

September 19, 2007

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

Re: Letter of Intent
R-6 to PUD-GDP
1022 West Johnson Street
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 and approval.

Organizational structure:

Project: 1022 West Johnson
Madison, WI

Owner: Ten Twenty Two, LLC
John Leja, Managing Member
c/o Michael Best & Friedrich, LLP
1 S. Pinckney St. Ste 700
(608) 257-3501
(608) 283-2275 fax
Contact: Bill White
WFWhite@michaelbest.com

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

Develop- Housing Resource Group, LLC
ment 448 W. Washington Ste 100
Assistance: Madison, WI 53703
(608) 258-8289
(608) 255-5005
Contact: Steve Silverberg
ssilver@chorus.net

Landscape Ken Saiki Design
Design: 303 S. Paterson St. Ste 1
Madison, WI 53703
(608) 251-3600
Contact: Ken Saiki
ksaiki@ksd-la.com

Historic Preservation Consultant: Isthmus Architecture, Inc.
616 Williamson St.
Madison, WI 53703
(608) 294-0206
Contact: Charlie Quagliana
quagliana@is-arch.com

Engineer: Calkins Engineering
5010 Voges Road
Madison, WI 53718
(608) 838-0444
(608) 838-0445 fax
Contact: Dave Glusick
dglusick@calkinsengineering.com

Introduction:

This project proposes the redevelopment of six lots on the northeast corner of West Johnson and North Mills Street. The properties have been owned for many decades by two religious organizations, Luther Memorial and the Francis Wayland Foundation, who are looking to sell their property in order to reinvest in their core ministries. As part of this proposal, a CSM will be submitted to create the appropriate development parcel.

The 28,000 square foot site is currently zoned R-6 and occupied by a surface parking lot on the street corner and two houses at 1022 W. Johnson Street and 309 N. Mills Street. Both houses were constructed near the turn of the century and have been operated as UW student rooming houses by the non-profit Francis Wayland Foundation since the 1950's as part of their Christian ministry.

The site is well located on the southern edge of the UW-Madison campus and presents an excellent opportunity for infill redevelopment. The development proposal envisions new, higher density housing that will complement the University's development plans, including the new Discovery Center, while enhancing the emerging West Johnson Street Corridor. Redevelopment of the property helps the religious organizations and augments their ability to continue serving the downtown/campus community.

Project Description:

The redevelopment plans for a 14-story residential building with a total of 162 units in a range of apartment sizes. Residents for the building could include students, graduate assistants, university staff and researchers associated with the Discovery Center.

The building integrates into its urban context with a strong presence on the street corner. A generous landscaped plaza and associated commons area activate the street corner. Appropriate building setbacks and a comprehensive landscape and street terrace plan substantially improve the pedestrian streetscape on this corner of campus. Pedestrian access is clearly articulated off the corner and plaza space.

Vehicular access is provided from a shared driveway along the east side of the site. The driveway will improve an existing one-way drive, which will be widened to provide two-way access between West Johnson Street and Conklin Place for residents and emergency vehicles. Parking for 160 cars is provided in an underground parking garage. Convenient bicycle and moped parking is provided both on-site and within the underground parking structure

Site Development Data:

Dwelling Unit Mix:

Efficiency	21
One-Bedroom	33
Two-Bedroom	37
Three-Bedroom	27
Four-Bedroom	35
<u>Four-Bedroom+ Den</u>	<u>9</u>
Total dwelling Units	162

Densities:

Lot Area	27,933 SF or .64 acres
Lot Area / D.U.	172 SF/unit
Density	253 units/acre

Building Height:

14 Stories

Floor Area Ratio:

Total Floor Area (floors 1-14)	175,810 SF
Floor Area Ratio	6.29

Parking Ratios:

Automobile parking (underground)	160 stalls	1.0 spaces/unit
Moped parking (surface)	21 stalls	.13 spaces/unit
Bicycle parking (underground)	69 stalls	.42 spaces/unit
Bicycle parking (surface)	37 stalls	.23 spaces/unit

Comprehensive Plan and UW-Madison Campus Master Plan:

Neither of the major land-use plans directly addresses the subject site. The City of Madison Comprehensive Plan defers to the UW-Madison Campus Master Plan, while the Master Plan does not include the site within its scope. In meetings with University officials they have reiterated that the property is not in their current or future plans for growth. Although the site is not directly within the City of Madison Comprehensive Plan, the development proposal does meet many of the objectives of the plan:

- It promotes land-use diversification and increases in development densities in the downtown/campus area.
- It increases the amount of housing available to the University population within walking distance to campus and downtown.
- It decreases rental housing demand in residential neighborhoods bordering campus, encouraging the increase in single family and campus/downtown worker home ownership.
- It supports the University as an employment generator by complementing the proposed Discovery Center.
- It does not result in extensive demolition of quality existing housing that is valuable to the neighborhood.

