



## Urban Land Interests

**LETTER OF INTENT**  
**727 Lorillard Apartments**  
**March 7, 2012**

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**To: City of Madison Plan Commission**

**From: Christopher J. Schramm**  
**Urban Land Interests**

**Re: 701/737 Lorillard Court & 159-171 Proudfit Street**  
**Madison, Wisconsin**

**PROJECT ADDRESS**

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The current addresses of the properties within the development site are:

- 701 Lorillard Court
- 737 Lorillard Court
- 159 Proudfit Street
- 163 Proudfit Street
- 167 Proudfit Street
- 171 Proudfit Street

The proposed development consists of a single building with a requested new address of 727 Lorillard Court.

**PROJECT DESCRIPTION**

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Urban Land Interests (ULI) is proposing to develop a multifamily residential building on a primarily vacant 1.7 acre site south of the existing Tobacco Lofts apartments in the Bassett Neighborhood. The U-shaped building ranges from two to five stories tall and wraps around a central courtyard. The proposed building contains approximately 116 market-rate apartments, including studio, one-bedroom and two-bedroom units.

Proposed resident amenities include an onsite management office, a fitness center, a multi-purpose community room, a landscaped courtyard with a fire pit and gas grills, a roof deck, enclosed bike storage and maintenance areas, a dog run and dog washing area, and resident garden plots.

The building is served by approximately 135 resident parking stalls located on one level of underground parking and a partial level of enclosed at-grade parking under the longer wing of the building, along with limited surface parking for visitors. Access to the site is from Lorillard Court, and utilizes the existing left-in only median break on Proudfit Street.

**DEVELOPMENT TEAM**

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|                     |                                 |                            |
|---------------------|---------------------------------|----------------------------|
| Owner               | Urban Land Development, LLC     | Brad Binkowski/Tom Neujahr |
| Developer           | Urban Land Interests            | Chris Schramm              |
| Architect           | Valerio Dewalt Train Associates | David Jennerjahn/Tom Daly  |
| Structural Engineer | Pierce Engineers                | Kurt Frey                  |
| Landscape Architect | Ken Saiki Design                | Ken Saiki/Abbie Moilien    |
| Civil Engineer      | Ken Saiki Design                | Steve Whayland             |

**CONSTRUCTION SCHEDULE**

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Construction is anticipated to begin in June of 2012. The projected construction duration is approximately 12 months, with completion of the building and occupancy of the first units in June of 2013.

**CURRENT ZONING**

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The PUD-GDP zoning recorded in 2004 for 701 and 737 Lorillard Court allows for up to 158 residential units in a building up to nine stories tall. The four residential lots at 159-171 Proudfit Street have historically been zoned R-5.

In 2008 and 2009, a PUD-GDP/SIP for two commercial office buildings on this site was conditionally approved but was never recorded.

**APPROVALS REQUESTED**

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As part of this application the following approvals are requested:

- Rezoning of the entire property to Planned Unit Development – Specific Implementation Plan to allow the construction of a 116- unit multifamily residential building.
- Demolition of the three vacant houses at 159, 167 and 171 Proudfit.

**CERTIFIED SURVEY MAP**

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The site for the proposed development consists of Lots 2 and 3 of Certified Survey Map 11210 (701 and 737 Lorillard Court), along with the platted lots identified as 159, 163, 167 and 171 Proudfit Street (which include part of vacated Feeney Court). The boundaries of the site are identified on the survey and legal description included with this application.

A new Certified Survey Map which will combine the six existing parcels into a single lot will be submitted for approval under a separate application. A draft of the proposed CSM is attached.

**EXISTING CONDITIONS AND USES**

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The site has been held for future development since it was purchased in 2004. The majority of the site area is vacant land. It is covered by a combination open grassy areas, trees and heavy scrub brush, gravel, concrete, and stored construction materials.

The four residential lots along Proudfit Street (containing three houses) were purchased from J.H. Findorff as additional development land under the same purchase agreement as the former tobacco warehouses and the other land within the existing GDP. The houses were vacant at the time of purchase by ULI and have remained vacant since that time.

The Tobacco Lofts apartments, ULI's 2005 adaptive reuse of the two historic tobacco warehouse buildings as 61 residential units, is located just north of the site across the private portion of Lorillard Court. The site is bounded by Proudfit Street to the west and the Wisconsin & Southern rail line and Southwest Commuter bike path to the east. An area of City park land is located between the southern edge of the site and the curve of Proudfit Street where it becomes North Shore Drive.

## **DEMOLITION**

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The proposed development will require the demolition and recycling of the three vacant houses located at 159, 167 and 171 Proudfit Street. The houses are small (821, 896 and 1,273 square feet) and were constructed in the 1940's. They were acquired as part of a larger development site and have been unoccupied since they were purchased from Findorff along with the adjacent property in 2004.

