



Cedarburg

Milwaukee

Seattle

June 26, 2023

Updated May 13, 2024 as noted

Re: Starkweather Plat Letter of Intent

City of Madison Plan Commission
Madison Municipal Building
Suite LL100
215 Martin Luther King Jr. Boulevard
Madison, WI 53710

Dear Plan Commission Members,

This letter describes the proposed Starkweather Plat project on the Voit parcels and its intended uses in support of our application for a land subdivision plat and land use application. The proposed project will include primarily residential zoning and parks and recreation zoning with limited mixed use zoning.

The Development Team is submitting this application as part of an accepted offer to purchase the five (5) Voit Land LLC owned parcels. Included is one (1) City of Madison Parks owned parcel, a 60' wide strip of land used for Starkweather Park access. Based on conversations with City of Madison Parks, we understand that if access to Starkweather Park is provided elsewhere on the Voit parcel, the 60' wide access strip would no longer be needed.

Introduction/Project Overview

This project reflects the shared vision of two experienced local developers, Stone House Development and Threshold Development who hope to create a vibrant new extension of the Eastmoreland Neighborhood featuring high quality housing, affordable rental and ownership opportunities, neighborhood-supporting commercial spaces, and abundant, restored open space. We believe this neighborhood can support up to 1100 units of housing with the potential for 20% of those being affordable.

Utilizing a strategy to create 'short urban blocks', the development team envisions an inviting and walkable neighborhood with landscaping that reflects the natural character of the surrounding open spaces. Private outlots strategically located throughout the development help manage



Cedarburg

Milwaukee

Seattle

stormwater and create community amenities (community garden, playgrounds, dining terraces, etc). A significant portion of land (524,212sf/12 acres) will be dedicated to City of Madison Parks for an expansion of Starkweather Park.

Existing Site

The project site is approximately 67 acres characterized by a flat upland area (currently farmed) and a lower natural area adjacent to Starkweather Creek. Land areas not used for farming includes a former gravel quarry which is characterized by large areas of fill and remnant gravel piles intermixed with periodic stands of trees and grassland. Existing structures on site include: two (2) residential homes, a factory building and silo used for the Voit Ready Mix Concrete plant, and a barn used for storage. The aerial photographs below depict the site in 2000 (left) and 2021 (right).



The existing quarry pond on the parcel is approximately 5.3 acres in surface area and up to 50' deep. The pond underwent surface water sampling on August 30, 2022. The report described very low quantities of bacteria and pesticide, and no detection of phosphorus. Wildlife observed near the pond during the report included: red tailed hawk, great blue heron, osprey, and a beaver lodge. Other wildlife observed on the parcel during the planning team's site visits include deer and wild turkey.



Cedarburg
Milwaukee
Seattle

A tree survey was completed on June 27th, 2022 and sixteen (16) specimen trees were identified as possible candidates for preservation. The majority of existing trees are located on the north portion of the site near the quarry pond. Specimen tree species identified include: Burr Oak, Black Oak, Hickory, Maple and Red Elm.

The land included for this development was attached to the City of Madison from the Town of Blooming Grove effective August 15, 2022. The project site consists of (6) lots as described below:

3420 Milwaukee St	3450 Milwaukee St	3490 Milwaukee St	3510 Milwaukee St	3590 Milwaukee St	3614 Milwaukee St
Parcel: 071005110178	Parcel: 071005110194	Parcel: 071005110201	Parcel: 0710051102191	Parcel: 071004200780	Parcel: 071004200938
Size: .44 acres	Size: 56.3 acres	Size: .5 acres	Size: .43 acres	Size: 1.5 acres	Size: 8 acres
Zoning: CN	Zoning: A	Zoning: A	Zoning: A	Zoning: A	Zoning: CN,W
Existing Use: Gravel parking lot	Existing Use: Agriculture, gravel piles, pond, wetlands, woods	Existing Use: Single Family Residential Home	Existing Use: Single Family Residential Home	Existing Use: Fill area from highway 30 construction, some trees	Existing Use: 60' land strip providing Access road to Starkweather Park

General Project Description

The proposed plan offers the unique opportunity to create diverse housing woven into a publicly accessible, high quality restored landscape. To combat the existing housing shortage in Madison, this project provides thirteen (13) new parcels zoned for residential development with the potential for up to 1100 new units of housing. Varied zoning encourages a mix of housing types while maintaining density. Shared neighborhood amenities - playgrounds, community gardens, and outdoor plazas - are provided for through the reservation of five (5) private outlots. These outlots will allow for sub surface stormwater management as well. Nearly half of the site will be divided into five (4) lots dedicated to the public for future park land and a continuation of the Starkweather Creek greenway. The map on the following page describes the location of these lots.



