



## **Letter of Intent**

### **Brown Lofts Apartments**

Steve Brown Apartments, Owner  
1815 University Avenue  
Madison, Wisconsin 53705

March 14, 2007

#### **Project Description:**

The Brown Lofts Apartments is a 64-unit residential apartment community located on the near-west side of Madison. The project consists of a 4-story building whose design features a mix of apartment sizes from One-bedroom units to Two-bedroom multistory units with underground parking. Please refer to the attached unit count spread sheet for more detailed information. The existing 3 ½ story "Princeton House" building – a 102-unit, 200+ person capacity residence hall, which is out of character with the neighborhood to the south, will be demolished upon city approval. The density of the proposed project is consistent with the City of Madison Comprehensive Plan which calls for High Density Residential (HDR) on this site. The site lies within the University Heights Historic District and follows the district guidelines. Site amenities include: access to public transportation, close proximity to the University of Wisconsin campus, private balconies, and ample parking.

#### **Owner:**

Steve Brown Apartments  
120 West Gorham Street  
Madison, WI 53703  
(608) 255-7100

Steve Brown  
Owner

#### **Architect:**

Brownhouse  
202 West Gorham Street  
Madison, WI 53703  
(608) 663-5100

Patrick McGowan  
Principal / Director of Architecture

*Making The Space of Life a Pleasure*

Landscape Architect:  
Landscape Architecture, LLC  
3390 Cty. Tk. P  
Mount Horeb, WI 53572  
(608) 798-1840

Joe Hanauer  
Landscape Architect

Site Engineer and Surveyor:  
Burse Survey & Engineering Inc.  
1400 East Washington Avenue  
Madison, WI 53703  
(608) 250-9263

Michelle Burse  
Peter Fortlage

#### Site Information:

The project presented is proposed as a PUD (GDP/SIP). The site has vehicular access off Princeton Avenue and pedestrian/bike access from both Princeton Avenue and University Avenue. The main entrance to the building is on University Avenue. Landscaping will be principally located along the street facades and on roof terraces on the south side of the building. The lot is 25,520 square feet in size (per city records), approximately 0.586 acres.

#### Construction Schedule:

June 1, 2007  
August 1, 2008

Begin Construction  
Construction Completion

#### Building Use and Square Footage:

This traditionally designed 64-unit apartment building is a 4-story building featuring multistory units and underground parking. The exterior facade will feature a rusticated stone veneer base on the first floor with full brick veneer, fiber-cement siding and smooth stucco above. Special design elements include: arched openings, quoins on the building's corners, horizontal limestone and precast concrete banding, aluminum casement windows, and decorative metal fencing. The exterior materials, landscaping, signage, and site lighting will compliment adjacent properties in this neighborhood.

The apartment units vary in size from One-bedroom apartments to spacious Two-bedroom multistory units. Amenities will include heated underground parking, laundry/vending areas and private outdoor balconies.

The following is the gross square footage of the proposed building:

Parking Level P1	24,289 sf.
Parking Level P2	5,433 sf.
First Floor	20,611 sf.
Second Floor	18,863 sf.
Third Floor	18,863 sf.
Fourth Floor	18,863 sf.
<hr/> Total Building Area:	106,922 sf.

**Bedrooms per Dwelling Unit:**

Please refer to Site Plan for additional information.

**Parking Requirements:**

Please refer to Site Plan for additional information.

**Mail Drop-off and Pick-up:**

Resident mailboxes are located inside of the Main entrance Lobby on the First floor of the building.

**Hours of Operation:**

The building will be occupied 24 hours a day / 365 days of the year.

**Potential Number of School Age Children Generated by Project:**

The project is estimated to generate less than ten (10) school age children.

**Maintenance:**

Trash removal will be contracted privately and collected at the drive entry to the parking level of the building. Steve Brown Apartments will provide snow removal and landscape maintenance for the entire property.

**Demolition Recycling and Reuse Plan:**

Recycling and reuse plan to be approved by the City's Recycling coordinator prior to the issuance of the demolition permit. Refer to attached photos of the existing structure to be demolished for additional information.

