

September 2, 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

5201 Old Middleton Rd.  
KBA Project # 2012

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:	Flad Development 3330 University Ave. Madison, WI 53704 (608) 833-8100 Contact: John Flad <a href="mailto:jflad@flad-development.com">jflad@flad-development.com</a>	Architect:	Knothe & Bruce Architects, LLC 7601 University Avenue, Ste 201 Middleton, WI 53562 (608) 836-3690 Contact: Duane Johnson <a href="mailto:djohnson@knothebruce.com">djohnson@knothebruce.com</a>
Engineer:	Vierbicher Associates, Inc. 999 Fourier Dr. Madison, WI 53717 (608) 826-0532 (608) 826-0530 fax Contact: Justin Zampardi <a href="mailto:jzampardi@vierbicher.com">jzampardi@vierbicher.com</a>	Landscape Design:	The Bruce Company 2830 Parmenter St. Middleton, WI 53562 (608) 836-7041 Contact: Rich Strohmenger <a href="mailto:rstrohmenger@brucecompany.com">rstrohmenger@brucecompany.com</a>

**Introduction:**

This proposed mixed-use development involves the redevelopment of 5201 Old Middleton Road located at the corner of Old Middleton Road and Whitney Way. The site is currently occupied by an existing, vacant single-story commercial office building with surface parking lot. The site is zoned NMX (Neighborhood Mixed- Use District) and is located within the Glen Oak Hills Neighborhood. This application requests the removal of the existing one-story commercial building, including surface parking lot, and conditional use for a new four-story mixed-use building with 49 apartment units and a 1,450 S.F. commercial space. The existing NMX zoning will remain for the proposed redevelopment.

**Demolition Standards**

The existing single-story building was most recently used as co-working office space but is now vacant. The building has served many purposes over its time but has become outdated and in need of major repairs and updates. In addition, there is a large amount of stormwater that crosses the west boundary

of the site and has caused past flooding of the site and building, the building did sustain recent water damage. We are proposing that the existing building be demolished. The site is located on a prominent corner in the city and is currently empty and underutilized. We believe the site would be better utilized as a mixed-use multi-family property and that the demolition standards can be met. A Re-use and Recycling Plan will be submitted prior to the deconstruction of the existing commercial structure.

**Project Description:**

The proposed re-development provides much needed housing within this area. The site is directly on the Bus Lines and will allow for easy access to many areas of the City. The proposed project is a multifamily apartment building consisting of 49 apartments with a mix of studio, one- and two-bedroom apartments as well as a 1,450 S.F. commercial space located adjacent to the corner of Old Middleton Road and Whitney Way. Parking is provided both at two levels within the building both parking areas will be accessed from Old Middleton Road. There will also be four surface parking spaces that are intended for guests of the commercial space.

The building is four stories along Old Middleton Road, due to the grade change on the site, the south portion, which borders a residential home, is three stories. A step back has also been incorporated along the southern portion of the building reducing this face of the building to 2 stories. There is also a stepback on the front corner of the building which will be used for a community room and roof top plaza.

A light-colored natural stone anchors the building to the site, the remaining materials will be a combination of horizontal & shake siding. The architecture incorporates detailing to break down the overall scale of the building with varying colors and compositions of the materials which help transition between the more commercial uses to the north and the Glen Oak Hills neighborhood to the south.

An intensive landscaping plan compliments the building architecture and further enhances the streetscapes. The landscaping plan is particularly sensitive to the single-family residential structure to the south creating a natural year-round buffer between the two properties.

**City and Neighborhood Input:**

We have met with the City on several occasions for this proposed development including meetings with Staff and attending a DAT Meeting, this input has helped shape this proposed development. A virtual neighborhood meeting was also held on July 29<sup>th</sup> 2020, which was led by Tim Parks and Alder Arvina Martin, Alder Keith Furman also attended. Flad Development has also reached out to bordering neighbors on multiple occasions through-out the planning process, particularly Scott and Renee Platto the immediate neighbors to the south; adjustments have been made as to scale, materials and colors.

**Conditional Use approvals:**

The proposed redevelopment requires a conditional use to allow for a mixed-use building with more than 8 residential units. 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 in 2-4 stories. We have met or exceeded all standards of the NMX zoning.

**Site Development Data:**

**Densities:**

Lot Area	34,294 S.F. / .79 acres
Dwelling Units	49 D.U.
Lot Area / D.U.	700 S.F./D.U.
Density	62 units/acre
Lot Coverage	22,856 S.F./67%
Usable Open Space	10,344 S.F.

**Building Height:** 3-4 Stories/39'-48'

**Commercial Area:** 1,450 S.F.

**Dwelling Unit Mix:**

Studio	12
One Bedroom	19
One Bedroom + Den	7
<u>Two Bedroom</u>	<u>11</u>
Total	49 D.U.

**Vehicle Parking:**

Underground	66 stalls
<u>Surface parking lot</u>	<u>4 Stalls</u>
Total	70 vehicle Stalls

**Bicycle Parking:**

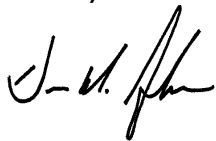
Garage Wall-Mount	12
Garage Floor-Mount	37
Commercial Surface	1
<u>Guest Surface</u>	<u>5</u>
Total	55 bike stalls

**Project Schedule:**

It is anticipated that construction will start in spring of 2021 and be completed in May 2022.

Thank you for your time reviewing our proposal.

Sincerely,



Duane Johnson, AIA, LEED AP  
Member