



**Location**

515 South Midvale Boulevard

**Applicant**

Midvale Plaza Joint Venture/  
Joe Krupp – Krupp Construction

From: PUD(SIP)      To: Amended  
PUD(GDP-SIP)

**Existing Use**

Midvale Plaza/Sequoia Commons

**Proposed Use**

Final Plans to Construct a Mixed-Use  
Building with 100 Apartments and Retail  
(Sequoia Commons, Phase 2)

**Public Hearing Date**

Plan Commission

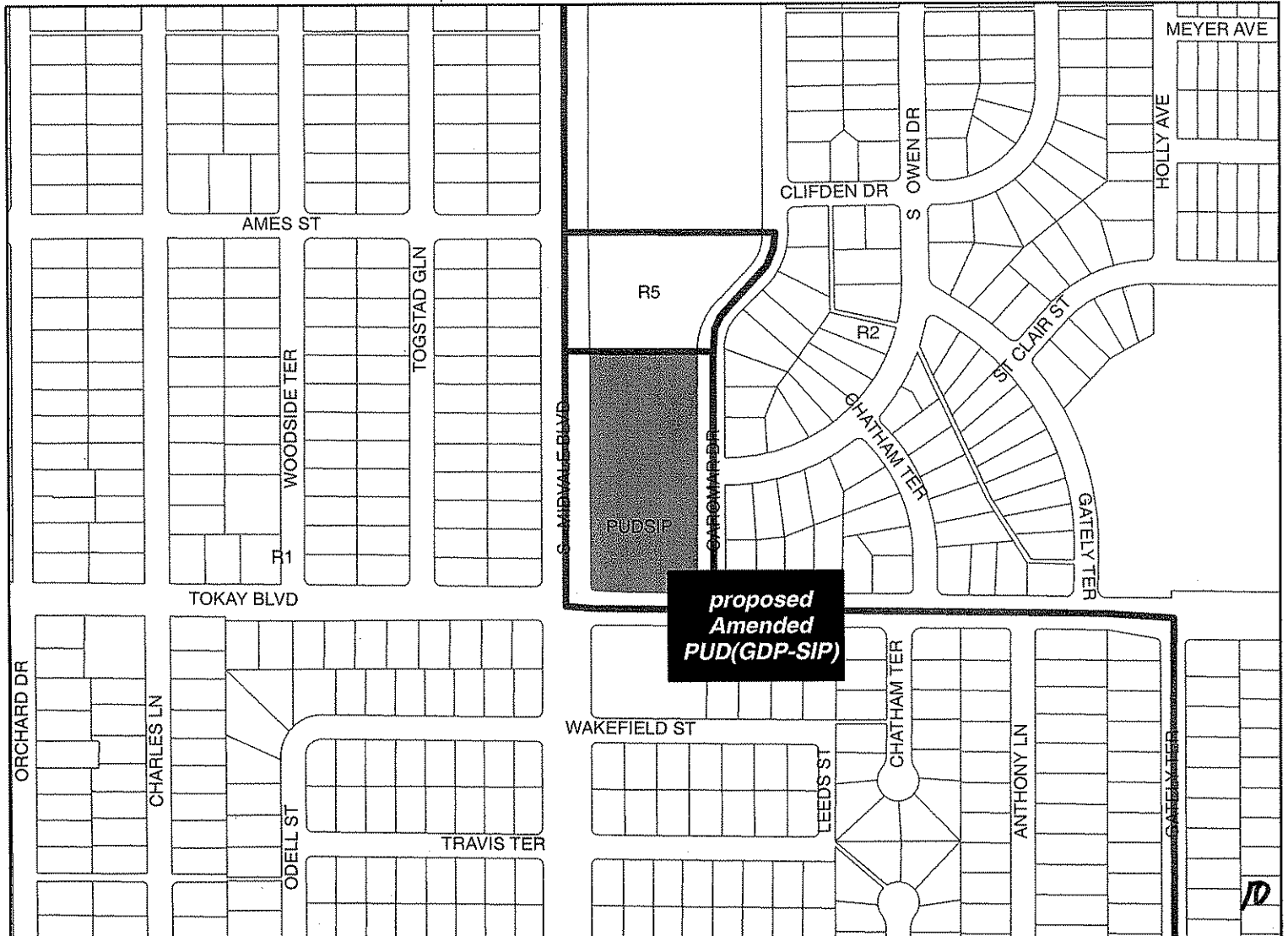
07 July 2008

Common Council

15 July 2008

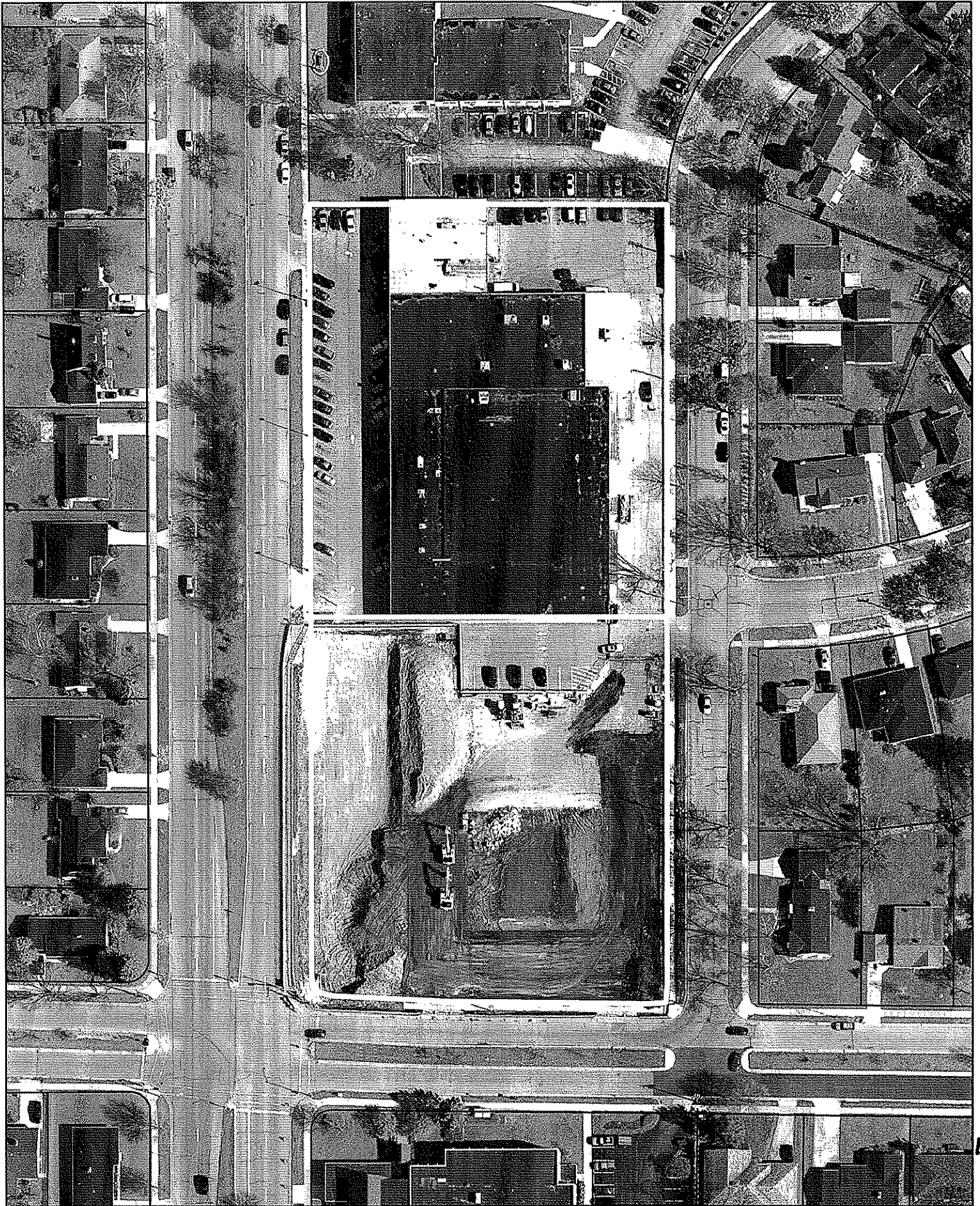


For Questions Contact: Tim Parks at: 261-9632 or [tparks@cityofmadison.com](mailto:tparks@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 24 June 2008



10

# LAND USE APPLICATION

## Madison Plan Commission

June 16

215 Martin Luther King Jr. Blvd; Room LL-100  
 PO Box 2985; Madison, Wisconsin 53701-2985  
 Phone: 608.266.4635 | Facsimile: 608.267.8739

- The following information is required for all applications for Plan Commission review.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at [www.cityofmadison.com/planning/plan.html](http://www.cityofmadison.com/planning/plan.html)
- All zoning application packages should be filed directly with the Zoning Administrator's desk.
- All applications will be reviewed against the applicable standards found in the City Ordinances to determine if the project can be approved.

### FOR OFFICE USE ONLY:

Amt. Paid 100.00 Receipt No. 90424  
 Date Received 4/21/08  
 Received By MSF  
 Parcel No. 0709-291-0712-0  
 Aldermanic District 11-GRUBER  
 GQ EXISTING CUP; PUD/GDP  
 Zoning District PUDGDP  
**For Complete Submittal**  
 Application  Letter of Intent   
 IDUP  Legal Descript.   
 Plan Sets  Zoning Text   
 Alder Notification  Waiver   
 Ngrbrhd. Assn Not.  Waiver   
 Date Sign Issued 4/21/08

1. Project Address: 515 S. MIDVALE BLVD. Project Area in Acres: 1.77

Project Title (if any): SEQUOYA COMMONS - PHASE II

2. This is an application for: (check at least one)

Zoning Map Amendment (check only ONE box below for rezoning and fill in the blanks accordingly)

Rezoning from \_\_\_\_\_ to \_\_\_\_\_  Rezoning from \_\_\_\_\_ to PUD/PCD-SIP

Rezoning from \_\_\_\_\_ to PUD/PCD-GDP  Rezoning from PUD/PCD-GDP to PUD/PCD-SIP

Conditional Use  Demolition Permit  Other Requests (Specify): \_\_\_\_\_

3. Applicant, Agent & Property Owner Information:

Applicant's Name: MIDVALE PLAZA JOINT VENTURE L.L.P. Company: \_\_\_\_\_  
 Street Address: 120 E. LAKESIDE ST. City/State: MADISON, WI Zip: 53711  
 Telephone: (608) 284-0120 Fax: ( ) Email: \_\_\_\_\_

Project Contact Person: JOE KRIPP Company: KRIPP CONSTRUCTION  
 Street Address: 2020 EASTWOOD DR. City/State: MADISON, WI Zip: 53704  
 Telephone: (608) 249-2020 Fax: (608) 249-2053 Email: JKRIPP@KRIPPCONSTRUCTION.COM

Property Owner (if not applicant): \_\_\_\_\_  
 Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

4. Project Information:

Provide a general description of the project and all proposed uses of the site: PHASE II WILL INCLUDE RETAIL SPACE, APARTMENT UNITS & UNDERGROUND PARKING

Development Schedule: Commencement \_\_\_\_\_ Completion \_\_\_\_\_

CONTINUE →

**5. Required Submittals:**

**Site Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:

- **Seven (7) copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
- **Seven (7) copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
- **One (1) copy** of the plan set reduced to fit onto 8 ½ inch by 11 inch paper

**Letter of Intent: Twelve (12) copies** describing this application in detail but not limited to, including: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.

**Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor.

**Filing Fee:** \$ 1200 See the fee schedule on the application cover page. Make checks payable to: *City Treasurer.*

**IN ADDITION, THE FOLLOWING ITEMS MAY ALSO BE REQUIRED WITH YOUR APPLICATION; SEE BELOW:**

For any applications proposing demolition of existing (principal) buildings, photos of the structure(s) to be demolished shall be submitted with your application. Be advised that a *Reuse and Recycling Plan* approved by the City's Recycling Coordinator is required to be approved by the City prior to issuance of wrecking permits.

A project proposing **ten (10) or more dwelling units** may be required to comply with the City's Inclusionary Zoning requirements outlined in Section 28.04 (25) of the Zoning Ordinance. A separate **INCLUSIONARY DWELLING UNIT PLAN** application detailing the project's conformance with these ordinance requirements shall be submitted concurrently with this application form. Note that some IDUP materials will coincide with the above submittal materials.

A *Zoning Text* must accompany **all** Planned Community or Planned Unit Development (PCD/PUD) submittals.

