

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: <u>11/15/2010</u>	Action Requested
UDC MEETING DATE: <u>12/1/2010</u>	<input checked="" type="checkbox"/> Informational Presentation
	<input type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 610 JOHN NOLEN DRIVE
ALDERMANIC DISTRICT: BRUER

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
THE RIFFEN GROUP DIMENSION IV - MADISON, LLC
14 W. MIFFLIN #300 6515 GRAND TETON PLAZA #120
MADISON WI 53703-4324 MADISON, WI 53719

CONTACT PERSON: JIM GERSICH, DIMENSION IV - MADISON
Address: 6515 GRAND TETON PLAZA #120
MADISON, WI 53719
Phone: 608 829 4444 x24
Fax: 608 829 4445
E-mail address: JGERSICH@DIMENSIONIVMADISON.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) UD DISTRICT #1
☐ School, Public Building or Space (Fee may be required)
☐ New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 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)

☒ Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



November 15, 2010

Mr. Al Martin
Urban Design Commission
City of Madison
Madison Municipal Building
215 Martin Luther King Jr. Blvd., Suite LL 100
Madison, WI 53703

Re: Brief Narrative Description of the Project
The Rifken Group
610 John Nolen Drive
Madison, WI

Dear Al,

The Rifken Group has control of the approximately 2-acre site known as 610 John Nolen Drive. It is the land that surrounds the Madison Metro Sewer District Pumping Station #4, and is north of the Central Place Real Estate 3-story office building known as 660 John Nolen Drive. In the past, this parcel had been submitted for a potential Hilton Garden Inn.

The Rifken Group proposes the use of the parcel for three (3) separate buildings that would be commercial in nature. These buildings would primarily house office and "destination" retailing occupants. The site would be developed for landscaping, surface parking at a rate of about 4 cars per 1,000 square feet of building and a storm water detention pond. A bike path and landscaping right-of-way separates the parcel from John Nolen Drive. Access to the parcel is via the cul de sac on the John Nolen Drive frontage road accessed via the Rimrock Road at the Sheraton Hotel.

The existing zoning is C-3 and being within 200' of Olin-Turville Park, it would also be subject to a Conditional Use Permit. The railroad tracks exist as the east neighbor of this parcel.

Together with the 660 John Nolen Drive building, the buildings would appear to be a campus of buildings of similar and compatible colors and materials. The 660 John Nolen Drive building is a typical 3-story primarily brick flat-roof office building. The building immediately north of it by Rifken would be a "tall" two-story primarily brick office building; its first floor would be taller than normally found in typical office buildings. The two additional Rifken buildings on the parcel would be "tall" one-story buildings approximately 20' clear inside. All three buildings would also be flat-roof.

Let me know if you have any questions. Thanks in advance.

Sincerely,
Dimension IV Madison Design Group


A. James Gersich, AIA
Architect/Principal

6515 Grand Teton Plaza, Suite 120
Madison, Wisconsin 53719

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dimensionivmadison.com

The map displays the City of Madison, Wisconsin, divided into seven urban design districts. The districts are color-coded and labeled as follows:

- District 1:** Purple, located in the northeast near Lake Waubesa.
- District 2:** Yellow, located in the southeast near Lake Kegonsa.
- District 3:** Orange, located in the southeast near Lake Kegonsa.
- District 4:** Green, located in the west near Lake Monona.
- District 5:** Red, located in the northwest near Lake Kegonsa.
- District 6:** Light blue, located in the southwest near Lake Monona.
- District 7:** Dark blue, located in the east near Lake Kegonsa.

A scale bar at the bottom left indicates distances from 0 to 5 miles. A north arrow is also present. The map includes major roads, lakes, and the city's boundary. A cloud-like shape labeled "SITE" is located near Lake Monona, overlapping District 4 and District 7.

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