



August 7, 2023

Mr. Colin Punt
Planner
City of Madison Department of Planning & Community & Economic Development
215 Martin Luther King Jr. Blvd, Suite 017
Madison, WI 53703

Re: Letter of Intent- 3100 E Washington Avenue Land Use Application

Mr. Punt:

Bear Development, LLC (Bear) is pleased to submit this Land Use Application for our proposed project at 3100 E Washington Avenue. This application package includes the required development plans, LND-A, LND-B, Demolition Permit, Urban Design Commission and Subdivision/CSM applications.

Introduction:

Bear is proposing to acquire and redevelop 3100 E Washington Avenue into a five-story multifamily building containing 192-dwelling units. The existing commercial building and site improvements will be demolished as part of the project, and we anticipated starting construction in December of 2023. The approximately 2.2-acre site is bound by East Washington Avenue, Melvin Court, Ridgeway Avenue, and the Aberg Avenue on/off ramp.

The proposed building will primarily front East Washington Avenue and Melvin Court. The unit mix consists of 86 one-bedroom units and 106-two-bedroom units. Parking will be provided by a mix of surface parking and below grade structured parking. The building includes several resident amenities such as a business lounge, community room, fitness center, on-site management office and outdoor patio/green space.

Project Team:

Applicant/Developer:

Bear Development, LLC
4011 80th Street
Kenosha, WI 53142
Contact: Nick Orthmann
Phone: 262-308-2656
Email: northmann@beardevelopment.com

Architect:

Engberg Anderson Architects
305 W Washington Ave
Madison, WI 53703
Contact: Felipe Ornelas
Phone: 414-944-9117
Email: felipeo@engberganderson.com

Civil Engineer/Landscape Architect/Surveyor:

JSD Professional Services, Inc.
161 Horizon Dr Suite 101
Verona, WI 53593
Contact: Kevin Yeska
Phone: 608-848-5060
Email: kevin.yeska@jsdinc.com

Project & Site Details:

- Parcel ID: 251/0810-323-0401-6
- Zoning: CC-T with TOD Overlay
- Urban Design District: Urban Design District 5
- Aldermanic District: District 12
- Neighborhood: Carpenter-Ridgeway
- Business Association: Northside Business Association
- Lot Area: 96,161 SF / 2.21acres
- Building Gross Square Footage: 254,903 SF
- Dwelling Units: 192 units
 - o 1 Bedrooms: 86 units
 - o 2 Bedrooms: 106 units
 - o Density: 87 units / acre
- Parking Stalls: 142 stalls (89 underground & 53 surface)
 - o EV Ready: 14 stalls
 - o EV Installed: 3 stalls
- Bike Parking: 212 stalls
 - o Long-Term: 192 stalls
 - o Short Term/Guest: 20 stalls

Requested Approvals:

Conditional Use Permit: the property is zoned CC-T; per table 28D-2 of the Zoning Ordinance a Conditional Use Permit is required for multi-family buildings with >36 units, therefore we are requesting approval of a Conditional Use Permit for the project.

Urban Design Commission: the property is in Urban Design District 5 therefore we are requesting the Commission review the plans as part of this Land Use Application. Prior to submission of the full Land Use Application, Bear made informational presentations to the Urban Design Commission on May 31, 2023, and July 12, 2023.

Subdivision / CSM: the site is currently a single tax parcel we are requesting the approval of a Certified Survey Map to combine the underlying lots.

Demolition Permit: we are requesting approval of a Demolition Permit to raze the existing commercial building on site. The site was filed on the City’s Demolition List Serv on May 9, 2023 and reviewed by the Landmarks Commission on May 15, 2023. No known historic value was found.

Meeting Schedule:

- Application Submittal August 7, 2023
- Urban Design Commission September 20, 2023
- Planning Commission October 2, 2023
- Common Council October 17, 2023

Phasing & Schedule:

Demolition of the existing building and construction of the proposed building will be completed at once with no phasing contemplated. Construction is expected to commence in late 2023 and will be completed in the last quarter of 2025.

City & Neighborhood Input:

During the pre-submittal process the development team met with a variety of stakeholders whose input has helped shape the proposal:

- City of Madison Staff- Bear has consulted with City Staff several times during the pre-submittal process including a pre-development meeting, a Development Assistance Team Meeting, and several informal consultations.
- Urban Design Commission- The development team participated in two separate informational presentations to the UDC.
- Aldermanic, Neighborhood, and Business Association Outreach- Bear has made several attempts to connect with the district Alderperson, Neighborhood Association and Business Associations regarding the project.
 - o Dates of Aldermanic outreach- April 19, 2023, May 26, 2023, June 1, 2023, June 21, 2023 & July 7, 2023
 - o Dates of Neighborhood Association outreach- April 19, 2023, May 26, 2023 & July 7, 2023
 - o Dates of Business Association outreach- April 19, 2023, May 26, 2023 & July 7, 2023

Management / Operating Plan:

The project will be financed primarily with Tax-Exempt Bonds and Housing Tax Credits issued by WHEDA. All 192- units will be rent and income restricted which will be evidenced by a Land Use Restriction Agreement. Bear, or a single-purpose entity managed by Bear, will be the long-term (minimum of 15-years) owner. Bear will be responsible for asset management of the property and Bear Property Management, Inc. (part of the Bear Real Estate Group of Companies) will handle day-to-day property management activities. Construction of the project will be managed by Construction Management Associates, Inc. (also part of the Bear Real Estate Group of Companies).

A detailed management plan can be provided upon request.

Traffic Impact Analysis Study:

The City of Madison Traffic Engineering Department requested that a Traffic Impact Analysis be completed for the proposed project. A copy of the analysis is included with this Land Use Application.