**Legal Description:**

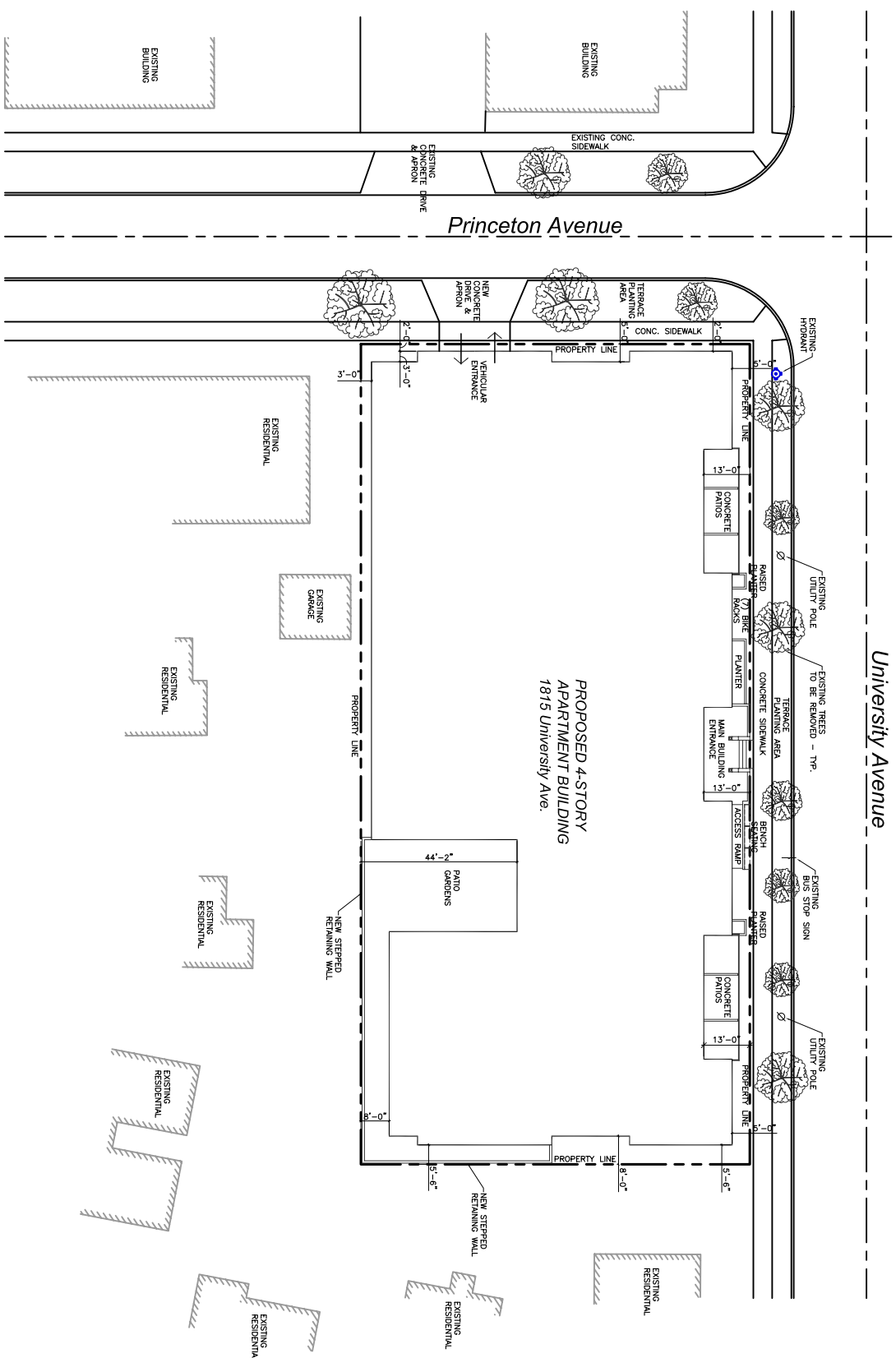
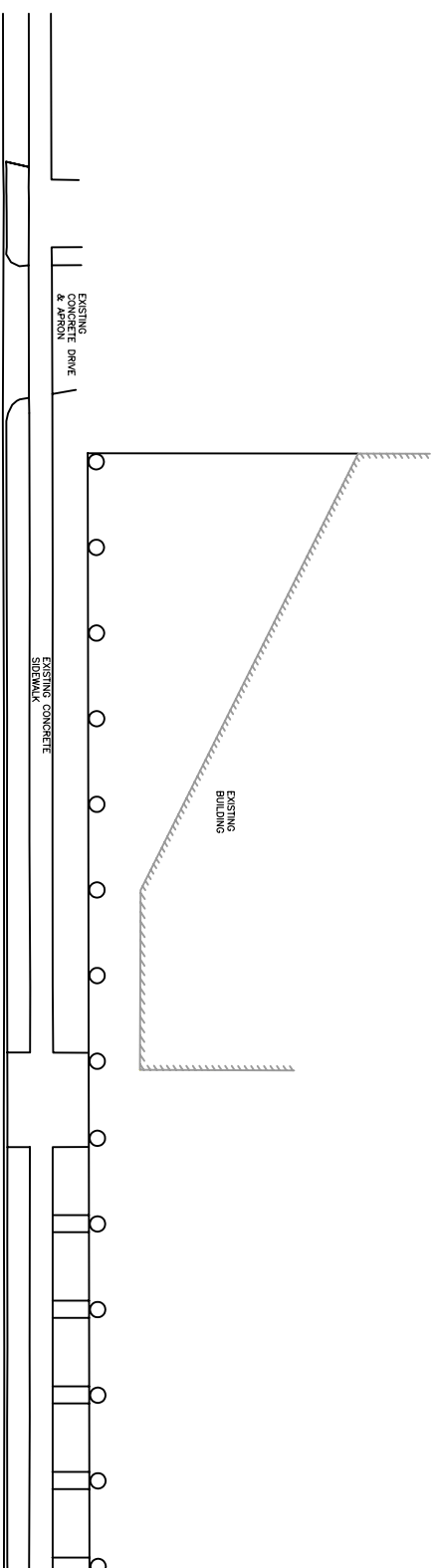
The lands subject to this Planned Unit Development District shall include those described below:

All of Lots 3, 4, 5 and 6, Block 3, University Heights, as recorded in Volume 1 of Plats, on Page 17, as document number 197136, Dane County Registry, located in the Northeast Quarter of the Northwest Quarter of Section 22, Township 07 North, Range 09 East, City of Madison, Dane County, Wisconsin.

Containing 25,520 sq. ft. = 0.586 Acres.







1 SITE PLAN  
SCALE: 1"=20'-0"



**SITE DATA:**

LOT AREA:	25,520 SF (0.586 ACRES)
DENSITY:	103 UNITS/ACRE
LOT AREA/DWELLING UNIT:	398.8 SF/D.U.
BUILDING COVERAGE:	20,575 SF
BUILDING AREA:	
PARKING LEVEL P2:	5,433 SF
PARKING LEVEL P1:	24,289 SF
FIRST FLOOR:	20,611 SF
SECOND FLOOR:	18,863 SF
THIRD FLOOR:	18,863 SF
FOURTH FLOOR:	18,863 SF
TOTAL BLDG. AREA:	106,922 SF

**DWELLING UNIT MIX (100 BEDS):**

ONE BEDROOM & STUDY	4
ONE BEDROOM	24
TWO BEDROOM	30
TWO BDRM. (MULTISTORY)	6
<b>TOTAL:</b>	<b>64</b>

**USABLE OPEN SPACE:**

OPEN SPACE	6,693
OPEN SPACE / D.U.	105 SF/D.U.

**PARKING PROVIDED:**

UNDERGROUND STALLS	78
SURFACE	3
<b>TOTAL PARKING</b>	<b>81</b>
(INCLUDING 2 ACCESSIBLE STALLS AND 1 ACCESSIBLE VAN STALL)	
PARKING / D.U.	1.27/D.U.

**BIKE PARKING PROVIDED:**

UNDERGROUND STALLS	60
SURFACE	12
<b>TOTAL BIKE PARKING</b>	<b>72</b>
(ALL STALLS LOCATED ON AN IMPERVIOUS SURFACE)	
BIKE PARKING / D.U.	1.13/D.U.



