

City of Madison

Proposed Demolition

Location

2711 West Beltline Highway

Project Name

Allen/Verlo Design Center

Applicant

Bradley Hutter - Mortenson Investment Group/Andy Inman - Vierbicher Associates

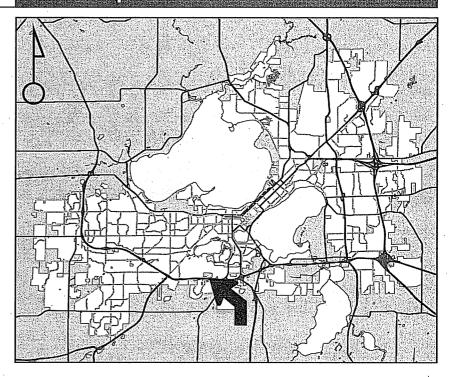
Existing Use

Vacant Commercial Building

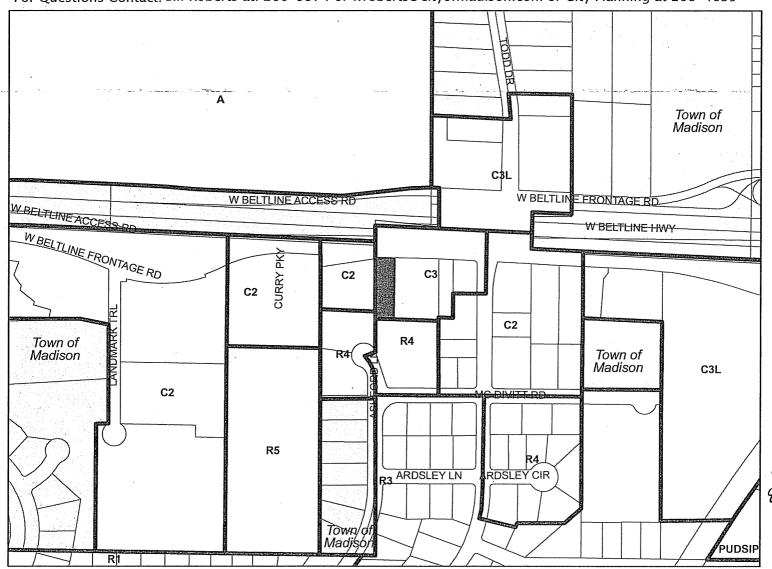
Proposed Use

Demolish Vacant Commercial Building for Future Infill Development

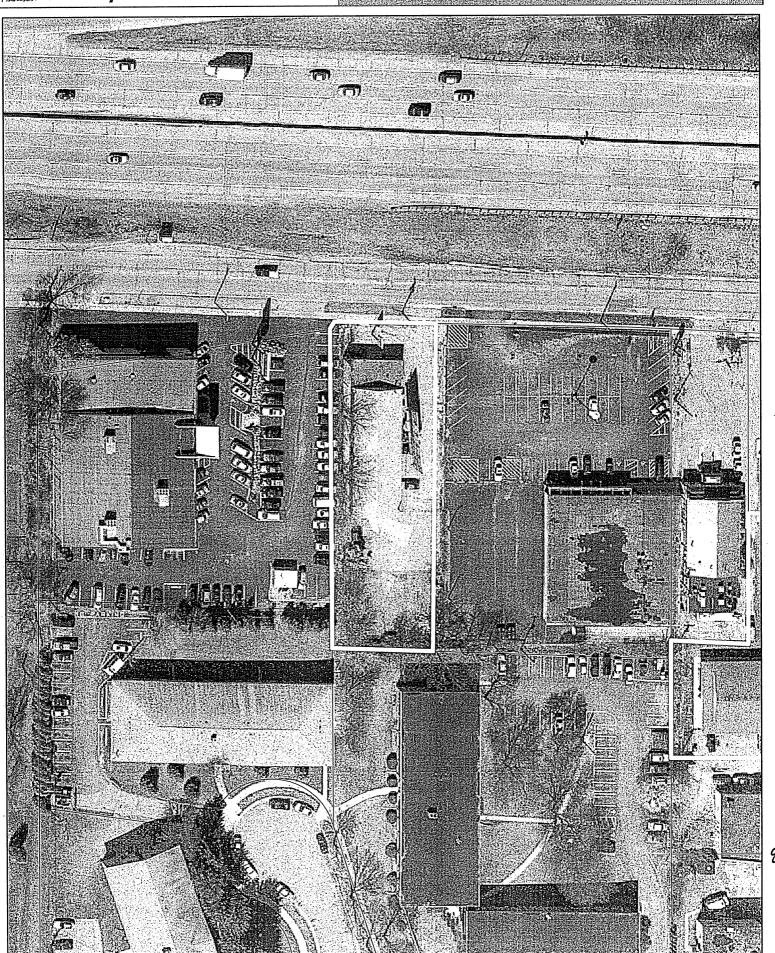
Public Hearing Date Plan Commission 19 February 2007



