

SGN+A

MEMORANDUM

DATE: February 14, 2006

TO: Al Martin  
City of Madison  
Urban Design Commission

FROM: Bruce Simonson  
Simonson Germany Nonemaker + Associates

RE: Midvale Plaza Redevelopment  
Informational Presentation – February 22, 2006



Following are drawings that represent our proposed design for the redevelopment of the Midvale Plaza site. The 3.5 acre site is located at the intersection of Midvale Boulevard and Tokay Boulevard and is currently being utilized as a retail site. The redevelopment will be mixed-use and will combine neighborhood commercial services with residential apartments and condominiums. The project will be constructed in two phases.

Phase I is located on the southern half of the site and will include a 20,000 square foot branch library, 7,000 square feet of retail and 45 condominium units. The building will be constructed over underground parking and will include four stories with the uppermost level stepped back. A rooftop plaza at the second level will be available to condominium residents. The surface parking area will be constructed during the first phase and is intended to meet the needs of the library and the retail development. The residential parking in both phases will be located in the underground parking garages.

Phase II is currently programmed to include 10,000 square feet of retail and 95-100 apartment units. This building will also be constructed over underground parking and will be stepped from two stories at Caromar Drive side of the building to four stories on the Midvale Boulevard side of the site.

We are currently planning to submit our GDP for the entire site on March 8, 2006. We plan to follow with our SIP submittal for Phase I approximately 4 to 6 weeks later. The purpose of this informational presentation on February 22<sup>nd</sup> is to receive Urban Design input prior to the submission of our GDP master plan.

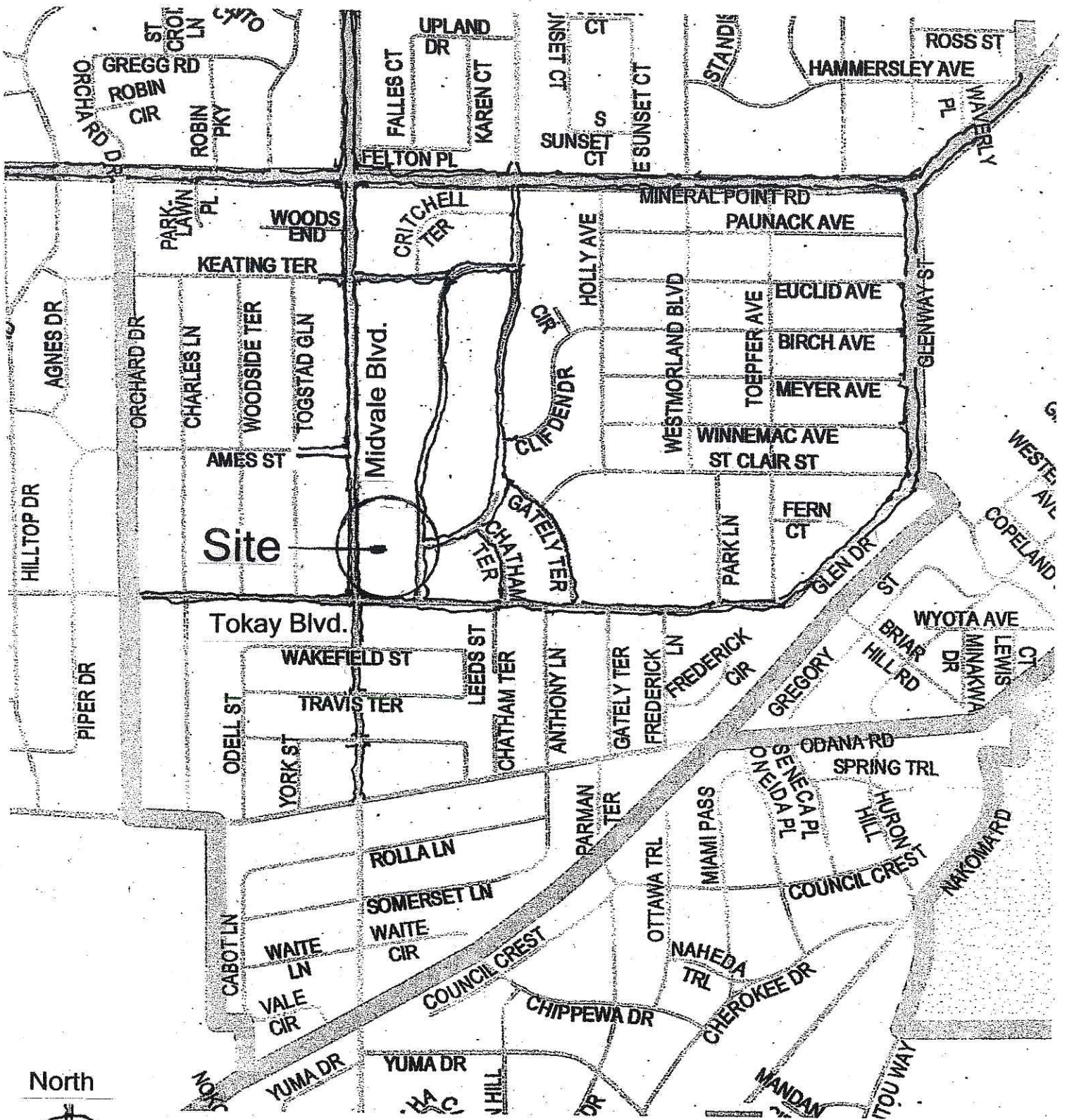
Unfortunately, we have a scheduling conflict on the evening of the February 22<sup>nd</sup>. Approximately two months ago a Midvale neighborhood association meeting was scheduled for 6:30 p.m. of that evening. The purpose of the neighborhood meeting is specifically to discuss our proposed plans. Because of this conflict, we would like to request that we be taken out of order and allowed to make our presentation to the Urban Design Commission prior to the beginning of old business. Any assistance you can give us with regard to scheduling our presentation to Urban Design will be appreciated.