Cedarburg
Milwaukee
Seattle





Cedarburg
Milwaukee
Seattle

Lot No:	LOT 1	LOT 2	LOT 3	LOT 4	LOT 5	LOT 6	LOT 7
Zoning:	TR-U2	TR-U2	CC-T	CC-T	CC-T	TR-V2	TR-U2
Area:	37,984 sf	51,290 sf	47,027 sf	74,465 sf	78,647sf	28,982sf	53,977sf
Poss. Height:	3-4 stories	3-4 stories	3-4 stories	4-6 stories	4-6 stories	2-3 stories	3-5 stories
Poss. Use:	72 Flats	88 Flats	104 Flats	150 Flats	120 Flats	15 Twnhse	110 Flats
Lot No:	LOT 8	LOT 9	LOT 10	LOT 11	LOT 12	LOT 13	
Zoning:	TR-U2	TR-V2	TR-V2	TR-U2	TR-U2	TR-V2	
Area:	59,458sf	48,767sf	39,985sf	65,054sf	55,300sf	33,337sf	
Poss. Height:	3-5 Stories	2-3 Stories	2-3 stories	3-5 Stories	4-5 Stories	2-3 Stories	
Poss. Use:	110 Flats	18 Twnhse	11 Twnhse	120 Flats	110 Flats	14 Twnhse	
Lot No:	OUTLOT 1	OUTLOT 2	OUTLOT 3	OUTLOT 4	OUTLOT 5		
Zoning:	CC-T	CC-T	CC-T	CN	TR-V2		
Area:	25,756sf	19,498sf	27,827sf	100,263sf	16,622sf		
Poss. Use:	Private outlet for stormwater plaza, community gathering space, and below grade stormwater management	Private outlet for outdoor plaza and creek access with below grade stormwater management	Private outlet for creek side terrace, parking for park access and subsurface stormwater management	Dedicated to the public for stormwater management and bike/pedestrian path	Private outlet for playground and plaza and subsurface stormwater management		
Lot No:	OUTLOT 6	OUTLOT 7	OUTLOT 8	OUTLOT 9			
Zoning:	TR-V2	PR	CN	CN			
Area:	17,003sf	957,461sf	655,489sf	6,449sf			
Poss. Use:	Private outlet for community gardens and subsurface stormwater management	Dedicated to the public for park land	Dedicated to the public for stormwater management and bike/pedestrian path	Dedicated to the public for stormwater management	(Update 5-13-24 - Number of outlets reduced due to combining lots dedicated to parks)		



Cedarburg

Milwaukee

Seattle

Affordability

In response to the current housing crisis in Madison, the development team has put a focus on supporting various options of affordable housing. The team has set a goal for at least (2) lots to provide owner-occupied affordable housing, and have received interest from several non-profit organizations to develop affordable townhomes on Lots 9 and 10. Those parcels have been specifically designed to support affordable housing as they are nearest transit access on Milwaukee St and they border the public playground area on outlot 5. In addition to these parcels, the development team envisions at least one site of dense multi-family affordable rental housing on one of the mixed use sites, positioning these rentals nearest the site amenities.

Relationship to Neighborhood Plan

The future use and development of the Starkweather Plat was described within the Milwaukee Street Special Area Plan completed in 2018. Neighborhood plans recommend land use patterns, open space networks, development densities and intensities, urban design character and utility provision. Throughout the development of the Starkweather Plat, the team collaborated with many City Departments to establish areas of alignment and departure from the Area Plan:

Alignments with the Milwaukee Street Special Area Plan:

1. Encourages “missing middle” type housing through a variety of residential zoning categories ranging from high density to mid-low density.
2. The Special Area Plan envisioned three (3) housing mixes:
 - i. Housing Mix 1 (2-3 stories, flats, townhomes with 15-20’ setbacks). The development aligns with this vision by incorporating TR-V2 zoning on parcels sized for attached townhomes.
 - ii. Housing Mix 2 (3-4 stories, apartment buildings with setbacks 10’-15’). The development aligns with this vision by incorporating TR-U2 zoning
 - iii. Community Mixed Use (3-5 stories with active ground floor uses). The development aligns with this vision by incorporating CC-T zoning.
3. Provides an active park space north of Chicago Avenue, and extends the Starkweather Creek greenway along the west edge of the development

