



JLA
ARCHITECTS

October 10, 2022

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King Jr Boulevard
P.O. Box 2985
Madison, WI 53701-2985

Attention: Colin Punt

Re: Market Square Redevelopment

Dear Plan Commission Members:

Please accept this letter of intent and land use application for the redevelopment of former Market Square Theater site at 6604 Odana Road into a new mixed-use building. We are requesting a conditional use approval.

Project Team

Developer: Walter Wayne Development, LLC
702 N. High Point Road, #200
Madison, WI 53717
Randy Christianson (rc@starkcommercial.com)

Architect: JLA Architects
800 W Broadway Suite 200
Monona, WI 53713
Marc Ott (mott@jla-ap.com)

Civil & Landscape: Vierbicher Engineers
999 Fourier Drive
Madison, WI 53717
John Kastner (jkas@vierbicher.com)

Existing Conditions

The project site is located behind the existing Market Square mall on the location of the former Market Square Theater. The now vacant theater building will be razed to make way for the new mixed-use building.

Project Overview

The development is located in the Odana Area Plan which was adopted by the City of Madison on September 21, 2021. In the OAP the project site designated as Community Mixed Use (CMU). This proposed redevelopment will be the first in Market Square area to be implemented under the OAP and will set the stage for the future redevelopment of the area.

Operations

The building will be managed by Apex Property Management Company.

Staff and Neighborhood Input

During the design process, the development team worked closely with Alder Furman, city staff, the Development Assistance Team (DAT) and the neighbors at City staff moderated neighborhood meeting.

Lot Coverage

Total Lot Area = 54,913 s.f. / 1.26 acres

Dwelling Units = 87

Lot Area/Dwelling Units = 631 s.f. per unit

Density = 69 DU per acre

Zoning

Rezone from Commercial Center District (CC) to Commercial Corridor-Transitional District (CC-T).

Construction Timeline

April 1, 2023, to April 1, 2024.

Sincerely,



Marc Ott
Joseph Lee & Associates, LLC