

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

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>11/29/06</u>	<input checked="" type="checkbox"/> Action Requested
	<input type="checkbox"/> Informational Presentation
UDC MEETING DATE: <u>12/06/06</u>	<input checked="" type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 300 S. Bedford Street

ALDERMANIC DISTRICT: 4

OWNER/DEVELOPER (Partners and/or Principals) <u>JH Findorff & Son</u>	ARCHITECT/DESIGNER/OR AGENT: <u>Potter Lawson, Inc.</u>
<u>Curt Hastings</u>	<u>Doug Hursh</u>
<u>Richard Lynch, Dan Petersen</u>	

CONTACT PERSON: Scott Kammer, Potter Lawson, Inc.

Address: 15 Ellis Potter Court
Madison, WI 53711

Phone: 608/274-2741

Fax: 608/274-3674

E-mail address: scottk@potterlawson.com

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP) Minor alteration to existing SIP per Planning staff, Alderman, and Neighborhood.
- 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 40,000 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:)

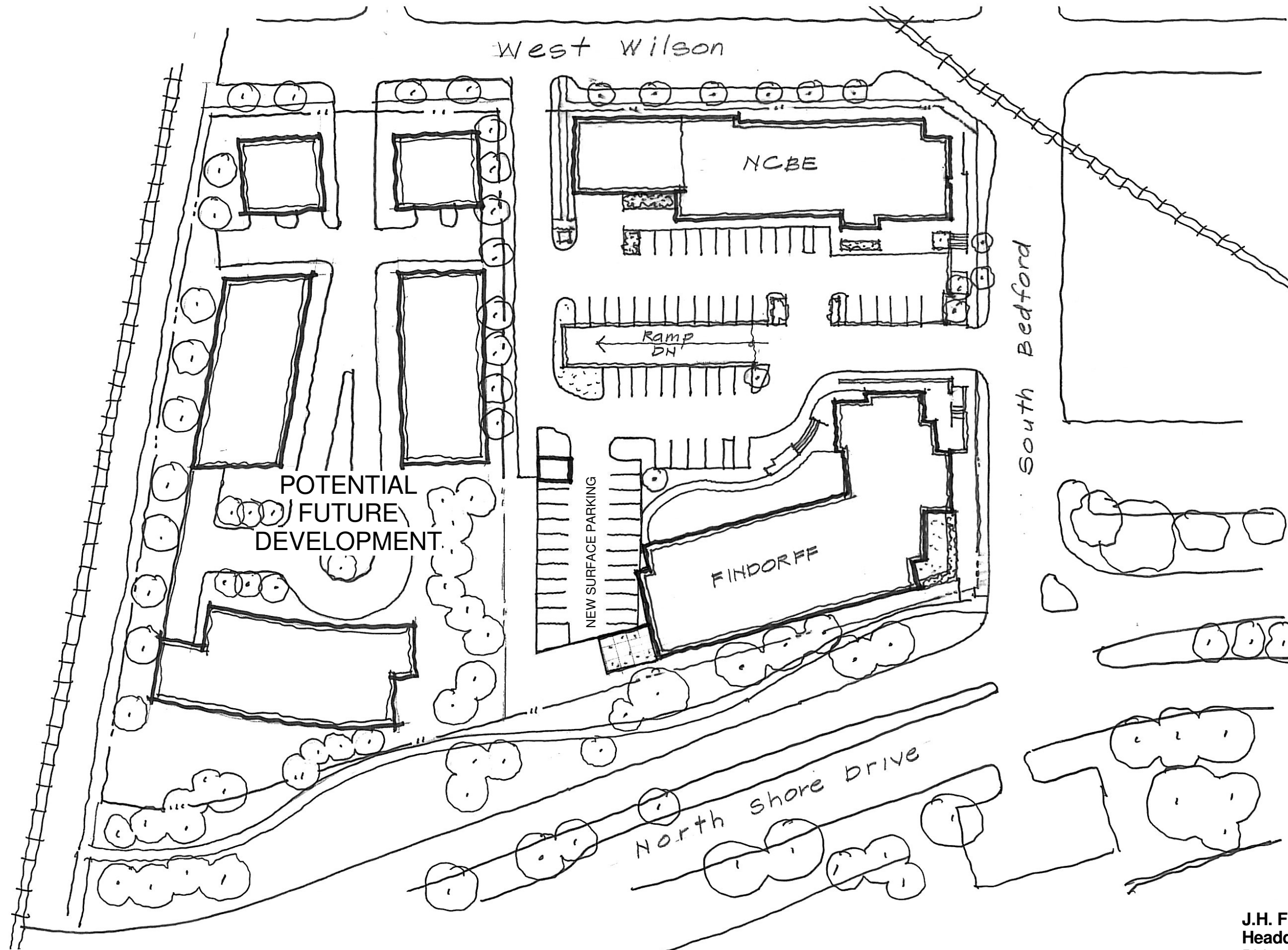
- Comprehensive Design Review* (Fee required)
- Street Graphics Variance* (Fee required)
- Other _____

***Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)**

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



SW AXONOMETRIC

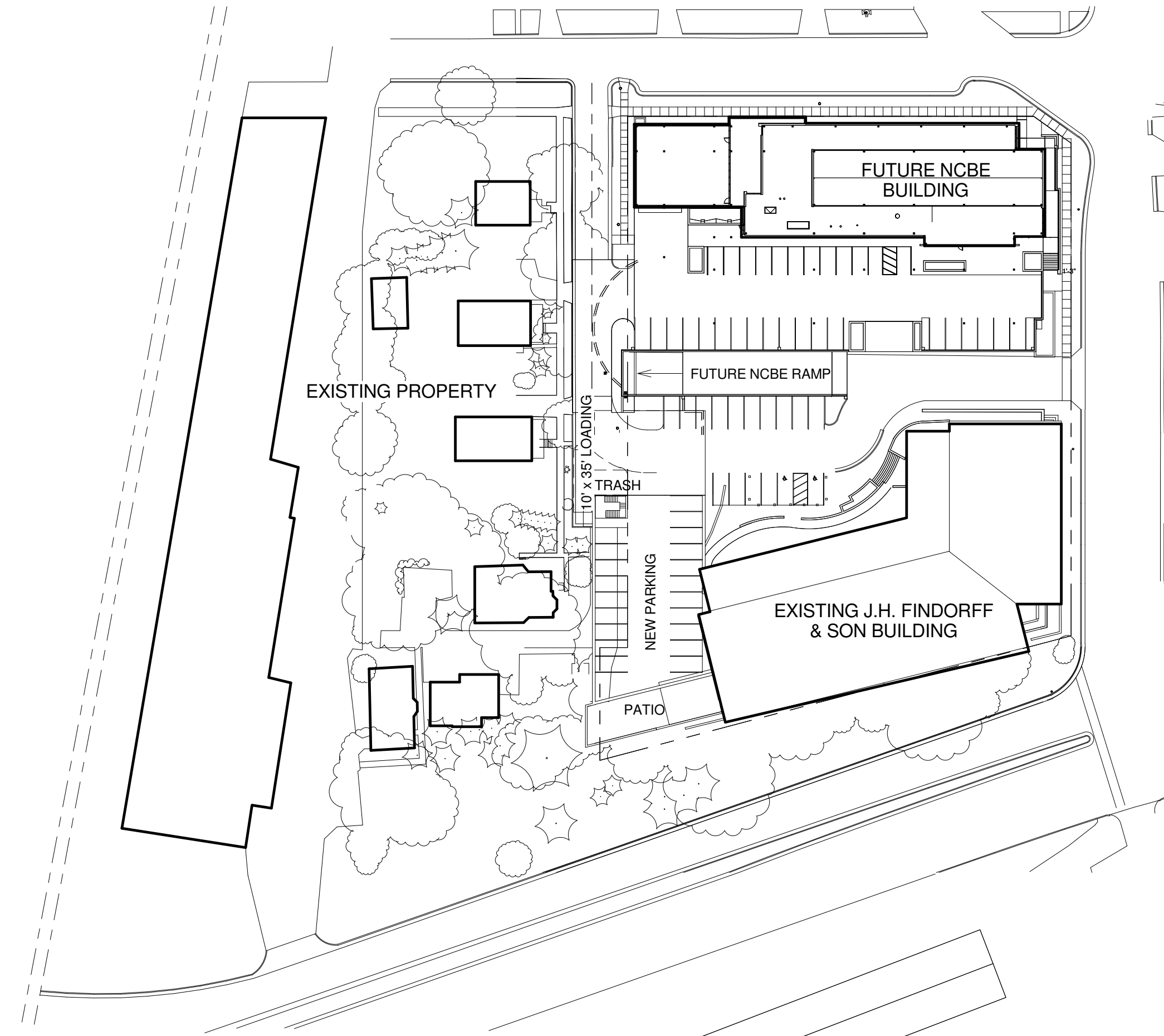


Plan Description

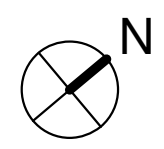
This plans shows the existing Findorff building with a new surface parking lot to the west. Findorff will share the ramp to the underground parking with NCBE.

A potential future addition is shown to the west of Findorff's site. This site has not been designed at this time. Potter Lawson is showing how that site could be developed to accommodate Findorff's Building Expansion.



