APPLICATION FOR URBAN DESIGN COMMISSION REVIEW AND APPROVAL

AGENDA ITEM #_____ Project #_____

REVIEW AND APPROVAL	
DATE SUBMITTED: July 13, 2011	Action Requested Informational Presentation Initial Approval and/or Recommandation
UDC MEETING DATE: July 20, 2011	Initial Approval and/or Recommendation X Final Approval and/or Recommendation
PROJECT ADDRESS: 3502 Monroe St	
ALDERMANIC DISTRICT: District 10 Biran Solomor	<u>1</u>
OWNER/DEVELOPER (Partners and/or Principals)	ARCHITECT/DESIGNER/OR AGENT:
Mark Landgraf/Fred Rouse	Knothe & Bruce Architects, LLC
5964 Executive Drive	7601 University Avenue, Suite 201
Madison, WI 53719	Middleton, Wisconsin 53562
CONTACT PERSON: J. Randy Bruce/Knothe & Bruce Arc	hitects, LLC
Address:7601 University Avenue, Suite 201	
Middleton, Wisconsin 53562	
Phone: <u>608-836-3690</u>	
Fax:608-836-6934	
E-mail address: <u>rbruce@knothebruce.com</u>	
 TYPE OF PROJECT: (See Section A For:) X Planned Unit Development (PUD) X 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 required as well as a fee) School, Public Building or Space (Fee may be required) New Construction or Addition to or Remodeling of a Rest 50,000 Sq.Ft. Planned Commercial Site)
(See Section B for:) New Construction or Exterior Remodeling in C4 Districe (See Section C for:)	ct (Fee required)
 (See Section D for:) Comprehensive Design Review* (Fee required) Street Graphics Variance* (Fee Required) 	
Other	Advance of Meeting Date)

May 25, 2011

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 PUD-GDP-SIP 3502 Monroe Street 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:	Fred Rouse Parman Place LLC 2428 Perry Street Madison, WI 53713 608-251-5382 608-251-5350 fax Contact: Fred Rouse info@rousemgmt.com	Architect:	Knothe & Bruce Architects, LLC 7601 University Avenue, Ste 201 Middleton, WI 53562 608-836-3690 608-836-6934 fax Contact: Randy Bruce <u>rbruce@knothebruce.com</u>
Engineer:	Vierbicher Contact: Dave Glusick 999 Fourier Drive Ste 201 Madison, WI 53717 608-826-0532 608-826-0530 fax dglu@vierbicher.com	Landscape Design:	Peter Nause Second Nature Landscapes 706 Leonard Street Madison, WI 53711 608-206-1463 608-233-3612 pan@secondnature.biz

Letter of Intent – PUD-SIP 3502 Monroe Street March 25, 2011 Page 2 of 4

Introduction:

The proposed site is located on the northwest corner of Monroe Street and Glenway and is currently occupied by Parman's Service Station. The Parmans have operated a service station at this location since the 1940's but Keith Parman is now planning on closing the station. The applicant has been working with the alderperson, the neighborhood and City staff for several months on a redevelopment proposal for this site. The proposed development will implement a portion of the Monroe Street Commercial District Plan and provide new commercial and housing options for the neighborhood.

The Monroe Street Commercial District Plan:

The Monroe Street commercial District Plan that was adopted in March, 2007 was created to ensure appropriate contextual redevelopment of Monroe Street. The plan specifically addresses this block (Block 39 in the plan) and identifies it as an excellent location for commercial/residential mixed-use development. In addition to the general design guidelines, the plan lists the following site specific guidelines:

- Buildings to be built up to the existing sidewalk.
- Building heights of 2 to 4 stories.
- Monroe Street and Glenway Street facades should have storefronts with architectural details attractive to pedestrians.
- Principle entries should be off Monroe Street with additional entries off Glenway.
- Parking and service access should be provided from the rear (north side) of the site.

The proposed redevelopment plan was designed to meet these guidelines.

Demolition Standards:

This proposed development envisions the deconstruction of the existing service garage that currently exists on the site. A recycling and re-use plan for the building will be prepared and submitted to staff for review and approval prior to applying for the demolition permit.

Section 28.04(22) of the Madison Zoning Code outlines the standards by which a demolition permit may be issued. These standards require that the Plan Commission find that the requested demolition and proposed use are compatible with the intent and purposes of the zoning code. Although the zoning code clearly encourages the preservation of existing structures, its purpose also includes promoting the general welfare of the city, encouraging the most appropriate land uses and conserving and enhancing the taxable value of lands and buildings.

As the Plan Commission considers the demolition request the following standards are to be considered:

- The effects the proposed demolition and use would have on the normal and orderly development and improvement of the surrounding properties.
- Reasonableness of efforts to relocate the buildings including the costs of relocation and the limits that the location of the building would have on its relocation.
- Availability of affordable housing after giving due consideration of the master plan.
- Encourage the reuse and recycling of the materials from the buildings.

Given the recommendations of the Monroe Street Commercial District Plan we believe that the demolition standards can be met.

