



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

April 7, 2025

Sent via email only:

Plan Commission: PCApplications@cityofmadison.com
Urban Design Commission: UDCapplications@cityofmadison.com

Re: Letter of Intent
Plan Commission Land Use Application & Urban Design Commission Final Approval
3575 University Ave – Mixed Use
Currently addressed as 3535 – 3553 University Ave and 737 & 733 N. Meadow Lane
Madison, WI 53705

City of Madison Plan Commission & Urban Design Commission -

JLA Architects + Planners is submitting, on behalf of our client and 'Applicant' - University 3000 LLC, we are pleased to submit applications to the City of Madison Plan Commission & Urban Design Commission for final approval of land use and design. This 'Letter of Intent' serves to summarize the Project.

Project Team

Owner

University 3000, LLC
1741 Commercial Ave
Madison, Wisconsin 53713

Developer

Walter Wayne Development
702 High Point Rd – Suite 200
Madison, Wisconsin 53717
Contact: Randy Christianson
Phone: 608.235.9020
E-Mail: rc@starkcommercial.com

Structural Engineering

Spire Engineering
305 N. Plankton Avenue – Suite 101
Milwaukee, Wisconsin 53203
Contact: Matt Rau
Phone: 414.278.9200 ext. 111
E-Mail: mjr@spireengineering.com

Architecture & Interior Design

JLA Architects
800 West Broadway – Suite 200
Monona, Wisconsin 53713
Contact: Patrick Terry
Phone: 608.442.3823
E-Mail: pterry@jla-ap.com

Civil & Landscape Design

JSD Engineers
507 W. Verona Ave – Suite 500
Verona, Wisconsin 53593
Contact: Andrew Gefert
Phone: 608.893.0086
E-Mail: andrew.geffert@JSDInc.com

Project History

This is the second time University 3000, LLC will submit a Land Use application and ask for UDC approval. The original project asked to demolish 2-story commercial buildings to construct a 5 story, 67,000 sf, mixed-use building containing 1,435 sq. ft. of commercial space and 71 apartments in Urban Design District 6 and TOD Overlay District. It also included rezoning from PD to CC-T.

As part of the original project's preapplication process, we had a neighborhood meeting on May 20, 2024. The property owner of 737 & 733 N Meadow, Chase Martin, attended, and asked if University 3000 LLC was interested in purchasing his properties; but initial negotiations were not successful, and the original project was submitted for Land Use and UDC approval.

The original project received the following approvals:

A demolish permit was approved July 29, 2024 (Legistar# 83756)

- To demolish two (2) two-story commercial buildings between 3535 and 3553 University Ave.

UDC granted final approval July 17, 2024 (Legistar # 83067) with the following conditions:

- The landscape plan, including the fencing and retaining wall, shall continue to be reviewed and approved administratively. The landscape plan shall be updated to address the Commission's comments, including those that spoke to accurately showing the proposed plantings, reflecting the use of hardwood bark mulch, as well as adding plantings that are more substantial and vertical and that provide multi-seasonal interest, especially along the south side of the building. Consideration could be given to shifting the fence to the north to provide plantings on the neighborhood side of the fence.
- The stone base course material shall be changed to be less rustic, more smooth stone material, which can be reviewed administratively.
- The UDC finds that the building is generally consistent with the UDD 6 guidelines and requirements, including those that speak to compatibility with surroundings and the basic materials being harmonious with surroundings, with the exception of the rustic stone.

Plan Commission approved the conditional use July 29, 2024 (Legistar #83759)

- In the [Proposed] Commercial Corridor-Transitional (CC-T) District to modify the required rear yard height transition to a residential district to allow construction of a five-story mixed-use building containing 1,435 square feet of commercial space and 71 apartments in Urban Design Dist. 6, Transit-Oriented Development Overlay District.

Common Council adopted and closed the public hearing on August 8, 2024 (Legistar #83948)

- Creating Section 28.022-00683 of the Madison General Ordinances to change the zoning of property located at 3535-3553 University Avenue from PD (Planned Development) District to CC-T (Commercial Corridor-Transitional) District. (District 5)

After receiving these approvals, Chase returned, negotiated a deal, and signed an offer to purchase with University 3000, LLC for the sale of 737 & 733 N. Meadow Lane.

This offer to purchase initiated the building redesigned detailed below.

