

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



COURTYARD

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 an open courtyard 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) to keep the courtyard proportions feeling harmonious. The current concept is to create an intimate courtyard 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 six off-street private parking spaces will be provided within an enclosed heated street level and below grade parking garage. The street level garage 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 below grade parking entrance will be located off of Madison Street and ten feet from the north property line. Both 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. Only the garage doors will be visible to the public. Both drive locations are positioned away from the 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 a bike room will be included in the car parking levels of the building. 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.

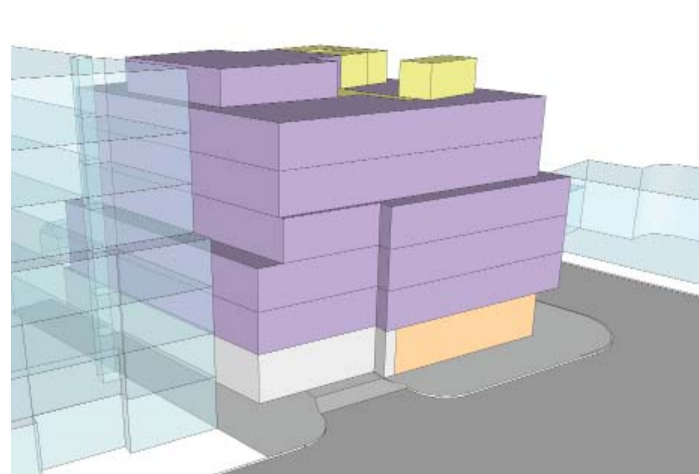
3e. RESPONSE TO DESIGN GUIDELINES FOR BUILDINGS

B.1 BUILDING MASSING

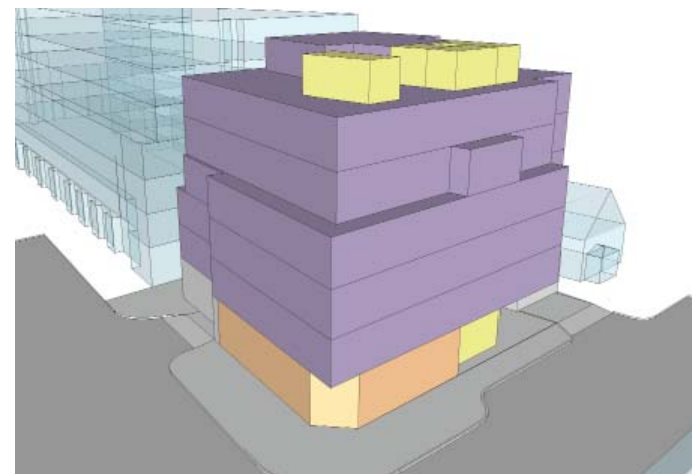
The Madison on Main is developed to the maximum 400% FAR with premiums for this site. This is approximately 37,764 square feet of building area.



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 76 feet measured to the top of the elevator penthouse overrun and average grade. It's important to note that the elevator penthouse is inset 24 feet from the primary building perimeter wall. The main building mass is 64 feet 6 inches tall. This is measured from average grade to the top of the cornice/parapet. The Madison on Main will be the same building height as the 618 building 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 3 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 street level 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 below grade parking garage entry is setback 10 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.