**FOR ALL APPLICATIONS:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as **INDIVIDUAL** Adobe Acrobat PDF files compiled either on a non-returnable CD to be included with their application materials, or in an e-mail sent to [pcapplications@cityofmadison.com](mailto:pcapplications@cityofmadison.com). The e-mail shall include the name of the project and applicant. Applicants who are unable to provide the materials electronically should contact the Planning Unit at (608) 266-4635 for assistance.

**6. Applicant Declarations:**

**Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:

→ The site is located within the limits of \_\_\_\_\_ Plan, which recommends: \_\_\_\_\_ for this property.

**Pre-application Notification:** Section 28.12 of the Zoning Ordinance requires that the applicant notify the district alder and any nearby neighborhood or business associations by mail no later than **30** days prior to filing this request:

→ List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:

TIM GRUBER

If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.

**Pre-application Meeting with staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning Counter and Planning Unit staff; note staff persons and date.

Planner \_\_\_\_\_ Date \_\_\_\_\_ | Zoning Staff \_\_\_\_\_ Date \_\_\_\_\_

**The signer attests that this form has been completed accurately and all required materials have been submitted:**

Printed Name \_\_\_\_\_ Date \_\_\_\_\_

Signature \_\_\_\_\_ Relation to Property Owner \_\_\_\_\_

Authorizing Signature of Property Owner \_\_\_\_\_ Date \_\_\_\_\_

April 16, 2008

To: City of Madison Plan Commission  
Re: Sequoya Commons/Phase 2  
Developer: Midvale Plaza Joint Venture

### Letter of Intent

Dear Plan Commission Members:

Midvale Plaza Joint Venture LLP submits the following information as the developer of a two phase redevelopment of the Midvale Plaza Center, a 40,000 square foot neighborhood shopping center located at the intersection of S. Midvale and Tokay Blvd. The 3.61 acre site has been platted as a two lot CSM. Phase 1, currently under construction, occupies Lot 2 after receiving PUD/SIP zoning approvals in 2007. Cross easements have been provided to allow both lots to function as a single mixed-use site.

Phase 1 of the redevelopment is scheduled to be completed by 7/1/08 and will include a 20,000 square foot Sequoya Branch Library condominium purchased by the City of Madison, approximately 7000 square feet of grade level retail/commercial lease space, and 45 residential condominium units on levels two through four of the project.

Construction of Phase 2 will involve the removal of the current Midvale Plaza shopping center with demolition to occur after the Sequoya Library relocates into their new facility in Phase 1, scheduled for October 1, 2008. The applicant is seeking SIP approval for Phase 2 of a previously approved PUD/GDP. The GDP approval of the entire site, along with the SIP approval of Phase 1, has addressed all major neighborhood concerns related to density, traffic, site access, storm water management, and architectural related issues such as building materials massing. A neighborhood meeting was held in late February of 2008 as well as meeting individually with immediate neighbors on Caromar as well as the Midvale Heights apartment owner.

The redeveloped site will provide primary vehicle access off S. Midvale Blvd. between Phase 1 and 2 of Sequoya Commons. A new turn lane and median cut has been approved and is under construction to facilitate direct access for south bound Midvale traffic to the site. This primary S. Midvale access point aligns the main drive aisle of the site with another access drive on Caromar as well as S. Owen Dr, directly east of the project. Two additional curb cuts will be installed on Caromar Drive and will be limited to private residential access to underground parking for both phases of the project.

A storm water management plan will be implemented utilizing a bio-filtration system that will retain approximately 63% of the annual rainfall on paved parking areas through infiltration on the site. An additional 12% of the annual rainfall on this area will be treated prior to discharging into the city storm system. Additionally, when possible, roof

water will be directed to separate bio-filtration areas on the site. Currently, 100% of storm water leaves the site and flows into the Lake Wingra watershed.

Phase 2 of the redevelopment involves the construction of a three and four story mixed use building with approximately 10,650 square feet of grade level commercial retail space. The total amount of square footage of commercial/retail use will be dictated more specifically by the type of end users attracted to the site. The applicant wishes to retain the flexibility to reduce grade level residential area in exchange for increased commercial grade level use in the event of potential single tenant user requiring a larger footprint than the 5000 square foot bays currently proposed in this submittal. The applicant requests a maximum of an additional 3000 square feet of potential commercial use as part of this SIP approval.

Residential levels of the building incorporate architectural design techniques that utilize a rhythm of bay projections, residential materials and colors, along with decks to minimize the massing and scale of the building. The Midvale frontage is four stories of residential units and wraps the north elevation to a midpoint of the building where it drops to three stories. This three story height continues along Caromar Drive as well as over the commercial space on the south elevation of the building. The building is a U-shaped design, creating a courtyard into which all interior residential units face. This courtyard opens to the south towards the commercial parking court that provides 98 surface parking stalls for both phases of commercial uses on the site. The commercial portion of Phase 2 will architecturally relate to the commercial design elements of Phase 1, creating an integrated design connection of the two phases of the project.

The project will include 100 residential apartments. Unit sizes will range from 700 to 1300 square feet, with a 60% mix of one bedroom units and 40% two bedroom and two bedroom plus den units. All units will be served by dual elevators and will be handicap accessible. Underground parking will be provided for 136 vehicles in Phase 2 of the project, resulting in approximately 1.4 stalls per unit parking ratio. It is anticipated that underground parking stalls will be unassigned and shared with commercial tenant employees during weekday/daytime hours. The building gross square footage including underground parking is 178,486 square feet. The project is served by a bus stop at the corner of Midvale and Tokay and is within a quarter of a mile of the Capital City bike trail system, facilitating the use of alternative transportation modes. Consideration may also be given to providing a shared community car for residents of both phases of the development.

The developer submitted an IDUP for both phases of the project. IZ units in Phase 1 have been released after no units were purchased by IZ qualified buyers within the marketing period timeframe. As of the date of the recording of the GDP and Phase 1 SIP, the Court of Appeals has ruled that the IZ ordinance, as it pertains to rental housing, is illegal and unenforceable. The applicant request that the LURA be amended to waive and release all rental units designated as IZ units in the agreement since the project did not

Letter of Intent  
April 16, 2008  
Page 3

receive any special zoning consideration, i.e.; density bonuses or monetary benefits to offset any developer cost of providing IZ units.

The schedule for the project anticipates a fall of 2008 construction start with completion of Phase 2 by March 1 of 2010. Upon completion of Phase 1 and relocation of the current library branch into the expanded space, demolition associated with Phase 2 will commence on October 1, 2008. The project development team includes the following individuals and firms:

**Developer/Members:** Midvale Plaza Joint Venture LLP  
Jack Kelly  
Jerome Kelly  
Scott Kelly  
Joseph D. Krupp  
Christopher Armstrong  
120 East Lakeside Street  
Madison, WI 53711  
Phone: 608-284-0120 Fax: 608-294-9344

**Architects/Landscape:** SGN+A  
1190 West Druid Hills Drive NE  
Suite T65  
Atlanta, GA 30329  
Phone: 404-634-4466 Fax: 404-634-4433

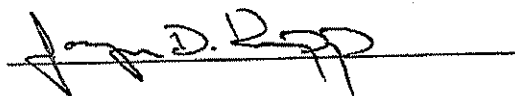
**Civil:** Burse Surveying & Engineering  
1400 East Washington Avenue #158  
Madison, WI 53703  
Phone: 608-250-9263 Fax: 608-250-9266

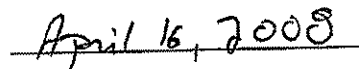
**Contractor:** Krupp General Contractors LLC  
2020 Eastwood Drive.  
Madison, WI. 53704  
Phone: 608-249-2020 Fax: 608-249-2053

**Contact Person:** Joseph D. Krupp  
2020 Eastwood Drive  
Madison, WI 53704  
Phone: 608-249-2020 Fax: 608-249-2053

Signed:

Date:





**SEQUOIA COMMONS  
515-555 S. MIDVALE  
PUD/SIP ZONING TEXT  
April 16, 2008**

**Legal description: The lands subject to this Planned Unit Development District shall include the entire parcel described as follows:**

Part of the SW ¼ of the NE ¼ of Section 29, T07N, R09E, City of Madison, Dane County Wisconsin, more fully described as follows:

Commencing at the East ¼ corner of said Section 29; thence North 89 degrees 12 minutes 42 seconds West along the south line of the said NE ¼, 1657.22 feet to the southerly extension of the westerly right-of-way line of Caromar Drive; thence North 00 degrees 05 minutes 01 second East, 39.60 feet to the intersection of the northerly right-of-way line of Tokay Boulevard as monumented and the said westerly right-of-way line of Caromar Drive; thence North 89 degrees 10 minutes 25 seconds West along the said northerly right-of-way line of Tokay Boulevard, 263.87 feet to its intersection with the easterly right-of-way line of Midvale Boulevard; thence North 00 degrees 01 minute 02 seconds West along the said easterly right-of-way line of Midvale Boulevard, 592.96 feet; thence South 89 degrees 53 minutes 19 seconds East, 264.89 feet to the aforementioned westerly right-of-way line of Caromar Drive; thence South 00 degrees 05 minutes 01 second West along the said westerly right-of-way line of Caromar Drive, 596.25 feet to the point of beginning.

**NOTE: The above-described lands have been divided into a two lot CSM which has been approved and recorded.**

**I. Statement of Purpose**

**This Planned Unit Development is established to allow the flexibility to create a coordinated plan for a two-phase mixed-use development providing commercial and residential uses supported by underground parking in both phases. Phase 1 shall consist of 45 dwelling units, and Phase 2 shall consist of up to 100 dwelling units.**

**II. Permitted Uses**

**Uses that shall be permitted in the district are those uses permitted and those uses listed as conditional uses in the C 1 district.**

**b. Accessory Uses:**

- 1. Home occupations and professional offices in a home as Defined in Sec.28.03**
- 2. Off Street parking as defined in text below**



**III. Lot Area and Width**

- a. As specified in attached PUD plans.

**IV. Height, Yard, Usable Open Space, and Landscaping Requirements**

- a. As specified in attached PUD plans.

**V. Family Definition**

- a. For the purposes of this Planned Unit Development, the family will be as defined in Chapter 28.03(2) of Madison General Ordinances per the R-2 district for the new condominium buildings at 555 South Midvale Blvd.

**VI. Lighting**

- a. Site lighting will be as shown on approved plans.

**VII. Signage**

- a. Signage will be allowed per Chapter 31 of the Madison General Ordinances, as compared to the R-3 district, or signage will be provided as approved on the recorded plans.

**VIII. Off-Street Parking**

- a. Ninety-eight (98) surface parking stalls shall be provided in addition to approximately eighty-five (80) underground stalls in Phase 1 and one hundred thirty-nine (136) underground stalls in Phase 2. The total of ninety-eight (98) surface stalls will be provided at the completion of Phase 2. Due to site logistics and staging requirements, approximately 70% of surface parking will be provided at the completion of Phase 1 and after the demolition of the existing center, prior to constructing Phase 2.
- b. Bicycle parking for occupants and guests shall be provided in the structured parking garages as well as at locations indicated as approved on the recorded plans.

**IX. Alterations and Revisions**

- a. **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 that are approved by the Director of Planning and Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission.**

June 20, 2008

To City of Madison Plan Commission  
Re: Sequoya Commons/phase 2  
Developer: Midvale Plaza Joint Venture

Re: Letter of Intent supplementary information

Dear Plan Commission Members:

In response to concerns expressed to the UDC by some neighborhood residents regarding the Caromar entrance to the underground parking structure, alderperson Tim Gruber provided a letter to UDC suggesting a possible compromise that would incorporate both a Midvale and Caromar entrance option. Since UDC has given initial approval based on conditions to be discussed and acted upon at Plan Commission, I would like to provide commission members the following information to be considered in your deliberations regarding the merits and feasibility of the option suggested by Alder Gruber. I have attached a site plan that conceptually illustrates his suggested option.

