

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

**AGENDA ITEM # _____
Project # _____**

DATE SUBMITTED: <u>12.28.09</u>	Action Requested
UDC MEETING DATE: <u>01.06.10</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: 45 North Orchard Street

ALDERMANIC DISTRICT: District 8/ Bryon Eagon

OWNER/DEVELOPER (Partners and/or Principals) <u>Gebhardt Development/ Otto Gebhardt III</u>	ARCHITECT/DESIGNER/OR AGENT: <u>bark design/Christopher Gosch, AIA, NCARB</u>
<u>222 North Street</u>	<u>222 North Street</u>
<u>Madison, WI 53704</u>	<u>Madison, WI 53704</u>

CONTACT PERSON: Christopher Gosch, AIA, NCARB

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Madison, WI 53704

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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.



222 NORTH STREET
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City of Madison
Urban Design Commission
Informational Presentation

12.28.09

Project Address:
45 North Orchard Street

Project Summary:

Project involves the demolition of an existing structure which is currently used for student rental housing. The site is an irregular shape with visible elevations on 3 sides (Orchard, Spring, and to the pedestrian pathway) and tapers to a point at the east end.

Replacing the removed structure will be a new 8 story, approx. 62 unit apartment building. The use, overall height and massing are consistent with adopted planning guidelines.

The location and scope of the project has been discussed with University staff and they are supportive of the proposal and find it consistent with their short and long term goals for the area.

Building will be designed and programmed to meet needs of older and graduate students and will take advantage of the numerous resources offered by the University in the area, including the new Union South and numerous public transportation options available within 1-2 blocks of the site. In addition, a management office will also be included in the building for this property and others in the area which are managed by the same company.

Units will consist of a combination of 1-4 bedroom units, with the final unit mix to be determined at a later date. Laundry facilities and vending will be provided at each floor.

Approximately 16 covered automobile parking spaces will be provided. This number is based on the amount of need demonstrated by similar projects in the area which are owned and managed by the same developer, and is more than sufficient to meet the needs of residents. Bicycle and scooter parking will be provided as well, with the ratio of bicycle parking at or

near 1 space/bedroom, as that need has been demonstrated. Some units will be designed to accommodate secure bicycle storage areas in the apartment.

Passive solar elements will be implemented in the project and every effort will be made to utilize renewable energy sources as well as best practices for environmentally responsible construction. Focus on Energy will be involved during the design stages and will be an integral team member during design and construction.

A component of the project will be to bury existing overhead power lines from Randall Street to Charter Street.

Project Context:

The South Campus area surrounding the proposed project consists of a combination of University owned properties and private rental housing. The neighborhood is dominated by the UW Atmospheric, Oceanic, and Space Sciences Building at approx. 15 stories and the Charter Street Heating and Cooling Plant . There are also multiple University related teaching, research, parking, and maintenance facilities.

The housing in this neighborhood is primarily 2-3 story boarding house type units which are approx. 35-60 years old and is in need of considerable improvement. Save for several projects in recent years (notably Park Terrace West, 45 N. Randall) there has not been much private reinvestment in the neighborhood properties, other than routine maintenance.

The University is in the process of making a substantial amount of improvements in the area, including the new Union South and the Wisconsin Institute for Discovery buildings, which are currently under construction and anticipated to be completed in 2011, and 2010, respectively.

The relationship between the University's investment and private development is of critical importance in this neighborhood. The higher density of residents and quality of housing in the area enhances the University's uses and creates an opportunity for other developers to continue improving the immediate and surrounding areas.

Discussions with the University have resulted in strong support for this project and proposed use.

Project Site:

The project site is a triangular parcel which is bordered by Orchard Street on the west, Spring Street on the North, and the Pedestrian walkway and rail spur tracks serving the Power Plant to the South. This site is the eastern-most developable site in this neighborhood, as University owned properties and the Power Plant are to the east until N. Mills Street, where the use transitions back to residential.

Project Design:

The project will be designed with the main entry off Orchard Street, which will begin to articulate and enhance the essential North/South Orchard Street Pedestrian corridor as defined by the City of Madison authored Regent Street/South Campus Neighborhood Plan.