If I can provide you with any additional information please feel free to contact me.

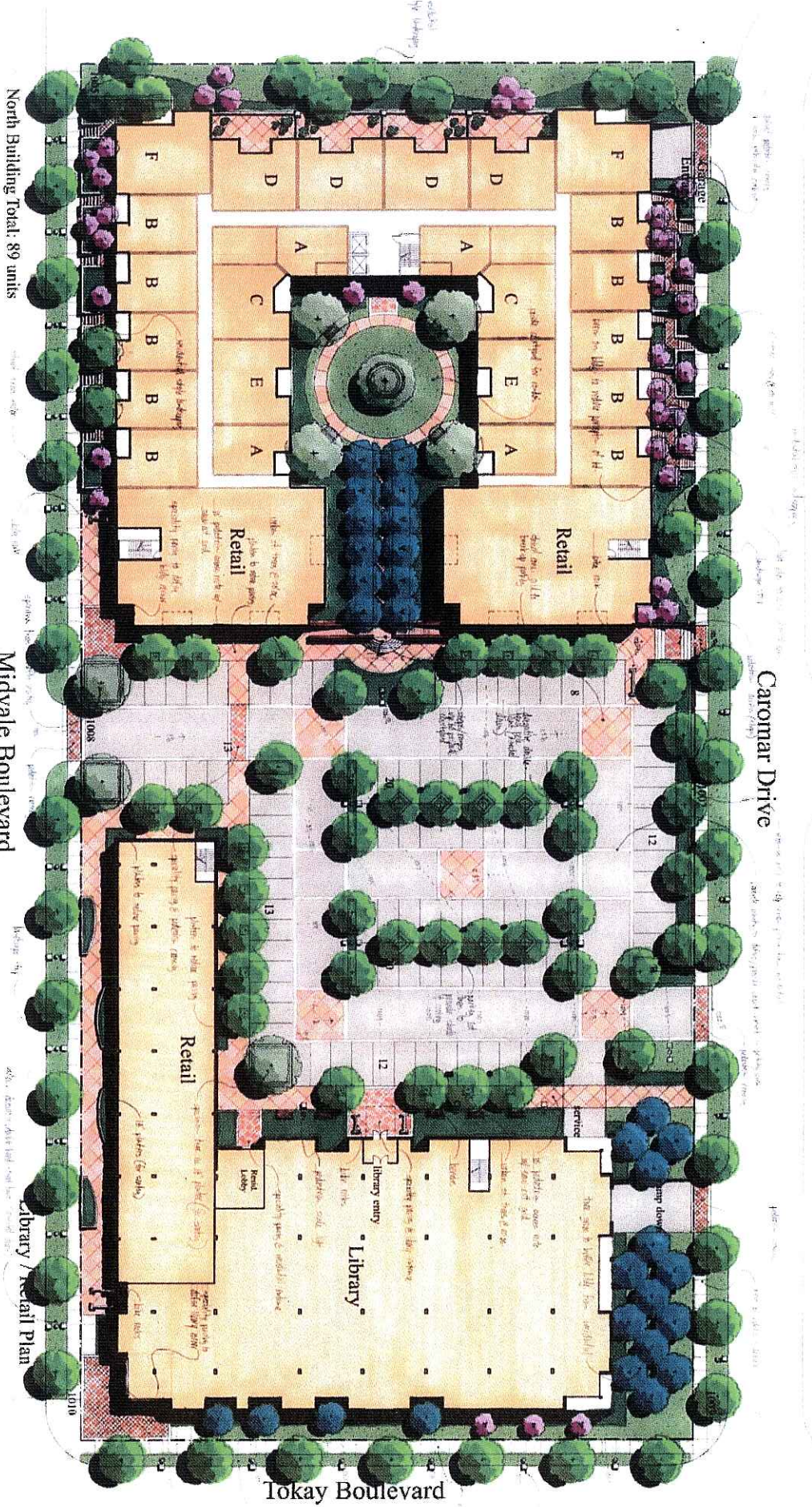
Respectfully,

A handwritten signature in black ink, appearing to read "Bruce Simonson".

Bruce Simonson  
(404) 634-4466 ext. 102  
bsimonson@sgnplusa.com



Location Map  
 Midvale Plaza Redevelopment



Caromar Drive

Tokay Boulevard

North Building Total: 89 units

Midvale Boulevard

Library / Retail Plan