During the design process, all possible options for garage access were evaluated in the context of the existing conditions to determine the optimal location that took into account safety, constructability, as well as the best aesthetic design solution. The only potential options were an entrance off Midvale or the entrance as proposed off Caromar. The compromise solution suggested by Alder Gruber combines both of these options in an attempt to disperse traffic entering and exiting the site. Although we appreciate Alder Gruber's attempt to find a compromise, the safety, constructability, and aesthetic considerations that led us to reject a Midvale entrance also apply to this compromise solution. The issues related to a Midvale entrance are as follows:

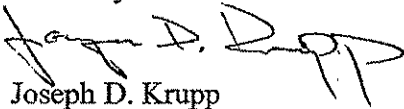
1. Traffic safety concerns related to introducing resident traffic on to Midvale Blvd., a main arterial street which carries 18,000 plus vehicles per day at speeds in excess of 45 miles per hour as opposed to Caromar, a residential street with daily traffic counts of 2000 vehicles moving at much slower speeds. Additional traffic concerns will be presented by John Lichtenheld as part of the Plan Commission presentation by the applicant.
2. A six foot grade elevation difference between Midvale and the elevation of the parking garage floor would require a 6% ramp running a minimum of 150' along the north boundary of property line which currently is a 30' wide green space that incorporates a rain garden that collects all roof water from the project. Virtually all opportunities for landscaping and storm water retention would be eliminated.
3. A north facing steep driveway would collect snow and ice and create an unsafe condition for residents entering and exiting on to Midvale Blvd.

4. A driveway along the north elevation of the project would eliminate of 24' of the 30' green buffer between the surface parking lot of the adjacent 60 unit apartment building. Differential grades between the two adjacent properties create additional retaining complications and constructability issues. Twenty five percent of the residential units would be aesthetically compromised by the loss of this green space, thus reducing the marketability of these units. The view would be a driveway and parking lot rather than a well landscaped rain garden and landscape buffer zone.
  
5. The Caromar entrance is the preferred and best solution since it is safer, utilizes the natural grade to provide a gentle 3% grade to the parking garage, provides a convenient loading area for move ins and maximizes green space to best manage on site storm water retention.

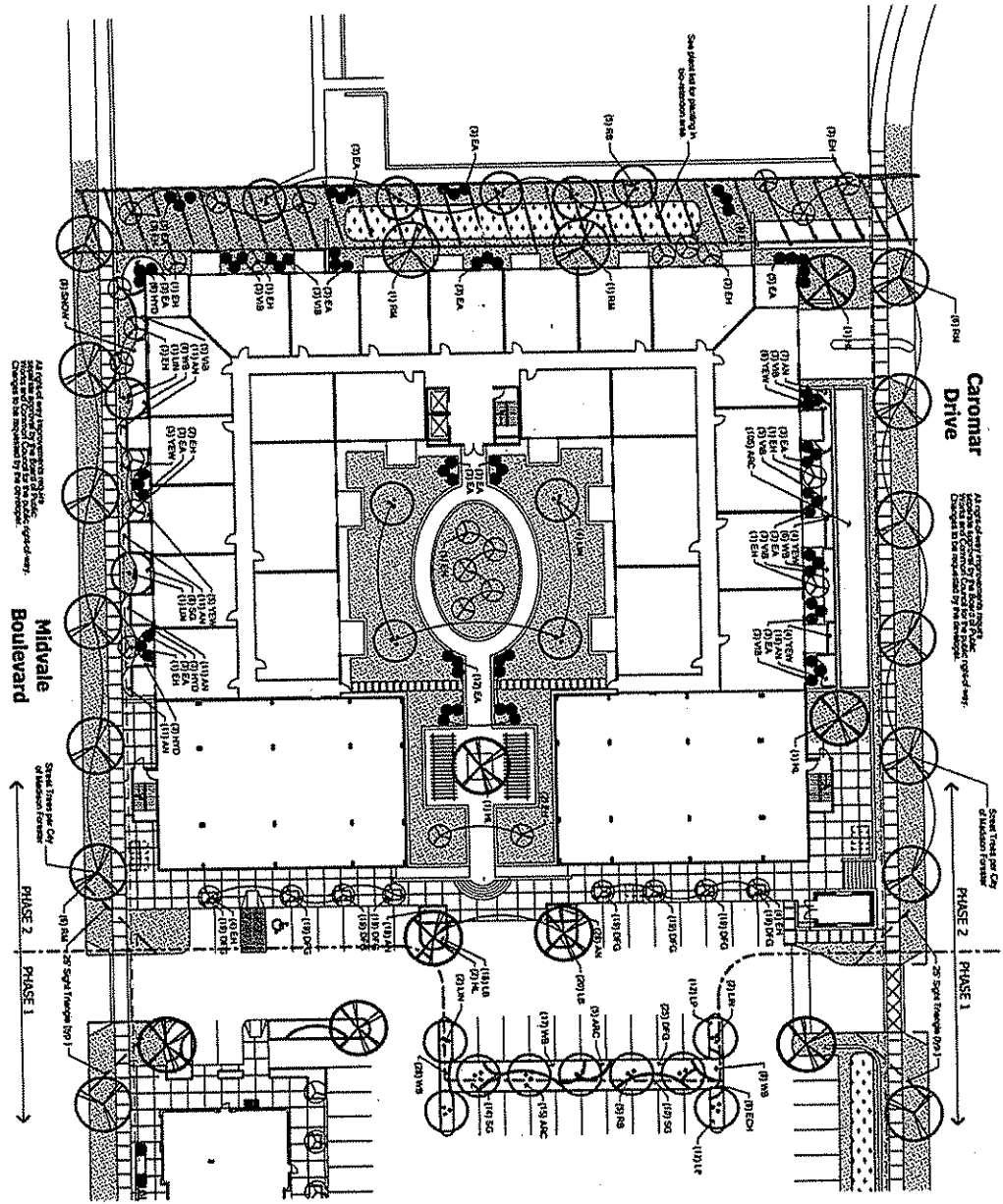
As the applicant, we have already incorporated numerous features to adequately address the pedestrian safety concerns that have been expressed by some neighborhood residents within the plan as submitted. The introduction of stop signs at the north and south intersection of Caromar and S. Owen Drive was suggested by UDC commission members as an additional measure that we would also support if recommended by the Plan Commission.

I thank you in advance for your consideration and review of this matter.

Sincerely



Joseph D. Krupp



Milwaukee Plaza Joint Venture

May 21, 2008

Landscape Plan

# Sequoia Commons Phase II

Madison, Wisconsin

SGN+A Simpson Gammill Nosegaller + Associates, Inc.  
Planning Architecture Landscape Architecture

L-01



Aldis Gruber  
option



June 18, 2008

Landscape Architecture

Urban Design

Community Planning

Civil Engineering

## Sequoia Commons Phase 2 Traffic Management Plan Update

As a part of the analysis and recommendations for the Midvale Plaza redevelopment project the following traffic management related issues were addressed:

- A traffic impact analysis study was completed analyzing the existing conditions and future condition after the development is completed. The study found that the net result is that 60 more PM peak hour trips will be created with the new development than were generated by the original development when it was fully occupied.
- Existing traffic volumes on the adjacent street system include 18,000 ADT on Midvale Boulevard, 4600 on Tokay, 1400 on Caromar between Owen and Tokay, 880 on Caromar north of Owen, and 800 on Owen just east of Caromar.
- The recent traffic counts on Caromar and Owen were taken in June, 2008. City traffic engineering adjusted the counts to include an estimate of traffic from Queen of Peace School since that was not in session during the traffic counts. The adjusted counts increased Caromar to 1655 and 970 respectively and 685 on Owen.
- The development will increase the section of Caromar north of Owen by 40 trips during the PM peak hour and the section between Owen and Tokay by 70 trips.
- Improvements to the existing transportation system that will be constructed as a part of the development include:
  1. A new median cut will be constructed at Midvale Boulevard at the existing driveway entrance. This will provide partial midblock access to the development off of Midvale Boulevard. This will provide left turn inbound movement only and restrict left turn outbound movement. This improvement will reduce the potential increase to traffic volumes on Caromar by 25%.
  2. Pedestrian crosswalks will be added at the intersection of Caromar Drive and Owens Drive on all three legs of the intersection. The driveway approach into the development on the west side will have bump outs on either side of the drive to narrow the streets and reduce the time it takes for pedestrians to cross the intersection.
  3. Traffic calming measures have been incorporated in the main internal access drive within the development to reduce the potential for cut through traffic. These measures involve the

Schreiber/Anderson Associates, Inc.

717 John Nolen Drive

Madison, WI 53713

T 608.255.0800

F 608.255.7750

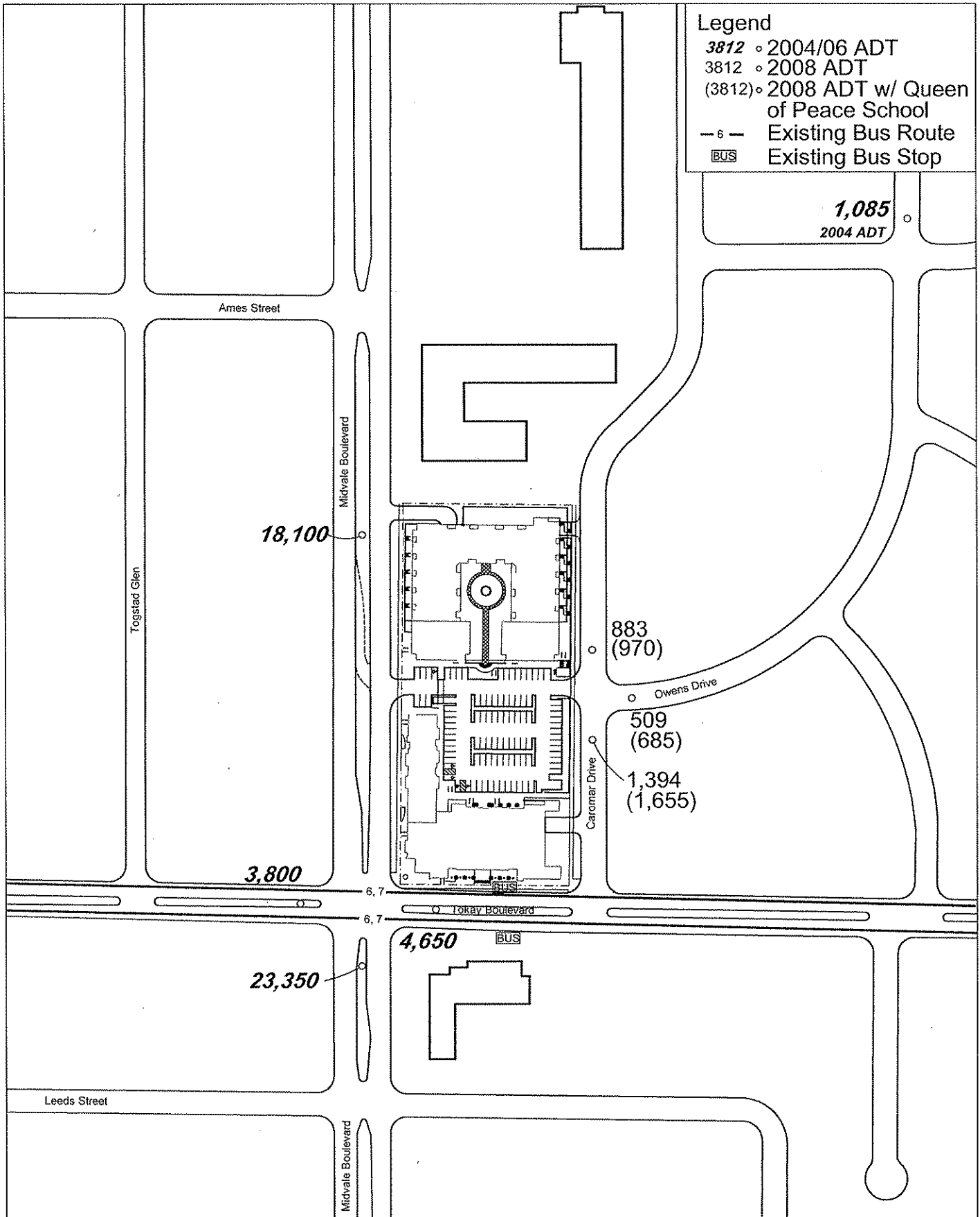
www.saa-madison.com

-1-

construction of two speed humps on the main through drive connecting Caromar Drive with Midvale Blvd.

