## APPLICATION FOR <br> URBAN DESIGN COMMISSION <br> REVIEW AND APPROVAL

| DATE SUBMITTED: $\quad$ August 25, 2010 |  | Action Requested <br> Informational Presentation |  |
| :--- | :--- | :--- | :--- |
| UDC MEETING DATE: September 1, 2010 |  |  | Initial Approval and/or Recommendation |
|  | X | Final Approval and/or Recommendation |  |

PROJECT ADDRESS: 4620 Frey Street (formerly 709 N. Segoe Road)
ALDERMANIC DISTRICT: District \#11, Chris Schmidt

OWNER/DEVELOPER (Partners and/or Principals)

| Stone House Development, Inc. |
| :--- |
| 321 E. Main Street |
| Madison, WI 53703 |

## ARCHITECT/DESIGNER/OR AGENT:

Knothe \& Bruce Architects, LLC
7601 University Avenue, Suite 201
Middleton, Wisconsin 53562

CONTACT PERSON: J. Randy Bruce/Knothe \& Bruce Architects, LLC
Address: 7601 University Avenue, Suite 201
$\qquad$
Phone: 608-836-3690
Fax: 608-836-6934
E-mail address: rbruce@knothebruce.com
TYPE OF PROJECT:
(See Section A For:)
X Planned Unit Development (PUD)
General Development Plan (GDP)
X Specific Implementation Plan (SIP)
_ Planned Community Development (PCD) General Development Plan (GDP)
_ Specific Implementation Plan (SIP)
Planned Residential Development (PRD)

- New Construction or Exterior Remodeling in an Urban Design District* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel, or Motel Building Exceeding 50,000 Sq.Ft.
__ Planned Commercial Site
(See Section B for:)
_ New Construction or Exterior Remodeling in C4 District (Fee required)
(See Section C for:)
_ R.P.S.M. Parking Variance (Fee required)
(See Section D for:)
- Comprehensive Design Review* (Fee required)

Street Graphics Variance* (Fee Required)
__ Other
*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)
August 18, 2004-b-C:\Documents and Settings\bigch\Local Settings\Temp\udcreviewapprovalAug04.doc

## Re: 4620 Frey Street (formerly 709 N. Segoe Road)

## Locator Map



August 25, 2010
Mr. Brad Murphy
Director of Planning
Department of Planning \& Development
City of Madison
215 Martin Luther King Jr. Blvd
PO Box 2985
Madison, Wisconsin 53701
Re: Letter of Intent
Amended PUD-GDP-SIP
4620 Frey Street (formerly 709 N. Segoe Road)
Madison, WI
Dear Mr. Murphy:
The following is submitted together with the plans, application and zoning text for staff, Plan Commission and Common Council consideration of approval.

## Organizational structure:

Owner: Stone House Development, Inc.
321 East Main Street
Madison, WI 53703
608-251-6000
608-251-6077 fax
Contact: Rich Arnesen
rarnesen@stonehousedevelopment.com

Engineer: Vierbicher Associates, Inc 999 Fourier Drive, Suite 201 Madison, Wisconsin 53717 (608) 826-0532

Contact: Dave Glusick dglu@vierbicher.com

Architect: Knothe \& Bruce Architects, LLC 7601 University Avenue, Ste 201 Middleton, WI 53562
608-836-3690
608-836-6934 fax
Contact: Randy Bruce
rbruce@knothebruce.com

Landscape Ken Saiki Design
Design: $\quad 303$ S. Paterson St.
Suite 1
Madison, WI 53703
(608) 251-3600

Contact: Mike Sturm
msturm@ksd-la.com

## Introduction:

The proposed site is located on the east side of North Segoe Road on the remaining parcel of land adjacent to the recently approved Target. Other surrounding uses include Weston Place Condominiums to the south along Frey Road: the Pyare Square building and McDonalds to the north along University Avenue and the State office buildings to the west and North. The development team has been meeting with the alderperson and the neighbors while putting together this development proposal.

The apartments will be developed using WHEDA's Section 42 tax credit housing program. WHEDA recently announced that this project was successful in obtaining the tax-credit allocation. While the apartments will be affordably priced, they will also provide a high-quality living environment and the amenities that are consistent with the neighborhood.

