

# CITY OF MADISON

# Proposed Conditional Use

Location: 1513 Lake Point Drive

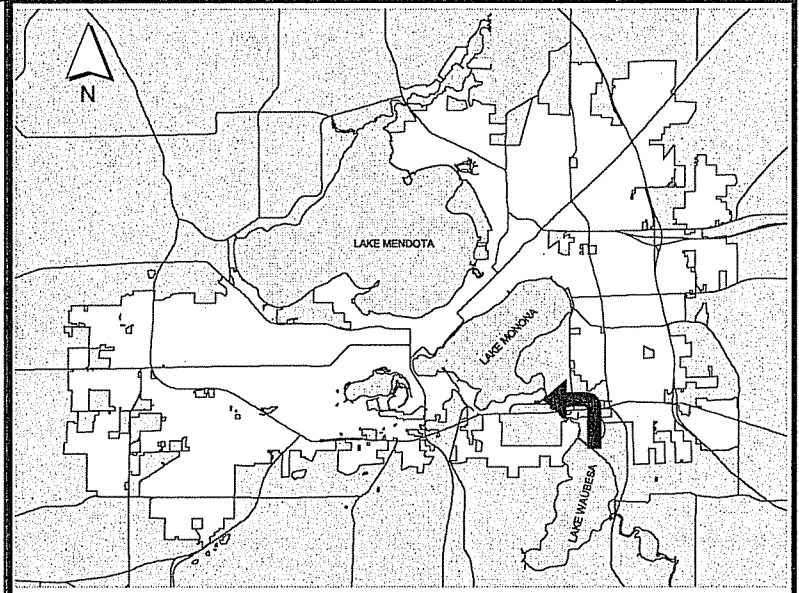
Project Name: Norton Mixed Use

Applicant: Scott Norton - Norton Building Co/  
J Randy Bruce - Knothe Bruce & Architects

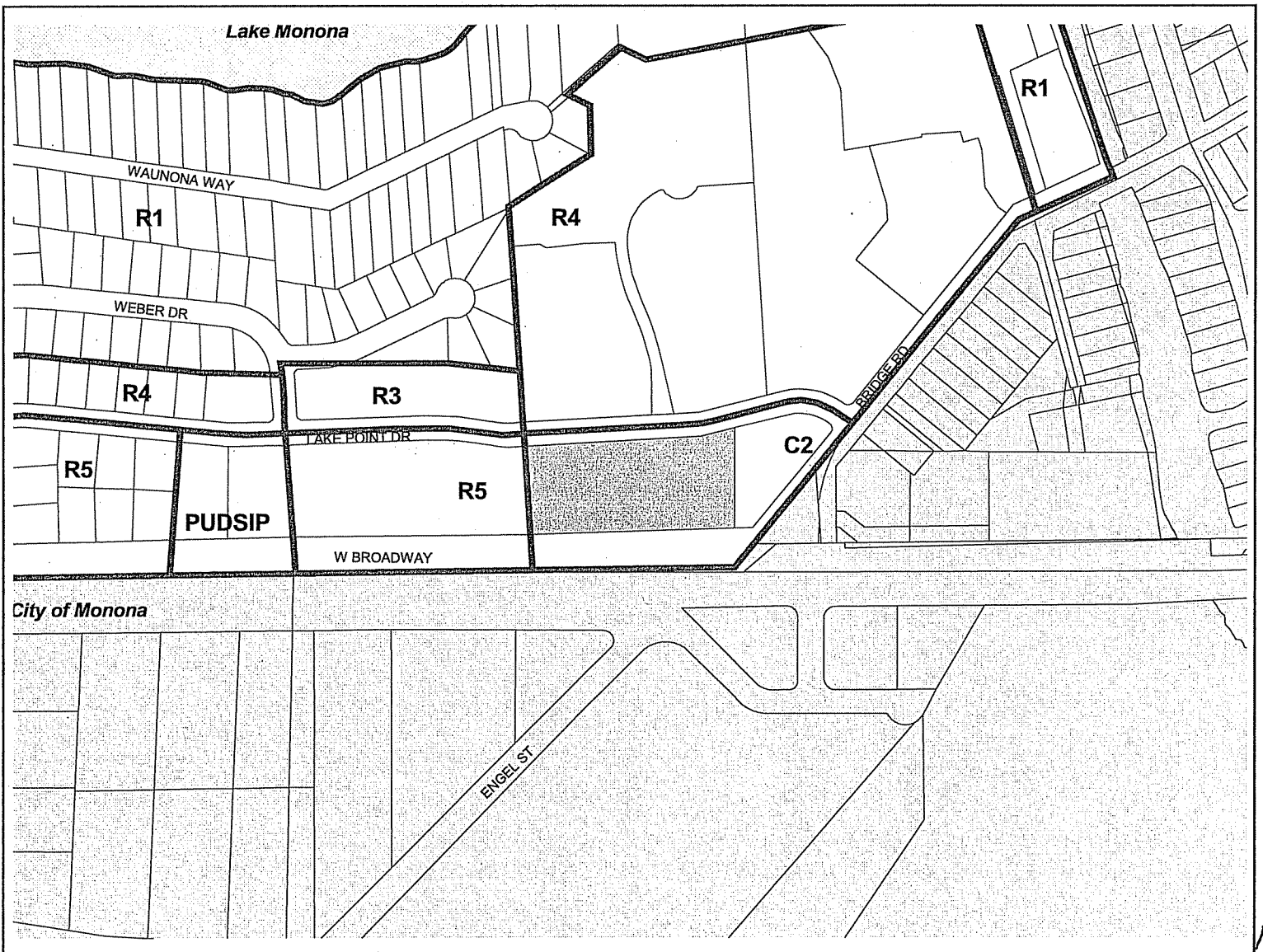
Existing Use: Vacant

Proposed Use: Mixed Use Development with 50  
Condominiums & 20,000 sf Retail Space

Public Hearing Date:  
Plan Commission 17 April 2006



For Questions contact: Bill Roberts at: 266-5974 or broberts@cityofmadison.com or City Planning at 266-4635

