



July 12, 2006

Mr. Brad Murphy  
City of Madison  
Planning & Development  
215 Martin Luther King Jr. Blvd  
PO Box 2985  
Madison, WI 53701-24985

**Re: Letter of Intent, Capitol West (Phase I), Alteration to the SIP**

Dear Mr. Murphy:

The following is submitted together with plans; land-use application and zoning text for City Staff, Plan Commission, and City Council consideration of approval of the proposed Alteration to the SIP for the development.

**Project:** Capitol West – Phase I: **Alteration to the SIP**  
Block 51, bounded by West Washington Avenue, South Henry Street, West Main Street and Broom Street

**Developer:** The Alexander Company  
145 East Badger Road, Suite 200  
Madison, WI 53713  
Office: (608) 258-5580  
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Contact: Thomas Miller

**Alteration Description:**

The Redevelopment of Block 51, known as Capitol West is being revised to modify the following components: 309 West Washington Avenue, The New Parking Ramp, and associated Site Work. The remainder of the project is unchanged at this time.

- 1) 309 West Washington is modified by the addition of one story to the main tower portion of the building (increasing the number of stories from 10 to 11); note that there will not be an added floor to the annex area. This addition of one story adds 10 units and brings the unit total for this component to from 116 dwelling units to 126; this is an increase from 163 dwelling units in Phase I to 173 dwelling units. The height of the roof above the added floor is below the Capitol View Preservation Limit.
- 2) In addition to the added floor, the mechanical system for the 309 building has been revised so as to eliminate the requirement for a cooling tower and enclosure on the roof of the building. This revision helps maintain an overall height for the 309 building that is very close to the originally proposed building height.
- 3) The Exterior skin of 309 West Washington has been modified to maximize energy efficiency, and cost-effective composition. The materials and palette remain the same as in the original proposal.

- 4) The Parking Ramp is being modified to add one additional layer of parking beneath the existing two proposed layers. This additional level adds 70 parking stalls for an increase in the total number of stalls at this ramp from 146 to 216 parking stalls.
- 5) In addition to modifying the above structures this application also modifies some of the associated site improvements. The details of the proposed modified materials and assemblies are all shown on the submitted site planning documents.

#### **Fire Access**

An approved fire access plan has been submitted as part of the approved GDP and the SIP for this development. This plan meets the criteria outlined in the Fire Apparatus & Access and Fire Hydrant Worksheet. The specifics of this approved plan will not be modified as part of this alteration.

#### **Project Schedule and Management**

Assuming recording the Phase I SIP immediately, in a manner that allows us to move forward with several of the components of the development while revising 309 West Washington and the Associated Parking Ramp, construction of the Broom Street Lofts should begin in September of 2006. This will likely be followed by the Main Street Townhomes, and then finally, once approved as modified herein, 309 West Washington and the associated parking would commence this fall. These components will then be followed by Phase II and Phase III once SIP approvals are obtained for each of those phases.

#### **Social Economic Impact**

The Capitol West development will provide a positive impact for downtown Madison both socially and economically. The mixed-use plan, by developing housing units and supporting retail uses in our city's center promotes smart growth by placing density where sufficient city services currently exist. By creating a range of housing choices within walkable distance from a variety of supporting retail services and workplaces, we are promoting healthy development.

The Capitol West development provides a significant component of affordable housing. Our current plan for Phase I calls for creation of affordable housing as set forth in the previously submitted and approved Inclusionary Zoning Dwelling Unit Plan. Affordable Housing will be targeted to residents making 80% of the Area Median Income or less.

Also, it is important to note that the design and construction of the buildings within the development will promote opportunities for healthy living and green building systems. The design of the master plan maximizes residents' access to sunlight and natural ventilation. The inclusion of a Recycling and Re-use Plan has and will continue to maximize the amount of material re-used and minimize the amount of waste generated by this development. The submitted and approved Transportation Demand Management Plan insures the exploration of expanding transportation options and creating a streetscape that better serves a range of users -- pedestrians, bicyclists, transit riders, and automobiles. And, the potential for rain catchment and other green building systems will reduce the amount of runoff and demand for water supply resulting from this development. This along with the remediation of hazardous materials currently existing on the site and the utilization of environmentally sensitive building materials creates a social benefit for the residents, the neighbors and the City, and exemplifies a commitment to responsible and environmentally sound development.

Based on the analysis above we feel the proposed development meets the spirit and intent of the PUD zoning ordinances when reviewed with respect to the criteria for approval set fourth in Section 28.07(6)(f) of the zoning code:

1. Criteria & Intensity of Land Use: The proposed PUD has been designed specifically with the existing neighborhood uses in mind. More intense uses have been located along streets and avenues that can support higher density development, while less intense uses are planned where the existing finer grain, less massive historic residential uses are adjacent to the proposed development, i.e. Broom Street & Main Street. Great lengths have been taken to design an aesthetically pleasing urban environment with a mix of uses designed to promote a sustainable urban community without adversely affecting municipal services. As noted above a transportation demand management plan and traffic impact analysis have been completed as part of the PUD and will help provide solutions to any traffic and parking demand concerns.
2. Economic Impact: We feel the proposed development will provide a positive impact on the economics of the city without adversely affecting the provision of municipal services. The projected increase in value of the property upon completion is in excess of \$100 million.
3. Presentation & Maintenance of Open Space: This development includes a block wide approach to providing functional urban open space of the highest quality. The efforts to create seating areas, walkways, water features, plazas, roof gardens, terraces, additional bike lanes, and bike parking areas will provide a more attractive network of useable open space than currently exists on site. Plantings existing in the transit corridor along the western edge of the block have reached their peak effectiveness in relation to their original single purpose: screening. The loss of branches due to age and overcrowding of a single species is producing diminishing returns. A broader look at the entire block allows us to provide plantings & open space that will more effectively address a variety of needs and uses both for wildlife and residents. In addition, this development will provide plantings that take into account rain interception, air filtration, shade and cooling, as well as more appropriate habitat and nutrition for wildlife than what currently exists on the site.
4. Implementation of Schedule: the schedule provides for phasing that promotes expedient construction of each phase of the development and limits any adverse effect on the community should the development terminate at the end of any given phase.

Thank you for your time in reviewing this proposal.

Respectfully,



THE ALEXANDER COMPANY, Inc.  
Thomas Miller  
Development Project Manager

Cc: Natalie Bock  
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