

October 1, 2020

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: Cover Memo

209 Cottage Grove Rd
KBA Project # 2019

Ms. Heather Stouder:

After the recent discussion at the last Plan Commission Meeting on September 14th, where we heard the concerns from Alder Grant Foster and the neighbors within the Lake Edge Neighborhood Association, we present an amended plan which has potential changes for consideration in regards to the commercial use space within this development.

With this amended plan, the western building (Building 1) maintains the 2,533 S.F. of commercial space while adding 2,245 S.F. of co-working space, 3,334 S.F. of work live space, and 1,396 S.F. of fitness space. The eastern building (Building 2) now has 2,552 S.F. of commercial or work live space, and also 8,290 sq.ft. of work live space. We are now providing 20,350 sq.ft. of public use / commercial space, which is a total increase of over 150% compared to the originally submitted plan.

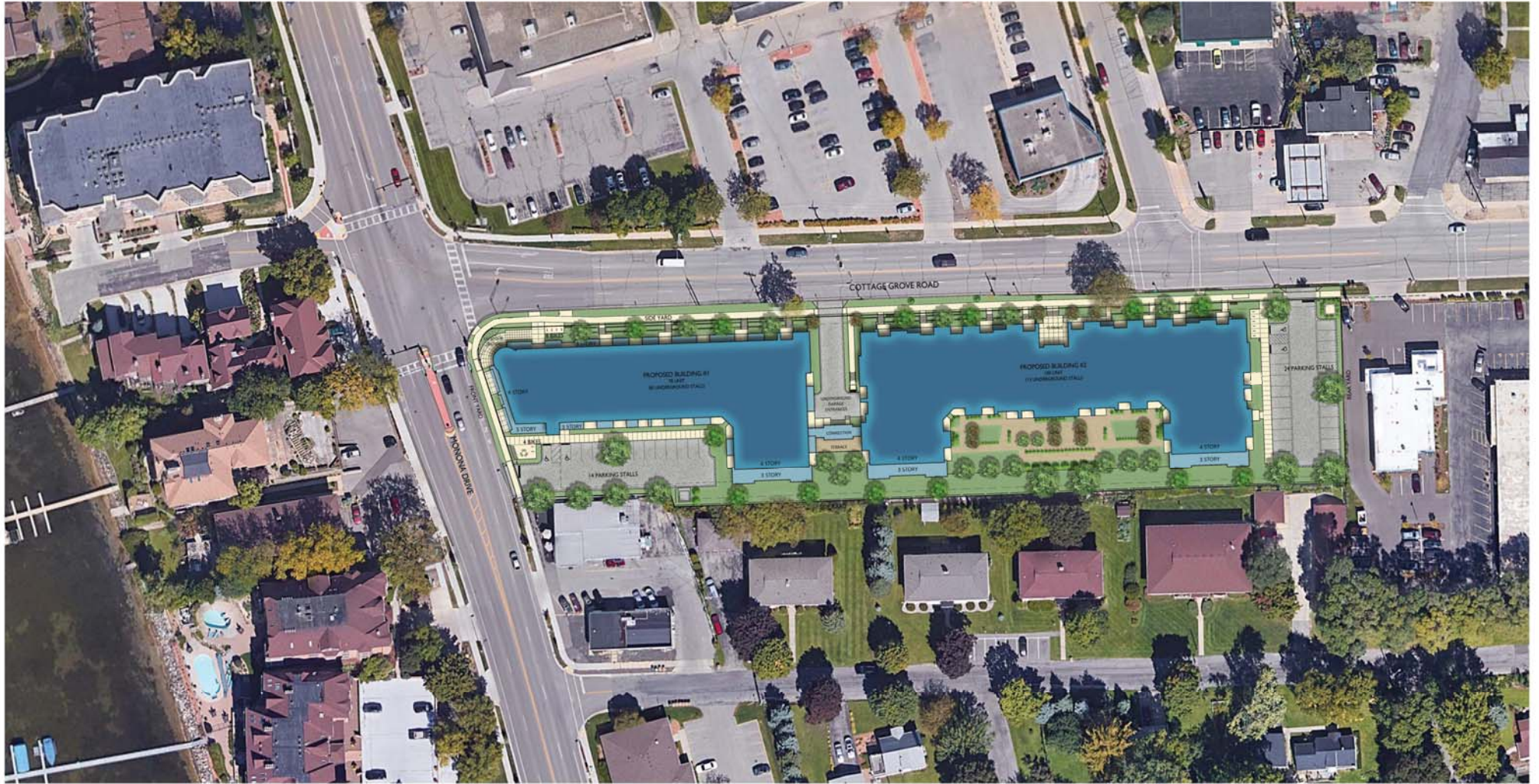
Changing the fitness space on the first floor of Building 1 by doubling its size and opening it up to the public creates a more appealing and inviting space to use. The same is true for the public co-working space that now provides a designated space to encourage local entrepreneurship and interaction between the local community and the residents. All public spaces have direct pedestrian access from both the street and internal connecting corridor, lowering the need for automobiles and increasing the walkability of the area. This promotes the experience of a neighborhood scale in and around the development, allowing a high density of neighborhood visitors and residents to move between businesses and public spaces with ease.

