



Wednesday, November 4, 2020

Ms. Janine Glaeser, AIA.
City of Madison
Department of Planning & Community& Economic Development
Madison Municipal Building, Suite 017
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

Re: Letter of Intent
1402 South Park Street
AA# 20005.

Ms. Glaeser;

The following is submitted together, with Plans and Application for an Initial/ Final Review of the Urban Design Commission in preparation for Referral to the City of Madison Plan Commission.

Rule Enterprises LLC and Movin' Out are a joint venture formed to develop the site known as "Truman Olson" located at 1402 South Park Street. As you have been following, the joint venture team have been chosen by the City of Madison's Common Council as the preferred developer team in response to the Request for Proposal, have worked closely with the Cedar Street extensions and engineering design, and having engaged in multiple steering committee and community meetings, including with Alders Tag Evers and Sheri Carter to bring to before Urban Design Commission a design that reflects the Community's desire for food continuity, affordable housing and convenient parking for autos and bicycles.

The Truman Olson site has been prepared for development by the City, and is shovel ready with no additional known structures on site. According to the recent Certified Survey Map, dated August 05, 2020, the site is 115, 311 square feet in area or 2.6472 acres. Topography marks range from 861' to 860' east to west, 861 north to south with a low swale mid-point on the south property line at 853'. Site currently drains south to a catchment basin and is apparently discharged south across the property line. Additional challenges to this site is that the western property storm water, sheet drains across this property.

Proposed building program for this site is a mixed-use building is approximately 269,000 square feet in area, providing:

- 24,800 square feet of first floor commercial retail space for a grocery store and flexible community meeting space, centered around access to food.
- 179, 800 square feet of residential housing, which include 150 -one, two, three-bedroom units and unique town-home walkup style 3-bedroom apartments.
- 54,000 square feet of open structured parking providing parking for 161 automobiles and 134 bicycles¹.

¹60 Spaces allocated to Luna's Groceries per their request - additional details to be discussed.



- 10,200 square feet of tenant amenity space including, Roof-top terrace, community, fitness, child care and homework nooks.

Design Narrative and UDD#7 Compliance:

We use the newly formed intersection of Park Street and Cedar Street as an opportunity to create an urban street edge and entry element, featuring street level views into the grocery store, and a prominent 6-story height of housing above. We employ the “step-back” requirement on the Park Street elevation, paired with a 10’-0” setback from the property line to create a more pedestrian friendly environment along the very busy street. At mid-block the structure steps down a story, and we’ve designed the townhomes to conceal the northern and western façade of the parking structure.

Main entries for the Grocer and apartments will be mid-block, with extensive opportunity for interaction at a pedestrian scale, including a proposed entry at the corner of Park and Cedar to take advantage of the access to transit. Plans have been updated to include landscaping and opportunities to engage an outdoor space for meeting and quick casual dining along the sidewalk.

Featured in this update are:

- Three decks of open structured parking providing for 161 automobiles (to be shared between resident and commercial users). Parking structure is accessed from Cedar Street, is constructed of precast concrete, steel cable railings and a stretch-goal of a precast façade to mimic column spacing on the Cedar Street Elevation. On-street “short-term” parking has been accommodated within the extension of Cedar Street.
- Bicycle parking for 192 total bicycle parks, including 34 secure exterior spots and 158 bicycle parking scattered within the garage and individual apartment storage areas.
- Proposed 4,000 square feet of resident roof top terrace, which fulfills 2/3 of Open Space requirement, the balance of which is located within the outdoor seating area, and areas adjacent to the green space to the north west.
- A service drive along the south property line used for deliveries to the grocer, refuse pickup and fire lane access.
- Bird -Safe Glazing, at large storefront windows in excess of 50-square feet, to comply with Code of Ordinances.
- Intentional user engagement at the sidewalk level including areas to sit and dine.

Urban Design Commission Comments & Design Response from October 7, 2020:

We appreciate all the thoughtful comments from the Urban Design Committee, which help refine our design to develop the Cedar Street massing and proposed detailing into two distinct visual forms, while retaining efficiency of a single building.

Additionally, from the Report and our notes:



- Exterior material selection is a combination of masonry, metal panel and composite wood siding, and we have adjusted the form of the building into manageable modules, including the suggestion of breaking the building up into “two distinct elements” as the development moves west on Cedar Street.
 - The material board is provided as a key to elevations, as the massing renderings suggest color as accurately as possible.
- We’ve re-considered the “massing above the store” to create a warm masonry solution, and a corner presence that accentuates a lively commercial use below. We feel this also creates a sense of place and home with additional detailing at windows and openings. This also provides additional area for building identification signage
- Simplification of materials focuses on major elevations engaging the user, and the street, which utilizes a masonry blend to provide a subtle variation of color warmth to the mass, and using a bold panel color to balance and anchor our building composition.
- Easy access to the site by bicycle is supported with reasonable amount of secure parking, to include housing residents, grocery users as well as guests and the general public. We agree that having connected links for bicycles includes safe and secure parking options at the destination.
- Engagement along the corner has been enhanced- including a storefront entry which is adjacent to off-site transit & pedestrian access, and appropriate landscaping walls and features to enhance the grading challenges from the street to the building. These provide those semi-protected “see and be seen” public areas which reinforce livability.

We appreciate the time you’ve taken to review our updated planning and design as this project continues into Design Development stages.

Regards,

Edward Haydin AIA
Architect.