

# Repvblik

July 18, 2022

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  
Plato's Madison – Madison Plaza Hotel Conversion  
3841 E Washington Avenue  
Madison, WI 53714

Ms. Heather Stouder:

Repvblik is pleased to present our plans for the conversion of the existing Madison Plaza Hotel at 3841 E Washington Avenue into multifamily apartments. The following is submitted together with the plans and applications for City Staff, Plan Commission, and Urban Design Commission review.

Team:

**Owner:**

Repvblik Madison LLC  
1784 Hamilton Road  
Okemos, MI 48864  
Contact: Morgan Van Riper-Rose  
[morgan@therepvblik.com](mailto:morgan@therepvblik.com)

**MEP Engineer:**

PKMR Engineers  
2933 SW Woodside Dr.  
Topeka, KS 66614  
Contact: Bryan Leinwetter  
[bryan.leinwetter@pkmreng.com](mailto:bryan.leinwetter@pkmreng.com)

**Architect:**

Schwerdt Design Group  
2231 S.W. Wanamaker Road, Suite 303  
Topeka, Kansas 66614  
Contact: Shaun Elwood  
[sle@sdgarch.com](mailto:sle@sdgarch.com)

**Civil Engineer:**

Wallace Design Collective  
410 N Walnut Avenue, Suite 200  
Oklahoma City, OK 73104  
Contact: Patrick Altendorf  
[patrick.altendorf@wallace.design](mailto:patrick.altendorf@wallace.design)

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## Project Overview:

The property at 3841 E Washington Avenue includes 3 individual parcels. For the purposes of the UDC and Land Use Submission, Repvblik Madison LLC will be focusing on the repurposing and renovation of parcel #081033209124 (241,687 SF) only and may revisit the property's two out-lots (#081033209207 & #081033209215) at a later date. The proposed plans include a change of use converting from R-1 Transient/Hotel Occupancy to R-2 Residential Occupancy and will include interior and exterior finish improvements and upgrades.

Plato's Madison is an adaptive reuse apartment project that will encompass a full renovation and repurposing of the existing hotel property into 180 studio and 10 1-bedroom apartments. The existing Madison Plaza Hotel consists of 197 hotel rooms, ~10,000sf of banquet and meeting rooms, a fitness center, commercial laundry room, and a separate building housing an indoor pool in the property's courtyard.

Once renovated, Plato's Madison will have a variety of private amenities for resident use including:

- Fitness Center
- Indoor Pool
- Co-working Spaces
  - o Quiet areas throughout the property with private and communal desks, seating and wi-fi for resident use
- Resident Lounges
  - o Communal areas for residents to gather and entertain
  - o Includes seating, televisions, and games
- Communal Laundry
- Landscaped Courtyard
  - o ~25,000sf of green space
  - o Grills and outdoor seating
- Resident Storage
  - o Private storage cages available for resident use

## Dwelling Unit Mix:

	Count	Size
Studio	180	250-360 SF
1-Bedroom	10	635-650 SF
<b>Total</b>	<b>190</b>	

## Residential Parking Stalls:

Accessible Parking	12
Standard (9'x18')	216
<b>Total</b>	<b>228</b>

## Bicycle Parking:

Tenant (Enclosed)	194
Guest (Unenclosed)	40
<b>Total</b>	<b>234</b>

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Each apartment will have a full kitchen and fully upgraded finishes including LVT flooring, new fixtures, and a modern paint scheme. Corridors, common areas and amenity spaces will also receive new flooring, paint, fixtures, and furnishings.

In addition to the interior renovations, the site and building's exterior will undergo improvements to create a more appealing, improved view from East Washington Avenue. The existing façade consists of painted EIFS with gable end asphalt shingle roofs and wood fascia panels. Any damaged materials will be patched and repaired and the entire exterior, including the pool building, will be repainted. The exterior color scheme is included in the attached documents. A new section of sidewalk will be striped from the building towards East Washington Ave. for added walkability.

The feedback received in our informational meeting with the UDC on May 11<sup>th</sup> has been considered and implemented into the updated plans. With a focus on making the exterior feel more like a residential building, we have removed the porte cochere, removed the horizontal banding and have painted the PTAC sleeves to match the exterior. We have also included horizontal canopies at exterior entrances and above the first-floor windows.

Repvblik understands that the property has been through a lot of change over the past few years, and we recognize how important it is to give the site a new identity as a residential building. Unit renovations, façade updates, and a focus on a variety of shared amenities and services will greatly improve the look and feel of the property for both the residents and the surrounding community.

## Management:

PK Companies is a strategic investor in Repvblik and also shares a common principal in Chris Potterpin. Repvblik will engage PK for the management of Plato's Madison. The company is a developer, owner, and manager of more than 5,000 units of affordable and market-rate housing throughout the Midwest, Texas and California – including Repvblik's portfolio in Alabama and Michigan. PK is committed to creating partnerships that provide housing solutions to better fulfill the needs of their communities, and it strives to add value to the areas that it serves to enrich the lives of their residents. Their experienced and knowledgeable team works to meet the needs of each neighborhood in a coordinated effort with community leaders to better serve residents.

## Anticipated Staffing:

Property Manager, Leasing Manager, Maintenance, Groundskeeper, Housekeeper

## Anticipated Hours:

Monday – Friday: 8:00am – 5:00pm

Saturday & Sunday- Limited Hours

The rents at Plato's Madison will be affordable to 60% AMI earners – meaning the residents spend no more than 30% of their income on housing. This will create an affordable option for almost all moderate- and middle-income earners. Our goal is to create a safe and stable property long term and will do so through year-long leases, involved property management and leasing professionals, a focus on community outreach and resident engagement, and routine maintenance.

## Previous City Meetings:

We have met with the City on several occasions for this proposed development including a preapplication meeting with Colin Punt and Jenny Kirchgatter on November 17, 2021. This project was then reviewed at a Development Assistance Team meeting on February 4<sup>th</sup>, 2022. We presented initial plans to the UDC and had an informational meeting on Wednesday, May 11<sup>th</sup>.

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District 3 Alder, Erik Paulson, District 17 Alder, Gary Halverson and Mayfair Park Association representative Hilton Jones have been notified of our intent to file a Land Use Application and we have a neighborhood meeting scheduled for Tuesday, July 26<sup>th</sup>.

It is anticipated that construction will begin in the Fall of 2022 and will span 10-12 months.

Thank you for consideration and we look forward to your feedback.

Sincerely,

*Morgan Van Riper-Rose*

Morgan Van Riper-Rose  
Repvblik