Project Overview

University 3000 LLC is proposing a mixed-use apartment building. The building will be 115,848 sq ft containing approximately 146 residential units with 4000 SF of commercial/retail space. The building is mostly 5 stories tall with a lobby, commercial space and parking on the ground floor, two levels of underground parking below, and 4 stories of wood framed construction above the ground floor. There is 6th floor common room, outdoor terrace and pool on the southwest corner of University and Meadow Lane. University 3000 LLC plans to build and retain long-term ownership of the property.

The 146 residential units will have the following unit mix – as illustrated in the submitted design document.

Executive Studios:	12 units (8%)	Studios:	77 units (53%)
1 bedroom:	43 units (30%)	1 bedroom + Den:	3 units (2%)
2 bedrooms:	11 units (7%)		

In addition to the 'program' spaces described above, the project will also contain service and support spaces like storage and mechanical rooms, and an interior refuse room.

Site:

The project consists of two 0.35-acre parcels on the south side of University Ave, currently addressed as 3535 University Ave and 3553 University Ave and two 0.2-acre residential parcels on N Meadow Lane, currently addressed as 737 and 733. Totaling 1.1 acres. It is in the 5th Aldermanic District within the confines of the Sunset Village Community, and Urban Design District 6.

Proposed Building

Lot Size = 47,916SF / 1.1 acre
Lot Area/Dwelling Unit = 328 SF/Unit
Dwelling Units = 146
Density = 132.7 Units/Acre
Open Space Requirement = 40 SF/Unit
Total Open Space Required = 5,800 SF
Usable Open Space = 31,991 SF

Original Building

Lot Size = 30,250 SF / .70 acre
Lot Area/Dwelling Unit = 426 SF/Unit
Dwelling Units = 71
Density = 101.4 Units/Acre
Open Space Requirement = 40 SF/Unit
Total Open Space Required = 3,360 SF
Usable Open Space = 6,603 SF

Zoning:

The parcels along University Ave are zoned CC-T (*Legistar #83948*). The residential lots are zoned TR-C1. A new CSM will be drafted to create one Corridor -Transitional District (CC-T) zoned parcel. The CSM will follow the same approval calendar as this Land Use submittal.

Existing Conditions:

There is currently 1 (one), two-story building on each parcel along University. The remainder of the existing site is predominantly an asphalt parking lot. There is 1 (one) single family residence on each parcel along N. Meadow that will be demolished prior to construction. Photographs of the existing building are included in the submittal.

An existing 10' public storm and sanitary easement; that bisects the parcels and extends from Bruce Court to University Ave, will be vacated. A new easement will route sanitary and storm utilities around the east end of the proposed building and reconnect to the existing storm and sanitary laterals located under University Ave.

Five mature trees line the terrace of the project. After coordination with Brad Hoffman, City of Madison Forestry, it was decided the eastern-most and western-most trees along University, and one on N Meadow will remain. The trees closest to the existing driveway approach on University will be removed. University 3000 LLC will provide soil amendments to the replacement tree site due to the loss of the center two trees.

Traffic, Circulation and Parking:

All parking for the project will be structured/internal parking. Tenants can enter/exit the building using the existing University Ave approach or the new curb cut at the southwest end of the property on N Meadow. The University entrance/exit will be limited to left in/left out turns between 7:00 to 9:00 AM and 4:00 to 6:00 PM Monday through Friday.

Refuse, recycling, and delivery trucks will access the building along N. Meadow Lane. Refuse and recycling containers serving the building will be in an enclosed room in the southwest corner of the building. The first floor is designed so a moving truck can drive through, park and protect tenants as they move in.

Retail patrons will park inside the building. A high speed roll up door will automatically open when vehicles approach at both entrance locations. An additional overhead door at top of the interior parking ramp will secure tenant parking.

The final parking count 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 165 bicycle parking spaces to meet the requirements of MGP 28.141(11).

- Residential Long Term (Interior) 143
- Commercial Short Term (Interior) 2
- Guest / Short Term (Interior) 14
- Guest / Short Term (Exterior) 6

To prevent overflow parking on Bruce Court the applicant will replace the existing fence. In addition to the fence there will be a retaining wall to discourage pedestrian traffic from University Ave onto Bruce Court. A privacy fence is also required to separate the CC-T and Residential zoning districts.

Architecture:

The building is designed with a traditional aesthetic – meant to relate to the urban and residential design aesthetic of the area. It will be built with high quality materials, primarily consisting of masonry and fiber-cement siding. Special consideration was taken in designing the ground floor to enhance the pedestrian experience.

