

Simonson Germany Nonemaker + Associates, Inc.
Planning Architecture Landscape Architecture

SGN+A**MEMORANDUM**

DATE: July 5, 2006

TO: Al Martin
City of Madison
Urban Design CommissionFROM: Bruce Simonson
Simonson Germany Nonemaker + AssociatesRE: Midvale Plaza Redevelopment
Initial Exterior Design Approval – July 12, 2006

Per my discussions with Bill Fruhling last week we are submitting drawings that represent our proposed modifications to the Phase I Library building at Midvale Plaza. The project was approved by the Plan Commission on June 19th and will be before the Common Council on July 18th. However, before we present the project to the Common Council we would like to have the Urban Design Commission's approval of the project's modified architectural character. We are not seeking final approval on July 12th. We will return for final approval at a later date.

Changes to the exterior include the following:

1. The base material for the library will be a cast stone or brick material that will separate it visually from the retail portion of the building.
2. The library will include glazing and window patterns that are distinct from the retail and residential portion of the building.
3. The material palette for the building will be simplified by having all three story portions of the building at the street plane be brick as opposed to a combination of brick and siding. Siding will be used only on those portions of the building that are setback from the main facades.
4. At the residential levels we are proposing to use a window type that is more common to the area. A picture window with a single hung side lite.
5. The cornice details have been simplified. The brick cornice will be a simple cap. At the siding portions of the building the cornice will be lighter and more simply detailed.
6. The color scheme will also be simplified. A maximum of two brick colors and two siding colors will be used.

We appreciate your consideration of the redesign. If I can provide additional information please feel free to contact me.

Respectfully,



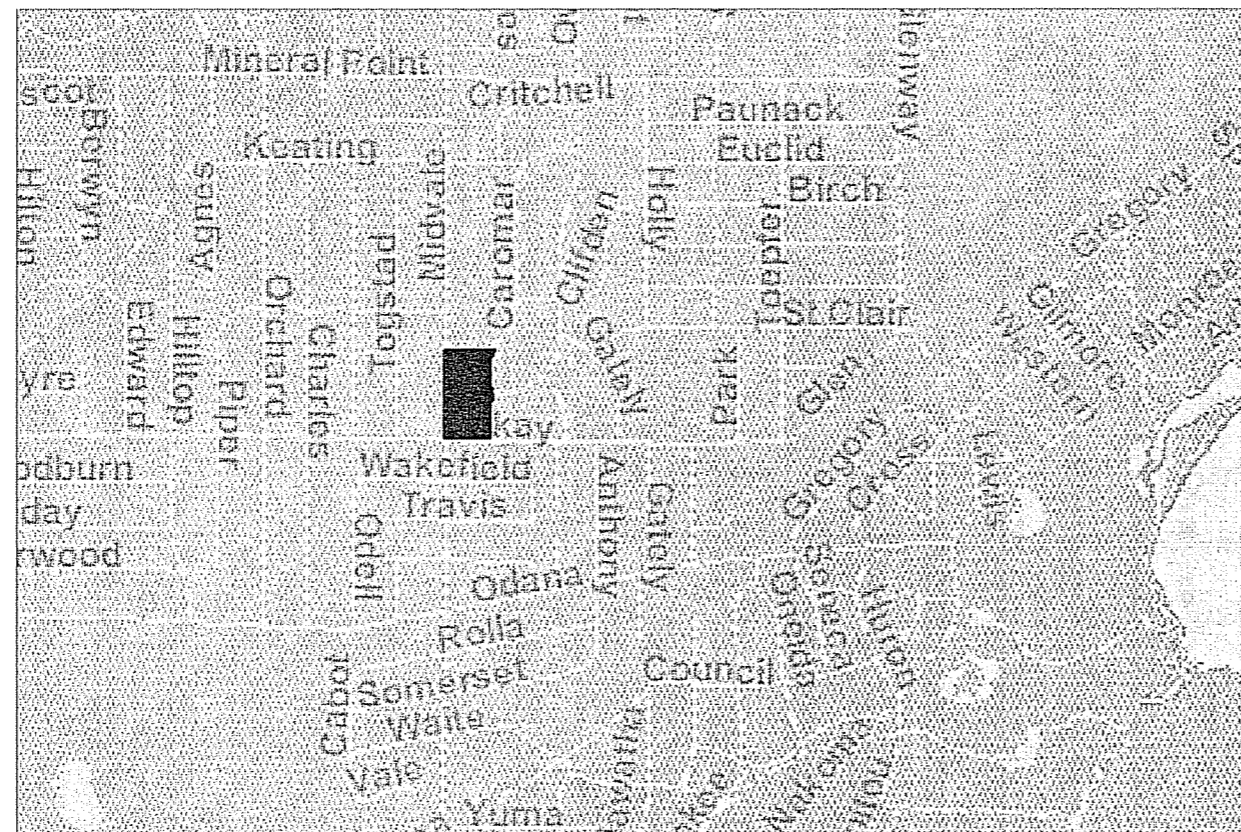
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Midvale Plaza Redevelopment

