



May 31, 2022

Ms. Lisa McNabola  
Planner- Development Review & Plan Implementation  
215 Martin Luther King Jr. Blvd, Suite 017  
Madison, WI 5370

Re: Letter of Intent  
402 West Wilson Street

Ms. McNabola:

The following is submitted together with the plans and application for City Staff, Urban Design Commission, Plan Commission and Common Council's consideration for approval.

**Introduction:**

Bear Development, LLC (Bear) is proposing the redevelopment of 402 W Wilson Street into a four-story multifamily building containing 54-dwelling units. Bear has expertise in the affordable housing development industry and has completed over 3,000 affordable housing units over the past 15 years, and continues to develop several hundred units annually. Bear Development is a part of the Bear Real Estate Group of companies which includes Bear Property Management, Inc. (Property Management) and Construction Management Associates, Inc. (General Contractor) who will be involved in the project as well.

This application package includes the required development plans, application forms, description of the proposed project and an overview of the development team's efforts to date.

**Project Team:**

**Owner/Developer:**

Bear Development, LLC  
4011 80<sup>th</sup> Street  
Kenosha, WI 53142  
Contact: Nick Orthmann  
Phone: 262-308-2656  
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**Architect:**

Engberg Anderson Architects  
305 W Washington Ave  
Madison, WI 53703  
Contact: Felipe Ornelas  
Phone: 414-944-9117  
Email: [felipeo@engberganderson.com](mailto:felipeo@engberganderson.com)

**Civil Engineer & Landscape Design**

JSD Professional Services, Inc.  
161 Horizon Dr Suite 101  
Verona, WI 53593  
Contact: Kevin Yeska  
Phone: 608-848-5060  
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### **Project & Site Details:**

402 W Wilson Street is located at the intersection of West Wilson Street & South Broom Street in the city's Bassett Neighborhood. The site is currently occupied by a two-story, approximately 20,000 square foot office building and a parking lot that serves the building. The structure is of 1950s vintage and is proposed to be retained as part of the development. The site is essentially flat and has access from both Wilson and Broom; we consider Wilson Street to be the front yard. The setting for the area is predominantly residential with a mix of condominiums, multifamily and single-family homes. The site is an ideal location with convenient access to Brittingham Park, the Capital City Trail, Lake Monona, the Capital Square, a dog park, restaurants, grocery store, fitness facilities, main bus lines and much more within a few block radius from the site. It is a truly walkable site and our expectation is many of our residents will forego having a vehicle and instead rely on bicycles and public transportation.

The proposed use for the site is a four-story multi-family apartment building with 54-dwelling units that includes below grade parking, bike storage and storage space for the residential units. An on-site management office is included in the design as well as ample usable open space for residents to utilize. The development has been designed to re-use the existing structure and connect it with a newly constructed addition that takes up the current parking lot area and also wraps above the existing building. The project will utilize high quality materials and is designed in a way that blends the existing and new portions of the structure in a thoughtful manner.

- Lot Area: 21,437 SF / 0.49 acres
- Building Gross Square Footage: 67,984 SF
- Dwelling Units: 54 units
  - o 1 Bedrooms: 29 units
  - o 2 Bedrooms: 25 units
  - o Density: 110 units / acre
- Parking Stalls: 29 stalls
- Bike Parking: 60 stalls

The property is currently zoned as PD, and Bear is pursuing the approval of the proposed development of the by way of a zoning map amendment for an amended PD-GDP and new SIP specific to the project site. The original PUD that the site is in dates to the early 1980s. While the property is zoned PD, we have made concerted effort comply with zoning standards of the DR-2 district, which is the predominant underlying zoning classification in the area. We understand that the project will be reviewed by City Staff, Urban Design Commission, Plan Commission and Common Council as part of this process. Our anticipated approval schedule is as follows:

- Application Submittal May 31, 2022
- Urban Design Commission July 13, 2022
- Planning Commission July 25, 2022
- Common Council August 2, 2022

The project will be primarily funded with 4% Low-Income Housing Tax Credits (LIHTC) and Tax-Exempt Bonds, for which Bear has prepared an application for submission to WHEDA. All units in the property will be available to households earning at or below 60% of the area median income. When the property

becomes operational, it will be professionally managed by Bear Property Management, Inc. a sister company of Bear that is part of the Bear Real Estate Group of companies.

