

**APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL**

**AGENDA ITEM # \_\_\_\_\_  
Project # \_\_\_\_\_**

DATE SUBMITTED: <u>18 May 2011</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>25 May 2011</u>	<input checked="" type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 1102 South Park Street

ALDERMANIC DISTRICT: 13 Ellingson

OWNER/DEVELOPER (Partners and/or Principals) <u>Chuck Ghidorgi</u> <u>2100 Stewart Ave Suite 300</u> <u>Wausau WI 54401</u>	ARCHITECT/DESIGNER/OR AGENT: <u>Binder Ghidorgi Architectural Services</u> <u>2100 Stewart Ave Suite 300</u> <u>Wausau WI 54401</u>
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CONTACT PERSON: Andrew Kessnich  
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**TYPE OF PROJECT:**  
(See Section A for:)

- Planned Unit Development (PUD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
- General Development Plan (GDP)
- Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review\* (Fee required)
- Street Graphics Variance\* (Fee required)
- Other \_\_\_\_\_



\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

## Wingra Clinic

### A Proposal for the Redevelopment of the Former Morningstar Dairy

1102 South Park Street

#### Overview and Background

The Ghidorzi Company is seeking City of Madison approval to redevelop approximately 68% of the block bounded by South Park Street, Fish Hatchery Road and Midland Street with the construction of a ~76,800 Square Foot (SF) 4-story commercial building and associated surface and structured parking facilities. This new building will be utilized for the expanded Wingra Clinic operated by UW Health and Access Community Health Care Systems, and related medical and educational facilities. The Wingra Clinic has outgrown its current facilities, located in the Villager Mall, and is seeking to expand in order to serve a growing patient population. Access Community Health Care will continue to operate a clinic at the Villager Mall in addition to this new location.

South Madison is a vibrant component of the greater Madison community and has benefited from an array of planning initiatives that serve as a framework for guiding redevelopment efforts, including: the South Madison Neighborhood Plan (Jan 2005), the Wingra Market Study and Conceptual Redevelopment Plan (March 2006) and the establishment of Urban Design District Number 7 (June 2006).

As noted by these plans, this area is recognized as having many appealing amenities that support redevelopment efforts:

- Close proximity to employment centers (downtown, UW, Dean Medical Campus, and St. Mary's and Meriter Hospitals)
- Accessibility from major arterial highways, bus routes, and bike paths.

These plans note that the “flatiron” tract at the intersection of South Park Street and Fish Hatchery Road is a prominent “gateway” site for new commercial and/or mixed use development and recommends multi-storied, mixed use buildings sited close to the property lines with emphasis on high quality architectural and urban design.

The use, site plan and conceptual building architecture has been reviewed and discussed at a neighborhood meeting sponsored by Alder Ellingson, and is currently being reviewed by City staff.

### Project Description

The development of the new Wingra Clinic is Phase One of the redevelopment initiative for this block. Planned Unit Development-General Develop Plan (PUD-GDP) is proposed for the entire block (with the exception of the two lots at the corner of Park and Midland Streets which are not part of this proposal). The Phase One area – the clinic building and associated parking – will be zoned as PUD-Specific Implementation Plan. This phase will include:

- Razing the entire former Morningstar Dairy site. (This site encompasses approximately 104,500 SF and is owned by Clark Street Development. Ghidorzi Company will be purchasing ~39,000 SF of this property)
- Vacation of High Street
- Razing of the 8 rental residential structures fronting Fish Hatchery Road and Midland Streets
- Removal of the MGE substation.
- Constructing a four story – 76,800 SF commercial building to be occupied by clinic, educational, and medical uses. Each floor is 19,200 SF
- Constructing associated parking facilities to support the clinic and educational uses (currently anticipated to include ~65 surface stalls and a ~220 stall multi-level parking structure). The prospective occupants of the

building require a minimum of 4.0 stalls per 1,000 SF of gross floor area to meet the needs of patients, staff and students.

