



Location
 1002-1102 South Park St, 906-918
 Midland St & 1101-1109 Fish Hatchery Rd

Applicants
 Charles Ghidorzi - Ghidorzi Companies &
 Clark Street Development

From: R4 & C3 To: PUD-GDP &
 PUD-GDP-SIP

Existing Use
 Former Dairy, 8 Residences and
 Electrical Substation

Proposed Use
 Demolition of existing uses, approval of
 GDP for future construction of mixed-use/
 employment development and SIP for
 medical clinic/office building and parking
 ramp

Public Hearing Date
 Plan Commission
 19 September 2011
 Common Council
 04 October 2011



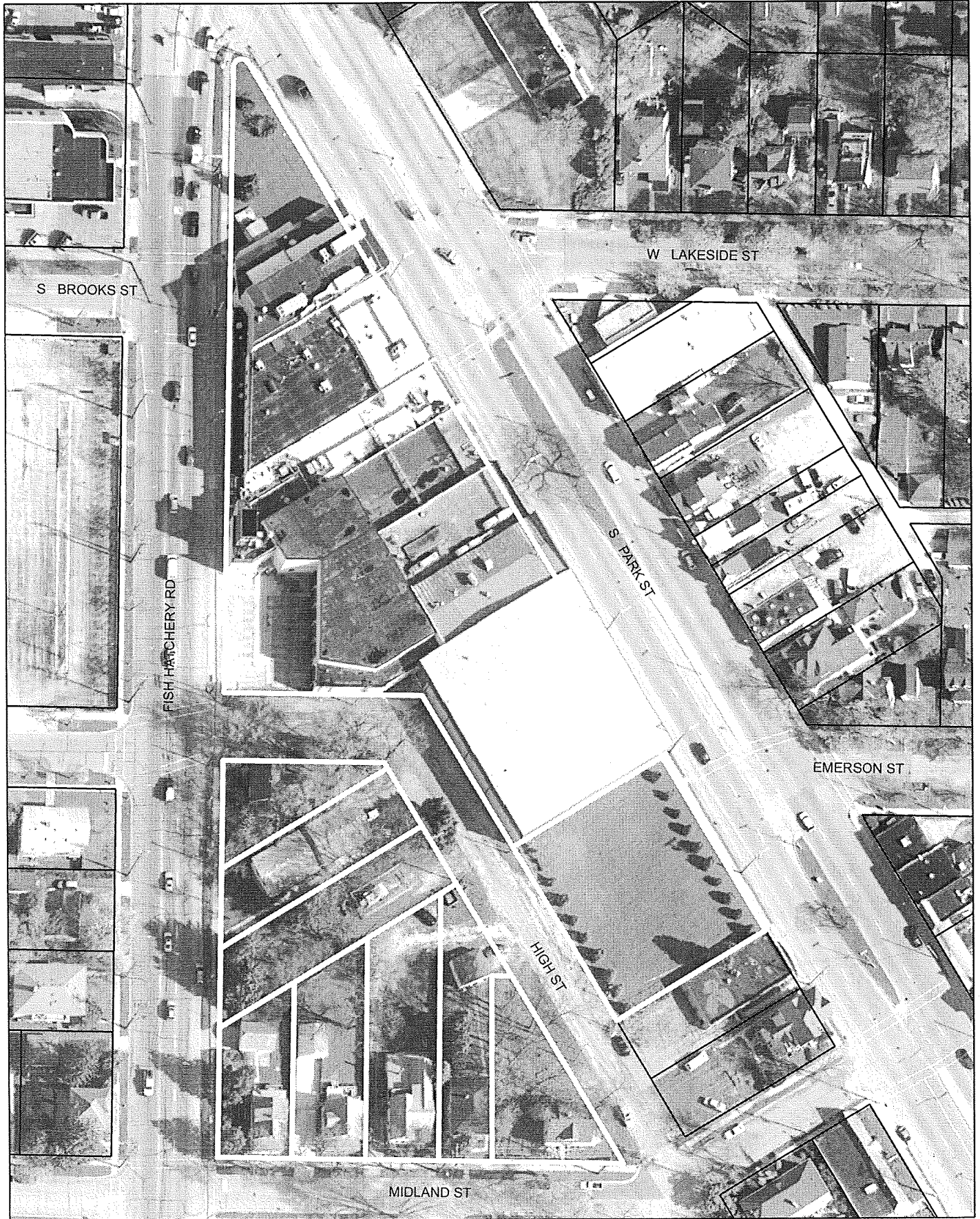
For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 06 September 2011

11-14



Date of Aerial Photography : Spring 2010

**Materials Related to the
Clark Street Development
General Development Plan**



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
- All Land Use Applications should be filed directly with the Zoning Administrator.

FOR OFFICE USE ONLY:	
Amt. Paid	1400 ⁰⁰ Receipt No. 122564
Date Received	7/13/11
Received By	JLK
Parcel No.	0709-262-0807-0
Aldermanic District	13 - Sue Ellingson
GQ	WDC-07
Zoning District	C3
For Complete Submittal	
Application	Letter of Intent <input checked="" type="checkbox"/>
IDUP	NA Legal Descript. <input checked="" type="checkbox"/>
Plan Sets	<input checked="" type="checkbox"/> Zoning Text <input checked="" type="checkbox"/>
Alder Notification	Waiver <input type="checkbox"/>
Ngbrhd. Assn Not.	Waiver <input type="checkbox"/>
Date Sign Issued	7/13/11

1. **Project Address:** 1010 S. Park Street **Project Area in Acres:** 1.5

Project Title (if any): Bancroft Dairy Site Redevelopment

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

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

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

Applicant's Name: James Kurtzweil Company: Clark Street Development
Street Address: 980 N. Michigan Avenue City/State: Chicago, IL Zip: 60611
Telephone: (312) 377-9108 Fax: (312) 377-9101 Email: JKurtzweil@clarkstreet.com

