



Pontiac Trail

Heritage Circle

Hammersley Road

S Midvale Blvd

W Beltline Hwy

4606 Hammersley Rd.  
Madison, WI



# CONTEXT

VIEW FROM BELTLINE



VIEW LOOKING NORTH ALONG PONTIAC TRAIL



VIEW LOOKING NORTH ALONG HERITAGE CIRCLE



LOOKING EAST ALONG HAMMERSLEY ROAD

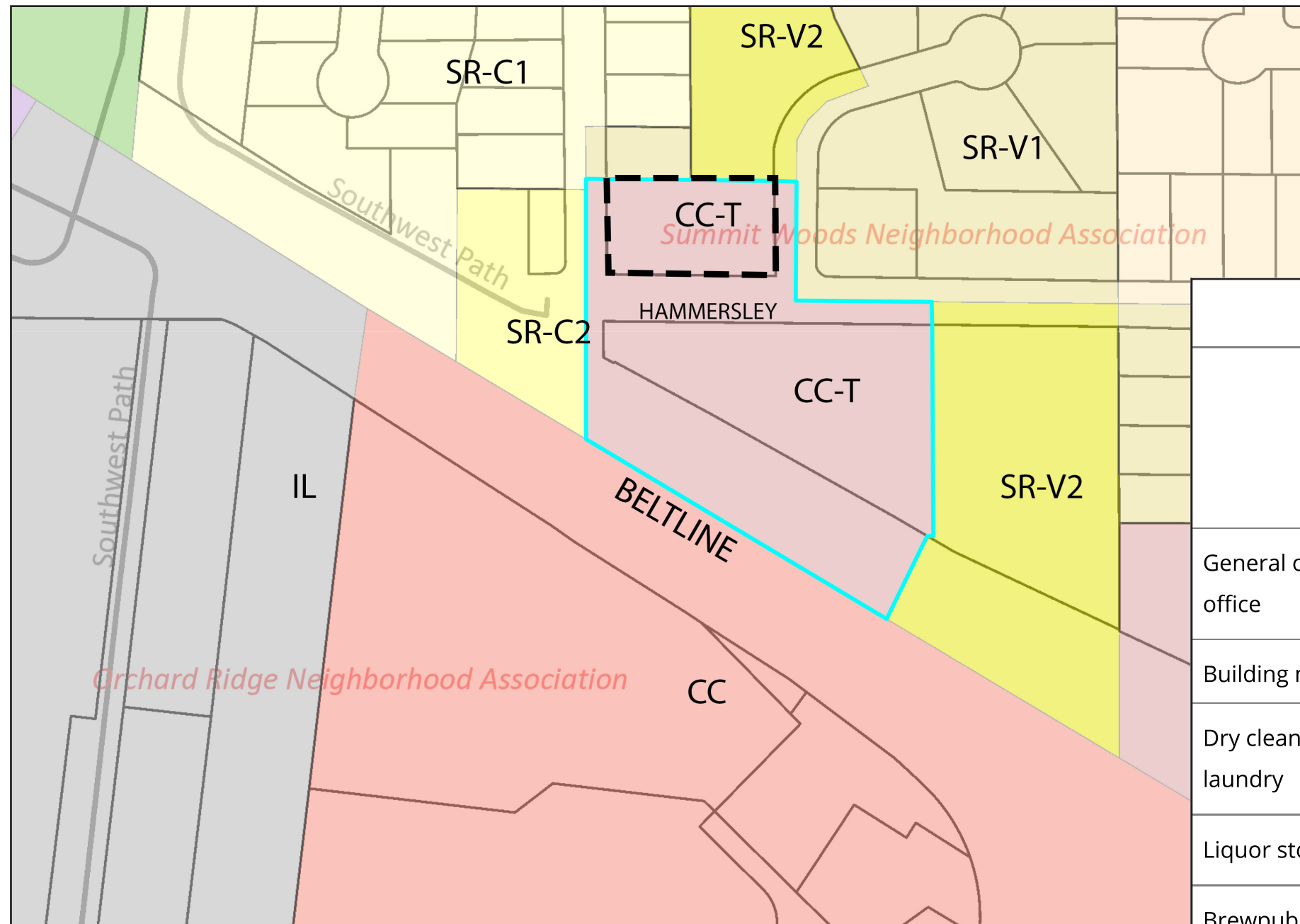


LOOKING WEST ALONG HAMMERSLEY ROAD



# ZONING

## ZONING DISTRICTS



Mixed-Use and Commercial Districts							
	LMX	NMX	TSS	MXC	CC-T	CC	Supplemental Regulations
General office, professional office	P	P	P	P	P	P	
Building material sales		C	C	C	P	P	
Dry cleaning plant, commercial laundry					P	P	
Liquor store		P	P	P	P	P	
Brewpub	C	C	P	P	P		
Hotel, inn, motel		C	C	P	P	P	
Auto sales and rental					P	P	Y

PONTIAC TRAIL

HERITAGE CIRCLE

HAMMERSLEY ROAD



**PROPOSED BUILDING**  
 2-3 STORY  
 53 UNIT  
 1722 SF COMMERCIAL  
 W/UNDERGROUND & SURFACE PARKING

Site Plan  
 4606 Hammersley Rd.  
 Madison, WI





4606 HAMMERSLEY RD  
MADISON, WI  
RENDERED PERSPECTIVE





4606 HAMMERSLEY RD  
MADISON, WI  
RENDERED PERSPECTIVE





COMMERCIAL  
FIRST

-2'-0"

THIRD FLOOR  
22'-5 3/4"

SECOND FLOOR  
11'-2 7/8"

FIRST FLOOR

1 EAST ELEVATION COLOR  
A-2.4 1/8" = 1'-0"



THIRD FLOOR  
22'-5 3/4"

SECOND FLOOR  
11'-2 7/8"

FIRST FLOOR  
0"