Departures from the Milwaukee Street Special Area Plan:

1. The location of Community Mixed Use in the Special Area Plan was positioned near the East Transfer Point to take advantage of the transit service in the area. With the redesign of the

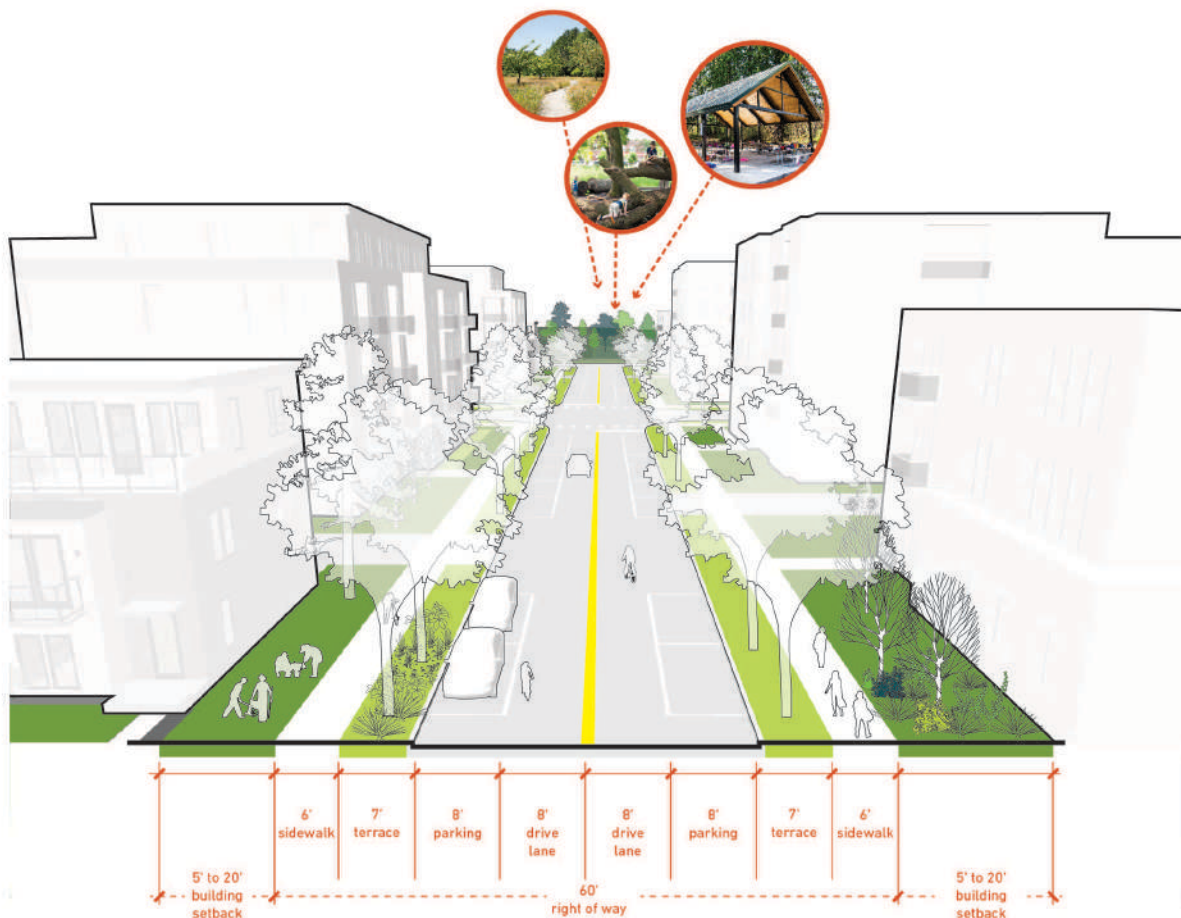


Cedarburg
Milwaukee
Seattle

Metro Transit service, the East Transfer Point will be removed and is no longer an organizing feature for this development. Instead, the Mixed Use zoning is located near Starkweather Creek to capture the excellent views of the creek and natural areas and is situated near the extension of the Garver Trail shared use path.