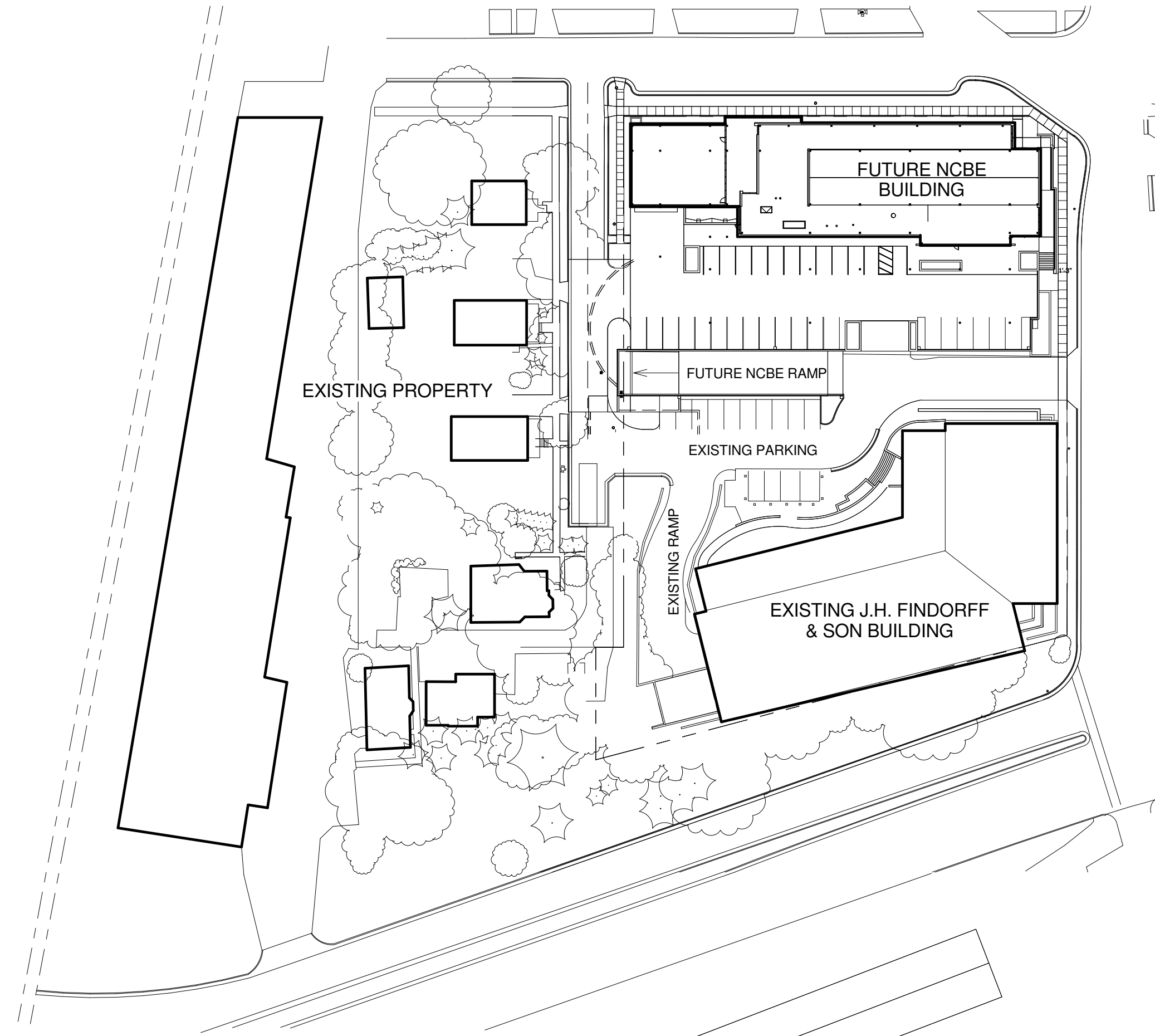


SITE PLAN
1" = 60'-0"



J.H. Findorff & Son
Headquarters Expansion Plan
PLI# 2006.01.00
December 6, 2006
Potter Lawson

UDC 5



EXISTING SITE PLAN
1" = 60'-0"



J.H. Findorff & Son
Headquarters Expansion Plan
PLI# 2006.01.00
December 6, 2006
Potter Lawson

