

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____
Legistar # _____

DATE SUBMITTED: August 29, 2012
UDC MEETING DATE: September 5, 2012

Action Requested
 Informational Presentation
 Initial Approval and/or Recommendation
 Final Approval and/or Recommendation

PLEASE PRINT!

PLEASE PRINT!

PROJECT ADDRESS: 448 South Park Street

ALDERMANIC DISTRICT: District 13

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:
Joseph McCormick JLA Architects + Planners
101 North Mills Street 5325 Wall Street – Suite 2700
Madison, Wisconsin 53715 Madison, Wisconsin 53718
Contact: Joseph Lee

CONTACT PERSON: Joseph Lee (JLA Architects + Planners)
Address: 5325 Wall Street – Suite 2700
Madison, Wisconsin 53718
Phone: 608.241.9500
Fax: _____
E-mail address: jlee@jla-ap.com

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
 General Development Plan (GDP)
 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 40,000 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)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

PARK & DRAKE
MIXED-USE REDEVELOPMENT
MADISON, WISCONSIN



URBAN DESIGN COMMISSION - INFORMATIONAL MEETING

August 29, 2012

PROJECT DESCRIPTION :

This proposed project involves the redevelopment of an urban infill site located at 488 South Park Street in Madison, Wisconsin - currently the site of Lane's Bakery.

Proposed Use:

We are proposing an urban mixed-use development that includes ground floor retail and residential apartment units on the upper floor.

- 6,000-6,500 square feet of ground floor retail uses - flexible for multiple tenants
- 40 residential apartment units with a mix of unit types & sizes.

Site Design

The site is designed to keep the building mass along South Park Street and away from the neighborhood to the west.

- All off-street parking will be provided underground and behind the building. Screening will be provided along Drake Street as well as at the Western property line.
- Park Street and Drake Street will be lined with retail storefronts. Entries into retail areas shall be flexible - depending on market demands and individual tenant requirements.
- Access to underground parking shall be accessed from the existing alley.
- Underground parking extends under the entire site for additional parking.