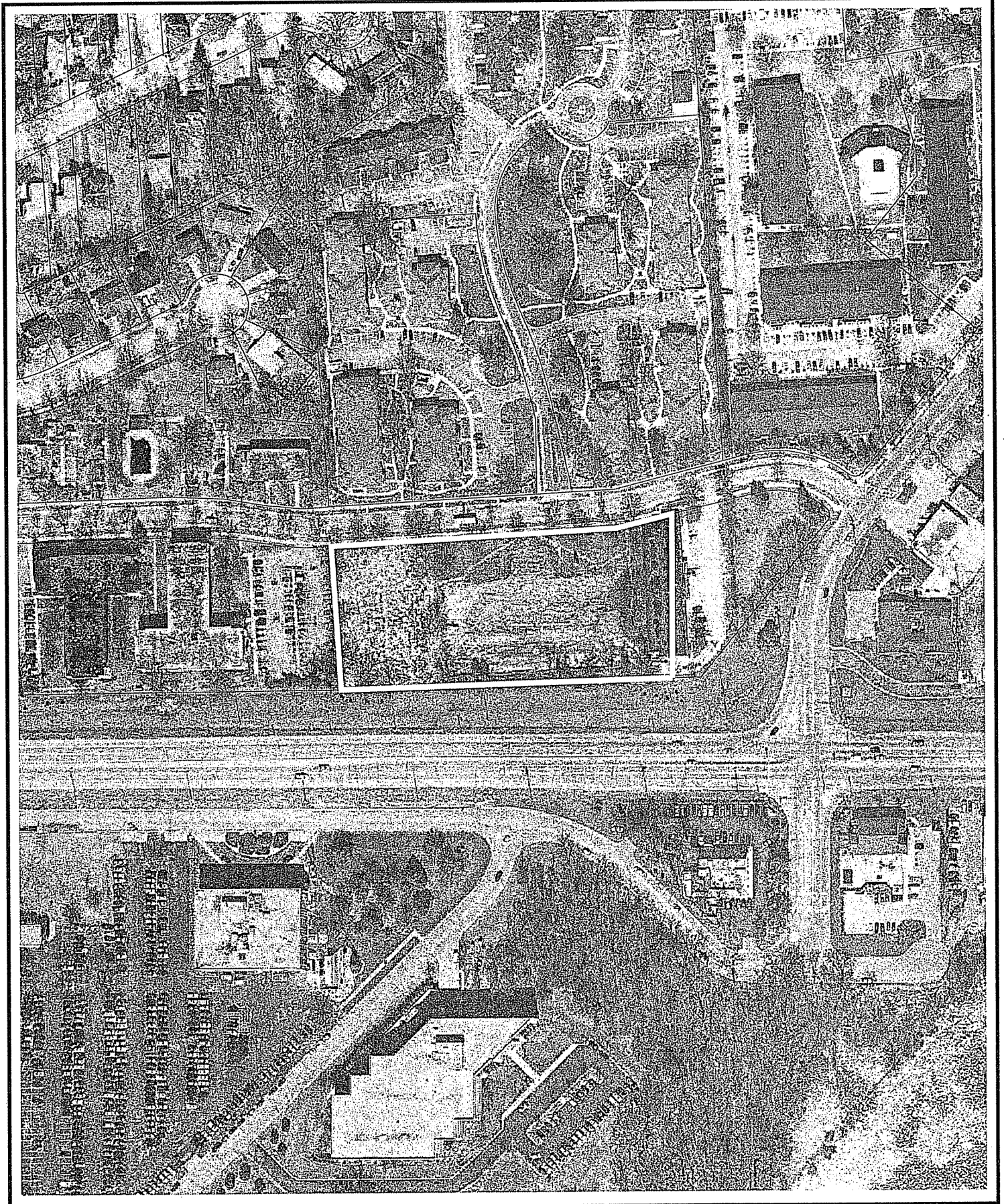


# 1513 Lake Point Drive

100 0 100 Feet



*Date of Aerial Photography - April 2000*



March 8, 2006  
Revised: April 10, 2006 ✓

Mr. Brad Murphy  
City of Madison  
Planning & Development  
215 Martin Luther King Jr. Blvd  
PO Box 2985  
Madison, WI 53701-24985

Re: Letter of Intent  
A Planned Commercial & Residential Development  
1513 Lake Point Drive  
Conditional Use Application

Dear Mr. Murphy:

The following is submitted together with plans and application for staff, plan commission and council consideration of approval of the proposed development.

**Project:** 1513 Lake Point  
A mixed-use development  
1513 Lake Point Drive

**Developer:** Scott Norton  
Norton Building Company  
5121 Hilltop Road  
Madison, WI 53711  
608-274-9020  
[nortonbuilding@charter.net](mailto:nortonbuilding@charter.net)

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

**Civil Engineer:** Roxanne Johnson  
Calkins Engineering, LLC  
P.O. Box 379  
McFarland, WI 53558  
608-838-0444  
608-833-0746  
[rjohnson@calkinsengineering.com](mailto:rjohnson@calkinsengineering.com)

**Landscape Architect:** Richard Strohmenger  
The Bruce Company  
2830 W. Beltline Hwy  
Middleton, WI 53562  
608-836-7041  
[cad@bruceco.com](mailto:cad@bruceco.com)

10

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

**Overview:**

This site was previously developed with multifamily housing that was razed as part of the Broadway-Simpson redevelopment. The neighborhood plan calls for the site to be medium-high density multi-family housing. This proposal is for a mixed-use development with 50 housing units and 20,000 square feet of commercial use. The site is currently zoned C-2 and allows for the proposed uses in a combined Planned Residential District (PRD) and Planned Commercial District (PCD) conditional-use.

The project will be a phased development. Specific plans are presented for Buildings 1, 2 and 3 at this time. Plans for Building 4 will be submitted at a later date. A Certified Survey Map will be submitted concurrently with this application, which will properly subdivide this property. The CSM allows for separate ownership and/or financing of the phased development.



Since the site will not be rezoned, the Inclusionary Zoning ordinance does not apply. The housing will be developed for condominium-ownership.

**Project Description:**

The project is a planned mixed-use development with four separate buildings arranged on a site of approximately 3.2 acres. The buildings and uses are generally arranged to orient the commercial uses towards West Broadway Avenue and the residential use towards Lake Point Drive. The intent is to enhance the residential streetscape of Lake Point while taking advantage of the commercial opportunities that Broadway Avenue offers.