Letter of Intent – PUD-SIP 3502 Monroe Street March 25, 2011 Page 3 of 4

Project Description:

The project consists of 18 apartments over 3400 s.f. of ground floor commercial space. The building is designed to fit within the immediate context defined by a mix of commercial and residential uses as well as the arboretum south of Monroe Street. The building is placed close to the sidewalk to reinforce a traditional shopping streetscape. The well-detailed exterior uses a combination of brick and fiber-cement siding to reflect the residential use and the arboretum setting.

The building has two stories of housing over the commercial and parking levels. A small elevator penthouse and stairway projects to the fourth level and provides access to a common roof terrace for the residential tenants.

Vehicular access to the site is achieved from Wyota Avenue to the north of the site. A ground level parking area provides parking for 9 cars and a loading zone for the commercial users. Underground parking for 18 cars is provided for the residents. Bicycle parking is well distributed in the basement and on-grade at the front and back of the building.

The exterior open space of the development provides attractive private and public areas for the residents and guests. In addition to private terraces and balconies, the common roof terrace provides residents with an outdoor gathering area and expansive views to the arboretum and Monroe Street. The roof terrace is surrounded by a green roof system to absorb storm water, cool the air and provide a visually pleasing rooftop environment

Site Development Data:

<u>Dwelling Unit Mix:</u> Efficiency One-Bedroom <u>Two-Bedroom</u> Total Dwelling Units	2 14 <u>2</u> 18
<u>Areas:</u> Commercial Area <u>Residential Area</u> Total Gross Area	3,441 S.F. <u>16,183 S.F.</u> 19,624 S.F.
<u>Densities:</u> Lot Area Lot Area / D.U. Density	12,097.8 or .28 Acres 672.1 SF/unit 64.3 units/acre
Building Height:	Three Stories
<u>Vehicle Parking:</u> Underground-Residential <u>Surface- Commercial</u> Total <u>Bicycle Parking:</u> Underground	18 stalls <u>9 stalls</u> 27 stalls 14 stalls + wall mounted

Letter of Intent – PUD-SIP 3502 Monroe Street March 25, 2011 Page 4 of 4 Surface- standard 2'x6' Total

5 stalls 19+ stalls (18 required)

Project Schedule:

It is anticipated that the new construction phase will start in Fall 2011 and be completed in Summer 2012.

<u>Social & Economic Impacts</u>: This development will have a positive social and economic impact. The re-development of this property will provide a pedestrian and transit-oriented development, implement a portion of the Monroe Street Commercial District Plan and provide additional high quality in-fill housing.

Thank you for your time in reviewing our proposal.

Very Truly Yours,

J. Randy Bruce, AIA Managing Member

Zoning Text PUD- GDP-SIP 3502 Monroe Street May 25, 2011

Legal Description:

Lots 6, 7 and 8, Block 3, Wingra Hill, located in part of the NE ¹/₄ of the SW ¹/₄ of Section 28, Township 07 North, Range 09 East, City of Madison, Dane County, Wisconsin, more fully described as follows:

Commencing at the West quarter corner of said Section 28; thence S89°48'29"E along the north line of said SW ¼, 2154.12 feet; thence S00°11'31"W, 147.80 feet to the Point of Beginning; thence S38°36'27"E along the northeasterly line of said Block 3, 66.41 feet to the southeast corner of said Lot 8; thence S47°55'02"W along the southeasterly line of said Block 3, 110.92 feet to the most southerly corner of said Lot 6; thence N41°28'41"W along the southwesterly line of said Lot 6, 98.28 feet to the most westerly corner of said Lot 6; thence N00°06'26"W along the west line of said Lot 6, 52.94 feet to the north line of said Block 3; thence S89°48'57"E along the north line of said Block 3, 106.08 feet to the Point of Beginning. Said description contains 12,098 square feet or 0.278 acres more or less.

