

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

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: February 29, 2012

Action Requested

- Informational Presentation
 Initial Approval and/or Recommendation
 Final Approval and/or Recommendation

UDC MEETING DATE: March 7, 2012

PROJECT ADDRESS: 502 S. Park Street

ALDERMANIC DISTRICT: District 13- Sue Ellingson

OWNER/DEVELOPER (Partners and/or Principals)

The Gallina Companies

101 E Main Street Suite 500

Mount Horeb, WI 53572

ARCHITECT/DESIGNER/OR AGENT:

Plunkett Raysich Architects

2310 Crossroads Dr. Suite 2000

Madison, WI 53718

CONTACT PERSON: Steven Kieckhafer, AIA

Address: 2310 Crossroads Dr. Suite 2000
Madison, WI 53718

Phone: 608/ 240-9900 x357

Fax: 608/ 240-9690

E-mail address: skieckhafer@prarch.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 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.

PLEASE PRINT!

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Locator Map

29 February 2012

Mr. Al Martin
Department of Planning & Development
City of Madison
215 Martin Luther King Jr. Blvd.
P.O. Box 2985
Madison, WI 53701

Re: Letter of Intent
New Construction in an Urban Design District
The Ideal Apartments
502 S. Park Street
Madison, WI
PRA Project No. 114387-01

Dear Mr. Martin:

The following is submitted together with the plans and perspectives for Urban Design Commission Plan Informational project review.

Organizational Structure:

Owner: The Gallina Companies
101 E. Main St., Ste. 500
Mt. Horeb, WI 53572
Contact: Craig Enzenroth
cenzenroth@gallinacos.com

Architect: Plunkett Raysich Architects, LLP
2310 Crossroads Dr., Ste. 2000
Madison, WI 53718
Contact: Steve Kieckhafer
SKieckhafer@prarch.com

Introduction:

The Ideal is a proposal for a mixed-use development consisting of apartments and retail located at 502 S. Park Street in Madison, Wisconsin. This development is in the Greenbush Neighborhood and is in the Northern Design District of the Park Street Corridor and is part of Urban Design District No. 7.

Project Description:

The Ideal Development will redevelop five (5) lots on the corner of S. Park St. and along Drake St. Currently these lots hold the Ideal Body Shop at 502 S. Park St., three (3) 2-story residences at 917, 923, and 925 Drake St. and a surface parking lot at 921 Drake St.

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Along Park St. the new building will maintain the street edge for 3-stories and then step back the fourth and fifth floors 16-feet. The building again steps in height as it moves west along Drake St. back down to 3-stories. The mass of the building is also broken in plan along Drake St. with an 11' shift south. The goal is to create a more residentially friendly design as the building moves west along Drake St. Townhouses and walk-up entries are designed at the west end of the building for its more fitting residential character. This portion of the building also has mansard and gable roof elements to better transition the development into the residential neighborhood.

The exterior materials for the Ideal consist of brick masonry, fiber cement panels and lap siding along with precast concrete. These materials will provide for a durable, high quality and attractive building with low maintenance.

Parking for the development will be provided as a surface lot, some of which is beneath the second floor of the building. Access to the parking is off of Drake Street. All 54 spaces are well screened with the building's façade on both Park and Drake Streets.

Green space is provided in several locations. The building is held back 18-feet from the western lot line providing opportunity for a nicely landscaped buffer. The 11-foot shift in the building also provides green / landscape space. On the south edge of the parking area there is a 6-foot landscape buffer.

Site Development Statistics

Lot Area	33,473 s.f. / .77 acres
Dwelling Units	56
Density	593 s.f. / du
Building Height	3-5 Stories
Gross Floor Area	65,367 s.f.
(Excluding basement)	
Floor Area Ratio	1.95

<u>Dwelling Unit Mix</u>	Total
Studio	16
One Bedroom / Den	20
One Bedroom Apartments	6
Two Bedroom Apartments	11
<u>Three Bedrooms T.H.</u>	<u>3</u>
Total Dwelling Units	56

Vehicle Parking

Surface (Partial beneath Building) 54 spaces (including 4 handicap spaces)

Parking Ratio .96 spaces / du

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Bike Parking

Enclosed Bike Storage Area 290 s.f.

Project Schedule:

This project could start construction in August / September, 2012 with completion scheduled for June, 2013.

