

September 02, 2009

Mr. Brad Murphy
Director of Planning
Department of Planning & Development
City of Madison
215 Martin Luther King Jr. Blvd
PO Box 2985
Madison, Wisconsin 53701

Re: Letter of Intent
Rezoning from C-2 to PUD-GDP-SIP
1252 Williamson Street
Madison, Wisconsin

Dear Mr. Murphy:

The following is submitted together with the plans, application and zoning text for staff, Plan Commission and Common Council consideration of approval.

Organizational structure:

Owner: CMI Management, Inc.
106 E. Doty, Suite 310
Madison, WI 53703
(608) 256-4200
Contact: Scott Lewis
scott@cmimanagement.net

Architect: Knothe & Bruce Architects, LLC
7601 University Avenue, Ste 201
Middleton, WI 53562
608-836-3690
608-836-6934 fax
Contact: J. Randy Bruce
rbruce@knothebruce.com

Engineer: I & S Group, Inc.
2690 Research Park Dr., Suite H
Madison, WI 53711
608-442-9500
608-442-9501 fax
Contact: Dave Glusick
dave.glusick@is-grp.com

Landscape Design: Ken Saiki Design
303 S. Paterson St.
Suite 1
Madison, WI 53703
(608) 251-3600
Contact: Abbie Moilien
amoilien@ksd-la.com

Introduction:

The proposed site is located on the west corner of Williamson Street and Baldwin Street. It is currently occupied by a non-operating gas station. The properties located at the opposite corners are a Crystal Corner Bar to the north, a Salvation Army Store to the east and a Schafer Pharmacy and Red Sage Health to the south. Residential uses occupy the sites southwest and northwest of the site.

This project proposes the redevelopment of this underutilized site for a mixed-use development that includes approximately 2,400 square feet of first floor commercial space and 31 apartments with under-building parking. The proposed development is consistent with the Williamson Street Build Plan. The developers have been working with the alderperson and the neighborhood group to realize the suggestions in these plan documents and to create a redevelopment with an active streetscape that respects the neighborhood context.

Williamson Street Build Plan:

The Williamson Street Build Plan outlines the design guidelines for new construction within the plan limits. The site is located within Zone II of the plan which recommends residential use with a maximum three story height and a 1 story bonus for the inclusion of affordable housing. It also identifies several specific design principles and criteria including:

- Define the street edges
- Mend the gaps in the neighborhood fabric
- Integrate, connect and enclose public spaces
- Support a pedestrian / bike-friendly environment
- Open space should be visually connected to the rear yards
- A 16 foot rear yard setback with structured parking
- 70 square feet of open space per bedroom
- Off-street parking for a minimum of .75 stalls/dwelling unit

This redevelopment proposal meets the design standards set out in the Williamson Street Build Plans. Several meetings with neighborhood representatives have been held as well as a larger neighborhood area meeting and general support has been given to the project by the neighborhood steering committee.

Project Description:

The site plan was designed to create an urban, pedestrian-oriented streetscape. The building in the development forms both a street edge and a rear courtyard. The courtyard has both hardscape areas for intensive use and landscaped green space for recreation, plantings and storm water management. The first floor along Williamson Street is for flexible commercial use and continues around the Baldwin Street corner before it transitions into apartments.

The building is well articulated to maintain an appropriate scale and rhythm. The exterior materials are masonry in combination with composite panels and metal panels. The exterior materials will have varied colors for a striking façade and the masonry detailing will add to the substantial appearance.

Vehicular access to the underground parking garage is accommodated on the northwest end of the site. The surface parking area will provide parking for the commercial users during business

hours and allow for residential visitor parking when the commercial parking needs subside. The residential parking will be primarily accommodated at the basement level. Adequate bicycle parking is provided in the parking garage, the courtyard area and along Baldwin Street to accommodate the needs of the public and residents.

Deconstruction:

This proposed development will require the deconstruction of the existing gas station, storage building and the house at 310 Baldwin Street. The developer will provide a Recycling and Re-Use plan for the building materials prior to obtaining a demolition permit.

