

LETTER OF INTENT
March 13, 2013

PUD/SIP Submission - THE **Washington Plaza**
residential

Proposed by

Erik Minton and Dr. John Bonsett-Veal
21 North Butler Street
Madison, WI 53703

(608) 256-1400

Prepared by

Sutton Architecture
104 King Street
Madison, WI 53703

(608) 255-1245

STATEMENT OF RATIONALE (MARKET)

Submitting for PD zoning for this site will allow us to develop a mix unit that also limits the commercial uses. Housing development has been very successful, but tenants have been requesting larger units. By developing this site with larger one and two bedroom units, it will complement the mix we have. This area is very attractive because of the good access to the Central Business District (CBD) and State Street area. Our marketing studies and all housing studies show the need for higher density in an area this close to the Square.

All housing projects in the downtown area have 100% occupancy and are rented 6 to 9 months in advance. We have talked to all of the downtown management groups and have obtained the same data. The downtown area has no vacancies. Some management groups are receiving up to 30 calls a week, even without advertising. This is across the board - market apartments and student units. Apartment buildings on the west side of Madison have a vacancy rate of 11%, while the vacancy rate on the east side of Madison is 8½%.

Currently there is a high demand for housing closer to the CBD, which make this an ideal time to develop this site. There is absolutely no doubt that the market is there. All reports written in the last 10 years, along with all the evidence in renting trends bears this out. The number of apartment units is clearly less than the current demand. And that demand is obviously growing.

FEASIBILITY

We have surveyed the apartment market with respect to cost also. We surveyed apartment projects with at least 30 units. We have placed these into two categories. The first is older, well-maintained units. The second are the newer or unique apartments. We priced studios through 4 bedroom apartments. This is the range we found: studio; \$450 - \$725, one bedroom; \$725 - \$1,225, two bedroom; \$1,275 - \$1,850, three bedroom; \$1,500 – \$2,275. Our units will be priced near the high-end and very similar to Butler Plaza.

PROJECT DESCRIPTION

The proposed project occupies approximately .38 acre (16,451 s.f.) on one lot at 425 West Washington Avenue. The project demolishes 1 existing one-story commercial building. The new building will have two levels of parking with 64 stalls, 5 floors of residential apartments totaling 50 units, and two commercial spaces, one for the current Optometrist Office and one for a Capitol Fitness Annex. The units will vary from a loft one bedroom unit to two-bedroom two bath units. We will have 36 one-bedroom units (465 to 670 s.f.), 14 two-bedroom units (680 to 890 s.f.), With 50 units and 64 bedrooms, we average 1.28 bedrooms per apartment.

Each floor will have a laundry room. The two-bedroom units will have two baths. All units will have access to a private exterior space, full size kitchens, upgraded finishes and high efficiency heat pumps for HVAC. This project will total 7,350 square feet commercial space, 43,689 square feet for residential, and 26,032 square feet for parking.

POTENTIAL IMPACTS (AMENITIES)

Within a 4-block area there are restaurants, coffee shops, retail businesses, services (e.g., dry cleaning, travel agencies, medical), churches, banks, and recreation areas that will serve these tenants. Access to the King Street and State Street areas is only 2 blocks away. We feel it is important to supply more housing as close to the center of this large engine that calls for more density.

Our site is close to the city bus route for easy access anywhere in the city. Also, we are close to two bike paths that are widely used. These are great transportation amenities for the tenants.

This type of development will also be an easy fit for all city services and utilities, not adding to the cost for the city. With a predominantly adult population, there will be no significant increase for local public schools. With new construction, there will be very little demand for city services. And with on-site management and security, there should be very little need for police calls. This project will, however, add \$62,000 to the school system, \$38,000 to the city, and \$30,000 to Dane County.

NEIGHBORHOOD CONTEXT (DENSITY)

The proposed development takes into consideration the character of the neighborhood as well as the use. All architectural features draw from the neighborhood as well as current plans and zoning

With the building setting 10 feet off West Washington Avenue, we provide a buffer from the street for the apartments on the first floor. The first floor grade is a minimum 4 feet above the sidewalk, which adds to the safety and privacy for the apartments. As with Butler Plaza, we will have planters all around this building to develop a very friendly pedestrian feel. We are also going to redo the sidewalk, terrace and curb for the entire length of the block. We can improve the grade of the terrace and eliminate some of the utility poles.

Our site is two blocks off the Square and just off West Washington Avenue, a major artery, which contains a number of larger buildings. It is reasonable to have higher density and taller structures with the number of amenities and CBD facilities so close by.

OPEN SPACE

The open space on the site will be predominantly private patios and terraces with concrete finishes and planters. Built-in planters will be provided for tenant use on the rooftop terrace area as well. Side and rear yards will serve as private terraces for the units on the first floor. The south side plaza will have bike parking for visitors. The street terrace will have grass and trees that will be maintained and improved.

Overall, the proposed project provides approximately 1,820 square feet of open space on the first floor terraces, 1,000 square feet on private balconies, and an additional 1,800 square feet of rooftop terraces. All the apartments will have exterior space that will allow for plants.

PARKING AND ACCESS

We are constructing as many underground parking spaces, as this site will allow. We feel the

scale of this project will be better served in the long run with as many parking stalls as we can get in excess of 1 to 1. We have a surplus at Butler Plaza that will provide us with an additional 25 stalls. This will give us a ratio of 1.33 stalls per unit, one stall per bedroom.

MANAGEMENT

Butler Plaza Properties will provide full-time professional management and maintenance services, including an onsite resident manager and regular daily office hours, on the premises. Management will include all aspects of renting, maintenance, and resident relations, including all snow removal and repairs. The building will be served by 24-hour emergency maintenance services. Fire alarms and elevator service is monitored 24 hours per day. Management includes all operations of the parking garage including, but not limited to, overhead door maintenance, lighting, carbon monoxide and exhaust maintenance, lighting, and cleaning. Parking management includes daily and regular attendance to approved users and monitoring of illegal/unauthorized users. Video surveillance and key fob entry for entry doors and garage entry will be state of the art.

Parking will serve all residents requesting parking. Parking will service approximately 5 optometry staff and 4-5 customers of Dr. Bonsett-Veal. These spaces will have special signage noticing reserved status for Dr. Bonsett-Veal's optometry office, weekdays from 8:00 a.m. to 6:00 p.m. Three stalls will be reserved 5 a.m. to 11 p.m. for Capital Fitness staff. These stalls will be available for overflow, emergency use to residents, should illegal cars make access to normal stalls impossible. Illegal vehicles will be ticketed and/or towed, based on standard monitoring policies of Butler Plaza Properties and city ordinances.

Allowed resident rooftop usage hours are posted and noticed in lease addendum per historically ideal operating hours. This notice includes operating hours, expectations of behavior, clean up, and acceptable noise levels.

Capital Fitness LLC has operated fitness facilities and salon/spa services in downtown Madison for 14 years. Capital Fitness provides a full array of services to more than 2,700 members and has 800-900 daily users of the primary 35,000 foot facility. It employs a full-time staff of more than 35 and 40-50 part-time staff and instructors. The business employs highly educated and experienced managers, trainers, sales agents, physical therapists, acupuncturists, professional stylists, masseurs, nail technicians, janitors, maintenance staff, and desk staff, with a payroll of nearly \$2,000,000 annually.

The Express location at 425 West Washington Avenue will have 3-4 staff onsite during most operating hours of 5 a.m. to 11 p.m. This facility will be staffed 100% of the time, unlike most "express" facilities. This facility will allow a full array of cardio and weight equipment, along with access to hourly, professional trainers. This facility will provide a convenient facility "top of the line" full line of gym equipment, shower, locker and changing space. The gym will be served with extensive exterior and interior bike stalls, moped stalls, and will be readily accessible to the neighborhood. Membership at this gym will allow convenience at the same time as access to the full array of services and classes offered at our primary business location of 302 East Washington Avenue.

Dr. Bonsett-Veal's Vision Source currently employs 5 full-time staff. Expansion of Dr. Bonsett-

Veal's facility will allow the addition of one doctor and the addition of 2-3 full-time support staff. The new facility will allow Dr. Bonsett-Veal to continue to bring state of the art eye care and retail services to downtown residents and workers along with allowing continued growth of his business of nearly 30 years in downtown Madison.

BIKE PARKING

Bicycle racks will be provided for the tenants within a secured area. A minimum of 45 stalls will be provided within the parking structure. An additional 10 stalls will be provided in the plaza for visitors.

