

November 7, 2016

Mr. Alan J. Martin
Planner III/Secretary, Urban Design Commission
Planning Commission
Madison Municipal Building; Room LL-100
215 Martin Luther King Jr. Blvd
PO Box 2985
Madison WI 53701

RE: Letter of Intent
Exterior Remodel in an Urban Design District

Dear Mr. Martin:

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

Organizational Structure:

| | | | |
|-----------|------------------------------|------------|--------------------------|
| Owner: | Cress Funeral & Cremation | Architect: | J. Stuart Todd, Inc. |
| Service | 3610 Speedway Road | | 2919 Welborn St #101 |
| | Madison, WI. 53705 | | Dallas, TX. 75219 |
| | (608)238-3434 | | (214)522-4033 |
| | Contact: Carey Fose | | Contact: Chris Griffiths |
| Engineer: | Quam Engineering | Landscape | |
| | 4604 Siggelkow Road, Suite A | Design: | Richard Slayton |
| | McFarland, WI 53558 | | 821 West Lakeside St. |
| | 608.838.7750 | | Madison, WI. 53715 |
| | | | (608)251-6132 |

The proposed remodel / addition would be to Cress Funeral & Cremation Service's existing facility located at 3325 East Washington Ave. The site is presently occupied by a single-story funeral home with a partial basement and a gross floor area of 10,209 sq. ft. The existing building was constructed in approximately in 1958 and features a style indicative of the era. The site is currently zoned CC-T. Access to the site is directly from East Washington Avenue via an asphalt paving which surrounds the structure on all sides and provides adequate area for landscape. The site predominately drains from east to west and terminates into permanent storm easement located in the southwest corner of the site. The site is bordered by single family and commercial structures located directly to the north, east, and then across East Washington Ave to the north and Lexington Ave to the south. Ridgeway Church is located across Lexington Ave to the south.

The proposed addition will add approximately 4,691 sq. ft. of gross floor area to the existing structure and will only moderately impact the buildings existing footprint. The majority of this square foot addition will come from the expansion of the chapel, reception center and outdoor terrace. This expansion will offer a fresh look using brick and stone veneer complimented with a fiberglass shingle and metal roof. A new tower and terrace will enhance the buildings most visible facade by breaking up the existing low sloped roof line and adding height to the structure. A new Porte Cochere on the north facade will offer patrons a covered entrance to the facility.

The proposed modifications to the site's existing asphalt paving will only slightly impact the site's existing drainage patterns. The modifications would include the entire parking lot being resurfaced and restriped. The building will be surrounded by lush new landscaping and screening around the site's perimeter will help establish a buffer between the funeral home and the existing residences.