Parking entry will be off of Spring Street, which will separate pedestrian and vehicle traffic at this location.

Total number of stories is proposed at 9, which is one greater than the Neighborhood Plan recommendations, but total height will remain below the recommended maximum height of 116 feet.

Building setbacks on Orchard Street will be 10' from the property line and 15' additional feet above the 3rd floor per City recommendations to emphasize the Orchard Street pedestrian corridor.

The Spring Street setbacks will be consistent with Park Terrace West at the west end of Spring Street at 6'-8', with emphasis placed on the massing and landscaping to further minimize the impact of the building.

Due to the fact that the lot is irregularly shaped, the perception of the building from Spring Street and Pedestrian path from the east will be that of a point of a pie piece sliver, minimizing the overall effect of the building. From the west down the same paths, the massing will be articulated through setbacks and solid/void relationships.

The building will be setback 10'-0" from the south property line/rail line, which places the building approx. 34'-0" from the centerline of the existing pedestrian path.

Project Breakdown:

Number of units on existing property : 34

Proposed Units: 62 +/-

Net Unit increase: 28 +/-

Site Area: 18,600 s.f.

Building Footprint: 11,500 s.f.

Building Height:

Vehicle Access: **Spring Street**

Pedestrian/Resident Access: **Dayton Street**

Proposed Auto. Parking spaces: 16 +/-

Proposed scooter parking spaces: 25 +/-

Proposed bicycle parking spaces: **1 per bedroom**; bike storage to be provided in some units.

Amenities:

-Roof Deck

-Wireless Internet

-Secure Automobile, Scooter, and Bicycle Parking

-Laundry Facilities

-On-site management

Respectfully Submitted,

Christopher Gosch, AIA, NCARB

DEVELOPER:
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45 NORTH ORCHARD STREET

