



Location  
502 S Park St & 917-925 Drake St

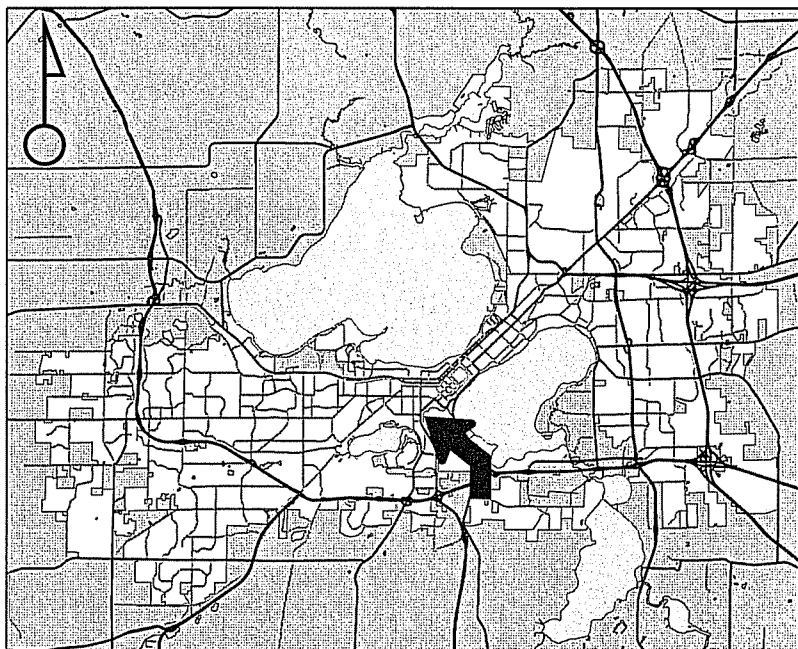
Applicant  
Peter J. & Mary P. Dottl Joint Revoc. Trust/  
Steven Kieckhafer - Plunkett Raysich Archs

From: R3 & C3 To: PUD-GDP-SIP

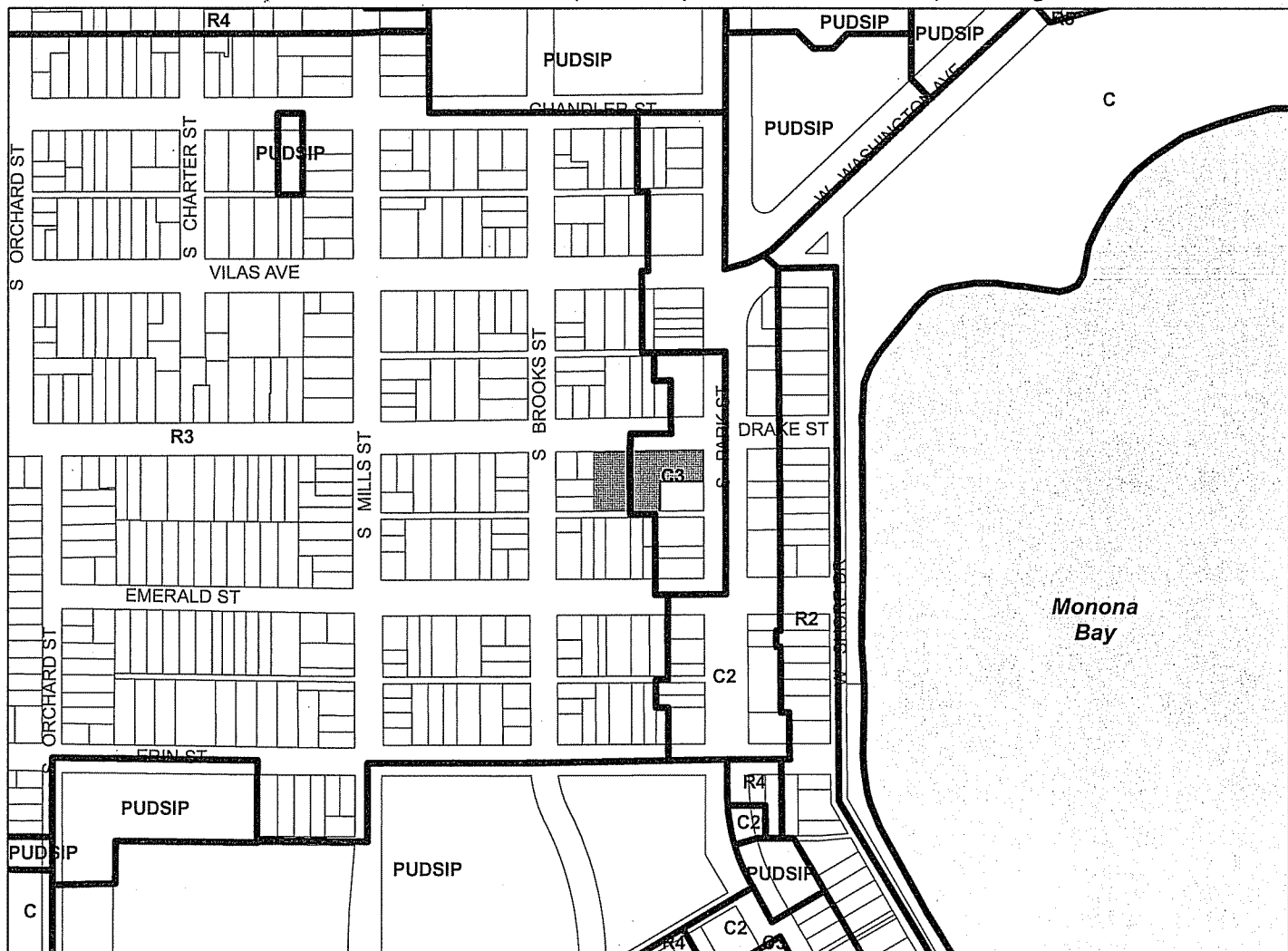
Existing Use  
Auto body shop and 3 residences

Proposed Use  
Demolish auto body shop and 3 residences  
to allow construction of mixed-use building  
containing 4,300 sq. ft of first floor  
commercial space and 62 apartments

Public Hearing Date  
Plan Commission  
01 October 2012  
Common Council  
02 October 2012



For Questions Contact: Tim Parks at: 261-9632 or [tparks@cityofmadison.com](mailto:tparks@cityofmadison.com) or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date 17 September 2012





# 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	<u>1250<sup>00</sup></u> Receipt No. <u>132193</u>
Date Received	<u>6/6/12</u>
Received By	<u>JLK</u>
Parcel No.	<u>0709-233-15224</u>
Aldermanic District	<u>13 Swe Ellingson</u>
GQ	<u>WDD-07</u>
Zoning District	<u>C3</u>
For Complete Submittal	
Application	Letter of Intent <input checked="" type="checkbox"/>
IDUP	Legal Descript. <input checked="" type="checkbox"/>
Plan Sets	Zoning Text <input checked="" type="checkbox"/>
Alder Notification	Waiver <input type="checkbox"/>
Ngbrhd. Assn Not.	Waiver <input type="checkbox"/>
Date Sign Issued	<u>6/6/12</u>

1. **Project Address:** 502 S. Park Street **Project Area in Acres:** 0.77 Acres

**Project Title (if any):** The Ideal

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

Zoning Map Amendment (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: <u>C-3, R-3</u> to _____ Proposed Zoning (ex: R1, R2T, C3): _____	<input type="checkbox"/> <b>Rezoning to or Amendment of a PUD or PCD District:</b> <input type="checkbox"/> Ex. Zoning: <u>C-3, R-3</u> to PUD/PCD-GDP <input type="checkbox"/> Ex. Zoning: <u>C-3, R-3</u> 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 type="checkbox"/> <b>Other Requests (Specify):</b> _____

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

Applicant's Name: Craig Enzenroth Company: Gallina Corporation  
 Street Address: 101 E Main Street Suite 500 City/State: Mount Horeb, WI Zip: 53572  
 Telephone: (608) 437-8301 Fax: (608) 437-8302 Email: cenzenroth@gallinacos.com

Project Contact Person: Steven Kieckhafer, AIA Company: Plunkett Raysich Architects  
 Street Address: 2310 Crossroads Dr. Suite 2000 City/State: Madison, WI Zip: 53718  
 Telephone: (608) 240-9900 Fax: (608) 240-9690 Email: skieckhafer@prarch.com

Property Owner (if not applicant): Peter J. & Mary P. Dotti Joint Revoc. Trust  
 Street Address: 5426 Cty Hwy A City/State: Brooklyn, WI Zip: 53521

4. **Project Information:**

Provide a brief description of the project and all proposed uses of the site: Demolition of structures on 5 sites. The Ideal is a proposal for a mixed-use development consisting of 62 apartment units, under building/ground parking and 4,300 square feet of retail space.

Development Schedule: Commencement October 2012 Completion Fall 2013

**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 ½ 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:** \$ 1,250.00 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 Greenbush Neighborhood Plan, Design District Plan, which recommends: \_\_\_\_\_ 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:  
See attached March 30, 2012 Notice of Intent, see Letter of Intent for additional meeting held which were noticed.  
*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: 11-8-11 Zoning Staff: DAT meeting Date: 5-24-12
- 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 Craig Enzenroth - President Gallma Corp. Date 6-6-12  
 Signature [Signature] Relation to Property Owner Accepted offer to purchase  
 Authorizing Signature of Property Owner [Signature] Date 6-6-12  
Peter J. & Mary P. Dottl Joint Revoc. Trust



11000 West Park Place  
Milwaukee, WI 53224  
Tel 414 359-3060  
Fax 414 359-3070  
www.prarch.com

2310 Crossroads Drive  
Suite 2000  
Madison, WI 53718  
Tel 608 240-9900  
Fax 608 240-9690

6 June 2012 (Resubmit 15 August 2012)

Mr. Brad Murphy, Director of Planning  
Department of Planning & Community Development  
City of Madison  
215 Martin Luther King Jr. Blvd.  
Madison, WI 53701

Re: Letter of Intent- Land Use Application  
The Ideal Apartments  
502 S. Park Street  
Madison, WI  
PRA Project No. 114387-01

Dear Mr. Murphy:

The following Land Use Application is submitted together with the required re-submittal of; plans, Letter of Intent, Zoning Text, and Legal Description of Property.

Organizational Structure:

<p>Owner: Gallina Corporation 101 E. Main St., Ste. 500 Mt. Horeb, WI 53572 Contact: Craig Enzenroth cenzenroth@gallinacos.com</p>	<p>Architect: Plunkett Raysich Architects, LLP 2310 Crossroads Dr., Ste. 2000 Madison, WI 53718 Contact: Steve Kieckhafer SKieckhafer@prarch.com</p>
<p>Site/Civil: Burse Surveying and Engineering, Inc. 1400 E. Washington Ave, Suite 158 Madison, WI 53703 Contact: Michelle Burse mburse@bse-inc.net</p>	<p>Landscape: Bruce Company 2830 Parmenter St. Middleton, WI 53562 Contact: Steve Short sshort@brucecompany.com</p>
<p>Lighting: Hein Engineering 319 W Beltline Hwy, Suite 111 Madison, WI 53713 Contact: Mike Hein hein@chorus.net</p>	

Partners: Michael P. Brush, Martin P. Choren, D. Scott Davis, Gregg R. Golden, Kim D. Hassell, Mark C. Herr, John J. Holz, Jeffrey A. Holzhauser, Steven A. Kieckhafer, Scott A. Kramer, David J. Raysich, Michael H. Scherbel, Michael J. Sobczak

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.

502 S Park St- Ideal Body Shop, zoned C-3 (parcel #070923315224)

917 Drake St- single family residential rental property, zoned C-3 (parcel #070923315018)

921 Drake St- parking for Ideal Body, zoned C-3 (parcel #070923315026)

923 Drake St- 2 unit residential rental property, zoned C-3/R-3 (parcel #070923315034)

925 Drake St- single family residential rental property, zoned R-3 (parcel #070923315042)

The structures on all of the listed addresses sites have been determined to be in poor to very poor condition and will be demolished for the proposed development for which the Alder has been notified. Posted notice of demolition has been made on March 30, 2012 to the City's web address <https://www.cityofmadison.com/developmentCenter/demolitionNotification/>

All of the listed addresses will be combined to create a one lot CSM, currently being developed; legal description of properties was submitted previously.

The development will have approximately 4,658 S.F. of retail space accessed off of Park St. and 57 apartment units from studios to 2 Bedrooms on floors 2-5 above.

Along Park St. the new building will maintain the street edge for 3-stories and then step back the fourth and fifth floors 6-feet at the corner and 16-feet remaining façade. 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 a courtyard that is 26-feet wide and 35-feet in depth, while the remaining elevation has an 11-foot shift south. The goal is to create a more residentially friendly scale to the design as the building moves west along Drake St. The west end of the building doglegs to the south creating a south facing green roof/terrace for residents use. The apartments on the west end of the development have flat roofs with the roof line punctuated with a rhythm of raised flat roof areas. The intent is to provide a different more residential, though not traditional, character to this end of the development as it transitions into the residential neighborhood. A series of raised planters within the 11 foot step back along Drake St. have been added to bring a sense of human scale and nicely developed green space to the pedestrian experience.

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 in a two level parking structure beneath the building. There will be a total of 73 parking spaces provided. In addition, each parking level has ample, secure bike parking provided. Trash and recycling dumpsters are located to provide alley access behind an overhead garage door. A loading zone area is provided on site with access from the alley. Semi-trailer deliveries will not be permitted on to the site.

