

January 10, 2022

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

3005 University Ave., Madison, WI
Land Use and Urban Design Commission Submittal
KBA Project# 1838

Ms. Heather Stouder,

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

Owner: Flad Development
3330 University Ave. Unit 206
Madison, WI 53705
608-833-8100
Contact: John Flad
JFlad@flad-development.com

Architect: Knothe & Bruce Architects, LLC
7601 University Avenue, Ste 201
Middleton, WI 53562
608-836-3690
Contact: Kevin Burow
kburow@knothebruce.com

Engineer: Vierbicher Associates, Inc.
999 Fourier Dr.
Madison, WI 53717
(608) 826-0532
Contact: Justin Zampardi
jzam@vierbicher.com

Landscape Design: The Bruce Company
2830 Parmenter St.
Middleton, WI 53562
(608) 836-7041
Contact: Rich Strohmenger
RStrohmenger@brucecompany.com

Introduction:

This mixed-use development involves the redevelopment of 3005 University Ave., located at the corner of University Ave and Schmitt Place. The site is currently occupied by an existing, single-story restaurant with surface parking lot. The site is zoned CC-T (Commercial Corridor-Transitional District) and is located within the Rocky Bluff Neighborhood. This proposed development is also within the Urban Design District #6. The existing CC-T zoning will remain for the proposed redevelopment.

The Comprehensive Plan calls for Community Mixed Use in a 2 to 6 story building with up to 130 housing units per acre. The site will provide the opportunity for new construction of much needed residential units that will enhance the area along the University Avenue corridor, while providing easy access to everywhere in the city for the residents.

Project Description:

This development proposes a five-story mixed-use building with structured underground parking and enclosed first floor parking. There will be first floor commercial space along with a total of 59 dwelling

units that consist of studios, one-bedrooms, one-bedroom plus den, and two-bedroom apartments. The building front façade steps back at the 5th floor level and this provides an area for all residents to be able to relax and socialize on the 5th floor roof deck.

The first-floor commercial space is accessible off of the public sidewalk along University Ave via a shared entry with the Apartments and is also accessible from the protected parking area located directly behind this space at the first-floor level.

City and Neighborhood Input:

We have connected with the City on several occasions for this proposed development including interactions with Staff and attending a DAT Meeting and this input has helped shape this proposed development. A neighborhood meeting is being hosted by Alder Regina Vidaver and led by Tim Parks as well. Flad Development also reached out to bordering neighbors on multiple occasions through-out the planning process, particularly Barry Berman of Bagels Forever, the immediate neighbor to the east, and we are incorporating accommodations for their semi-truck turn-around utilizing a portion of our property.

Demolition Standards

The Smoky’s Club structure to be removed has served the community well and has perhaps been a favorite restaurant to visit, but the Owners have chosen to close this business and focus their attention on a new restaurant that they will open in Mt. Horeb. This existing building 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. Also, all of the mechanical systems within the current structure are antiquated and inefficient and are not able to be utilized for re-use. We believe the demolition standards can be met, and a Re-use and Recycling Plan will be submitted prior to the deconstruction of the existing commercial structure.

Conditional Use approval:

The proposed redevelopment requires a conditional use to allow for a residential building with more than 36 residential units. The proposed building’s size, scale and use are also consistent with the City’s Comprehensive Plan for this property, which calls for Community Mixed Use in 2-6 stories.

Site Development Data:

Densities:

Lot Area	26,142 S.F. / 0.60 acres
Dwelling Units	59 DU
Lot Area / D.U.	443 S.F./D.U.
Density	98 units/acre
Open Space	8,862 S.F.
Open Space / Unit	150 S.F./Unit (40 S.F./Unit Required)
Lot Coverage	20,647 S.F. = 79% of total lot (85% Max.)

Building Height: 5 Stories

Dwelling Unit Mix:

Efficiency	14
One Bedroom	24
One Bedroom + Den	11
<u>Two Bedroom</u>	<u>10</u>
Total Dwelling Units	59

Vehicle Parking:

Surface	11 stalls
<u>Enclosed</u>	<u>64 stalls</u>
Total	75 stalls

Bicycle Parking:

Surface Guest & Commercial Use	8 stalls
Underground Garage F.M.	53 stalls
<u>Underground Garage W.M.</u>	<u>6 stalls</u>
Total	67 stalls

Project Schedule:

It is anticipated that the construction on this site will begin in Summer 2022 with a final completion date of Summer of 2023.

Thank you for your time reviewing our proposal.

Sincerely,



Kevin Burow, AIA, NCARB, LEED AP
Managing Manager