Project Contact Person: Bill White Company: Michael Best & Friedrich LLP
Street Address: 1 S. Pinckney Street City/State: Madison, WI Zip: 53703
Telephone: (608) 283-3501 Fax: (608) 283-2275 Email: wfwhite@michaelbest.com

Property Owner (if not applicant): Clark Street Development
Street Address: 980 N. Michigan Avenue City/State: Chicago, IL Zip: 60611

4. **Project Information:**

Provide a brief description of the project and all proposed uses of the site: _____

Site in conformity with Wingra Build Plan

Development Schedule: Commencement 10/1/2011 Completion as determined by end users

5. Required Submittals:

- Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
 - **7 copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
 - **7 copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
 - **1 copy** of the plan set reduced to fit onto 8 1/2 inch by 11 inch paper
- Letter of Intent (12 copies):** describing this application in detail including, but not limited to: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor. For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail. For applications proposing rezoning to more than one district, a separate description of each district shall be submitted.
- Filing Fee:** \$ 1,400 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. 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.

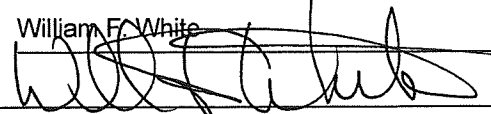
6. Applicant Declarations:

- 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 Wingra Build Plan, which recommends: Mixed-Use Development 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:

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: Brad Murphy, Tim Park Date: 6-9&6-28 Zoning Staff: _____ Date: _____
- 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 William F. White Date July 13, 2011
 Signature  Relation to Property Owner Attorney

Authorizing Signature of Property Owner James Kutzweil Date 7/13/11
for Clark Street Development



Michael Best & Friedrich LLP
Attorneys at Law
One South Pinckney Street
Suite 700
Madison, WI 53703
P.O. Box 1806
Madison, WI 53701-1806
Phone 608.257.3501
Fax 608.283.2275

William F. White
Direct 608.283.2246
Email wfwhite@michaelbest.com

July 14, 2011

Mr. Bradley J. Murphy
Director, Planning Division
Department of Planning and Development
215 Martin Luther King, Jr. Boulevard
Room LL-100
Madison WI 53701-2983

Re: Rezoning of Lots 2 and 3, 1010 S. Park Street from C-3 to PUD/GDP

Dear Mr. Murphy:

This Letter of Intent is submitted in support of the rezoning petition filed with the City of Madison Zoning Administrator on July 13, 2011. The proposed General Development Plan for the site would limit the types of uses which could be developed on Lots 2 and 3 of the Certified Survey Map proposed for the site. Lot 1 of the Certified Survey Map is being developed by the Ghidorzi Companies, Inc. to build a new Wingra Clinic with structured parking and additional compatible uses. Clark Street Development has owned this site for over 3 years and is committed to redeveloping this site in a manner which not only provides an exciting gateway to the South Park/Fish Hatchery Road corridors, but also fulfills the goals and objectives of the Wingra Creek BUILD Plan which was enacted by the City of Madison in 2006.

Clark Street Development fully supports the Ghidorzi proposal and believes that the proposed General Development Plan for Lots 2 and 3 is synergistic and compatible not only with Wingra Clinic development but also the Wingra Creek BUILD Plan. It is our understanding that under the Ghidorzi proposal, a demolition permit would necessarily have to be issued for the existing buildings on Lots 2 and 3 of the site and Clark Street Development supports and consents to the demolition proposed in the Ghidorzi proposal.

This unique opportunity to develop the Bancroft Dairy site will benefit not only the users of the site but will also be supportive of the surrounding land uses including medical facilities, workforce housing in a culturally historical neighborhood which has been the spirit of South Park Street. This General Development Plan is not specific as to end users. Flexibility must be maintained for the specific implementation plan which would be intended with any final development proposal. However, this General Development Plan does further the goals and objectives of the Wingra Creek BUILD Plan.

MICHAEL BEST

& FRIEDRICH LLP

Mr. Bradley J. Murphy
July 14, 2011
Page 2

We look forward to working with the City and its staff in this development. Please do not hesitate to contact me if you have any questions.

Sincerely,

MICHAEL BEST & FRIEDRICH LLP



William F. White

cc: James Kurtzweil, Clark Street Development
Charles Ghidorzi, Ghidorzi Companies, Inc.
023935-0008\9497620.1

PUD-GDP
Dean/Morningstar/Bancroft Dairy Site Redevelopment
1010 S. Park Street, Madison, WI

