

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

AGENDA ITEM # _____

Project # _____

| | |
|--|--|
| DATE SUBMITTED: <u>March 30, 2011</u> | Action Requested |
| UDC MEETING DATE: <u>April 6, 2011</u> | <input type="checkbox"/> Informational Presentation |
| | <input checked="" type="checkbox"/> Initial Approval and/or Recommendation |
| | <input type="checkbox"/> Final Approval and/or Recommendation |

PROJECT ADDRESS: 1907-1911 Monroe Street

ALDERMANIC DISTRICT: District #13 Julia Kerr

OWNER/DEVELOPER (Partners and/or Principals)

ARCHITECT/DESIGNER/OR AGENT:

Mark Smith (Empire Photography)

Knothe & Bruce Architects, LLC

1911 Monroe Street

7601 University Avenue, Suite 201

Madison, WI 53711

Middleton, Wisconsin 53562

CONTACT PERSON: J. Randy Bruce/Knothe & Bruce Architects, LLC

Address: 7601 University Avenue, Suite 201

Middleton, Wisconsin 53562

Phone: 608-836-3690

Fax: 608-836-6934

E-mail address: rbruce@knothebruce.com

TYPE OF PROJECT:

(See Section A For:)

- Planned Unit Development (PUD)
 - General Development Plan (GDP)
 - Specific Implementation Plan (SIP)
- 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 50,000 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)

March 02, 2011

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

Re: Letter of Intent
PUD- SIP
1907-1911 Monroe Street
Madison, WI

Dear Mr. Murphy:

The following is submitted together with the plans, application and zoning text for staff, Plan Commission and Common Council consideration of approval.

Organizational structure:

Owner: Mark & Maggie Smith
1911 Monroe Street
Madison, WI 53711
608-257-2941
608-257-2969 fax
Contact: Mark
marksmith@mailbag.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

Engineer: CJ Engineering
9205 W. Center Street
Milwaukee, WI 53222
Ph: (414) 443-1312
Fax: (414) 443-1317
www.cj-engineering.com

Landscape Design: Paul Skidmore
13 Red maple Trail
Madison, WI 53717
(608) 826-0032
paulskidmore@tds.net

7601 University Ave, Ste 201
Middleton, Wisconsin 53562
p (608)836-3690
f (608)836-6934

Introduction:

The proposed site is located on the south east side of Monroe Street in the block west of the Monroe Commons/Trader Joe's development. The property owners have been operating Empire Photography on this block of Monroe Street since the mid 1980's and for many years have run their business out of a converted house at 1911 Monroe St. The owners recently purchased the adjacent property at 1907 Monroe St. with the intention of developing a mixed-use building with housing over commercial space. The proposed development will allow the owners to reinvest in their business and the Monroe Street Commercial District while also providing in-fill housing for the neighborhood.

The Monroe Street Commercial District Plan:

The Monroe Street commercial District Plan that was adopted in March, 2007 was created to ensure appropriate contextual redevelopment of Monroe Street. The plan specifically addresses this block (Block 14 in the plan) and identifies it as possessing redevelopment opportunities. In addition to the general design guidelines, the plan lists the following site specific guidelines:

- Buildings to be built up to the existing sidewalk line.
- Building heights of 2 to 4 stories with the upper level set back from the front façade.
- Buildings should be articulated to emphasize verticality and to replicate the sense of scale along the street.
- Principal entries on Monroe Street.
- Parking and service access should be provided from the alley.
-

The proposed redevelopment plan was designed to meet these guidelines.

Demolition Standards:

This proposed development envisions the deconstruction of the two buildings and garage that currently exist on the site. As part of this project's review and approval, a recycling and re-use plan for the buildings will be prepared and submitted to staff.

Section 28.04(22) 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. Although the zoning code clearly encourages the preservation of existing structures, its purpose also includes promoting the general welfare of the city, encouraging the most appropriate land uses and conserving and enhancing the taxable value of lands and buildings.

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.
- Availability of affordable housing after giving due consideration of the master plan.
- Encourage the reuse and recycling of the materials from the buildings.

Given the recommendations of the Neighborhood Plan, we believe that the demolition standards can be met.

Project Description:

The project consists of 18 apartments over 4400 s.f. of ground floor commercial space. The

building is designed to fit within the architectural fabric of the neighborhood and to maintain the scale and rhythm of the surrounding Monroe Street storefronts. The building is placed close to the front property line with relatively limited side yards to strengthen the traditional shopping streetscape. The high-quality exterior materials will be a combination of masonry, horizontal fiber-cement siding and contemporary metal siding.

The building has a total of three stories of housing over the commercial level. The uppermost floor is stepped back from the front, sides and rear of the building minimizing the apparent height of the building. The resulting roof area created by the step-back provides roof terraces for the upper level.

Vehicular access to the site is achieved from the rear alley. Underground parking for 19 cars is provided for the residents. An additional 6 garage spaces for the commercial user are provided along the alley at the ground floor level. Bicycle parking is well distributed in the basement and on site at the front and back of the building.

The exterior open space of the development, while somewhat limited, is well designed and provides attractive areas for the residents and guests. A common roof deck is provided on the south side of the building and the majority of the apartments will have a balcony for private open space.

Site Development Data:

Dwelling Unit Mix:

| | |
|------------------------------|----------|
| Efficiency | 2 |
| One-Bedroom | 9 |
| Two-Bedroom | 2 |
| <u>Two-Bedroom Townhomes</u> | <u>5</u> |
| Total Dwelling Units | 18 |

Areas:

| | |
|-------------------------|--------------------|
| Commercial Area | 4,372 S.F. |
| <u>Residential Area</u> | <u>19,572 S.F.</u> |
| Total Gross Area | 23,944 S.F. |

Densities:

| | |
|-----------------|---------------------|
| Lot Area | 11,446 or .26 Acres |
| Lot Area / D.U. | 636 SF/unit |
| Density | 69 units/acre |

Building Height:

Four Stories

Vehicle Parking:

| | |
|---------------------------|-----------------|
| Underground-Residential | 18 stalls |
| <u>Garage- Commercial</u> | <u>6 stalls</u> |
| Total | 24 stalls |

Bicycle Parking:

| | |
|--------------------------------|-------------------------|
| Underground | 9 stalls |
| <u>Surface- standard 2'x6'</u> | <u>13 stalls</u> |
| Total | 22 stalls (18 required) |

Project Schedule:

Letter of Intent – PUD-SIP
1907-1911 Monroe Street
March 02, 2011
Page 4 of 4

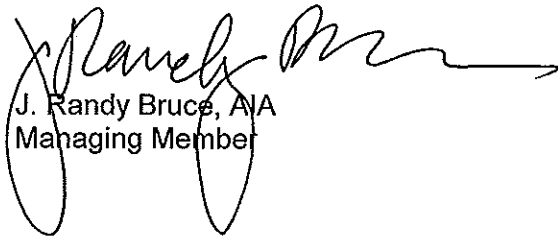
It is anticipated that the new construction phase will start in the summer of 2011 and be completed in spring 2012.

