



LAND USE APPLICATION

CITY OF MADISON

215 Martin Luther King Jr. Blvd; Room LL-100
PO Box 2985; Madison, Wisconsin 53701-2985
Phone: 608.266.4635 | Facsimile: 608.267.8739

- All Land Use Applications should be filed with the Zoning Administrator at the above address.
- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- This form may also be completed online at:
www.cityofmadison.com/developmentcenter/landdevelopment

FOR OFFICE USE ONLY:	
Amnt. Paid <u>950</u>	Receipt No. <u>152735</u>
Date Received <u>4/2/14</u>	
Received By <u>SA</u>	
Parcel No. <u>0709-231-2535-0</u>	
Aldermanic District <u>4 Michael Verveel</u>	
Zoning District <u>UMX - DR-2</u>	
Special Requirements <u>okay</u>	
Review Required By:	
<input type="checkbox"/> Urban Design Commission	<input type="checkbox"/> Plan Commission
<input type="checkbox"/> Common Council	<input type="checkbox"/> Other: _____

Form Effective: February 21, 2013

1. Project Address: 502 & 504 W. MAIN (REZONE 504) DEMO 502 . 504
Project Title (if any): THE NOVEAU

2. This is an application for (Check all that apply to your Land Use Application):

- Zoning Map Amendment from 504 W. MAIN DR2 to UMX
- Major Amendment to Approved PD-GDP Zoning Major Amendment to Approved PD-SIP Zoning
- Review of Alteration to Planned Development (By Plan Commission)
- Conditional Use, or Major Alteration to an Approved Conditional Use
- Demolition Permit
- Other Requests: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: E. EDWARD LINVILLE Company: LINVILLE ARCHITECTS LLC.
Street Address: 408 E. WILSON City/State: MADISON, WISCONSIN Zip: 53703
Telephone: (608) 575-9496 Fax: () N/A Email: elinville@linvillearchitects.com

Project Contact Person: ABOVE Company: _____
Street Address: _____ City/State: _____ Zip: _____
Telephone: () Fax: () Email: _____

Property Owner (if not applicant): KELLER REAL ESTATE GROUP
Street Address: 448 W. WASHINGTON City/State: MADISON, WISCONSIN Zip: 53703

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: REZONING OF 504 W. MAIN
DEMO OF 502 . 504 W. MAIN CONSTRUCT 4 STORY MIXED USE PROJECT

Development Schedule: Commencement AUGUST 2014 Completion JULY 2015

5. Required Submittal Information

All Land Use applications are required to include the following:

Project Plans including:*

- Site Plans (fully dimensioned plans depicting project details including all lot lines and property setbacks to buildings; demolished/proposed/altered buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; HVAC/Utility location and screening details; useable open space; and other physical improvements on a property)
- Grading and Utility Plans (existing and proposed)
- Landscape Plan (including planting schedule depicting species name and planting size)
- Building Elevation Drawings (fully dimensioned drawings for all building sides, labeling primary exterior materials)
- Floor Plans (fully dimensioned plans including interior wall and room location)

Provide collated project plan sets as follows:

- **Seven (7) copies** of a full-sized plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
- **Twenty Five (25) copies** of the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
- **One (1) copy** of the plan set reduced to fit onto 8 ½ X 11-inch paper

* For projects requiring review by the **Urban Design Commission**, provide **Fourteen (14) additional 11x17 copies** of the plan set. In addition to the above information, all plan sets should also include: 1) Colored elevation drawings with shadow lines and a list of exterior building materials/colors; 2) Existing/proposed lighting with photometric plan & fixture cutsheet; and 3) Contextual site plan information including photographs and layout of adjacent buildings and structures. The applicant shall bring samples of exterior building materials and color scheme to the Urban Design Commission meeting.

Letter of Intent: Provide one (1) Copy per Plan Set describing this application in detail including, but not limited to:

- | | | |
|---|---|--|
| • Project Team | • Building Square Footage | • Value of Land |
| • Existing Conditions | • Number of Dwelling Units | • Estimated Project Cost |
| • Project Schedule | • Auto and Bike Parking Stalls | • Number of Construction & Full-Time Equivalent Jobs Created |
| • Proposed Uses (and ft ² of each) | • Lot Coverage & Usable Open Space Calculations | • Public Subsidy Requested |
| • Hours of Operation | | |

Filing Fee: Refer to the Land Use Application Instructions & Fee Schedule. Make checks payable to: *City Treasurer*.

Electronic Submittal: All applicants are required to submit copies of all items submitted in hard copy with their application as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or by e-mail to pcapplications@cityofmadison.com.

Additional Information may be required, depending on application. Refer to the Supplemental Submittal Requirements.

6. Applicant Declarations

Pre-application Notification: The Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than **30 days prior to FILING this request**. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices:

ALDER MIKE VEERVEER FEB 13 - BAUSSETT NEIGHBORHOOD

→ If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.

Pre-application meeting with Staff: Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.

Planning Staff: HEATHER STROTHER Date: FEB 2 Zoning Staff: MATT TUCKER Date: FEB 2
2014 2014

The applicant attests that this form is accurately completed and all required materials are submitted:

Name of Applicant A. Adams Jula Relationship to Property: ARCHITECT
 Authorizing Signature of Property Owner Robert Keller Date April 1, 2014

LETTER OF INTENT

April 2, 2014

RE: Keller Real Estate Development group

Members of the Planning Commission,

On behalf of the development team we submit a four story retail, mixed use project located within the Downtown planning district, at 502-504 West main. The the parcels are located in UMX zoning classification which allows buildings of 4 stories (48 feet). The design, massing and placement of the building is consistent with the recommendation of the 2010 plan in this district. Specifically: for development of mixed use urban nodes at key intersections. Furthermore the design quality, fenestration and materials are consistent with the principles of the urban design guidelines.

In order to accommodate the new building footprint, the two existing lots currently on the site will be joined to form one parcel. (see C-100 Existing Conditions). Our submittal proposes that he two existing structures at 502 and 504 West Main be razed or salvaged to allow for the new structure. In addition, this proposal is seeking the rezoning of Lot 504 W. Main from DR-2 to UMX, consistent with Downtown Plan. The project is intended to compliment the current Bassett neighborhood experience, while creating a "sister" project to the well received Tuscan mixed use development directly across Basset on the east side of the street.

