

November 22, 2010

Mr. Brad Murphy  
City of Madison  
Department of Planning and Development  
215 Martin Luther King Jr. Blvd. - Room LL-100  
Madison, WI 53703

**RE: Letter of Intent, Bethel Lutheran Expansion, PUD-GDP**

Dear Mr. Murphy:

This letter of intent is submitted together with schematic plans, Land Use Application and Zoning Text for consideration and review by City Staff, Plan Commission and City Council.

**Project: Bethel Lutheran Expansion  
Block Bounded by Wisconsin Ave, W. Gorham St, N. Carroll St. and W. Johnson St.**

**Owner: Bethel Lutheran Church  
312 Wisconsin Avenue  
Madison, WI 53703  
Phone: (608) 257-3577  
Fax: (608) 257-4044**

**Project Contact:  
Randall Alexander  
The Alexander Company, Inc.  
145 E. Badger Road, Suite 200  
Madison, WI 53713  
Phone: (608) 258-5580  
Fax: (608) 258-5599**

**Architect of Record:  
The Alexander Company, Inc.  
145 E. Badger Rd. Suite 200  
Madison, WI 53713  
Office: (608) 258-5580  
Fax: (608) 258-5599**

**Design Architect:  
Anonymous**

**Project Description:**

Bethel Lutheran Church proposes to construct a building adjacent to their existing facilities at the location noted above. The project site (on the west half of the block) is approximately 1 acre in size. The proposed project will house functions required for the effective operation of the church. Upon completion the development will consist of 3-4 levels of below grade parking and a three-story to five-story building constructed atop the below grade parking (one of the proposed stories will likely house gymnasiums and as such will have a floor-to-floor height greater than the typical commercial, office or residential uses). Proposed uses will include those identified in the proposed Zoning Text included as part of this application - such as religious facilities, community services, educational facilities, dining facilities and

exercise/sports/recreation facilities. Further delineation of the specific uses will be outlined in the Specific Implementation Plan to follow this General Development Plan. A general outline of potential uses follows:

- **Uses and Associated Area**

Parking, Building Services and Passenger Loading:	93,157 gsf (253 Auto Stalls)
Entry/Administration	1,064 gsf
Education and Daycare	13,636 gsf
Education and Church Operations	9,388 gsf
Community Services	9,743 gsf
Gymnasium and Supporting uses:	22,201 gsf
Approximate Total Area	149,189 gsf

**Site Planning:**

Site development includes ample landscaping, plentiful bicycle parking and a passenger loading area for buses, as well as a pedestrian/auto court to maintain access to the existing primary entrance to the existing facility. The proposed facility will consolidate refuse services for both the existing facility and the proposed development within the footprint of the proposed structure. The building will provide below grade parking for the existing congregation and for the added uses identified in this application.

The proposed structure takes into consideration adjacent land uses and structures in order to help define the appropriate siting, massing and architectural design of the building. Additionally, the proposed building is designed to allow for pedestrian and auto vision triangles to promote safety and to maintain view corridors to existing structures on site. Vision triangles have been included at Carroll Street to allow for vehicles to negotiate corners safely, at Gorham Street to allow for visibility of the entrance to the proposed and existing structures for pedestrians, at the vehicular exit at Gorham street to allow for safe re-entry to traffic, and at Johnson St. to help identify the secondary entrance to the facility at West Johnson St.

Analyses of the re-use and relocation or demolition as well as of the historic character of the Steensland House have been completed. These reports aided in the planning of the proposed new building and the appropriate use/location for the existing Steensland house. These reports are outlined below and can be made available to city staff and neighborhood representatives upon request.

**Building Architecture:**

Schematic floor plans and massing diagrams/elevations are included as part of this General Development Plan. The elevations delineate the general size, massing and proposed materials at this time. More specific documents outlining architectural style and more specific design detail will be submitted for review as part of the Specific Implementation Plan at a later date.

**Fire Access:**

A fire access plan will be provided as part of the Specific Implementation Plan. The project site is served by city streets on three sides with multiple hydrant locations at the perimeter of the site. As a result, it is our understanding that the proposed building will have code-compliant access by emergency services. A fire access plan will be included with the Specific Implementation Plan application.

**Project Schedule and Management:**

The project will be managed by the Alexander Company, Inc. The currently proposed schedule is as follows:

PUD-GDP Submittal	12/1/2010
PUD-SIP Submittal	6/1/2011
Construction Documents	12/1/2011
Construction Commencement	3/1/2012
Construction Completion	9/1/2013
Occupancy	10/1/2013

**Existing Conditions:**

**Description of Site:** The site is currently used as surface parking for the church. A surface parking lot underutilizes the potential for the parcel. In addition, one structure exists on the site – as noted above this building is the Steensland house.

**Steensland House Historical Analysis (Charles Quigliana):** A report analyzing the historic integrity of the Steensland House has been completed. The report outlines specific characteristics defining the quality of the structure. One critical component is the context in which the building is situated – the original neighboring buildings of the same era of the Steensland House have all been removed leaving the house surrounded by surface parking. A copy of this report is available upon request.

**Steensland House Feasibility Analysis (Iconica):** An analysis of the re-use or relocating of the house has been completed. A definitive determination of the most appropriate use/location for the building was identified. This report

1. Reviews the programming needs of Bethel Lutheran in comparison to the existing Steensland structure – The report notes that Bethel's program cannot be met utilizing the existing structure.
2. Analyzes the impact of the relocation of the existing building to a different location on the same parcel – relocating the building on site significantly impacts the efficiency of a new structure adjacent to the house. Additionally, in order for the new structure to house the required program the building would be significantly taller than the proposed structure outlined in this re-zoning application.
3. Analyzes the implications of life-safety and building code compliance of the existing structure – there are significant life safety issues to overcome if the structure were to be re-used.

**Social & Economic Impact:**

Based on the analysis above, we believe the proposed development meets the spirit and intent of the PUD zoning ordinances when reviewed with respect to the criteria for approval set forth in Section 28.07(6)(f) of the zoning code.

**1. Criteria and Intensity of Land Use:**

The proposed PUD has been designed specifically with existing adjacent uses in mind. The plan provides for a pleasing urban environment while eliminating a surface parking area (which does not currently maximize the potential of this downtown location).

**2. Economic Impact:**

The proposed development will provide a positive economic impact in the area without adversely impacting the provision of municipal services. The site is currently served by a full complement of city services. We believe the addition of the proposed use s will increase the value of neighboring properties and will provide necessary community services downtown.

**3. Presentation & Maintenance of Open Space:**

The development eliminates a surface parking lot and replaces it with a building more appropriately suited for downtown development. The project takes into consideration the importance of maintaining beneficial view corridors at the existing streetscapes through the use of appropriate massing and vision triangles. The project provides landscaped setbacks at the perimeter of the proposed structure: plantings will take into consideration rain interception, air filtration, shade and cooling, as well as appropriate screening.

**4. Implementation of Schedule:**

The schedule identified above provides for the expedient construction of the parking and building and eliminates adverse effects on the community. Please refer to the schedule above for proposed dates.

**Zoning Text:**

Please refer to the attached Zoning Text for the proposed specific zoning requested for adoption and recording as part of this PUD.

Sincerely,

A handwritten signature in cursive script that reads "Allan Schultz". The signature is written in black ink and includes a small flourish at the end of the last name.

Allan Schultz  
President, Bethel Lutheran Church Council  
312 Wisconsin Avenue  
Madison, WI 53703