



Urban Land Interests

February 29, 2012
Revised April 27, 2012

Plan Commission
215 Martin Luther King Jr. Blvd; Room LL-110
City-County Building
Madison WI 53703-3345

Re: Demolition Permit for 12 North Webster Street Letter of Intent

Urban Land Interests ("ULI") would like to raze the former Blied Printing warehouse structure at 12 North Webster Street. The two-story, 6,732 square foot warehouse building was purchased by Brad Binkowski and Tom Neujahr in 1993 as part of a larger parcel that included the historic American Exchange Bank building. The Blied warehouse occupies a central portion of the site of a major future mixed use project and is not intended to be incorporated into the redevelopment. For many years, the building was used only for occasional storage. It no longer functions as a storage facility due to its physical condition. Since the warehouse is not part of the long term plan for this site, and since the cost to make repairs would far exceed its value as a storage facility, ULI wishes to remove the structure. This warehouse was built in 1929 but does not reside in a historic overlay district. Neither is it separately listed as a landmark. The Landmarks Commission concluded at its January 9 meeting that there is "no known historic interest in the building."

The warehouse parcel is currently zoned as C2 Commercial. The structure sits at the back corner of a 36-stall surface parking lot, owned by One North Pinckney Associates Limited Partnership, owner of the American Exchange Bank building. ULI is seeking the approval to demolish the existing Blied warehouse structure in order to expand the surface parking lot by six stalls (to 42) to provide parking for clients of tenants in these adjacent buildings. **The minor expansion of the existing surface parking lot will be a temporary accommodation until such time as the market will support our major redevelopment plan for this block. We expect that it will be possible to undertake the larger redevelopment project within five to seven years.** One North Pinckney Associates, the entity which owns the American Exchange Bank building, the Blied warehouse and the existing accessory surface parking lot, purchased the building at 7 North Pinckney Street on February 15, 2012. The number one complaint of tenants in 7 North Pinckney is that they have no parking for clients. The six additional parking spaces that can be created on the Blied warehouse footprint (2,244 square feet) would be directly accessible through the back door of 7 North Pinckney. **We propose to designate these additional six stalls as client/customer parking to serve the tenants (both retail and office) whose clients/customers need easily accessible parking.** In addition, Urban Land Interests has entered into a contract to purchase the Capitol Hill Apartments property located at 24 North Webster Street on April 6, 2012, which recently suffered a catastrophic fire. **ULI has started construction on the restoration project. The completed project will contain 23 rental apartments and approximately 4,000 square feet of ground floor retail space.** This building likewise has no parking to support its tenants. Increasing the surface parking available in the

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American Exchange parking lot **could** have an important and positive impact on the redevelopment potential of 24 North Webster and on leasing the space that is currently available **in the American Exchange Bank building at 1 North Pinckney and in the Centre 7 building at 7 North Pinckney Street.**

We understand that the Comprehensive Plan for the Downtown Core sub-district discourages tearing down buildings to create new surface parking lots in the Downtown area. However, we believe the demolition of the Blied warehouse building is not in conflict with the Comprehensive Plan for the following reasons: 1. the parking lot already exists; 2. the Blied building, with its 2,244 s.f. footprint is situated at the far back (northwest) corner of the existing parking. Its removal allows for a minor expansion of the small, well-screened existing lot; 3. The building being removed is not part of the streetscape because it is set nearly 70' back from the street. Expanding the parking lot will be imperceptible to pedestrian and vehicular traffic passing the site; 4. We have already developed and presented conceptual plans to the city for a major redevelopment of the site, which substantiates our intent. The City's preliminary response to our proposed redevelopment plan was very encouraging and supportive, and finally, 5. We have received support from several members of the Mansion Hill Neighborhood Association (Susanne Voeltz, James McFadden and Gene Devitt), Capitol Hill condominium residents, and from the City of Madison Urban Design Commission in support of our request to both demolish the building and expand the parking.

Pursuant to Section 28.09(2)(d) 15 of the City of Madison Zoning code, we would like to request approval of this request for the temporary expansion of the existing parking lot for a period of three years. Similar to the City's use of this section of the zoning code for the Brayton lot expansion, this temporary approval would be reviewed by the City every three years until such time as the large scale redevelopment of the block is underway. The major difference between our request for expansion and that of the Brayton lot is that the Madison Turner's Hall was a significant part of the Webster streetscape, while the Blied warehouse is not.

An asbestos inspection of the Blied warehouse was completed by A & A Environmental, Inc. on January 27, 2012. Contingent upon city approval, ULI intends to contract with Robinson Brothers to demolish the structure following asbestos abatement and to backfill the basement prior to the installation of parking by others. Robinson Brothers estimates project completion five weeks after permit issuance. Ken Saiki Design has been hired to design the new parking layout and landscape plan. Pending final approval, ULI estimates project completion by the end of ~~May~~ **June, 2012.**

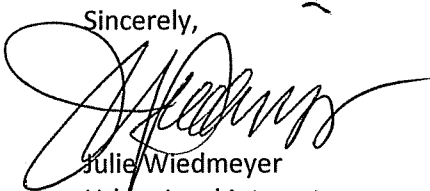
Included in this submittal are site and aerial photos of the building and parking lot. These photos demonstrate how heavily screened the parking lot is with mature trees and other landscaping. ULI has carefully considered the Department of Planning suggestion that it add a small green space in place of the warehouse. ULI's tenants already enjoy the abundant green space of the Capitol Square. Any landscaping of the Blied site would scarcely be noticeable from either North Webster Street or East Washington Avenue. Ken Saiki's proposed site plan incorporates a bio-swale to manage storm water and provides additional screening along the alley. There is a real and compelling need for additional **client parking in this block to attract tenants to the 1st floor of American Exchange Bank and to space that is**

