

March 27, 2023
Updated May 1, 2023



Ms. Heather Stouder
Director, Planning Division
City of Madison Department of Planning & Community & Economic Development
215 Martin Luther King Jr. Blvd., Ste 017
Madison, Wisconsin 53703

Re: Letter of Intent - Land Use Application Submittal

826 Williamson Street and 302 South Paterson Street
KBA Project **#2241**

Ms. Heather Stouder:

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
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(415) 260-0113
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tyler@thresholddevelopmentgroup.com

Architect:
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Middleton, WI 53562
(608) 836-3690
Contact: Name
Email Address

Engineer:
JSD Professional Services, Inc.
161 Horizon Drive, Ste. 101
Verona, WI 53593
(608) 848-5060
Contact: Kevin Yeska
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Landscape Design:
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(608) 848-5060
Contact: Kevin Yeska
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Introduction:

This proposed mixed use development involves the development of 826 Williamson Street and 302 S. Patterson Street. Located within the Marquette Neighborhood, the site is currently occupied by a small commercial building and several small storage buildings. This application requests removal of the existing buildings for the development of two new buildings on the site – a 3 story (stepping up to 4 story) structure on Williamson Street and a 5 story building facing Paterson Street. The development will include 188 apartment units and 4,238 total square footage of commercial space, 188 bike parking stalls in the underground parking area with an additional 20 public bike parking stalls, 140 underground parking spaces and 9 surface parking spaces. The site is currently zoned TSS and no change is requested to the zoning for the proposed redevelopment. We are however requested as a conditional use that the

two properties (826 Williamson St and 302 S. Paterson St) be considered a single zoning lot while still remaining two separate legal parcels.

Demolition Standards

The existing building at 826 Williamson St was most recently used as a business and fencing showroom but is now vacant. The building has served many people over its time but has become outdated and in need of major repairs and updates. The existing building at 302 S Paterson St has most recently used as a storage shed. We are proposing both existing buildings be demolished. The site is located on a prominent corner in the city that is currently underutilized and would be better utilized as a mixed use property. It is not economically feasible to move or reuse the existing structures. We will work closely with sector 67 to recycle, deconstruct and salvage whatever can be saved. The demolition standards will be met, and a Re-use and Recycling Plan will be submitted prior to the deconstruction of the existing structure.

Project Description:

The proposed new development located at 826 Williamson Street and 302 South Paterson Street is located within the TOD Overlay District and the Third Lake Ridge Historic District. The proposed design has been updated with a project that will be on one zoning lot while still being two separate structures including separating the underground parking areas. These will be a 3 (stepping to 4) story structure on Williamson Street and 5 story structure on Paterson St that are both mixed-use buildings with approximately 4200 SF of commercial space and approximately 188 residential units. The buildings share a common central courtyard at ground level between them.

This project site is in zoning district TSS (Traditional Shopping Street). This building will replace the former Struck and Irwin building.

This apartment buildings will each have an underground parking with a combined total 140 spaces, as well as 9 surface parking stalls. Both parking structures are accessed by the same ramp off of Paterson Street and there will be a connecting passage for pedestrians. These design concepts will be discussed in more detail and your feedback on this is welcomed.

826 Williamson St:

The proposed building at 826 Williamson St contains a total of 55 units – a mixture of 9 “micro” units (smaller studios), 34 studios, 9 1-bedrooms and 3 2-bedrooms. On the ground floor there is also shared commons area for the residential units. The ground floor also contains 3374sf of commercial space with it’s own accessible entrances.

Covered and secured parking is provided below the building. 54 stalls are located under the Williamson Street Building. 101 bike parking stalls are also provided here.

The building is 3 stories tall at the Williamson Street frontage, stepping up to a fourth story with a setback of 30’ for a mixed-use building per the Williamson Street Build 2 plan recommendation. There is also a small parking area with 9 stalls on the west side of the building to service the commercial space and provide fire truck access to the property.

This portion of the project falls in the Third Lake Historic District and has been reviewed by the Landmarks commission and been approved as compatible on 2/6/23.