A Mixed Use Project at 505-550 Midvale Blvd.
Madison, Wisconsin

July, 5 2006



North
Location Map

Owner • Developer

Midvale Plaza Joint Venture L.L.P.
120 East Lakeside Street
Madison, Wisconsin 53711

Architects Planners Landscape Architects

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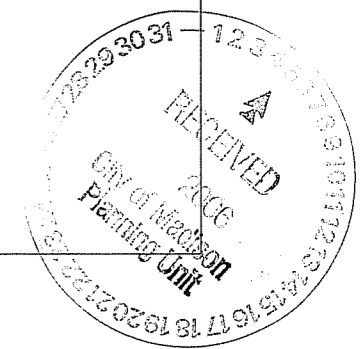
Total Site Data GDP	
Site Area: 156,248 s.f.	Site Area per Bedroom: 789 square feet per bedroom
Density: 3.58 acres	Total Usable Open Space: 74,789 s.f.
39 units per acre	Usable Open Space per Unit: 526 s.f. / unit
	Usable Open Space per Bedroom: 377 s.f. / bedroom
Site Area per Unit: 1100 square feet per unit	Parking Data
	Enclosed Parking: 226 stalls <small>(2 van accessible stalls provided)</small> <small>(3 accessible stalls provided)</small>
	Surface Parking: 98 stalls <small>(5 accessible stalls provided)</small>

Total Building Data GDP			
Proposed New Construction: 306,701 s.f.			
Parking - 81,914 square feet			
Retail/Library - 39,133			
Residential - 185,654 square feet			
Total Dwelling Units: 142			
Total No. of Bedrooms: 198			
	One Bedrm.	Two Bedrm.	Two Bedrm.+ Study
Phase I:	A: 22	B-1: 15	C-1: 6
Phase II:	A: 64	B-1: 35	C-1: -
	86	50	6

Site Data Phase I	
Site Area: 81,229 s.f.	Site Area per Bedroom: 1269 square feet per bedroom
Density: 1.86 acres	Total Usable Open Space: 33,029 s.f.
23.1 units per acre	Usable Open Space per Unit: 768 s.f. / unit
	Usable Open Space per Bedroom: 516 s.f. / bedroom
Site Area per Unit: 1889 square feet per unit	Parking Data
	Enclosed Parking: 88 stalls <small>(1 van accessible stall provided)</small> <small>(1 accessible stall provided)</small>
	Surface Parking: 98 stalls <small>(5 accessible stalls provided)</small>

Building Data Phase I		
Proposed New Construction: 125,657 s.f.		
Parking - 30,799 square feet		
Retail/Library - 28,793		
Residential - 66,065 square feet		
Total Dwelling Units: 43		
Total No. of Bedrooms: 64		
One Bedrm.	Two Bedrm.	Two Bedrm.+ Study
A-1: 6	B-1: 2	C-1: 1
A-2: 6	B-2: 2	C-2: 1
A-3: 4	B-3: 1	C-3: 1
A-4: 2	B-4: 4	C-4: 1
A-5: 2	B-5: 2	C-5: 1
A-6: 2	B-6: 1	C-6: 1
	B-7: 1	
	B-8: 1	
	B-9: 1	
22	15	6