The demolition of these houses was previously approved by the Plan Commission and Common Council in 2008 as part of the conditional approved for a proposed but unbuilt office development on the site, and is being requested again as part of the current development proposal. Notice of the intent to request a demolition permit was provided to the required parties in the attached October 18, 2011 letter and via the City's online interested parties notification system.

In connection with the 2008 demolition request, an architectural and structural assessment of each of these houses was prepared. The physical inspection of the houses determined that they are in poor condition and would require significant repairs to be made habitable. All have significant water damage in addition to other structural and cosmetic deficiencies. A copy of this report, including photos, is attached.

Each house was also documented in a 2008 report prepared by Katherine Rankin in conjunction with the Landmarks Commission review of the previous demolition request. This report, which is attached to the architectural and structural assessment, found that none of the houses has any known architectural or historical interest. The Landmarks Commission confirmed this conclusion in November, 2011 as part of its review of the current demolition request.

Due to their size, physical condition, and lack of historical or architectural value, these houses are not practical or economically feasible to relocate. The assessment team indicated that the cost of renovation would exceed the cost of new and more functional construction. All applicable provisions of the demolition ordinance will be complied with and a reuse and recycling plan will be submitted for approval prior to the issuance of the demolition permit.

## **PROPOSED USES**

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Proposed uses of the site are multifamily residential use and accessory uses, including underground and surface parking, indoor and outdoor resident amenity and recreation spaces and an on-site management and leasing office, as shown on the attached plans and outlined in the proposed SIP Zoning Text included with this submittal.

## **COMPATIBILITY WITH APPROVED MASTER PLANS**

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### **Bassett Neighborhood Master Plan**

The 1997 Bassett Neighborhood Master Plan identifies this site for residential development, and the proposed project is consistent with the overall goals of the plan and with the pattern of development in the immediate area since the creation of the plan.

### **City of Madison Comprehensive Plan**

The 2006 City of Madison Comprehensive Plan identifies the Findorff Yards Sub-District as a mixed-use area appropriate for residential and office development of two to four stories. The proposed development is generally compatible with the recommendations of the Comprehensive Plan.

**City of Madison Draft Downtown Plan**

While the Draft Downtown Plan identifies this site for predominantly employment use, due at least in part to ULI’s previously approved but unrecorded rezoning for an office development, the Plan’s recommendations for the Tobacco Warehouse district are to “continue its revitalization as a residential and office area blending new buildings and restoration of historic structures. Future emphasis should be on strengthening connections to surrounding areas and enhancing the streetscape and open spaces.” The proposed development is consistent with these goals and with the identified maximum building height of 6 stories.

**NEIGHBORHOOD AND CITY PROCESS**

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ULI first presented the possibility of a new residential development on this site to the Bassett Neighborhood in August, 2011, and the preliminary conceptual design for this project was brought to the neighborhood in October, 2011 and again in November, 2011. Since that time, the development team has been in contact with Alders Verveer and Ellingson (Proudfit Street is the dividing line between Districts 4 and 13), and neighborhood steering committee was formed (including representatives from both the Bassett and Monona Bay neighborhoods). The steering committee has met three times to review various aspects of the project, and a presentation was made by the development team to a large joint meeting of the two neighborhoods on January 24, 2012.

The design team has met with various members of City staff from a number of departments, including a meeting with the DAT in January, 2012. A Landmarks Commission presentation and an informational Urban Design Commission presentation were made in December, 2011 and the project received very positive feedback from both groups.

Overall, the proposed design has received good reviews from both the neighborhood and the City for having an appropriate scale for the neighborhood, for its compatibility with both the historic tobacco warehouse buildings and the newer Findorff and Bar Examiner’s buildings, for the quality and energy of the architecture, and for the thoughtful approach to the site design and stormwater management plan.

**SITE AREA**

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The site area includes the undeveloped portion of the Tobacco Row PUD (Lots 2 and 3 of CSM 11210) along with the four residential lots at 159-171 Proudfit Street (which now include the adjacent previously-vacated portion of Feeney Court).

The site contains approximately 73,130 square feet (1.679 Acres). A legal description is attached.

