



Location  
229 West Lakelawn Place

Applicant  
Palladia, LLC/Josh Wilcox –  
Gary Brink & Associates, Inc.

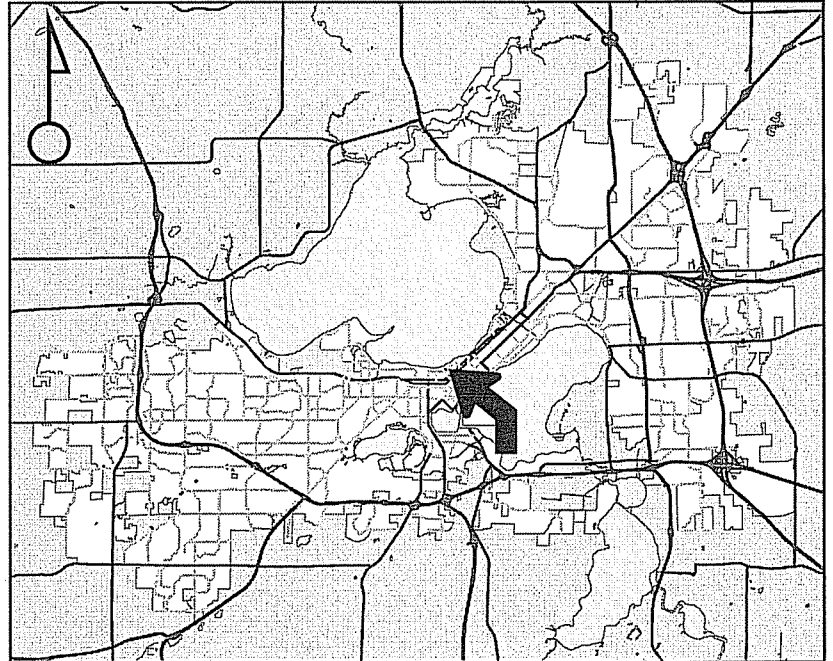
From: R6 To: PUD-GDP-SIP

Existing Use  
Lot contains existing Acacia House  
and surface parking

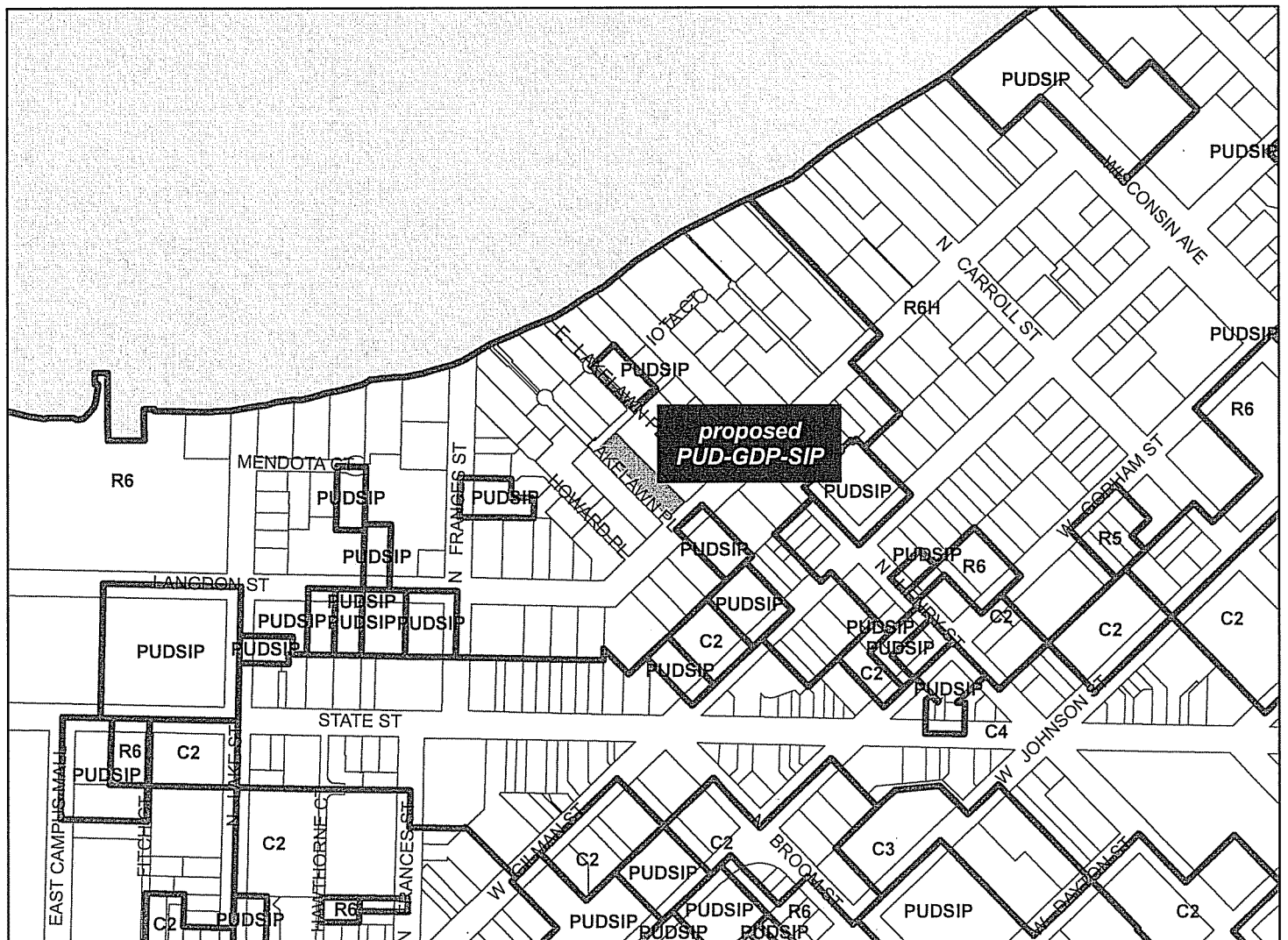
Proposed Use  
Construct 14-unit apartment building  
adjacent to Acacia apartments/fraternity