4. Bicycle parking is provided in the underground parking area as well as bike racks located throughout the site. There are a total of 110 bike stalls included in Phase 1 and 2.
5. Bus stops are currently located on both Tokay Boulevard and Midvale Boulevard within one block walking distance of the development. Metro added new bus stops on the north side of Tokay Blvd west of Midvale Blvd, and on the west side of Midvale Blvd, south of Tokay Blvd.
6. The city has worked with the neighborhood to investigate traffic calming measures on both Caromar and Owens. The neighborhood has agreed to have speed humps constructed on Owens (which have been installed), but has elected not have anything done on Caromar Drive.
7. The developer has agreed to install a median at the underground parking access to help discourage drivers from turning left northbound on Caromar. An "No Left Turn" sign will also be posted at the driveway exit to discourage people from driving north on Caromar past the schools.
  - The developer has investigated access for the residential portion of the development on both Caromar and Midvale. The developer has safety concerns with the access onto Midvale Boulevard for the following reasons:
    1. The access drive slope onto Midvale is at 12% vs. 3% slope on Caromar. The steeper slope is at the recommended maximum and will lead to hazardous conditions in the winter with snow and ice.
    2. The access drive on Midvale has limited sight distance due to the increased setbacks on Caromar which pushed the building closer to the property line on Midvale. In addition, on street parking on Midvale further reduces sight distance for cars existing from the underground drive.
    3. Southbound traffic leaving the parking structure on Midvale will need to exit northbound and do a U turn on Ames. This will require weaving across two lanes of traffic in less than 300 feet and making a U turn on Ames which has limited sight distance for SB traffic. These movements are a safety concern.
    4. Southbound traffic entering the development will need to make a U turn into the new left turn median and weave across two lanes of traffic in less than 300 feet to enter the garage entry. This movement is also a safety concern.

Schreiber/Anderson Associates, Inc.  
717 John Nolen Drive  
Madison, WI 53713  
T 608.255.0800  
F 608.255.7750  
www.saa-madison.com



# Midvale Plaza Traffic Impact Study

Existing Traffic Volumes & Bus Routes



Project #2176

EXHIBIT



Caromar north :  
Description 2:  
Description 3:

Site: 3  
Tuesday, 6/10/2008, 12:00:00 AM -  
Friday, 6/13/2008, 12:00:00 AM

Volume Grand Totals

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**Average Hourly Volumes**

	Caromar
12:00 AM	3.7
1:00 AM	3.3
2:00 AM	1.0
3:00 AM	1.0
4:00 AM	1.0
5:00 AM	7.7
6:00 AM	19.7
7:00 AM	62.3
8:00 AM	114.3
9:00 AM	40.3
10:00 AM	40.0
11:00 AM	37.7
12:00 PM	49.0
1:00 PM	57.0
2:00 PM	63.7
3:00 PM	102.3
4:00 PM	57.3
5:00 PM	78.7
6:00 PM	49.3
7:00 PM	32.0
8:00 PM	28.7
9:00 PM	13.3
10:00 PM	12.3
11:00 PM	7.0
ADT	882.7

**Study Grand Totals**

Caromar
2648

Caromar south :  
Description 2:  
Description 3:

Site: 1  
Tuesday, 6/10/2008, 12:00:00 AM -  
Friday, 6/13/2008, 12:00:00 AM

Volume Grand Totals

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**Average Hourly Volumes**

	Caromar
12:00 AM	5.3
1:00 AM	3.3
2:00 AM	1.0
3:00 AM	1.0
4:00 AM	2.7
5:00 AM	11.3
6:00 AM	44.3
7:00 AM	103.3
8:00 AM	154.3
9:00 AM	72.3
10:00 AM	78.3
11:00 AM	71.7
12:00 PM	79.0
1:00 PM	78.0
2:00 PM	92.0
3:00 PM	139.0
4:00 PM	104.0
5:00 PM	122.7
6:00 PM	77.0
7:00 PM	54.3
8:00 PM	52.0
9:00 PM	24.7
10:00 PM	15.3
11:00 PM	7.0
ADT	1394.0

**Study Grand Totals**

Caromar
4182

Owen east of C:  
Description 2:  
Description 3:

Site: 2  
Tuesday, 6/10/2008, 12:00:00 AM -  
Friday, 6/13/2008, 12:00:00 AM

Volume Grand Totals

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**Average Hourly Volumes**

	Owen
12:00 AM	1.7
1:00 AM	1.3
2:00 AM	0.3
3:00 AM	0.0
4:00 AM	0.7
5:00 AM	1.3
6:00 AM	12.0
7:00 AM	37.0
8:00 AM	46.3
9:00 AM	30.3
10:00 AM	32.3
11:00 AM	29.7
12:00 PM	21.0
1:00 PM	29.3
2:00 PM	32.0
3:00 PM	42.0
4:00 PM	31.3
5:00 PM	53.3
6:00 PM	36.7
7:00 PM	22.3
8:00 PM	24.3
9:00 PM	15.3
10:00 PM	4.0
11:00 PM	4.0
ADT	508.7

**Study Grand Totals**

Owen
1526

**MIDVALE PLAZA  
ORIGINAL DEVELOPMENT TRIP GENERATION**

Land Use	Peak Hour Trip Generation Rate			AM		PM		SATURDAY	
	Weekday AM 2.48 trips per 1,000 sf	Weekday PM 3.72 1 trips per 1,000 sf	Saturday 8.96 trips per 1,000 sf	IN	OUT	IN	OUT	IN	OUT
Medical Office 5,000 Square Feet				79%	21%	27%	73%	50%	50%
Subtotal	12	19	45	9	3	5	14	23	22
Library 11,500 Square Feet (sf)	Weekday AM .1 trip per 1,000 sf	Weekday PM 7.1 trips per 1,000 sf	Saturday 6.8 trips per 1,000 sf	72%	28%	48%	52%	53%	47%
Subtotal	12	82	78	9	3	39	43	41	37
Specialty Retail 27,000 sf	N/A	PM 2.7 trips per 1,000 sf	Saturday 4.2 trips per 1,000 sf	N/A		44%	56%	50%	50%
Subtotal	0	73	113	0		32	44	57	56
Total Trips Generated	24	174	236	18	6	76	101	121	115
(10%) Linked Trips	2.4	17.4	23.6	1.8	0.6	7.6	10.1	12.1	11.5
(10%) Pass By Trips	2.4	17.4	23.6	1.8	0.6	7.6	10.1	12.1	11.5
Total New Trips	19.2	139.2	188.8	14.4	4.8	60.8	80.8	96.8	92
Existing Trips									
Net Additional Trips									

**MIDVALE PLAZA  
TRIP GENERATION ASSUMPTIONS**

Land Use	Peak Hour Trip Generation Rate	AM		PM		SATURDAY			
		IN	OUT	IN	OUT	IN	OUT		
Mid Rise Apartments 142 Units	Weekday AM .3 trips per DU	Weekday PM .4 trips per DU	Saturday .5 trips per DU	31%	69%	58%	42%	58%	42%
Subtotal	43	57	71	13	30	33	24	41	30
Library 20,000 Square Feet (sf)	Weekday AM .1 trip per 1,000 sf	Weekday PM 7.1 trips per 1,000 sf	Saturday 6.8 trips per 1,000 sf	72%	28%	48%	52%	53%	47%
Subtotal	20	142	136	14	6	68	74	72	64
Specialty Retail 19,000 sf	N/A	PM 2.7 trips per 1,000 sf	Saturday 4.2 trips per 1,000 sf	N/A	N/A	44%	56%	50%	50%
Subtotal	0	52	80	0	0	23	29	40	40
Total Trips Generated	63	251	287	27	36	124	127	153	134
Linked Trips (10%)	-6	-25	-28	-3	-3	-12	-12	-15	-13
Pass By Trips (10%)	-6	-25	-28	-3	-3	-12	-12	-15	-13
Total New Trips	51	201	231	21	30	100	103	123	108
Existing Trips								-79	-70
Net Additional Trips								44	38

# Specific Implementation Plan

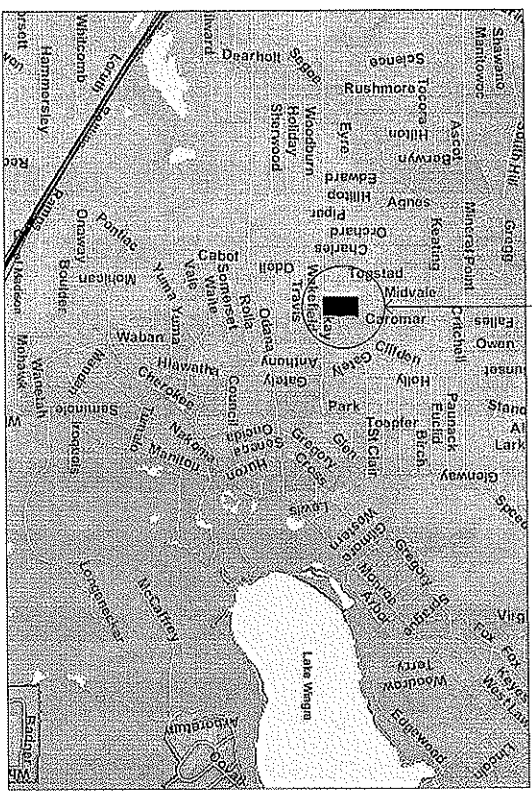
# Sequoya Commons - Phase II

## A Mixed-Use Project at 515 South Midvale Boulevard

### Madison, Wisconsin

April 21, 2008

Site



Owner & Developer

MIDVALE PLAZA JOINT VENTURE L.L.P.  
120 East Lakeside Street  
Madison, Wisconsin 53711

Architects Planners Landscape Architects

SIMONSON GERLMANN NONEMAKER + ASSOCIATES, INC.  
1190 West David Hills Drive, Suite T-65  
Atlanta, Georgia 30329  
Telephone (404) 634-4466

Civil Engineers

BURSE SURVEYING & ENGINEERING, INC.  
1400 East Washington Avenue, Suite 138  
Madison, Wisconsin 53703  
Telephone (608) 250-9263

**Total Site Data GDP**

Site Area: 156,248 s.f.      Site Area per Bedroom: 761 square feet per bedroom

Density: 3.58 acres      40 units per acre      Usable Open Space: 74,789 s.f.  
Open Space per Unit: 184 s.f. unit  
Open Space per Bedroom: 399 s.f./bedroom

Site Area per Unit: 1078 square feet per unit

**Parking Data**  
Scheduled Parking: 220 stalls  
(10 reserved stalls per 50 units)  
Surface Parking: 95 stalls  
(0 reserved stalls provided)

**Total Building Data GDP**

Proposed New Construction: 306,284 s.f.  
Parking: 8378 square feet  
Residential: 181,000 square feet

Density: 1.77 acres      56.5 units per acre

Site Area per Unit: 770 square feet per unit

**Parking Data**  
Scheduled Parking: 136 stalls  
(10 reserved stalls provided)  
Surface Parking: 25 stalls  
(0 reserved stalls provided)

**Site Data Phase II**

Site Area: 77,010 s.f.      Site Area per Bedroom: 56 square feet per bedroom

Density: 1.77 acres      56.5 units per acre

Site Area per Unit: 770 square feet per unit

**Parking Data**  
Scheduled Parking: 136 stalls  
(10 reserved stalls provided)  
Surface Parking: 25 stalls  
(0 reserved stalls provided)

**Building Data Phase II**

Proposed New Construction: 178,485 s.f.  
Parking: 4936 square feet  
Residential: 118,480 square feet