MIDVALE PLAZA JOINT VENTURE

Preliminary Site Plan

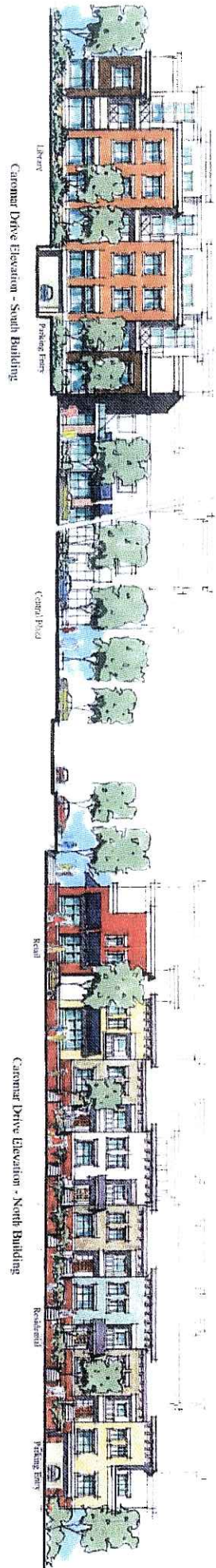
SGN+A and MSTSD

# Midvale Plaza Redevelopment

Madison, Wisconsin

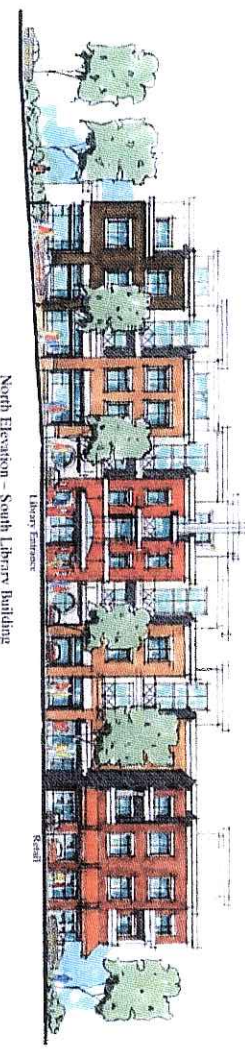
January 23, 2009

SGN+A and MSTSD  
 Strategic Planning & Architecture  
 1000 Wisconsin Avenue, Suite 1000  
 Washington, DC 20007



Caromat Drive Elevation - South Building

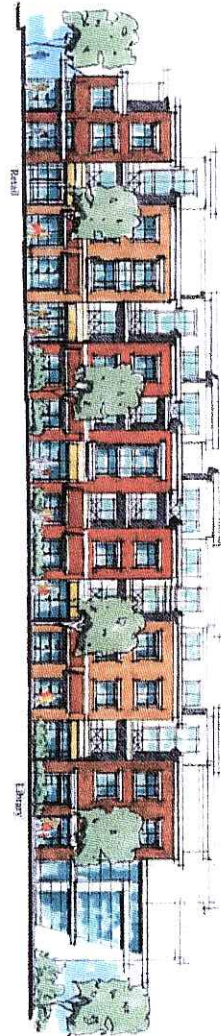
Caromat Drive Elevation - North Building



