

February 7, 2007

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
R-5 and C-2 to PUD-GDP-SIP
2607 Monroe 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: Jim Corcoran
J. Michael Real Estate
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608-233-9130 fax
jcorcoran@charterinternet.net

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

Engineer: Burse Surveying & Engineering
1400 E. Washington Ave.
Suite 158
Madison, WI 53703
608-250-9263
608-250-9266fax
Contact: Pete Fortlage
Pfortlage.bursesurveyengr@chorus.net

Landscape Design: Ken Saiki Design
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Suite 1
Madison, WI 53703
(608) 251-3600
Contact: Ken Saiki
ksaiki@ksd-la.com

Introduction:

The proposed site is located between Monroe Street and Arbor Drive on the northeast side of Knickerbocker Street. The adjacent properties are the Michael's Frozen Custard site and a large apartment building to the northeast, Knickerbocker Place to the southwest, and Wingra Park to the southeast. The site is currently occupied by several smaller apartment and storage buildings and a commercial building on Monroe Street that is the home of Papa Phil's Restaurant.

The developers have been working for the past 18 months, with input from the alderperson and neighborhood, on a redevelopment plan for this under-utilized site. The plan includes renovation of the Papa Phil's façade along with new construction to create a higher density mixed-use development that respects the scale and uses of the surrounding neighborhood.

City of Madison Comprehensive Plan

This proposed development was designed to meet the goals, objectives and standards established in the City of Madison Comprehensive Plan. Recognizing that the City of Madison will need to accommodate a significant share of the future regional population and economic growth, the adopted Comprehensive Plan set the following goals and objectives:

- Reduce the demand for vacant development land on the periphery of the City by encouraging urban infill, redevelopment and higher densities at locations recommended in the City plans.
- Promote "Smart Growth" that enables the redevelopment of lands with existing infrastructure and services which have relatively low municipal and utility costs. Place a high priority on the reuse and more intensive use of sites within the city where adopted plans recommend redevelopment and infill.
- Redevelopment scale and density should be appropriate to redevelopment objectives and reasonably compatible with established neighborhood character.

The Comprehensive Plan designates this property within a potential redevelopment and infill area and establishes it for Neighborhood Mixed-Use. Within the Neighborhood Mixed-Use district the Plan outlines additional standards and policies which the proposed development was designed to meet:

- General building heights of between two and four stories and residential densities of up to 40 dwelling units per acre.
- Commercial uses should support the surrounding neighborhood.
- Parking should be located primarily behind buildings or underground.
- Provide a pedestrian-oriented "urban" environment.
- Include well-designed buildings placed close to the street or sidewalk.
- Developments should include pedestrian friendly design amenities such as decorative paving, plazas and landscaping.
- Incorporate transit-oriented development standards.

The Dudgeon- Monroe Neighborhood Plan

The Dudgeon-Monroe Neighborhood Plan (D-MN Plan) is currently in draft form and is currently under review by city staff and agencies. The D-MN Plan as drafted contains some conflicts with the adopted Comprehensive Plan and the proposed development does not meet all of the recommendations of the draft D-MN Plan. However, the developer has been working closely with the neighborhood and alderperson to achieve many of the goals set forth in that draft plan.

The D-MN Plan was developed to address many of the growth-related issues of a neighborhood with increasing popularity. The following goals and recommendations are currently within the draft plan which the proposed development is designed to meet:

- Support a diversity of creative housing approaches.
- Encourage pedestrian scale storefront and façade improvements to maintain the character of Monroe Street.
- Preserve, maintain and enhance the character of the commercial district along Monroe Street without encroaching into adjacent residential areas.
- Identify strategic redevelopment sites within the neighborhood.
- Balance the parking needs of the local businesses with on-going traffic concerns.
- Encourage Madison Metro ridership.

Demolition Standards:

This proposed development envisions the removal of several buildings that currently exist on the site. It should be noted that the developer has contracted with the Madison Environmental Group to prepare a recycling and re-use plan for the buildings, starting with all reasonable efforts to relocate any suitable building(s).

These buildings are as follows (photographs are attached to this letter of intent):

- 2605 Monroe Street that was constructed in 1920 and has had many subsequent remodelings and uses over the years. Reported uses include a chicken coup, hardware shop and dentist office. Currently the building has a mix of 6 very small apartments. The building has substantial structural and mechanical deficiencies that cannot be addressed.
- 2609 Monroe Street which was constructed by Jack Wey Builders as a garage and storage building for building operations. The building is a lightly constructed wood-frame building that has significant structural deficiencies.
- 713 Knickerbocker which is a City Water Utility well building that was abandoned in 1988. Functional limitations prevent its reuse although the exterior masonry detailing may be able to be recycled.
- 717 Knickerbocker, 2612 and 2620 Arbor Drive which are three small apartment buildings built by Jack Wey between 1944 and 1953. The buildings contain a total of 14 apartments. The developer is actively seeking sites for the relocation of one or more of these properties.

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.

Given the recommendations of the Comprehensive Plan, we believe that the demolition standards have been met.