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, enhance the Monroe Street Commercial area and provide additional in-fill housing.

Thank you for your time in reviewing our proposal.

Very Truly Yours,



J. Randy Bruce, AIA
Managing Member

Zoning Text
Amended PUD- SIP
1907-1911 Monroe Street
March 02, 2011

Legal Description: The lands subject to this PUD- SIP shall include The Southwest 40 Feet of Lot 2, Block 3, Wingra Park, in the City of Madison, Dane County, Wisconsin. Containing 4,585 Square Feet and Lot 3, Block 3, Wingra Park, in the City of Madison, Dane County, Wisconsin. Containing 6,861 Square Feet.

- A. **Statement of Purpose:** This zoning district is established to allow for the construction of a mixed use building with 4,400 square feet of commercial space and 18 dwelling units.
- B. **Permitted Uses:** Following are permitted uses:
1. Commercial uses as allowed in the C-2 commercial district.
 2. Multifamily residential uses as shown in approved plans.
 3. Accessory uses including but not limited to:
 - a. Accessory uses directly associated with those permitted uses including parking for residents and guests, and outdoor seating areas as shown on approved specific implementation plans.
 - b. Temporary buildings for storage of building materials and equipment for construction purposes when on the same lot as a principle use for a period not to exceed the duration of such construction.
- C. **Lot Area:** As shown on the approved plans.
- D. **Height Regulations:** As shown on the approved plans.
- E. **Yard Regulations:** As shown on the approved plans.
- F. **Landscaping:** Site Landscaping will be provided as shown on the approved plans.
- G. **Usable Open Space Requirements:** Usable open space will be provided as shown on the approved plans.
- H. **Parking & Loading:** Off-street parking and loading shall be provided as shown on the approved plans. All underground parking stalls will be assigned to specific units by the developer.
- I. **Family Definition:** The family definition shall coincide with the definition given in M.G.O. 28.03 for the R-5 zoning district.
- J. **Signage:** Signage for the residential buildings will be allowed as per the R-5 zoning district or as provided in the approved SIP plans or as a minor alteration to the approved PUD-SIP.
- K. **Alterations and Revisions:** No alteration or revision of this Planned Unit Development shall be permitted unless approved by the City Planning Commission, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Architectural Review Committee, Director Of Planning and Development and the alderperson of the district and are compatible with the concept approved by the City Planning Commission.



Buildings along south side of Monroe Street

1911 & 1907 Monroe Street



Buildings along south side of Monroe Street continued...

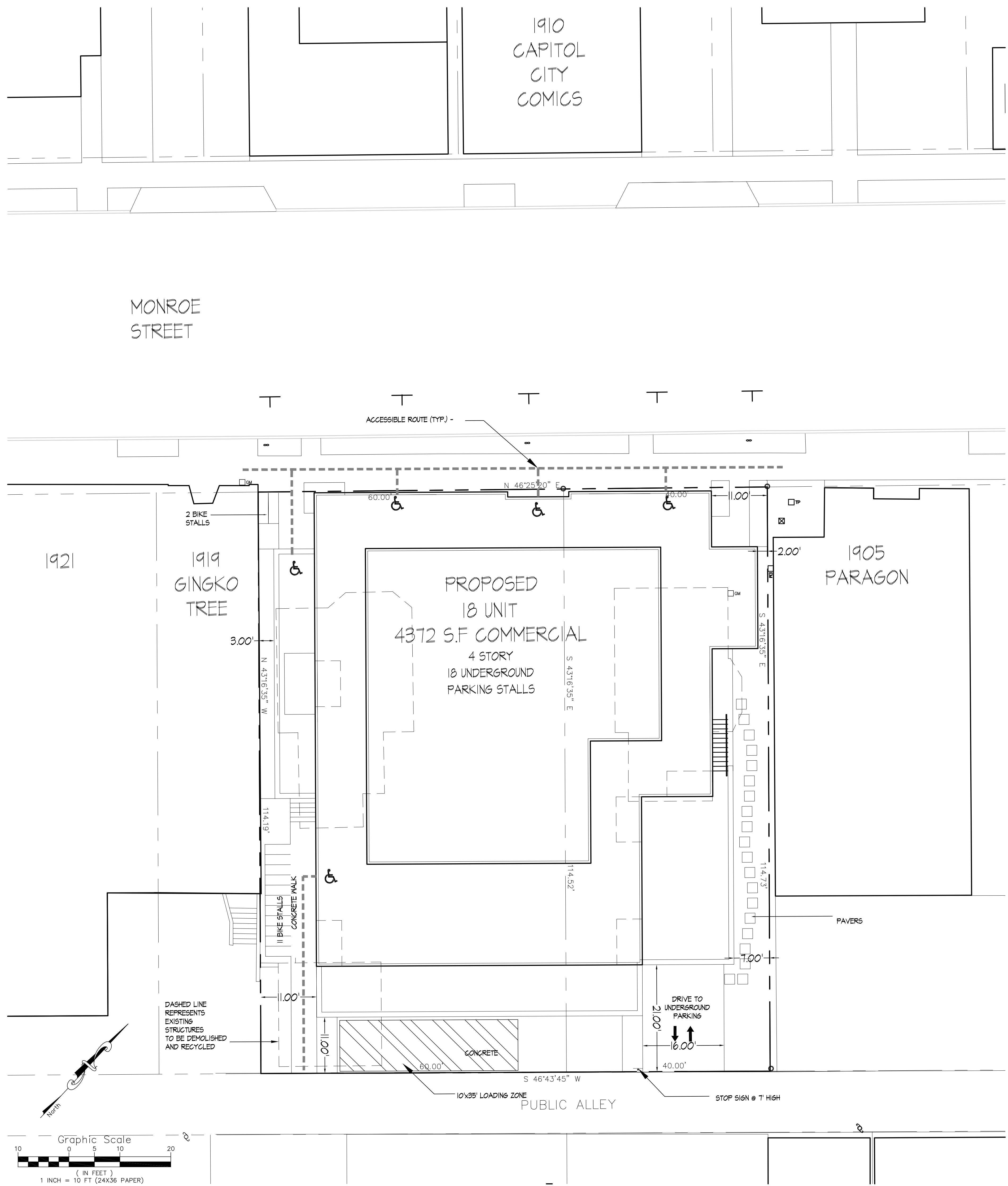
Buildings along North side of Monroe Street



Buildings along North side of Monroe Street continued....



