

November 28, 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
210 Langdon Street
PUD-SIP
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 of approval.

Organizational structure:

Owner: Jon Graan
c/o: Madison Property
Management
Rattle Building Corporation
1202 Regent Street
Madison, Wisconsin 53715

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

Project: 210 Langdon Street
Madison, WI

Engineer: D'Onofrio Kottke and
Associates, Inc.
7530 Westward Way
Madison, WI 53717
(608) 833-7530
rklass@donofrio.cc

7601 University Ave, Ste 201
Middleton, Wisconsin 53562
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f (608) 836-6934
www.knothebruce.com

Introduction:

This project proposes the deconstruction of an existing fraternity house and the construction of a new fraternity building. The total development site is approximately 14,268 square feet in area and is in the Downtown Design Zone 4.

In order to provide new, high quality, energy efficient housing, this proposed development envisions the removal of the existing fraternity house. As part of the PUD-SIP application the developers will provide a recycling and re-use plan for the buildings, starting with all reasonable efforts to relocate any suitable building(s).

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.

The site is well located on the northeast edge of the UW-Madison campus and presents an excellent opportunity for redevelopment. The planned project will provide new high quality student housing for those students interested in Greek life. The lot is currently zoned R6 and occupied by an existing fraternity house.

The Specific Implementation Plan proposes a development consisting of a 3-story building containing 33 bedroom units. The building will house single and double bedrooms. Residents of the development will be fraternity members. The entry for the building will be on Langdon Street. An additional entry from Lakelawn Place will also be provided. The project will provide 12 individual parking spaces accessed from Lakelawn Place. Convenient bicycle and moped parking will be provided, both on-site and at the underground parking.

Dwelling Unit Mix:

Single Bedroom	26
Double Bedroom	7

Total dwelling Units 33

Densities:

Lot Area	14,268 SF or .32 acres
Lot Area / D.U.	432 SF/bedroom
Density	103 bedrooms/acre

Building Height:

3 Stories

Floor Area Ratio:

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Total Floor Area (floors 1-3)	15,035 SF
Floor Area Ratio	1.05

Vehicular Parking Ratio:

Site Parking	12
Bicycle parking – Site	8
Underground	25
Moped	8
Total	41

Downtown Design Zone 4:

In August of 2001 the city established Downtown Design Zones and Design Guidelines to better control the character of development within these zones. This site is located within Design Zone 4. Design emphasis has been placed on meeting the requirements of the design guidelines. Following is a summary of the requirements as they relate to this proposal:

Building Height: The building height is 3 stories.

Floor Area Ratio: The floor area ratio of 1.05 does not exceed 3.0.

Yard Requirements: The building setbacks meet the requirements of the ordinance.

Exterior Building Design

Massing: The building massing will be defined into clear and appropriately scaled components to ensure compatibility with the nearby structures. The 3 story building height is in keeping with the surrounding context.

Orientation: The building is directly oriented to the public sidewalk and street. At the lower level the buildings' façade will incorporate an entry feature and large front porch.

Building Components: The 3 story building will have a clear architectural logic.

Articulation: The buildings will be well articulated with vertical modulation, horizontal step-backs and finely composed window patterns.

Openings: The size and rhythm of the window openings within the body of the building will express a traditional residential architecture.

Materials: A variety of materials will be used to reinforce the building articulation and to provide visual interest..

Entry treatment: The building will have clearly defined entries which open to the public sidewalk and street.

Site Design / Function

Semi-Public Spaces: The street side setbacks will be devoted to thoughtfully designed semi-public spaces.

Landscaping: A well designed landscape and hardscape will be prepared that compliments the building architecture and provides an attractive ground plane that is easily maintained.

Usable Open Space: Both private and public open spaces will be provided. The street side front porch provides a semi-public space. Private balconies will be provided at the second floor.

Interior Building Design

Mix of Dwelling Unit Types: Single and double bedrooms are provided in the building.

Trash Storage: Refuse will be located adjacent to the surface parking and accessed by Lakelawn Place.

Off-Street Loading: One from Lakelawn Place.

Resident Parking for Vehicles, Bicycles and Mopeds: An appropriate amount of parking is provided on the surface lot. Based on the applicants experience the parking provided should meet the immediate needs of the residents. Adequate and convenient bicycle and moped parking is also provided and screened from public view. The majority of this parking is protected from the weather and is located inside the building.

Building Security and Management: The buildings will be professionally managed and on-site management will provide a continuous management presence. The buildings will have security entrances and security cameras in the public areas to promote the safety and well-being of the residents.

Project Schedule:

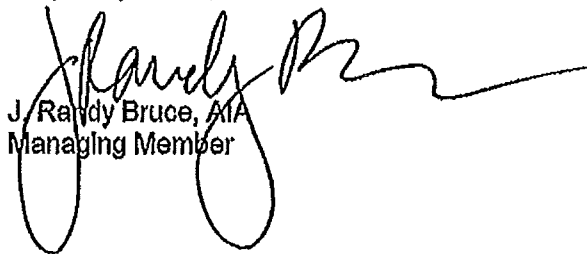
It is anticipated that construction will start in Summer of 2013 and be completed in Summer of 2014.

Social & Economic Impacts:

This development will have a positive social and economic impact. The development will provide needed reinvestment in the Langdon Street neighborhood and strengthen the Greek life for UW students.

Thank you for your time in reviewing our proposal.

Very Truly Yours,



J. Randy Bruce, AIA
Managing Member