Vehicular access is obtained at two locations on Lake Point and at one on Broadway. The Broadway Avenue access is an existing access drive with a median break to allow left turns into and off of the site. The easterly Lake Point Drive access is also existing and will be shared with the existing restaurant on the corner of Lake Point and Bridge (an easement for cross access will be provided). The parking areas are distributed around the site to provide adequate convenient parking for the commercial users. Parking for the residential use is located in the underground parking garages and provide 1.3 stalls/unit of covered and secure parking. Additional parking for residents and guests will be available on Lake Point Drive as well as in the surface parking areas. Two off-street loading spaces are provided off the main parking area.

Buildings 1 and 2 are three story buildings with commercial-residential mixed occupancy on the first floor and residential use on the upper two levels. The buildings are "U"-shaped and form a private central courtyard for the residents. Building 3 is a 2 story building planned for a restaurant use. A future building #4 is planned on the west end of the site for a banking facility with drive-thru lanes. All of the buildings will be cohesively designed for a well-planned and attractive community.

**Site Development Statistics:**

**Lot Area:** 139,262 S. F./3.2 acres

**Commercial Floor Area:** 19,800 S. F.

**Residential Floor Area:** 119,200 S. F.

**Total Floor Area:** 139,000 S. F.

**Floor Area Ratio (F.A./Lot Area):** 139,000/139,262 = 1.0

**Dwelling Unit Mix**

One Bedroom 12

Two Bedroom 38

Total 50

**Required Lot Area**

1,000 x 12 one-bedrooms = 12,000 S. F.

1,300 x 38 two-bedrooms = 49,400 S. F.

Total 50 = 61,400 S. F.

**Usable Open Space:**

12 one-bedrooms x 160 S. F. = 1,920 S. F.

38 two-bedrooms x 320 S. F. = 12,160 S. F.

Total Required Open Space 14,080 S. F.

**Provided Open Space:** 15,600 S. F.

**Required Parking**

1.25 Stalls x 12 one-bedrooms = 15

1.5 Stalls x 38 two-bedrooms = 57

1:300 S. F. x 15,000 S. F. commercial = 50

1 stall x 30% x 150 persons restaurant = 45

Total Required Stalls 167

**Vehicle Parking Provided:**

Surface 114 (incl. 5 accessible)

Underground 64 (incl. 4 accessible)

Total 178

**Bike Parking Provided:**

Surface 35

Underground 26

Total 61

**Loading Zones Provided:** 2 (10' x 35')

Letter of Intent – Conditional Use  
1513 Lake Point Drive  
March 8, 2006  
Revised: April 10, 2006

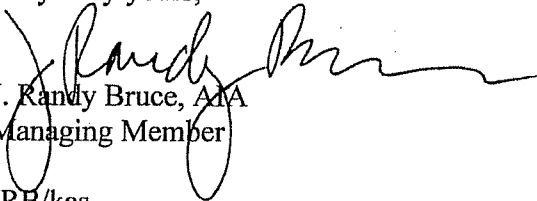
**Project Schedule and Management:**

Construction of this development will be phased. Construction of Building 2 and 3 is expected to start in summer of 2006 with completion the following spring. The remaining buildings will proceed as economic conditions dictate and are expected to be completed by spring 2009.

It is planned that each lot within this development could be individually owned although a management agreement will require unified property management for the entire site. Private professional management will handle all services such as trash removal and grounds and building maintenance. A cross-access, parking and maintenance agreement will provide for joint vehicular and pedestrian circulation between the lots.

Thank you for your time in reviewing this proposal.

Very truly yours,



J. Randy Bruce, AIA  
Managing Member

JRB/kas

LD

# LAND USE APPLICATION Madison Plan Commission

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

- The following information is required for all applications for Plan Commission review.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at [www.cityofmadison.com/planning/plan.html](http://www.cityofmadison.com/planning/plan.html)
- All zoning application packages should be filed directly with the Zoning Administrator's desk.
- All applications will be reviewed against the applicable standards found in the City Ordinances to determine if the project can be approved.

## FOR OFFICE USE ONLY:

Amt. Paid \$1,150 Receipt No. 68867  
Date Received 3-8-06  
Received By KAW  
Parcel No. 0710-203-0401-1  
Aldermanic District 14-Tim Bruer  
GQ Real estate JS+WK  
Zoning District C-2  
**For Complete Submittal**  
Application  Letter of Intent   
IDUP N/A Legal Descript. \_\_\_\_\_  
Plan Sets  Zoning Text N/A  
Alder Notification  Waiver \_\_\_\_\_  
Ngrbrd. Assn Not.  Waiver \_\_\_\_\_  
Date Sign Issued 3-8-06

**1. Project Address:** 1513 Lake Point Drive **Project Area in Acres:** 3.2 Acres

**Project Title (if any):** 1513 Lake Point

**2. This is an application for:** (check at least one)

- Zoning Map Amendment (check only ONE box below for rezoning and fill in the blanks accordingly)
- Rezoning from \_\_\_\_\_ to \_\_\_\_\_  Rezoning from \_\_\_\_\_ to PUD/PCD-SIP
- Rezoning from \_\_\_\_\_ to PUD/PCD-GDP  Rezoning from PUD/PCD-GDP to PUD/PCD-SIP

Conditional Use  Demolition Permit  Other Requests (Specify): PCD and PRD  
planned commercial site

**3. Applicant, Agent & Property Owner Information:**

Applicant's Name: Scott Norton Company: Norton Building Co.  
Street Address: 5121 Hilltop Rd. City/State: Madison, WI Zip: 53711  
Telephone: (608) 274-9020 Fax: (608) 274-4118 Email: nortonbuilding@charter.net

Project Contact Person: J. Randy Bruce Company: Knothe & Bruce Architects, LLC  
Street Address: 7601 University Ave., Suite 201 City/State: Middleton, WI Zip: 53562  
Telephone: (608) 836-3690 Fax: (608) 836-6934 Email: rbruce@knothebruce.com

Property Owner (if not applicant): same as applicant  
Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_

**4. Project Information:**

Provide a general description of the project and all proposed uses of the site: A mixed-use development with 50 residential units and approx. 20,000 of commercial space

