



# City of Madison

## Proposed Demolition & Rezoning

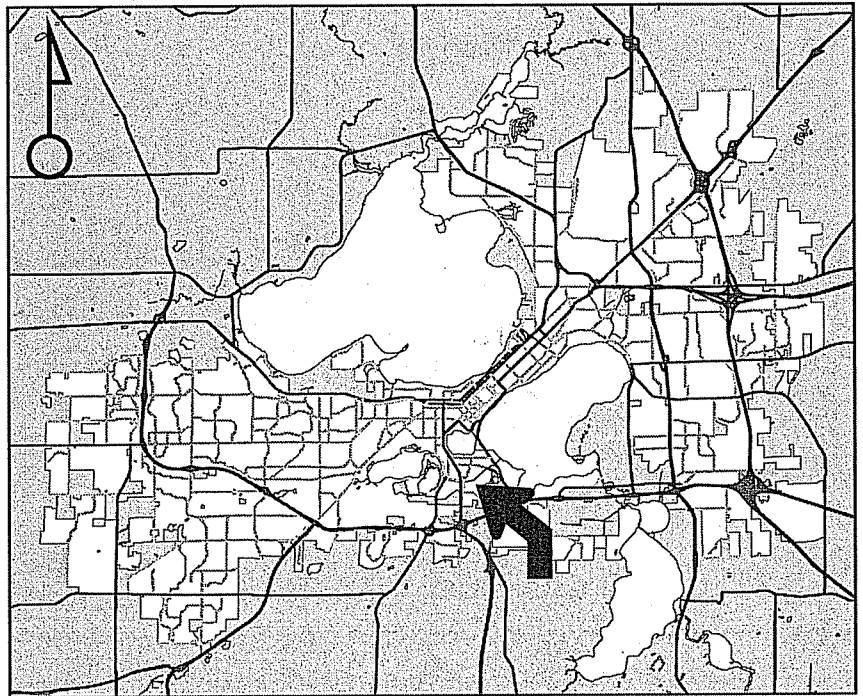
Location  
1610 Gilson Street

Applicant  
Clarence Brown –  
BESHM Investment Group  
From: C3 To: PUD(GDP-SIP)

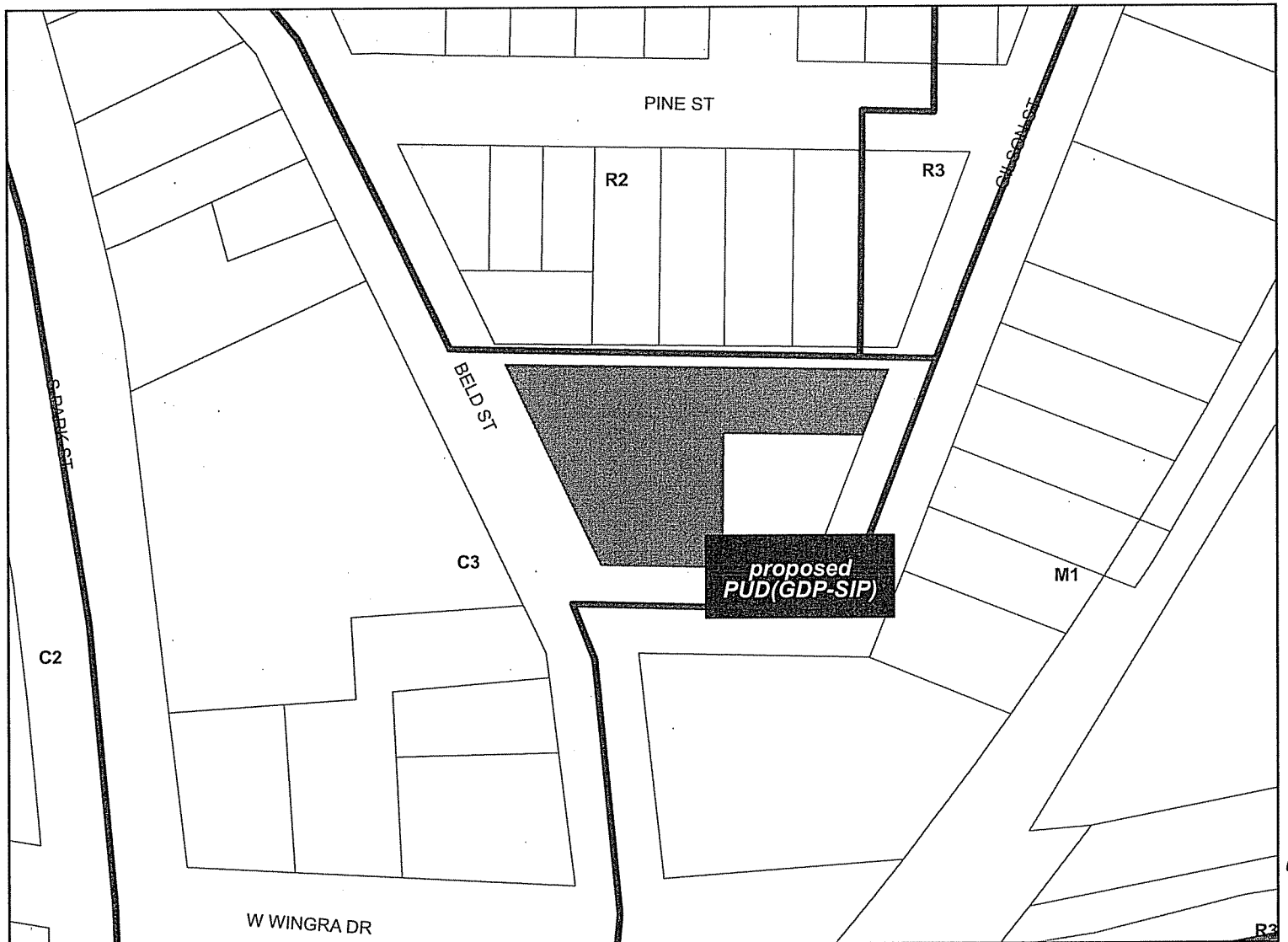
Existing Use  
Residential and Commercial Uses

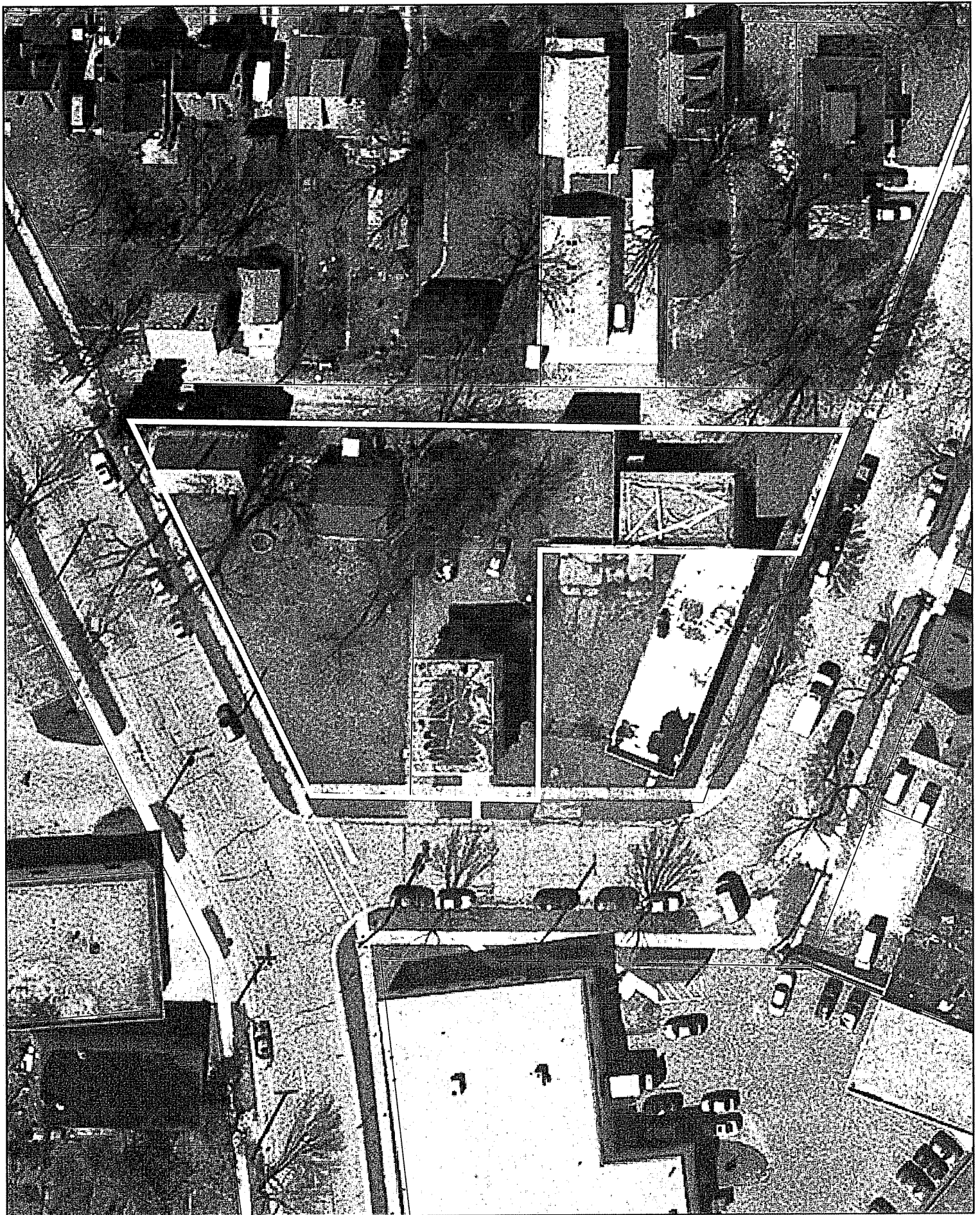
Proposed Use  
Demolish 4 Structures & Build Mixed Use  
Development with 13 Apartment Units,  
5,243 sf Commercial & Retail Space

Public Hearing Date  
Plan Commission  
04 December 2006  
Common Council  
02 January 2007



For Questions Contact: Tim Parks at: 261-9632 or [tparks@cityofmadison.com](mailto:tparks@cityofmadison.com) or City Planning at 266-4635





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**Letter of Intent – Gilson Street Redevelopment  
Presented by BESHM Investment Group, LLC  
September 6, 2006 (Revised November 27, 2006)**

The proposed project will occupy that portion of the site as indicated on plans and as bounded by Gilson and Beld streets on the South side of Madison. The development will include the following uses.

