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City of Madison– Department of Planning  
Department of Planning and Economic Development  
215 Martin Luther King Jr. Blvd., Suite LL100  
Madison, WI 53703

4/13/16 11/21/16

Re Planning Commission Submittal – Letter of Intent  
Sixteen O Three Monroe– A Gregg Shimanski Development

Dear Kevin and Committee Members,

## **Sixteen O Three Monroe**

### **Action Requested**

Major Alteration to Approved Demolition & Conditional Use.

### **Introduction**

1603 Monroe Street is a new, mixed-use building proposed on the corner of Monroe Street and Oakland Street. The building combines the properties at 1603/1605 & 1609 Monroe Street and will require the complete demolition of the existing structures on the site. The existing buildings include a small, two story, dated office building with an adjacent parking structure and an older, two story, stick-frame house currently maintained as a rental property with student occupants. The originally proposed and approved design was comprised a 5 level mixed-use building over two levels of below grade parking with 44 rental residential units, 4 residential condominium units and first floor commercial space of approximately 5,000 square feet. The newly proposed, or revised building is a mixed-use building comprised of one level of structured parking, first floor commercial space, and 44 rental housing units on levels one through four. The parking level is partially exposed along Oakland Street and the Alley. Parking access is immediately off of Oakland Street and provides 16 public-use/shared-use parking stalls immediate upon entry. An additional 27 vehicle parking stalls and 46 bicycle spaces are provided for secured residential parking. The first floor commercial space fronts Monroe Street with a modulated, arcade that step together with the floor slab as the site drops from West to East to help improve the pedestrian experience and active zone as one moves along the face of the building. The residential entry is located along the West side of the building. This location mirrors residential access of the adjacent apartment building providing addition space to both entries and allowing for opportunities of social engagement. The building is articulated as a masonry structure with large vertical piers resulting in deep punched bays filled with expansive glass. This is indented to provide a strong feel of permanence while allowing significant natural light and visual modulation for tenants and the public. The modulation also provides depth to the elevation and in addition to breaking the overall mass into scaled proportions more commonly found along Monroe Street. A more significant vertical bay is located at the primary entry location, which is also intended to help terminate the view terminus from Breese Terrace. The commercial level is delineated by the expansive use of clear glazed store front capped with a recessive signage band and belt course of hook-strap metal panel. This same metal clad material forms a nested vertical mass evident along the Oakland

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elevation that provides the mechanical screening at the roof, extending down the East facade becoming a metal ribbon that extends north to the corner and wraps it, extending a delineated datum along the Monroe Street façade. This belt course becomes a cantilevered plane that extends back along the West side of the site to provide covered entry to the residential entry as well as identifiable end wall of the entry porch. Above this form, the masonry mass is capped with a 4<sup>th</sup> level of gray composite lap siding that also captures the eroded masonry mass at the corner of Monroe and Oakland. This layered massing together with the significant glazing at the corner provide the four units occupying the corner and the overall building massing with an articulated and activated presence at this significant corner. The building mass is further eroded as one moves along Oakland Street and around the Alley elevation to reveal a stepped composition of masonry and lap siding that helps reduce the presence of the massing as it fronts the existing neighborhood to the South. The building massing is purposely stepped back along the length of the alley with an additional step-back along the Oakland, and extending west approximately 2/3 into the site to help mitigate the massing impact on the most immediate residential neighbors. The West side of the building also steps back from the West lot line, and above the first level, 10 feet to provide more space to the adjoining apartment building.

### **Zoning**

The TSS zoning for this site allows for a zero lot line on all sides of the site including the alley and west side frontages. TSS zoning also allows more than three floors but only as a conditional use, which we are pursuing for both the area (exceeding 25,000 GSF) and height exceptions. The Monroe Street Commercial Plan, adopted by the City of Madison on March 27, 2007, identifies this block as in need of redevelopment and suggests heights of 3 to 4 floors with a step back. The authors of the Monroe Street Commercial Plan also recognized and anticipated that there will be unique sites and circumstances as development of the neighborhood progresses, noting specific to height and massing, “There are no absolutes; projects should be considered on a case-by-case basis with the general guidance that compatibility with the surroundings should be an emphasis in rendering approval decisions.” Further specifics of this Plan also address considerations related to building height including but not limited to considerations such as: Design, Contextual Impacts (i.e. the resulting public space), Proximity to other Building Forms (i.e. the monumental historic structure) and Important Compensatory Value Added Features (such as public-use parking in our instance). Given this information and after studying this site and surround area, we feel strongly that this site has unique characteristics and opportunity to help shape an underutilized civic space located immediately across the street. Given the various factors, including the urban open space, topography and nearby structures, including the monumental historic structure across the square/park, this site warrants a more significant frontage along Monroe Street to help hold the urban edge and better define the resulting public space. This site is also significant as an urban square that becomes the confluence of many things such as the three neighborhoods coming together with the major civic/educational institution in addition to the multi-modal crossroads that already exists here (bike paths, b-cycle, pedestrian and several bus routes). We feel there is great opportunity to vastly improve the park and square across the street from this site by shaping it into a true civic crossroads, gathering space and activity center. This can be further enhanced by the elimination of Crazy Legs Lane to make the park space whole, which is also supported

by the approved Monroe Street Commercial District Plan. We believe this space can become an activated and programmed urban plaza/park that is formed by the structures that help to shape the evolving fabric of our neighborhoods and City.

**Project Team**

Owner	Sixteen O Three, LLC	Gregg Shimanski
Architect	Cās <sub>4</sub> Architecture, LLC	Paul Cuta
Contractor	Krupp	Paul Leinhart

**Existing Conditions**

See attached Photos

**Proposed Uses**

Commercial	5,353	Net Square Feet
Parking & Storage	16,053	Gross Square Feet
Residential & General Use	39,965	Gross Square Feet

**Hours of Operation**

Typical hours of operation are:

Commercial	7:30 am – 6:00 pm	Monday – Friday
Residential	24 / 7	

**Building Square Footage**

61,371 Gross Square Feet

**Number of Dwelling Units**

Forty Four (44)

- 18 – Studios
- 4 – Convertible/One Bedroom Units
- 10 – One Bedroom Units
- 12 - Two Bedroom Units

**Auto & Bike Parking Stalls**

Bicycle Parking	58
Moped Parking	0
Auto Parking (43 Total)	
Accessible	1
Van Accessible	2
Non-Accessible	40

15002.00 – 1603 Monroe – Plan Comm. Letter of Intent

**Lot Coverage and Usable Open Space:**

Lot Size 16,786 sf

Pervious Area:

Landscape	153 SF
Green Roof	2,578 SF
<b>Total</b>	<b>2,731 SF</b>

Proposed ISR 83.7%

Residential Balconies & Terraces 2,785 SF

**Value of Land**

\$700,000 - \$900,00

**Estimated Project Cost**

\$8,800,000 (\$7,000,000 construction cost)

**Number of Construction & Full-Time Equivalent Jobs Created**

Commercial Space	12	FTE's
Construction Jobs	15-30	FTE's

**Public Subsidy Requested**

None.

Paul M. Cuta, AIA  
 Partner

PMC/mds

Attachments:

Copied File