Not only does this proposal fit within the City of Madison's Comprehensive plan for the property to become Neighborhood Mixed Use, but it also responds to concerns addressed in the 2017 Cottage Grove Road Activity Centers Plan. While it still addresses the need for housing, the modified first floor creates a stronger local connection between the development and the central corridor of Cottage Grove Road.

Thank you for your time and consideration in reviewing our proposal.

Sincerely,

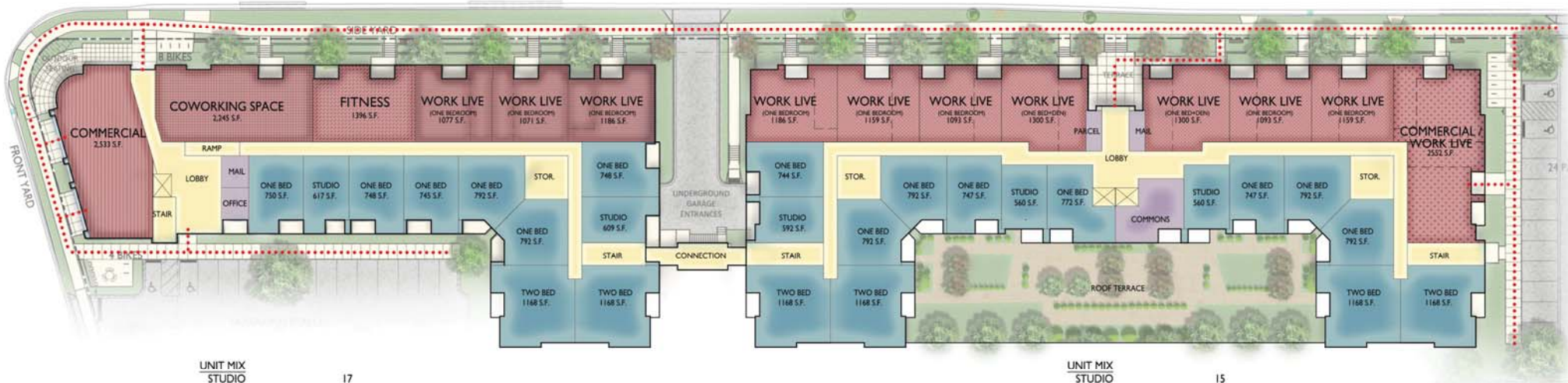
Kevin Burow, AIA, NCARB, LEED AP
Managing Member



Site Plan Aerial
3900 Monona Dr. & 109 - 211 Cottage Grove Rd.
Madison, WI
September 23, 2020



COMMERCIAL SPACE	
WEST COMMERCIAL	2,533 S.F.
COWORKING SPACE	2,245 S.F.
WEST WORK LIVE	3,334 S.F.
FITNESS	1,396 S.F.
EAST COMMERCIAL / WORK LIVE	2,552 S.F.
EAST WORK LIVE	8,290 S.F.
TOTAL	20,350 S.F.



FIRST FLOOR
 ACCESSIBLE ROUTE

UNIT MIX	
STUDIO	17
ONE BED	39
ONE BED + DEN	1
WORK LIVE - ONE BED	3
TWO BED	18
TOTAL	78 UNITS

PARKING	
UNDERGROUND	80
SURFACE	18
TOTAL	98 STALLS
PARKING RATIO	1.21

UNIT MIX	
STUDIO	15
ONE BED	50
WORK LIVE - ONE BED	5
WORK LIVE - ONE +DEN	2
TWO BED	34
TOTAL	106 UNITS

PARKING	
UNDERGROUND	113
SURFACE	24
TOTAL	137 STALLS
PARKING RATIO	1.24



First Floor Plan
 3900 Monona Dr. & 109-211 Cottage Grove Rd.
 Madison, WI
 September 23, 2020





Prime Urban Properties
Development

September 23, 2020





Prime Urban Properties
Development

September 23, 2020





Prime Urban Properties
Development

September 23, 2020





Prime Urban Properties
Development

September 23, 2020





Prime Urban Properties
Development

September 23, 2020





Prime Urban Properties
Development

September 23, 2020





Prime Urban Properties
Development

September 23, 2020





Prime Urban Properties
Development

September 23, 2020





Prime Urban Properties
Development

September 23, 2020





DESIGNER

COMMERCIAL

Prime Urban Properties
Development

September 23, 2020





Prime Urban Properties
Development

September 23, 2020





Prime Urban Properties
Development

September 23, 2020





Prime Urban Properties
Development

September 23, 2020





Prime Urban Properties
Development

September 23, 2020





Prime Urban Properties
Development

September 23, 2020





Prime Urban Properties
Development
September 23, 2020



Proposed Gateway to the Neighborhood



Existing Gateway to the Neighborhood