202 West Gorham St. Madison, WI 53703 608.663.5100 608.663.5151 fax

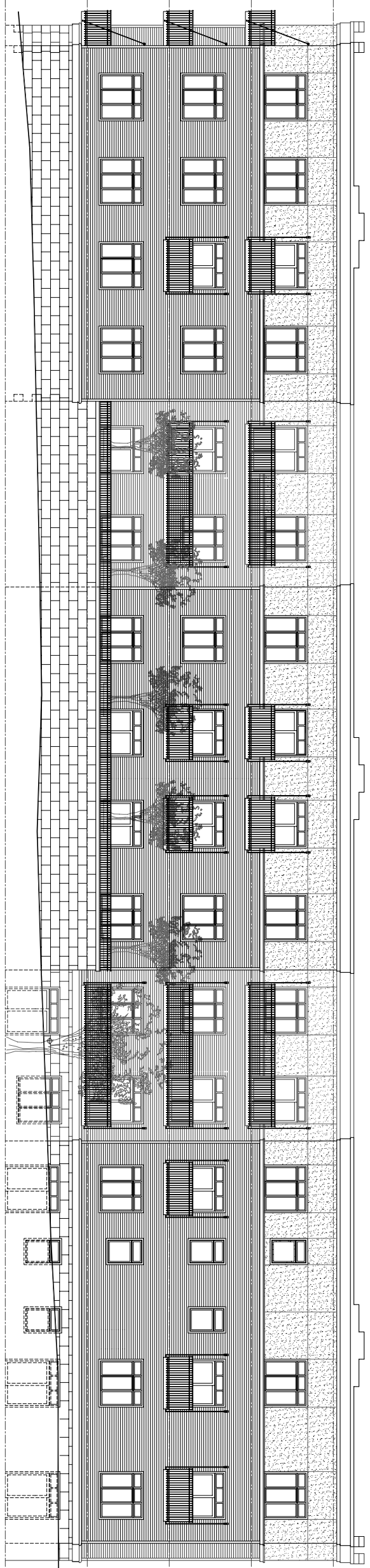
**BROWN LOFTS**  
1815 UNIVERSITY AVE.  
MADISON, WI 53705

OWG STATUS DATE:	
PC SUBMITTAL DATE:	2/21/07
DC SUBMITTAL DATE:	3/14/07
REVISION/NOI DATE:	

SITE PLAN

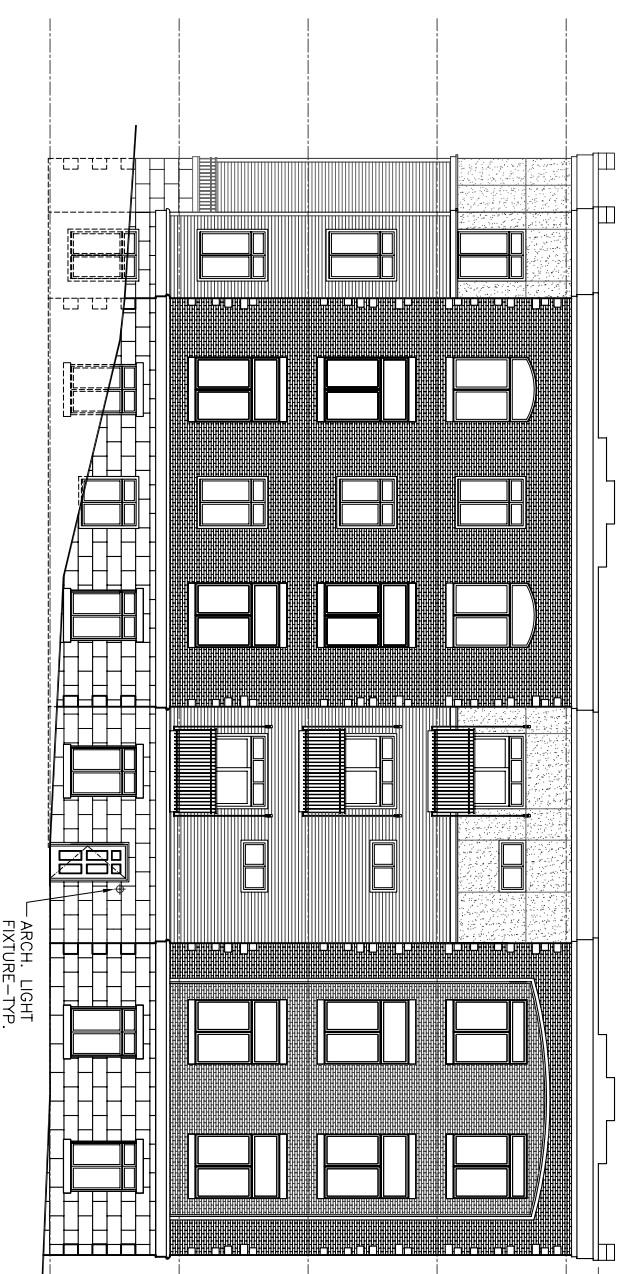
**C200**

PRELIMINARY -  
NOT FOR CONSTRUCTION



1 SOUTH ELEVATION  
SCALE: 1/8"=1'-0"

TOP OF PARAPET  
ELEV: 922'-0"  
ROOF  
ELEV: 949'-0"  
FOURTH FLOOR  
ELEV: 937'-0"  
THIRD FLOOR  
ELEV: 925'-0"  
SECOND FLOOR  
ELEV: 913'-0"  
FIRST FLOOR  
ELEV: 901'-0"  
PARKING LEVEL 1  
ELEV: 891'-0"



2 EAST ELEVATION  
SCALE: 1/8"=1'-0"

TOP OF PARAPET  
ELEV: 952'-0"  
ROOF  
ELEV: 949'-0"  
FOURTH FLOOR  
ELEV: 937'-0"  
THIRD FLOOR  
ELEV: 925'-0"  
SECOND FLOOR  
ELEV: 913'-0"  
FIRST FLOOR  
ELEV: 901'-0"  
PARKING LEVEL 1  
ELEV: 891'-0"

ARCH. LIGHT  
FIXTURE - TYP.