CURRENT ZONING

The existing zoning is DR2. Below is a comparison of what is provided to what is required.

	actual lot	required
Lot Area:	16,451 s.f.	
Yard Requirement:	10 front & 5 side 20 rear	10 front & 5 side 33 rear
Useable Open Space:	4,620 s.f.	7,200 s.f.
Off Street Parking:	1.0 per unit	0 per unit
Bike stalls	76	50

GENERAL DESIGN STANDARDS

Architectural Design

The residential building will have elements and materials to blend with and add significant detail to the neighborhood. The entire exterior will be masonry with larger units on the first floor. Contrasting units will be used for horizontal banding treatment at the second floor as well as the sixth. All living rooms will have larger glass areas with balconies.

We will use durable quality products, which will add to the longevity of our structure. The elevated first floor is not only functional for the parking, but also gives the pedestrians good separation from the congested vehicular traffic at the corner.

The features within the building include higher ceilings in the living room, a central heat pump HVAC system, larger square footage within the units, cable, cad 5 phone lines, higher level finishes, ceramic tile for bath and kitchen, commercial grade hardware, and laundry in each unit.

Utilities

All utility service within the proposed development will be provided underground. Water, sanitary sewer, storm sewer, telephone, and cable currently run along West Washington Avenue.

Storm Drainage

All storm water for the structures will drain to floor drains including the interior garage area. We will have a trench drain at the entrance to the parking area, which will limit the amount of water entering the parking garage.

Site Lighting

The design of all site lighting will be coordinated to complement the site design and architectural character of the building.

Site lighting will include wall mount lighting at the parking entrance, wall mount lighting at the main entrance, and wall mount lighting at the first floor deck/patio.

All fixtures will be positioned with care taken to direct light away from windows and street traffic.

Signs

The building will be identified with street numbers on the face of the structure, along with raised letters on the canopy for the building name.

Informational signage will be located on the interior of the entrance to the building. Appropriate site signage will be used for vehicle access from North Butler Street, including stop sign and drive lanes.

Any signage will be as approved by the Urban Design Commission and/or Planning Staff.

Service Area

Trash collection will utilize space within the parking structure adjacent to the service bay. We will have two trash containers, one for garbage and one for recyclables.

We will have a 10' by 35' service bay for deliveries and move-ins next to the driveway off West Washington Avenue.

Landscaping

Open space areas will be planted with groundcover, shrubs, and trees to complement the site design, architectural character, and neighborhood. All units will have access to their own area for planting as well.

The landscape for this project will incorporate a variety of types and sizes of plant material, providing seasonal interest. Annual floral displays will be used in pedestrian areas and building entrances, including **main** planters at **the entry**.

Walkways

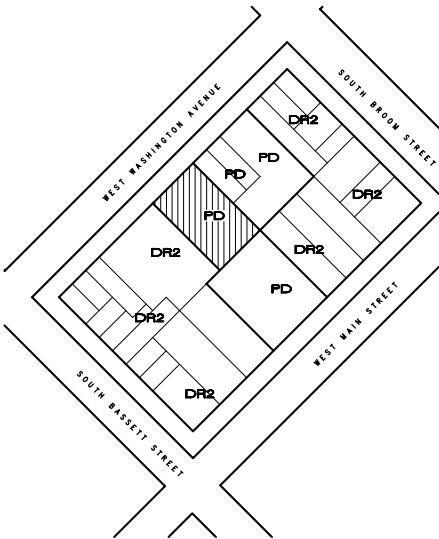
All walkways will be constructed of concrete to match existing sidewalks. The existing sidewalk will be replaced along the entire block. We will rework the grade of the terrace and also replace the existing concrete curb.

Rooftop terraces will be constructed with concrete pavers and metal pipe railings.

LOCATION MAP



ZONING MAP



OWNER

Erik Minton, Dr. John Bonsett-Veal

21 N. Butler Street
Madison, Wisconsin 53703

(608) 256-1400

PROJECT

Washington Plaza

425 West Washington Avenue
Madison, Wisconsin 53703

SITE DATA

LOT SIZE	16,451 SQUARE FEET (0.38 ACRES)
BUILDING FOOTPRINT	10,439 SQUARE FEET
COMMERCIAL	7,707 SQUARE FEET
APARTMENTS	43,371 SQUARE FEET
GARAGE	26,052 SQUARE FEET
EFFICIENCIES	1
ONE BDRM UNITS	13
ONE BDRM PLUS DEN UNITS	22
TWO BDRM UNITS	14
TOTAL UNITS	50
TOTAL BDRMS	63
USEABLE OPEN SPACE	2,375 SQUARE FEET
PARKING	63
BIKE STALLS	76

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A2.1	NORTHWEST/SOUTHEAST ELEVATIONS
A2.2	NORTHEAST/SOUTHWEST ELEVATIONS

SUTTON ARCHITECTURE

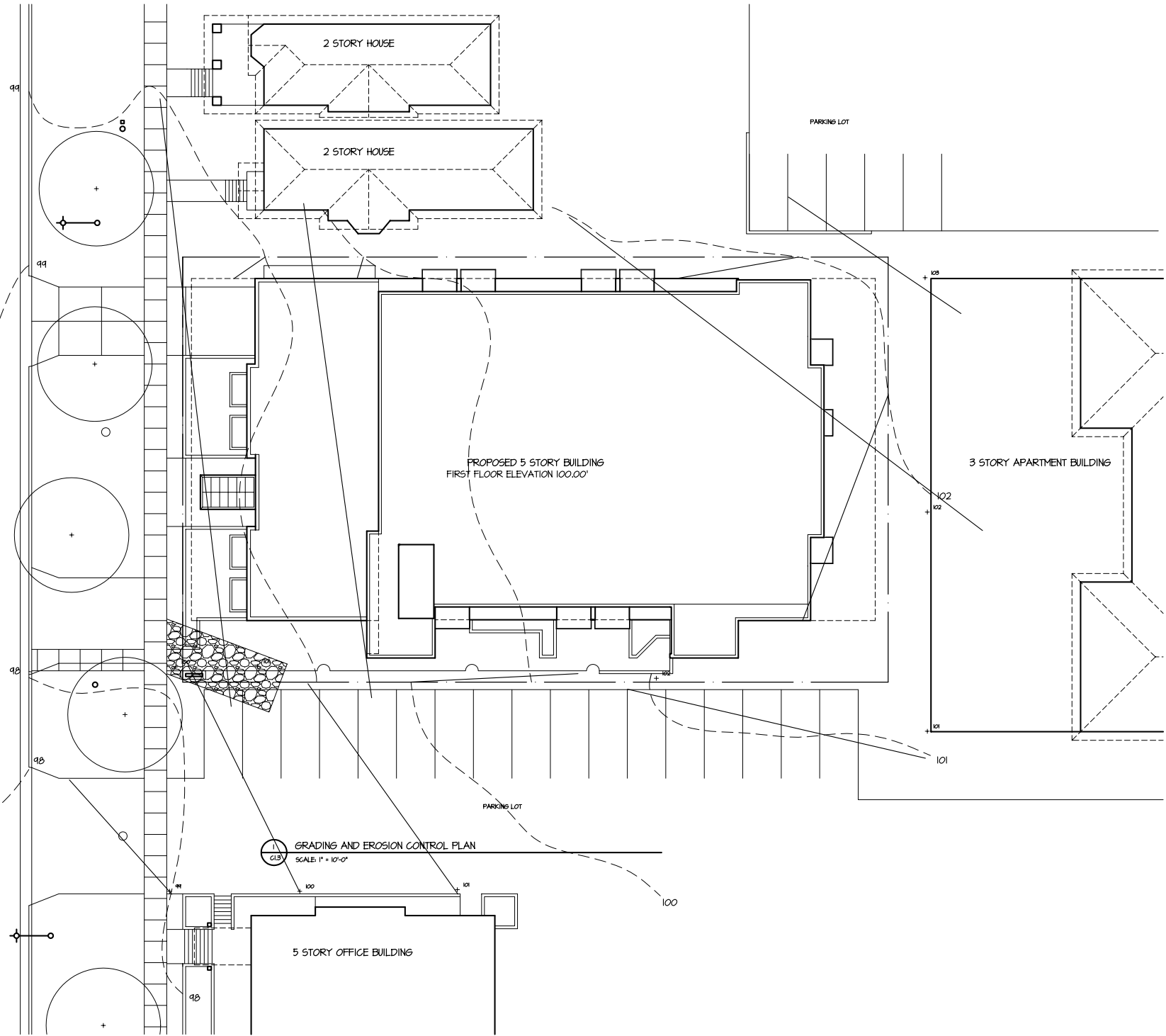
104 King Street
Madison, WI 53703
Tel: 608-255-2888 Fax: 608-255-1995