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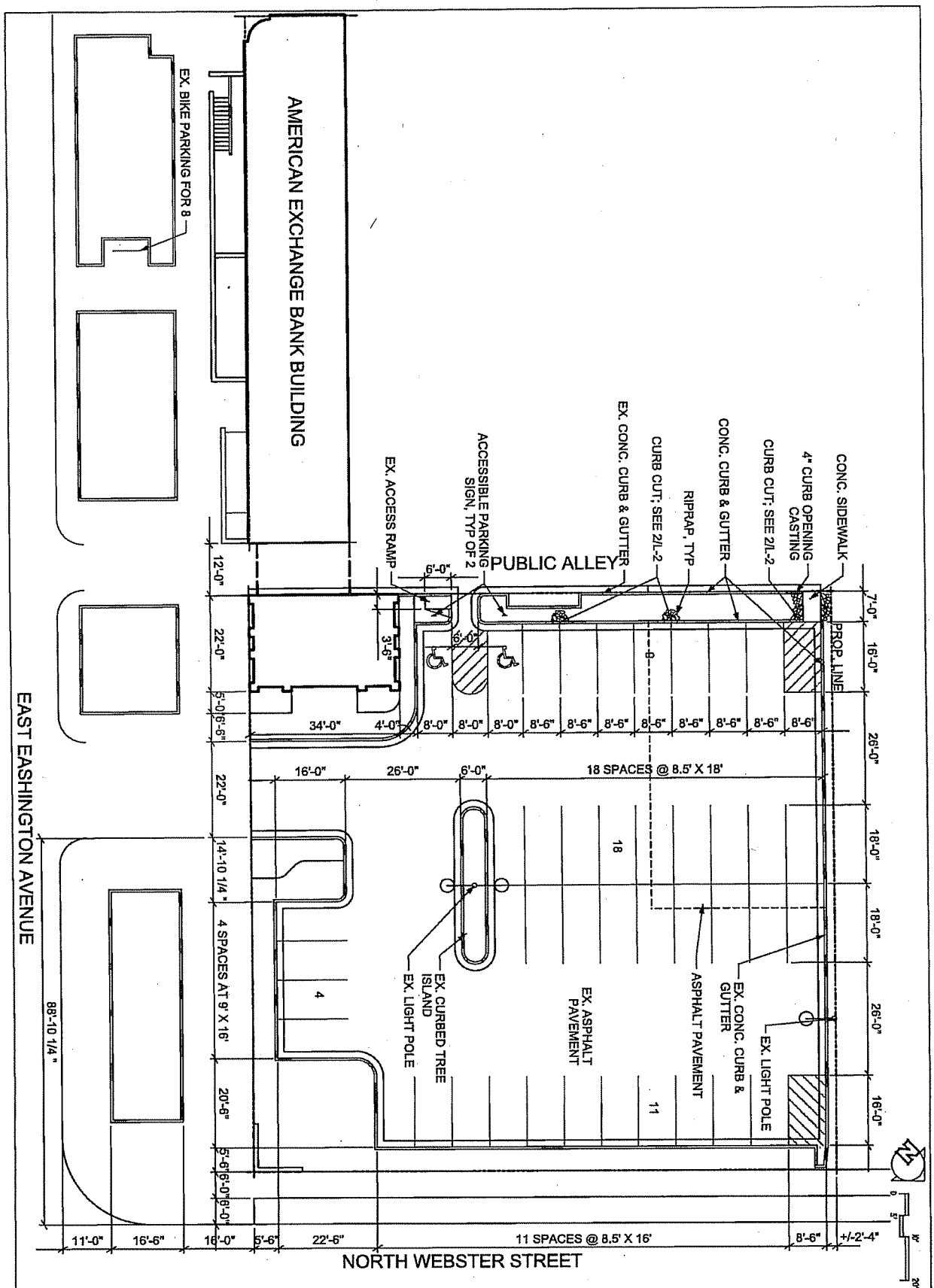
available for lease in Center 7. Furthermore, the proposed bio-swale will dramatically improve the storm water management at the west corner of the lot.

The current surface parking lot and the proposed additional six temporary spaces created by this demolition would be an important short term parking accommodation until a comprehensive redevelopment plan for the southeast end of this block becomes feasible. Removing this vacant structure and providing more parking, as proposed by this application, would have an immediate positive effect on neighboring businesses and residents.

Sincerely,



Julie Wiedmeyer
Urban Land Interests



Urban Land Interests



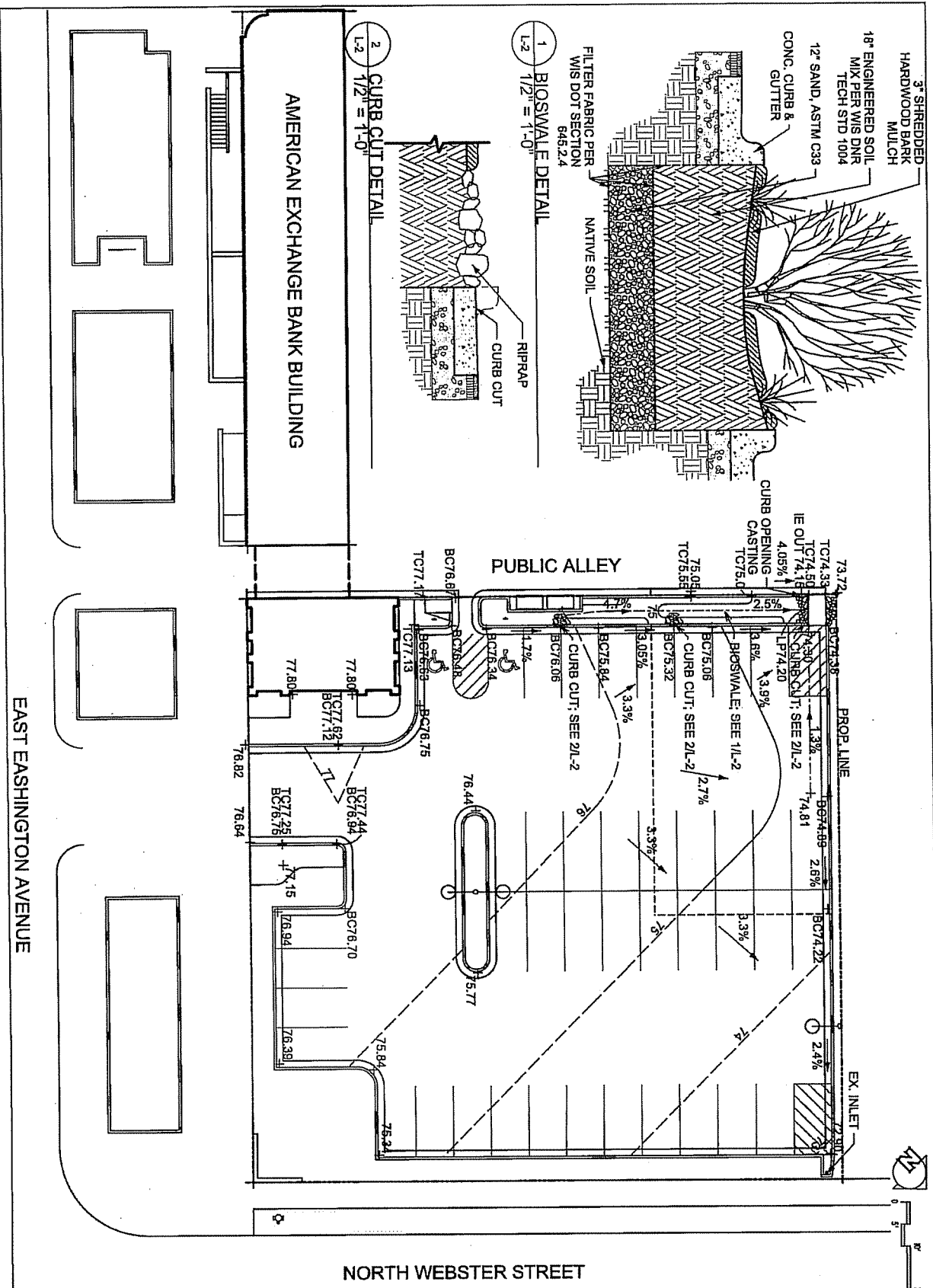
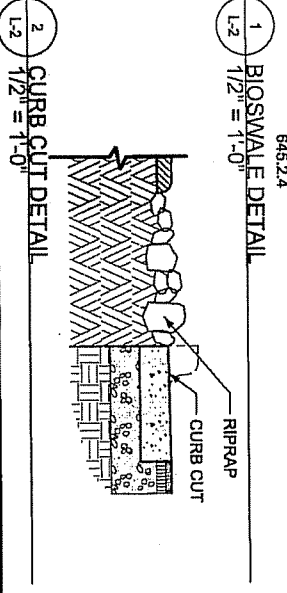
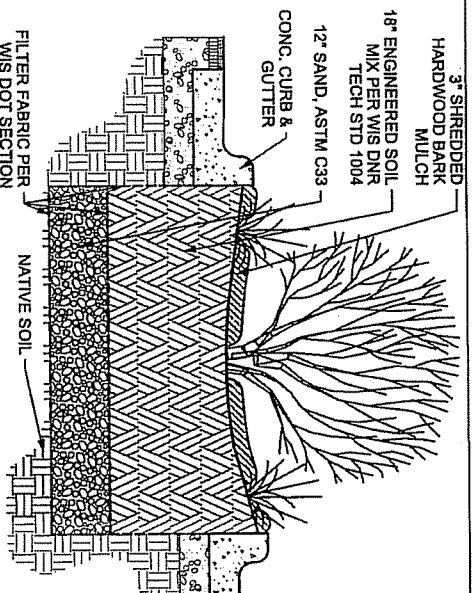
12 N. WEBSTER