The neighborhood has targeted this site for redevelopment for many years. This proposal will provide significant reinvestment in the area and implement many of the goals of the Neighborhood Master Plan and proposed Downtown Plan. We believe that when the benefits of this project are considered that the Plan Commission can determine that the demolition standards are met.

Site Development Data:

Densities:

Lot Area	23,958 S.F.
Acres	.55 AC
Commercial Area	2,400 S.F.
Total Dwelling Units	34 units (31 proposed & 3 existing)
Lot Area/D.U.	704.6 S.F./unit
Density	61.8 units/acre

Dwelling Unit Mix:

Studio Apartments	4
One-Bedroom	22
One-Bedroom + Den	1
<u>Two-Bedroom</u>	<u>2</u>
Total dwelling Units	31

Building Heights: 3 Stories (39'-43')

Floor Area:

Commercial	2,400 s.f.
Residential	xx s.f.
Gross Floor Area (Excludes Underground parking)	xx s.f.

Floor Area Ratio: x

Vehicle Parking Stalls

Surface	24
<u>Underground</u>	<u>8</u>
Total	32
Ratio	1.03 stalls/unit

Bicycle Parking Stalls

Surface	10
<u>Underground</u>	<u>21</u>

Total	31
Ratio	1.00 stalls/unit

Loading:

One off-street loading zone will be provided for this project located outside the drive aisle and adjacent to the commercial space.

Project Schedule:

It is currently anticipated that construction will begin in Winter of 2009-2010 with construction for the entire project completed by August, 2010.

Social & Economic Impacts:

This development will have a positive social and economic impact. It meets the goals of "Smart Growth" and will substantially increase the city tax base on an infill site with minimal increased cost to the City. The mixed-use redevelopment achieves the goals of the Williamson Street Plan and provides new commercial space for the neighborhood. The proposed development will also provide high-quality rental housing for longer-term residents in a location that will minimize automobile traffic.

Thank you for your time in reviewing our proposal.

Very Truly Yours,

J. Randy Bruce, AIA
Managing Member

1252 Williamson Redevelopment

Buildings along Southerly Side of Baldwin Street



1251 Williamson Street



1252 Williamson Street (removed & recycled))



310 S. Baldwin St.(removed & recycled)



308 S. Baldwin Street



306 S. Baldwin Street

Buildings along Northerly side of Baldwin Street



307 Baldwin



313



315



1302/1310 Williamson



1305 Williamson

1252 Williamson Redevelopment

Buildings along Northerly side of Williamson Street



1238 Williamson



1242



1246 (to remain)



1252 (removed & recycled)