DRAWING
TITLE SHEET
LOCATION/ZONING MAP

DATA
Project # 20260
Date 11.28.08
Drawn by JW

T1.1

WEST WASHINGTON AVENUE



GRADING AND EROSION CONTROL PLAN
 SCALE: 1" = 10'-0"

SUTTON
 ARCHITECTURE
 104 King Street
 Madison, WI 53703
 Tel: 608-499-2888 Fax: 608-255-7764

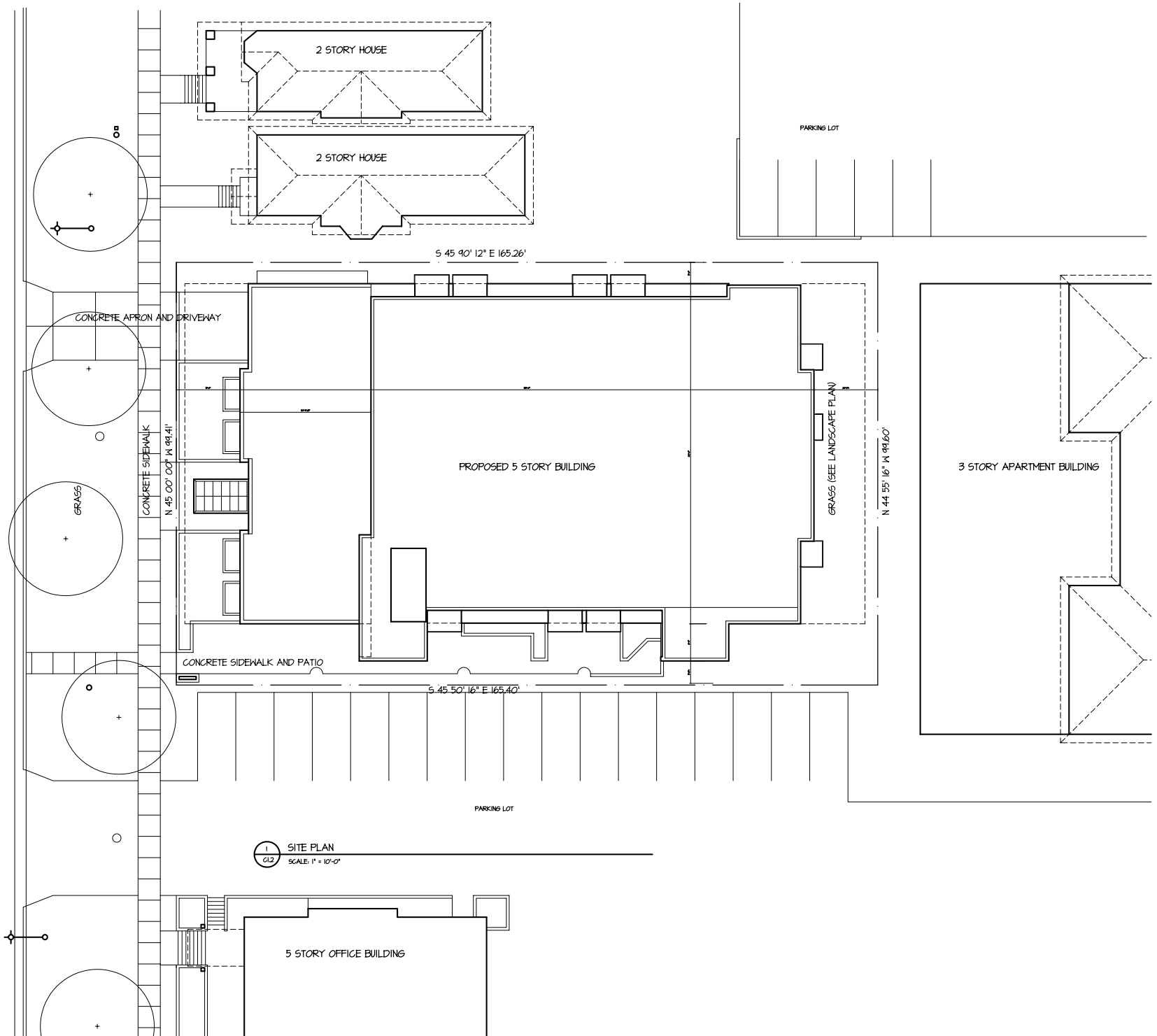
PROJECT
 Washington Plaza
 425 W. Washington Avenue
 Madison, Wisconsin 53703

DRAWING
 GRADING AND EROSION
 CONTROL PLAN

DATA
 Project # 20283
 Date: 08.04.19
 Drawn by: JJA.