10 two-bedroom rental units ranging in size from 1,039 sq. ft. to 1,302 sq. ft. and 3 one-bedroom units 846 sq. ft. to 990 sq. ft. located on both first and second floors. Each unit will have an outdoor balcony or patio. The apartment units will be detailed with high quality finishes and amenities and be targeted toward young professionals, singles, and senior citizens. All units are designed to meet ADA requirements and current codes.

1089 sq. ft. of workout room space on the first floor, available for use by rental tenants and retail tenants.

992 sq. ft. of meeting room space that will be made available to the tenants and public for gatherings, social functions and community meetings.

2,498 sq. ft. of commercial/retail space at the corner to be targeted toward a coffee shop/ bakery /sandwich shop.

2,990 sq. ft. of barber/beauty salon with a retail boutique offering hair care and related products. Several individual cubicles will be available for rental to self-employed hair stylists and manicurists. The salon will replace the existing barber shop that has been operating since 1960.

20 stalls of underground tenant parking and 7 stalls of covered parking to serve the retail space, accessed from the back alley.

2,400 sq. ft. of green space and lawns in a courtyard for outdoor use.

The building is designed to maintain the scale of the one and two-story homes and businesses in the existing neighborhood. Stylistically it will utilize traditional elements and incorporate metal awnings at the retail end of the building. It will be clad in brick, sculpted cast stone, composite board siding and touches of stucco. Several blank panels are provided for exterior signage at the commercial end. The corner is anchored by a distinguishing tower element.

Several existing buildings will be demolished as a requirement of the project. An existing 2-story house that is being used as a barber shop will be removed. It is currently in an advanced state of disrepair. An existing 2-story house (circa 1920's) that is being rented out, a free standing single stall garage and a concrete block storage shed will all be removed. The owner and his employees will salvage all usable materials prior to demolition.

This urban infill project is good for the neighborhood. It provides high-quality rental units, an expanded salon with more services and a neighborhood coffee shop in a location just a block off Park Street. The owner is a long established business in the neighborhood and is committed to the project for the long term.

**Zoning Text – Gilson Street Redevelopment  
Presented by BESHM Investment Group, LLC  
September 6, 2006 (Revised November 27, 2006)**

**A Statement of Purpose**

The zoning district is established to allow for the construction of a mixed use development of medium density rental units and residential neighborhood-friendly commercial retail space.

**B Permitted Uses**

Permitted uses in the zoning district shall be:

- three (3) one-bedroom rental units and ten (10) two-bedroom rental units
- barber/beauty salon and retail hair products boutique
- workout room/health club facility
- meeting room
- small scale commercial/retail establishments offering coffee, breads, sandwiches, bakery or similar such establishments

**C Lot Area**

25,137 sq. ft.

**D Floor Area Ratio**

Shall not exceed 1.61 for newly constructed building

**E Yard Requirements**

As shown on approved plans.

**F Landscaping**

As shown on approved plans.

**G Accessory Off-street Parking and Loading**

As shown on approved plans.

**H Lighting**

As shown on approved plans.

**I Signage**

As compared to the C-1 district, approved by Urban Design and Zoning.

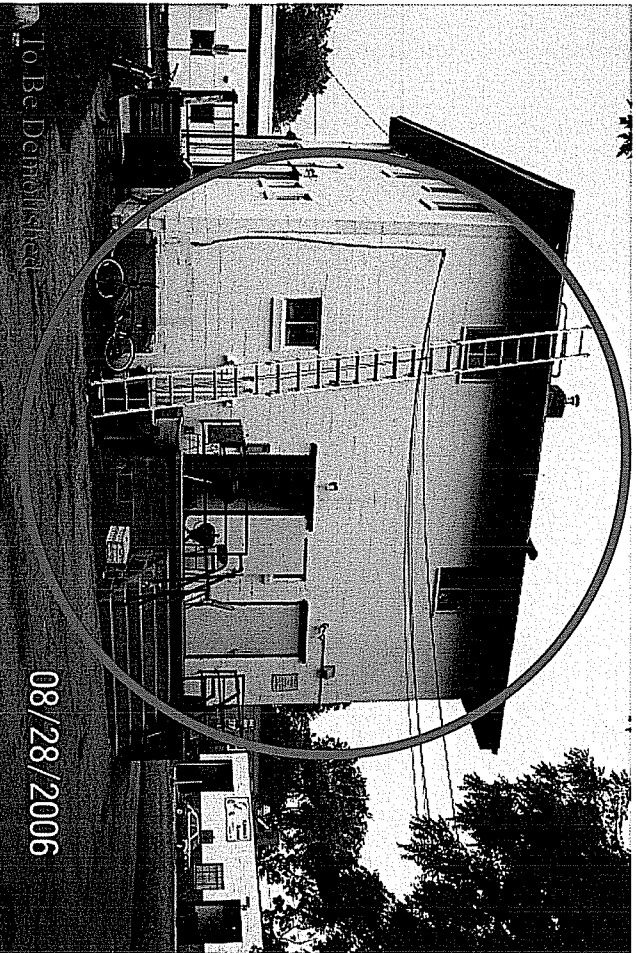
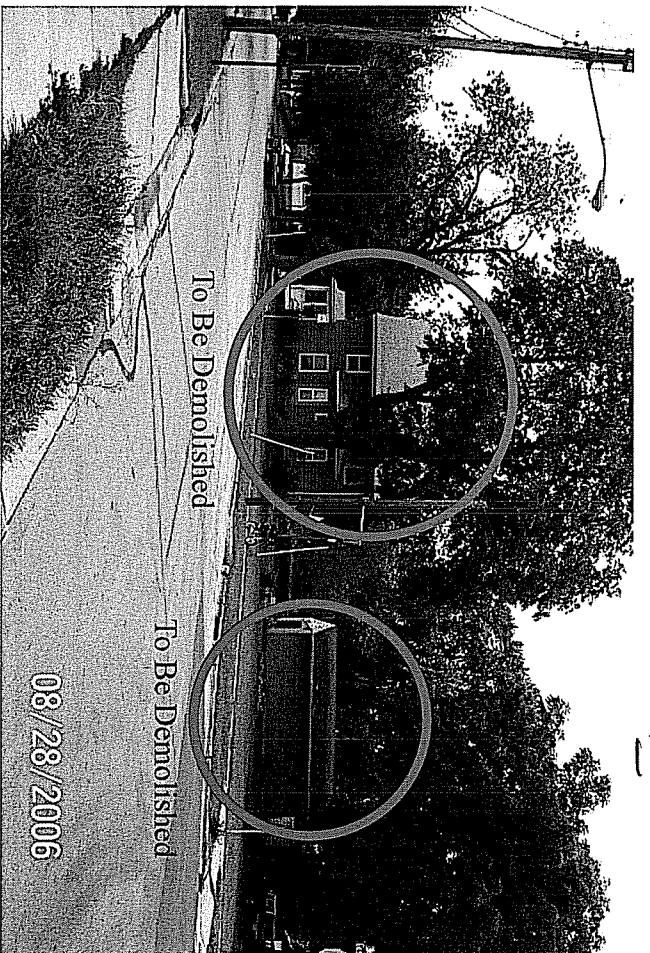
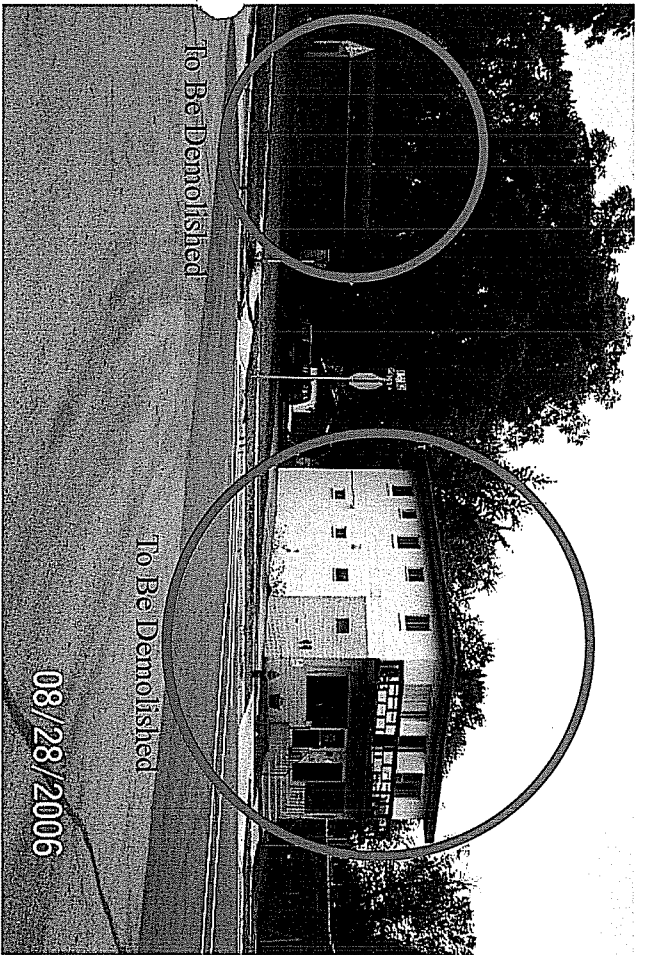
**J Family Definition**

The family definition of the Madison General Ordinances per the R-1 district.

