



JLA
ARCHITECTS

City of Madison Plan Commission & Urban Design Commission
c/o City of Madison Planning Division
215 Martin Luther King Jr. Blvd | Suite 017
Madison, WI 53701

May 28, 2024

sent via email only:

Plan Commission: PCApplications@cityofmadison.com
Urban Design Commission: UDCAplications@cityofmadison.com

Re: Letter of Intent
Plan Commission Land Use Application & Urban Design Commission Final Approval
Project: 3575 University Ave Mixed-Use Development (Working Name)
Madison, WI 53705

City of Madison Plan Commission & Urban Design Commission -

On behalf of our client and 'Applicant' – University 3000 LLC – we are pleased to submit applications to the City of Madison Plan Commission & Urban Design Commission for final land use & design for 3575 University Avenue Mixed-Use Development – as well as the demolition of existing structures associated with it. Enclosed in the digital application submittals to each Commission are the submittal requirements that detail this project. This 'Letter of Intent' serves to summarize this Project.

Project Team:

Owner: University 3000 LLC, 1741 Commercial Ave, Madison, WI 53713
Developer: Walter Wayne Development, 702 N. High Point Rd | Suite 200, Madison, WI 53717
Architect of Record: JLA Architects + Planners, 800 West Broadway | Suite 200, Monona, WI 53713
Civil Engineer & Landscape: JSD Engineers, 507 W Verona Ave | Suite 500, Verona, WI 53593
Structural Engineer: Spire Engineering, 305 N. Plankinton Avenue | Suite 101, Milwaukee, WI 53203

Site:

The project consists of two 0.35-acre parcels on the south side of University Ave, currently addressed as 3535 University Ave and 3553 University Ave. These parcels will be combined into one parcel with a concurrent Certified Survey Map (CSM) process.

The Project site is within the confines of the Sunset Village Community, Urban Design District 6 and the 5th Aldermanic District. It is also part of Madison's Bus Rapid Transit system.

Lot Size = 30,250 SF / .70 acre
Lot Area/Dwelling Unit = 426 SF/Unit
Open Space Requirement = 40 SF/Unit

Dwelling Units = 71
Density = 101 Units/Acre
Total Open Space Required = 2,840 SF

Zoning:

The parcels are currently zoned as PD. A new CSM will create one parcel, addressed as 3575 University Ave, and zoned Commercial Corridor -Transitional District (CC-T).

The parcel abuts residential districts on the west and south property lines. Per Madison Zoning Ordinance Section 28.067 where the CCT district abuts a residential district there is a vertical setback of one foot run to one foot rise above 25'. This project is asking for conditional approval to build within this vertical setback along the south property line. This is illustrated on U300 of the submittal documents 'Building Sections.' The building is within the vertical setback on the west property line. We have worked to honor the intent of the ordinance by creating a step back on the fifth floor, but strict adherence to the ordinance would make the building impractical and inefficient. In addition, the residential district to the south is approximately 6' higher than the setback line the vertical offset is measured from. Please reference sheets U400 and U401 that contain shadow studies for the property as they show the building will not cast shadows on the neighboring residences.

Demolition:

Two existing structures will be razed as part of the project. They are both two-story commercial buildings (address between 3535 & 3553 University Ave). This is illustrated on sheet C200 of the submittal documents – 'Demolition Plan.' Photos of the existing structure are included on pages U003 through U009 of the submittal.

Existing Conditions – Utilities

An existing 10' public storm and sanitary easement; that bisects the parcels and extends from Bruce Court to University Ave, will be vacated. A new easement will route sanitary and storm utilities around the west end of the proposed building and reconnect to the existing storm and sanitary laterals located under University Ave.

Existing Conditions – Trees

Four mature trees line the terrace of the project. After coordination with Brad Hoffman, City of Madison Forestry, it was decided the eastern-most and western-most trees will remain. The trees closest to the existing driveway approach will be removed. University 3000 LLC will provide soil amendments to the replacement tree site due to the loss of the center two trees.