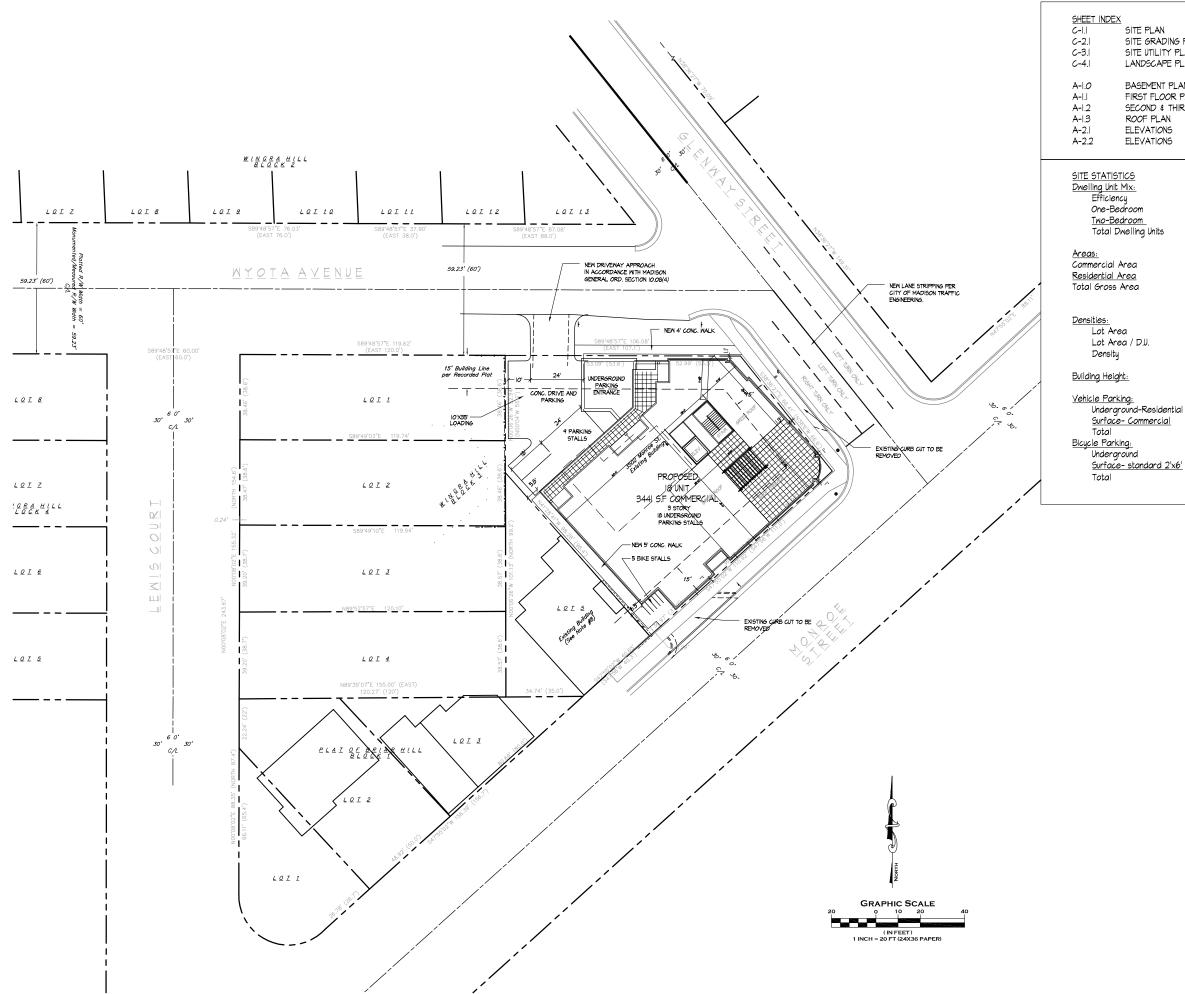
A. *Statement of Purpose:* This zoning district is established to allow for the construction of a mixed use building with 3,400 square feet of commercial space and 18 dwelling units.

B. *Permitted Uses:* Following are permitted uses:

- 1. The following commercial uses:
 - a. Artist, photographer, studio, etc.
 - b. Insurance office, real estate office, sales office
 - c. General office
 - d. Clinic Health
 - e. Physical, occupational or massage therapy
 - f.. Veterinary clinic
 - g. Animal grooming
 - h. Bank, Financial institution
 - i. Business sales and services
 - j. Food and related goods sales
 - k. General retail
 - l. Laundromat, self-service
 - m. Liquor store
 - n. Photocopying
 - o. Post office
 - p. Service business
 - q. Small appliance repair
 - r. Sporting goods store, bait shop
 - s. Tattoo shop
 - t. Tobacco shop
 - u. Coffee shop, tea house
 - v. Restaurant
 - w. Artisan workshop
 - x. Printing and publishing

Zoning Text Amended PUD – SIP 1907-1911 Monroe Street April 27, 2011 Page 2

- 2. Multifamily residential uses as shown in approved plans.
- 3. Accessory uses including but not limited to:
 - a. Accessory uses directly associated with those permitted uses including parking for residents and guests, and outdoor seating areas as shown on approved specific implementation plans.
 - b. Temporary buildings for storage of building materials and equipment for construction purposes when on the same lot as a principle use for a period not to exceed the duration of such construction.
- C. *Lot Area*: As shown on the approved plans.
- D. *Height Regulations*: As shown on the approved plans.
- E. *Yard Regulations*: As shown on the approved plans.
- F. *Landscaping*: Site Landscaping will be provided as shown on the approved plans.
- G. *Usable Open Space Requirements*: Usable open space will be provided as shown on the approved plans.
- H. *Parking & Loading*: Off-street parking and loading shall be provided as shown on the approved plans .All underground parking stalls will be assigned to specific units by the developer.
- I. *Family Definition*: A family shall be defined as a household not to exceed three unrelated persons.
- J. *Signage*: Signage for the residential buildings will be allowed as per the R-5 zoning district or as provided in the approved SIP plans or as a minor alteration to the approved PUD-SIP.
- K. *Alterations and Revisions:* No alteration or revision of this Planned Unit Development shall be permitted unless approved by the City Planning Commission, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Architectural Review Committee, Director Of Planning and Development and the alderperson of the district and are compatible with the concept approved by the City Planning Commission.



SITE PLAN SITE GRADING PLAN SITE UTILITY PLAN LANDSCAPE PLAN

BASEMENT PLAN FIRST FLOOR PLAN SECOND & THIRD FLOOR PLAN ROOF PLAN **ELEVATIONS** ELEVATIONS

> 3,441 S.F. 16,183 S.F. 19,624 S.F.

