

February 28, 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

2165 Linden Ave., Madison, WI
Land Use Submittal
KBA Project# 2102

Ms. Heather Stouder,

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

Owner:	Threshold Development 1954 Atwood Ave. Madison, WI 53704 608-233-6000 Contact: Joe Krupp joe@primeurbanproperties.com	Architect:	Knothe & Bruce Architects, LLC 7601 University Avenue, Ste 201 Middleton, WI 53562 608-836-3690 Contact: Kevin Burow kburow@knothebruce.com
Civil Engineer:	JSD Professional Services, Inc. 161 Horizon Drive, Ste. 101 Verona, WI 53593 (608) 848-5060 Contact: Kevin Yeska Kevin.Yeska@jsdinc.com	Landscape Architect:	JSD Professional Services, Inc. 161 Horizon Drive, Ste. 101 Verona, WI 53593 (608) 848-5060 Contact: Kevin Yeska Kevin.Yeska@jsdinc.com

Introduction:

This proposed development is currently zoned as TR-VI (Traditional Residential-Varied District I) and is the current site of the Zion Faith Community Church. The site will need to be rezoned as PD (Planned Development District) and this will provide the opportunity for new construction of much needed residential units that have walkable access to a coffeeshop, barber shop, restaurants, and many other essential, local businesses.

Project Description:

This development proposes a two to three-story, multi-family building with structured underground parking. There will be 32 dwelling units that consist of studios, one-bedrooms, and two-bedroom apartments.

The proposed building has been designed to be in context with the neighboring structures and will serve as a transition from the 4-story mixed use building to the south and the single-family homes to the north. This building has been designed as a two to three-story structure with the third floor set back

on all street sides of the property such that there are only two-story facades along the sidewalks. The building has also been designed to resemble townhomes built next to each other so that the residential scale and context is further reinforced. This design solution was achieved after much discussion with the stakeholders of this project, as explained in more detail below. The garage access is located along the south side of the building and is utilizing a shared access easement between the neighboring properties to keep all vehicular traffic away from the surrounding neighborhood.

Planned Development Standards

Statement of Purpose

We believe the proposed project meets the *general intention* and *specific requirements* for a planned development district. While we understand the PD is meant to rarely be used, we believe the particulars of this site and process are uniquely suited for a PD. We were encouraged to pursue a PD by City Officials and neighborhood leaders familiar with the particularities of this site and process.

General intention of PD

The general intention of the PD district is “*to provide a voluntary regulatory framework as a means to facilitate the unique development of land in an integrated and innovative fashion, to allow for flexibility in site design, and to encourage development that is sensitive to environmental, cultural, and economic considerations, and that features high-quality architecture and building materials.*” We believe this proposal meets the standard of being a ‘*unique development*’, in multiple ways. The context itself, of a Church vacating land in a manner not anticipated by city planning makes the underlying zoning issues unique. That underlying unanticipated zoning context generated a truly unique consultative process involving neighborhood and City stakeholders. While that process did not generate unanimity or consensus, it did generate the outlines of a compromise that garnered significant support. The PD is being requested partly as a means to be sensitive to the ‘*environmental and cultural*’ considerations of respecting that compromise. The PD was thought to be the best way of ensuring that the developers would be narrowly constrained to honor the spirit and outline of the unique and specific compromise(s) that resulted from the neighborhood process.

Lastly, we believe the architecture and materials of this project meet the standard of ‘*high-quality architecture and building materials*’ and were arrived at in response to guidance from the neighborhood, Urban Design Commission, and Passive House consultants.

Specific objective(s)

In addition to meeting the general intent of the PD district, our proposal aims to achieve the specific objective(s) (A) of the PD guidelines “*Promotion of green building technologies, low-impact development techniques for stormwater management, and other innovative measures that encourage sustainable development.*” This project will be exemplary in promoting green building

technologies, low-impact development techniques for stormwater management, and more generally encouraging sustainable development.

We are committed to pursuing passive house net-zero ready standards of construction and building performance on this project. In our assessment, passive house construction and the PHIUS criteria for certification are the current best practice for sustainable building in the United States. Passive house construction can reduce energy use by up to 70-80%. When combined with renewable Photo Voltaic (PV) energy, passive house buildings can attain net-zero energy use. While this building approach and technology has a long history, it's only in the past 5 years that it has become a reality in multifamily housing projects at any scale. It is quickly being incentivized, and becoming the norm, in Massachusetts, New York, and Pennsylvania. We are committed to pursuing passive house net zero ready standards on this project for its own sake, but also as a step towards making passive house construction our baseline for all future projects. We have hired Precipitate passive house consulting to train our entire team, including the contractor and architect for this project, and to expand our capacities for future passive house projects in Madison. This project would be the first attempt in Madison by a for profit developer to achieve passive house standards on a multifamily project. We hope to demonstrate to ourselves, the City, and the broader development community that such standards can be achieved by for profit developers in Madison.

Low impact development techniques for stormwater management

1. This project will provide greater improvements over current conditions for stormwater management by the elimination of the surface parking lot and being in full compliance with the new stormwater standards.
2. A rain garden will be utilized to visually demonstrate a stormwater management system at the northwest corner of the property, so that the residents and the surrounding neighborhood can see this and enjoy the beauty that it provides.
3. The rest of the stormwater management will be accomplished with a green roof system on the 3rd floor level of this building. This too will be visible and enjoyed by the residents of this project.
4. Beyond the items listed above, no man-made structures or holding tanks are required, beyond standard piping that ties into the storm sewer system.

City and Neighborhood Input:

We met with the City Staff and the Alder very early on in this process to have a solid understanding of the steps that would need to be taken for this redevelopment to be approved. There were then multiple meetings directly with the immediate neighbors of this property and larger group neighborhood meetings as well, that were spearheaded by Brad Hinkfuss with SASY. These often-included Alder Benford and then Alder Foster was included as well. The project evolved through these discussions and the final resulting design was based on an iterative process arrived at through collaboration with all

parties. We then presented this project to DAT and received further feedback and that information that has been taken into account with this submittal.

Demolition Standards

The structure to be removed has served the community well but unfortunately given today's environment and the diminishing number of members of the Zion Faith Community, the building is no longer needed to host worship services or provide other uses for this congregation. Zion has merged with Lakeview Moravian Community Church and will be basing their ministries out of that facility and has made the hard decision that this building will no longer be used. The structure itself, while having sentimental value, is not a landmark structure, nor does it have any historical significance for this area. Also, it is not of an uncommon or unusual design or method of construction, and as such should meet the demolition criteria. 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.

Site Development Data:

Densities:

Lot Area	20,597 S.F. / 0.47 acres
Dwelling Units	32 DU
Lot Area / D.U.	644 S.F./D.U.
Density	68 units/acre
Open Space	3,331 S.F.
Open Space / Unit	104 S.F./Unit
Lot Coverage	15,220 S.F. = 74% of total lot

Building Height: 2 to 3 Stories

Dwelling Unit Mix:

Studio	12
One Bedroom	10
Two Bedroom	10
Total Dwelling Units	32

Vehicle Parking:

Surface	0 stalls
Enclosed	44 stalls
Total	44 stalls

Bicycle Parking:

Surface Guest	4 stalls
Underground Garage F.M.	24 stalls
Underground Garage W.M.	8 stalls
Total	36 stalls

Project Schedule:

It is anticipated that the construction on this site will begin in Fall of 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