

May 6, 2020

Ms. Heather Stouder  
Director, Planning Division  
City of Madison Department of Planning, Community & Economic Development  
215 Martin Luther King Jr. Blvd., Ste 017  
Madison, Wisconsin 53703



Re: Letter of Intent  
1937-1949 Winnebago St and 316 Russell St.  
KBA Project # 2005

Ms. Heather Stouder:

The following is submitted together with the plans and application for staff and Plan Commission consideration of approval.

**Organizational structure:**

Owner:	M & M Real Estate Investment 1947 Winnebago St Madison, WI 53704 608-241-5790 Contact: Mark Jorgensen <a href="mailto:mark@mandmre.com">mark@mandmre.com</a>	Architect:	Knothe & Bruce Architects, LLC 7601 University Avenue, Ste 201 Middleton, WI 53562 608-836-3690 Contact: Greg Held <a href="mailto:gheld@knothebruce.com">gheld@knothebruce.com</a>
Engineer:	D'Onofrio Kottke & Associates 7530 Westward Way Madison, WI 53717 Phone: 608-833-7530 Contact: Ron Klaas <a href="mailto:rklaas@donofrio.cc">rklaas@donofrio.cc</a>	Landscape Design:	Paul Skidmore, Landscape Architect, LLC 13 Red Maple Trail Verona, WI 53593 (608) 826-0032 <a href="mailto:paulskidmore@tds.net">paulskidmore@tds.net</a>

**Introduction:**

This project proposes the redevelopment of several properties located at the corner of Winnebago and Russell Streets. The existing buildings along Winnebago Street have housed a variety of retail and service businesses during their lifespan. A two-story house at 316 Russell street is rental property. The proposed project is a four-story mixed-use building consisting of 13 apartment units and approximately

12,000 sq.ft. of retail and office space. The parcels that comprise the proposed site as well as all adjacent parcels are zoned TSS. The Madison Comprehensive Plan Interactive Future Land Use Map shows this site as NMU – Neighborhood Mixed Use which is described as a relatively high-intensity mix of residential, retail, office, institutional and civic uses with a general density of less than 70 units per acre and building heights of up to four stories.

The applicant is requesting demolition and the conditional use approvals to allow for the proposed development. If approved a CSM will be prepared to combine the parcels into a single lot.

### **Neighborhood Input:**

The SASY Preservation and Development Committee was introduced to the project at a meeting on March 12, 2020, where it was well received. Primary concerns were the desire to have a “strong” presence on the corner of Russell and Winnebago as viewed from Schenk’s Corners; elimination of a section of “blank” wall at the southeast corner of the building and to verify that demolition of the existing buildings would be appropriate. After this meeting the design was revised.

A subsequent neighborhood meeting hosted by Alder Rummel took place on April 30, 2020. Comments at this meeting focused on neighborhood traffic and parking concerns, shading of adjacent buildings, mechanical equipment noise, existing building historical value and stormwater management.

Our application includes design revisions and additional information to address the neighborhood input from these two meetings.

### **Project Description:**

This project continues the recent redevelopment and urban in-fill in the Schenk-Atwood Neighborhood. The project will provide 13 units of housing, approximately 4,900 s.f. of retail space and 7,900 s.f. of office space. The current buildings on the site are approaching the end of their service life. This redevelopment replaces them with high quality new construction. Retail space is increased with new space that is more efficient, accessible, and visible, while adding new office and residential uses to the site. Mixed use buildings such as this are often considered the most desirable by urban planners because of their ability to maximize the use of limited land resources, support other businesses in the neighborhood and provide a destination where residents and visitors alike have the opportunity to live, work and shop.

The building will be four-stories with private parking in the basement. The design is a contemporary interpretation of a traditional storefront building and is appropriate for this location that is considered “the western gateway to the Schenk-Atwood business district.” Extensive glazing along Winnebago provides excellent visibility and access to first floor retail. The entrances on Winnebago have been located to allow this space to be configured into as many as four individual retail spaces, each with its own accessible entrance. The second floor will provide just under 8,000 s.f. of new office space. Ceiling heights will be up to ten feet on this floor, and the window heights are increased to maintain an appropriate proportion. The third and fourth floor have a total of 13 dwelling units. The unit mix is biased heavily toward two-bedroom units, and unit sizes are generous. The fourth floor is stepped back from Winnebago Street and provides an opportunity for a green roof system.

The exterior façade features high quality materials, with an extensive use of masonry veneer and stone accents. The balance of the exterior is finished in metal panel siding. Mechanical systems will be located on the rooftop below parapet height, and parking garage ventilation has been arranged so that the exhaust fan is located on the Russell Street frontage. These changes will minimize mechanical equipment noise for the adjacent residential properties.

Staff requested the terrace along Winnebago Street be increased to 7 feet to allow more room for street trees. We were able to accommodate this request by increasing the 0 foot front yard setback of the existing buildings to 3 feet. Although no plantings are required on the Winnebago Street frontage, the developer wanted to landscape this area for a more friendly pedestrian feel.

**Stormwater:**

Proposed stricter stormwater management requirements have not yet gone into effect. Current requirements are based on a comparison of pre-development and post-development impervious area. Because the site is largely impervious now, very few stormwater control measures would be required under the current requirements. Stormwater management a significant concern of the SASY P&D Committee and was also mentioned at the neighborhood meeting. Indications were for a desire for the project to do more than the comply with the minimum requirements.