1302/1310



1318

Buildings along Southerly side of Williamson Street



1305 Williamson



1251



1249



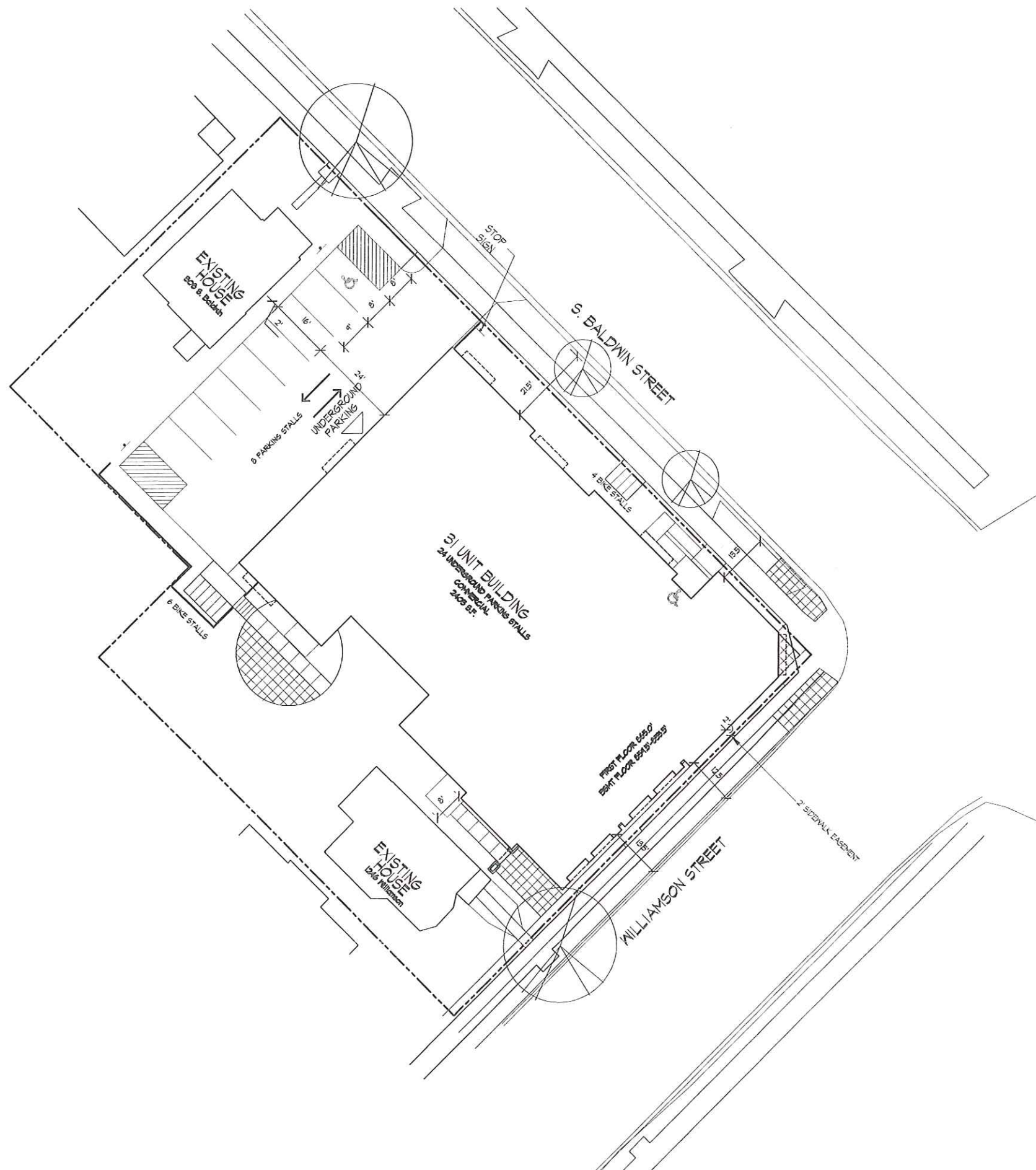
1221

KNOTHE & BRUCE ARCHITECTS

7601 University Avenue Suite 201
Middleton, Wisconsin 53562
608-836-3690 Fax 836-6934

Consultant

Notes



SCALE: 1" = 30' (11" x 17")