We respectfully seek approval of this submittal and look forward to further presenting the merits of this proposed development,



Edward Linville

Linville Architects

BUILDING AND SITE STATISTICS

Proposed Lot area: 5,200 SF

Gross Building Area: 20,030 (not including Basement Level)

Area Building Footprint: (4,170 GSF)

Number of dwelling Units: 18

Area Retail Lease Hold Improvement: 3,200GSF

Area of usable open space: 1,030 SF (hard surface as indicated L200)

Vehicle and Bike Parking: Available on site (bikes)and adjacent parcel

Estimated Site development and Building Construction Cost: \$1,750,000

Number of Engineering Construction jobs generated: Estimated 50+ people

Land Valuation per Dane County Tax records:

502 West Main St

Land Value	\$56,000.00
Improved Value	\$187,500.00
Total Value	\$243,500.00
Valuation Date	01/01/0100

504 West Main St

Land Value	\$70,000.00
Improved Value	\$159,500.00
Total Value	\$229,500.00.
Valuation Date	01/01/0100

Value of Land: \$126,000 (combined lots)

LIST OF CONSULTANTS:

Architect:

Linville Architects
408 Wilson Ave
Madsion, Wisconsin 53704

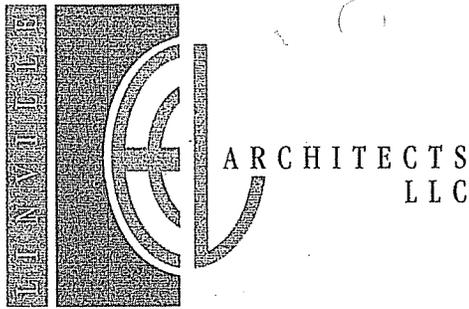
Civil Engineer:
Professional Engineering LLC
818 N. Meadowbrook Ln
Waunakee, Wisconsin 53597

Landscape Architect:

Ken Saika
Madison, Wisconsin

LIST OF GRAPHIC ATTACHMENTS:

- 1) Landuse Application
- 2) Letter of intent
- 3) Project information
 - a) Civil grading and Utility Plan (C100- C102)
 - i) C100 Existing conditions
 - ii) C101 Civil Site Plan
 - iii) C102 Demolition Plan
 - iv) C200 Grading Plan
 - v) C300 Utility Plan
 - b) Landscape Plan (L100-L102)
 - i) L100 Planting Plan
 - ii) L101 Planting Schedule
 - c) Architectural (A001-A204)
 - i) A001 Cover Sheet Project Data
 - ii) A101Architectural Site plan
 - iii) A 102 Basement Plan
 - iv) A103 First Floor Plan (street)
 - v) A103 Second Floor Plan
 - vi) A104Third Floor Plan
 - vii) A105 Fourth Floor Plan
 - viii) A201 South elevation
 - ix) A202 East Elevation
 - x) A203 South Elevation
 - xi) A 204 West Elevation
- 4) Neighborhood Context Drawing
- 5) Historical Review Letter
- 6) Existing buildings interior and Exterior photos



Architecture
Commercial
Residential
Interior Design

Heather Stouder Planner City of Madison and Assigns

We respectfully submit our project known as the Nouveau located at 502-504 Main for your approval. We believe this quality four story mixed use project will be a lasting tribute to the pattern and context of the emerging Bassett Neighborhood. We have received positive response from Bassett and Capitol Neighborhoods and have been granted initial approval from UDC.

Recognizing our project will require demo or moving two existing buildings we realize the importance of creating a building of integrity to replace the existing and further realize the responsibility of thoughtful demo or moving of the buildings we are replacing. In that regard we have sought a review from an equally respected professional {see letter} at the onset. Further respecting the age of the current structures we have put out to the community both in the private and public sector that these buildings are certainly available for someone that would have a site where either 502 or 504 can be relocated. The developer will certainly assist anyone who will step forward with such an opportunity. In that regard we are obtaining both an opinion on the feasibility of moving the structure (if a suitable owner can be found) and further seeking a proposal from a company that have experience in moving structures in Central Madison to further encourage and assist a potential owner. We will continue these efforts and assistance that may encourage someone either in the private or public sector to work together to this potential outcome.

G. Stouder
ARCHITECT

408 East Wilson Street
Madison, WI 53703
608.251.6696
Fax 608.251.3836

8-9



architecture
network, inc.

116 E. Dayton St.
Madison, WI 53703
608.251.7515
608.251.7566 fax
www.architecture-network.net

31 March 2014

Ed Linville
Linville Architects
408 E. Wilson Street
Madison, WI 53703

RE PROPOSED DEMOLITION AND REDVELOPMENT
502 & 504 WEST MAIN STREET, MADISON, WI

Ed,

Following up on our visit to the site and some research into the above properties I offer the following observations regarding their historical significance. Neither building is on the list of potential landmarks that was prepared by the City of Madison.

My first impression of the buildings is the setting in the neighborhood. Existing buildings facing Main Street are a mix of ages and styles with many newer and larger buildings to the West. There is no unifying historic character to the existing neighborhood. While the corner building might be "contributing" to a historic district, there is no such district to be part, and it does not appear to be significant by itself.

The corner building, 502 W. Main Street is, an understated Greek Revival building with brick exterior, most likely built between 1855 and 1875. Proportions are typical of the era with a bank of large windows on the second floor. The first floor facades have been cut up with large openings for the commercial spaces. A single story addition on the Northerly side is very plain with few windows and does not enhance the main building. The whole building is needing of significant investment for repairs. It has a small commercial space that does not lend itself to a freestanding neighborhood retail store.

The adjacent building, 504 W. Main Street, is a wood frame structure from the 1920's. This residential building has a gambrel roof and has aluminum siding. Once a single family home was converted to a rental duplex.

Your proposed development is a compliment to the newer mixed use building across the street to the East with first floor retail and upper level apartments. While I regret the loss of any building that has the potential of continued use, I view your proposal as a positive evolution of this intersection that was once a small neighborhood commercial center that is now being revived.