Public Hearing Date  
Plan Commission  
25 July 2011

Common Council  
02 August 2011



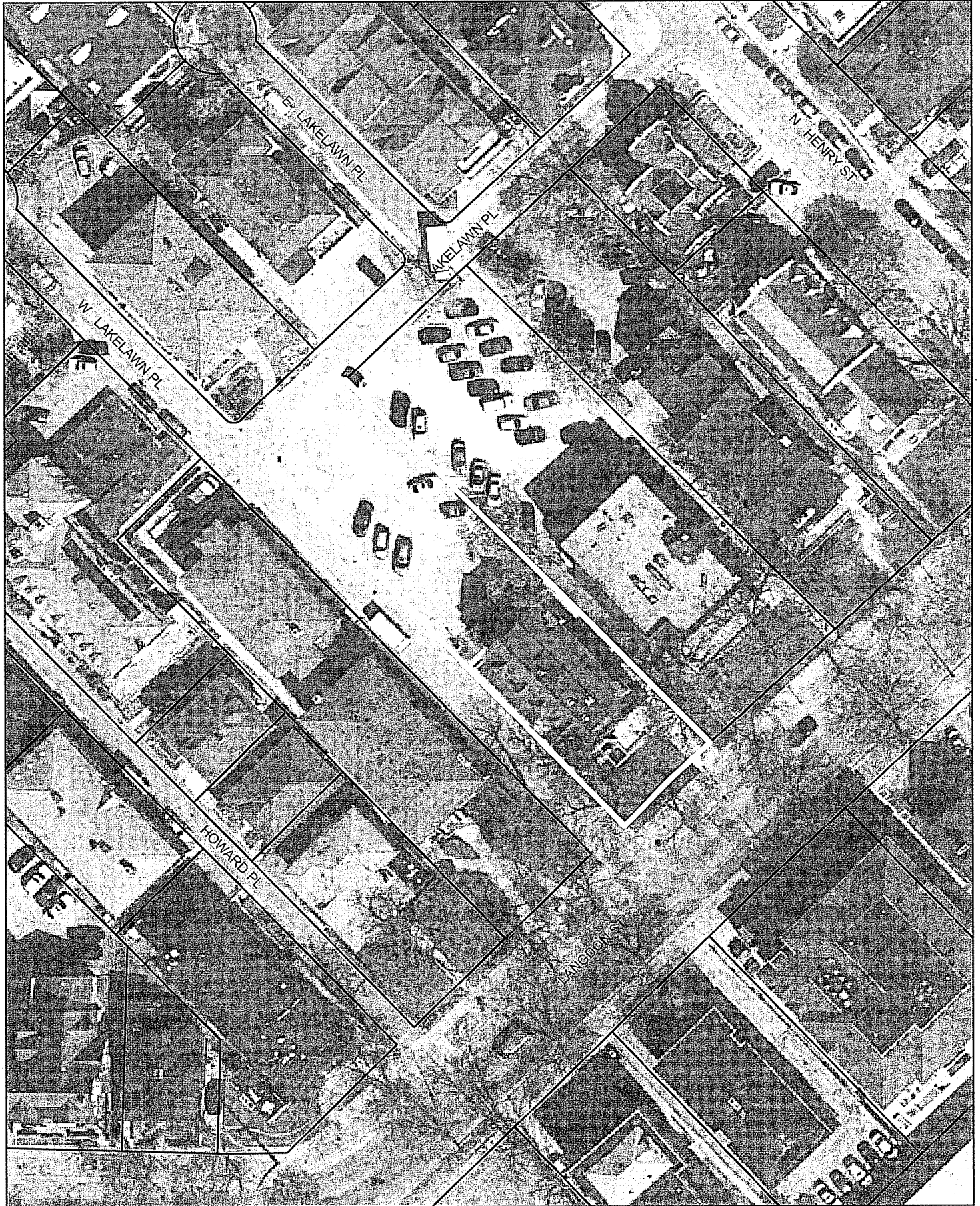
For Questions Contact: Heather Stouder at: 266-5974 or [hstouder@cityofmadison.com](mailto:hstouder@cityofmadison.com) or City Planning at 266-4635

