

NEIGHBORHOOD CONTEXT PLAN

To the west is an area known as “Old West Side.” This is a wonderful collection of residential homes and intermittent commercial and institutional buildings intertwined within the neighborhood. The homes are 2-1/2 story structures clad in brick, stucco and wood. Most have pitched roofs and sit within a yard. The larger commercial buildings, such as the old Chrysler plant, have been converted into the well-received Liberty Lofts. The Argus buildings, formerly a manufacturing location for Argus cameras, have been repurposed into rental offices. These structures are three to six story brick buildings that occupy much larger parcels than the surrounding homes. Even though the large buildings sit close to the property line, the interesting old masonry detailing and a residential scale of fenestration help soften the edge. Overall, the larger buildings sit comfortably within the surrounding context.

The north/south Main Street corridor context is a mix of tall structures, such as the University of Michigan football stadium, and two and three story commercial and residential buildings. A few short blocks to the north of the site are three, five and seven story structures that line Main Street as it rises to within two to three blocks of the top of the hill. Experientially, these taller structures work to transition to the height and density of downtown Ann Arbor. At the intersection of Main Street and Stadium Boulevard, the recorded elevation is 890 ft. From that point heading north, Main Street slopes down significantly to a low point of 818 feet at the intersection of Madison Street... a drop of 72 feet. From there, heading north, Main Street rises to an elevation of 841 feet at William Street, an elevation delta of 23 feet. The Madison on Main is located very near the low point or bottom of S. Main Street.



OLD WEST SIDE NEIGHBORHOOD

# 3b. DESIGN THEME & INSPIRATION

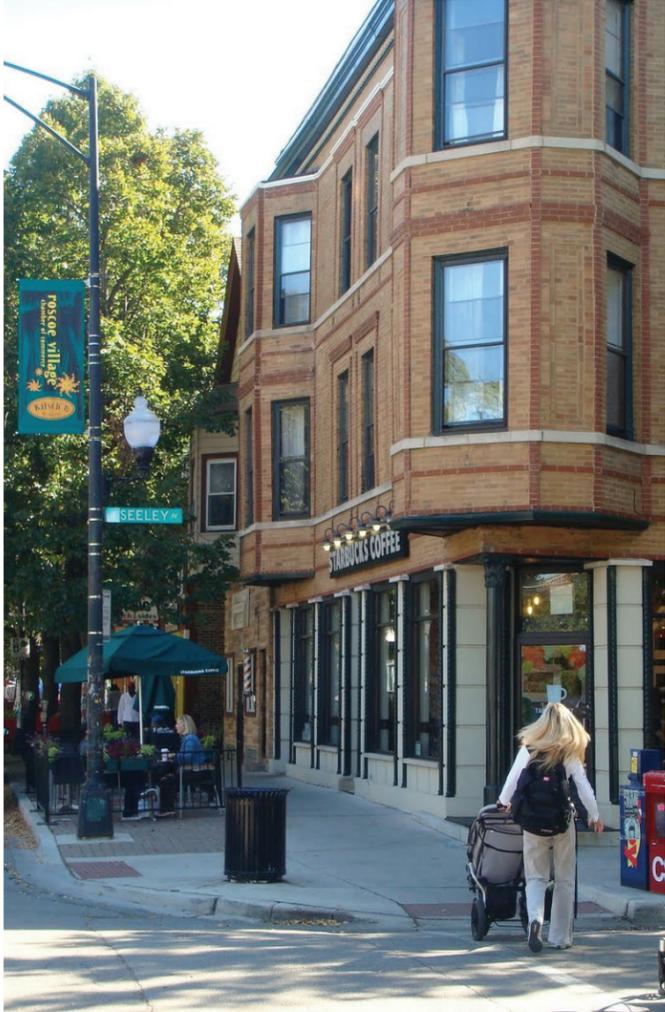
Inspiration for The Madison on Main is in the result of travels and experiences throughout Europe and the United States, specifically to cities such as Seville, Spain; Vienna, Austria; and Chicago, Illinois. The Madison on Main site has many unique characteristics and similarities to those found in these cities. Irregular shaped lots, diverse context fabric and the integration of urban multifamily buildings into surrounding neighborhoods are just a few similarities. These modestly scaled buildings often have small shops and cafes at street level that support small communities within the larger surrounding city. Small plazas and courtyards are created and discovered unexpectedly between buildings and busy streets. These small urban courtyard spaces provide landscape opportunities, respite and a chance to get off the beaten path. The Madison on Main's design is also shaped partly by the surrounding neighborhood and community. This will be evident in the proposed use of brick, manufactured stone, residentially scaled windows and doors, balconies and terraces. Along with the neighboring 618 South Main project, currently under construction directly to the south, The Madison on Main strives to serve as a positive development catalyst and to demonstrate a new level of sophistication in the Ann Arbor community.