12,097.8 or .38 Acres 672.1 SF/unit 64.3 units/acre

Three Stories

18 stalls <u>9 stalls</u> 27 stalls

14 stalls <u>5 stalls</u> 19 stalls (18 required)

ŦE 7601 University Avenue Suite 201 Middleton, Wisconsin 53562 608-836-3690 Fax 836-6934

Consultant

Notes Notes 1. A SIDE MALK WITH A PITCH GREATER THAN 1:20 IS A RAMP. THE MAXIMUM PITCH OF ANY RAMP OR WALK SHALL BE 1:12. RAMPS OVERCOMING MORE THAN 6' CHANGE IN LELEVATION TO HAVE HANDRAILS ON BOTH SIDES.

ALL DRIVEWAYS, CURB ADJACENT TO DRIVEMAYS, AND SIDEMALK CONSTRUCTION WITHIN THE PUBLIC RIGHT-OF-MAY, SHALL BE COMPLETED IN ACCORDANCE WITH CITY OF MODISON STANDARD SPECIFICATIONS FOR MEDIL WORKS CONSTRUCTION BY A CONTRACTOR CURRENTLY LICENSED BY THE CITY

- ALL TRASH AND RECYCLING TO BE COLLECTED IN TRASH ROOMS IN THE BUILDING.
- 4. SEE SITE GRADING AND UTILITY PLANS FOR ADDITIONAL INFORMATION.
- 5. ALL WORK IN THE RIGHT OF WAY SHALL BE PERFORMED BY A CITY OF MADISON LICENSED CONTRACTOR.
- 6. BIKE STALLS TO BE IN ACCORDANCE TO MADISON GENERAL ORDINANCE 28.11, (SEE SUBSECTIONS (3)(e) AND (3)(h)2d.)
- ALL CITY SIDEWALK, CURB, AND GUTTER WHICH IS DAMAGED DRING CONSTRUCTION OR THAT THE CITY DISINEER DETERMINES TO BE NECESSARY SHALL BE REPLACED.
- ANY DAMAGE TO STREET PAVEMENT WILL REQUIRE RESTORATION IN ACCORDANCE WITH THE CITY'S PATCHING CRITERIA.
- 9. SIGNAGE APPROVALS ARE NOT GRANTED BY THE PLAN COMMISSION SIGNAGE MUST BE APPROVED BY THE URBAN DESIGN COMMISSION OR STAFF. SIGN PERMITS MUST BE ISSUED BY THE ZONIKS SECTION OF THE DEPARTMENT OF PLANNING AND COMMANITY AND ECOMONIC DEVELOPMENT PRIOR TO SIGN INSTALLATIONS.

Revisions UDC Submittal - July 13, 2011

Project Title

Parman Place 3502 Monroe Street

Drawing Title Site Plan

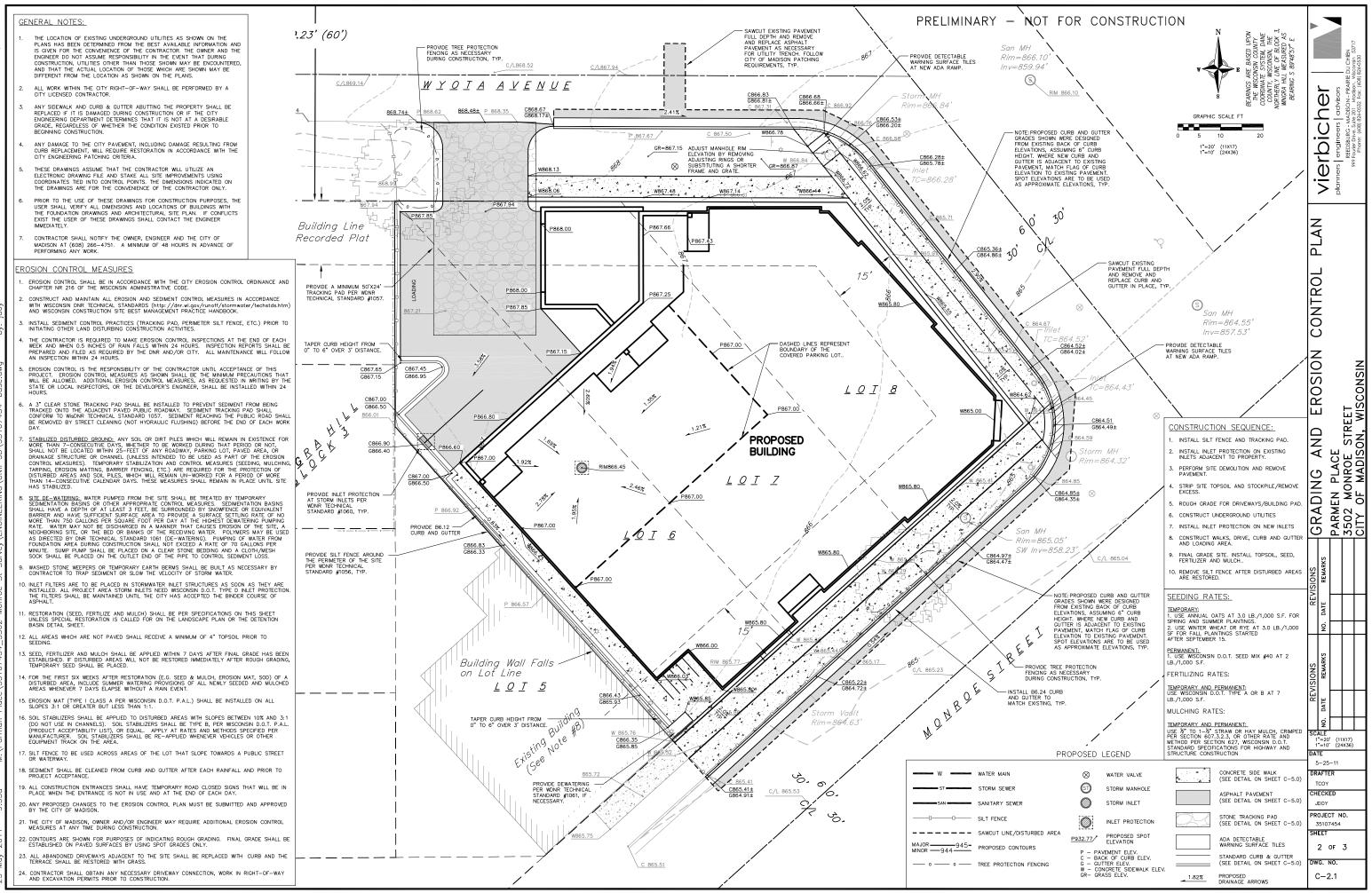
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Drawing No.

