



Location  
2620 Monroe St & 665 Knickerbocker St

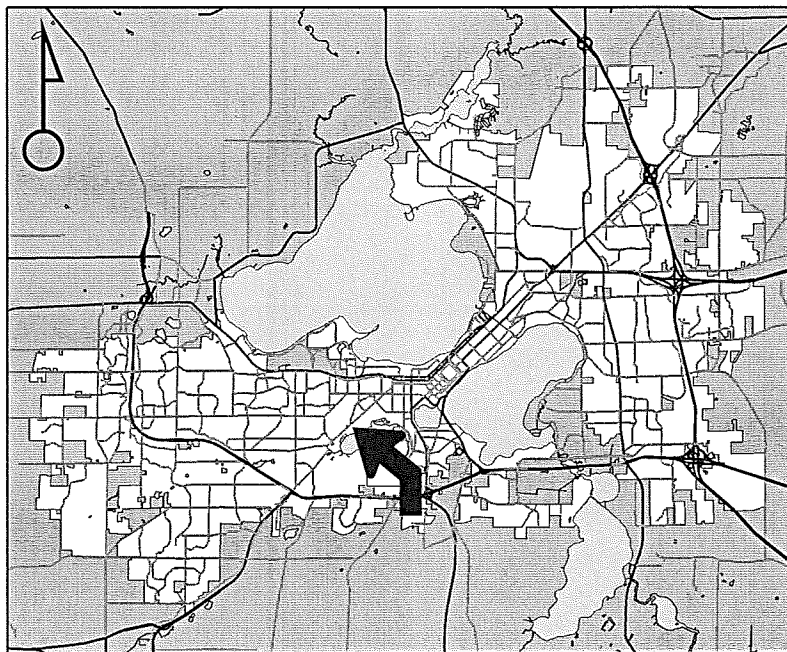
Project Name  
Monroe Street Mixed-Use Building

Applicant  
Fred Rouse/Randy Bruce –  
Knothe Bruce Architects

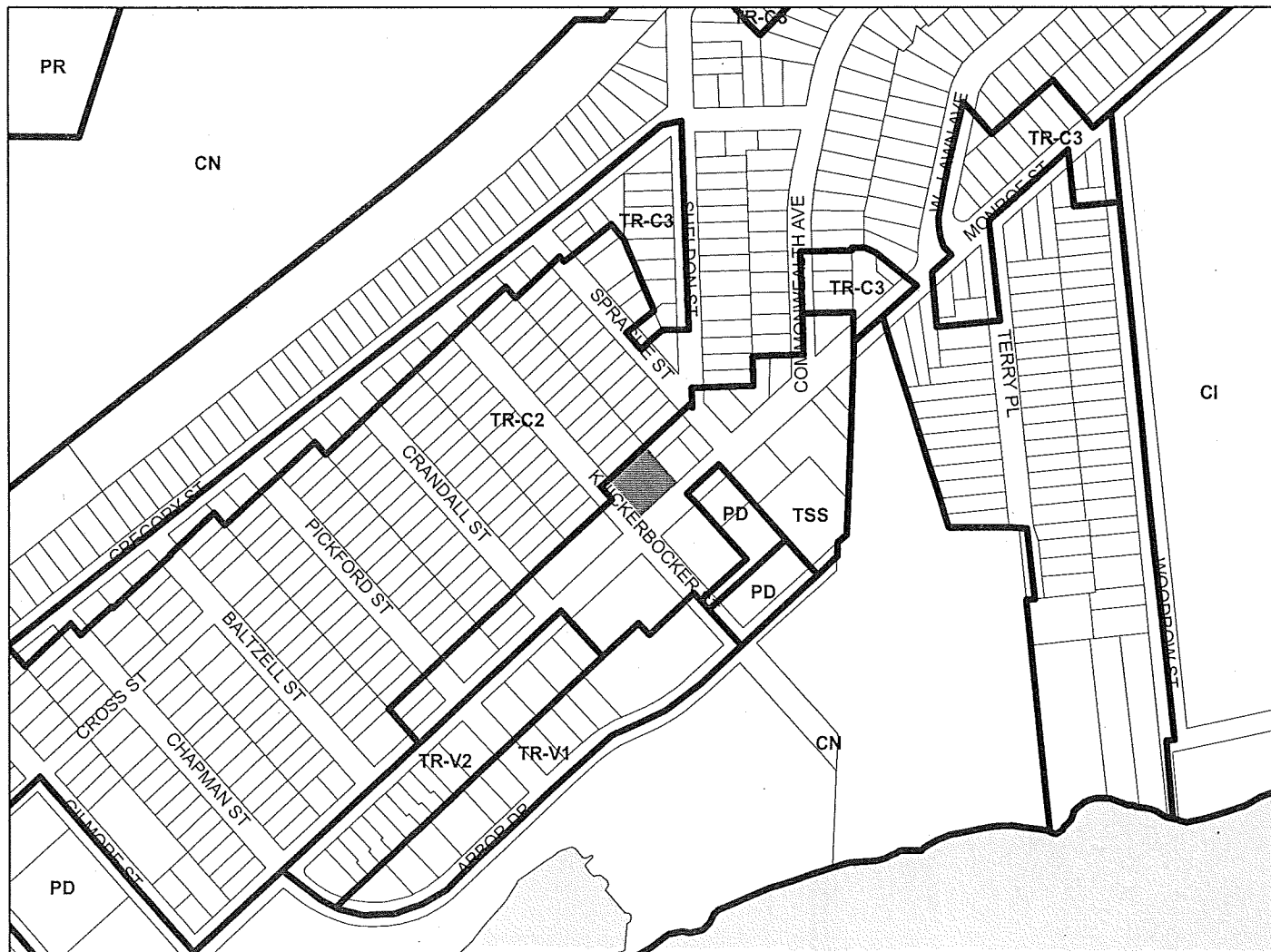
Existing Use  
Single-family residence and auto  
repair shop