THE MADISON ON MAIN



CHICAGO, ILLINOIS



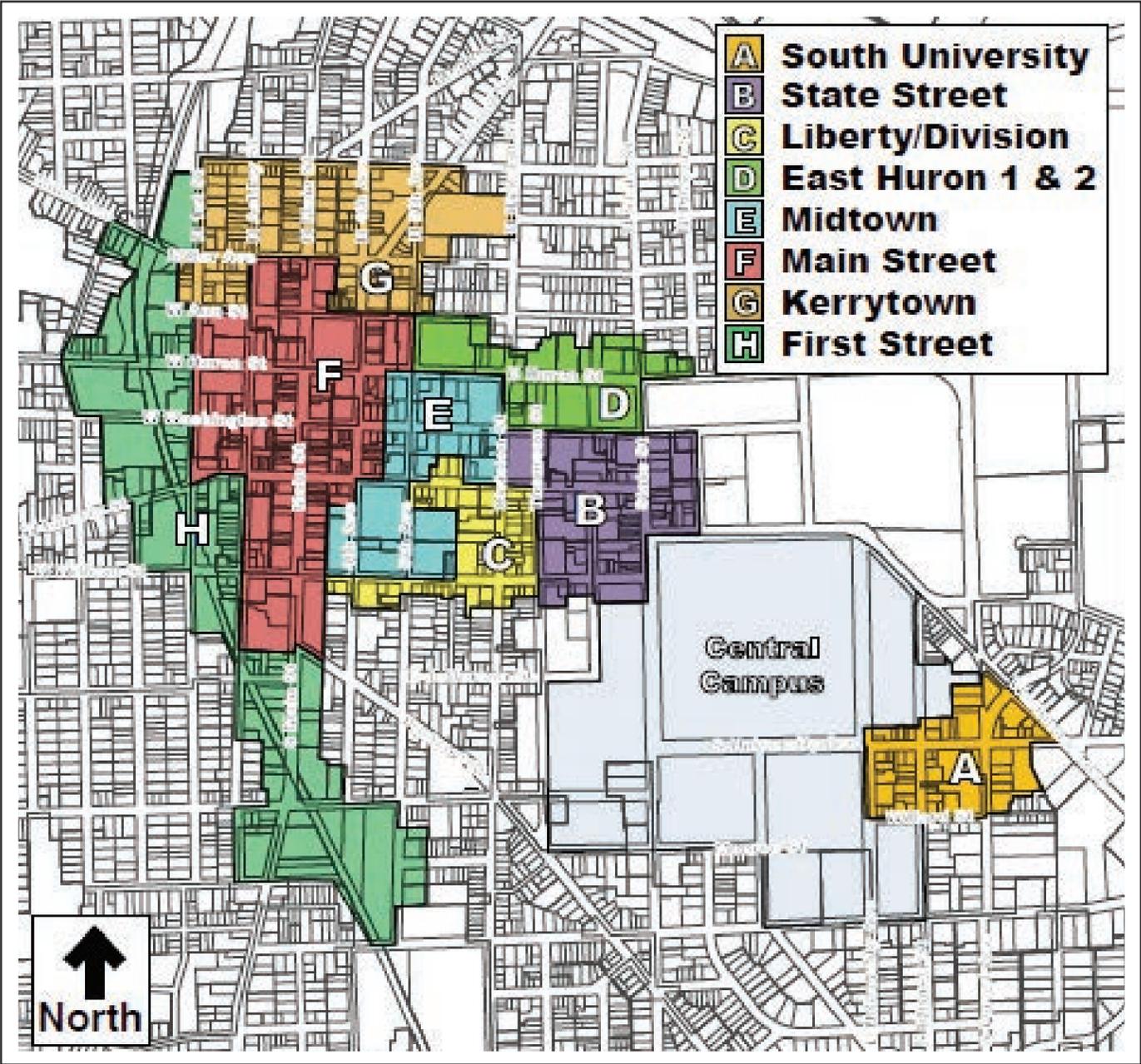
SEVILLE, SPAIN



VIENNA, AUSTRIA

# 3c. RESPONSE TO THE FIRST STREET DISTRICT

The Madison on Main will be an infill corner development on an irregular shaped lot created by the acute angle between Madison and S. Main Street. The development will preserve and perpetuate the blend of historic and non-historic building elements of the area. The development could also serve as a gateway to the “Old West Side.” It will also support downtown activities and is close enough to encourage non-vehicular transportation and the pedestrian use of the future Allen Creek Greenway. The building program is a mix of uses and a direct reflection of the First Street District context. It may provide a small retail/café, residential housing and a potential small urban green alley, all consistent with The First Character district.



CHARACTER DISTRICTS



THE MADISON ON MAIN



LIBERTY LOFTS



SCHLENKER BUILDING



WASHTENAW DAIRY

# 3d. RESPONSE TO THE DESIGN GUIDELINES FOR CONTEXT & SITE PLANNING

## A.1 URBAN PATTERN AND FORM

The Madison on Main sits at the nexus of a wide range of uses and characters. Across Main Street to the east is a filling station and beyond the sprawling Fingerle Lumber complex, to the north is primarily office and commercial, to the south the new residential 618 South Main, and to the west, several quaint wood frame houses that are typical of the Old West Side. Further to the west is the iconic Washtenaw Dairy, nestled into the neighborhood of residential homes. Main Street is a major through-way for town. Madison is quieter, but is an important entry into the Old West Side. It introduces the eclectic mix of well-kept older housing stock and commercial uses comfortably interwoven into the same neighborhood. There is no other area in town that has this particular mix of stable residential and commercial co-existing side-by-side. The intersection of Madison and Main is an important place not only to address the importance of Main Street, but also to serve as a gateway into the Old West Side. The Madison on Main may install an interpretive sign about the history and significance of the Old West Side, in order to signal one of its more important entry points, and educate people about its interesting past.