If you have any questions, please do not hesitate to call.

Arlan Kay, AIA
Architect

Arlan Kay



PEDESTRIAN ATMOSPHERE ALONG NORTH FACADE

SCALE: 1:1.84

NOUVEAU APARTMENTS AREA SUMMARY					
	NSF/Floor	APT floors	AREA	N/GSF floor efficiency	UNITS IN BUILDING
RESIDENTIAL APARTMENTS	4175	3	12525	75%	
RETAIL COMMERCIAL			3832		
BASEMENT			2050		
Total GSF	Building		18407		
BEDROOMS		NSF/unit		Units/floor	Total NSF/floor
		500		3	1500
EFFICIENCIES		480		3 stories	1440
NET RENTABLE AREA				3	2940
					8820

WINDOW TO WALL AREA RATIO SUMMARY					
WEST ELEVATION GLASS/WALL RATIO					
	# windows	area per window	total window area/ floor	Gross wall area/floor	G/W Ratio
4TH FLOOR	7	18	126	595	21%
3RD FLOOR	7	18	126	595	21%
2ND FLOOR	7	18	126	595	21%
1ST FLOOR	0	21	0	595	0%
TOTAL			378	2380	16%
SOUTH ELEVATION GLASS/WALL RATIO					
4TH FLOOR	8	18	144	719	20%
3RD FLOOR	8	18	144	719	20%
2ND FLOOR	8	18	144	719	20%
1ST FLOOR	0	0	0	719	0%
TOTAL			432	2876	15%
NORTH ELEVATION APARTMENT FLOORS GLASS/WALL RATIO					
4TH FLOOR	7	25	175	719	24%
3RD FLOOR	7	18	126	719	18%
2ND FLOOR	7	18	126	719	18%
TOTAL			427	2157	20%
EAST ELEVATION APARTMENT FLOORS GLASS/WALL RATIO					
4TH FLOOR	5	25	125	719	17%
3RD FLOOR	5	18	90	719	13%
2ND FLOOR	5	18	90	719	13%
TOTAL			305	2157	14%
EAST AND NORTH ELEVATION STREET LEVEL GLASS/WALL RATIO					
NORTH ELEVATION	5	86.6	433		
	1	50	50		
	1	36	36		
TOTAL			519	989	52%
EAST ELEVATION	3	86.6	259.8		
	1	50	50		
	1	36	36		
TOTAL			345.8	680	51%
			TOTAL RESIDENTIAL GLASS AREA	TOTAL RESIDENTIAL WALL AREA	
			1542	9570	16%
GRAND TOTAL ALL RESIDENTIAL FLOORS GLASS TO WALL RATIO					

THE NOUVEAU

A Keller Real Estate Group Development

ARCHITECT

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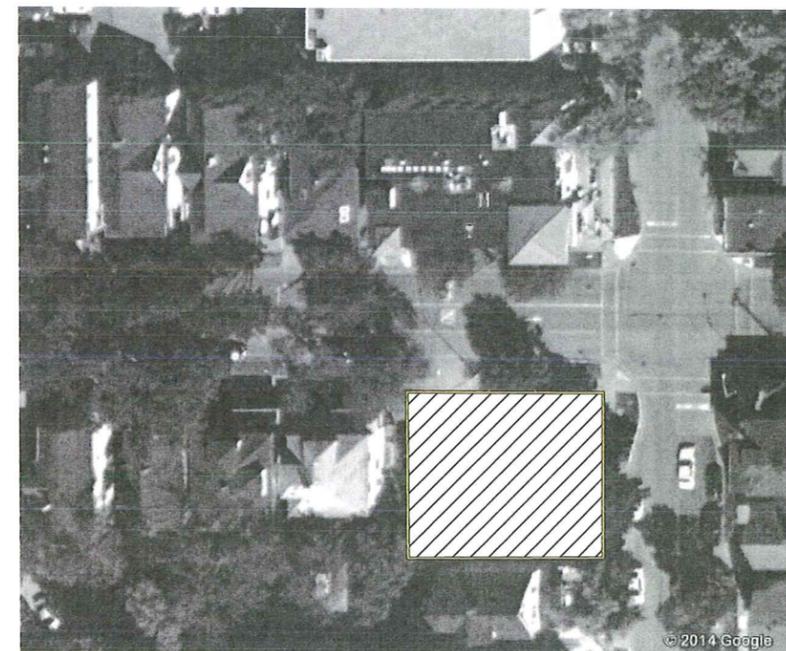
Architect:
 Linville Architects
 408 Wilson Ave
 Madison, Wisconsin 53704

Civil Engineer:
 Professional Engineering LLC
 818 N. Meadowbrook Ln
 Waunakee, Wisconsin 53597

