

March 02, 2011

Mr. Brad Murphy
Director of Planning
Department of Planning & Development
City of Madison
215 Martin Luther King Jr. Blvd
PO Box 2985
Madison, Wisconsin 53701

Re: Letter of Intent
PUD- SIP
1907-1911 Monroe Street
Madison, WI

Dear Mr. Murphy:

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

Organizational structure:

Owner: Mark & Maggie Smith
1911 Monroe Street
Madison, WI 53711
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608-257-2969 fax
Contact: Mark
marksmith@mailbag.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: CJ Engineering
9205 W. Center Street
Milwaukee, WI 53222
Ph: (414) 443-1312
Fax: (414) 443-1317
www.cj-engineering.com

Landscape Design: Paul Skidmore
13 Red maple Trail
Madison, WI 53717
(608) 826-0032
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7601 University Ave, Ste 201
Middleton, Wisconsin 53562
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Introduction:

The proposed site is located on the south east side of Monroe Street in the block west of the Monroe Commons/Trader Joe's development. The property owners have been operating Empire Photography on this block of Monroe Street since the mid 1980's and for many years have run their business out of a converted house at 1911 Monroe St. The owners recently purchased the adjacent property at 1907 Monroe St. with the intention of developing a mixed-use building with housing over commercial space. The proposed development will allow the owners to reinvest in their business and the Monroe Street Commercial District while also providing in-fill housing for the neighborhood.

The Monroe Street Commercial District Plan:

The Monroe Street commercial District Plan that was adopted in March, 2007 was created to ensure appropriate contextual redevelopment of Monroe Street. The plan specifically addresses this block (Block 14 in the plan) and identifies it as possessing redevelopment opportunities. In addition to the general design guidelines, the plan lists the following site specific guidelines:

- Buildings to be built up to the existing sidewalk line.
- Building heights of 2 to 4 stories with the upper level set back from the front façade.
- Buildings should be articulated to emphasize verticality and to replicate the sense of scale along the street.
- Principal entries on Monroe Street.
- Parking and service access should be provided from the alley.
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The proposed redevelopment plan was designed to meet these guidelines.

Demolition Standards:

This proposed development envisions the deconstruction of the two buildings and garage that currently exist on the site. As part of this project's review and approval, a recycling and re-use plan for the buildings will be prepared and submitted to staff.

Section 28.04(22) 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. Although the zoning code clearly encourages the preservation of existing structures, its purpose also includes promoting the general welfare of the city, encouraging the most appropriate land uses and conserving and enhancing the taxable value of lands and buildings.

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.
- Availability of affordable housing after giving due consideration of the master plan.
- Encourage the reuse and recycling of the materials from the buildings.

Given the recommendations of the Neighborhood Plan, we believe that the demolition standards can be met.

Project Description:

The project consists of 18 apartments over 4400 s.f. of ground floor commercial space. The

building is designed to fit within the architectural fabric of the neighborhood and to maintain the scale and rhythm of the surrounding Monroe Street storefronts. The building is placed close to the front property line with relatively limited side yards to strengthen the traditional shopping streetscape. The high-quality exterior materials will be a combination of masonry, horizontal fiber-cement siding and contemporary metal siding.

The building has a total of three stories of housing over the commercial level. The uppermost floor is stepped back from the front, sides and rear of the building minimizing the apparent height of the building. The resulting roof area created by the step-back provides roof terraces for the upper level.

Vehicular access to the site is achieved from the rear alley. Underground parking for 19 cars is provided for the residents. An additional 6 garage spaces for the commercial user are provided along the alley at the ground floor level. Bicycle parking is well distributed in the basement and on site at the front and back of the building.

The exterior open space of the development, while somewhat limited, is well designed and provides attractive areas for the residents and guests. A common roof deck is provided on the south side of the building and the majority of the apartments will have a balcony for private open space.

Site Development Data:

Dwelling Unit Mix:

Efficiency	2
One-Bedroom	9
Two-Bedroom	2
<u>Two-Bedroom Townhomes</u>	<u>5</u>
Total Dwelling Units	18

Areas:

Commercial Area	4,372 S.F.
<u>Residential Area</u>	<u>19,572 S.F.</u>
Total Gross Area	23,944 S.F.

Densities:

Lot Area	11,446 or .26 Acres
Lot Area / D.U.	636 SF/unit
Density	69 units/acre

Building Height:

Four Stories

Vehicle Parking:

Underground-Residential	18 stalls
<u>Garage- Commercial</u>	<u>6 stalls</u>
Total	24 stalls

Bicycle Parking:

Underground	9 stalls
<u>Surface- standard 2'x6'</u>	<u>13 stalls</u>
Total	22 stalls (18 required)

Project Schedule:

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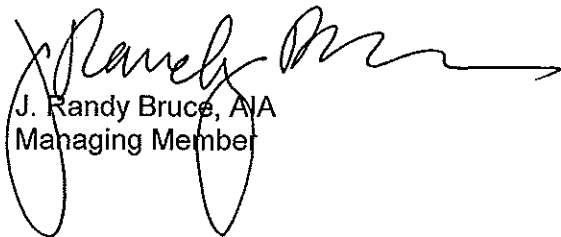
It is anticipated that the new construction phase will start in the summer of 2011 and be completed in spring 2012.

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, enhance the Monroe Street Commercial area and provide additional in-fill housing.

Thank you for your time in reviewing our proposal.

Very Truly Yours,



J. Randy Bruce, AIA
Managing Member