Vision Triangle Reduction:

Bear is requesting a reduction to the vision triangle at the intersection of E Washington Avenue and Melvin Court. The Vision Triangle Reduction Application is included with the Land Use Application.

Public Subsidy:

Bear has requested Tax Incremental Financing (TIF) assistance for the project. The project is located in TID 52 and we have completed the City's "free look" process and have been working closely with staff on the approval process.

Reuse & Recycling Plan:

Bear acknowledges that approval of a Reuse & Recycling Plan will be required prior to the issuance of permits. We plan to complete this during the Site Plan Verification stage.

Tree Report:

There are nine street trees located along E Washington Avenue and Melving Court. A Street Tree Report has been provided.

Stormwater Report:

Bear acknowledges that a Stormwater Management Report will be required prior to the issuance of permits. We plan to complete this during the Site Plan Verification stage.

Urban Design District 5:

The project is located in Urban Design District 5. An explanation of how the proposal addresses each of the required design criteria is below:

1. Public Rights-of-Way: the development's primary frontage is along East Washington Avenue and Melvin Court. We have placed the building footprint to comply with the zoning ordinance but also to provide ample distance between the building and the sidewalk. This allows for adequate transition space and landscaping which enhances the visual appearance and the pedestrian experience.
2. Off-Street Parking & Loading Areas: the surface parking lot is located inboard the parcel and the building will screen its view from East Washington Avenue. The existing homes adjacent to the site at the intersection of Ridgeway Avenue and Melvin Court shield the view of the parking lot as well. The majority of the off-street parking is provided below grade in the basement of the building.
3. Signs: building signage will be minimal as this is a residential development. All signage will comply with Ch. 31 of the Madison General Ordinance and be integrated into the architecture of the building.
4. Building Design: The building materials will be of high quality and low maintenance, and will tie into the surrounding contextual buildings. We are employing masonry material around the base of the building while breaking up the masonry with a lap cement board siding at insets that requires minimal maintenance. On the floors above we have a mix of cement board panels and accent panels to help break up the façade, there will also be fields of lap board siding also with accent panels to again break up the elevations and add interest to the overall façade. Balconies have also been placed to further break up the façade and provide dimension.

Any mechanical units located on the rooftop will be ganged in the middle of the roof to prevent them from being visible from the ground level and anything larger than a single unit condenser may require a screen to conceal from being visible.

5. Lighting: the photometrics have been designed to be adequate but not excessive. The proposed plan provides an adequate level of safety by lighting the parking and pedestrian areas.
6. Landscaping: the proposed landscaping is both functional and decorative. We have selected a high-quality mix of plantings that will look good across seasons. The landscaping will soften the parking lot and also provide a transition between the building and pedestrian realm on East Washington Avenue. The plans also call for the preservation of the existing trees along Ridgeway Avenue and the existing tree line with the neighboring parcels where possible.

Submitted Documents:

The following documents have been submitted with this application:

General:

- Plans- the plan set submitted with this application are intended to cover the requirements of LND-A, LND-B, demolition and the UDC application.
 - o E_Washington_Ave_3100_Pre_PlansPt1_2023-08-07
 - o E_Washington_Ave_3100_Pre_PlansPt2_2023-08-07
 - o E_Washington_Ave_3100_Pre_PlansPt3_2023-08-07
- Renderings & Material Palette- the renderings and material palette submitted with this application are intended to cover the requirements of LND-A, LND-B, demolition and the UDC application.
 - o E_Washington_Ave_3100_Pre_RendersMaterials_2023-08-07
- Letter of Intent- this letter of intent is intended to cover the requirements of LND-A, LND-B, demolition, Subdivision/CSM and the UDC application.
 - o E_Washington_Ave_3100_Pre_LOI_2023-08-07
- Fee Payment- a copy of the fee schedule and check mailed to the city are provided for reference.
 - o E_Washington_Ave_3100_Pre_AppFees_2023-08-07
- Notification Emails- a single notification email for the LND-A, LND-B, demolition and the UDC application was sent to the District Alderperson, Neighborhood Association and Business Association
 - o E_Washington_Ave_3100_Pre_AppNotifEmails_2023-08-07
- Vision Triangle Reduction Application
 - o E_Washington_Ave_3100_Pre_VisionTri_2023-08-07

LND-A:

- E_Washington_Ave_3100_Pre_LNDA_2023-08-07

LND-B:

- E_Washington_Ave_3100_Pre_LNDB_2023-08-07
- E_Washington_Ave_3100_Pre_DemoLandmarkComm_2023-08-07
- E_Washington_Ave_3100_Pre_DemoListServ_2023-08-07
- E_Washington_Ave_3100_Pre_DemoPics_2023-08-07
- E_Washington_Ave_3100_Pre_TreeReport_2023-08-07
- E_Washington_Ave_3100_Pre_TDMP_2023-08-07
- E_Washington_Ave_3100_Pre_TIA_2023-08-07

Urban Design Commission

- E_Washington_Ave_3100_Pre_UDCApp_2023-08-07
- E_Washington_Ave_3100_Pre_UDCContextMap_2023-08-07
- E_Washington_Ave_3100_Pre_LocatorMap_2023-08-07

Subdivision / CSM

- E_Washington_Ave_3100_Pre_CSM_2023-08-07
- E_Washington_Ave_3100_Pre_CSMSubdivisionApp_2023-08-07
- E_Washington_Ave_3100_Pre_CSMTITLEReport_2023-08-07

Our team is excited about the prospect of providing much needed quality affordable housing in a prominent location in the City. We look forward to working with City staff and elected officials to bring the project to fruition. Should you have any questions, please feel free to contact me at any time.

Sincerely,

A handwritten signature in black ink, appearing to read 'NO', with a stylized, cursive flourish.

Nick Orthmann
Project Manager
Bear Development, LLC