



June 16, 2025

Ms. Meagan Tuttle  
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 Submittal and UDC Submittal

922 -930 N Fair Oaks Ave. & 3357 – 3375 E Washington Ave.  
**KBA Project # 2439**

Ms. Meagan Tuttle:

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

**Organizational Structure:**

Developer:  
Volker  
464 S Hickory St, Ste C  
Fond du Lac, WI 54935  
(952) 334-7294  
Contact: Travis Fauchald  
t.fauchald@volker.co

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

Civil Engineer:  
JSD, Inc.  
507 W Verona Ave., Ste. 500  
Verona, WI 53593  
(608) 848-5060  
Contact: Matt Haase  
matt.haase@JSDInc.com

Landscape Design:  
JSD, Inc.  
507 W Verona Ave., Ste. 500  
Verona, WI 53593  
(608) 848-5060  
Contact: Matt Ammel  
matt.ammel@JSDInc.com

**Introduction:**

The proposed affordable-housing, mixed-use development consists of two new multi-family buildings on a combined parcel at the corner of East Washington Avenue and North Fair Oaks Ave. Building 1 will be a new 5- Story, 171 unit mixed-use building with approximately 3,300 sf of ground floor commercial space and underground parking for 114 automobiles. Building 2 will be a new 2-story, 6 unit townhome building with individual private garages. The 9 parcels to be combined and redeveloped include: 922 - 930 N Fair Oaks Avenue & 3357 – 3375 E Washington Avenue. Located within the Carpenter-Ridgeway Neighborhood, the site is currently occupied by four rental properties and six commercial

buildings. This project will provide affordable housing units for the benefit of the neighborhood and City. It is located within Urban Design District No. 5.

This application requests approval for the following:

- Construction of a mixed-use building with over 60 dwelling units
- Rezoning of the two properties located at 3357 E Washington Ave. and 3375 E. Washington Ave from TR-VI to CCT.
- The removal of the existing structures on the following addresses: 3357 - 3375 E. Washington Ave. and 930 N. Fair Oaks Ave.

The seven additional parcels to be combined are all currently zoned CCT. These parcels include:

- 922 N Fair Oaks Ave.
- 926 N Fair Oaks Ave.
- 930 N Fair Oaks Ave.
- 3361 E. Washington Ave.
- 3365 E. Washington Ave.
- 3371 E. Washington Ave.
- 3375 E. Washington Ave.

Upon approval of the proposed rezoning and development proposal, a new CSM will be prepared and recorded, combining all 9 parcels into a single parcel.

**Demolition Standards**

We are requesting approval for demolition of existing structures on the following parcels:

- 3357 E. Washington Ave. – Two Story multi-family building
- 3359 E. Washington Ave. – Two Story multi-family building
- 3361 E. Washington Ave. – Single-story commercial building
- 3365 E. Washington Ave. – Single-story commercial building
- 3371 E. Washington Ave. – Single-story commercial building
- 3375 E. Washington Ave. – Single-story commercial building
- 930 N Fair Oaks Ave. – Single-story commercial building

Note: The buildings at 922 & 926 N. Fair Oaks Ave. were approved for demolition at the March 3, 2025 Plan Commission meeting.

The existing buildings on the various parcels were most recently occupied as retail/commercial buildings and residential rental properties. The 7 subject parcels requesting demolition approval are located in an area identified by the City of Madison Comprehensive Plan as desirable for higher density residential use. The proposed redevelopment of these parcels aligns with the Comprehensive Plan. It is not economically feasible to move or reuse the existing structures. All demolition standards will be met, and a Re-use and Recycling Plan will be submitted prior to the deconstruction of the existing structures.

**Project Description:**

The architectural design of Building I includes recessed balconies and a balanced arrangement of materials, enhancing the character of the evolving East Washington Avenue corridor. High quality, durable materials include: composite horizontal siding, composite panels, and brick masonry. Consistent levels of detailing extend around all faces of the building. The design features both vertical

and horizontal articulation and includes brightly colored vertical accent elements that wrap around the building. A distinctive corner of the building is highlighted with a two-story glass commercial space, complemented by color-accented panels on the upper stories.

Walk-up residential units along both primary street facades provide a strong human-scale, pedestrian connection to the building neighborhood. The two ends of the building are stepped-down to be 4 stories to soften the ends of the building where facing the residential neighbors. Additionally, the corner retail area will feature outdoor seating within a landscaped patio, creating a pedestrian-friendly environment.

Building 2 is a two story (6 unit) townhouse-style building, placed in the SW corner of the property as a transitional buffer for the adjacent neighboring properties. Exterior materials and colors will be consistent with the material palette on Building 1.