Alley photos looking from intersection of alley and Harrison St.

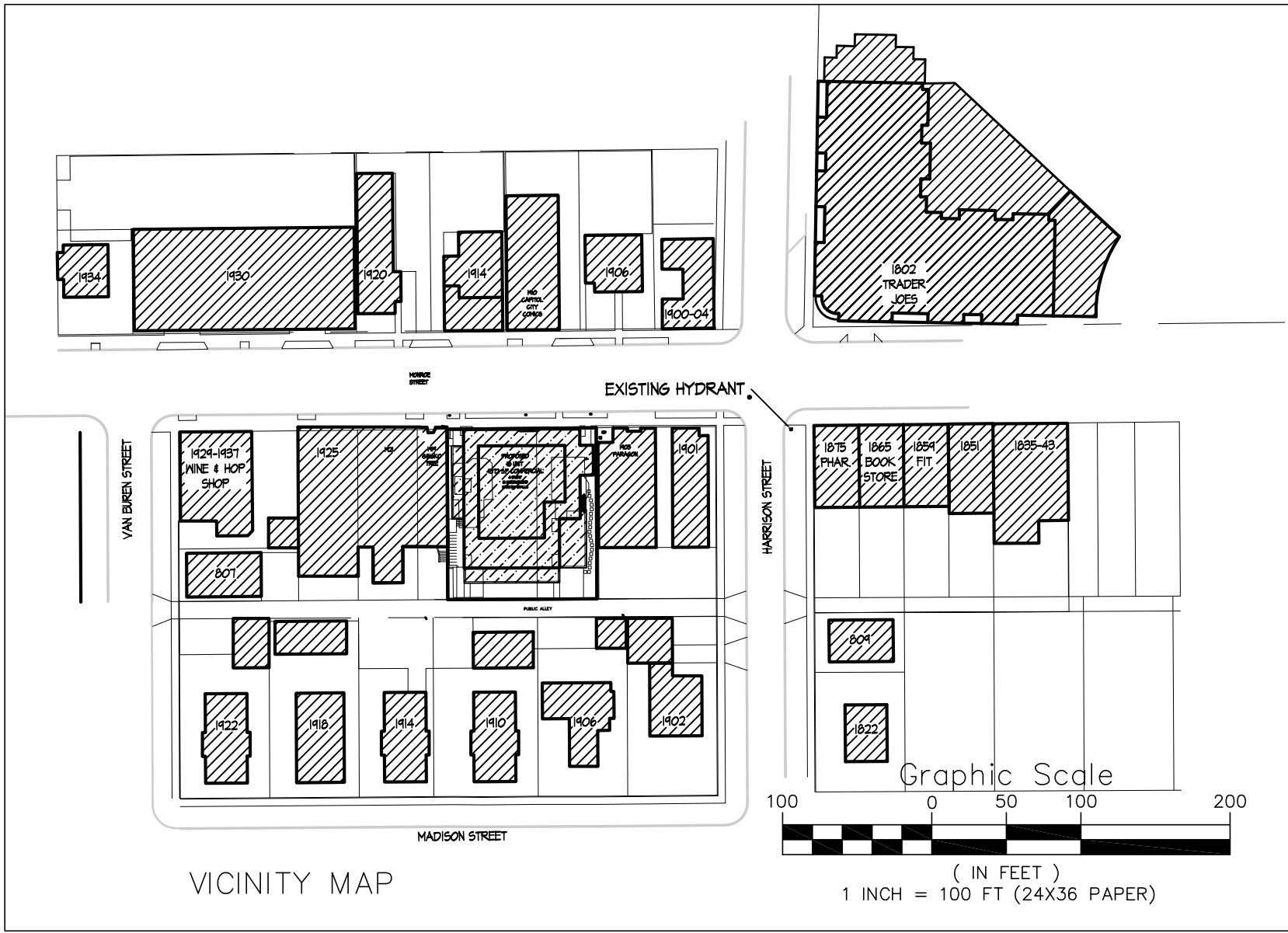


| SHEET INDEX | |
|---------------------------|------------------------------|
| C-1.1 | SITE PLAN |
| C-4.1 | LANDSCAPE PLAN |
| | |
| A-1.1 | BASEMENT & GROUND FLOOR PLAN |
| A-1.2 | FIRST & SECOND FLOOR PLAN |
| A-1.3 | THIRD & FOURTH FLOOR PLAN |
| A-2.1 | MONROE STREET ELEVATION |
| A-2.2 | ELEVATIONS |
| | |
| SITE STATISTICS | |
| Dwelling Unit Mix: | |
| Efficiency | 2 |
| One-Bedroom | 9 |
| Two-Bedroom | 2 |
| Two-Bedroom Townhomes | 5 |
| Total Dwelling Units | 18 |
| | |
| Areas: | |
| Commercial Area | 4372 S.F. |
| Residential Area | 19572 S.F. |
| Total Gross Area | 23944 S.F. |
| | |
| Densities: | |
| Lot Area | 11,446 or .26 Acres |
| Lot Area / D.U. | 636 SF/unit |
| Density | 69 units/acre |
| | |
| Building Height: | |
| | Three-Four Stories |
| | |
| Vehicle Parking: | |
| Underground-Residential | 18 stalls |
| Garage- Commercial | 6 stalls |
| Total | 24 stalls |
| | |
| Bicycle Parking: | |
| Underground | 9 stalls |
| Surface- standard 2'x6' | 13 stalls |
| Total | 22 stalls (18 required) |