### **Bike Parking:**

The project will provide a total of 60 long-term bike parking stalls which is more than the zoning requirement for long-term bike parking. The stalls will be in the parking garage of the building. While the final apparatus for bike parking has not been selected, we anticipate that more than 25% of the parking will be structured and request an exception to requirement 28.141.(11)(f). We also request an exception to both requirements 28.141.(11)(e); including the minimum aisle width of 5' and minimum bike parking stall size. Currently, a small portion of the access aisle is narrower than 5' and due to the structured parking, the actual stall size will be based on the final bike storage equipment purchased. In any event, the access aisles will be kept clear of bikes and bikes will be accessible without moving another bicycle. Our goal is to create a more controlled condition for each tenant's bicycle parking within the building which is accomplished through the structured bike parking set up.

In addition to the 60 dedicated bike parking stalls each unit will have a dedicated storage locker adequately sized that can be used for bike parking and there will be opportunities for wall hung vertical bike storage in front of vehicle parking stalls if necessary.

### **City & Neighborhood Input:**

During the pre-submittal process the development team has met with a variety of stakeholders whose input has helped shape the proposal:

- City of Madison Staff- We have consulted with City Staff several times during the pre-submittal process including a pre-development meeting, a Development Assistance Team Meeting, and several informal consultations.
- UDC- The development team participated in an informational presentation to the Urban Design Condition on March 30<sup>th</sup> to garner feedback on the design.
- Neighborhood- The development team has met with neighborhood stakeholders several times in regard to the project. We made a presentation to the neighborhood at large and also participated in neighborhood steering committee meetings on April 6<sup>th</sup> and May 4<sup>th</sup> through the Bassett District of Capitol Neighborhoods, Inc. that included the district alderman, neighborhood chair and committee members. Feedback of the committee played a significant role in the design progression for the project.

### **Phasing & Schedule:**

Construction of the project will be completed at once with no phasing contemplated. Construction is expected to commence in late Summer or early Fall of 2022 and will be completed in the first quarter of 2024.

### **Public Subsidy:**

The development team is not requesting public subsidy for the project.

### **Supplemental Requirements:**

There are several supplemental requirements listed on forms LND-A LND-B included with this proposal which are detailed below:

- Pre-Application Notification
  - o Copies of the notification emails sent to the Alderperson, City-registered neighborhood association and City-listed business association are included in file *W\_Wilson\_St\_402\_Pre\_Notif\_2022-05-31*.
- UDC Application
  - o The application package includes a UDC Application as the plans will be reviewed by the UDC as part of the combined UDC-Plan Commission-Common Council process. The UDC Application is included as file *W\_Wilson\_St\_402\_Pre\_UDCApp\_2022-05-31*.
- Demolition Permits
  - o The reuse of the building necessitates a demolition permit as the incorporation of the existing building into the new development is considered a “technical demolition”. The building was reviewed by the City’s Landmarks Commission on its April 18<sup>th</sup> agenda. The demolition plans are on the D sheets in the submitted plans and the balance of the required Demolition Permit requirements are included in file *W\_Wilson\_St\_402\_Pre\_Demo\_2022-05-31*.
- Zoning Map Amendment
  - o The required items for the Zoning Map Amendment are within the file labeled *W\_Wilson\_St\_402\_Pre\_LegalDescrip\_2022-05-31*.
- Planned Development GDP-SIP
  - o The application is structured as an amendment to the existing GDP for the property with a new SIP. The required documentation detailed in LND-B and City ordinance is included as file *W\_Wilson\_St\_402\_Pre\_GDPSIP\_2022-05-31*.
- Traffic Demand Management Plan
  - o The TDMP for the project is included with this application as file *W\_Wilson\_St\_402\_Pre\_TDMP\_2022-05-31*.
- Stormwater Report
  - o The Stormwater Report is included with this application as file *W\_Wilson\_St\_402\_Pre\_SWMP\_2022-05-31*.

The development team is excited about the prospect of providing much needed quality affordable housing in a prominent downtown location where there is a severe lack of affordable housing. We look forward to working with City of Madison staff and elected officials to bring the project to fruition. Should you have any questions, please feel free to contact me at any time.

Sincerely,



Nick Orthmann  
Project Manager  
Bear Development, LLC