Proposed Use  
Demolish single-family residence and  
auto repair shop to allow construction of  
a mixed-use building containing 2,300 sf  
of retail and 21 apartments

Public Hearing Date  
Plan Commission  
08 July 2013

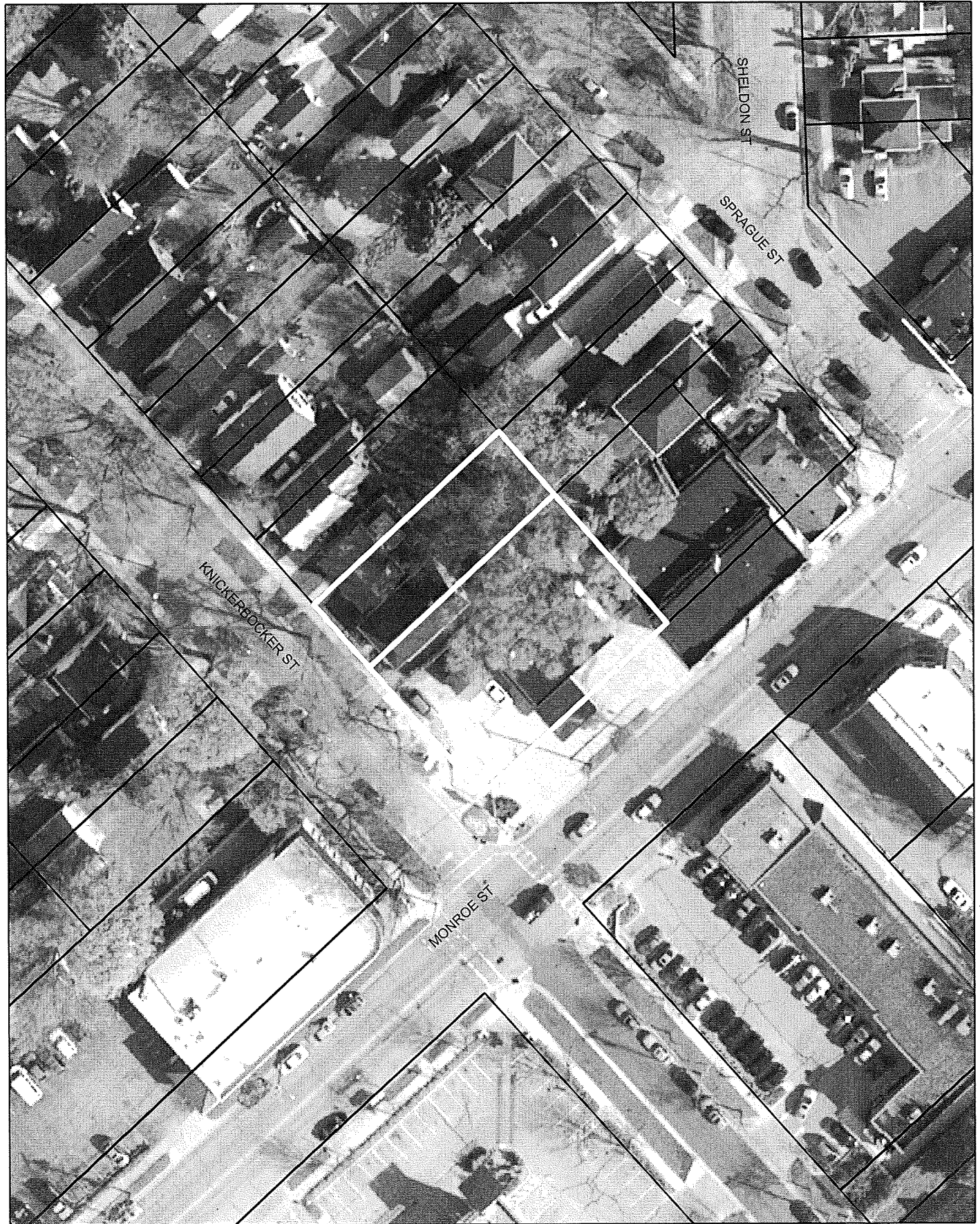


For Questions Contact: Tim Parks at: 261-9632 or [tparks@cityofmadison.com](mailto:tparks@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 27 June 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	1000- Receipt No. 143028
Date Received	5/22/13
Received By	[Signature]
Parcel No.	0709+281-0618-1
Aldermanic District	0709-281-0617-3 13-EUNGSAN
Zoning District	TSS
Special Requirements	OK
Review Required By:	
<input type="checkbox"/> Urban Design Commission	<input checked="" type="checkbox"/> Plan Commission
<input type="checkbox"/> Common Council	<input type="checkbox"/> Other: _____

Form Effective: February 21, 2013

1. Project Address: 2620 MONROE ST, 66th Knickerbocker St  
 Project Title (if any): 2620 MONROE ST

### 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: FRED ROUSE Company: Rouse Management  
 Street Address: 2428 PERRY ST City/State: MADISON, WI Zip: 53713  
 Telephone: (608) 291-5382 Fax: (608) 291-5350 Email: INFO@ROUSEMGMT.COM

Project Contact Person: J. RANDY BRUCE Company: KNOTHE BRUCE ARCHITECTS  
 Street Address: 7601 UNIVERSITY AVE City/State: MIDDLETON WI Zip: 53562  
 Telephone: (608) 836-3690 Fax: ( ) Email: rbruce@knothebruce.com

Property Owner (if not applicant): Tom Rice  
 Street Address: 2620 Monroe St City/State: Madison WI Zip: 53711

### 4. Project Information:

Provide a brief description of the project and all proposed uses of the site: A mixed use development with 21 apartments; 2300sf of commercial  
 Development Schedule: Commencement Oct, 2013 Completion June 2014

**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/alterd 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 Instructions & 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.

**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:

4/11 See attached

→ If a waiver has been granted to this requirement, please attach any correspondence to this effect 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 and Planning Division staff; note staff persons and date.