Project Overview:

The Project is a five story multi-family/commercial mixed-use building with approximately 67,000 gross square feet – as illustrated in the submitted design documents. The ground floor of the project contains 1,435 sq ft of ground floor multi-tenant commercial/retail space, tenant lobby, private fitness area and parking. There are two levels of underground parking, and 71 residential dwelling units. The fifth floor will house a community room with an outdoor terrace. The exact square footage may vary slightly as the design is refined and finalized.

The 71 residential units will have the following unit mix – as illustrated in the submitted design document.

- Studios Units: 39 units (55%)
- 1 bedroom: 23 units (32%)
- 2 bedrooms: 9 units (13%)

In addition to the 'program' spaces described above, the project will also contain service and support spaces like storage and mechanical rooms, and an interior refuse room.

Traffic, Circulation and Parking:

All parking for the project will be structured/internal parking. Tenants can enter the building using the existing University Ave approach or the new curb cut at the west end of the property. The center entrance will be limited to left in/left out turns between 7:00 to 9:00 AM and 4:00 to 6:00 PM Monday through Friday.

The approach on the west end will allow trash, delivery and moving vans to enter and turn around on site as shown on Exhibit 2 & 3 in the submittal documents. JLA coordinated with Waste Management to determine refuse trucks are 36' long. Refuse/recycling will be accessed from the south side of the building.

Retail patrons will park inside the building. Patrons will either be let in by the tenant by appointment or have the west overhead door open during hours of operation.

The final parking count will contain:

- At least 10% 'Electric Vehicle Ready' Spaces – per MGO 28.141(8)(e)
- At least 2% 'Electric Vehicle Installed' Spaces – per MGO 28.141(8)(e)

In addition to vehicular parking, the project will have 80 bicycle parking spaces to meet the requirements of MGP 28.141(11).

- Residential Long Term (Interior) 62
- Residential Short Term (Interior) 9
- Commercial Short Term (Interior) 1
- Guest / Short Term (Exterior) 8

To prevent overflow parking on Bruce Court the applicant will maintain (or replace if necessary) the existing fence. In addition to the fence there will be a retaining wall to discourage pedestrian traffic from University Ave onto Bruce Court.

Architecture:

The building is designed with a traditional aesthetic – meant to relate to the urban and residential design aesthetic of the area. It will be built with high quality materials, primarily consisting of masonry and fiber-cement siding. Covered parking is accessed from an existing curb cut on University Ave.

Urban Design Commission:

The project was presented to the Urban Design Commission on May 8, 2024. It was received with mixed reviews. Notable items that were discussed include:

- The ground floor needed to be redesigned to activate the pedestrian experience.
 - Celebrate the building entry and commercial spaces.
- Increase the ratio of glass to masonry.
- Recess the balconies instead of hanging balconies.

To address these issues the lobby has been moved to the east corner of the building allowing the commercial space and lobby to anchor the street corners of the building.

Balconies along University Ave are all semi/recessed.

Storefront windows were added along the entire façade.

Neighborhood Engagement:

The ownership and design team has met with City officials on numerous occasions, and will continue to collaborate with City staff through design, entitlements and during construction.

- DAT meeting was held April 11, 2024
- Preapplication Meeting was held April 17, 2024
- List-SERV Notice – April 17, 2024
- Alder Meeting – April 22, 2024
- UDC Informational Submittal – April 22, 2024
- UDC Informational Meeting – May 8, 2024
- Neighborhood Meeting – May 20, 2024
- Land Use Application Submittal – May 28, 2024
- UDC Meeting – July 17, 2024
- Plan Commission Meeting – July 28, 2024
- Common Council Meeting – August 8, 2024

Project Schedule:

Demolition – December 2024

Construction – February 2025 – March 2026

Thank you for your time in reviewing our proposal.

Sincerely,



Patrick Terry
Project Manager