Landscape Architect:
 Ken Saika
 Madison, Wisconsin

DATE: MAY 21, 2014
 INFORMATIONAL
 MEETING

COVER SHEET



SITE LOCATION

SCALE: 1:1.46

A-1.1

SHEET 1 OF 14

THE NOUVEAU
*A Keller Real Estate
 Group Development*

ARCHITECT

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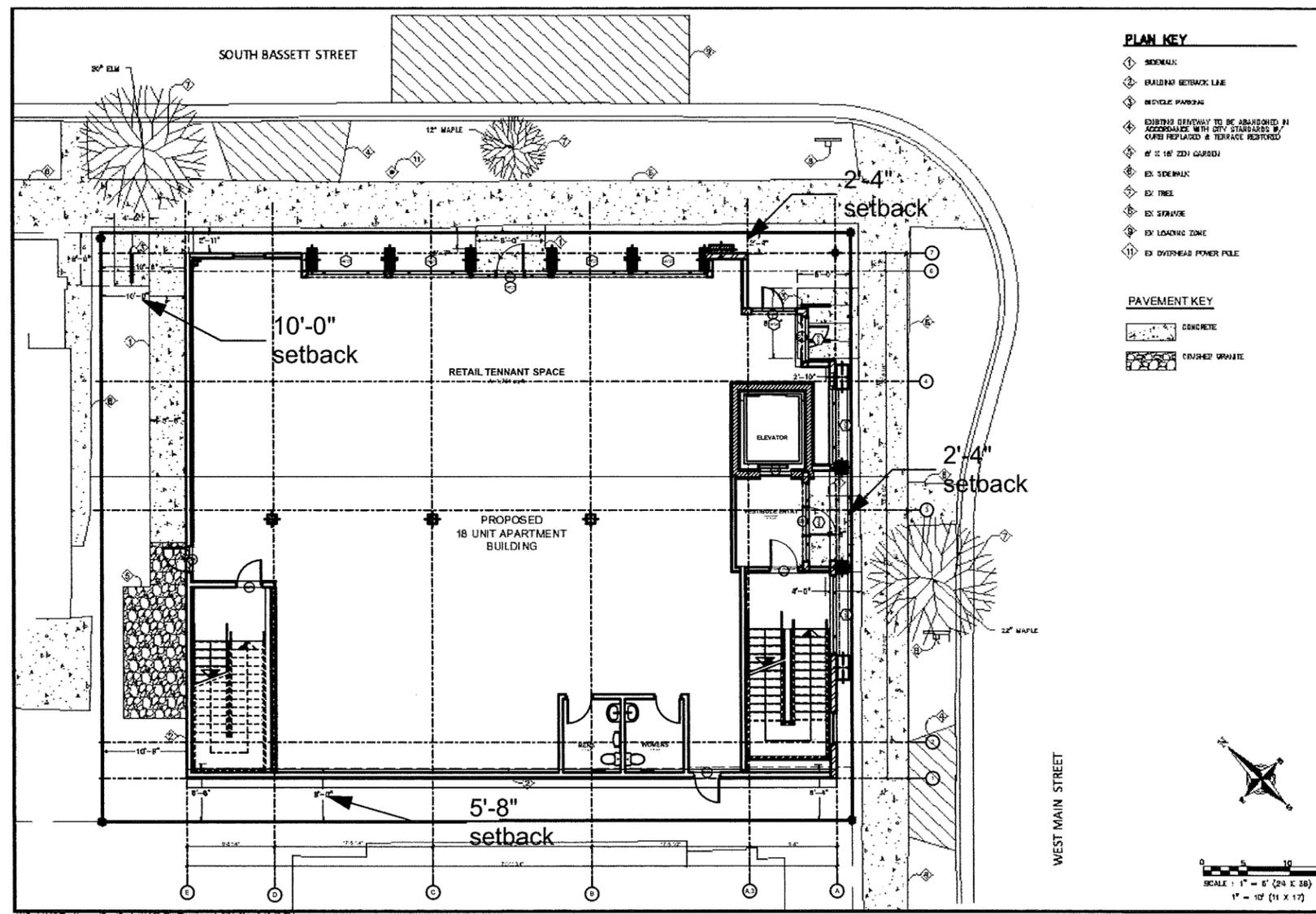
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Landscape Architect:
 Ken Saika
 Madison, Wisconsin

DATE: MAY 21, 2014
 INFORMATIONAL
 MEETING

Architectural Site Plan



SITE PLAN

SCALE: 1/16" = 1'-0"

A-2.1

SHEET 2 OF 14

THE NOUVEAU
*A Keller Real Estate
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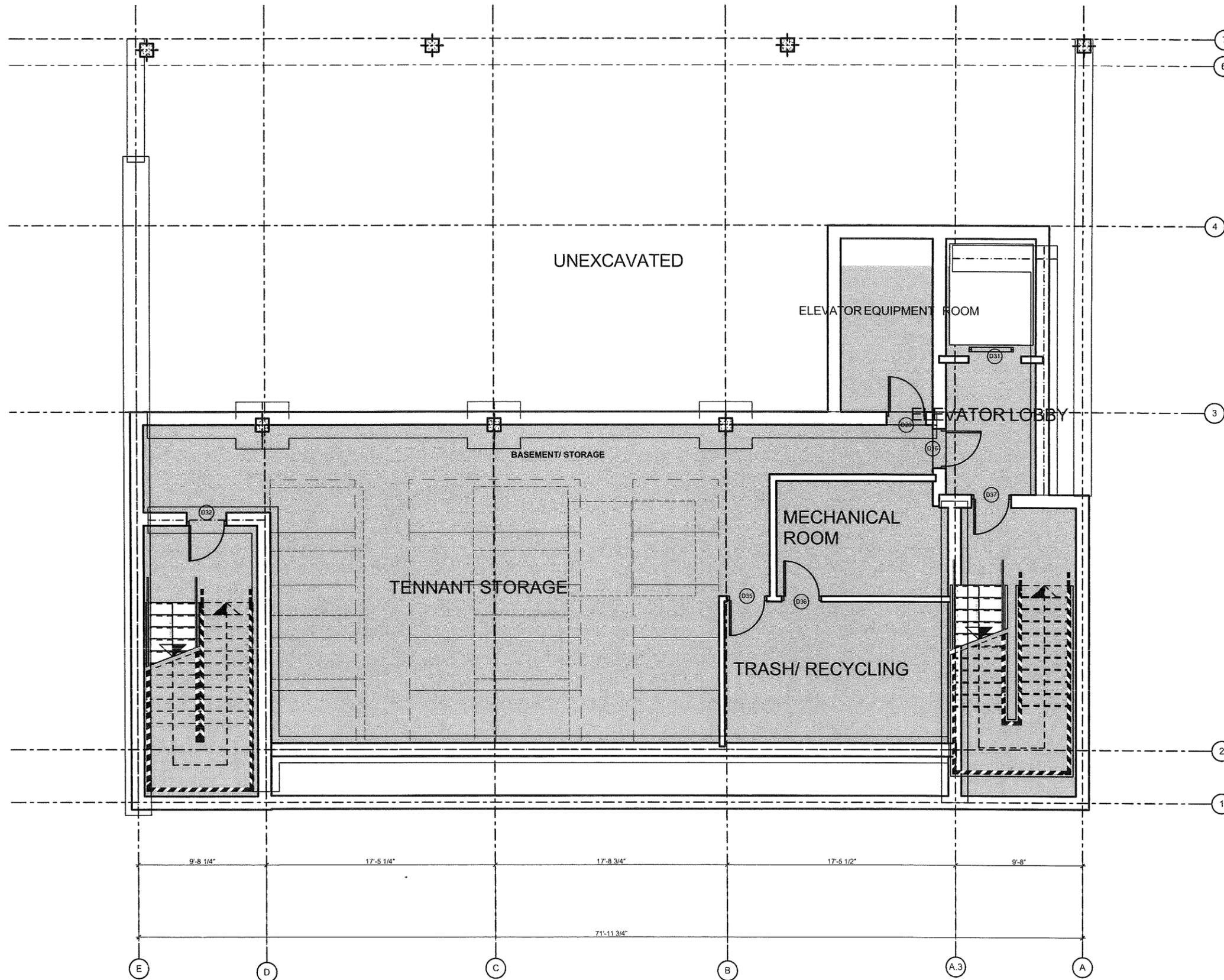
Landscape Architect:
 Ken Saika
 Madison, Wisconsin

