APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL

DATE SUBMITTED: February 10, 2010
UDC MEETING DATE: February 17, 2010

PROJECT ADDRESS: 1723 Waldorf Blvd.
ALDERMANIC DISTRICT: Jed Sanborn - District #1

OWNER/DEVELOPER (Partners and/or Principals)
Barrow Ridge, LLC/ Terry Temple
120 E. Wilson 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
Middleton, Wisconsin 53562
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)
___ Specific Implementation Plan (SIP)
___ Planned Community Development (PCD)
___ General Development Plan (GDP)
X__ 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)
February 10, 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 53701-2985

Re: Letter of Intent  
PUD-GDP-SIP to Amended PUD-GDP-SIP  
Lot 95 Second Addition to Mid Town Commons  
1723 Waldorf Blvd.  
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: Barrow Ridge, LLC  
Contact: Terrence Temple  
120 E. Wilson Street  
Madison, WI 53703  
608-442-1820  
608-442-1824 fax

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

Landscape: Olson-Wills Landscaping, Inc.  
Contact: Paul Brickett  
4387 Schwartz Rd.  
Middleton, WI 53562  
608-827-9401  
brad@olsonwills.com

Engineer: I & S Group, Inc.  
Contact: Dave Glusick  
2690 Research Park, Suite H  
Madison, WI 53711  
608-442-9500  
608-442-9501 fax  
dave.glusick@is-grp.com
Letter of Intent  
Amended PUD-GDP-SIP  
Lot 95 Second Addition to Mid Town Commons  
February 10, 2010  
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**Introduction:**

Midtown Commons is a 79-acre development on the north side of Midtown Road east of Highway M on the City’s far west side. The development has been designed to create a Town Center within the larger Highpoint/Raymond neighborhood plan. A mix of uses and densities was planned including retail and office, residential, civic and institutional uses, parking and dedicated parkland.

A PUD-SIP for this particular site was previously approved on June 17, 2008, which provided 79 apartments in three multifamily buildings. An extension was granted for the approval on May 14, 2009. This revised submittal is for 80 apartment units in two multifamily buildings. The configuration and location of the remaining two buildings is substantially the same as the previously approved submittal. The underground parking areas for the buildings are now connected with an outdoor plaza area provided at the first floor level.

**Site Development Data**

**Densities:**
- Dwelling Units: 80 Units
- Lot Area: 65,340 S.F. (1.5 acres)
- Lot Area / D.U.: 816 S.F./ D.U.
- Density: 53 D.U. / Acre

**Usable Open Space:**
- Surface: 8,535 S.F.
- Balcony: 4,265 S.F.
- Total: 12,800 S.F.
- Usable Open Space / Dwelling Unit: 160 S.F./D.U.

**Dwelling Unit Mix:**
- Efficiency: 8
- One bedroom: 38
- One Bedroom with Den: 10
- Two bedroom: 24
- Total: 80

**Vehicular Parking Ratio:**
- Underground Garage: 67 stalls
- Surface Parking: 57 stalls
- Total Parking: 124 stalls
- Parking Ratio: 1.55 stalls/D.U.

**Bicycle Parking Ratio:**
- Underground Garage: 44 stalls
- Surface Parking: 21 stalls
- Total Parking: 65 stalls (50 + (30/2) = 65 required)
Site and Building Architecture:

The previously approved design contained two different building types. The revised proposal combines elements of both building types while maintaining the architectural quality of the previous design. As before, the architectural design utilizes traditional neighborhood design concepts. Urban forms line the perimeter streets with limited surface parking internal to the site.

The building height will remain four stories which provides a scale that is compatible with the surrounding properties. The exterior materials will continue to be a combination of a simulated stone base with upper levels of brick veneer and horizontal siding. The facades are well articulated and detailed and the effect is high quality urban-style architecture.

Project Schedule & Management:

This project is currently projected to start in the summer of 2010 with completion scheduled for spring, 2011. It is likely that both buildings will be constructed at the same time.

Social & Economic Impacts:

This development will have a positive social and economic impact. Moderately priced housing will be provided within the development and the construction of the facilities will provide employment for local businesses and trades people.

Thank you for your time in reviewing our proposal.

Very truly yours,

J. Randy Bruce, AIA
Managing Member
**Zoning Text**
Amended PUD-GDP-SIP
Lot 95 Second Addition to Mid Town Commons
1723 Waldorf Boulevard
January 6, 2010

**Legal Description:** Lot 95, Second Addition to Mid Town Commons.

A. **Statement of Purpose:** This zoning district is established to allow for the construction of 80 apartments.

B. **Permitted Uses:** Following are permitted uses within Mid Town Commons:
   1. Multifamily residential buildings.
   2. Accessory uses including but not limited to:
      a. Accessory uses directly associated with those permitted uses including but not limited to parking for residents and guests.
      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 and surface parking shall be provided as shown on the approved plans.

I. **Family Definition:** The family definition shall coincide with the definition given in M.G.O. 28.03 for the R-5 zoning district.

J. **Signage:** Signage will be allowed as per Chapter 31 of the Madison General Ordinances as compared to the R-5 district or signage will be provided as approved on the S.I.P. plans or as a minor alteration to the approved SIP which shall be approved by Urban Design Commission and the Planning Division.

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 Context
Site Locator Map
1723 Waldorf Blvd.
Lot 95 Mid Town Commons