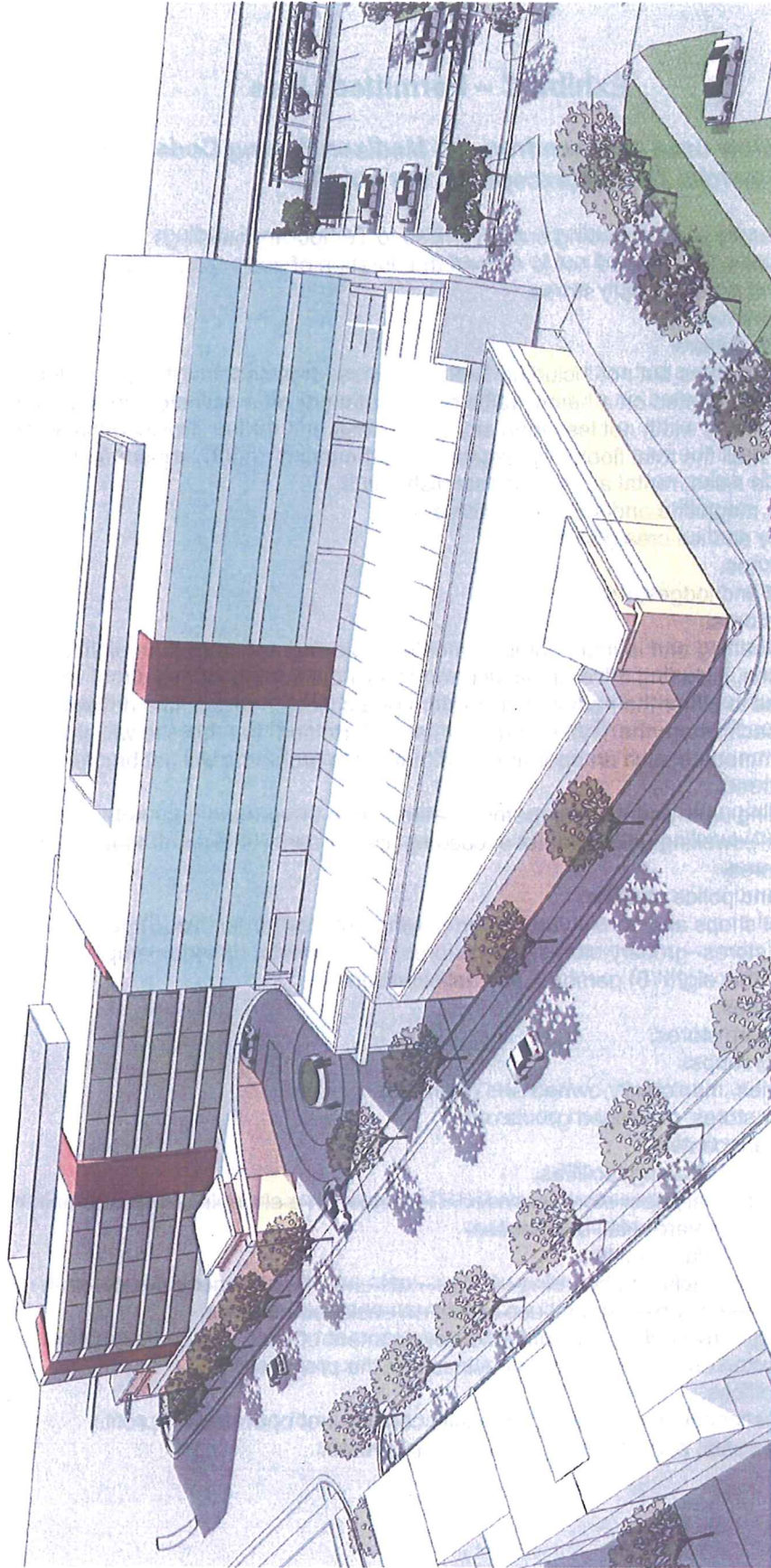
Legal Description: The lands subject to this planned unit development shall include Lots 2 & 3, Certified Survey Map No. _____ attached hereto as Exhibit A.

- A. Statement of Purpose:** This zoning district is established to allow for the construction of a mixed-use development on the former Bancroft Dairy Site located at the intersection of S. Park Street and Fish Hatchery Road. The district is intended to be generally consistent with the uses and scale envisioned in the 2005 Wingra B.U.I.L.D. Conceptual Redevelopment Plan.

The project remains in the conceptual stage. The purpose of the General Development Plan will be to 1) define the allowed uses for the site, 2) establish a maximum Floor Area Ratio, and 3) illustrate how vehicular access/circulation and parking will be addressed on the site.

The current conceptual plan is attached as Exhibit B - Massing Study.

- B. Permitted Uses:** See Exhibit C for a list of permitted uses for this zoning district.
- C. Lot Area:** As stated in Exhibit A, attached hereto
- D. Floor Area Ratio:**
1. Maximum floor area ratio permitted is 5.0
- E. Yard Requirements:** There will be no minimum yard requirements in this zoning district. Final yard requirements will be determined per the to be filed Specific Implementation Plan (SIP).
- F. Vehicular Access:** The current conceptual plan calls for four access points into the site as follows:
1. Full access on Fish Hatchery Road just south of the Brooks Street intersection located on Lot 3. Lot 2 and Lot 3 shall have an Access and Easement Agreement for this access point.
 2. Three way access on Park Street in-line with Lakeside Street. Left-out onto Park Street is not necessary at this point as vehicles can simply turn right onto Fish Hatchery in order to head north on S. Park Street. Lot 2 and Lot 3 shall have an Access and Easement Agreement for this access point.
 3. Full access from Fish Hatchery Road through to be vacated High Street. Lot 1, Lot 2 and Lot 3 shall have an Access and Easement Agreement for this access point.
 4. Right-in, Right out Access from S. Park Street through to be vacated High Street. Lot 1, Lot 2 and Lot 3 shall have an Access and Easement Agreement for this access point.
- G. Parking:** The current conceptual plan calls for a structured parking facility to be located on the SWC of Lot 2 and extending underneath the planned flat-iron building along S. Park Street. 240 stalls on three levels are shown in the current conceptual plan (see Exhibit D - Conceptual Parking Plan) but it is possible for that number to increase or decrease as the design stage progresses.
- H. Accessory Off-Street Parking & Loading:** Accessory off-street parking and loading will be provided as shown on approved plans. Additional surface or structured off-street parking will be permitted.