2 WEST ELEVATION COLOR  
A-2.4 1/8" = 1'-0"

# NEIGHBORHOOD MEETING HIGHLIGHTS

8|10|20 & 9|23|20

1 | **Traffic** concerns & desire for a traffic study

2 | **Parking** concerns & lack of available street parking

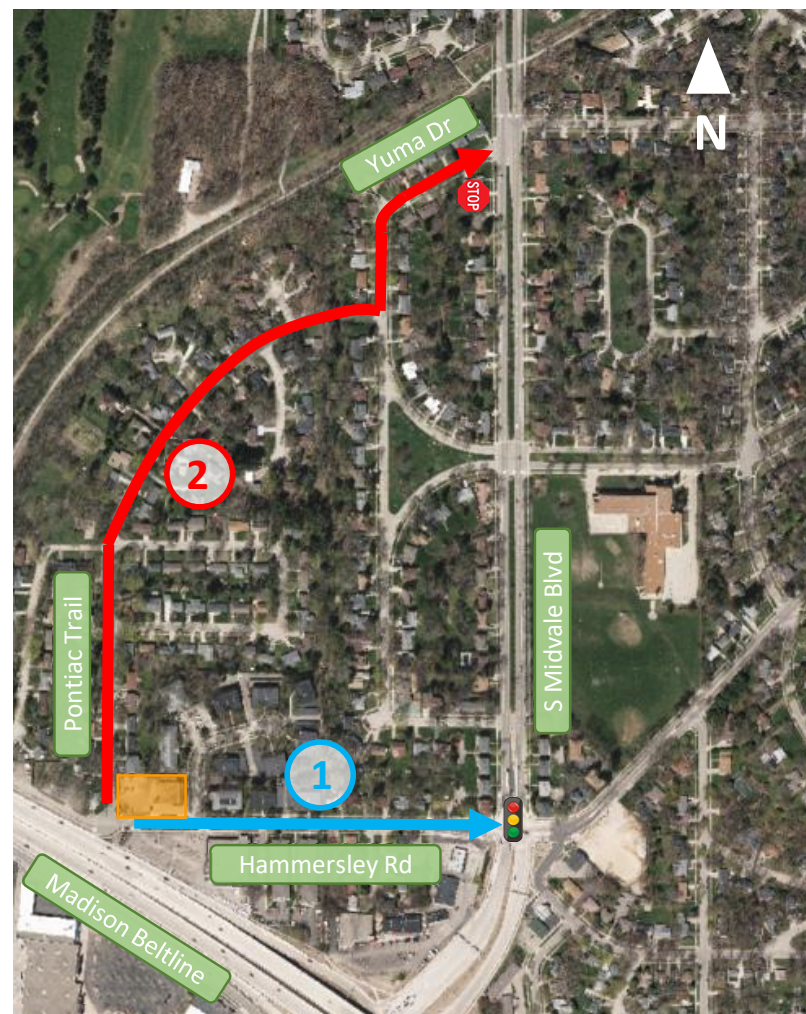
3 | Desire for more **privacy** for properties to the north  
& to move the **community spaces**

4 | Desire for **solar** panels & **sustainable** design features



# 1 | **Traffic** concerns & desire for a traffic study

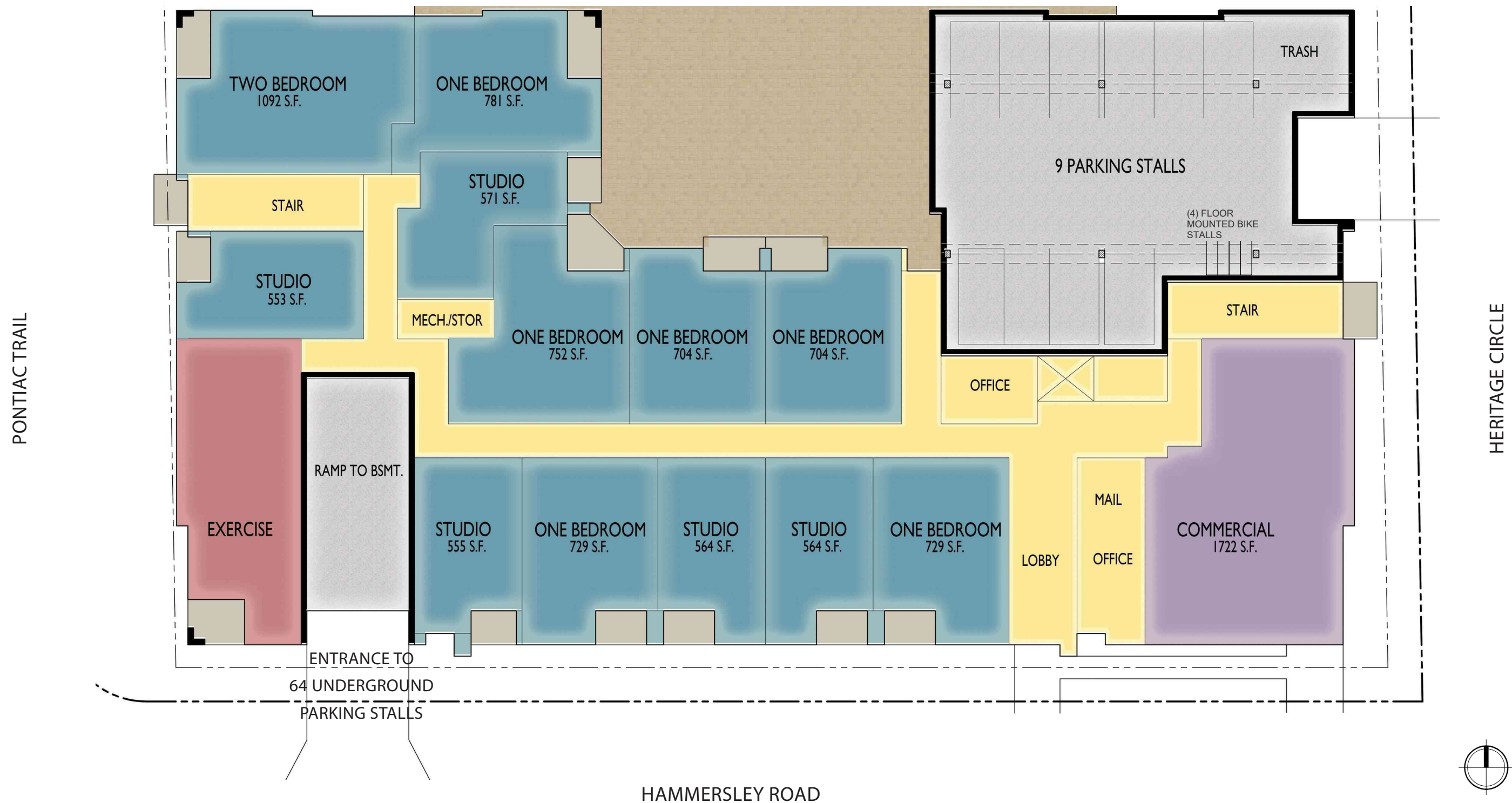
## Neighborhood Considerations



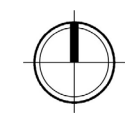
### Traffic to/from the north on S Midvale Blvd

- 20% of New Trips
  - Weekday Trips: 63
  - AM Peak Hour Trips: 4
  - PM Peak Hour Trips: 6
- Two main route options:
  - ① Hammersley Rd to S Midvale Blvd
    - 75% of Traffic
      - AM Peak: 3 Trips, PM Peak: 5 Trips, Weekday: 47
  - ② Pontiac Trl to Yuma Dr to S Midvale Blvd
    - 25% of Traffic
      - AM Peak: 1 Trips, PM Peak: 1 Trips, Weekday: 16

## 2 | **Parking** concerns & lack of available street parking



FIRST FLOOR PLAN  
4606 HAMMERSLEY RD



3 | Desire for more **privacy** for properties to the north & to move the **community spaces**



THIRD FLOOR PLAN  
4606 HAMMERSLEY RD



## 4 | Desire for **solar** panels & **sustainable** design features

Committed to roof top solar panels

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Developed sustainable design goals for the design, construction and ongoing energy efficiency of the project

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Teamed with Focus on Energy to provide energy modeling and assist in energy efficient design goals