Green space is provided in several locations. The building is held back approximately 17-feet from the western lot line providing opportunity for a nicely landscaped buffer. A courtyard provides a water feature while also serving as a secondary entrance to the residential units. The 11-foot shift in the building also provides green / landscape space and raised planters. On the south edge of the building there is a 5-foot landscape buffer. The second floor roof terrace also provides a green roof and a resident accessed terrace.

A number of gestures have been made to pay homage to the Ideal Body Co. building which currently occupies a portion of the site. First, naming the development The Ideal respectfully references the original building. The concept is that the sign will be rehabbed and reused, or if not feasible, the signage will replicate in font, and style the original. The original building also has a number of stone medallions which will be salvaged and reused in the façade along Park Street. Soldier coursing the brick at the window head will also reference the detailing on the original building. Also, the look of the factory window pattern will be incorporated into the Park Street elevation at the transom windows along the first floor and at the top of the stair tower. Additional artifacts from the Ideal Body Co. will be salvaged as possible and incorporated into the interior design of the lobby and other spaces.

Site Development Statistics

Lot Area	33,473 s.f. / .77 acres
Dwelling Units	57
Density	587 s.f. / du
Building Height	3-5 Stories
Gross Floor Area (Excluding parking)	74,011 s.f.
Floor Area Ratio	2.21

<u>Dwelling Unit Mix</u>	Total
Studio	8
One Bedroom	23
One Bedroom/Den	11
<u>Two Bedroom</u>	<u>15</u>
Total Dwelling Units	57

Vehicle Parking

Below Grade Parking                      73 spaces                      (including 2 handicap spaces)

Parking Ratio 1.28 spaces / du

Bike Parking

Enclosed Bike Storage available to residents, 74 spaces (57 units) greater than 1/unit, and 9 spaces available for retail.

Moped Parking

Enclosed parking available to residents within parking area, and spaces for retail located along terrace on Drake Street.

Project Schedule:

This project is anticipated to start construction in October, 2012 with completion scheduled for Fall, 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.

City Planning, Urban Design (UDC), Design Assistance Team (DAT), Alderperson and Neighborhoods:

The following is a list of dates of which meetings were held to discuss the proposed project

- August 5, 2011- Alder
- September 6, 2011- City Planning
- September 9, 2011- Neighborhood (Greenbush)
- November 8, 2011- City Planning
- February 2, 2012- City Planning
- February 9, 2012- Alder and Neighborhood (Greenbush-Vilas)
- March 7, 2012- UDC, Informational
- April 11, 2012- Alder and Neighborhood (Greenbush-Vilas and Monona Bay)
- April 18, 2012- UDC, Informational
- May 24, 2012- Design Assistance Team (DAT)
- June 14, 2012- Alder and Neighborhood (Greenbush-Vilas)
- July 11, 2012- UDC, Initial Approval (was referred)
- July 26, 2012- City Planning
- August 7, 2012- City Planning
- September 5, 2012- anticipated UDC, Initial Approval



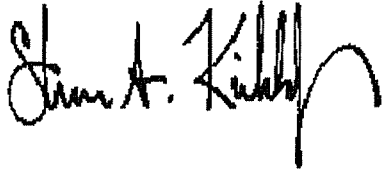
Land Use Application – The Ideal Apartments  
PRA Project No. 114387-01  
6 June 2012 (*Resubmit 15 August 2012*)  
Page 5

September 19, 2012- anticipated UDC, Final Approval

Please contact us with any questions or for additional information that you request.

Thank you for your time in reviewing our proposal.

Best regards,

A handwritten signature in black ink, appearing to read "Steven A. Kieckhafer". The signature is fluid and cursive, with a large, sweeping flourish at the end.

Steven A. Kieckhafer, AIA  
Architect



Location  
502 S Park St & 917-925 Drake St

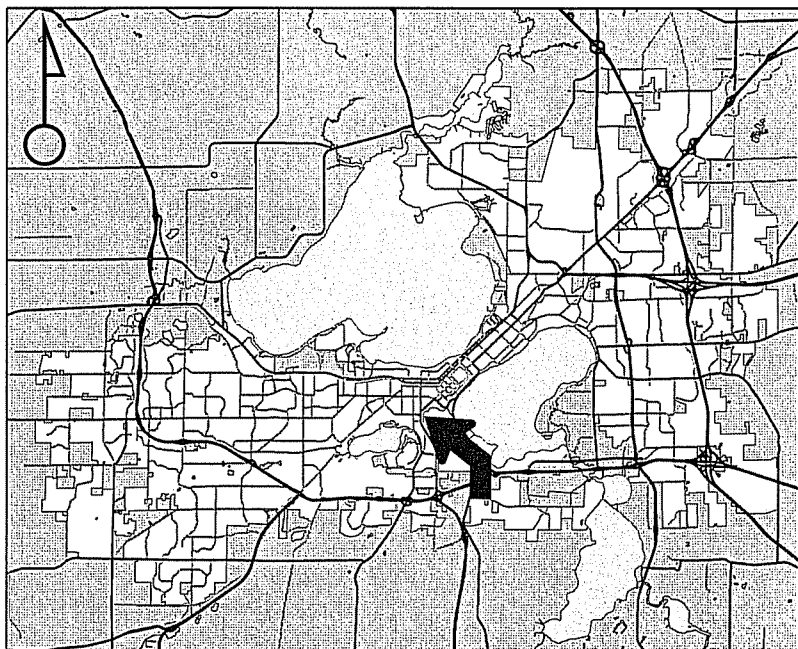
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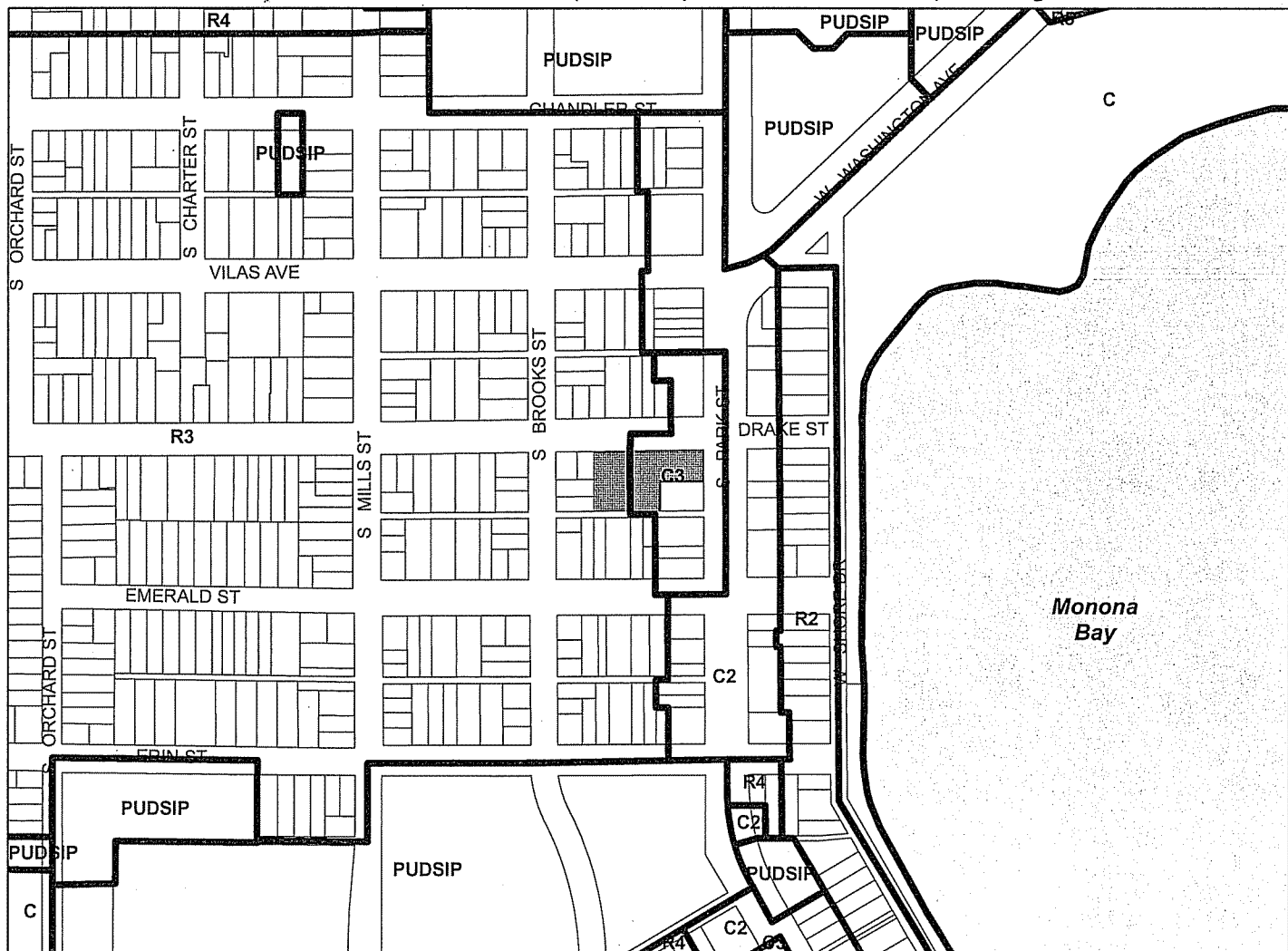
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Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date 17 September 2012





**Report to the Urban Design Commission  
Report to the Plan Commission**

**September 5, 2012  
September 12, 2012**

**Legistar I.D. #25508, 26845 & 27473  
502 S. Park Street &  
917-925 Drake Street  
Demolition Permit & PUD Rezoning**

**Report Prepared By:  
Timothy M. Parks, Planner  
Planning Division**

**Requested Action:** Approval of a request to rezone 502 S. Park Street and 917-925 Drake Street from R3 (Single- and Two-Family Residence District) and C3 (Highway Commercial District) to Planned Unit Development-General Development Plan-Specific Implementation Plan (PUD-GDP-SIP) to allow construction of a mixed-use building containing approximately 4,700 square feet of retail space and 57 apartments following the demolition of and an auto body shop and three residences.

**Applicable Regulations & Standards:** Section 28.07(6) of the Zoning Ordinance provides the requirements and framework for Planned Unit Developments; Section 28.12(9) provides the process for zoning map amendments; Section 28.12(12) provides the guidelines and regulations for the approval of demolition permits.

**Summary Recommendation:** The Planning Division recommends that the Urban Design Commission find that the proposed planned unit development meets the criteria in Urban Design District 7 and **approve** the development, and that the Plan Commission recommend **approval** of [Substitute] Zoning Map Amendment ID 3618 and 3619, rezoning 502 S. Park Street and 917-925 Drake Street from R3 and C3 to PUD-GDP-SIP, to the Common Council, and **approve** a demolition permit to allow an auto body shop and three residences to be demolished and a new mixed-use building to be constructed, all subject to input at the public hearing and the conditions from reviewing agencies beginning on page 9 of this report.

**Background Information**

**Applicant:** Craig Enzenroth, Gallina Corporation; 101 E. Main Street, Suite 500; Mount Horeb.

**Agent:** Steven Kieckhafer, Plunkett Raysich Architects; 2310 Crossroads Drive, Suite 2000; Madison.

**Property Owner:** Peter J. & Mary P. Dotti Joint Revocable Trust; 5426 CTH A; Brooklyn.

**Proposal:** The applicant is proposing to demolish three residences and an auto body shop to allow construction of a mixed-use building containing approximately 4,700 square feet of first floor commercial space and 57 apartments. Demolition and construction will commence as soon as all regulatory approvals have been granted, with completion anticipated by fall 2013.

**Parcel Location:** An approximately 0.77-acre site extending along the south side of Drake Street from S. Park Street to a point 90 feet east of S. Brooks Street, Urban Design District 7; Aldermanic District 13 (Ellingson); Madison Metropolitan School District.

**Existing Conditions:** The subject site is developed with a two-story auto body business located at 502 S. Park Street and a single-family residence located at 917 Drake Street in C3 (Highway Commercial District) zoning, a two-family residence located at 923 Drake Street and a single-family residence at

925 Drake Street in R3 (Single- and Two-Family Residence District) zoning, and an accessory surface parking lot located in split zoning at 921 Drake Street.

**Surrounding Land Use and Zoning:**

North: Lane's Bakery, zoned C3 (Highway Commercial District); single- and two-family residences, zoned R3 (Single- and Two-Family Residence District);

South: Rustic Tavern, barbershop and second floor apartments at 512-514 S. Park Street, and a two-family residence at 510 S. Park Street, all zoned C3; single-family residences on the north side of Emerald Street, zoned R3;

West: Single- and two-family residences, zoned R3;

East: La Hacienda Restaurant and George's Flowers, zoned C2 (General Commercial District).

**Adopted Land Use Plan:** The Comprehensive Plan identifies the C3-zoned portion of the site for Community Mixed-Use development and the R3-zoned portion of the site for Low-Density Residential uses. The S. Park Street corridor from Meriter Hospital south to the Beltline Highway is recommended as a Potential Redevelopment Area.

The subject site is also located within the boundaries of the Greenbush Neighborhood Plan, which recommends that properties along the west side of S. Park Street be redeveloped with mixed-use buildings between two- and four-stories in height with neighborhood friendly offices or retail uses on the street-level floor and residential units on upper floors. Moving west, the Greenbush Neighborhood Plan recommends that the existing housing stock located between S. Mills Street and the S. Park Street mixed-use area should be preserved and rehabilitated to create more cohesion between the homes and S. Park Street.