**K Alterations and Revisions**

No alteration or revision of this planned unit development shall be permitted unless approved by the City Plan Commission, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the alderperson of the district and are compatible with the concept approved by the Plan Commission.





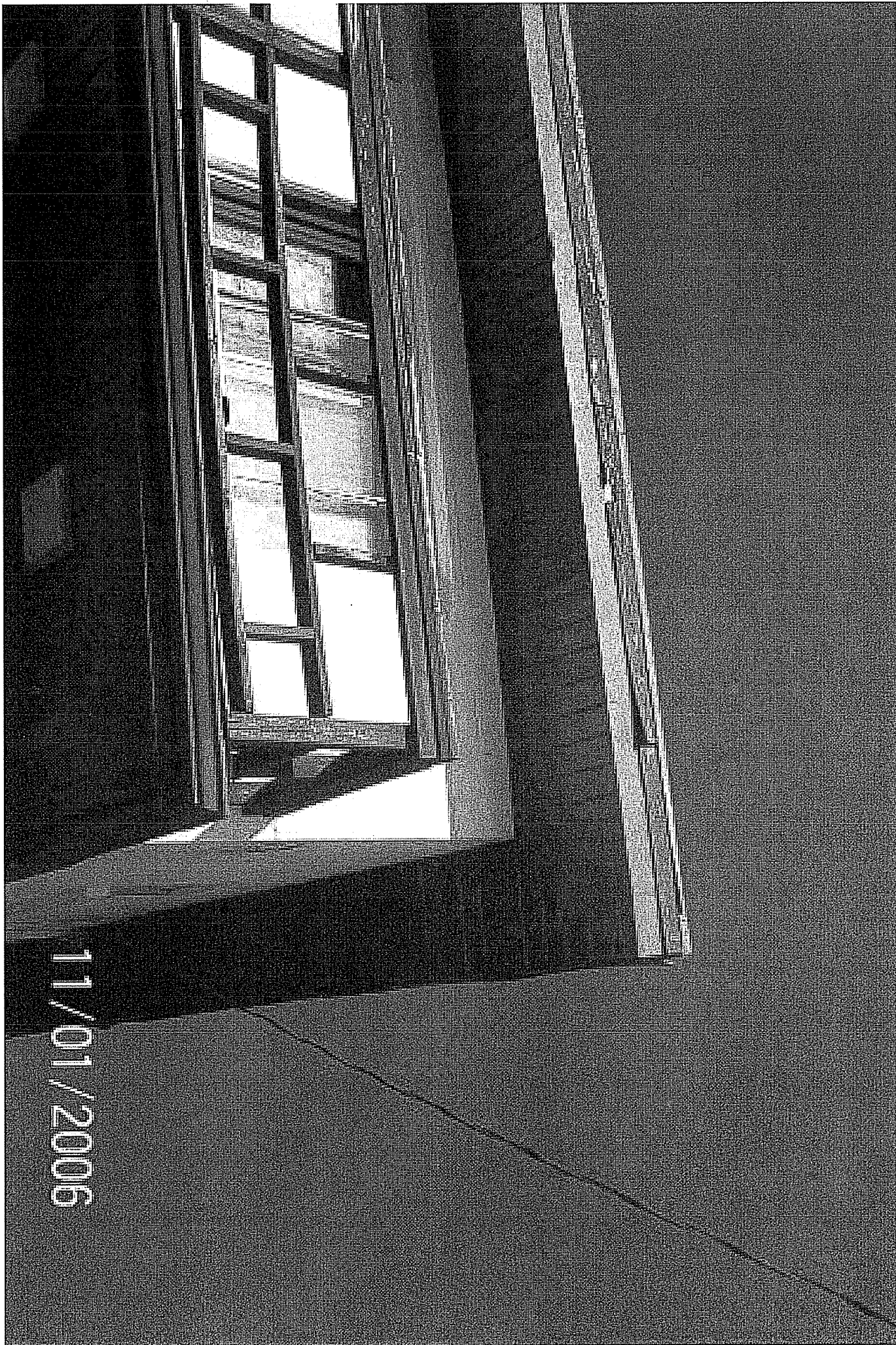
**Gilson Street Development**  
Beshm Investment Group  
1610 Gilson Street, Madison WI 09.06.2006



**Bouril Design  
Studio, LLC**

Site Demolition

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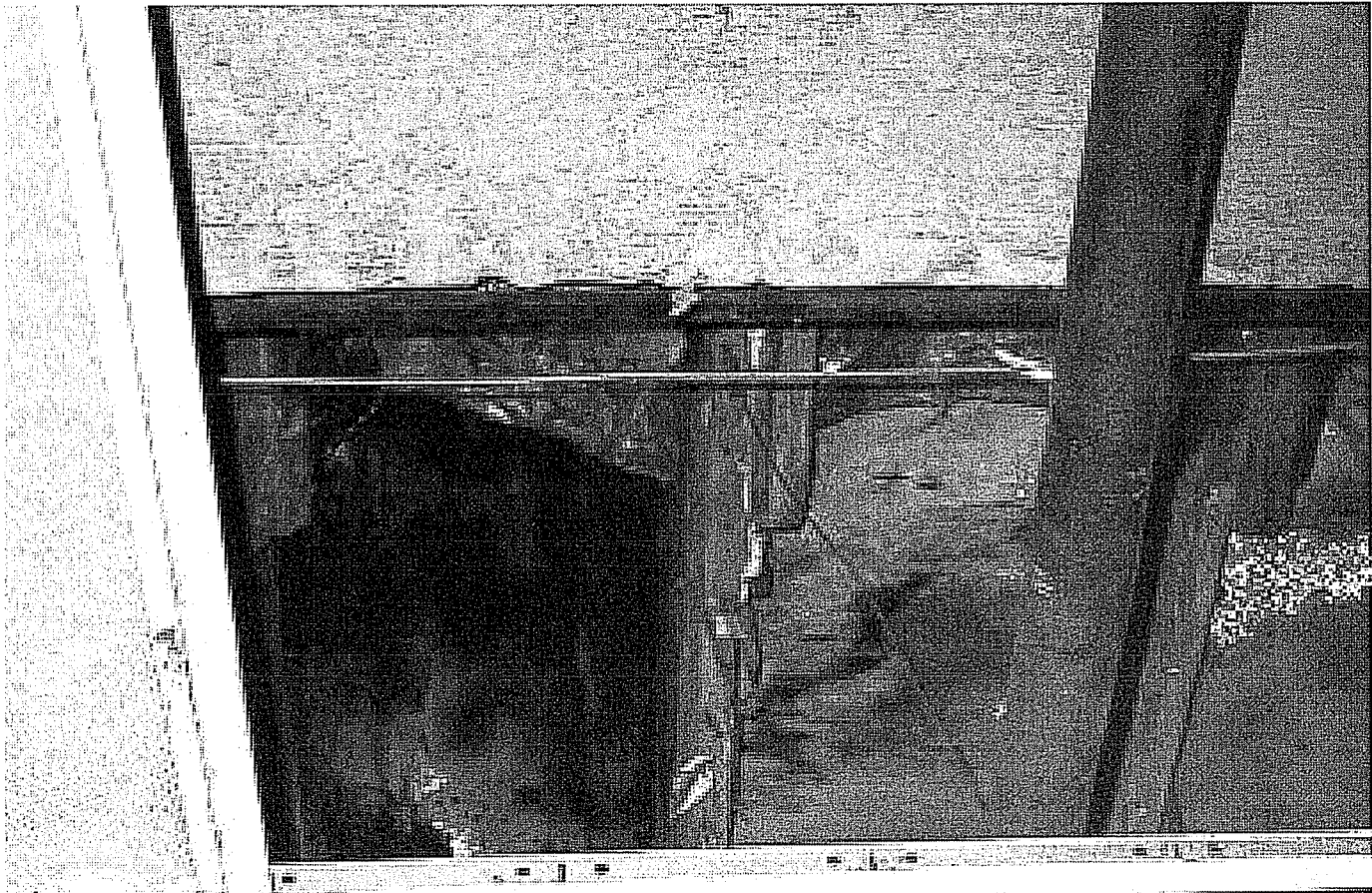