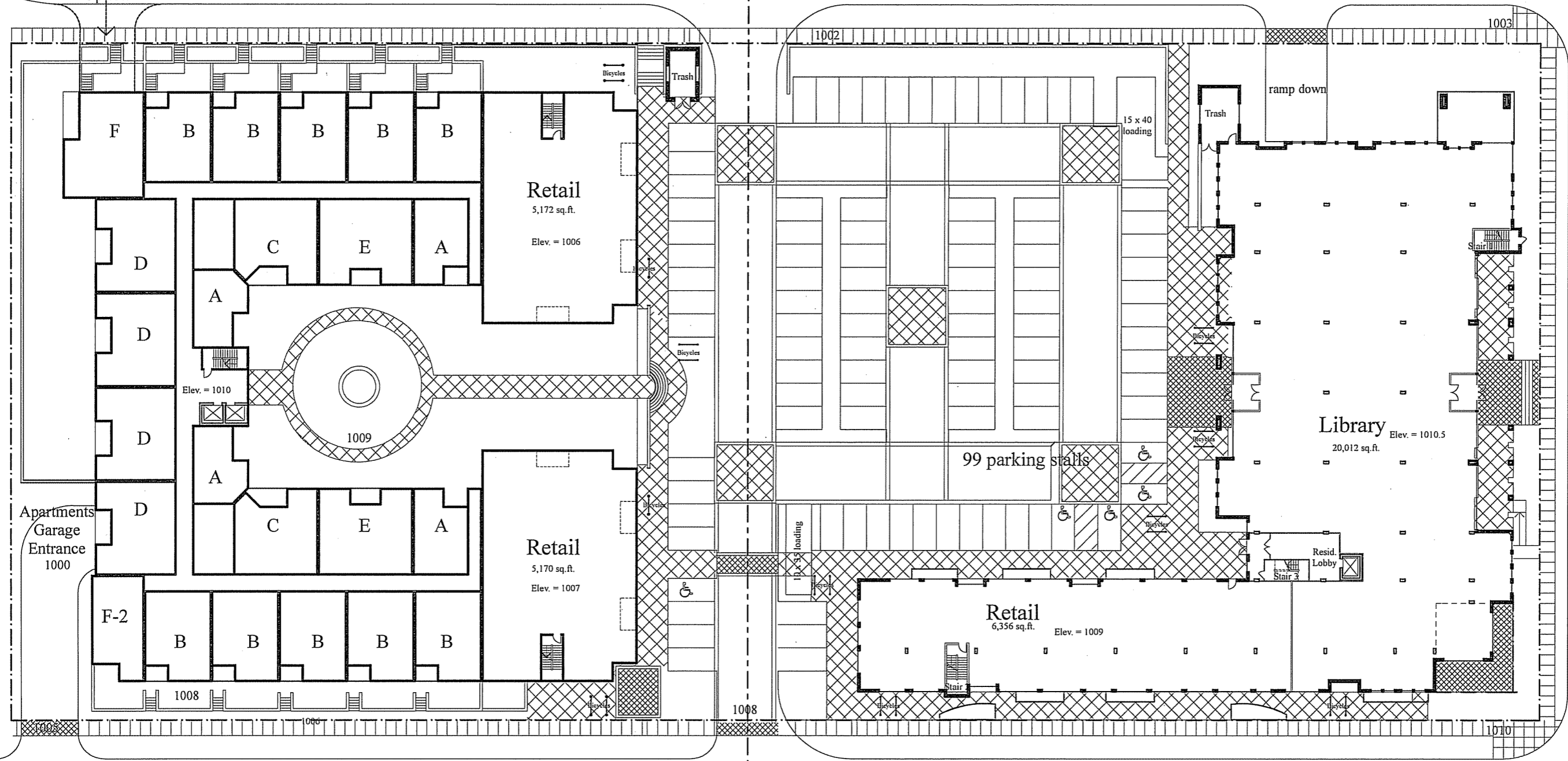
Index of Drawings			
Sheet No.	Sheet Title	Sheet No.	Sheet Title
-	Cover Sheet		
L1	Landscape Plan		
A1.1	Architectural Site Plan		
A2.6	Midvale Blvd. Elevation		
	Library Entry Elevation		
A2.7	Tokay Blvd. Elevation		
	Caromar Elevation		



Retail: 69 (4 / 1000 s.f.)