**Environmental Corridor Status:** The property is not located within a mapped environmental corridor.

**Public Utilities and Services:** The property is served by a full range of urban services, including seven-day bus service along S. Park Street.

**Zoning Summary:** The subject site will be zoned PUD-GDP-SIP. The project will be reviewed in the following sections.

Other Critical Zoning Items	
Yes:	Urban Design (UDD 7), Utility Easements, Barrier Free
No:	Wellhead Protection, Floodplain, Landmarks, Waterfront Development
<i>Prepared by: Pat Anderson, Asst. Zoning Administrator</i>	

**Project Review**

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The Gallina Corporation is requesting approval of a Planned Unit Development zoning district to allow construction of a mixed-use building that will contain approximately 4,700 square feet of first floor commercial space and 57 apartments on a 0.77-acre site located on the south side of Drake Street west from S. Park Street. The site is currently developed with the two-story Ideal Body Shop located at 502 S. Park Street at the southwestern corner of Drake Street, a single-family residence located next

door at 917 Drake Street, and a surface parking lot at 921 Drake Street, all of which are zoned C3 (Highway Commercial District). Moving west along Drake Street, the subject site is developed with a two-family residence and surface parking located at 923 Drake Street and a single-family residence located at 925 Drake Street, both of which are zoned R3 (Single- and Two-Family Residence District). All 4 existing buildings will be demolished to accommodate the proposed mixed-use building. The subject site includes 270 feet of frontage along Drake Street and 150 feet of depth along the western property line, which tapers to 80 feet along the S. Park Street frontage as the site wraps around an adjacent property at 512 S. Park Street, which is developed with a two-story mixed-use building, two-family residence and detached garage. The site and adjacent commercial property that it surrounds about an east-west mid-block public alley that splits the block formed by S. Park Street, Emerald Street, Drake Street and S. Brooks Street.

The body shop building at 502 S. Park Street was built in 1927 according to available records and stands two stories in height along the S. Park frontage before transitioning to a tall one-story structure along Drake Street. The building includes an approximately 7,200 square-foot shop area on the first floor and 1,120 square feet of space on a partial second floor along S. Park. The exterior of the building is clad in a combination of brick and synthetic stucco panels and includes twin folding doors facing S. Park Street and an overhead door facing Drake Street.

The single-family residence at 917 Drake Street is a 1.5-story structure that was built in 1916 according to City records. The residence includes 4 bedrooms, 1 bath, and an enclosed three-season porch along the front wall. A detached two-car garage is located at the rear of the property abutting the alley. The exterior of the house is comprised of asphalt and wood shingles and horizontal siding. The surface parking lot addressed as 921 Drake Street generally extends between the residence at 917 Drake and the two-family residence at 923 Drake, with the parking area also extending through the rear yard of 917 leading to a service door on the western, rear wall of the body shop. The two-family residence at 923 Drake is a 1.5-story building that dates to 1897 and includes a total of 4 bedrooms and 2 baths, with a detached two-car garage at the rear of the lot. Lastly, the single-family residence at 925 Drake Street is a mostly brick sided two-story residence built in 1902 according to City records, which includes 5 bedrooms, 2 baths and a covered front porch extending along the front wall.

Photos of the body shop, three residences and two detached garages are including the materials for this project, as is a statement from the Landmarks Commission regarding the Ideal Body Building. At its meeting on April 16, 2012, the Landmarks Commission discussed the proposed demolition of the Ideal building and found that it has historic interest for its association with the transition from the horse-and-buggy era to the automobile era and recommended that the existing building be incorporated into the proposed project design.

The subject site is surrounded on the west, north and south by single- and two-family residences similar to the 3 residences proposed to be demolished with this project, while nearby properties along S. Park Street are developed with mostly one- and two-story commercial buildings similar in character to the Ideal Body Building.

The proposed mixed-use building will begin as a five-story mass at the corner of S. Park and Drake streets before transitioning to a three-story mass halfway across the Drake Street frontage. The project plans call for a 2,442 square-foot commercial space to be located at the northeastern corner of the building adjacent to the intersection, which will include a recessed entrance on the corner. The remaining commercial square-footage will be contained in a 2,216 square-foot space to located on the southern end of the proposed S. Park Street façade beyond the egress corridor for the eastern of two internal stair towers that will serve the five-story portion of the building. The remainder of the first floor

of the five-story portion of the building will house the main residential lobby for the project as well as a bike storage room.

Moving west, the building will extend south into the full depth of the subject site as it transitions from five to three stories. The primary vehicular entrance into the development will be located approximately midway along the Drake Street façade, which will provide access to 30 automobile and 9 bike fully enclosed parking stalls located at street level and 43 automobile and 50 bike stalls located on a partial underground parking level. A trash and loading area is proposed at the rear of the first floor, which will be accessed from an overhead door off the alley.

West of the primary driveway, the first floor of the proposed building will include a landscaped courtyard intended to emphasize the transition in building height from five to three stories, and 3 one-bedroom garden apartments with large recessed patios located below the grade of the Drake Street sidewalk. The proposed courtyard will include raised planters, a small fountain, and a secondary residential lobby that doubles as the egress for the western stair tower serving the five-story portion of the building.

Above the first floor, the plans call for 19 apartment units to be constructed along an L-shaped corridor on both the second and third floors. A community room for tenants is proposed on the second floor, while a fitness room for tenants is proposed on the third floor. A large green roof is proposed at the southeasternmost corner of the building to enclose the remainder of the first floor parking and loading area. The green roof will include a rooftop terrace for tenants that will be accessible from the second floor corridor. The 57 apartments proposed will include a total of 8 studio units, 34 one-bedroom units, and 15 two-bedroom units, including 2 studio units, 2 one-bedroom units and 4 two-bedroom units on both the fourth and fifth floors. Most of the 57 proposed apartments will include a porch or balcony to provide private open space for the dwelling units.

The proposed building will extend 252 feet along Drake Street. The five-story portion of the building will largely be constructed to the northern, eastern and southern property lines but will include a 15-foot stepback for the fourth and fifth floors along the S. Park Street façade beyond a prominent tower element proposed above the corner of S. Park and Drake streets. The three-story portion of building will be set back 11 feet from Drake Street and approximately 5 feet from the public alley to the south. Along the west side of the building, an approximately 17-foot setback is proposed to provide a landscaped transition zone between the new development and the adjacent residences located along the east side of S. Brooks Street. An extensive landscaping plan has been submitted for the northern, western and southern edges of the three-story building.

The exterior of the overall building will be clad in a combination of brick and fiber cement panels, with the brick appliqué to be consistent between the three-and five-story sections of the building, while the color and texture of the fiber cement panels will contrast between the two building sections. Both the three-and five-story sections of the building will be topped with flat roofs.

## **Evaluation & Analysis**

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The applicant is requesting approval of Planned Unit Development zoning and a demolition permit to allow the Ideal Body Building and 3 residences generally located at the southwest corner of S. Park and Drake streets to be razed and a five-story mixed-use building containing approximately 4,700 square feet of retail space and 57 apartments to be built on the 0.77-acre site. The proposed building cannot be built on the site's split R3 and C3 zoning and requires PUD zoning in order to proceed. The

proposed development would not meet the lot area, useable open space, and required front, side and rear yards if developed in an expanded C3 district.

Staff from the Department of Planning and Community and Economic Development has worked closely with the applicants for approximately a year on variations of their plans to redevelop the subject site. Planning staff can support the mix of uses proposed for the site, which will include commercial uses along the first floor along S. Park Street and a dense residential component that will significantly increase the density of the site, as well as the general bulk and mass of the project, which, like the 74 dwelling unit an acre density proposed, will dramatically transform the character of this portion of S. Park Street and the 900-block of Drake Street. The five-story building proposed at the corner of S. Park and Drake streets will significantly increase the building mass present at that intersection beyond the mass present in the Ideal Body Building, while to the west, the Drake Street frontage of the site will be transformed from low-rise 1.5- and 2-story single- and two-family residences, yards and surface parking areas into a single taller and more substantial building mass that will extend across most of the northern edge of the site.

During the various meetings staff held with the applicants, a number of approaches to modify the mass of the proposed building were discussed in an effort to create the best possible transition from S. Park Street, where staff believes more intensive forms of development can be supported, to the lower-scale Greenbush neighborhood, including breaking the building into two and providing greater landscaped setbacks. Staff and the project team have also explored how the proposed building materials will be applied and the articulation of both the three- and five- story sections of the building.

The result of the many staff and applicant discussions is the project that is before the Urban Design and Plan commissions and the Common Council for approval. Planning staff believes that the proposed mixed-use building can generally meet the standards and criteria for approval of planned unit developments, demolition permits and zoning map amendments.

As with any zoning map amendment, the Plan Commission shall not recommend the adoption of a proposed rezoning unless it finds that the proposed rezoning is "in the public interest and is not solely for the interest of the applicant, and shall not recommend a proposed amendment without due recognition of the master plan of the City." In addition, Chapter 66.1001(3) of Wisconsin Statutes requires that zoning ordinances (of which the zoning map is part) enacted or amended after January 1, 2010 be *consistent with* the City's comprehensive plan. 2010 Wisconsin Act 372 clarified "Consistent with" as "furthers or does not contradict the objectives, goals and policies contained in the comprehensive plan."

Furthermore, the Zoning Ordinance requires that specific criteria be met to determine if a proposed planned unit development "is consistent with the spirit and intent of this ordinance and has the potential for producing significant community benefits in terms of environmental and aesthetic design." The criteria for approval of a planned unit development requires that the Plan Commission consider the character and intensity of the proposed development and its compatibility with the surrounding area as well as the preservation and maintenance of open space and the impacts on traffic, parking and demand for municipal services resulting from the project.

#### Conformance with Adopted Plans

The Comprehensive Plan generally identifies the C3-zoned portion of the subject site for Community Mixed-Use development, with the remainder of the site recommended for Low-Density Residential uses.



Community Mixed-Use (CMU) districts are recommended locations for a high-density mix of residential, retail, office and civic uses in a compact urban setting that may encompass many blocks of land. Developments in CMU districts are recommended to either be located adjacent to medium- or high-density residential areas or be large enough to accommodate high-density residential uses when adjacent to lower-density areas, and may also be located near employment centers. Buildings in these zones should be well designed and located close to the sidewalk, with parking located at the rear of the buildings or underground, and pedestrian-level amenities should be provided. The intensity of development in areas recommended for Community Mixed-Use development will vary throughout the City, with more specific standards for height, FAR and urban design to be determined through a neighborhood or special area planning process. Buildings in CMU districts should be at least 2 stories in height, and residential density should generally not exceed 60 units an acre, although more intensive development may be recommended in a neighborhood or special area plan.

The Comprehensive Plan places a significant emphasis on new or infill development being complementary to and compatible with the existing and planned characteristics of the surrounding neighborhood, and infill development or redevelopment being designed to incorporate or improve upon existing positive qualities such as building proportion and shape; pattern of buildings and yards; building orientation to the street, and; building materials and styles. Although infill development is strongly encouraged as a key theme of the overall plan, it is always only one among many objectives, and other factors such as architectural character and scale (including building height, size, placement and spacing), block and street patterns, landscaping and traffic generation are also important.

Planning staff believes that the proposed mixed-use building is consistent with the recommendations for Community Mixed-Use development. Staff also believes that the Plan Commission could find that the project is generally consistent with the recommendations for Low-Density Residential (LDR) development. The Comprehensive Plan recommends that development in LDR districts not exceed an average of 16 units per net acre for the Low Density Residential area as a whole, and that most developments within an LDR area should fall within this range, though small areas of higher density may exist. The Comprehensive Plan identifies that small-scale apartment complexes comprised of relatively small, low-rise buildings (such as garden apartments) may be included in the LDR category, and further notes that higher density housing types within LDR areas generally should be located near mixed-use or other more intensively developed areas, with a transition to smaller buildings such as duplexes and single-family detached houses as the distance from the more intensively developed area increases. Staff believes in this case if it is concluded that this is a well designed and attractive building that the density of the proposed development can be found to be appropriate given its location on the edge of the LDR area and adjacent to the higher density S. Park Street mixed-use corridor, as is the proposed transition from five stories at S. Park Street to three stories in the center of the block.

The subject site is also located within the boundaries of the Greenbush Neighborhood Plan, which was adopted by the Common Council in July 2008 and includes a series of goals and strategies to revitalize the neighborhood bounded by Regent Street on the north, S. Park Street on the east, Haywood Drive on the south, and S. Randall Avenue on the west. The plan recommends that properties along the west side of S. Park Street be redeveloped with mixed-use buildings between two- and four-stories in height, with neighborhood-oriented retail and service uses on the street-level floor and residential units on upper floors. Parking should be located behind the buildings and appropriately screened. Redevelopment is encouraged in the plan, but neighborhood residents indicated a desire for future developers to appreciate, rehabilitate, and incorporate the original brick buildings along S. Park Street, like the Ideal Body Shop. To the west, the plan recommends that the existing housing stock located

between S. Mills Street and the S. Park Street mixed-use area should be preserved and rehabilitated to create more cohesion between the homes and S. Park Street (shown as Area 2 in the plan).

Staff believes that the proposed development is consistent with the general goals and objectives for the S. Park Street corridor and for the residential area to the west of S. Park Street in the Greenbush Neighborhood Plan, though staff acknowledges that the height of the proposed building exceeds the maximum four-story the plan recommends and that the project also does not incorporate the Ideal Body Building as desired. However, staff believes on balance that the proposed mixed-use building will result in an acceptable form of mixed-use redevelopment that will increase the diversity of housing available in the Greenbush neighborhood through the addition of market-rate, non-student-oriented apartment units, and provide additional opportunities for neighborhood-oriented retail and services along S. Park Street as desired in the plan.

