

PLEASE PRINT!

APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: <u>2-8-11</u>	Action Requested
UDC MEETING DATE: <u>2-16-11</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: 3010 Nob Hill Road

ALDERMANIC DISTRICT: 14

OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
<u>Phillips Distributing Corp</u>	<u>Strang, Inc</u>
<u>3010 Nob Hill Rd.</u>	<u>6411 Mineral Point Rd.</u>
<u>Madison, WI 53713</u>	<u>Madison, WI 53705</u>

CONTACT PERSON: Dale Volkening
 Address: Strang, Inc.
 Phone: 608-276-9200
 Fax: 608-276-9204
 E-mail address: volkening@strang-inc.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.



February 8, 2011

Letter of Intent – Informational Presentation

To: Urban Design Commission

Project: Addition to Phillips Distributing Corporation
3010 Nob Hill Road
Madison, Wisconsin

Owner: Addition to Phillips Distributing Corporation
3010 Nob Hill Road
Madison, Wisconsin
Jeff Levy, Vice President
608-222-9177

Architect: Strang, Inc.
6411 Mineral Point Road
Madison, WI 53705
Dale Volkening, Project Manager
608-276-9200

Civil/Landscape: Ken Saiki Design, Inc.
303 S. Paterson, Suite One
Madison, WI 53703
Steve Whayland, Project Manager
608-251-3600

ARCHITECTURE
ENGINEERING
INTERIOR DESIGN

Project Description:

Phillips Distributing Corporation is a wholesale distributor of wine and liquor. The company has been in business for 80 years, and has occupied the current building since it was constructed in 1993.

The proposed project consists of an addition to the existing building to increase the square footage of warehouse space within the building, and an expansion of the parking lot to provide additional auto parking for company staff and for vendors who visit the site.

Other company functions such as the business office and the loading/unloading facilities are currently adequate, so no changes are proposed to these areas.

The site is located in Urban Design District #1

Project Statistics:

Site Area: 227,675 square feet total area (5.226 acres), proposed new CSM



The existing building is currently located on Lot 2 of the Toki Farm Plat. The existing plat has four lots. A new Certified Survey Map is being created that will create two lots from the original four.

Building Area:	Existing building =	35,200 gross square feet
	Proposed addition =	<u>17,890 gross square feet</u>
	Total building area =	53,090 gross square feet

Building height above grade is 1 story; 23'-0" to top of roof surface.

Exterior Design:

The building addition will match the existing building in design, materials, and color.

Parking:

On-site auto parking will be provided for the office and warehouse staff that work in the building, for the company's delivery truck drivers, and for the Phillips' sales personnel who come to the building periodically throughout the day. In addition, parking stalls will be used by the wine and liquor vendors who visit the building to make sales calls.

The minimum number of parking stalls required by the Madison zoning code is calculated as follows:

5,400 sq. ft. office @ 400 sf per stall	13.5 stalls	
26 truck drivers and warehouse staff	13.0 stalls	(1 stall per 2 employees)
30 sales people (transient)	<u>15.0 stalls</u>	(1 stall per 2 employees)
Total required parking	41.5 stalls	

Handicapped parking is provided adjacent to this building for staff and visitor use.

Site Lighting:

The new parking lot pole light fixtures will be metal halide, cut-off style luminaires.