Planning Staff: Heather Spader Date: 3/25/13 Zoning Staff: 5/7/13 Date: \_\_\_\_\_  
MATT TUCKER

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

Name of Applicant FRED ROUSE Relationship to Property: CONTRACT OWNER  
Authorizing Signature of Property Owner X Thomas A Rice Date 5/22/13  
TOM RICE 13

May 22, 2013

Mr. Bill Fruhling  
Department of Planning & Development  
City of Madison  
215 Martin Luther King Jr. Blvd  
PO Box 2985  
Madison, Wisconsin 53701

Re: Letter of Intent  
Conditional Use  
2620 Monroe Street  
Madison, WI

Dear Mr. Fruhling:

The following is submitted together with the plans, application and zoning text for staff for approval.

**Organizational structure:**

Owner: Fred Rouse  
Rouse Management  
2428 Perry Street  
Madison, WI 53713  
608-251-5382  
608-251-5350 fax  
Contact: Fred Rouse  
info@rousemgmt.com

Architect: Knothe & Bruce Architects, LLC  
7601 University Avenue, Ste 201  
Middleton, WI 53562  
608-836-3690  
608-836-6934 fax  
Contact: Randy Bruce  
[rbruce@knothebruce.com](mailto:rbruce@knothebruce.com)

Engineer: Vierbicher  
999 Fourier Drive Ste 201  
Madison, WI 53717  
608-826-0532  
608-826-0530 fax  
Contact: Joe Doyle  
jdoyle@vierbicher.com

Landscape Design: The Bruce Company  
2830 Parmenter Street  
Middleton, WI 53562  
(608) 836-7041  
Contact: Sarah Ricker  
[sricker@brucecompany.com](mailto:sricker@brucecompany.com)

**Introduction:**

The proposed site is located on the northwest corner of Monroe Street and Knickerbocker Street. The site is currently occupied by Rice's Fill'em & Fix'em, an auto repair shop and an existing single-family house. The proposed development will implement a portion of the Monroe Street Commercial District Plan and provide new commercial and housing options for the neighborhood.

The developer has had several meetings with the neighborhood representatives and has made serious efforts and changes to the initial proposal in an effort to improve the proposal from the neighborhoods perspective. The Rouse Management is planning to develop, own and manage this property for the long-term and looks forward to positive relationships with the adjoining property owners, the Monroe Street Commercial District and neighborhood at large.

**Demolition Standards:**

This proposed development envisions the deconstruction of the existing service garage and single-family house that currently exists on the site. A recycling and re-use plan for the buildings will be prepared and submitted to staff for review and approval prior to applying for the demolition permit.

Section 28.185(7) of the Madison Zoning Code outlines the standards by which a demolition permit may be issued. These standards require that the Plan Commission find that the requested demolition and proposed use are compatible with the intent and purposes of the zoning code.

As the Plan Commission considers the demolition request the following standards are to be considered:

- The effects the proposed demolition and use would have on the normal and orderly development and improvement of the surrounding properties.
- Reasonableness of efforts to relocate the buildings including the costs of relocation and the limits that the location of the building would have on its relocation.
- The limits that the location of the building would place on efforts to relocate it, and the availability of affordable housing.

Given the existing zoning on the site and the recommendations of the Monroe Street Commercial District Plan we believe that the demolition standards can be met.

**Project Description:**

The project consists of 21 apartments over 2300 s.f. of ground floor commercial space. The building height is three stories plus a limited loft level at the fourth floor. The building is designed to fit within the immediate context defined by a mix of commercial and residential uses. The building is placed close to the sidewalk to reinforce a traditional shopping streetscape. The well-detailed exterior uses a combination of brick, metal and fiber-cement siding to reflect the surrounding landscape.

Vehicular access to the site is achieved from Knickerbocker Street to the northwest of the site. A ground level parking area provides parking for 21 cars. The majority of the parking is secured and reserved for residential tenants with 5 unsecured stalls available to commercial tenants during operating hours. Bicycle parking is well distributed on-site and within the parking garage.

The exterior open space of the development provides attractive private and public areas for the residents and guests. A minimal building setback was provided along Monroe Street to allow for improved pedestrian circulation and improvements to the Knickerbocker and Monroe Street

intersection. A more generous building setback is provided along Knickerbocker that reflects the transition to residential uses and maintains the vista down Knickerbocker toward Lake Wingra. The private roof terraces and balconies provide residents with usable open space. The rear yard will be fenced and/or landscaped as determined by through discussions with the adjoin homeowner.

