



**JLA**  
ARCHITECTS

November 27, 2023

City of Madison Plan Commission & Urban Design Commission  
c/o City of Madison Planning Division  
215 Martin Luther King Jr. Blvd - Suite 017  
Madison, Wisconsin 53701

**sent via e-mail only:**

Plan Commission: [PCApplications@cityofmadison.com](mailto:PCApplications@cityofmadison.com)  
Urban Design Commission: [UDCapplications@cityofmadison.com](mailto:UDCapplications@cityofmadison.com)

Re: Letter of Intent  
Plan Commission Land Use Application & Urban Design Commission Final Approval  
Project: 702 East Washington Mixed-Use Development (Working Name)  
JLA Architects Project #W22-0106

City of Madison Plan Commission & Urban Design Commission -

On behalf of our client and 'Applicant' – Willow Partners, LLC – we are pleased to submit applications to the City of Madison Plan Commission & Urban Design Commission for final approval of land use & design for the 702 East Washington Avenue Mixed-Use Development – as well as the demolition of existing structures associated with it. Enclosed in the digital application submittals to each Commission are the submittal requirements that detail this Project. This 'Letter of Intent' serves to summarize the Project.

**PROJECT TEAM**

The Project Developer & Owner is Willow Partners, LLC, of Madison. Chris Houden, Jr., Willow Partners' Managing Partner, is a lifelong resident of the Madison area – with Madison 'family roots' going back decades. Willow Partners has a history of developing high-quality, successful projects in Madison and other Wisconsin municipalities. Willow Partners maintains a philosophy of developing & holding ownership of their projects – which means that long-term value considerations are evaluated with each development decision. This philosophy will also result in the Project's ownership & management being a responsible & responsive 'community partner'.

**Developer & Owner**

Willow Partners, LLC  
725 East Johnson Street  
Madison, Wisconsin 53701  
Contact: Chris Houden, Jr.  
Phone: 608.405.1771 ext. 201  
E-Mail: [chris@willow-partners.com](mailto:chris@willow-partners.com)

The Project's Design Team is made up of firms & individuals local to Madison and highly respected in the community - with significant experience with Projects similar to the 702 East Washington Avenue Mixed-Use Development.

**Architecture & Interior Design**

JLA Architects  
800 West Broadway – Suite 200  
Monona, Wisconsin 53713  
Contact: Joseph Lee, AIA  
Phone: 608.215.1495  
E-Mail: [jlee@jla-ap.com](mailto:jlee@jla-ap.com)

**Structural Engineering**

Pierce Engineers  
222 W Washington Avenue – Suite 650  
Madison, Wisconsin 53703  
Contact: Lucas Marshall, PE, SE  
Phone: 608.729.1414  
E-Mail: [lmarshall@pierceengineers.com](mailto:lmarshall@pierceengineers.com)

## **PROJECT TEAM (continued)**

### **Civil Engineering**

GRAEF, Inc.  
1010 East Washington Avenue - Suite 202  
Madison, Wisconsin 53703  
Contact: Amy Larson, PE  
Phone: 608.245.1962  
E-Mail: [amy.larson@graef-usa.com](mailto:amy.larson@graef-usa.com)

### **Landscape Design**

GRAEF, Inc.  
1010 East Washington Avenue - Suite 202  
Madison, Wisconsin 53703  
Contact: Joe Pepitone  
Phone: 414.412.0297  
E-Mail: [joseph.pepitone@graef-usa.com](mailto:joseph.pepitone@graef-usa.com)

## **PROJECT SITE**

The Project is located on a two-parcel site including a 0.8-acre parcel at 702 East Washington Avenue and a 0.2-acre parcel at 734 E. Washington Avenue - in Madison's 6th Aldermanic District (Marsha Rummel). These parcels will be combined into one parcel with a concurrent Certified Survey Map (CSM) process.

The Project site is within the confines of the Tenney-Lapham Neighborhood Plan, the East Washington Capitol Gateway Corridor Plan, and Urban Design District #8 (on Block #2b). The Project site is zoned 'TE-Traditional Employment'.

### **Demolition**

The Project site has an existing structure that will be razed as part of the Project – a two-story commercial building (with an automobile canopy) on 702 East Washington. This is illustrated on sheet C200 of the submittal documents – 'Demolition & Erosion Control' Plan. Photos of this existing structure are included at the end of this Letter of Intent.

## **PROJECT OVERVIEW**

The Project is a 14-story multi-family/commercial mixed-use project with approximately 406,575 gross square feet - as illustrated in the submitted design documents. In summary, the Project contains 8,000-9,000 s.f. of ground floor multi-tenant commercial/retail space (double-height), 5,500-6,000 s.f. of second floor multi-tenant commercial office space, and 244 residential dwelling units. The exact square footage of the commercial space may vary slightly as the design is refined & finalized.

