## APPLICATION FOR URBAN DESIGN COMMISSION REVIEW AND APPROVAL

<b>AGENDA</b>	ITEM #	1
Project #_		

DATE SUBMITTED: November 9, 2005  UDC MEETING DATE: November 16, 2005	Action Requested Informational Presentation Initial Approval and/or Recommendation Final Approval and/or Recommendation				
OZ CIMBETHO DITTE. WWW. 1575-7	Timal Approval and/of Recommendation				
PROJECT ADDRESS: 2703.2805 West Belth	ne Highway Frontage Rd. 2810-2816 Drive.				
ALDERMANIC DISTRICT:					
OWNER/DEVELOPER (Partners and/or Principals) A	Potter Lawson Inc. and				
	Vierbicher Assoc.				
CONTACT PERSON: DOUG HATSh					
Address: poter Lawson Inc					
	Madison 53711				
Phone: 279-2791	3021222				
Fax: 279.3679	- Mr.				
E-mail address: dough & potter aw sm.	com				
· V	500 W 10 34				
TYPE OF PROJECT:	05-810 90				
(See Section A for:)	(S)				
Planned Unit Development (PUD)					
General Development Plan (GDP)					
Specific Implementation Plan (SIP)	N. S. Care L. C. C. C.				
Planned Community Development (PCD)					
General Development Plan (GDP)					
Specific Implementation Plan (SIP)					
Planned Residential Development (PRD)					
New Construction or Exterior Remodeling in an U	rban Design District * (A public hearing is required as				
well as a fee)	8				
School, Public Building or Space (Fee may be requ	ired)				
New Construction or Addition to or Remodeling o	f a Retail, Hotel or Motel Building Exceeding 50,000				
Sq. Ft.					
Planned Commercial Site					
(See Section B for:)					
New Construction or Exterior Remodeling in C4 D	historiat (Fac magnined)				
New Construction of Exterior Remodering in C4 L	risulet (rec required)				
(See Section C for:)					
R.P.S.M. Parking Variance (Fee required)					
(See Section D for:)					
Comprehensive Design Review* (Fee required)					
Street Graphics Variance* (Fee required)					
0.4					
Other					
*Public Hearing Required (Submission Deadline 3 Weeks	in Advance of Meeting Data)				
	in Advance of Meeting Date)				
F:\PLROOT\WORDP\PL\UDC\Miscellancous\udcreviewapprovalFeb05.doc					

## Landmark Gate and Sergenian's Building

Urban Design Commission Informational Narrative November 9, 2005

Zoning:

This project is a rezoning into a PUD-GDP/SIP.

This allows the two buildings to share the site and the parking. This zoning is also requested in order to reduce the rear set back requirement from 30' to a range of 15'

to 22' in order to allow for additional density.

Uses:

 Ground level Retail
 22,650 sf

 3 levels of office and service commercial
 69,015 sf

 Sergenian's building
 31,300 sf

 total
 122,965 sf

Site:

The intersection of Todd Drive and the West Beltline Frontage Road

Existing uses and buildings:

Open Pantry, Grand China, Select Video, Midwest Billiards (vacated)

Ripple Apartments (vacated), Bridge Club

Sergenian's Floor Coverings

Combined site area: 181,417 sf

Parking:

1 row of ground level retail surface parking

1 level below grade parking

1 level of structured parking behind the building

Total parking: 429 stalls

Area per stall: 1 per 286 sf (3.48 per 1000 sf)

Design:

The concept design shows a brick, metal panel and glass building. Ground floor is dedicated to retail with the possibility of fabric awnings to highlight the retail component. The office lobby and entrance is accentuated with additional glass, which extends to a roof screen that will be used for tenant identification. Loading is to the rear. One row of parking is shown in front of the building to be used by the retail customers. This parking moves the building away from the beltline so that the retail tenant signage can be made more visible and to increase the distance of the office uses from the beltline traffic noise. The majority of the parking is below and behind the building.