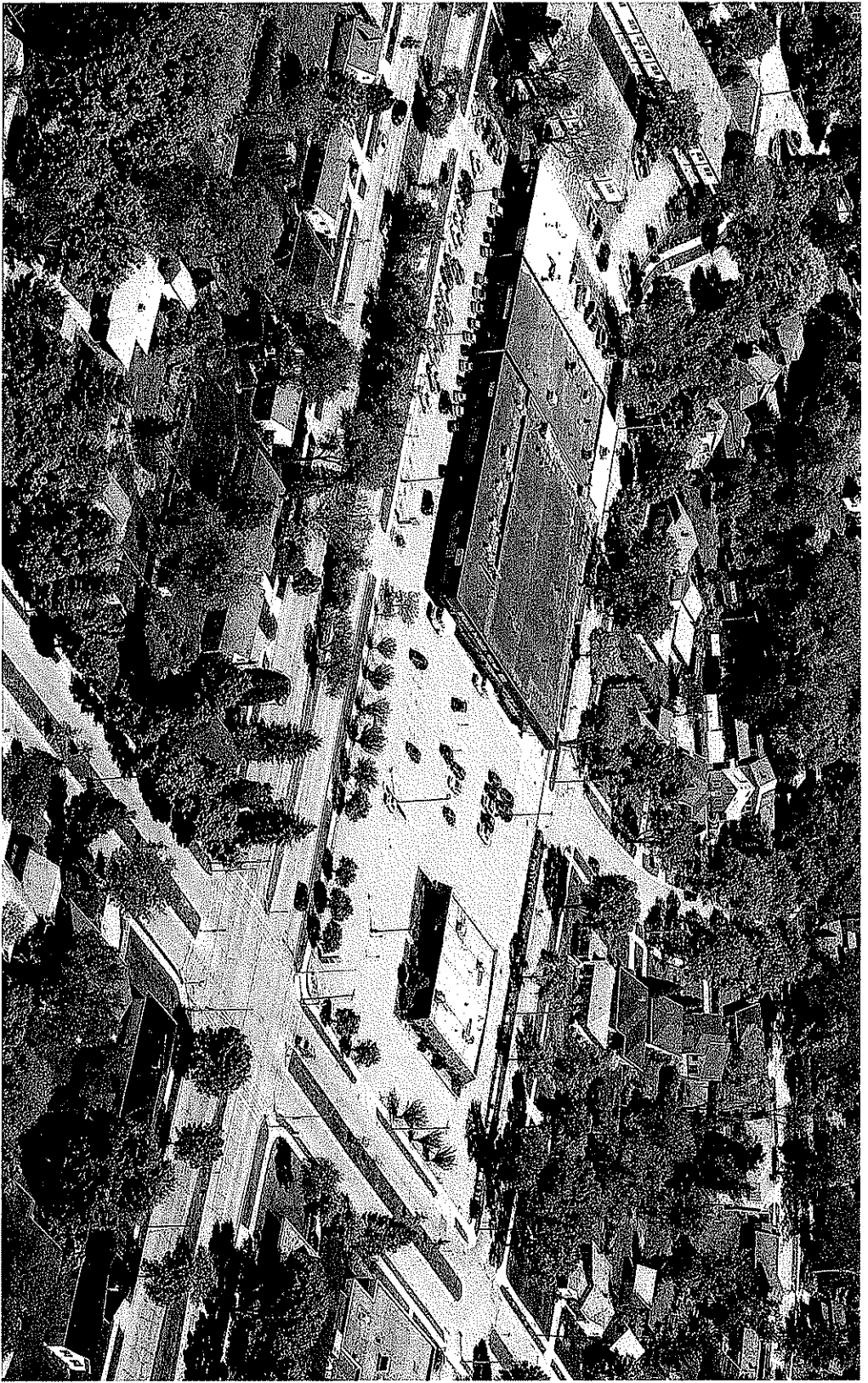
Density: 1.77 acres      56.5 units per acre

Site Area per Unit: 770 square feet per unit

**Parking Data**  
Scheduled Parking: 136 stalls  
(10 reserved stalls provided)  
Surface Parking: 25 stalls  
(0 reserved stalls provided)

**Index of Drawings**

Sheet No.	Sheet Title	Sheet No.	Sheet Title
A-1	Overall Site Plan	L-01	Phase II Landscaping Plan
A-2	Site Section	L-02	Phase II Landscaping Plan
A-3	Site Section	L-03	Phase II Landscaping Plan
A-4	Site Section	L-04	Phase II Landscaping Plan
A-5	Site Section	L-05	Phase II Landscaping Plan
A-6	Site Section	L-06	Phase II Landscaping Plan
A-7	Site Section	L-07	Phase II Landscaping Plan
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A-12	Site Section	L-12	Phase II Landscaping Plan
A-13	Site Section	L-13	Phase II Landscaping Plan
A-14	Site Section	L-14	Phase II Landscaping Plan
A-15	Site Section	L-15	Phase II Landscaping Plan
A-16	Site Section	L-16	Phase II Landscaping Plan
A-17	Site Section	L-17	Phase II Landscaping Plan
A-18	Site Section	L-18	Phase II Landscaping Plan
A-19	Site Section	L-19	Phase II Landscaping Plan
A-20	Site Section	L-20	Phase II Landscaping Plan



MIDVALE PLAZA JOINT VENTURE

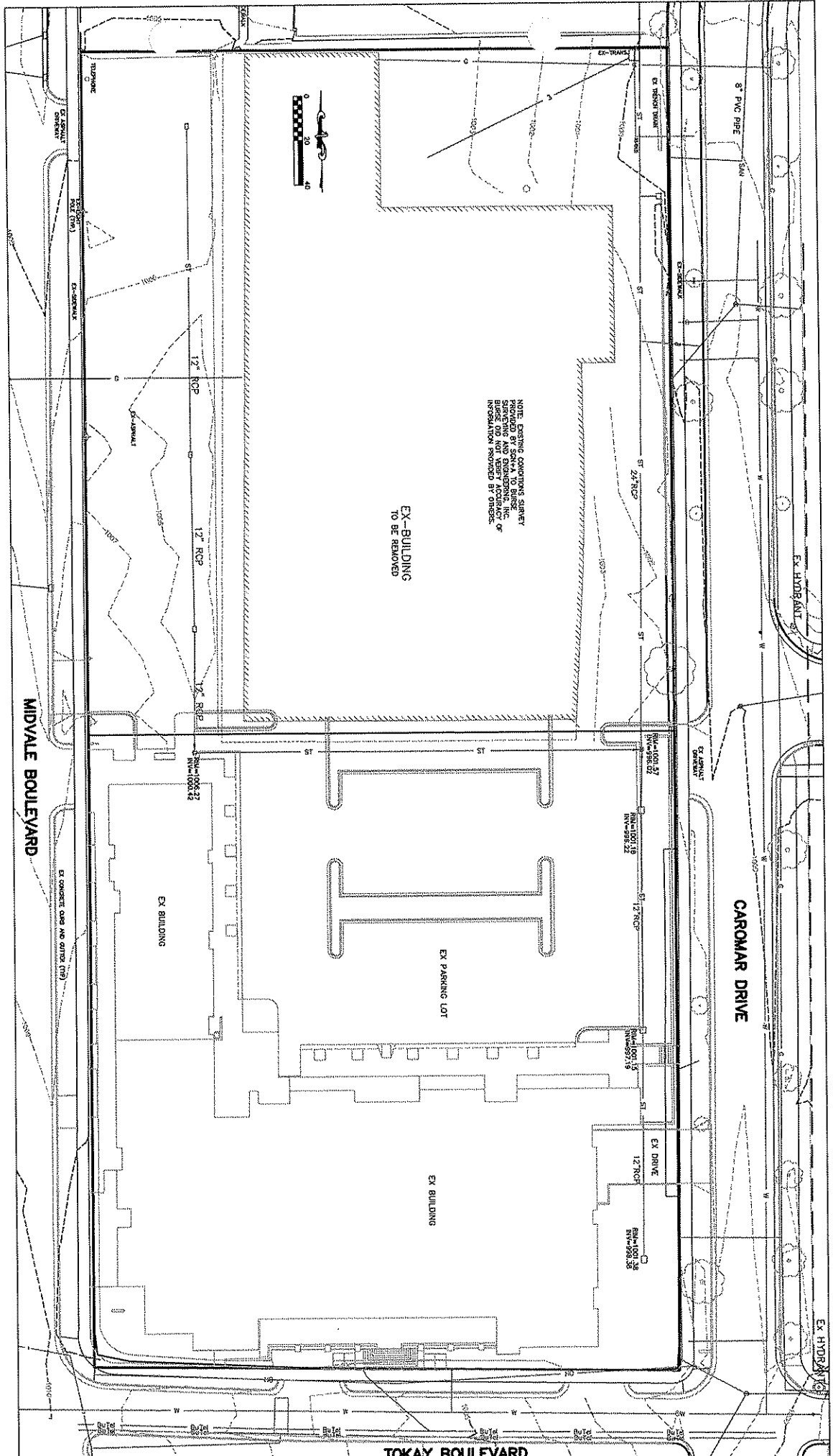
November 1, 2006

Existing Site Photo

# Sequoya Commons

Madison, Wisconsin

SGN+A  
Sironson Gemery Norenzaker + Associates, Inc.  
Planning Architects Landscape Architects



MIDVALE PLAZA JOINT VENTURE

April 21, 2005

Existing Conditions

Seguoya Commons

Madison, Wisconsin

SGN+A

Engineering, Inc.

Burse Surveying & Engineering, Inc.