Downtown Design Standards:

Although this site is not in a downtown design district, the architectural requirements of the Downtown Design Zone 2 are worthy of review and comparison to this proposal. The following is a discussion of the project design as outlined in the Zone 2 guidelines:

Building Height

Height: The building height is consistent with the buildings in the immediate surroundings. It has a total of 14 stories with multiple step-backs and exceptional building design.

Floor Area Ratio: The FAR is 6.29.

Exterior Building Design

Massing: The building massing has been defined into clear and appropriately scaled components to ensure compatibility with the nearby structures. The building is composed of twelve stories of glass and masonry architecture that steps back at the thirteenth floor to a lighter glass and precast concrete expression. Additional step-backs and architectural differentiation is provided to create a four story street presence as the building meets the adjoining parcels. The window composition and precast concrete from the upper levels is also used at lower elevations to enhance the scale, composition and consistency of the entire architecture.

Orientation: The building is directly oriented to the public sidewalk and street corner. At the lower level the building façade opens into an arcade that provides a transition between the building interior and the more public plaza space.

Building Components: The building has a clear base, body and cap, which are consistently reinforced in the four story, twelve story and fourteen story elements. The two-story base, while contemporary, is a derivative of the historic campus architecture on the north side of University Avenue with a highly detailed masonry and glass architecture. The mechanical equipment is screened within the penthouse.

Articulation: The building is well articulated with vertical modulation, horizontal step-backs and finely composed window patterns. The articulation is achieved by incorporating a variety of floor plans, unit sizes and types and is reinforced with the use of exterior materials.

Openings: The size and rhythm of the window openings within the body of the building express a traditional residential architecture. At the base, the building becomes more transparent and the larger openings are reflective of the urban context. The garage and service areas are screened from street view.

Materials: A variety of materials are used to reinforce the building articulation and to provide visual interest. Traditional brick and glass materials are used in conjunction with more contemporary glass and precast concrete panels for a durable building shell. The materials are used in a consistent manner across all the building facades.

Entry treatment: The building has a clearly defined pedestrian entry on the corner, which opens to the plaza and public sidewalk.

Terminal Views and High Visibility Corners: The building site is located at a street corner and the architecture has been designed to respond to its location. A strong architectural element is defined at the corner, which references the bell tower of the adjacent Luther Memorial church.

Site Design / Function

Semi-Public Spaces: The street-side setback has been devoted to a thoughtfully designed semi-public plaza space. A landscaped plaza with raised planters at the perimeter provides an area for the building and its occupants to interact with the street. The Commons area within the building opens to the plaza and integrating the interior and exterior spaces of the building.

Landscaping: A detailed and comprehensive landscape and hardscape plan has been prepared that compliments the building architecture and provides an attractive ground plane that is easily maintained. Raised planters, scored concrete patios and terraces, and crushed stone are used to enhance the architecture and define interesting private, public and semi-public spaces.

Lighting: Exterior lighting will be limited to the lower floor levels and will be used to provide appropriate lighting at the entry and terrace areas and to highlight the awnings along the streetscape. The ambient lighting from within the building will light the upper levels of the building without producing excessive light pollution.

Interior Building Design

Mix of Dwelling Unit Types: A wide variety of unit sizes and types are available within the building from studio apartments to four bedroom apartments.

Dwelling Unit Size, Type and Layout: The unit sizes are larger than typical student housing to provide living areas that are sufficient for proper furniture placement and to meet the social needs of the occupants. Some of the bedrooms in the apartments are sized to allow for double-occupancy, however, the bedrooms in the larger apartments are sized to discourage multiple occupants and limit occupancies to no more than five unrelated individuals.

Interior Entryway: The entryway has a transparent vestibule leading to an inviting commons area and elevator lobby.