Short, walkable blocks

The design of the public realm is focused on walkability and bikeability. Keeping blocks short (less than 250' in length), providing ample terraces for street trees, and raised mid-block crossings create a pleasant and walkable neighborhood. Narrow streets keep traffic slow and allow for shared bicycle traffic. The Garver Path (a shared use path for bikes and pedestrians) is proposed to run along the west edge of the site. This path has the opportunity to connect to two new shared use paths: one on the north side of Milwaukee St. and one on the north side of Chicago Ave. The below rendering depicts the vision for Harding St.





Cedarburg

Milwaukee

Seattle

Street Design (Update 5-13-24)

In addition to providing short, walkable blocks, the design of this development sought to balance the creation of narrow, slow roads with the need for fire department access to serve the future residents. In order to provide fire response to buildings over 30' tall, aerial apparatus fire trucks require a 26' wide clear fire lane.

In order to provide the housing density that this development envisions, many of the proposed developments are likely to exceed 30' tall. The design team carefully considered the fire code and Complete Green Streets to ensure that aerial fire truck access was being provided only where necessary by code. As the enclosed Fire Access Exhibit demonstrates, four (4) of the proposed streets would allow for 26' wide aerial apparatus fire truck access to housing developments more than 30' tall. We envision opportunities to consider pedestrian enhancements to these streets such as raised table crossings or crosswalk extensions to reduce the length of crosswalks at these wider travel ways.

In addition to the four (4) aerial access roads, Walter Street will provide a 20' wide fire access lane to serve the affordable parcels on the east side of that street as aerial access is not anticipated there. Harding Street is not planned for any fire access as the other roads will have provided sufficient coverage for the development.

On October 11th 2023, the Transportation Commission reviewed the Starkweather Plat street provisions and moved to recommend to the Plan Commission the preliminary plat as proposed and supported the deviation from Complete Green Streets if required to meet fire code.

Neighborhood Engagement

This place is an important part of the Eastmoreland Neighborhood and neighborhood engagement was critical to the development of the vision. We hosted three (3) meetings with the neighborhood throughout this process:

Meeting #1 - June 30, 2022. Feedback requested "What do you want us to know about this place?"

Meeting #2 - December 8, 2022. Shared preliminary plans and vision for streets, open spaces, and residential development.

Meeting #3 - June 13th, 2023. Update to the plan documents shared in December as well as new commitment from Madison Parks to develop a park here.



Cedarburg

Milwaukee

Seattle

We heard strong support for the goals of this development. The neighborhood feels strongly about providing high quality, dense development that incorporates affordable options. The neighbors enjoy the wildlife they see passing through the site (deer, turkey, hawks, turtles) and want to ensure that open space is not only preserved but restored to better support natural ecosystems. The neighbors are thrilled for the addition of a new Madison Park here, and provided feedback at our 2nd meeting encouraging the addition of walking trails, bike trails, garden space, and a dog park.