1400 E. Washington Ave., Suite 150  
Madison, WI 53702  
608.255.5825  
www.burseandeng.com

C3

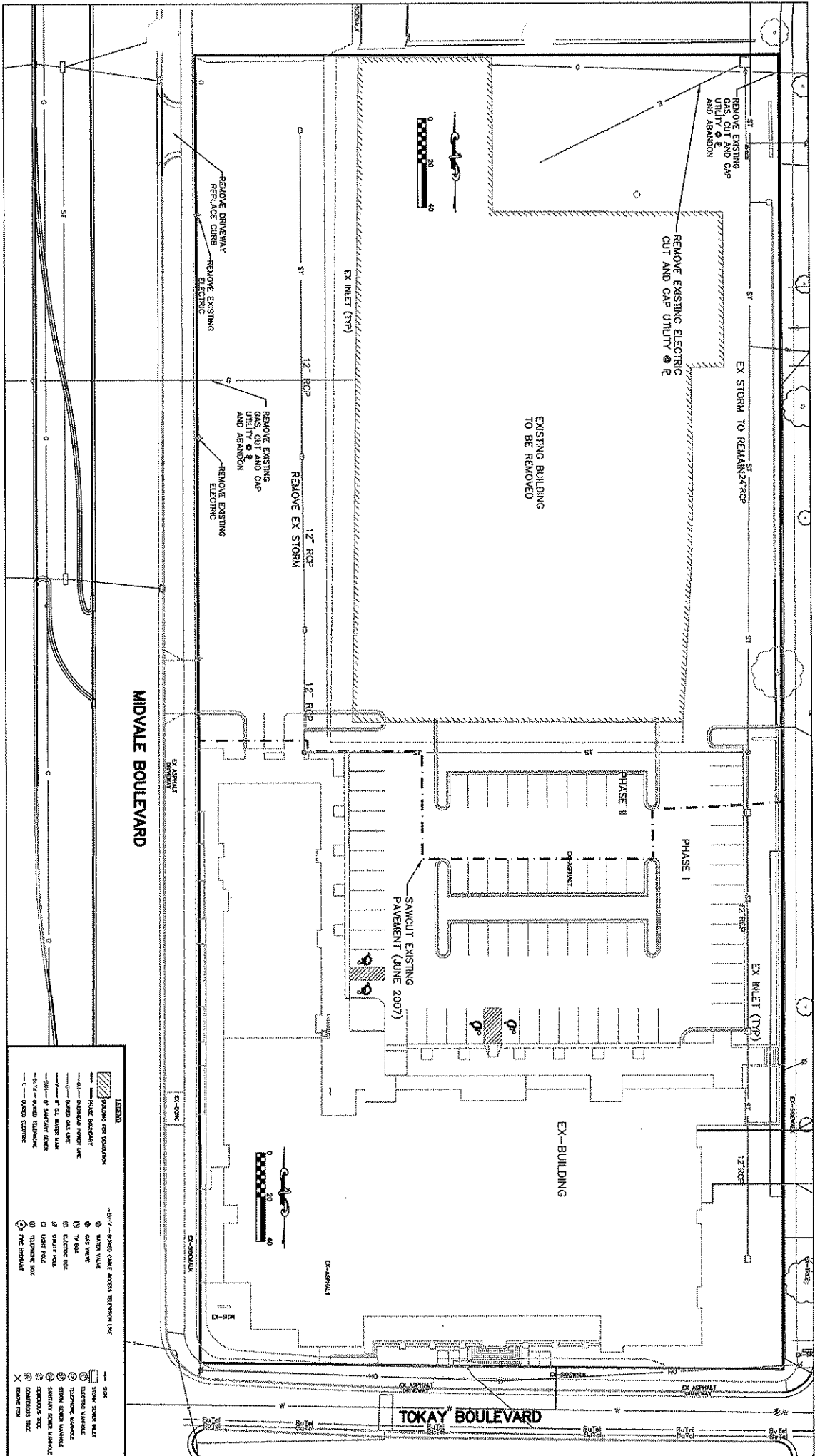


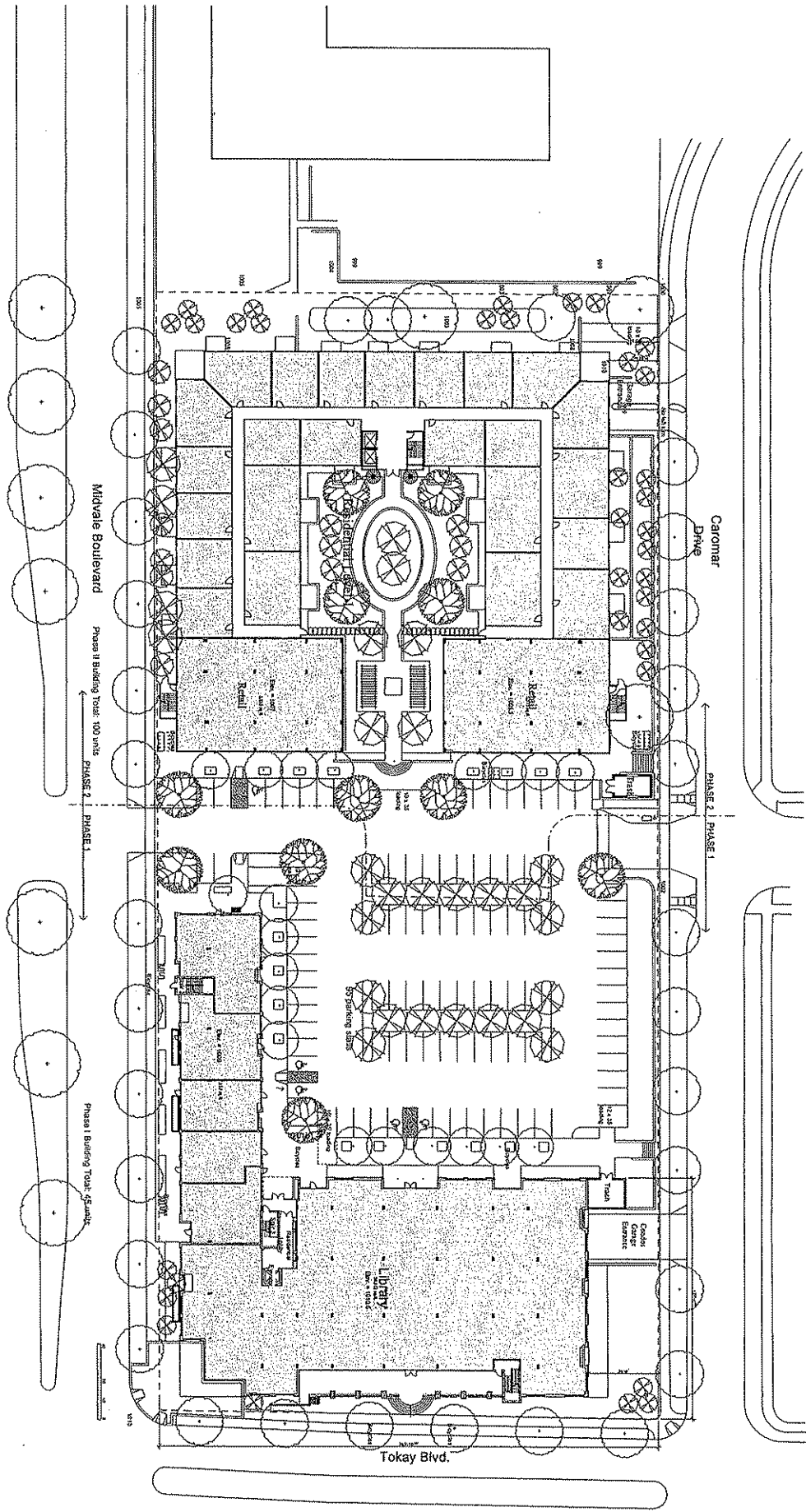
Phase II Demolition Plan  
**Sequoya Commons**  
Madison, Wisconsin

Burse Surveying & Engineering, Inc.  
1000 Wisconsin Avenue, Suite 100  
Madison, WI 53703  
608.261.0000  
www.burse-engineering.com

C4

SGN+A  
American Surveying & Mapping Association  
Professional Landscaping Contractors





Midvale Plaza Joint Venture

June 11, 2008

# Architectural Site Plan

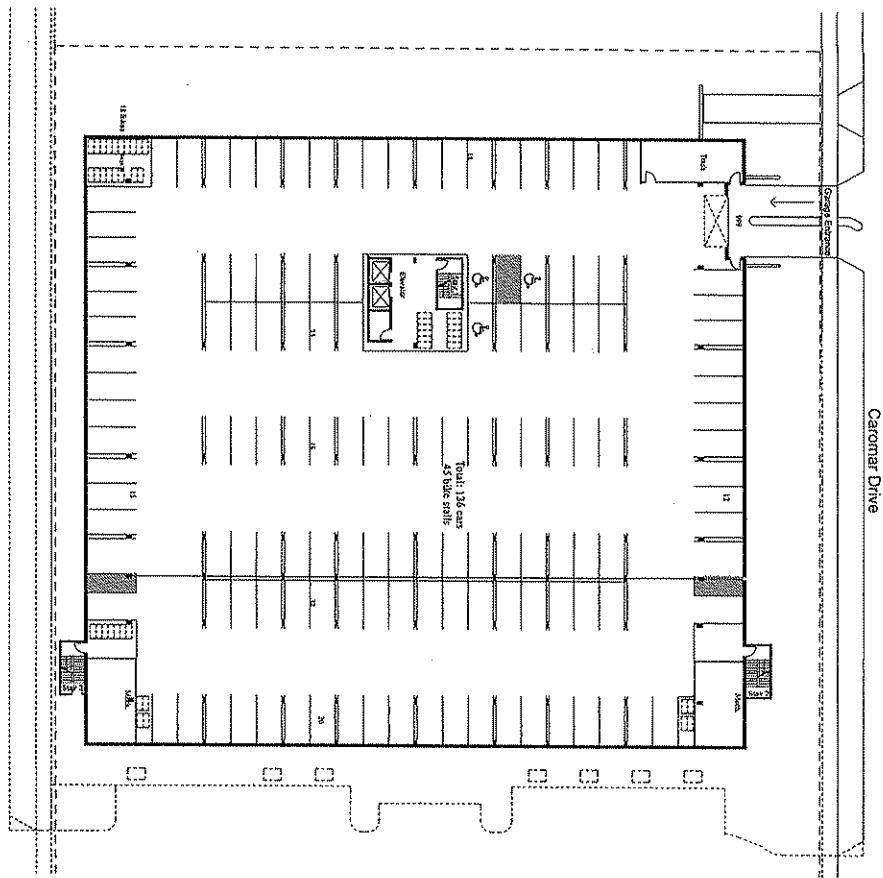
## Sequoya Commons Phase II

Madison, Wisconsin

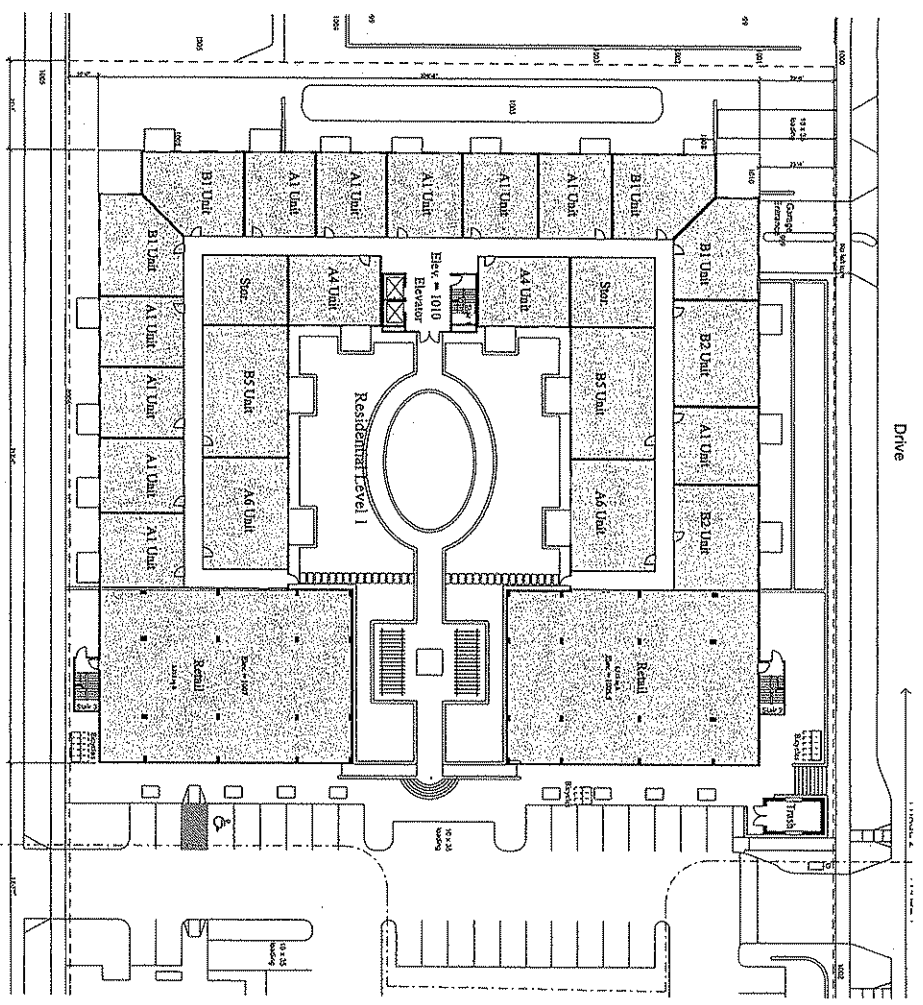
Bruce Simonson Architect  
PARRISH ARCHITECTURE