#### Conformance with Urban Design District 7

As noted previously, the eastern half of the subject site is located within Urban Design District 7 (UDD 7), which was adopted by the Common Council in July 2006 and follows earlier planning efforts in the Park Street corridor, including the 2001 Park Street Revitalization: Possibilities to Reality and 2004 Park Street Corridor: Urban Design Guidelines. The statement of purpose of UDD 7 states that it was created to improve the appearance and function of the Park Street corridor as a gateway to downtown and the University of Wisconsin-Madison that is also critical to the vitality of adjoining neighborhoods. Under the provisions of UDD 7, if any portion of zoning lot is in the district, the entire lot is within the district. The district's design requirements and guidelines are intended to provide clear direction for how property can be improved, to protect against fragmented or incompatible development and to preserve and enhance the property values and economic vitality in the district. Urban Design District 7 includes a series of requirements that projects are required to comply with, and a number of guidelines that projects are required to comply with to the extent possible.

Notable provisions of Urban Design District 7 and staff's assessment of the proposed mixed-use building's conformance with them follow:

- New buildings in UDD 7 are required to be located with 1 and 10 feet of the front property line – in this case, S. Park Street – and be consistent with the setbacks present on existing blockfaces. The front yard should be designed to provide amenities to enhance the visual and pedestrian character of the street. In areas with eight feet or less of sidewalk and terrace width the district recommends that additional pavement be provided to create a minimum width of 8 feet. The front facade of the building and the primary entrance should face the primary street, and if a public entrance is allowed on the side of a new building, it should be positioned close to the primary street and preferably as a corner feature of the building. Staff believes that the proposed building will meet the requirements and relevant guidelines of this section of the district. The placement of the building will provide a minimum of 8 feet of space between the back of curb and eastern façade and continues an established blockface present on the west side of S. Park between Drake and Emerald streets. Staff also believes that the project can meet the UDD 7 requirements for screening of parking, site landscaping, etc.
- All visible sides of the building are required to include details that complement the front facade with complementary design for side facades visible from the primary street. Buildings shall include details at the street level to create a more comfortable pedestrian scale and character. Guidelines include providing variation to the building face design for large buildings through the use of materials and color, and/or by dividing the building into bays to break up large facades to

create pedestrian interest at the street level, particularly for existing large buildings on S. Park Street. Flat roofs are preferred for new mixed-use and commercial buildings, and a positive visual termination at the top of the building should be provided. Buildings should be designed as creations of their own time, and copying historic appearance and details is discouraged. New buildings and additions should complement the character of adjoining buildings in the blockface draw attention away from other buildings in the block. New corner buildings should be located near the sidewalk edge and should define the street intersection with distinctive architectural features.

Staff believes that the proposed building now meets the requirements and many of the guidelines of UDD7 stipulated in this section. The proposed development includes highly articulated and complementary facades along both S. Park and Drake streets, with a strong pedestrian orientation for the entire development, which includes strong first floor elements for the five-story building closest to the intersection, and a unique and highly urban ground floor façade along Drake Street for the three-story portion of the building that features garden units just below the level of the public sidewalk. The building will be a product of its time and will be clad in simple, durable and well-applied building materials that will provide a contemporary complement to the predominantly brick buildings located along the upper portion of the S. Park Street corridor.

- New buildings in UDD 7 are required to be at least two stories in height, and should generally be limited to four stories in height. However, building height bonuses of up to two additional floors may be allowed "depending on the quality of the design, the affect of the development on the adjoining neighborhood, and the contribution of the project to the use mix and activity in the vicinity, and the character of the street." The bonus stories are included in the district to serve as an incentive for creative building design and should not be viewed as the permitted height. One of the guidelines in the district states that new buildings in excess of three stories shall incorporate a front façade stepback of at least 15 feet from the building face at the third floor, while another guideline states that new infill buildings should not vary by more than one story from the average building height in the block when that block exhibits a concentration of existing buildings and a well-defined blockface. [It should be noted that the latter are guidelines and not requirements.]

Staff believes that these height-related requirements and guidelines can be found to be met with the proposed mixed-use building, though staff acknowledges that the concerns that have been expressed by some in the neighborhood regarding the height of the building and its mass along Drake Street. The five-story portion of the building provides the required 15-foot stepback above the third floor with the exception of the tower element proposed at the S. Park-Drake corner, which is otherwise encouraged in the district. Staff also believes that the project can be meet the qualifications for the additional stories above the four otherwise allowed. Staff feels that the quality of the current design and the development's ability to contribute significantly to the character and level of activity in the surrounding area justify the additional story proposed for the eastern half of the building.

Staff recommends, however, that the applicants pull the cornices proposed above the fifth floor back to within the property envelope to improve the proportion of the top of the building. The plans submitted on August 29 suggest that these cornices will extend beyond the boundaries of the site into the public right of way and staff feels these elements detract from the proportionality of the building. These elements would require approval of an encroachment into the air rights for the adjacent public rights of way, which Planning staff does not support.

In reviewing the project against the various requirements and guidelines of Urban Design District 7, Planning staff believes that a finding can be made by the Urban Design Commission that the proposed three- and five-story mixed-use building complies with these provisions.

## **Conclusion**

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Planning staff has worked closely with the applicants for approximately a year to develop a program for the subject site that it could support and believes that the plans before the Urban Design Commission, Plan Commission and Common Council represent the fruits of those efforts. While staff is aware of concerns expressed by some in the Greenbush neighborhood regarding the proposed development, in particular the mass of the building, the Department of Planning and Community and Economic Development believes that the proposed mixed-use development can meet the standards and criteria for approval for demolition permits, zoning map amendments and planned unit developments. Staff believes that the project represents an appropriate, high-quality infill redevelopment that could be catalytic for this portion of the S. Park Street corridor due in part to increased housing diversity that will result from the introduction of 57 market-rate apartments and the additional neighborhood-oriented retail and service uses proposed along S. Park Street and believes that the proposed development is generally consistent with the goals, objectives and policies recommended for this site in the Comprehensive Plan and with the general goals and objectives for the S. Park Street corridor and for the residential area to its west in the Greenbush Neighborhood Plan.

## **Staff Recommendations, Conditions of Approval & General Ordinance Requirements**

Major/Non-Standard Conditions are shaded

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### **Planning Division Recommendation** (Contact Timothy M. Parks, 261-9632)

The Planning Division recommends that the Urban Design Commission find that the proposed planned unit development meets the criteria in Urban Design District 7 and **approve** the development, and that the Plan Commission recommend **approval** to the Common Council of Zoning Map Amendment 3618 and 3619, rezoning 502 S. Park Street and 917-925 Drake Street from R3 and C3 to PUD-GDP-SIP, to the Common Council, and **approve** a demolition permit to allow an auto body shop and three residences to be demolished and a new mixed-use building to be constructed, all subject to input at the public hearing, the following Planning Division condition(s) and the conditions from reviewing agencies:

1. That the Planned Unit Development be revised per Planning Division approval prior to final approval for recording and the issuance of demolition and building permits as follows:
  - 1a. That the plans be revised to identify the location of all outdoor mechanical equipment (ground and roof) and how any such equipment will be effectively screened for aesthetic and acoustic purposes;
  - 1b. That Sheet 201 be revised to clearly identify the proposed setback of the building from S. Park Street;
  - 1c. That Sheet C-102 (or a separate civil site plan) be revised to clearly indicate the setback of the building from all adjacent property lines.

The following conditions have been submitted by reviewing agencies:

**City Engineering Division** (Contact Janet Dailey, 261-9688)

2. In accordance with 10.34 MGO – Street Numbers: When site plans are final, submit a PDF of each floor plan to Lori Zenchenko in Engineering Mapping (Lzenchenko@cityofmadison.com) so that an interior addressing plan can be developed. If there are any changes pertaining to the location of a unit, the deletion or addition of a unit, or to the location of the entrance into any unit, (before, during or after construction) the addresses may need to be changed. The interior address plan is subject to the review and approval of the Fire Marshal.
  3. The concurrent Certified Survey Map (CSM) application shall be completed and recorded with the Dane County Register of Deeds prior to issuance of building permits. The CSM shall be signed off by City Engineering staff prior to final approval of the PUD. The concurrent CSM application shall be completed and CSM recorded with the Dane County Register of Deeds so that proper Address-Parcel-Owner (APO) data can be compiled and activated in appropriate city databases to ensure that all building permits are to be administered and issued under the current and appropriate parcel data.
  4. The property is currently served by a private 8-inch storm sewer line crossing Drake Street. The plan calls for a new 10-inch RCP connection to an existing inlet. If the existing 8-inch pipe crossing is to be abandoned, it shall be slurry backfilled.
  5. Provide additional grades at the entrance to the underground parking. The applicant shall provide a design that does not allow street water into the garage.
  6. The applicant shall revise the plumbing/ utility plan to include connection to the City's sanitary sewer on S. Park Street. The City sewer on S. Park Street is 10-inch diameter, while the main on Drake Street is only a 6-inch diameter.
  7. Due to the proximity of the building to the right of way, the applicant shall determine if any street trees are going to be impacted to accommodate the construction and staging for this project. Accurately depict any tree removals and replacements on the final plans.
  8. The applicant shall dedicate a 5-foot wide Permanent Limited Easement for a pedestrian/ bicycle easement along S. Park Street. Language will be needed on the face of the related one-lot Certified Survey Map to address the future operation of this easement.
9. The construction of this building will require removal and replacement of sidewalk, curb and gutter and possibly other parts of the City's infrastructure. The applicant shall enter into a City/ Developer agreement for the improvements required for this development. The applicant shall be required to provide deposits to cover City labor and materials and surety to cover the cost of construction. The applicant shall meet with the City Engineer to schedule the development of the plans and the agreement. The City Engineer will not sign off on this project without the agreement executed by the developer. The developer shall sign the Developer's Acknowledgement prior to the City Engineer signing off on this project.
  10. The approval of this planned unit development does not include the approval of the changes to roadways, sidewalks or utilities. The applicant shall obtain separate approval by the Board of Public Works and the Common Council for the restoration of the public right of way including any changes requested by developer. The City Engineer shall complete the final plans for the restoration with input from the developer. The curb location, grades, tree locations, tree species, lighting

modifications and other items required to facilitate the development or restore the right of way shall be reviewed by the City Engineer, City Traffic Engineer, and City Forester.

11. The applicant shall provide the City Engineer with a survey indicating the grade of the existing sidewalk and street. The applicant shall hire a Professional Engineer to set the grade of the building entrances adjacent to the public right of way. The applicant shall provide the City Engineer the proposed grade of the building entrances. The City Engineer shall approve the grade of the entrances prior to signing off on this development.
12. The applicant shall replace all sidewalk and curb and gutter abutting the property, which is damaged by the construction, or any sidewalk and curb and gutter that the City Engineer determines needs to be replaced because it is not at a desirable grade regardless of whether the condition existed prior to beginning construction.
13. The applicant shall obtain a privilege in streets agreement for any encroachments inside the public right of way. The approval of this development does not constitute or guarantee approval of the encroachments.
14. The applicant shall provide the City Engineer with the proposed soil retention system to accommodate the restoration. The soil retention system must be stamped by a Professional Engineer. The City Engineer may reject or require modifications to the retention system.
15. All work in the public right of way shall be performed by a City-licensed contractor.
16. All street tree locations and tree species within the right of way shall be reviewed and approved by City Forestry. Please submit a tree planting plan in PDF format to Dean Kahl, of the City Parks Department - [dkahl@cityofmadison.com](mailto:dkahl@cityofmadison.com) or 266-4816.
17. All damage to the pavement on S. Park Street, Drake Street and the public alley adjacent to this development shall be restored in accordance with the City's Pavement Patching Criteria.
18. The applicant shall demonstrate compliance with Section 37.07 and 37.08 of the Madison General Ordinances regarding permissible soil loss rates. The erosion control plan shall include Universal Soil Loss Equation (USLE) computations for the construction period. Measures shall be implemented in order to maintain a soil loss rate below 7.5-tons per acre per year.
19. For commercial sites less than one acre in disturbance, the City of Madison is an approved agent of the Wisconsin Department of Commerce and Department of Natural Resources (WDNR). As this project is on a site with disturbance area less than one acres, and contains a commercial building, the City is authorized to review infiltration, stormwater management, and erosion control on behalf of the Department of Commerce. No separate submittal to Commerce or the WDNR is required.
20. The applicant shall submit, prior to plan sign-off, digital CAD files to the Land Records Coordinator in the Engineering Division. (Lori Zenchenko) [lzenchenko@cityofmadison.com](mailto:lzenchenko@cityofmadison.com). The digital copies shall be drawn to scale and represent final construction including: building footprints, internal walkway areas, internal site parking areas, lot lines/ numbers/ dimensions, street names, and other miscellaneous impervious areas. All other levels (contours, elevations, etc) are not to be included with this file submittal. E-mail file transmissions are preferred. The digital CAD file shall be to scale and represent final construction. Any changes or additions to the location of the building, sidewalks, parking/pavement during construction will require a new CAD file. The single CAD file submittal can

be either AutoCAD (dwg) Version 2001 or older, MicroStation (dgn) Version J or older, or Universal (dxf) format. Please include the site address in this transmittal.