North Elevation - South Library Building



Midvale Blvd Elevation - North Building



Midvale Blvd Elevation - South Building

MIDVALE PLAZA JOINT VENTURE

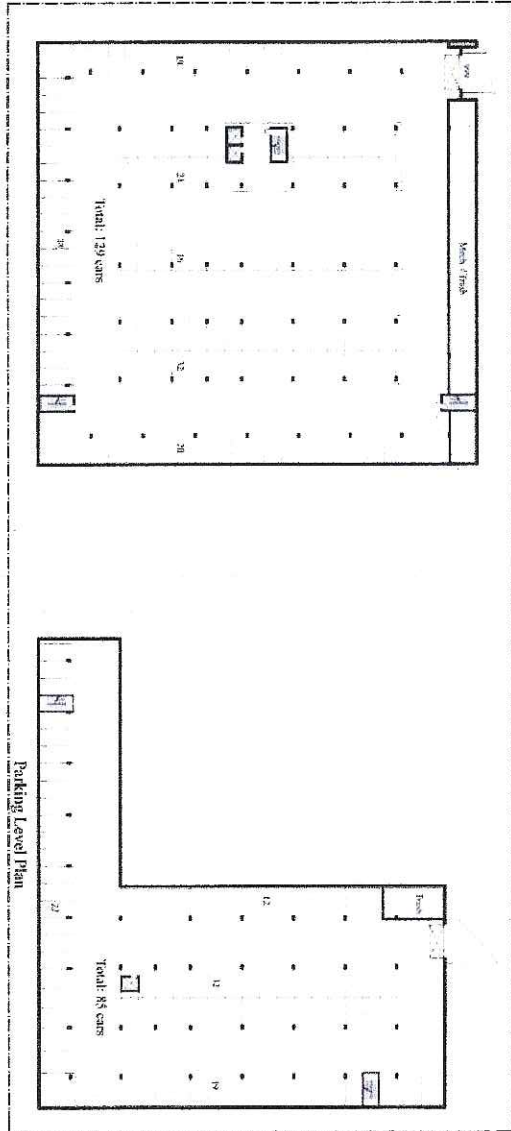
Preliminary Building Elevations

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Midvale Plaza Redevelopment  
Madison, Wisconsin

January 23, 2006

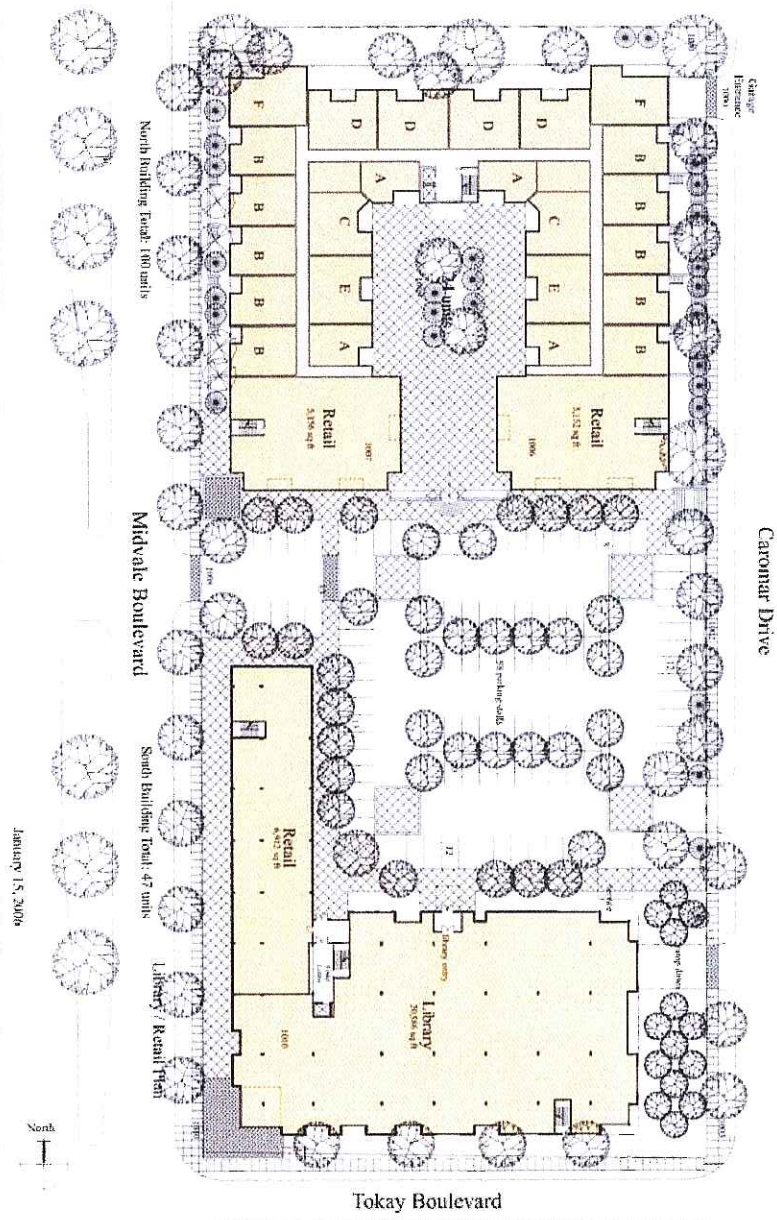
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Scale: 1" = 30'