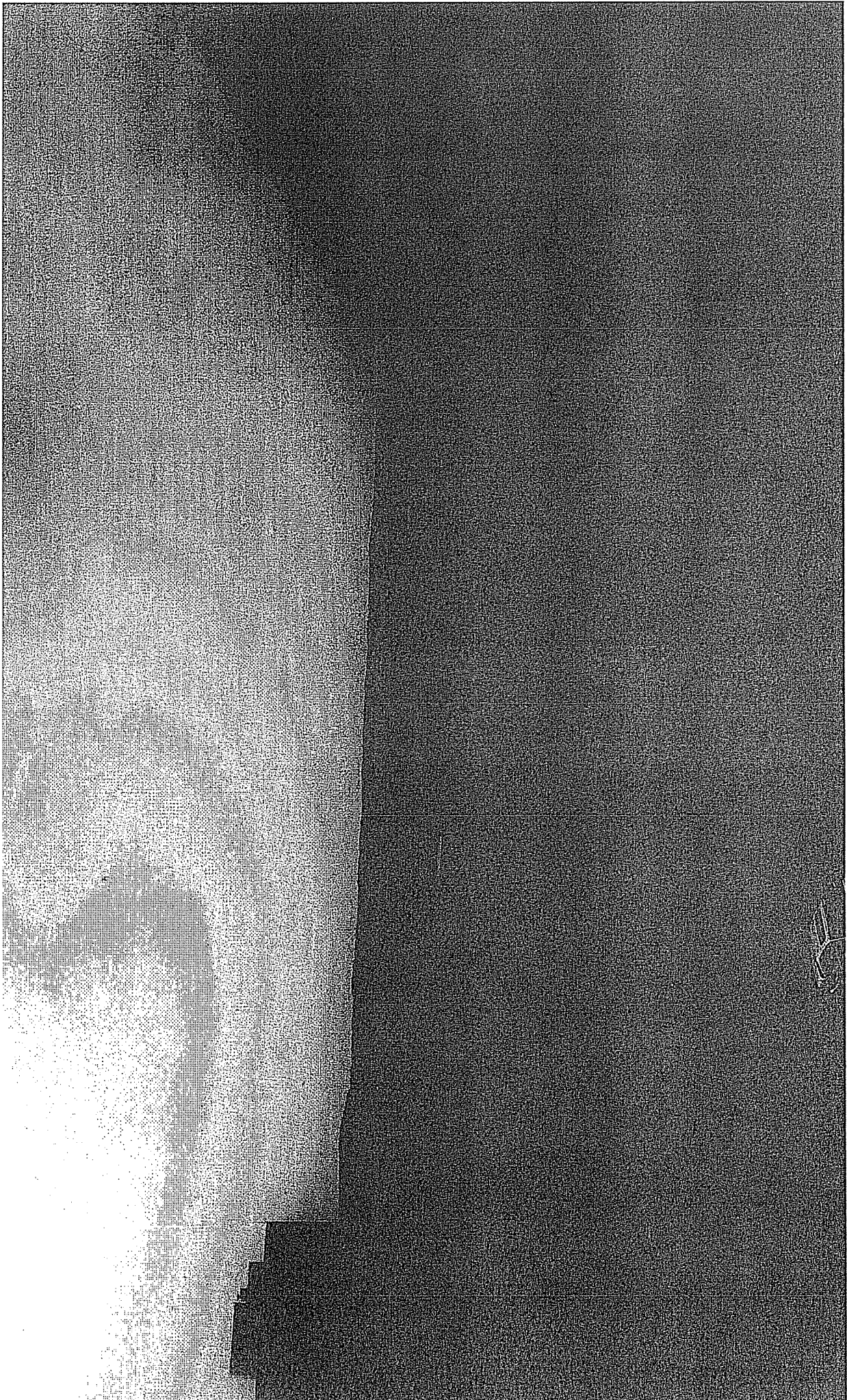