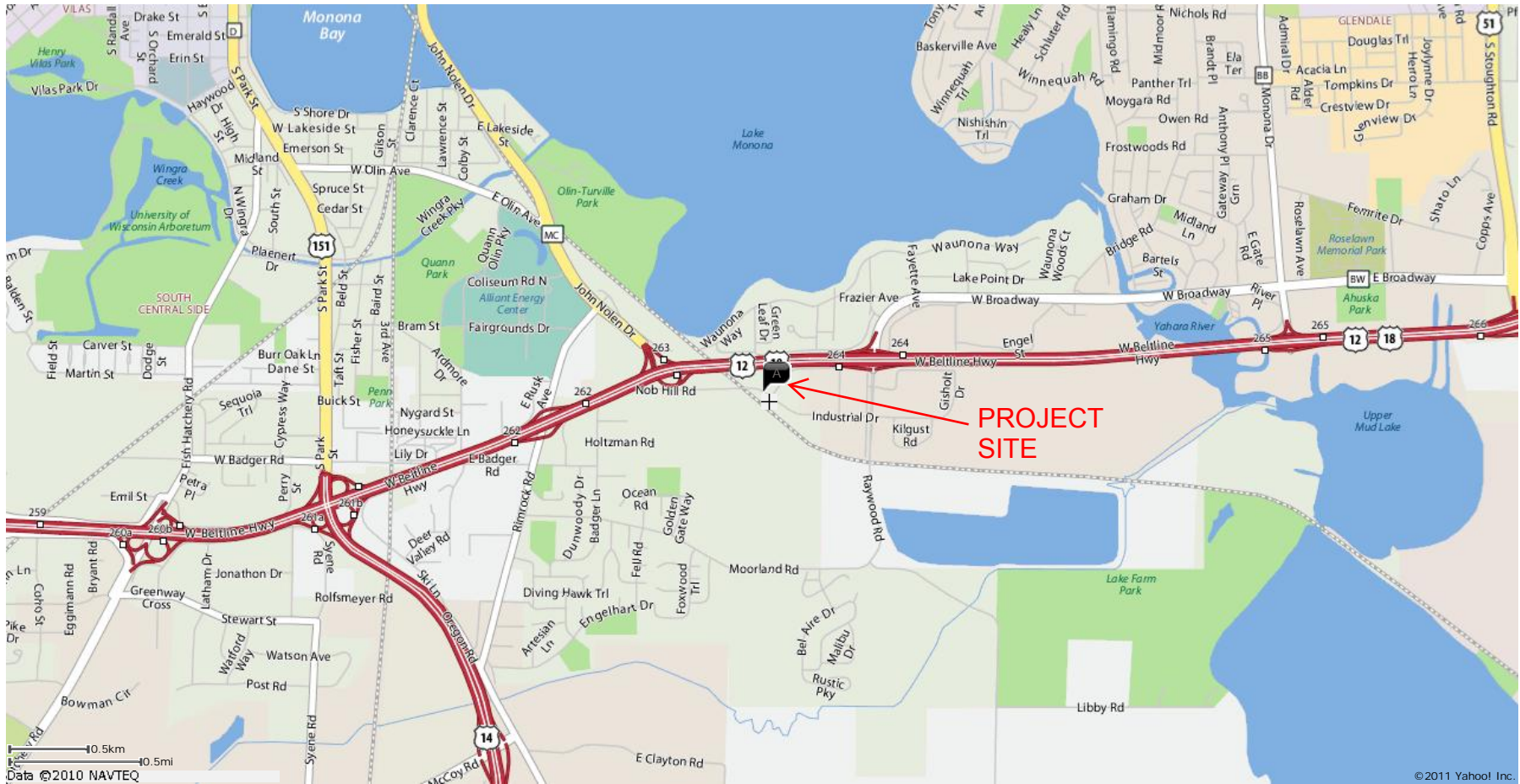
The existing three parking lot pole lights are 400-watt high pressure sodium fixtures, and these fixtures will be replaced with 250-watt metal halide in the same locations.

Exterior Signage:

There is currently one wall sign on the south wall of the warehouse, and it will remain. Refer to the attached existing building photographs for a photo of this sign.

Project Schedule:

Construction will begin in April 2011 and be completed in September 2011.

