



February 19, 2014 (REVISED April 11, 2014)

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 – Rezoning from NMX to PD
617 Segoe Road
Madison, Wisconsin
KBA Project # 1012

Ms. Katherine Cornwell:

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

Organizational Structure:

Owner: Venture II, LLC
1202 Regent Street
Madison, WI 53715
(608) 251-8777
Contact: Jim Stoppie
jim@madisonproperty.com

Architect: Knothe & Bruce Architects, LLC
7601 University Avenue, Ste 201
Middleton, WI 53562
(608) 836-3690
Contact: Randy Bruce
rbruce@knothebruce.com

Engineer: Vierbicher
999 Fourier Drive Ste 201
Madison, WI 53717
(608) 826-0532
Contact: Joe Doyle
jdoyle@vierbicher.com

Landscape Design: Ken Saiki Design, Inc.
303 Paterson Suite 1
Madison, WI 53703
(608) 251-3600
Contact: Stevie Koepp
SKoepp@ksd-la.com

Introduction:

The following letter is submitted to accompany the application materials for the rezoning application for the property at 617 N. Segoe Road.

Demolition Standards:

In order to provide new, high quality, energy efficient housing this proposed development envisions the deconstruction of an existing 8400 sf commercial building.

The building to be deconstructed is located at 617 N. Segoe Road. It is an 8400sf, 2 story commercial building. The building was built in 1979 as a bank. The building is steel frame construction with facebrick exterior and a concrete foundation. 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.

Project Description:

The project consists of 115 apartments. The building has 11 stories of housing over three and a half levels of parking. The mechanical penthouse, common room, exercise facility and roof terrace are located above the eleventh floor.

The building is well articulated with vertical modulation and horizontal stepbacks. The articulation is achieved by incorporating a variety of floor plans, unit sizes and types and is reinforced with the use of exterior materials. The exterior spandrel panels, brick and composite metal panel provide a high-quality building shell.

Vehicular access to the site is achieved from Segoe Road. Underground parking for 140 cars is provided for the residents. In addition, a total of 11 visitor stall are provided at the upper parking level. Bicycle parking is well distributed in the basement and on site. A loading zone is provided at the south east

corner of the site.

The exterior open space of the development provides attractive private and public areas for the residents and guests. Each apartment has access to a private patio or balcony. In addition, a common roof terrace provides residents with an outdoor gathering area with expansive views.

The building will be professionally managed and an on-site management office on the first floor of the building will provide a continuous management presence. The building will have security entrances and cameras in the public areas to promote safety and well-being of the residents.

Rezoning:

We initially thought this development could be handled with a conditional use using the existing UMX zoning. However, in consultation with City staff we concluded that a planned development would work best for the project in the long term, allowing the new development to fit in with the existing context.

Site Development Data:

Densities:

Lot Area	25,352 sf
Acres	.58
Dwelling Units	115 units
Lot Area/D.U.	220 sf/ unit
Density	198 units/acre

Dwelling Unit Mix:

Efficiency	19
One Bedroom	42
One Bedroom + Den	11
Two Bedroom	24
Three Bedroom	19
Total dwelling Units	115

Building Heights: 11 Stories

Floor Area:

Gross Floor Area (floors 1-11)	136,368sf (Excludes Underground parking)
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Floor Area Ratio: 5.38

Vehicle Parking Stalls

Surface	0
Underground	151 (11 Visitor stalls)
Total	151

Ratio 1.31 stall/unit

Bicycle Parking Stalls

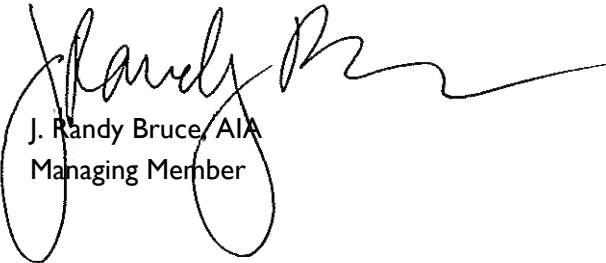
Surface	8
<u>Underground</u>	<u>107 (107 @ 2'x6')</u>
Total	115

Project Schedule:

It is currently anticipated that construction will begin once the development approvals are in place in the summer of 2014 and is anticipated to be completed in the Summer of 2015.

Thank you for your time in reviewing our proposal.

Sincerely,



J. Randy Bruce, AIA
Managing Member