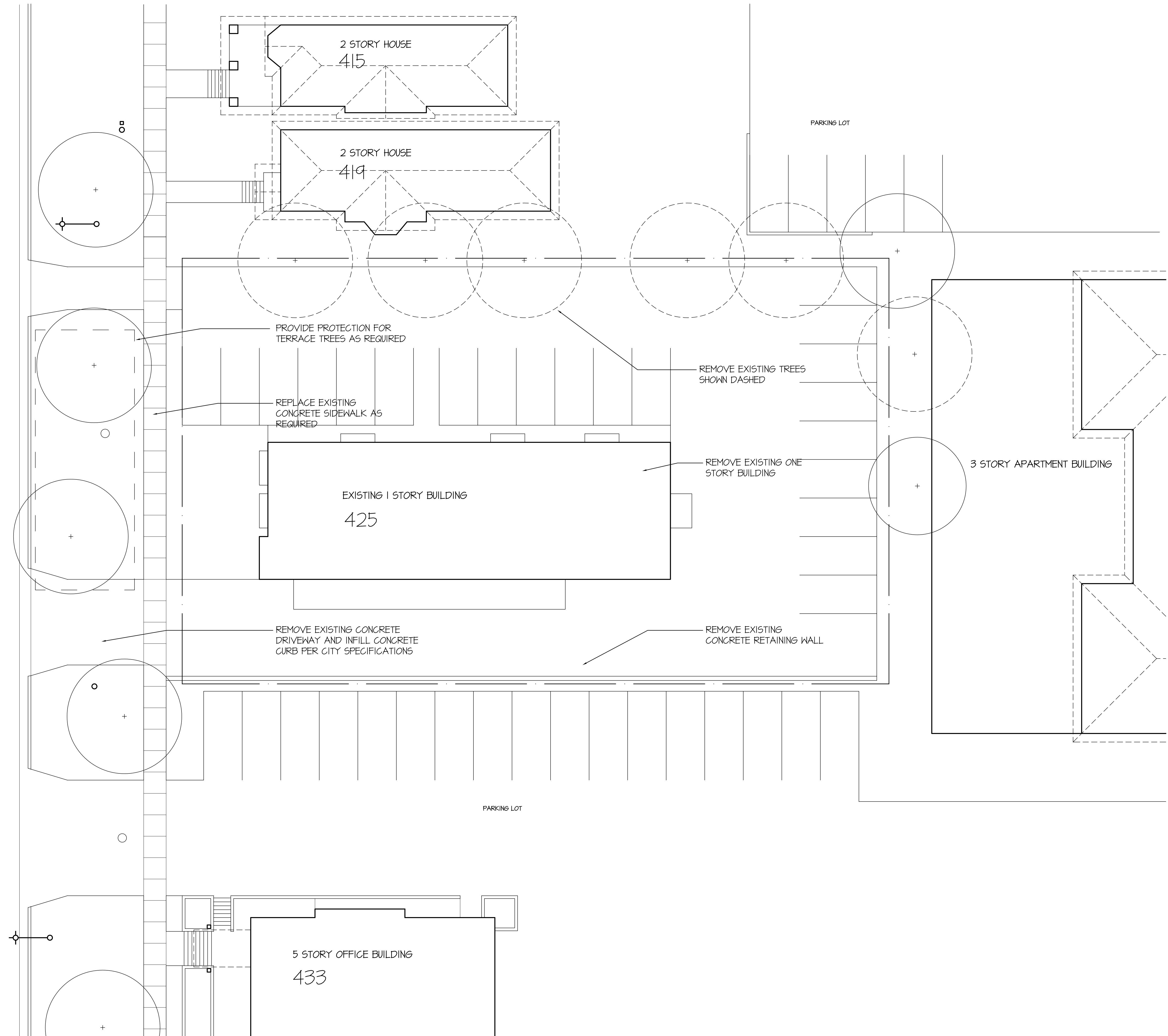
C13

WEST WASHINGTON AVENUE



1 SITE PLAN
 C1.2 SCALE: 1" = 10'-0"

WEST WASHINGTON AVENUE



PROJECT

Washington Plaza

425 W. Washington Avenue
Madison, Wisconsin 53703

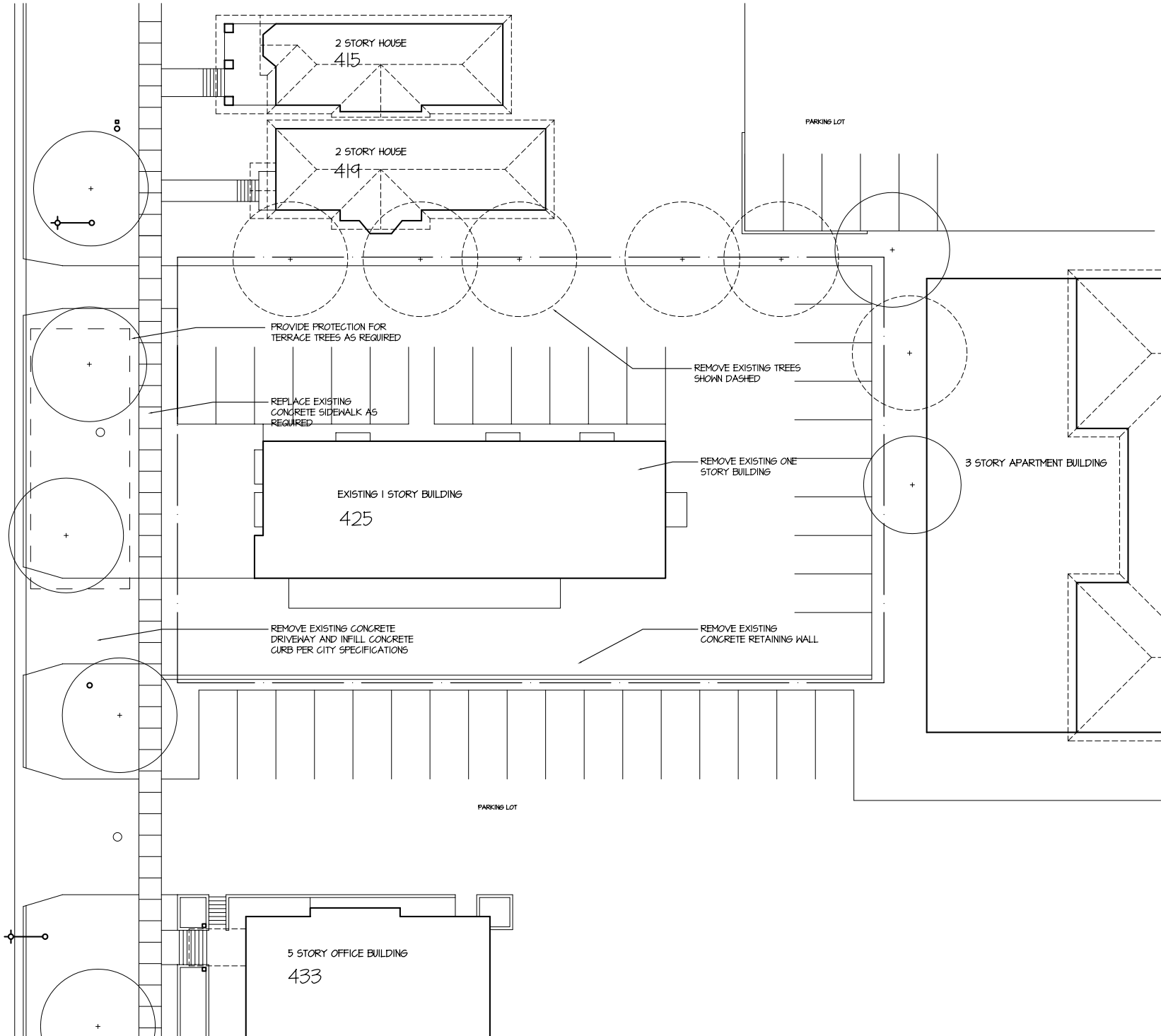
DRAWING

SITE DEMOLITION PLAN

DATA

Project # 201333
Date: 06.04.13
Drawn by: j.w.a.