Building Design

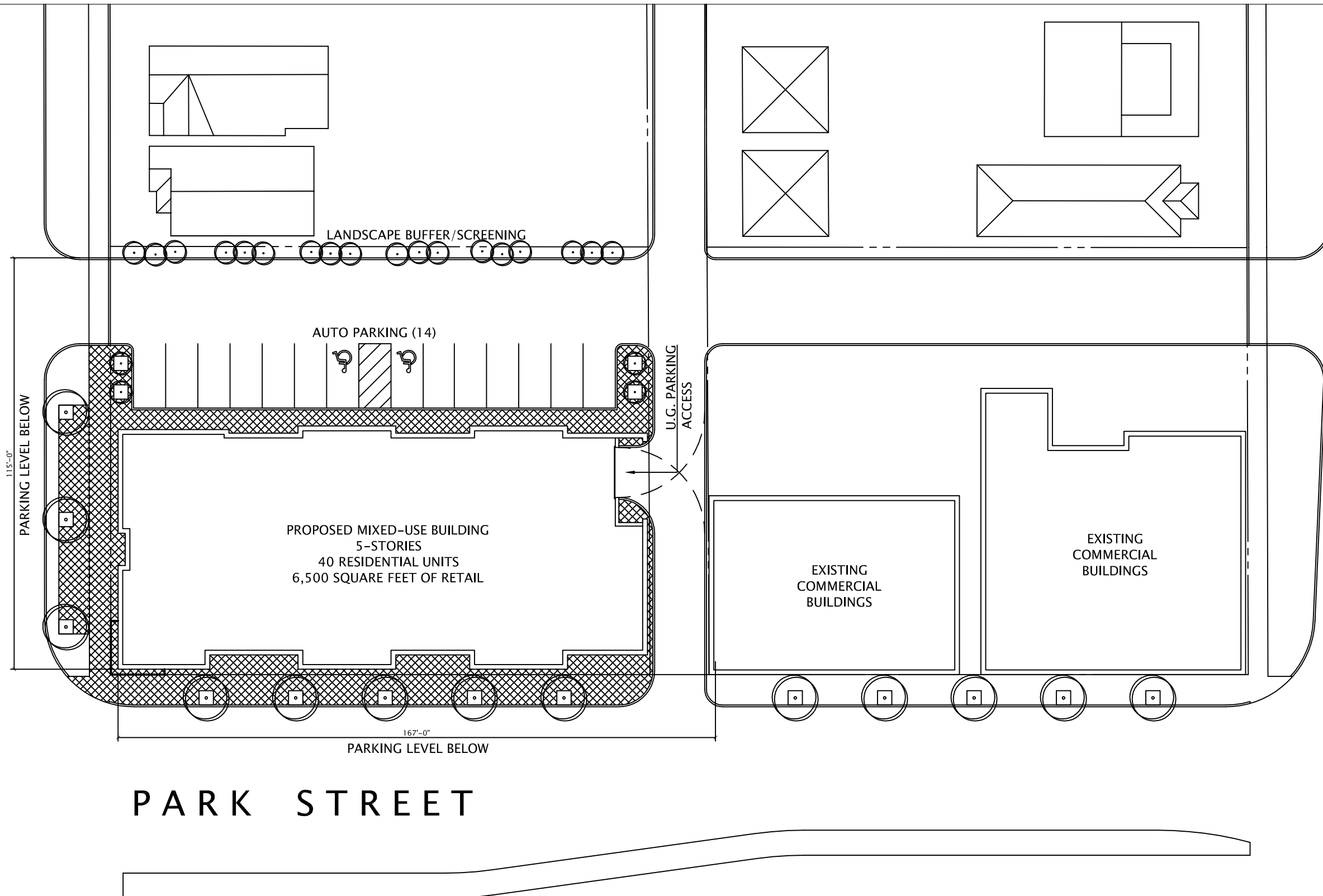
The proposed building is designed with a 'modern industrial' aesthetic - with masonry veneer, fiber-cement siding, and larger windows.

- Prominent corner entry for retail tenant with dominate corner bays in residential units.
- Enough articulation in the building massing to break down the scale of the building, while still maintaining an urban form - holding the street edge.
- Each unit has a balcony - integrated into the overall design of the building.
- Ground floor with a lot of glass to activate street. Awnings bring building down to human scale.
- Top floor units have lofts - stepped back and not visible from street.
- Roof top has common roof-top terrace.