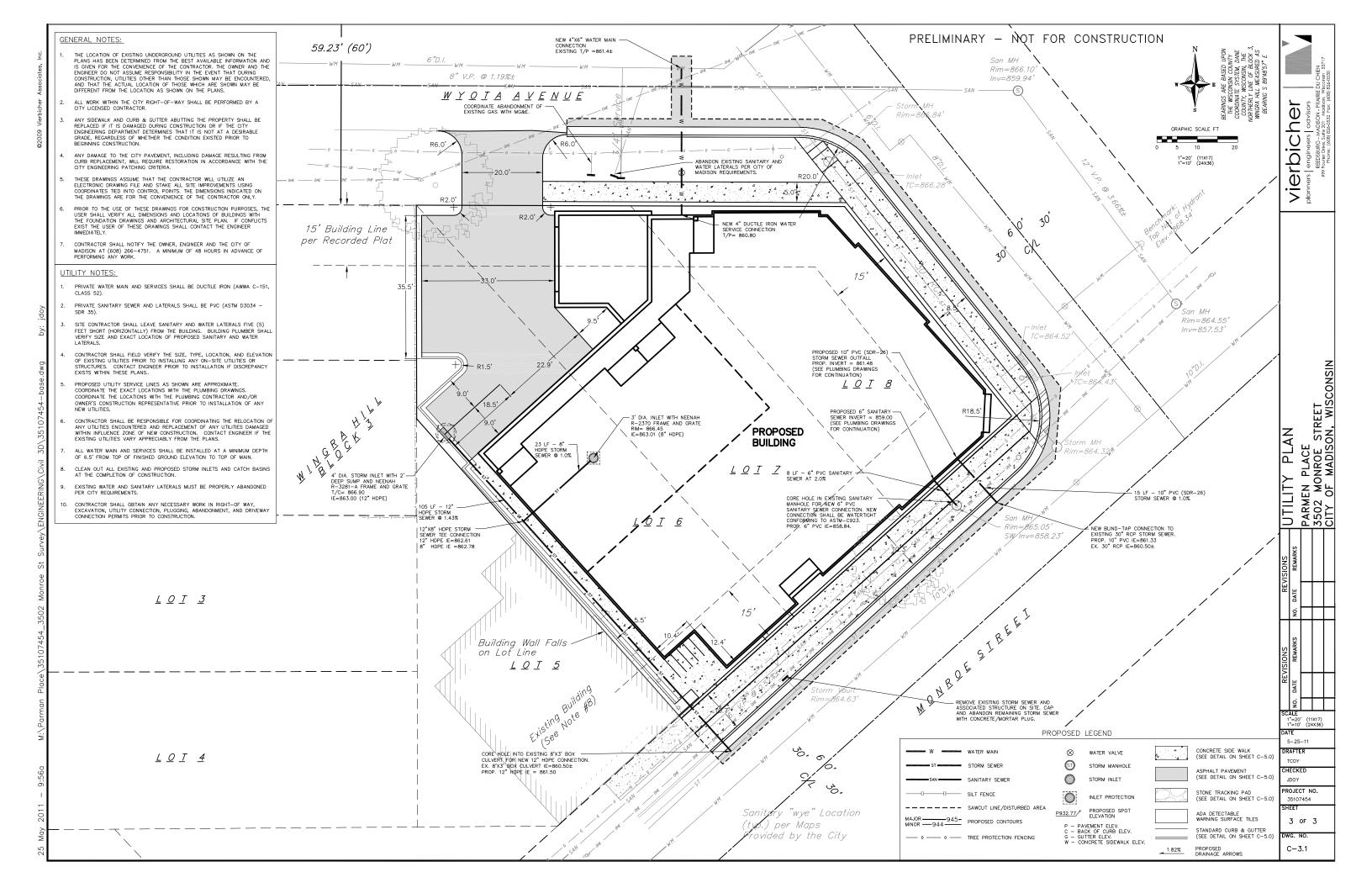
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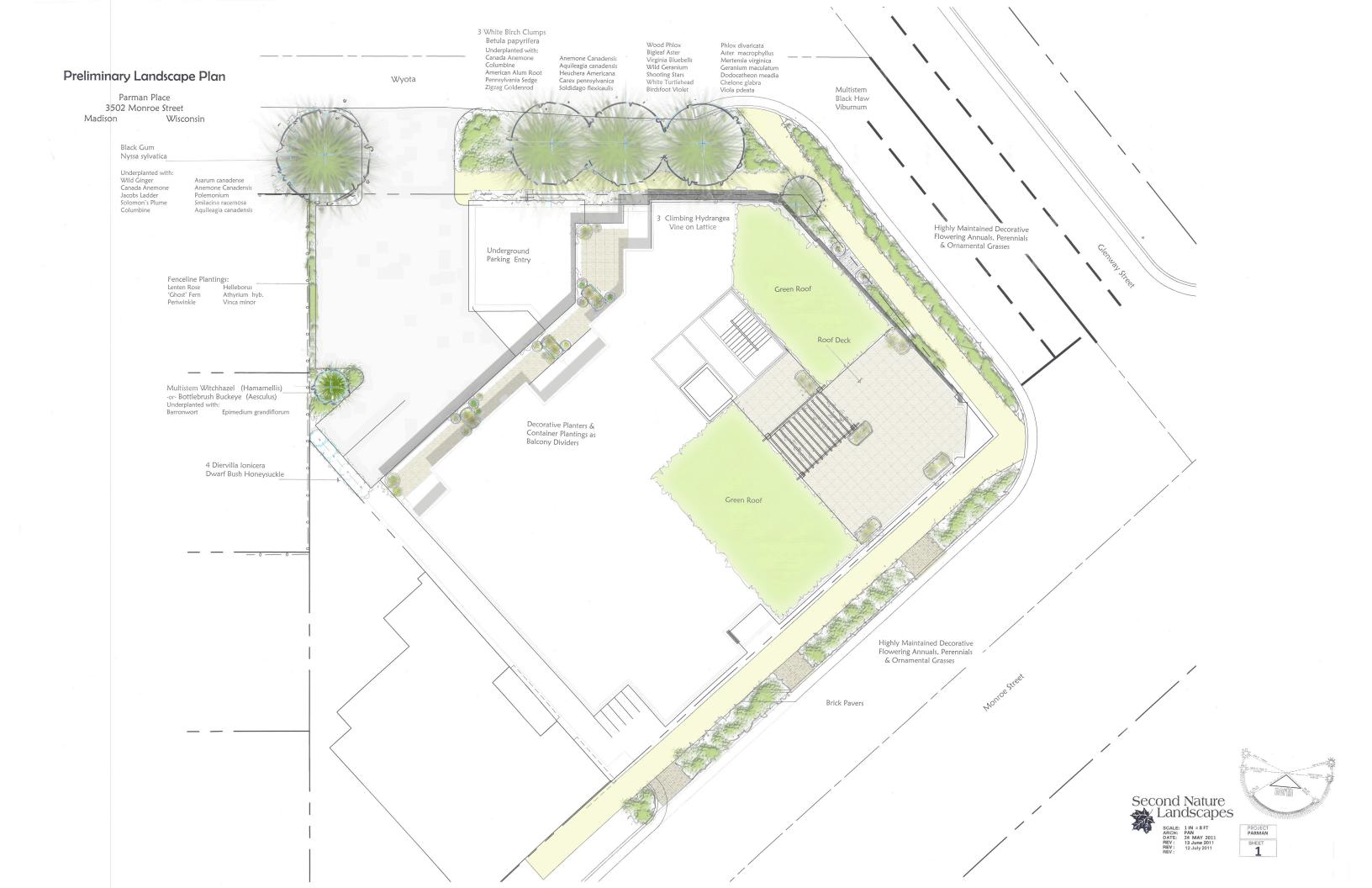