← PHASE 2 PHASE 1 →

Caromar Drive



← PHASE 2 PHASE 1 →

Midvale Boulevard

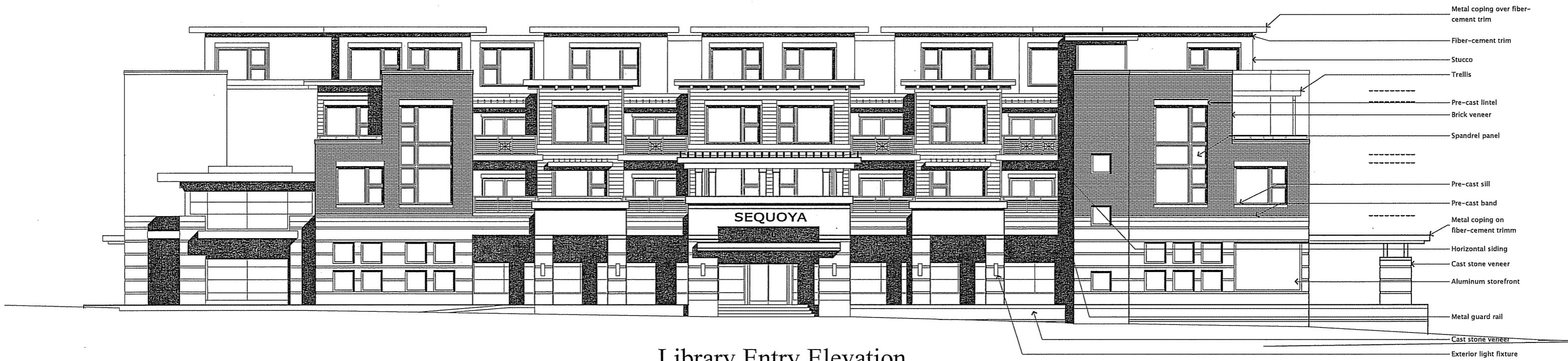
North Building Total: 95-100 units

Scale: 1" = 20'

South Building Total: 43 units



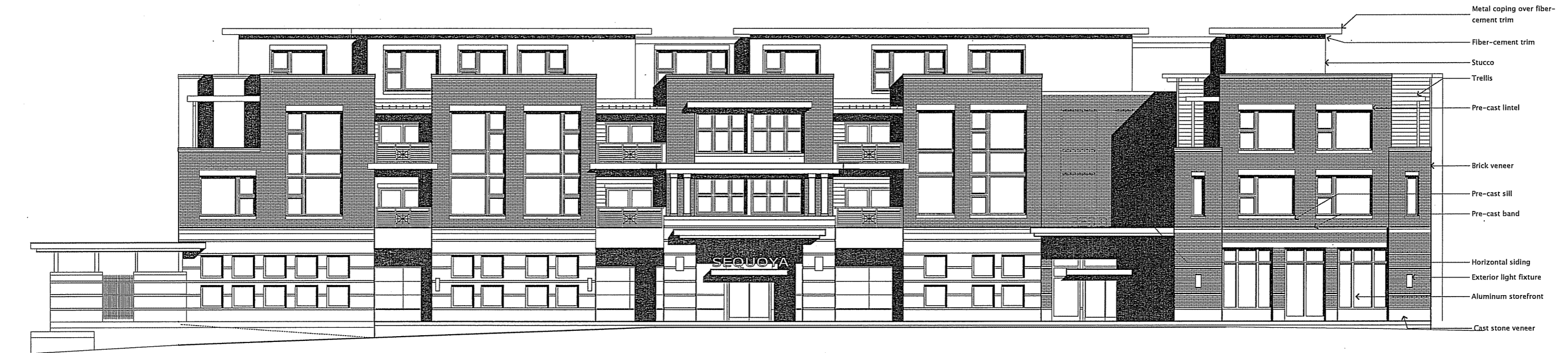
Midvale Elevation



Library Entry Elevation

Scale: 1/8" = 1'-0"

Building Elevations



Tokay Blvd. Elevation



Caromar Drive Elevation

Scale: 1/8" = 1'-0"

Building Elevations