**BUILDING AREA**

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Approximate total building areas by use are identified below. Building areas by floor are listed on the attached plans.

|                            |                   |
|----------------------------|-------------------|
| Residential Area           | 133,897 SF        |
| Parking Area               | 45,493 SF         |
| <b>Total Building Area</b> | <b>179,390 SF</b> |

**PARKING AND LOADING**

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It is an important objective of the development to minimize the amount of site area dedicated to surface parking and to provide adequate on-site parking in order to minimize the impact on the adjacent neighborhood. The resident parking ratio is 1.16 stalls per unit, and all of it is located underground or enclosed within the building at grade level. In order to minimize paved site area, the sloped parking access drive along the back of the site also serves as a fire lane. In addition, this location, in close proximity to a

major employment center and next to the bike path, should attract a significant number of pedestrian and bike commuters. The following vehicle and bike parking is provided in the proposed plans:

|   |                 |                             |
|---|-----------------|-----------------------------|
| Enclosed/Below Grade Resident Parking             | 135 Stalls      | (4 Accessible Stalls)       |
| <u>Surface Visitor Parking</u>                    | <u>5 Stalls</u> | <u>(1 Accessible Stall)</u> |
| Total Parking                                     | 141 Stalls      | (5 Accessible Stalls)       |
| Resident Bike Parking (Interior Bike Rooms)       |                 | 119 Bikes                   |
| <u>Visitor Bike Parking (Exterior Bike Racks)</u> |                 | <u>12 Bikes</u>             |
| Total Bike Parking                                |                 | 131 Bikes                   |

If required by resident demand, additional bike parking may be provided in the future with the addition of wall-mounted bike racks in the enclosed parking areas. Motorcycle and moped parking will also be provided in the enclosed parking areas.

Two 10' x 35' loading spaces are located adjacent to the main building entry and are served by a dedicated service entry with direct access to the building elevators to accommodate deliveries and tenant move-ins and move-outs.

#### **TRASH REMOVAL AND STORAGE/SNOW REMOVAL**

Trash and recycling storage is located in a dedicated room inside the at-grade enclosed parking area of the building and will not be visible from outside the building. The owner will contract with outside vendors for trash removal, recycling and snow removal.

#### **SUSTAINABLE DESIGN AND ENERGY EFFICIENCY**

Sustainability and energy efficiency are integrated into the design of the project at every level, from high efficiency mechanical systems and energy efficient appliances and lighting to water saving plumbing fixtures and low V.O.C. finishes. ULI is working with Focus on Energy to maximize the energy efficiency of the building design and systems. Sustainable design is also a focus of the stormwater management and landscaping approach for the site, with permeable pavers in surface parking and loading areas and multiple rain gardens integrated into the landscape design to help infiltrate stormwater runoff from the site and the roof.

#### **REQUIRED CITY AGREEMENTS AND EASEMENT MODIFICATIONS**

##### **Lorillard Court Island Landscaping**

The western portion of Lorillard Court between Proudfit Street and Feeney Court is a public right-of-way. A small traffic island, currently planted with grass, exists in the center of the Lorillard Court right-of-way where it meets Proudfit. ULI requests permission to landscape this island, which is a focal point of the entry to ULI's existing Tobacco Lofts apartments as well as the proposed 727 Lorillard development. ULI proposes to improve the island with new plantings as shown on the attached plans at its cost, and to maintain the landscaping within the island.

##### **Storm Sewer Easement Encroachments**

In 2004, a 15' wide storm sewer easement was imposed on the perimeter of the development site inside of the Proudfit Street sidewalk. Based on concerns raised by ULI about the impact of this easement on the buildable area of the site, the storm sewer pipe was offset from the centerline of the easement toward the sidewalk during construction, and the possibility of modifying or encroaching into this easement was left open by the City.

As part of this development, a number of minor encroachments are being requested to allow for flexibility in the design and construction of the proposed building, including the ability to provide enhanced landscaping and a number of direct unit entries that connect to and activate the Proudfit Street sidewalk.

Specifically, ULI requests that a retaining wall and planting area, pedestrian access sidewalks, apartment unit entry stairs and a project identification sign be allowed to encroach within the northeast 5' width of the easement, subject to specific provisions acceptable to the City.

These encroachments should not preclude the City from accessing and maintaining the storm sewer line in the future. Similar encroachments were allowed as part of the approval of the office development previously proposed for this site, and a Consent to Occupy Easement was recorded in 2010 to allow those encroachments. ULI requests that this encroachment agreement be amended to reflect the encroachments shown on the exhibits attached to this application. Copies of the existing Consent, along with previous correspondence with the City of Madison Engineering Division regarding this 15' easement area are also included.

**Attachments:**

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Legal Description

Proposed SIP Zoning Text

Supporting Documents

Project Design Narrative

Project Renderings

Draft Certified Survey Map

Title Report (Copies of recorded documents available upon request)

October 18, 2011 Notice of Intent Letter

Structural/Architectural Assessment of Homes for Proposed Demolition

Storm Sewer Easement Encroachment Documentation

Plans