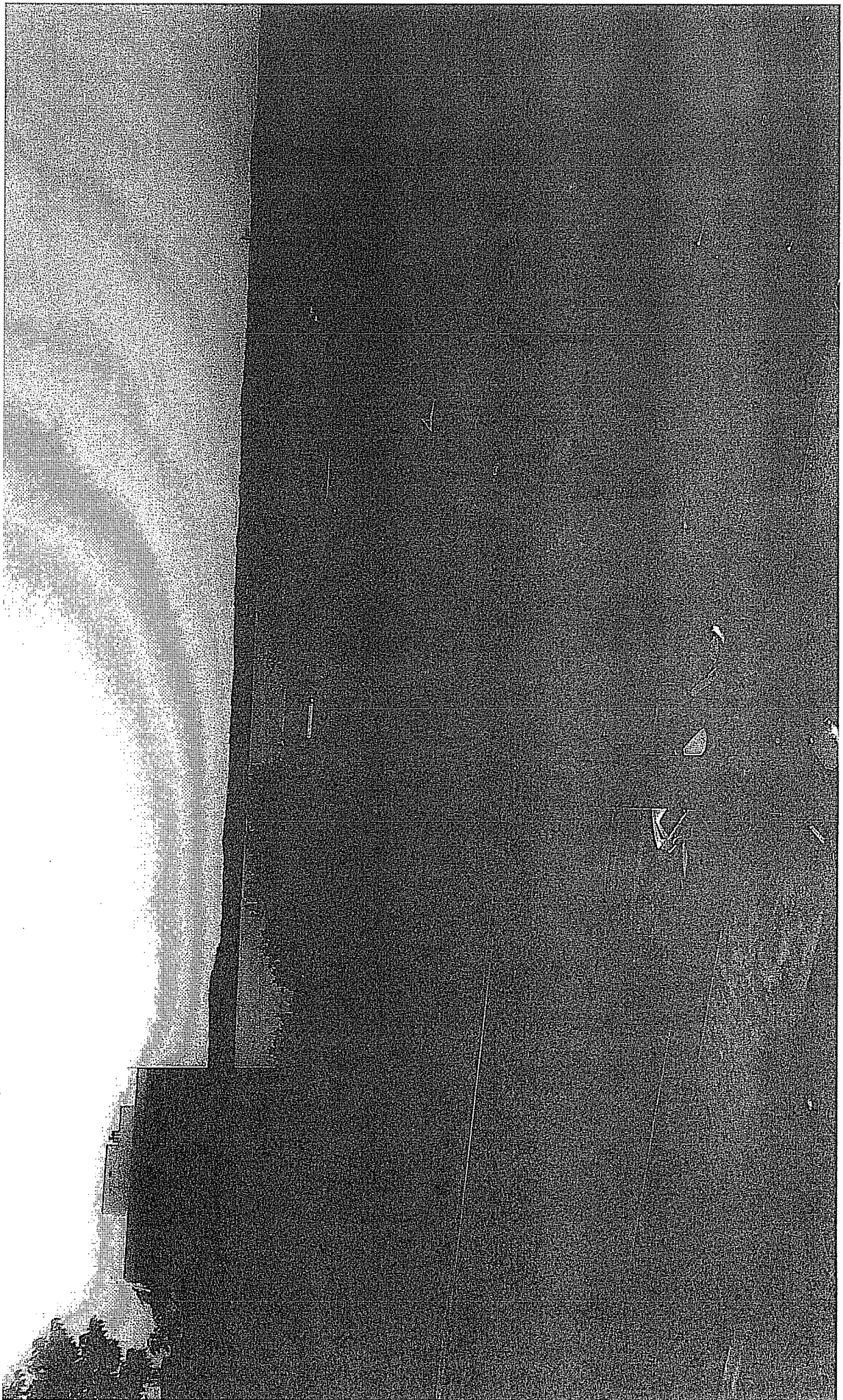
Scale : 1" = 400'