**brownhouse**

202 West Gorham St. Madison, WI 53703 608.663.5100 608.663.5151 fax

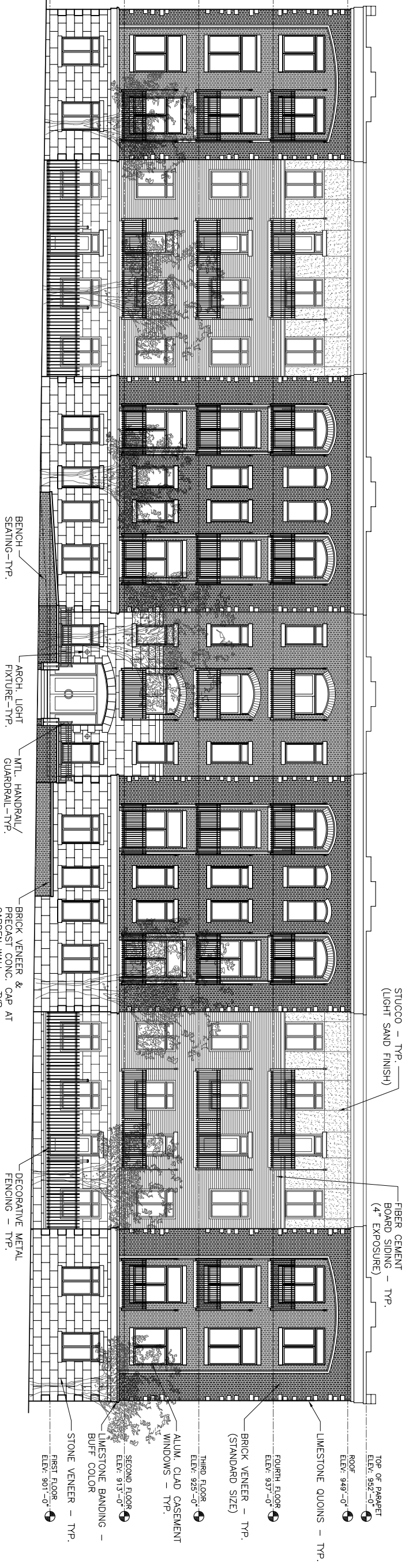
**BROWN LOFTS**  
1815 UNIVERSITY AVE.  
MADISON, WI 53705

OWS STATUS DATE:	
PC SUBMITTAL:	2/29/07
DC SUBMITTAL:	3/19/07
REVISION/NOI DATE:	

EXTERIOR  
ELEVATIONS

A301

PRELIMINARY -  
NOT FOR CONSTRUCTION



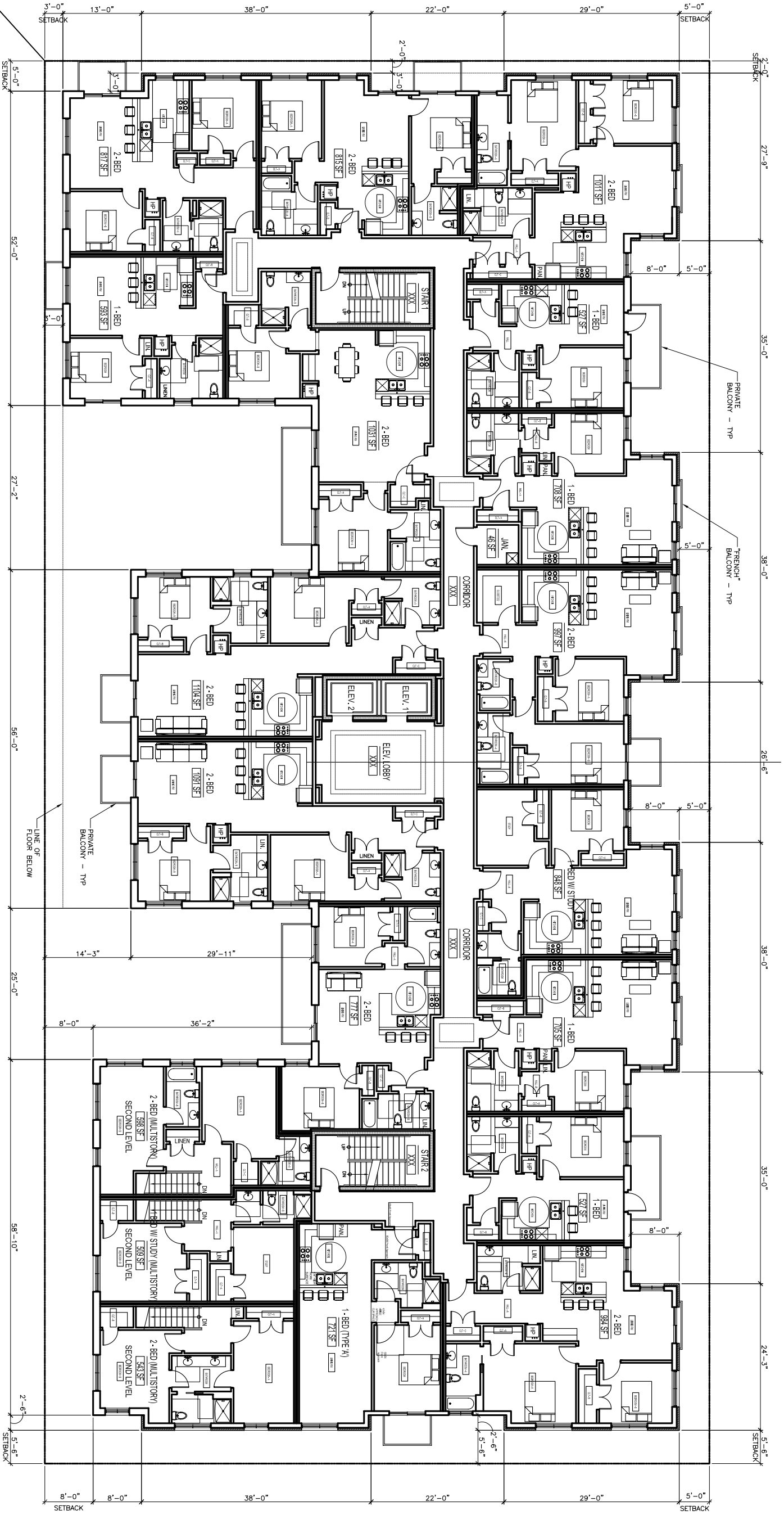
**1** NORTH ELEVATION (UNIVERSITY AVENUE)  
SCALE: 1/8"=1'-0"



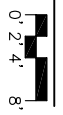
**2** WEST ELEVATION (PRINCETON AVENUE)  
SCALE: 1/8"=1'-0"

OWNS STATUS DATE:	PC SUBMITTAL DATE:
DC SUBMITTAL DATE:	DC SUBMITTAL DATE:
REVISION/NOI DATE:	