Consultant

- Notes
- A SIDE WALK WITH A PITCH GREATER THAN 1:20 IS A RAMP. THE MAXIMUM PITCH OF ANY RAMP OR WALK SHALL BE 1:12. RAMPS OVERCOMING MORE THAN 6" CHANGE IN ELEVATION TO HAVE HANDRAILS ON BOTH SIDES.
 - ALL DRIVEWAYS, CURB ADJACENT TO DRIVEWAYS, AND SIDEWALK CONSTRUCTION WITHIN THE PUBLIC RIGHT-OF-WAY, SHALL BE COMPLETED IN ACCORDANCE WITH CITY OF MADISON STANDARD SPECIFICATIONS FOR PUBLIC WORKS CONSTRUCTION BY A CONTRACTOR CURRENTLY LICENSED BY THE CITY.
 - ALL TRASH AND RECYCLING TO BE COLLECTED IN TRASH ROOMS IN THE BUILDING BASEMENTS.
 - SEE SITE GRADING AND UTILITY PLANS FOR ADDITIONAL INFORMATION.
 - ALL WORK IN THE RIGHT OF WAY SHALL BE PERFORMED BY A CITY OF MADISON LICENSED CONTRACTOR.
 - BIKE STALLS TO BE IN ACCORDANCE TO MADISON GENERAL ORDINANCE 28.11, (SEE SUBSECTIONS (B)(a) AND (B)(h)(2d)).
 - ALL CITY SIDEWALK, CURB, AND GUTTER WHICH IS DAMAGED DURING CONSTRUCTION OR THAT THE CITY ENGINEER DETERMINES TO BE NECESSARY SHALL BE REPLACED.
 - ANY DAMAGE TO STREET PAVEMENT WILL REQUIRE RESTORATION IN ACCORDANCE WITH THE CITY'S PATCHING CRITERIA.
 - SIGNAGE APPROVALS ARE NOT GRANTED BY THE PLAN COMMISSION. SIGNAGE MUST BE APPROVED BY THE URBAN DESIGN COMMISSION OR STAFF. SIGN PERMITS MUST BE ISSUED BY THE ZONING SECTION OF THE DEPARTMENT OF PLANNING AND COMMUNITY AND ECONOMIC DEVELOPMENT PRIOR TO SIGN INSTALLATIONS.

- Revisions
- Neighborhood Meeting - January 12, 2011
 - DAT Meeting - January 20, 2011
 - Neighborhood Meeting - Feb. 9, 2011
 - UDC Info Submittal - Feb. 23, 2011
 - FUD-SIP Submittal - March 2, 2011
 - Issued for Bidding - March 4, 2011
 - UDC Initial Submittal - March 28, 2011



Project Title
1907-1911 Monroe St.