The building is set back from the property line, along Main Street, between five and ten feet. This will reflect the streetscape rhythm established by the 618 South Main development. Due to the narrow public right of way in this area, nine feet, this will encourage and support the pedestrian experience on Main Street. The Madison/Main corner café further establishes and encourages the community use of Main Street as a pedestrian corridor.

The Madison on Main, though a new building, will be a handsome threshold to this important historic district and will balance/reflect these existing eclectic uses of housing comfortably living with commercial structures through the attractive detailing and creation of a vibrant pedestrian corridor.



**North Context Elevation**  
Scale: 1/32" = 1'-0"



**East Context Elevation**  
Scale: 1/32" = 1'-0"



THE MADISON ON MAIN

## A.2 SITE PLANNING & NATURAL SYSTEMS

The site was most recently a pizza shop, which burned down in 2013. It is currently a construction staging area for 618 South Main. Since the site itself is razed and does not contain any natural features, it is only its neighboring features that warrant discussion. The site is not in the Allen Creek floodplain (it crosses into the property of the Bouma Building on the northwest corner of the intersection of Madison and Main). The neighbor to the west has a large Siberian Elm, which are on the invasive species list for the City of Ann Arbor.

The building will be adding native street tree cultivars along both Main Street and Madison, and currently seeks to carry the street trees further to the west (beyond the property line) in order to reinforce the intimate, leafy feeling of the Old West Side.

The concept for the roof is to have a mix of terrace and green roof areas, that will both provide a pleasant place for residents, but also reduce the heat island effect and attenuate storm water runoff rates.

An open bottom storm water storage system under the building will allow storm water runoff to infiltrate into the soil. The design team plans to exceed the City's requirements for stormwater storage and infiltration.