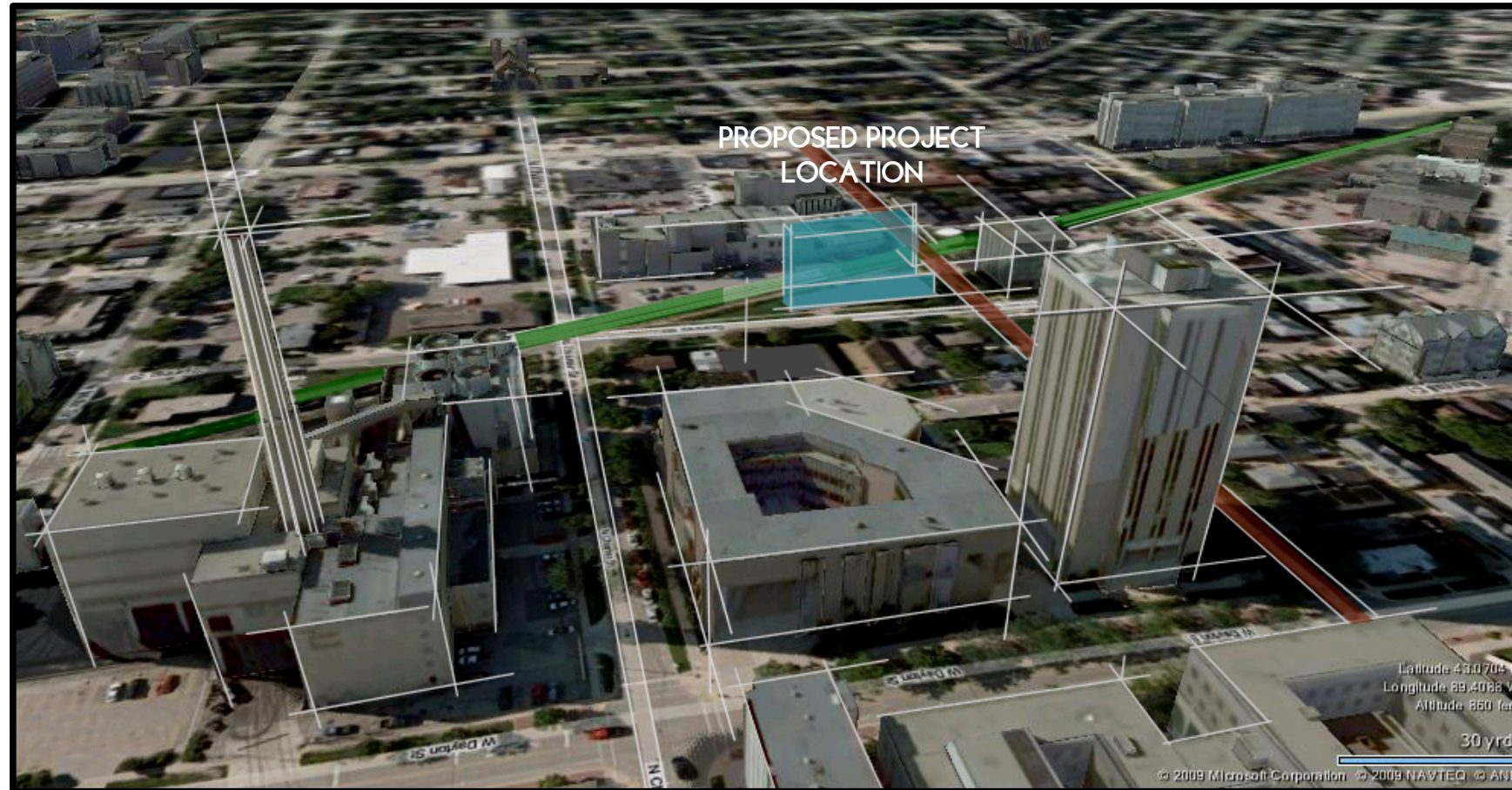


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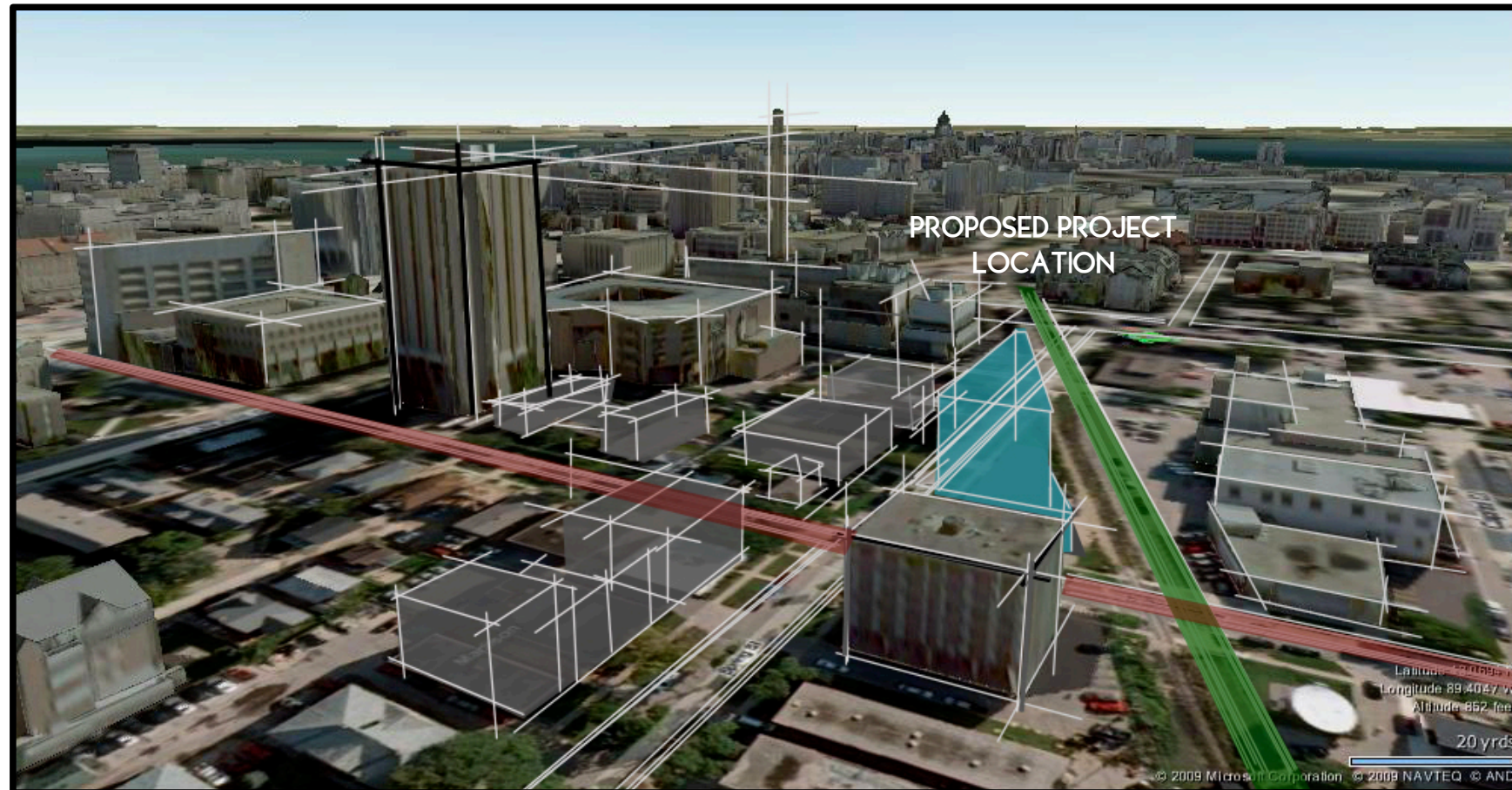
- SC 1.0 : SITE CONTEXT
- C 1.0 : SITE DEMOLITION PLAN
- C 1.1 : PROPOSED SITE PLAN
- A 4.1 : PROPOSED BUILDING MASSING STUDIES
- A 4.2 : PROPOSED BUILDING SECTIONS

