



**920 E. Main St. Mixed-Use Building:**

The proposed mixed-use building will sit immediately adjacent to the parking structure and will provide a vibrant mix of uses along East Main Street including commercial space and apartment residences. Over 300,000 square feet of office/employment use is already being proposed for development on this block. There is insufficient space on the block to accommodate the parking that would be needed for additional employment uses to be added on this site. Residential utilization of the site reduces the peak traffic and parking stall needs of the block during business hours while making good use of the infrastructure investment of the parking structure and green roof during non-business hours. 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 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 residential utilization 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 have access to local amenities within walking distance.

The proposed architecture of the mixed-use building compliments the current neighborhood by recalling the brick industrial buildings typical of the area while also incorporating modern metal and glass elements of its time. The architectural aesthetic of the building is contextually inspired and intended to strengthen the sense of place of the historically industrial neighborhood. The brick facades of the lower eight stories are generously detailed to provide depth and shadow. The upper two floors are stepped back and clad in a lightweight metal and glass façade to create a unique and modern 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. No addition above this existing building is being proposed, and no adaptive reuse project for the existing space is being proposed at this time.

**Phase One Parking Structure**

The Phase One Parking Structure will be built to provide parking for the WHEDA building at 908 East Main Street, Hotel Indigo at 901 East Washington Ave, 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 the most stalls being available for after business hours and weekends. The construction of the parking structure allows the remaining sites on the block to be developed. When future phases of the project are built the parking structure will be mostly 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 perforated metal façade hung off of a post-tensioned concrete structure. The panels are designed to be easily removed and recycled once future phases are added to the structure. Temporary and permanent mural walls are provided at the lower level to add interest and art to the pedestrian level.

**Phase One Parking Structure - Data:**

Number of Stalls:	387 stalls
Stall Use:	
WHEDA Building:	225 stalls
Hotel Indigo:	75 stalls
Apartment Residents:	remainder of 87 stalls
Number of floors:	5 floors

**Affordability:**

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

**Project Data:**

Building Height: 110' – 9 ½"  
Building Area: 105,738 sq. ft.  
Number of Floors: 10  
Number of Units: 75  
Commercial Tenant Space: 5,436 sq. ft.  
Site Area: 13,817 sq. ft. (0.317 acres)  
Units per Acre: 237  
Open Area: 34,560 sq. ft. (includes 28,800 sq. ft. green roof above parking structure)  
Open Area per Unit: 461 sq. ft.

**Unit Data:**

Level	Number of Beds	Number of Units
2	7	6
3	7	6
4	7	6
5	10	10
6	11	11
7	11	11
8	11	11
9	8	7
10	8	7
<b>TOTAL</b>	<b>80</b>	<b>75</b>

Unit Type	Number of Bedrooms	Unit Area (sq. ft.)	Quantity of Units
A	2	1175	3
B	1	990	3
C	1	1021	6
D	1	1090	3
E	1	1037	3
G	1	698	12
H	1	810	4
I	1	769	4
J	1	680	4
K	1	692	8
L	1	613	4
M	1	684	4
N	1	708	3
O	2	1208	2
P	1	961	2
Q	1	944	2
R	1	931	2
S	1	917	2
T	1	881	2
U	1	838	2

**Zoning Requirements:**

1. The project is zoned for Traditional Employment (TE)
  - a. Multi-Family Dwelling requires Conditional Use Approval
2. Building Form: Podium Building
3. Automobile Parking Requirements:

- a. Multi-Family Dwelling Parking Requirements:
  - i. 1 stall per dwelling x 75 units = 75 stalls required
- b. General Retail Parking Requirements:
  - i. 1 stall per 400 sq. ft. floor area. 5,436 sq. ft./400 = 14 stalls required
- c. The required number of stalls will be provided within the adjacent parking structure under the assumption that parking facilities shared between retail and residential uses benefit from an offset in peak demand hours.
- d. Add the table of information about the number of stalls and needs of both Hotel and WHEDA
4. Bicycle Parking Requirements:
  - a. Multi-Family Dwelling Bicycle Parking Requirements:
    - i. 1 stall per unit up to 2 bedrooms, plus ½ stall per additional bedroom, plus 1 guest stall per 10 units
    - ii. Required: 75 stalls for residents plus 10 guest stalls = 85 stalls required
  - b. General Retail Bicycle Parking Requirements:
    - i. 1 stall per 2,000 sq. ft. floor area. 5,436 sq. ft./2,000 = 3 stalls required
  - c. Long-term bike storage for 85 bikes will be provided for residents and guests in a secure bike storage room within the 920 E. Main St. addition. Outdoor bike racks for 6 bikes will be provided to meet the requirements for retail space.
5. Parking Reductions:
  - a. Vehicular: Up to 50% reduction possible within 600 feet of a high-frequency transit corridor. The Zoning Administrator may authorize a reduction in the minimum number of parking spaces required upon a determination that the hours of peak use among multiple uses would result in lower parking demand.
  - b. Bicycle: Zoning Administrator may reduce requirement based on several factors.
6. Loading Requirements: Loading areas are shared with the rest of the Archipelago Village development. Shared loading spaces include (3) 10' x 50' semi-truck loading areas on the internal drive.
7. A trash area is provided in an enclosed room and is accessed from the internal drive.

### **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: 110' – 9 ½"
  - c. 2 Bonus stories are possible on Block 13b. This proposal utilizes both of these.
  - d. Bonus stories requested based on the fulfilled requirements below:
    - 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 structures: Kleuter Building/Hotel Indigo, Reconstruction of the dismantled 924 E. Main St. façade, Wisconsin Telephone Building Garage reuse.
  - 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.
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 E. Main St.	Min. Stepback S. Brearly St.	Min. Setback E. Main St.	Min. Setback S. Brearly St.
Urban Design District 8 Requirement	15'	15'	5'-20' *	0'-10'
920 East Main Street Addition	15'	NA	5'-0"	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. 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.
  - b. Residents have direct access to a 28,800 sq. ft. green roof on the adjacent Phase 1 Parking Ramp. 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. This affords a total of 461 sq. ft. of open space per unit.
- 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 podium step-back 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' - 10" 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 materials 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. 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.
  - c. Wisconsin Telephone Building Garage – 946 East Main Street: The existing building is proposed to remain, the exterior façade will be renovated once a tenant is identified for the space.
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 Andrew Laufenberg 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,



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