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



PRELIMINARY -  
 NOT FOR CONSTRUCTION

# BROWN LOFTS

1815 UNIVERSITY AVE.  
 MADISON, WI 53705

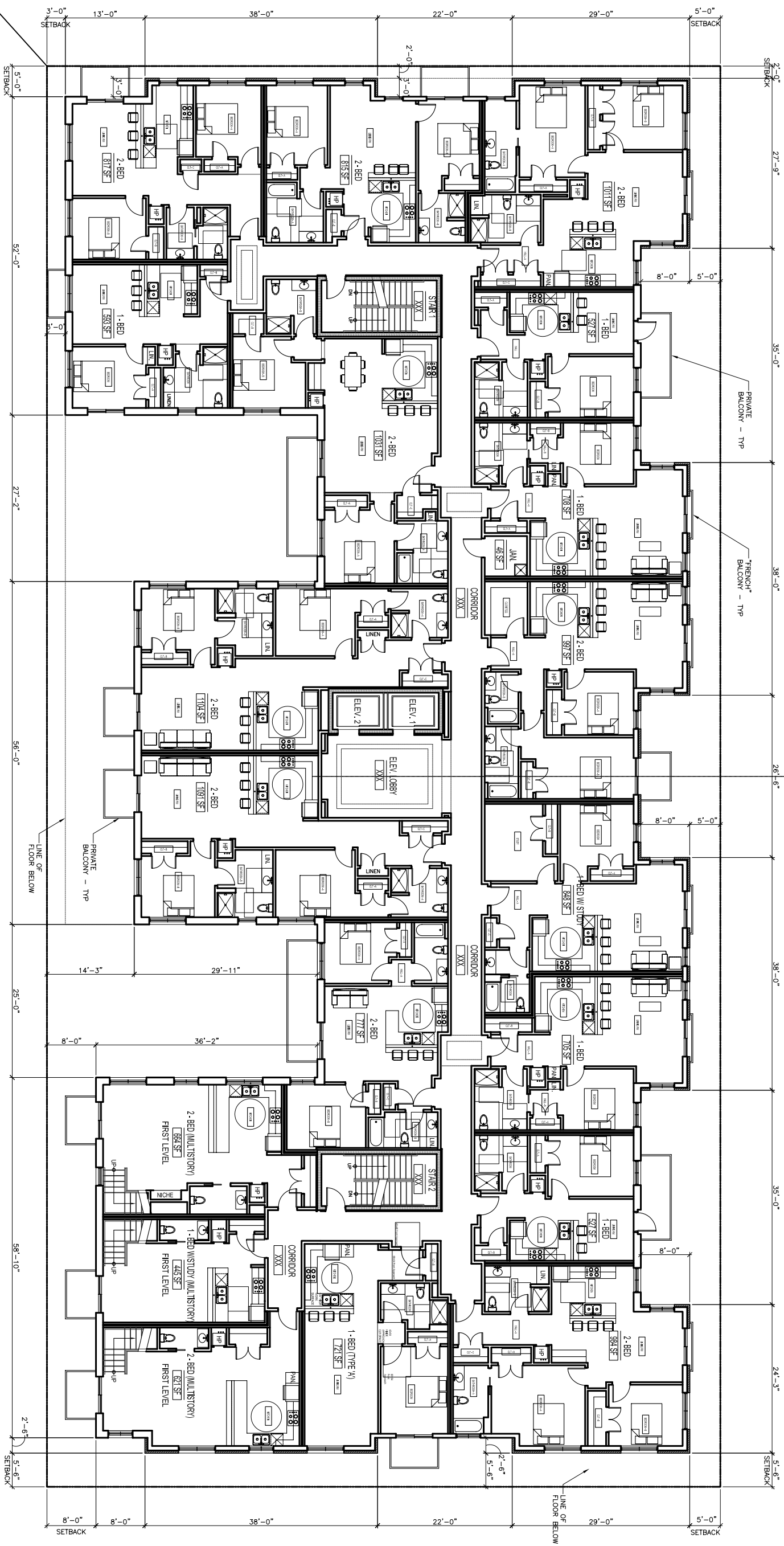


202 West Gorham St. Madison, WI 53703 608.663.5100 608.663.5151 fax

OWNER STATUS DATE:	PC SUBMITTAL DATE:
DC SUBMITTAL DATE:	DC SUBMITTAL DATE:
REVISION/NOI DATE:	

