



Location  
712 Harrison St & 1902 Monroe St

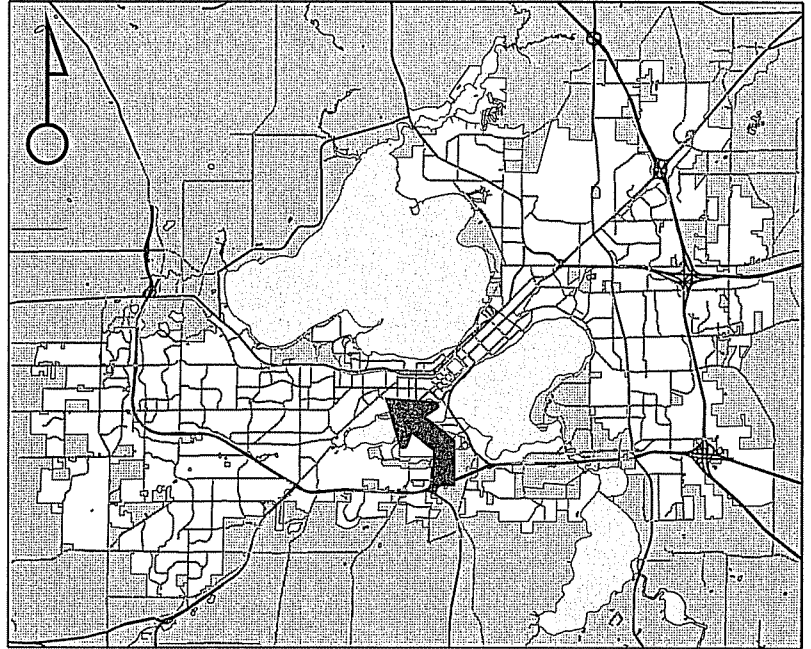
Project Name  
Shapiro Building Expansion

Applicant  
James Shapiro/  
David Ferch – Ferch Architects

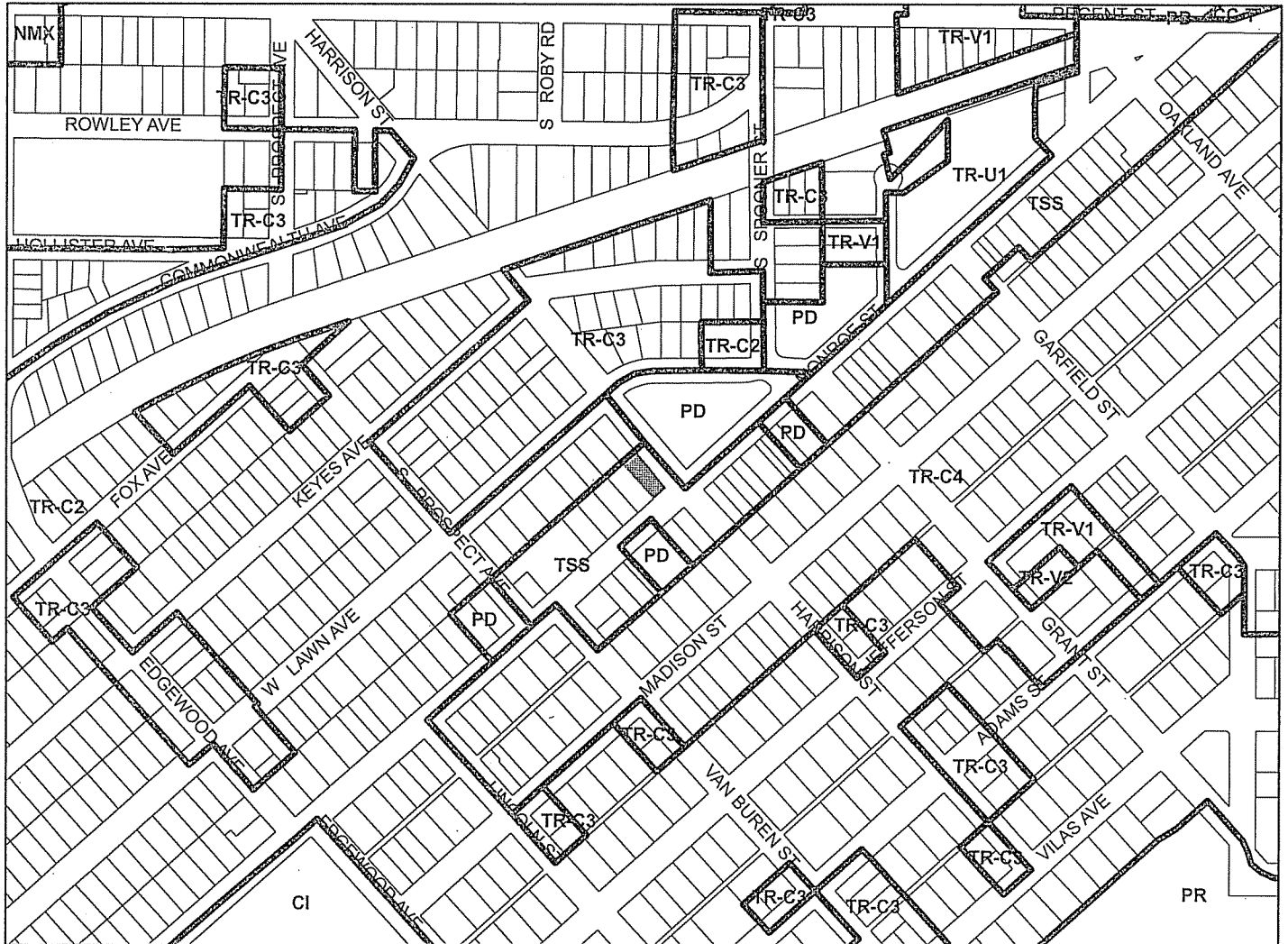
Existing Use  
Single-family residence and  
mixed-use building