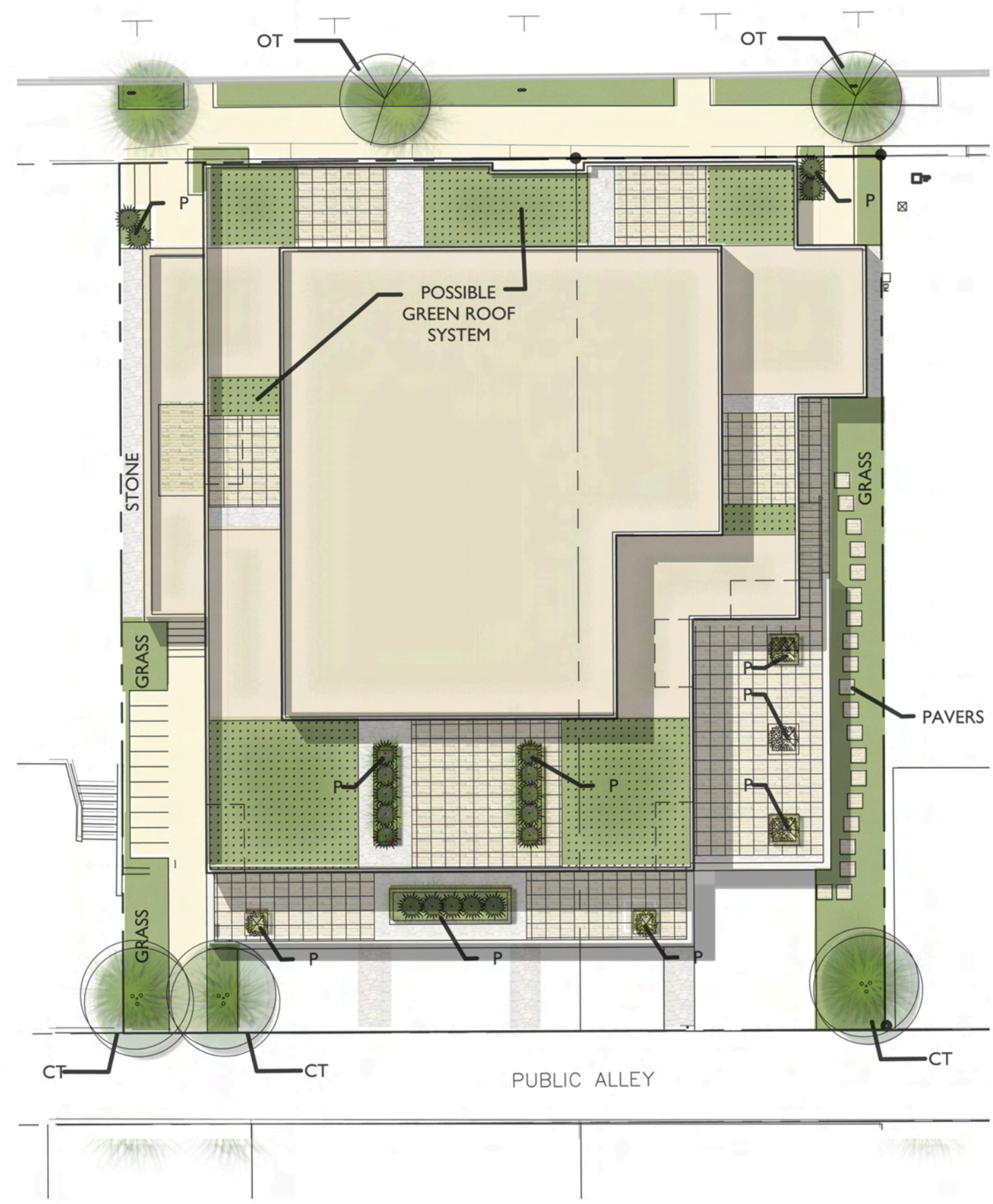
Drawing Title
Site Plan

Project No. **1043** Drawing No. **C-1.1**

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Notes



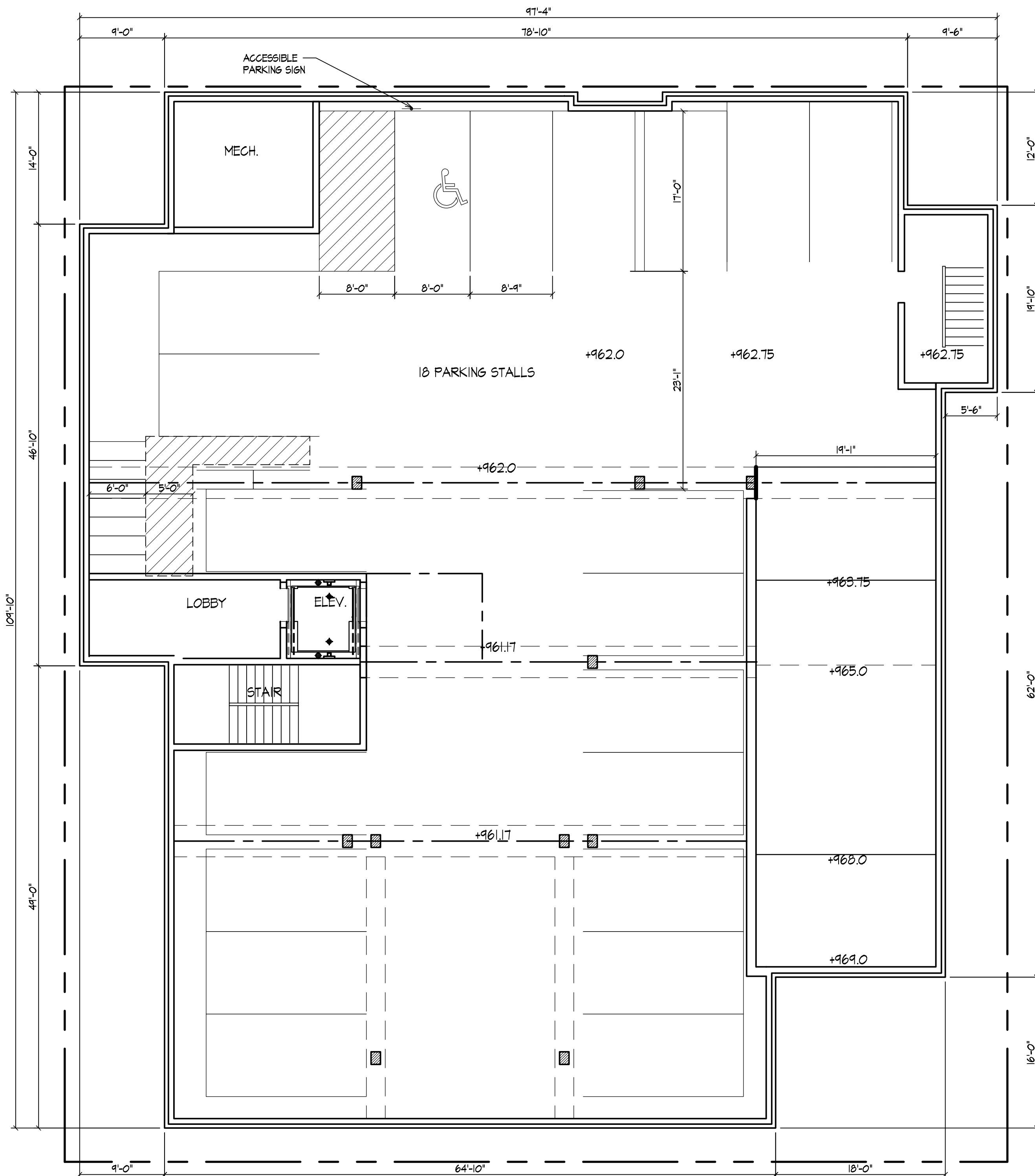
Revisions
PUD-SIP Submittal - March 2, 2011
UDC Initial Submittal - March 30, 2011

