

November 28, 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

4846 Eastpark Blvd.
KBA Project #2155

Ms. Heather Stouder,

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

Organizational Structure:

Owner:
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Engineer:
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Landscape Design:
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Introduction

Cascade Development is proposing a mixed-use development for The Commons District at The American Center. This development will occupy the lands east of Eastpark Boulevard, north and south of Dreamer Drive. This project will provide much needed housing and the opportunity for dining, retail and other service uses within The Center. It will also extend the hours of activity within The American Center which will promote a more community-oriented destination. This submittal is made for the plat and rezoning submittals.

Required Approvals and Modifications

PRC and DDC approvals - The American Center

Preliminary and Final plat – City of Madison

Rezone to CC-T (mixed use lots) and TR-U2 (residential lots) – City of Madison

City of Madison Comprehensive Plan – City of Madison

Rattman Neighborhood Plan – City of Madison

The American Center Land Use Plan – The American Center & City of Madison

School District Boundary Change – Department of Public Instruction

Land Use Application and Conditional Use Permit for each lot – City of Madison

The American Center and City of Madison Input

The project team has met with City planning staff and representatives of The American Center on several occasions to discuss the proposed project, including a City of Madison Development Assistance Team (DAT) meeting on August 18, 2022, a meeting with the City of Madison Zoning department on September 22, 2022, a meeting with Alder Paulson on October 13, 2022 and numerous meetings with Jane Grabowski-Miller of The American Center. This input has helped shape this proposed development with adjustments to the general site design, easements, setbacks, stormwater management and zoning.

Project Description

The project will provide a total of up to 950 dwelling units and 14,000 s.f. of commercial space across multiple buildings. The buildings fronting the north and south side of the Commons will be five-story mixed use buildings with commercial space on the first floor. Outlying buildings will be four-story apartments. Buildings will feature underground parking and internal trash/recycling collection. Amenity space for tenants including pools, community and exercise rooms will be interspersed throughout the project. Cascade Development will manage the project with their own on-site staff.

Proposed Zoning

Lot 47 & Lot 55 (Mixed-use lots on The Commons): CC-T

All other lots: TR-U2

Site Layout

A plat will be recorded for this development which will include right-of-way for a new public street running north and south from Dreamer Drive. This street will connect Dreamer Drive to Eastpark at the north and south end of the development, improving circulation and connectivity. The street cross section is the minimum width that will permit parking on both sides and fire department aerial access, which Madison Fire has indicated will be required.

Cross access easements will be provided allowing shared access to parking throughout the development, reducing the number of curb-cuts needed. Buildings have been oriented to the street and parking has been positioned to allow screening from the street where possible.

Two acres have been designated for a park on the north phase of the project. This park will be privately owned with a public access easement over it allowing it to be enjoyed by all users of The Center. The design is not finalized, but the intent is to provide both formal and informal recreation areas.

Architecture

We are proposing unique but complementary architecture for the north and south phases of the project. Both designs feature clean, modern lines and high-quality materials that will fit in well with the existing buildings within the park. Featured materials include natural stone and brick veneers, fiber

composite siding and MCM panels. The buildings on The Commons will be five-stories tall, all other buildings are four-stories. Buildings will range from 55-65 feet in height, and all buildings will comply with FAA regulations and the viewshed restriction from the American Family corporate offices. Mechanical equipment will be screened, with equipment located on rooftops screened by building parapets.

Parking

Bus Rapid Transit will serve this site and Planning staff have indicated they would encourage any parking reduction the developer is comfortable with, especially any reduction in surface parking. Structured parking will be provided within all the buildings, with the goal of achieving one structured stall per dwelling unit if possible. Surface and on-street parking will bring the overall ratio to approximately 1.5 stalls per dwelling unit.

Landscaping

Landscape design has not been finalized but will primarily focus on native plants and natural treatments. At the park the natural topography will provide opportunities for grade change and terraces. Landscape plans will be submitted to PRC and Madison's Urban Design Commission for approval.

Exterior Lighting

Exterior lighting will comply with Madison ordinances and will be high efficiency LED and Dark Sky compliant.

Project Schedule

The development team intends to obtain entitlements for the project to allow construction of the streets and infrastructure in the Summer of 2023. Building construction would start immediately following, starting with the mixed-use building on the north side of The Commons and proceed through the site at approximately 150-250 units per year or as market conditions dictate.

Thank you for your time and consideration of our proposal.

Sincerely



Kevin Burow, AIA, NCARB, LEED AP
Managing Manager