Proposed Use  
Demolish single-family residence to allow  
construction of an addition to an existing  
mixed-use building containing 4 new dwelling  
units and 900 sq. ft. of new retail space

Public Hearing Date  
Plan Commission  
22 July 2013



For Questions Contact: Heather Stouder at: 266-5974 or [hstouder@cityofmadison.com](mailto:hstouder@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 12 July 2013





# LAND USE APPLICATION

CITY OF MADISON

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

- All Land Use Applications should be filed with the Zoning Administrator at the above address.
- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- This form may also be completed online at:  
[www.cityofmadison.com/developmentcenter/landdevelopment](http://www.cityofmadison.com/developmentcenter/landdevelopment)

FOR OFFICE USE ONLY:	
Amt. Paid _____	Receipt No. _____
Date Received _____	
Received By _____	
Parcel No. _____	
Aldermanic District _____	
Zoning District _____	
Special Requirements _____	
Review Required By:	
<input type="checkbox"/> Urban Design Commission	<input type="checkbox"/> Plan Commission
<input type="checkbox"/> Common Council	<input type="checkbox"/> Other: _____

Form Effective: February 21, 2013

1. Project Address: 712 HARRISON STREET  
Project Title (if any): MIXED USE BUILDING ADDITION

2. This is an application for (Check all that apply to your Land Use Application):

- Zoning Map Amendment from \_\_\_\_\_ to \_\_\_\_\_
- Major Amendment to Approved PD-GDP Zoning       Major Amendment to Approved PD-SIP Zoning
- Review of Alteration to Planned Development (By Plan Commission)
- Conditional Use, or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Other Requests: \_\_\_\_\_

3. Applicant, Agent & Property Owner Information:

Applicant Name: DAVID FERCH Company: FERCH ARCHITECTORS  
Street Address: 2704 GREGORY ST City/State: MADISON, WI Zip: 53711  
Telephone: (608) 238-6900 Fax: ( ) Email: david@fercharchitecture.com

Project Contact Person: DAVID FERCH Company: FERCH ARCHITECTURE  
Street Address: 2704 GREGORY ST City/State: MADISON, WI Zip: 53711  
Telephone: (608) 238-6900 Fax: ( ) Email: david@fercharchitecture.com

Property Owner (if not applicant): JAMES SHAPIRO % MADISON PROPERTY MANAGEMENT  
Street Address: 1202 REGENT STREET City/State: MADISON, WI Zip: 53715

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: DEMOLISH THE EXISTING 2-STORY HOUSE AND BUILD A 3-STORY ADDITION TO THE EXISTING BUILDING AT 1902 MONROE ST.

Development Schedule: Commencement SUMMER 2013 Completion WINTER 2013

## 5. Required Submittal Information

All Land Use applications are required to include the following:

**Project Plans including:\***

- Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/altered buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
- Grading and Utility Plans (existing and proposed)
- Landscape Plan (including planting schedule depicting species name and planting size)
- Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
- Floor Plans (fully dimensioned plans including interior wall and room location)

Provide collated project plan sets as follows:

- **Seven (7) copies** of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
- **Twenty Five (25) copies** of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
- **One (1) copy** of the plan set reduced to fit onto 8 1/2 X 11-inch paper
- For projects requiring review by the **Urban Design Commission**, provide **Fourteen (14) additional 11x17 copies** of the plan set. In addition to the above information, all plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall bring samples of exterior building materials and color scheme to the Urban Design Commission meeting.

