



Advenir Development, LLC

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December 20, 2024

VIA ELECTRONIC MAIL ONLY

City of Madison Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701-2985
PCapplications@cityofmadison.com

RE: New Submission of Land Use Application for 6303 Portage Road and 4821 Hoepker Road (Parcel ID numbers 0810-152-0098-4 & 0810-152-0097-6)
New 200-unit Residential Building Complex to be known as LEO@Pumpkin Hollow – Letter of Intent

Dear Staff:

Advenir Azora Capital, LLC (“**AAC**”) intends to purchase from MH Madison, LL (“**MH**”) approximately 26.9 acres of land located at 6303 Portage Road and portions of 4821 Hoepker Road in Madison, Wisconsin (the “**Development Tract**”). MH will retain the remaining portion of the real property located 4821 Hoepker Road for future development.

As described in detail below and depicted in our submission materials, AAC will create its LEO Living residential community (the “**LEO residential development**”) at the Development Tract bringing to the City of Madison new market-rate rental housing options in a variety of unit types, sizes and formats. The total estimated value of the completed development, including structures, site improvement costs, landscaping, and dedicated public infrastructure (*i.e.*, water transmission mains, sewer transmission mains, roadways) will be approximately \$56,105,903.

Advenir Azora Development, LLC (“**AAD**”), on behalf of AAC, is intending to file the following petitions/applications pertaining to the Development Tract:

- Zoning Map Amendment/Rezoning Application
- Urban Design Review Application (Informal Presentation)
- Subdivision Application

All applications will be submitted electronically, via email prior to the January 6, 2025 deadline.

AAD will file the following applications pertaining to the Development Tract at a later date:

- Conditional Use Application (for a new residential building complex)
- Urban Design Review Application (Initial/Final Approval)

Project Narrative:

The Development Tract is located within the City of Madison and is currently Agricultural (AG). With City Staff’s guidance, AAD requests a zoning designation of Traditional Residential – Planned (TR-P), which permits the use of single-family dwelling units and two-family dwelling units, two-family dwelling – twin units, and multifamily units. This zoning designation permits 15-72 dwelling units/acre. Accordingly, the LEO residential development proposed by AAD comprising of 200-market rate Class A Built for Rent units with a net density of 7.7 dwelling units/acre will comply with this zoning standard.

The Built for Rent units will consist of 200 cottage and duplex-like units with on-grade parking, attached garages for certain of the cottage units, standalone 3-car garage buildings, open space and Class A resident amenities offering active and passive spaces and uses consistent with and exceeding market competitive properties. A pair of clubhouses (1,456 square feet each) flank a resort-style pool and pool deck in the northeast corner of the Development Tract. One of the clubhouses will include a club level fitness center. Upon completion, the total estimated value of the Development Tract will be approximately \$56,105,903 (\$280,530/unit).



All the units and buildings at the LEO residential development are intended to be designed with a highly attractive architectural style that respects the surrounding environment. Keeping with the City's Pumpkin Hollow Neighborhood Development Plan, AAD recognizes the character the City intends to create. As such, the LEO residential development layout is thoughtfully designed to promote a sustainable and walkable community. AAD intends to advance the City's community goals and compliance with the Land Use Plan with key design aspects including walking and vehicle connections to current and future surrounding developments. This is accomplished by located the north/south public connector roadway in a central location, which will facilitate future a future connection to American Family Drive, while still taking into consideration to existing topography.

The LEO Development consists of a heterogenous collection of cottage style rental homes, in a location within the City that is primarily dominated by single family homes. According to the Missing Middle Housing concept, this product will address the need for housing choices at different price points for a variety of housing demographics. The design theme of the units within the LEO Development will include detached cottage style, stacked two-unit buildings, two-family twin buildings, and multifamily buildings. The applicant will propose a variety of architectural façades for each unit to differentiate each unit from the next and provide a sense of character to the internal neighborhood that is not typically seen in traditional single-family development.

Additionally, the development provides an alternative type of housing for the City's residents who choose to rent rather than buying a home. Missing Middle Housing, such as the buildings proposed within the LEO Development, provide a range of attainability, but also respond to the higher demand for housing. While no part of this Project is subsidized or "affordable" housing, the proposed Class A, market-rate development does support the extensive employment growth in the immediate vicinity such as the various warehouse/distribution and medical employers in the area by offering various unit types and sizes.