21. The applicant shall submit, prior to plan sign-off, digital PDF files to the City Engineering Division. The digital copies shall be to scale, shall have a scale bar on the plan set, and shall contain the following items: building footprints; internal walkway areas; internal site parking areas; lot lines and right-of-way lines; street names, stormwater management facilities and; detail drawings associated with stormwater management facilities (including if applicable planting plans).
22. The applicant's utility contractor shall obtain a connection permit and excavation permit prior to commencing the storm sewer construction.
23. Prior to final approval of the demolition permit, the owner shall obtain a permit to plug each existing sanitary sewer and/ or storm sewer lateral that serves a building that is proposed for demolition. For each lateral to be plugged the owner shall deposit \$1,000 with the City Engineer in two separate checks in the following amounts: (1) \$100 non-refundable deposit for the cost of inspection of the plugging by City staff; and (2) \$900 for the cost of City crews to perform the plugging. If the owner elects to complete the plugging of a lateral by private contractor and the plugging is inspected and approved by the City Engineer, the \$900 fee shall be refunded to the owner.
24. All outstanding Madison Metropolitan Sewerage District (MMSD) and City of Madison sanitary sewer connection charges are due and payable prior Engineering sign-off, unless otherwise collected with a Developer's Contract. Contact Janet Dailey (261-9688) to obtain the final MMSD billing a minimum of two working days prior to requesting City Engineering Division signoff.
25. The site plan shall be revised to show all existing public sanitary sewer facilities in the project area as well as the size, invert elevation, and alignment of the proposed service.

**Traffic Engineering Division** (Contact Dan McCormick, 267-1969)

26. City of Madison radio systems are microwave directional line of sight to remote towers citywide. The building elevation will need to be reviewed by the Traffic Engineer Division to accommodate the microwave sight and building. The applicant shall submit grading plans and elevations if the building exceeds four stories prior to sign-off to be reviewed and approved by Keith Lippert, (266-4767) Traffic Engineering Shop, 1120 Sayle Street. The applicant shall return one signed approved building elevation copy to the City of Madison Traffic Engineering office with final plans for sign off.
27. The applicant shall design the underground parking areas for stalls and backing up according to Figures II of the ordinance using the 9-foot or wider stall for the commercial/retail area. The "One Size Fits All" stall shall be used for the residential parking area only, which is a stall 8'-9" in width by 17'-0" in length with a 23'-0" backup. According to the ordinance, off-street parking spaces shall contain at least a rectangular area with maximum width of 10 feet and length of 18 feet and backup according to width for medium to large vehicles found in Figure II and a minimum of 7'-0" vertical clearance. Aisles, ramps, columns, offices or work areas are to be excluded from these rectangular areas, when designing underground parking areas.
28. Of note is the zero lot line building and narrow terrace on S. Park Street, which make the pedestrian zone and amenities constrained.

29. When the applicant submits final plans of one contiguous plan for approval, the applicant shall show the following: items in the terrace as existing (e.g., signs and street light poles), type of surfaces, existing property lines, addresses, showing all easements, all pavement markings, building placement, and stalls, signage, percent of slope, vehicle routes, dimensions of radii, aisles, driveways, stalls including the 2 feet overhang, and a scaled drawing at 1" = 20'.
30. The developer shall post a deposit and reimburse the City for all costs associated with any modifications to traffic signals, street lighting, signing and pavement marking, and conduit and handholes, including labor, engineering and materials for both temporary and permanent installations.
31. Public signing and marking related to the development may be required by the City Traffic Engineer for which the developer shall be financially responsible.

**Zoning Administrator** (Contact Pat Anderson, 266-5978)  
This agency did not submit comments for this request.

**Parks Division** (Contact Kay Rutledge, 266-4714)

32. The developer shall pay park impact fees (fee in lieu of parkland dedication and park development fees) for the 57 multi-family units proposed lest the credit for the 2 single-family residences and 1 two-family residence to be demolished. The developer must select a method for payment of park fees before signoff on the SIP. This development is within the Vilas-Brittingham park impact fee district (SI27).

**Fire Department** (Contact Bill Sullivan, 261-9658)

33. Provide fire apparatus access as required by IFC 503 2009 edition, MGO 34.503, as follows:

33a.) The site plans shall clearly identify the location of all fire lanes.

33b.) IFC 503 Appendix D105, Provide an aerial apparatus access fire lane that is at least 26-feet wide, with the near edge of the fire lane within 30-feet and not closer than 15 feet from the structure, and parallel to one entire side of the structure, if any part of the building is over 30 feet in height.

33c.) Fire lanes shall be unobstructed; there are obstructions shown on the fire lane, remove all obstructions. Examples of obstructions: including but not limited to; parking stalls, loading zones, changes in elevation, power poles, trees, bushes, fences or posts.

34. Note: The Madison Fire Department does not object to this proposal provided the project complies with all applicable fire codes and ordinances. Please consider allowing the Madison Fire Department to conduct training sequences in the buildings prior to demolition. Please contact the MFD Training Division at 246-4587 to discuss this possibility.

**Water Utility** (Contact Dennis Cawley, 261-9243)

35. The Madison Water Utility shall be notified to remove the water meters prior to demolition.



ID #25508, 26845 & 27473  
502 S. Park Street &  
917-925 Drake Street  
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36. Per MGO Sec. 13.21, all wells located on this property shall be abandoned if no valid well operation permit has been obtained from the Madison Water Utility.

**Metro Transit** (Contact Tim Sobota, 261-4289)  
This agency did not submit comments for this request.



Department of Public Works  
**City Engineering Division**

Robert F. Phillips, P.E.  
**City Engineer**

City-County Building, Room 115  
210 Martin Luther King, Jr. Boulevard  
Madison, Wisconsin 53703  
FAX 608 264 9275  
www.cityofmadison.com

**608 266 4751**

**Assistant City Engineer**  
Michael R. Dalley, P.E.

**Principal Engineers**  
Christina M. Bachmann, P.E.  
John S. Fahrney, P.E.  
Gregory T. Fries, P.E.  
Christopher J. Petykowski, P.E.

**Facilities & Sustainability**  
Jeanne E. Hoffman, Manager  
James C. Whitney, A.I.A.

**Operations Manager**  
Kathleen M. Cryan

**GIS Manager**  
David A. Davis, R.L.S.

**Financial Officer**  
Steven B. Danner-Rivers

**Hydrogeologist**  
Brynn Bemis

September 26, 2012

**To: Brad Murphy**  
**Planning Director**  
**City of Madison**  
**215 Martin Luther King Jr. Blvd. Suite LL100**  
**Madison, WI 53703**

**Re: 502 S. Park St.**

The Engineering Division would like to retract comment #2.5<sup>\*</sup> regarding the conditional use approval at 502 S. Park St. The Division believes that the proposed development will provide more pedestrian activity along Park St. and a wider terrace would be appropriate. However, we realize that the Planning Dept. has been working with the applicant for over a year and that the comment will cause significant issues with the building design that may not be workable. Therefore, we are willing to retract the comment.

There still remains a desire on the part of the Engineering Division to improve pedestrian amenities on Parks Street including providing adequate space for street trees. The Engineering Division would like to work with the Planning Dept. to resolve this issue as it may arise in the future along the Park St. Corridor.

Please call me at if you have any questions concerning this issue.

Sincerely,

Robert F. Phillips, P.E. City Engineer

RFP:cjp

enc: as stated

cc: Tim Parks, City Planning

\* RE: CONDITION #8 OF SEPT. 12 REPORT

**CITY OF MADISON  
INTERDEPARTMENTAL  
CORRESPONDENCE**

**Date:** September 12, 2012

**To:** Plan Commission

**From:** Patrick Anderson, Assistant Zoning Administrator

**Subject:** 502 S Park Street & 917-925 Drake Street

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**Present Zoning District:** R3 & C-2

**Proposed Use:** Demolish existing auto body shop and three residences to allow construction of a mixed-use bldg. with 62 apartment units (8 efficiencies, 22 one-bedroom, 17 one-bedroom with den, 15 two bedroom, 3 two bedroom units), approx. 4,300 sq. ft. commercial/retail space.

**Requested Zoning District:** PUD (GDP-SIP)

**Plan Commission Review:** 28.12(12) Demolition of a principal building requires Plan Commission approval.

**MAJOR OR NON-STANDARD REVIEW COMMENTS** (Comments which are special to the project and/or may require additional work beyond a standard, more routine project). None.

**GENERAL OR STANDARD REVIEW COMMENTS**

1. Show addresses of tenant spaces on the building of the final site plan pursuant to City of Madison General Ordinances Section 10.34 (2). Place addresses of the buildings and number of units in each building on the final plan sets. Address information can be obtained from Lori Zenchenko of City Engineering at (608) 266-5952.
2. Provide a reuse/recycling plan, to be reviewed and approved by The City's Recycling Coordinator, Mr. George Dreckmann, prior to a demolition permit being issued.
3. Sec 28.12(12)(e) of the Madison Zoning Ordinance requires the submittal of documentation demonstrating compliance with the approved reuse and recycling plan. Please note, the owner must submit documentation of recycling and reuse within 60 days of completion of demolition.
4. The final plans shall show the setback dimensions shall be from the nearest portion of the building. Any deck/canopy/balcony/porch, if projecting from the principal building, shall show the dimension to the property line.

**502 S Park Street & 917-925 Drake Street**

**September 12, 2012**

**Page 2**

5. Lighting is required and shall be in accordance with City of Madison General Ordinances Section 10.085. Provide a lighting photometric plan, including cut sheets for fixture, with the final plan submittal.
6. Provide a detailed landscape plan. Show species and sizes of landscape elements. Within 10' from a driveway crossing of a street lot line, any landscaping/screening shall not exceed 2' in height for vision clearance. No landscape elements shall be maintained between the heights of 30 inches and 10 feet above the curb level within the 25' vision triangle of a street corner.
7. Bike parking shall comply with City of Madison General Ordinances Section 28.11. Provide a minimum of 62 bike parking stalls for the residential use and an additional 2 bike parking stalls for the commercial space, placed in a safe and convenient location on an impervious surface, to be shown on the final plans. NOTE: A bike-parking stall is two feet by six feet with a five-foot access area, with 5' of vertical clearance. Provide a detail of bike rack to be installed.
8. Meet all applicable State accessible requirements, including but not limited to:
  - a. Provide the minimum required number of accessible stalls per ADA, striped per State requirements. One of these stalls shall be a van accessible stall 8' wide with an 8' striped out area adjacent to and on the passenger side.
  - b. Show signage at the head of the stalls.
9. Regarding loading spaces, the submitted plans show two 10' x 35' loading zone in the parking structure, but it is not clear that these zones meet the minimum clearance height of 14'. Given the delivery and move in/out needs for the development, these loading zones shall be required to meet minimum vertical clearance height.
10. Signage approvals are not granted by the Plan Commission. Signage must be reviewed for compliance with Chapter 31 of the Madison General Ordinances. This is in an Urban Design District. Signage must be approved by the Urban Design Commission and Zoning. Sign permits must be issued by the Zoning Section of the Department of Planning and Community and Economic Development prior to sign installations.

**C2 ZONING CRITERIA**

<b>Bulk Requirements</b>	<b>Required</b>	<b>Proposed</b>
Lot Area (required for DU's)	700 sq. ft. per efficiency 1,000 sq. ft. per 1br apt 1,300 sq. ft. per 2br apt 1,600 sq. ft. per 3br apt	33,309 sq. ft.
Lot width	50'	Adequate
Usable open space	5,040 sq. ft./ 70 sq. ft. /bdm.	TBD/not clearly shown on plans
Front yard	0'	As shown on approved plans
Side yards	0' commercial 1st story 11' each side 2nd story	As shown on approved plans
Rear yard	30' or 55% of bldg height	As shown on approved plans
Floor area ratio	3.0	As shown on approved plans
Building height	n/a	As shown on approved plans

<b>Site Design</b>	<b>Required</b>	<b>Proposed</b>
Number parking stalls	1 stall per 300 sq. ft. retail (15) 62 for apartments.	73
Accessible stalls	3	2 (8)
Loading	1 - 10' x 35'	TBD (9)
Number bike parking stalls	62 plus 2 for commercial space	74 plus 9 for retail (7)
Landscaping	Yes	As shown on approved plans (6)
Lighting	Yes	As shown on approved plans (5)

<b>Other Critical Zoning Items</b>	
Urban Design	Yes (Design Dist. #7, PUD)
Historic District	No
Landmark building	No
Floodplain	No
Utility easements	Yes
Barrier free (ILHR 69)	Yes

With the above conditions, the proposed project **does** comply with all of the above requirements.

Since this project is being rezoned to the **(PUD)** district, and there are no predetermined bulk requirements, we are reviewing it based on the criteria for the C2 district, because of the surrounding land uses.

**CITY OF MADISON  
INTER-DEPARTMENTAL  
CORRESPONDENCE**

Date: May 16, 2012  
To: Plan Commission and Urban Design Commission  
From: Landmarks Commission  
Re: Report of the Landmarks Commission  
HISTORIC INTEREST of Buildings proposed for demolition

It is the consensus of the Landmarks Commission to forward the following discussions related to the historic interest of buildings proposed for demolition to the Plan Commission and Urban Design Commission.

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At its meeting on February 27, 2012, the Landmarks Commission discussed the following:

305 & 309 West Johnson Street – It was noted that this area of West Johnson was known as “automobile row” and while not certain how the building at 305 fits in with that designation, the Mautz building on the corner was a car dealership and 309 was a garage. It was also noted that the architect for 305 is Claude and Starck and that there is a concern for the loss of historic buildings in relation to the State Street commercial district. The design of the buildings that replace them should strive to be future landmarks.

704, 714, 720, 728 and 734 University Avenue – It was noted the architect for 704 is Claude and Starck.

