

October 3, 2018

Kevin Firchow  
City of Madison  
126 S. Hamilton Street  
Madison, WI 53703



**RE: Letter of Intent for 4602 Cottage Grove Road – The Ace Apartments**

Dear Members of the Urban Design Commission and Plan Commission:

Thank you for taking the time to review the proposed project for 4602 Cottage Grove Road. We understand that Cottage Grove Road is an important East-West thoroughfare for Madison and that this site is an important element of the Acewood Activity Center recommendations. We have taken great care in the design of the building so that it delivers on the land use and urban design goals promoted in the Cottage Grove Road Activity Centers Plan.

The project will be developed within the existing zoning, Commercial Corridor Transitional (CC-T), and will require a conditional use permit for more than 24 dwelling units in a mixed-use building.

**Development Team**

**Land Developer:**

Dave Porterfield  
Movin' Out Inc.  
902 Royster Oaks Drive, Suite 105  
Madison, WI 53714

Chris Jaye  
Mirus Partners  
7447 University Ave, Suite 210  
Middleton, WI 53562

**Architect:**

Ray White  
Dimension IV – Madison Design Group  
6515 Grand Teton Plaza, Suite 120  
Madison, WI 53713

**Engineer:**

Chris Hodges, P.E.  
Quam Engineering, LLC  
4604 Siggelkow Road, Suite A  
McFarland, WI 53558

Landscape: Paul Skidmore  
13 Red Maple Trail  
Madison, WI 53717

#### Existing Conditions

The project site is located on the corner of Acewood Boulevard and Cottage Grove Road. It is currently home to long vacant Sentry store surrounded by parking lot. A senior housing development (built using Section 42 Tax Credits but now market rate) to the north and an aging suburban commercial center to the east.

#### Project Description

The project consists of 70 apartment units, a mix of 1, 2, and 3-bedrooms. 64 units will be in the principal building that fronts on Cottage Grove Road and Acewood Avenue. The remaining six units will come in the form of townhouses near the rear of the property. The project will have 55 underground parking spaces, 33 surface parking spaces, and six townhouse garages for a total of 94 spaces. The site will include one commercial space with ~10,000 ft<sup>2</sup>. The site will also include 89 bicycle parking spaces, a community room, an outdoor play area, and tenant gardening space.

#### Lot Size

82,473 SF/1.89 acres

#### Lot Coverage

Building footprint: 28,208 SF

Impervious area: 33,528 SF

Pervious area: 20,737 SF

Total Lot area: 82,473 SF

#### Useable Open Space

Useable open area provided: 23,329 SF

Useable open area required: 18,880 SF

#### Stormwater Management

The project involves the redevelopment of the existing site. The City of Madison requires that proposed stormwater management practices must reduce the total suspended solids load by 60% for redevelopment, as compared to no controls. The proposed stormwater management facility will meet these requirements through the implementation of permeable pavers and bioretention basins integrated into the site design.

#### Total Construction Cost

\$11,392

#### Value of the Land

\$1,600,00

#### Number of Jobs

47 construction jobs

15 permanent jobs

### Public Subsidy

None

### Sustainability

This project includes a variety of sustainable features, including:

- Compact mixed-use redevelopment
- Sustainable native plantings
- Multiple transit options
- Ample bicycle parking for visitors and residents
- Recycling for residents
- Construction recycling program
- Continuous insulation
- Energy Star appliances
- High efficiency, low flow plumbing fixtures
- Efficient lighting systems
- Low-E glazing
- Permeable pavers for stormwater infiltration
- Stormwater bioswale

### Neighborhood Input

Two neighborhood meetings have been held, the first on July 26<sup>th</sup>, and the second on September 17<sup>th</sup>. Both were well attended from both the Elvjem and Rolling Meadows neighborhood associations. The input gathered has been incorporated into the project where possible.

### Relevant Planning Documents

The project is consistent with vision, goals, and strategies outlined in the recently adopted comprehensive plan, Imagine Madison. Specifically, the project directly addresses the following:

#### Strategy 3: Increase the amount of available housing

- Support new housing opportunities by prioritizing planning efforts to transition underutilized, automobile-dominated commercial areas into complete neighborhoods and mixed-use Activity Centers.

#### Strategy 4: Integrate lower priced housing, including subsidized housing, into complete neighborhoods.

- Support the distribution of affordable housing throughout the city.

#### Land Use: Neighborhood Mixed Use (NMU)

- Node or corridor containing housing, shopping, and services that generally serves surrounding neighborhoods (2-4 stories; up to 70 du/acre).

The project is also consistent with the goals and objectives included in the Cottage Grove Road Activity Centers Plan including:

#### Land Use and Urban Design Goal #1: Improve stability, cohesiveness, and relationship between commercial centers and residential areas.

- Incorporate affordable, quality housing into new development that is close to employment centers.

- Look for opportunities to include 2-3 story apartment, town homes and housing that meet the needs of the "missing middle."

Land Use and Urban Design Goal #2: Ensure new infill mixed use, housing, or commercial development incorporate traditional neighborhood design elements.

- Encourage mixed-use and multi-family residential development of 2-4 stories where appropriate to anchor activity centers.
- Buildings should front on the street with parking behind or to the side of buildings.

Furthermore, the project responds directly to the plan's recommendations for this specific site which calls for multifamily housing or mixed-use (office).

#### Maintenance Plan

The project will be professionally managed by ACC Management Group, Inc. ACC currently operates over 50 communities and 3000 apartments throughout Wisconsin's major markets and Illinois including the Fox Valley, Milwaukee, Madison, and Northern Illinois. Headquartered in Oshkosh, WI, ACC's exceptional team of multi-family leaders has a proven track record of excellence in management of luxury apartments, condominium associations, and affordable housing in various state and federal programs including Section 42 Tax Credit, Section 8, and Section 515.

We look forward to working with city staff, Plan Commission, and Urban Design Commission members on the review and approval of this important project.

Sincerely,



Christopher Jaye  
Mirus Partners



David Porterfield  
Movin' Out