Development Schedule: Commencement Summer, 2006 Completion Spring, 2009

CONTINUE → 10

**5. Required Submittals:**

- Site Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
  - **Seven (7) copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
  - **Seven (7) copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
  - **One (1) copy** of the plan set reduced to fit onto 8 1/2 inch by 11 inch paper
- Letter of Intent: Twelve (12) copies** describing this application in detail but not limited to, including: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor.
- Filing Fee:** \$ 1,150 See the fee schedule on the application cover page. Make checks payable to: *City Treasurer.*

**IN ADDITION, THE FOLLOWING ITEMS MAY ALSO BE REQUIRED WITH YOUR APPLICATION; SEE BELOW:**

- For any applications proposing demolition of existing (principal) buildings, photos of the structure(s) to be demolished shall be submitted with your application. Be advised that a *Reuse and Recycling Plan* approved by the City's Recycling Coordinator is required to be approved by the City prior to issuance of wrecking permits.
- A project proposing **ten (10) or more dwelling units** may be required to comply with the City's Inclusionary Zoning requirements outlined in Section 28.04 (25) of the Zoning Ordinance. A separate **INCLUSIONARY DWELLING UNIT PLAN** application detailing the project's conformance with these ordinance requirements shall be submitted concurrently with this application form. Note that some IDUP materials will coincide with the above submittal materials.
- A *Zoning Text* must accompany **all** Planned Community or Planned Unit Development (PCD/PUD) submittals.

**FOR ALL APPLICATIONS:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as **INDIVIDUAL** Adobe Acrobat PDF files compiled either on a non-returnable CD to be included with their application materials, or in an e-mail sent to [pcapplications@cityofmadison.com](mailto:pcapplications@cityofmadison.com). The e-mail shall include the name of the project and applicant. Applicants who are unable to provide the materials electronically should contact the Planning Unit at (608) 266-4635 for assistance.

**6. Applicant Declarations:**

- Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:
 

→ The site is located within the limits of Broadway-Simpson Neighborhood Plan, which recommends:

MEDIUM-HIGH DENSITY MULTI-FAMILY for this property.

- Pre-application Notification:** Section 28.12 of the Zoning Ordinance requires that the applicant notify the district alder and any nearby neighborhood or business associations by mail no later than **30** days prior to filing this request:

→ List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices:  
1/16/06 Tim Bruer - District #14, 1/16/06 Sheila Stubbs & Linda Hoskins: Broadway-Lakepoint Neighborhood Assoc.

If the alder has granted a waiver to this requirement, please attach any such correspondence 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 Counter and Planning Unit staff; note staff persons and date.  
Planner Brad Murphy Date 11/22/05 | Zoning Staff Kathy Voeck Date \_\_\_\_\_

The signer attests that this form has been completed accurately and all required materials have been submitted:

Printed Name J. RANDY BRUCE Date 3/8/06  
 Signature [Handwritten Signature] Relation to Property Owner ARCHITECT  
 Authorizing Signature of Property Owner [Handwritten Signature] Date MAR-8-06

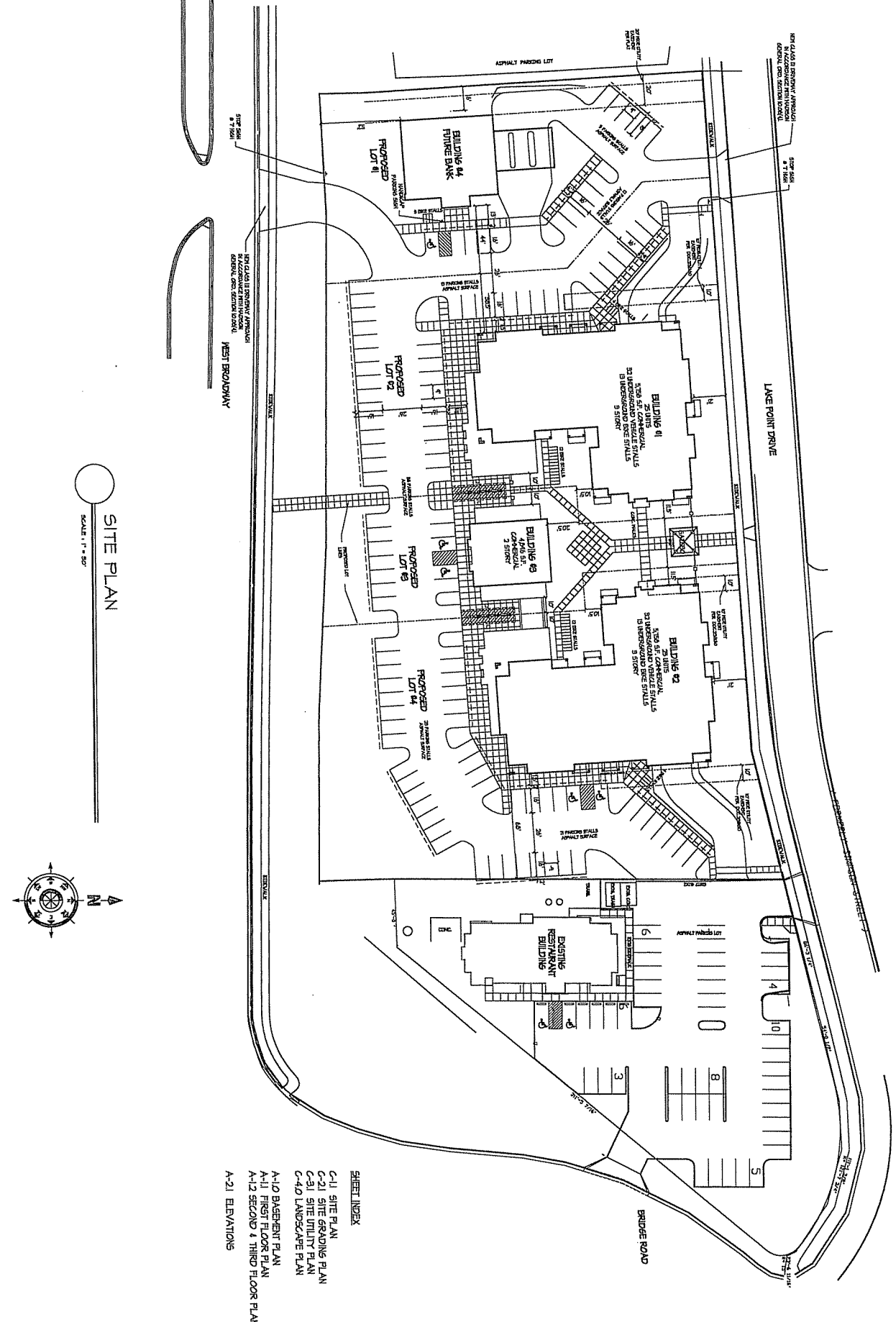


# KNOTHE & BRUCE ARCHITECTS

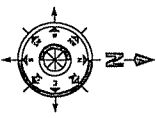
7401 University Avenue, Suite 201  
 Middletown, Vermont 55552  
 608-832-3190 Fax 608-893-4