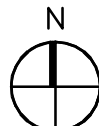
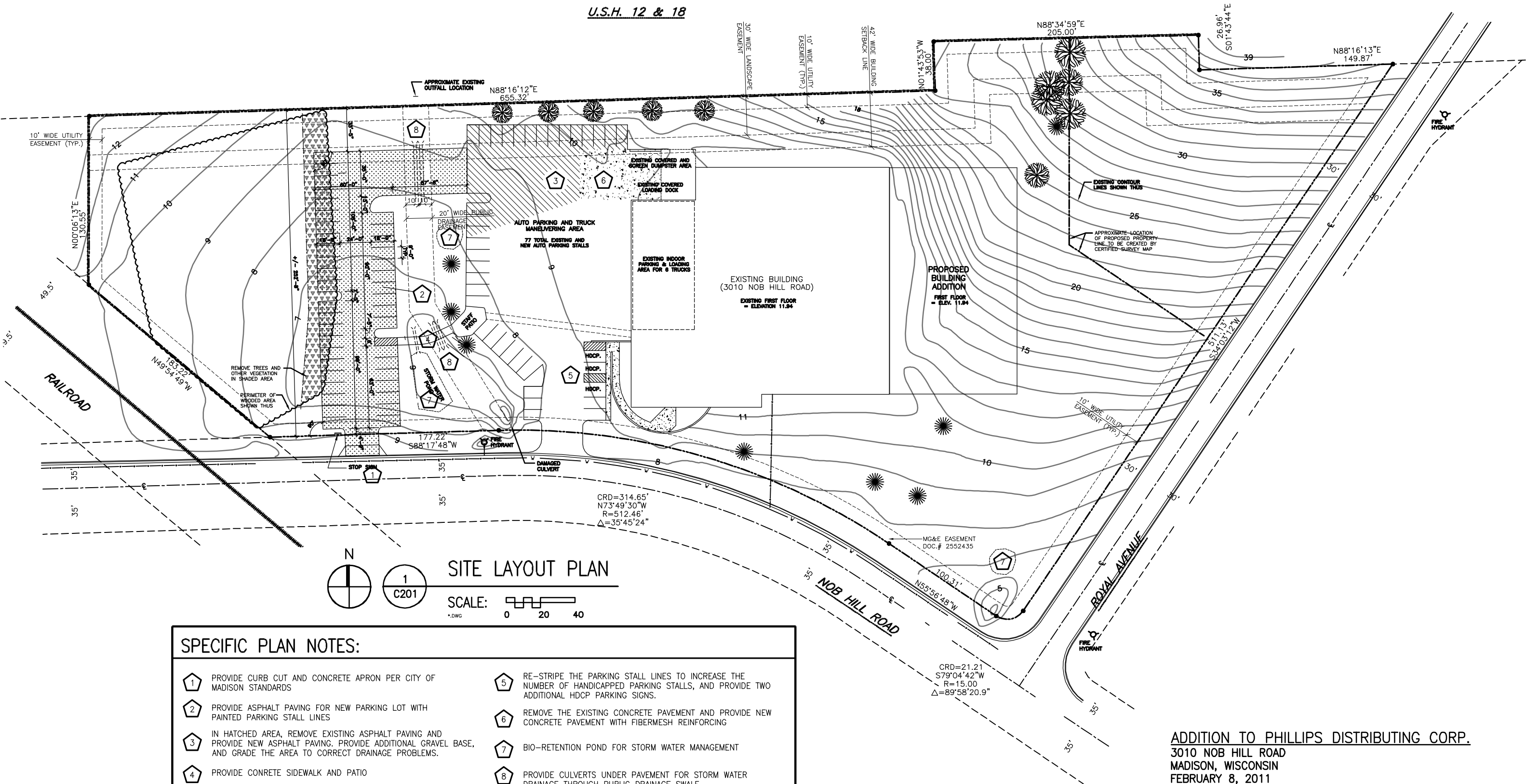


LOCATOR MAP
Phillips Distributing Corporation
3010 Nob Hill Road



Phillips Distributing Corporation - View from Southeast

U.S.H. 12 & 18



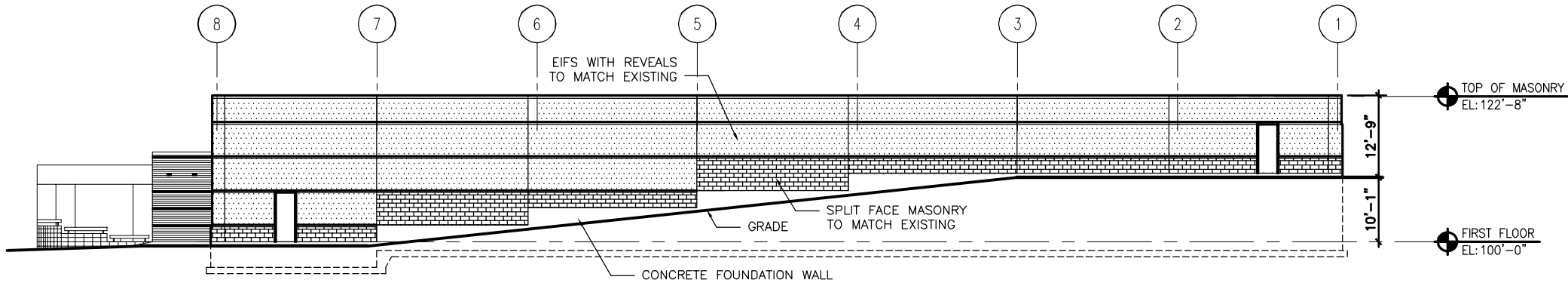
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C201