DATE: MAY 21, 2014
 INFORMATIONAL
 MEETING

Basement Plan

A-2.2

SHEET 3 OF 14



BASEMENT 2050 GSF

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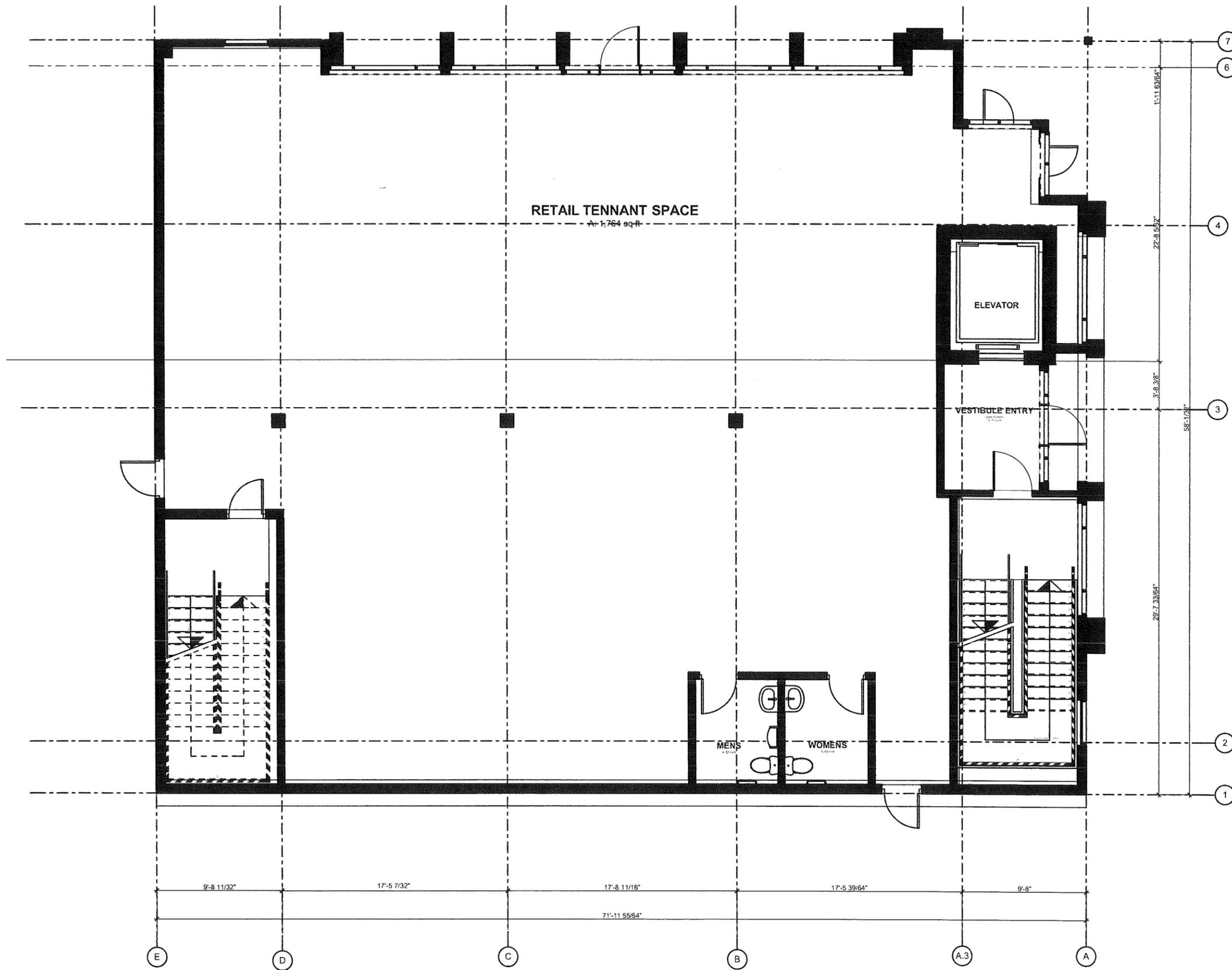
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 Waunakee, Wisconsin 53597
 Landscape Architect:
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 Madison, Wisconsin