**Conditional Use**

With this application we are requesting two conditional uses; one for building height in excess of 3 stories and one for building floor area greater than 25,000 square feet. We believe that this development maintains the orderly development pattern set out by the neighborhood plan and the zoning code and that the conditional use standards can be met.

In consideration of the conditional uses the following factors should be considered. As for building height, the fourth floor is restricted to less than 2,200 square feet and is setback from the third floor level by 18 feet on all sides to minimize its' visibility. This floor area is small enough that if a pitched roof were used in place of the flat roof, the loft level would not be counted as a story since it would be contained within the attic space of the roof. (A flat roof form was used to reflect the adjoining traditional shopping street architecture.) As for the building floor area, the enclosed parking area on the first floor amounts to almost 5,000 square feet of floor area. Parking was placed on the first floor level instead of the basement level to eliminate the potential for pumping of ground water near Lake Wingra.

**Site Development Data:**

**Dwelling Unit Mix:**

Efficiency	4
Studio/Loft	4
One Bedroom	6
One Bedroom + Loft	1
One Bedroom + Den	3
Two Bedroom	3
<hr/>	
Total Dwelling Units	21

**Areas:**

Commercial Area	2,300 S.F.
Enclosed Parking Area	4,943 S.F.
<u>Residential Area</u>	<u>20,289 S.F.</u>
Total Gross Area	27,532 S.F.

**Densities:**

Lot Area	14,349 sf
Lot Area / D.U.	717 SF/unit

**Building Height:**

Four stories (Three Stories + Loft)

**Vehicle Parking:**

Total	21 stalls
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**Bicycle Parking:**

Garage - wall hung	6 stalls
Garage - standard 2'x6'	14 stalls

Letter of Intent -- Conditional Use  
2620 Monroe Street  
May 21, 2013  
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Exterior - standard 2'x6'  
Total

4 stalls  
24 stall

**Project Schedule:**

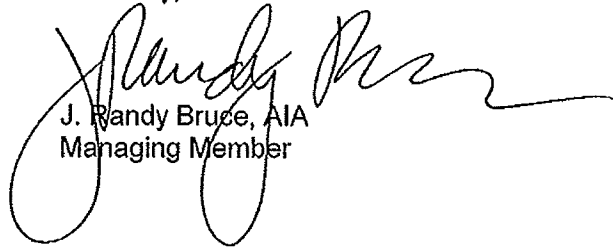
It is anticipated that the new construction phase will start in Fall 2013 and be completed in Summer 2014.

**Social & Economic Impacts:**

This development will have a positive social and economic impact. The re-development of this property will provide a pedestrian and transit-oriented development, implement a portion of the Monroe Street Commercial District Plan and provide additional high quality in-fill housing.

Thank you for your time in reviewing our proposal.

