

Kevin Firchow  
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

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**

Approval for demolition & Conditional Use.

### **Introduction**

1605 Monroe Street is a new, mixed-use building proposed on the corner of Monroe Street and Oakland Street. The building will combine 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 proposed, new building is a mixed-use building comprised of two levels of structured parking, first floor commercial space, 44 rental housing units on levels one through four and residential condominiums on level five. One level of parking is completely below grade and served by a speed ramp parallel to the Alley. This parking is for the residential tenants. The upper parking level is partially exposed along Oakland Street and the Alley. This level provides 14 spaces of public use auto and bicycle parking with immediate access off of Oakland Street. This level also provides secured parking for the condominiums plus additional residential parking and commercial tenant with immediate access off of the alley. The first floor commercial space fronts Monroe Street with a modulated, recessed arcade that allows for accessible entry to multiple tenants as the site drops from West to East. This face is also held back from the sidewalk one foot to provide a planting edge and in conjunction with the recessed arcade, help to improve the pedestrian experience and active zone as one moves along the face of the building. The recessed storefront depth increases as it turns the corner, extending down Oakland Street, providing opportunity for an exterior activity or dining terrace at the corner. The masonry structure is also pulled back at the corner with access to the elevated terrace provided by stairs at this location. This stair and terrace, in concert with the balconies above, help to both soften the corner and highlight its significance as one approaches and passes by 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 additional 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 masonry mass is capped with a 4<sup>th</sup> level of gray, flat seam metal panel. The masonry is further eroded as one moves along Oakland Street and around the Alley elevation to reveal the same metal panel and help reduce the presence of the massing as it fronts the existing neighborhood to the South. The fifth level is stepped back to provide exterior terraces for the condominium units while minimizing the impact of the vertical mass on the street and to the adjacent neighborhoods. The building massing is purposely held 20 feet back along the length of the alley with an additional step-back of 18 feet 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-cylce, 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	TBD	TBD

**Existing Conditions**

See attached Photos

**Proposed Uses**

Commercial	5,020	Net Square Feet
Parking & Storage	27,976	Gross Square Feet
Residential & General Use	47'001	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**

79,997 Gross Square Feet

**Number of Dwelling Units**

Forty Eight (48)

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

**Auto & Bike Parking Stalls**

Bicycle Parking	63
Moped Parking	16
Auto Parking (62 Total)	
Accessible	2
Van Accessible	2
Non-Accessible	58

**Lot Coverage and Usable Open Space:**

Lot Size	16,786 sf
Pervious Area:	
Landscape	120 SF
Green Roof	2,837 SF
Total	2,957 SF
Proposed ISR	82.4%

15002.00 – 1603 Monroe – Plan Comm. Letter of Intent

Residential Balconies & Terraces 3,904 SF

**Value of Land**

\$700,000 - \$900,00

**Estimated Project Cost**

\$10,500,000 (\$8,800,000 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:

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