For Questions Contact: Bill Roberts at: 266-5974 or wroberts@cityofmadison.com or City Planning at 266-4635



Scale: 1" = 400' Planning Unit, Department of Planning and Development: RPJ: Date: 06 February 2007



Date of Aerial Photography : April 2005

LAND USE APPLICATION **Madison Plan Commission**

- The following information is required for all applic for Plan Commission review.
- Please read all pages of the application complete fill in all required fields.
- This application form may also be completed onl www.cityofmadison.com/planning/plan.html
- All zoning application packages should be filed d with the Zoning Administrator's desk.
- All applications will be reviewed against the appl standards found in the City Ordinances to detern the project can be approved.

LAND USE APPLICATION	FOR OFFICE USE ONLY:
Madison Plan Commission	Amt. Paid 750 Receipt No. 77837
215 Martin Luther King Jr. Blvd; Room LL-100	Date Received 1-10-07
PO Box 2985; Madison, Wisconsin 53701-2985	Received By
Phone: 608.266.4635 Facsimile: 608.267.8739	Parcel No. 0709 - 334 - 0102 -1
 The following information is <u>required</u> for all applications for Plan Commission review. 	Aldermanic District 14 Tim Bruer
 Please read all pages of the application completely and fill in all required fields. 	Zoning District <u>C_3</u> For Complete Submittal
 This application form may also be completed online at www.cityofmadison.com/planning/plan.html 	Application Letter of Intent 1 IDUP Legal Descript.
 All zoning application packages should be filed directly with the Zoning Administrator's desk. 	Plan Sets Zoning Text WA Alder Notification Waiver
 All applications will be reviewed against the applicable standards found in the City Ordinances to determine if. the project can be approved. 	Ngbrhd. Assn Not. Waiver Date Sign Issued 1-10-07
1. Project Address: 2711 W. Beltline Highway	Project Area in Acres: 2.57
Project Title (if any): Allen/Verlo Design Center	
2. This is an application for: (check at least one)	
Zoning Map Amendment (check only ONE box below for re	ezoning and fill in the blanks accordingly)
Rezoning from to	Rezoning from to PUD/ PCD—SIP
Rezoning from to PUD/PCD-GDP	Rezoning from PUD/PCD-GDP to PUD/PCD-SIP
Conditional Use 💢 Demolition Permit 🛄 C	Other Requests (Specify):
3. Applicant, Agent &Property Owner Information:	
	Company: Mortenson Investment Group
	tte: Madison, WI Zip: 53713
	Email: bradley.hutter@mortensoninvestmentgroup.cor
	Company: Vierbicher Associates, Inc.
Street Address: 999 Fourier Drive #201 City/Sta	tte: Madison, WI Zip: 53717
Telephone: <u>(608) 826-0532</u> Fax: <u>(608) 826-0530</u>	Email: ainm@vierbicher.com
Property Owner (if not applicant): Daniel Bishop (Selective Video)	
	ate: Madison, WI Zip: 53713
-	
4. Project Information:	
Provide a general description of the project and all proposed use	es of the site:

Rezoning from	to	ا السيد،	Rezoning from	to Pl	JD/ PCD—SIP
Rezoning from	to PUD/ PCD-GD	P []	Rezoning from PUD/PCD-G	DP to	PUD/PCD-SIP
Conditional Use	Demolition Permit	Oth	er Requests (Specify):		
3. Applicant, Agent &Pro	perty Owner Informa	ition:			
Applicant's Name: Bradley Hutte	er	Con	pany: Mortenson Investment C	Group)
Street Address: 3113 W. Beltlin		City/State:	Madison, WI	Zip:	53713
Telephone: (608) 288-2850	Fax: (608) 288-28	395	Email: bradley.hutter@morte	enson	investmentgroup.com
Project Contact Person: Andy	Inman	Con	pany: Vierbicher Associates,	Inc.	
Street Address: 999 Fourier Dr	ive #201	City/State:	Madison, WI	Zip:	53717
Telephone: (608) 826-0532 Fax: (608) 826-0530 Email: ainm@vierbicher.com					
Property Owner (if not applicant):					
Street Address: 2709 W. Beltlin	ne Highway	City/State:	Madison, WI	Zip:	53713
4. Project Information: Provide a general description of the project and all proposed uses of the site:					
Redevelopment of the former Mic Kitchen and Bath.	lwest Billiards building fo	or a Design	Center for The Verlo Mattress I	Factor	ry Store and Allen
Development Schedule: Com	mencement 02/20/07		Completion 6/15/07		

CONTINUE→

5.	Required Submittals:				
X	Site 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:				
	• Seven (7) copies of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated an	d folded)			
	• Seven (7) copies of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled a	nd folded)			
	• One (1) copy of the plan set reduced to fit onto 8 ½ inch by 11 inch paper				
<u>X</u> :	Letter of Intent: Twelve (12) copies describing this application in detail but not limited to, including and uses of the property; development schedule for the project; names of persons involved (alandscaper, business manager, etc.); types of businesses; number of employees; hours of operation acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross building(s); number of parking stalls, etc.	contractor, architect, n; square footage or			
\times	Legal Description of Property: Lot(s) of record or metes and bounds description prepared by a	and surveyor.			
\boxtimes	Filing Fee: $\$$ 750 See the fee schedule on the application cover page. Make checks payable	e to: City Treasurer.			
IN .	ADDITION, THE FOLLOWING ITEMS MAY ALSO BE REQUIRED WITH YOUR APPLICATION; S	EE BELOW:			
X	For any applications proposing demolition of existing (principal) buildings, photos of the structure(s) to be demolished shall be submitted with your application. Be advised that a <i>Reuse and Recycling Plan</i> approved by the City's Recycling Coordinator is required to be approved by the City prior to issuance of wrecking permits.				
	A project proposing ten (10) or more dwelling units may be required to comply with the City's Inclusionary Zoning requirements outlined in Section 28.04 (25) of the Zoning Ordinance. A separate INCLUSIONARY DWELLING UNIT PLAN application detailing the project's conformance with these ordinance requirements shall be submitted concurrently with this application form. Note that some IDUP materials will coincide with the above submittal materials.				
;	A Zoning Text must accompany all Planned Community or Planned Unit Development (PCD/PUD)	submittals.			
app Act	OR ALL APPLICATIONS: All applicants are required to submit copies of all items submitted in Inplication (including this application form, the letter of intent, complete plan sets and elevations, etc.) as robat PDF files compiled either on a non-returnable CD to be included with their application materials, capplications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Applications the materials electronically should contact the Planning Unit at (608) 266-4635 for assistance.	INDIVIDUAL Adobe or in an e-mail sent to cants who are unable			
6.	Applicant Declarations:				
	Conformance with adopted City plans: Applications shall be in accordance with all adopted City	of Madison plans:			
S	ightarrow The site is located within the limits of N/A Plan,	which recommends:			
	N/A	for this property.			
Χ̈́	Pre-application Notification: Section 28.12 of the Zoning Ordinance requires that the applicant notify any nearby neighborhood or business associations by mail 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	ne notices:			
	See letter of waiver attached to application.				
	If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.				
×	proposed development and review process with Zoning Counter and Planning Unit staff; note staff	persons and date.			
	Planner Brad Murphy Date 01/02/07 Zoning Staff Matt Tucker	Date 01/02/07			
Th	ne signer attests that this form has been completed accurately and all required materials have	been submitted:			
Pri	inted Name BNADLEY L. HUTTER PASIDENT JUC, THAT Anatute BLANLY SAUTH Relation to Property Owner To PUR Relation to Property Owner To PUR	1/2/0+			
Sig	gnature Brown Auxie Relation to Property Buner To Pur	CHASE PHOPENLY			

