



TO:

City of Madison – Planning Division
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

Heather Stouder

Department of Planning & Development – City of Madison
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

RE:

Letter of Intent – Land Use Application for Plan Commission and Common Council Initial/Final Approval Request

PROJECT:

**Peloton Residences
1004 & 1032 S. Park Street Madison, WI**

AYA Project # 59830

**October 30th,
2018 Page 1 of 5**

The following is submitted together with the plans and application for review by City staff and the Planning Commission and Common Council. With this application we will be requesting initial and final approval of the project development and site plan layout. This letter of intent is accompanied by the Land Use application.

Organizational Structure:

Owner/ Developer:

**Peloton Residences, LLC
P.O. Box 620037
Middleton, WI 53562
608-345-0701
Contact: Jon Hepner
jon@twallenterprises.com**

Site Engineer:

**Vierbicher
999 Fourier Drive, Suite 201
Madison, WI 53717
608-821-3966
Contact: Joe Doyle
jdoyle@vierbicher.com**

Architect/ Structural Engineer:

**Angus-Young Associates, Inc.
16 N. Carroll Street Suite 610
Madison, WI 53703
608-284-8225
Contact: Jeff Davis
jeffd@angusyoung.com**

Landscape Design:

**The Bruce Company
2830 Parmenter Street
PO Box 620330
Middleton, WI 53562
608-836-7041
Contact: Rich Strohmerger
rstromerger@brucecompany.com**

Introduction:

The triangular 1.65 acre site is located on the south corner of Park Street and Fish Hatchery Road and is part of an approved PUD_GDP that established a guide for redevelopment of the former Bancroft Dairy site. The PUD-GDP was approved by the Common Council on October 4, 2011 and later approved to a PUD-SIP zoning. The site is currently an open green space after the demolition of the former Bancroft Dairy Facility.

This proposal will create a dynamic mixed-use community that features attractive architecture and landscaping with density and uses that will support the surrounding businesses and residential neighborhood with a reflection to the history of the site.



Request to Planning Commission and Common Council:

We are requesting an amendment to a previously approved and recorded Specific Implementation Plan for Peloton Residences. This development was first approved by Planning Commission and Common Council in June of 2015 and then received approval for an amendment in September of 2017.

Specifically, we are requesting approval to convert the 16 lofts, the second floor of the 2 floor unit (5 studio lofts, 10 one bedroom lofts, and 1 two bedroom loft), to individual units; 5 additional studios, 10 additional one bedrooms, and 1 additional two bedroom. The only difference being that they'll each have a door. All of the existing 16 loft units already have bedrooms included in the loft area except for the 1 two bedroom, so the net new bedrooms being added is only 1. Further, the additional gross square footage being added, due to the loft-unit conversion, is less than 400 g.s.f. This conversion will occur within the currently approved building envelope.

Project Description:

The proposed development consists of 3 buildings of three to six stories surrounding an elevated and landscaped courtyard. The development provides a commercial space at the "wedge" of the site (corner of Park St. and Fish Hatchery Rd.) and along Park Street, live-work commercial spaces on Park Street and residential uses throughout the remainder of the site. Parking is below grade and the entrance is located along the South façade at the alley way between UW health and the proposed site. Residential apartments extend from the first through the fourth floors with a range of unit types available. The buildings will contain (168) apartment units, 12,287 gsf of commercial (including 1st level of live/work units and 6th level commercial/ community space), and (5) live-work units totaling 7,928 gsf of additional residential. We are providing site access via South Street (alley) from Fish Hatchery Road. Residents will be encouraged to exit the site by turning Right onto South Park Street.

The plan provides vehicular access to the site from either Park Street or Fish Hatchery via an existing shared drive. The proposed building has access to the parking level via ramp off this shared drive. 159 heated and secured parking stalls are provided. The parking level also provides room for 123 bicycle parking stalls, 76 of which are in a secured room.

The property is in the Bay Creek Neighborhood Association and within the boundaries of UDD 7, the South Madison Neighborhood Plan, the Wingra BUILD plan and an approved PD_SIP. The proposed development is generally consistent with those plans.

Building Design:

The design concept of the project reflects on the site history of Bancroft Dairy with a contemporary approach. This site was historically used as a manufacturing industrial use. With the Park Street elevation, we wanted to reflect on that history and are providing a contemporary reflection of an "industrial warehouse" feel with large divided light windows, inset balconies with soldier course and row lock brick detailing with awnings at the commercial spaces. Also, we plan to provide exposed steel canopy/ sunshade structure at the first level commercial space to further this industrial aesthetic. This warehouse look transitions into a more contemporary focus at the point – the idea being that we are transitioning to an iconic element of the design that doesn't forget about the neighborhood's history. This concept is meant to reflect the overall transition of the Park Street Corridor.

The "point" will include a 6 story glass wall with an industrial sun shade canopy that jets out towards the intersection at the first level. The point will be a mixture of vision glass and spandrel glass to hide the floor structure. The top level will include a 2,795 gsf rooftop space to be leased that includes an outdoor patio. This is intended to be an amenity to the Bay Creek Neighborhood. Also included on the top level is a rooftop patio for residents and the users of the commercial space that will feature great views of the Capitol and Lake Monona.

For exterior building materials, we are proposing a mixture of limestone base, brick veneer, composite panel and composite siding, glass and aluminum storefront. The large divided lite windows will be fiberglass, and smaller residential windows will be vinyl.



Site Development Data:

Densities:

Lot area	71,647 sf or 1.64 acres
Dwelling units	173 units
Lot Area/ D.U.	456 sf/ unit
Density	105.4 Units/ Acre
Lot Coverage	57,674 sf

Dwelling Unit Mix:

Live/Work:	5
Studio:	38
1 Bedroom:	90
1 Bedroom + Den	3
2 Bedroom:	37

Total:	173
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Building Height: 3-6 Stories

Floor Area Ratio:

Commercial	12,287 gsf
Live/ Work Space	7,928 gsf
Parking/ Support Spaces	58,767 gsf
Residential	167,896 gsf
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Gross Floor Area	246,878 gsf
Floor Area Ratio	3.44

Vehicle Parking Stalls:

Lower Level 159

Bicycle parking stalls:

Parking Level	48
Secured Bike Storage Room	76
Sidewalk/ grade level	16

Thank you for your time reviewing our proposal.

Sincerely,

Jeff Davis, AIA