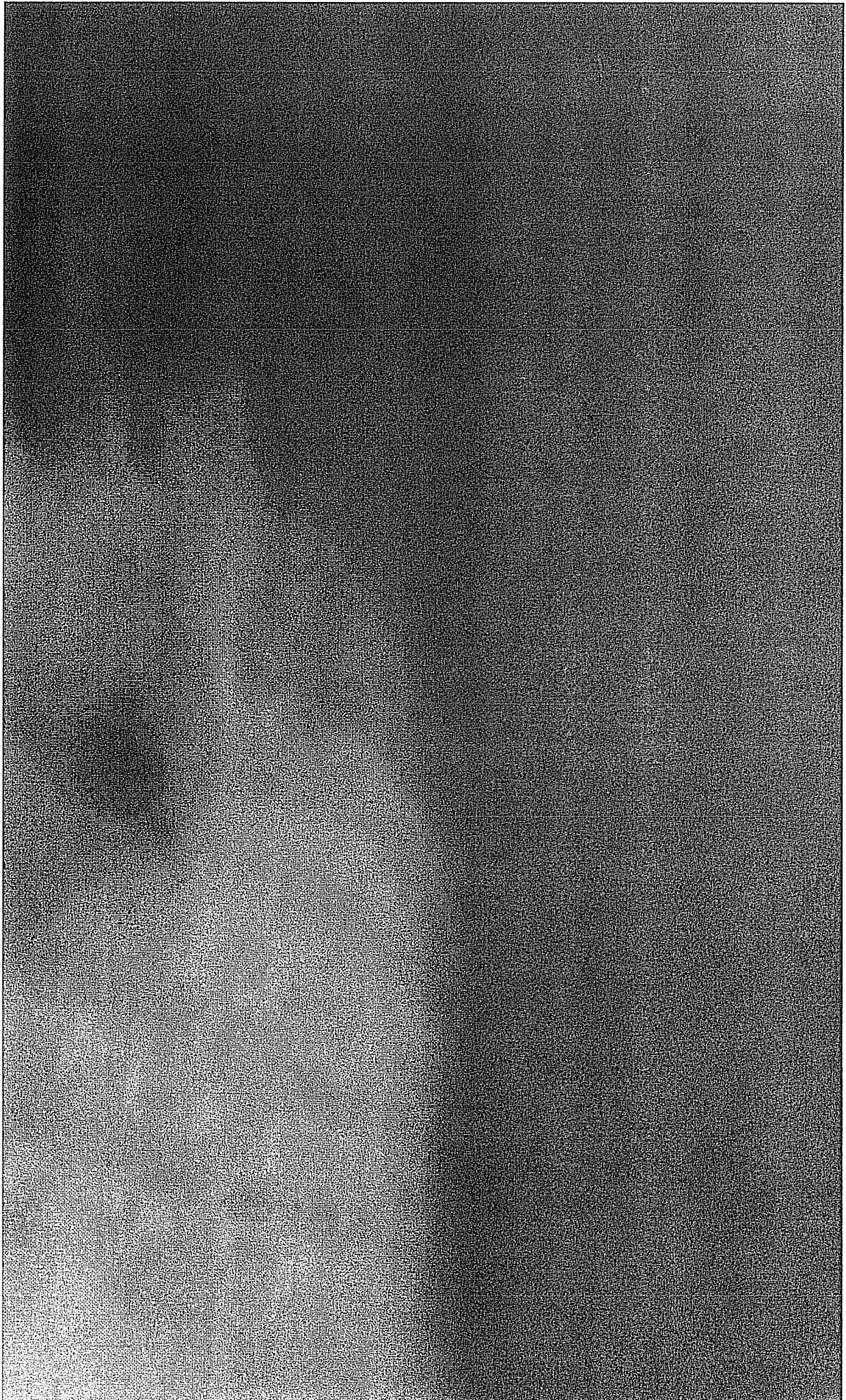
City of Madison, Planning Division : RPJ : Date : 11 July 2011

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# 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 except subdivisions or land divisions, which should be filed with the Subdivision Application.
- Before filing your application, please review the information regarding the **LOBBYING ORDINANCE** on the first page.
- 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 Land Use Applications should be filed directly with the Zoning Administrator.

FOR OFFICE USE ONLY:	
Amt. Paid _____	Receipt No. _____
Date Received _____	
Received By _____	
Parcel No. _____	
Aldermanic District _____	
GQ _____	
Zoning District _____	
For Complete Submittal	
Application _____	Letter of Intent _____
IDUP _____	Legal Descript. _____
Plan Sets _____	Zoning Text _____
Alder Notification _____	Waiver _____
Ngbrhd. Assn Not. _____	Waiver _____
Date Sign Issued _____	

1. **Project Address:** 229 W. Lakelawn **Project Area in Acres:** 0.32

**Project Title (if any):** Lakelawn Apartments

2. **This is an application for:**

<b>Zoning Map Amendment</b> (check the appropriate box(es) in only one of the columns below)		
<input type="checkbox"/> <b>Rezoning to a Non-PUD or PCD Zoning Dist.:</b> Existing Zoning: _____ to _____ Proposed Zoning (ex: R1, R2T, C3): _____	<b>Rezoning to or Amendment of a PUD or PCD District:</b> <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-GDP <input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-SIP <input type="checkbox"/> Amended Gen. Dev. <input type="checkbox"/> Amended Spec. Imp. Plan	
<input type="checkbox"/> <b>Conditional Use</b>	<input type="checkbox"/> <b>Demolition Permit</b>	<input checked="" type="checkbox"/> <b>Other Requests (Specify):</b> <u>R6 to PUD-GDP/SIP</u>