MADISON, WI

Revisions Number	Date
00	XX-XX-20XX

Sheet Title
LAYOUT PLAN

KSD Project No. 2012-2003
 Drawn By ARM
 Date Issued 02-28-2012
 Sheet No. **L-1**



12 N. WEBSTER
MADISON, WI

Revisions	
Number	Date
00	XX-XX-20XX

Sheet Title
GRADING PLAN

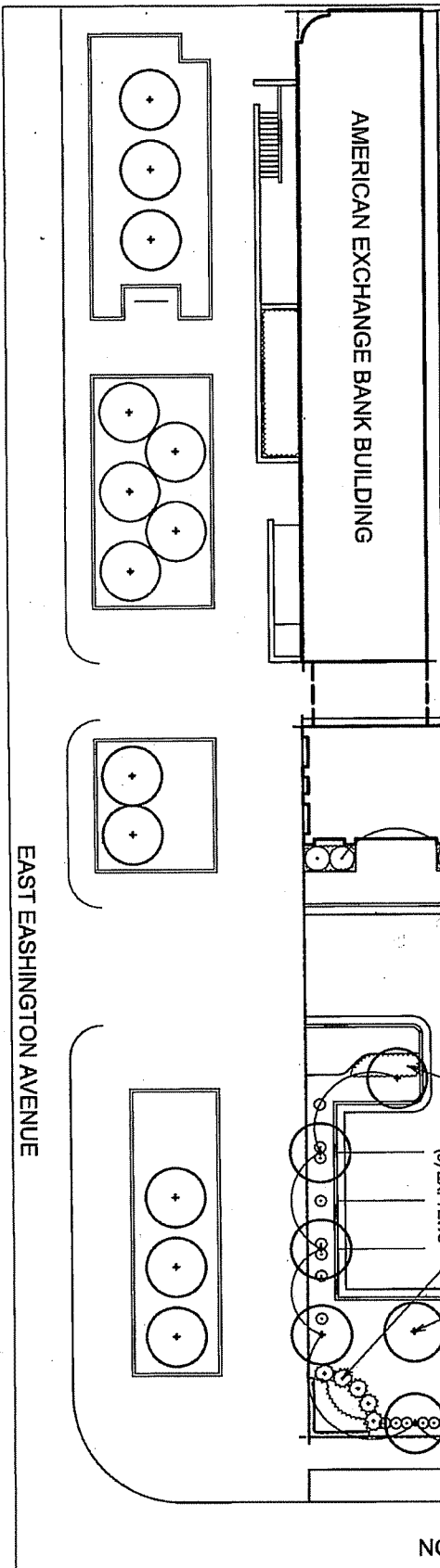
KSD Project No. 2012-003
 Drawn By ARM
 Date Issued 02-28-2012
 Sheet No. **L-2**

Plant List	Botanical Name	Common Name	Quantity	Size	Spec	Comments	Mature Size
Key	Deciduous Shrub	Buck Chokeberry	8	5 gal.	Cont. Space 4.0' o.c.		4.8' H x 4.5' sp.
Am	<i>Azalea canadensis</i>						
	<i>Panicum polyanthemum</i>						
ca	Cont. Space	Key Sedge	28	4"	Cont. Space 12" o.c.		0.5' H x 0.6' sp.
ca	Cont. Space	Penn Sedge	44	4"	Cont. Space 18" o.c.		0.5' H x 1.2' sp.
cv	Cont. Space	Brown Fox Sedge	23	4"	Cont. Space 18" o.c.		1.3' H x 1.2' sp.

City of Madison - Landscape Worksheet

Number of Parking Stalls	42
Total Sq. Footage of Storage Area	3
Number of Canopy Shade Trees	3
Required - 2" - 2 1/2" cal.	
No. of Landscape Points Required	201
Points for Loading Area Required	0
Number of Points Required	201

Element	Point Value	Quantity	Points Achieved	Credits	Points
Canopy Tree - 2" - 2 1/2"	35	0	0	11	385
Deciduous Shrub	2	8	16	40	80
Evergreen Shrub	3	0	0	5	15
Decorative Wall or Fence (per 10 L.F.)	5	0	0	0	0
Earth Berm (per 10 L.F.)	5	0	0	0	0
Avg. Height 30"	2	0	0	0	0
Avg. Height 15"	15	0	0	0	0
Evergreen Trees	3	0	0	0	0
3 height minimum					
Canopy Tree or Small Tree 1 1/2" - 2" Caliper (i.e., Crab, Hawthorn)	15	0	0	0	0
Sub-Totals			16		480
Total Points					480



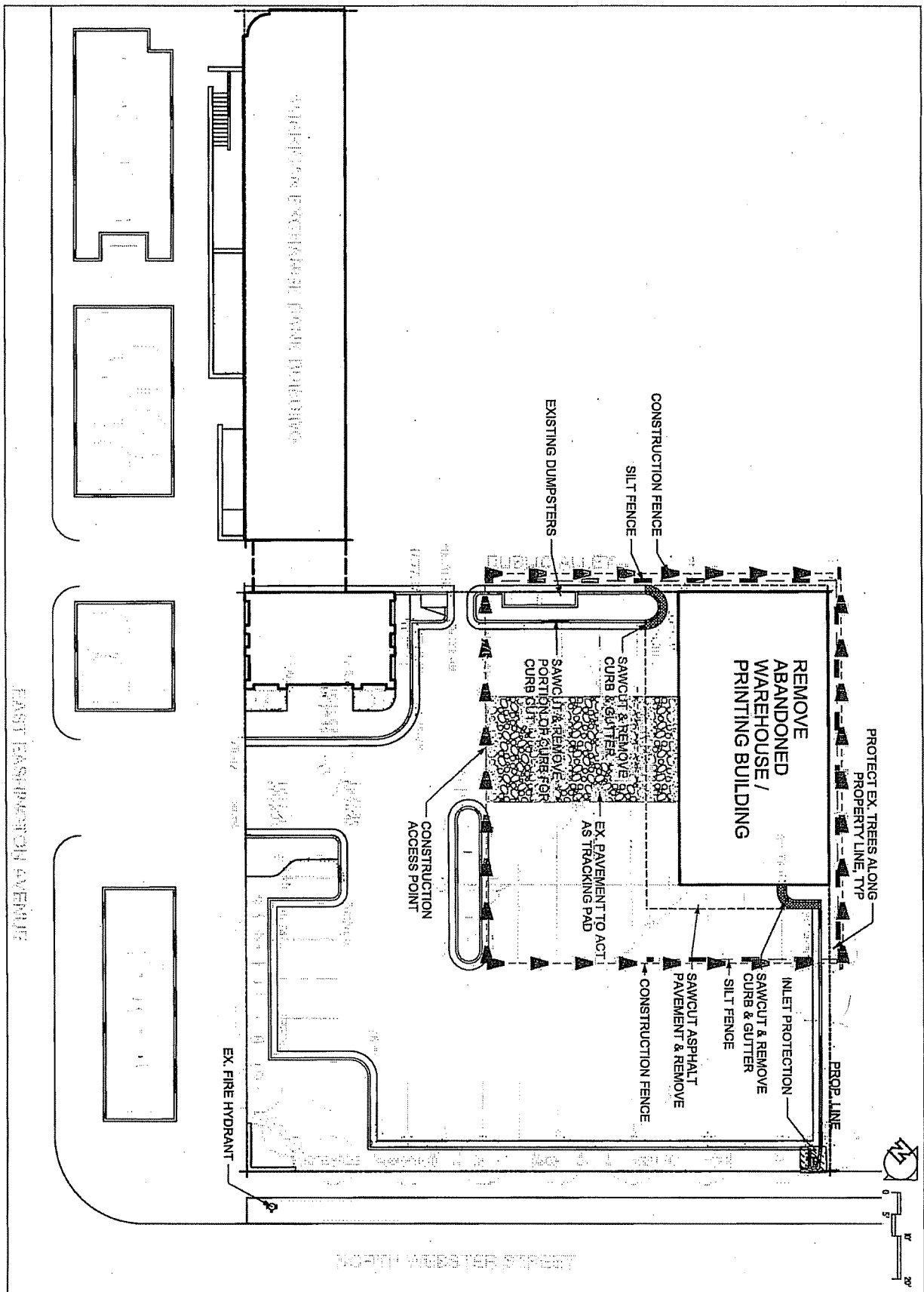
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12 N. WEBSTER
MADISON, WI


