

May 22, 2013

Mr. Bill Fruhling
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
2620 Monroe Street
Madison, WI

Dear Mr. Fruhling:

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 Monroe Street and Knickerbocker Street. The site is currently occupied by Rice's Fill'em & Fix'em, an auto repair shop and an existing single-family house. The proposed development will implement a portion of the Monroe Street Commercial District Plan and provide new commercial and 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, the Monroe Street Commercial District and neighborhood at large.

Demolition Standards:

This proposed development envisions the deconstruction of the existing service garage and single-family house 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 existing zoning on the site and the recommendations of the Monroe Street Commercial District Plan we believe that the demolition standards can be met.

Project Description:

The project consists of 21 apartments over 2300 s.f. of ground floor commercial space. The building height is three stories plus a limited loft level at the fourth floor. The building is designed to fit within the immediate context defined by a mix of commercial and residential uses. The building is placed close to the sidewalk to reinforce a traditional shopping streetscape. The well-detailed exterior uses a combination of brick, metal and fiber-cement siding to reflect the surrounding landscape.

Vehicular access to the site is achieved from Knickerbocker Street to the northwest of the site. A ground level parking area provides parking for 21 cars. The majority of the parking is secured and reserved for residential tenants with 5 unsecured stalls available to commercial tenants during operating hours. 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. A minimal building setback was provided along Monroe Street to allow for improved pedestrian circulation and improvements to the Knickerbocker and Monroe Street

intersection. A more generous building setback is provided along Knickerbocker that reflects the transition to residential uses and maintains the vista down Knickerbocker toward Lake Wingra. The private roof terraces and balconies provide residents with usable open space. The rear yard will be fenced and/or landscaped as determined by through discussions with the adjoin homeowner.

Conditional Use

With this application we are requesting two conditional uses; one for building height in excess of 3 stories and one for building floor area greater than 25,000 square feet. 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.

In consideration of the conditional uses the following factors should be considered. As for building height, the fourth floor is restricted to less than 2,200 square feet and is setback from the third floor level by 18 feet on all sides to minimize its' visibility. This floor area is small enough that if a pitched roof were used in place of the flat roof, the loft level would not be counted as a story since it would be contained within the attic space of the roof. (A flat roof form was used to reflect the adjoining traditional shopping street architecture.) As for the building floor area, the enclosed parking area on the first floor amounts to almost 5,000 square feet of floor area. Parking was placed on the first floor level instead of the basement level to eliminate the potential for pumping of ground water near Lake Wingra.

Site Development Data:

Dwelling Unit Mix:

Efficiency	4
Studio/Loft	4
One Bedroom	6
One Bedroom + Loft	1
One Bedroom + Den	3
Two Bedroom	3
Total Dwelling Units	21

Areas:

Commercial Area	2,300 S.F.
Enclosed Parking Area	4,943 S.F.
<u>Residential Area</u>	<u>20,289 S.F.</u>
Total Gross Area	27,532 S.F.

Densities:

Lot Area	14,349 sf
Lot Area / D.U.	717 SF/unit

Building Height:

Four stories (Three Stories + Loft)

Vehicle Parking:

Total	21 stalls
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Bicycle Parking:

Garage - wall hung	6 stalls
Garage - standard 2'x6'	14 stalls

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Exterior - standard 2'x6'
Total

4 stalls
24 stall

Project Schedule:

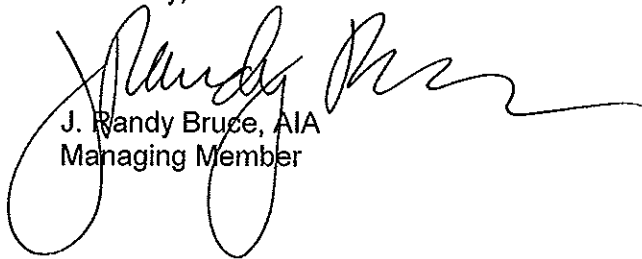
It is anticipated that the new construction phase will start in Fall 2013 and be completed in Summer 2014.

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 Monroe Street Commercial District Plan and provide additional high quality in-fill housing.

Thank you for your time in reviewing our proposal.

Sincerely,



J. Randy Bruce, AIA
Managing Member