WEST WASHINGTON AVENUE

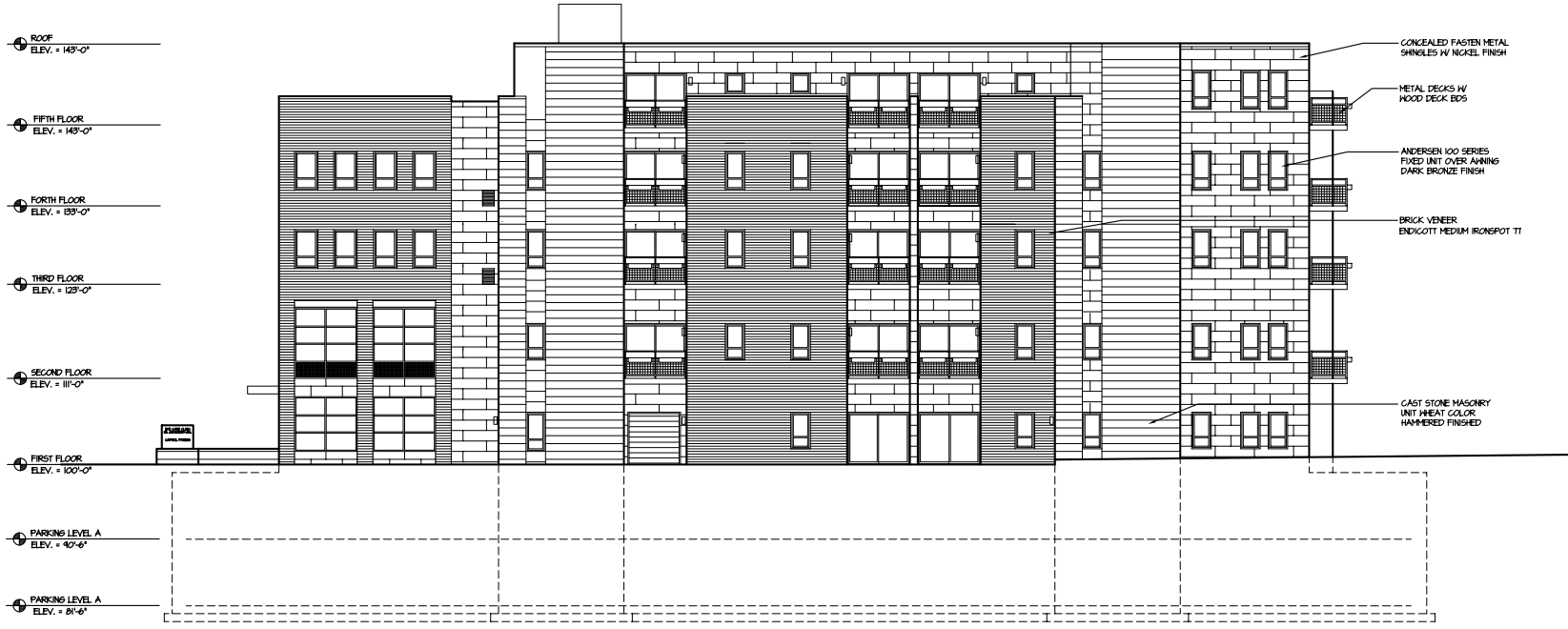


PROJECT
Washington Plaza

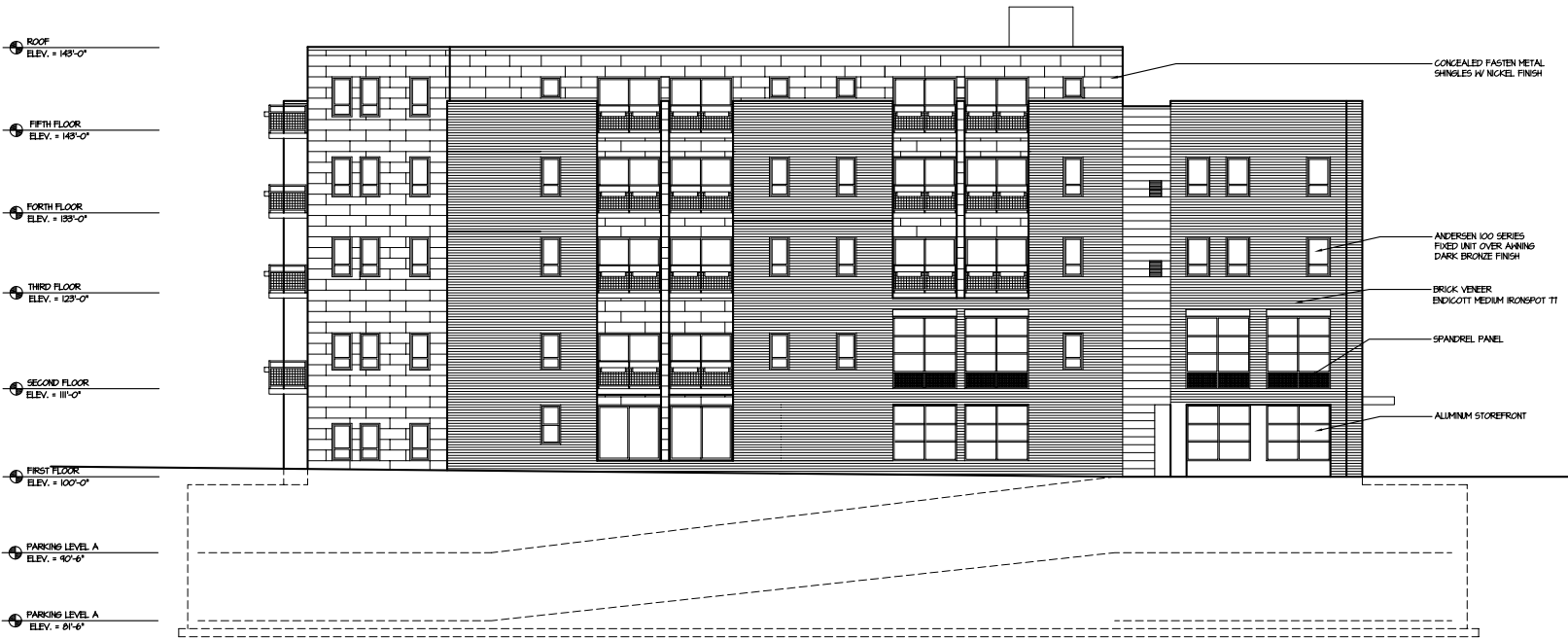
425 W. Washington Avenue
Madison, Wisconsin 53703

DRAWING
SITE DEMOLITION PLAN

DATA
Project # 201828
Date: 08/04/19
Drawn by: JWA



2
A2.2
SOUTHWEST ELEVATION
SCALE 1/8" = 1'-0"



2
A2.1
NORTHEAST ELEVATION
SCALE 1/8" = 1'-0"

PROJECT

Washington Plaza

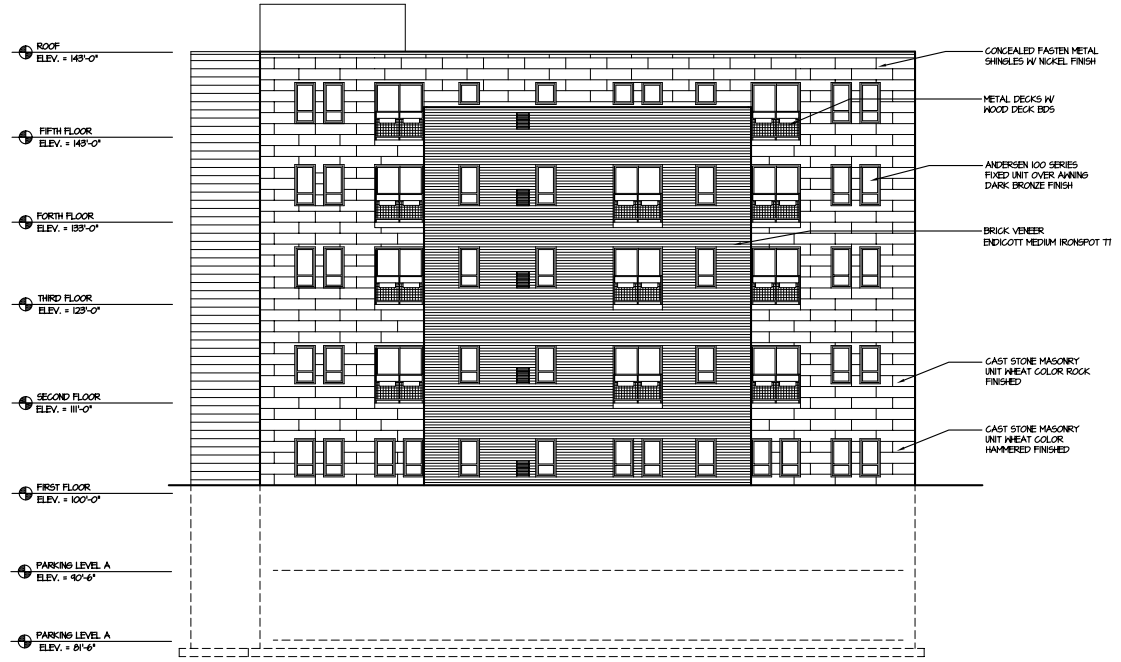
425 W. Washington Avenue
Madison, Wisconsin 53703

DRAWING
BUILDING ELEVATIONS

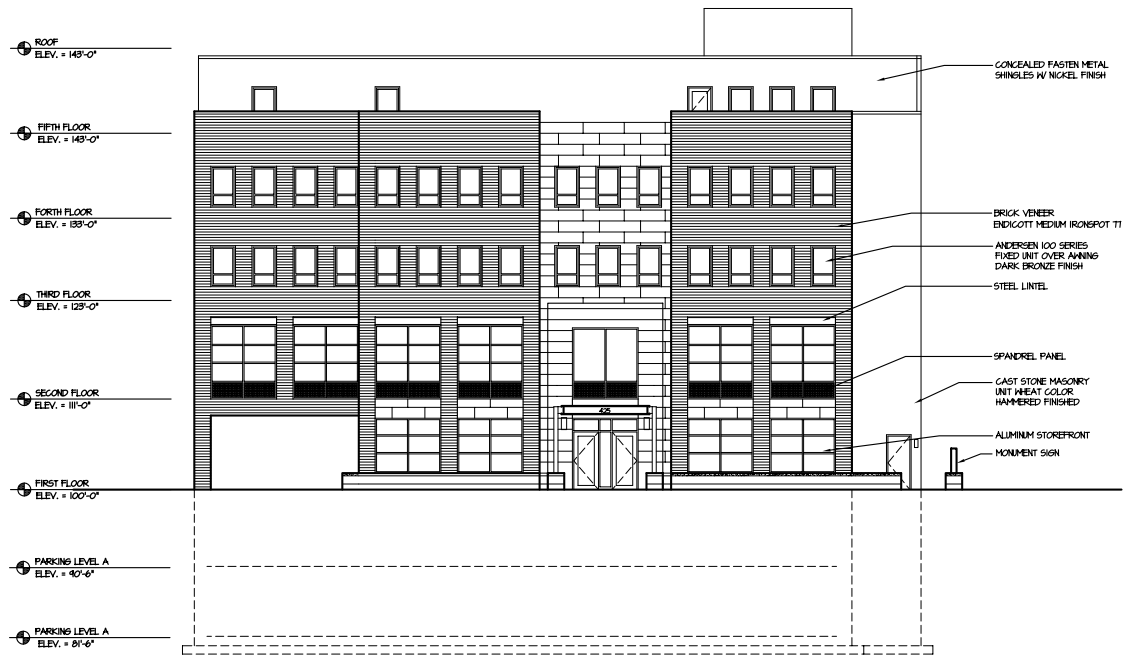
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Date 08.04.15
Drawn by JWA