AI





Parking Level Plan



Ground Level Plan

Building Plans

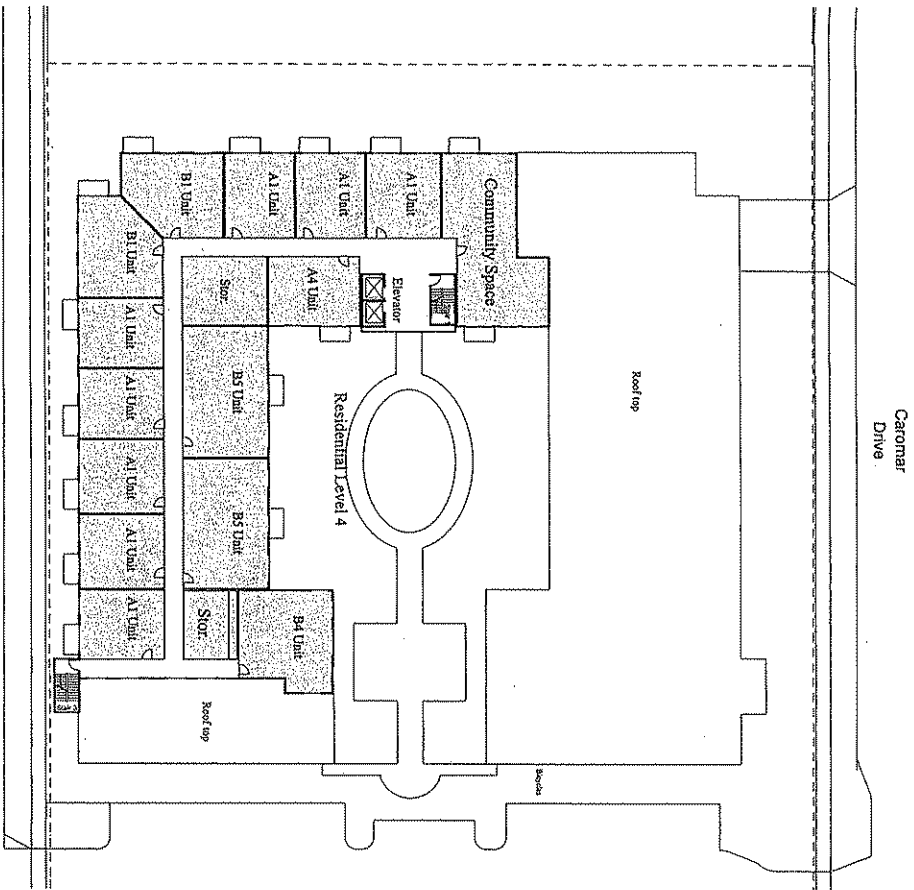
Midvale Plaza Joint Venture

June 11, 2008

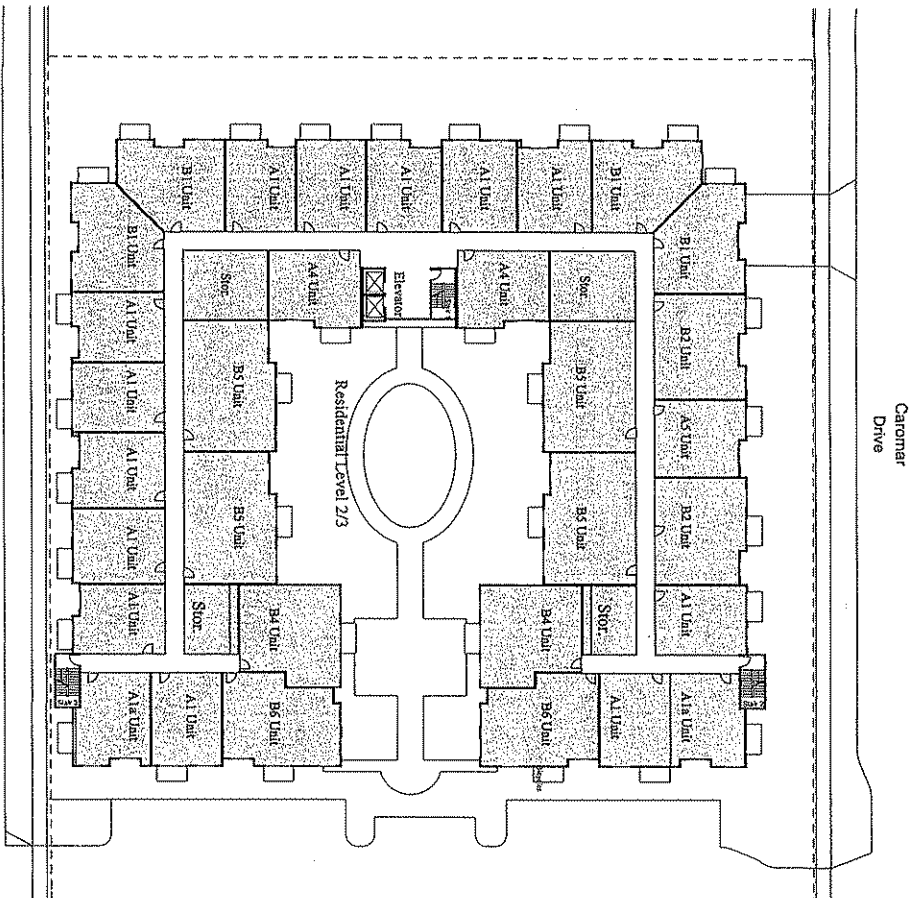
Sequoia Commons Phase II

Madison, Wisconsin

Bruce Simonson Architects  
Planning Architecture



Caromar Drive  
Midvale Boulevard  
Fourth Level Plan



Caromar Drive  
Midvale Boulevard  
Second and Third Level Plans

Building Plans

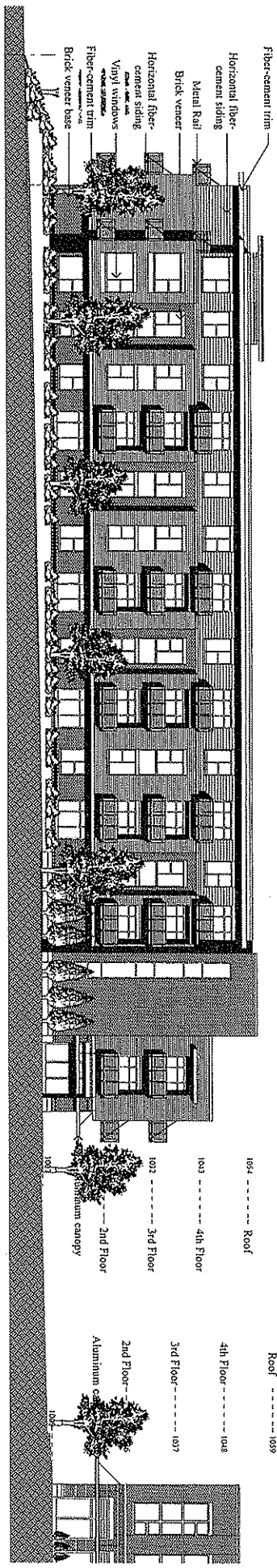
Midvale Plaza Joint Venture

June 11, 2008

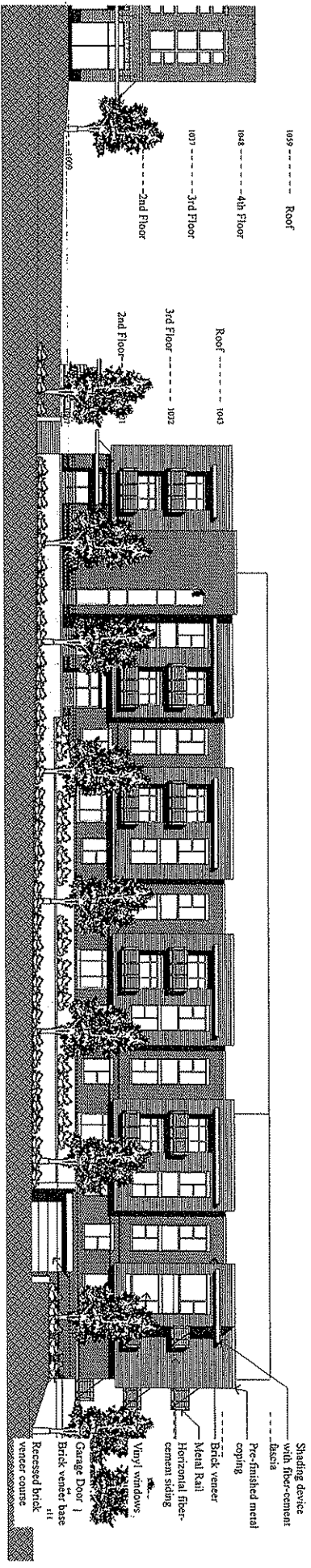
Seguoya Commons Phase II

Madison, Wisconsin

Bruce Simpson Architect  
Planning Architecture



Midvale Boulevard Elevation



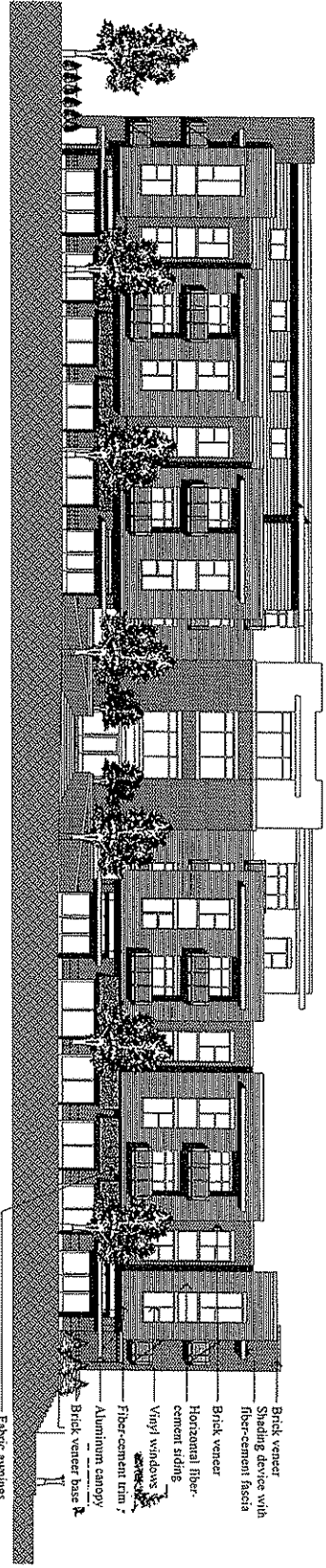
Caromar Drive Elevation

Exterior Building Elevations

Bova Simpson Architects  
Planning Architecture

Sequoia Commons Phase II

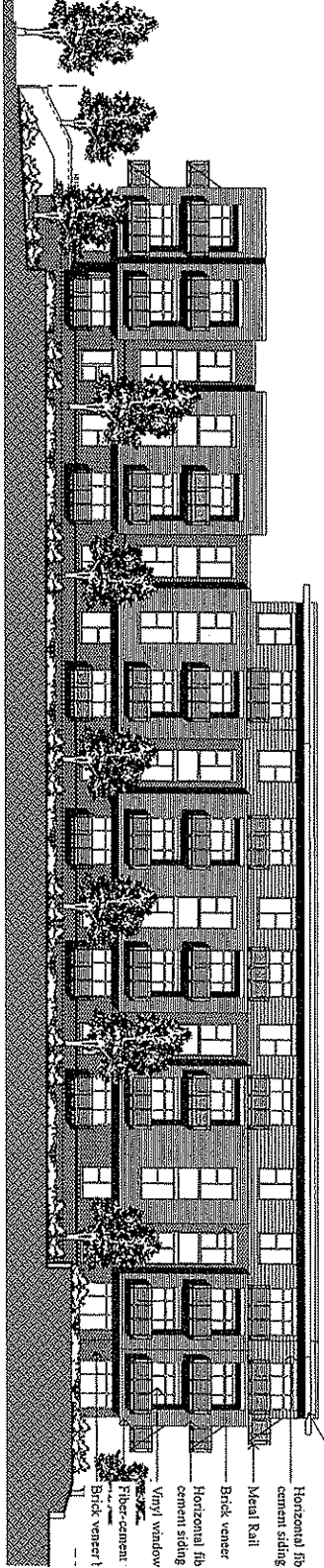
Madison, Wisconsin



South Elevation

- Brick veneer
- Shading device with fiber-cement fascia
- Brick veneer
- Horizontal fiber-cement siding
- Vinyl windows
- Fiber-cement trim
- Aluminum canopy
- Brick veneer base

Fabric awnings



North Elevation

- Fiber-cement
- Horizontal fiber-cement siding
- Metal Rail
- Brick veneer
- Horizontal fiber-cement siding
- Vinyl window
- Fiber-cement
- Brick veneer

Exterior Building Elevations

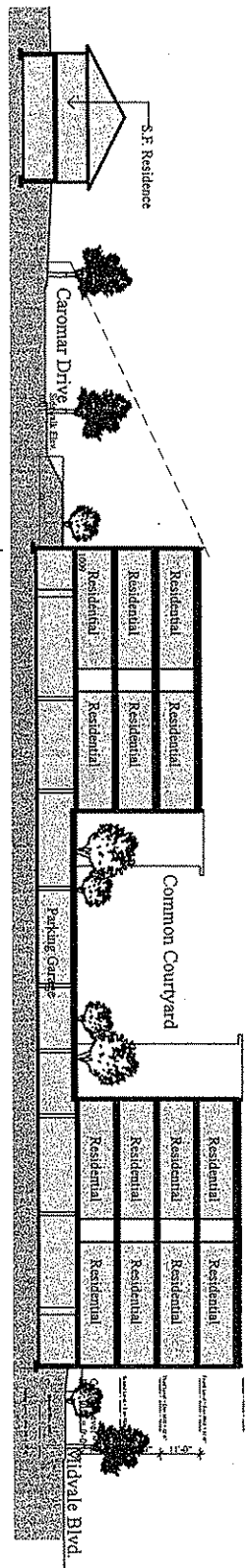
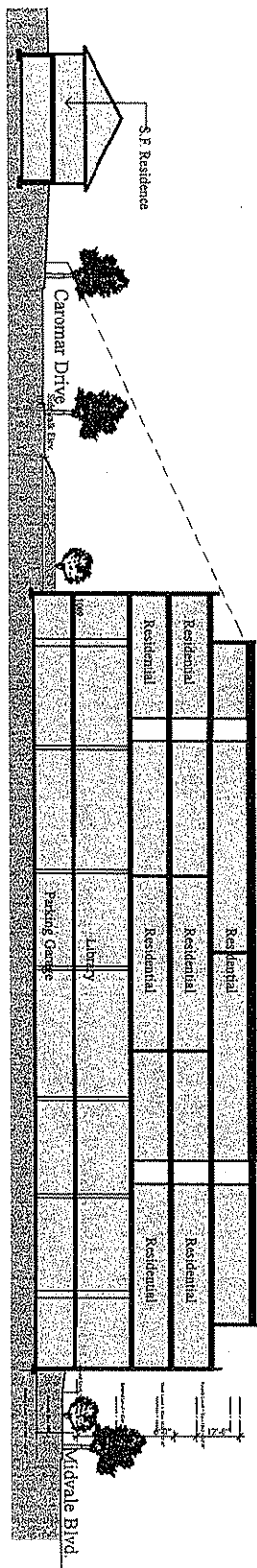
Grace Sissonson Architect  
Planning Architecture