**Preliminary Building Plan Parking Level**  
**Midvale Plaza Redevelopment**  
Madison, Wisconsin

Parking required:  
 Library: 25 cars (1 : 800 S.F.)  
 Retail: 69/14 (1000 S.F.)



MIDVALE PLAZA JOINT VENTURE

Preliminary Building Plan Level 1

Midvale Plaza Redevelopment  
 Madison, Wisconsin

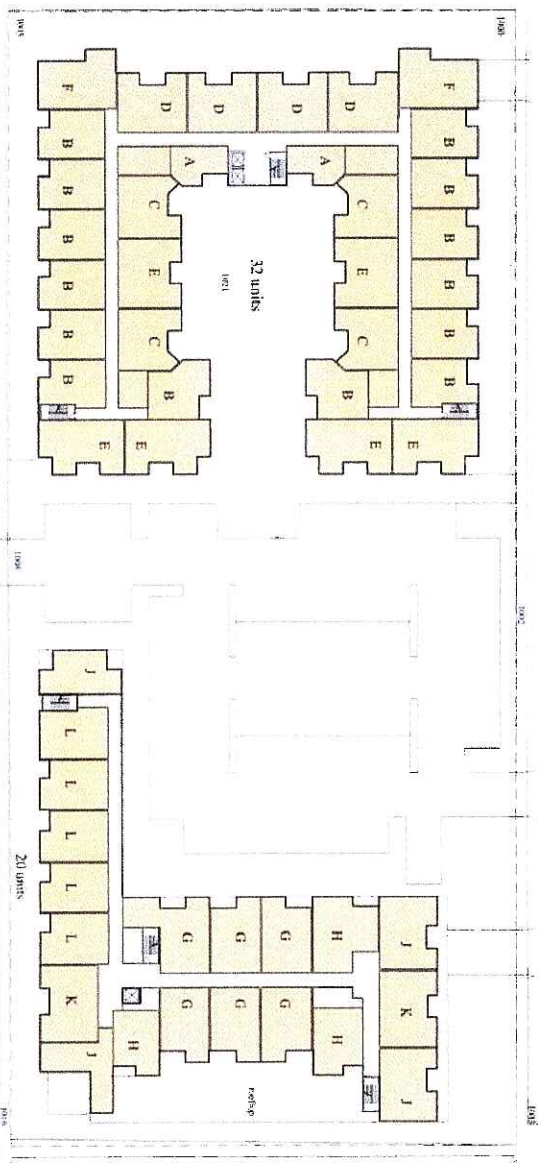
SGN / A and MSTSD

Prepared by: SGN / A and MSTSD  
 Drawing No: 1000-01-01-01-01-01-01

January 15, 2006

# Midvale Plaza Redevelopment

Madison, Wisconsin



Scale: 1" = 40'