The structure to be removed was constructed outside of the period of significance for the Third Lake Ridge historic district (1850-1929) and has no historic significance to this area. It is also out of character and is not a landmark structure, nor is it of an uncommon or unusual design or method of construction, and as such should meet the demolition criteria.

As part of this project the underlying land (3 lots facing Williamson Street) that the existing and the proposed building will sit on needs to be combined into one lot. This land combination has already been reviewed and approved by the Landmarks Commission and a certificate of appropriateness was approved on 6/6/2022.

302 S. Paterson Street:

The proposed building at 302 S. Paterson Street contains a total of 133 units – a mixture of 5 studios, 62 1-bedrooms, 25 1-bedroom+dens, and 41 2-bedrooms. The ground floor also contains 864 sf of commercial space facing Paterson St.

Covered and secured parking is provided below the building. 116 stalls are located under the Williamson Street Building. 87 bike parking stalls are also provided here.

The building is 5 stories tall. The parcel does NOT fall into the Third Lake Historic District and does not require Landmarks approval. The Williamson Street build 2 plan asks for a 4 story building in this zone (with structured parking) and we are asking for a 5th story.

Single Zoning Lot:

Between the two buildings is an outdoor plaza with space for residents to use. This plaza incorporates a mix of typical outdoor uses (seating and cooking) as well as landscaping.

Both underground parking levels are accessed by a single ramp off of Paterson St. At the bottom of the ramp are two separate garage entrances. A covered and protected passage for pedestrians is also provided between the two garage portions.

City and Neighborhood Input:

We have met with the City on several occasions for this proposed development including a pre-application meeting on 10/12/22, a neighborhood meeting on 1/12/23, a DAT meeting on 1/26/23, and Landmarks commission meetings for the 825 Williamson property on 1/9/23 and 2/6/23. We met with planning and development committee of the Marquette Neighborhood Association on 3/14/23 and received a vote of recommendation, the full MNA approved that recommendation on 3/20/23. This input has helped shape this proposed development.

Conditional Use Approvals:

The proposed development requires a conditional use to allow both properties to be considered a single zoning lot. In addition we are also asking for a conditional approval to add a 5th story to the Paterson Street building. The proposed building's size, scale and use are consistent with the City's Comprehensive Plan for this property, which calls for mixed-use development. We have met or exceeded all standards of the TSS zoning.

Site Development Data:

Densities:
Lot Coverage 64,310 S.F. / 81.8% %
Usable Open Space Waived (TOD)

Vehicle Parking:
Underground 140
Surface parking lot 9
Total 149 vehicle stalls

Bicycle Parking:
Garage Wall-Mount 47
Garage Floor-Mount 141
Commercial Surface 188
Guest Surface 20
Total 208 bike stalls

826 Williamson:

Densities:
Lot Area 26,171 S.F. / 0.6 acres
Dwelling Units 55 D.U.
Lot Area / D.U. 729 S.F./D.U.
Density 77 units/acre
Building Height: 3-4 Stories / 51'

Commercial Area: 3,374 S.F.

Dwelling Unit Mix:
Studio 39
One Bedroom 13
Two Bedroom 3
Total 55 D.U.

302 S. Paterson:

Densities:
Lot Area 52,297 S.F. / 1.2 acres
Dwelling Units 133 D.U.
Lot Area / D.U. 913 S.F./D.U.
Density 111 units/acre
Building Height: 5 Stories / 60'
Commercial Area: 864 S.F.

Dwelling Unit Mix:
Studio 5
One Bedroom 62
One Bedroom + Den 25
Two Bedroom 41
Total 133 D.U.

Project Schedule:

It is anticipated that construction will start in Spring 2024 and be completed in Fall of 2025.

A handwritten signature in black ink that reads "Kevin Burow". The signature is written in a cursive, flowing style.

Thank you for your time and consideration of our proposal.

Kevin Burow, AIA, NCARB, LEED AP

Managing Member