DRAKE STREET

VILAS AVENUE

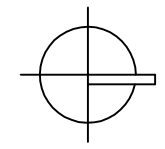


PARK STREET



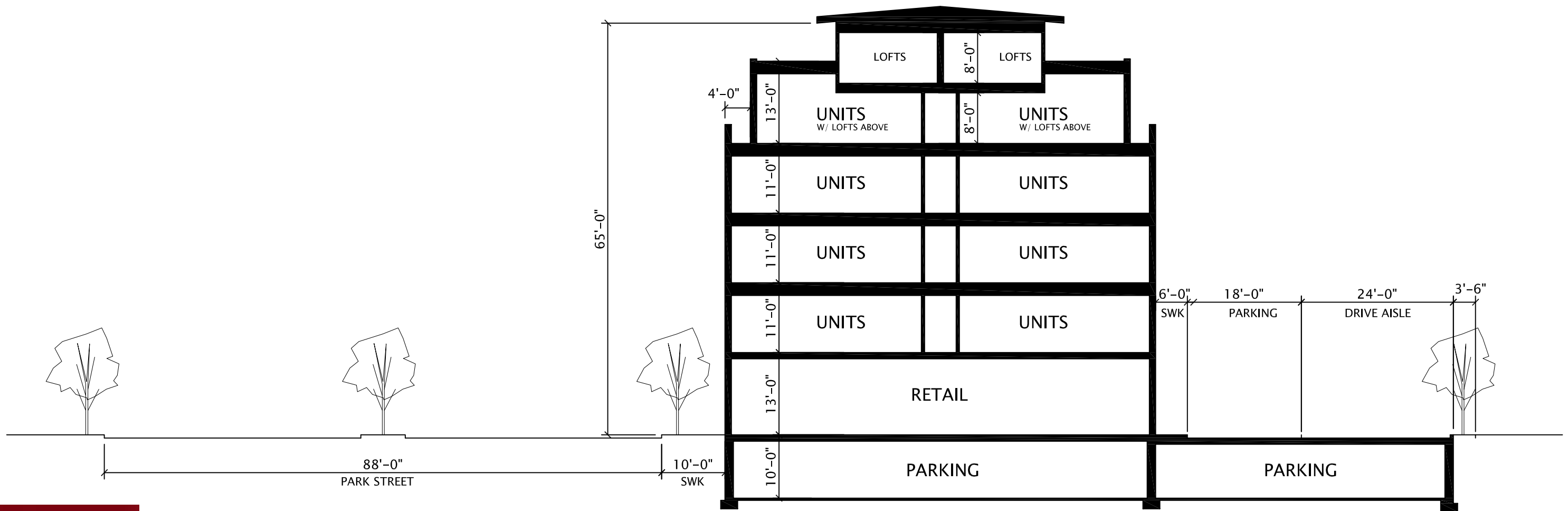
PARK & DRAKE MIXED-USE BUILDING
 SITE PLAN

1" = 30'
 AUGUST 2, 2012



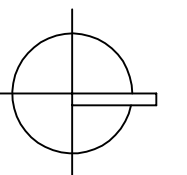
CONCEPTUAL BUILDING DATA

FLOOR	STUDIO		1 BEDROOM			1 BR+D	2 BEDROOM				TOTALS BY FLOOR
	A1 524 S.F.	A2 550 S.F.	B1 668 S.F.	B2 784 S.F.	B3 720 S.F.	C1 1012 S.F.	D1 952 S.F.	D2 978 S.F.	D3 1004 S.F.	D4 1200 S.F.	
5	1 +LOFT	0	5 +LOFT	0	0	1 +LOFT	2 +LOFT	0	0	1 +LOFT	10
4	0	1	0	2	3	1	0	1	1	1	10
3	0	1	0	2	3	1	0	1	1	1	10
2	0	1	0	2	3	1	0	1	1	1	10
1	6,500 SQUARE FEET OF RETAIL										
T	1	3	5	6	9	4	2	3	3	4	40
	4 TOTAL 10%		20 TOTAL 50%			4 TOTAL 10%		12 TOTAL 30%			