Project Title
Empire Photo
1907-1911 Monroe Street
Madison, WI

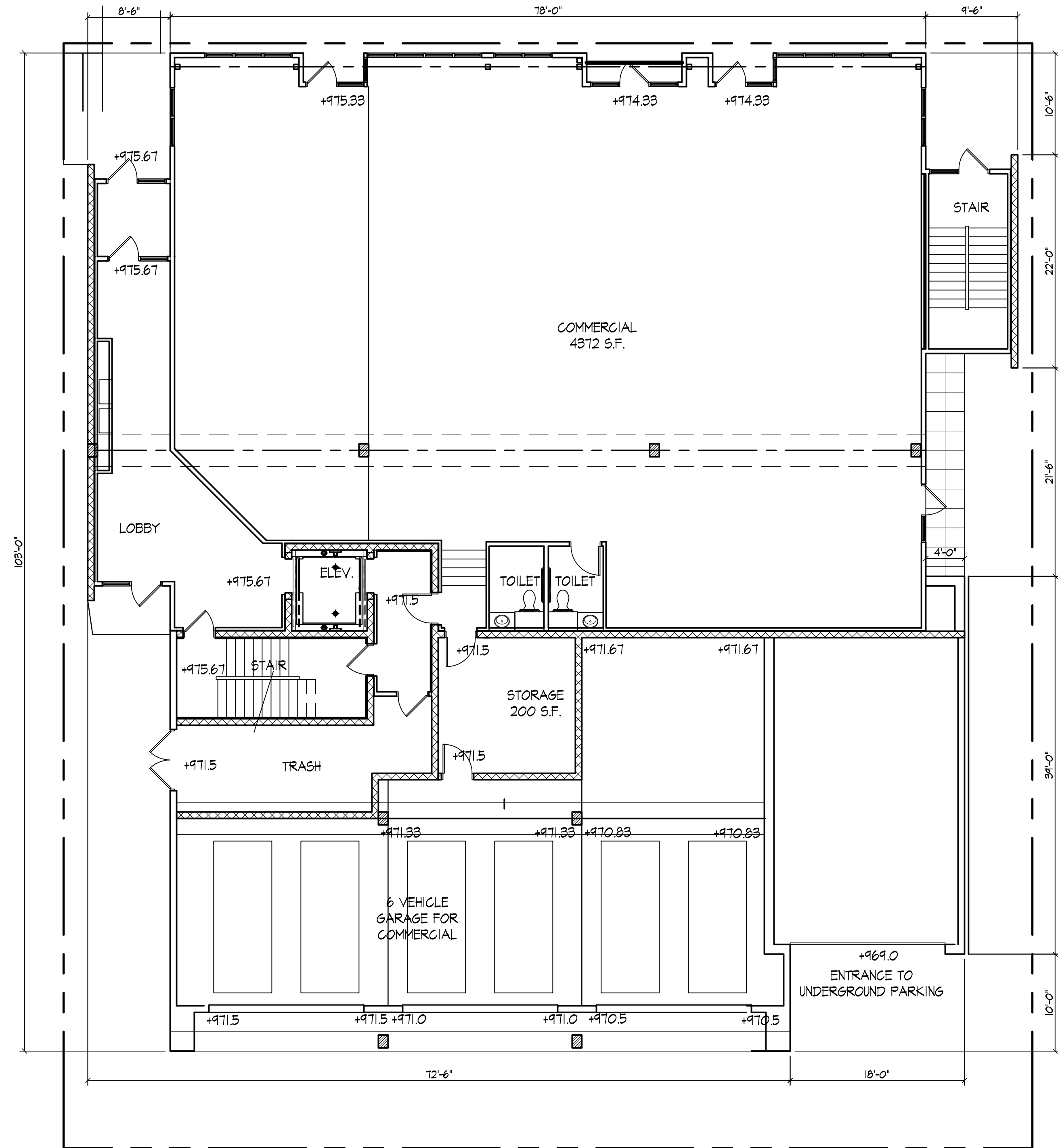
Drawing Title
Landscape Plan

Project No. 1043 Drawing No. C-4.1

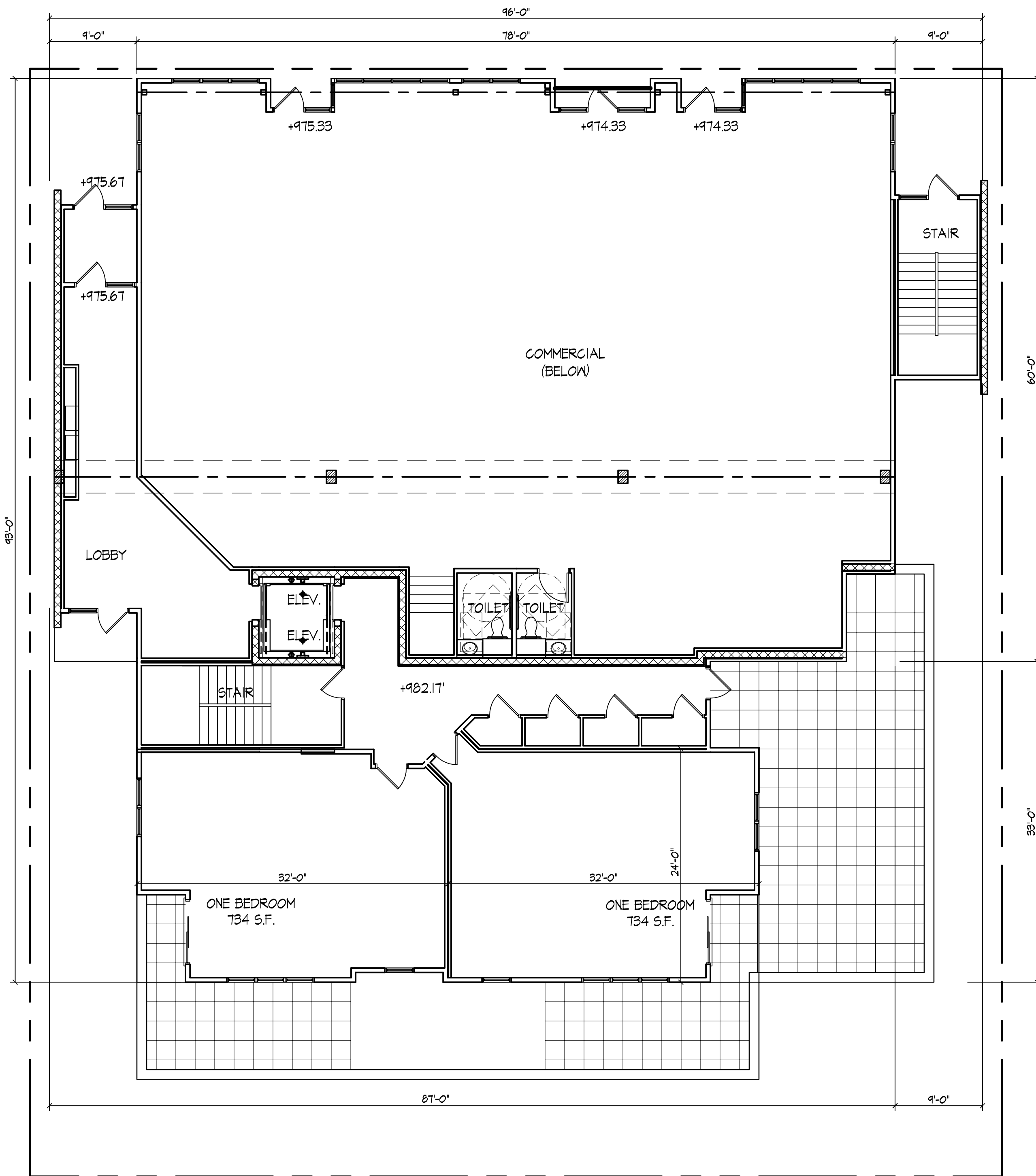
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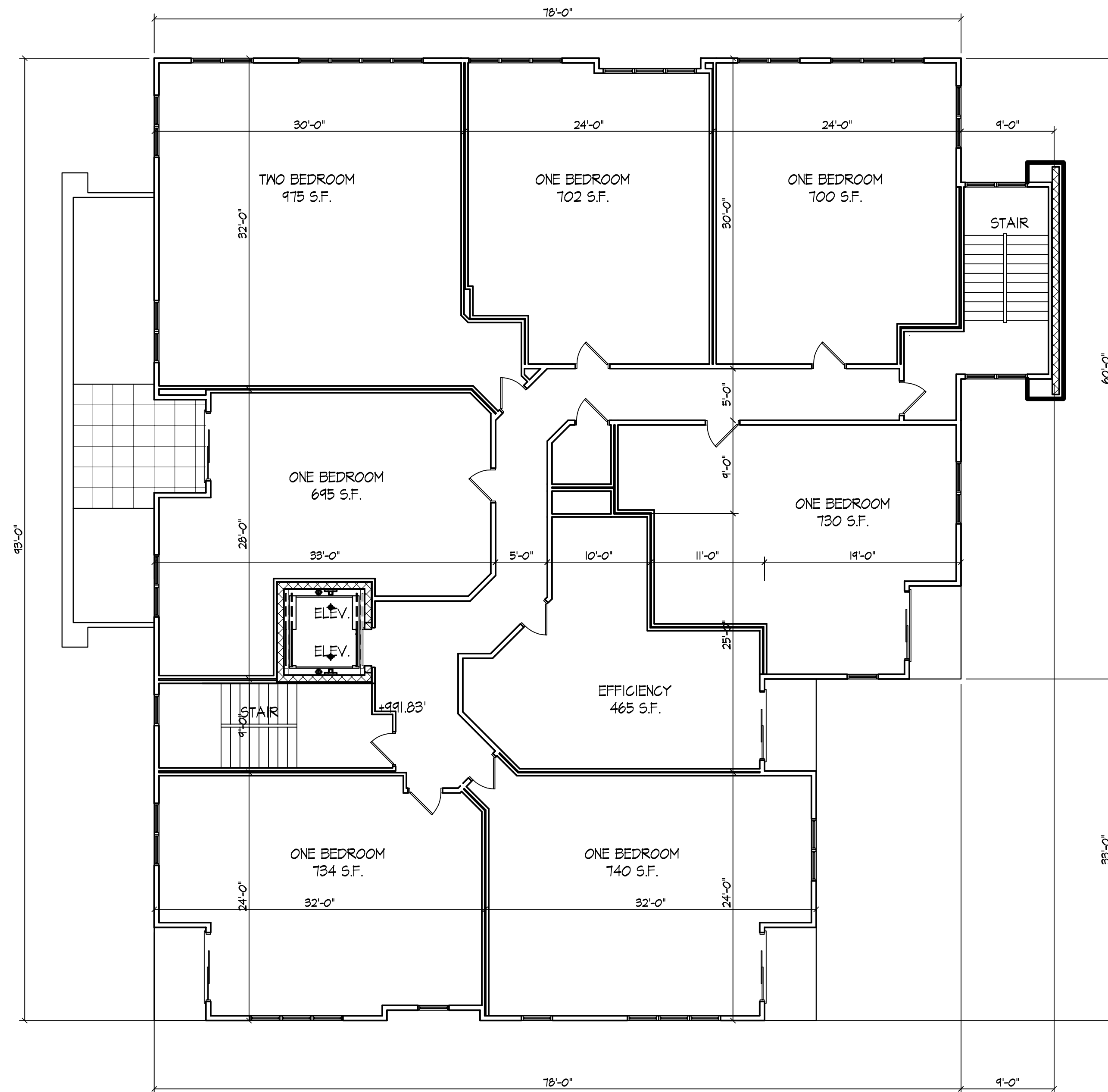
BASMENT FLOOR PLAN
1/8" = 1'-0"



