



# URBAN DESIGN COMMISSION 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

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCapplication.pdf>

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>December 10, 2014</u>	<input checked="" type="checkbox"/> Informational Presentation
UDC Meeting Date: <u>December 17, 2014</u>	<input type="checkbox"/> Initial Approval
Combined Schedule Plan Commission Date (if applicable): _____	<input type="checkbox"/> Final Approval

1. Project Address: 1004 & 1032 S. Park Street, Madison WI  
Project Title (if any): \_\_\_\_\_

2. This is an application for (Check all that apply to this UDC application):

- New Development
- Alteration to an Existing or Previously-Approved Development

**A. Project Type:**

- Project in an Urban Design District\* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
- Planned Development (PD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Planned Residential Complex

**B. Signage:**

- Comprehensive Design Review\* (public hearing-\$300 fee)
- Street Graphics Variance\* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)

**C. Other:**

Please specify: \_\_\_\_\_

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

Applicant Name: Zi Sen Chong  
Street Address: 8215 Greenway Blvd.  
Telephone: (608) 609-8247 Fax: (608) 662-0500

Company: Wingra Point Residences, LLC  
City/State: Middleton, WI Zip: 53582  
Email: zi@twallenterprises.com

Project Contact Person: J. Randy Bruce  
Street Address: 7601 University Ave. Suite 201  
Telephone: (608) 836-3690 Fax: (    )     

Company: Knothe & Bruce Architects, LLC  
City/State: Middleton, WI Zip: 53562  
Email: rbruce@knothebruce.com

Project Owner (if not applicant) : \_\_\_\_\_  
Street Address: \_\_\_\_\_  
Telephone: (    ) \_\_\_\_\_ Fax: (    ) \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Email: \_\_\_\_\_

**4. Applicant Declarations:**

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Tim Parks on 12/10/2014.

(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant Terrence Wall, President Relationship to Property \_\_\_\_\_

Authorized Signature  Date 12/10/2014

December 10, 2014

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



Re: Letter of Intent – UDC Review  
1004 & 1032 S. Park Street  
Madison, WI  
**KBA Project # 1433**

Mr. Alan Martin:

The following is submitted together with the plans and application for the staff and UDC consideration of approval.

**Organizational Structure:**

Owner/Developer:

T. Wall Properties  
8215 Greenway Blvd.  
Middleton, WI 53562  
608-609-8247  
608-662-0500 fax  
Contact: Zi Sen Chong  
[zi@twallenterprises.com](mailto:zi@twallenterprises.com)

Engineer:

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

**Introduction:**

The proposed site is located on south corner of Park Street and Fish Hatchery Road, Block 1 & 6 of the Grandview Addition to south Madison. The site is part of a PUD-GDP originally approved by the Common Council on October 4, 2014 to guide redevelopment of the site as a mixed-use/ employment development, and Planned Unit Development-General Development Plan-Specific Implementation Plan (PUD-GDP-SIP). The site is also located within the Urban Design District 7. The proposed development plan will create a mixed-use development that will feature attractive architecture, landscaping, and housing that will support the immediate neighborhood and surrounding neighborhood.

**Project Description:**

The new development will encompass the two north lots, # 2 & 3, on CSM #13286. The proposed development will include four connected mixed use buildings with lower level parking and a roof plaza. The northern most building on the corner will be a six story mixed use development and will contain 40 apartment units above 6,156 square feet commercial space at the first level. The center building facing Park Street will be a six story mixed use development and will contain 40 apartment units above 3,400 square feet commercial space fronting Park Street at the first level. The southernmost building, adjacent Wingra Clinic, will be a six story mixed use development and will contain 100 apartment units above approximately 3,600 square feet of first level commercial space fronting Park Street. The western building fronting Fish Hatchery Road will be a two story development with approximately six townhouses.

Vehicular access to the site is achieved from Fish Hatchery Road, providing access to the surface level parking and lower level enclosed parking. There will be a total of 186 parking stalls on site.

**UDC Application**

With this application we will be requesting an introductory review of the project development and site plan layout.

**Site Development Data:**

Combined Lot Size:	71,647 s.f.
Vehicle Parking:	173 Stalls
Total Dwelling Units	186
Commercial Space:	13,156 s.f.
Building Height:	Six Stories

**Project Schedule:**

The project will be submitted for a PUD-GDP alteration in 2015.

Thank you for your time reviewing our proposal.