The current Target lot, which will be created by a soon to be recorded CSM, will be further subdivided to create the subject parcel. That subdivision will be approved concurrently with this proposed PUD-SIP.

## Project Description:

The project consists of two linked 4-story apartment buildings with 96 units. The buildings step down the sloped site and are four stories in height with a flat roof. The high-quality exterior materials will be a combination of masonry, fiber-cement board siding and metal panels. The exterior materials were chosen to be compatible with the adjacent Westin Place and Target buildings while maintaining a modern residential aesthetic. The street-side elevations of the buildings are well detailed and landscaped, and are punctuated with individual entries to the dwelling units. Many of the first floor units are townhomes with entry porches along Frey Street and N. Segoe Road.

The buildings are placed close to the site perimeter to enhance the public streetscapes. Pedestrian access is planned throughout the site connecting the buildings and users to the perimeter streets and surrounding retail and office uses. Vehicular access is accommodated from Frey Street with access to both the parking areas. Parking is largely accommodated below the buildings with a two level underground parking garage. Convenient bicycle parking is provided in the courtyard area, entrances and basement parking. The trash collection will be accommodated from the University Avenue entry through a cross-access easement with Target.

The exterior open space of the development, while somewhat limited, is well designed and provides attractive areas for the residents and guests. A ground level plaza opens onto the landscaped lawns and provides an area for informal social gatherings. A generous Commons Room is provided on the upper floor which opens onto a roof terrace for additional usable open space. The Commons and roof deck will afford the opportunity to have a multitude of planned functions for the residents as well as extensive views to the north and east. In addition to the common open spaces, the overwhelming majority of the apartments will have a porch or balcony for private open space. .

The new construction will be environmentally conscious and meet the standards of Wisconsin Green Built Homes.

## Site Development Data:

## Dwelling Unit Mix:

One-Bedroom 44
Two-Bedroom 42
Three-Bedroom Townhomes 10
Total Dwelling Units 96
Densities:
Lot Area 58,909 or 1.35 Acres
Lot Area / D.U.
Density
Building Height:
613.6 SF/unit

71 units/acre

Vehicle Parking:
Underground
Surface
Total
Bicycle Parking:
Underground
Four Stories

Surface-standard $2^{\prime} \times 6^{\prime}$
120 stalls
20 stalls
140 stalls or 1.45 stalls/unit

Total
59 stalls
28 stalls
87 stalls $(50+.5(46)=73$ required)

## Project Schedule:

It is anticipated that the new construction phase will start in the fall of 2010 and be completed in summer 2011.

## Social \& Economic Impacts:

This development will have a positive social and economic impact. The development will substantially increase the City tax base with minimal, if any, increased costs to the City. The development will enhance the Hilldale area and provide new workforce housing while promoting pedestrian, bicycle and mass-transit circulation.

Thank you for your time in reviewing our proposal.
Very Truly Yours,
J. Randy Bruce, AIA

Managing Member

## EXHIBIT A DESCRIPTION

A parcel of land being part of Lot 2, Certified Survey Map Number 12930, as recorded in Volume 82 of Certified Survey Maps, on Pages 160-180, as Document Number 4667665, Dane County Registry, also located in the NE $1 / 4$ of the NW $1 / 4$ and the NW $1 / 4$ of the NE $1 / 4$, all in Section 20, Township 07 North, Range 09 East, in the City of Madison, Dane County, Wisconsin, more fully described as follows:

Commencing at the Northeast corner of said Lot 2, said point also lying on the southerly right-of-way line of University Avenue; thence along the boundary line of said Lot 2 for the next thirteen (13) courses; 1-thence South 00 degrees 28 minutes 48 seconds East, 226.39 feet to a point of non-tangential curvature; 2-thence Southeasterly along a curve to the right, having a radius of 9.00 feet and a chord bearing South 09 degrees 42 minutes 37 seconds East, 7.83 feet; 3-thence South 16 degrees 05 minutes 17 seconds West, 156.52 feet; 4- thence North 80 degrees 14 minutes 35 seconds West, 107.38 feet; 5 -thence North 82 degrees 01 minute 33 seconds West, 246.77 feet to a point of non-tangential curvature; 6-thence Northwesterly along the arc of a curve to the left which has a radius of 2865.00 feet and a chord bearing North 85 degrees 05 minutes 22 seconds West, 303.04 feet to the point of beginning; 7 -thence continuing Northwesterly along the arc of a curve to the left which has a radius of 2865.00 feet and a chord which bears North 88 degrees 11 minutes 28 seconds West, 7.01 feet; 8-thence North 83 degrees 23 minutes 34 seconds West, 80.93 feet to a point of non-tangential curvature; 9 -thence Northwesterly along the arc of a curve to the left which has a radius of 2873.00 feet and a chord which bears South 89 degrees 10 minutes 56 seconds West, 95.10 feet to a point of reverse curve; 10-thence Northwesterly along the arc of a curve to the right which has a radius of 15.00 feet and a chord which bears North 46 degrees 55 minutes 14 seconds West, 21.16 feet to the Easterly right-of-way line of North Segoe Road; 11-thence along said Easterly right-of-way line, North 02 degrees 04 minutes 30 seconds West, 260.70 feet to a point of curve; 12 -thence Northeasterly along the arc of a curve to the right which has a radius of 15.00 feet and a chord which bears North 43 degrees 43 minutes 20.5 seconds East, 21.51 feet to the aforementioned southerly right-of-way line of University Avenue; 13-thence along said Southerly right-of-way line, North 89 degrees 31 minutes 11 seconds East, 190.75 feet; thence South 00 degrees 20 minutes 17 seconds East, 300.31 feet to the point of beginning. Said description contains 58,909 square feet or 1.35 acres.

## Beta Catalog Number: BLD - ARE - - DA - - LED-B - - -

Reset


Notes:



## General Description

Slim, low profile design minimizes wind load requirements. Fixture sides are rugged cast aluminum with integral, weather-tight LED driver compartments and high performance aluminum heatsinks. Convenient, interlocking mounting method. Mounting housing is rugged die cast aluminum and mounts to $3-6^{\prime \prime}$ square or round pole. Fixture is secured by two (2) 5/16-18 UNC bolts spaced on 2" centers. Includes leaf/debris guard. Five year limited warranty on fixture.

## Electrical

Modular design accommodates varied lighting output from high brightness, white, $6000 \mathrm{~K}(+/-500 \mathrm{k}$ per full fixture), minimum 75 CRI, long life LED sources. $120-277 \mathrm{~V} 50 / 60 \mathrm{~Hz}$, Class 1 LED drivers are standard. 347-480V $50 / 60 \mathrm{~Hz}$ driver is optional. LED drivers have power factor $>90 \%$ and THD $<20 \%$ of full load. Integral weather-tight electrical box with terminal strip for easy power hook-up.

Finish
Exclusive Colorfast DeltaGuard ${ }^{\circledR}$ finish features an E-Coat epoxy primer with an ultra-durable silver powder topcoat, providing excellent resistance to corrosion, ultraviolet degradation and abrasion. Bronze, black, white and platinum bronze powder topcoats are also available. The finish is covered by our 10 year limited warranty.

## Labels

UL listed in the U.S. and Canada for wet locations and enclosure classified IP66 per IEC 529. Fixture also available with CE listing. RoHS compliant.

## Patents

US Pat. D576,330; EC000693924; AU314711; AU314710; NZ408891; NZ408892; MX25801, CA Pat. Pend. German 202007013 623.4. US and international patents pending. Design patents/regs. granted and pending.

Field-Installed Accessories



Independent Testing Laboratories certified test. Report No. ITL61147. Candlepower distribution curve of 6 light bar Type III LED luminaire with $\mathbf{1 0 , 5 0 0}$ initial delivered lumens operating at 350 mA .


Independent Testing
Laboratories certified test.
Report No. ITL61148. Candlepower distribution curve of 6 light bar Type III LED luminaire with backlight control and 6,960 initial delivered lumens operating at 350 mA .


Isofootcandle plot of 6 light bar Type III LED luminaire at 20' A.F.G. Luminaire with 10,500 initial delivered lumens operating at 350 mA .
Initial FC at grade.


Isofootcandle plot of 6 light bar Type III LED luminaire with backlight control at $20^{\prime}$ A.F.G. Luminaire with $\mathbf{6 , 9 6 0}$ initial delivered lumens operating at 350 mA . Initial FC at grade.