Authorizing Signature of Property Owner

____ Date ___

January 16, 2007

City of Madison Plan Commission 210 Martin Luther King, Jr. Blvd Madison, WI 53710

Re: Letter of Intent for West Beltline Design Center (2711 W. Beltline Highway) Demolition Permit Application

Dear Plan Commission Members:

This submittal is for a demolition permit for 2711 W. Beltline Highway, located west of the intersection of Todd Drive and the West Beltline Highway Frontage Road in the City of Madison. The parcel is currently occupied by the former Midwest Billiards building.

The redevelopment of 2711 W. Beltline Highway will be a new infill retail project located between the existing Sergenian's Building (2805 W. Beltline Hwy) and the Selective Video store (2709 W. Beltline Hwy) south of the West Beltline Highway. The new building will house a design center to complement the existing Sergenian's Floor Covering store. The building will be one story with a partial mezzanine to house the Allen Kitchen and Bath Showroom and The Verlo Mattress Factory Store.

Relocating Allen Kitchen and Bath and The Verlo Mattress Factory Store from the east side of Todd Drive to the west side of Todd Drive will allow the eastern site to be redeveloped at a higher density. Development of the design center is the first step necessary to allow the redevelopment on the eastern side of Todd Drive.

In addition to the construction of the design center, this redevelopment project will include enhancements to the existing Selective Video and Sergenian's sites with improved parking configurations, paving, landscaping, and lighting throughout the area.

Existing Conditions

The Design Center site is currently occupied by the former Midwest Billiards building at 2711 W. Beltline Highway. This structure currently sits vacant between the existing Sergenian's building, which is occuped by Sergenian's Floor Coverings, Deonne Salon & Day Spa, and Members First Credit Union, and the Selective Video building, both of which will remain on their current sites. The three parcels provide a total land area of approximately 2.57 acres. Other uses in the immediate vicinity include Open Pantry and the Grand China Restaurant. The existing Midwest Billiards building (vacant) will be demolished to allow redevelopment of the site for the Design Center.

Along with the redevelopment of the parcel at 2711 W. Beltline Highway, the parking shared between the three parcels will be redesigned and paved to provide internal circulation, as shown on the attached site plans. Photographs documenting existing conditions and the structure to be demolished are attached.

Parties Involved

I MI MOD INTOVO	
The following parties are involved in the redevelopment of this site:	
Owner	LG 1, LLC
Developer	Mortenson Investment Group
Builder	Ideal Builders
Engineer/Planner/Project Coordinator	Vierbicher Associates, Inc.
Architect	Potter Lawson, Inc.
Landscape Architect	
Lighting Designer	Potter Lawson, Inc.
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Schedule

The intention is to substantially complete tenant spaces in the Design Center by June 15, 2007, as depicted in the following schedule:

Demolition of Existing Buildings	February 20 – February 27, 2007
Site Preparation	February 28 – March 9, 2007
Structural Concrete	
Structural Steel	March 26 – April 6, 2007
Building Envelope Construction	April 9 – May 4,, 2007
Building Enclosed	May 4, 2007
Substantial Completion of Tenant Spaces	Jun 29, 2007

Legal Description

The Design Center site is one of three parcels that make up the conditional use application. The proposed legal description for the parcels and the access easement is as follows:

PARCEL "1" LEGAL DESCRIPTION

Part of the SE ¼ of the SE ¼ of Section 33, Township 7 North, Range 9 East, in the City of Madison, Dane County, Wisconsin, described as follows:

Commencing at the Southeast Corner of said Section 33; thence N 00°05'33" E, along the East line of the said SE ¼ of Section 33, 701.53 feet; thence N 89°35'53" W, (previously recorded as S 89°51'42" W) along the North line of McDivitt Road, 225.20 feet; thence N 00°22'58" E, (previously recorded as S 00°02'30" E) along the East line of the recorded plat of First Addition To Arbor Heights, 288.86 feet to the point of beginning of this description; thence N 00°22'58" E, along said East line, 22.57 feet to the South line of Lot 36 of said First Addition To Arbor Heights; thence N 87°10'01" W, along said South line, 227.54 feet, (previously recorded as N 87°42'30" W, 227.70'); thence N 00°19'27" E, (previously recorded as N 00°08'21" W) along the West line of said Lot 36 and an extension of said West line, 228.89 feet; thence S 87°20'37" E, along the South right of way of the West Beltline Highway, 489.73 feet; thence S 00°22'58" W, along the West line of Lot 2, Certified Survey Map (CSM) No. 343, Vol. 2 of Certified Surveys, Pages 104-105, Doc. No. 1266165 and the West line of Lot 2, CSM No. 2498, Vol. 10 of Certified Surveys, Pages 29-30, Doc. No. 1529657, 249.11 feet to the South line of lands described in Volume 4656 of records, page 48, Doc. No. 1787993; thence N 87º18'14" W, (previously recorded as S 87º48'18" E) along said South line, 181.92 feet; thence N 89°37'02" W, (previously recorded as N 89°51'42" E) along said South line, 80.00 feet to the point of beginning. Containing 117,460 sq. ft., more or less.

Subject to all easements and agreements of record or use.

ACCESS EASEMENT LEGAL DESCRIPTION

Part of the SE ¼ of the SE ¼ of Section 33, Township 7 North, Range 9 East, in the City of Madison, Dane County, Wisconsin, described as follows:

Commencing at the Southeast Corner of said Section 33; thence N 00°05'33" E, along the East line of the said SE ¼ of Section 33, 701.53 feet; thence N 89°35'53" W, (previously recorded as S 89°51'42" W) along the North line of McDivitt Road, 225.20 feet; thence N 00°22'58" E, (previously recorded as S 00°02'30" E) along the East line of the recorded plat of First Addition To Arbor Heights, 288.86; thence N 00°22'58" E, along said East line, 22.57 feet to the South line of Lot 36 of said First Addition To Arbor Heights; thence N 87°10'01" W, along said South line, 227.54 feet, (previously recorded as N 87°42'30" W, 227.70'); thence N 00°19'27" E, (previously recorded as N 00°08'21" W) along the West line of said Lot 36 and an extension of said West line, 228.89 feet; thence S 87°20'37" E, along the South right of way (R/W) of the West Beltline Highway, 349.33 feet to the point of beginning; thence continuing S 87°20'37" E, along said South R/W line,33.96 feet; thence S 00°57'29" W, 44.87 feet; thence N 89°57'31" W, 33.18 feet; thence N 00°00'20" E, 46.41 feet to the point of beginning.

Subject to all easements and agreements of record or use.







Zoning

The existing zoning of the Design Center site is C-3. This application is for a conditional use application under this zoning classification. The Design Center meets all dimensional standards under the C-3 zoning classification.