A2.2



2
A21
SOUTHEAST ELEVATION
SCALE 1/8" = 1'-0"

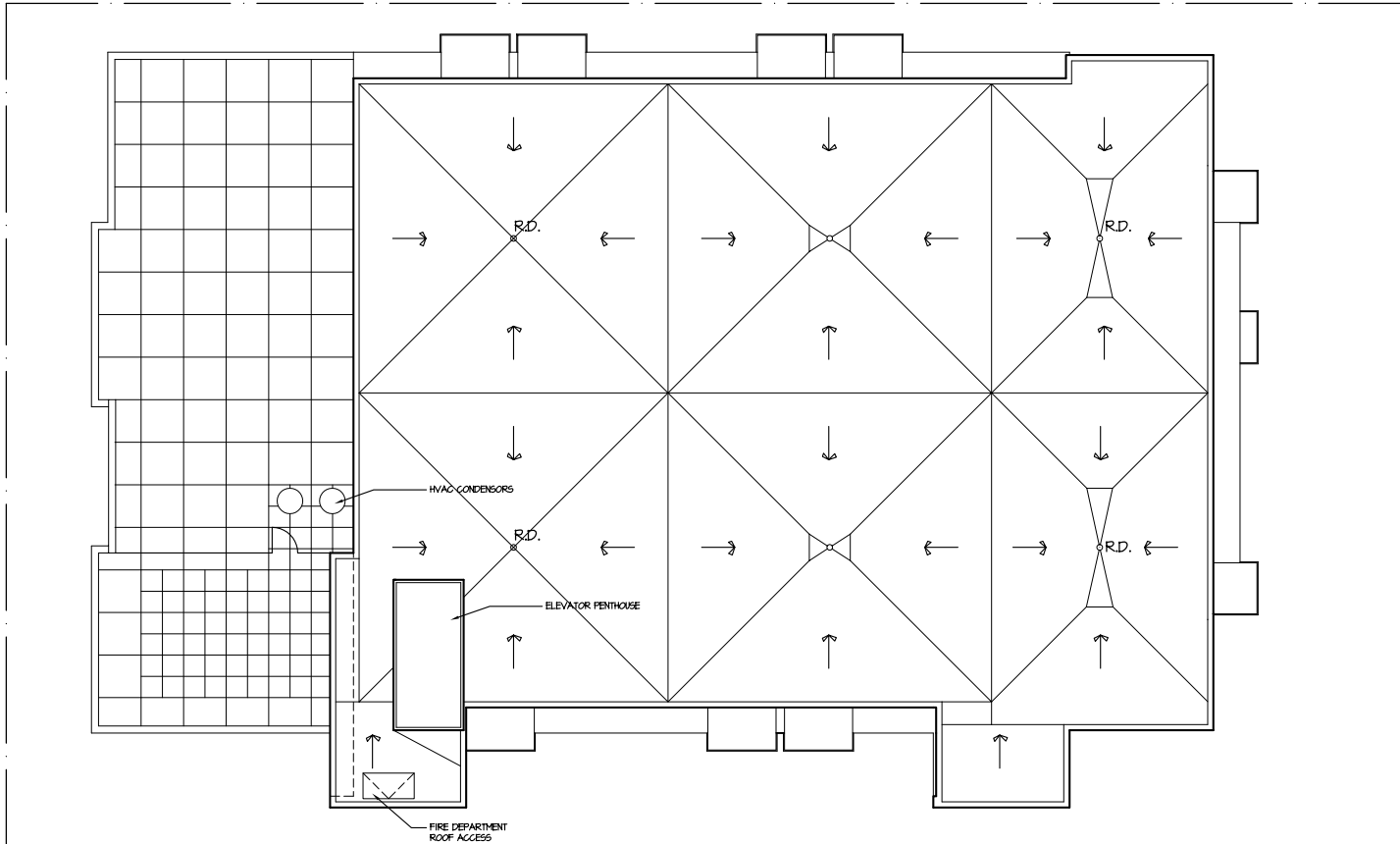


1
A22
NORTHWEST ELEVATION
SCALE 1/8" = 1'-0"

PROJECT
Washington Plaza
425 W. Washington Avenue
Madison, Wisconsin 53703
DRAWING
BUILDING ELEVATIONS