4606 HAMMERSLEY RD

MADISON, WI

RENDERED PERSPECTIVE



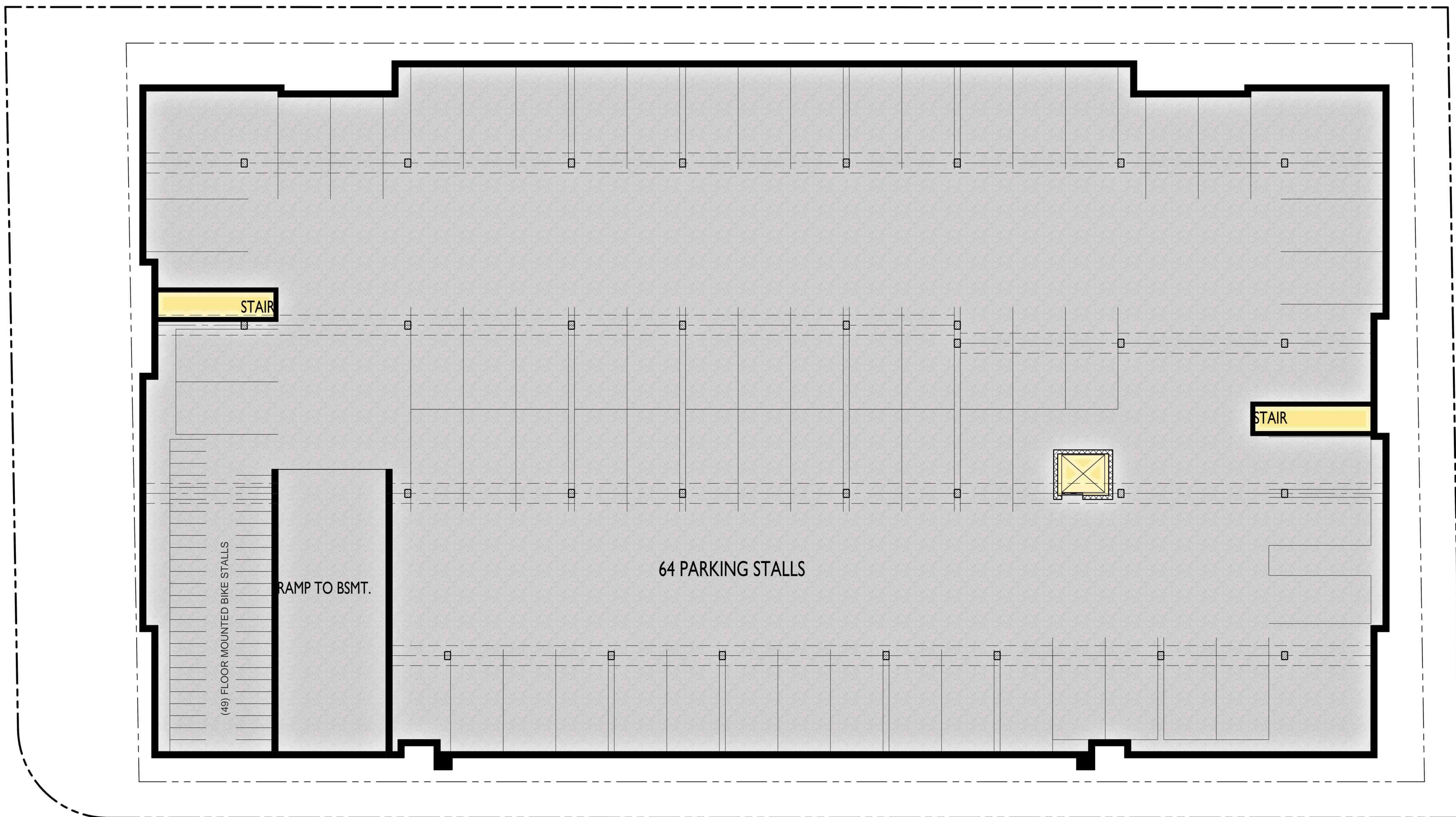


4606 HAMMERSLEY RD

MADISON, WI

RENDERED PERSPECTIVE