DATE: MAY 21, 2014
 INFORMATIONAL
 MEETING

1st FLOOR PLAN



FIRST FLOOR PLAN 3830 GLSF

A-2.3

SHEET 4 OF 14

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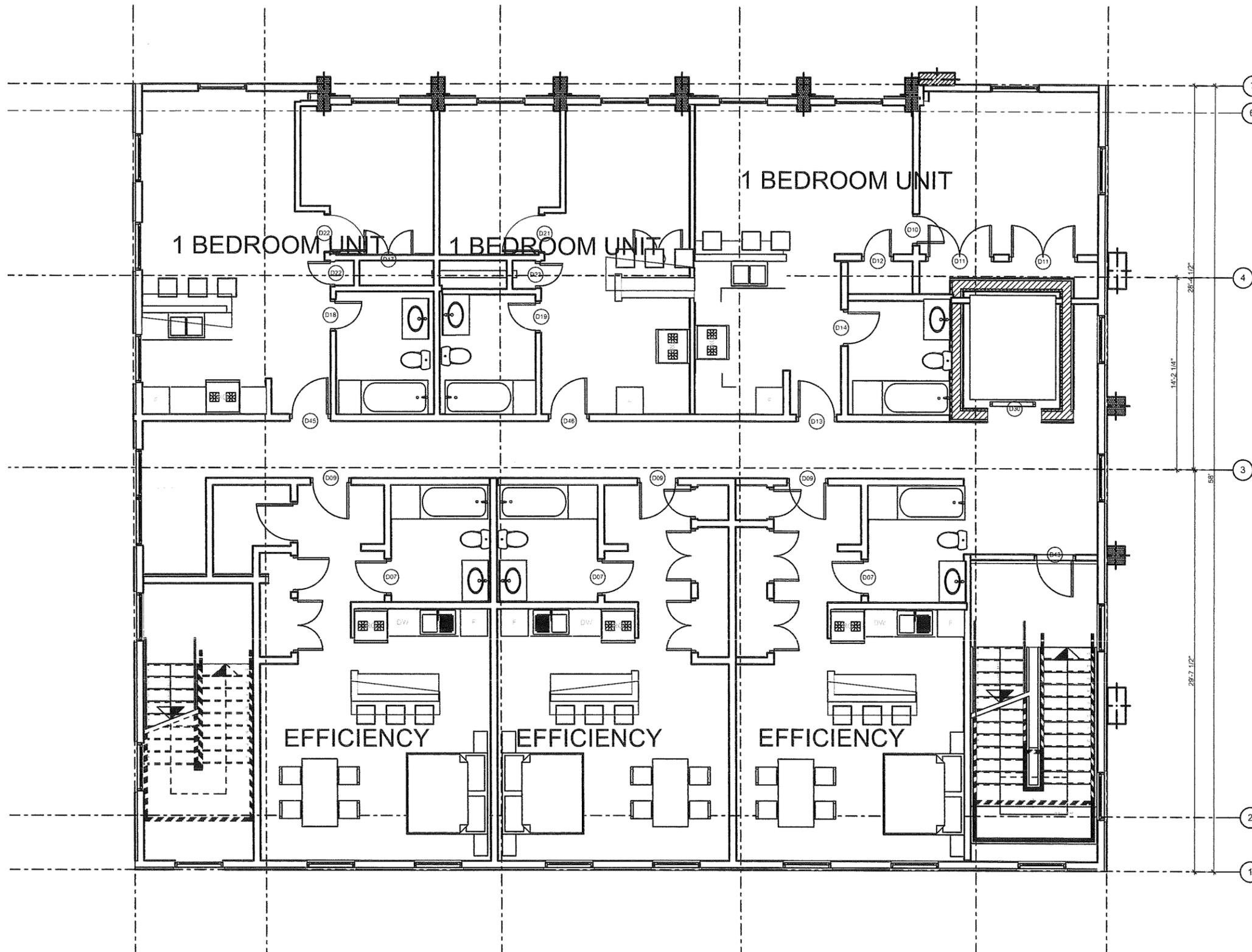
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 Waunakee, Wisconsin 53597

Landscape Architect:
 Ken Saika
 Madison, Wisconsin

DATE: MAY 21, 2014
 INFORMATIONAL
 MEETING

2nd FLOOR PLAN



2nd FLOOR PLAN 4175 GSF

SCALE: 1/8" = 1'-0"

A-2.4

SHEET 5 OF 14

THE NOUVEAU

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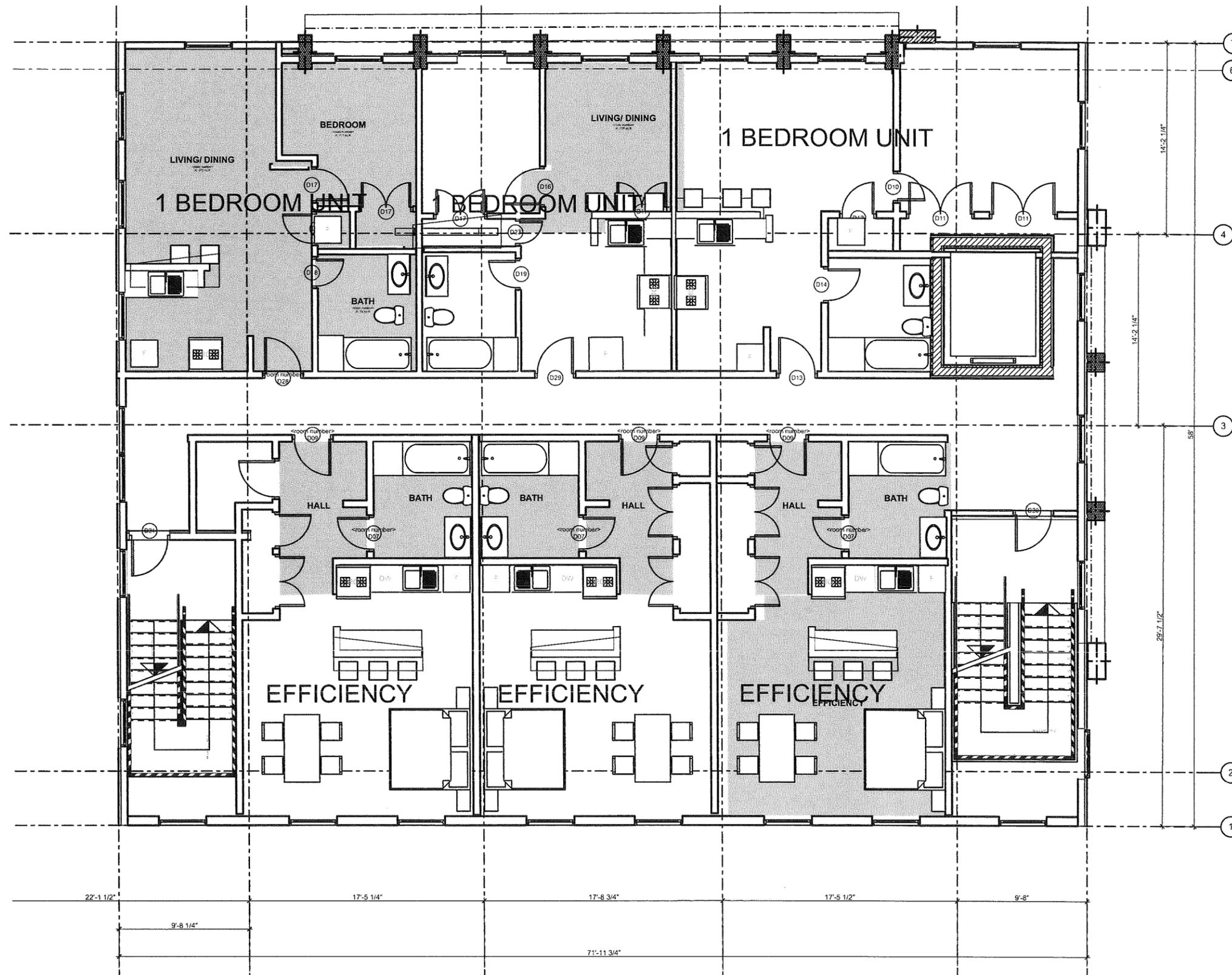
Landscape Architect:
 Ken Saika
 Madison, Wisconsin