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

Applicant's Name: Josh Wilcox Company: Gary Brink & Associates, Inc.  
 Street Address: 8401 Excelsior Drive City/State: Madison/WI Zip: 53717  
 Telephone: (608) 829-1750 Fax: (608) 829-3056 Email: josh.wilcox@garybrink.com

Project Contact Person: (same as applicant - see above) Company: \_\_\_\_\_  
 Street Address: \_\_\_\_\_ City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Telephone: ( ) Fax: ( ) Email: \_\_\_\_\_

Property Owner (if not applicant): Palladia, LLC  
 Street Address: 615 E. Washington Avenue, Suite 214 City/State: Madison/WI Zip: 53703

4. **Project Information:**

Provide a brief description of the project and all proposed uses of the site: \_\_\_\_\_  
5-level, 14-unit apartment building

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Development Schedule: Commencement Mid-October 2011 Completion August 1, 2012

**5. Required Submittals:**

- 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:
  - **7 copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
  - **7 copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
  - **1 copy** of the plan set reduced to fit onto 8 1/2 inch by 11 inch paper
- Letter of Intent (12 copies):** describing this application in detail including, but not limited to: 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. For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail. For applications proposing rezoning to more than one district, a separate description of each district shall be submitted.
- Filing Fee:** \$ 1,250 See the fee schedule on the application cover page. Make checks payable to: *City Treasurer*.
- Electronic Submittal:** 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 Adobe Acrobat PDF files 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 unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

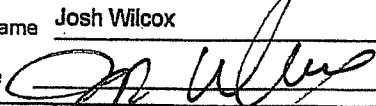
**In Addition, The Following Items May Also Be Required With Your Application:**

- For any applications proposing demolition or removal of existing buildings, the following items are required:
  - Prior to the filing of an application, the applicant or his/her agent is required to notify a list of interested persons registered with the City **30 or 60 days prior to filing** their application using the online notification tool found at: <https://www.cityofmadison.com/developmentCenter/demolitionNotification/>
  - A photo array (6-12 photos) of the **interior and exterior** of the building(s) to be demolished or removed. A written assessment of the condition of the building(s) to be demolished or removed is highly recommended.
  - Note: A Reuse and Recycling Plan approved by the City's Recycling Coordinator is required prior to issuance of wrecking permits and the start of construction.
- Zoning Text (12 copies):** must accompany Planned Community or Planned Unit Development (PCD/PUD) submittals.

**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 Downtown Design Zone 4 Plan, which recommends: no more than 5 stories and FAR not exceeding 3.0 for this property.
- Pre-application Notification:** Section 28.12 of the Zoning Code requires that the applicant notify the district alder and any nearby neighborhood & business associations in writing 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:  
Scott Resnick (State-Langdon Neighborhood) 4/15/11 and Bridget Maniaci (Alder) 4/15/11
  - NOTE: 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 and Planning Division staff; note staff persons and date.
  - Planning Staff: Tim Parks Date: 4/21/11 Zoning Staff: Matt Tucker Date: 4/21/11
- Check here if this project will be receiving a public subsidy.** If so, indicate type in your Letter of Intent.

**The signer attests that this form is accurately completed and all required materials are submitted:**

Printed Name Josh Wilcox Date 5/25/11  
 Signature  Relation to Property Owner Architect - Project Manager

Authorizing Signature of Property Owner  Date 5/25/11



May 25, 2011

Matthew Tucker  
 Zoning Administrator  
 Madison Municipal Building, LL 100  
 215 Martin Luther King, Jr. Blvd  
 PO Box 2984  
 Madison, WI 53701-2984

Re: PUD – GDP/SIP  
 Letter of Intent for 229 W. Lakelawn

Dear Matt:

This is our Letter of Intent (PUD-GDP/SIP) for the property located at 229 W Lakelawn. This project is located in the Downtown Design Zone 4 District. The owner, Palladia, LLC, is planning to develop a new five-level residential building at this location.

The new structure will house 14 units with a unit mix as indicated below.

Unit size	Qty Units	# of bedrooms
(3) Bedroom	5	15
(4) Bedroom	5	20
(6) Bedroom	4	24
Total	14 units	59 Bedrooms

The gross area of the new building including the garden level is 23,921 s.f. For the purpose of establishing the FAR (floor area ratio) the garden level is not counted in our calculation, as allowed by City of Madison Ordinance. The lot area is 13,780 s.f., which includes 3,776 sf of existing building for the Acacia house. The total s.f. of both buildings equal 33,591, yielding a FAR of 2.43. There are provisions for 81 parking stalls, which include 20 moped stalls and 61 bicycle stalls. Trash and recyclables storage are contained within the building and there is no long term car parking.

The development schedule calls for new construction starting mid October 2011 with completion by August 1, 2012.