Urban Design Commission:

An informational presentation to Urban Design Commission took place on February 5, 2025. The building was received favorable. Notable items that were discussed include:

- Continue to enhance the pedestrian experience along University Ave.
 - We introduced stone pilasters across the entire north elevation that are coordinated with material changes on the upper floors. We also introduced a significant recess on the first floor of the right “hyphen” and brought the Woodtone material down to both help break up the long elevation with indents and material changes. This now presents a more generous covered external gym entrance from the sidewalk. Lastly, we have enhanced the landscape plan all around the building. We have added built-in benches in a couple of key locations along University Ave as well as doubled the size of the patio that is east of the commercial space.
- Enhance building articulations, material transitions, and breakdown the massing and length along the street.
 - To enhance building articulations and material transitions. In concert with enhancing the pedestrian experience, mentioned above, adding the stone pilasters, indenting the gym entrance, bringing the Woodtone material down to the first floor at the “hyphen” were also meant to address these material transitions. On the east elevation, we removed the cantilevered bum pout, as it no longer matched other architectural aspects of the building. A rhythm of windows along the east façade that align with the ground floor storefronts were added in its place. On the South façade, we also introduced more of the Woodtone material to the recess at Bruce Court, which was also previously only dark grey material. Finally, we stepped the parapet down at the “hyphen” on the south façade to match the stepped parapets that are on the north “hyphens”.
- Improve the landscaping plan.
 - On the north side of the building, we coordinated the planting medium with architectural articulation to be more cohesive. At both the apartment lobby corner and the commercial corner we have added more hardscape for more flexible outdoor seating/programming. Along the south of the building, there is a privacy fence and retaining wall between most of

the apartment and the neighboring single-family houses. We've included a fenced dog-run, enhanced planting and sod to create a private amenity for the residence.

- The stone base course material was changed to be less rustic, more smooth stone material, which can be reviewed administratively.
 - The stone base will remain an ashlar pattern but will be a smooth surface in lieu of hewn.
- Urban Design District 6
 - All of the above recommendations and changes to the building/site design have been geared towards the goal of improving the appearance of the major transportation corridor of University Avenue as people enter the city of Madison. The public right-of-way of both University Avenue and North Meadow Ln have been revised to further align with the planting plans prepared by the City of Madison. The landscape and architectural design have also been further revised to help achieve a degree of visual continuity. Per UDD 6 there is no surface parking proposed as part of this project. All parking will be housed inside of the building, most of which will be below grade. Building loading areas have also been designed to take place inside of the building eliminating the need for on-street move-in/out. Signage for the apartment building, the fitness user and commercial user will be discrete and integrated into the exterior architecture and is intended to fit withing the context of neighboring properties along University Avenue. The building design from the beginning of the process and since gueided by feedback from the UDC information meeting have always been intended to produce a high quality building, built with enduring materials, designed with the local context in mind, and at every turn, trying to make a large building look like a series of smaller buildings that could better relate to its context. Lastly, most utility services will be rerouted around the proposed building either to the east or west, but all buried below ground.

Staff and Neighborhood Input:

The project is in the Sunset Village Community.

The ownership and design team have been in constant communication with city officials and will continue to work with City staff through design, entitlements and during construction.

Original Building Submittal Calendar

- DAT meeting was held April 11, 2024
- Preapplication Meeting was held April 17, 2024
- List-SERV Notice – April 17, 2024
- Alder Meeting – April 22, 2024
- UDC Informational Submittal – April 22, 2024
- UDC Informational Meeting – May 8, 2024
- Neighborhood Meeting – May 20, 2024
- Land Use Application Submittal – May 28, 2024
- UDC Meeting – July 17, 2024
- Plan Commission Meeting – July 28, 2024
- Common Council Meeting – August 8, 2024

Proposed Building Submittal Calendar

- DAT meeting was held November 21, 2024
- Preapplication Meeting was held September 13, 2024
- List-SERV Notice – April 17, 2024
- Neighborhood Meeting – January 16, 2025
- UDC Informational Submittal – January 21, 2025
- UDC Informational Meeting – February 5, 2025
- Land Use Application Submittal – April 7, 2025
- UDC Meeting – May 28, 2025
- Plan Commission Meeting – June 9, 2025
- Common Council Meeting – June 17, 2025

Project Schedule:

Demolition – August 2025

Construction – October 2025 – March 2027

Thank you for your time in reviewing our proposal.

Sincerely,



Patrick Terry
Project Manager

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Monona, WI 537