



JLA
ARCHITECTS

November 3, 2025 **(revised 12-05-25)**

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

Re: Letter of Intent for UDC Submittal
Central at The Forge Affordable Housing
JLA Project #W24-0805

Dear Ms Vaughn,

The following is submitted together with the UDC Initial/Final Application and associated plans for review by the Urban Design Commission.

Project Organizational Structure:

Owner: The Annex Group
8680 Edison Plaza Drive
Fishers, IN 46038
317-775-1853
Contact: Rachel Kriech
rkriech@theannexgrp.com

Architect:

JLA Architects & Planners
800 W. Broadway, Suite 200
Monona, WI 53713
608-210-1232
Contact: Jennifer Camp
icamp@jla-pa.com

Project Overview:

The Annex Group is proposing a multi-family/commercial mixed-use project to be located at the corner of Packers, Commercial and Oscar Avenues where the Oscar Mayer parking lot is currently located. The project as proposed would have 241 total units with approximately 6,000 sf of retail space. The intent is to promote the use of carbon free transportation (bicycles) as much as possible as well as encourage the use of public transit. In addition, we intend on offering numerous electric car charging stations within the project with the ability to expand over time as we see demand increase. The project as proposed is a five-story building wrapped around a five-story parking garage. Specific building areas and other pertinent information are provided in the attached drawings.

Site:

The project is located at 2150 Commercial Avenue. It is located in the 12th Aldermanic District within the confines of the Sherman Neighborhood. The site is currently zoned RMX, resides in the City of Madison Urban Design District # 4 and within the Oscar Mayer Special Area Plan. Multi-family and retail are permitted uses within these zoning types.

Zoning:

The project is located in the City of Madison Urban Design District #4. Lot 1 is zoned RMX and Lot 2 is zoned IL. The site is currently an existing asphalt parking lot.

How the development will address the district criteria:

- Parking will be hidden behind the main façade of the building along Packers Ave. The one exposed elevation of the parking structure along Oscar Ave will have architectural features to add interest.
- Exterior materials will be durable, low-maintenance, and visually harmonious with other buildings in the area.
- Large facades will have breaks using different materials, balconies and recesses to create visual interest.
- All facades are of importance and will be carefully designed.

- Lighting will be part of the architectural design to illuminate building facades, pedestrian walkways and parking areas.
- Landscaping will be provided for both visual appeal and practical benefits, including view framing, visual screening along roadways and between differing land uses, and architectural enhancement.

Additional key zoning requirements:

- Electric Vehicle Charging Station Requirements - Chapter 28.141(8)e
- Bike Parking Requirements - Chapter 28.141(11)
- Bird Safety Glass Requirements - Chapter 29.129
- Signage – Chapter 31

Neighborhood Input:

The project is in the Sherman Neighborhood. A neighborhood meeting was held on January 16, 2025, with positive feedback.

Preliminary Project Schedule:

June 2025: Pre-Application UDC Meeting
August 2025: UDC Informational Meeting
November 2025: UDC and CSM submittals
December 2025: UDC Meeting – Initial and Final Approval
December 2025: Plan Commission Meeting (CSM only)
January 2026: Common Council Meeting (CSM only)
June 2026: Start Demo/Construction
June 2028: Certificate of Occupancy

Thank you for your time in reviewing our proposal.

Sincerely,



Jennifer Camp, AIA
jcamp@jla-ap.com
608-210-1232

Exhibit A: Site Context



LOOKING NORTH AT THE SITE FROM THE CORNER OF OSCAR AND COMMERCIAL AVE



LOOKING SOUTH DOWN OSCAR AVE WITH THE SITE ON THE LEFT



ON PACKERS AVE LOOKING SOUTHWEST AT THE SITE AND THE NEIGHBORING BUILDING ACROSS THE STREET



ON PACKERS AVE LOOKING NORTHWEST AT THE NEIGHBORING BUILDING ACROSS THE STREET



LOOKING SOUTH DOWN PACKERS AVE WITH
THE SITE LOCATED ON THE RIGHT

Jennifer Camp

From: Rachel Kriech <rkriech@theannexgrp.com>
Sent: Friday, October 31, 2025 11:50 AM
To: district12@cityofmadison.com
Cc: Jennifer Camp; David Wesner
Subject: RE: Central at The Forge - Notice of Upcoming Submittals

CAUTION: External email.

Good morning Alder Matthews,

I wanted to provide a quick update to the dates previously provided. We are now anticipating the following meeting dates:

- UDC – December 3rd meeting
- Plan Commission – December 15th meeting (CSM only) January 12th meeting
- Common Council – January 13th meeting (CSM only)

Please let us know if you have any questions!

Thanks,
Rachel Kriech
Director of Development



8680 Edison Plaza Drive
Fishers, IN 46038

www.theannexgrp.com

Direct: 317-775-1853

Email: rkriech@theannexgrp.com

From: Rachel Kriech
Sent: Friday, October 24, 2025 12:46 PM
To: district12@cityofmadison.com
Cc: Jennifer Camp <jcamp@jla-ap.com>; David Wesner <David@theannexgrp.com>
Subject: Central at The Forge - Notice of Upcoming Submittals

Good morning Alder Matthews,

I wanted to send you a quick note to alert you to some upcoming submittals for our proposed development being referred to as Central at The Forge. This is located at 2150 Commercial Ave. We are proposing a mixed use, affordable housing development. We held a neighborhood meeting back on January 16, 2025. Since that time, we have been working to secure our tax credits with WHEDA and navigating some preliminary meetings with UDC. Now that our tax credits have been awarded, we are moving forward fully with our design and entitlements.

We will be submitting our Land Use Application the first week of November. We anticipate the following hearing dates associated with this development:

- UDC – December 17th meeting
- Plan Commission – January 12th meeting
- Common Council – January 27th meeting

Please let me know if you have any questions at all regarding this proposed development. We are looking forward to working with you and the rest of the City’s staff to provide much needed affordable housing in the Oscar Mayer Special Area Plan.

Thanks,
Rachel Kriech
Director of Development



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