



PROPERTY MANAGEMENT, INC.

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#324220

**Amended - June 27, 2014**

Ms. Katherine Cornwell  
Director of Planning  
Department of Planning and Development  
215 Martin Luther King Jr., Blvd.  
Madison WI 53703

Re: Letter of Intent  
Land Division - CSM - Creating Single Family Lot  
Rezoning Second Lot -TR-V1 to PD  
740 Jenifer Street  
Madison WI 53703

Dear Ms. Cornwell,

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

**Organizational Structure:**

Owner: Renaissance Property Group, LLC  
2132 Fordem Avenue  
Madison WI 53704  
608.301.0000  
contact: Michael Matty  
[mmatty@rpgrentals.com](mailto:mmatty@rpgrentals.com)

Architect: InSite Consulting Architects  
115 E. Main Street  
Madison WI 53703  
608.467.0359  
contact: Chris Oddo  
[chris@icsarc.com](mailto:chris@icsarc.com)

Engineer: Pierce Engineering, Inc  
10 W Mifflin Street  
Madison WI 53703  
608.256.7304  
contact: Kurt Frey  
[kdf@pierceengineers.com](mailto:kdf@pierceengineers.com)

Landscape: Richard Slayton  
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**Introduction**

The site is located at 740 Jenifer Street. The site is 8,279 sq. ft. in size, and fronts both Jenifer Street and the Southern side of Williamson Street. The existing home has seen many years of deferred maintenance and up-keep due to the inability of a single elderly woman who resided in the home since childhood and up until her recent death at the age of 103. She resided in the home

alone, with the closest family member living in Illinois. The project developer, Renaissance Property Group, llc, proposes the splitting of the existing lot into two independent lots via a CSM, with each new lot having direct street frontage. Renaissance Property Group proposes a restoration and complete renovation of the existing home at 740 Jenifer Street, and the addition of a new 12 unit apartment building on the newly formed lot fronting Williamson Street.

The renovated home will consist of 3 bedrooms 2.5 baths plus den, single family home. The developer intends to sell the home and new lot upon completion of the renovation.

The proposed 12 unit apartment building will be 3 stories over a structured underground 6 stall parking garage fronting Williamson Street. Although the proposed development exceeds the current density recommendations of the Williamson Street BUILD Plan, and TR-VI zoning, it does achieve many of the city and neighborhood plan's goals.

### **PD - GDP - SIP Boundaries.**

The proposal was initially presented with the entire lot included in a PD - SIP development plan. However after direction from city staff and zoning administrator, the Jenifer Street lot will be created using existing allowed zoning, while the Williamson Street lot and apartment building development is amended and submitted under a PD-SIP application.

### **Williamson Street BUILD II Plan / Third Lake Ridge Historic District**

This site sits in the Third Lake Ridge Historic District and the 700 Block of Williamson Street, part of the Better Urban Infill Development Program II. The BUILD plan calls for 2.5 stories on the Northern Side of the 700 block of Williamson Street. Although this proposed development will exceed the height recommendations of BUILD II, and the density recommendations of the existing TR-VI zoning, we believe that this proposal merits an exception to the this recommendation on several key issues.

The top neighborhood priorities in the BUILD II plan:

1. Preserve neighborhood Structures
2. Promote Pedestrian Friendly Design
3. Support Diversity
4. Support Local Businesses
5. Allow contemporary, but historically compatible architecture
6. Allow moderate increases in residential density in appropriate locations
7. Maintain and promote housing affordability

Moreover, Per Section C sub. (2) - Preservation, affordable housing and structured parking. A preservation bonus for an additional floor may be granted on the same parcel or an adjoining parcel or parcels within the 200 ft. visually related area in exchange for the substantial rehabilitation and restoration of any existing building in the district constructed prior to 1945.

Renaissance Property Group will renovate and restore 740 Jenifer Street built 1890 - 1,380 sq. ft. Renaissance Property Group is also renovating 754 Jenifer Street - built 1873 - 3,800 sq. ft.