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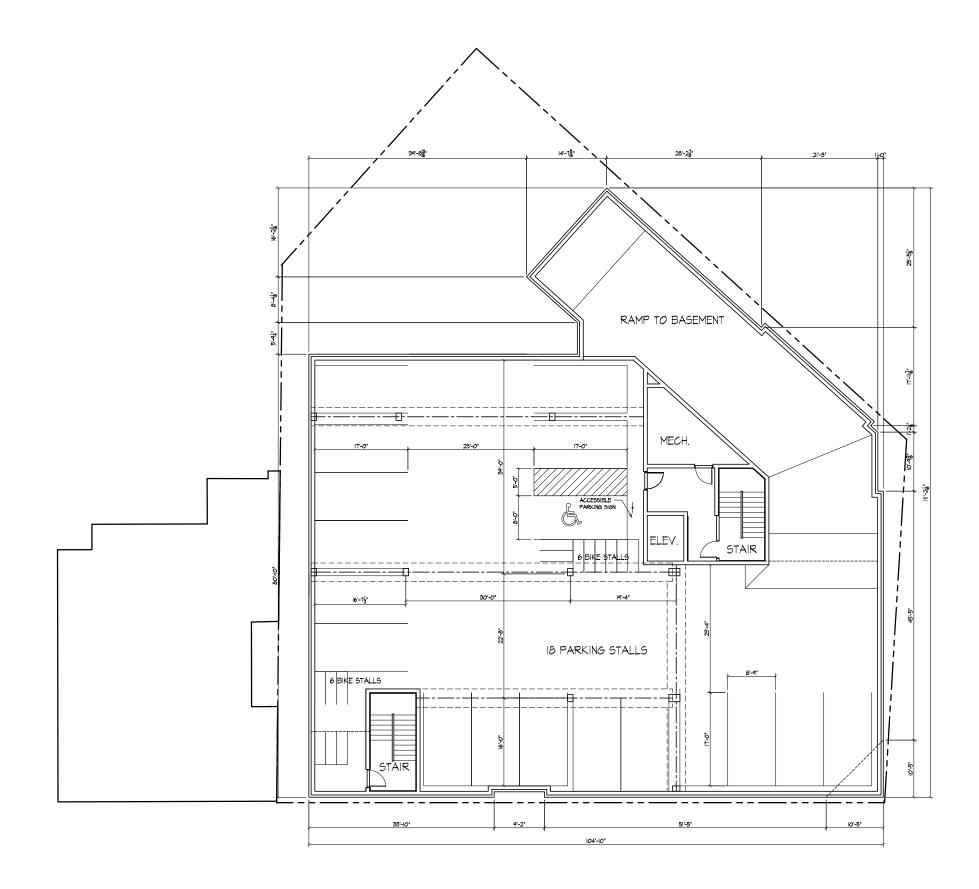
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BASEMENT PLAN