- Site Improvements including: landscaping and lighting to compliment building appearance and enhance the pedestrian environment, appropriate screening of surface parking areas, site amenities (walkways and furniture) and storm water management facilities.

The Phase Two area, which is owned by Clarke Street Development, will be temporarily seeded and maintained until market conditions support development that is compatible with the City's adopted plans and design guidelines.

#### Building and Site Design Considerations

- The clinic building and site is being designed to achieve LEED Certification.
- The clinic building is located so as to be the prominent feature along this segment of the South Park Street frontage. It is sited within 10 feet of the South Park Street Right-of-Way to present an urban character to the site and to enable: widening of the Park Street Sidewalk, streetscape landscaping and hardscape features, and the awnings and cornice features to not encroach over the street sidewalk.
- The main entry of the clinic is on the southeast façade accessed by the covered entry drive/ patient drop-off area. This driveway is aligned to provide easy and convenient "way-finding" to the surface parking areas and the parking structure.
- The service area of the clinic is located at the west corner and accessed from the service drive along the northwest face of the building.

- Internal site circulation is supported by a private drive constructed essentially along the vacated High Street alignment and provides ingress and egress to Midland Street and Fish Hatchery Road as well as access to the parking structure and surface lots. The private drive connection to Fish Hatchery Road will also be the primary ingress-egress point serving the redevelopment of the northerly portion of this redevelopment site (Phase Two).
  
- The parking structure is currently conceived to be 2 to 3 parking levels with direct vehicle access to the internal drive and Midland Street. The structure is designed to provide safe wheelchair routes to designated surface sidewalks and a pedestrian skywalk connection to the third floor of the clinic building. (Note: the third floor of the clinic building will be utilized for classroom/educational activities and secure evening access between the building and parking is critically important to student and staff safety). Subsurface soil conditions preclude the structure from being economically constructed with parking levels fully below street grades. In order to optimize the efficient use of the redevelopment area, the structure is located immediately adjoining the sidewalks along Midland Street and Fish Hatchery Road.
  
- The exterior architecture of all sides of the parking structure will be designed to compliment the character of the Fish Hatchery Road and Midland Street frontages as planned mixed use and commercial land use.



T. AGAZZI  
2010



View Looking West From Fish Hatchery Rd.



View Looking East from South Park Street



Elevation Building Massing of Proposed Apartments at Fish Hatchery Looking West



View Looking East from South Park Street



View Looking West From Fish Hatchery Rd. & S. Park St. Intersection



View Looking South West from High Street



View Looking North West from Intersection of Fish Hatchery Road and South Park Street



View Looking South From Midland Street



View Looking North East from South Park Street



View Looking South West From Midland to Garden Street



**Legend:**

 Project Boundary

 Viewshed

**Viewshed Legend:**

- 1 - View Looking West From Fish Hatchery Road
- 2 - Elevation Building Massing of Proposed Apartments at Fish Hatchery Looking West
- 3 - View Looking West From Fish Hatchery Road & S. Park St.
- 4 - View Looking North East from South Park Street
- 5 - View Looking East from South Park Street
- 6 - View Looking East from South Park Street
- 7 - View Looking South West from High Street
- 8 - View Looking South from Midland Street
- 9 - View Looking South West from Midland to Garden Street