Usable Open Space: Both private and public open spaces are provided. The street level plaza provides a public space at the corner of Johnson and Mills, while a south facing roof terrace above the twelfth floor becomes a space for semi-public social gatherings. Private balconies and patios provide private outdoor spaces to each apartment and exceed the 4 feet by 8 feet suggested minimum size.

Trash Storage: A centrally located trash chute will be located on each floor for the convenience of the residents. The trash is then collected in the basement level of the building and compacted. The refuse management company will have easy access to the basement trash room from the overhead garage door.

Off-Street Loading: An off-street loading zone is provided off of Conklin Place allowing for convenient resident pick-up and drop-off area and incidental deliveries to the building.

Resident Parking for Vehicles, Bicycles and Mopeds: A significant number of parking spaces are provided in the multilevel underground parking garage. Based on the applicants experience the level of parking provided should exceed the immediate needs of the residents but will allow for future needs and market conditions. Adequate and convenient bicycle and moped parking is also provided both on-site and in the parking garage. The on-site bicycle parking is conveniently located near the building entry.

Building Security and Management: The building will be professionally managed and an on-site management office on the first floor of the building will provide a continuous management presence. The building will have security entrances and surveillance cameras in the public areas to promote the safety and well-being of the residents. A management plan will be supplied for city staff and plan commission review.

Existing Structures:

The site contains two houses at 1022 E. Johnson Street and 309 N. Mills Street that will be relocated or removed. The structure at 1022 E. Johnson Street is a typical “worker” home of the era. The structure at 309 N. Mills is of more complex history. Originally designed by others, it was extensively remodeled by Claude and Stark Architects in 1905. Many of its former elements have been lost or removed over time.

The developers have retained a local independent architectural historian to examine the houses. An objective review of the houses revealed neither has the appropriate combination of criteria qualifying them for City of Madison Landmark Status. These characteristics include the context, integrity and significance of the structures, as well as their current economic viability. Most significantly the context of these two structures is absent within the larger University buildings.

The developer intends to take all practical steps to move the houses to better residential locations and will work with an independent firm to assist them in this effort. In the event this relocation effort is not successful, the developer will take steps necessary to create and follow a sensitive materials reuse and recycling plan associated with the removal of the houses. The developer would intend, under this latter scenario, to remove and appropriately incorporate the few preserved interior elements of 309 N. Mills into the new building’s common area lounge/reading room.

Demolition Standards:

Section 28.04(22) of the Madison Zoning Code outlines the standards by which a demolition permit may be issued. These standards require that the Plan Commission find that the requested demolition and proposed use are compatible with the intent and purposes of the zoning code. Although the zoning code clearly encourages the preservation of existing structures, its purpose also includes promoting the general welfare of the city, encouraging the most appropriate land uses and conserving and enhancing the taxable value of lands and buildings.

As the Plan Commission considers the demolition request the following standards are to be considered:

- The effects the proposed demolition and use would have on the normal and orderly development and improvement of the surrounding properties.
- Reasonableness of efforts to relocate the buildings including the costs of relocation and the limits that the location of the building would have on its relocation.
- Availability of affordable housing after giving due consideration of the master plan.
- Encourage the reuse and recycling of the materials from the buildings.

Given consideration of the context of the structures, the objectives and goals of the Comprehensive Plan and the efforts to relocate the buildings, we believe that the demolition standards can be met.

Project Schedule:

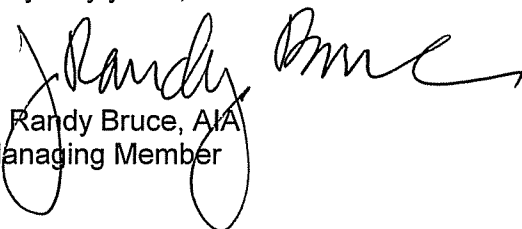
It is anticipated that construction will start in April of 2008 and be completed by August of 2009.

Social & Economic Impacts:

This development will have a positive social and economic impact. The development will substantially increase the city tax base on an infill site with minimal, if any, increased costs to the city. New higher-density housing in the central city reduces vehicular traffic and promotes mass-transit, pedestrian and bicycle circulation. It also promotes the relocation of student residents from existing rental houses in the surrounding older neighborhoods so that those homes may transition back to owner occupancy.

Thank you for your time in reviewing our proposal.

Very truly yours,



J. Randy Bruce, AIA
Managing Member