



January 8, 2024

Ms. Heather Stouder  
Director, Planning Division  
City of Madison Department of Planning & Community & Economic Development  
215 Martin Luther King Jr. Blvd., Ste 017  
Madison, WI 53703

**Re: Letter of Intent for 529 University Avenue**

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

**Organizational Structure**

|           |                                                                                                                                                                                   |            |                                                                                                                                                                                                     |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Owner:    | The Carey Group<br>901 Deming Way, Suite 102<br>Madison, WI 53717<br>608-213-8962<br>Contact: Kevin Carey<br><a href="mailto:kevin@thecareygroup.net">kevin@thecareygroup.net</a> | Architect: | Iconica<br>901 Deming Way, Suite 102<br>Madison, WI 53717<br>608-664-3558<br>Contact: Jeremy Frommelt<br><a href="mailto:Jeremy.frommelt@iconicacreates.com">Jeremy.frommelt@iconicacreates.com</a> |
| Engineer: | Vierbicher<br>999 Fourier Drive, #201<br>Madison, WI 53717<br>608-821-3950<br>Contact: Randy Kolinske<br><a href="mailto:rkol@vierbicher.com">rkol@vierbicher.com</a>             | Landscape: | Parkitecture<br>901 Deming Way, Suite 201<br>Madison, WI 53717<br>608-203-8203<br>Contact: Blake Thiesen<br><a href="mailto:blake@parkitecture.org">blake@parkitecture.org</a>                      |

**Introduction**

This proposed mixed-use multi-family development involves the redevelopment of 529 University Avenue located within the Campus Area Neighborhood Association. The site is currently occupied by the Vintage Spirits and Grill. This application requests permission for the removal of the existing building for the development of a new, 12-story multi-family building. The development will include first floor commercial space and 33 dwelling units. The site is currently zoned UMX (Urban Mixed Use) and will remain UMX for the proposed redevelopment.

**Project Description**

The proposed project is a 12-story, mixed-use multi-family development with 1,450 square feet of commercial space on the first floor and 33 units (110 beds) on floors 2-12. There will also be an accessible rooftop deck with great views of the city and a gathering space for tenants. The surrounding neighborhood consists of commercial properties, including a liquor store, restaurants, and public gathering spaces along with other multi-family developments. The goal of this project is to develop a smaller scale housing option for students that prefer to reside in a building without upwards of 800-1,000 other students.

The prominent location of this property has driven the design team to create a building that is consistent with the future of downtown Madison, while maximizing density and efficiency. Despite the constrained and irregular footprint that allows for only subtle façade articulation, a complimentary blend of contrasting finishes and textures were employed to produce a design that is forward-looking and relevant for years to come.

**City of Madison Input**

We have met with the city on several occasions for this proposed development including pre-application meetings on January 13, 2023 and February 16, 2023 with Kevin Firchow and Jenny Kirchgatter and a Development Assistance Team meeting on April 20, 2023. We also met with Alder Juliana Bennett on April 18, 2023 and have had two neighborhood meetings: August 10, 2023 and a follow up Steering Committee meeting organized by Alder Bennet and CANA on January 4, 2024. The input we received from these meetings has helped to shape this proposed development.

**Demolition Standards**

The existing building was built in 1927 as a gas station. It has since been used as a laundromat, a wholesale seafood business, and is currently the Vintage Spirits and Grill. Given the high demand for additional housing, especially in the heart of Madison where many people would like to live, it has been determined that the best use of this property is for high-density housing. We are proposing the existing building be demolished. While we are eliminating 2,700 square feet of commercial space, we are replacing that space with approximately 1,500 square feet of new commercial space that will likely be leased by a tenant who will continue to serve the needs of the building tenants, and those in the surrounding area. We will do our best to repurpose any of the useful items within the building and will allow their relocation should an interested party desire them. The demolition standards will be met, and a Re-use and Recycling Plan will be submitted prior to the deconstruction of the existing structure.

**Site Development Data:**

Densities:

|                  |                               |
|------------------|-------------------------------|
| Lot Area:        | 4,787 square feet (.11 acres) |
| Dwelling Units:  | 33 D.U.                       |
| Lot Area / D.U.: | 145 square feet/D.U.          |
| Density:         | 301 units/acre                |

Building Height: 12-stories

Project Unit Mix:

|                   |                   |
|-------------------|-------------------|
| Commercial Space: | 1,450 square feet |
| Two Bedroom       | 11 units          |
| Four Bedroom      | 22 units          |
| Total Units       | 33 units          |

Total Floor Area (Floors 1-12): 48,594

Floor Area Ratio: 10.2

Vehicular Parking: None Proposed

Moped Parking: 8

Bicycle Parking: 60

Total: 68

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**Project Schedule:**

It is anticipated that construction will start spring of 2025 and be completed by early summer 2026.

**Social & Economic Impacts:**

This development will have a positive social and economic impact. The development will substantially increase the city tax base on an infill site with minimal if any, increased cost to the city. New higher density student housing in the central city reduces vehicular traffic and promotes pedestrian and bicycle traffic. It also allows the relocation of student residents from existing rental properties within old neighborhoods providing an opportunity to transition these properties back to owner occupancies.

Thank you for your time and consideration of our proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "Kevin Carey".

Kevin Carey  
Owner/Principal