URBAN DESIGN COMMISSION
INFORMATIONAL SUBMITTAL

	<small>WWW.BARK-DESIGN.COM</small> <small>STUDIO@BARK-DESIGN.COM</small>
	<small>DATE</small> 12.28.09
THE "VIBRO-CHAMP"	
COVER SHEET	



VIEW TO SOUTH



VIEW TO EAST

SITE NOTES:

- ORCHARD STREET SHOWN IN RED
- PEDESTRIAN WALKWAY SHOWN IN GREEN

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	<small>DRAWN BY</small> <small>REVIEWED</small>
THE "VIBRO-CHAMP"	
SITE CONTEXT SC 1 . 0	

S P R I N G S T R E E T

PROPERTY LINE

45 ORCHARD STREET

EXISTING 3 STORY APARTMENT BUILDING

EXISTING PARKING AREA

EXISTING PARKING AREA

PROPERTY LINE
RAILROAD

PEDESTRIAN WALKWAY

EXISTING OVERHEAD POWER LINES TO
BE RELOCATED UNDERGROUND
FROM RANDALL STREET TO CHARTER
STREET AS A COMPONENT OF THIS
PROJECT

O R C H A R D S T R E E T
PROPERTY LINE

REFERENCE PHOTOS



PHOTO "A"