11/01/2006











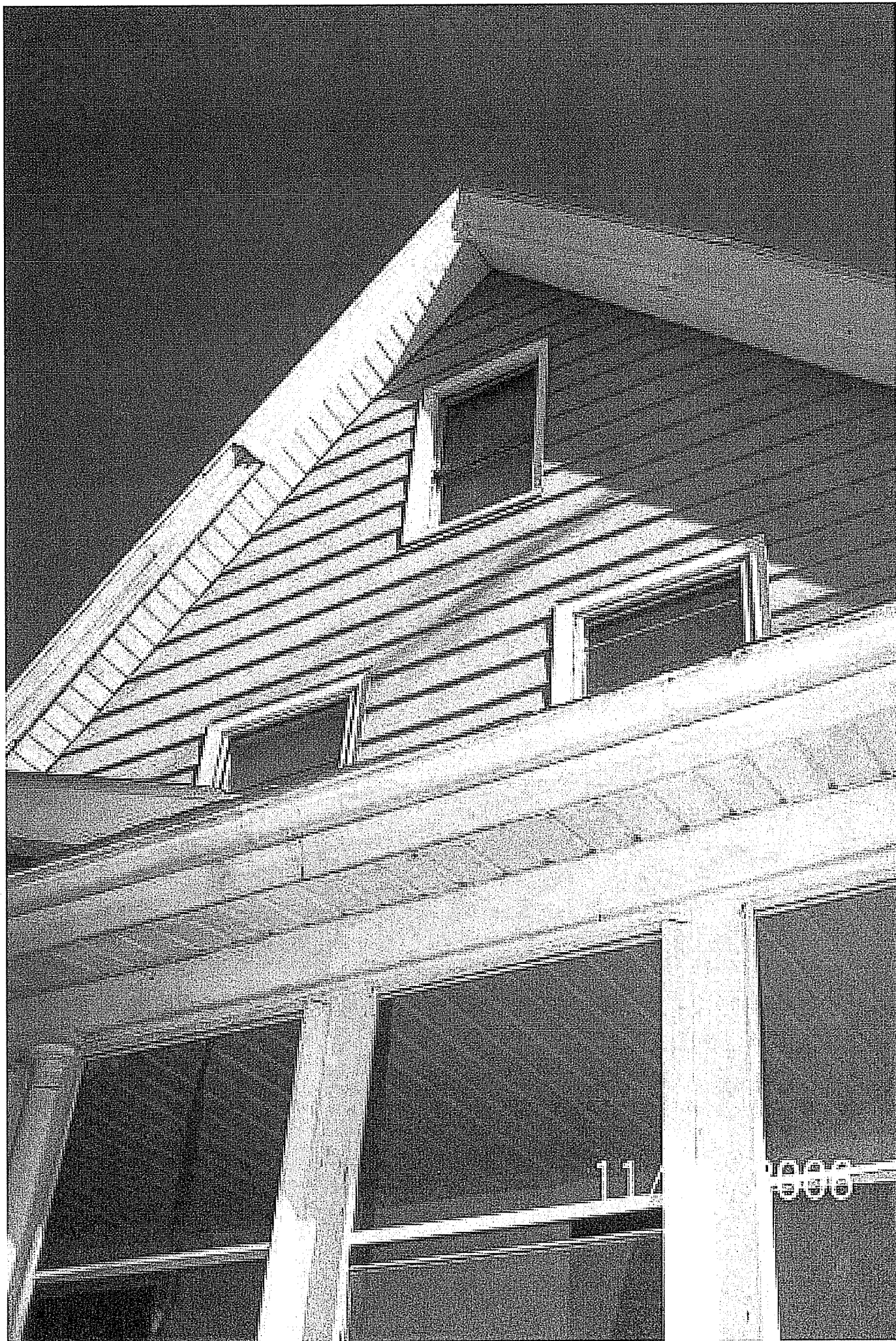


11/01/2006







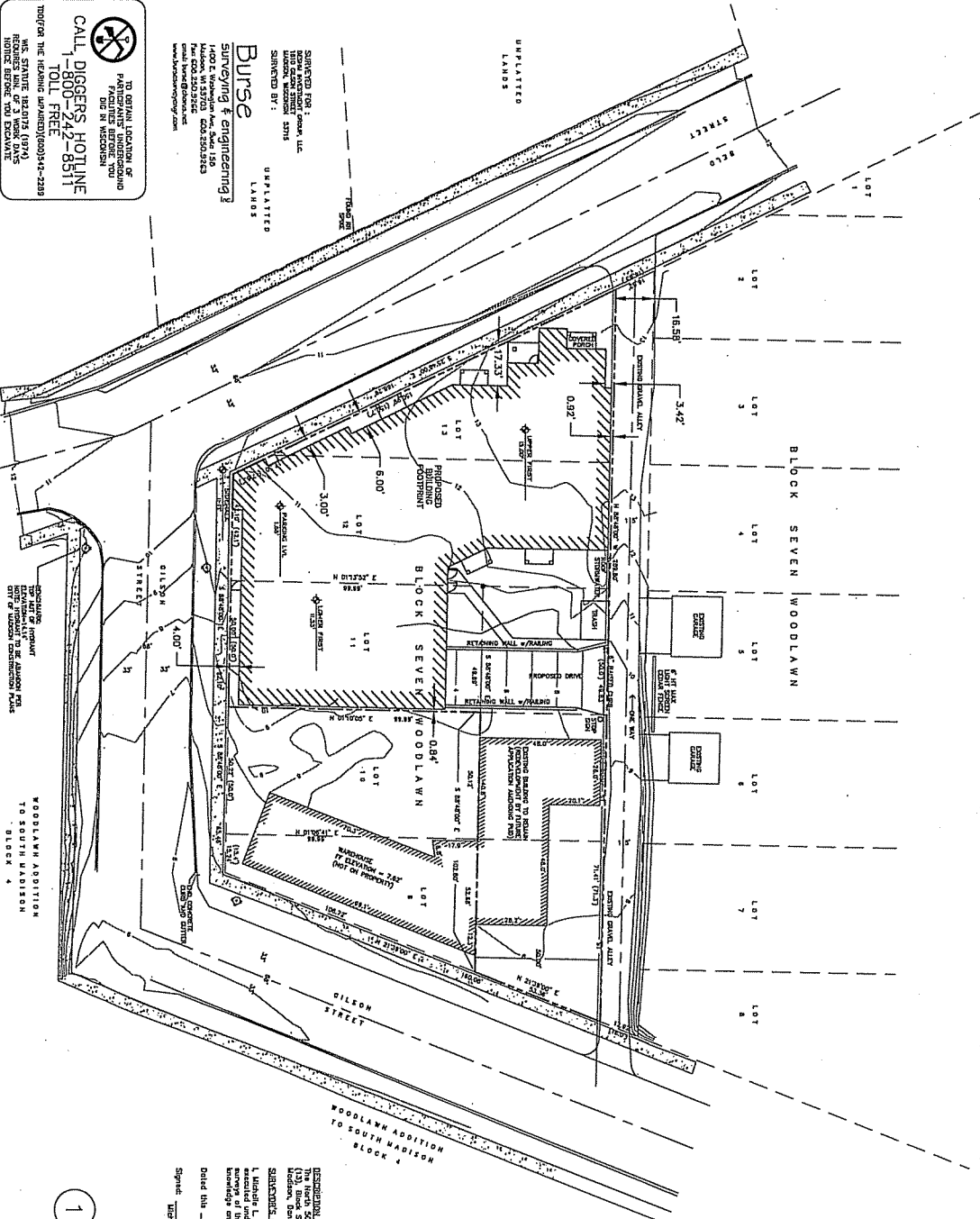








LEGAL DESCRIPTION:  
 PART OF LOTS 9 AND 10 AND ALL OF LOTS 11, 12 AND 13, BLOCK SEVEN WOODLAWN, RECORDED IN VOLUME 2, PAGE 25, DOCUMENT NUMBER 237891A, DANE COUNTY REGISTRY, LOCATED IN THE SOUTHEAST QUARTER OF SECTION 26, TOWNSHIP 07 NORTH, RANGE 09 EAST, CITY OF MADISON, DANE COUNTY, WISCONSIN.



TO OBTAIN LOCATION OF FACILITIES UNDERGROUND SURVEYING TO BE DONE IN WISCONSIN  
**CALL DIGGERS HOTLINE**  
 1-800-242-8511  
 TOLL FREE  
 FOR THE RECORD (900)3-92-2289  
 WIS. STATUTE 182.0175 (1974)  
 182.0175(1) (b) 2  
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**DESCRIPTION, DIMENSIONS, AND BEARINGS:**  
 The front 50 feet of lots nine (9) and ten (10), and all of lots eleven (11), twelve (12) and thirteen (13), block seven, woodlawn, madison, wisconsin, (also known as woodlawn addition to south madison, in the city of madison, wisconsin).

**SHOWN FOR CONSTRUCTION:**  
 Madeline L. Burt, Registered Land Surveyor, No. 2028, hereby certifies that the foregoing survey was made by her or under her supervision and that she is a duly licensed and qualified land surveyor in the State of Wisconsin, and that the map hereon is correct to the best of her knowledge and belief.

