



THE ULTIMATE EXPERIENCE CENTER

Urban Design Commission
Informational Presentation

Date submitted:
July 14, 2006

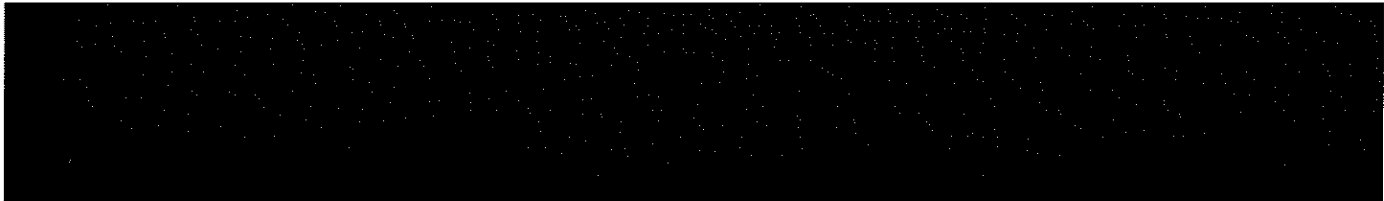




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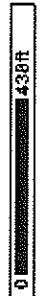




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**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>7-14-06</u>	Action Requested
UDC MEETING DATE: <u>7-26-06</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: 2809 Royal Avenue

ALDERMANIC DISTRICT: Tim Bruer

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
Debra Offerdahl

CONTACT PERSON: Leslie Scherrer, RHS Companies, Inc.
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Madison, WI 53711
Phone: 608-238-4445
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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) No fee required due to informational presentation only.
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 50,000 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)

The Ultimate Experience Building
Summary of Proposed Development

July 14, 2006

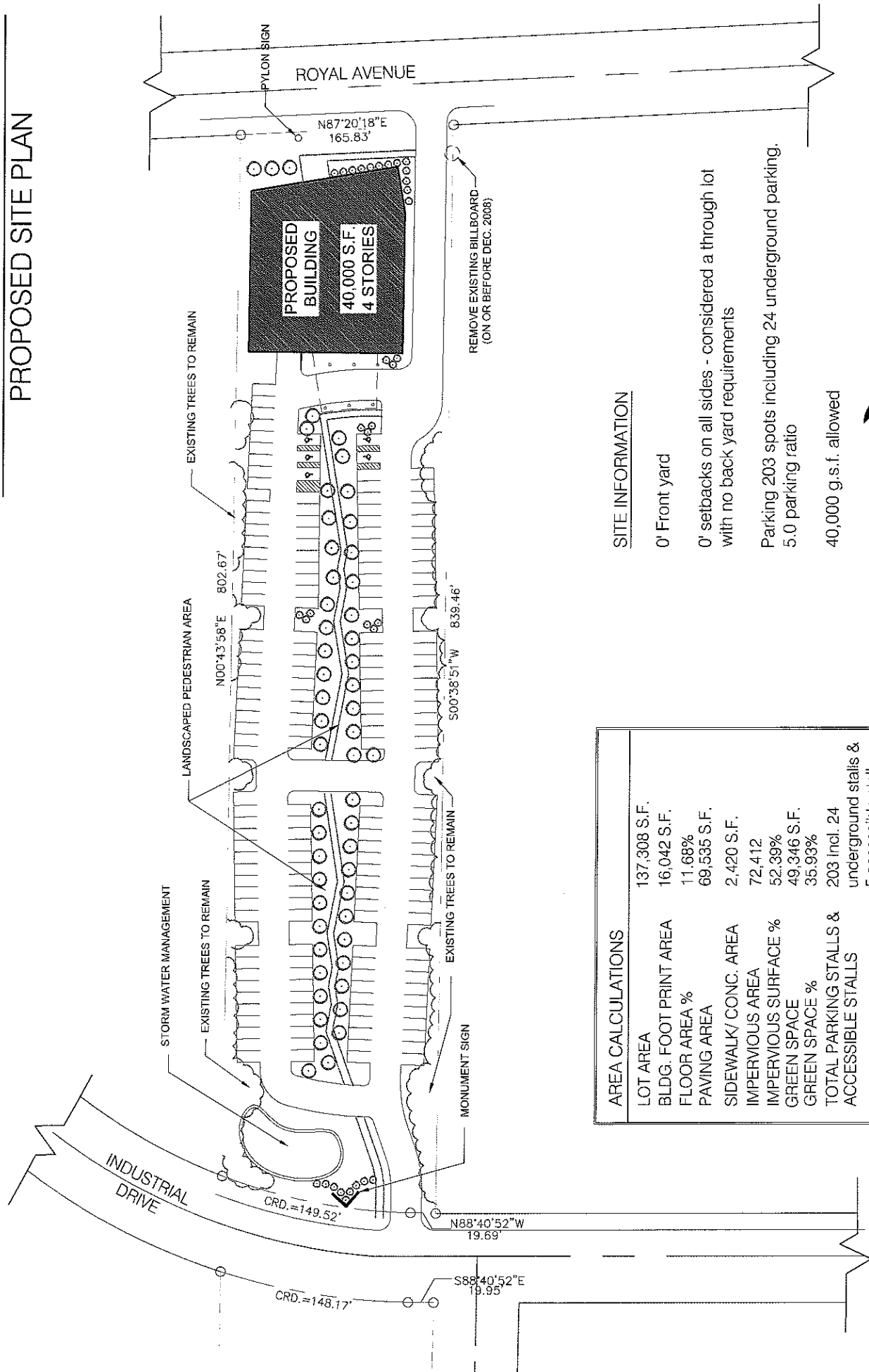
The proposed Ultimate Experience Building is a mixed-used building to be located at 2809 Royal Avenue in the City of Madison, Wisconsin. The building will be a 3 to 4 story building with between 30,000 and 60,000 gross square feet depending on pre-leasing. The leasable square footage of the building is estimated to be between 25,000 and 55,000 square feet.

