

October 16, 2013

Ms. Katherine Cornwell  
Department of Planning & Development  
City of Madison  
215 Martin Luther King Jr. Blvd  
PO Box 2985  
Madison, Wisconsin 53701

Re: Letter of Intent  
Rezoning from DR1 to UMX  
17, 19, 25 N. Webster Street, 201 E. Mifflin  
Madison, WI

Dear Ms. Cornwell:

The following is submitted together with the plans, application and zoning text for staff for approval.

**Organizational structure:**

Owner: Fred Rouse  
Rouse Management  
2428 Perry Street  
Madison, WI 53713  
608-251-5382  
608-251-5350 fax  
Contact: Fred Rouse  
info@rousemgmt.com

Architect: Knothe & Bruce Architects, LLC  
7601 University Avenue, Ste 201  
Middleton, WI 53562  
608-836-3690  
608-836-6934 fax  
Contact: Randy Bruce  
rbruce@knothebruce.com

Engineer: Vierbicher  
999 Fourier Drive Ste 201  
Madison, WI 53717  
608-826-0532  
608-826-0530 fax  
Contact: Joe Doyle  
jdoyle@vierbicher.com

Landscape Design: The Bruce Company  
2830 Parmenter Street  
Middleton, WI 53562  
(608) 836-7041  
Contact: Sarah Ricker  
sricker@brucecompany.com

**Introduction:**

The proposed site is located on the northwest corner of North Webster Street and East Mifflin Street. The site is currently occupied by 4 older rental housing buildings. The proposed development will implement a portion of the Madison Downtown Plan providing new housing options for the neighborhood.

The developer has had several meetings with the neighborhood representatives and has made serious efforts and changes to the initial proposal in an effort to improve the proposal from the

neighborhoods perspective. The Rouse Management is planning to develop, own and manage this property for the long-term and looks forward to positive relationships with the adjoining property owners and neighborhood at large.

**Demolition Standards:**

This proposed development envisions the deconstruction of (4) structures that currently exists on the site. A recycling and re-use plan for the buildings will be prepared and submitted to staff for review and approval prior to applying for the demolition permit.

Section 28.185(7) of the Madison Zoning Code outlines the standards by which a demolition permit may be issued. These standards require that the Plan Commission find that the requested demolition and proposed use are compatible with the intent and purposes of the zoning code.

As the Plan Commission considers the demolition request the following standards are to be considered:

- The effects the proposed demolition and use would have on the normal and orderly development and improvement of the surrounding properties.
- Reasonableness of efforts to relocate the buildings including the costs of relocation and the limits that the location of the building would have on its relocation.
- The limits that the location of the building would place on efforts to relocate it, and the availability of affordable housing.

Given the recommendations of the Madison Downtown Plan we believe that the demolition standards can be met.

**Project Description:**

The project consists of 58 unit, six story high multi-family building. The building is designed to fit within the immediate context defined by a mix of commercial and residential uses. A generous building setback was provided along Webster Street for improved pedestrian circulation and improvements to Webster Street.

Vehicular access to the site is achieved from East Mifflin Street to the northeast of the site. A ground level parking area provides parking for 40 cars and 1 community car. Bicycle parking is well distributed on-site and within the parking garage.

The exterior open space of the development provides attractive private and public areas for the residents and guests. The private roof terraces and balconies provide residents with usable open space. The site proposes a unique façade challenge as grade is dramatically dropping south to north. The design proposed raised planter beds with tall grasses to help ease this transition.

The site is adjacent to a Historical Landmark, The Lamp House. Our goal is to bring a new sense of awareness to the Landmark, bringing the historic House into the present allowing it to be reinterpreted with new meaning by new generations. Key vantage points to the building were saved, thus keeping Wrights original intent of an isolated internal site that can be viewed from select locations. The juxtaposition of new modern material and massing to the 1900's brick Lamp House, establishes a dialogue of respect for the old while allowing the new to speak for itself.

**Site Development Data:**

**Dwelling Unit Mix:**

Efficiency	12
One Bedroom	41
Two Bedroom	5
Total Dwelling Units	58

**Areas:**

Total Gross Area	46,115 S.F.
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**Densities:**

Lot Area	14,780 sf
Lot Area / D.U.	254 SF/unit
Density	170 Units/Acre

**Building Height:**

Six Stories

**Vehicle Parking:**

Surface:	0
Underground:	41 stalls (1 Community Car)
Total	41 stalls (1 Community Car)

**Bicycle Parking:**

Garage - wall hung	19 stalls
Garage - standard 2'x6'	39 stalls
Exterior - standard 2'x6'	11 stalls
Total	69 stall

**Project Schedule:**

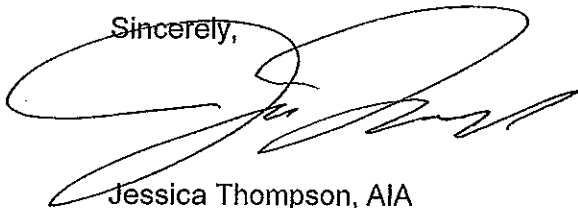
It is anticipated that the new construction phase will start in Summer 2014 and be completed in Summer 2015.

**Social & Economic Impacts:**

This development will have a positive social and economic impact. The re-development of this property will provide a pedestrian and transit-oriented development, implement a portion of the Madison Downtown Plan and provide additional high quality in-fill housing.

Thank you for your time in reviewing our proposal.

Sincerely,



Jessica Thompson, AIA