The project has been sized, site planned and designed to be compatible with the Pumpkin Hollow Neighborhood Plan and to provide a transition to the Suburban Employment Center uses to the south and east. The project is compatible in scale with the surrounding existing single-family homes and helps meet the growing need for walkable neighborhoods. In addition, this "Missing Middle" design provides varying housing choices for shifting household demographics. The project's thoughtful design not only helps create an internal sense of community, but also sets the tone for thoughtful integration into the surrounding neighborhoods by fostering easy access to supporting arterial streets.

The LEO Development proposes an extensive network of sidewalks, not only providing internal connections between units and amenities, but also providing external connections to future sidewalks on public roadways. Along with an extensive network of sidewalks, the applicant will propose bike racks and fix-it stations, internal to the LEO Development, to promote the use of bicycles. Additionally, the applicant intends to propose sufficient parking spaces to meet the needs of residents and guests. The proposed surface parking is designed in such a way that it does not appear to encompass the entire property.

AAD will install attractive landscaping throughout the LEO residential development in the form of foundation plantings, canopy trees, green open spaces and pocket parks. Curbed landscape beds and islands will be included in order to protect the landscaped areas from damage by pedestrians and/or motor vehicles. Furthermore, parking areas will be screened from public roadways with a combination of residential buildings, hedges and dense plantings. Finally, the required landscape buffer yards will also be included as part of the final plans.

Public roadway access to the LEO residential development will be immediately established via Portage Road and Hoepker Road with the dedication of an east/west roadway along the south property boundary, and a north/south roadway central to the overall development, thereby creating various routes to I-90 (Wisconsin Veterans Memorial Highway), Highway 151, and Highway 51, as the major thoroughfares through the area. Access to the Development Tract will be convenient and open throughout the street layout.

AAD will undertake development in consecutive phases. The current plan is to commence site grading to construct the base course roadways, stormwater management, with public roadways and utilities being turned over into operation first. Vertical construction will start with construction of 15-20 units and the amenity buildings, consisting of leasing office, fitness center,



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and pool. Remaining units will follow in rolling turnover phases with up to 30 units being turned over to operations every 6 weeks until completion.

Overall Compatibility with Market Expectations, the Land Use Plan & the Neighboring Lands:

AAD is excited to use its experience developing and operating similar “missing middle” rental housing communities to address the City’s need for housing choices at different price points for a variety of housing demographics. The market rate housing types and walkability in this new neighborhood provide a sense of character that is not typically seen in development as unique as this project and the LEO residential development will be attractive to a wide variety of residents considering the City as their home.

The LEO residential development is comprised of units that have exterior and interior visuals of a modern single-family and multi-unit neighborhood with a variety of styles such as detached cottage style, duplexes, and townhouses, and provides the amenities of a multi-family community. This project will improve the quality of housing by providing residents with the benefit of onsite amenities and additional privacy that is often lacking in traditional multi-family communities. The LEO residential development units will have front facing yards and walkable sidewalks. The unit interiors will consist of modern cabinetry, fixture finishes and kitchen layouts. The onsite amenities will include a pool, fitness center, clubhouse, and valet trash.

To address perceived adverse impacts to the surrounding lower density and intensity uses, AAD will plant intense vegetative buffers along the east boundary. Further, the final landscaping plan will comply with the landscape buffer yard requirement for areas adjacent to properties with the lower density and intensity designation. Additionally, the maintenance shop and solid waste services will be located internally within the LEO residential development.

In sum, the LEO residential development endeavors to establish a more cohesive and synergistic land use pattern consistent with the intent of the City’s Pumpkin Hollow Neighborhood Development Plan. The LEO residential development will provide a highly desirable and complementary use to the up-and-coming neighborhood but will do so in a manner that is sensitive to the existing uses. This overall compatibility supports the departures from the City’s Land Development ordinances.

Conclusion:

The application filed by AAD for Urban Design Review is consistent with the Pumpkin Hollow Neighborhood Development and the Land Development Code of the City of Madison. Granting future approvals will allow for the delivery of a Class A residential community that will generate the density threshold needed to create a supportive environment in an area that has limited new market-rate rental housing options with rents attainable for the employee pool that is targeted by the employers in the vicinity of the Suburban Employment Center. This design directly meets the City’s intended designation for the area to balance the need for new housing with the surrounding uses.

Through this development, AAD is excited to invest in the City of Madison and it looks forward to continue to work with City staff, Plan Commission, Urban Design Commission and Common Council on this development. We respectfully request your support for these applications and their accompanying materials.

If there are any questions regarding the submittal application and accompanying documents, please contact me at joann@advenirdevelopment.com.

Sincerely,

Joann Rubio
Development Manager
Advenir Azora Development, LLC