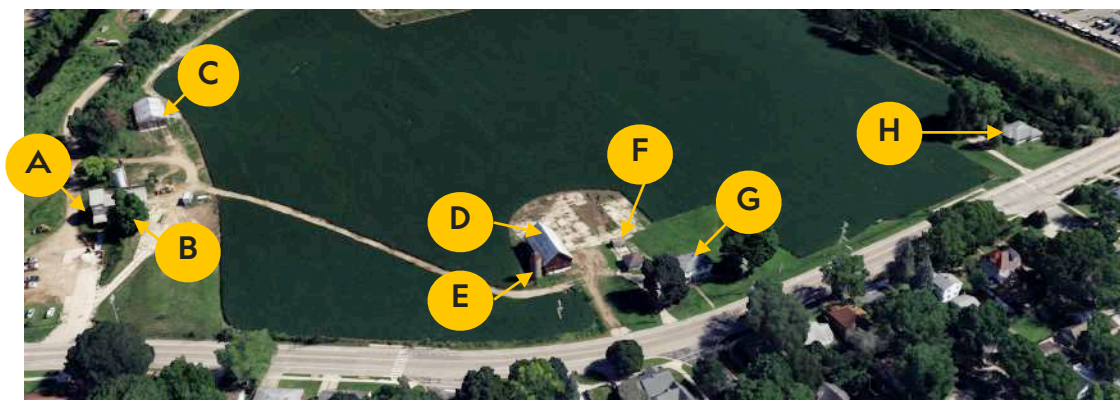
Environmental Considerations

An existing CARPC Environmental Corridor extends into the Voit farmland and future developable parcels. Conversations with CARPC have indicated that this corridor boundary is based on a quarry pond that once existed in that area of the site but has since been filled. **Update 5-13-24: On October 30, 2023, the CARPC Environmental Corridor was revised in alignment with the most current wetland delineation and topographic survey. The Environmental Corridor no longer overlaps the proposed development sites.**

During this due diligence period, WDNR's Natural Heritage Inventory Public Portal was used to determine the presence of protected species. A follow up Endangered Resources Review was completed on October 19, 2022 and identified several endangered resources including Rusty Patched Bumble Bee, Blandings Turtle, and Prairie False-dandelion. No required actions were identified, but several recommended actions were noted that will help guide the restoration of the open space landscapes.

Existing Structure Demolition

In order to achieve the goals stated herein, several existing structures on the site are proposed to be demolished. It is the belief of this team that none of the structures slated for demolition have historical importance or are otherwise architecturally noteworthy. **Update 5-13-24: On July 31, 2023 the Landmark Commission reviewed these buildings and also found no known historic value to these structures.** A description of these structures is provided below:





Cedarburg
Milwaukee
Seattle

A. 3450 Milwaukee St - Factory Building and Silo. This structure is undated but is known to have supported the Voit Ready Mix plant which was operational during the mid 1900's. The building enclosure has deteriorated and is no longer in use. Anecdotally, Tom Voit shared that the factory operations were vandalized several years ago and the cost to repair the structure was too significant and thus the operation ceased.



B. 3450 Milwaukee St - Office Outbuilding. It is believed that the office building immediately south of the factory building and silo was constructed around the same time as the factory building and silo and supported the administrative functions of the Ready Mix Plant.



C. 3450 Milwaukee St - Storage Shed. This undated structure is primarily used for storage and is north of the Ready Mix plant factory building and silo.





Cedarburg
Milwaukee
Seattle

D. 3450 Milwaukee St - Wood Barn. The barns date of construction is unknown but is thought to be nearing 100 years old. The cladding is in poor condition, the structural frame has not been evaluated. It is used for storage purposes at this time.



E. 3450 Milwaukee St - Metal Top Silo. Just west of the wood barn is a silo with a rusted metal top. The date of construction is unknown.



F. 3450 Milwaukee St - Concrete agriculture building. Just east of the wood barn is a concrete building that likely served the agricultural operations of the Voit farm. The construction date is unknown and it is no longer in use.





Cedarburg

Milwaukee

Seattle

G. 3490 Milwaukee St - Single family home with attached and detached garage. Per the City of Madison's records, this single family colonial home was constructed in 1939 and is a 2 story home with (4) bedrooms and (2) bathrooms. The home is not occupied at this time.



H. 3510 Milwaukee St - Single family home with attached garage. Per the City of Madison's records, this single family ranch home was constructed in 1953 and is a 1 story home with (3) bedrooms and (1) bathroom. We understand this structure to be currently occupied but the occupant will be relocating with the sale of the parcel.



Construction Schedule

It is anticipated that the Starkweather Plat will be developed in multiple phases as demand for new lots occur. Initial site grading and infrastructure construction is expected to begin in **spring 2025** (updated 5-13-24) with development to occur over the next 5-10 years.



Cedarburg

Milwaukee

Seattle

This application was prepared collaboratively by The Kubala Washatko Architects, Vierbicher, ECT, and TEN x TEN. The full planning team includes:

Architect and Urban Planning: The Kubala Washatko Architects, Cedarburg WI

Landscape Architecture: TEN x TEN, Minneapolis, MN

Civil Engineering and Stormwater: Vierbicher, Madison WI and ECT, Lombard IL

Sustainability Consultant: Terrapin Bright Green, New York NY

Urban Agriculture Consultant: Rooted, Madison WI

We look forward to working with City staff to further develop this new neighborhood. Thank you for your consideration.

A handwritten signature in black ink, appearing to read 'Therese Hanson', written in a cursive style.

Therese Hanson

The Kubala Washatko Architects