FOURTH FLOOR PLAN

A205



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



PRELIMINARY -  
NOT FOR CONSTRUCTION

# BROWN LOFTS

1815 UNIVERSITY AVE.  
MADISON, WI 53705

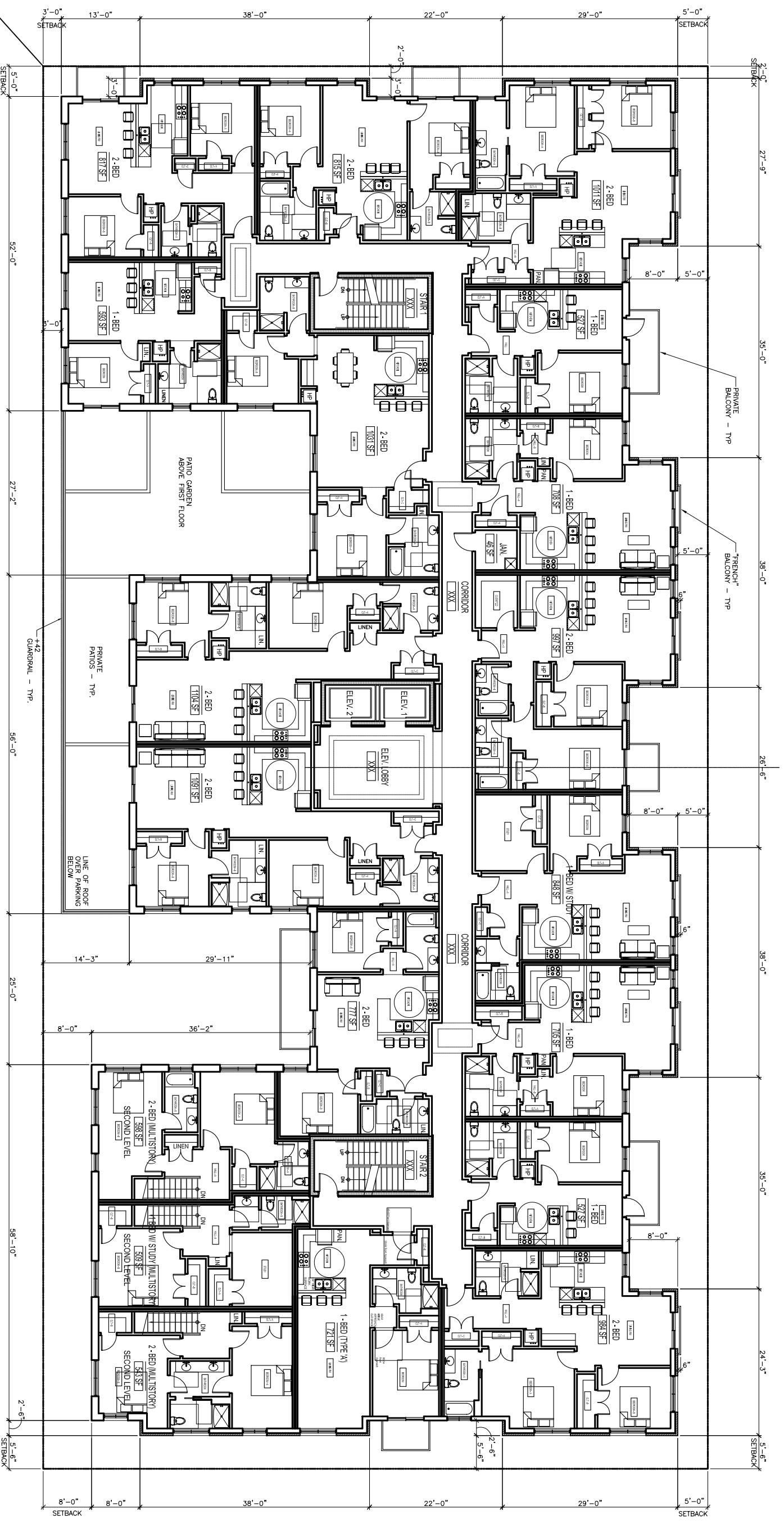


202 West Gorham St. Madison, WI 53703 608.663.5100 608.663.5151 fax

OWNER STATUS DATE:	PC SUBMITTAL DATE:
DC SUBMITTAL DATE:	DC SUBMITTAL DATE:
REVISION/NO. DATE:	

THIRD FLOOR PLAN

A204



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



PRELIMINARY -  
 NOT FOR CONSTRUCTION

# BROWN LOFTS

1815 UNIVERSITY AVE.  
 MADISON, WI 53705

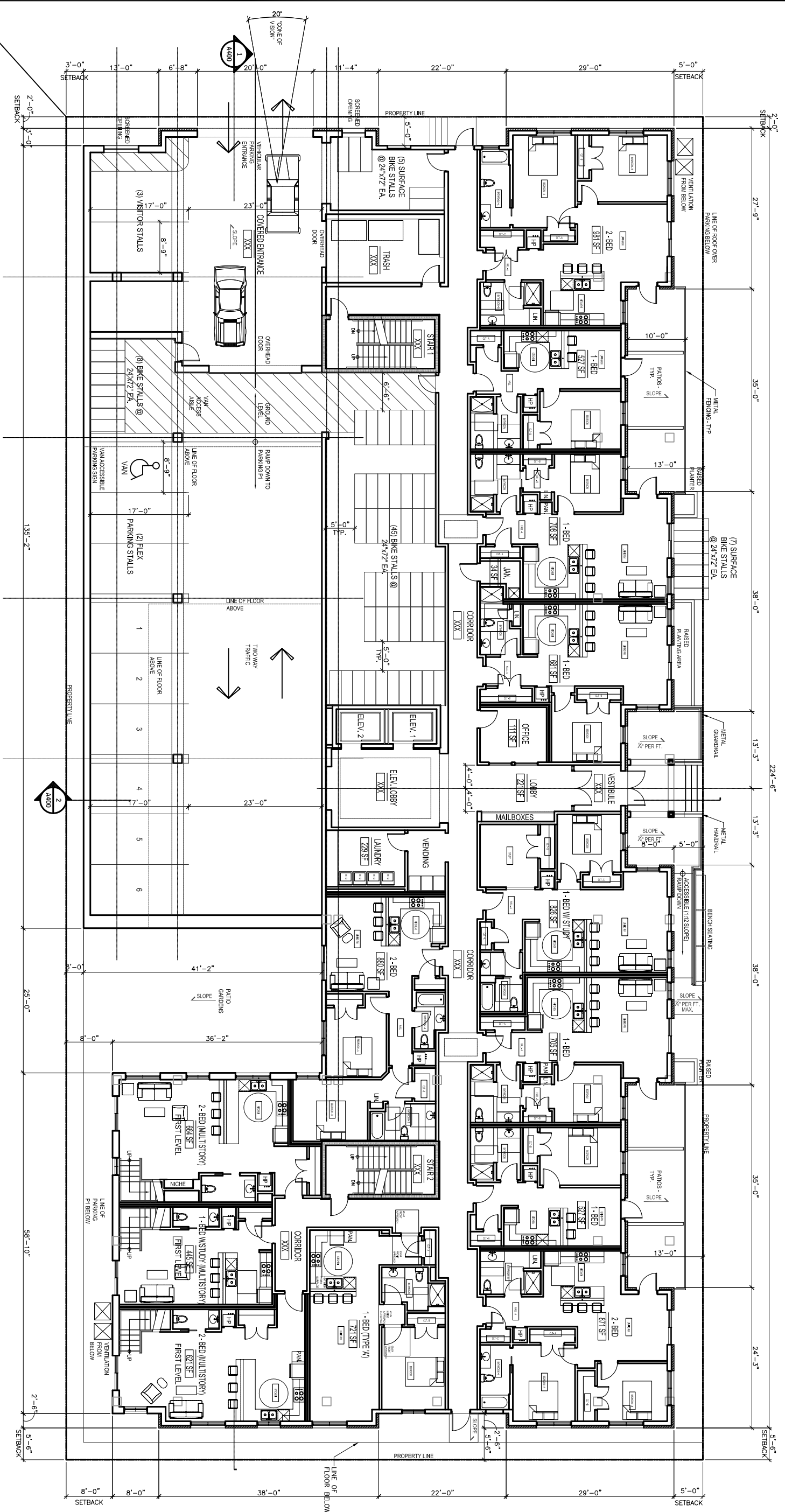


202 West Gorham St. Madison, WI 53703 608.663.5100 608.663.5151 fax

OWNER STATUS DATE:	PC SUBMITTAL DATE:
DC SUBMITTAL DATE:	DC SUBMITTAL DATE:
REVISION/NO. DATE:	