Sincerely,

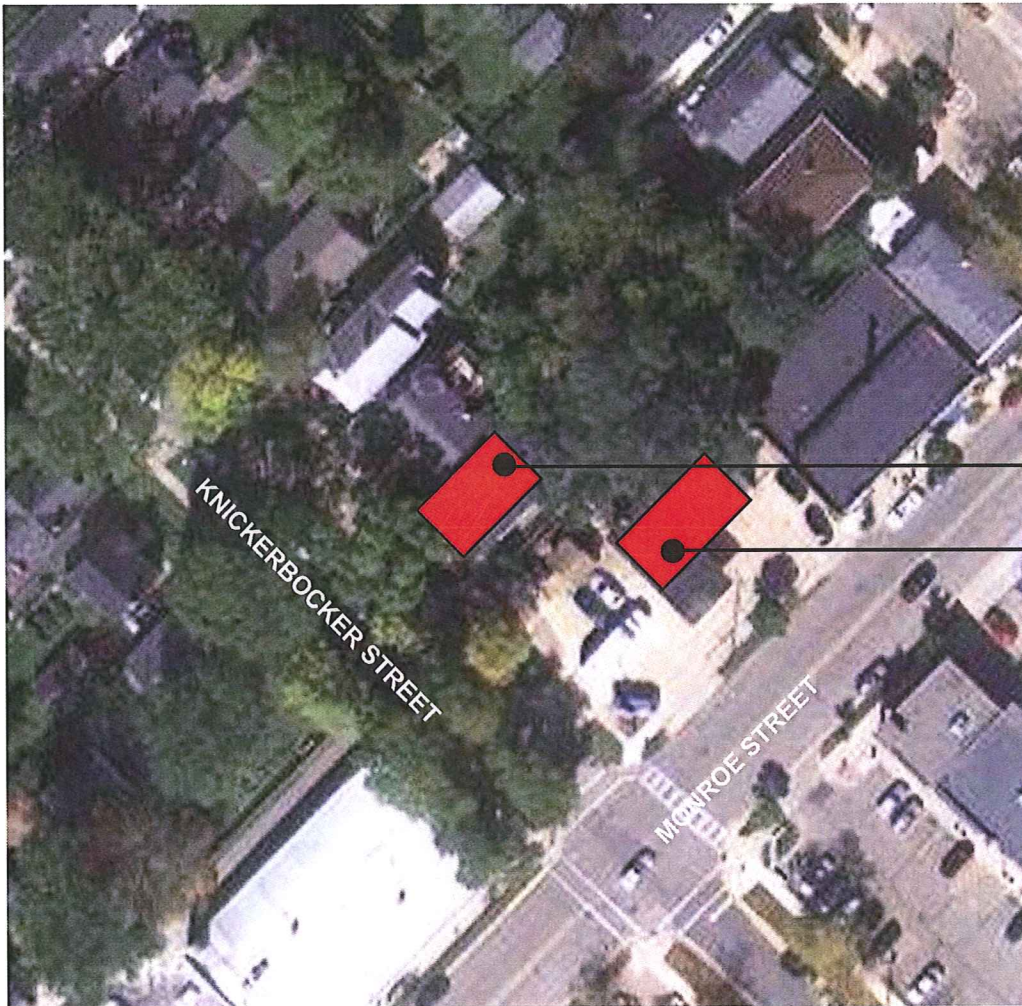


J. Randy Bruce, AIA  
Managing Member



DEMOLITION PHOTOS

665 Knickerbocker  
2620 Monroe Street  
Conditional Use  
Madison, WI 53711



665 Knickerbocker Street

2620 Monroe Street



665 KNICKERBOCKER & 2620 MONROE STREET



665 Knickerbocker  
Street

STREET ELEVATION

665 KNICKERBOCKER & 2620 MONROE STREET



665 Knickerbocker  
Street

2620 Monroe Street



665 KNICKERBOCKER & 2620 MONROE STREET



MONROE STREET ELEVATION

2620 Monroe Street



665 KNICKERBOCKER & 2620 MONROE STREET



MONROE STREET ELEVATION

2620 Monroe Street



April 11, 2013

Shirwood Malamud  
2259 West Lawn Avenue  
Madison, WI 53711

Susan Ellingson  
District 13 Alderperson  
1922 Vilas Ave  
Madison, WI 53711

Re: 2620 Monroe Street Monroe Street

Dear Shirwood and Sue,

As you know, we are working with Fred Rouse on the Town & Country service station site. The current plan proposes 21 apartments and 2400 square feet of commercial space along with parking for 20 cars. The redevelopment will require the demolition of the service station at 2620 Monroe Street as well as the relocation or deconstruction of the house at 665 Knickerbocker Street.

We will be presenting our plans at the neighborhood meeting on Thursday April 18<sup>th</sup>. We look forward to working with the neighborhood as we proceed with the planning for this development.

Sincerely Yours,

  
J. Randy Bruce, AIA  
Managing Member

7601 University Ave, Ste 201  
Middleton, Wisconsin 53562  
p (608) 836-3690  
f (608) 836-6934  
www.knothebruce.com 13