## Sustainable Design features:

Increase in density on a developed site, increase in pervious surface

Below grade and structured parking

Rain infiltration gardens High performance glazing

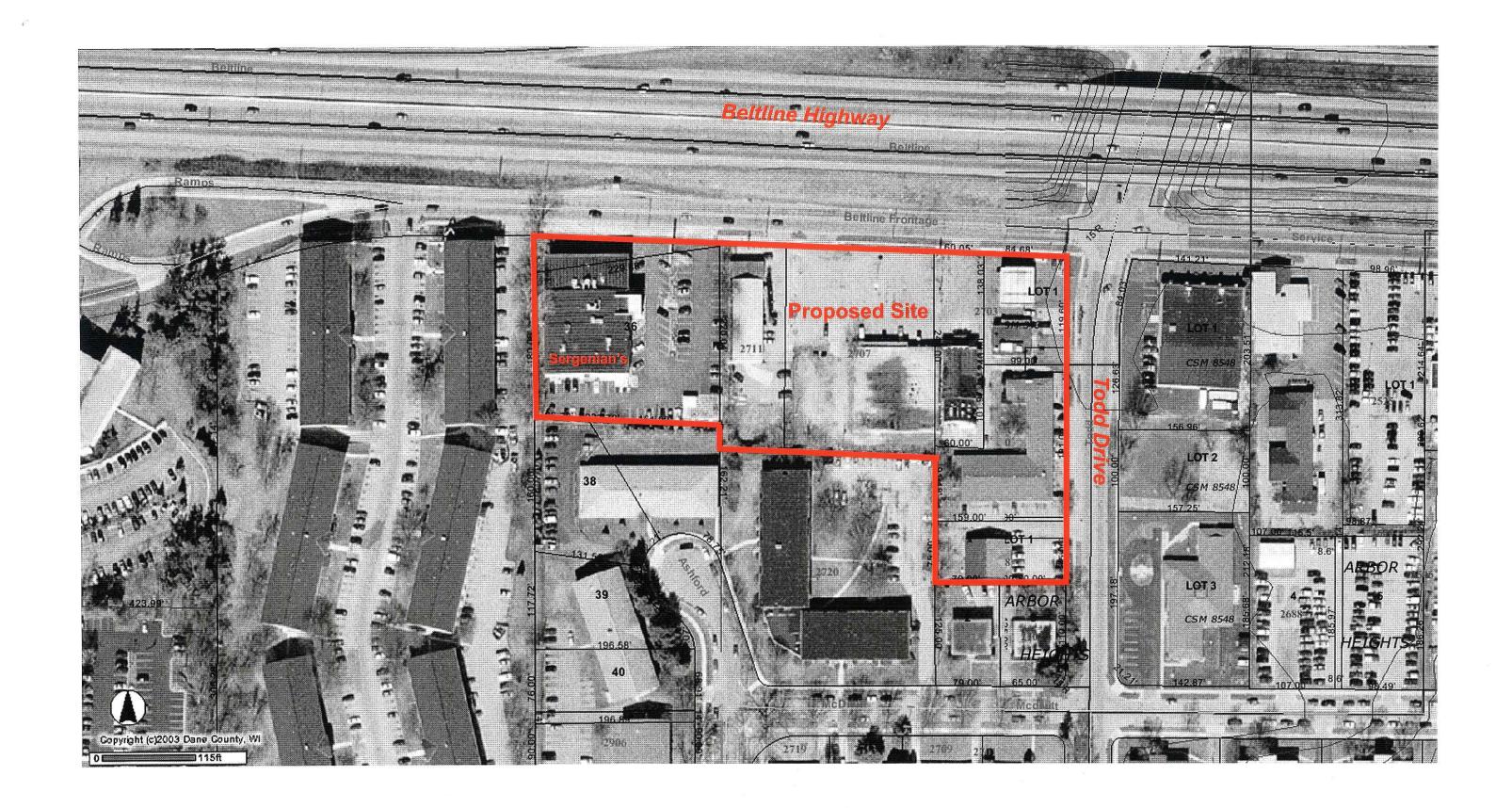
Narrow footprint for increased day-lighting efficiency and access to views

Energy Efficient shell and HVAC system

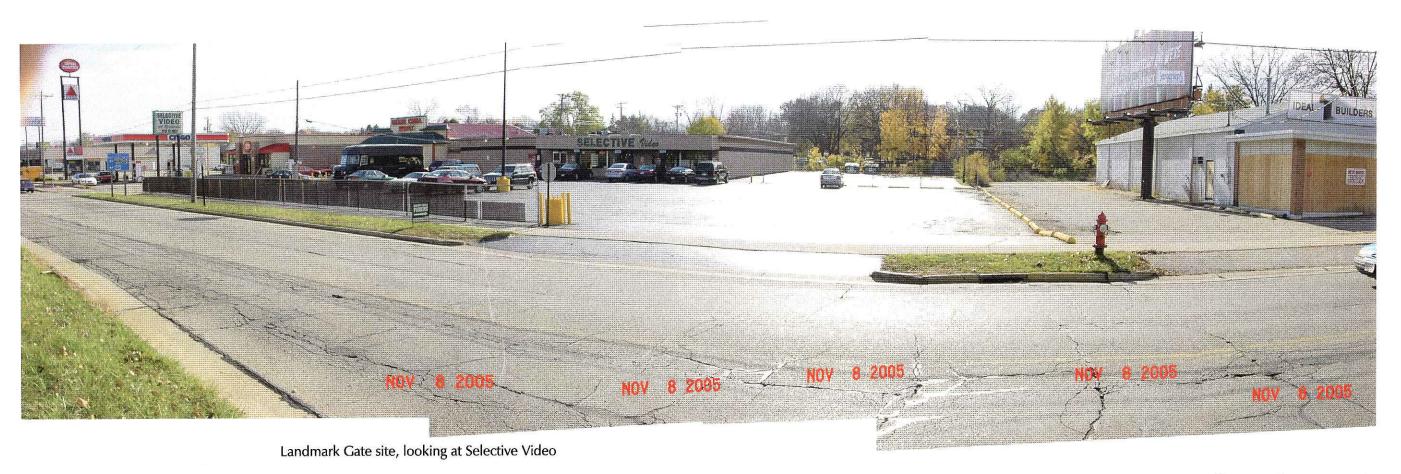
Sergenian's:

The Sergenian's building remains as is, with the exception of an addition to the rear of the building of approximately 2500 square feet. The addition does move closer to the adjacent multi-family site to the rear but also allows for landscape screening between the addition and lot line. No landscaping in this area exists today. The parking lot has been redesigned to be compatible with the new development.