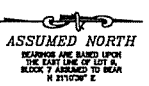
Dated this \_\_\_\_\_ day of \_\_\_\_\_, 2010.

Signature: Madeline L. Burt, SLS No. 2028

**1 PROPOSED SITE LAYOUT**



- NOTES:**
- 1) Existing or anticipated building or structure on this site, the survey lines and property lines are shown as they exist or as they may exist. The survey lines and property lines are shown as they exist or as they may exist. The survey lines and property lines are shown as they exist or as they may exist.
  - 2) The adjacent lot has been shown as it exists. The boundary survey is shown as it exists or as it may exist. The boundary survey is shown as it exists or as it may exist. The boundary survey is shown as it exists or as it may exist.
  - 3) The adjacent lot has been shown as it exists. The boundary survey is shown as it exists or as it may exist. The boundary survey is shown as it exists or as it may exist. The boundary survey is shown as it exists or as it may exist.
  - 4) The adjacent lot has been shown as it exists. The boundary survey is shown as it exists or as it may exist. The boundary survey is shown as it exists or as it may exist. The boundary survey is shown as it exists or as it may exist.
  - 5) All bearings and distances are given in feet and inches and are rounded to the nearest hundredth of a foot.
  - 6) The lot of Frank Street, Madison, Wisconsin, (Document Number 223811) is a right of way of 27 feet, the lot of Madeline L. Burt, Madison, Wisconsin, (Document Number 223811) is a right of way of 27 feet, the lot of Madeline L. Burt, Madison, Wisconsin, (Document Number 223811) is a right of way of 27 feet.
  - 7) The lot of Madeline L. Burt, Madison, Wisconsin, (Document Number 223811) is a right of way of 27 feet, the lot of Madeline L. Burt, Madison, Wisconsin, (Document Number 223811) is a right of way of 27 feet, the lot of Madeline L. Burt, Madison, Wisconsin, (Document Number 223811) is a right of way of 27 feet.



PROJECT NO.	DATE
DRAWN BY	APPROVED BY
SCALE	DATE
2	SW

**GILSON STREET DEVELOPMENT**  
 BESH1 INVESTMENT GROUP, LLC  
 1610 GILSON STREET  
 MADISON, WISCONSIN, 53715

**Bouril Design Studio, LLC**  
 architects

8222 Grand Island Plaza, Suite 100, Madison, WI 53718-1001  
 Phone: 608.261.1111 Fax: 608.261.1112  
 Email: info@bouril.com Website: www.bouril.com

**CONCEPT DESIGN**  
 NOT FOR CONSTRUCTION

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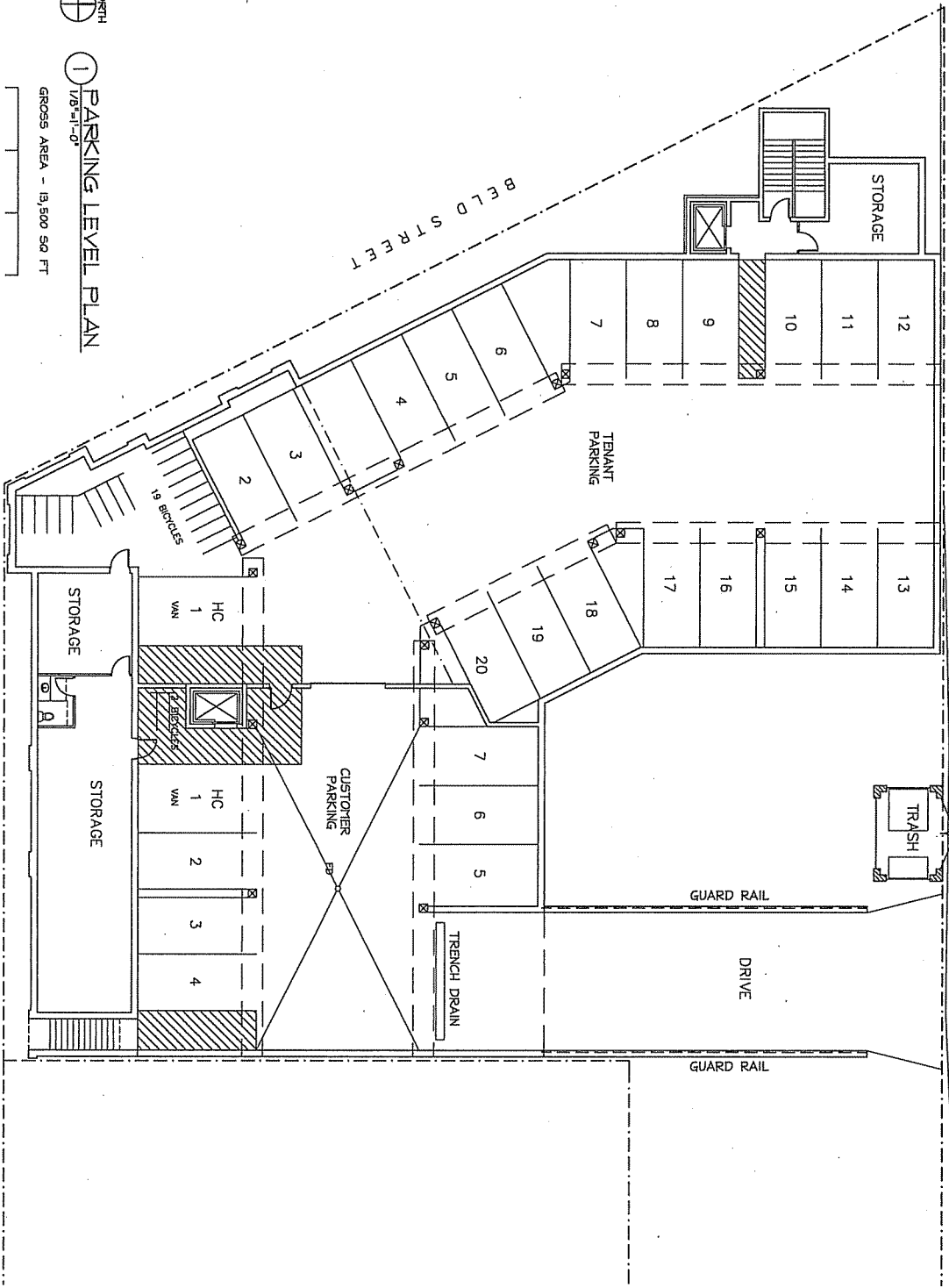
NORTH

1 PARKING LEVEL PLAN

1/8" = 1'-0"

GROSS AREA - 19,500 SQ. FT.

0 10' 20' 30'



C I R C U L A T O R Y

PROJECT NO.	DATE	DESIGN BY

GILSON STREET DEVELOPMENT  
 BESHM INVESTMENT GROUP, LLC  
 1610 GILSON STREET  
 MADISON, WISCONSIN, 53715

**Bouril Design Studio, LLC**  
 architects

4000 Grand Tower Plaza, 8TH Floor, Madison, WI 53718-1091  
 Phone: (608) 233-3300 Fax: (608) 233-3308  
 Email: info@bourilstudio.com

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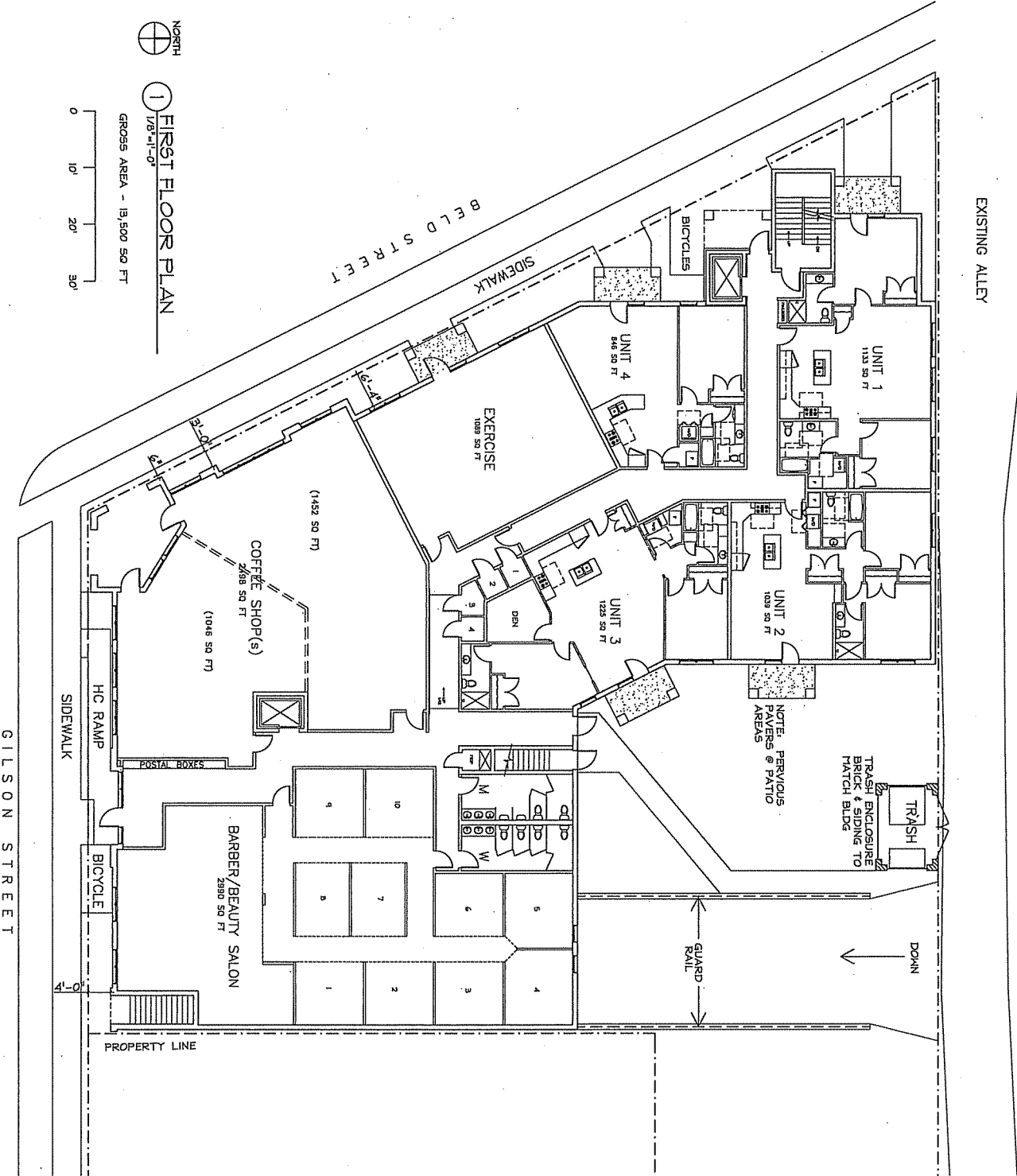