DATE: MAY 21, 2014
 INFORMATIONAL
 MEETING

3. 3rdfloor

A-2.5

SHEET 6 OF 14



3rd FLOOR PLAN 4175 GSF

SCALE: 1/8" = 1'-0"

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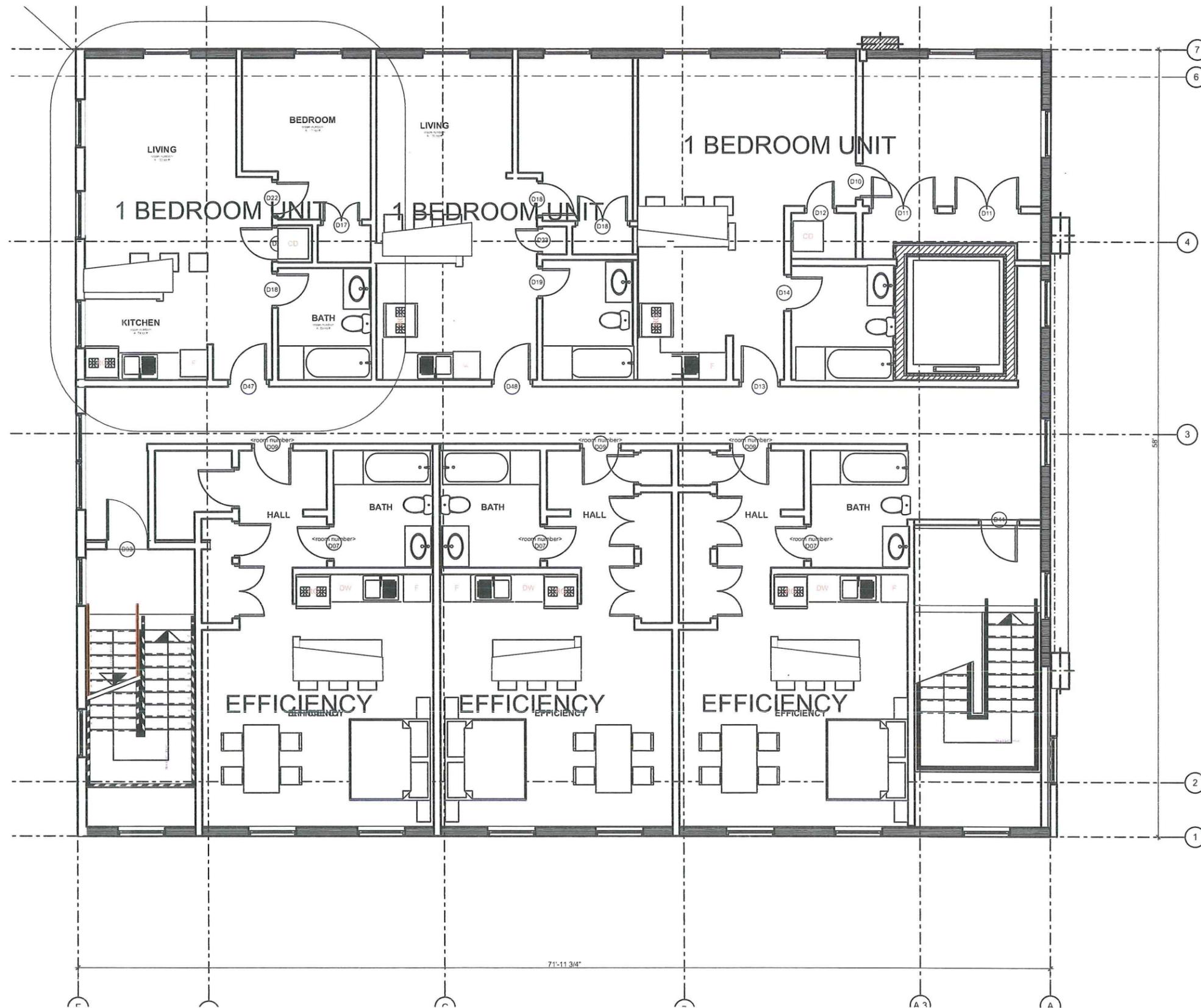
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Landscape Architect:
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Madison, Wisconsin

DATE: MAY 21, 2014
INFORMATIONAL
MEETING

4. 4th floor

A-2.7

SHEET 8 OF 14



4th FLOOR 4175 GSF



METAL COPING -
RUSTIC BLOCK

E.I.F.S.