For the buildings proposed for demolition on West Johnson and University Avenue, the Landmarks Commission finds that some buildings have historic value. The Landmarks Commission is concerned about the continued loss of historic building stock of this type and requests that the design teams for the replacement buildings strive to create future landmarks.

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At its meeting on April 16, 2012, the Landmarks Commission discussed the following:

502 South Park Street - The Landmarks Commission finds that the Ideal Body Building has historic interest as noted below and requests that the existing building be incorporated into the proposed design.

The building was built on the site of a long-term blacksmith shop operated by Joseph Dottl who served as President of the Dottl Manufacturing Company and later served as President of the Ideal Body Company. The Dottl Manufacturing Company manufactured spring and frame supports for Ford and it is possible that the manufacturing occurred in this building. This building is historically interesting for its association with the transition from horse-and-buggy to the automobile era. It is one of two such non-residential structures remaining in the City (the other is the Wisconsin Wagon Co at 602 Railroad, a designated landmark).

## Parks, Timothy

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**From:** Kate and Todd [kateandtodd@gmail.com]  
**Sent:** Wednesday, September 26, 2012 4:11 PM  
**To:** Parks, Timothy  
**Subject:** Letter of Opposition to Ideal Body Development

Dear Mr. Parks and The Plan Commission,

I have been a resident of Greenbush Neighborhood for over a decade, and have been actively participating and following the process of the Ideal Body Proposal for the past year. I joined the committee designated by the Greenbush Neighborhood Council to make a determination on this issue on behalf of the neighborhood. The committee's final decision is that five stories is simply too high in accordance with the Greenbush Neighborhood Plan, the Park Street Revitalization Plan, and the governing ordinance for the Urban Design District 7, which all call for ***no more than three or four stories*** in this development area. ***The only request the committee has made, is to make this development four stories or less.***

Further concerns of the neighbors are the fact that renters will be allowed parking permits for street parking. This is a neighborhood that already has dire parking issues, and if Ideal is allowed parking permits, then the Lane's Bakery development will also be allowed the same. This neighborhood simply can not accommodate an increase of this magnitude of both parking and traffic issues.

As a neighbor who lives on the same block as this proposed development, I am also extremely concerned about the difference in height. Whereas most of the houses on this whole block are single and two story, it's simply out of proportion to the character of the neighborhood and unfair to subject neighbors such as my elderly neighbors to a project this size. They are unaware and/or unable to participate in this process and voice their concerns. We are well aware of and support the decision to give both hospitals the exception to the height difference, however, because the neighborhood received sizable compensation in return by way of health services, and the possibility to build Arboretum Cohousing. In this case, the neighbors are receiving no such benefit.

Further, I take issue with Alder Sue Ellingson in her remarks that this area is blighted. My home is not blighted, and neither are the majority of neighbors around me. Sue's decision to go against the wishes of the neighborhood is disappointing and perplexing.

I personally fully support infill development, but it needs to be ***quality*** development, one that supports ***what our neighborhood wants***, and what three design guidelines have indicated.

Thank-you for your consideration.

Respectfully submitted,

Kate MacCrimmon

## Parks, Timothy

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**From:** Barbara MacCrimmon [barbara.maccrimmon@gmail.com]  
**Sent:** Wednesday, July 11, 2012 2:24 PM  
**To:** Parks, Timothy  
**Subject:** Ideal Body Proposed Redevelopment

MacCrimmon, 1110-B Mound Street, Madison, Wisconsin 53715, (608) 260-9363, Wednesday, 11 July 2012

Memorandum, southwest corner of Drake and Park Streets, Madison, Wisconsin.

A five-storied 62-unit multi-living-unit structure recently has been proposed for the site now occupied by Ideal Auto Body on the southwest corner of Park and Drake streets on Madison's near west side. Residents of the Greenbush neighborhood have encouraged the developer of this site to improve his design.

A colored architectural painting of the proposed structure has been furnished for public inspection. My comments are based on this, perhaps-preliminary, colored architectural painting, and I have complaints about what I see :

- 1) Five stories are too many stories.
- 2) Sixty-two living units are too many living units.
- 3) The proposed structure looks like a poorly designed motel. It has the architectural attractiveness of a 55-foot-high shoebox. Its impersonal façades purport a kind of modernity, but reveal a dismal architectural banality. It is comparable in size and mediocrity to a nearby, recently erected, 'tip-up' structure, the one at 30 North Mills Street.
- 4) The proposed five storey structure appears to extend west along Drake Street, a distance of about 100 yards, to a point halfway between Park and Brooks Streets, where it would meet too-abruptly with an existing neighborhood of one and two-story single family homes – mostly frame homes.
- 5) The proposed five storey structure negates the current Greenbush Neighborhood Plan, published in 2008, and approved by the City of Madison the same year, which recommends that 'new buildings [along the Park Street corridor] should generally be limited to four (4) stories in height.'

Additional specific criticisms :

- 6) The façades proposed along Drake and Park Streets, and along the south side, but especially Drake Street, ought have 'set-backs'.
- 7) All flat, 'built-up' roofs of the proposed structure ought be green roofs and ought be planted in suitable gardens.
- 8) The tower-like structure that faces Park Street, the part that is surmounted by a noticeably-pitched flat roof, ought be changed to conform to the otherwise horizontal quality of the design. That is, the so-called tower is ugly; it doesn't fit the rest of the scheme and ought be eliminated.
- aa9) The entire building is 'too thick' from front to rear and from side to side. It needs an interior courtyard(s), one(s) that will be visible to pedestrians walking along both Park and Drake Streets, and also from the south.



- 10) The horizontality of all façades ought be emphasized with pentroofs and narrow overhangs.
- 11) The height of the entire building ought be gradated from east to west, such that that the façade along Park street be two or three stories taller than that of the west-facing façade.
- 12) The colored architectural painting of the proposed structure obscures the nature of the nearly 100-yard-long ground floor along Drake Street. Are retail shops planned there for Drake Street? Or alternatively are ground-floor apartments planned for Drake Street? Will there be a garage entry somewhere along Drake Street?, etc., etc.
- 13) Also, the colored architectural painting of the proposed structure seems to show on its west side an already-existing, directly-abutting three or four story building on Drake Street, where now there is no such structure. Since this non-existent neighboring structure seems directly to abut the proposed five-story, 62-apartment structure, does the developer of the planned 62-apartment structure intend to insert another structure as depicted, one that directly-abuts the west side of the proposed five-story structure? If this is the case, ought there not be a separation, such as an alley way between the two?
- 14) The colored architectural painting of the proposed structure doesn't show us where vehicular entrances are planned. Will they be somewhere on Drake Street, and if so, how far west along Drake Street? and how will increased vehicular traffic affect current neighborhood residents? It seems likely that traffic volumes on all nearby street will become more dangerous; and increased traffic on Drake and Mills Street will diminish the safety of the many elementary-age children, two of whom are my own grandchildren, who live nearby.
- 15) And speaking of vehicular traffic, if a garage entry is to be located on Park Street, it could safely accommodate only south-bound traffic, whether entering or exiting the proposed structure. But what would be the vehicular solution for north-bound Park Street traffic – both for entrance and exit?
- 16) Further, if a garage vehicular entry is to be located on Drake Street, would this not make the intersection at Drake and Park Streets – now guarded merely by two-way stop signs – even more dangerous than it is now?

Respectfully submitted,

Don MacCrimmon

For the Urban Design Commission and City Staff working on the Ideal Development:

I have been a resident of the 110 block of Emerald st. in the Greenbush neighborhood for about 17 yrs, and would like to consider myself active in the neighborhood. I would like to register my opposition to the Idea development as it is presently proposed.

From the my perspective, the primary issue is the height along Drake St. Many other people, in testimony and letters, have referenced UDD 7 and the Park St. Revitalization Plan in their opposition to the 5<sup>th</sup> story, and I would agree. I also find it just a bit bizarre that there is a large step-back on Park in the latest design, the one place that a large, flat, imposing façade might be considered appropriate. Had that same negative volume been used to reduce a portion of the Drake St. frontage to 4 stories, I think that the design might be more acceptable.

The new design also features large overhangs (cornices?) at the roof line. Overhanging, in visual language, is usually used in the same breath as “jutting”, “overbearing”, and “imposing”. I think that it would be better if we could find some design solutions to allow the building to recede along the Drake St. frontage.

There are plenty of examples of nearby, profitable, high quality development going up right now that haven't needed the 5<sup>th</sup> floor to make the numbers work: Monroe St. across from Trader Joes, Monroe St. at Glenway, the apartment building behind Michael's Custard, the Wingra Clinic. Why are their neighborhoods' concerns responded to and ours are not?

Respectfully submitted,

Zaccai Lewis

To All Whom it May Concern,

I have been a resident of the 1000 block of Drake Street for two decades and am a member of the Greenbush Neighborhood Council. I am writing to express my opposition to the proposed 5 story Ideal building.

The height and mass of this building are very intrusive on the adjoining neighborhood and will loom over the wood frame single family homes in the area. Since only 80 feet of this lot is on Park Street and 270 feet extends into residential Drake Street, the bulk of its 5 stories intrudes far into the neighborhood. The additional height of a 5<sup>th</sup> story increases the loss of sunlight, and adds more noise, congestion, and parking problems, multiplying the adverse impact on quality of life of those whose homes are adjacent to the Ideal. I would like to see a vibrant Park Street commercial district and appropriate infill in our neighborhood, but do not feel the current design of this development meets those objectives.

The Greenbush Neighborhood Plan, developed with substantial neighborhood input and passed by the City Council, highlights its diversity of styles, character and pedestrian friendly nature as traits that should be preserved. It specifically recommends development of the Park Street corridor stating that it "should include mixed use development with buildings between 2 and 4 stories in height." (p.32). The UDD7 guidelines also state the new buildings should be limited to 4 stories in height. It offers additional bonus height for quality of design, affect on adjoining neighborhood, and character of the street, .... "The bonus stories serve as a bonus for creative design and should not be viewed as the permitted height." (UDD7-3.b.i) I do not believe this building exhibits extraordinary design meriting such a bonus .

There have been claims that the extra height and mass are necessary to make the project economically viable, but there are several examples of 4 story buildings with underground parking, such as new developments on Monroe Street, where four stories appears to be profitable.

Given that a four story building would be taller than any other neighborhood structure (except the hospital) and that 4 stories is specified in both the neighborhood plan and UDD7, it seems reasonable to ask the developer to limit building to this standard on Park Street with a lower height as it extends into Drake Street.

A building of this scale will have a permanent negative impact on the character of the Greenbush neighborhood that we have been working hard to preserve and revitalize, and for this reason I am not in favor of approval of the current design.

Respectfully submitted,

Cynthia Williams

**From:** Sue & Steve Hoffenberg [mailto:hoffenbergs@gmail.com]  
**Sent:** Thursday, July 05, 2012 8:45 AM  
**To:** Martin, Al  
**Cc:** Parks, Timothy; Ellingson, Susan  
**Subject:** Document for distribution to the UDC Staff for the July 11 meeting

Thank you for continuing to take input from the current neighbors as well as the developers for the final design of the new building at the current site of the Ideal Body Shop.

I am aware of the need for change to more density in this neighborhood. I am just requesting that the change be guided with respect to the current neighborhood. I am here to urge the city of Madison to restrict the height of the apartments at the Ideal Body Shop to no more than 4 stories, as is called for by its guidelines in the Urban Design District 7 Ordinance. I would like the city of Madison to guide development in our neighborhood so that the character of our neighborhood is protected. Old stable neighborhoods take generations to create. Once they are gone, they are gone forever.

Staff from the city of Madison and neighborhood business owners and volunteers put countless hours into writing the Park Street Revitalization Guidelines, and the Greenbush Neighborhood Revitalization Plan in addition to the Urban District Design Ordinance. These documents were professionally and thoughtfully crafted by impartial staff. Such guidelines are invaluable in situations such as the one in which we find ourselves. Government standards allow developers and residents to express and understand what is, and is not, appropriate in different locations in the city. Although impressive proposals may come along, the guidelines give stability which can protect the City for the future.

According to Urban Design District 7, a building here must be proportional to its neighboring buildings. However, this proposed five story will dwarf its one and two story neighbors. This building will be 5 stories, taking up the space of 5 current properties. The neighboring buildings are either one or two stories tall and have one or two units. The Ideal will have 62 apartments. This building will contain apartments, not condominiums. Only 15 of these will have two bedroom apartments. The other apartments will be smaller. The only planned community room will be the size of a one bedroom apartment. This building will be facing Park Street with its heavy traffic. To me, that indicates that these apartments will attract students who want easy access to campus or young single people who are starting their careers. The influence of their 62 apartments on the rest of the neighborhood that is mostly homes or one and two unit apartments will be huge. I expect the amount of partying, and the problems that go with it, to significantly increase. Some consultants and developers would like to promote more Chicago style living in Madison. That style is good for people who want to focus less on where they live and more on their jobs and going out for entertainment, but that is not currently the character of this neighborhood.

The city of Madison experienced negative unintended consequences when it implemented its urban renewal project in the Greenbush in the 1970's. Madison's only Italian neighborhood is forever gone. Each year, those families still share their pride and loss for their former neighborhood at events such as the Triangle Fest and the Wisconsin Book Festival.

To write guidelines and plans and then make the conscious decision to disregard them when a controversial project comes along is a total waste of time and effort. This is precisely the time the guidelines and plans are needed.

I urge the city of Madison to restrict the height of the building at the current Ideal Body Shop to no more than 4 stories as was clearly written by the city's own staff in the Urban Design District 7 Ordinance.