SECOND FLOOR PLAN

A203



1 FIRST FLOOR PLAN (GROUND LEVEL)  
SCALE: 1/8"=1'-0"



PRELIMINARY -  
NOT FOR CONSTRUCTION

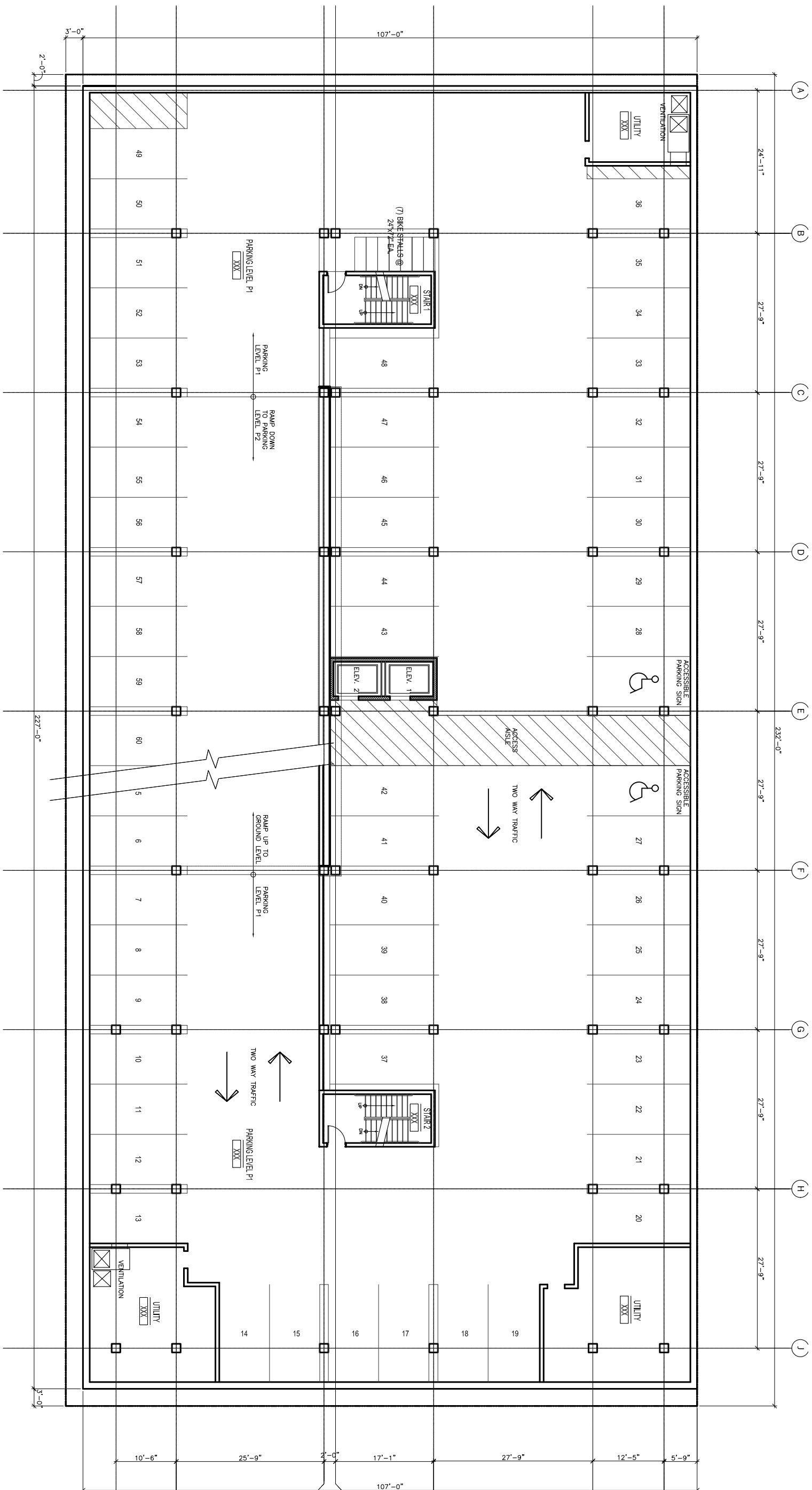
**A202**  
FIRST FLOOR PLAN

OWNER STATUS DATE:	PC SUBMITTAL DATE:
DC SUBMITTAL DATE:	DC SUBMITTAL DATE:
REVISION/NO. DATE:	