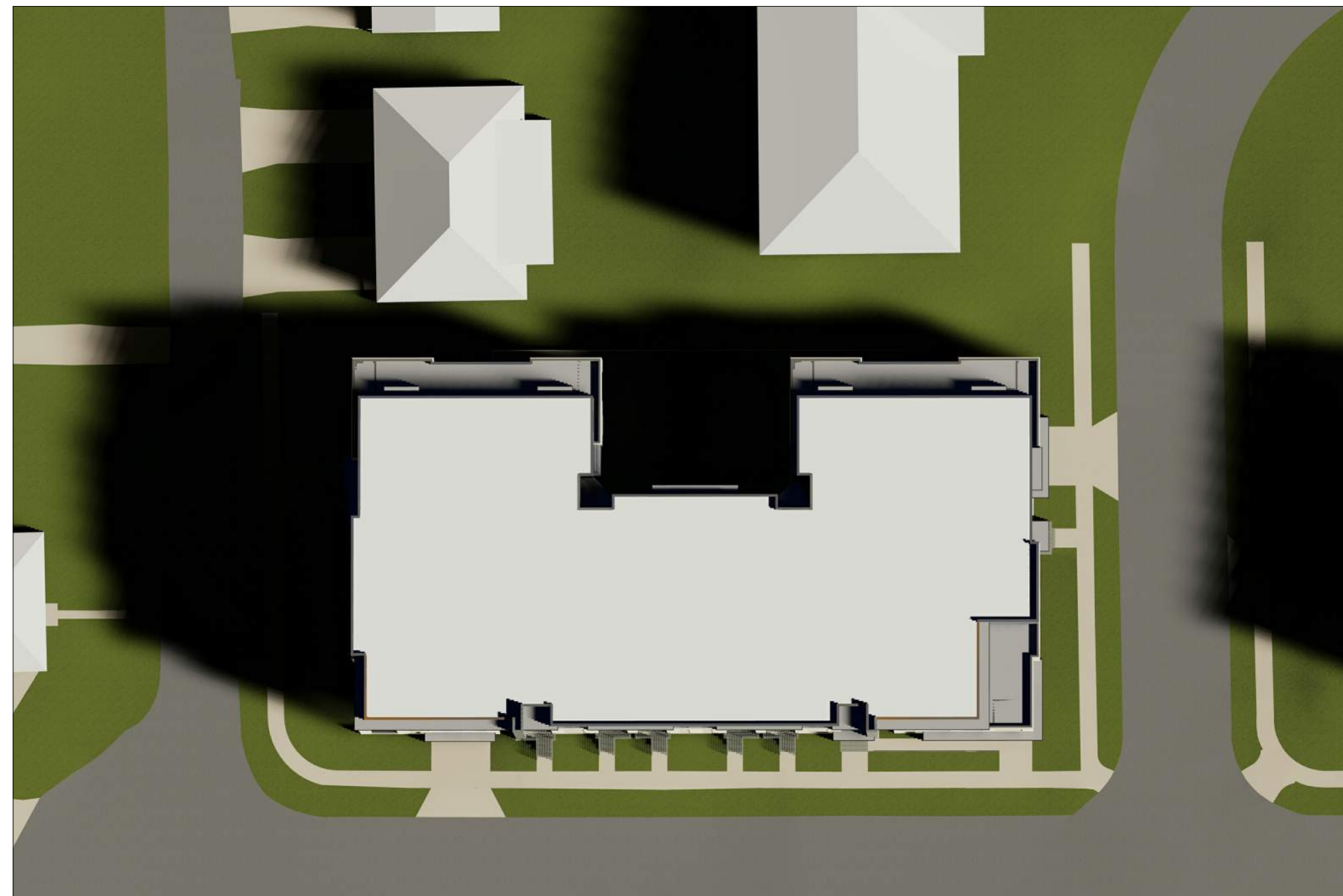


# BASEMENT

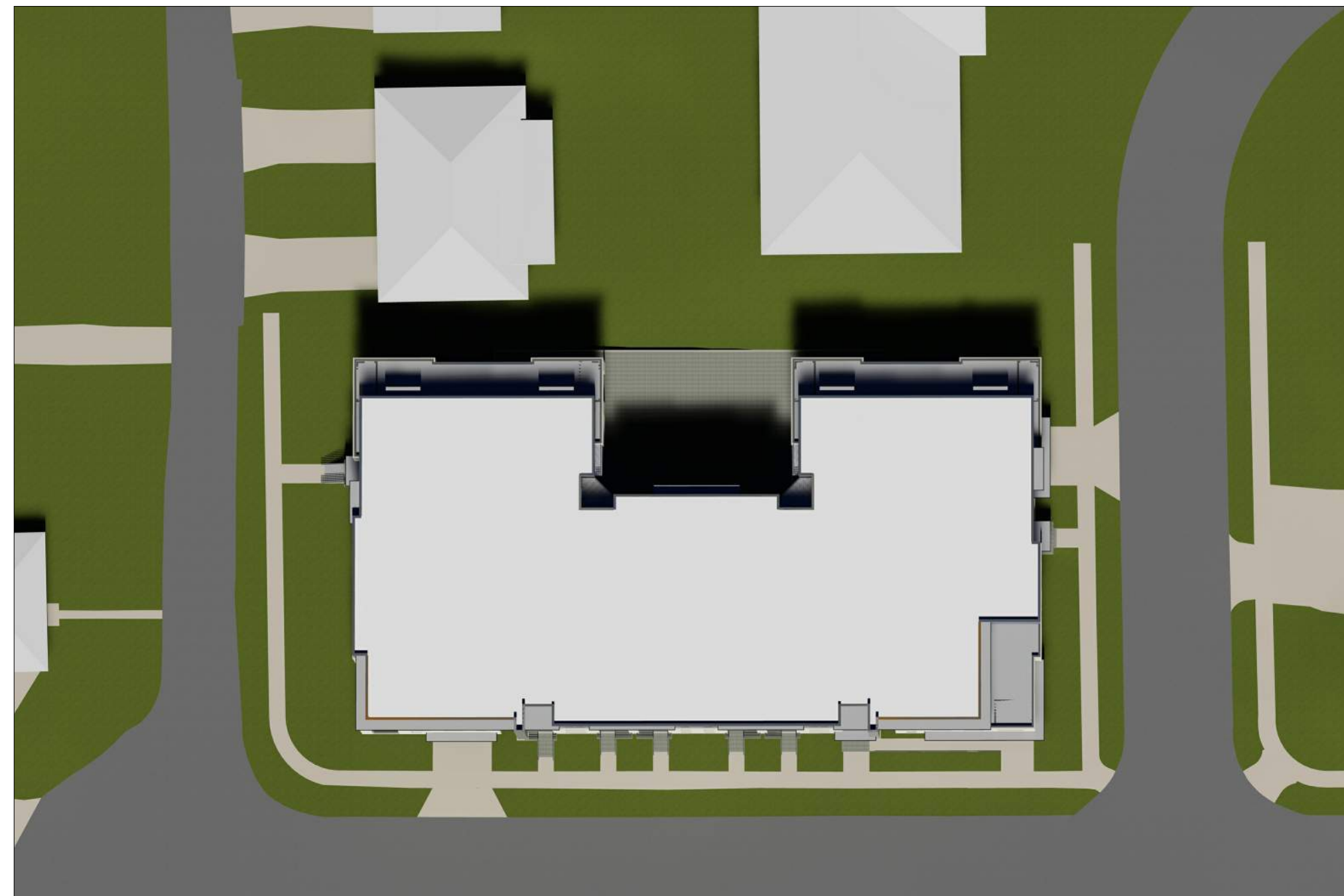
COLOR FLOOR PLANS  
4606 HAMMERSLEY RD  
SEPTEMBER 23, 2020







