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6 June 2012

Mr. Brad Murphy, Director of Planning
Department of Planning & Community Development
City of Madison
215 Martin Luther King Jr. Blvd.
Madison, WI 53701

Re: Letter of Intent- Land Use Application
The Ideal Apartments
502 S. Park Street
Madison, WI
PRA Project No. 114387-01

Dear Mr. Murphy:

The following Land Use Application is submitted together with the required submittal of; plans, Letter of Intent, Zoning Text, Legal Description of Property and Filing Fee.

Organizational Structure:

Owner:	Gallina Corporation 101 E. Main St., Ste. 500 Mt. Horeb, WI 53572 Contact: Craig Enzenroth cenzenroth@gallinacos.com	Architect:	Plunkett Raysich Architects, LLP 2310 Crossroads Dr., Ste. 2000 Madison, WI 53718 Contact: Steve Kieckhafer SKieckhafer@prarch.com
Site/Civil:	Burse Surveying and Engineering, Inc. 1400 E. Washington Ave, Suite 158 Madison, WI 53703 Contact: Michelle Burse mburse@bse-inc.net	Landscape:	Bruce Company 2830 Parmenter St. Middleton, WI 53562 Contact: Steve Short sshort@brucecompany.com
Lighting:	Hein Engineering 319 W Beltline Hwy, Suite 111 Madison, WI 53713 Contact: Mike Hein hein@chorus.net		

Partners: Michael P. Brush, Martin P. Choren, D. Scott Davis, Gregg R. Golden, Kim D. Hassell, Mark C. Herr, John J. Holz, Jeffrey A. Holzhauser, Steven A. Kieckhafer, Scott A. Kramer, David J. Raysich, Michael H. Scherbel, Michael J. Sobczak

Introduction:

The Ideal is a proposal for a mixed-use development consisting of apartments and retail located at 502 S. Park Street in Madison, Wisconsin. This development is in the Greenbush Neighborhood and is in the Northern Design District of the Park Street Corridor and is part of Urban Design District No. 7.

Project Description:

The Ideal Development will redevelop five (5) lots on the corner of S. Park St. and along Drake St. Currently these lots hold the Ideal Body Shop at 502 S. Park St., three (3) 2-story residences at 917, 923, and 925 Drake St. and a surface parking lot at 921 Drake St.

502 S Park St- Ideal Body Shop, zoned C-3 (parcel #070923315224)

917 Drake St- single family residential rental property, zoned C-3 (parcel #070923315018)

921 Drake St- parking for Ideal Body, zoned C-3 (parcel #070923315026)

923 Drake St- 2 unit residential rental property, zoned C-3/R-3 (parcel #070923315034)

925 Drake St- single family residential rental property, zoned R-3 (parcel #070923315042)

The structures on all of the listed addresses sites have been determined to be in poor to very poor condition and will be demolished for the proposed development for which the Alder has been notified. Posted notice of demolition has been made on March 30, 2012 to the City's web address

<https://www.cityofmadison.com/developmentCenter/demolitionNotification/>

All of the listed addresses will be combined to create a one lot CSM, currently being developed; legal description of properties is attached.

The development will have just less than 4,300 S.F. of retail space accessed off of Park St. and 62 apartment units from studios to 2 Bedrooms on floors 2-5 above.

Along Park St. the new building will maintain the street edge for 3-stories and then step back the fourth and fifth floors 16-feet. The approximately 12 foot wide stair tower on Park Street maintains the street edge for five stories as an architectural element adding visual interest, depth and articulation to the east façade. The building again steps in height as it moves west along Drake St. back down to 3-stories. The mass of the building is also broken in plan along Drake St. with an 11' shift south. The goal is to create a more residentially friendly scale to the design as the building moves west along Drake St. The west end of the building doglegs to the south creating a south facing green roof/terrace for residents use. The apartments on the west end of the development have flat roofs with the roof line punctuated with a rhythm of raised flat roof areas. The intent is to provide a different more residential, though not traditional, character to this end of the development as it transitions into the residential neighborhood. A series of raised planters within the 11 foot step back along Drake St. have been added to bring a sense of human scale and nicely developed green space to the pedestrian experience.

