

September 20, 2006

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
M-1 to PUD-GDP-SIP
301 S. Ingersoll 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: 301 S. Ingersoll, LLC
P. O. Box 1547
Madison, WI 53701-1547
608-251-6000
608-251-6077 fax
Contact: Rich Arnesen,
Stone House Dev.

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: Calkins Engineering
5010 Voges Road
Madison, WI 53718
(608) 838-0444
(608) 838-0445 fax
Contact: Dave Glusick

Landscape Design: Ken Saiki Design
303 S. Paterson St.
Suite 1
Madison, WI 53703
(608) 251-3600
Contact: Ken Saiki

Introduction:

The proposed site is located on the southeast corner of Ingersoll and East Wilson Streets. It is currently occupied by the Badger Cab office and garage operation. The adjacent properties are a RB's Pasta to the east and residential uses to the south and west. An Amoco gas station also borders the site on the southeast corner of the site. Plans for the future Central Park include the site to the north across Wilson Street, currently a rail corridor.

This project proposes the redevelopment of this underutilized site for a 76-unit apartment development with under-building parking. The developers will be requesting Federal Housing Tax-Credits and specially structured WHEDA financing to provide highly needed affordable housing opportunities for the Marquette neighborhood. The proposed development is consistent with the East Rail Corridor Plan and the Williamson Street Build Plan. The developers have been working with the alderperson and the neighborhood group to realize the suggestions in these plan documents and to create a redevelopment with an active residential streetscape that respects the neighborhood context.

East Rail Corridor Plan:

The East Rail Corridor Plan generally recommends higher density development with employment to the north of the rail corridor and housing to the south. It specifically recommends housing for this site with a conservation district transition area for the corner of Ingersoll and East Wilson. The plan also states that the new housing be affordable and include a mix of ownership and rental housing. This proposal meets these guidelines by increasing the housing density of the corridor, providing affordable housing options and respecting the existing neighborhood scale.

Williamson Street Build Plan:

The Williamson Street Build Plan outlines the design guidelines for new construction within the plan limits. The site is located within Zone II of the plan which recommends residential use with a maximum three story height and a 1 story bonus for the inclusion of affordable housing. It also identifies several specific design principles and criteria including:

- Define the street edges
- Mend the gaps in the neighborhood fabric
- Integrate, connect and enclose public spaces
- Support a pedestrian / bike-friendly environment
- Open space should be visually connected to the rear yards
- A 16 foot rear yard setback with structured parking
- 70 square feet of open space per bedroom
- Off-street parking for a minimum of .75 stalls/dwelling unit

This redevelopment proposal meets the design standards set out in the East Rail Corridor and Williamson Street Build Plans. Several meetings with neighborhood representatives have been held and general support has been given to the project by the neighborhood board. A larger neighborhood meeting will be held in the near future to provide additional exchange with neighbors.

Project Description:

The site plan was designed to create an urban, pedestrian-oriented streetscape. The two buildings in the development form both a street edge and a rear courtyard. The larger 52 unit four story building houses the community areas of the development and is located on the east end of the site. To provide a better transition to the residential neighbors, the building on the corner of Ingersoll and East Wilson is of a smaller scale with three stories and 24 units. The courtyard is linked to the future Central Park and has both hardscape areas for intensive use and landscaped green space for recreation, plantings and storm water management. The lower two floors of the buildings on the East Wilson Street façade will be two-story, 3-bedroom townhomes with individual entry porches.

The buildings are well articulated to maintain a residential scale and rhythm. Flat roofs are used to minimize the apparent building heights. The exterior materials are masonry in combination with composite wood siding. The siding will have varied deep colors for a striking façade and the masonry detailing will add to the substantial appearance.

Vehicular access to the underground parking garage is accommodated on the east end of the site. Visitor parking will be accommodated on-street. Currently, unrestricted parking is available on the north side of Wilson. The developer, with the neighborhood support, is requesting that the Wilson Street parking be posted as 2 hour parking to better accommodate the neighborhood and development needs. Adequate bicycle parking is provided in the parking garage and in the courtyard area on the site.

Site Development Data:

Dwelling Unit Mix:

Studios	7
One-Bedroom	23
One-Bedroom + Den	2
Two-Bedroom	34
Three-Bedroom Townhomes	<u>10</u>
Total dwelling Units	76

Densities:

Lot Area	41,464 SF or 1.06 acres
Lot Area / D.U.	611 SF/unit
Density	72 units/acre

<u>Building Height:</u>	3 and 4 Stories
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Floor Area Ratio:

Total Floor Area (excluding parking)	84,240 SF
Floor Area Ratio	2.0

Vehicular Parking Standards (R-6)

Studios	(7 X .50 /unit)	3.5 spaces
One Bedrooms	(25 X 1.25 /unit)	31.25 spaces
Two Bedrooms	(34 X 1.50 /unit)	51 spaces
Three Bedrooms	(10 X 1.75/unit)	<u>17.5 spaces</u>
Total Required Parking		103 spaces

Bicycle parking		
Units 1-50	(1 space/unit)	50 spaces
Units 50 – 76	(.5 space/unit)	13 spaces
Total Required Parking		63 spaces

Provided Vehicular Parking Ratio:

Automobile parking (underground)	76 stalls	or	1.0 stalls/unit
Bicycle parking (underground)	29 stalls	or	.4 stalls/unit
Bicycle parking (surface)	34 stalls	or	.4 stalls/unit

Loading:

Off-street loading will be provided for this project in the drive lane at the east end of the site.

Project Schedule:


It is anticipated that construction will start in the spring of 2006 and be completed in spring of 2008.

Social & Economic Impacts:

This development will have a positive social and economic impact. The development will substantially increase the city tax base on an infill site with minimal, if any, increased costs to the City. The redevelopment achieves the goals of Madison's adopted development plans and provides new affordable housing in the central city while promoting pedestrian, bicycle and mass-transit circulation.

Thank you for your time in reviewing our proposal.

Very Truly Yours,


J. Randy Bruce, AIA
Managing Member