980 N Michigan Ave., Ste 1280
Chicago, Illinois 60611
(312) 377-9100
www.clarkstreet.com



Exhibit B – Massing Study

Exhibit C – Permitted Uses

- I. **The below uses as taken from the Madison Zoning Code for C3 Commercial Zoning (exceptions are noted).**
 1. Accessory uses, including but not limited to Temporary buildings for construction purposes, for a period not to exceed the duration of such construction.
 2. Art and school supply stores.
 3. Barbershops.
 4. Beauty parlors.
 5. Bedding sales but not including furniture stores, provided that the zoning lot shall either be located on a heavy traffic route system or on a collector street with a right-of-way width not less than eighty (80) feet, and further provided that in no case shall the total floor area exceed three thousand (3,000) square feet.
 6. Bicycle sales, rental and repair establishments.
 7. Book, magazine and stationery stores.
 8. Candy and ice cream stores.
 9. Churches.
 10. Clubs and lodges, private.
 11. Drugstores.
 12. Dry cleaning and laundry establishments employing not more than eight (8) persons, including drive-up service windows if the zoning lot has direct vehicular access to either the heavy traffic system or a collector street via a driveway approach where the Traffic Engineer has determined that this site will properly accommodate such an operation and that traffic problems will not be created in the street.
 - ~~13. Dwelling units and lodging rooms located above the ground floor not to exceed four (4) dwelling units and not exceeding fifty percent (50%) of the total building floor area.~~
 14. Fire and police stations.
 15. Florist shops and conservatories employing not more than five (5) persons.
 16. Food stores--grocery stores, meat stores, fish markets, bakeries employing not more than eight (8) persons, and delicatessens.
 17. Gift shops.
 18. Hardware stores.
 19. Hobby shops.
 20. Libraries, municipally owned and operated.
 21. Liquor stores, packaged goods only.
 22. Day care centers.
 23. Outpatient housing facilities.
 - ~~24. Paint and wallpaper store, provided it is located in a shopping center containing eight (8) or more retail businesses.~~
 - ~~25. Parks and playgrounds.~~
 - ~~26. Pet shops, including boarding of dogs, cats and other household pets when conducted as an incidental use and in an enclosed building.~~
 27. Photography studios, including the development of films and pictures when conducted as part of the retail business on the premises.
 28. Post offices.
 29. Recreational buildings and community centers, not operated for profit.
 30. Restaurants, except adult entertainment taverns.

31. Schools--elementary, junior high or high.
32. Shoe and hat repair stores.
33. Toy shops.
34. Variety stores.
35. Wearing apparel shops.
36. Jewelry stores, including watch repair.
37. Community living arrangements provided:
 - a. That the loss of any state license or permit by a community living arrangement be an automatic revocation of that facility's use permit.
 - b. That the applicant disclose in writing the capacity of the community living arrangement.
 - c. That the community living arrangement be located above ground floor.
38. Camera and photographic supply stores.
- ~~39. Reserved For Future Use.~~
40. Art galleries.
- ~~41. Bed and Breakfast Establishments provided:~~
 - ~~a. The establishment has a valid permit from the City Health Department.~~
 - ~~b. The only meal served is breakfast to registered guests.~~
 - ~~c. Off street parking is available as required by Section 28.11(3)(1)6.d.~~
 - ~~d. No establishment shall be within 500 feet of any other establishment, measured lot line to lot line.~~
 - ~~e. Fire protection is approved by the Fire Department which may be more restrictive than State requirements.~~
 - ~~f. Length of stay shall not exceed twenty one (21) consecutive days for each registered guest.~~
42. Sporting goods stores, including the sale of live bait, provided that in no case shall the total floor area exceed three thousand (3,000) square feet, and further provided that hours of operation be limited to the hours between 7:00 a.m. and 9:00 p.m. unless approved as a conditional use.
43. Small home appliances, sales and service, not including stoves, refrigerators, freezers, washers or dryers, provided that the zoning lot shall either be located on a heavy traffic route system or on a collector street with a right-of-way width not less than eighty (80) feet, and further provided that in no case shall the total floor area exceed three thousand (3,000) square feet.
- ~~44. Mission house.~~
45. Video rental establishments not including adult entertainment establishments.
46. Tailor shops.
47. Personal computers and home electronics, sales and service.
48. Small animal clinics not including outdoor runs and pens.
49. Adult day care facilities.
50. Musical instrument sales and repair.
51. Offices, business and professional.
52. Physical culture and health services and reducing salons.
53. Health clubs.
- ~~54. Any use permitted in the C1 district.~~
55. Amusement establishments, including archery ranges, bowling centers, golf driving ranges, gymnasiums, pool halls, swimming pools, skating rinks and other similar indoor amusement facilities, but excluding amusement arcades.
56. Antique shops.
57. Art galleries and museums.
- ~~58. Auction rooms.~~

59. Automobile accessory stores.
60. Banks and financial institutions.
61. Blueprinting and photostating establishments.
62. Business machine sales and service establishments.
63. Carpet and rug stores.
64. Catering establishments.
65. China and glassware stores.
66. Clothing and costume rental stores.
67. Coin and philatelic stores.
68. Convalescent homes and nursing homes, provided that the zoning lot shall be not less than one-half (1/2) acre and further provided that the side and rear yards as established in the R5 district are provided. Provided also that the intended use abuts on one side either:
 - a. A residential zoning district; or
 - b. A substantially permanent residential building in the commercial district.
69. Department stores.
70. Dry goods stores.
71. Employment agencies.
- ~~72. Exterminating shops.~~
73. Floor covering stores (linoleum and tile).
74. Florist shops and conservatories with no limitation on number of employees.
75. Furniture stores.
76. Furrier shops, including the incidental storage and conditioning of furs.
77. Hospitals and sanitariums.
78. Hotels and motels.
79. Household appliance stores, including radio and television sales and service.
80. Interior decorating shops, including upholstering and making of draperies, slipcovers and other similar articles when conducted as part of the retail operation and secondary to the principal use.
81. Jewelry stores, including watch repair.
82. Laboratories--research, development and testing.
83. Leather goods and luggage stores.
84. Loan offices.
85. Locksmith shops.
86. Meat markets, including sale of meat and meat products to restaurants, hotels, clubs and other similar establishments when such sale is conducted as part of the retail business on the premises.
87. Musical instrument sales and repair.
88. Offices, business and professional, including banks and financial institutions, and medical, dental, and optical clinics.
89. Office supply stores.
90. Optical sales.
91. Orthopedic and medical appliance and supply stores.
92. Paint and wallpaper stores.
93. Phonograph, record and sheet music stores.
94. Picture framing.
95. Printing, publishing and bookbinding establishments.
96. Radio and television studios and stations.
97. Recording studios.
98. Schools--music, dance, business or trade.
99. Secondhand stores and rummage shops.