Contract

1. HATCHES SHOWN AT ALL LANDSCAPE ACCESSIBLE PLACES TO INDICATE PLANTING MATERIALS TO BE USED.
2. ALL PROPOSED CURBS AND DRIVEWAYS TO BE CONSTRUCTED WITH CURB AND DRIVEWAY FINISHES TO MATCH EXISTING FINISHES.
3. ALL PROPOSED DRIVEWAYS TO BE CONSTRUCTED WITH CURB AND DRIVEWAY FINISHES TO MATCH EXISTING FINISHES.
4. ALL TRUCKS TO BE COLLECTED IN UNDESIGNATED HOUSING GENERAL DRAINAGE SECTION (25240).
5. ALL NEW DRIVEWAYS TO BE CONSTRUCTED WITH CURB AND DRIVEWAY FINISHES TO MATCH EXISTING FINISHES.
6. ALL TRUCKS TO BE COLLECTED IN UNDESIGNATED HOUSING GENERAL DRAINAGE SECTION (25240).
7. SEE SITE GRADING AND DRAINAGE PLAN FOR ADDITIONAL INFORMATION.
8. SEE SCHEDULE FOR THE LOCATION OF ALL TRUCKS TO BE COLLECTED IN UNDESIGNATED HOUSING GENERAL DRAINAGE SECTION (25240).
9. SEE SCHEDULE FOR THE LOCATION OF ALL TRUCKS TO BE COLLECTED IN UNDESIGNATED HOUSING GENERAL DRAINAGE SECTION (25240).
10. SEE SCHEDULE FOR THE LOCATION OF ALL TRUCKS TO BE COLLECTED IN UNDESIGNATED HOUSING GENERAL DRAINAGE SECTION (25240).



SITE PLAN  
 SCALE: 1" = 50'



- SHEET INDEX**
- C-11 SITE PLAN
  - C-21 SITE GRADING PLAN
  - C-31 SITE UTILITY PLAN
  - C-40 LANDSCAPE PLAN
  - A-10 BASEMENT PLAN
  - A-11 FIRST FLOOR PLAN
  - A-12 SECOND & THIRD FLOOR PLANS
  - A-21 ELEVATIONS