UDC 4



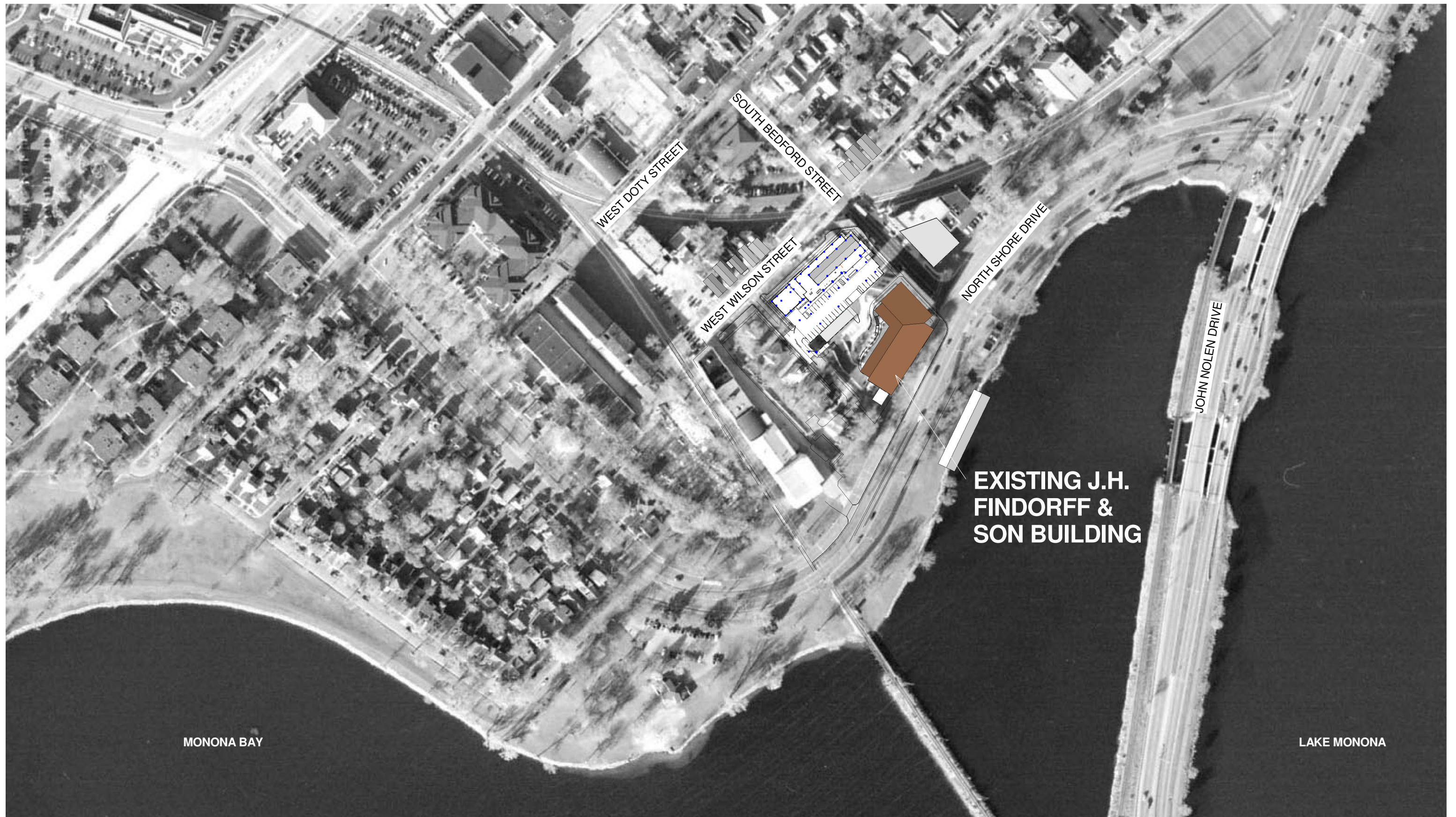
SITE PHOTOS

J.H. Findorff & Son
Headquarters Expansion Plan
PLI# 2006.01.00
December 6, 2006
Potter Lawson **UDC 3**

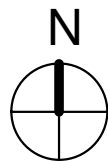


SITE PHOTOS

J.H. Findorff & Son
Headquarters Expansion Plan
PLI# 2006.01.00
December 6, 2006
Potter Lawson **UDC 2**



PROJECT LOCATOR MAP
1" = 200'-0"



J.H. Findorff & Son
Headquarters Expansion Plan
PLI# 2006.01.00
December 6, 2006
Potter Lawson UDC 1

J.H. Findorff & Son, Inc. Headquarters Expansion Plan

Urban Design Commission Informational Narrative

December 6, 2006

Zoning: This will be a Minor Alteration to the existing PUD/GDP/SIP per Planning Staff, Alderman and Neighborhood.

Developer: J.H. Findorff and Son is interested in expanding the lower level parking structure at 300 South Bedford Street.

Recently, the National Conference of Bar Examiners amended the SIP for 601 West Wilson Street, which is the north half of Findorff's block. This project included a lower level parking structure with a vehicular ramp. Findorff would like to share this new ramp and build a 10,300 square foot addition to their underground parking structure with a surface lot above.

Findorff would like to design this structure to be able to accommodate a future three-story, 18,000 square foot office addition. At this time, it is uncertain when and if the phase two office addition will occur. It was suggested by the Planning and Development Staff that this would be a future Major Alteration to the SIP when that moves forward.

Parking: Currently, Findorff has the capacity for approximately 77 people in their existing facility. They have about 60 parking stalls. This amounts to 1 stall per 638 GSF. At the completion of the phase 1 parking addition, Findorff would have a total of 99 parking stalls. The new figure would be 1 stall per 386 GSF.

Neighborhood: Potter Lawson, Inc. met with the Bassett Neighborhood District and Alderman Mike Verveer on Monday, November 13. The neighborhood was supportive of the project. The neighbors requested that there be some form of screening between the surface parking structure and North Shore Drive.



NW AXONOMETRIC