Revisions	Number	Date
	00	XX-XX-20XX

Sheet Title: **PLANTING PLAN**

KSD Project No. 2012-003
 Drawn By: ARM
 Date Issued: 02-28-2012
 Sheet No. **L-3**



12 N. WEBSTER
MADISON, WI

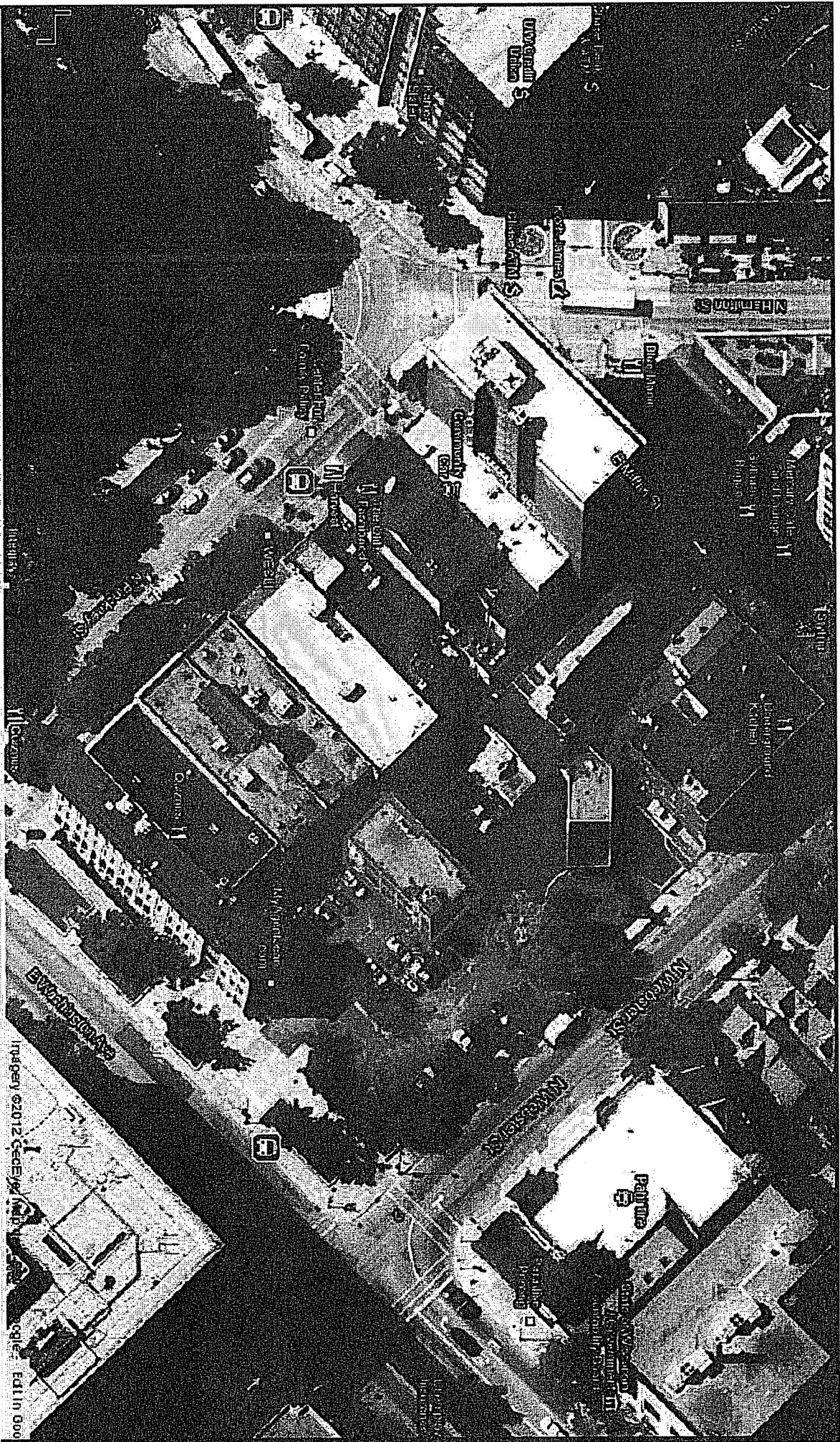


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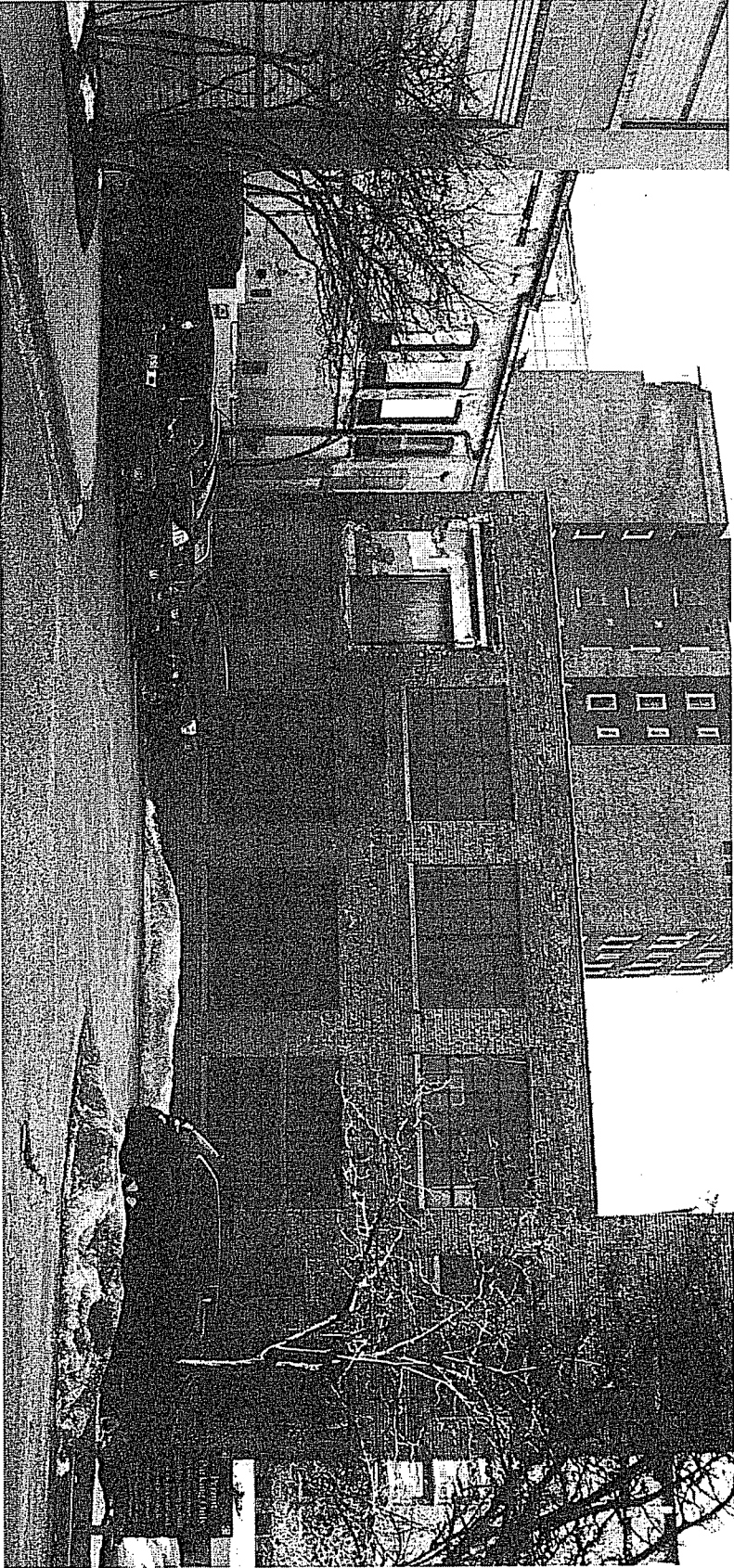
Sheet Title SITE PREP & EROSION CONTROL
KSD Project No. 2012-003 Drawn By ARM Date Issued 02-28-2012 Sheet No. L-0