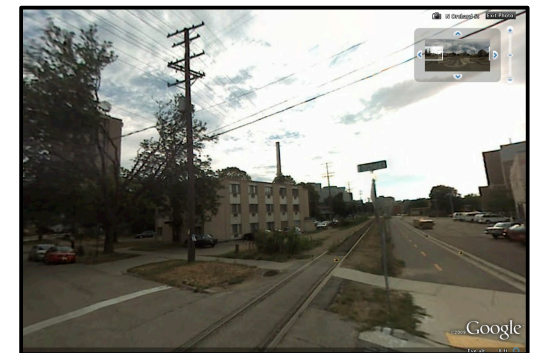


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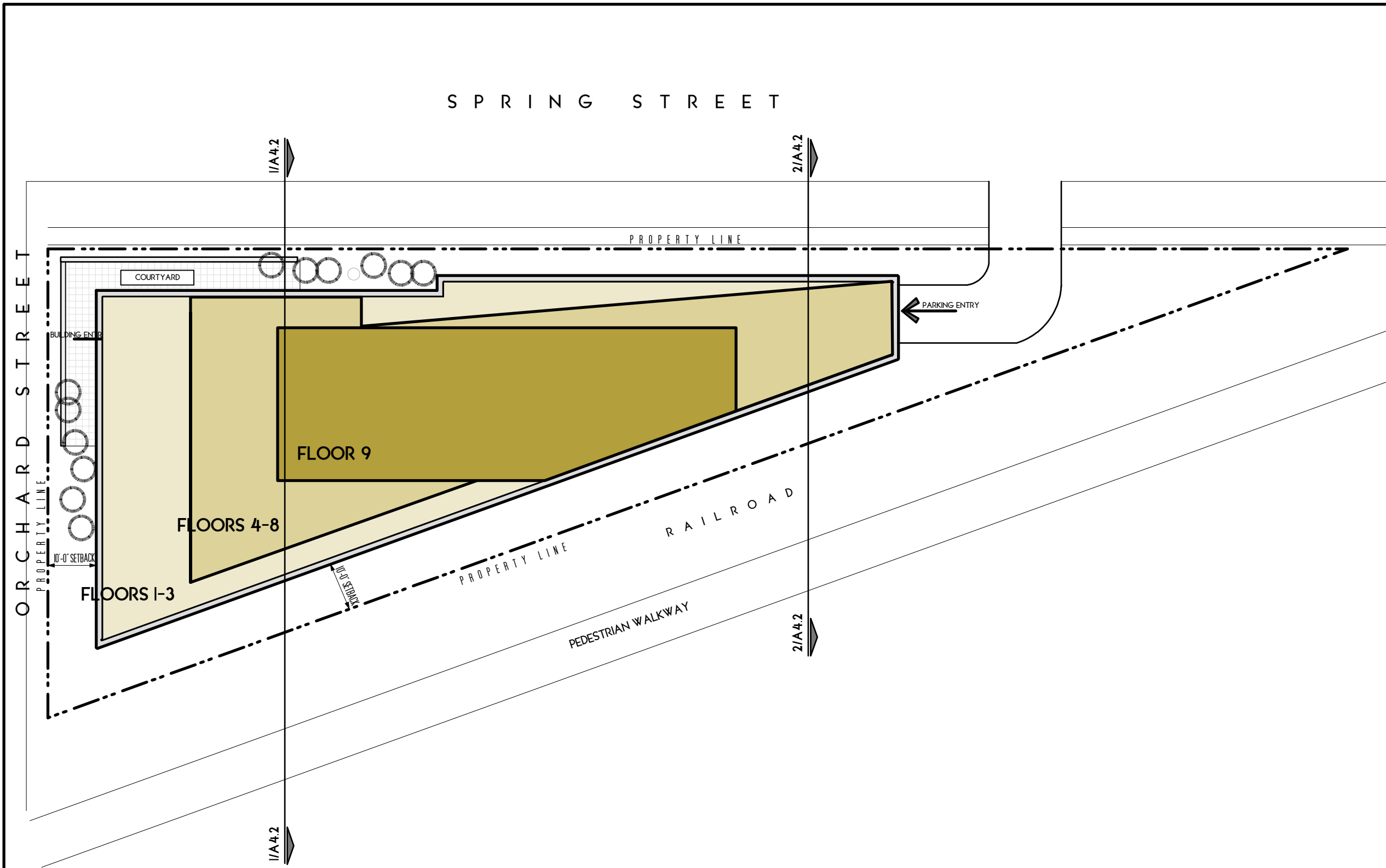


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THE "VIBRO-CHAMP"

PRELIMINARY SITE DEMOLITION PLAN

CI.0



SITE SUMMARY:

TOTAL SITE AREA: 12,550 SF. (0.29 ACRES)
 PROPOSED PROJECT FOOTPRINT: 7,570 SF. (0.17 ACRES)
 SETBACKS: 10'-0" OFF ORCHARD STREET- STORIES 1-3
 25'-0" (min.) OFF ORCHARD STREET- STORIES 4-9

**URBAN DESIGN COMMISSION
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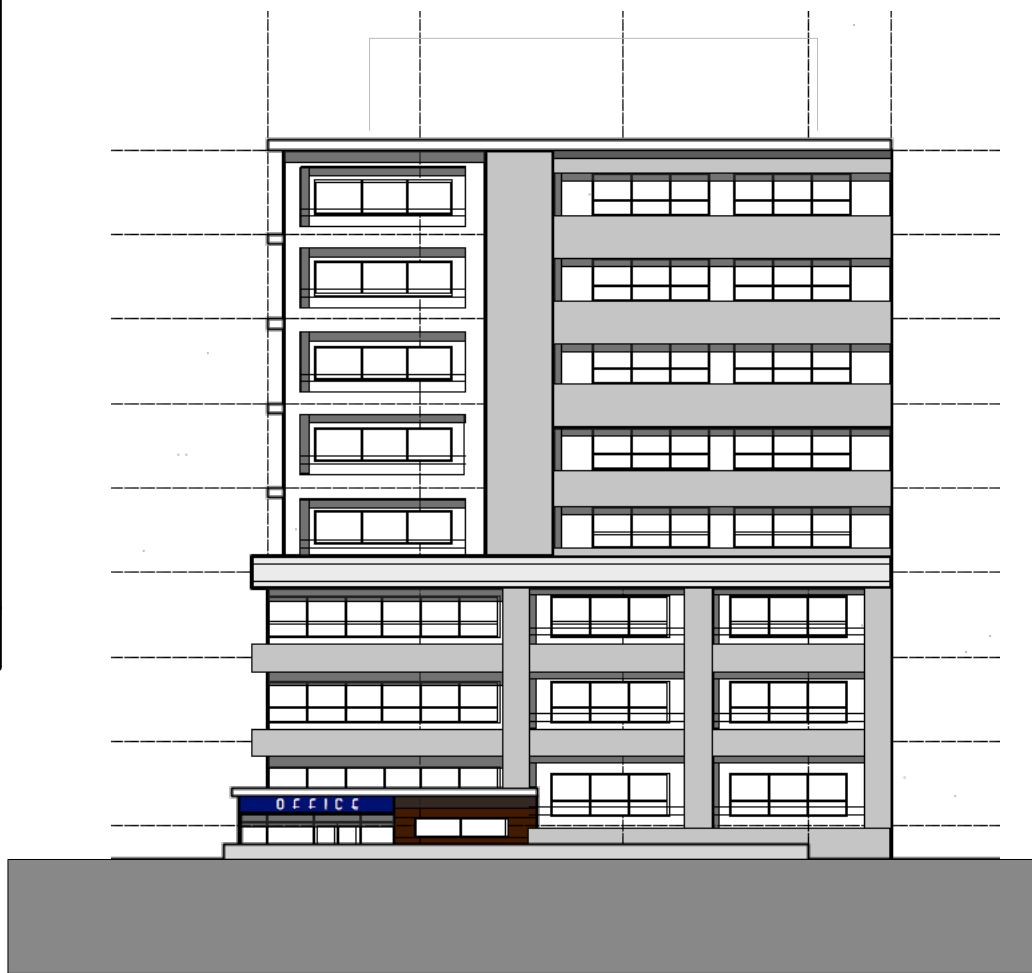
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		<small>DRAWN BY</small> THE "VIBRO-CHAMP"	<small>DATE</small> 12.28.09
PRELIMINARY SITE PLAN			



