

May 25, 2011

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
PUD-GDP-SIP
3502 Monroe Street
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: Fred Rouse
Parman Place LLC
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
Contact: Dave Glusick
999 Fourier Drive Ste 201
Madison, WI 53717
608-826-0532
608-826-0530 fax
dglu@vierbicher.com

Landscape Design: Peter Nause
Second Nature Landscapes
706 Leonard Street
Madison, WI 53711
608-206-1463
608-233-3612
pan@secondnature.biz

Introduction:

The proposed site is located on the northwest corner of Monroe Street and Glenway and is currently occupied by Parman's Service Station. The Parmans have operated a service station at this location since the 1940's but Keith Parman is now planning on closing the station. The applicant has been working with the alderperson, the neighborhood and City staff for several months on a redevelopment proposal for this site. The proposed development will implement a portion of the Monroe Street Commercial District Plan and provide new commercial and housing options for the neighborhood.

The Monroe Street Commercial District Plan:

The Monroe Street commercial District Plan that was adopted in March, 2007 was created to ensure appropriate contextual redevelopment of Monroe Street. The plan specifically addresses this block (Block 39 in the plan) and identifies it as an excellent location for commercial/residential mixed-use development. In addition to the general design guidelines, the plan lists the following site specific guidelines:

- Buildings to be built up to the existing sidewalk.
- Building heights of 2 to 4 stories.
- Monroe Street and Glenway Street facades should have storefronts with architectural details attractive to pedestrians.
- Principle entries should be off Monroe Street with additional entries off Glenway.
- Parking and service access should be provided from the rear (north side) of the site.

The proposed redevelopment plan was designed to meet these guidelines.

Demolition Standards:

This proposed development envisions the deconstruction of the existing service garage that currently exists on the site. A recycling and re-use plan for the building will be prepared and submitted to staff for review and approval prior to applying for the demolition permit.

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 Monroe Street Commercial District Plan we believe that the demolition standards can be met.

Project Description:

The project consists of 18 apartments over 3400 s.f. of ground floor commercial space. The building is designed to fit within the immediate context defined by a mix of commercial and residential uses as well as the arboretum south of Monroe Street. The building is placed close to the sidewalk to reinforce a traditional shopping streetscape. The well-detailed exterior uses a combination of brick and fiber-cement siding to reflect the residential use and the arboretum setting.

The building has two stories of housing over the commercial and parking levels. A small elevator penthouse and stairway projects to the fourth level and provides access to a common roof terrace for the residential tenants.

Vehicular access to the site is achieved from Wyota Avenue to the north of the site. A ground level parking area provides parking for 9 cars and a loading zone for the commercial users. Underground parking for 18 cars is provided for the residents. Bicycle parking is well distributed in the basement and on-grade at the front and back of the building.

The exterior open space of the development provides attractive private and public areas for the residents and guests. In addition to private terraces and balconies, the common roof terrace provides residents with an outdoor gathering area and expansive views to the arboretum and Monroe Street. The roof terrace is surrounded by a green roof system to absorb storm water, cool the air and provide a visually pleasing rooftop environment

Site Development Data:

Dwelling Unit Mix:

Efficiency	2
One-Bedroom	14
<u>Two-Bedroom</u>	<u>2</u>
Total Dwelling Units	18

Areas:

Commercial Area	3,441 S.F.
<u>Residential Area</u>	<u>16,183 S.F.</u>
Total Gross Area	19,624 S.F.

Densities:

Lot Area	12,097.8 or .28 Acres
Lot Area / D.U.	672.1 SF/unit
Density	64.3 units/acre

Building Height:

Three Stories

Vehicle Parking:

Underground-Residential	18 stalls
<u>Surface- Commercial</u>	<u>9 stalls</u>
Total	27 stalls

Bicycle Parking:

Underground	14 stalls + wall mounted
<u>Surface- standard 2'x6'</u>	<u>5 stalls</u>
Total	19+ stalls (18 required)

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Project Schedule:

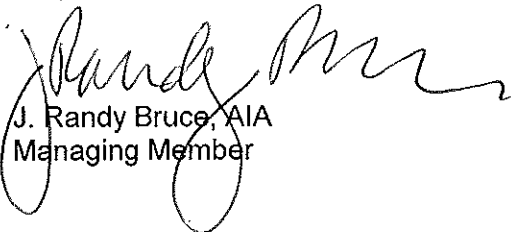
It is anticipated that the new construction phase will start in Fall 2011 and be completed in Summer 2012.

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 Monroe Street Commercial District Plan and provide additional high quality in-fill housing.

Thank you for your time in reviewing our proposal.

Very Truly Yours,



J. Randy Bruce, AIA
Managing Member