Block 101 Aerial View



Blued Warehouse Outlined in Orange

12 North Webster Street
Blued Warehouse Building

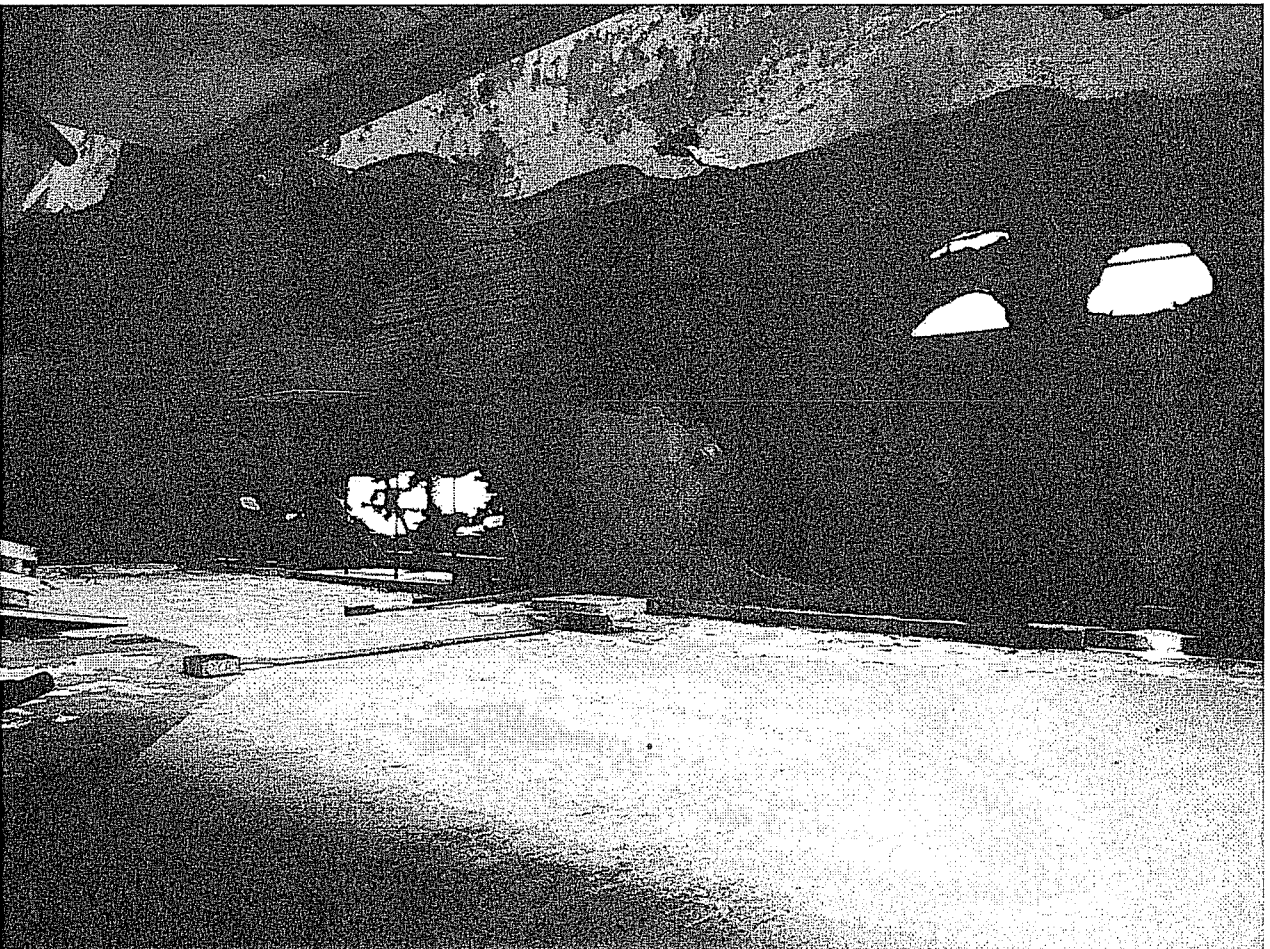


View from E. Washington Parking Lot Entrance

Building Interior

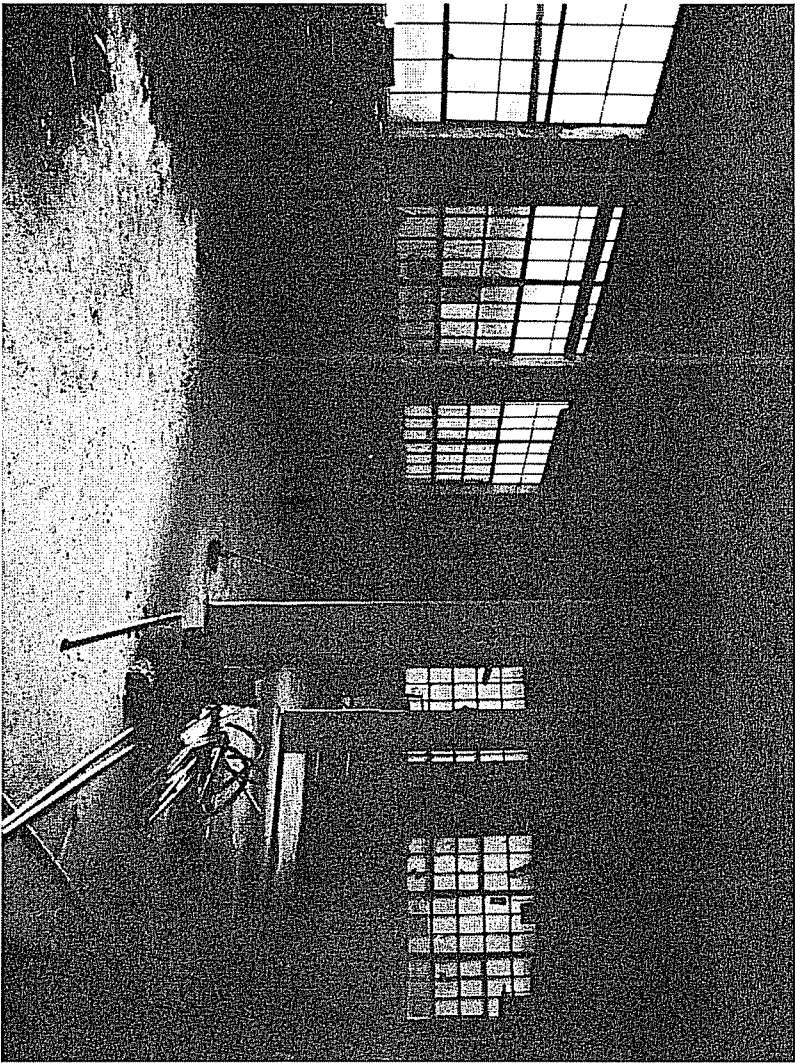


Stairwell from 1st to 2nd Floor

