

October 3, 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
202, 210 N. Bassett St
512, 520 W. Dayton St
PUD-SIP
Madison, WI 53703

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:

Scott Faust
Boardwalk Investments
210 N. Bassett Street
Madison, WI 53703

Architect:

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

Engineer:

Quam Engineering, LLC
4604 Siggelkow Road, Ste A
McFarland, WI 53558
(608) 838-7750

Introduction:

This project proposes the redevelopment of 4 lots bounded on the north side of West Dayton Street and the west side of North Bassett Street. The total development site is approximately 28,892 square feet in area and is in the Downtown Design Zone 2.

The site is well located on the southeast edge of the UW-Madison campus and presents an excellent opportunity for redevelopment. The planned project will consolidate the disconnected student housing with new high quality energy efficient apartments. The lots are currently zoned as R6 and C2 and occupied by older student housing and commercial use buildings, between one story and four story heights.

The redevelopment proposal envisions new higher density housing for university student resident and creates an interactive architecture and street presence that reflects its urban environment. The General Development Plan proposes a development consisting of a 5-story building containing 71 units. The building will house units ranging in size from studios to 4 bedroom apartments. Residents of the development will be likely upper classmen and graduate students. The entry for the building will be from West Dayton Street. An additional entry from North Bassett Street will also be provided. The project will provide individual underground parking garages accessed from West Dayton Street. Convenient bicycle and moped parking will be provided, both on-site and at the underground parking.

Development Statistics:

Dwelling Unit Mix:

Efficiency	8
One-Bedroom	35
Two-Bedroom	9
Three-Bedroom	14
Four-Bedroom	9
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Total dwelling Units	75

Densities:

Lot Area	28,892 SF or .66 acres
Lot Area / D.U.	385 SF/unit
Density	113 units/acre

Building Height: 5 Stories

Floor Area Ratio:

Total Floor Area (floors 1-5)	73,480 SF
Floor Area Ratio	2.54

Vehicle Parking 61 stalls or 0.81 spaces/unit
(56 underground)

Bicycle & Moped Parking: 54 Surface
80 Underground stalls
134 Total

Downtown Design Zone 2:

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 2. 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 5 stories.

Floor Area Ratio: The floor area ratio of 2.53 does not exceed 6.0.

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 5 story building height is in keeping with the surrounding context of single family homes.

Orientation: The building is directly oriented to the public sidewalk and street. At the lower level the buildings' façades will incorporate a traditional storefront rhythm with window and doorways that opens up to the public with a large street-side terrace.

Building Components: The 5 story building will have a clear base, body and cap.

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 buildings 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 buildings will have clearly defined entries which open to the public sidewalk and street.

Terminal Views and High Visibility Corners: The 5 story building on West Dayton and North Bassett Street is on a prominent corner and the building facades addressing these streets will be appropriately articulated.

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 terraces provide semi-public spaces while the central terrace between both

buildings provides a sun terrace for social gatherings. Private balconies and patios will also be provided for most if not all of the apartments.

Interior Building Design:

Mix of Dwelling Unit Types: A wide variety of unit sizes and types are available within the buildings from studio apartments to four bedroom apartments.

Trash Storage: Refuse will be located in the basements easily accessed from the overhead garage door.

Off-Street Loading: One from North Bassett Street.

Resident Parking for Vehicles, Bicycles and Mopeds: An appropriate amount of parking is provided in the underground parking garage. 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 parking garages.

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 August of 2014.

Social & Economic Impacts:

This development will have a positive social and economic impact. The development will substantially increase the city tax base on an infill site with minimal, if any, increased costs to the city. New higher density student housing in the central city reduces vehicular traffic and promotes pedestrian and bicycle traffic. It also allows for the relocation of student residents from existing rental properties in older neighborhoods so that those properties may transition back to owner occupancies.

Thank you for your time in reviewing our proposal.

Sincerely,



J. Randy Bruce, AIA
Managing Member