# APPLICATION FOR <br> URBAN DESIGN COMMISSION <br> REVIEW AND APPROVAL 

| DATE SUBMITTED: June 30, 2010 | Action Requested $\qquad$ Informational Presentation |
| :---: | :---: |
| UDC MEETING DATE: July 7, 2010 | Final Approval and/or Recommendation |

PROJECT ADDRESS: 700 block Segoe Road
ALDERMANIC DISTRICT: District \#11, Chris Schmidt
OWNER/DEVELOPER (Partners and/or Principals)

| Stone House Development, Inc. |
| :--- |
| 321 E. Main Street |
| Madison, WI 53703 |

## ARCHITECT/DESIGNER/OR AGENT:

Knothe \& Bruce Architects, LLC
7601 University Avenue, Suite 201
Middleton, Wisconsin 53562

| CONTACT PERSON: | J. Randy Bruce/Knothe \& Bruce Architects, LLC |
| ---: | :--- |
| Address: | 7601 University Avenue, Suite 201 |
|  | Middleton, Wisconsin 53562 |

Phone: 608-836-3690
Fax: 608-836-6934
E-mail address: rbruce@knothebruce.com

## TYPE OF PROJECT:

(See Section A For:)
X _ Planned Unit Development (PUD)
$\underline{x}$ General Development Plan (GDP)
X 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 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)
August 18, 2004-b-C:\Documents and Settings\bigch\Local Settings\Temp\udcreviewapprovalAug04.doc

Re: 700 Block of Segoe Road

## Locator Map



June 23, 2010
Mr. Brad Murphy
Director of Planning
Department of Planning \& Development
City of Madison
215 Martin Luther King Jr. Blvd
PO Box 2985
Madison, Wisconsin 53701

## Re: Letter of Intent <br> Amended PUD-GDP-SIP <br> 700 Block N. Segoe Road <br> Madison, WI

Dear Mr. Murphy:
The following is submitted together with the plans, application and zoning text for staff, Plan Commission and Common Council consideration of approval.

## Organizational structure:

Owner: Stone House Development, Inc. 321 East Main Street Madison, WI 53703 608-251-6000 608-251-6077 fax
Contact: Rich Arnesen rarnesen@stonehousedevelopment.com

Engineer: Vierbicher Associates, Inc 999 Fourier Drive, Suite 201 Madison, Wisconsin 53717 (608) 826-0532

Contact: Dave Glusick
dglu@vierbicher.com

Architect: Knothe \& Bruce Architects, LLC 7601 University Avenue, Ste 201 Middleton, WI 53562
608-836-3690
608-836-6934 fax
Contact: Randy Bruce
rbruce@knothebruce.com

Landscape Ken Saiki Design
Design: $\quad 303$ S. Paterson St. Suite 1
Madison, WI 53703 (608) 251-3600 Contact: Mike Sturm msturm@ksd-la.com

## Introduction:

The proposed site is located on the east side of North Segoe Road on the remaining parcel of land adjacent to the recently approved Target. Other surrounding uses include Weston Place Condominiums to the south along Frey Road: the Pyare Square building and McDonalds to the north along University Avenue and the State office buildings to the west and North. The development team has been meeting with the alderperson and the neighbors while putting together this development proposal.

The apartments will be developed using WHEDA's Section 42 tax credit housing program. WHEDA recently announced that this project was successful in obtaining the tax-credit allocation. While the apartments will be affordably priced, they will also provide a high-quality living environment and the amenities that are consistent with the neighborhood.

The current Target lot, which will be created by a soon to be recorded CSM, will be further subdivided to create the subject parcel. That subdivision will be approved concurrently with this proposed PUD-SIP.

## Project Description:

The project consists of two linked 4-story apartment buildings with 96 units. The buildings step down the sloped site and are four stories in height with a flat roof. The high-quality exterior materials will be a combination of masonry, fiber-cement board siding and metal panels. The exterior materials were chosen to be compatible with the adjacent Westin Place and Target buildings while maintaining a modern residential aesthetic. The street-side elevations of the buildings are well detailed and landscaped, and are punctuated with individual entries to the dwelling units. Many of the first floor units are townhomes with entry porches along Frey Street and N. Segoe Road.

The buildings are placed close to the site perimeter to enhance the public streetscapes. Pedestrian access is planned throughout the site connecting the buildings and users to the perimeter streets and surrounding retail and office uses. Vehicular access is accommodated from Frey Street with access to both the parking areas. Parking is largely accommodated below the buildings with a two level underground parking garage. Convenient bicycle parking is provided in the courtyard area, entrances and basement parking. The trash collection will be accommodated from the University Avenue entry through a cross-access easement with Target.

The exterior open space of the development, while somewhat limited, is well designed and provides attractive areas for the residents and guests. A ground level plaza opens onto the landscaped lawns and provides an area for informal social gatherings. A generous Commons Room is provided on the upper floor which opens onto a roof terrace for additional usable open space. The Commons and roof deck will afford the opportunity to have a multitude of planned functions for the residents as well as extensive views to the north and east. In addition to the common open spaces, the overwhelming majority of the apartments will have a porch or balcony for private open space. .

The new construction will be environmentally conscious and meet the standards of Wisconsin Green Built Homes.

## Site Development Data:

## Dwelling Unit Mix:

One-Bedroom 44
Two-Bedroom 42
Three-Bedroom Townhomes 10
Total Dwelling Units $\quad 96$
Densities:

Lot Area
Lot Area / D.U.
Density
Building Height:
Vehicle Parking:
Underground
Surface
Total
Bicycle Parking:
Underground
Surface- standard 2' $\times 6^{\prime}$
Total

58,909 or 1.35 Acres
613.6 SF/unit

71 units/acre
Four Stories

## 120 stalls

20 stalls
140 stalls or 1.45 stalls/unit
57 stalls
17 stalls
74 stalls $(50+.5(46)=73$ required)

## Project Schedule:

It is anticipated that the new construction phase will start in the fall of 2010 and be completed in summer 2011.