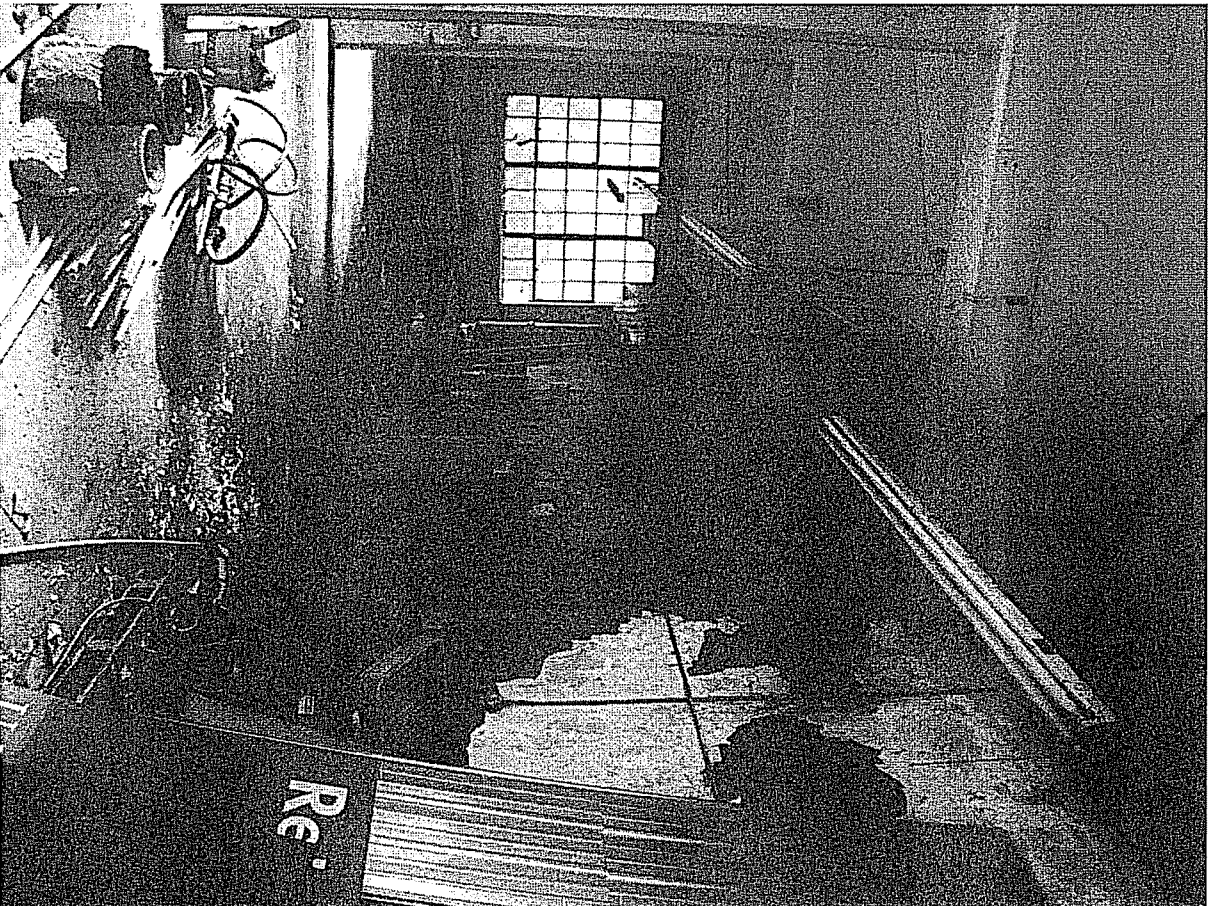


View from Stairwell – Exposed Roof

Building Interior

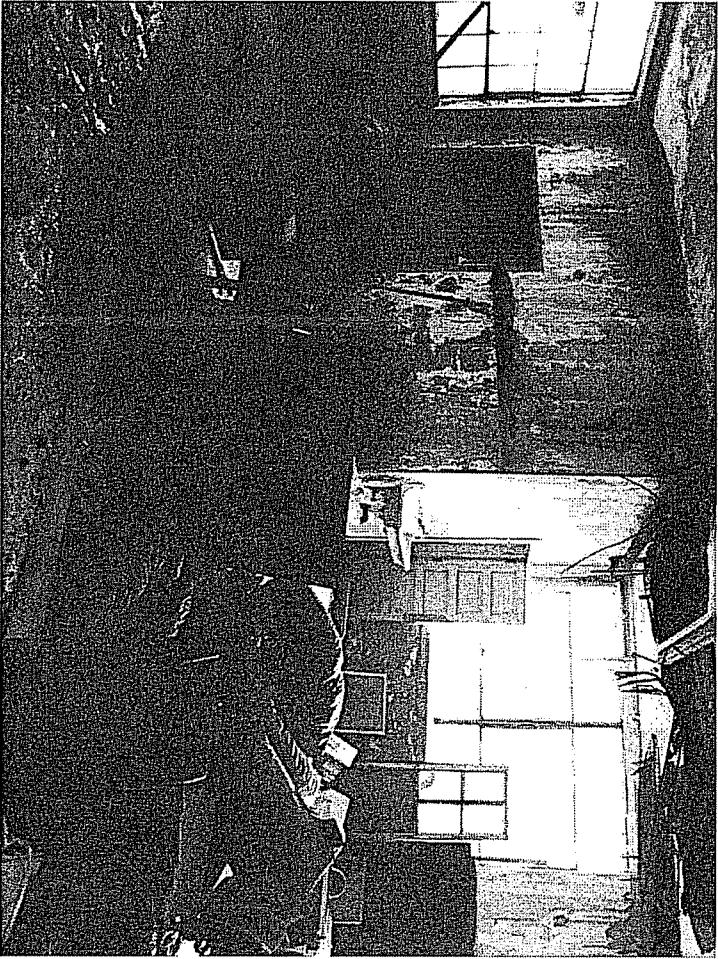


First Floor Views

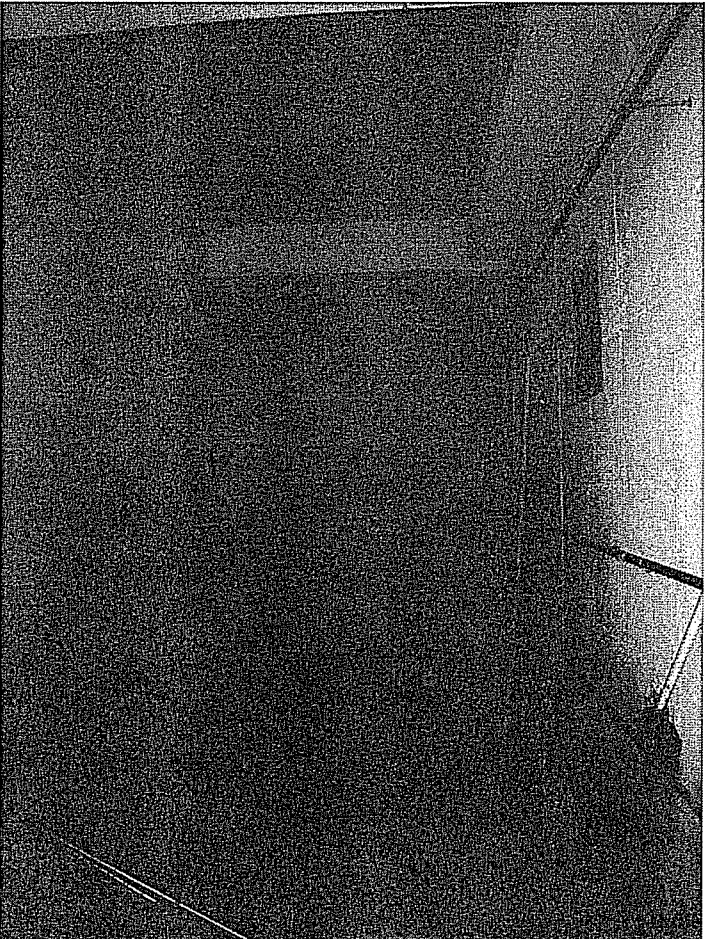


Building Interior

Second Floor Views

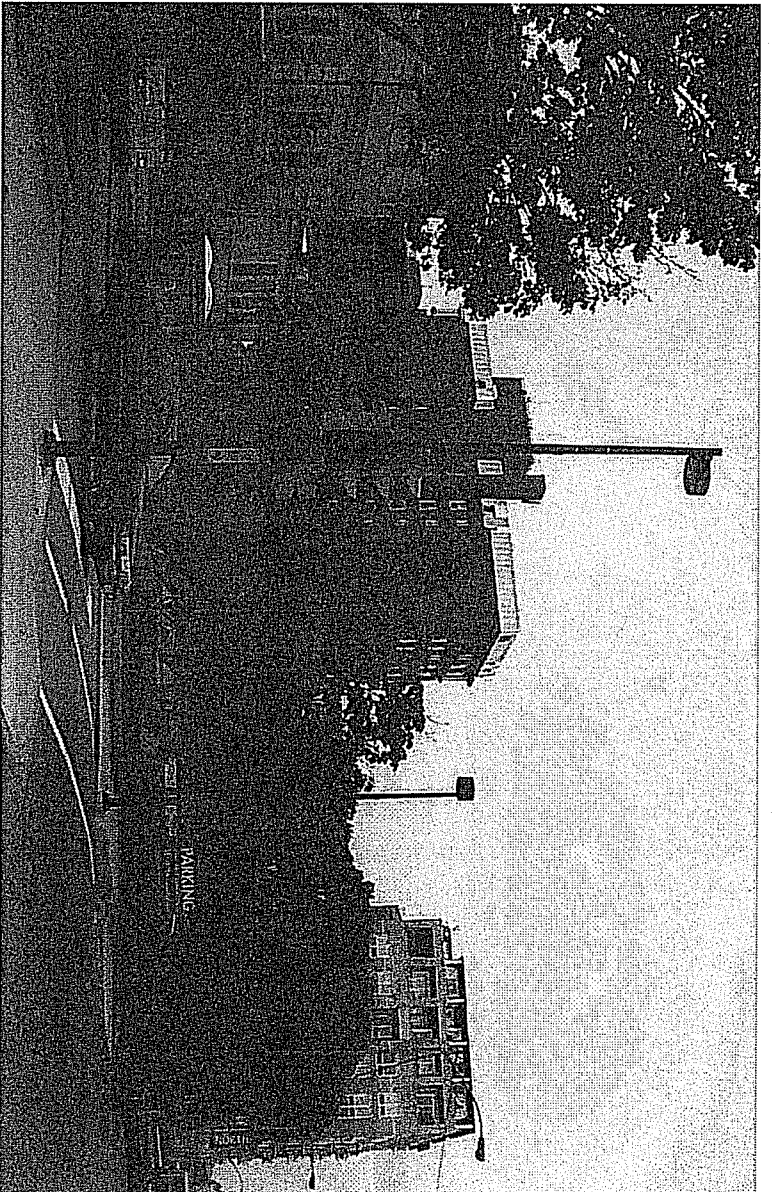


Basement