The 244 residential units will have the following unit mix – as illustrated in the submitted design documents:

- Studio Units: 66 Units (27%)
- 1 Bedroom Units: 110 Units (45%)
- 2-Bedroom Units: 55 Units (23%)
- 3-Bedroom Units: 13 Units (5%)

The Project will contain common amenity spaces for the residential tenants including a gracious lobby & leasing office, fitness center, yoga studio, game lounge, theatre room, business center, pet room, and 'sky lounge'. These spaces will be supplemented with exterior common spaces - a large amenity roof deck on the 3<sup>rd</sup> floor and two smaller common roof decks on the 14<sup>th</sup> floor.

All of the Project's uses will be served with four (4) or five (5) levels of structured parking – located on the Second Floor, Parking Level 1.5, First Floor, Lower Level, and Lower Level 2. It must be noted that "Lower Level 2" shall be an optional level. The desire & need for this level shall be determined as the design of the project is developed and documented for the final plan review & construction documents. This structured parking will result in 234 to 299 spaces – depending on if Lower Level 2 is constructed.

Regardless of Lower Level 2, the final parking counts will contain:

- At least 10% 'Electric Vehicle Ready' Spaces – per MGO 28.141(8)(e).
- At least 2% 'Electric Vehicle Installed' Spaces – per MGO 28.141(8)(e).

In addition to vehicular parking, the project will have 282 bicycle parking spaces to meet the requirements of the Madison Zoning Ordinance – per MGO 28.141(11).

- Long-Term (Interior) 251 Spaces
- Short-Term (Exterior) 31 Spaces

In addition to all of the 'program' spaces described above, the Project will also contain ample service & support spaces such as a maintenance shop, storage rooms, mechanical spaces, and an interior refuse & recycling room.

### **DESIGN OVERVIEW**

The project is intended to help reinforce the four core development principles set out in the adopted East Washington Avenue Capitol Gateway Corridor Plan and adheres to the Urban Design District #8 requirements & guidelines.

1. To protect & enhance the iconic view of the Capitol.  
The building's placement & massing, setbacks, and step-backs conform with UDD#8 and its exterior materials & color palette complements & enhances the corridor – not detracting from the view of the Capitol.
2. To respect & strengthen existing neighborhoods.  
The project serves to continue the recent 'revival' of the East Washington Avenue corridor – providing additional residential units to help meet the growing demand for housing and to help support commercial, retail, and neighborhood services in the area.
3. To establish/reinforce a transit-oriented employment corridor.  
Along with the other recent redevelopment in the corridor, this Project's mix of uses and density serves to support & promote multi-modal transportation – including public transportation and pedestrian/bicycle transportation. Additional housing units in this location help to support existing employers and encourage additional employers in the corridor and Madison's Downtown, in general.
4. To create a vibrant, inviting boulevard along East Washington Avenue  
This Project's quality, character, mix of uses, and density serves to reinforce the area as a pedestrian-friendly, 'live-work-play' district that can be active at all times, every day, year-round.

### **Urban Design District No. 8 Design Criteria**

This Project is located within Urban Design District #8 - on 'Block 2b'. The following is a summary of how the Project meets the requirements & guidelines of UDD#8 – MGO 33.24(15).

1. Building Height
  - a. Design: Fourteen (14) Stories
  - b. UDD#8: Fourteen (14) stories are allowed with bonus stories.
    - i. Per 33.24(15)(e)(1) and 33.24(15)(e)(12)
2. Street-Level Façade Height (East Washington Avenue & Blount Street)
  - a. Design: 33-35'
    - i. To be specifically determined as design is refined.
  - b. UDD#8: 29'-63' required.
    - i. Based on 9'-15' story height note on table 33.24(15)(e)(3)
3. Building Setback (East Washington Avenue)
  - a. Design: 15' Setback
  - b. UDD#8: 15' Setback (absolute) required.
    - i. Per table 33.24(15)(e)(3)
4. Building Setback (North Blount Street)
  - a. Design: 5' Setback
  - b. UDD#8: 5' to 10' Setback allowed.
    - i. Per table 33.24(15)(e)(3)