SITE LAYOUT PLAN

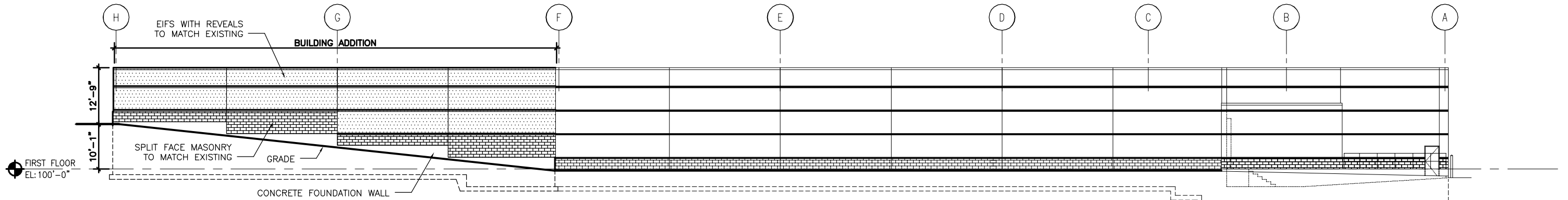
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- SPECIFIC PLAN NOTES:**
- | | |
|--|--|
| <p>1 PROVIDE CURB CUT AND CONCRETE APRON PER CITY OF MADISON STANDARDS</p> <p>2 PROVIDE ASPHALT PAVING FOR NEW PARKING LOT WITH PAINTED PARKING STALL LINES</p> <p>3 IN HATCHED AREA, REMOVE EXISTING ASPHALT PAVING AND PROVIDE NEW ASPHALT PAVING. PROVIDE ADDITIONAL GRAVEL BASE, AND GRADE THE AREA TO CORRECT DRAINAGE PROBLEMS.</p> <p>4 PROVIDE CONCRETE SIDEWALK AND PATIO</p> | <p>5 RE-STRIPE THE PARKING STALL LINES TO INCREASE THE NUMBER OF HANDICAPPED PARKING STALLS, AND PROVIDE TWO ADDITIONAL HDCP PARKING SIGNS.</p> <p>6 REMOVE THE EXISTING CONCRETE PAVEMENT AND PROVIDE NEW CONCRETE PAVEMENT WITH FIBERMESH REINFORCING</p> <p>7 BIO-RETENTION POND FOR STORM WATER MANAGEMENT</p> <p>8 PROVIDE CULVERTS UNDER PAVEMENT FOR STORM WATER DRAINAGE THROUGH PUBLIC DRAINAGE SWALE</p> |
|--|--|

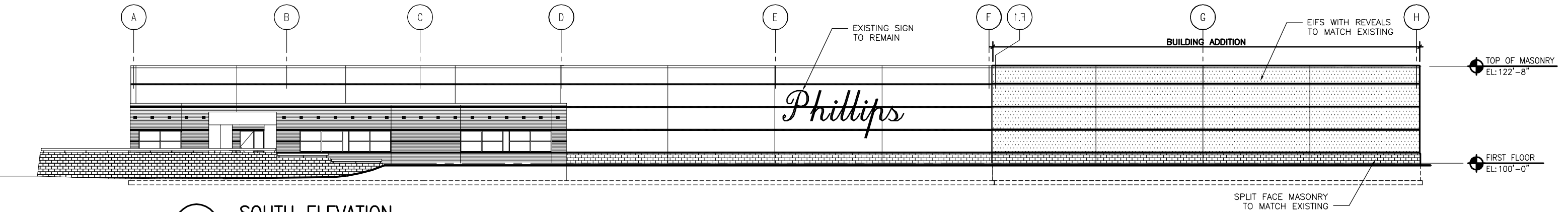
ADDITION TO PHILLIPS DISTRIBUTING CORP.
 3010 NOB HILL ROAD
 MADISON, WISCONSIN
 FEBRUARY 8, 2011