Revision  
 PLAN CORRECTION SERIAL - W/0001 08, 2006

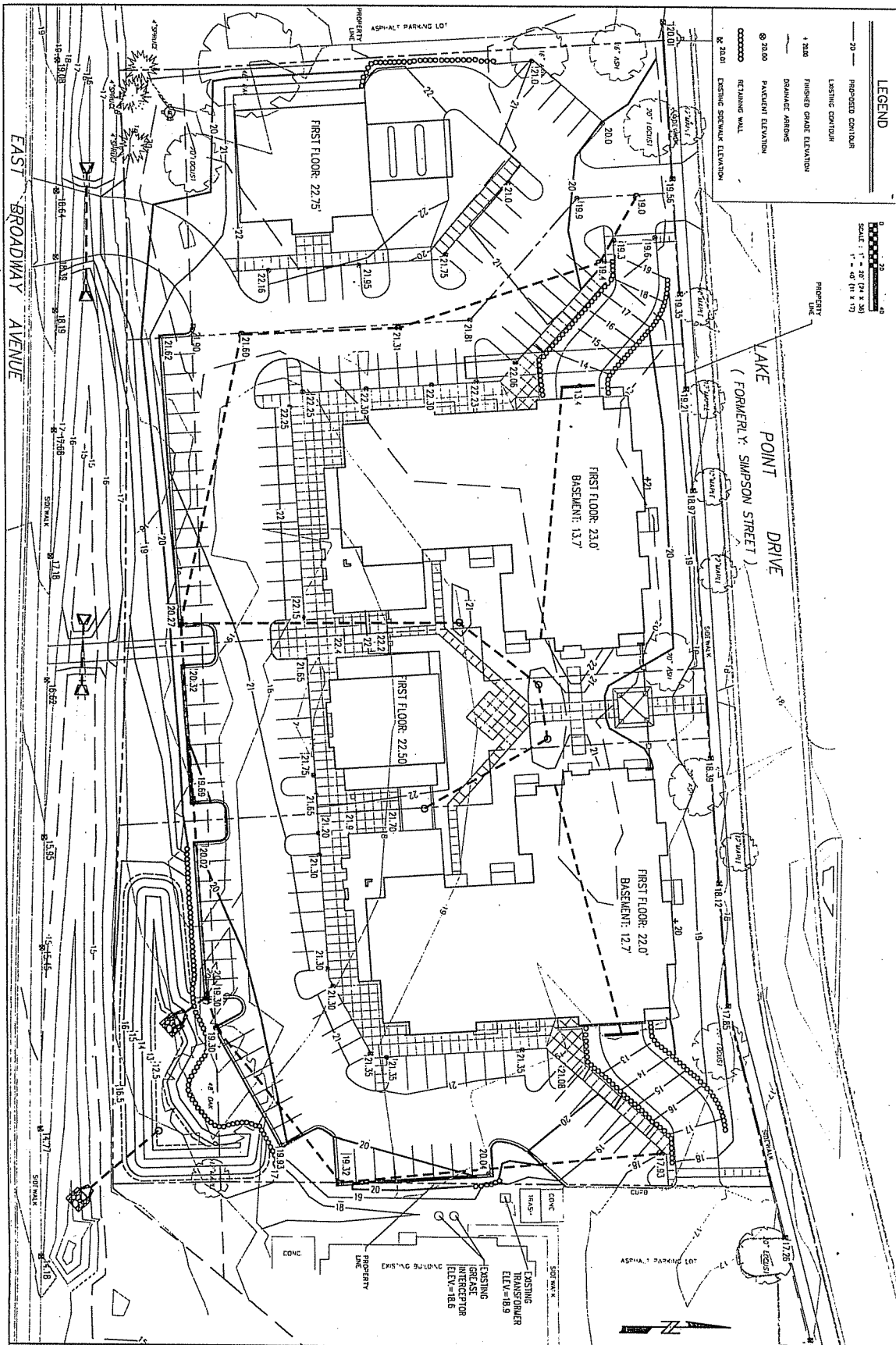
Project Title  
 555 Lake Point Drive

Drawing Title  
 Site Plan

Project No.  
 0525

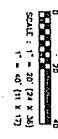
Drawing No.  
 C-11





**LEGEND**

- 20 — PROPOSED CONTOUR
- LASTING CONTOUR
- 20.0 — FINISHED GRADE ELEVATION
- 20.0 — DRAINAGE EASEMENT
- 20.0 — PAVEMENT ELEVATION
- 20.0 — RETAINING WALL
- 20.0 — EXISTING SIDEWALK ELEVATION



EAST BROADWAY AVENUE

LAKE POINT DRIVE  
(FORMERLY: SIMPSON STREET)

FIRST FLOOR: 22.75'

FIRST FLOOR: 23.0'  
BASEMENT: 13.7'

FIRST FLOOR: 22.50'

FIRST FLOOR: 22.0'  
BASEMENT: 12.7'

EXISTING BUILDING  
FOUNDATION  
ELEV.=18.9  
EXISTING  
TRANSFORMER  
ELEV.=18.9  
EXISTING  
INTERCEPTOR  
ELEV.=18.8

1513 LAKE POINT DRIVE  
GRADING PLAN

DATE: 3-7-08

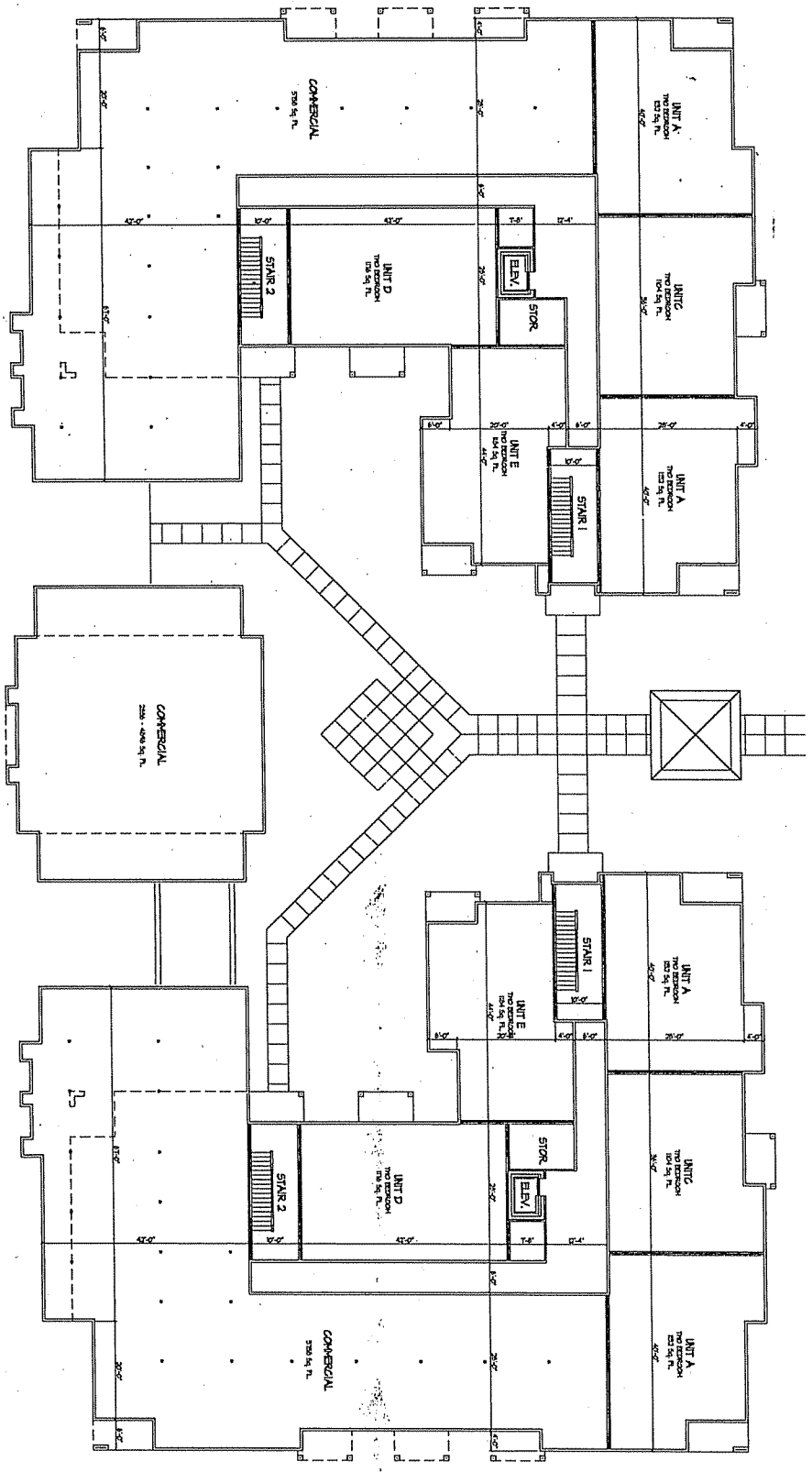
REVISIONS:

Calkins Engineering, LLC  
2013 Vogel Road  
Madison, MS 39218  
(601) 836-0444

Calkins Engineering, LLC  
Civil Engineers & Land Surveyors

PAGE  
02.1

10



RESIDENTIAL AREA - 1240 S.F.  
 COMMERCIAL AREA - 5759 S.F.

COMMERCIAL AREA - 4896 S.F.

RESIDENTIAL AREA - 1240 S.F.  
 COMMERCIAL AREA - 5759 S.F.