**Letter of Intent: Provide one (1) Copy per Plan Set** describing this application in detail including, but not limited to:

- |   |   |  |
|---|---|--|
| • Project Team                                | • Building Square Footage                       | • Value of Land  |
| • Existing Conditions                         | • Number of Dwelling Units                      | • Estimated Project Cost                                     |
| • Project Schedule                            | • Auto and Bike Parking Stalls                  | • Number of Construction & Full-Time Equivalent Jobs Created |
| • Proposed Uses (and ft <sup>2</sup> of each) | • Lot Coverage & Usable Open Space Calculations | • Public Subsidy Requested                                   |
| • Hours of Operation                          |   |  |

**Filing Fee:** Refer to the Land Use Application Information & Fee Schedule. Make checks payable to: *City Treasurer*.

**Electronic Submittal:** All applicants are required to submit copies of all items submitted in hard copy with their application as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to [pcapplications@cityofmadison.com](mailto:pcapplications@cityofmadison.com).

**Additional Information** may be required, depending on application. Refer to the Supplemental Submittal Requirements.

## 6. Applicant Declarations

**Pre-application Notification:** The Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than **30 days prior to FILING this request**. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices:

DEMOLITION NOTIFICATION 12.17.12, ALDER WAIVER 5.6.13, NEIGHBORHOOD MTP 3.18.13

→ If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.  
DMNA WAIVER 6.4.13

**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 and Planning Division staff; note staff persons and date.

Planning Staff: HEATHER STODER Date: 5/2011 Zoning Staff: MATT TUCKER Date: 5/2011

The applicant attests that this form is accurately completed and all required materials are submitted:

Name of Applicant [Signature] Relationship to Property: ARCHITECT  
Authorizing Signature of Property Owner [Signature] Date 5/7/13

# FERCH ARCHITECTURE

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2704 Gregory Street, Madison, WI 53711 (608) 238-6900

May 7, 2013  
July 9, 2013 (amended)

Project: 01115

Madison Plan Commission  
215 Martin Luther King Jr. Blvd  
Madison, WI 53701

RE: Letter of Intent – Demolition Permit, 712 Harrison Street

Dear Plan Commission Members:

## Introduction

The property owner of 712 Harrison Street respectfully request permission to demolish the current house on this site. The demolition is requested in order to build an addition to the existing building adjacent to the property at 1902 Monroe Street.

## Existing House Demolition

The house itself was built in 1910 and has seen few improvements over the years. The house has a rubble foundation with a low basement ceiling height. The interior has a dated kitchen, and bath. The stairs have steep riser and treads. The interior has no special architectural detailing. The house is energy inefficient with the original wood windows, and poor wall insulation.

The house is a small house with a 610 square foot footprint, there is no back yard, no garage, and the house sits across the street from the entrance to the busy parking lot for Monroe Commons. Generally the size and location of the house does not make it very well suited as a single family home. The lot itself has always been zoned commercial and because of its location has recently been used as an office building.

We think a better use for the property is as a small infill addition to the existing building at 1902 Monroe Street. One that will blend in and strengthen the surrounding shopping center area while keeping the project in scale with the residential area behind the project.

## Proposed Development

The proposed development will be to combine the two lots into one. Both properties are currently zoned Traditional Shopping Street District. The proposed building addition will meet the required requirements of those standards.

In addition to the building addition, some facade renovation will be done to the existing building. In the Monroe Street Commercial District Plan this existing building was noted as a possible historic building. So in keeping with that suggestion, new awnings and a rebuilding of the original cornice is part of the proposed development.



Project Description

The proposed project addition consists of a 3 story mixed use building with 4 new apartment units and with 750 square feet of commercial space on the first floor. The project addition will have one efficiency, two 1-bedrooms, and one 2-bedroom apartment units. With the demolition of the house, and of a rear bedroom on the existing building at 1902 Monroe Street there will be a net gain of two bedrooms to the combined property. The project will have no auto parking stalls; none are required under the TSS zoning. The project will have 7 bike-parking stalls and 3 moped stalls. There will also be a loading area at the rear of the building.

The lot area is 8,034 square feet or 0.11 acres. The proposed building addition footprint is 1,691 square feet with a gross square footage of all the floors of the addition of 6,359 square feet. The project will have 361 square feet of deck and patio useable open space.

The building will have high quality exterior materials, a base material of burnished masonry units and an upper material of fiber cement siding.

The land value is \$78,000. The estimated building construction cost is \$550,000.

It is anticipated that construction will start in the summer of 2013 and be completed in the winter of 2013.

Development Team

The architect is Ferch Architecture. The structural-engineer is Pierce Engineers. The landscape designer is Glacier Landscaping Inc. The general contractor has yet to be determined.

Closing Comments

The property will continue to be managed by Madison Property Management. The first floor retail tenant is unknown at this time but it is anticipated that the business will operate normal retail or office business hours. The two retail tenants in the existing building: Lucca, and Strictly Discs will remain.

We look forward to building a quality project that we feel will provide a nice addition to the neighborhood and provide its occupants with enjoyment and a high quality of life for decades to come.

Thank you for your time in reviewing this proposal.

Respectfully Submitted,



David Ferch

FERCH ARCHITECTURE

2704 Gregory Street, Madison, WI (608) 238-6900