

March 13, 2015

Ms. Katherine Cornwell
Department of Planning & Development
City of Madison
215 Martin Luther King Jr. Blvd
PO Box 2985
Madison, Wisconsin 53701



Re: Wingra Point II Residences
PD-SIP Application
1004 & 1032 S. Park Street
Madison, WI
KBA Project # 1433

Ms. Katherine Cornwell:

The following is submitted together with the plans and application for the staff, Plan Commission and Common Council consideration of approval.

Organizational Structure:

Owner/Developer:

Wingra Point 2 Residences, LLC
P.O. Box 620037
Middleton, WI 53562
Contact: Terrence R. Wall
terrence@twallenterprises.com

Architect:

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

Engineer:

Vierbicher
999 Fourier Drive Ste 201
Madison, WI 53717
608-826-0532
608-826-0530 fax
Contact: Joe Doyle
jdoyle@vierbicher.com

Landscape Design:

The Bruce Company
2830 Parmenter Street
P.O. Box 620330
Middleton, WI 53562
Phone: 608-836-7041
Contact: Rich Strohmenger
rstrohmenger@brucecompany.com

Introduction:

The triangular 1.65 acre site is located on the south corner of Park Street and Fish Hatchery Road and is part of an approved PUD-GDP that established a guide for redevelopment of the former Bancroft Dairy site. The PUD-GDP was approved by the Common Council on October 4, 2011 along with a PUD-SIP for the UW Wingra Clinic that is directly south of the subject site.

This proposal requests rezoning to a PD-SIP for the 1.65 acre site. It will create a dynamic mixed-use community that features attractive architecture and landscaping with density and uses that will support the surrounding businesses and residential neighborhood. In conjunction with this PD-SIP application a CSM will be submitted to combine the two underlying lots.

Project Description:

The proposed development consists of three buildings of three to six stories surrounding an elevated and landscaped courtyard. The development meets the surrounding streetscape with commercial uses at the corner of Park and Fish Hatchery, live-work spaces on Park Street and residential uses on Fish Hatchery. Parking is internalized within the first floor level or located in the basement parking garage. Residential apartments extend from the second through sixth floors with a range of unit types available. The buildings will contain 173 apartment units, 6,000 square feet commercial space and 5,000 square feet of live-work space. The live work units will allow the flexibility for residential or live-work use in the near term or commercial use later as demand in the neighborhood strengthens.

The UW/Wingra Clinic plan provided a shared drive for vehicular access to the site from either Park Street or Fish Hatchery. This PD-SIP includes an additional drive entry on Park Street to support the commercial uses on the corner. All three drive entries provide access to the enclosed parking and distribute the traffic impacts. Automobile parking is provided at an excess of 1 stall per unit. Bicycle parking is designed to meet the City requirements.

The property is in the Bay Creek Neighborhood Association and within the boundaries of UDD 7, the South Madison Neighborhood Plan, the Wingra BUILD plan and an approved PD-GDP. The proposed development is generally consistent with those plans.

Site Development Data:

Densities:

Lot Area	71,647 S.F. or 1.64 acres
Dwelling Units	173 units
Lot Area / D.U.	414 S.F./unit
Density	105 units/acre
Lot Coverage	53,000 S.F.
Usable Open Space	17,717 S.F.

Floor Area Ratio:

Commercial	6,000 S.F.
Live/Work Space	5,000 S.F.
First Level Parking	29,500
<u>Residential</u>	<u>181,600 S.F.</u>
Gross Floor Area	222,100S.F.
Floor Area Ratio	3

Dwelling Unit Mix: Apartments

Town Houses	6
Studio	41
One Bedroom	72
<u>Two Bedroom</u>	<u>54</u>
Total	173

Vehicle Parking Stalls

Surface	66
<u>Underground</u>	<u>111</u>
Total	177

Bicycle parking Stalls

Surface	53
<u>Underground</u>	<u>147</u>
Total	200

Building Height: 3-6 Stories

Project Schedule

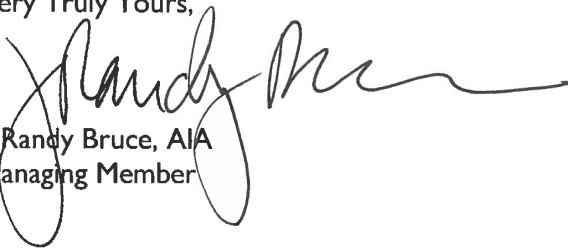
This project will be a phased development with construction of the first phase commencing in fall 2015 with scheduled completion/occupancy slated for spring 2017. The second phase will follow as market conditions dictate and is currently expected to start in 2017.

Hours of Operation:

The residential apartments property will be a professionally managed apartment community. The building will have an on-site management office with of operation are expected to be from 8:00 A.M. – 5:00 P.M., Monday through Friday, with scheduled appointments at other times. The hours of operation for the commercial spaces on the first floor will vary depending on the specific commercial user.

Thank you for your time in reviewing our proposal.

Very Truly Yours,

A handwritten signature in black ink, appearing to read "Randy Bruce", written over the typed name.

J. Randy Bruce, AIA
Managing Member