100. Sewing machine sales and service, household appliances only.
101. Sporting goods stores.
102. Tailor shops.
103. Taverns, except adult entertainment taverns.
104. Taxidermists.
105. Telegraph offices.
106. Theaters, indoor.
107. Ticket agencies, amusement.
108. Tobacco shops.
109. Travel bureaus and transportation ticket offices.
110. Typewriter and adding machine sales and service establishments.
111. Undertaking establishments and funeral parlors.
112. Upholstery shops.
113. Water softener sales and service.
114. Film developing and processing.
- ~~115. Sewer cleaning service.~~
- ~~116. Display and sale of merchandise in City-owned public parking lots under the control of the Parking Utility wherein such sale is controlled by a lease between the City of Madison and the party or parties displaying and selling the merchandise.~~
- ~~117. Neon tube bending.~~
118. Adult day care facilities.
119. Physical culture and health services, reducing salons and massage therapy.
120. Medical, dental and optical clinics.
121. Artisan Studio.
- ~~122. Bed and Breakfast Establishments provided:

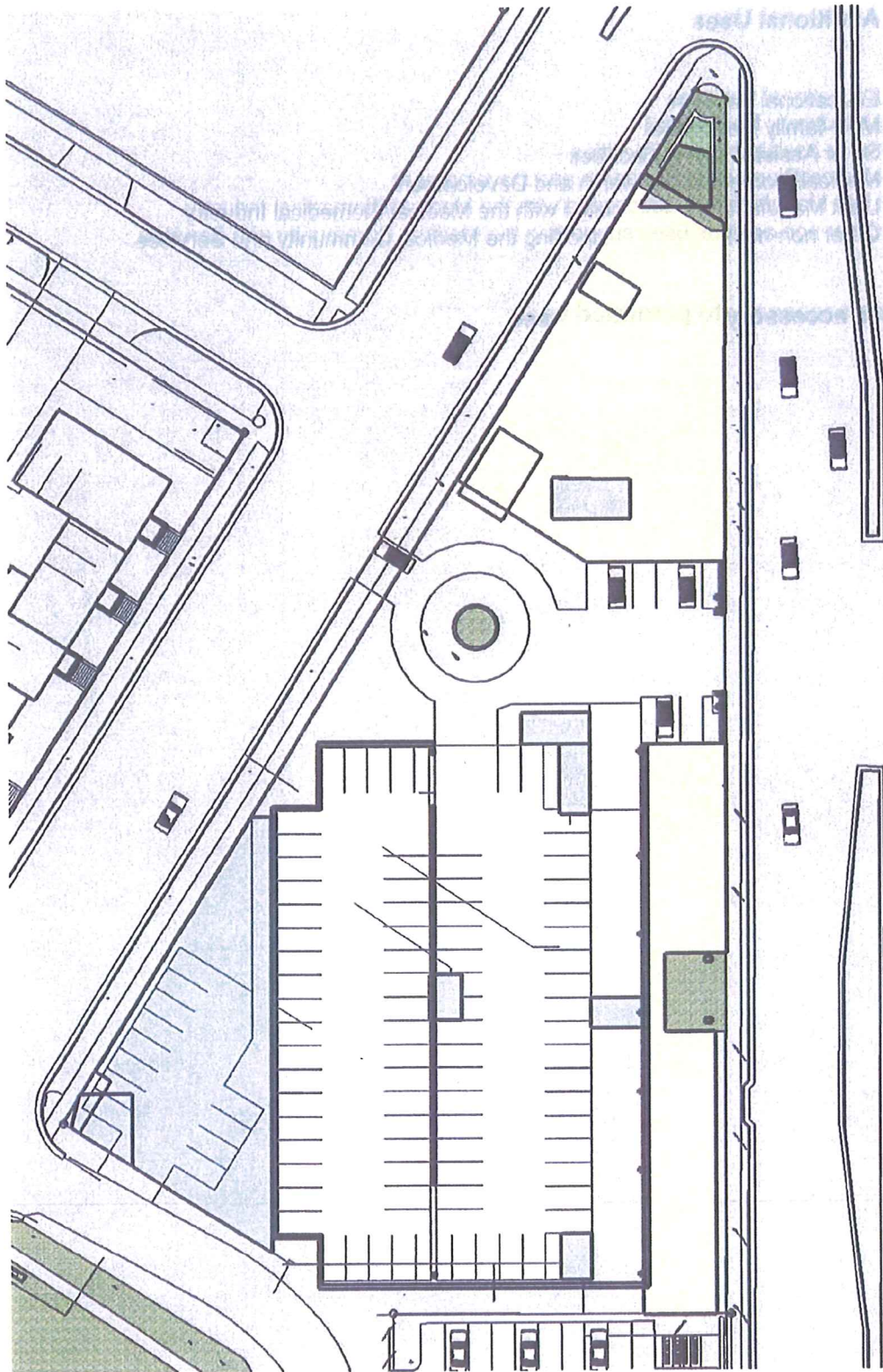
 - ~~a. The establishment has a valid permit from the City Health Department.~~
 - ~~b. The only meal served is breakfast to registered guests.~~
 - ~~c. Off street parking is available as required by Section 28.11(3)(1)6.d.~~
 - ~~d. No establishment shall be within 500 feet of any other establishment, measured lot line to lot line.~~
 - ~~e. Fire protection is approved by the Fire Department which may be more restrictive than State requirements.~~
 - ~~f. Length of stay shall not exceed twenty one (21) consecutive days for each registered guest.~~~~
123. Brewpubs.
- ~~124. Hostels.~~
125. Swimming pool, hot tub and spa stores, provided there is no outside storage or display on the premises and no installation or repair services are offered.
- ~~126. Farmers markets for the sale of personally prepared food and handcrafted goods, as defined in Sec. 9.13(6)(e).~~
- ~~127. Any use permitted in the C2 district.~~
128. Any production, processing, cleaning, servicing, testing or repair of materials, goods or products, limited to the following uses or products:
 - ~~a. Advertising products, such as signs and billboards.~~
 - b. Awnings, venetian blinds and window shades.
 - ~~c. Bottling or distribution plants, milk or soft drinks.~~
 - d. Ceramic products, such as pottery, figurines and small glazed tiles.
 - ~~e. Cooperage works.~~
 - f. Film developing and processing.
 - g. Furniture refinishing.