DATA
Project # 200930
Date 08.20.13
Drawn by JWA

A21



1 ROOF PLAN
AT SCALE: 1/8" = 1'-0"

PROJECT

Washington Plaza

425 W. Washington Avenue
Madison, Wisconsin 53703

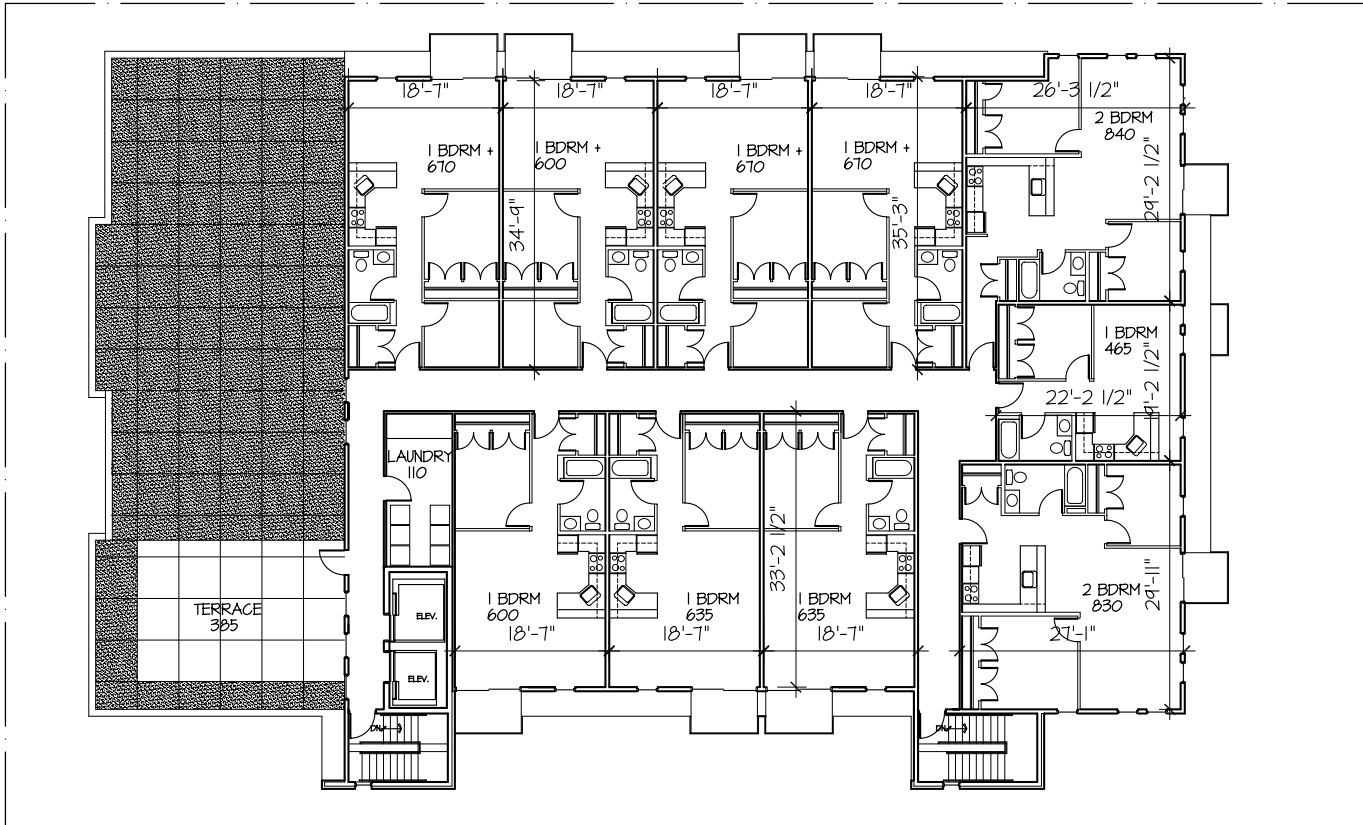
DRAWING

ROOF PLAN

DATA

Project # 201333
Date 05.04.15
Drawn by JWA

A1.7

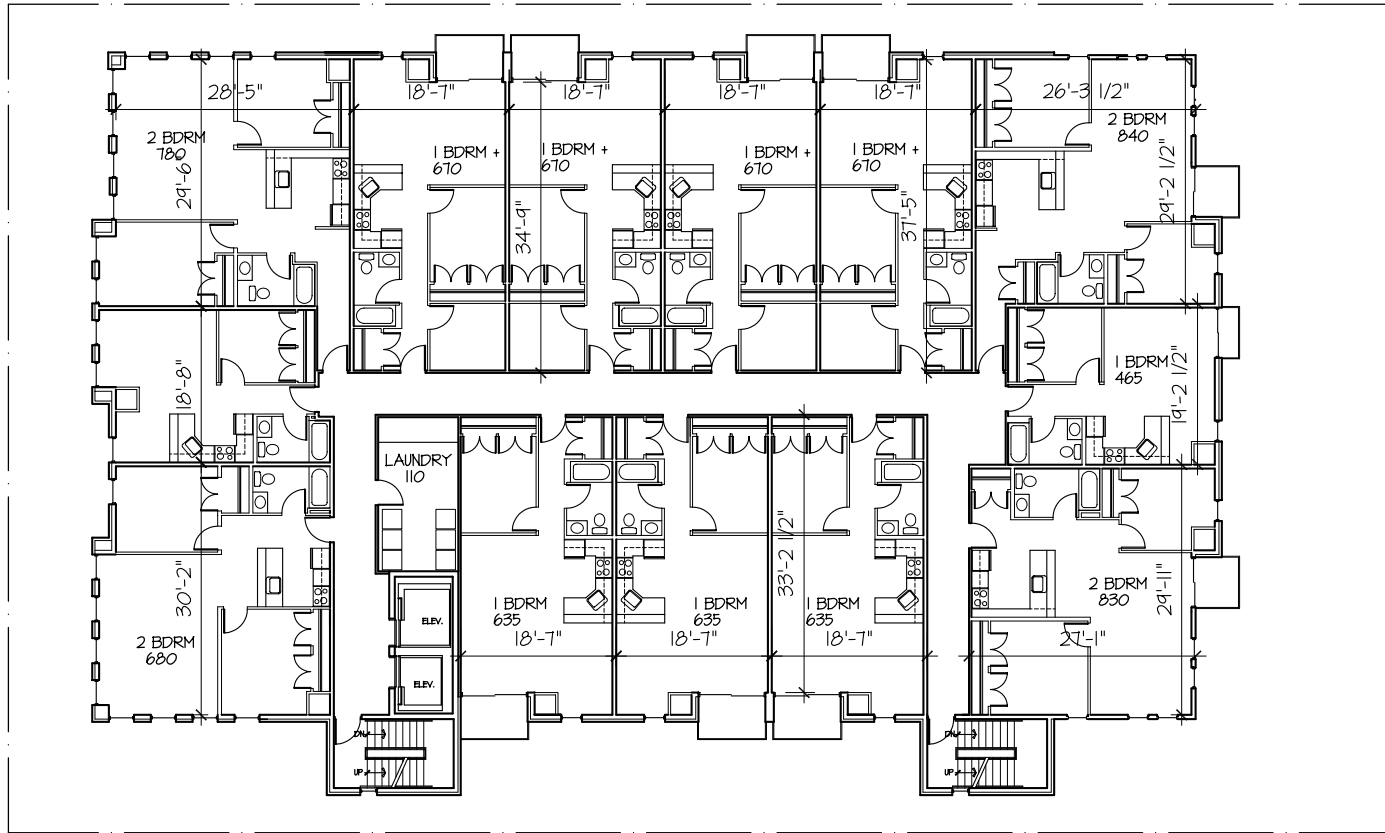


1
A6 FIFTH FLOOR PLAN
SCALE: 1/8" = 1'-0"

10 UNITS

PROJECT
Washington Plaza
425 W. Washington Avenue
Madison, Wisconsin 53703
DRAWING
FIFTH FLOOR PLAN

DATA
Project # 20088
Date 08.04.19
Drawn by JKA

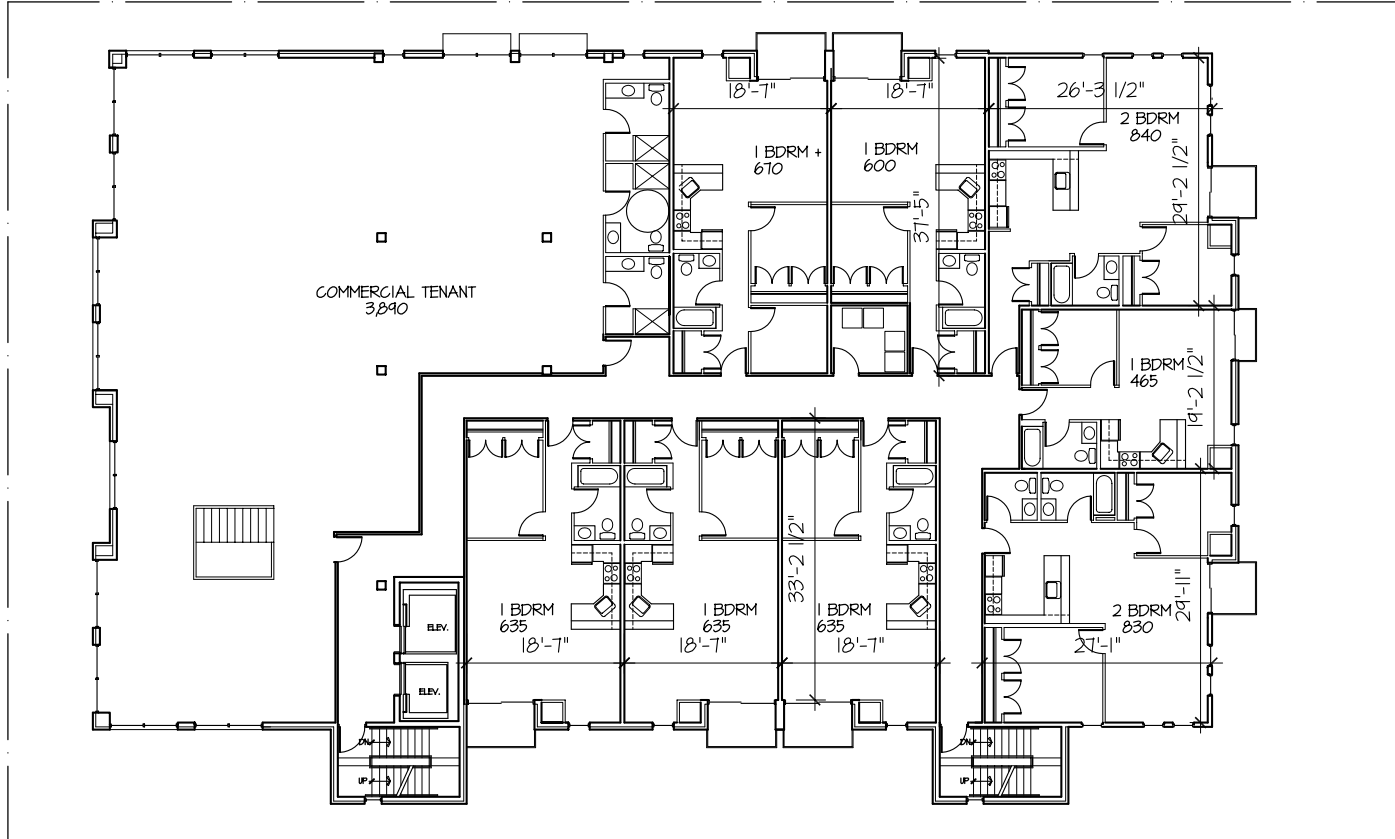


1 3rd/4th FLOOR PLAN 13 UNITS
A5 SCALE: 1/8" = 1'-0"

PROJECT	
Washington Plaza	
425 W. Washington Avenue Madison, Wisconsin 53703	
DRAWING	
3rd/4th FLOOR PLAN	

