

February 27, 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 – LUA Submittal – Lot 47-48

4846 Eastpark Blvd.  
Cascade Development – The American Center Project  
KBA Project #2155

Ms. Heather Stouder,

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

**Project Organizational Structure:**

Owner:  
Cascade Development  
5150 High Crossing Blvd.  
Madison, WI 53718  
(608) 354-8748  
Contact: Luke Stauffacher  
Luke@cascadedevelop.com

Architect:  
Knothe & Bruce Architects, LLC  
7601 University Avenue, Ste 201  
Middleton, WI 53562  
(608) 836-3690  
Contact: Greg Held  
gheld@knothebruce.com

Engineer:  
Vierbicher  
999 Fourier Drive, Suite 201  
Madison, WI 53717  
(608) 821-3961  
Contact: Matthew W. Schreiner  
msch@vierbicher.com

Landscape Design:  
Olson Toon Landscaping  
3570 Pioneer Road  
Verona, WI 53593  
(608) 827-9401  
Contact: Brad Fregien  
Brad@olsontoon.com

**Introduction**

Cascade Development is proposing a mixed-use development for The Commons District at The American Center. This development will occupy the lands east of Eastpark Boulevard, north and south of Dreamer Drive. This project will provide much needed housing and the opportunity for dining, retail and other service uses within The American Center. It will also extend the hours of activity within The American Center to promote a more community-oriented destination. Identified Conditional Uses for the project include a multi-family building with more than 60 dwelling units in a CC-T zoning district on

Lot 47, and for a building with more than 36 dwelling units and exceeding 52 feet in height in a TR-U2 district on Lot 48.

### **The American Center and City of Madison Input**

The project team has met with City planning staff and representatives of The American Center on several occasions to discuss the proposed project, including a City of Madison Development Assistance Team (DAT) meeting on August 18, 2022, a meeting with the City of Madison Zoning department on September 22, 2022, a meeting with Alder Paulson on October 13, 2022, and numerous meetings with representatives of The American Center. This input has helped shape this proposed development with refinements to the general site design, easements, setbacks, stormwater management and requested zoning.

### **Previous Approvals**

The Madison Common Council approved the preliminary and final plats and the rezoning of the lots at its meeting on February 7, 2023.

### **Project Description**

Lot 47 and 48 will provide 201 dwelling units and 7,638 s.f. of commercial space. Both buildings will be provided with underground parking and internal trash/recycling collection. Amenity space for tenants includes a community room with roof deck, grilling and outdoor seating areas. With the creation of the plat, a private park with public access easement has been created on a nearby outlot within the plat. Cascade Development will manage the project with their own on-site staff.

### **Site Layout**

Lot 47 and 48 are on the west side of Phase I. Eastpark Boulevard borders the west side of the lots, Dreamer Drive to the south, and Luminous Lane borders the east and north sides.

### **Architecture**

We are proposing architecture with clean, modern lines and high-quality materials that will fit in well with the existing buildings within The American Center. Featured materials include natural stone and brick veneers, fiber composite lap siding and composite panels. Mechanical equipment will be screened, with equipment located on rooftops screened by building parapets.

### **Parking**

Bus Rapid Transit will serve this site and Planning staff have indicated they would encourage any parking reduction the developer is comfortable with, especially any reduction in surface parking. The developer was also encouraged to use the smaller surface stall size, which have been incorporated into the site plan. There are 175 structured vehicle stalls within the basement and a total of 60 surface stalls in a shared parking lot. Cross access easements will be provided for the shared parking. The off-street parking ratio is 1.17 stalls per dwelling unit. This will be supplemented by approximately 35 on-street parking stalls created by the new public streets that have been platted. There are also a total of 135 bicycle stalls, which meets the combined requirements of the residential and commercial components of the project. Given the proximity of bus service and the potential for residents to be employed within TAC, the developer is confident the parking will be adequate for the project.

### **Landscaping**

Landscape will primarily focus on native plants and natural treatments, and will exceed City of Madison landscape point requirements. Street trees will be installed per Forestry requirements.

**Exterior Lighting**

Exterior lighting will comply with Madison ordinances and will be high efficiency LED and Dark Sky compliant.

**Lot 47 Site Development Data:****Densities:**

|                     |                                                       |
|---------------------|-------------------------------------------------------|
| Lot Area            | 79,575 S.F. / 1.83 acres                              |
| Dwelling Units      | 119 DU                                                |
| Lot Area / D.U.     | 669 S.F./D.U.                                         |
| Density             | 65 units/acre                                         |
| Open Space Required | 40 S.F./D.U.*                                         |
| Open Space Provided | *Each unit has a balcony exceeding the 40 SF minimum. |
| Lot Coverage        | 60,500 S.F. = 76%                                     |

**Building Height:**

5 Stories – 68'-0"

**Dwelling Unit Mix:**

|                      |           |
|----------------------|-----------|
| Studio               | 25        |
| One Bedroom          | 49        |
| One Bedroom + Den    | 9         |
| <u>Two Bedroom</u>   | <u>36</u> |
| Total Dwelling Units | 119       |

**Vehicle Parking:**

|                   |                   |
|-------------------|-------------------|
| Surface           | 39 stalls         |
| <u>Structured</u> | <u>103 stalls</u> |
| Total             | 142 stalls        |

**Bicycle Parking:**

|                                |                   |
|--------------------------------|-------------------|
| Surface Guest                  | 12 stalls         |
| Surface Commercial             | 4 stalls          |
| Underground Garage W.M.        | 16 stalls         |
| <u>Underground Garage F.M.</u> | <u>103 stalls</u> |
| Total                          | 135 stalls        |

**Lot 48 Site Development Data:****Densities:**

|                     |                                                       |
|---------------------|-------------------------------------------------------|
| Lot Area            | 47,174 S.F. / 1.08 acres                              |
| Dwelling Units      | 82 DU                                                 |
| Lot Area / D.U.     | 575 S.F./D.U.                                         |
| Density             | 76 units/acre                                         |
| Open Space Required | 40 S.F. /D.U.*                                        |
| Open Space Provided | *Each unit has a balcony exceeding the 40 SF minimum. |
| Lot Coverage        | 35,500 S.F. = 75.3%                                   |

**Building Height:**

4 Stories – 54'-0"

**Dwelling Unit Mix:**

|                      |           |
|----------------------|-----------|
| Studio               | 15        |
| One Bedroom          | 32        |
| One Bedroom + Den    | 8         |
| <u>Two Bedroom</u>   | <u>27</u> |
| Total Dwelling Units | 82        |

**Vehicle Parking:**

|                   |                  |
|-------------------|------------------|
| Surface           | 21 stalls        |
| <u>Structured</u> | <u>72 stalls</u> |
| Total             | 93 stalls        |

**Bicycle Parking:**

|                                |                  |
|--------------------------------|------------------|
| Surface Guest                  | 8 stalls         |
| <u>Underground Garage F.M.</u> | <u>82 stalls</u> |
| Total                          | 90 stalls        |

**Project Schedule**

Building for the (4) buildings in Phase I would begin in Fall 2023 and complete in Fall 2025, construction sequencing to be determined.

Thank you for your time and consideration of our proposal.

Sincerely,



Greg J Held, AIA  
Member