



DESIGNBUILD

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February 23, 2011

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

RE: Letter of Intent
PUD-GDP-SIP
677 South Segoe Road
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: TJS Ventures, LLC
5201 East Terrace Drive, Suite 375
Madison, WI 53718
608-244-7012
Contact: John Walsh

Architect: TJK Design Build Inc
634 West Main Street
Madison WI 53703
608-257-1090
608-257-1092 fax
Contact: John J Bieno
jjbieno@tjkdesignbuild.com

Engineer: D'Onofrio Kottke and Associates
7530 Westward Way
Madison WI 53717
608-833-7530
608-833-1089 (F)
Contact: Bruce Hollar

Landscape Design: Richard Slayton
821 West Lakeside Street
Madison, WI 53715
608-251-6132
Contact: Richard Slayton

Introduction:

The proposed site is located at the intersection of Segoe and Odana Roads on the west side of Madison. The site is approximately 71,640 SF in size and contains an existing 2-story office building. It was formally under the control of a not for profit organization and the deferred maintenance of the structures is escalating.

Deconstruction:

This proposed development envisions the deconstruction of a 2-story office building. This would also include the associated sidewalk and paved areas. Inspections of the property has been made by the development team. They have concluded that the structure is beyond the capacity of any reasonable rehabilitation for this development. Additional reports on the structures existing condition will be prepared for distribution to the staff and Plan Commission. The developer will contract to prepare a recycling and reuse plan for the buildings and the components and materials will be handled appropriately. Although the zoning code clearly encourages the preservation of existing structures the zoning codes 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. We believe that the demolition standards are met.

Context

Neighborhood

The surrounding neighborhood to the South and to the East are predominantly single family homes. These homes range in construction times from roughly the mid 1950's through the 1970's. There is some multi-family housing located directly to the North-east of the property. This multi-family housing was completed somewhere in the mid twentieth century. To the West of the property is a new planned commercial development for a proposed Hy-Vee Grocery Store. While construction has not started on this development it is anticipated to start before construction on our project. There is a green space to the North of our property and condominiums further to the South behind single family homes. There is a substantial grade fall on the site that needs to be accommodated for during construction. After several meetings with the neighborhood group and reviewing some of the site plan options with them they gave tremendous feedback and input into the project. Some of their suggestions were to include a pedestrian lane along the Eastern edge of the property. They also mentioned that their plan wanted to limit the height of the building to three stories and that the vehicular access connecting both Segoe and Odana Roads would be a nice amenity to the project and its users. It is also the recommendation according to their neighborhood plan for 16 unit per acre. The comprehensive plans calls for a much higher density as well as for this site to be utilized as a planned commercial site that is both friendly to pedestrians and vehicular access. A bus stop is located along Odana Road.

Development

This proposed project is a multi-family development in line with a comprehensive plan for the City of Madison. It is designed to have market rate apartments with a combination of efficiencies, 1, 2, efficiency loft, 1 bedroom loft and 2 bedroom loft units. There is enough parking underground for vehicles and as many as 80 bicycle and moped storage spots. In order to make way for the development a 1960's era office building which is inadequate for an adaptive reuse would be raised for the project. This development would bring this site into the tax rolls and the benefits of the City of Madison as the previous owner had tax exempt status. This highly visible site on an under utilized lot would be locally owned and managed.

Site

While the neighborhood plans calls for a three story building with light density it also calls for a different use of the commercial development directly to the West. Because of this we see our site as an opportunity to step down from the commercial to the residential. Because of this and because of the mass of the proposed development to the West we are looking to utilize a three to four story building that steps up from the corner and down to the residential neighborhood. We have also incorporated pedestrian links as well as a strong pedestrian access at the intersection. We have pushed the development as close to the intersection of Segoe and Odana as possible trying to leave enough room to accommodate a future reworking of the intersection. A landscape buffer and soft undulating pedestrian link is along the Eastern edge. Planters are incorporated at the building base to help accommodate the grades as well as soften the architectural impact as it meets the ground.

Architecture

The stepped planters and pedestrian link at the intersection of Segoe and Odana Roads created an inviting area that can be used for outdoor activities as well as community get-togethers. Pedestrian access into the residential side is from multiple locations along both Segoe Road and the parking lot. First floor residences on both sides would have direct access to the outdoors. Extensive use of porches and outdoor spaces are incorporated into the entire development. The balconies have been incorporated into the architecture adds texture and interest to the building massing. Further breakup has been incorporated into the varied use of materials, textures, and undulations. Horizontal character has been accented with a consistent use of banding, materials, window lines, and accents. All vertical masses have been broken up with the stepping of the building mass to accommodate a varied internal layout and style of apartments. We believe the overall composition of the development engages both the desire of the neighborhood, the City's comprehensive plan, site construction and the needs of the developer. The project adds drama to the intersection and is a good utilization of the site..

Project Schedule

It is anticipated that construction of the SIP phase will start in the Summer of 2011 and will be completed in the Spring of 2012.

Social and Economic Impact

This development will have a positive social and economic impact. The development will substantially increase the city's tax base on an infill site with minimal if any increased cost to the city. The redevelopment will provide new work-force housing on the West side while promoting pedestrian, bicycle and mass transit circulation.

Thank you for your time in reviewing our proposal.

Sincerely,

John J. Bieno, AIA
TJK Design Build Inc.