

June 20, 2018

Ms. Heather Stouder
Department of Planning & Development
City of Madison
146 S. Hamilton Street
PO Box 2985
Madison, Wisconsin 53701



Re: Letter of Intent
555 W. Washington Ave.
KBA Project #1713

Ms. Heather Stouder:

The following is submitted together with the plans and application for the staff and Plan Commission's consideration of approval.

Organizational structure:

Owner:	PJB II, Inc. 2303 W. Beltline Hwy Madison, WI 53713 608-276-0244 Contact: Brendan Baxter baxter.bt@gmail.com	Architect:	Knothe & Bruce Architects, LLC 7601 University Avenue, Ste 201 Middleton, WI 53562 608-836-3690 Contact: Kevin Burow kburow@knothebruce.com
Engineer:	Vierbicher Associates, Inc. 999 Fourier Dr. Madison, WI 53717 (608) 826-0532 (608) 826-0530 fax Contact: Justin Zampardi jzam@vierbicher.com	Landscape Design:	Saiki Design 1110 S. Park Street Madison, WI 53715 (608) 251-3600 Contact: Ken Saiki ksaiki@ksd-la.com

Introduction:

The site is located at the east corner of W. Washington Ave. and S. Bedford St. The site is currently occupied by a two-story office building and is zoned UMX (Urban Mixed Use District). This application requests demolition of the existing structure and a conditional use approval to allow the construction of a new 5-story multi-family apartment building.

Project Description:

This proposed project is a multi-family apartment building consisting of 45 units along with 12 parking stalls in the first floor garage and 33 parking stalls in the basement parking garage. The building will be five stories total, with step-backs occurring at the fourth and fifth floors.

The UMX district allows for four stories, and up to two "bonus" stories can be approved with a conditional use approval if the Plan Commission and UDC find the design to be in line with the recommendations in adopted plans and the project demonstrates "exceptional design."

The proposed project is designed with a set of criteria that set it apart from a typical apartment building:

- **Unique and timeless architecture**
 - The project blends together three distinct architectural styles to complement the character of the neighborhood
 - Quintessential residential brownstone along W. Washington Ave.
 - Simple and traditional warehouse style along S. Bedford St.
 - Sleek, clean, and modern “cap” on the fourth and fifth floors
- **Thoughtful density through the use of careful site design and massing**
 - Improved setbacks along both W. Washington Ave. and S. Bedford St. allow for lush “front yards” that benefit the residents of the building as well as add to the character of the street.
 - The three story façade along W. Washington Ave. allows the project to blend with the adjacent single family homes on the street.
 - Generous step backs on the fourth and fifth floor reduce the visible scale from the street.
- **Use of historic materials**
 - Solid stone brownstone
 - Modular all-brick warehouse
 - All four sides of the building are stone or brick
- **Capture and accentuate the essence of residential enjoyment in an urban setting**
 - Ground floor units will have direct walk-up access with private front doors
 - Every unit has an outdoor living space, whether that is a street level patio, an upper floor balcony, or a thoughtfully landscaped roof terrace.
 - Generous roof terraces allow residents to enjoy an outdoor experience in urban surroundings, including lake and Capital view sheds
 - Green roofs on the second, fourth, and fifth floors introduce a softer, more natural environmental atmosphere

The massing of the proposed building was carefully designed to incorporate several unrequired setbacks and stepbacks in order to seamlessly blend with the scale of the adjacent neighborhood. A four-story, zero setback building, which is permitted at this location, would be much more visually obtrusive than this proposed building. A four story mass built up to the lot lines at W. Washington and Bedford would reduce views and diminish the scale of the surroundings. Even with the addition of a fifth story (which will be imperceptible at street level), the massing of this proposed building will be significantly less disruptive to the character of the neighborhood.

Site Development Data:

Densities:

Gross Lot Area	16,735 sf / .38 Acres
Dwelling Units	45 DU
Lot Area / D.U.	372 sf / unit
Density	128 units/acre
Building Height	3 to 5 stories

Lot Coverage 13,747 S.F. = 82% (90% Max.)
Usable Open Space 6,348 sf (570sf required - 10sf/bedroom)

Dwelling Unit Mix:

Efficiency	12
One Bedroom	21
<u>Two Bedroom Apartments</u>	<u>12</u>
Total Dwelling Units	45

Vehicle Parking:

First Floor Garage	12 stalls
<u>Underground</u>	<u>33 stalls</u>
Total	45 stalls

Bicycle Parking:

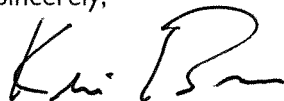
Surface	5 stalls
First Floor Garage	6 stalls
<u>Underground Garage</u>	<u>39 stalls (Std. 2'x6')</u>
Total	50 stalls

Project Schedule:

It is anticipated that the construction on this site will begin spring of 2019 with a final completion date of spring of 2020.

Thank you for your time reviewing our proposal.

Sincerely,



Kevin Burow, AIA