○ First Floor Plan  
 SCALE 3/32" = 1'-0"

**KNOTHE & BRUCE ARCHITECTS**  
 7601 University Avenue Suite 201  
 Middleton, Wisconsin 53562  
 408-831-3190 Fax 831-6794

Adapted From: Wisconsin Standard - North 8, 2006

Project: 1513 Lake Point Drive

Sheet: First Floor Plan

Project No: 0524  
 Drawing No: A-11

2

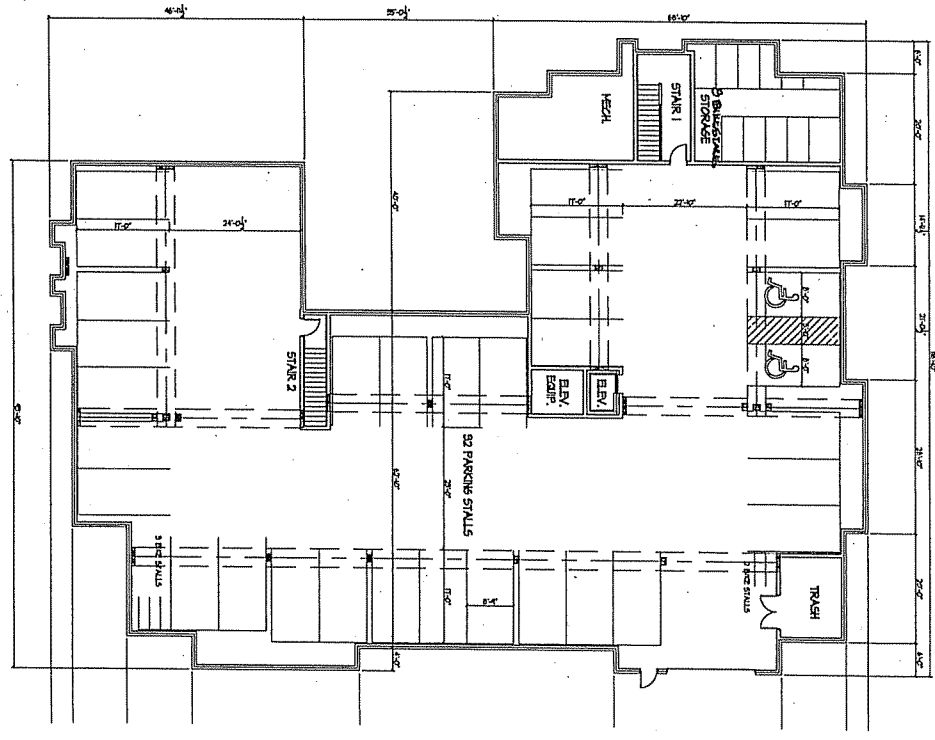
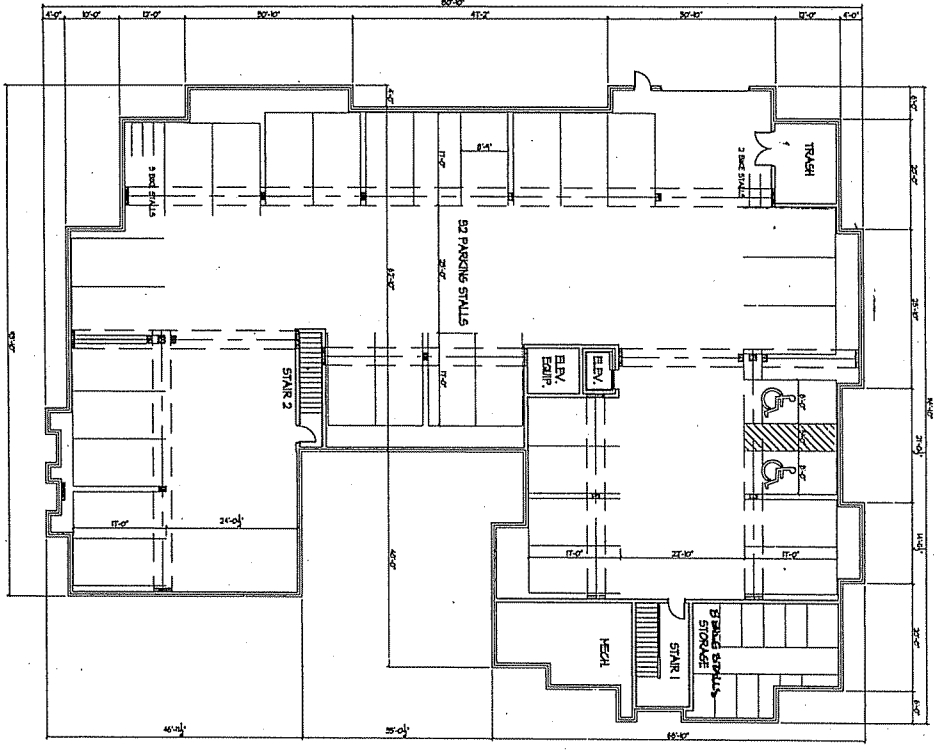
**KNOTHE & BRUCE ARCHITECTS**  
 7401 University Avenue Suite 201  
 Dallas, Texas 75247  
 (214) 343-3000 Fax: (214) 391-4334

Contract

Notes

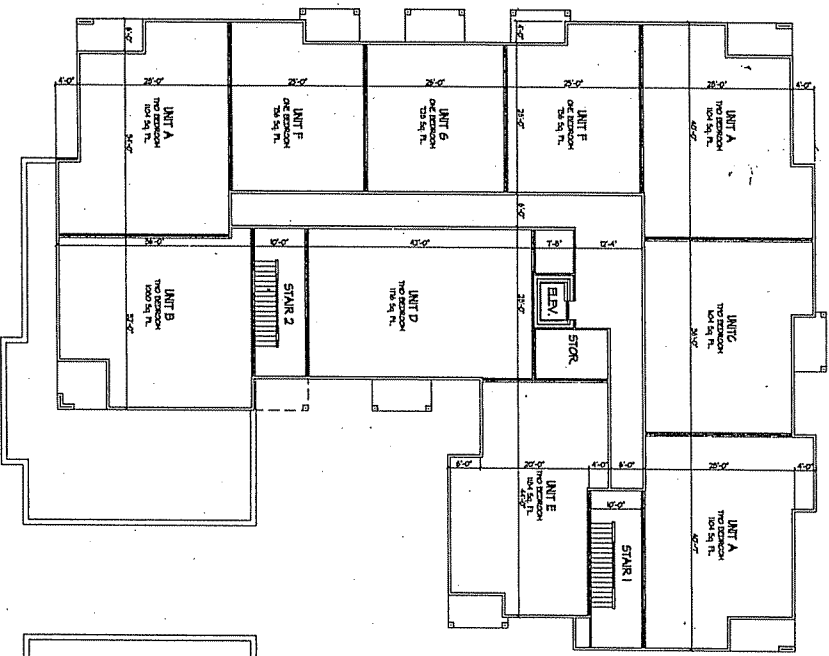
Project: **Basement**  
 From: **Commission Statement - March 6, 2005**

