

November 7, 2011

Mr. Brad Murphy
Director of Planning
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
801 South Park 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: Capital Bassett LLC
646 West Washington Ave., Train Car D
Madison WI 53703
608-516-9497
608-257-2858 fax
Contact: Pat McCaughey

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: Quam Engineering
4893 Larson Beach Road
McFarland, WI 53558
608-838-7750

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

Introduction:

The proposed site is located on the East end of the 800 block of South Park Street. The site is approximately 16,096 sq ft in size and contains a total of 2 structures. It was formally under the control of a single developer and the deferred maintenance of the structures is extensive.

Urban Design District #7:

The building fronts along Park Street as requested in the design requirement. It is placed to accommodate the 8' requested sidewalk zone. The front façade and primary entry both face Park Street. All visible sides of the building are designed with details that compliment the front façade. Details have been provided on both façades accessible to the public that create a more pedestrian scale and character. Green building practices to help with energy efficiency are being incorporated into the design. Including but not limited to a white roof, above average insulation in both wall and roof structures, and double pane insulated low-e glass units. The building is two stories in height with a clearly defined base and visual termination to the top. Greater than 40% of the street elevation has been devoted to windows. These windows will be transparent not colored or tinted. Signage is not part of the submittal; however signage areas have been indicated on the elevation sheets.

Deconstruction:

This proposed development envisions the deconstruction of 2 slab-on-grade structures. This would also include their associated sidewalk and paved areas. Inspections of these properties have been made by the development team. And they have concluded that the structures are beyond the capacity of any reasonable rehabilitation. 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 Plan Commission can determine that the demolition standards are met.

Project Description:

The site under consideration for this PUD-GDP-SIP is on the near South side of Madison along a main gateway into the city. It is bordered on the West by a recently completed St Mary's hospital redevelopment, to the East are single family residences, to the North is an alley and residential development and to the South is a string of commercial buildings. The building is situated on the NW corner of the lot for several reasons. First, by placing the building at this location it allowed us the most flexibility with respect to commercial development to the South. This positioning means that we can share parking or at least create a buffer between what happens in that direction. Second it will allow us to strike a balance between maximizing the potential of the lot for building and site amenities. Finally by placing the building at this location it allowed us the greatest level of comfort with respect to the physical restraint of the site. Including but not limited to: maximizing distances from the intersection to the curb cut, alleviate potential visibility concerns for the neighborhood, create the best view corridors of the building, encourage an anchoring of the intersection of Erin Street and Park Street. Although the building itself is fairly rectilinear in nature, the gentle curve of Park Street was incorporated by designing walls that parallel it into planters and seating areas.

The building possesses a strong base, middle and cap with materials reflecting a change in the use between commercial and residential areas. Some of the materials proposed to be used on the building are: stone and masonry, a custom metal and cedar decorative railing system, cement board and battens, stucco features in a complimentary color and a sloped roof form and canopy to anchor the Southwest corner of the building. Windows have been incorporated in a manner to accent the scale and palette of the building. The windows become smaller with greater detail as the structure increases in height.

The development group has worked to answer as many of the requests and concerns of the neighborhood as possible. We have met with them on several occasions as well as keeping communication lines open with the Alder thru out the process.

Project Schedule:

It is anticipated that construction of the SIP phase will start in the early spring of 2012 and will be completed in the fall 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 provided new work-force housing in the central city 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