EXISTING CONDITIONS AERIAL

**JSD** Professional Services, Inc.  
• Engineers • Surveyors • Planners

**PROPOSED WINGRA CLINIC SITE**  
**FISH HATCHERY RD./SOUTH PARK ST.**

MADISON, WI

05/18/2011

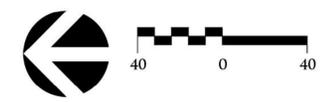
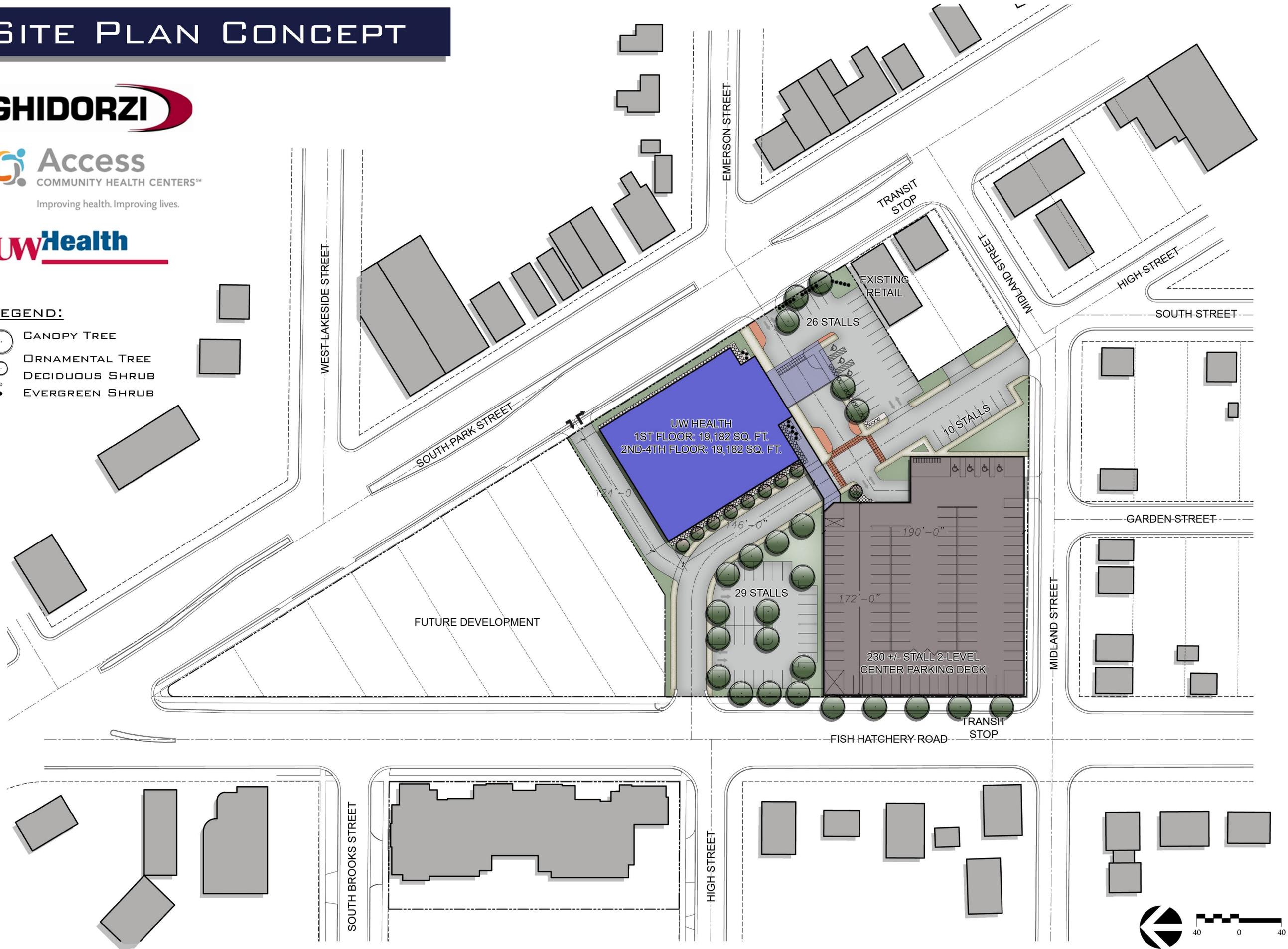
FOR PLANNING PURPOSES ONLY

# SITE PLAN CONCEPT



**LEGEND:**

- CANOPY TREE
- ORNAMENTAL TREE
- DECIDUOUS SHRUB
- EVERGREEN SHRUB



**PROPOSED WINGRA CLINIC SITE**  
 FISH HATCHERY RD./SOUTH PARK ST.  
 MADISON, WI  
 05/18/2011  
 FOR PLANNING PURPOSES ONLY

UW HEALTH WINGRA CLINIC CONCEPT