Project Title: **1919 Lake Point Drive**

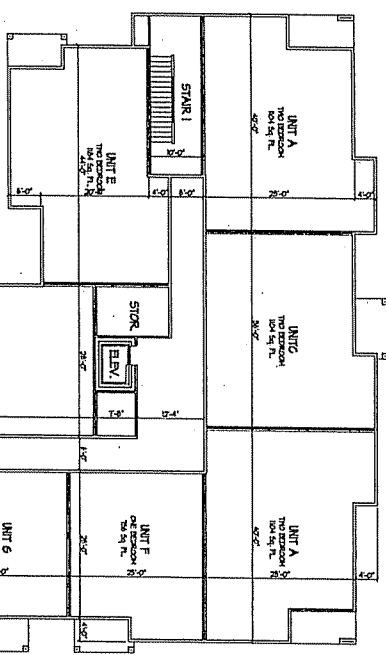
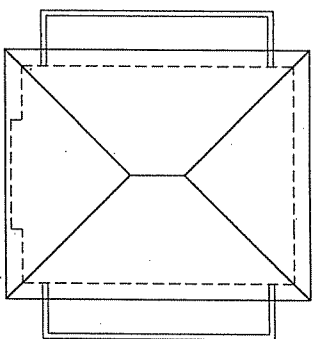


**BASEMENT PLAN**  
 SCALE 3/32" = 1'-0"

Project Title: **Basement Plan**  
 Project No: **0524**  
 Drawing No: **A-10**



SECOND FLOOR RESIDENTIAL AREA - 11,706 S.F.  
THIRD FLOOR RESIDENTIAL AREA - 11,706 S.F.



SECOND FLOOR RESIDENTIAL AREA - 11,706 S.F.  
THIRD FLOOR RESIDENTIAL AREA - 11,706 S.F.

**Second & Third Floor Plan**

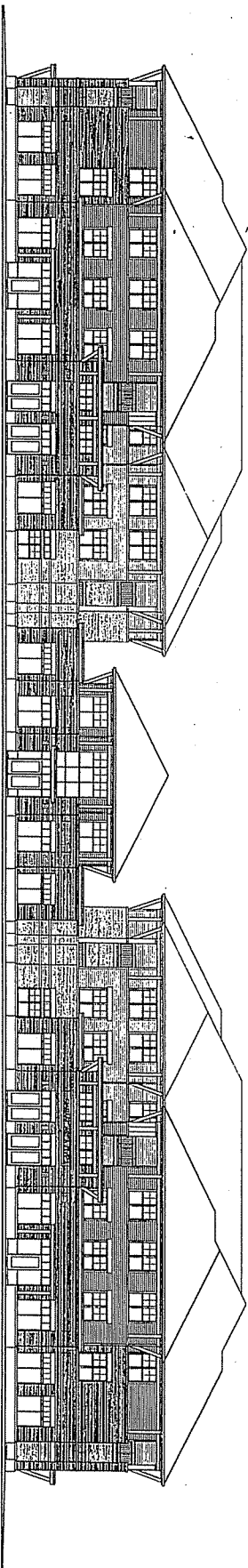
SCALE 3/8" = 1'-0"

**KNOTHE & BRUCE ARCHITECTS**  
7401 University Avenue, Suite 201  
Madison, Wisconsin 53724  
608.833.2400 Fax 608.833.9794

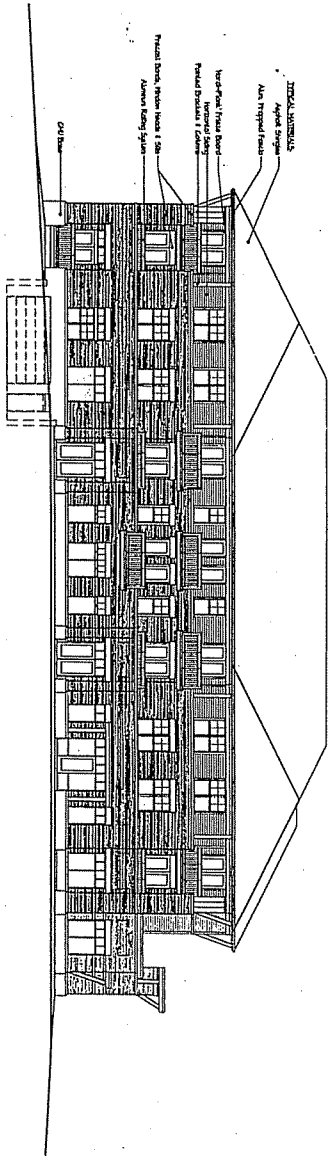
Project Title  
1515 Lake Point Drive

Title  
Per Commissioner Supplement - 10/21/8, 2006

Drawn By  
Second & Third Floor Plan  
Project No. 0524  
Drawing No. A-12



South Elevation Along Broadway  
SCALE 5/8" = 1'-0"



West Elevation (East Elevation is Mirror Image)  
SCALE 5/8" = 1'-0"

**KNOTHE & BRUCE ARCHITECTS**  
7601 Liberty Avenue Suite 201  
Madison, Wisconsin 53746  
608-833-3199 Fax 608-499-1141

Contractor  
Date

Approved  
Per Commission Exemption - March 8, 2006

Project No.  
1519 Lake Point Drive

Drawing No.  
0524  
A-20  
Elevations