- h. Jewelry.
 - i. Medical, dental and optical supplies.
 - j. Milk and ice cream processing.
 - k. Products from the following previously prepared materials: bone, canvas, cellophane, cloth, cork, feathers, felt, fiber, fur, glass, hair, horn, leather, paper, plastic, precious or semiprecious stones, rubber, shell, wood (but not including a planing mill), and yarn.
 - l. Scientific and precision instruments.
 - m. Soldering and welding.
 - n. Bakery, candy, dairy and other food products but not including fish and meat products.
- 129. Bakeries with no limitations on number of employees.
 - 130. ~~Battery and tire service stations.~~
 - 131. Building material sales establishments.
 - 132. Dry cleaning and laundry establishments with no limitation on number of employees.
 - 133. Express and parcel delivery establishments.
 - 134. Feed and seed stores.
 - ~~135. Fuel and ice sales establishments.~~
 - ~~136. Garages for repair and servicing of motor vehicles, including body repair, painting or motor rebuilding, and accessory towing and wrecker service.~~
 - ~~137. Greenhouses.~~
 - 138. Linen, towel, diaper and other similar supply services.
 - 139. Live bait stores.
 - 140. Machinery and equipment sales and service establishments.
 - 141. Mail order houses.
 - 142. Meeting halls, convention halls and exhibition halls.
 - 143. Motor vehicle sales or rental establishments.
 - 144. Newspaper distribution agencies for home delivery and retail sale.
 - 145. Wholesaling establishments.
 - 146. Any production, processing, cleaning, servicing, testing or repair of materials, goods or products limited to the following uses or products when located not less than 150 feet from a Residence District:
 - a. Cameras and other photographic equipment.
 - b. Electrical appliances.
 - c. Electrical equipment assembly.
 - d. Electrical supplies, manufacture and assembly.
 - e. Musical instruments.
 - f. Orthopedic and medical appliances.
 - g. Silverware, plate and sterling.
 - h. Sporting goods.
 - i. Textiles.
 - j. Tools and hardware.
 - 147. Artisan production shop.
 - 148. Household and office cleaning services.
 - ~~149. Park and ride lots owned or operated by the City of Madison.~~

II. Additional Uses

1. Educational Facilities
2. Multi-family Residential
3. Sr. or Assisted Living Facilities
4. Medical/Biomedical Research and Development
5. Light Manufacturing associated with the Medical/Biomedical Industry
6. Other non-noxious uses supporting the Medical Community and Services.

III. Uses accessory to permitted uses



980 N Michigan Ave., Ste 1280
Chicago, Illinois 60611
(312) 377-9100
www.clarkstreet.com



CLARK STREET
Development

Exhibit D – Conceptual Parking Site Plan

**Materials Related to the
Ghidorzi Companies'
Wingra Clinic Development
General Development Plan &
Specific Implementation Plan
AND
Demolition of Existing Buildings**



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

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(80)00

FOR OFFICE USE ONLY:

Amt. Paid 2500⁰⁰ Receipt No. 122586

Date Received 7/13/11

Received By JLK

Parcel No. 0709-262-0804-6

Aldermanic District 13 - Sue Ellingson

GR CU, UDD-07

Zoning District C3

For Complete Submittal

Application	<input checked="" type="checkbox"/> Letter of Intent	<input checked="" type="checkbox"/>
IDUP	<u>N/A</u> 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 checked="" type="checkbox"/>
Ngrhd. Assn Not.	<input type="checkbox"/> Waiver	<input type="checkbox"/>
Date Sign Issued	<input type="checkbox"/>	<input type="checkbox"/>

1. Project Address: 1102 South Park Street **Project Area in Acres:** 4.3

Project Title (if any): Morning Star Dairy Redevelopment Phase I - Wingra Clinic

2. This is an application for:

Zoning Map Amendment (check the appropriate box(es) in only one of the columns below)

<input type="checkbox"/> Rezoning to a Non-PUD or PCD Zoning Dist.: Existing Zoning: _____ to _____ Proposed Zoning (ex: R1, R2T, C3): _____	Rezoning to or Amendment of a PUD or PCD District: <input checked="" type="checkbox"/> Ex. Zoning: <u>C-3 / R-4</u> to PUD/PCD-GDP <input checked="" type="checkbox"/> Ex. Zoning: <u>C-3 / R-4</u> to PUD/PCD-SIP <input type="checkbox"/> Amended Gen. Dev. <input type="checkbox"/> Amended Spec. Imp. Plan
<input type="checkbox"/> Conditional Use <input checked="" type="checkbox"/> Demolition Permit	<input type="checkbox"/> Other Requests (Specify): _____

3. Applicant, Agent & Property Owner Information:

Applicant's Name: Charles Ghidorzi Company: Ghidorzi Companies, LLC

Street Address: 2100 Stewart Avenue, Suite 300 City/State: Wausau, WI Zip: 54401

Telephone: (715) 348-1361 Fax: (715) 845-8896 Email: chuckg@ghidorzi.com

Project Contact Person: Charles Ghidorzi Company: Ghidorzi Companies, LLC

Street Address: 2100 Stewart Avenue, Suite 300 City/State: Wausau, WI Zip: 54401

Telephone: (715) 348-1361 Fax: (715) 845-8896 Email: chuckg@ghidorzi.com

Property Owner (if not applicant): Clark Street Development owns Lots 2&3

Street Address: 980 N. Michigan Ave. City/State: Chicago, IL Zip: 60611

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: _____
 redevelopment of former dairy into medical clinic, and future lodging, office and retail use.

Development Schedule: Commencement October 2011 Completion Phase 1- December 2012

5. Required Submittals:

- Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
 - **7 copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
 - **7 copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
 - **1 copy** of the plan set reduced to fit onto 8 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:** \$ 2,500 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. 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* The Wingra Build *Plan, which recommends:*
 redevelopment of the former dairy into mixed use commercial 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:*
 Alder Ellingson (13) April 2011. Waiver correspondence attached.