### **The BUILD II plan also calls for:**

- Mend Gaps in Neighborhood Fabric
- Redevelop vacant and non-historic sites in manner appropriate in scale and pattern
- Parking shall be located underground whenever possible
- Encourage using high visibility sites for distinctive land-mark quality buildings
- Reflect local building traditions without being falsely historic.
- Do not over design, modesty of design, minimalism, sturdy structure,

- Use familiar proportions, dimensions, shapes, and material
- Seek precedent for unusual design features. quirky non formal

### **Deconstruction / Partial Demolition**

The developer plans to remove the sub-standard constructed addition on the back of the existing home at 740 Jenifer Street. The addition sits on a partial footing wall and is over un-excavated ground with no crawl space or access. It has sunk in the center and is pulling away from the original structure. It currently is a gutted kitchen addition without appliances or water service. The developer will attempt to save and re-use the exterior cedar siding material, as well as any structural timber, if possible. The accessory out-building (non historic by date and material) will also be removed. The roof has caved in and the walls are bowing outward.

### **Project Description**

The home at 740 Jenifer Street will be restored and renovated and a new 3,876 sq. ft. lot with 74.49 ft of frontage on Jenifer Street will be created with a CSM under current allowed zoning. The home will be completely renovated on the interior with new mechanicals, wiring, plumbing and fixtures. Structurally the basement will be secured and fortified with new engineered system. The wood plank flooring which exist throughout on both floor levels, will be retained and reused. Interior trim if possible will be reused. The home will be insulated throughout — no insulation exist currently. New kitchen, 2.5 new baths, 3 bedrooms, living, dinning with family room / den. The exterior cedar siding will be retained, repaired and or replace where needed. New roof, gutters, and energy efficient windows in keeping with Third Lake Historic District standards will be installed as part of the renovation. All new landscaping and tree plantings will be installed. A crushed granite parking pad will be added where a gravel drive / parking pad now exist.

The proposed 12 unit apartment building will be added to the newly formed 4,403 sq. ft. lot with 58.02 feet fronting Williamson Street. The proposed structure will consist of high quality exterior material keeping in mind the historic material present in the block, while not looking 'falsely historic'. The proposed structure will be modern in design, with unusual design features called out in the BUILD plan, while taking it cues from the shape, form, volume and flow of the existing historic buildings that surround the proposed structure. The 3 story building will be built with green technology, reclaimed wood, metal, concrete, and glass. A street level lobby with a strong presence constructed with large windows and glass door will serve as the main lobby and building entrance from Williamson Street. Vehicular traffic will enter from Williamson Street. The power lines, cable and phone lines will be buried in front of the new building. Convenient bicycle parking will be provided underground, both in set aside parking area as well as wall-stored secure locations at the front of each parking stall. A bike washing station will be provided within the garage area with reclaimed rain water at its source.

The home at 740 Jenifer Street, as indicated, will be renovated and sold to owner occupied. The apartment building will be owned and professionally managed by RPG Property Management, Inc.. Snow removal, landscaping, garbage and recycling will be the responsibility of the property management company.

## **Site Development Data**

### **Lot 1 - PD - Williamson Street Frontage**

#### **Densities**

Lot Area	4,403 sq. ft.
Dwelling Units	12
Lot Area / D.U.	367 sf / unit
Density	118 units / acre

#### **Dwelling Unit Mix**

Efficiency	3
1 Bedrooms	8
Total Dwelling Units	12
Building Heights	3 Stories

#### **Floor Area**

New Building	5,332 sq. ft. excluding parking garage
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#### **Vehicle Parking**

New Building	6
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#### **Bicycle Parking**

Surface	2
Underground	13

### **Lot 2 - Single Family Home - Fronting Jenifer Street**

#### **Densities**

Lot Area	3,876 sq. ft.
Dwelling Units	1
Lot Area / D.U.	3,876 sf / unit
Density	11 units / acre

#### **Dwelling Unit Mix**

3 Bedrooms	1
Total Dwelling Units	1
Building Heights	2 Stories

#### **Project Schedule**

It is currently anticipated that the construction of the apartment building will begin once all approvals have been granted and in place. The renovation of the existing house will begin once Landmark Commission grants a certificate of appropriateness for the 740 Jenifer Street renovation plans.

Thank you for your time in reviewing our proposal.



Michael Matty,  
Managing Member