

March 2, 2026

Ms. Meagan Tuttle
Department of Planning & Community & Economic Development
Madison Municipal Building, Suite 017
215 Martin Luther King Jr. Blvd.
Madison, WI 53703



Re: Letter of Intent - Land Use Application Submittal

Mixed-Use Redevelopment
2 S Mills St / 1111-1135 Regent St
KBA Project #2526

Ms. Meagan Tuttle:

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

Organizational Structure:

Owner:
Peerless Development
105 S. York St. Suite 350
Elmhurst, IL 60126
(773) 562-2485
Contact: Joe Patrick
Email: jpatrick@peerlessdev.com

Architect:
Knothe & Bruce Architects, LLC
8401 Greenway Blvd., Ste 900
Middleton, WI 53562
(608) 836-3690
Contact: Matt Tills
Mtills@knothebruce.com

Engineer:
The Sigma Group Inc.
3510 Parmenter St, Ste 100
Middleton, WI 53562
(414) 643-4163
Contact: Christopher Carr
Email: ccarr@thesigmagroup.com

Landscape Design:
The Sigma Group Inc.
3510 Parmenter St, Ste 100
Middleton, WI 53562
(414) 643-4163
Contact: Christopher Carr
Email: ccarr@thesigmagroup.com

Introduction:

This application requests approval to combine and redevelop three parcels on the south side of Regent Street between S. Mills and S. Charter Streets (addresses: 2 S. Mills St and 1111–1135 Regent St) into a single six-story mixed-use building. The site is currently occupied by Hong Kong Café, Choles Floral, and a surface parking lot. The combined parcel will retain its Traditional Shopping Street (TSS) zoning.

Project Description:

The proposed development is a six-story, mixed-use building containing:

- 111 dwelling units
- 1,200 sq. ft. of ground-floor commercial space
- 60 underground vehicle parking stalls
- Secure resident bicycle parking and short-term bicycle parking for guests and commercial users
- Enhanced landscaping, outdoor gathering areas, and a modest roof deck for residents on the sixth floor (NW corner)

Design and Context

The project implements the City's Comprehensive Plan designation for Community Mixed-Use and follows the Regent Street South Campus Neighborhood plan by stepping back along Regent Street. The undulating Regent Street façade maximizes natural daylight for units while creating an active street presence and enlarged street terrace/sidewalk. Entrances at the two primary street intersections feature recessed entries with sweeping architectural awnings. Underground vehicle and bicycle parking for the residents' use is accessed via a single garage entry located on the S. Charter Street side. 20% of the parking stalls will be EV-ready. Bicycle parking stalls for guests and commercial users are conveniently located on the East and West sides of the site. The nearest public transit stop is conveniently located on the north side of Regent Street, immediately across from the building entry.

To reduce potential impacts on adjoining Bowen Court residences to the south, the façade uses darker materials at lower levels to minimize glare. A shadow study is included with the application demonstrating limited shadow impacts given the site's position and Regent Street step-backs. Because of the site's shallow depth and the need to maintain project viability, a full conforming height transition would unacceptably reduce unit count; a waiver is requested (see Conditional Use Approvals).

Materials include warm brown masonry, bronze-toned metal panels, beige/off-white cement fiber siding, and wood-toned accents. Primary resident vehicle access to the underground garage is from S. Charter Street. Ten percent of the auto stalls will be EV-ready. The site is within the Transit Overlay District; the nearest public transit stop is directly across Regent Street from the main entry.

Floodplain/Floor Elevation:

City Engineering has provided a minimum flood protection elevation requiring the primary entrances to be elevated approximately two feet above existing grade. The east and west entries provide generous stairs and accessible transitions in accordance with that requirement. Further details are included in the civil drawings.

Conditional Use Approvals Requested:

- Mixed-use building in the TSS district exceeding four stories
- Waiver to the height transition requirement (exceeding a 1:1 rise:run / 45° plane up to maximum allowed height)
- Less than 50% commercial on the street-facing façade in the TSS district
- Dwellings in a mixed-use building exceeding 60 units

Community and City Coordination:

The project team has engaged with City staff, elected officials, and neighborhood stakeholders throughout planning. Key meetings include:

- August 13, 2025- Preapplication meeting with Lisa Ernest, City of Madison Planning
- October 9, 2025 – Meeting with Alder Evers
- October 13, 2025 – Meeting with Alder Evers and Business Leaders
- November 3, 2025 - Meeting with Alder Evers and Neighborhood Assoc Presidents
- November 15, 2025 – City of Madison Development Assistance Team Meeting
- December 16, 2025 – Meeting with Alder Evers and Regent St Committee
- January 12, 2026 – Meeting with the Greenbush Neighborhood Association
- February 10, 2026 – Meeting with Lisa Ernest, City of Madison Planning
- February 13, 2026 - Meeting with Jacob Moskowitz, City of Madison Zoning
- February 25, 2026 – Neighborhood Meeting with residents within 200 feet of the project
- February 26, 2026 – Meeting with Joint Campus Association Committee

Site Development Data:

Zoning	Traditional Shopping Street - TSS
Overlay District	Transit Overlay District
Lot Area	36,418 S.F. / 0.83 acres
Dwelling Units	111 D.U.
Lot Area / D.U.	328 S.F./D.U.
Density	134 units/acre
Lot Coverage	30,949 S.F. / 85 %
Building Height:	6 Stories / 77'-8"
Commercial Area:	1200 S.F.

Dwelling Unit Mix:

Studio	10
One Bedroom	01
Two Bedroom	44
Four Bedroom	37
<u>Five Bedroom</u>	<u>19</u>
Total	111 D.U.

Vehicle Parking:

Underground	60
<u>Surface Parking</u>	<u>0</u>
Total	60 vehicle stalls
	20% of auto stalls EV-ready

Bicycle Parking:

Garage Wall-Mount	44
Garage Floor-Mount	133
Commercial Surface	02
<u>Guest Surface</u>	<u>12</u>
Total	191 bike stalls

Project Schedule:

Anticipated construction start: Fall/Winter 2026
Estimated completion: Spring/Summer 2028

Thank you for your review and consideration. We look forward to working with staff, plan commission, and the neighborhood through the approval process.

Sincerely,

A handwritten signature in black ink, appearing to read "Matthew Tills".

Matthew Tills, AIA