

April 11, 2022

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

3900 Monona Drive
KBA Project # 2150

Ms. Heather Stouder:

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

Organizational structure:

Owner:	Threshold Development 1954 Atwood Avenue Madison, WI 53704 (415) 260-0113 Contact: Tyler Krupp tyler@thresholddevelopmentgroup.com	Architect:	Knothe & Bruce Architects, LLC 7601 University Avenue, Ste 201 Middleton, WI 53562 (608) 836-3690 Contact: Kevin Burow kbruow@knothebruce.com
Engineer:	JSD 161 Horizon Drive, Ste 101 Verona, WI 53593 (608) 848-5060 Contact: Kevin Yeska kevin.yeska@jsdinc.com	Landscape	JSD 161 Horizon Drive, Ste 101 Verona, WI 53593 (608) 848-5060 Contact: Kevin Yeska kevin.yeska@jsdinc.com

Introduction:

This proposed mixed-use development involves the redevelopment of 3900 Monona Drive located between Cottage Grove Road, Monona Drive and Davidson Street. Located within the Lake Edge Business Association, the site is currently occupied by (4) commercial buildings with surface parking lots. This application requests the removal of the (4) existing buildings and surface parking lot for the development of a new mixed-use building. The site is currently zoned NMX (Neighborhood Mixed-Use District) and will be rezoned to TSS (Traditional Shopping Street) for the proposed redevelopment.

Project Description:

The proposed project is a mixed-use building consisting of 69 apartments with a mix of studio, one and two-bedroom apartments. It also includes a total of approximately 6,346 SF of commercial space, which will be (2) spaces, 4,354 SF and 1,992 SF. This will be a (5) story building and includes 77 stalls of underground parking.

This project is the next iteration of a development that was proposed and approved in 2020 for the redevelopment of this corner property. The difference this time is that the existing shopping center along Cottage Grove Road is no longer part of the project, due to existing tenants within that building not being able to be relocated. For this project we are now incorporating the property to the south along Monona Drive, which connects to Davidson Street. This allows the existing shopping center to remain while still providing additional housing to the area and focusing the density along Monona Drive. We are also able to provide the opportunity to bring a UW Credit Union branch to this neighborhood while also maintaining the Java Cat Coffee Shop. Both of these are highly desired amenities and help to reinforce this commercial corner.

The massing of the building also takes into account the surrounding area by having the facades step back at the 5th floor level along all public streets. The largest step back is occurring on the south side to help serve as a transition to the residential properties that are located to the south of this site. We are also providing enclosed and secure parking at a ratio of more than one stall per apartment unit, to help ensure that no overflow parking will need to utilize any of the neighborhood street parking.

City and Neighborhood Input:

We have met with Alder Grant Foster and the City on several occasions for this proposed development including meetings with Staff and attending a DAT Meeting. We also had a follow-up meeting with Traffic Engineering to review the site circulation given the two drive-thru uses that are part of this development. Based on this, the final vehicle circulation patterns were determined, which will provide the best circulation through this property while having the least impact on the surrounding neighborhood. A virtual neighborhood meeting was held as well and was hosted by the City and Alder Foster. All of this input has been very helpful and has helped shape the final design and configuration of this development.

Demolition Standards

There are (4) existing buildings on these sites. Jade Monkey was at 109 Cottage Grove Road, has already relocated to 129 Cottage Grove Road. Exhaust Pros was in the building located at 3900 Monona Drive, and Java Cat is located at 3918 Monona Drive. 3920 Monona Drive is a vacant commercial building that was the former home of Starkweather Tattoo. These buildings and the surrounding properties have been well used and are past their current usefulness given the maintenance costs to keep these buildings and parking areas functioning. These existing buildings are not landmark structures, nor are they of an uncommon or unusual design or method of construction, and as such should meet the demolition criteria. These are all simple structures that have been used for a variety of commercial purposes. They have been evaluated for reuse or relocation, but given the cost to relocate these, along with the aged condition of the structures it has been determined to not be feasible to try to move these to a new site. There is a large amount of vacant commercial space and there is not a need for these to be saved or repurposed. A Re-use and Recycling Plan will be submitted prior to the deconstruction of the existing commercial structures.

Conditional Use Approvals:

The proposed development requires conditional uses to allow for a mixed-use building with more than 24 residential units, a building that is 5 stories tall, and for vehicle sales and service windows. The proposed building's size, scale and use are consistent with the City's Comprehensive Plan for this property, which calls for Neighborhood Mixed Use.

Site Development Data:

Densities:

Lot Area	38,252 S.F. / .88 acres
Dwelling Units	69 D.U.
Lot Area / D.U.	554 S.F./D.U.
Density	77.5 units/acre
Lot Coverage	32,179 S.F. / 84%
Usable Open Space	7,312 S.F.

Building Height: 5 Stories/60'-8"

Commercial Area: 6,346 S.F.

Dwelling Unit Mix:

Studio	7
One Bedroom	34
One Bedroom + Den	6
Two Bedroom	20
Two Bedroom + Den	2
Total	69 D.U.

Vehicle Parking:

Underground	77 stalls
Surface parking lot	23 stalls
Total	100 vehicle stalls

Bicycle Parking:

Garage Floor-Mount	18
Garage Surface	51
Commercial Surface	5
Guest Surface	7
Total	81 bike stalls

Project Schedule:

It is anticipated that construction will start in spring of 2023 and be completed in spring 2024.

Thank you for your time and consideration of our proposal.

Sincerely,



Kevin Burow, AIA, NCARB, LEED AP
Managing Member