Both indoor and outdoor common spaces are provided for the enjoyment of the residents. Included amenities are: Indoor community room for gathering, exercise room, on-site management office, outdoor plaza with grilling and seating areas, play structure for children, and small fenced area for pet enjoyment. The landscaping design has been carefully considered, for its variation in height and texture for the visual and environmental enjoyment of both the residents and the general public. A combination of fencing and landscape screening has been included to provide privacy to adjacent neighbors.

Parking is provided at the underground level of the apartment building, and the six townhome units have private single garages. Surface parking is provided for both resident and guest use. Surface parking and underground parking can be accessed from both E. Washington Ave. and N. Fair Oaks Ave. The site is adjacent to a public BRT transit stop, allowing for easy access to many areas of the City.

### **City and Neighborhood Input:**

We have met with City staff on several occasions for this proposed development including preapplication and DAT meetings. A neighborhood meeting was held on January 23, 2025, and the input from that meeting has helped shape this proposed development. Adjustments to the project in response to neighborhood concerns include: Increased commercial space along the East Washington façade, walk-up units to engage the sidewalk on N. Fair Oaks, and additional vehicular access via East Washington Ave. to address traffic concerns.

### **Conformance with UDD No. 5 Requirements**

This preliminary design addresses the following Urban Design District 5 criteria:

- The terrace along East Washington Avenue and Fair Oaks will be added or expanded to a minimum of 8' in depth to allow for street tree plantings to occur in coordination with City Forestry guidelines.
- Off-street parking is located at the rear of the building with a dedicated drop-off location for residents, limited surface parking for guests and residents, and underground garage parking for resident use. Surface parking will be complemented by tree islands with a privacy fence along the rear lot lines adjacent to neighboring properties.
- Building signage will be integrated into the architecture of the building. Site and wayfinding signage will be integrated into the landscape plan. All signage will conform to Madison General Sign Ordinances.

- The building design incorporates high-durability composite materials with a masonry-clad ground level. The balance of materials remains consistent around all sides of the building.
- Accent colors are included via a rhythm of vertical, angled window bay elements as well as brightly colored composite panel sections at the ends and center of the building faces, visually dividing the building façades into smaller sections.
- The building scale corresponds to the urban character of East Washington Ave, providing a strong presence on a busy intersection adjacent to the newly-constructed mixed-use project across the street. The massing steps down at the end of the Fair Oaks wing of the building to reduce its scale as it faces the residential neighborhood to the South.
- A pedestrian-oriented retail space is sited prominently on the corner of East Washington Ave and Fair Oaks Ave, providing an attractive, glass storefront space with outdoor seating for the use of patrons.
- Exterior lighting will be designed with full cut-off fixtures, complying with all Madison Ordinances. Building lighting will be anti-glare in nature, providing localized lighting for residents' balconies and outdoor recreation areas.
- Landscaping includes a variety of hardy, colorful species, providing visual interest, shading, and privacy screening.

### **Conditional Use Approvals:**

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

### **Site Development Data:**

Densities:

Lot Area	104,438 S.F./ 2.40 acres
Dwelling Units	177 D.U.
Lot Area / D.U.	590 S.F./ D.U.
Density	73.8 units/acre
Lot Coverage	77,565 S.F. / 74 %

### **Building Heights:**

Building 1 (Apartment):	5 Stories / 66'-0"
Building 2 (Townhome):	2 Stories / 25'-8"

### **Commercial Area:**

Building 1 (Apartment):	3,286 SF
Building 2 (Townhome):	N/A

### **Dwelling Unit Mix:**

Building 1 (Apartment):		Building 2 (Townhome):	
One Bedroom	76	One Bedroom	0
Two Bedroom	68	Two Bedroom	0
Three Bedroom	27	Three Bedroom	06
Total	171 D.U.	Total	06

Vehicle Parking:

Building 1 (Apartment):

Underground	114
Surface parking lot	35
Total	149 vehicle stalls

Building 2 (Townhome):

Garage	6
Surface Parking	6
Total	12 vehicle stalls

Site Total: 161 Stalls

Bicycle Parking:

Building 1 (Apartment):

Long Term- Garage	165
Long Term- Surface	17

Building 2 (Townhome):

Long Term- Garage	6 + (3 in Bldg #1)
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Short Term- Guest	19
Short Term- Commercial	7
Total	208 bike stalls

Short Term- Guest	1
Total	10 bike stalls

Site Total: 218 bike stalls

Project Schedule:

It is anticipated that construction will start in Early Fall 2026 and be completed in Fall 2027

Thank you for your time reviewing our proposal.

Sincerely,



Kevin Burow, AIA, NCARB, LEED AP  
Managing Member