

January 7, 2015

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 - Conditional Use
2583 University Ave
Madison, WI
KBA Project # 1412

Ms. Katherine Cornwell:

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

Organizational structure:

Applicant/Developer:
Goldleaf Development
2379 University Avenue
Madison, WI
608-233-4423
Contact: Ron Fedler
ronald@goldleafdevelopment.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
Madison, WI 53717
(608) 826-0532
Contact: Joe Doyle
jdoy@vierbicher.com

Landscape Design: Nelson Landscape Inc.
PO Box 823
Waukesha, WI 53187
(262) 549-6111
Contact: Corey Nelson
corey@nelsonlandscape.com

Introduction:

The proposed site is located on the corner of University Avenue and Grand Avenue. The site is zoned TSS, in which the zoning supports multi-family developments. The proposed development plan will create a multi-family apartment building that will feature attractive architecture, landscaping, and amenities that will support the immediate neighborhood.

Project Description:

The development will entail the demolition of the existing one-story Import Auto Clinic building in order to construct a new multi-family apartment building. The new building will be three stories tall and will contain 27 apartment units with 25 underground parking spaces. We are asking for a 2 parking stall reduction.

The building façades includes changes in color, texture and material with high-quality façade materials. The exterior materials will be a combination of king size masonry and horizontal composite siding with a cast stone base. Rendered elevations and perspective drawings represent the material colors, including the red brick, tan vinyl windows, Roycraft Vellum trim, and Roycraft Brozne Green siding. Site landscaping will enhance the pedestrian experience and we will work with the city forester on preservation and/or replacement of existing street trees. Vehicular access to the site is achieved from University Avenue, providing access to the underground parking garage.

Conditional Use

With this application we are requesting three conditional uses; one for the building height in excess of 40', one for the single use building floor area greater than 10,000 square feet, and a multi-unit residential building greater than 8 units. We believe that this development maintains the orderly development pattern set out by the neighborhood plan and the zoning code and that the conditional use standards can be met. The proposed development will eliminate surface parking, activate the streetscape, and bring additional residents to support the existing University Ave. neighborhood businesses.

Demolition Standards

The new multi-family development proposes the deconstruction of an existing 2,010 square foot auto repair garage. The existing building and parking lot do not support a traditional pedestrian oriented streetscape. Images of the existing structure have been attached.

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.

We believe that the demolition standards can be met. A Re-use and Recycling Plan will be submitted prior to the deconstruction of the structure.

Site Development Data:

Densities:

Lot Area in S.F.	13,867 S.F.
Lot Area in Acres	0.32 acres
Dwelling Units	27 DU
Lot Area / D.U.	513 S.F./D.U.
Density	84 units/acre
Usable Open Space	3,054 S.F.
Open Space / D.U.	113 S.F./D.U.
Lot Coverage	11,047 (80% of total lot)

Vehicle Parking:

Underground:	25 stalls
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Bicycle Parking:

Garage – STD. 2'x6'	24 stalls
Exterior – STD. 2'x6'	6 stalls
Total	30 stalls

Gross Floor Areas:

Enclosed Parking (Basement)	9,425 S.F.
Residential Areas	26,490 S.F.
Total Gross Area	35,915 S.F.

Dwelling Unit Mix:

Efficiency	1
One Bedroom	17
One Bedroom + Den	3
Two Bedroom	6
Total Dwelling Units	27

Building Height: Three Stories

Project Schedule:

It is anticipated that construction will start in May 2015 and be completed in June 2016.

Thank you for your time reviewing our proposal.

Sincerely,

J. Randy Bruce
Managing Member

January 13, 2015

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



Re: Supplement - Conditional Use Application
2583 University Ave
Madison, WI
KBA Project # 1412

Ms. Katherine Cornwell:

The following is submitted as a supplement to the January 7, 2015 Conditional use application for the staff and Plan Commission's consideration of approval.

Economic Data:

The proposed multi-family development will provide economic benefits to the community. The land value is estimated at \$217,000 and the estimated project cost is \$ 2,000,000. The proposed construction of this development is estimated to create a total of 2 permanent jobs and 25 construction jobs.

Project Schedule:

It is anticipated that construction will start in May 2015 and be completed in June 2016.

Thank you for your time reviewing our proposal.

Sincerely,

J. Randy Bruce
Managing Member