1 EAST ELEVATION
A401 SCALE: 1/16" = 1'-0"

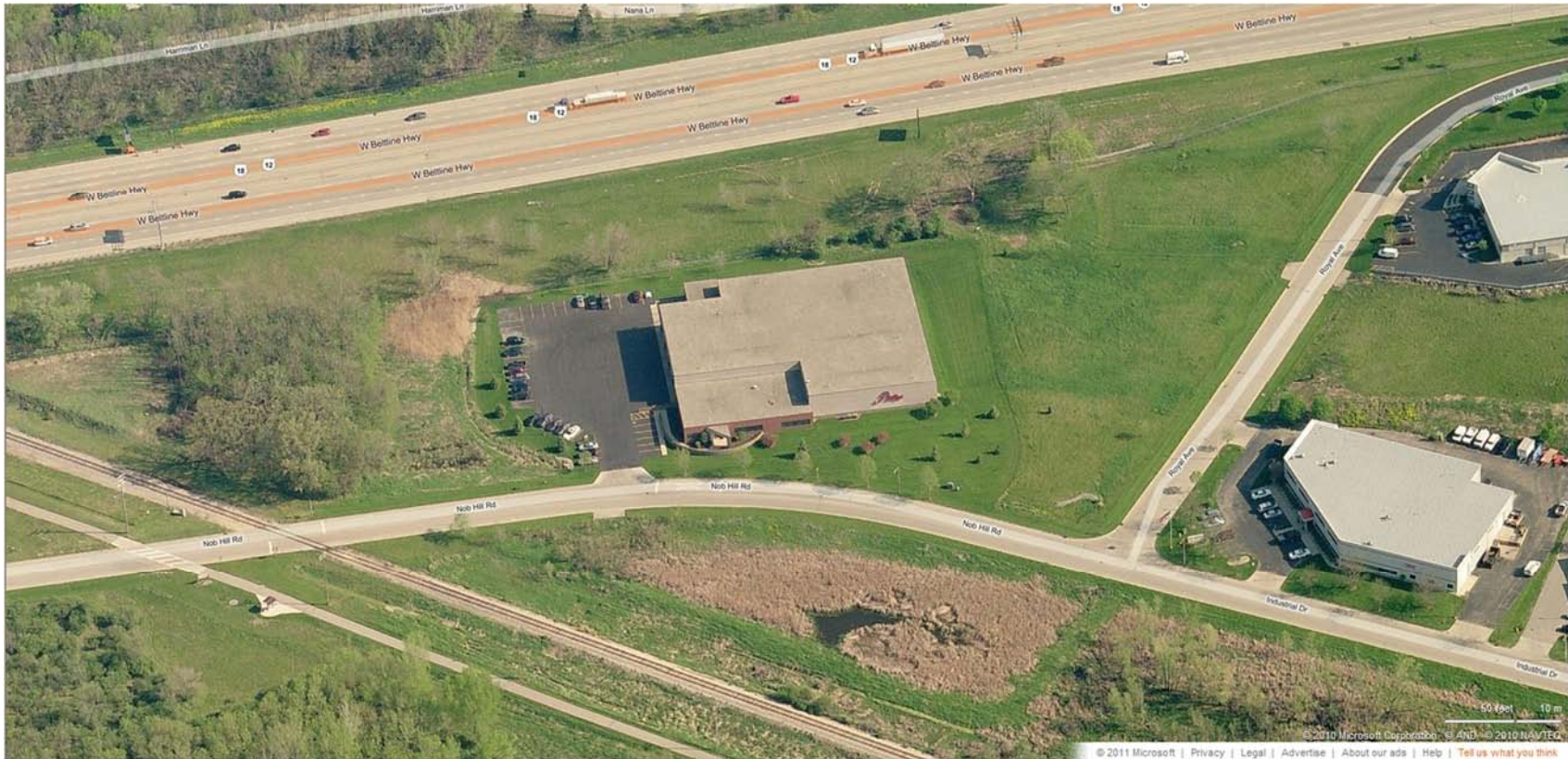


2 NORTH ELEVATION
A401 SCALE: 1/16" = 1'-0"



3 SOUTH ELEVATION
A401 SCALE: 1/16" = 1'-0"

ADDITION TO PHILLIPS DISTRIBUTING CORP.
3010 NOB HILL ROAD
MADISON, WISCONSIN
FEBRUARY 8, 2011



AERIAL VIEW OF EXISTING SITE

Phillips Distributing Corp.
3010 Nob Hill Road
Madison, Wisconsin



Phillips Distributing Corporation - View from Southwest



Phillips Distributing Corporation - View from Southeast