The other existing parcels included in the Design Center redevelopment plan are currently zoned as outlined below:

Proposed Uses

The proposed Design Center will have a total of approximately 14,500 square feet of space with a primary first floor showroom and warehouse area with a secondary mezzanine office level. Of this space, Allen Kitchen and Bath will occupy approximately 6,000 square feet, and Verlo Mattress will occupy approximately 8,500 square feet. In addition, two buildings will remain on their existing sites, including the Sergenian's building (28,000 square feet) and the Selective Video building (10,000 square feet). Combined, the site will include approximately 52,500 gross square feet of building area. This produces a Floor Area Ratio (FAR) on the site of 2.14.

	Total Square Feet	Square Feet of Retail
Sergenian's Building	28,000	
Sergenian's Floor Coverings		9,500
Deonne's Salon & Day Spa		2,830
Selective Video	10,000	3,800
Allen/Verlo Design Center	14,500	
Verlo Showroom	8,500	3,500
Allen Showroom	6,000	5,000
Total	52,500	24,630

Of this total area, only 24,630 square feet is utilized for retail purposes. Within the design center, 8,500 square feet is designated as retail showroom, Sergenian's currently has 9,500 square feet of retail area, Deonne Salon & Day Spa (inside of the Sergenian's building) has 2,830 square feet, and Selective Video has 3,800 square feet of retail space. The plans accommodate less than 25,000 square feet of retail space, so the requirements of the City's Planned Commercial Site designation do not apply.

Parking and Loading

The redevelopment will incorporate surface parking for both retail customers and employees. There are a total of 117 parking stalls on the site to serve three addresses, which equates to one space per 447 square feet (or 2.24 stalls per 1,000 square feet).

Trucks will access the Design Center site from the Beltline Highway Frontage Road and deliveries will be made on the southern side of the new building. The loading area will accommodate only one truck at any given time. The loading facilities for the Sergenian's and Selective Video facilities will not be altered from their current location.

Access

Access to the Design Center site will be provided by three separate drives from the West Beltline Frontage Road. Both WisDOT and the City of Madison Traffic Engineering Department have reviewed the revised access points.

Signage

Signage on the site will be provided as shown on the plans provided in the attached documents. The Developer shall install all signage when building construction has been completed. The existing billboard sign on the site will be removed before demolition begins.







Landscaping

Site landscaping will be provided as shown on the plans provide din the attached documents. The Developer shall install landscaping when building construction has been completed.

Hours of Operation

The Design Center is a retail development with some office components. It is anticipated that the showroom (retail) space will be open to the public seven days a week, which during the week will include extended evening hours.

Summary

The redevelopment of this site is only the first of several redevelopment opportunities within the Arbor Hills neighborhood that will spur an increase in the number of jobs, amenities, and quality of life in the area. We look forward to working with City Staff and Plan Commission to make the Design Center a successful project that will trigger further Todd Drive area redevelopment in the City of Madison.

Respectfully Submitted by,

Andrew Inman, P.E.

ander B. lun

VIERBICHER ASSOCIATES, INC.

Enclosure







Existing Conditions at 2711 W. Beltline Highway











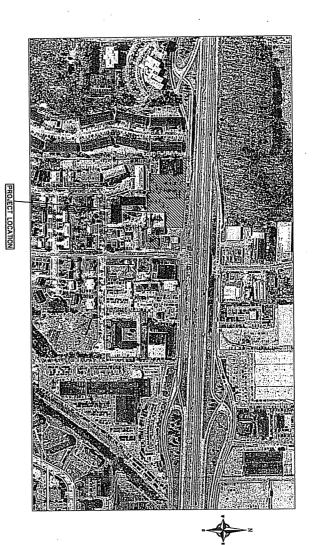


IDEAL

BUILDERS

LOCATION MAP

awson



SHEET INDEX

Title Sheet 1 07 9 Mortenson Invenstment Group 2711 West Beltline Highway Madison, Wi



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