# FIRST FLOOR PLAN

1/8" = 1'-0"

GROSS AREA - 19,500 SQ FT



GILSON STREET

BELD STREET

EXISTING ALLEY

PROPERTY LINE

NOTE: PREVIOUS PAVERS @ PATIO AREAS

TRASH ENCLOSURE BRICK & SIDING TO MATCH BLDG

DOWN

GUARD RAIL

HC RAMP

POSTAL BOXES

BICYCLE

BARBER/BEAUTY SALON  
2990 SQ FT

COFFEE SHOP(S)  
2498 SQ FT

(1452 SQ FT)

EXERCISE  
1488 SQ FT

UNIT 4  
948 SQ FT

UNIT 2  
1029 SQ FT

UNIT 3  
1225 SQ FT

UNIT 1  
1113 SQ FT

4'-0"

DATE	NOVEMBER 27, 2008
DRAWN BY	TA
PROJECT NO.	
DATE ISSUED	
REVISION	
DATE	
ISSUE	

GILSON STREET DEVELOPMENT  
 BESHM INVESTMENT GROUP, LLC  
 1610 GILSON STREET  
 MADISON, WISCONSIN, 53715

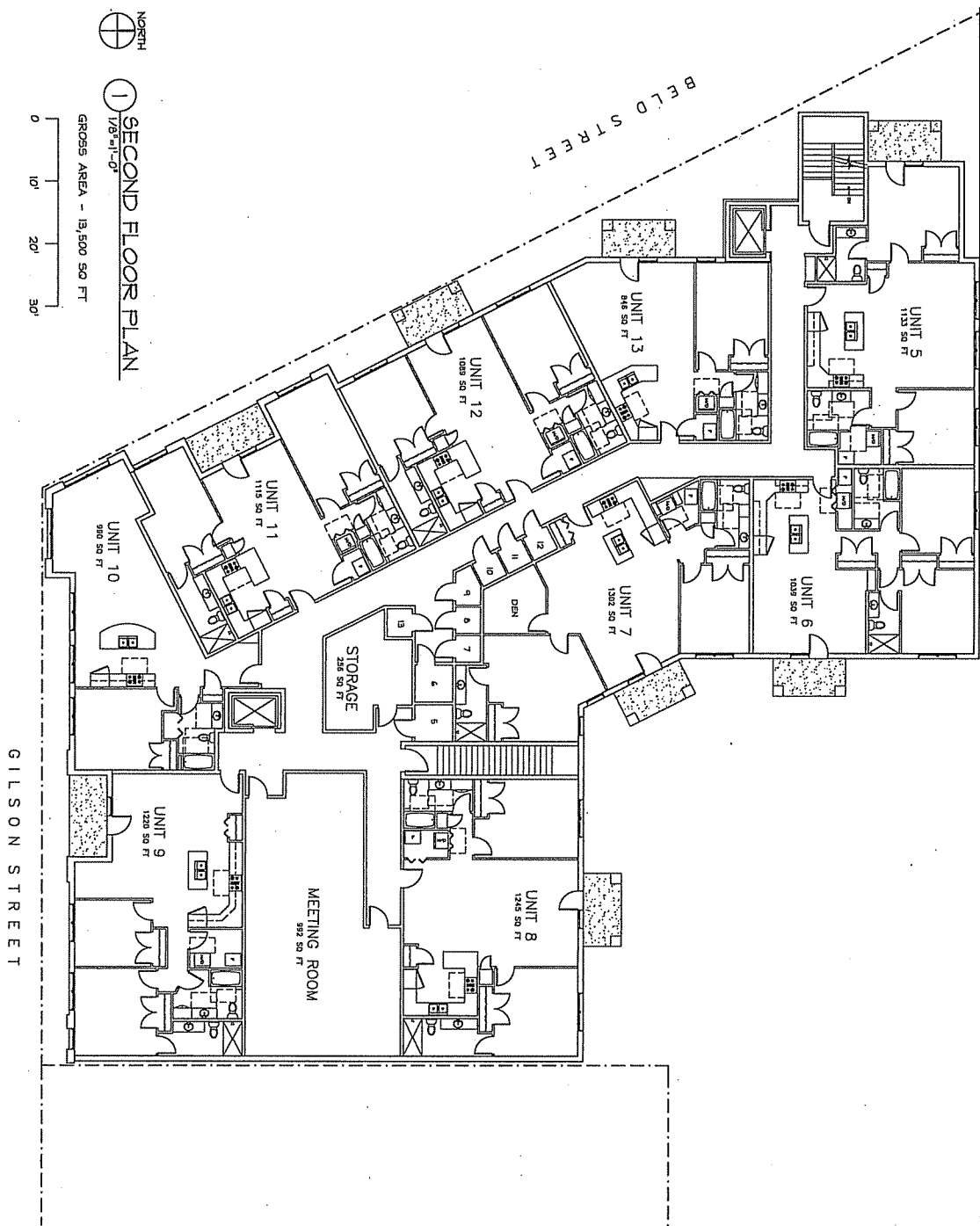
**Bouril Design Studio, LLC**  
 architects

4832 Grand View Plaza, 2166 Madison, WI 53718-1081  
 Phone: (608) 833-5242 Fax: (608) 833-5108  
 Email: info@bouril-design.com

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2



EXISTING GRAVEL ALLEY

BELD STREET

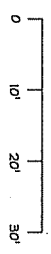
GILSON STREET



NORTH

① SECOND FLOOR PLAN  
1/8" = 1'-0"

GROSS AREA - 13,500 SQ. FT.



PROJECTIONS NO.	
DATE	NOVEMBER 27, 2008
DRAWN BY	TEL
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GILSON STREET DEVELOPMENT  
BESH-11 INVESTMENT GROUP, LLC  
1910 GILSON STREET  
MADISON, WISCONSIN, 53715

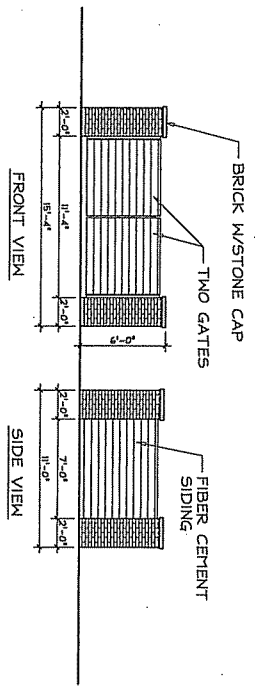
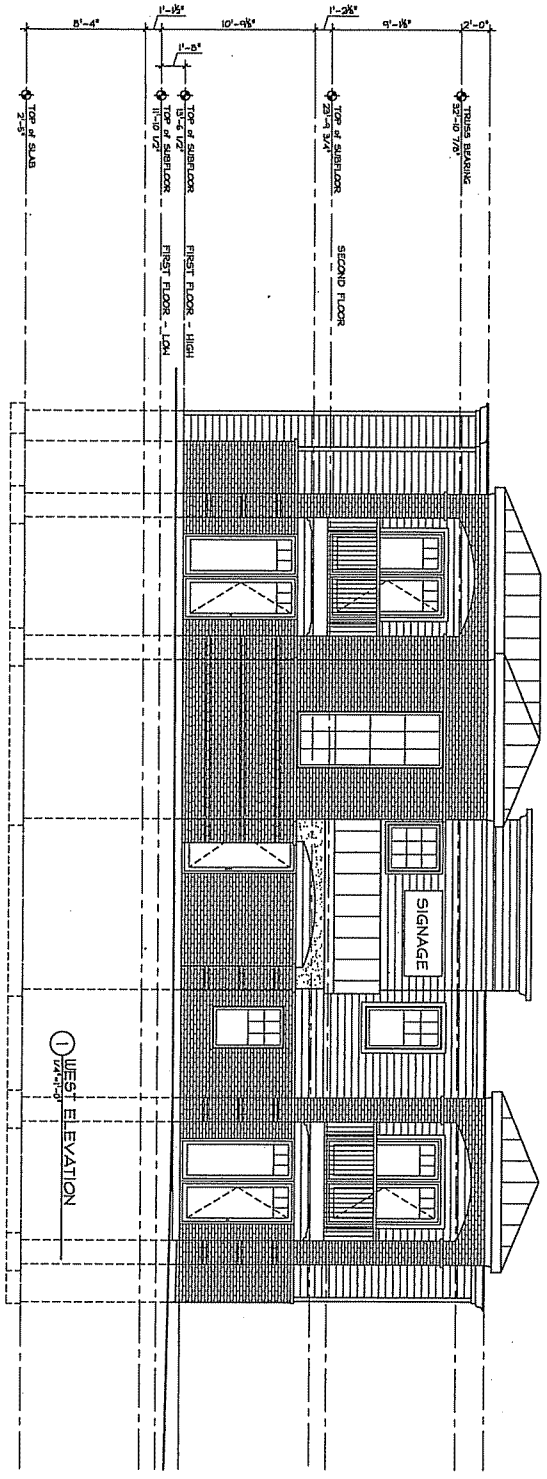
**Bouril Design Studio, LLC**  
ARCHITECTS  
8822 Grand Haven Place, #150, Madison, WI 53718-1181  
Phone: 608.263.3100 Fax: 608.263.3101  
E-mail: info@bouril.com