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: _____ Date: _____ Zoning Staff: _____ Date: _____
- 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 _____ Date _____

Signature _____ Relation to Property Owner _____

Authorizing Signature of Property Owner  Date 7/12/11

Wingra Clinic

A Proposal for the Redevelopment of the Former Morningstar Dairy

1102 South Park Street

Overview and Background

The Ghidorzi Company is seeking City of Madison approval to redevelop approximately 68% of the block bounded by South Park Street, Fish Hatchery Road and Midland Street with the construction of a ~76,800 Square Foot (SF) 4-story commercial building and associated surface and structured parking facilities. This new building will be utilized for the expanded Wingra Clinic operated by UW Health and Access Community Health Care Systems, and related medical and educational facilities. The Wingra Clinic has outgrown its current facilities and is seeking to expand in order to serve a growing patient population. Access Community Health Care will continue to operate a clinic at the Villager Mall in addition to this new location.

South Madison is a vibrant component of the greater Madison community and has benefited from an array of planning initiatives that serve as a framework for guiding redevelopment efforts, including: the South Madison Neighborhood Plan (Jan 2005), the Wingra Market Study and Conceptual Redevelopment Plan (March 2006) and the establishment of Urban Design District Number 7 (June 2006).

As noted by these plans, this area is recognized as having many appealing amenities that support redevelopment efforts:

- Close proximity to employment centers (downtown, UW, Dean Medical Campus, and St. Mary's and Meriter Hospitals)
- Accessibility from major arterial highways, bus routes, and bike paths.

These plans note that the “flatiron” tract at the intersection of South Park Street and Fish Hatchery Road is a prominent “gateway” site for new commercial and/or mixed use development and recommends multi-storied, mixed use buildings sited close to the property lines with emphasis on high quality architectural and urban design.

The use, site plan and conceptual building architecture has been reviewed and discussed at a neighborhood meeting sponsored by Alder Ellingson, and is currently being reviewed by City staff.

Project Description

The development of the new Wingra Clinic is Phase One of the redevelopment initiative for this block. Planned Unit Development-General Development Plan (PUD-GDP) is proposed for the entire block (with the exception of the two lots at the corner of Park and Midland Streets which are not part of this proposal). The Phase One area – the proposed clinic building and associated parking – will be zoned as PUD-Specific Implementation Plan (PUD-SIP). This phase will include:

- Razing the entire former Morningstar Dairy site. (This site encompasses approximately 104,500 SF and is owned by Clark Street Development. Ghidorzi Company will be purchasing ~39,000 SF of this property)
- Vacation of High Street
- Razing of the 8 rental residential structures fronting Fish Hatchery Road and Midland Streets
- Removal of the MGE substation.
- Constructing a four story – 76,800 SF commercial building to be occupied by clinic, educational, and medical uses. Each floor is 19,200 SF
- Constructing associated parking facilities to support the clinic and educational uses (currently anticipated to include ~74 surface stalls and a ~235 stall multi-level parking structure connected to building via an

elevated enclosed walkway). Note: The prospective occupants of the building desire 4 parking stalls per 1,000 SF of gross floor area to optimally meet the needs of patients, staff and students. The proposed site plan provides for 4.13 stalls per 1000 SF of gross floor area.

- Site Improvements including: landscaping and lighting to compliment building appearance and enhance the pedestrian environment, appropriate screening of surface parking areas, site amenities (walkways and furniture) and storm water management facilities.

The Phase Two area (located to the north of the proposed clinic site) is owned by Clark Street Development. After demolition of the dairy building(s), this area will be temporarily seeded and maintained until market conditions support development that is compatible with the City's adopted plans and design guidelines. The triangular shape of the parcel poses significant design challenges regarding access, vehicle and pedestrian circulation and in creating building floor-plates that are efficiently shaped and, most importantly, marketable. Clark Street's initial conceptual ideas for this site include ~75,000 SF of professional office use, extended stay lodging, street level retail and supporting parking facilities. Clark Street Development and the Ghidorzi Companies have been and are continuing to collaborate on the redevelopment plans for the entire site (both Phase One and Phase Two areas).

Clinic Building and Site Design Considerations

- The clinic building is located so as to be the prominent feature along this segment of the South Park Street frontage. It is sited with a ~13 foot setback from the South Park Street Right-of-Way to present an urban character to the site and to enable:
 - widening of the Park Street Sidewalk for a more comfortable pedestrian experience.

- streetscape landscaping and hardscape features, and
 - to accommodate building architectural features (awnings and cornice features) without encroachment over the public walk.
- The main entry of the clinic is on the southeast façade accessed by the covered entry drive/ patient drop-off area. This driveway is aligned to provide easy and convenient “way-finding” to the surface parking areas, internal circulation drive and the parking structure.
- The Park Street corner of the clinic building will contain a retail pharmacy use with pedestrian access oriented to the Park Street sidewalk. This access area will be improved as a pedestrian plaza with benches and landscaping.
- The service area of the clinic is located at the building’s west corner. This location provides access for deliveries and emergency ambulance service without disrupting the normal flow and access of patient traffic at the front entry.
- Internal site circulation is supported by a private drive constructed essentially along a segment of vacated High Street and provides ingress and egress to Midland Street and Fish Hatchery Road as well as a connection to the parking structure and surface lots. The private drive connection to Fish Hatchery Road will be shared with Clark Street LLC. Clark Street LLC supports the future redevelopment of their portion of this redevelopment site (Phase Two).
- The parking structure is 3 levels with direct vehicle access to the internal drive, west surface parking lot and Midland Street. The structure is designed to provide safe wheelchair routes to designated surface sidewalks

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and a pedestrian skywalk connection to the third floor of the clinic building. (Note: the third floor of the clinic building is “spec” space and secure evening access between the building and parking is critically important to prospective tenants). Subsurface soil conditions preclude the structure from being economically constructed with parking levels fully below street grades.