PARK & DRAKE MIXED-USE BUILDING CONCEPT SECTION

1/16" = 1'-0"
JULY 28, 2012

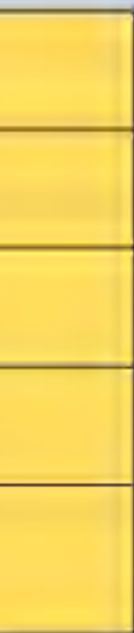




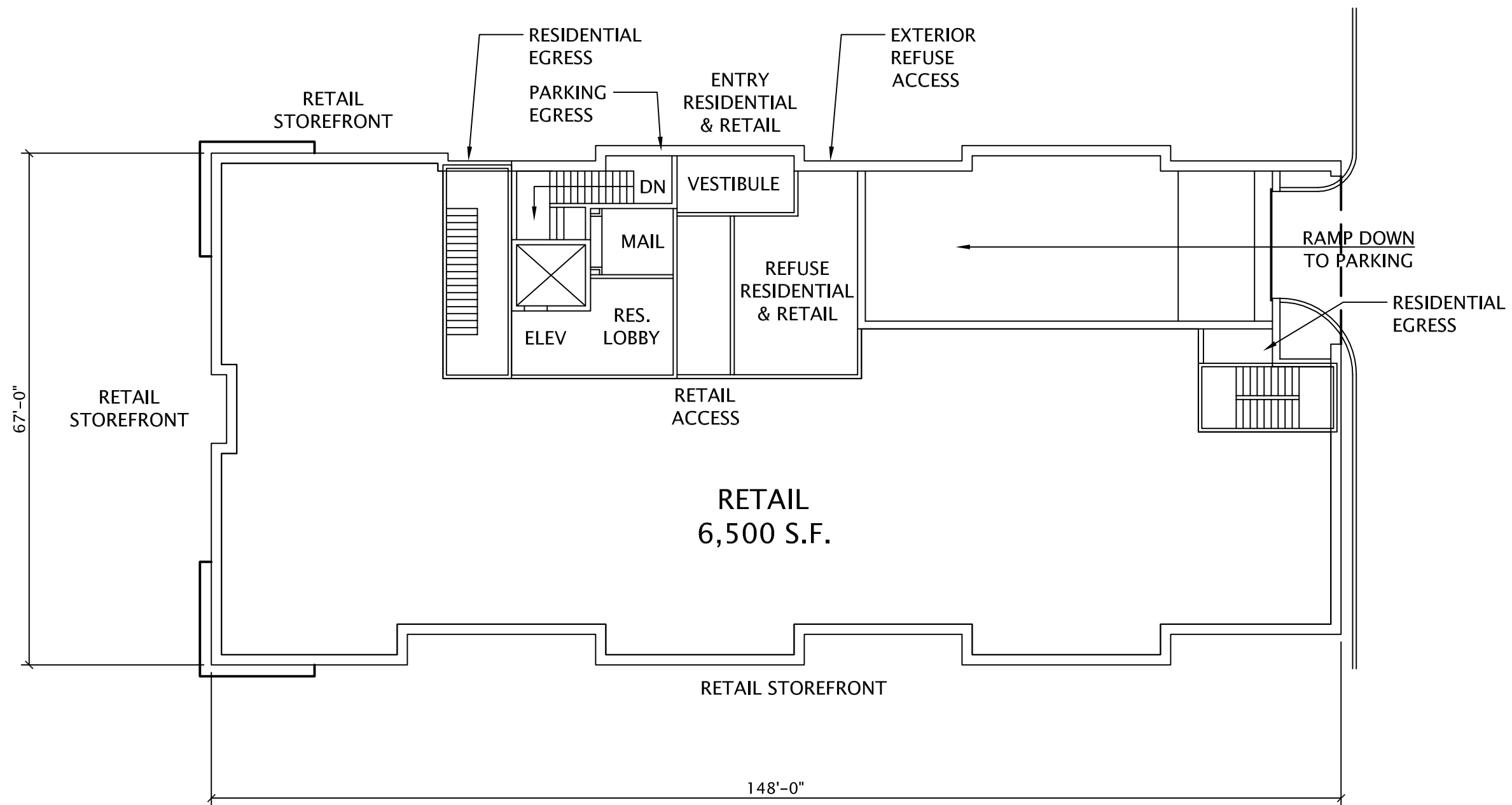
JLA





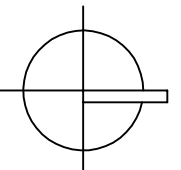