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16





2 TRASH ENCLOSURE

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**CONCEPT DESIGN**  
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**Bourill Design Studio, LLC**  
Architects  
3812 Grand Tower Plaza, #110, Madison, WI 53718-1201  
Phone: (608) 822-2101 Fax: (608) 822-2102  
Email: info@bourilldesign.com

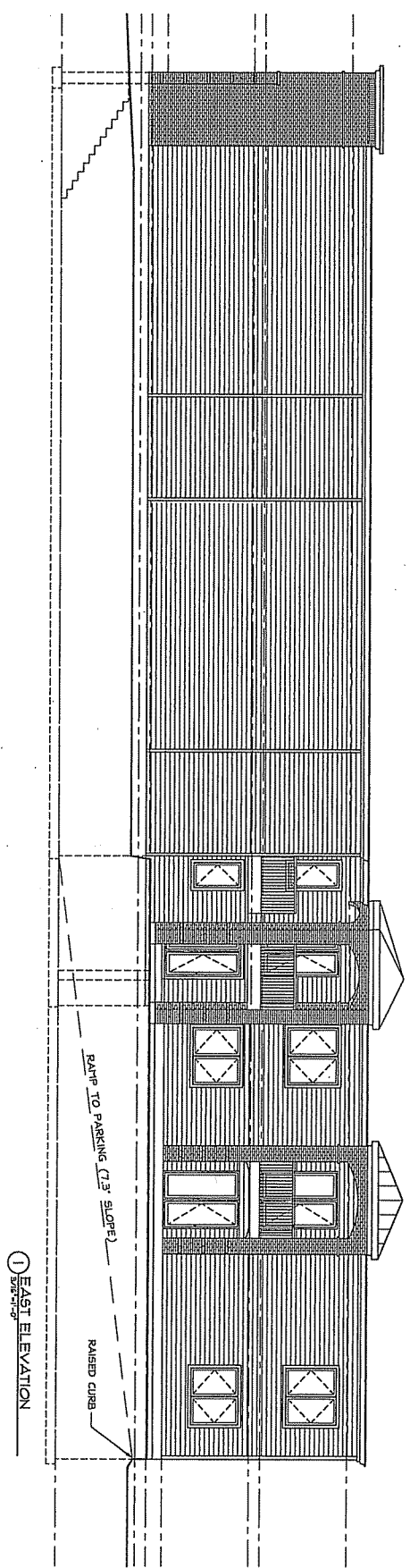
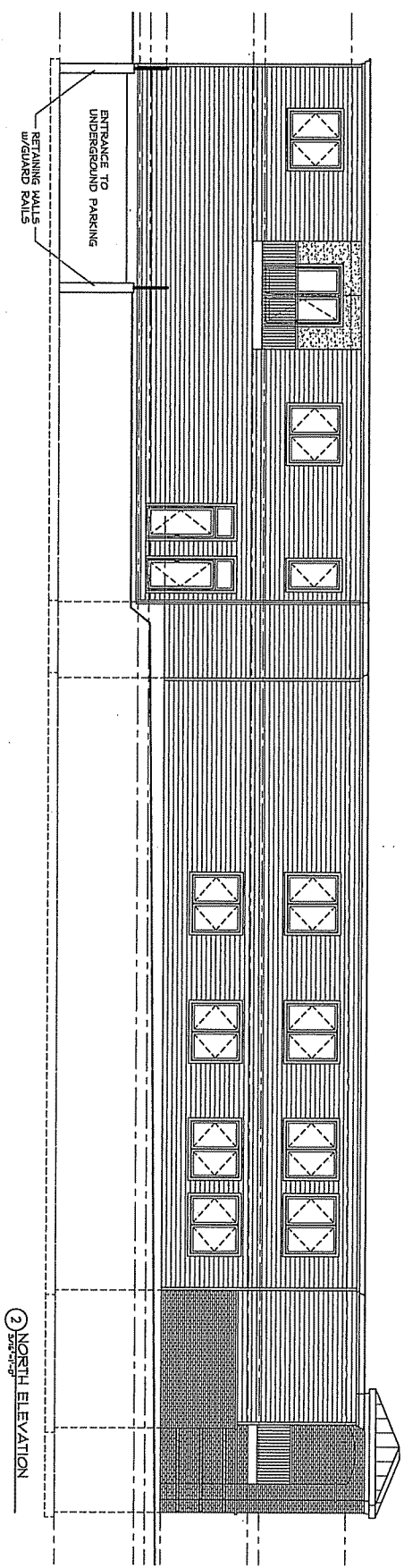
GILSON STREET DEVELOPMENT  
BESHM INVESTMENT GROUP, LLC  
1610 GILSON STREET  
MADISON, WISCONSIN, 53715

NO.	DATE	REVISIONS

PROJECT NO. 2008  
DATE: NOVEMBER 21, 2008  
DRAWN BY: JLB

JT  
A





PROJECT NO. 447	DATE NOVEMBER 21, 2008	DRAWN BY LAK
REVISIONS	DATE	ISSUE

GILSON STREET DEVELOPMENT  
 BESHM INVESTMENT GROUP, LLC  
 1610 GILSON STREET  
 MADISON, WISCONSIN, 53715

**Bouril Design Studio, LLC**  
 Architects

4602 Grand Island Plaza, #110, Madison, WI 53718-1091  
 Phone: (608) 223-5201 Fax: (608) 223-3108  
 Email: Bouril@bourilstudio.com

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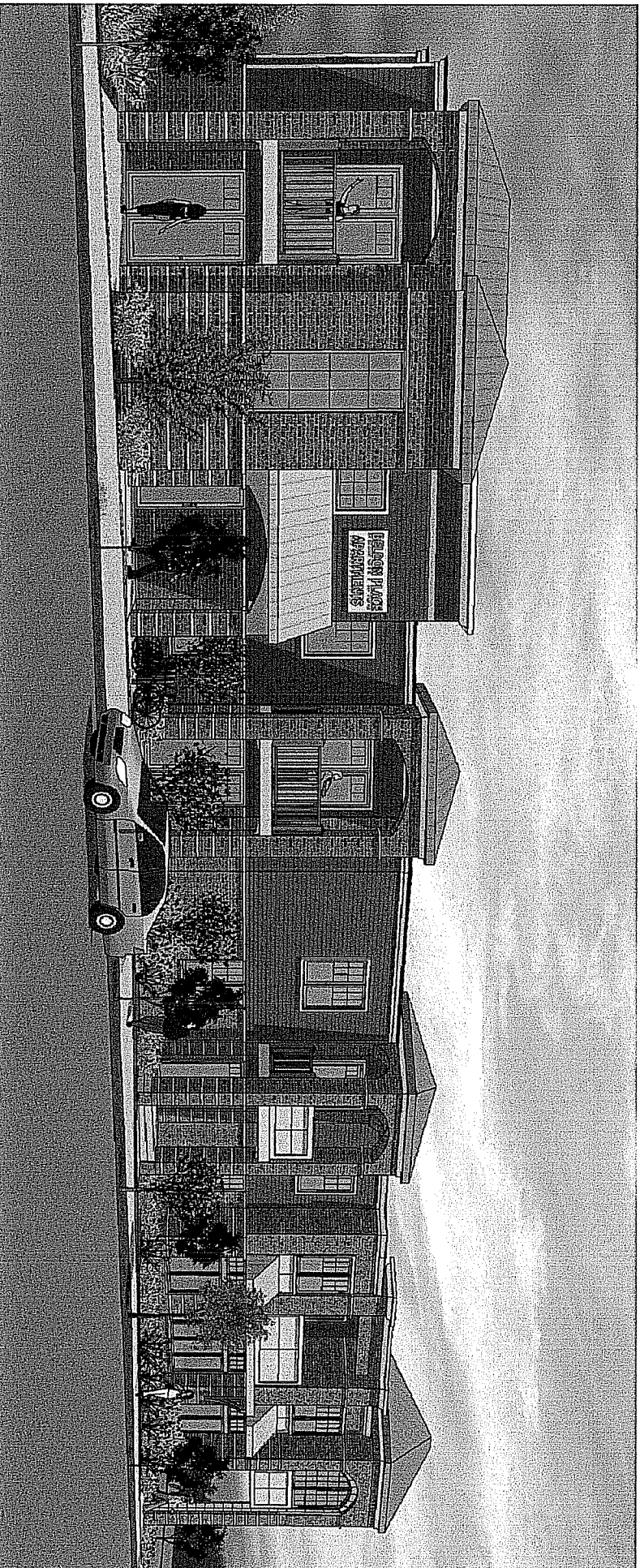


