

March 8, 2006

Mr. Brad Murphy
City of Madison
Planning & Development
215 Martin Luther King Jr. Blvd
PO Box 2985
Madison, WI 53701-24985

Re: Letter of Intent
A Planned Commercial & Residential Development
1513 Lake Point Drive
Conditional Use Application

Dear Mr. Murphy:

The following is submitted together with plans and application for staff, plan commission and council consideration of approval of the proposed development.

Project:	1513 Lake Point A mixed-use development 1513 Lake Point Drive	Civil Engineer:	Roxanne Johnson Calkins Engineering, LLC P.O. Box 379 McFarland, WI 53558 608-838-0444 608-833-0746 rjohnson@calkinsengineering.com
Developer:	Scott Norton Norton Building Company 5121 Hilltop Road Madison, WI 53711 608-274-9020 nortonbuilding@charter.net	Landscape Architect:	Richard Carlson The Bruce Company 2830 W. Beltline Hwy Middleton, WI 53562 608-836-7041 cad@bruceco.com
Architect:	Knothe & Bruce Architects, LLC 7601 University Avenue, Ste 201 Middleton, WI 53562 608-836-3690 608-836-6934 rbruce@knothebruce.com		

7601 University Ave, Ste 201
Middleton, Wisconsin 53562
p (608) 836-3690
f (608) 836-6934

Overview:

This site was previously developed with multifamily housing that was razed as part of the Broadway-Simpson redevelopment. The neighborhood plan calls for the site to be medium-high density multi-family housing. This proposal is for a mixed-use development with 50 housing units and 20,000 square feet of commercial use. The site is currently zoned C-2 and allows for the proposed uses in a combined Planned Residential District (PRD) and Planned Commercial District (PCD) conditional-use.

The project will be a phased development. Specific plans are presented for Buildings 1, 2 and 3 at this time. Plans for Building 4 will be submitted at a later date. A Certified Survey Map will be submitted concurrently with this application, which will properly subdivide this property. The CSM allows for separate ownership and/or financing of the phased development.

Since the site will not be rezoned, the Inclusionary Zoning ordinance does not apply. The housing will be developed for either condominium-ownership or as an age-restricted senior housing apartment community. The final decision on the type of housing will be made as financing plans are further developed.

Project Description:

The project is a planned mixed-use development with four separate buildings arranged on a site of approximately 3.2 acres. The buildings and uses are generally arranged to orient the commercial uses towards West Broadway Avenue and the residential use towards Lake Point Drive. The intent is to enhance the residential streetscape of Lake Point while taking advantage of the commercial opportunities that Broadway Avenue offers.

Vehicular access is obtained at two locations on Lake Point and at one on Broadway. The Broadway Avenue access is an existing access drive with a median break to allow left turns into and off of the site. The easterly Lake Point Drive access is also existing and will be shared with the existing restaurant on the corner of Lake Point and Bridge (an easement for cross access will be provided). The parking areas are distributed around the site to provide adequate convenient parking for the commercial users. Parking for the residential use is located in the underground parking garages and provide 1.3 stalls/unit of covered and secure parking. Additional parking for residents and guests will be available on Lake Point Drive as well as in the surface parking areas. Two off-street loading spaces are provided off the main parking area.

Buildings 1 and 2 are three story buildings with commercial-residential mixed occupancy on the first floor and residential use on the upper two levels. The buildings are "U"-shaped and form a private central courtyard for the residents. Building 3 is a 2 story building planned for a restaurant use. A future building #4 is planned on the west end of the site for a banking facility with drive-thru lanes. All of the buildings will be cohesively designed for a well planned and attractive community.

Site Development Statistics:

Lot Area: 139,262 S. F./3.2 acres

Commercial Floor Area: 19,800 S. F.

Residential Floor Area: 119,200 S. F.

Total Floor Area: 139,000 S. F.

Floor Area Ratio (F.A./Lot Area): $139,000/139,262 = 1.0$

Dwelling Unit Mix

One Bedroom 12

Two Bedroom 38

Total 50

Required Lot Area

1,000 x 12 one-bedrooms = 12,000 S. F.

1,300 x 38 two-bedrooms = 49,400 S. F.

Total 50 = 61,400 S. F.

Usable Open Space:

12 one-bedrooms x 160 S. F. = 1,920 S. F.

38 two-bedrooms x 320 S. F. = 12,160 S. F.

Total Required Open Space 14,080 S. F.

Provided Open Space: 15,600 S. F.

Required Parking

1.25 Stalls x 12 one-bedrooms = 15

1.5 Stalls x 38 two-bedrooms = 57

1:300 S. F. x 15,000 S. F. commercial = 50

1 stall x 30% x 150 persons restaurant = 45

Total Required Stalls 167

Vehicle Parking Provided:

Surface 114 (incl. 5 accessible)

Underground 64 (incl. 4 accessible)

Total 178

Bike Parking Provided:

Surface 35

Underground 26

Total 61

Loading Zones Provided: 2 (10' x 35')

Letter of Intent - SIP
Cortland Commons
8210 Watts Road
March 26, 2003

Project Schedule and Management:

Construction of this development will be phased. Construction of Building 2 and 3 is expected to start in summer of 2006 with completion the following spring. The remaining buildings will proceed as economic conditions dictate and are expected to be completed by spring 2009.

It is planned that each lot within this development could be individually owned although a management agreement will require unified property management for the entire site. Private professional management will handle all services such as trash removal and grounds and building maintenance. A cross-access, parking and maintenance agreement will provide for joint vehicular and pedestrian circulation between the lots.

Thank you for your time in reviewing this proposal.

Very truly yours,

A handwritten signature in black ink, appearing to read "J. Randy Bruce", written over a printed name and title.

J. Randy Bruce, AIA
Managing Member

JRB/kas