

November 14, 2012

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  
Major Amendment to GDP-SIP  
1033 High Street  
Madison, Wisconsin

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: T. Wall Enterprises  
P.O. Box 620037  
Middleton, WI  
608-345-0701  
Contact: Terrence Wall

Landscape Design: Rich Strohmenger  
The Bruce Company  
2830 Parmenter Street  
Middleton, WI 53562  
(608) 836-7041  
rstrohmenger@brucecompany.com

Engineer: D'Onofrio, Kottke and Associates  
7530 Westward Way  
Madison, WI 53717  
608-833-7530  
608-833-1089 fax  
Contact: Dan Day  
dday@donofrio.cc

Architect: 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](mailto:rbruce@knothebruce.com)

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**Introduction:**

The proposed site is located on the west side of Fish Hatchery Road and extends between South Brooks Street and High Street. It is currently a surface parking lot and is surrounded by one and two family residences to the west and commercial uses along South Park Street. Park Street and Fish Hatchery are both primary arterials to downtown Madison and five bus lines serve the intersection.

The approved GDP, dated January 7, 2010, proposed a 4 story, 62 unit apartment building for work force housing. The GDP was amended to a senior housing development of 63 units with underground parking and approved on January 18, 2011. The proposed project is market rate housing with 67 units and underground parking.

**Wingra Creek BUILD plan:**

The site is within the recently adopted Wingra Creek BUILD redevelopment plan. The redevelopment plan suggests medium to higher density residential with a target density of 30 to 50 dwelling units per acre.

**Project Description:**

The Specific Implementation Plan proposes a 4 story, 67 unit apartment building with underground parking for 61 cars. The building provides a residential street-edge along Fish Hatchery Road, High Street and Brooks Street, creating a pedestrian friendly environment. Compact landscaped front yards surround the residential streets, and street trees will line all three sides of the site to soften the architecture and shade the sidewalks.

Vehicular access to the underground parking is available on Brooks Street. The surface parking area will be accessed from High Street and will provide parking for visitors. Bicycle parking can be provided both underground and on surface to accommodate the needs of the public and residents.

The building will have an attractive architectural presence and will use a combination of masonry and fiber-cement horizontal siding for a durable and low maintenance exterior.

**Site Development Data:**

<u>Densities:</u>	<u>Amendment</u>	<u>As Approved on January 18, 2011</u>
Lot Area	33,000 S.F.	Same
Acres	0.75	Same
Dwelling Units	67 units	63 units
Lot Area/D.U.	492.5 S.F./unit	523.8 S.F./unit
Density	89 units/acre	84 units/acre

**Dwelling Unit Mix:**

Efficiency	13	0
One Bedroom	40	35
Two Bedroom	14	21
Three Bedroom	0	7
Total dwelling Units	67	63

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Building Heights: 4 Stories (54' High) Same

Floor Area:  
Gross Floor Area 62,427 s.f.  
(Excludes Underground parking)

Floor Area Ratio: 1.89

Vehicle Parking Stalls

Surface	5	3
<u>Underground</u>	<u>61</u>	<u>63</u>
Total	66	66
Ratio	.98 stalls/unit	1.04 stalls/unit

Bicycle Parking Stalls

Surface	24	Same
<u>Underground</u>	<u>46</u>	<u>Same</u>
Total	70 (50 + 17(.5) = 59 required)	

Loading:

One off-street loading zone will be provided for this project located off of High Street.

Project Schedule:

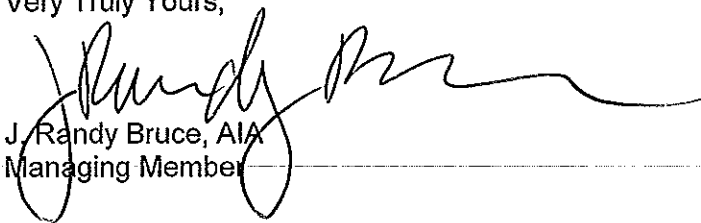
It is currently anticipated that construction will begin once the development approvals are in place in the spring of 2013. Construction for the entire project will be completed within twelve months. The scheduled start date may vary depending on financing or market conditions.

Social & Economic Impacts:

This development will have a positive social and economic impact. It meets the goals of "Smart Growth" and will substantially increase the city tax base on an infill site with minimal increased cost to the City. The residential redevelopment achieves many of the goals of the Wingra Creek BUILD Master Plan and provides high-quality rental housing in a location that will minimize automobile traffic.

Thank you for your time in reviewing our proposal.

Very Truly Yours,

  
J. Randy Bruce, AIA  
Managing Member

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