HONEYLOCUST STREET TREE



ROOFTOP TERRACE



OUTDOOR CAFE SEATING



GREEN ALLEY CONCEPT



GREEN ALLEY

## A.3 OPEN SPACE

The existing right-of-way along Main Street is very narrow (just over 9 feet), so the building has been set back 5 feet from the intersection south to the driveway, and 10 feet back from the driveway to the southern property line. This engenders a more comfortable pedestrian experience along Main Street, which currently has fast moving vehicular traffic in this zone. Due to the retail space on the Main Street side, the setback from the property line also allows for café tables and planters to sit comfortably next to the building. The Madison side has a wider right-of-way zone (over 15 feet), and can more easily accommodate café seating and planters as well as the flow of pedestrians. The retail zone detailing of the building, as previously described, will be engaging and interesting, making the streetscape itself an appealing open space. The current configuration of Open Space is 1,900 square feet.

On the south side of the building, the first floor has been set back 8 feet from the property line. One idea we are considering is to create a green alley in the space between 618 South Main and The Madison on Main (the basement level containing the parking zone will be at the property line). It presently proposes to have a screen wall mid-way down the space (about 45 feet back from the east property line directly behind the egress stair) to keep the green alley proportions feeling harmonious. The current concept is to create an intimate green alley zone where retail patrons can find additional seating, 618 South Main residents can walk through to enter their north building entry, residents and passersby can find a sheltered spot to retreat from the fast-moving pace of Main Street. We intend to thoroughly explore how this may work for all potential users involved.

#### A.4 PARKING, DRIVEWAYS & SERVICE AREAS

Twenty four off-street private parking spaces will be provided within an enclosed below grade and mezzanine level heated parking garage. The below grade parking entrance is located on South Main Street and will be setback ten feet from the property line to provide a pedestrian friendly street edge. The mezzanine level parking entrance will be located off of Madison Street and fourteen feet from the north property line. The garage entrances will have high-end residential quality electronic controlled overhead doors. The corner retail/ café space serves as a visual buffer to the parking garage entries. The the garage doors will be visible to the public. Both drive locations are positioned away from the street corner intersection and as stated above, setback from the property line. The solid waste and recycling area will be located within a screened area below a portion of the second floor. This service area will be accessible from Madison Street.



EAST PARKING GARAGE ENTRANCE



SERVICE DOORS & NORTH PARKING GARAGE ENTRANCE



DOWNTOWN ANN ARBOR

#### A.5 PEDESTRIAN CONNECTIONS

As previously discussed, both the Madison and Main Street pedestrian experiences will be greatly enhanced by the proposed development, creating an interesting and attractive street level to be enjoyed by passersby. DDA street lighting will be added along the property line in both directions, as well as street trees, and pavers in between the sidewalk and the back-of-curb. The pedestrian entry for The Madison on Main is mid-block on the Madison Street side. The building has intentionally been set back along S. Main Street to encourage and provide a pedestrian connection between downtown to the north and the corridor to the south.



BIKE PARKING

#### A.6 CYCLING & TRANSIT

Bike hoops will be added along Main Street for 'public' bike parking, and secure bike parking will be included in the below grade parking level with convenient direct street access. There is currently one bike lane along the newly re-surfaced Madison, and there are no bike lanes along Main Street. The area is currently serviced well by several bus lines along both Main and Madison, making it easy to use public transportation.