# Gilson Street Urban Development

Beshm Investment Group, LLC  
Madison, WI 1.1.27.2006



View Down North Beld Street



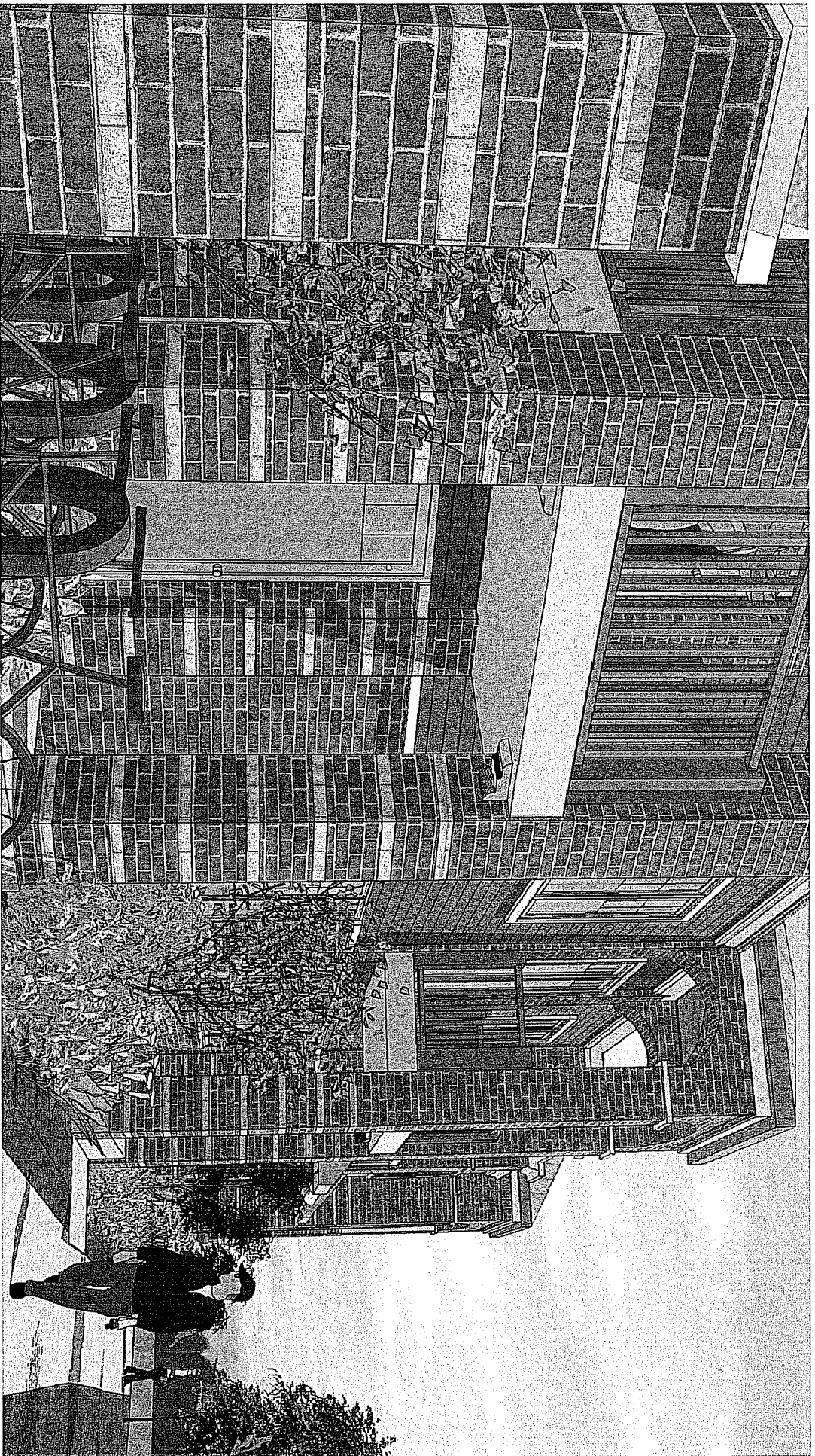
# Gilson Street Urban Development

Beshm Investment Group, LLC  
Madison, WI 1.1.27.2006



View Across Beld Street





10

# Gilson Street Urban Development

Beshm Investment Group, LLC  
Madison, WI 11.27.2006



Southeast - Down Beld Street



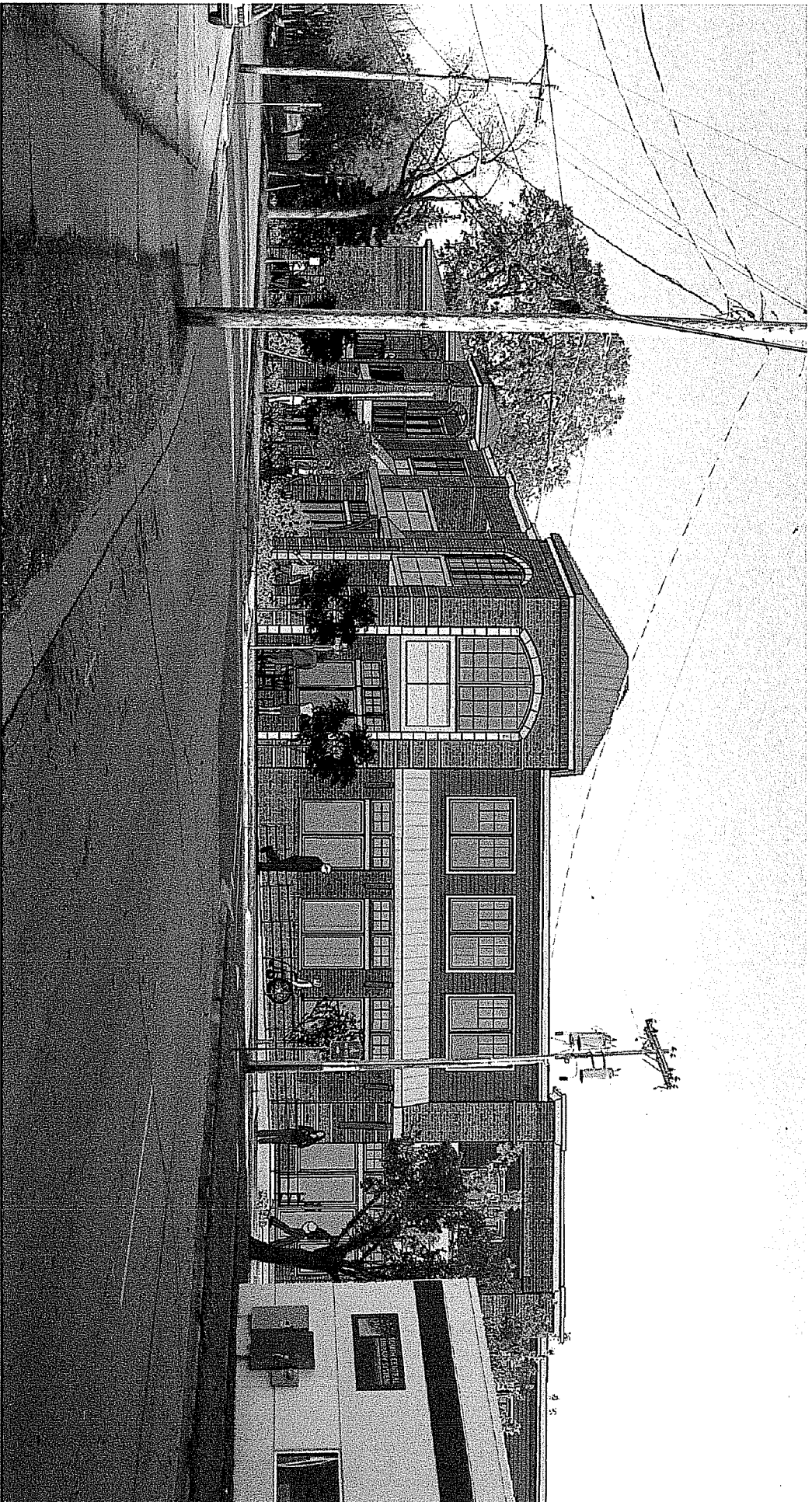




**Gilson Street Urban Development**  
Beshm Investment Group, LLC  
Madison, WI 11.27.2006



View Down East Gilson Street



# Gilson Street Urban Development

Beshm Investment Group, LLC  
Madison, WI 1.1.27.2006



Corner View of Beld and Gilson Streets