Revisions
August 10, 2009
Lodhranks Commission Submittal: 8-31-09

Project Title
1252 Williamson Street

Drawing Title
Site Plan

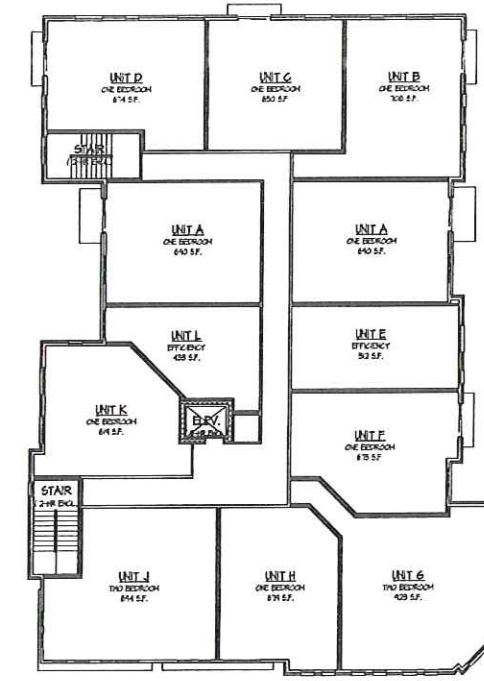
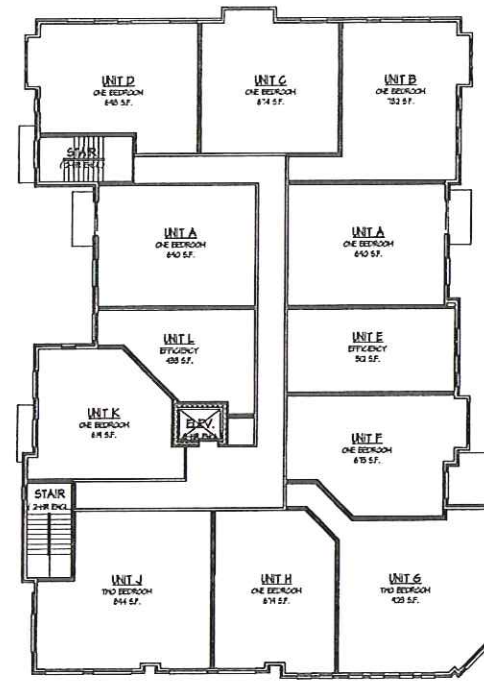
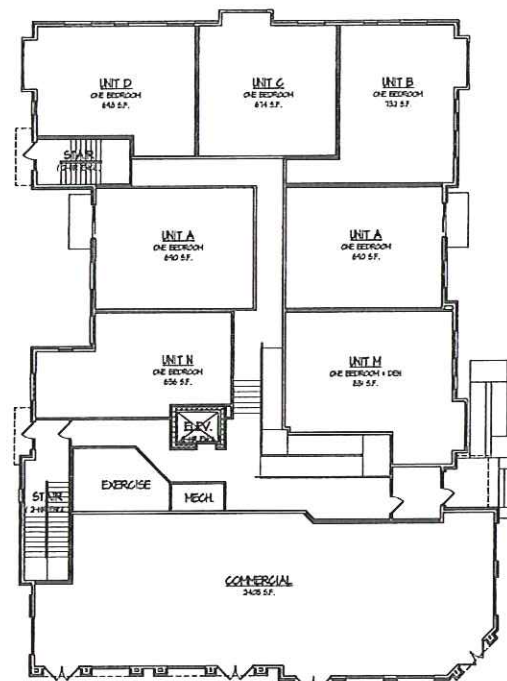
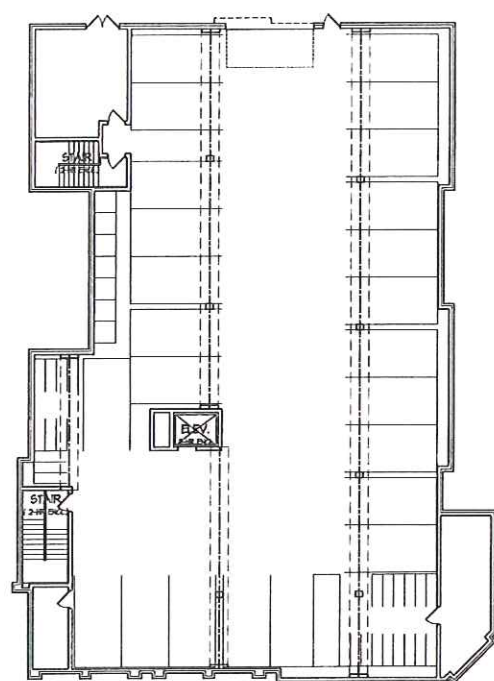
Project No.

0916

Drawing No.

C-1.1

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Revisions
Landmarks Commission Sub.- Aug. 31, 2009

FLOOR PLANS
1/8" = 1'-0" (24006)

Project Title
1252 Williamson St.

Drawing Title
Floor Plans

Project No. Drawing No.

0916

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Notes



ELEVATION ALONG BALDWIN STREET
1/32" = 1'-0" (24x36)



ELEVATION ALONG WILLIAMSON ST.
1/16" = 1'-0" (24x36)



NORTHWEST ELEVATION
1/16" = 1'-0" (24x36)



SOUTHWEST ELEVATION
1/16" = 1'-0" (24x36)

Project Title
1252 Williamson St.

Drawing Title
Elevations

Project No. Drawing No.

0916

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