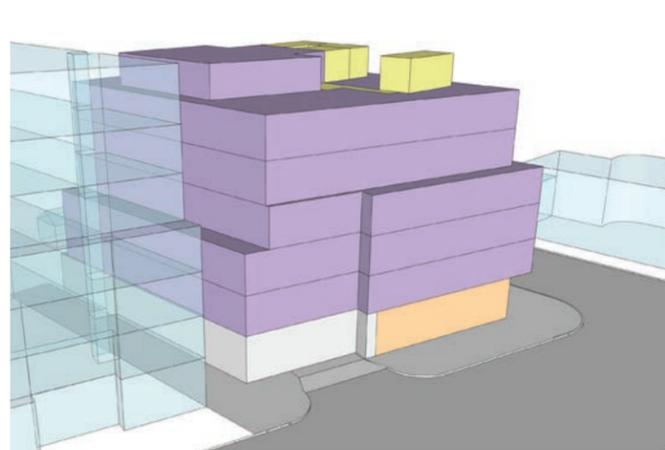
# 3e. RESPONSE TO DESIGN GUIDELINES FOR BUILDINGS

## B.1 BUILDING MASSING

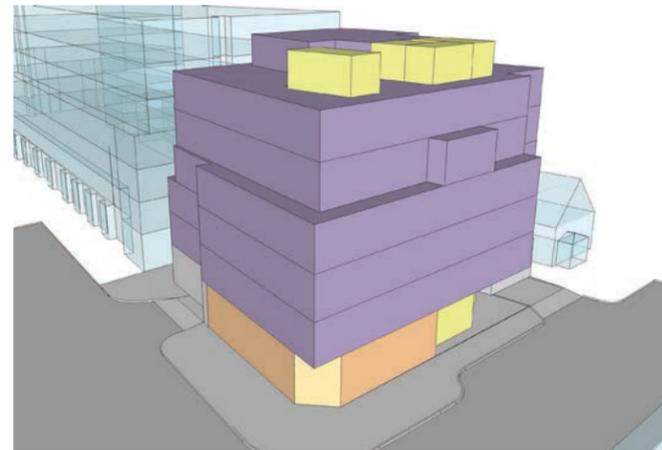
The Madison on Main is developed to the maximum 400% FAR with premiums for this site. This is approximately 37,764 square feet of building area.



THE MADISON ON MAIN



PRELIMINARY EAST ELEVATION MASSING STUDY



PRELIMINARY NORTH ELEVATION MASSING STUDY



NORTH/SOUTH 3D SECTION



EAST/WEST 3D SECTION

The maximum allowable building height is 60 feet. The proposed building height is 78 feet 1 inch measured from average grade to the top of the elevator penthouse overrun. It's important to note that the elevator penthouse is inset 24 feet from the primary building perimeter wall. The main building mass is 66 feet 11 inches tall. This is measured from average grade to the top of the cornice/parapet. The Madison on Main will be relatively the same building height as the 618 building elements to the south.

The maximum streetwall height is 3 stories and the minimum is 2 stories. The proposed streetwall for The Madison on Main will be 4 stories. This is consistent with the adjacent 618 building to the south. A change in materials will occur at the 4 story height to keep the perceived scale of the streetwall lower. The streetwall offset will be 5 feet. This is consistent with the Zoning Ordinance.

The building frontage, along the café storefront, is setback 5 feet from the South Main Street property line to the east. The frontage adjacent to the below grade parking garage entry to the south is held back 10 feet from the property line. This provides opportunities for urban streetscape and café seating along South Main Street. The building frontage to the north will have a zero setback to the property line along Madison Street. However, a residential entry is inset nearly 5 feet and proposes to be expressed with a tower element. The mezzanine level parking garage entry is setback 14 feet from the northern property line. The building massing on the west side is a one story element. It is held 3 foot 8 inches from the property line to the south and 2 feet 8 inches at the north end. The second through six stories are held back 4 feet from the first floor building edge. This provides terraces for the second level tenants. The building is setback 8 feet from the property line to the south and steps back another 7 feet at the fourth story.

The maximum allowable building module is 66 feet. The largest proposed building module is 48 feet.

### 3f. DESIGN GUIDELINES FOR BUILDING ELEMENTS

#### C.1 STREET EDGE

The pedestrian street edge will be defined by a proposed corner retail/café and luxurious residential lobby entrance on the north side of the building along Madison Street. Street level building elements will include a one story stone clad base with pronounced window and door openings encouraging pedestrian interaction and activity at the street level. Wall light sconces will add a sense of warmth and scale along the street level on both Madison Street and Main Street.



MADISON STREET EDGE



MAIN STREET EDGE

#### C.2 ENTRIES

A corner entrance into the café will be highlighted with a detailed steel and glass canopy and substantial wood and glass doors. Operable cafe doors line Madison Street and Main Street for an indoor/outdoor experience. At the residential entry, manufactured stone cladding ascends to the sixth level to highlight the entry. Large residential inspired doors with sidelights greet residents into a welcoming open, high-volume lobby. Above the residential entry, a steel and glass canopy extends to the vehicular drop off area providing shelter for residents as well as guests entering the building.



CAFE ENTRY



RESIDENTIAL ENTRY

#### C.3 WINDOWS

The residential apartments will have operable aluminum clad wood windows and French doors opening onto outdoor living space. The balconies will have detailed metal railings providing an outdoor experience and view for the tenants. Some of the units will have elongated balconies connecting a pair of French doors while others open onto generous terraces. A shared roof-top terrace will be provide residents a gathering space to relax and socialize.