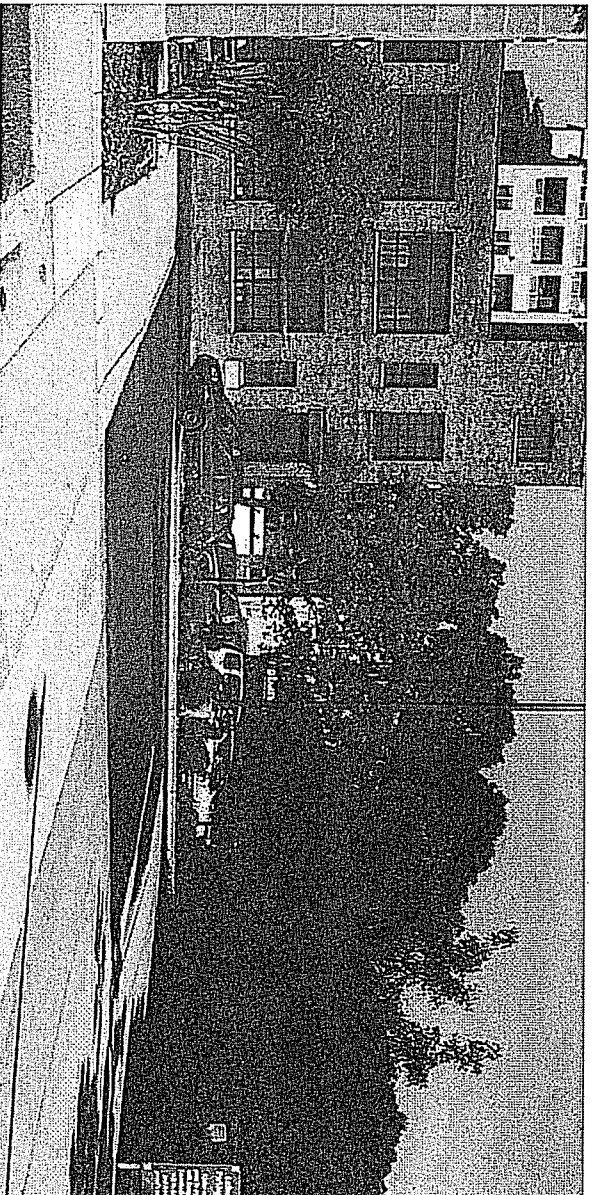


Current Parking Lot Screening

View from E. Wash and Webster

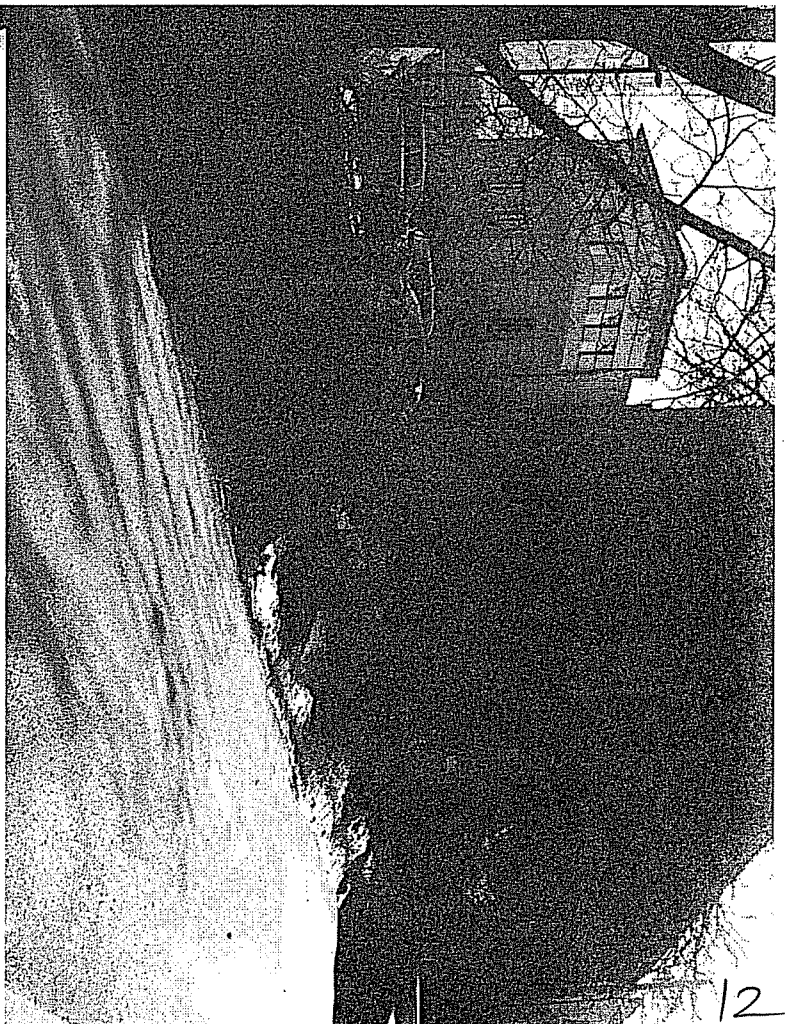


*View from E. Wash
Southeastern side of Warehouse*

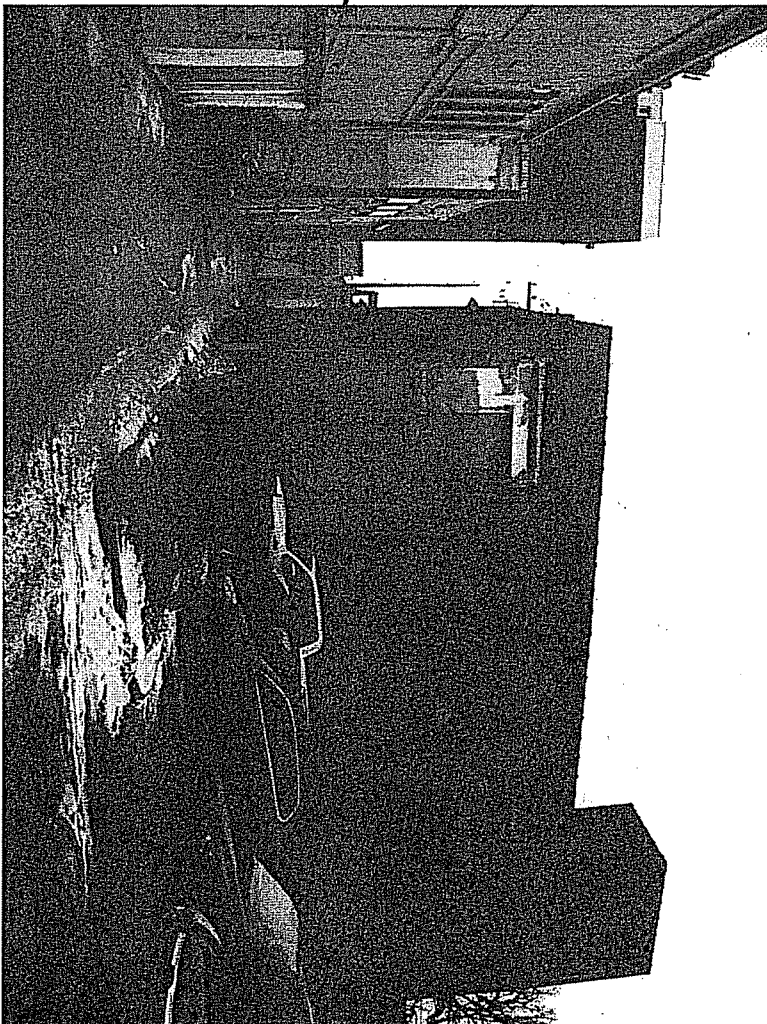


Current Parking Lot Screening

*View from US Bank Drive Thru