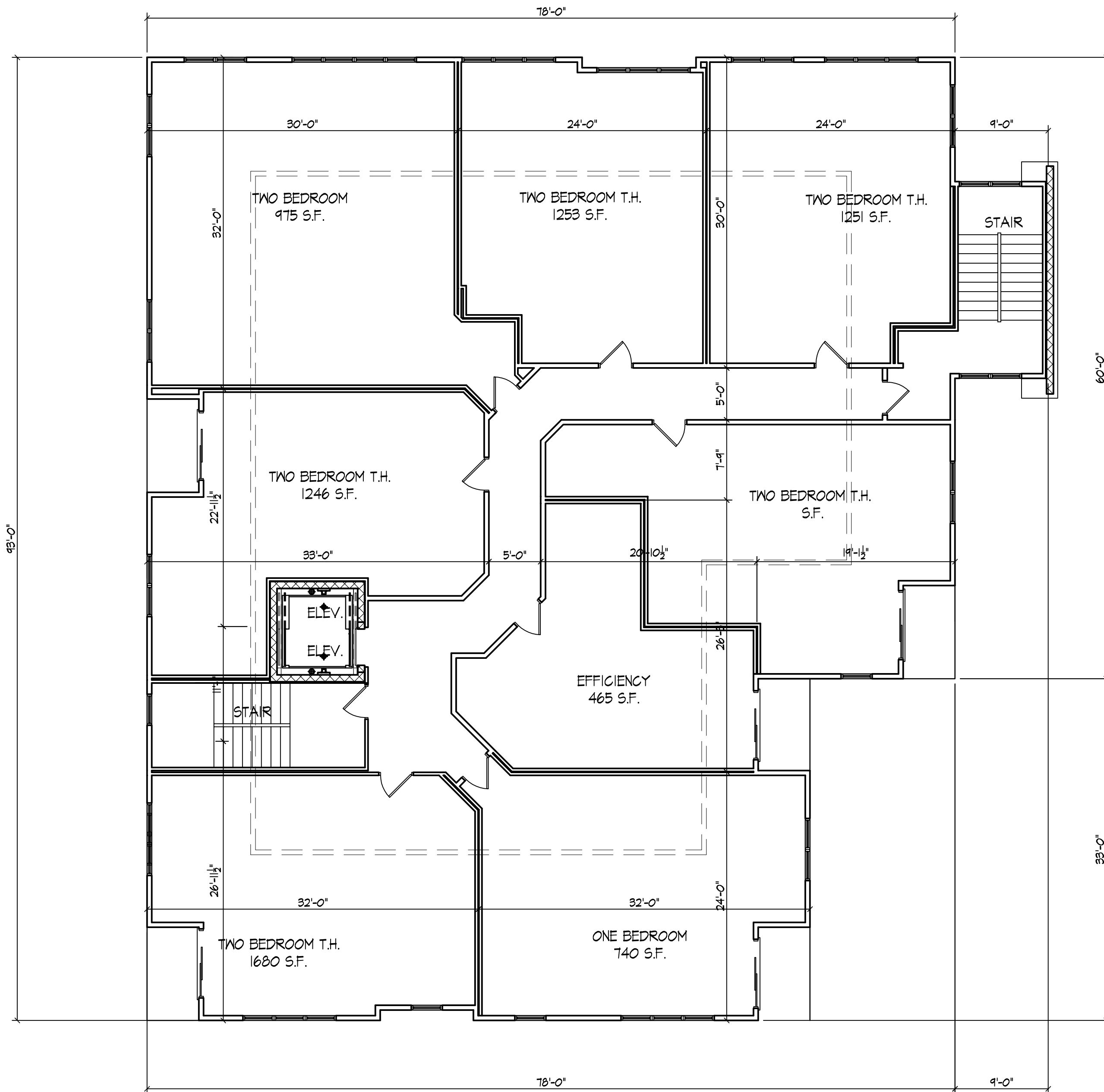
GROUND FLOOR PLAN
1/8" = 1'-0"