The building will be geared towards lifestyle type tenants along with retail and office tenants. Examples of potential lifestyle tenants would be a spa, salon, dental or vision-type tenants. Retail tenants could include a bridal, tuxedo or flower type tenants.

The building is to be located on the northern portion of the parcel. Parking for the building will be located on the southern portion of the parcel. The proposed development will manage storm water on site.

The current billboard that is located on the parcel will be removed by December 31, 2008.

THE ULTIMATE EXPERIENCE CENTER PROPOSED SITE PLAN



SITE INFORMATION

- 0' Front yard
- 0' setbacks on all sides - considered a through lot with no back yard requirements
- Parking 203 spots including 24 underground parking. 5.0 parking ratio
- 40,000 g.s.f. allowed

AREA CALCULATIONS	
LOT AREA	137,308 S.F.
BLDG. FOOT PRINT AREA	16,042 S.F.
FLOOR AREA %	11.68%
PAVING AREA	69,535 S.F.
SIDEWALK/ CONC. AREA	2,420 S.F.
IMPERVIOUS AREA	72,412
IMPERVIOUS SURFACE %	52.39%
GREEN SPACE	49,346 S.F.
GREEN SPACE %	35.93%
TOTAL PARKING STALLS & ACCESSIBLE STALLS	203 Incl. 24 underground stalls & 5 accessible stalls

1 **SITE PLAN**

SCALE 1" = 100' - 0"

The Ultimate Experience Center
Urban Design Commission Informational Presentation
Parking Summary

The Ultimate Experience Building is being proposed as a lifestyle development. Examples of tenants that will form this development include a spa, salon, vision or dental businesses. Additional tenants would include businesses of a retail and office nature.

The anticipated parking needs for the majority of the development should be consistent with the 3.3 parking ratio as required per the zoning ordinance. The proposed building will be approximately 40,000 gross square feet with 30,000 square feet being targeted to vision, dental, retail or office type tenants. The remaining 10,000 square feet will be leased by the Ultimate Salon and Spa.

The Ultimate Spa and Salon ("Ultimate") is a high-end, full-service hair salon, nails and day spa owned by Debi Offerdahl. The Ultimate has been doing business for 25 years at its current Monona Drive location. The decision to relocate the business to a new Madison location is to better serve the growing needs of the business and its clients.

The Ultimate has unique parking needs for a variety of reasons typical of businesses in the salon and spa service industry. First, the Ultimate employs 70 staff members, of which 30 to 40 are providing services on a given day. With the large number of salon service staff and daily client volume, additional support staff will be needed, such as receptionists, management team, inventory specialists, cleaning, etc.

In addition, each service provider typically has multiple clients in the salon at the same time. A number of the Ultimate's service providers work with assistants, which allows them to have 2-4 clients per appointment. In addition, additional traffic volume is generated from client crossover (i.e.; clients checking in when clients are checking out, clients coming in to buy certificates, etc.).

Finally, the majority of the Ultimate's clients live beyond a 5 mile radius and many live outside the city limits in suburban rural areas. Because the Ultimate is a day spa, we have a significant number of clients that travel one to three hours to visit our spa.

In conclusion, the Ultimate Experience proposed development needs 203 parking stalls. This is would allocate 104 parking stalls for clients and staff of the Ultimate and 99 stalls to the remaining building tenants and their clients parking.