

July 30, 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 - Conditional Use
2158 Atwood Avenue
Madison, WI
KBA Project # 1359

Ms. Katherine Cornwell:

The following is submitted together with the plans, application, and zoning text for the staff and Plan Commission's consideration of approval.

Organizational Structure:

Owner/Developer: Prime Urban Properties
2020 Eastwood Drive
Madison, WI 53704
Phone: 608-233-6000
Contact: Joe Krupp
joe@primeurbanproperties.com

Engineer: Burse Surveying & Engineering, Inc.
1400 E. Washington Ave, Ste 158
Madison, WI 53703
Phone: 608-250-9263
Fax: 608-250-9266
Contact: Peter Fortlage
pfortlage@bse-inc.net

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

Landscape Design: Olson Toon Landscaping, Inc.
4387 Schwartz Road
Middleton, WI 53562
Phone: 608-827-9401
Contact: Brad Fregien
brad@olsontoon.com

Introduction:

The proposed site is located on the corner of Atwood Avenue and Dunning Street. The site is zoned TSS, in which the zoning supports mixed-use development. The proposed development plan will create a mixed-use building that will feature attractive architecture, landscaping, and amenities that will support the immediate neighborhood.

Project Description:

The development will entail the demolition of the existing two-story office building in order to construct a new mixed-use building. The new building will be four stories tall and will contain 32 apartment units above 40 enclosed parking spaces. There will also be approximately 2,900 square feet of commercial space available on the first floor along Atwood Avenue.

The building façades includes changes in color, texture and material with high-quality façade materials. The exterior materials will be a combination of masonry and metal paneling with a cast stone base. Vehicular access to the site is achieved from both Atwood Avenue and Dunning Street, providing access to the two enclosed parking levels.

Rooftop landscaping and four sections of live walls hung from metal trellises along the west elevation of the building are being added to enhance the appearance of the building and the landscaping around the site.

Conditional Use

With this application we are requesting two conditional uses; one for the building height in excess of 3 stories and one for the building floor area greater than 25,000 square feet. We believe that this development maintains the orderly development pattern set out by the neighborhood plan and the zoning code and that the conditional use standards can be met.

The proposed development will eliminate surface parking, activate the streetscape, and bring additional residents to support the existing Schenk-Atwood neighborhood businesses.

Demolition Standards

The new mixed-use development proposes the deconstruction of an existing 4200 square foot commercial building. The existing building and parking lot do not support a traditional pedestrian oriented streetscape. Images of the existing structure have been attached.

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.

We believe that the demolition standards can be met. A Re-use and Recycling Plan will be submitted prior to the deconstruction of the structure.

Neighborhood Input:

Neighborhood meetings were held on May 21, 2014 and July 17, 2014. After discussion with the neighborhood, the massing of the building was revised in order to meet their requests to minimize the impact of shadows cast on buildings adjacent to the project site. In order to produce minimal shadow projections on the buildings to the west of the site, the new building step backs on the second and fourth floors have been shifted from the north side of the building to the west side of the building.

Site Development Data:

Densities:

Lot Area in S.F.	16,048 S.F.
Lot Area in Acres	0.37 acres
Dwelling Units	32 DU
Commercial Space	2,900 S.F.
Lot Area / D.U.	501.5 S.F./D.U.
Density	86.5 units/acre
Open Space	2,318 S.F.
Open Space / D.U.	72 S.F./D.U.
Lot Coverage	84.7% of total lot

Vehicle Parking:

Surface:	0 stalls
<u>Underground:</u>	40 stalls
Total	40 stalls

Bicycle Parking:

Garage - wall hung	10 stalls
Garage – STD. 2'x6'	24 stalls
<u>Exterior – STD. 2'x6'</u>	6 stalls
Total	40 stalls

Gross Floor Areas:

Commercial Area	2,900 S.F.
Enclosed First Floor Parking Area	11,656 S.F.
<u>Residential Area</u>	30,541
Total Gross Area	45,097 S.F.

Development GFA Total: 45,097 SF

Dwelling Unit Mix:

Efficiency	10
One Bedroom	8
One Bedroom + Den	8
<u>Two Bedroom</u>	<u>6</u>
Total Dwelling Units	32

Building Height: Four Stories

Project Schedule:

It is anticipated that construction will start in October 2014 and be completed in August 2015.

Thank you for your time reviewing our proposal.

Sincerely,

J. Randy Bruce
Managing Member