Notes

Revisions

lssued To Planning - May, 25, 2011 Owner Review - June 13, 2011 Owner Review - June 23, 2011 UDC - July 13, 2011

Project Title

Parman Place 18 Unit Building Madison, Wi

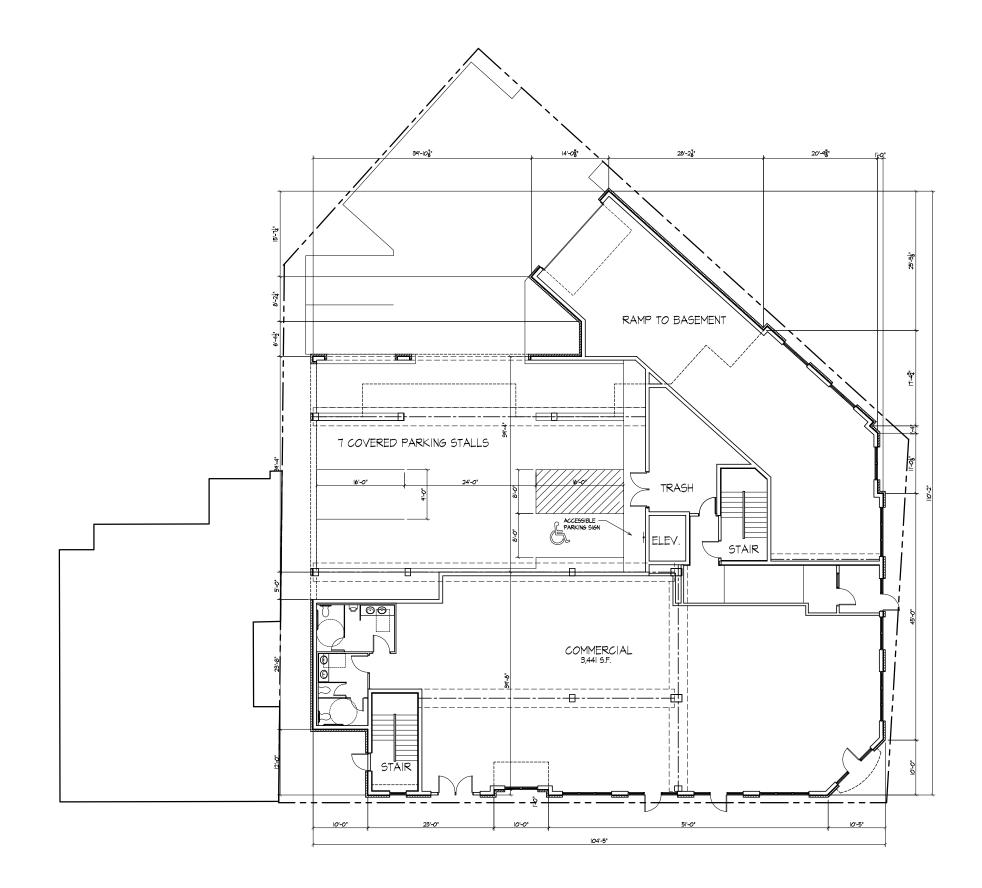
Drawing Title Basement Plan

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FIRST FLOOR PLAN



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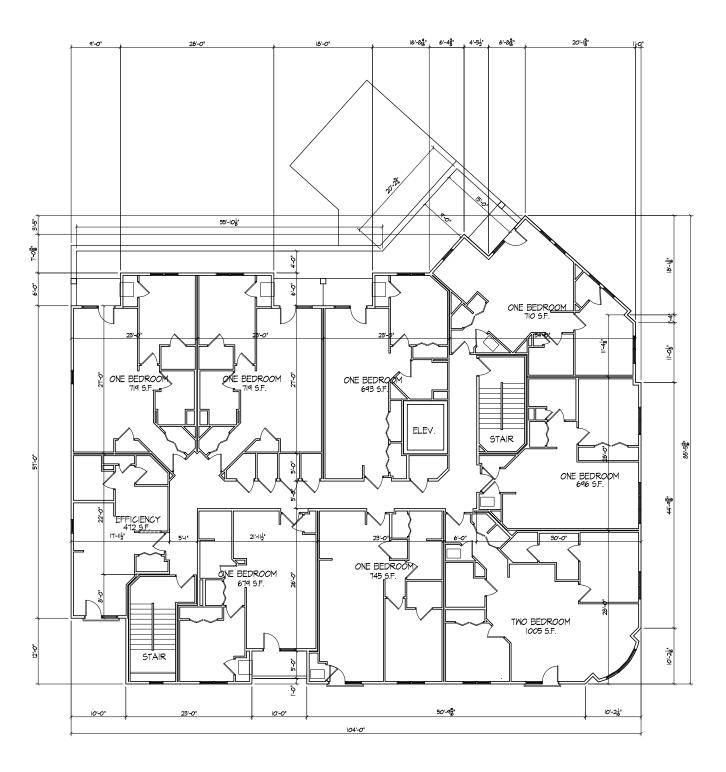
Parman Place Madison, Wi

Drawing Title First Floor Plan

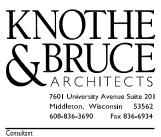
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SECOND & THIRD FLOOR PLAN



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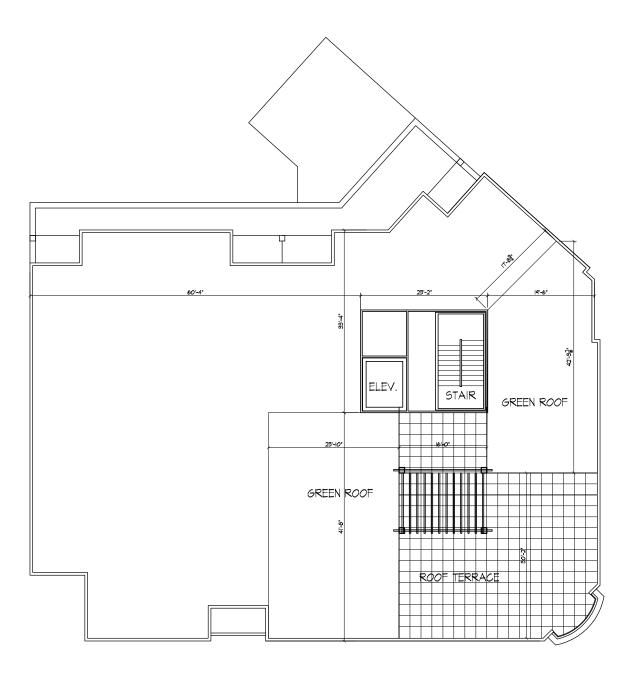
Revisions

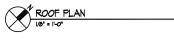
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Project Title

Parman Place 18 Unit Building Madison, Wi

Drawing Title Second & Thin Floor Plan	rd
Project No.	Drawing No.
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Project Title

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Drawing Title Roof Plan