Sincerely,

J. Randy Bruce  
Managing Member

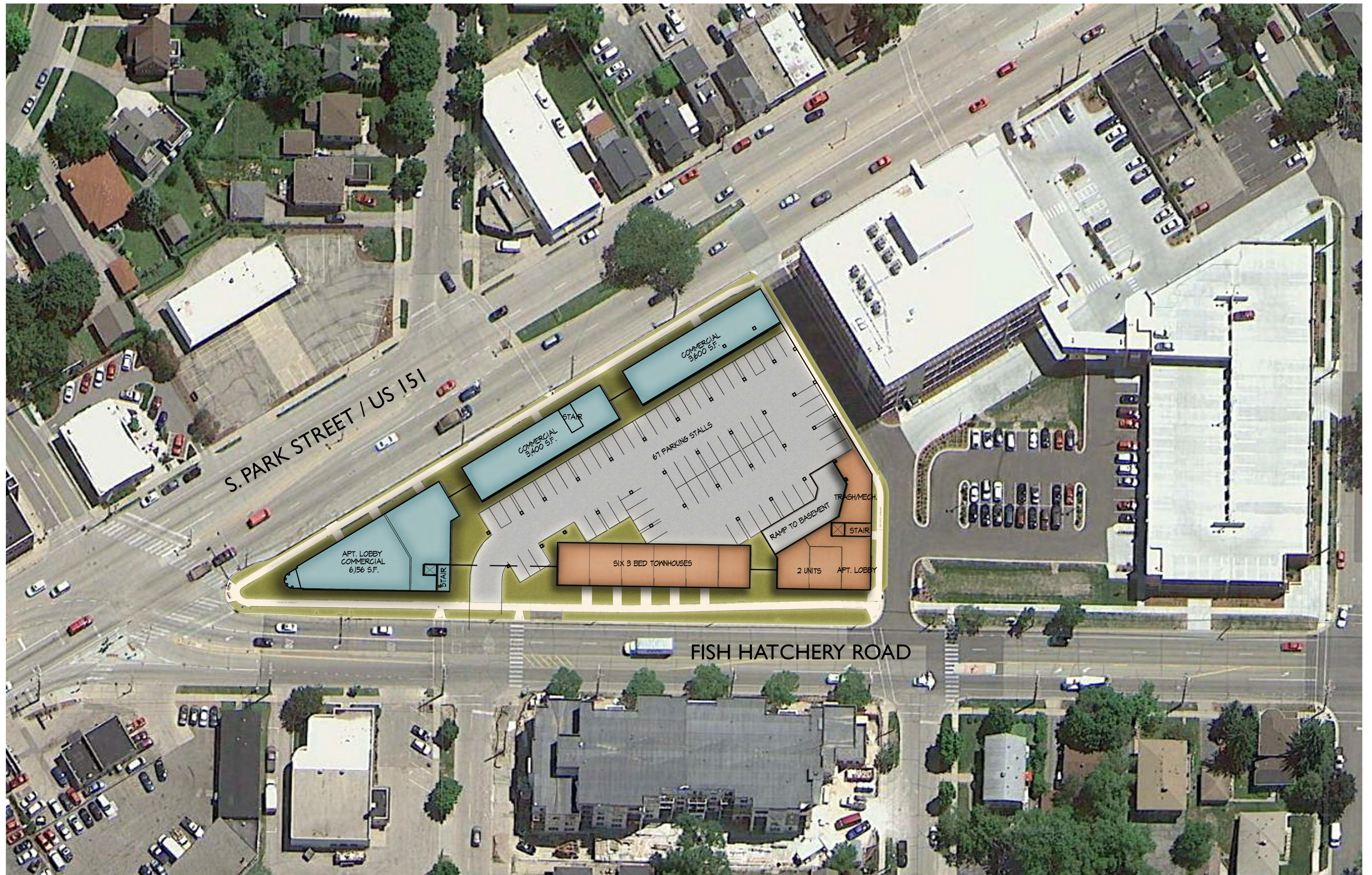


S. PARK STREET / US 151

FISH HATCHERY ROAD

Wingra Point  
Second Floor Plan  
December 10, 2014





Wingra Point  
Ground Floor Plan  
December 10, 2014



Wingra Point  
Site Locator Map  
December 10, 2014



WINGRA CLINIC

PROPOSED DEVELOPMENT

Wingra Point  
Park Street Concept Elevation  
December 10, 2014

