

April 28, 2025

Ms. Meagan Tuttle
Department of Planning & Community & Economic Development
Madison Municipal Building, Suite 017
215 Martin Luther King Jr. Blvd.
Madison, WI 53703



Re: Letter of Intent - Land Use Application Submittal

Starkweather Plat Outlot 2, Outlot 3, and Lot 4 - Tapestry
KBA Project #2505

Ms. Meagan Tuttle:

The following is submitted together with the plans and application for the staff and Plan Commission's consideration of approval.

Organizational Structure:

Owner:

Threshold Development
2020 Eastwood Dr.
Madison, WI 53704
608-233-6000
Contact: Tyler Krupp
tyler@thresholddevelopmentgroup.com

Architect:

Knothe & Bruce Architects, LLC
8401 Greenway Blvd., Ste 900
Middleton, WI 53562
(608) 836-3690
Contact: Kevin Burow
kburow@knothebruce.com

Engineer:

Vierbicher
999 Fourier Drive, Suite 201
Madison, WI 53717
(608) 821-3950
Contact: Randall T. Kolinske
rkol@vierbicher.com

Landscape Design:

Bernau Design + Architecture
(262) 378-1120
Contact: Shane Bernau
sbernau@bernau-design.com

Introduction:

This proposed mixed-use development involves the development of Starkweather Plat Lot 4, along with Outlot 2 and Outlot 3, located at the intersection of Milwaukee St and Leon St. These are 3 separate parcels being submitted as one submittal per recommendation of City Staff. This property is located within the Eastmorland Community Neighborhood. The site is currently undeveloped. This application requests the approval of a proposed development, which includes a new 4-story mixed-use building along with landscape / stormwater management improvements on the two outlots. The site is currently zoned CC-T and will remain CC-T zoning for the proposed development.

Project Description:

The proposed project is a mixed-use development consisting of 156 dwelling units (Studio, One Bedroom and Two Bedroom). It also includes approximately 6,200 SF of commercial space along with a Community Room, Game Room, and co-work space located on the ground floor at the north side of the building. The building is 4 stories with the northwest corner stepping down to 3 stories to allow for a common area roof deck overlooking the natural landscape of this property.

This building will serve as the gateway into the new Starweather Plat development. High-quality materials are proposed for the exterior. A combination of modern and industrial materials will set the tone for the rest of the future development within the Starkweather Plat.

Off-white vertical metal panels of random widths are broken into horizontal striations across the façade. The textured white siding is accented with playfully randomized horizontal wood-tone accents between windows. The white massing on the upper floors is anchored by a solid, dark grey masonry base around the entire perimeter. The architecture breaks apart the overall scale of the building by strategically layering contrasting textures and colors to create symbiosis with the surrounding neighborhoods and landscaping elements.

In addition to Lot 4, we are submitting landscaping and plaza design for Outlots 2 and 3. The design is intended to provide a seamless connection to the natural landscape of Starkweather Creek and maintain native vegetation throughout all lots. The plaza on Outlot 2 is designed as a flexible space for residents, commercial guests, and public gatherings such as farmers markets and food trucks, providing a combination of concrete and permeable pavers. The public pathways are woven from Outlot 2 into Outlot 3 where an amphitheater is nestled, and stormwater elements are laid out. These transitions in both the landscaping and building plans are particularly sensitive to the context of the development.

Parking is provided in the basement within the building and accessed from Milwaukee Street. Surface parking is available on Milwaukee Street and will be available on Leon Street when it is developed. The site is also adjacent to a public transit stop, allowing for easy access to many areas of the City.

City and Neighborhood Input:

We have met with the City on several occasions for this proposed development including coordination of the overall master plan for this former Voit Farm property. This specific development was presented at DAT on 2/27/2025. This input has helped shape this proposed development.

Conditional Use Approvals:

The proposed development requires conditional use to allow for more than 60 dwelling units in a mixed-use building. The proposed building's size, scale and use are consistent with the City's Comprehensive Plan for this property, which calls for Medium Residential development. We have met or exceeded all standards of the CC-T zoning.

Site Development Data:

Densities:

Lot Area	74,780 S.F. / 1.72 acres
Dwelling Units	156 D.U.
Lot Area / D.U.	479 S.F. / D.U.
Density	91 units / acre
Lot Coverage	60,069 S.F. / 80%

Building Height:	4 Stories / 51'-0"
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Commercial Area: 6,168 S.F.

Dwelling Unit Mix:

Studio	39
One Bedroom	73
One Bedroom + Den	10
<u>Two Bedroom</u>	<u>34</u>
Total	156 D.U.

Vehicle Parking:

Underground	155
Surface parking lot	<u>0</u>
Total	155 vehicle stalls

Bicycle Parking:

Garage Floor-Mount	136
Garage Wall-Mount	20
Guest Surface	16
<u>Commercial Surface</u>	<u>4</u>
Total	176 bike stalls

Project Schedule:

It is anticipated that construction will start in Fall of 2025 and be completed in Spring of 2027.

Thank you for your time and consideration of our proposal.

Sincerely,



Kevin Burow, AIA, NCARB, LEED AP
Managing Member