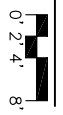
**BROWN LOFTS**  
1815 UNIVERSITY AVE.  
MADISON, WI 53705



202 West Gorham St. Madison, WI 53703 608.663.5100 608.663.5151 fax



1 PARKING LEVEL P1 FLOOR PLAN  
 SCALE: 1/8"=1'-0"



PRELIMINARY -  
 NOT FOR CONSTRUCTION

DATE	22/1/07
PC SUBMITTAL	22/1/07
DC SUBMITTAL	31/1/07
REVISION/NO.	DATE

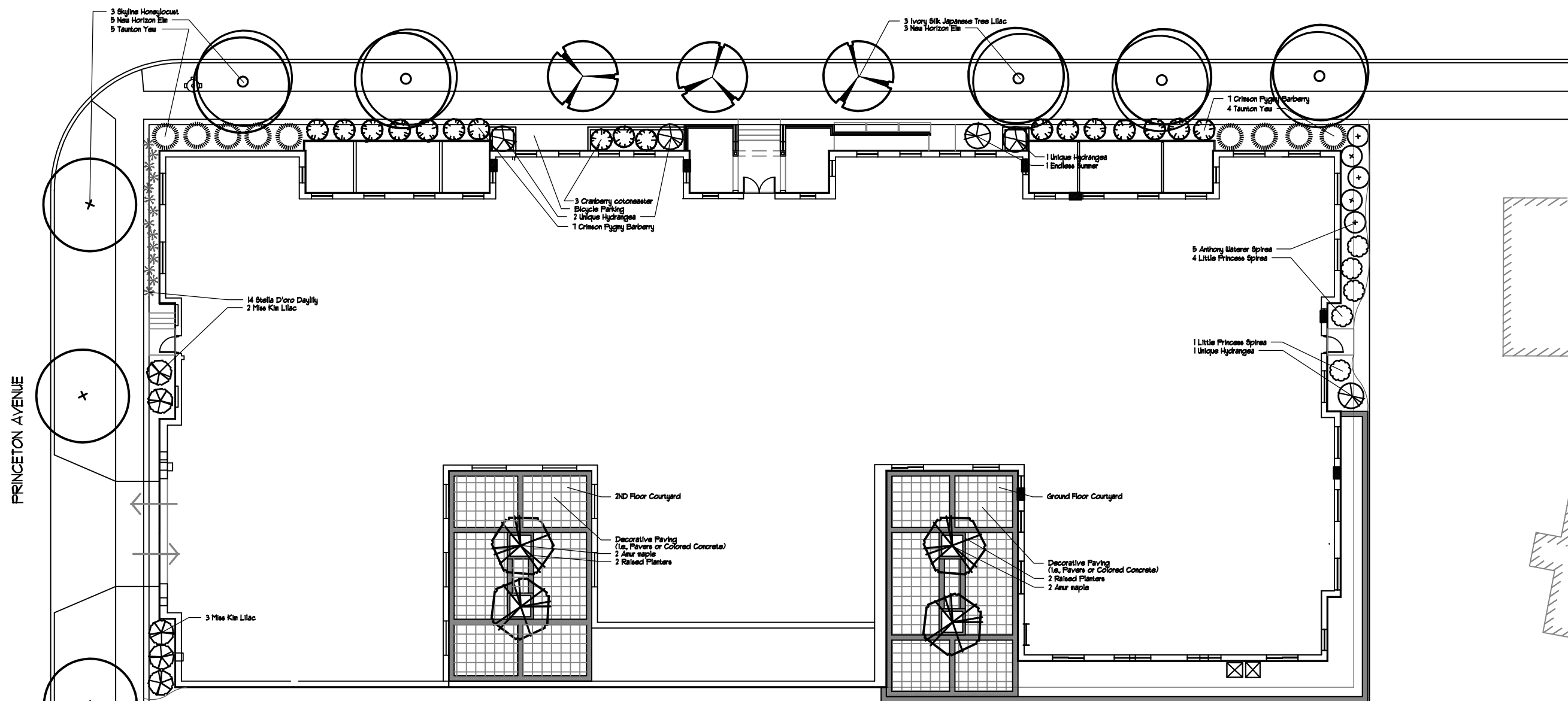
**BROWN LOFTS**  
 1815 UNIVERSITY AVE.  
 MADISON, WI 53705

**brownhouse**  
 202 West Gorham St. Madison, WI 53703 608.663.5100 608.663.5151 fax

PARKING LEVEL P1  
**A201**



UNIVERSITY AVENUE



LANDSCAPE PLAN

**BROWN LOFTS**  
 1815 UNIVERSITY AVENUE  
 MADISON, WISCONSIN

**NOTES:**

- All plant beds to be edged with black vinyl edging.
- Plant beds to be mulched with 2" washed stone and weed barrier.
- Trees to receive a 6' diameter shredded hardwood mulch ring.
- Maintenance strip of black vinyl edging and 2" washed stone shall be placed 1' from the building.
- Contractor is responsible for verifying all plant quantities. Plan shall preside over the plant list.

**Plant List**

Quantity	Planting Size	Scientific Name	Common Name
4	3'-4'	<i>Acer ginnala</i>	Aur saple
14	18"	<i>Berberis thunbergii</i> 'Crimson Pygmy'	Crimson Pygmy Barberry
3	2'	<i>Cotoneaster apiculatus</i>	Cranberry cotoneaster
3	2' BB	<i>Gleditsia triacanthos</i> 'Skycole'	Skyline Honeylocust
14	4' pot	<i>Hamamelis 'Stella D'oro'</i>	Stella D'oro Daylily
1	4' Grade	<i>Hydrangea macrophylla</i> 'Endless Summer'	Endless Summer
4	18"	<i>Hydrangea paniculata</i> 'Unique'	Unique Hydrangeas
5	5-18"	<i>Spiraea bumalda</i> 'Anthony Waterer'	Anthony Waterer Spiraea
5	12-18"	<i>Spiraea japonica</i> 'Little Princess'	Little Princess Spiraea
5	2-3'	<i>Syringa patula</i> 'Miss Kim'	Miss Kim Lilac
3	2' BB	<i>Syringa reticulata</i> 'Ivory Silk'	Ivory Silk Japanese Tree Lilac
9	18"	<i>Taxus media</i> 'Taunton'	Taunton Yew
5	2' BB	<i>Ulmus x New Horizon'</i>	New Horizon Elm



NORTH

SCALE

1" = 10'-0"

DATE

2/16/07

DESIGN

Jch

REVISION

2/20/07

L#100

PLAN #



## **Zoning Text**

### **Brown Lofts Apartments**

Steve Brown Apartments, Owner  
1815 University Avenue  
Madison, WI 53705

March 14, 2007

#### **Legal Description:**

The lands subject to this Planned Unit Development District shall include those described below:

All of Lots 3, 4, 5 and 6, Block 3, University Heights, as recorded in Volume 1 of Plats, on Page 17, as document number 197136, Dane County Registry, located in the Northeast Quarter of the Northwest Quarter of Section 22, Township 07 North, Range 09 East, City of Madison, Dane County, Wisconsin.

Containing 25,520 sq. ft. = 0.586 acres.

#### **A. Statement of Purpose:**

This PUD (GDP/SIP) zoning district is being established to allow for the construction of a 64-unit multifamily housing project consistent with the density, style and massing of the adjacent residential neighborhood. The current zoning of the site is HIS-UH OR.

#### **B. Permitted Uses:**

1. Those that are stated as permitted uses in the proposed PUD district.
2. Uses accessory to permitted uses in the proposed PUD district.

#### **C. Lot Area:**

25,520 square feet = 0.586 acres

#### **D. Floor Area Ratio:**

1. Maximum Floor Area Ratio permitted is 3.03.
2. Maximum building height shall be 4 stories (Proposed height: 56 feet – top of parapet)

*Making The Space of Life a Pleasure*



#### **E. Yard Requirements:**

Yard areas will be provided as shown on approved plans.

Front yard = 5'-0" ft. and 13'-0" ft.

Rear yard = 3'-0" and 8'-0" ft.

Side yard = 2'-0" ft. and 5'-6" ft.

#### **F. Landscaping:**

Site landscaping will be provided as shown on approved plans.

#### **G. Accessory Off-Street Parking & Loading:**

Accessory off-street parking and loading shall be provided based on PUD (GDP/SIP) zoning as required by Section 28.11, Madison General Ordinances and as shown on the approved plans.

#### **H. Lighting:**

Site lighting will be provided as shown on approved plans.

#### **I. Signage:**

Signage will be provided as approved on the recorded plans.

#### **J. Family Definition:**

The family definition for this PUD (GDP/SIP) shall coincide with the definition given in Chapter 28.03(2) of the Madison General Ordinances for the HIS-UH OR (R-5) 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 district Alderperson and are compatible with the concept stated in the underlying General Development Plan approved by the City Plan Commission.