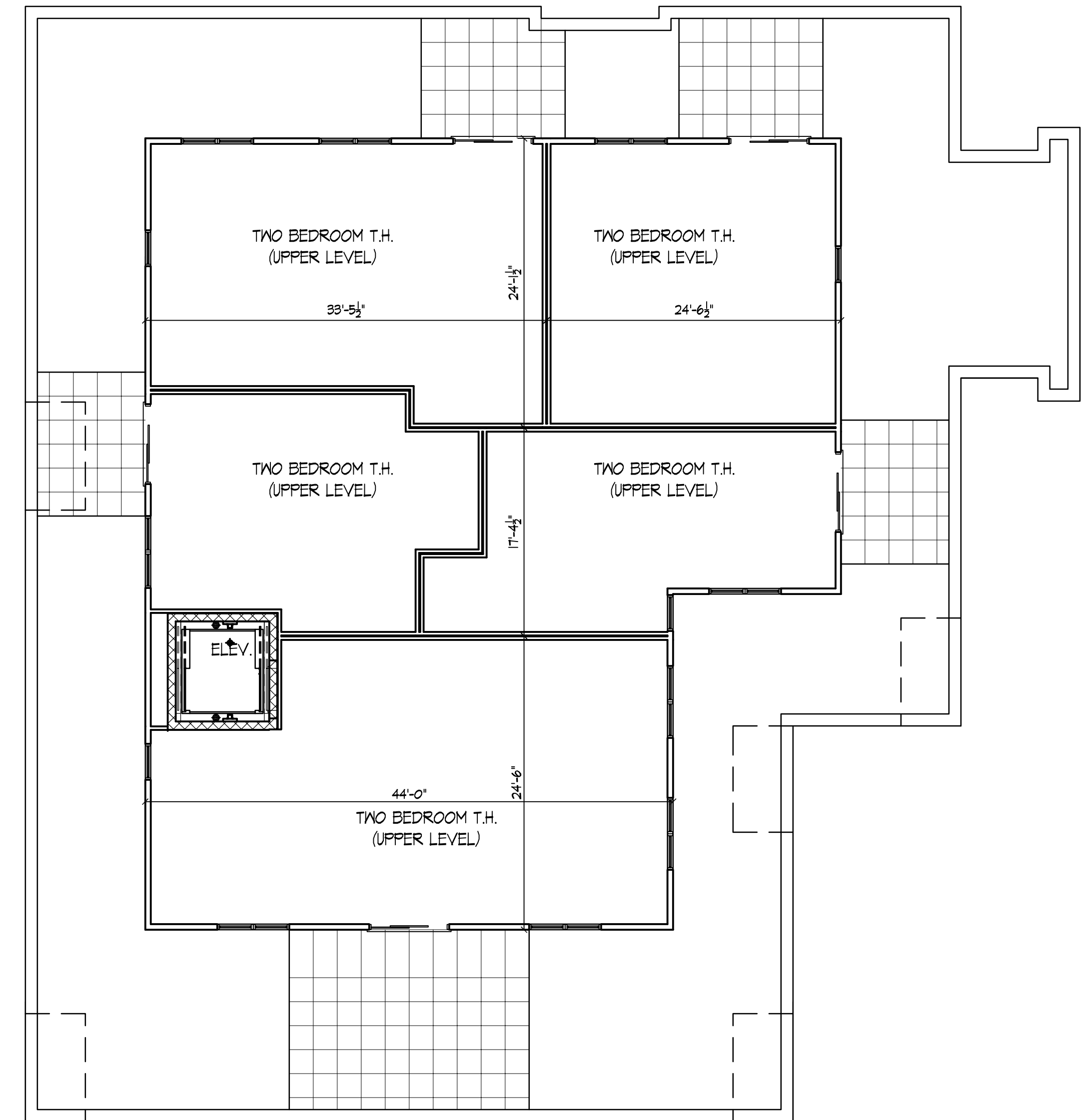
FIRST FLOOR PLAN 7,212 S.F. TOTAL (4,372 S.F. COMMERCIAL + 2,840 S.F. RESIDENTIAL)
1/8" = 1'-0"



SECOND FLOOR PLAN 6,736 S.F.
1/8" = 1'-0"



THIRD FLOOR PLAN 6,736 S.F.
1/8" = 1'-0"



FOURTH FLOOR PLAN 3,260 S.F.
1/8" = 1'-0"

Consultant

Notes



Revisions
PUD-SIP Submittal - March 2, 2011
UDC Initial Submittal - March 30, 2011

Project Title
Empire Photo
1907-1911 Monroe Street
Madison, WI

Drawing Title
Monroe Street Elevation

Project No. Drawing No.
1043 A-2.1

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BLACK ALUMINUM WINDOWS

BRICK HEADER

COMPOSITE PANEL

BLACK ALUMINUM WINDOWS

CORRUGATED METAL, FIXED OVER AWNING

BLACK ALUMINUM STOREFRONT @ GRADE

TYPICAL MATERIALS

CORRUGATED METAL

PRECAST

ALUMINUM RAILING

SOLDIER COURSE BRICK

PRECAST WINDOW SILL

METAL CANOPY

PRAIRIE STONE VENEER

NORTHWEST ELEVATION (ALONG MONROE ST.)
1/8" = 1'-0"



NORTHEAST ELEVATION
1/8" = 1'-0"



SOUTHWEST ELEVATION
1/8" = 1'-0"



SOUTHEAST ELEVATION
1/8" = 1'-0"

CORRUGATED METAL

FIBER CEMENT TRIM

FIBER CEMENT SIDING

FIBER CEMENT WINDOW TRIM

Revisions

- PUD-SIP Submittal - March 2, 2011
- UDC Initial Submittal - March 30, 2011

Project Title

Empire Photo
1907-1911 Monroe Street
Madison, WI

Drawing Title

Elevations

Project No.

1043

Drawing No.

A-2.2