



REVISED February 19, 2014

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

Re: Letter of Intent
Rezoning from DR1 to UMX
17, 19, 25 N. Webster Street, 201 E. Mifflin
Madison, WI

Dear Ms. Cornwell,

The following is submitted together with the plans and application for staff review and approval.

Organizational structure:

Owner: Fred Rouse
Rouse Management
2428 Perry Street
Madison, WI 53713
608-251-5382
608-251-5350 fax
Contact: Fred Rouse
info@rousemgmt.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 The Bruce Company
Design: 2830 Parmenter Street
Middleton, WI 53562
(608) 836-7041
Contact: Rich Strohmenger
rstrohmenger@brucecompany.com

Introduction:

The proposed site is located on the northwest corner of North Webster Street and East Mifflin Street. The site is currently occupied by 4 older rental housing buildings. The proposed development will implement a portion of the Madison Downtown Plan providing new housing options for the neighborhood.

The developer has had several meetings with the neighborhood representatives and has made serious efforts and changes to the initial proposal in an effort to improve the proposal from the neighborhoods perspective. Rouse Management is planning to develop, own and manage this property for the long-term and looks forward to positive relationships with the adjoining property owners and neighborhood at large.

Demolition Standards:

This proposed development envisions the deconstruction of (4) structures that currently exist on the site. A recycling and re-use plan for the buildings will be prepared and submitted to staff for review and approval prior to applying for the demolition permit.

Section 28.185(7) 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.

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.
- The limits that the location of the building would place on efforts to relocate it, and the availability of affordable housing.

Given the recommendations of the Madison Downtown Plan we believe that the demolition standards can be met.

Project Description:

The project consists of a six story, 49 unit multi-family building. Vehicular access to the site is achieved from East Mifflin Street to the northeast of the site. Underground level parking area provides parking for 43 cars, including 1 stall for a shared car. Bicycle parking is provided on-site and within the parking garage.

The exterior open space of the development provides attractive private and public areas for the residents and guests. The private roof terraces and balconies provide residents with usable open space. The site is adjacent to the historic Lamp House. The development plans for this project have been substantially revised and we have designed the new proposal to meet following the Ad Hoc report recommendations (recommendations in bold, proposal in italics):

- **No change in land use recommendations from Downtown Plan (Predominantly Residential).** *The proposed land-use is residential.*
- **No change in maximum building height from Downtown Plan/Zoning Code (6 stories).** *The maximum building height is limited to 6 stories.*
- **Redevelopment is acceptable, but should require a shadow study to ensure meaningful sunlight reaches the Lamp House rooftop at the equinoxes.** Design characteristics to achieve an adequate amount of light may include, but are not limited to, setbacks, stepbacks and gaps between large building masses. *Shadow studies for the fall equinox show that meaningful*

sunlight reaches the Lamp House roof. The proposed building does not have any impact before 2:00 PM.

- **A street view or views along this block face should be encouraged to remain in some form, but not be required.** *A street view to the Lamp House is maintained at the pedestrian level.*
- **The front walls of the existing buildings are generally acceptable as front yard setbacks for redevelopment.** *The front setback is generally consistent with the setbacks of the existing structures.*
- **Redevelopment should enhance the character of the “outdoor room” in which the Lamp House sits by maintaining the setbacks currently established by the rear facades of the existing structures. Other measures to enhance the character of the “outdoor room” include using high quality architectural materials, darker tones to contrast with the lightness of the Lamp House, articulating facades that face the Lamp House, stepping down the mass of the taller buildings toward the interior of the block, providing gaps between buildings, concealing mechanical equipment and utilities, and landscaping.** *The “outdoor room” is maintained. The rear setback of the proposed building aligns with the existing structures and a darker masonry is used to contrast the Lamp House. Further, the height of the building is stepped down from 6 stories to 4 stories adjacent to the Lamp House, gaps are provided and vertical articulation is used to enhance the character of the outdoor space.*
- **Redevelopment proposals for this block face should be designed to reflect the historic scale and character of the street. Design approaches to achieve this could include, but are not limited to, façade articulation, high quality materials, front porches, balconies, individual and/or multiple street entrances, pitched roofs, and other design techniques used to minimize the scale and massing of new buildings.** *The proposal has incorporated step-backs, façade articulation, high-quality materials, front entry porches, balconies, individual and multiple street entrances to minimize the scale and massing of the building.*

Site Development Data:

Dwelling Unit Mix:

Efficiency	10
Studio/Loft	3
One Bedroom	26
Two Bedroom T.H.	6
Two Bedroom	4
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Total Dwelling Units	49

Areas:

Total Gross Area	43,345 S.F.
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Densities:

Lot Area	14,780 sf
Lot Area / D.U.	302 SF/unit
Density	144 Units/Acre

Building Height:

Six Stories

Vehicle Parking:

Surface:	0
<u>Underground:</u>	<u>43 stalls (1 Community Car)</u>
Total	43 stalls (1 Community Car)

Bicycle Parking:

Garage - wall hung	5 stalls
Garage - standard 2'x6'	44 stalls
<u>Exterior - standard 2'x6'</u>	<u>4 stalls</u>
Total	53 stalls

Project Schedule:

It is anticipated that the new construction phase will start in Summer 2014 and be completed in Summer 2015.

Social & Economic Impacts:

This development will have a positive social and economic impact. The re-development of this property will provide a pedestrian and transit-oriented development, implement a portion of the Madison Downtown Plan and provide additional high quality in-fill housing.

Thank you for your time reviewing our proposal.

Sincerely,



J. Randy Bruce, AIA
Managing Member