



November 6, 2013

Katherine Cornwell
City of Madison
Department of Planning & Community & Economic Development
115 Martin Luther King Jr. Blvd.
Suite LL 100, Madison Municipal Building
Madison, WI 53703

**RE: LETTER OF INTENT
NEW MIXED USE DEVELOPMENT
149 E. WILSON ST, MADISON, WI 53703**

Dear Ms. Cornwell,

The following is submitted together with the subdivision application, associated plans and documents for review by City Staff, the Urban Design Commission, Plan Commission and the City of Madison Common Council for consideration of approval.

PROJECT TEAM:

Owner: McGrath Property Group, 222 S. Bedford St. Suite A, Madison, WI 53703
Architect: CaS4 Architecture, 3414 Monroe St. Madison, WI 53711
Structural Engineer: Pierce Engineering 10 W. Mifflin St. Madison, WI 53703
Civil Engineer/Landscape: SAA Design Group, 101 E. Badger Road, Madison, WI 53713

PROJECT OVERVIEW:

The proposed project consists of a 14-story Capitol View Limit building constructed of post-tensioned concrete. It will contain a total of 127 market rate apartments, providing a wide variety of living options with a diverse mix of residential units, ranging in size from a 490 SF studio to a 1,763 SF 3-Bedroom. Building amenities will include a professional quality fitness center, bicycle maintenance area, conferencing facility, hotel-style lobby and concierge service. The Wilson St. Grade level features a spacious Entry Lobby and 9,130 SF of commercial space - which also connects to an outdoor terrace at the rear of the building with direct Lake Monona Views. A total of 127 parking stalls for motor vehicles and 151 bicycle stalls will be provided on site. Specific building areas and other pertinent information is provided on the cover sheet of the attached plans. No public subsidy is being requested for this project

SITE:

The project is located on a 15,916 sf site that is currently zoned UMX, situated immediately to the west of the confluence of E. Wilson, S. Butler and King Streets. The site has 98 feet of frontage along E. Wilson St and is approximately 163 feet deep. A 3-story concrete building is currently on the site which will require demolition for the new project. Interior and exterior photographs of the building are attached (Exhibit A). It's most recent use was office space for the Department of Corrections, but has been primarily vacant since 2003. Immediate neighbors include Union Transfer condominiums to the East and the Marina Condominiums to the West. The site includes an 18-foot easement along it's western edge for a fire lane that serves the Marina - which will also serve as a fire lane for the proposed building and driveway access for our below grade parking structure. The rear of the site is approximately 30-feet below the E. Wilson street grade and it abuts a transportation corridor (Railroad and John Nolen Drive) and offers sweeping views of Lake Monona.

ZONING CHANGE:

The Developer is requesting a zoning change from Urban Mixed Use (UMX) to Downtown Core (DC). UMX zoning requires a 10-foot rear yard set back, while DC does not. As designed, the project fully complies with the UMX zoning (with the exception of the 10-ft rear yard set back requirement) including the Side yard set back, Lot Coverage percentage and Useable Open Space requirements. This zoning change allows us to project some of the balconies and portions of the residential levels within that 10-foot rear yard set back area. It also aligns the parking and residential facades comparably with the adjacent condominium buildings. The attached Exhibit B addresses how the project complies with the Downtown Urban Design Guidelines - as required by both the UMX and DC zoning districts

The following steps have been taken to support this zoning change. Architectural articulation has been designed into the exterior elevation of the parking levels to provide an aesthetically pleasing "Base" to the building - which will be very visible from John Nolen Drive. Additionally, the Lake Monona facing elevation of the residential tower has been designed with material/color changes, facade steps and projected balconies to give depth and interest to that elevation as well.

NO-BUILD EASEMENT:

The developer is in the process of securing the following Easements for the adjacent property immediately to the South of the site:

- "No-Build Easement" for the adjacent 10-foot strip of land that abuts the southern edge of the property. This easement will allow us to include a higher percentage of glass on the south elevation (lake facing) as reflected on the attached plans.
- Temporary easements in the same general area for construction access, material storage and Fire Department Access during construction.
- Stormwater discharge easement - allowing discharge of treated stormwater from our driveway area (less discharge than current existing conditions).
- Landscaping Easements for the same area behind our property and also for the area immediately to the south of our neighbor - Marina Condominiums (at their request).

NEIGHBORHOOD INPUT:

The project is located in the First Settlement Neighborhood District. City staff, the Alder and the Neighborhood Association Chairperson were notified in writing of this project on October 5, 2013. A steering committee has been formed and the development team has met with this committee two times to date with subsequent meetings planned including a public notice meeting on scheduled for November 12, 2013.

ARCHITECTURE:

Building massing is organized to reinforce the character of the site, reinforcing the vertical organization of units and identification of living spaces. Emphasis is given to views to both the Lake and Capitol from primary living spaces and balconies. The first floor is envisioned as a relatively permeable skin that allows view of activity within the building and views to the Lake beyond. Light toned or cream city masonry anchors the building in a vertical mass that is aligned along the east side of the site. A clear anodized, metal clad volume engages the masonry element at the NE corner to highlight living space as well as view termination as you approach the building from both Butler and E Wilson Streets. An additional, larger metal clad volume runs along the West side of the building, engaging the corners at either end to highlight the primary living spaces of the units. The fenestration of this volume is articulated with a combination of organized windows and dark metal, recessive elements intended to organize windows and building systems. These recessive areas together with the other recessive portions of the elevations are envisioned as a dark, or black anodized metal. Balconies are a combination of projected, partially recessed and French. The railings are envisioned as a combination of metal and cable system rails. A pop of color is introduced with green metal panel that is used to help mark the adjacent building datum's while also providing added visual identity and termination as you approach the building from Butler, East Wilson and King Streets. This same green panel extends up the east face of the NE corner of the building in a modest fashion and terminates in a horizontal plane that helps cap the top of the building extending to both the east and south. This green plane is envisioned to be softly uplit and helps cap the composition of vertical building elements while providing added visual identity to the building as one approaches from the East and along John Nolen Drive.

MISCELLANEOUS:

An off street loading area is provided at the end of the driveway for the parking of moving vehicles. Garbage and recycling collection vehicles will pull into the driveway and temporarily park while the roll out containers are pushed from the grade level refuse/recycling collection room along the Wilson St. Sidewalk to the garbage/recycling truck for collection.

PROJECT SCHEDULE:

October 5, 2013:	Written Notification to City, Alder & Neighborhood Assn.
October 5, 2013:	On-line Demolition Notification
October 17, 2013:	Steering committee Meeting #1
October 23, 2013:	Urban Design Commission - Informational Presentation
October 30, 2013:	Steering Committee Meeting #2
November 6, 2013:	Land Use Application Submittal
November 12, 2013:	Public Notice Neighborhood Meeting
Dates TBD:	Additional Neighborhood Steering Committee Meetings
January 8, 2014:	Urban Design - Initial/Final Approval Meeting
January 13, 2014:	Plan Commission
January 21, 2014:	Common Council
February 15, 2014:	Start Demolition/Construction
June 1, 2015:	Certificate of Occupancy

Please feel free to contact me if additional information is needed.

Sincerely,



Lance T. McGrath, P.E.
Owner
McGrath Property Group, LLC