Because of the basement parking and limited area on site we do not view his site as a good candidate to infiltrate large amounts of water. Due to the configuration of the site and the location of the storm sewer that serves it, the site is also not a good candidate for underground storage. The development team does, however, feel that a “blue roof” would be possible on the building. The roof would be designed to catch and hold several inches of rainwater during a storm, and then slowly release that water over a period of time. The purpose of this is to reduce the peak flow of water leaving the site, which in turn takes some of the load off of the storm sewer, allowing it to function better and avoiding short term flooding from an overloaded system.

**Traffic:**

Vehicular access to the basement parking is located behind the building from Russell Street. Through discussion with Traffic Engineering it was determined that this is the preferred access point - direct access to Winnebago Street would put the driveway too close to the intersection with Russell Street. There are also pedestrian safety concerns where a steeply sloped vehicular ramp intersects a public sidewalk. Traffic Engineering did not feel this project would have a significant impact on the neighborhood, and a traffic study would normally not be recommended for a project of this size. As a mixed-use building, the traffic flow associated with this building will differ from a building of similar size with a single use type. With approximately half of the building area residential and half devoted to commercial uses, arrivals and departures should be well balanced, with commercial users arriving when residents are leaving in the morning, and the reverse occurring in the evening.

**Parking:**

The zoning ordinance specifies parking at 1 stall / D.U. for the residential uses and 1 stall / 400 s.f. for retail and office uses:

Use:	Parking Required:
Residential 13 D.U.	13
Retail 4,980 s.f.	12
Office 7,796	19

In a mixed-use building these requirements can be further modified by the shared parking standards of MGO 28.141(7). As designed this project will comply with the shared parking requirements for all time periods except during the Weekdays 7 a.m. – 6 p.m. period:

Shared Parking Calculations						
Use	Weekdays			Weekends		
	2 am – 7 am	7 am – 6 pm	6 pm – 2 am	2 am – 7 am	7 am – 6 pm	6 pm – 2 am
Residential	100% = 13	60% = 8	100% = 13	100% = 13	75% = 10	90% = 12
Retail	0% = 0	90% = 11	80% = 10	0% = 0	100% = 12	60% = 7
Office	5% = 1	100% = 19	5% = 1	0% = 0	10% = 2	0% = 0
<b>Total</b>	<b>14</b>	<b>38</b>	<b>24</b>	<b>13</b>	<b>24</b>	<b>19</b>

The proposed project has 19 stalls in the basement, and an additional 6 surface stalls for a total of 25 off-street parking stalls. The developer owns and manages several residential and commercial properties in the neighborhood. Based on experience with these properties he feels the parking provided will be adequate for the expected uses. He feels this is due to the excellent walkability of the neighborhood, the close proximity to public transportation stops and the high percentage of bicycle riders in the Schenk-Atwood neighborhood.

Long-term below grade bike parking and short-term surface bike parking have been provided. The total number of bike stalls provided will comply with the zoning ordinance, although one of the short-term surface stalls has been eliminated in favor of an additional long-term stall in the basement.

**Demolition Standards**

We believe that the demolition standards can be met. In its advisory role to the Plan Commission, the Landmarks Commission voted unanimously at its May 4, 2020 meeting to find that while these buildings contribute to the contextual fabric of the city, they are not themselves historically or architecturally significant. While the buildings are old and nearing the end of their service life, this is not a case of “demolition by neglect.” The developer has owned and operated these buildings for a significant number of years. They have been leased with a high occupancy rate during his ownership, which would not have been the case if they had been neglected. He has maintained his own office within one of the buildings for several years.

The demolition allows for the redevelopment of this site, enhancing the neighborhood business district and constructing a building that will become part of the contextual fabric of Madison over the next 100 years.

**Conditional Use approvals:**

The proposed redevelopment requires conditional uses to allow for a mixed-use building with more than 25,000 s.f., a building height of four-stories and a reduction in off-street parking. The proposed building’s size, scale and use are consistent with the City’s Comprehensive Plan for this property.

**Site Development Data:**

**Densities:**

Lot Area	13,096 S.F. / .3 acres
Dwelling Units	13
Density	43.3 units/acre
Open Space Required	TSS 40 S.F. / D.U. = 520 S.F.I
Open Space Provided	960 S.F.
Lot Coverage	84.5% of total lot (85% Max.)*
Building Height:	4 Stories
Gross Floor Area:	43,411 S.F.
Floor Area Ratio	3.16

**Dwelling Unit Mix:**

One Bedroom	2
One Bedroom + Den	2
<u>Two Bedroom</u>	<u>9</u>
Total Dwelling Units	13

**Vehicle Parking:**

Surface (covered)	6 stalls
<u>Underground</u>	<u>19 stalls</u>
Total	25 stalls

**Bicycle Parking:**

Underground Long-Term	14 stalls
<u>Surface Short-Term</u>	<u>6 stalls</u>
Total	20 stalls

**Project Schedule:**

If approved construction would begin Fall 2020 with a final completion of Fall 2021.

Thank you for your time reviewing our proposal.

Sincerely,



Greg Held, AIA  
Member



# WINNRUSS WINNEBAGO MIXED-USE

1949 Winnebago Street Madison, Wisconsin 53704

RENDERS

A-3.6





# WINNRUSS WINNEBAGO MIXED-USE

1949 Winnebago Street Madison, Wisconsin 53704

RENDERS

A-3.7





# WINNRUSS WINNEBAGO MIXED-USE

1949 Winnebago Street Madison, Wisconsin 53704

RENDERS

A-3.8