The people involved in the project are as follows:

Owner:  
 Palladia, LLC  
 615 E. Washington Avenue  
 Suite 214  
 Madison, WI 53703  
 Phone: 608-443-1973  
 Contact: Kevin Page  
[kevin@kotherep.com](mailto:kevin@kotherep.com)

Architect:  
 Gary Brink & Associates, Inc.  
 8401 Excelsior Drive  
 Madison, WI 53717  
 Phone: 608-829-1750  
 Fax: 608-829-3056  
 Contact: Josh Wilcox  
[josh.wilcox@garybrink.com](mailto:josh.wilcox@garybrink.com)

Contractor:  
 Landgraf Construction  
 5964 Executive Drive  
 Madison, WI 53719  
 Phone: 608-274-4700  
 Fax: 608-274-9470  
 Contact: Mark Landgraf  
[mark.landgraf@landgrafconstruction.com](mailto:mark.landgraf@landgrafconstruction.com)





Landscape Designer:

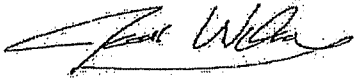
The Bruce Company  
2830 West Beltline Highway  
Middleton, WI 53562  
Phone: 608-836-7041  
Fax: 608-836-3201  
Contact: Chuck Possehl  
[cpossehl@bruceco.com](mailto:cpossehl@bruceco.com)

Civil Designer:

Quam Engineering  
4604 Siggelkow Road, Suite A  
McFarland, WI 53558  
Phone: 608-838-7750  
Fax: 608-838-7752  
Contact: Ryan Quam  
[rquam@quamengineering.com](mailto:rquam@quamengineering.com)

Please refer to the attached zoning text and plans for additional information.

Sincerely,



Josh Wilcox  
Project Manager

**PROPOSED ZONING TEXT: PUD-GDP/SIP**

**229 WEST LAKELAWN**

**MADISON, WI**

May 25, 2011

**Legal Description:** The lands subject to this planned unit development shall include those described in the following legal description:

Lots 7 and 8, Freeman-Allen Replat in the City of Madison, Dane County, Wisconsin.  
This parcel contains 13,780 sq. ft. – 0.32 acres.

**A. Statement of Purpose:** This Downtown Design Zone 4 District is established to allow for the construction at 229 W Lakelawn with the following program:

**Building Area:**

Garden level:	4,106 s.f. (Not counted towards F.A.R.)
1 <sup>st</sup> Floor:	3,987 s.f.
2 <sup>nd</sup> Floor:	3,962 s.f.
3 <sup>rd</sup> Floor:	3,962 s.f.
4 <sup>th</sup> Floor:	3,962 s.f.
5 <sup>th</sup> Floor:	3,942 s.f.
Total New Construction:	23,921 s.f.

**Apartments:** 14

**Bedrooms:** 59

**Auto Parking:** None

**Bicycle Parking:** 81 total stalls

61 bicycle

20 Mopeds

**B. Permitted Uses:**

1. Those uses that are stated in all Residential Zoning Districts (as modified herein and by the submitted architectural and site plans).
2. Uses accessory to permitted uses as listed above.
3. The Garden Level is not counted as a story per Zoning Code as less than fifty percent (50%) of the front exterior wall is exposed above grade.

**C. Lot Area:** 13,780 s.f.

**D. Floor Area Ratio:**

1. Floor area ratios will be 2.43.
2. Maximum building height shall be as limited by Design District 4 of the Madison Zoning Code; the height of the structure is identified on submitted architectural plans.

**E. Yard Area Requirements:** Yard areas will be provided as shown on the submitted site plan and landscape plan and as outlined in the Downtown Design District 4 Zoning Code.

**F. Landscaping:** Site Landscaping will be provided as shown on final approved landscape plan.

**G. Accessory Off-Street Parking & Loading:** Accessory off street bicycle and moped parking will be provided as shown on the site and floor plans. (2) short term parking/loading stalls have been provided, per the site plan.

**H. Lighting:** Site Lighting is provided as shown on the submitted lighting plan. Light spill at the eastern edge of the property on to the easement is for security.

**I. Signage:** Signage will be allowed as per Chapter 31 of the Madison General Ordinances, as it relates to the R6 Zoning District as approved by the Urban Design Commission and/or its Designee (Secretary)

**J. Family Definition:** The family definition of this PUD-GDP shall coincide with the definition given in chapter 28.03(2) of the Madison General Ordinances for the R-6 Zoning District. No more than six unrelated persons can occupy a six bedroom unit. No more than one occupant can occupy an individual bedroom.

**K. Alterations and Revisions:** No alteration or revision to this planned unit development shall be permitted unless approved by the City Plan Commission, however the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the Alderperson of the district and are compatible with the concept approved by the City Plan Commission.