FABRIC AWNING



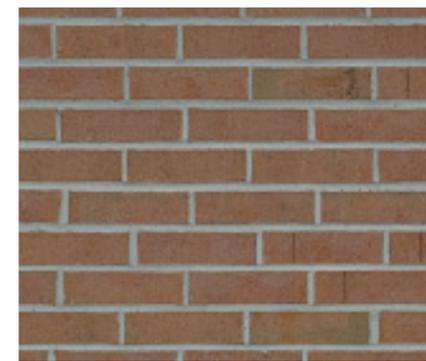
WINDOW

#### C.4 AWNINGS

Awnings will be located above the retail/café openings and will be in keeping with The Madison on Main design aesthetic while accomodating the potential tenants needs. Steel and glass canopies are utilized above the cafe and retail residential entries. Pergola structures are designed throughout the project to soften and transition the building into the neighborhood context.

#### C.5 MATERIALS

The primary building materials will be brick, manufactured stone, standing seam metal panels. All consistent with the surrounding context and Midwest values.



BRICK



MANUFACTURED STONE



STANDING SEAM METAL PANEL



ZONING MAP



EXISTING SITE

## The Madison on Main Ordinance/Zoning Analysis

	CURRENT	PROPOSED	NOTES
<b>LOT AREA</b>	9,441 SF	9,441 SF	
<b>ZONING</b>	D2	D2	The district is intended to be a transition between the D1- Downtown Core District and the surrounding residential neighborhoods. Ground floor retail with residential use above is included in the permitted uses for the district.
<b>SETBACK REQUIREMENTS</b>			
<b>FRONT SETBACK</b>	0'-0" MIN. 10'-0" MAX.	0'-0" to 10'-0"	5' offset required at top of streetwall (3rd Story) The Madison on Main proposes a 4th Story 5' offset in keeping with 618 Main streetwall height.
<b>SIDE SETBACK</b>	0'-0"	2'-8" to 6'-0"	When abutting a residential zoning the side yard setback is 15'. The Madison on Main proposes a 6'-0" setback above street level.
<b>REAR SETBACK</b>	0'-0"	8'-0" to 15'-0"	When abutting a residential zoning the rear yard setback is 30'. The Madison on Main proposes an 8'-0" rear setback with 15'-0" above the streetwall.
<b>BUILDING HEIGHT/COVERAGE</b>			
<b>MAX. HEIGHT</b>	60'-0'	78'-1"	78'-1" is measured to the top of the elevator from average grade. Top of building parapet, excluding the penthouse, is 66'-11".
<b>MIN. HEIGHT</b>	24'-0"	-	
<b>MAX. BUILDING COVERAGE</b>	80%	79.9%	7,541 SF/9,441 SF x 100 = 79.9%
<b>MIN. OPEN SPACE</b>	10%	20.1%	
<b>FLOOR AREA RATIO (FAR)</b>			
<b>MAX. FAR</b>	200%	-	
<b>MAX. ALLOWABLE SF</b>	18,882 SF	-	9,441 SF x 200% = 18,882 SF
<b>PARKING REQUIRED @ 200% FAR</b>	NONE	-	
<b>MAX. FAR WITH PREMIUMS</b>	400%	400%	Under Ch. 5:65 Floor Area Premium Options 2a Residential Use Premium & 2b Affordable Housing Premium Residential Use Premium : 18,882 SF x 175% = 33,044 SF Affordable Housing Premium allows 3,000 SF of floor area in excess of the normal maximum usable floor area for each onsite unit designated as lower income housing without exceeding 400% FAR Affordable Housing Premium : 33,044 SF + 6,000 SF = 39,044 SF (shall not exceed 37,764 SF or 400%)
<b>MAX. ALLOWABLE SF WITH PREMIUMS</b>	37,764 SF	37,764 SF	
<b>PARKING REQUIRED @ ABOVE 200% FAR</b>	1SP/1,000 SF	1SP/787 SF	A total of 24 private parking spaces are provided (resultant ratio of 1SP/787 SF)
<b>PARKING SPACES PROVIDED</b>	19 SP	24 SP	
<b>MISCELLANEOUS</b>			
<b>BICYCLE PARKING REQUIRED</b>	1SP/2,500 SF	1SP/2,500 SF	
<b>BICYCLE PARKING PROVIDED</b>	15 SP	15 SP	15 exterior bike spaces are provided along with allocated space for residential tenant bike storage