DATA	
Project #	201930
Date	08.04.13
Drawn by	jwa

A15



1 SECOND FLOOR PLAN 8 UNITS
A4 SCALE: 1/8" = 1'-0"

PROJECT

Washington Plaza

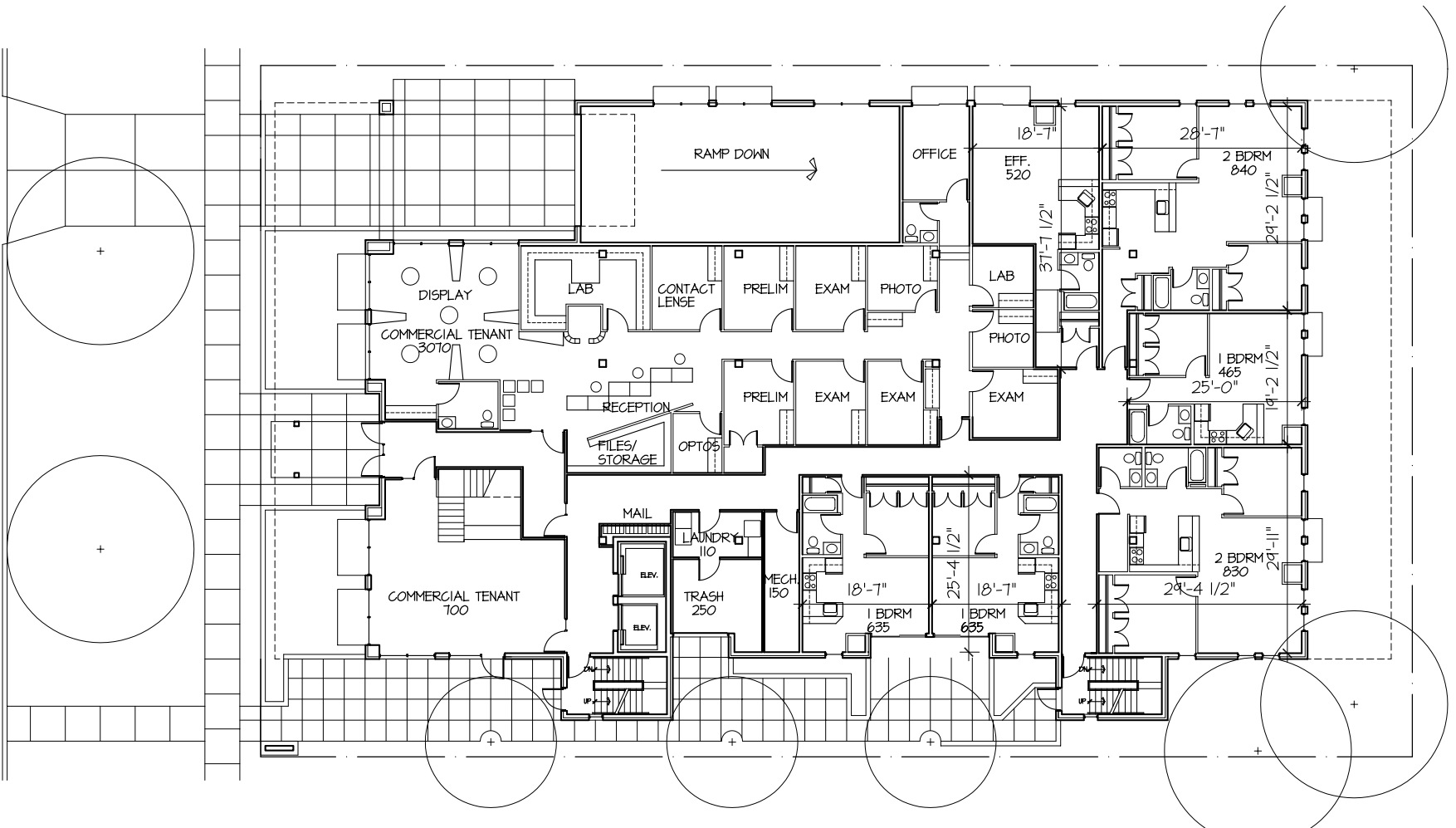
425 W. Washington Avenue
Madison, Wisconsin 53703

DRAWING

SECOND FLOOR PLAN

DATA

Project # 200833
Date 06/04/13
Drawn by jka

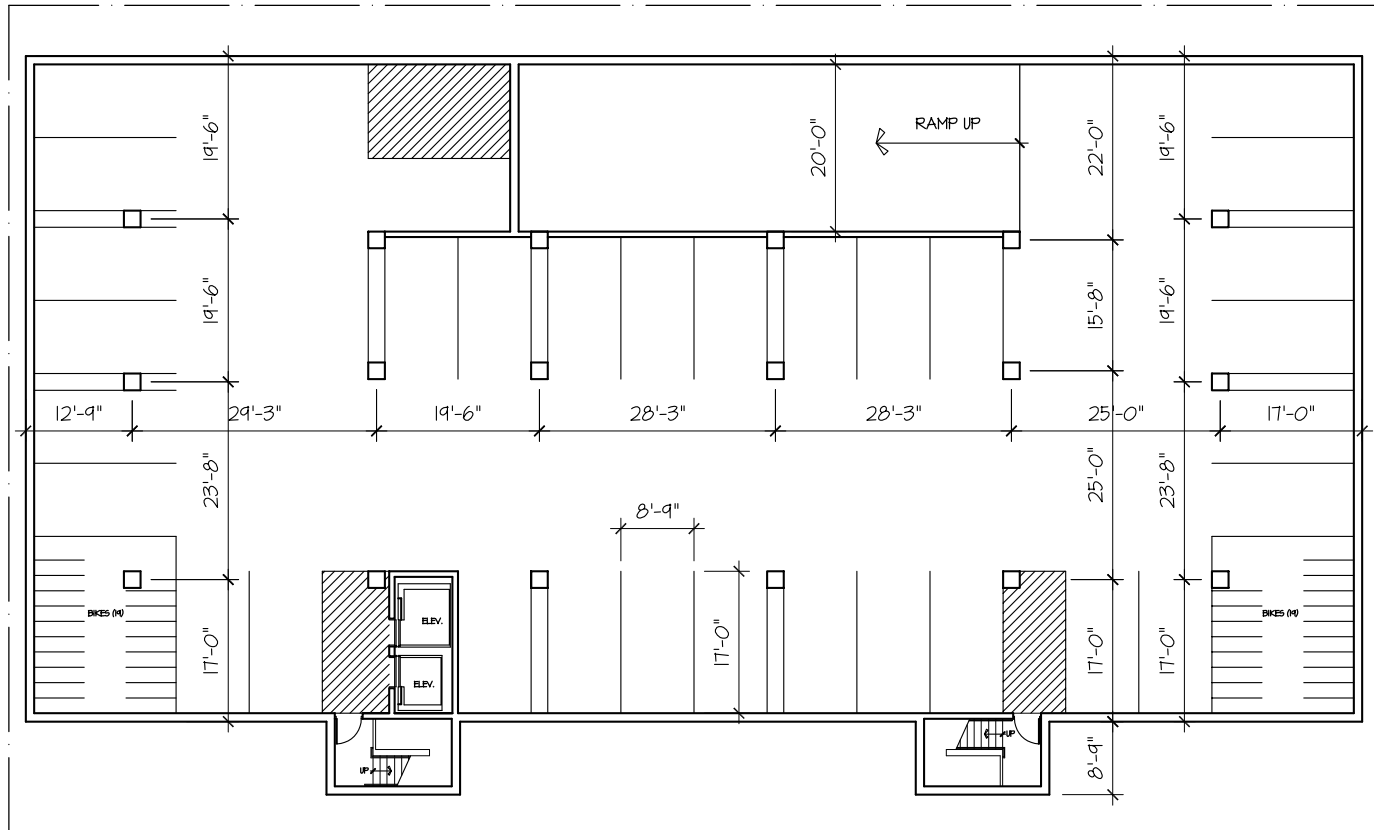


1 FIRST FLOOR/SITE PLAN 6 UNITS
A3 SCALE: 1/8" = 1'-0"

PROJECT
Washington Plaza
425 W. Washington Avenue
Madison, Wisconsin 53703

DRAWING
FIRST FLOOR PLAN

DATA
Project # 20633
Date 06.04.15
Drawn by jsa



1 PARKING LEVEL B (32 STALLS)
A1 SCALE: 1/8" = 1'-0"

PROJECT
Washington Plaza
425 W. Washington Avenue
Madison Wisconsin 53703
DRAWING
PARKING LEVEL B

DATA
Project # 20253
Date 08/04/18
Drawn by JWA

ZONING TEXT PUD(GDP-SIP)
Washington Plaza
425 West Washington Avenue
Madison, WI 53703

Legal Description: Original Plat, Block 44, Lot 5 and SW ½ of Lot 6, City of Madison, Dane County, Wisconsin.

A. Statement of Purpose: This zoning district is established for the development of 50 apartments with 63 total bedrooms, and 63 underground parking stalls and 76 bike stalls.

B. Permitted Uses:

1. Residential uses as allowed in the UMX zoning district.
2. Uses accessory to permitted uses listed above.

C. Lot Area: 16,541 square feet.

D. Floor Area Ratio:

1. Maximum floor area ratio permitted is 3.0.
2. Maximum building height shall be five (5) stories or as shown on the approved SIP.

E. Yard Requirements: Yard areas will be provided as shown on the approved SIP.

F. Landscaping: The landscaping will be provided as shown on the approved SIP.

G. Accessory Off-Street Parking: Accessory off-street parking will be provided as shown on the approved SIP.

H. Lighting: Site lighting will be provided as shown on the approved SIP.

I. Signage: Signage will be allowed as per Chapter 31 of the Madison General Ordinances, as compared to the R-6 district, or as approved by Urban Design.

J. Family Definition: The family definition for this PD-SIP shall coincide with the definition given in Chapter 28.03(2) of the Madison General Ordinances for the UMX Zoning District.

K. Alterations and Revisions: No alteration or revision of this Planned Unit Development shall be permitted unless approved by the City Plan Commission; however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the alderperson of the district and are compatible with the concept by the City Plan Commission.









Washington Plaza

425

Vision Source

Capital Fitness

Capital Fitness