In order to optimize the efficient use of the redevelopment area, accommodate City staff plans for the potential future widening of Fish Hatchery Road and Midland Street, and provide permanent yard area for landscaping, the structure is sited with an 8 foot setback from the future sidewalk location along Fish Hatchery Road. This segment of Fish Hatchery Road will be widened by 6 feet when it is reconstructed in the future. The parking structure is set back 9 feet from the Midland Street ROW to accommodate potential street widening at the intersection with Fish Hatchery Road.

- The exterior architecture of all sides of the parking structure is being designed to complement the character of the Fish Hatchery Road and Midland Street frontages as a planned mixed use and commercial land use. The structure will include articulation of the face walls, parapet features, and foundation and trellis landscape plantings. The wall openings into the main level of the parking structure will be 30 + inches above the sidewalk grade and will be screened in a similar manner as the St Mary’s parking ramp to accommodate ventilation while providing visual screening of vehicles and security.
- The Fish Hatchery Road – Midland Street corner of the structure is designed to create a street level pedestrian plaza supporting the adjoining bus stop.

Compatibility with the Wingra Build Plan

The proposed development of the Wingra Clinic site has been designed to be compatible with the recommendations and planning framework established by the adopted Wingra BUILD Plan.

The Wingra BUILD Plan calls for the redevelopment of the Morningstar Dairy property. The plan calls for a master-planned development under a Planned Unit Development zoning and land use designation. A mix of land uses is envisioned at a density of approximately 162,000 SF. The site is recognized as a "gateway" to South Madison and therefore should be developed with a landmark structure at the point of Park Street and Fish Hatchery Roads. The Plan recommends a mid-rise flatiron building configuration at this intersection. A presence of retail oriented building fronts should be maintained along Park Street and the buildings should be compatible with adjacent residential neighborhoods. The concept drawings and Transportation Supplement to the BUILD Plan indicate a two to three-story parking structure be included in the development.

The plan also recommends land uses that support job creation in areas such as health care and bio-medical services in cooperation with the major health care institutions and the University of Wisconsin.

In general, the goal of the plan is to replace surface parking with parking decks, while acknowledging that surface parking is necessary to meet the needs of both on-site users and remote parking for St. Mary's and Meriter Hospitals on an interim basis.

Phase One of this redevelopment effort is consistent with the plan in that it is a medically related building use that is being constructed in cooperation with a major health care provider, the University of Wisconsin. The building is of high architectural quality and the parking structure is designed in a manner to be compatible with the scale and massing of neighboring improvements. The parking deck has approximately the same amount of

frontage on Fish Hatchery Road as the deck found in the Wingra BUILD Transportation Supplement illustration and the set back from Fish Hatchery Road is similar to the plan illustration.

The medical clinic is 4 stories in height, consistent with the recommendations of Wingra BUILD. It has a retail oriented entrance on Park Street that promotes pedestrian use of the facility. At a gross building area of 76,800 square feet, its density is appropriate for the portion of the site that it encompasses, allowing for a building density of between 80,000 and 100,000 square feet to be constructed on the flatiron triangle intersection portion of the site at a future date. The developers of both the medical clinic and triangle portion of the site are working in concert to create a master plan that meets the goals of the Wingra BUILD plan and landmark status of this important South Madison environ.

The only significant variant between the proposed Ghidorzi Wingra Clinic Site Plan (including the conceptual plans put forth by Clark Street Development) and the Wingra Build Plan is that the Build Plan illustrates medium density residential uses (totaling 24 dwelling units) fronting on Midland Street. While neighborhood housing is a compatible use, recent experience has shown that it is impractical and financially not feasible in this vicinity, particularly under current market conditions. The developer has met with the primary land owner of residences along the south side of Midland Street, Dean Health Systems, to review the development plan including the size, location and design of the parking structure. Dean Health has indicated their support for the plan, including the design and location of the parking deck.



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1010 S. Park Exterior 2.jpg



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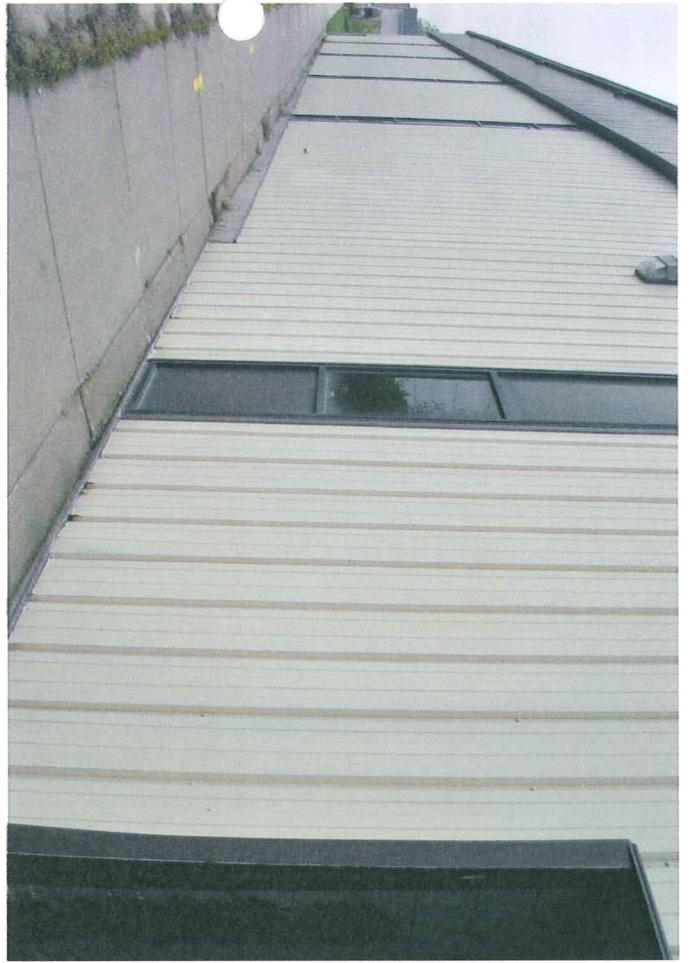
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