Sequoya Commons Phase II

Madison, Wisconsin





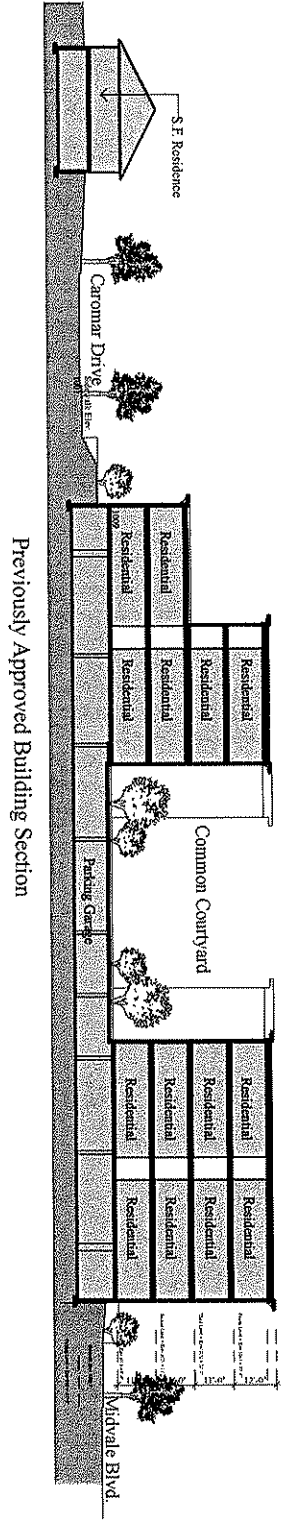


East - West Building Sections

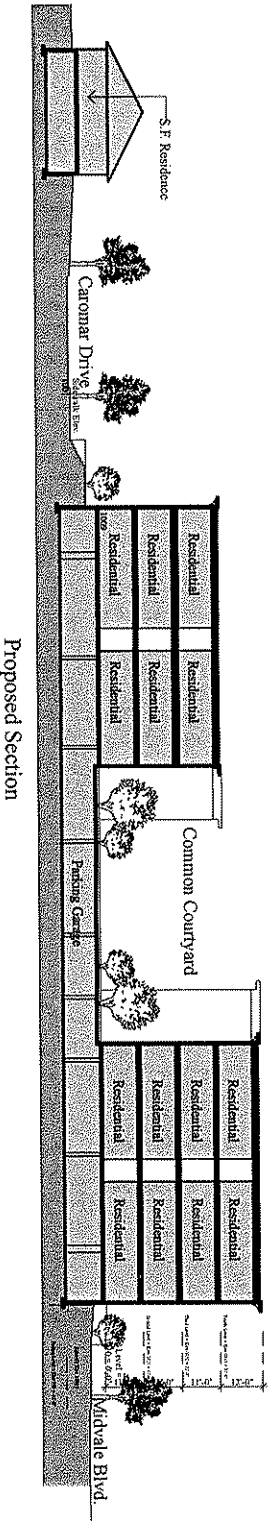
Sequoya Commons Phase II

Madison, Wisconsin

Bruce Simonson Architect  
Planning Architecture



Previously Approved Building Section



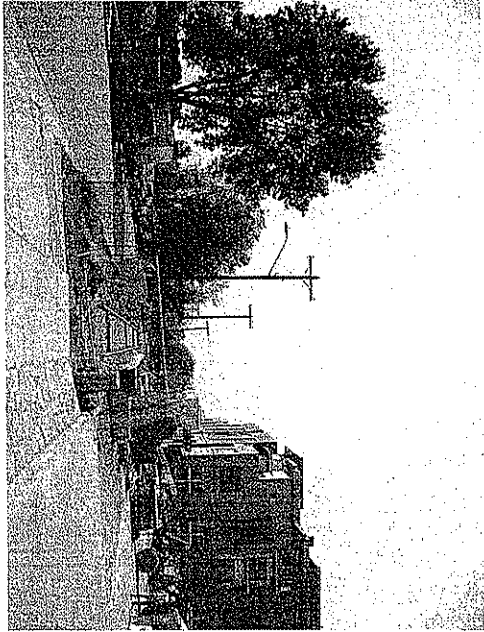
Proposed Section

Scale: 1/16" = 1'-0"

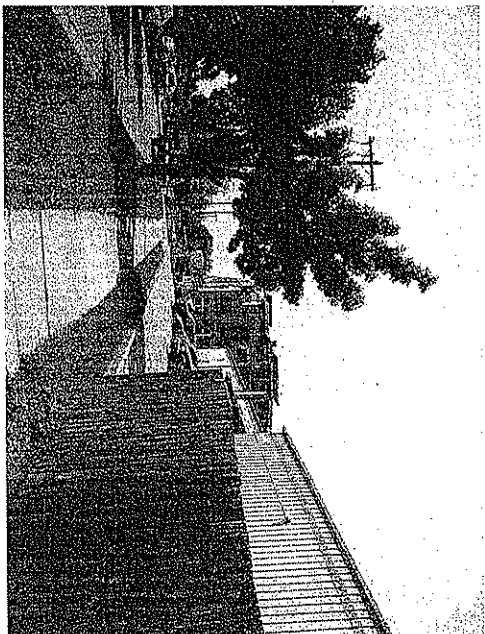
Building Sections

SGN+A Simpson Gerrity Neppel + Associates, Inc.  
Planning Architecture Landscape Architecture

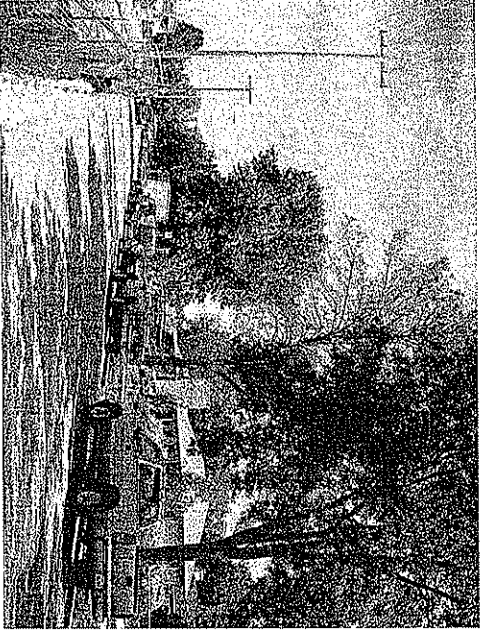
Sequoia Commons Phase II  
Madison, Wisconsin



Caromar - View South at New Entry



Caromar - View South From North Edge of Phase II



Caromar - View North



Caromar - View North  
From Tokay

Existing Neighborhood

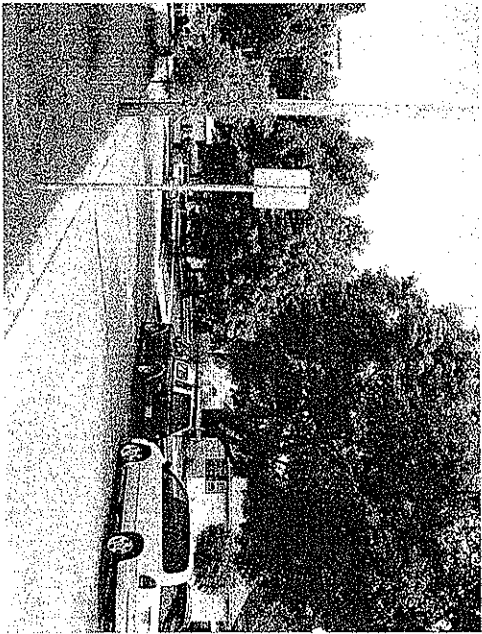
Midvale Plaza Joint Venture

June 11, 2008

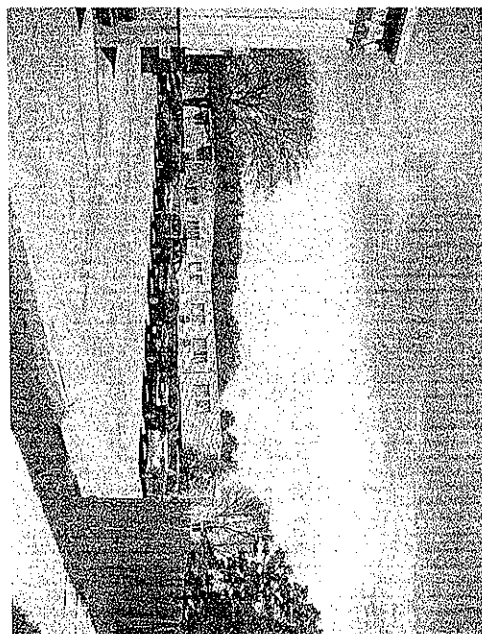
+

Bruce Simonson Architect  
Partnering Architect

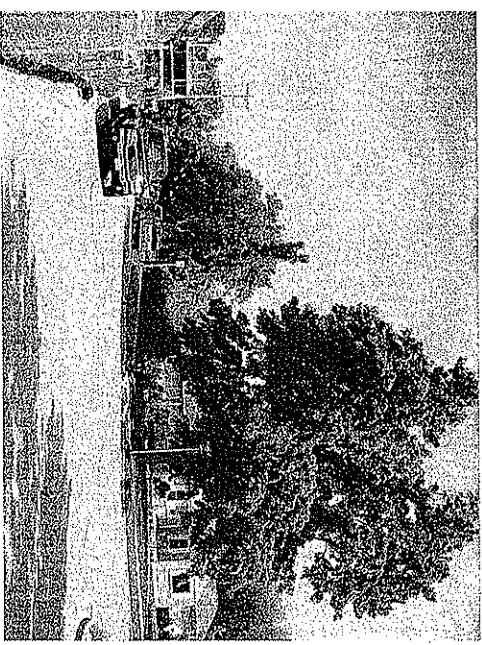
Sequoya Commons Phase II  
Madison, Wisconsin



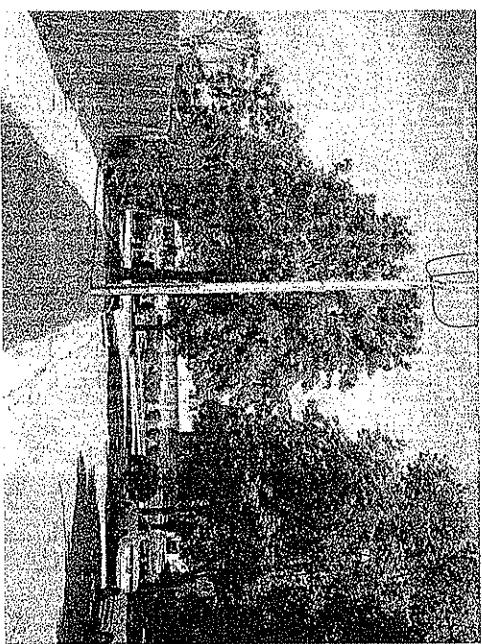
Caromar - View South at Owen Drive



View North at Existing Apartments



Caromar - View North  
From Owen Drive

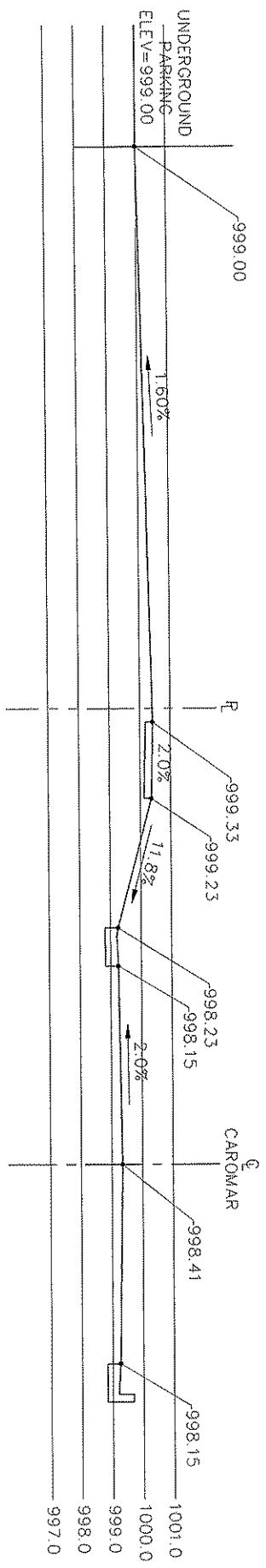


Caromar - View North  
From Phase II

Existing Neighborhood

+

Sequoya Commons Phase II  
Madison, Wisconsin



DRIVEWAY TO UNDERGROUND PARKING PROFILE FROM CAROMAR DRIVE

Driveway Profile

MIDVALE PLAZA JOINT VENTURE

Sequoia Commons  
Madison, Wisconsin

Burse Surveying & Engineering, Inc.  
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Madison, WI 53726  
www.bursesurveying.com

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Sustained Growth International Association  
Member Since 2003