SPRING - 8AM



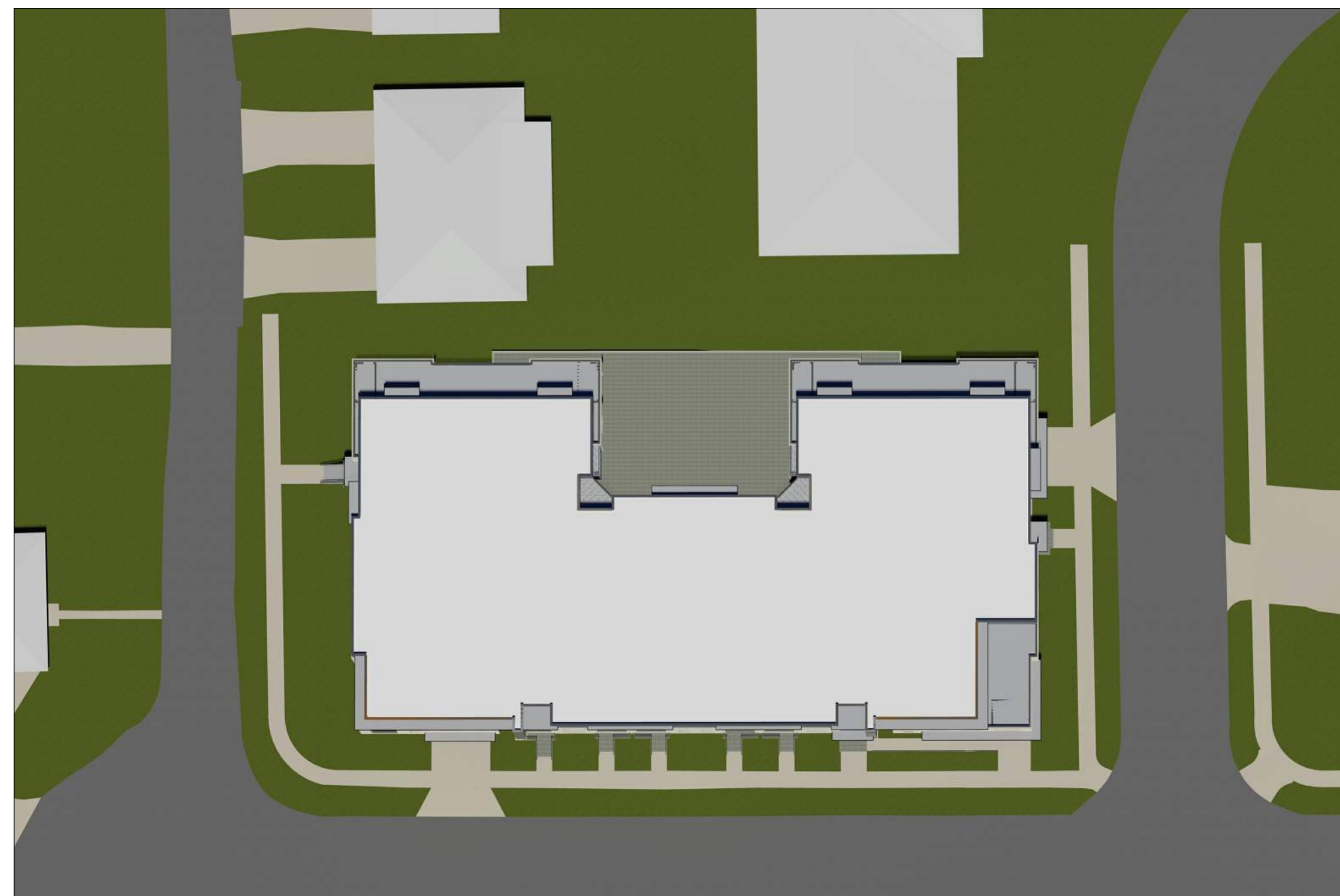
SPRING - 12PM



SPRING - 4PM



SUMMER - 7AM



SUMMER - 12PM



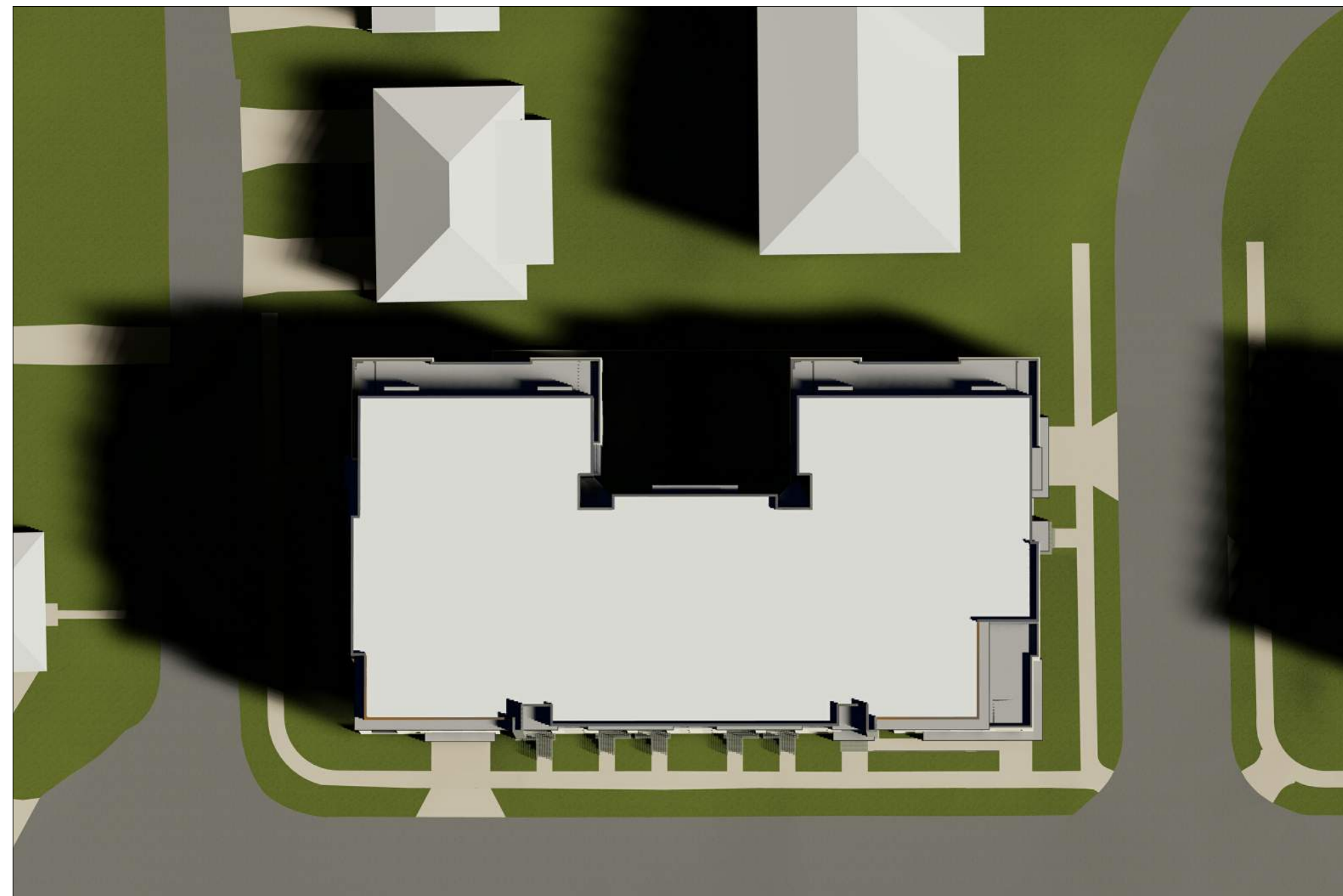
SUMMER - 5PM

HAMMERSLEY RD

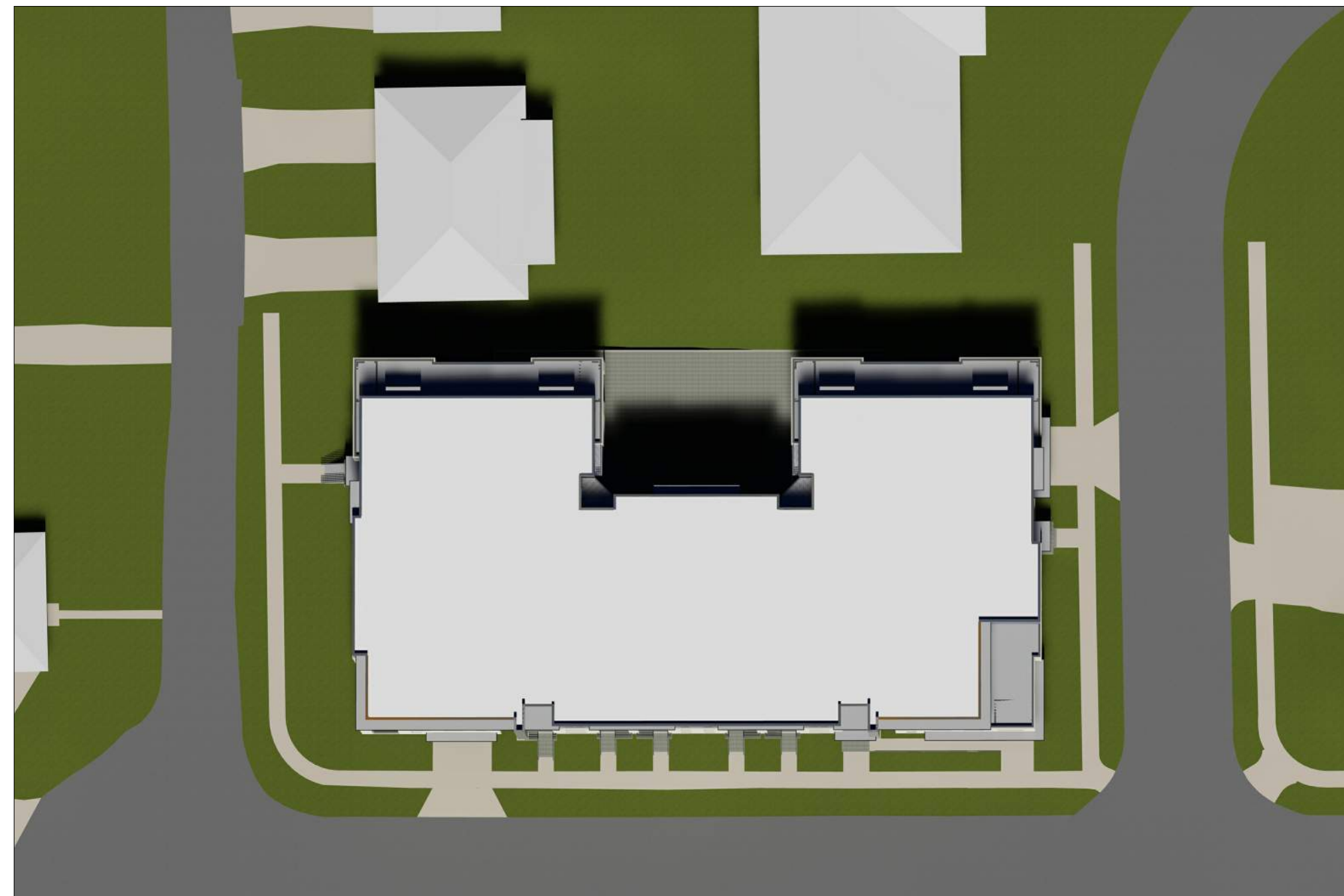
4606 HAMMERSLEY RD.  
MADISON, WI

SUN STUDY