BRICK

METAL GRID
STRUCTURE

NORTH ELEVATION

BACK
LIGHT @
JUNCTION
OF METAL
GRID (TYP)

AWNING
SIGNAGE PANEL
TYPICAL



WEST
ELEVATION

APARTMENT
ENTRY

SIGN
PANEL

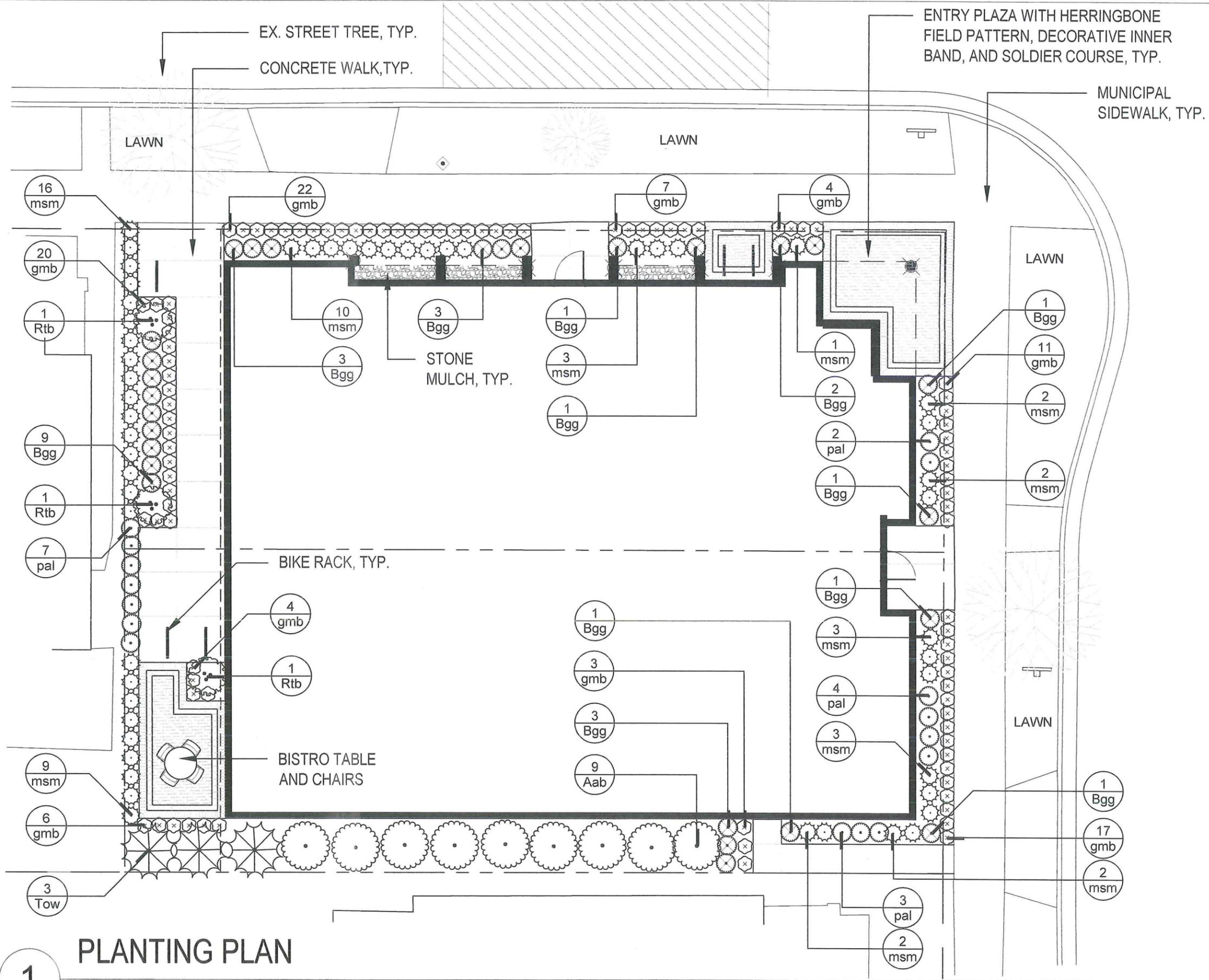
RETAIL
ENTRY



SOUTH ELEVATION



WEST ELEVATION

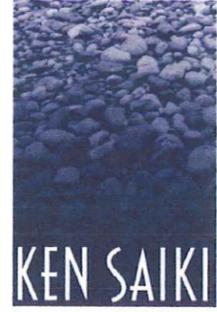


THE NOUVEAU
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 Development*

ARCHITECT

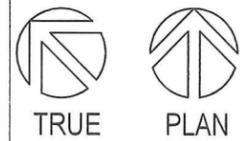
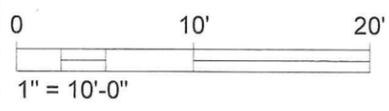
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 elinville@linvillearchitects.com

CONSULTANT

 KEN SAKI
 DESIGN INC
 LANDSCAPE
 ARCHITECTS

DATE: 04-01-2014

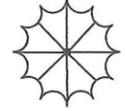
PLANTING PLAN



SHEET L100

1 PLANTING PLAN
 SCALE: 1" = 10"

PLANT SCHEDULE

<u>DECIDUOUS SHRUBS</u>	<u>CODE</u>	<u>BOTANICAL NAME</u>	<u>COMMON NAME</u>	<u>SIZE</u>	<u>QTY</u>
	Aab	Aronia arbutifolia `Brilliantissima`	Brilliant Red Chokeberry/Red Chokeberry	5 gal	9
	Rtb	Rhus typhina `Baltiger` TM	Tiger Eyes Sumac	5 gal	3
<u>EVERGREEN SHRUBS</u>	<u>CODE</u>	<u>BOTANICAL NAME</u>	<u>COMMON NAME</u>	<u>SIZE</u>	<u>QTY</u>
	Bgg	Buxus x `Green Gem`	Green Gem Boxwood	3 gal	27
	Tow	Thuja occidentalis `Wintergreen`	Arborvitae	5 gal	3
<u>ORNAMENTAL GRASSES</u>	<u>CODE</u>	<u>BOTANICAL NAME</u>	<u>COMMON NAME</u>	<u>SIZE</u>	<u>QTY</u>
	msm	Miscanthus sinensis `Morning Light`	Eulalia Grass	1 gal	53
<u>PERENNIALS</u>	<u>CODE</u>	<u>BOTANICAL NAME</u>	<u>COMMON NAME</u>	<u>SIZE</u>	<u>QTY</u>
	gmb	Geranium macrorrhizum `Beven`s Variety`	Beven`s Variety Geranium	1 gal	94
	pal	Perovskia atriplicifolia `Little Spire` TM	Little Spire Russian Sage	1 gal	16

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CONSULTANT


KEN SAKI
DESIGN INC
LANDSCAPE
ARCHITECTS

DATE: 04-01-2014

PLANTING SCHEDULE