(North Side of Warehouse)*



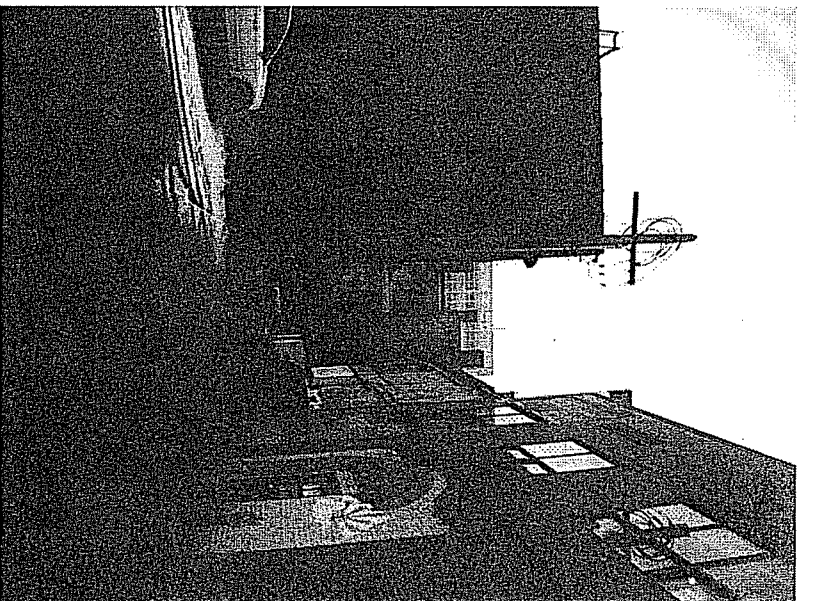
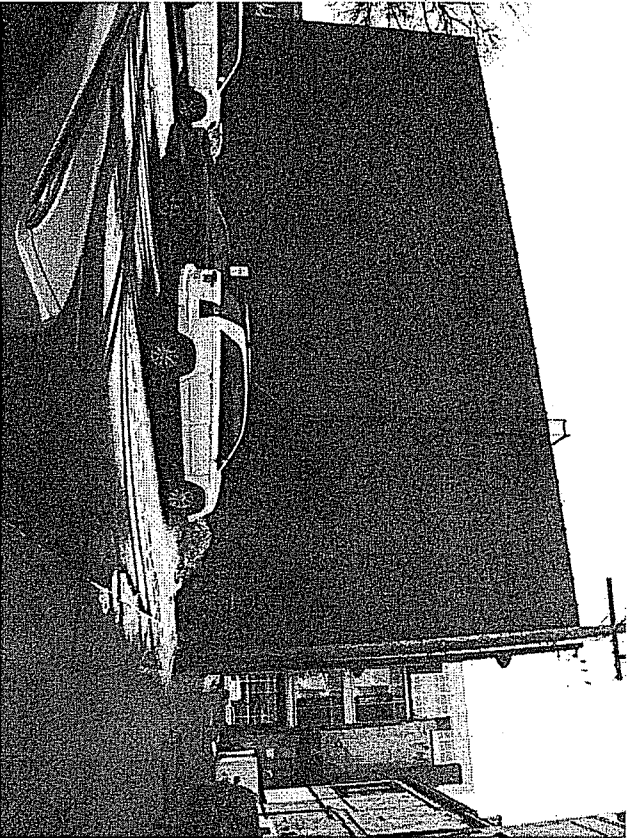
Proposed Bio-swale



Alley to the Southwest of Warehouse

Views of Neighboring Buildings

NW Exposure of Warehouse and Alley



Exterior of 7 N. Pinckney



NE and SE Exposure of Warehouse