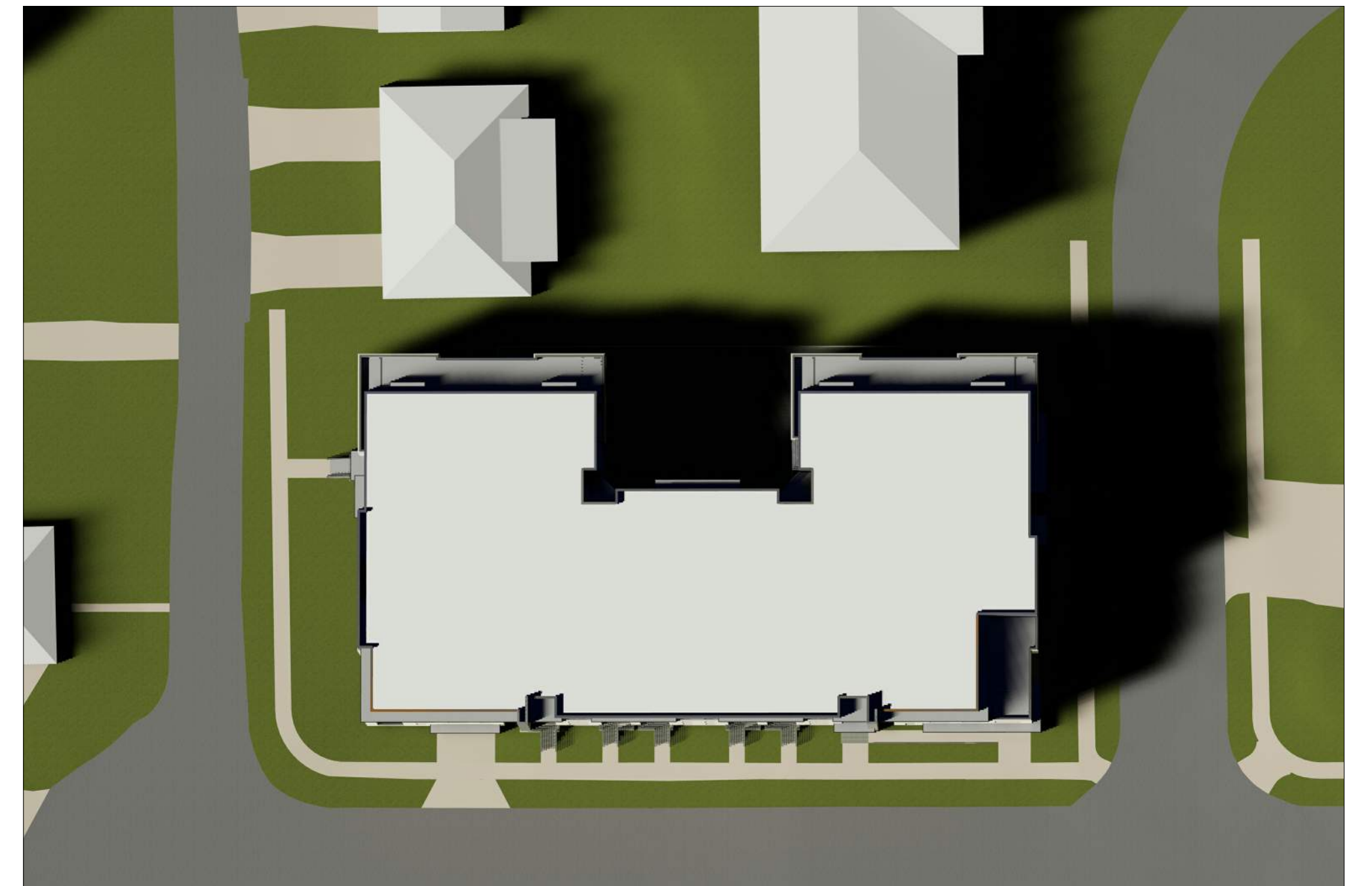




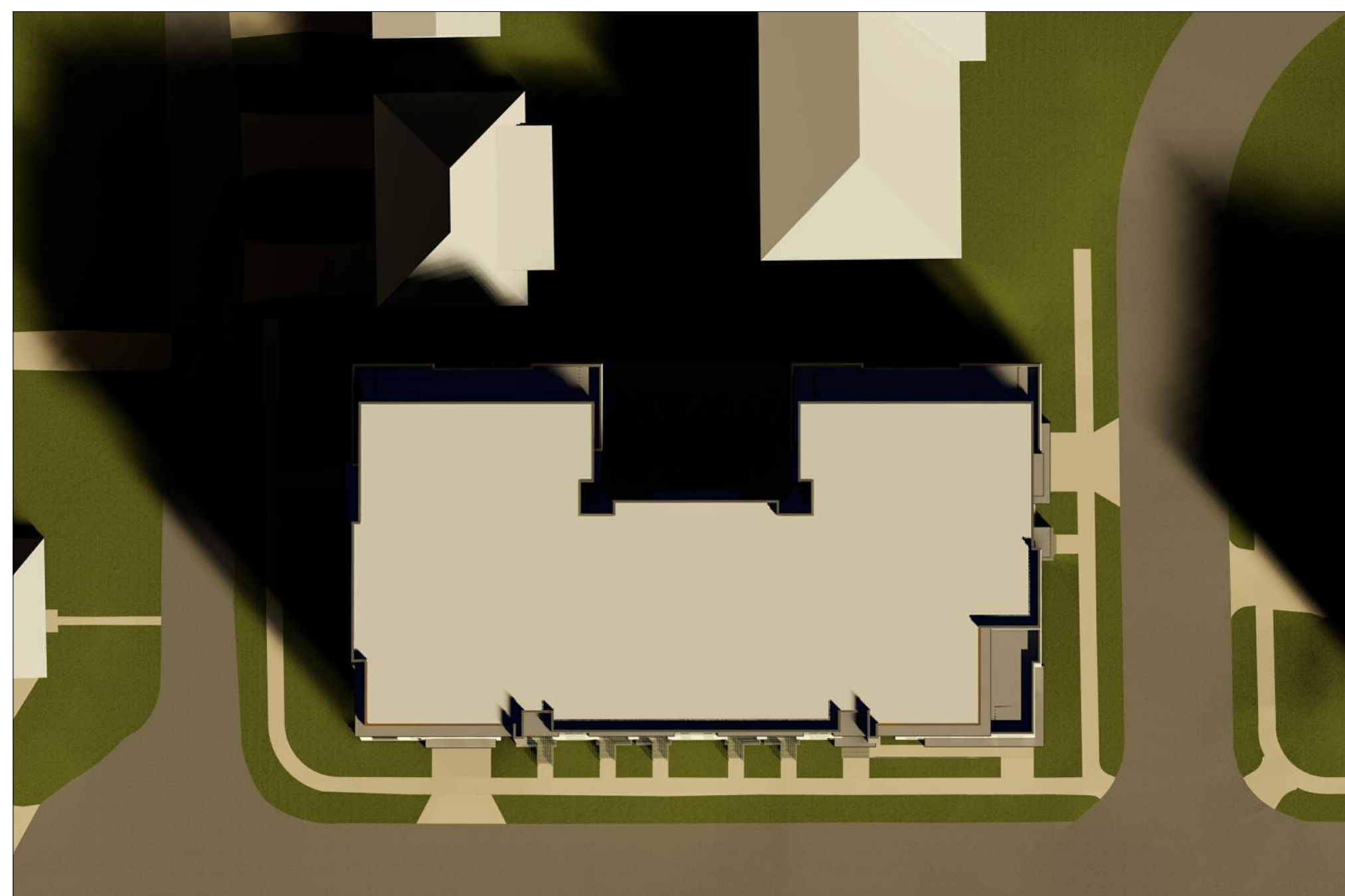
FALL - 8AM



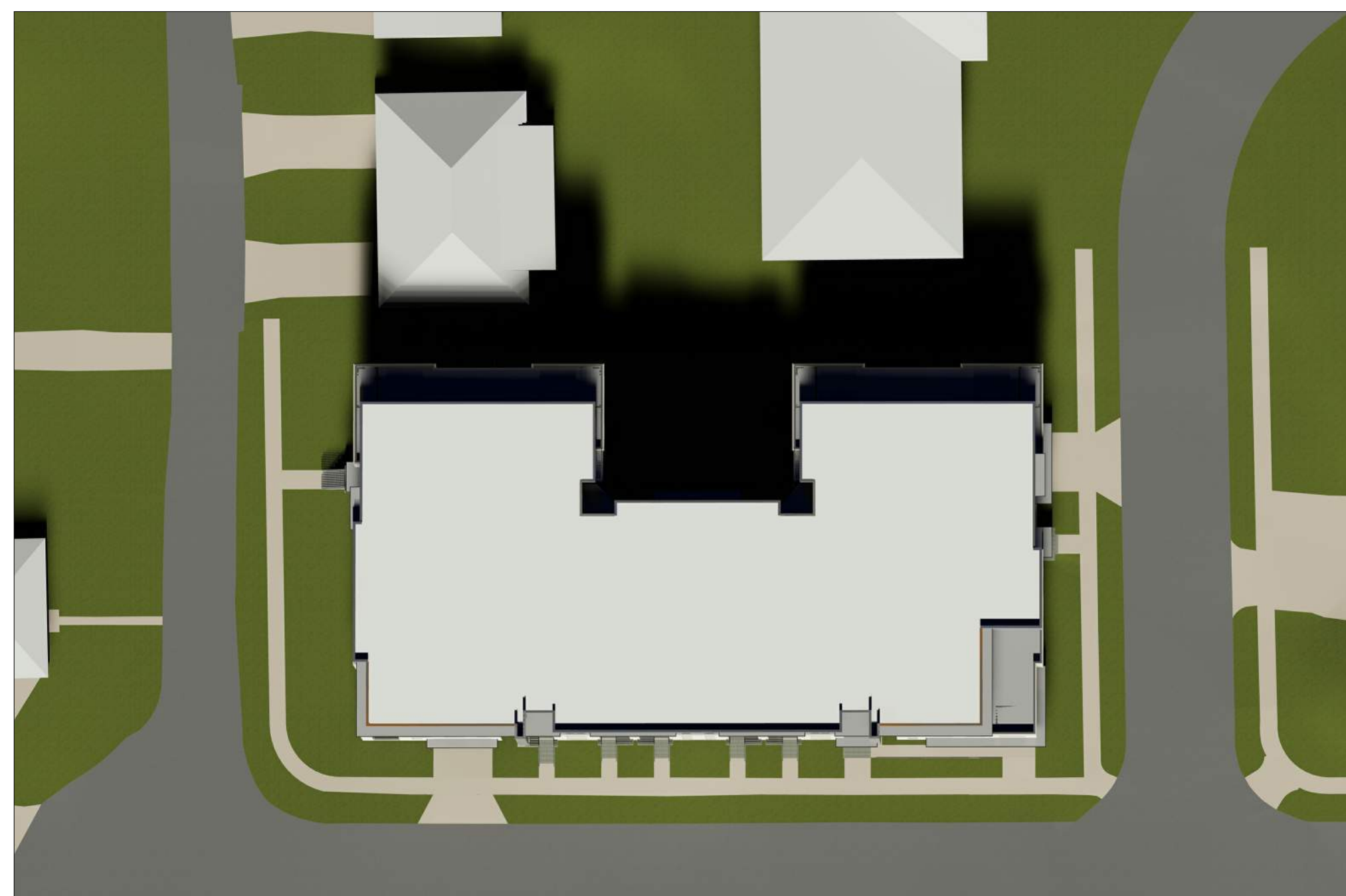
FALL - 12PM



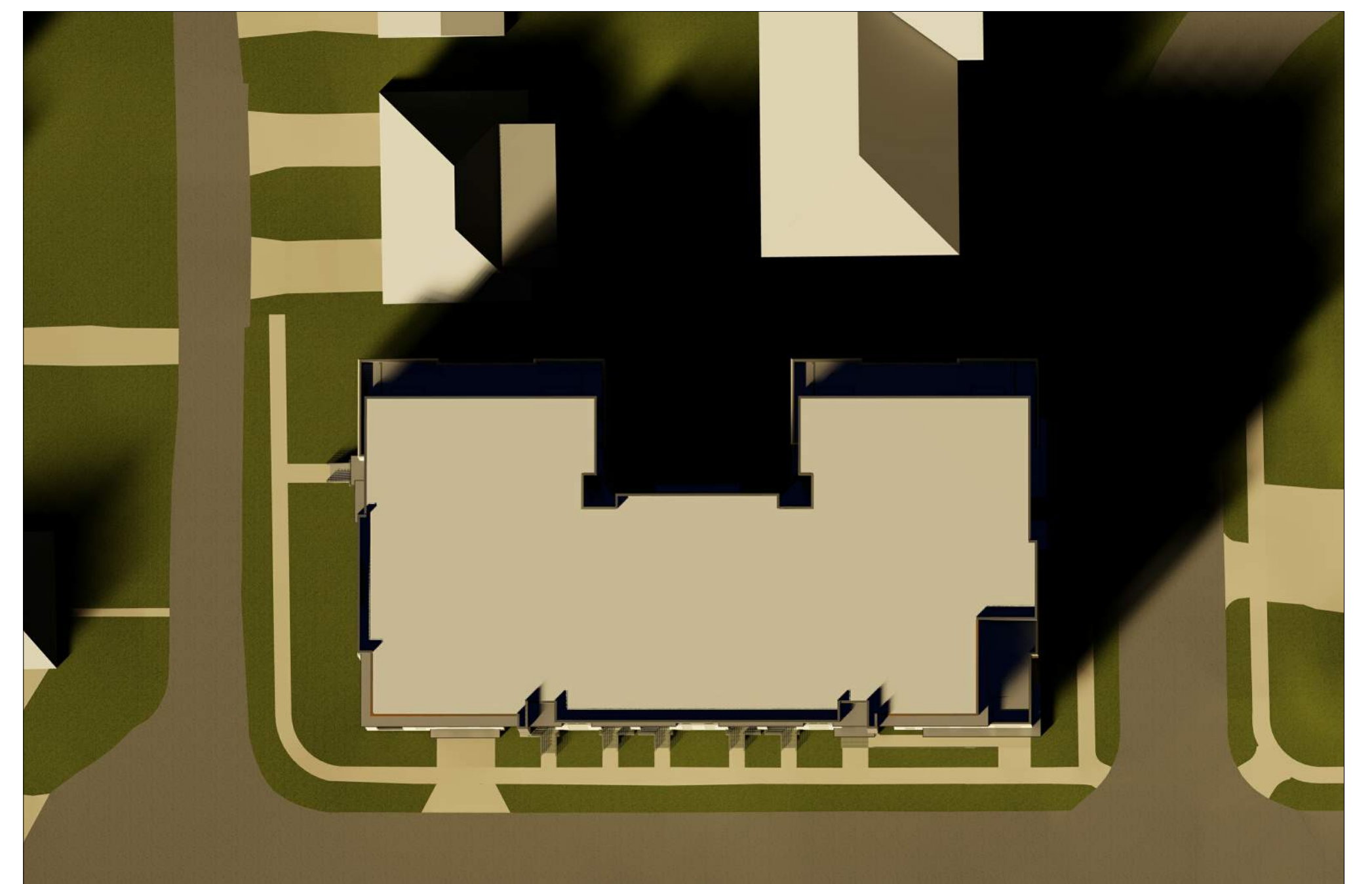
FALL - 4PM



WINTER - 9AM



WINTER - 12PM



WINTER - 3PM

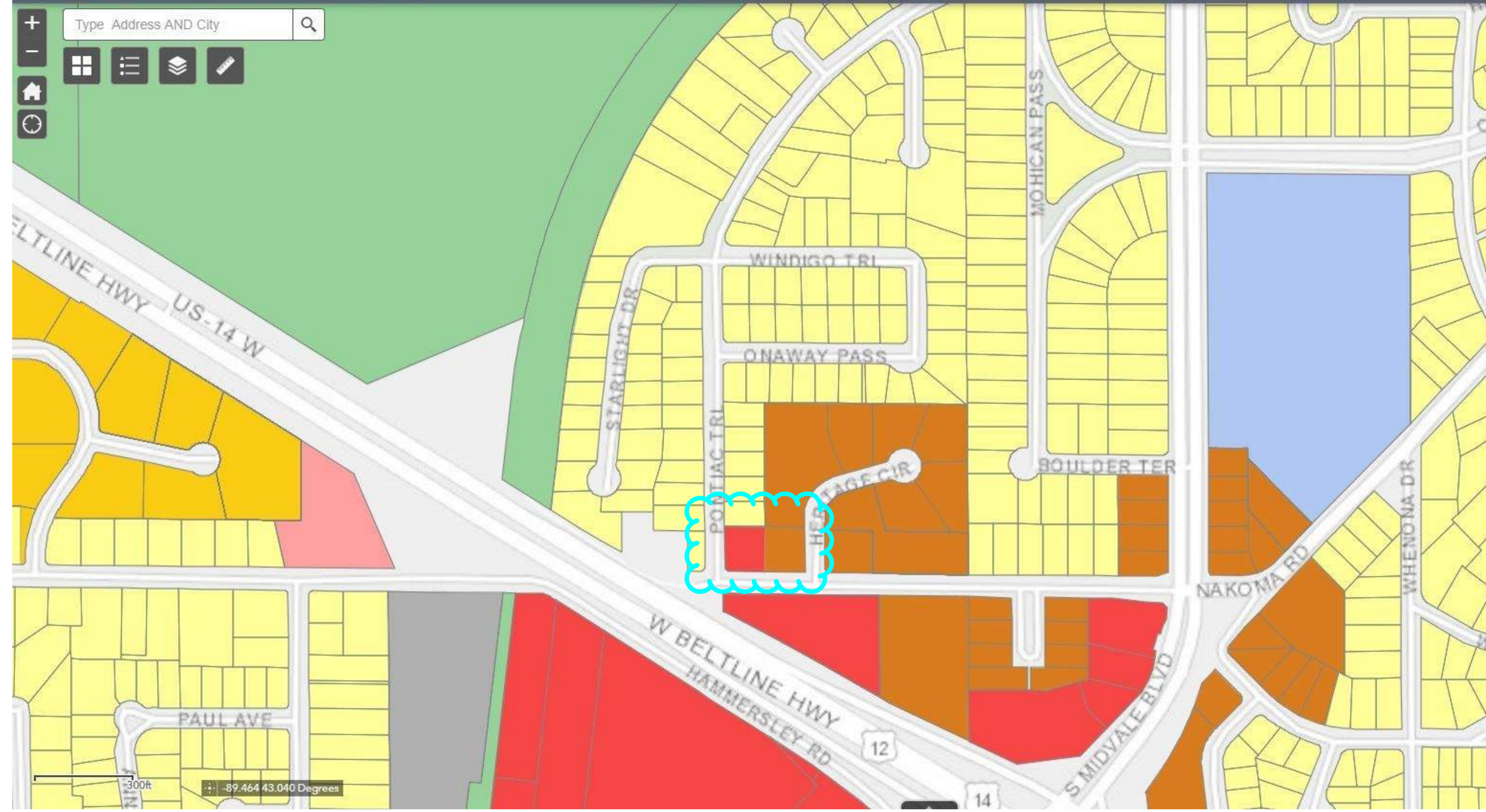
HAMMERSLEY RD

4606 HAMMERSLEY RD.  
MADISON, WI

SUN STUDY



knothe • bruce  
ARCHITECTS



**Legend**

Map Notes

- Proposed Centerlines
- Parcels

**Generalized Future Land Use**

- Low Residential (LR)
- Low-Medium Residential (LMR)
- Medium Residential (MR)
- High Residential (HR)
- Neighborhood Mixed-Use (NMU)
- Community Mixed-Use (CMU)
- Regional Mixed-Use (RMU)
- Downtown Mixed Use (DMU)
- Downtown Core (DC)
- General Commercial (GC)
- Employment (E)
- Industrial (I)
- Parks and Open Space (P)
- Special Institutional (SI)
- Airport (A)
- Neighborhood Planning Area (NPA)