Prepared by Potter Lawson Inc. and Vierbicher Associates







Landmark Gate
Todd Drive and W. Beltline Highway Frontage Road

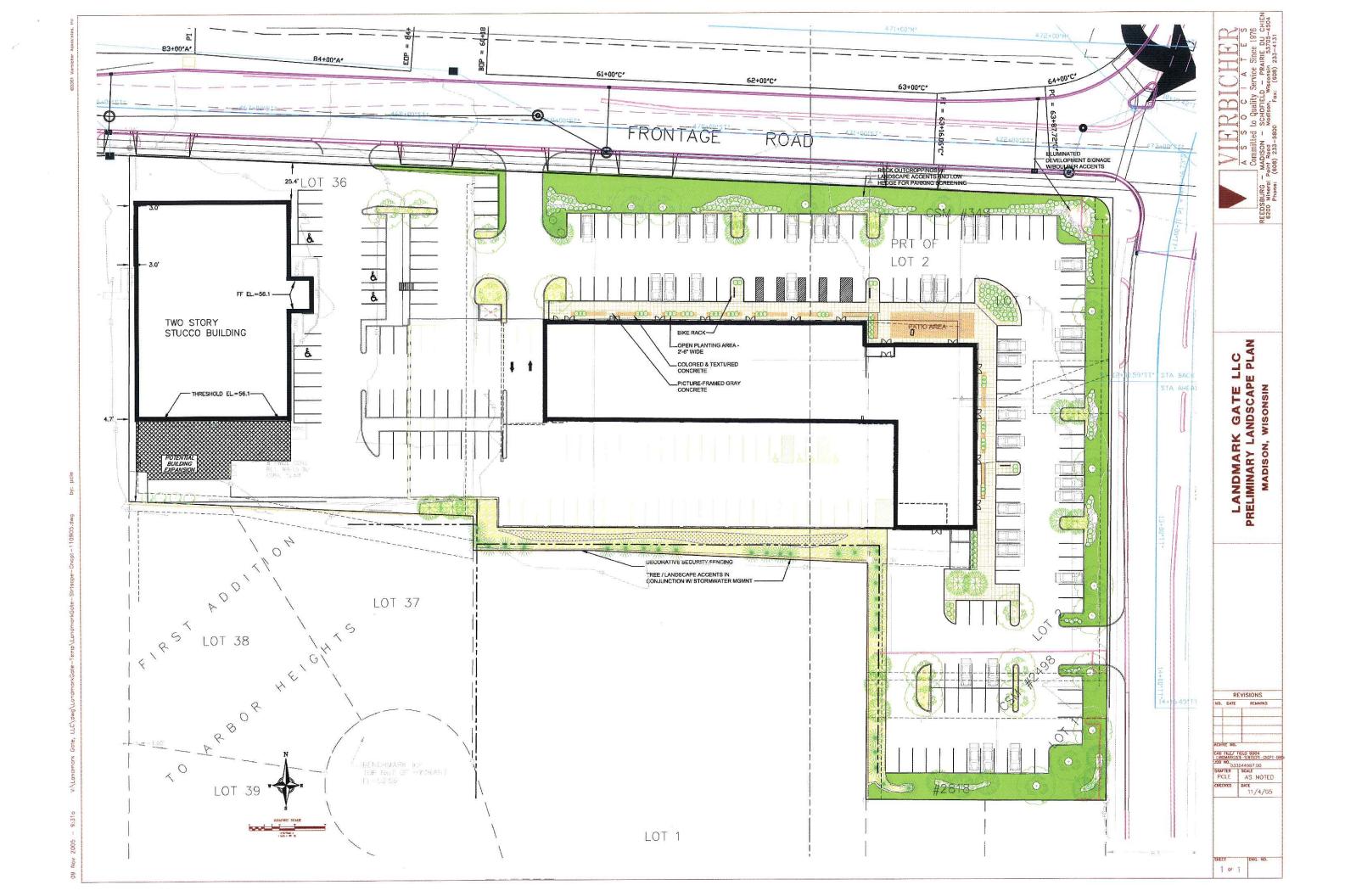
Potter Lawson, Inc. 11.09.05



neighboring buildings to the east



Landmark Gate site, looking from neighboring buildings





Landmark Gate