## Social \& Economic Impacts:

This development will have a positive social and economic impact. The development will substantially increase the City tax base with minimal, if any, increased costs to the City. The development will enhance the Hilldale area and provide new workforce housing while promoting pedestrian, bicycle and mass-transit circulation.

Thank you for your time in reviewing our proposal.
Very Truly Yours,


## Zoning Text

Amended PUD-GDP -SIP
Hilldale Place
700 Block N. Segoe Road
June 23, 20109

Legal Description: The lands subject to this Amended PUD-GDP- SIP shall include the lands described in Exhibit A.
A. Statement of Purpose: This zoning district is established to allow for the construction of 96 dwelling units.
B. Permitted Uses: Following are permitted uses:

1. Multifamily residential uses as allowed in the R-5 zoning district.
2. Accessory uses including but not limited to:
a. Accessory uses directly associated with those permitted uses including parking for residents and guests, and outdoor seating areas as shown on approved specific implementation plans.
b. Temporary buildings for storage of building materials and equipment for construction purposes when on the same lot as a principle use for a period not to exceed the duration of such construction.
C. Lot Area: As shown on the approved plans.
D. Height Regulations: As shown on the approved plans.
E. Yard Regulations: As shown on the approved plans.
F. Landscaping: Site Landscaping will be provided as shown on the approved plans.
G. Usable Open Space Requirements: Usable open space will be provided as shown on the approved plans.
H. Parking \& Loading: Off-street parking and loading shall be provided as shown on the approved plans.
I. Family Definition: The family definition shall coincide with the definition given in M.G.O. 28.03 for the R-5 zoning district.
J. Signage: Signage for the residential buildings will be allowed as per the R-5 zoning district or as provided in the approved SIP plans or as a minor alteration to the approved PUD-SIP.
K. Alterations and Revisions: No alteration or revision of this Planned Unit Development shall be permitted unless approved by the City Planning Commission, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Architectural Review Committee, Director Of Planning and Development and the alderperson of the district and are compatible with the concept approved by the City Planning Commission.

## EXHIBIT A

## DESCRIPTION: PARCEL 2

A parcel of land being part of Lot 2, Block 32, University Hill Farms - Commercial Reserve Addition, being part of the NE $1 / 4$ of the NW $1 / 4$ and the NW $1 / 4$ of the NE $1 / 4$ of Section 20, T7N, R9E, in the City of Madison, Dane County, Wisconsin, To-Wit: Commencing at the NW corner of said Lot 1, Certified Survey Map Number 11595; thence N89³1'11"E, 175.21 feet; thence $\mathrm{S} 00^{\circ} 28^{\prime \prime} 48$ "E, 226.39 feet to a point on a curve; thence Southeasterly along a curve to the right which has a radius of 9.00 feet and a chord which bears $S 09^{\circ} 42^{\prime} 37^{\prime \prime} \mathrm{E}, 7.83$ feet; thence S $16^{\circ} 05^{\prime} 177^{\prime \prime} \mathrm{W}, 156.52$ feet; thence $\mathrm{N} 80^{\circ} 14^{\prime} 35 " \mathrm{~W}, 107.38$ feet; thence $\mathrm{N} 82^{\circ} 01^{\prime} 33^{\prime \prime} \mathrm{W}, 246.77$ feet to a point of curve; thence Northwesterly along a curve to the left which has a radius of 2865.00 feet and a chord which bears $\mathrm{N} 85^{\circ} 05^{\prime} 22^{\prime \prime} \mathrm{W}, 303.04$ feet to the point of beginning; thence continuing Northwesterly along a curve to the left which has a radius of 2865.00 feet and a chord which bears $\mathrm{N} 88^{\circ} 11^{\prime} 28^{\prime \prime} \mathrm{W}, 7.01$ feet; thence $\mathrm{N} 83^{\circ} 23^{\prime} 344^{\prime W} \mathrm{~W}, 80.93$ feet to a point on a curve; thence Northwesterly along a curve to the left which has a radius of 2873.00 feet and a chord which bears $\mathrm{S} 89^{\circ} 10^{\prime} 56^{\prime \prime} \mathrm{W}, 95.10$ feet to a point of reverse curve; thence Northwesterly along a curve to the right which has a radius of 15.00 feet and a chord which bears $\mathrm{N} 46^{\circ} 55^{\prime} 144^{\prime W} \mathrm{~W}, 21.16$ feet to the Easterly line of North Segoe Road; thence along said Easterly line, N02 ${ }^{\circ} 04^{\prime} 30$ "W, 260.70 feet to a point of curve; thence Northeasterly along a curve to the right which has a radius of 15.00 feet and a chord which bears $\mathrm{N} 43^{\circ} 43^{\prime} 21$ "E, 21.51 feet to the Southerly line of University Ave.; thence along said Southerly line, N89 $31^{\prime} 11^{\prime \prime} \mathrm{E}, 190.75$ feet; thence S $00^{\circ} 20^{\prime} 17^{\prime \prime} \mathrm{E}, 300.31$ feet to the point of beginning. This parcel contains 58,909 sq. ft. -1.35 acres.


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700 Block N. Segoe Road
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## UNIVERSITY AVENUE






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(1-2) TREE PLANTING DETAIL

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N. Segoe Road
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Hilldale Place

700 Block N. Segoe Road
Basement $\ddagger$ Ground
Floor plans
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ARCHITECTS | Middeteron, Wisconsin |
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| Fax $835-6354$ |



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