Social & Economic Impacts:

The Ideal mixed use development will be a valuable asset to the Park Street Corridor and the Green Bush Neighborhood. It will provide needed housing to the area benefitting local employees. Local businesses will also benefit from the increased customer base. This development promotes connectivity, diversity, and a vibrant local community while minimizing vehicular travel and encouraging pedestrian activity. In addition, this development will provide significant employment for the local construction trades.

Thank you for your time in reviewing our proposal.

Best regards,

Steven A. Kieckhafer, AIA, NCARB
Partner

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Aerial View at Park & Drake



Street Level View at Park & Drake

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Northwest Aerial Perspective



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Southwest Aerial Perspective



Southeast Aerial Perspective



Sidewalk View Along Drake St.



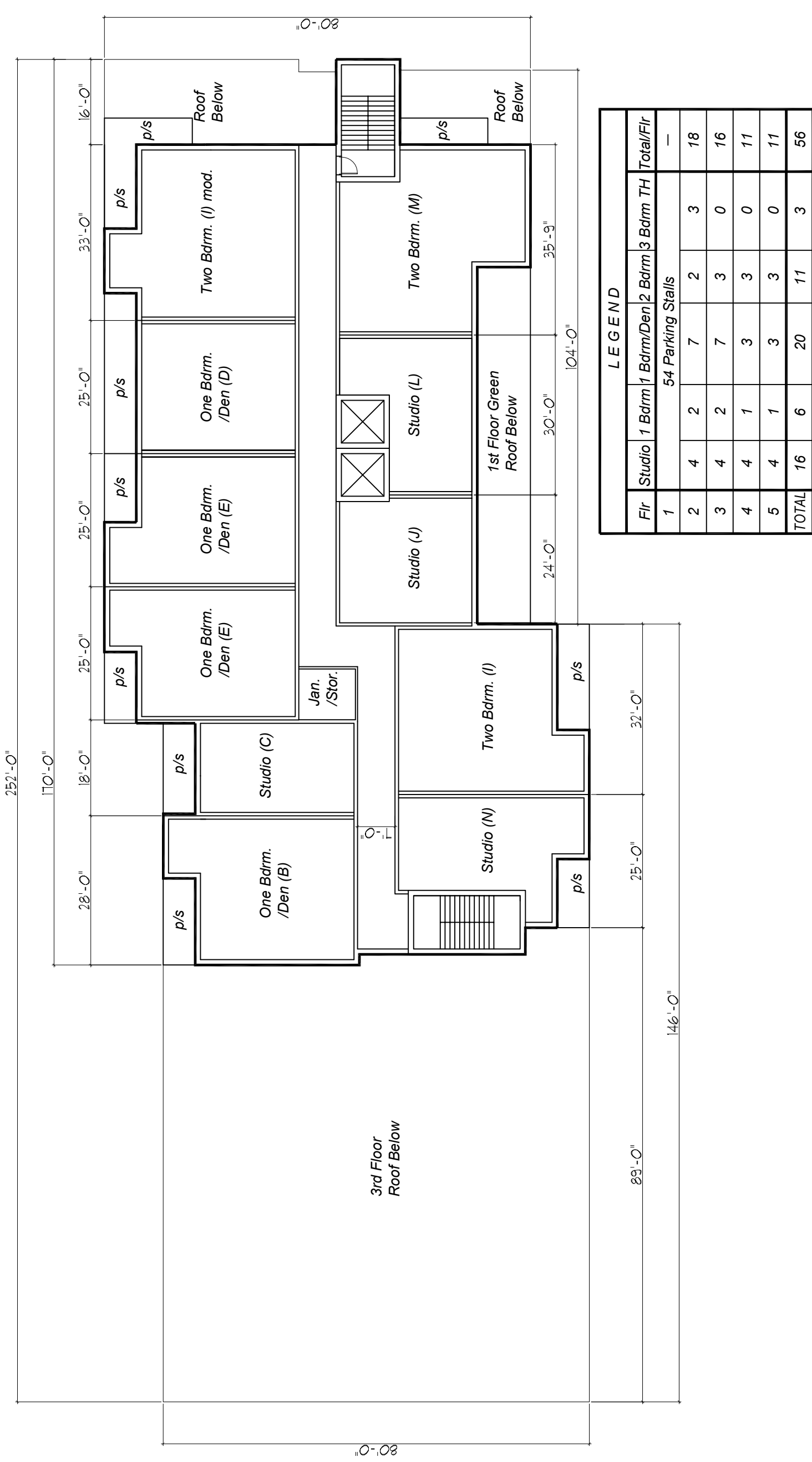
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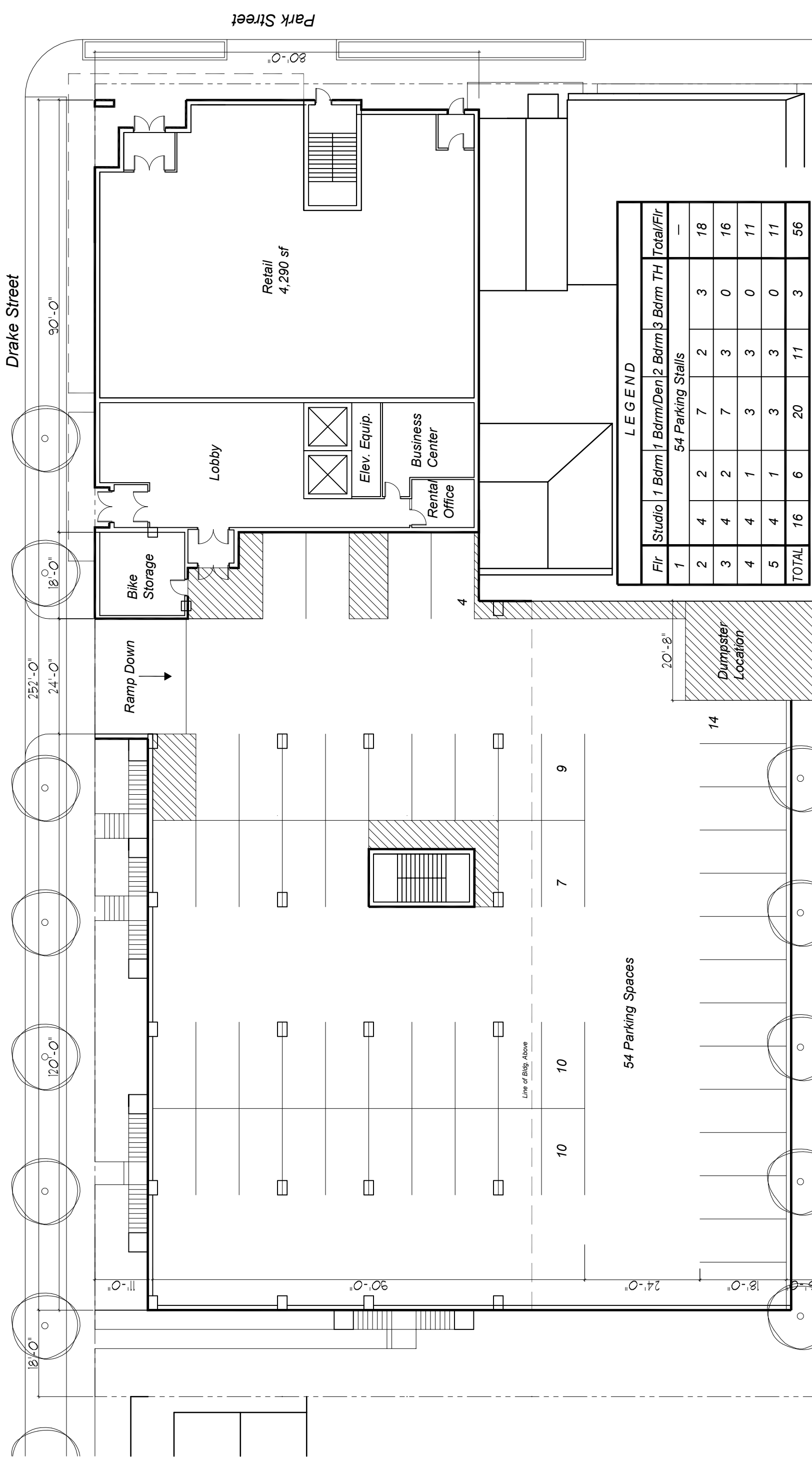
Street Level View at Park & Drake - Flat Roof Option



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Northwest Aerial Perspective - Flat Roof Option





LEGEND

Flr	Studio	1 Bdrm	2 Bdrm	3 Bdrm	TH	Total/Flr
1						—
2	4	2	7	2	3	18
3	4	2	7	3	0	16
4	4	1	3	3	0	11
5	4	1	3	3	0	11
TOTAL	16	6	20	11	3	56

54 Parking Stalls