



May 15, 2018

Via Email and Hand Delivery

Plan Commission and Urban Design Commission
City of Madison
126 South Hamilton Street
Madison, WI 53703

**Re: Letter of Intent for Proposed Development
Rezoning and Conditional Use for Starion Bank– 2430 Frazier Street.
Formerly, 2424 Broadway**

Dear Commission Members:

On behalf of Starion Bank, I am pleased to submit the enclosed materials for Initial and Final Review, Rezoning and Conditional Use approval for a new Starion Bank Branch for the property located at 2430 Frazier Street., formerly 2424 Broadway (Parcel number 071019410069), located in Urban Design District #1. The proposal includes a request construct a 1,880 sf, two-story bank with drive-thru service lanes, 933 square feet of second story space, 11 parking spaces and 4 bike stalls.

Existing Site Conditions

The existing site is home to a surface parking lot and is zoned TR-V1. The property is currently owned by DEXTER HOLDINGS LLC, subject to an offer to purchase by Starion Bank. The property is bounded by residential properties to the west, a park to the north and a Kwik Trip C-Store and gas station to the east.

To develop the site as proposed, application will be made to rezone to CC-T Commercial Corridor-Transitional District. This is the zoning of the adjacent Kwik Trip property. Additionally, in an informational meeting with City Staff, it was shared that the future Zoning map is being considered to be amended such for the subject property to be rezoned as Commercial. Also a Conditional Use is being requested for the Service Window.

Access to the site is provided by two driveways on Frazier Street. The intention is to close both drive access points in exchange for a new drive access located 60' from the adjacent residential property to the west.

The Applicant met with the Development Assistance Team on March 22, 2018 and has adjusted the plans in response to Staff feedback shared at that meeting.

Additionally, the project was presented to the UDC on April 25, 2018 for Informational Review. Comments regarding the building and site have been incorporated into the attached design, including elevation refinement, relocation of the bike racks to pull closer to building entrance, impervious material reduction, and drive circulation simplification.

Project Layout

The proposal is to remove the existing parking pavement and scrub landscape. The site is laid out to separate drive through traffic from pedestrian and parking areas.

The architectural design will use high-quality, durable materials featuring face brick, Nichiha panels, aluminum storefront and glass, and cultured stone. The maximum height for the structure is proposed to be 25'-0" tall. The style will be contemporary and include features such as sun shades, flat roof and expanses of glass. The main entrance is located on the West elevation of the building, but has been pulled forward to be proud of the elevation and roof elements have been incorporated along with site design, to provide a clear point of entry for pedestrian traffic while also addressing the street. The south façade provides a hansom face with a large expanse of brick and storefront which offers views of the interior grand stair and building conference rooms.

The proposal is consistent with the City of Madison Future Comprehensive Plan, which identifies the site for General Commercial use. The proposal will also convert an underutilized and unsightly site into a vibrant, and productive business serving the local and greater Madison community.

Project Objectives and Benefits

Consistent with the purpose and standards for the Commercial Corridor-Transitional District, the Project will benefit the City of Madison in the following ways:

- Improve the quality of landscaping, site design and urban design by replacing a vacant lot, with a high-quality commercial building with a reputable business.
- Maintaining the viability of existing residential uses adjacent to the corridor by providing additional full-time and part-time employment opportunities in the neighborhood.
- Encouraging appropriate transitions between commercial and residential areas by constructing a lower-density commercial use with daytime hours of operation that are compatible with residential uses.
- Improving vehicular, bicycle and pedestrian access to and circulation around the site by eliminating one existing access driveway near a School bus Flag Stop.

Project Data

<u>Location:</u>	2430 Frazier Street
<u>Building Sq. Ft.:</u>	1,880 sq. ft. (footprint)
<u>Start Construction:</u>	Approximately October 2018
<u>Complete Construction:</u>	Approximately March 2019
<u>Type of Building:</u>	Commercial - Bank
<u>Land Area:</u>	0.42 acres (18,387sq. ft.)
<u>Vehicle Parking:</u>	Proposed 11 vehicle parking spaces

<u>Bicycle Parking:</u>	Proposed 4 bicycle spaces
<u>Site Access:</u>	Frazier Avenue
<u>Impervious Area:</u>	13,364 sq. ft. (74%)
<u>Pervious Area:</u>	4,623 sq. ft. (26%)
<u>Hours of Operation:</u>	Approximately 8:00 a.m.-6:00 p.m. Monday through Friday / 8:00 a.m.-4:00 p.m. Saturday

Project Financial Information

Public Subsidy Requested: None.

Urban Design District #1 Standards

The proposal complies with the requirements and guidelines of Urban Design District #1 through the following design elements:

1. Off-Street Parking and Loading Areas. The parking lot landscape plan has been developed in accordance with parking lot landscaping requirements. Parking areas are located at the rear of the building and landscaped areas are used to buffer and screen parking areas from sidewalks and adjacent properties. Parking and loading areas have been integrated into the overall site development.
2. Signs. The proposal includes two building signs located on the façade of the building and integrated with the architecture of the building. The signs identify the business, are appropriate for the type of activity and clientele served by the business, and are designed to be legible to the intended viewer. Additionally, a monument sign is being proposed near the drive entrance. Size and exact location are pending.
3. Building Design. Exterior materials are primarily durable, low-maintenance materials that provide a vibrant new look to the intersection. All building elevations have been designed to maintain a high-quality appearance on all four sides of the building.
4. Lighting. Exterior lighting is used only to illuminate building facades, pedestrian walks, and parking and service areas. Lighting is adequate but not excessive. Security lighting provides necessary levels of illumination without reflecting direct rays of light onto adjacent property.
5. Landscaping. Landscaping elements will be used throughout the site to soften building corners, screen parking and drive-thru areas, and complement the architecture of the building.
6. Drive-thru Service Window. Drive-thru Service Window has been located on the side opposite the residential lot and held away from the street to reduce visual impact.

Project Team

Owner:
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We look forward to presenting these materials to you and seeking your approval of this proposal to revitalize and enhance this site.

Sincerely,

Robert Feller
Architectural Director
Iconica

Bob Feller

From: Bob Feller
Sent: Monday, March 05, 2018 3:18 PM
To: 'district14@cityofmadison.com'
Cc: Curt Walth - Starion Bank (CurtW@starionbank.com)
Subject: Notification of action for site at 2424 W Broadway

Good afternoon Sheri,

I'm working with a Bank Client that has made an offer to purchase a parcel located at 2424 W. Broadway (fronts onto Frazier Ave, next to PDQ/Kwik Trip), Madison, WI with the desire is to have the parcel rezoned from TR-V1 to NMX (Neighborhood Mixed-use) for the design and construction of a new +/-2,000 sf bank building. We met with Matthew Tucker and staff from Planning/UDC and Zoning and it was recommended that we reach out to you to share our intentions.

At a time convenient to you, I would welcome the chance to meet, share the proposed plans and discuss next steps to be taken with the neighbors and district. Ideally, we would like to submit to UDC for design review and begin the rezoning process as soon as possible.

I look forward to your response and times that you would be open to meet.

Best wishes,

Bob Feller, AIA, NCARB, LEED AP

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