Sue Hoffenberg

512 West Shore Drive

Madison, WI 53715

# 5 Stories is Too High for Drake Street

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Name	Address
Edward D. Aronson Jr	1157 Emerald St 53715
Cynthia A Kochman	1157 Emerald St 53715
Dawn Perkins	1153 Emerald St. 53715

# 5 Stories is Too High for Drake Street

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**Name**

**Address**

Michelle Gott

410 W Shae  
Medison

K. Monck

412 W. Shore Dr.  
Madison

Jerrold Robaidek

412 W. Shore Dr.  
Madison, WI

53715

~~XXXXXXXXXX~~  
~~XXXXXXXXXX~~

~~XXXXXXXXXX~~  
~~XXXXXXXXXX~~

## 5 Stories is Too High for Drake Street

Name	Address
PATRICIA MURPHY	520 S. Brooks St
Patricia M. Murphy	Madison
Patricia Jeffrey	520 S. Brooks St.
	Madison



## 5 Stories is Too High for Drake Street

Name

Address

Doug Bingenheimer

622 West Shore Dr  
Madison, WI 53715

Sorry I am unable to attend Wednesday night meeting.

I support a compromise 4 story building and appreciate the development team's efforts to accommodate the concerns of the neighbors

like myself.

Respectfully,

Doug Bingenheimer

# 5 Stories is Too High for Drake Street

---

Name

Address

Hermina Zehner - THEODORA ZEHNER

406 West Shore Drive



Olav Klouvd ODVAR KLOUVD

606 WEST SHORE DR

I DID SIGN MR. DOTTLER'S PETITION.  
BECAUSE I THOUGHT THE DEAL WAS DONE -  
I THINK LOWERING THE HEIGHT IS WHAT  
WILL BE BEST FOR THE NEIGHBORHOOD *Olav*

## 5 Stories is Too High for Drake Street

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Name	Address
 Jingxun Jiang	916 Emerald st <del>EMERALD ST</del> 216 Emerald st
Kate MacCrimmon	920 Emerald St.
	920 EMERALD ST.

## 5 Stories is Too High for Drake Street





Name	Address
Jamett Anderson	Mail Carrier for Greenbush neighborhood.
Jungla Lee	1008 Emerald St 53715
Doug Flaynag	1008 Emerald St 53715
Barb Guenther	1002 Emerald St. 53715
Mike Guenther	1002 Emerald St 53715
Patrick Godar	829 High St.
Stephanie Lang	1129 Erin St #1 Madison 53715
Jolies Connor	1155 Erin St, Madison, WI 53715
Leslie Fields	1144 Erin Street Madison 53715
JJ Lumbach	1144 Erin St. Madison, 53715

# 5 Stories is Too High for Drake Street

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Name	Address
Merrill M Bodley Geraldine G Bodley	809 Grant St, Madison, WI 53711
Peter Schopfer <del>RS</del>	813 Grant 53711
Jeff Ford Mark Stamb	Jennifer Brockman 314 S Bassett St #2 53703 Marsha Stancik 469 Game Ridge Trail, Oregon, WI 53525

# 5 Stories is Too High for Drake Street

Name	Address
 Chris Deisinger	113 Koster St. Madison 53713
ZACH MILLER	552 TOEPTER AVE, MADISON, 53711
 Robert Schouille	928 Emerald St, Madison, 53705
 Thomas J. Ross	552 Toepter Ave M. In. W. 53711
 Eric C. Mowen	1027 GILSON ST 53715
Amy le Maraw	926 EMERALD ST

## 5 Stories is Too High for Drake Street

**Name**

Karandeet Daur

**Address**

3 4009 Ambleside Drive  
Madison WI  
53719

## 5 Stories is Too High for Drake Street

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Name	Address
Jacob Ray	1015 EMERALD ST
Lynsey A Ray	1015 Emerald St, Madison WI 53715



## 5 Stories is Too High for Drake Street

**Name**


ANDERS GURDA

**Address**

923 Emerald st.  
Madison, WI 53715

## 5 Stories is Too High for Drake Street

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Name	Address
Beth Robinson	1022 Vilas Ave Madison, WI
Sues Bullock	602 S. Birkbeck St, WI
Lynda Boger	927 Emerald St MAD. Wisc.
	416 S. Park St. 53715

# 5 Stories is Too High for Drake Street

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Name

Address

Eric W. Thiede      ERIC W. THIEDE      1023 DRAKE ST.  
Angela Cole Spindler      ANGELA COLE SPINDLER      1023 DRAKE ST

# 5 Stories is Too High for Drake Street

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Name

Address

Ruth Carpenter

501 S. Mills St

1027 Drake St.

501 S. Mills St.

Sam Carpenter

423 S. Mills St.

501 S. MILLS ST.

Shelly Duffield

~~Walter Carpenter~~

11 July 2012

circulated by, Dan MacGrimmon  
1110-13 Mound Street

## 5 Stories is Too High for Drake Street

Name	Address
Dan MacGrimmon	1110-13 MOUND STREET
Barbara MacGrimmon	1110-B Mound Street
Martin Alvarado	1421 Pleasure Dr
April Sopkin	120 S. Mills St.
Thom Ringle	120 S. Mills St.

## 5 Stories is Too High for Drake Street

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Name	Address
Barbara A. (WEEKS) Weeks	1012 Emerald St. Madison, WI 53715
BRIAN F. WALTERZ	1012 EMERALD ST. MADISON, WI 53715

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## 5 Stories is Too High for Drake Street

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**Name**

*Rebecca Parish*

**Address**

*419 S. Mills St.*

## 5 Stories is Too High for Drake Street

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Name

*Dwight F. Howell*

Address

*1015 Drake Street  
MADISON, WI 53715*



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## 5 Stories is Too High for Drake Street

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**Name**

**Address**

Devin Duffield  
D. Duffield

423 S. Mills 53715

# 5 Stories is Too High for Drake Street

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**Name**

**Address**

*James K. Matson*

*1022 Vilas Ave., Madison  
53715*

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## 5 Stories is Too High for Drake Street

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Name	Address
Caitlin Seifert	1122 Haywood
Susan Antonic	409 S Brooks
Stuart E. Eckes	417 S. Brooks

# 5 Stories is Too High for Drake Street

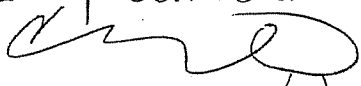
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Name	Address
Tim Patterson	148 Donning St Madison WI 53704
Jaimie West	1252 Sprig St Apt 2 Madison WI 53703

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## 5 Stories is Too High for Drake Street

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Name	Address
Cindy Schlichte 	551 S Randall Ave 53715
Alex Wang Atling	551 S Randall Avenue 53715
Cyndi Bryan	608 Emerson ST. 53715
Amanda Blake	1306 Eberhardt Ct.
John Blake	1306 Eberhardt Ct.

# 5 Stories is Too High for Drake Street

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**Name**

Jay Puri

SUKHDEEP GILL

**Address**

833 HISA ST

318 S. PARK ST.

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## 5 Stories is Too High for Drake Street

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**Name**

*J. J. [unclear]*

**Address**

310 VISTA ROAD  
MADISON, WE 53724

## 5 Stories is Too High for Drake Street

Name	Address
Karen Ecklund	1137 Erin St #101
Laura Anderton	1137 Erin St. #102
Paula Stearns	1137 Erin St. #203
John Merrill	711 S. Orchard St 302
Kathy Kane	711 S. Orchard St. #301
Judith Mungen	711 S. Orchard #103
Marianne Eng	711 S. Orchard #201
Lyn Gordh	1137 Erin #202
Jes Bakken	1137 Erin #207
Jan Egan (up to 4 on Parkside)	711 S. Orchard St. #202
Judy Moore	711 So. Orchard St. #304
Linda Murray	711 S. Orchard St. #301



# 5 Stories is Too High for Drake Street

**Name**

Deborah Laurel

**Address**

917 Vilas Avenue  
Madison, WI  
53715

# 5 Stories is Too High for Drake Street

---

**Name**

Zaccai Lewis

Tomor Kelson

**Address**

1137 Eward

1137 Eward

## 5 Stories is Too High for Drake Street

Name	Address
Clare F. Fisher	2524 Waunona Way zip 53713
El Lerner	223 Alden Drive 53705
Julia Regan Pfaff	1 Book Ct. Madison, WI 53713
Micah Morton	1014 Drake St., Madison, WI, 53715
Janet Huenink	2926 Union St., Madison 537 (formerly 1110 Fish Hatchery)
Christina Wagner	521 Caromar Dr. Madison 5371 (moving to 1009 High St)
Janis Kendall	2512 Waunona Way 53713
Barbara Clark	5039 Shuboggon Ave Apt #14 53705
Cheryl Saltzman	2209 Center Ave. 53704
Mark Saltzman	2209 Center Ave 53704

## 5 Stories is Too High for Drake Street

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Name

Address

MARLO ONTIZ-ROBLES

415 S. MILLS ST.

Guillermina DeFerrari

415 S. MILLS ST.

Cynthia Williams  
Alberto Vargas

1001 Drake Street

1225 Vilas Ave

---

# 5 Stories is Too High for Drake Street

## Name

## Address

*Stephen Hoffenberg*  
Stephen Hoffenberg

512 West Shore Drive  
Madison, WI 53715

*Sue Hoffenberg*  
Sue Hoffenberg

512 West Shore Drive  
Madison, WI 53715

# 5 Stories is Too High for Drake Street

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Name

Raven A Carlson

Address

1137 Erin St #105  
53715

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## 5 Stories is Too High for Drake Street

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**Name**

**Address**

Janet Moran

2908 Arbor Dr. Madison

Peter Dwyer

2908 Arbor Dr MADISON

John F. F.

2906 Arbor Dr. Madison



## 5 Stories is Too High for Drake Street

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Name	Address
J. Miller Carole J. Curtin	200 S. Park 53715 412 So. Brooks. 53715
Donna Antonie	1120 Emerald St 53715



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## 5 Stories is Too High for Drake Street

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Name	Address
Clare Stapleton	3968 Plymouth Cir
Janet & Washon	Madison WI 3968 Plymouth Cir Madison, WI

## 5 Stories is Too High for Drake Street

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Name	Address
Ruth A. Robinson	1022 Vilas Ave. Madison, WI
Sam E. Redford	1331 Vilas Ave, Madison WI

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## 5 Stories is Too High for Drake Street

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Name

Address

Mark F Davis

424 S Orchard St Madison



## 5 Stories is Too High for Drake Street

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Name

Address

Elaine Stealey - Elaine Stealey 933 Marguerite St  
53713

**Donna Kelley** ~~Donna~~ Kelley 213 Sunny Meade Ln #2  
53713

Mary Alice 540 W. Olin Ave. #110 Madison WI 53711

Amade Rodriguez, Jr. 540 W. Olin Ave #339  
Madison, WI 53715

Carolyn Hansen 540 W. Olin #334 53715

Tryphenia Sykes 5 Adeline Cir #1 53713

Ferris Lucas 5 Adeline Cir #1 53713

Nancy Zutson 2524 Wamnonie Way 53713

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## 5 Stories is Too High for Drake Street

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**Name**

**Address**

Daina Zemkauskas-Juozevicius

701 South Shore Dr. Madison

Michelle Llanas

136 Ohio Ave., Madison 5370

# 5 Stories is Too High for Drake Street

Name

Address

Hugh Johnston

610 West Shore Dr  
Madison, WI  
53715

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# 5 Stories is Too High for Drake Street

**Name**

Amy Rock

**Address**

610 West Shore Dr,  
Madison, WI 53715

# 5 Stories is Too High for Drake Street

**Name**

Lisa Fike

**Address**

LISA FIKE, 606 WEST STRE DR  
APT 2



# 5 Stories is Too High for Drake Street

**Name**

**Address**

Robert Summerbell

512 Pine St.

germon@wheeling@gmail.com  
CON

# 5 Stories is Too High for Drake Street

**Name**

Michelle Reis Olsen

**Address**

544 Gately Ter  
Madison WI  
53711

# 5 Stories is Too High for Drake Street

**Name**

**Address**

Jack Petru

6109 Queters Drive

Zach Blevins

4736 Wilmore Ct.



# 5 Stories is Too High for Drake Street

Name	Address
1 Henry Brandon	
2 <del>Najina #11</del>	2833 grandview Blvd 53
3 Akiysha Lynn Adams	<del>2501 Fish Hatchery Rd</del> <del>2833 grandview Blvd 53</del>
4 Regina Hillery	540 W Olin #235
5 John Hillery	540 W. Olin #235
6 Robert Davis	2920 McDivitt rd 304
7 Faith Swinburne	2711 Waukana way
8 Randall Peters	540 W. Olin Ave #238
9 Carla Gates	540 W, Olin Ave.
10 - Nelson Cary - #225	540 W ave #162
11 John Wallace #210	WV
12 Terry Farley #231	540 W. Olin Ave #231
13 Jeff Ruff #120	
14 Donald L. Bell	" " #210
15 Barbara A. Smith	" " #251
16 Diane Small	
17 Ashley Bates	2501 Fish Hatchery

