

# THE MADISON ON MAIN

## 2a. BRIEF DESCRIPTION of the DESIGN CONCEPT

THE MADISON ON MAIN is a well-appointed apartment building tailored for established professionals and mature financially secure adults who no longer want the responsibility of homeownership. The building design is rooted in traditional architectural values, pedestrian scale and order that draws inspiration from small urban multi-family buildings present throughout European and North American cities. As such, the scale compliments the charming Midwest neighborhood to the west. We feel The Madison on Main will nestle into and integrate nicely with this diverse Ann Arbor neighborhood.

The exterior design, as planned, will have an established street level stone clad “base”, brick clad main “body” and metal rain-screen clad “top”. The building’s exterior elements will become visual expressions of the interior program functions. Starting at pedestrian street level, a small corner retail/café will be highlighted with outdoor café seating, awnings, urban street scape planters, and operable window walls to create an indoor/outdoor experience. The residential entry lobby, located off of Madison Street, is expressed with a two-story stone surround and large wood and glass doors. Meticulously detailed canopies will identify the street level pedestrian entrances. Moving up the building, appropriately proportioned window and balcony punched openings express the residential living quarters. Residential terraces are provided at the building massing setbacks. These can be found at various levels and locations throughout the project. The roof top will feature a shared terrace for residents and guests. This space may include amenities such as shade structures, a fire-pit, lounge seating, refrigeration and an outdoor grill to provide a focal point and community meeting place for the residents. One residential penthouse unit, set back 30 feet from the exterior wall, is also included in the roof top mix.

A small quaint courtyard is being considered between the south side of The Madison on Main building and the north side of the 618 South Main residential development, currently under construction.

The overall building height is 76 feet and is measured to the top of the elevator overrun and average building footprint at grade. The elevator is setback 24 feet from the edge of the main building facade. The main building mass cornice measures 64 feet 6 inches.

## 2b. BRIEF DESCRIPTION of the DEVELOPMENT PROGRAM

THE MADISON ON MAIN will consist of urban apartments for rent that target a mature and professional demographic. There is a demand for rental space in this area for residents who want to remain in the neighborhood, but are ready to retire and leave the responsibility of home ownership. We feel that The Madison on Main could serve this function for mature residents who are ready for this transition, as well as people who want to move to the area and enjoy the myriad advantages of living in an eclectic, pedestrian friendly, urban neighborhood.

The primary program component will be 28-32 sophisticated residential apartments. The apartment mix ranges from well-designed 600sf one-bedroom luxury apartments to larger and gracious two-bedroom with study units.

The ground floor/street level program contains prime corner retail/café space of approximately 1,267 sf of lease space. This location on the northeast corner of the site at Main and Madison will be a significant benefit to the surrounding community and the building's residents. Within a short walk from downtown or the Old West Side neighborhood, people could possibly meet up for coffee & deserts, sandwiches, and a light lunch. Wine, cheese, meats and sundry goods may be available for purchase as well.

The residents of The Madison on Main will enter a secured entry lobby off of Madison Street. The street level residential amenities will include a mail room, concierge, heated parking and a screened solid waste/recycling area. Two exit stairs and one passenger elevator will provide the necessary vertical circulation. The plan includes 26 private off-street heated parking spaces located between street level and one level of below grade parking. Mechanical rooms, bicycle parking and storage rooms are located in the basement level.

The upper level floors two through six will be a mix of apartment units. The number of units decreases and size increases as the building ascends. All residential floors will have a common lobby and waste/recycling room with chute. All apartment units will have a small balcony or private terrace. One penthouse unit will be provided on the roof. The roof top will also include a shared terrace that will promote a sense of community and provide a gathering space for the residents.

Best practice efforts are underway to assure that THE MADISON ON MAIN will be designed as a sustainable and environmentally responsible development. Incorporating locally sourced and energy efficient building materials, mechanical systems, appliances, and low flow plumbing fixtures, rainwater collection and underground storm water infiltration systems, and other sustainable features will minimize the impact of the building on the environment and public water system.

### 3a. SITE CONTEXT

THE MADISON ON MAIN site is located at the southwest corner of the S. Main Street and Madison Street intersection. The site is located within several distinct and eclectic architectural areas. To the east, across S. Main Street, is the railroad corridor, which consist of masonry industrial and warehouse type buildings. The buildings are simple forms with expressed structural rhythmic bays. Some have the traditional order of base, middle and top. The masonry detailing and structural opening expressions add a sense of warmth and timelessness to the area. A small auto repair, a filling station, Fingerle Lumber and retail shops are also located in the mix to the east.

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.

### 3b. DESIGN THEME and 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, 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.

### 3c. RESPONSE to the DESIGN GUIDELINES for the FIRST STREET CHARACTER 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 courtyard -all consistent with The First Street Character district.

### 3d. RESPONSE to the DESIGN GUIDELINES for CONTEXT and 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.

#### (A.2) Site Planning and 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.

#### (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 and 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.

#### (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.

#### (A.6) Cycling and 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

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 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.

### 3f. RESPONSE to DESIGN GUIDELINES for BUILDING ELEMENTS

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. Awnings will be located above the retail/café openings. A corner entrance into the café will be highlighted with a detailed canopy and substantial wood and glass doors. At the residential entry, the stone cladding steps up to two levels aligning itself with the neighboring scale of the single family homes. Again, a detailed canopy will be located above the residential entry. Wall light sconces will add a sense of warmth and scale along the street level.

The upper floors of residential apartments will have operable windows and French doors. Small balconies with detailed metal railings will provide an outdoor experience and view for the tenants. Some of the units will have generous terraces. A roof-top terrace will be provided as a community gathering space for relaxation and socializing.

The primary building materials will be brick, stone and a metal clad rainscreen system, all of which are consistent and harmonious with the surrounding context.