Second Floor

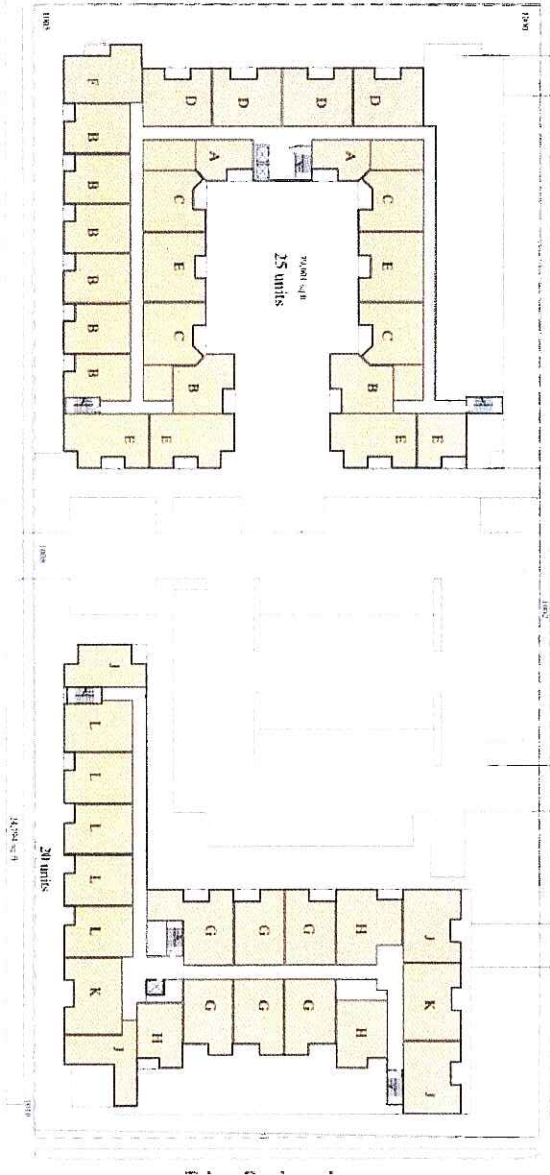
January 15, 2006

Scale: 1" = 30'

## Preliminary Building Plan Level 2

# Midvale Plaza Redevelopment

Madison, Wisconsin



Preliminary Building Plan Level 3



# Midvale Plaza Redevelopment

Madison, Wisconsin

## Preliminary Building Plan Level 4

Scale: 1" = 30'

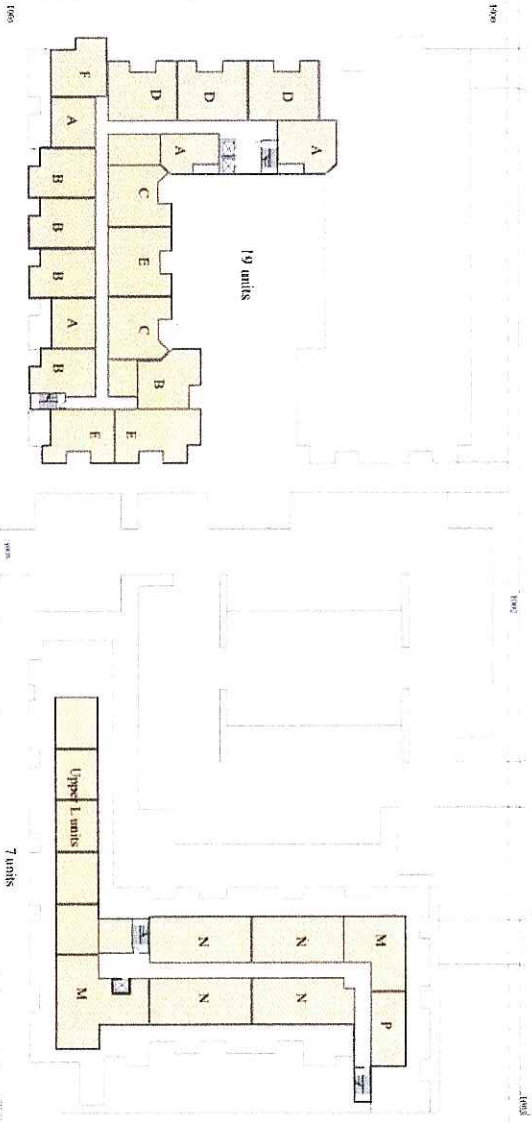
Scale: 1" = 40'

Fourth Floor

January 15, 2006



Midvale Boulevard



Tokay Boulevard

Caromar Drive