5.6

# 5 Stories is Too High for Drake Street

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Name	Address
8 Phyllis Marshall	540 W. Olin Ave #120 " " #121
9 Bubee Keene	" " #
10 Joan Kuehn	540 W. Olin Ave 123
11 Jim Peltola	540 W. Olin Ave Madison 215
12 Larry Monfield	540 W. Olin Ave Madison 53715
3 Judith Baer	540 W. Olin Ave 146 Madison
4 CLARK RITTER	540 W. Olin Ave #157 53715
5 Patricia Chandler 156	
6 Lynn Doyle #158	540 W. Olin Ave.
7 Patricia Chandler #154	
8 Brian Mener #161	540 W OLIN
9 Jan Berger #167	540 W. Olin Ave
0 Jean Ann Jenkins	540 W OLIN #169
1 Johnny Ellis #323	540 W. Olin
2 William Patton #	540 W. Olin #140
3 Annelle Williams	540 W. Olin #140
4 Carol Hudson	540 W Olin # 244
5 Jack Jones 215	540 Olin
6 William Norris	540 W Olin 116

# 5 Stories is Too High for Drake Street

Name	Address
16 John H. Tomkinson	540 OLIN
17 Dee Ann Fout	APT #211 540 W. OLIN AVE.
18 James Swaney	540 W. Olin AVE #302
19 Rodney Daniels	Madison Wis.
20 Pearl Williams	540 W Olin #212 201 Taft St. #23
21 Charles E. Rose <del>Sammy</del> APT=344	540 W. Olin
22 Just Hank Snow Olin 61320	540 W. Olin #140
23 Emeline Howells	540 W. Olin #243
24 Mark Emberton	22 Fairlane Ct Madison
25 May Kennedy	540 W Olin Wis. 53717 #308
26 Dr J J Dale	540 W. Olin 53715 #301
27 Melane K Rocky	
28 M	
29 Ngina Ali	2501 Fish Hatchery 53713
30 Tarsha McClister Curry	2833 Grandview Blvd. 53713
31 Ethel Allen	540 W. Olin Ave - #244
32 JM Stett 171	
33 Sh Bennett	540 W. Olin #112
34 Coral Bonds	540 W Olin Apt 244
35 Muehey Barnett	1014 Legend Trail
36 Ronald Wiggins	540 W. Olin APT #316

# 5 Stories is Too High for Drake Street

	Name	Address
1	Diane Jackson	926 W. Badge Rd <sup>th</sup> 53713
2	Allen M. Anubesta	2930 Salem Dr 53713
3	John A. Mill	367 E. Bluff 53704
4	Doreen Stone	540 W. Olin Ave
5	<del>William Thomas Smith</del>	540 W. Olin Ave 206
6	Angela Schulla	2552 Brown Deer Rd
7	Mary Dubs	540 W. Olin
8	Latasha McCluskey	2833 Grandview Blvd 53713
9	Ki'Shaun Brown	2833 Grandview Blvd
10	Barbara Bailey	540 W. Olin Ave #253
11	Mary Lee Eaton	540 W. Olin Ave. #240
12	Ed Leffer	Brookhead, WI 53520
13	Idmadef Johnson	540 W. Olin Ave. 53715
14	Mark Beighnamer	540 W. Olin Ave. 53715
15	Steven K. Nyhus	540 W. Olin Ave 53715 5-U





# 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 <u>\$1250<sup>00</sup></u>	Receipt No. <u>132193</u>
Date Received <u>6/6/12</u>	
Received By <u>JLK</u>	
Parcel No. <u>0709-233-15224</u>	
Aldermanic District <u>13 Swe Ellingson</u>	
GQ <u>WDD-07</u>	
Zoning District <u>C3</u>	
For Complete Submittal	
Application <input checked="" type="checkbox"/> Letter of Intent	<input checked="" type="checkbox"/>
IDUP <input checked="" type="checkbox"/> Legal Descript.	<input checked="" type="checkbox"/>
Plan Sets <input checked="" type="checkbox"/> Zoning Text	<input checked="" type="checkbox"/>
Alder Notification <input type="checkbox"/> Waiver	<input type="checkbox"/>
Ngbrhd. Assn Not. <input type="checkbox"/> Waiver	<input type="checkbox"/>
Date Sign Issued <u>6/6/12</u>	

1. **Project Address:** 502 S. Park Street **Project Area in Acres:** 0.77 Acres

**Project Title (if any):** The Ideal

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

Zoning Map Amendment (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: <u>C-3, R-3</u> to _____ Proposed Zoning (ex: R1, R2T, C3): _____	<input type="checkbox"/> <b>Rezoning to or Amendment of a PUD or PCD District:</b> <input type="checkbox"/> Ex. Zoning: <u>C-3, R-3</u> to PUD/PCD-GDP <input type="checkbox"/> Ex. Zoning: <u>C-3, R-3</u> 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 type="checkbox"/> <b>Other Requests (Specify):</b> _____

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

Applicant's Name: Craig Enzenroth Company: Gallina Corporation  
 Street Address: 101 E Main Street Suite 500 City/State: Mount Horeb, WI Zip: 53572  
 Telephone: (608) 437-8301 Fax: (608) 437-8302 Email: cenzenroth@gallinacos.com

Project Contact Person: Steven Kieckhafer, AIA Company: Plunkett Raysich Architects  
 Street Address: 2310 Crossroads Dr. Suite 2000 City/State: Madison, WI Zip: 53718  
 Telephone: (608) 240-9900 Fax: (608) 240-9690 Email: skieckhafer@prarch.com

Property Owner (if not applicant): Peter J. & Mary P. Dotti Joint Revoc. Trust  
 Street Address: 5426 Cty Hwy A City/State: Brooklyn, WI Zip: 53521

4. **Project Information:**

Provide a brief description of the project and all proposed uses of the site: Demolition of structures on 5 sites. The Ideal is a proposal for a mixed-use development consisting of 62 apartment units, under building/ground parking and 4,300 square feet of retail space.

Development Schedule: Commencement October 2012 Completion Fall 2013

**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 ½ 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:** \$ 1,250.00 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 Greenbush Neighborhood Plan, Design District Plan, which recommends: \_\_\_\_\_ 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:  
See attached March 30, 2012 Notice of Intent, see Letter of Intent for additional meeting held which were noticed.  
*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: 11-8-11 Zoning Staff: DAT meeting Date: 5-24-12
- 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 Craig Enzenroth - President Gallma Corp. Date 6-6-12  
 Signature [Signature] Relation to Property Owner Accepted offer to purchase  
 Authorizing Signature of Property Owner [Signature] Date 6-6-12  
Peter J. & Mary P. Dottl Joint Revoc. Trust



11000 West Park Place  
Milwaukee, WI 53224  
Tel 414 359-3060  
Fax 414 359-3070  
www.prarch.com

2310 Crossroads Drive  
Suite 2000  
Madison, WI 53718  
Tel 608 240-9900  
Fax 608 240-9690

6 June 2012 (Resubmit 15 August 2012)

Mr. Brad Murphy, Director of Planning  
Department of Planning & Community Development  
City of Madison  
215 Martin Luther King Jr. Blvd.  
Madison, WI 53701

Re: Letter of Intent- Land Use Application  
The Ideal Apartments  
502 S. Park Street  
Madison, WI  
PRA Project No. 114387-01

Dear Mr. Murphy:

The following Land Use Application is submitted together with the required re-submittal of; plans, Letter of Intent, Zoning Text, and Legal Description of Property.

Organizational Structure:

Owner:	Gallina Corporation 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
Site/Civil:	Burse Surveying and Engineering, Inc. 1400 E. Washington Ave, Suite 158 Madison, WI 53703 Contact: Michelle Burse mburse@bse-inc.net	Landscape:	Bruce Company 2830 Parmenter St. Middleton, WI 53562 Contact: Steve Short sshort@brucecompany.com
Lighting:	Hein Engineering 319 W Beltline Hwy, Suite 111 Madison, WI 53713 Contact: Mike Hein hein@chorus.net		

Partners: Michael P. Brush, Martin P. Choren, D. Scott Davis, Gregg R. Golden, Kim D. Hassell, Mark C. Herr, John J. Holz, Jeffrey A. Holzhauser, Steven A. Kieckhafer, Scott A. Kramer, David J. Raysich, Michael H. Scherbel, Michael J. Sobczak

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.

502 S Park St- Ideal Body Shop, zoned C-3 (parcel #070923315224)

917 Drake St- single family residential rental property, zoned C-3 (parcel #070923315018)

921 Drake St- parking for Ideal Body, zoned C-3 (parcel #070923315026)

923 Drake St- 2 unit residential rental property, zoned C-3/R-3 (parcel #070923315034)

925 Drake St- single family residential rental property, zoned R-3 (parcel #070923315042)

The structures on all of the listed addresses sites have been determined to be in poor to very poor condition and will be demolished for the proposed development for which the Alder has been notified. Posted notice of demolition has been made on March 30, 2012 to the City's web address <https://www.cityofmadison.com/developmentCenter/demolitionNotification/>

All of the listed addresses will be combined to create a one lot CSM, currently being developed; legal description of properties was submitted previously.

The development will have approximately 4,658 S.F. of retail space accessed off of Park St. and 57 apartment units from studios to 2 Bedrooms on floors 2-5 above.

Along Park St. the new building will maintain the street edge for 3-stories and then step back the fourth and fifth floors 6-feet at the corner and 16-feet remaining façade. 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 a courtyard that is 26-feet wide and 35-feet in depth, while the remaining elevation has an 11-foot shift south. The goal is to create a more residentially friendly scale to the design as the building moves west along Drake St. The west end of the building doglegs to the south creating a south facing green roof/terrace for residents use. The apartments on the west end of the development have flat roofs with the roof line punctuated with a rhythm of raised flat roof areas. The intent is to provide a different more residential, though not traditional, character to this end of the development as it transitions into the residential neighborhood. A series of raised planters within the 11 foot step back along Drake St. have been added to bring a sense of human scale and nicely developed green space to the pedestrian experience.

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 in a two level parking structure beneath the building. There will be a total of 73 parking spaces provided. In addition, each parking level has ample, secure bike parking provided. Trash and recycling dumpsters are located to provide alley access behind an overhead garage door. A loading zone area is provided on site with access from the alley. Semi-trailer deliveries will not be permitted on to the site.

Green space is provided in several locations. The building is held back approximately 17-feet from the western lot line providing opportunity for a nicely landscaped buffer. A courtyard provides a water feature while also serving as a secondary entrance to the residential units. The 11-foot shift in the building also provides green / landscape space and raised planters. On the south edge of the building there is a 5-foot landscape buffer. The second floor roof terrace also provides a green roof and a resident accessed terrace.

A number of gestures have been made to pay homage to the Ideal Body Co. building which currently occupies a portion of the site. First, naming the development The Ideal respectfully references the original building. The concept is that the sign will be rehabbed and reused, or if not feasible, the signage will replicate in font, and style the original. The original building also has a number of stone medallions which will be salvaged and reused in the façade along Park Street. Soldier coursing the brick at the window head will also reference the detailing on the original building. Also, the look of the factory window pattern will be incorporated into the Park Street elevation at the transom windows along the first floor and at the top of the stair tower. Additional artifacts from the Ideal Body Co. will be salvaged as possible and incorporated into the interior design of the lobby and other spaces.

Site Development Statistics

Lot Area	33,473 s.f. / .77 acres
Dwelling Units	57
Density	587 s.f. / du
Building Height	3-5 Stories
Gross Floor Area (Excluding parking)	74,011 s.f.
Floor Area Ratio	2.21

<u>Dwelling Unit Mix</u>	Total
Studio	8
One Bedroom	23
One Bedroom/Den	11
<u>Two Bedroom</u>	<u>15</u>
Total Dwelling Units	57

Vehicle Parking

Below Grade Parking	73 spaces	(including 2 handicap spaces)
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Parking Ratio 1.28 spaces / du

Bike Parking

Enclosed Bike Storage available to residents, 74 spaces (57 units) greater than 1/unit, and 9 spaces available for retail.

Moped Parking

Enclosed parking available to residents within parking area, and spaces for retail located along terrace on Drake Street.

Project Schedule:

This project is anticipated to start construction in October, 2012 with completion scheduled for Fall, 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.

City Planning, Urban Design (UDC), Design Assistance Team (DAT), Alderperson and Neighborhoods:

The following is a list of dates of which meetings were held to discuss the proposed project

- August 5, 2011- Alder
- September 6, 2011- City Planning
- September 9, 2011- Neighborhood (Greenbush)
- November 8, 2011- City Planning
- February 2, 2012- City Planning
- February 9, 2012- Alder and Neighborhood (Greenbush-Vilas)
- March 7, 2012- UDC, Informational
- April 11, 2012- Alder and Neighborhood (Greenbush-Vilas and Monona Bay)
- April 18, 2012- UDC, Informational
- May 24, 2012- Design Assistance Team (DAT)
- June 14, 2012- Alder and Neighborhood (Greenbush-Vilas)
- July 11, 2012- UDC, Initial Approval (was referred)
- July 26, 2012- City Planning
- August 7, 2012- City Planning
- September 5, 2012- anticipated UDC, Initial Approval

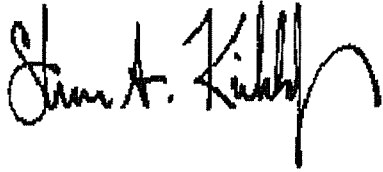
Land Use Application – The Ideal Apartments  
PRA Project No. 114387-01  
6 June 2012 (*Resubmit 15 August 2012*)  
Page 5

September 19, 2012- anticipated UDC, Final Approval

Please contact us with any questions or for additional information that you request.

Thank you for your time in reviewing our proposal.

Best regards,

A handwritten signature in black ink, appearing to read "Steven A. Kieckhafer". The signature is fluid and cursive, with a large, sweeping flourish at the end.

Steven A. Kieckhafer, AIA  
Architect