VIEW TO EAST FROM ORCHARD STREET



VIEW TO WEST FROM SPRING STREET



bark
DESIGN

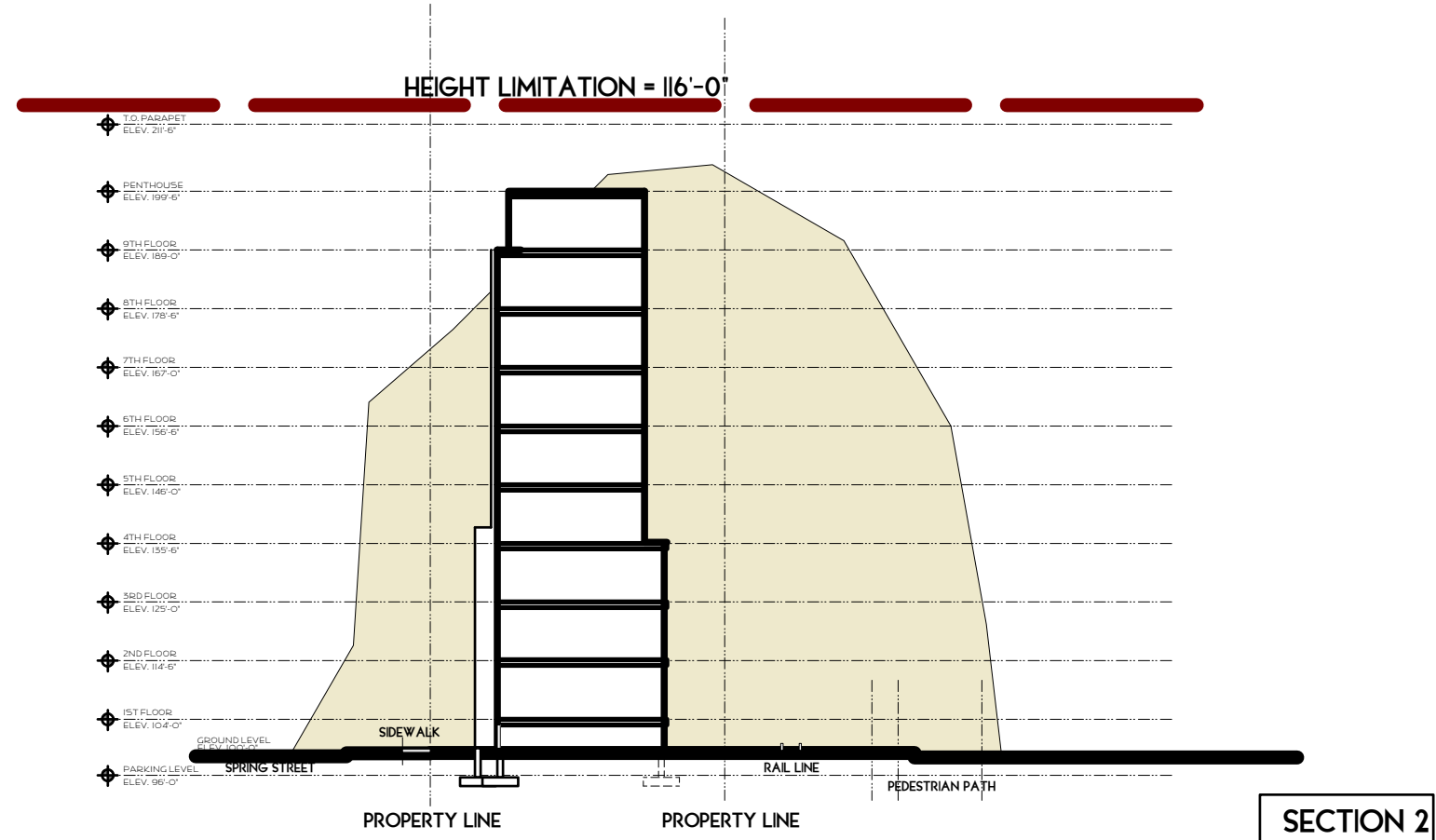
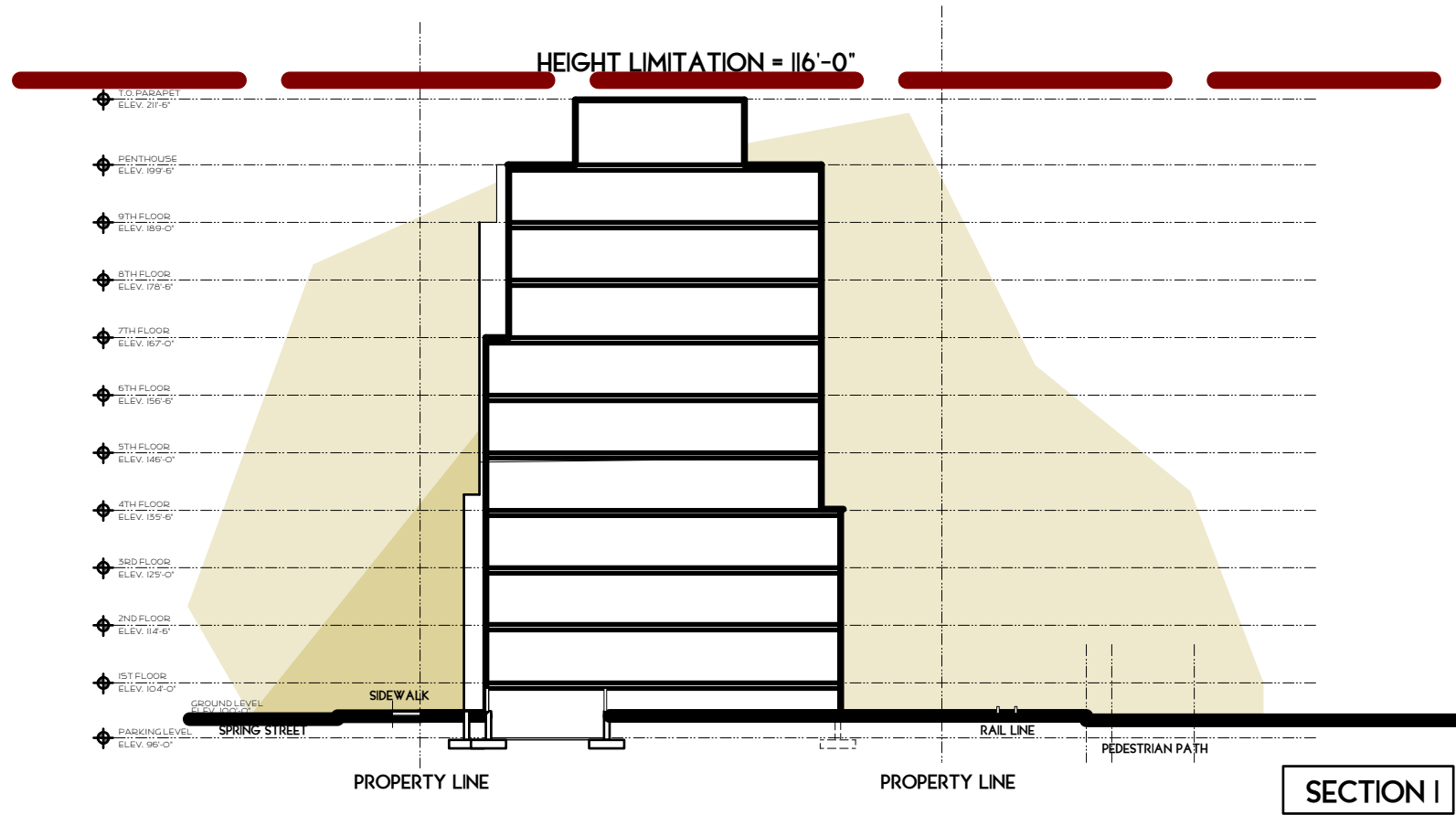
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THE "VIBRO-CHAMP"

DATE: 12.28.09

PRELIMINARY MASSING STUDIES

A 4 . 1



URBAN DESIGN COMMISSION
INFORMATIONAL SUBMITTAL



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THE "VIBRO-CHAMP"

BUILDING SECTIONS

DATE: 12.28.09
DRAWN BY: [REDACTED]
REVIS: [REDACTED]

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