

14 July 2025

City of Madison Planning Division  
215 Martin Luther King Boulevard, Suite 107  
Madison, WI 53701

RE: 3235/3237 Burke Avenue, 3236 Commercial Avenue, and 3300 Commercial Avenue  
Project name – Mathea (working name)  
**Letter of Intent**

CITY of MADISON STAFF, on behalf of the Mathea owners, this submission is for a proposed anew building project. This submission is used to seek approvals through the Madison Site Plan Verification Process. This request is for a development to be located fronting both Commercial Avenue parallel to Hwy 30 and Burke Avenue to the north. The proposed buildings will be a mixed-use development consisting of an office building and a multi-family residential building. Final addresses have not yet been assigned. The current address of 3300 Commercial Ave is the address for the largest of the three existing structures and will be used as the working address until final addresses are established.

**Proposed Two Building Development** – Project demolition will include removal of three structures:

- Removal of the multi-family residence known as 3235 and 3237 Burke Avenue.
- Removal of a single-story commercial building located as 3236 Commercial Avenue. Currently occupied by Ultimate Arts Tattoo.
- Removal of the single-story office and warehouse facility located at 3300 Commercial Avenue. This building is currently occupied by four commercial tenants.
- The original architects, builders, and years of construction are not known.
- Submittal has been made through the city application process and to the Landmarks Commission to begin the approval process for demolition.

The proposed Development will consist of two main new structures:

- A single-story commercial use building fronting Commercial Avenue provides an updated image to this highway access to Madison. With a large glass façade facing the HWY 30 corridor entering the city just west of the access to East Washington Ave.
- An 'L' shaped multi-family building fronting Burke Avenue. Walk-up units facing Burke Avenue in the three-story section of the building along with traditional internally accessed units facing the internal courtyard in both the three- and four-story sections of the building.
- An internal courtyard is wrapped on three sides by the new structures that allows for a private space for use by both the commercial and residential occupants. Integrated site seating, open grass areas, adjacent bike parking, and areas for outdoor cooking, and dining are proposed.
- An overall goal is to create a building complex that works together with integrated underground parking while:
  - o Providing a corporate façade to Commercial Ave and Hwy 30
  - o A three-story façade facing the existing residential area north of Burke Ave
  - o Joining the forms and activities around a central courtyard available directly from surface parking shared by the office and residential users

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**Relationship to existing landmark structures** – The site of the proposed new development is located fronting Commercial Ave on the southerly side, along the Hwy 30 corridor as motorists approach the East Washington Avenue exit access. The site is a full block in depth and the proposed development also fronts the residential neighborhood along Burke Avenue to the north.

- The existing developments in the immediate area consists largely of established industrial and commercial structures fronting Hwy 30. No known property with a historic designation is known.
- The Burke Avenue frontage faces established single and multi-family residences. No known adjacent property with a historic designation is known.

**Conditional Use Approval Standards and replies** - The existing zoning for the property is TE for Traditional Employment. Conditional Use approval is required for the residential component of the project.

1. The establishment, maintenance or operation of the conditional use will not be detrimental to or endanger the public health, safety, or general welfare.
- The site falls just inside the F-35 Day and Night Average Sound Level area at the 65-decibel level.
  - o The upgraded windows specified for the building are a double-pane 4mm glass providing an STC rating of 31.
  - o The building will be clad with continuous insulation adding mass and density which will further mitigate sound wave transmission.
- The site is adjacent Hwy 30.
  - o Residential portion of project is approximately 80 feet back from Commercial Ave with an office building placed as a visual and sound wave transmission buffer.
  - o Building design includes no residential windows directly facing Hwy 30.
2. The City is able to provide municipal services to the property where the conditional use is proposed, given due consideration of the cost of providing those services.
- City has confirmed that the site is adequately served by existing services.
3. The uses, values and enjoyment of other property in the neighborhood for purposes already established will not be substantially impaired or diminished in any foreseeable manner.
- The siting of the commercial portion of the project towards Commercial Ave and siting of the residential component of the project towards Burke Ave results in compatible uses being proximate to each other resulting with no impairment to existing neighborhood uses.
4. The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for use permitted in the district.
- No such impacts are expected. Redevelopment of the property will likely encourage similar redevelopment of under-utilized adjacent property.
5. Adequate utilities, access roads, drainage, internal circulation improvements for pedestrians, bicyclists, public transit and vehicles, parking supply (in cases with minimum parking requirements) and other necessary site improvements have been or are being provided.
- Project includes the addition of currently non-existent sidewalk and curb improvements providing benefit to drainage and pedestrian movements.



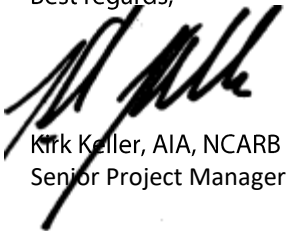
6. The conditional use conforms to all applicable regulations of the district in which it is located.
  - The project conforms to all applicable regulations.
7. Does the project create an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose for the zoning district?
  - The project is intended to make a "gateway" statement to those entering Madison via Hwy 30 and will act as a catalyst to similar high-quality redevelopment in the area.

**Supplemental Information -**

- Application fee is being forwarded through the mail.

The overall project intent is to develop a market rate commercial and residential property that meets the intent of all City planning guidelines and presents a new professional building on this access corridor to the City while presenting a residential feel facing Burke Avenue. This project does require Conditional Use approval for the residential buildings.

Best regards,



Kirk Keller, AIA, NCARB  
Senior Project Manager

