

August 22, 2025

Ms. Meagan Tuttle  
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 – Site Plan Review Submittal  
4506 and 4514 Verona Road  
**KBA Project #2512**

Ms. Meagan Tuttle:

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

**Organizational Structure:**

Owner:

Lincoln Avenue Capital  
401 Wilshire Blvd. 11<sup>th</sup> Floor  
Santa Monica, CA 90401  
(608) 999-4450  
Contact: Kevin McDonell  
Email: [kevin@lincolnavcap.com](mailto:kevin@lincolnavcap.com)

Architect:

Knothe & Bruce Architects, LLC  
8401 Greenway Blvd., Ste 900  
Middleton, WI 53562  
(608) 836-3690  
Contact: Kevin Burow  
Email: [kburow@knothebruce.com](mailto:kburow@knothebruce.com)

Engineer:

The Sigma Group Inc.  
3510 Parmenter St, Ste 100  
Middleton, WI 53562  
(414) 643-4163  
Contact: Christopher Carr  
Email: [ccarr@thesigmagroup.com](mailto:ccarr@thesigmagroup.com)

Landscape Design:

The Sigma Group Inc.  
1300 W. Canal Street  
Milwaukee, WI 53233  
(414) 643-4200  
Contact: Rosheen Styczinski  
Email: [rosheen@newedenlandscape.com](mailto:rosheen@newedenlandscape.com)

**Introduction:**

This proposed multi-use residential development involves the redevelopment of 4506 and 4514 Verona Road located on the frontage road at the corner of Verona Road and the Beltline. Located on the west side of Madison, the site is currently occupied by a former restaurant turned-office space and an auto service business. This application requests permission for the removal of the existing buildings for the development of a new 5-story mixed-use building. The development will include 93 apartment units, underground parking, and a community service facility. The site is currently zoned CC and will remain CC zoning for the proposed redevelopment.

**Project Description:**

The proposed project is a 5-story mixed-use development consisting of 93 dwelling units, ranging from one-bedroom to three-bedroom units. It also includes a community service facility located in the east corner of the first floor within the building.

The site is adjacent to commercial retail, giving an urban context. The building maximizes the use of the parcel, providing much-needed housing in a transportation-rich location. The building's urban form stands proudly in a high-visibility location. The interior courtyard for residents' use is located in a protected courtyard facing away from the beltline traffic. The courtyard will provide residents a comfortable space for social gatherings and relaxation. Landscaping is placed to provide a visual buffer from the street level and soften the base of the building.

The primary materials are a combination of light-toned composite siding with muted red accent panels. Grey brick masonry anchors the building to the site with masonry corner elements. The architectural articulation provides differentiation across the building with material variety as well as a stepped-back fifth floor on the Southern corner.

Parking is provided at the basement level within the building and both this and the surface parking are accessed from the frontage road on the east side of the building. The site is also immediately adjacent to a public transit stop, allowing for easy access to many areas of the City.

**City and Neighborhood Input:**

We have met with the City on several occasions for this proposed development including a DAT meeting on March 13, 2025. We have also had discussions with the Alder of this District. This input has helped shape this proposed development.

**Conditional Use Approvals:**

The proposed development requires a conditional use to allow for a mixed-use building with more than 60 units. The proposed building's size, scale and use are consistent with the standards of the CC zoning district.

**Site Development Data:**

Densities:

Lot Area 48,489 S.F. / 1.12 acres

Dwelling Units 93 D.U.

Lot Area / D.U. 521 S.F. / D.U.

Density 83 Units / Acre

Lot Coverage 37,205 S.F. / 75%

Building Height: 5 Stories / 59'-6"

Commercial Area: 324 S.F.

Dwelling Unit Mix:

|               |         |
|---------------|---------|
| One Bedroom   | 45      |
| Two Bedroom   | 23      |
| Three Bedroom | 25      |
| Total         | 93 D.U. |

Vehicle Parking:

|                     |                             |
|---------------------|-----------------------------|
| Underground         | 76 (Including 2 ADA)        |
| Surface parking lot | <u>13 (Including 1 ADA)</u> |
| Total               | 89 vehicle stalls           |

Bicycle Parking:

|                            |                 |
|----------------------------|-----------------|
| Garage Wall-Mount          | 61              |
| Garage Floor-Mount         | 24              |
| First Floor Floor-Mount    | 21              |
| Commercial /Guests Surface | <u>12</u>       |
| Total                      | 118 bike stalls |

Items that changed from the Land Use Submittal to the Site Plan Review Submittal:

- Green Roof removed due to meeting stormwater requirements
- Added a Playroom on the first floor
- Defined the Office, Mail, Lobby and Janitor areas on first floor
- Removed some Mechanical space on first floor
- Swapped the location of the Community Service and Exercise rooms
- Added a Move-in Lobby to the northeast elevation
- Reconfigured the tenant storage areas
- Relocated elevator shaft to be near Move-in Lobby
- Windows relocated based on final floor plan layout
- Garage door and man-door orientation swapped for ease of pedestrian access

Project Schedule:

It is anticipated that construction will start in the spring of 2026 and be completed in 2027.

Thank you for your time and consideration of our proposal.

Sincerely,



Kevin Burow, AIA, NCARB, LEED AP  
Managing Member