- L. Terrace Improvements:** Sidewalk in the terrace shall be addressed in a Developer's Agreement. The Developer's Agreement shall be executed prior to recording the SIP. Any improvements on the public right of way shall be identified in an encroachment agreement with the City Real Estate Division.
  
- M. Sanitary and Water:** All sanitary and water lines in the public right-of-way shall be built/installed per City of Madison plans and standards.
  
- N. Residential Parking Permits:** No residential parking permits will be issued for the properties included in this PUD-GDP/SIP.

# **Management Plan**

**229 West Lakelawn Place  
Madison, WI 53703**

**July 19, 2011**

The proposed building at 229 W. Lakelawn Place will be managed by Hovde Properties. Hovde's main office is located at 122 W. Washington Ave., less than one mile from the proposed building.

Hovde currently owns and manages a portfolio of real estate in the Madison area including 100 market rate apartment units, two high-rise office buildings totaling 140,000 square feet on the Capitol Square, and 350 acres of residential land in Dane County. The current portfolio of \$70-million+ is owned free and clear of any debt. Hovde has been involved in all aspects of commercial and residential real estate development and hands-on property management in Madison and the surrounding area for more than forty years.

### **Security**

229 W. Lakelawn Place doors and locks will be on a "keyless" card system. This will provide management a higher level of security regarding lost "keys" and a change of tenants. All interior and exterior common areas and entrances will be monitored by security cameras. Video from these cameras will be reviewed on a regular basis. This will further our ability to provide a safe and secure living environment

### **Resident Manager**

A resident manager will be on site for tenants to contact regarding maintenance problems, noise complaints, lock outs, emergencies, etc. If the resident manager is unable to resolve a problem he/she will contact Hovde Properties or authorized maintenance/repair services to remedy the problem 24 hours a day. A listing of authorized maintenance personal and repair services will be provided to the resident manager.

### **Weekly Maintenance**

The resident manager or Hovde Properties will be responsible for the following on a weekly basis (more frequently if needed):

- Keep grounds picked up and free of debris
- Vacuum/sweep hallways
- Keep common areas free of trash and debris
- Maintain trash room
- Maintain laundry room: sweep floor, empty trash cans, wipe down laundry machines
- Changed burned out light bulbs in common areas
- Maintain lobby/entrance/terraces/moped & bike parking areas
- Inspect all common areas three times per week. Repairs to common areas will be done immediately upon learning of need.

### **Trash and Waste Management**

The building will provide a trash chute and an interior trash room. Signage will be located in the building directing all tenants on the proper use of the chutes and educating them on

recycling standards. The trash room will be equipped with a trash compactor in order to minimize waste pick-ups.

Recycling and trash will be shared inside the interior Trash/Recycling Room with no delineation of dumpster or recycling containers. All trash and recycling dumpsters will be on wheels to allow for transport to the street for pickup. A professional waste removal company will pick-up three times per week for trash and twice a week for recyclables.

The Acacia Fraternity House located 19 feet south of the 229 Lakelawn building will also use the trash room in the 229 building. A joint access/maintenance agreement will be signed by both building owners and the management company. Maintenance staff will park in the short-term parking stall on the north side of the property.

### **Snow Removal**

Snow will be removed from sidewalks, common patio area and loading zone area by noon the day after a snowfall. Snow will be deposited in setback areas onsite. Excessive snow will be hauled off site. Ice melt will be applied to walkway areas as needed.

### **Rules for Tenants (defined in the lease)**

- No loitering/partying in common areas
- No hanging clothes, signs or banners from balconies
- No grilling on balconies
- No bicycles on balconies
- Rules and general announcements will be posted in the Main Lobby

### **Move-in and Move-Out**

During the move-out period a minimum of two maintenance staff will be on site to facilitate with proper trash removal, keeping hallways clear and exterior grounds free of trash and debris. At a scheduled time, office staff will begin the check out process unit by unit and will be immediately followed by maintenance, painting and cleaning. There will be a minimum of five cleaning staff and three painters. The maintenance crew will be determined by the repairs needed within the building.

During the move-in period a minimum of two office staff, will be on site to facilitate incoming tenants. Move-in times will be staggered by floor, in order to minimize congestion on W. Lakelawn Place.

The apartment units will be furnished by the owner and management company which will minimize congestion during move-in and move-out.

### **Bike/Moped Parking Area**

The ground level and basement level bike/moped parking areas will be maintained by the

maintenance staff. Both parking areas will be shared with the Acacia Fraternity House but Acacia tenants will only receive access to the basement level after a special request. Those people would then receive card access to that portion of the building only.

A joint access/maintenance agreement will be signed by both building owners and the management company.

### **Landscaping**

The Bruce Company will maintain the landscaping and grounds as demanded by the season.