Project No. 1038

Drawing No. A-1.3

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ELEVATION ALONG MONROE STREET



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Notes

TYPICAL MATERIALS

- HEAVY TIMBER TRELLIS
- FIBER CEMENT BOARD AND BATTEN
- ALUMINUM RAILING

- SOLDIER COURSE
- BRICK
- SOLDIER COURSE
- PRECAST WINDOW SILL
- METAL PANEL
- CANVAS AWNING
- ALUMINUM STOREFRONT

- PRAIRIE STONE VENEER

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Project Title

Parman Place 18 Unit Building Madison, Wi

Drawing Title Elevations

Drawing No.

Project No. 1038



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ELEVATION ALONG MONROE STREET





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Drawing Title Elevations

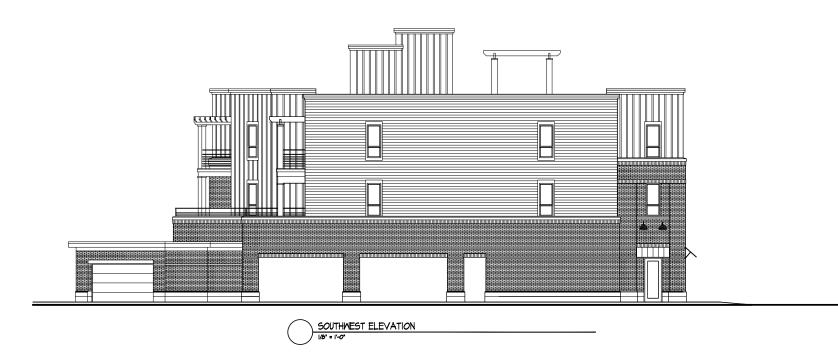
Project No. 1038

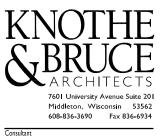


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Project Title

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Drawing Title Elevations

Project No. 1038

Drawing No. A-2.2

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