



11000 West Park Place
Milwaukee, WI 53224
Tel 414 359-3060
Fax 414 359-3070
www.prarch.com

2310 Crossroads Drive
Suite 2000
Madison, WI 53718
Tel 608 240-9900
Fax 608 240-9690

July 31, 2013

Ms Katherine Cornwell, Director of Planning Division
Department of Planning & Community Development
City of Madison
215 Martin Luther King Jr. Blvd.
Madison, WI 53701

Re: Letter of Intent
Vicinato Apartments
107 S Mills Street, Madison, WI
PRA Project No. 120399-01

Dear Ms Cornwell:

The following submittal is for Land Use Application to the Madison Plan Commission.

Organizational Structure:

Owner:	Gallina Corporation 101 E. Main St., Ste. 500 Mt. Horeb, WI 53572 Contact: Craig Enzenroth cenzenroth@gallinacos.com	Architect:	Plunkett Raysich Architects, LLP 2310 Crossroads Dr., Ste. 2000 Madison, WI 53718 Contact: Steve Kieckhafer SKieckhafer@prarch.com
Survey/ Site/Civil:	Burse Surveying and Engineering, Inc. 1400 E. Washington Ave, Suite 158 Madison, WI 53703 Contact: Michelle Burse mburse@bse-inc.net	Landscape:	Bruce Company 2830 Parmenter St. Middleton, WI 53562 Contact: Steve Short sshort@brucecompany.com
Lighting:	Hein Engineering 319 W Beltline Hwy, Suite 111 Madison, WI 53713 Contact: Mike Hein hein@chorus.net		

Partners: Michael P. Brush, Martin P. Choren, D. Scott Davis, Gregg R. Golden, Kim D. Hassell, Mark C. Herr, John J. Holz,
Steven A. Kieckhafer, Scott A. Kramer, David J. Raysich, Michael H. Scherbel, Michael J. Sobczak



Introduction:

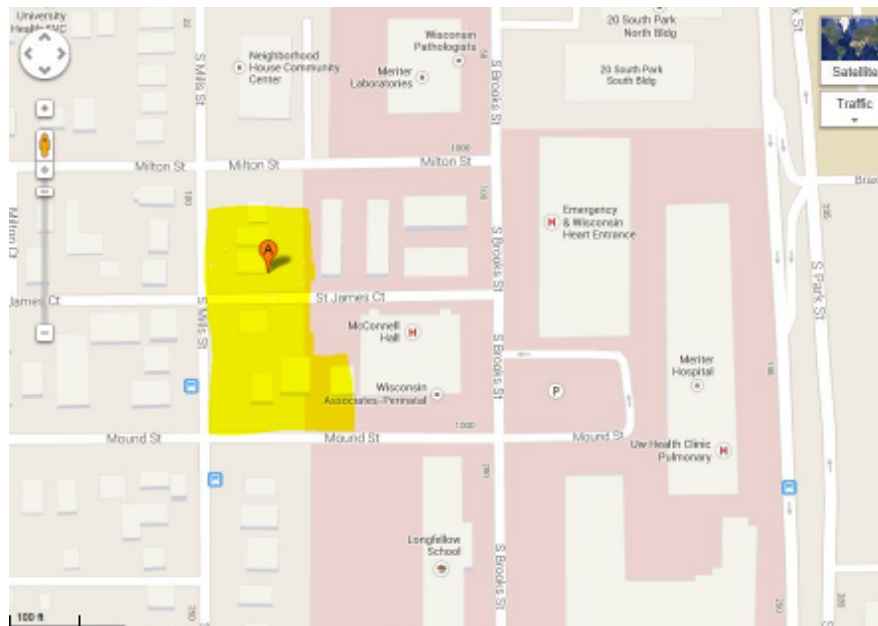
The Gallina Companies is proposing Vicinato Apartments a 4-story, 74-unit, apartment complex located at 107 Mills Street in Madison, Wisconsin. This development is in the Greenbush Neighborhood, Alder District 13, Sue Ellingson.

Project Description:

“Vicinato” means Neighborhood in Italian. This name was chosen as a remembrance to the Italian immigrants that came to the Greenbush Neighborhood of Madison to settle and raise families.

This Development will redevelop six (6) lots on the corner of S. Mills St. and along Mound St. Currently these lots are residential as described by address:

- 105 S Mills St- single family residential rental property, zoned PD (parcel # 070923304045)
- 107 S Mills St- 2-unit residential rental property, zoned PD (parcel # 070923304053)
- 113 S Mills St- 3-unit residential rental property, zoned PD (parcel # 070923304061)
- 1018 Mound St- 2-unit residential property, zoned PD (parcel # 070923304095)
- 1020 Mound St- Office converted sm., Commercial, zoned PD (parcel # 070923304087)
- 1022 Mound St- 2-unit residential rental property, zoned PD (parcel # 070923304079)



These properties are currently owned by Meriter Hospital, with ownership that will be transferred to The Gallina Companies. A certified survey map has been created for the development. Lot 1 will be the property that is purchased by The Gallina Companies, and Outlot 1 will be retained by Meriter Hospital for future development. The structures on all of the listed addresses sites have been determined to be in poor to very poor condition and will be demolished for the proposed development for which the Alder has been notified. Currently the structure at 1022 Mound St. is being offered for relocation to a reasonable buyer for the cost of \$1.00.