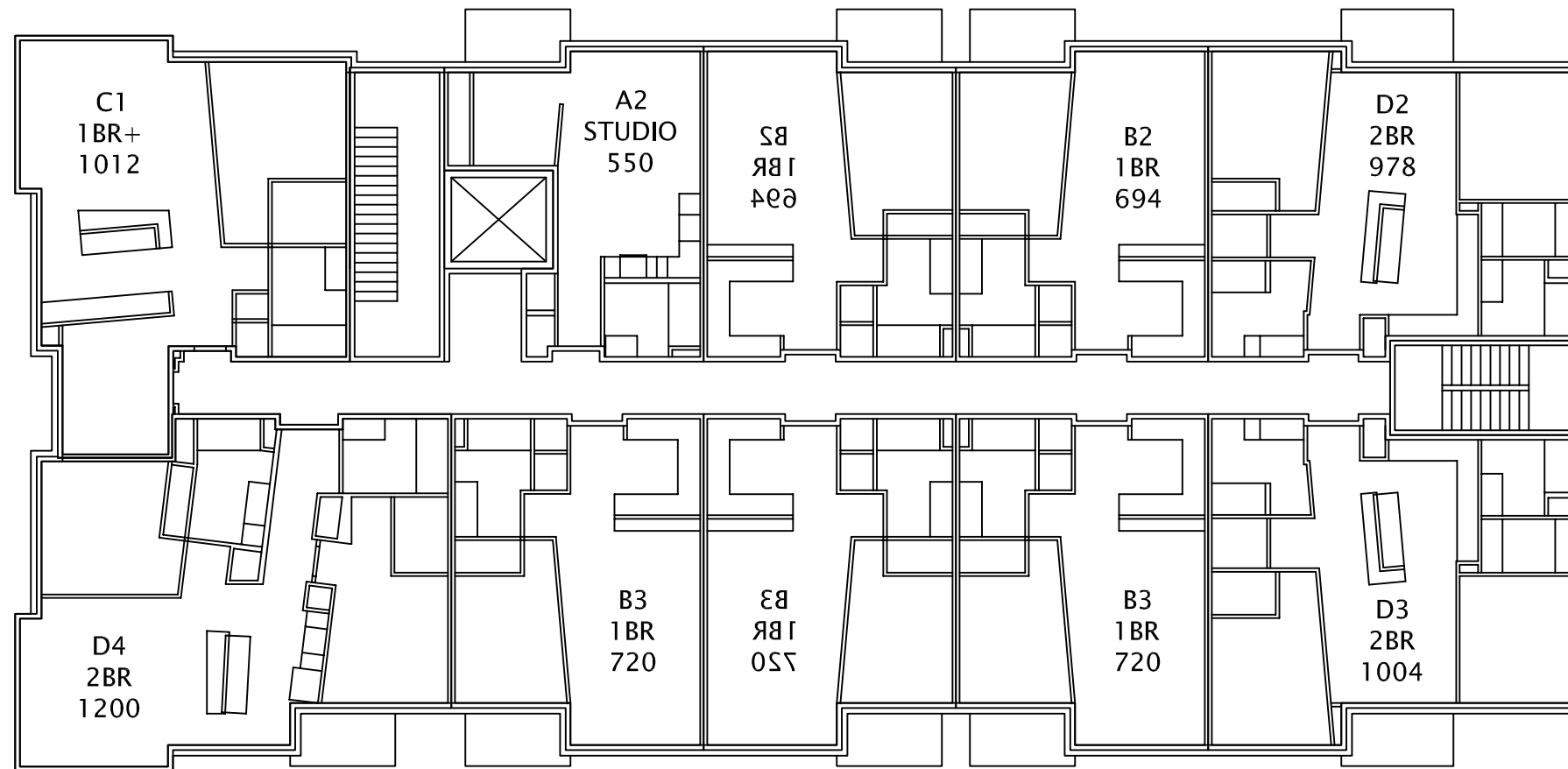
JLA
ARCHITECTS



PARK & DRAKE MIXED-USE BUILDING
GROUND FLOOR PLAN

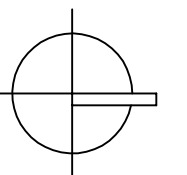
1/16" = 1'-0"
 AUGUST 2, 2012

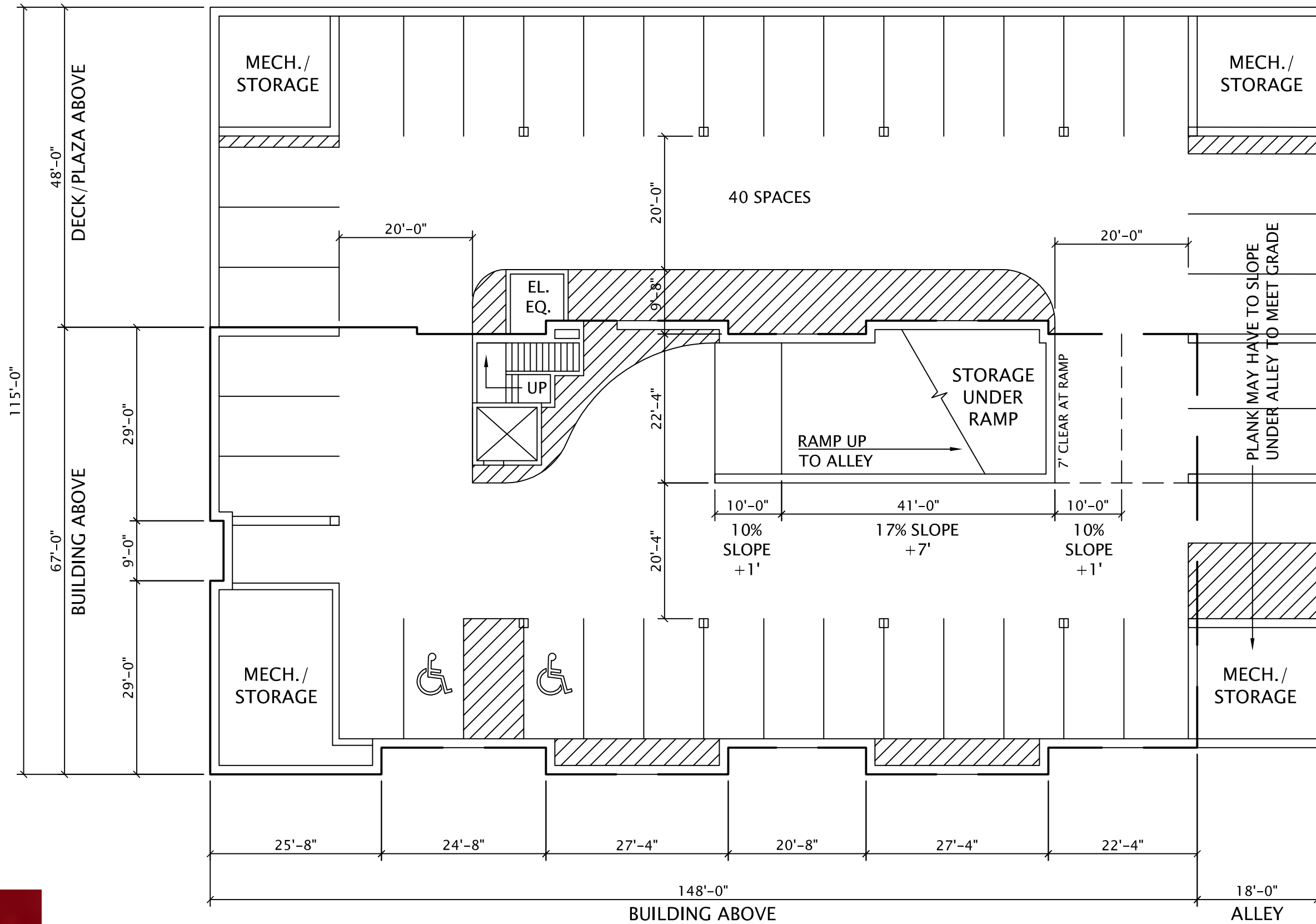




PARK & DRAKE MIXED-USE BUILDING
TYPICAL RESIDENTIAL FLOOR (2ND-4TH FLOORS)

$\frac{1}{16}'' = 1'-0''$
 AUGUST 2, 2012





PARK & DRAKE MIXED-USE BUILDING
LOWER LEVEL PLAN

1/16" = 1'-0"
AUGUST 2, 2012

