

September 21, 2011

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
PUD- SIP
722 Williamson 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: Marty Rifken
14 W. Mifflin St #300
Madison, WI 53703
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608-258-4647 fax
Contact: Marty Rifken
marty@rifken.com

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: JSD Professional Service, Inc
161 Horizon Drive, Suite 101
Verona, WI 53593
Ph: (608) 848-5060
Fax: (608) 848-2255
Contact: Hans P. Justeson
justeson@jdsinc.com

Landscape Design: Paul Skidmore
13 Red maple Trail
Madison, WI 53717
(608) 826-0032
paulskidmore@tds.net

7601 University Ave, Ste 201
Middleton, Wisconsin 53562
p (608)836-3690
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www.knothebruce.com

Introduction:

The proposed site is located at 722 Williamson Street and South Livingston Street in the Third Lake Ridge Historic District. Currently, the site is occupied by the Old Seeds Co Building, a 4 Story structure built in 1914. The remainder of the site is occupied by on-grade parking. As part of this proposal, a CSM will be submitted to create two separate parcels; one exclusively for the development with the front yard facing Livingston Street.

Project Description:

The project consists of 39 apartments over 5,300 s.f. of ground floor commercial space. The building is designed to fit within the architectural fabric of the neighborhood and to maintain the scale and rhythm of the surrounding Williamson Street storefronts. The high-quality exterior materials will be a combination of masonry and contemporary metal siding.

The building has four stories of housing over a commercial level. The uppermost floor is stepped back from the southeast corner of the building minimizing the apparent height of the building from Williamson Street. The resulting roof area created by the step-back provides a roof terrace for the upper level.

Vehicular access to the site is achieved from South Livingston Street. Underground parking for 23 cars is provided for the residents. An additional 5 covered spaces are provided for the commercial user at the ground floor level. Bicycle parking is well distributed around the perimeter of the building as well as an enclosed first floor storage area.

The exterior open space of the development, while somewhat limited, is well designed and provides attractive areas for the residents and guests. A common roof deck is provided at the roof of the building and the majority of the apartments will have a balcony for private open space.

Site Development Data:

Dwelling Unit Mix:

Efficiency	8
One-Bedroom	23
<u>Two-Bedroom</u>	<u>8</u>
Total Dwelling Units	39

Areas:

Commercial Area	5,342 S.F.
<u>Residential Area</u>	<u>37,664 S.F.</u>
Total Gross Area	43,006 S.F.

Densities:

Lot Area	20,073 or .46 Acres
Lot Area / D.U.	515 SF/unit
Density	84.8 units/acre

Building Height:

Five Stories

Vehicle Parking:

Underground-Residential	23 stalls
<u>Garage- Commercial</u>	<u>5 stalls</u>

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Total	28 stalls
<u>Bicycle Parking:</u>	
Enclosed-First Floor	30 stalls
<u>Surface- standard 2'x6'</u>	<u>9 stalls</u>
Total	39 stalls (39 required)

Project Schedule:

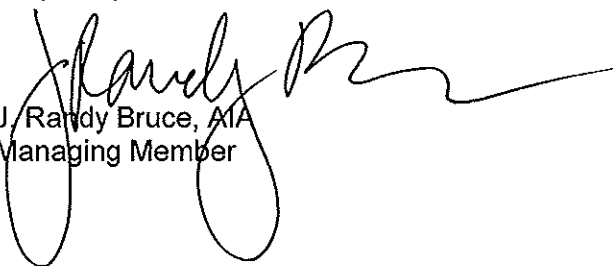
It is anticipated that the new construction phase will start in the December of 2011 and be completed in August of 2012.

Social & Economic Impacts:

This development will have a positive social and economic impact. The re-development of this property will provide a pedestrian and transit-oriented development, enhance the Williamson Street Commercial area.

Thank you for your time in reviewing our proposal.

Very Truly Yours,



J. Randy Bruce, AIA
Managing Member