The development will be 4-stories in height with 74 dwelling units in a mix of studio, 1-bedroom and 2-bedroom units.

Building Elements

This transitional zone within the Meriter PUD, allows for a 4-story building. To integrate with the topography of the site, higher elevation on the south, lower elevation to the north, the building massing along Mills St., and Mound St. will maintain the street edge for 4-stories and then step down to the south at an intersection that is the main street entrance along Mills St. for 4-stories.

The goal is to create a residentially friendly scale due to the transitional zone from the Meriter campus currently and proposed of larger buildings to the small scale buildings for residential, as the blend to the established residential neighborhood. To accommodate the residential character, the apartments building will have hip roof design with ornamental brackets that are contextual with the year in which the neighborhood was established. A series of raised brick walls within the 10 foot step back along Mills St. and Mount St. provide for a patio to the first floor residents and also accommodates a variety to the landscaping. To also reinforce the smaller scale residential character of the building, a series of bay windows allow the elevation to have a variety of articulation, with

The exterior materials for the Vicinato Apartments consist of brick masonry, fiber cement exposed lap siding and accents of precast concrete. These materials will provide for a durable, high quality and attractive building with low maintenance. The brick color will be complementary to the Meriter campus brick varieties and the siding colors will be accented

Access to the site for vehicles will be provided from Mount St., which was a preference of the Neighborhood, down a maximum 8% slope to the lower floor level of the building. Parking for the development will be provided in an under building parking garage, where there will be a total of 51 parking spaces provided. In addition, the parking garage has ample, secure bike parking provided. Surface parking is provided, and accommodated by a retaining wall constructed at the property line with a landscape buffer. Trash and recycling dumpsters are located to provide access at the backside of the building within an enclosed structure. A loading zone area is provided at the front of the building, off of Mills St. provided with a mountable curb and designated only for loading, and not short term parking. Semi-trailer deliveries will not be permitted on to the site.

Green space that is landscaped is provided around the building at several locations. The building is at the setback, or build to; 10-feet from the north, south and west property lot line providing opportunity for a variety of landscaping and a nicely landscaped buffer at the back of the building between the surface parking lot and the adjacent property.

Site Development Statistics

Lot 1 Area	36,877 s.f. / .8466 acres
Dwelling Units	74
Density	498 s.f. / du
Building Height	4 Stories

Gross Floor Area ~64,000 s.f.
(Excluding parking)
Floor Area Ratio 1.74

<u>Dwelling Unit Mix</u>	Total	Area (sq.ft.)
Studio	3	435
One Bedroom	47	645-710
<u>Two Bedroom</u>	<u>24</u>	<u>950-1015</u>
Total Dwelling Units	74	

Vehicle Parking

On-site surface Parking 20 spaces
Below Grade Parking 51 spaces

Parking Ratio .96 spaces / du

Bike Parking

Bike Storage available to residents, 74 spaces

Moped Parking

Moped parking available to residents.

Project Schedule:

This project is anticipated to start construction in December, 2013 with completion scheduled for August, 2014.

Social & Economic Impacts:

We believe that the site at South Mills Street and Mound Street is prime location for the proposed Vicinato Apartments. Extremely accessible to central Madison, the University, and great employment centers like Meriter and St. Mary's hospitals, this project will provide much needed housing opportunities for a wide diversity of tenants, from work force housing to professionals. Vicinato will be a valuable asset to the Greenbush Neighborhood. In addition to providing needed housing, it will also benefit local employees and employers. Local businesses will also benefit from the increased customer base. This development promotes connectivity, diversity, and a vibrant local community while minimizing vehicular travel and encouraging pedestrian activity. In addition, this development will provide significant employment for the local construction trades.

City Planning, Urban Design (UDC), Alderperson and Neighborhoods:

The following is a list of dates of which meetings were held to discuss the proposed project

February 26, 2013- Alder
March 5, 2013- City Planning
March 12, 2013- Neighborhood (Greenbush)
June 6, 2013- City Planning

July 16, 2013- City Planning
July 24, 2013 - UDC, Informational
July 29, 2013 - Alder and Neighborhood (Greenbush)

Value of Land

The current assessed Land Value of the parcels total \$470,500

Estimated Project Costs

The project costs is estimated to be \$8,100,000

Job Creation

Vicinato Apartments will create an estimated 170 construction jobs as well as provide employment for 3 staff members to manage and operate the completed building.

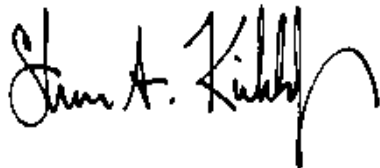
Public Subsidy

This project will be funded totally with private equity/lending and is not requesting any public subsidy or assistance. The Vicinato will be a market rate apartment project.

Please contact us with any questions or for additional information that you request.

Thank you for your time in reviewing our proposal.

Best regards,

A handwritten signature in black ink, appearing to read "Steven A. Kieckhafer", with a stylized flourish at the end.

Steven A. Kieckhafer, AIA
Architect