LED Area Light EPA Calculations

|  | LIGHT BARS |  |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| Fixed Arm Mount |  |  |  |  |  |  |  |  |  |  |  |
| 1 fixture | 0.60 | 0.60 | 0.60 | 0.60 | 0.60 | 0.60 | 0.60 | 0.60 | 0.61 | 0.65 | 0.69 |
| 2 fixtures (180 ${ }^{\circ}$ ) | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.20 | 1.21 | 1.29 | 1.38 |
| 2 fixtures (90 ${ }^{\circ}$ ) | 0.87 | 0.92 | 0.96 | 1.00 | 1.04 | 1.08 | 1.12 | n/a | $\mathrm{n} / \mathrm{a}$ | n/a | n/a |
| 3 fixtures ( $90^{\circ}$ ) | 1.47 | 1.51 | 1.55 | 1.60 | 1.64 | 1.68 | 1.72 | n/a | $\mathrm{n} / \mathrm{a}$ | n/a | $\mathrm{n} / \mathrm{a}$ |
| 4 fixtures ( $90^{\circ}$ ) | 1.75 | 1.83 | 1.91 | 2.00 | 2.08 | 2.16 | 2.24 | n/a | $\mathrm{n} / \mathrm{a}$ | n/a | $\mathrm{n} / \mathrm{a}$ |



KNOTHE $\&_{\text {ARCHCE }}$ | AROI Universiy Avenue Sute 201 |
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| Midderen Wisconsin |
| 53562 |


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Project Tite
Hilldale Place

4620 Frey Street
(formerly 709 N. Segoe Road)
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Site
Lighting Plan
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## UNIVERSITY AVENUE





KNOTHE \& BRUCE

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Hilldale Place
100 Block
N. Segoe Road

Planting Plan
Projed F o.





BASEMENT PLAN

$\bigcirc \frac{\text { GROUND FLOOR PLAN }}{1 / 12,10 \text { S.F. (EXCUDEES PARKKIG }}=$

KNOTHE \& BRUCE A ARCHITECTS $\overline{\text { Consulant }}$

| Noese |
| :---: |
| Date |

Project Tite
Hilldale Place

4620 Frey Street
(formerly 709 N. Segoe Rood) Basement $\ddagger$ Ground Floor plans

KNOTHE \& BRUCE


4620 Frey Street
$\frac{(f o r m e r l y}{} 709$ N. Segoe Road)
First $\ddagger$ Second Floor
$\frac{\text { Plans }}{\text { Proiect No. }}$
1007

KNOTHE \& ${ }^{\text {BRUCE }}$ AR C HITE C TS
7601 Universiy Avenue Suite 201
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W3562
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| :---: |
| Date |



4620 Frey Street
(formerly 709 N. Segoe Road)
Third $\ddagger$ Fourth Floor
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1007

KNOTHE \& BRUCE 7601 University Avenue suite 201



SOUTH ELEVATION ALONG FREY STREET

$\bigcirc \frac{\text { NORTH ELEVATION INSIDE COURTYARD }}{3020}$


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$\mathbb{Q}^{\text {BRRUCHITECTs }}$


buici buvizo



Hilldale Place


4620 Frey Street
(formerly 709 N. Segoe Road) Elevations


1007


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OOURTYARD ELEVATION






## Up/Down Cutoff \& Deep Shielded

## E5 Series <br> Up/Down Cutoff

The optics provide controlled uplight and downlight with side cutoff. The E5 Series optics are also available for vertical mounting; add suffix "R" to catalog number.
NOTE: 50 -watt MH with suffix " $G$ " is supplied with a glass insert to allow operation in the wall-mounted position.


Candlepower Distribution Curve of 50W HPS E5 Up/Down Cutoff Light.


Isofootcandle plot of one 50W HPS E5 Up/Down Cutoff Light at 10' (3.0 m) mounting height (plan view).

## E8 Series

## Deep Shielded

Front brightness shielding without sacrificing wide light distribution. The E8 works ideally over entrances.


Candlepower Distribution Curve of 70W HPS E8 Deep Shielded Light.


Isofootcandle plot of one 70W HPS E8 Deep Shielded Light at 15' (4.6 m) mounting height (plan view).


For 50,70 and 100W HPS with quad-volt or tri-volt, and all MH fixtures, the overall fixture depth is $7.2^{\prime \prime}$ ( 183 mm )

Fast Shipping... DIRECT!
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Fax: (800) 236-7500 • www.ruudlighting.com