5. Building Step-Back (East Washington Avenue)
  - a. Design: 15' Step-back
  - b. UDD#8: 15' (minimum) Step-back required.
    - i. Per table 33.24(15)(e)(3)
6. Building Step-Back (North Blount Street)
  - a. Design: 15' Step-back
  - b. UDD#8: 15' (minimum) Step-back required.
    - i. Per table 33.24(15)(e)(3)
7. Building Orientation & Entry
  - a. The building's primary façade (front) is oriented to East Washington Avenue.
  - b. All primary pedestrian entries – main building lobby and all ground floor commercial/retail entries – are oriented to East Washington Avenue.
  - c. The East Washington Avenue setback contains an 'activated' plaza with a mixture of hardscape & landscape areas.
8. Parking and Service Areas
  - a. Parking and service areas are accessed from a shared private driveway at the rear of the building (mid-block) as required per UDD#8.
  - b. Refuse & Recycling areas are located inside the building as recommended by UDD#8.
9. Landscaping
  - a. The East Washington Avenue setback contains an 'activated' plaza with a mixture of hardscape & landscape areas.
  - b. The North Blount Street setback area will contain thoughtful/appropriate plantings to complement the building & the pedestrian experience.
  - c. Existing street trees shall remain whenever feasible.
  - d. The Project shall meet all UDD#8 landscape requirements.
10. Site Lighting and Furnishings
  - a. All exterior lighting fixtures shall be located on the building and will meet all UDD#8 requirements and Madison site lighting ordinances.
  - b. All site furnishings shall be selected to complement the architectural design of the Project.
11. Building Massing and Articulation
  - a. The massing of the building is designed with a traditional base, middle, top composition.
    - i. The 'base' of the building is 33'-35' in height (see #2 above) with pedestrian-friendly articulation & fenestration as well as a 'human-scaled' material palette on the two (2) public street sides (primary facades). Although the two other sides of the 'base' are not primary, their design is complementary to the primary facades – including utilizing the same material palette as the 'primary' facades.
    - ii. The 'middle' of the building begins with the building 'step-backs' (see #5 and #6 above) with a 'C' or 'U' shaped massing. This contributes to a dynamic development pattern along East Washington and a south-facing amenity courtyard. The building's massing & composition is further 'broken-down' with the use of balconies, varying window patterns/types, and a thoughtful use of the exterior material palette.
    - iii. At the 'top' of the building, the massing steps back at strategic locations and the roof lines & cornice treatment varies to create more visual interest.
8. Material and Colors
  - a. The exterior material palette is made up of high-quality, durable materials that are appropriate for the architectural design of the building and complement the greater urban fabric.
    - i. At the 'base' of the building, a simple palette of human-scaled brick is used – with significant glazing utilized at the pedestrian level. Some complementary metal panel system and canopies are used to reinforce the relationship between the 'base' of the building with the rest of the building above.

- ii. As the building rises above the 'base', the material palette is metal panel system with a variety of 'punched' windows and 'window-walls'.
- iii. The color palette is simple & sophisticated – to help ensure the building's design is timeless.

9. Windows and Entrances

- a. All primary pedestrian entries – main building lobby and all ground floor commercial/retail entries – are oriented to East Washington Avenue.
- b. The project will meet or exceed the % of glazing and transparency requirements of UDD#8.

10. Exterior Building Signage

- a. Areas to accommodate exterior building signage have been considered in the design of the building.
- b. The details of all exterior building signage will be submitted separately at a later date.

11. Restoration / Preservation Activities

- a. A 'Kaiser Ford' dealership was operated on the Project site in the 1950's. Although the character of this previous structure was eliminated years ago, the old Kaiser Ford building did influence/inform the height & material palette for the 'base' of this Project.

12. Upper-Level Development Standards – Allowance of six (6) 'bonus stories'

- a. Per UDD#8 Section 33.24(15)e(12)b(iv), six 'bonus stories' are allowed (in addition to the eight allowed per Per 33.24(15)e(1) if:
  - i. The Project incorporates at least one item from Section 33.24(15)e(12)c(i), AND
  - ii. The Project incorporates at least three items from Section 33.24(15)e(12)c(ii).
- b. To meet this requirement, to allow six (6) bonus stories (14 total stories), the Project will incorporate the following:
  - i. This one (1) item from Section 33.24(15)e(12)c(i):
    - 1. *"Structured parking that includes space shared by multiple users from multiple lots and that accommodates a substantial space for public use by patrons of both on- and off-site uses"*.
      - a. Public structured parking will be provided in this project. This public parking will be made available during normal business hours.
  - ii. These three (3) items from Section 33.24(15)e(12)c(ii):
    - 1. *"Minimum of fifty percent (50%) vegetative roof cover"*.
      - a. This vegetative roof cover will be provided at the third-floor amenity deck, 14<sup>th</sup> floor roof decks, and the top roof elevation above the 14<sup>th</sup> floor.
    - 2. *"LEED Silver equivalent"*
      - a. The Project will be designed to be a LEED Silver equivalent - but not LEED 'Certified'.
      - b. Because designing to a LEED Silver equivalent includes a number of items or design decisions that will be addressed or decided as the project's design is developed & finalized, the documentation of this will be provided at the Project's plan review and 'departmental sign-offs'.
    - 3. *"The applicant enters into a voluntary contractual Land Use Restriction Agreement (LURA) with the City of Madison to provide affordable units for a minimum of 5% of the total number of units restricted to least 60%-80% of the Area Median Income (AMI)."*
      - a. With a total unit count of 244, twelve (12) affordable units that meet the criteria above will be provided.