Housing Affordability and Inclusionary Zoning:

A wide range of housing sizes and prices are proposed for this development. They are designed to meet the needs of the first time home buyer or the single retired person. The smaller condominiums will be relatively more affordable while the larger condominiums with premium locations will be higher priced. A range of income groups can be served by the nature of the buildings design on a market rate basis.

In addition, the developer has submitted an Inclusionary Dwelling Unit Plan. The IDUP will be studied and discussed further with staff, but currently it is the developer's intent to meet the requirements of the inclusionary zoning ordinance without requesting any waivers or financial assistance from the city.

Project Description:

As discussed earlier, the project was designed to meet the Comprehensive and D-MN Plans. The Monroe Street frontage is improved by the façade renovations to the Papa Phil's building. Stone and masonry details from some of the better buildings on the block are incorporated into the front parapet of the Papa Phils building. In addition, new signage and awnings will be incorporated to update the streetscape. The one story building next to Papa Phil's will be replaced by a new two-story commercial building with an adjacent plaza and outdoor seating area. Along Arbor Drive and Knickerbocker a new 45 unit condominium building with underground parking is proposed. The building is primarily 4 stories, stepping down to 3 stories at the street sides. Individual porches and entries connect the building to the streets and the architectural detailing and materials combine to create a pedestrian friendly street appearance.

A direct pedestrian link will run along the northeast boundary of the site, connecting Monroe Street and the new plaza to Arbor Drive and Wingra Park. The primary vehicular access is provided for off Knickerbocker with secondary access off of Monroe Street. The Monroe Street access will be limited to in-bound traffic only to minimize traffic conflicts. The residential parking will be primarily accommodated at the basement level of the building. An internal shared parking facility will be provided includes a 21 stall parking area located under part of the second floor of the residential building and an additional 10 parking stalls on the surface. The shared parking facility will be managed to provide daytime and early evening parking to the business uses while providing parking to the residential uses when commercial parking needs subside. Bicycle parking will be provided both underground and on surface to accommodate the needs of the public and residents.

The buildings are designed to fit within the architectural fabric of the neighborhood. Traditional storefront masonry buildings front Monroe Street and a historically-inspired Tudor architecture is used for the residential building. The residential building is well articulated to maintain a proper scale and rhythm. A flat roof is used to minimize the apparent building height. The exterior materials are masonry in combination with fiber-cement board panels and siding. The deeper siding colors and the stone and brick detailing add to the substantial appearance.

Site Development Data:

Commercial Space

Existing Papa Phil's Space	2,000 sf
New Construction	4,000 sf

Dwelling Unit Mix:

Existing apartments	2
One-Bedroom	3
One-Bedroom + Den	8
Two-Bedroom	22
Two-Bedroom + Den	6
Three-Bedroom	<u>6</u>
Total dwelling Units	47

Densities:

Lot Area	45,732 SF or 1.05 acres
Lot Area / D.U.	973 SF/unit
Density	45 units/acre

Building Heights:

2, 3 and 4 Stories

Floor Area Ratio:

Total Floor Area (excluding parking)	67,800 S.F. Residential
	<u>6,000 S.F. Commercial</u>
	71,800 S.F. Total

Floor Area Ratio	1.65
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Required Parking Standards (R-5)

Commercial Area (1/300 sf)	20 spaces
One Bedrooms (3 X 1.25 /unit)	3.75 spaces
One Bedroom + Den (8 X 1.5/unit)	12 spaces
Two Bedrooms (22 X 1.50 /unit)	33 spaces
Two Bedroom + Den (6 X 1.75/unit)	10.5 spaces
<u>Three Bedrooms (6 X 1.75/unit)</u>	<u>10.5 spaces</u>
Total Required Parking	89.75 spaces

Bicycle parking	
Residential (1 space/unit)	47 spaces

Provided Parking and Ratios:

Vehicular parking (underground)	57 stalls	or	1.26 stalls/unit
Vehicular parking (surface)	31 stalls	or	<u>.66 stalls/unit</u>
Total Vehicular Parking	88 stalls	or	1.92 stalls/unit
Bicycle parking (underground)	25 stalls	or	.5 stalls/unit
<u>Bicycle parking (surface)</u>	<u>22 stalls</u>	or	<u>.5 stalls/unit</u>
Total Bicycle Parking	47 stalls	or	1.0 stalls/unit

Loading:

Off-street loading will be provided for this project in the plaza between the two buildings.

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Project Schedule:


It is anticipated that construction will begin in December of 2007. Although the construction activity is planned to be continuous, the construction of the residential building on Arbor Drive will precede the construction of the commercial building on Monroe Street. The condominiums should be available for occupancy by the end of 2008 and the commercial building ready for occupancy in April of 2008.

Social & Economic Impacts:

This development will have a positive social and economic impact. The development 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 project is a transit-oriented redevelopment that achieves the goals of Madison's adopted Comprehensive Plan and invigorates the Monroe Street business corridor. A creative housing choice will be provided to the neighborhood and give a choice to long-term residents of the neighborhood that are wishing to down-size their current home.

Thank you for your time in reviewing our proposal.

Very Truly Yours,



J. Randy Bruce, AIA
Managing Member