The exterior materials for the Ideal consist of brick masonry, fiber cement panels and lap siding along with precast concrete. These materials will provide for a durable, high quality and attractive building with low maintenance.

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Parking for the development will be provided in a two level parking structure beneath the building. There will be a total of 75 parking spaces provided. In addition, each parking level has ample, secure bike parking provided. Trash and recycling dumpsters are located to provide alley access behind an overhead garage door. A loading zone area is provided on site with access from the alley. Semi-trailer deliveries will not be permitted on to the site.

Green space is provided in several locations. The building is held back approximately 17-feet from the western lot line providing opportunity for a nicely landscaped buffer. The 11-foot shift in the building also provides green / landscape space and raised planters. On the south edge of the building there is a 5-foot landscape buffer. The second floor roof terrace also provides a green roof and a resident accessed terrace.

A number of gestures have been made to pay homage to the Ideal Body Co. building which currently occupies a portion of the site. First, naming the development The Ideal respectfully references the original building. The concept is that the sign will be rehabbed and reused, or if not feasible, the signage will replicate in font, and style the original. The original building also has a number of stone medallions which will be salvaged and reused in the façade along Park Street. Soldier coursing the brick at the window head will also reference the detailing on the original building. Also, the look of the factory window pattern will be incorporated into the Park Street elevation at the transom windows along the first floor and at the top of the stair tower. Additional artifacts from the Ideal Body Co. will be salvaged as possible and incorporated into the interior design of the lobby and other spaces.

Site Development Statistics

Lot Area	33,473 s.f. / .77 acres
Dwelling Units	62
Density	540 s.f. / du
Building Height	3-5 Stories
Gross Floor Area (Excluding parking)	77,344 s.f.
Floor Area Ratio	2.31

<u>Dwelling Unit Mix</u>	Total
Studio	8
One Bedroom	22
One Bedroom/Den	17
Two Bedroom	15
Total Dwelling Units	62

Vehicle Parking

Below Grade Parking	75 spaces	(including 2 handicap spaces)
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Parking Ratio

1.21 spaces / du

Bike Parking

Enclosed Bike Storage available to residents, 65 spaces (62 units) greater than 1/unit, and 9 spaces available for retail.

Moped Parking

Enclosed parking available to residents within parking area, and spaces for retail located along terrace on Drake Street.

Project Schedule:

This project is anticipated to start construction in October, 2012 with completion scheduled for Fall, 2013.

Social & Economic Impacts:

The Ideal mixed use development will be a valuable asset to the Park Street Corridor and the Green Bush Neighborhood. It will provide needed housing to the area benefitting local employees. Local businesses will also benefit from the increased customer base. This development promotes connectivity, diversity, and a vibrant local community while minimizing vehicular travel and encouraging pedestrian activity. In addition, this development will provide significant employment for the local construction trades.

City Planning, Urban Design (UDC), Design Assistance Team (DAT), Alderperson and Neighborhoods:

The following is a list of dates of which meetings were held to discuss the proposed project

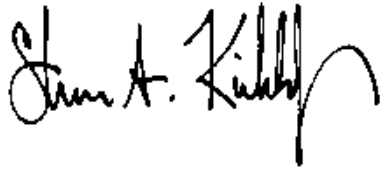
- August 5, 2011- Alder
- September 6, 2011- City Planning
- September 9, 2011- Neighborhood (Greenbush)
- November 8, 2011- City Planning
- February 2, 2012- City Planning
- February 9, 2012- Alder and Neighborhood (Greenbush-Vilas)
- March 7, 2012- UDC, Informational
- April 11, 2012- Alder and Neighborhood (Greenbush-Vilas and Monona Bay)
- April 18, 2012- UDC, Informational
- May 24, 2012- Design Assistance Team (DAT)
- June 14, 2012- Alder and Neighborhood (Greenbush-Vilas)

Please contact us with any questions or for additional information that you request.

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Thank you for your time in reviewing our proposal.

Best regards,

A handwritten signature in black ink, appearing to read "Steven A. Kieckhafer". The signature is fluid and cursive, with a large, stylized initial "S" and a long, sweeping flourish at the end.

Steven A. Kieckhafer, AIA
Architect