**[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK – 'URBAN DESIGN COMMISSION' TO FOLLOW]**

### **Urban Design Commission**

This Project was presented to the Urban Design Commission on August 16, 2023. It was received by the UDC with generally favorable feedback. Notable items that were discussed included:

- The UDC had questions about the amount of glass on the building and how it would relate to the unit plans. At that time, the location & size of glass was coordinated with conceptual unit plan layouts. We have now developed the unit plans and coordinated the exterior design accordingly.
- The UDC had questions about what criteria would be met to allow for the bonus stories. This is addressed above, in item #12 under 'Urban Design District No. 8 Design Criteria'.
- There was discussion about the southeast & southwest 'tower' elements being "handsome & eye-catching" with "elegant" corners – but other areas of the building being "a little flat". The design has been refined since and more 'articulation' or 'relief' has been added to the northeast & northwest corners of the building, as well as the rear elevation. This includes incorporating similar corner details as the front (south) elevation as well as articulation & depth with balconies and a central 'framed' bay.

### **NEIGHBORHOOD ENGAGEMENT**

The Project Team had notified Alder Marsha Rummel on April 24, 2023 and have met with her multiple times since then to obtain her feedback & guidance. The Project Team has met with the Tenny/Lapham Neighborhood Association (TLNA) on two occasions - April 13, 2023, and May 30, 2023 – to present the project and obtain feedback. The project team will continue to keep Alder Rummel and the TLNA informed about the progress of the Project as it is refined & finalized.

### **PHASING & SCHEDULE**

The Project will be designed & constructed in a single phase. The anticipated project schedule is as follows:

- Early May 2024                      Final Plan Review Submittal
- May thru June 2024              Plan Review & Departmental 'Sign-Off'
- Mid-May thru June 2024        Demolition of Existing Structures
- Early/Mid July, 2024            Start of Construction
- May of 2026                        Occupancy

### **BUILDING OPERATIONS**

As a mixed-use residential & commercial building the different uses would operate differently.

#### **Residential Uses:**

The residential portions of the building will be open to residents and their invited guests at all times – with late-night time restrictions placed on both the interior & the exterior common amenity spaces. There would be on-site property management and property maintenance.

#### **Second Floor Commercial Office Uses:**

Commercial Office Tenants would have access to their tenant spaces at all times, with access restrictions for their guests & clients limited to normal business hours.

#### **Ground Floor Commercial Retail Uses:**

Commercial Retail Tenants would have access to their tenant spaces at all times and would operate their respective business as allowed per Madison Ordinances.

#### **Structured Parking:**

Parking for the Residential & Commercial Tenants will be open to them at all times. Public Parking provided will be available during regular business hours.

**Deliveries, Service, and Refuse/Recycling:**

Refuse & recycling areas serving all uses in the building will be in an enclosed room on the first floor of the building – accessed from the driveway on the north side of the building. A private collection service will be utilized at a frequency appropriate for the required volume. Refuse/Recycling services as well as deliveries & service for commercial & retail tenants will be restricted to the hours of 6am to 7pm.

You can find additional information & details to support the summary above in the other submittal documents provided. With this submittal, we respectfully request that our application be placed on the next available agenda for both the Urban Design Commission & the Plan Commission.

If you have any questions regarding this submittal, please contact me or the JLA Architects Project Manager, Jennifer Camp at [jcamp@jla-ap.com](mailto:jcamp@jla-ap.com).

Sincerely,



Joseph Lee & Associates, LLC  
By: Joseph M. Lee, AIA

Cc: Chris Houden, Jr. – Willow Partners  
Jennifer Camp – JLA Architects

[chris@willow-partners.com](mailto:chris@willow-partners.com)  
[jcamp@jla-ap.com](mailto:jcamp@jla-ap.com)

**[REMAINDER OF PAGE INTENTIONALLY LEFT BLANK – ‘SITE CONTEXT & EXISTING BUILDING IMAGES’ TO FOLLOW]**

**SITE CONTEXT & EXISTING BUILDING IMAGES**



**Aerial Image #1**



**Aerial Image #2**





**702 East Washington Avenue**  
Looking northwest down East Washington Avenue



**702 East Washington Avenue**  
Corner of East Washington Avenue & North Blount Street



**702 East Washington Avenue (White Building Only)**  
Looking southwest down North Blount Street (curb-cut of shared driveway)



**702 East Washington Avenue (White Building Only)**  
Looking southeast down shared driveway



**702 East Washington Avenue (White Building Only)**  
Looking northwest down shared driveway. Vehicle canopy at left of photo.



**702 East Washington Avenue**  
Vehicle canopy on southeast portion of parcel



