

December 18, 2013

Ms. Heather Stouder  
Department of Planning & Development  
City of Madison  
215 Martin Luther King Jr. Blvd.  
Madison, WI 53701

Re: Letter of Intent  
Rezoning Application  
PD to TR-U2  
Reynolds Crane Lot  
700 Block of East Mifflin Street

Dear Ms. Stouder,

This letter along with application and plans are submitted to staff, plan commission and common council for the consideration of rezoning approval of the above referenced property.

Organizational Structure:

Applicant: Westwood Madison, LLC  
4920 Roswell Road  
Suite 45B-104  
Atlanta, GA 30342  
404-502-0427  
[eric@westwoodlands.com](mailto:eric@westwoodlands.com)  
[pmarotte@gmail.com](mailto:pmarotte@gmail.com)

Architect: JLA & Associates, LLC  
2418 Crossroads Drive  
Suite 2300  
Madison, WI 53718  
608-442-3860  
[jlee@jla-ap.com](mailto:jlee@jla-ap.com)

Surveyor &  
Engineer: JSD Professional Services, Inc.  
161 Horizon Drive  
Suite 101  
Verona, WI 53593  
608-848-5060  
[dave.jenkins@jsdinc.com](mailto:dave.jenkins@jsdinc.com)

Introduction:

The subject property for rezoning is approximately 2.6 acres total fronting East Mifflin St., N. Livingston St. and E. Dayton St. The Entire Parcel contains a 2.2 acre truck storage tract; a 6,000 square foot Brick Building, on a .4 acre parcel, that is primarily used for records and electronic storage; and a small 40 year old metal industrial building at the corner of N Livingston and E Dayton.

The entire tract functions as the northern portion of the Reynolds Truck Storage and Staging facility, a local 110 year old moving and storage and crane rigging operation. The Subject site is currently being used as a storage lot for their industrial cranes and moving vans, and the applicant requests that as a condition of this request that all the current storage land uses that the subject site historically has been used as/for be allowed and maintained until the entire property is developed according to the proposed zoning land use the parties agree on .

Due to the area's high rate of urbanization and the City of Madison's desire for redevelopment of the East Washington area, the Reynolds have chosen to relocate their operations to another site in an industrial park. A daily observer can see large 18 wheel trucks and large multi-ton cranes that attempt to navigate the residential roads to gain access to their jobsites. This large industrial operation is incompatible with the neighborhood and causes occasional safety concerns; however, the Reynolds maintain the right to fully operate all aspects of their current business until the property is redeveloped as proposed.

The entire redevelopment will include demolition of the metal building and will transform the property into 196 luxury units, and associated density and residential land use for the 2 story Red Brick building. The project will be a logical transition from the new 12 story Constellation tower to the Tenney Lapham neighborhood. The project will continue the momentum of the revitalization of Downtown East.

#### History of the Property:

The property historically consisted of wetlands dating back to 1902 which were at some point filled by Madison Gas & Electric with unstable soils containing some combustion residuals (fly ash). Historical property uses included a former laundry and dry clean operation on the north central portion, a former electrical supply business in the northeast portion, a former armory building in the northwestern portion, and a former City Garage on the southern portion. This garage owned by the city repaired and refueled commercial vehicles. A former gasoline service station existed in the time frame of 1942-1950 in the northeast portion but was subsequently replaced by the existing metal framed building at the corner of E. Dayton St. and N Livingston St. The Reynolds purchased the northern portion of the property in 1967 and acquired the southern portion in the mid 1990's in a land swap with the City of Madison. Since that time, the Reynolds family has been using the property as a storage lot for their industrial cranes and moving vans. The property is completely paved with no green space.

#### Environmental Issues:

The majority of the material used to fill the wetlands in the early 1900's was fly ash which contains combustion residuals. Any soil excavation will need to be managed properly and any soil hauled off will need to be placed in an environmentally safe landfill. The records show that the property had eleven registered petroleum storage tanks, six of which have been removed and investigated, three of which are in service above ground tanks and comply with the current standards. The City of Madison Garage that was on the southern portion of the site had two underground storage tanks that were removed but were never investigated.

#### Preliminary Apartment Development Data:

##### Density:

Lot Size	2.6 acres (113,256sf)
Dwelling Units	196 units in main Residential Building and Renovation of 2 Story building
Density	86.4 units/acre (504 sf/unit)

Building Height: 4 story with a small portion of 5 story

Vehicular Parking: 190 stalls in a deck

Parking Ratio: 1 stall/unit

Tenney Lapham Neighborhood Association:

The applicant has been working closely with the TLNA for the past year. We have received a letter of support from them, and they are currently amending their neighborhood plan to allow for the redevelopment.

Thank you for all your time in working with us on this project. Please let me know if there are any questions.

Sincerely,

Paul Marotte  
Eric J Edee  
Managing Member  
Westwood Madison, LLC