

May 2, 2022

City of Madison
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King, Jr. Blvd.
P.O. Box 2985
Madison, WI 53701-2985
(608) 266-4635

Re: **Park & Regent Apartments – Land Use Application Letter of Intent**
Site Address: 802-826 Regent Street & 3 N. Park Street, Madison, WI

Dear Planning Division:

This letter is to describe the intent of the Land Use Application for the properties located at 802-826 Regent Street and 3 N. Park Street, Madison, WI. The developer, CRG Acquisition, LLC, intends to raze the existing structures and develop the 0.8-acre site into a 10-story for-rent residential building with approximately 178 units and 521 beds, and approximately 50 parking spaces located in a single level of underground, structured parking. The ground floor is to feature approximately 3,000 SF of neighborhood-oriented commercial retail space, along with a residential lobby, leasing office, residential amenities, and public art. The project will also feature bike storage facilities on the first and lower levels.

Project Team

Developer: CRG Acquisition, LLC
35 E. Wacker Drive, Suite 1300
Chicago, IL 60601
(312) 658-0747
Representative: Alison Mills

Architect: Lamar Johnson Collaborative
35 E. Wacker Drive, Suite 1300
Chicago, IL 60601
(312) 429-0409
Representative: Alan Barker

Civil Engineer: Vierbicher
999 Fourier Dr, Ste 201
Madison, WI 53717
(608) 826-0532
Representative: Johnathan Lilley

Existing Conditions

The existing properties include 1-2 story commercial and residential structures, paved parking areas, trees, shrubs, and other vegetation. The properties are zoned UMX (Urban Mixed Use). The integrity of the existing 802 Regent Street building has been compromised structurally and historically with major renovations and additions, and as such does not qualify for any Historic Tax Credits or inclusion on the National Register and is at the end of its useful life. As discussed in more detail below, the developer is working with stakeholders on plans to incorporate the history of the building and the broader history of the Greenbush neighborhood, as well as brick components from the 802 Regent building, into a new public art and mural component accessible from the East Campus Mall corner of the proposed project.

Project Schedule

The development team has held several pre-application meetings with Planning and Zoning Staff to discuss the development proposal and review concept plans, and has also attended an Informational UDC Presentation on March 30. The developer plans to attend the UDC Meeting for Initial & Final Recommendation of Approval on June 15, 2022, the Plan Commission Meeting on June 27, 2022, and the Common Council Meeting on July 12, 2022. The developer anticipates starting construction on November 1, 2022 to deliver the project by Summer 2024.

Proposed Use

The developer intends to build a 10-story for-rent residential building of approximately 242,386 GSF. The lower level will feature approximately 24,000 GSF of parking, bike storage, and utility rooms, while the first floor at grade will feature a residential lobby and leasing office, mail and package rooms, residential amenity rooms, bike storage, utility rooms, and approximately 3,000 SF of retail at the corner of Park Street and Regent Street. A tenant has not yet been identified for the commercial space, but provisions are provided for food and beverage. As the project intends to serve the needs of the neighborhood and community, the developer intends to market the retail space to local, small businesses. Vehicular access to the garage is accomplished through a new drive lane along the northern side of the property that serves one-way vehicular traffic from Park Street to East Campus Mall. Primary entrances to the residential lobby are accessed from this internal drive lane and a pedestrian entrance on Regent Street. A secondary vestibule provides pedestrian access to the leasing offices and lobby from a new pedestrian plaza that fronts East Campus Mall. The building will be secured 24/7, and all parking is maintained below grade and active uses front all streets in order to enhance the vibrancy of streetscape.

The developer further recognizes the importance of this block to the Regent Street Plan and South Campus neighborhood, and intends to incorporate elements of public art to acknowledge the history of the site. The developer has met with the Alder, neighborhood group, and interested stakeholders on numerous occasions to discuss plans to treat the first floor corridor that fronts Regent Street as a "history hallway" of the Greenbush neighborhood. Based on what the developer has heard from these meetings, the developer understands that the priority is to

develop a timeline and exhibition that is inclusive of the history of other buildings and key blocks in the neighborhood beyond the 802 Regent building alone. The developer plans to continue to work with the Alder, neighborhood, and key stakeholders to develop, design, and refine the public art and historical tribute elements in the project.

Floors 2-10 of the project feature for-rent residential units. Level 9 also features an additional residential amenity space and an approximately 1500 SF outdoor amenity deck.

The design of the project is consistent with the guidelines of the Regent Street – South Campus Neighborhood Plan, and furthermore recognizes the need to create a sense of enclosure and urban space in order to strengthen the business corridor along Regent and to act as an entrance to the campus from the south along Park Street. The site sits along both major vehicular and pedestrian paths and the proposed project speaks to the unified streetscape sought in the Regent Street – South Campus Plan with the use of the stepback and setbacks and by the critical introduction of vertical breaks and an undulating rhythm which enhance the neighborhood and human scale of the project. The approach to detailing is rooted in tradition, but expresses the pedestrian scale along Regent Street with texture and warmth. The architecture clearly expresses a base, middle, and top, but does so with a contemporary and forward-looking vocabulary, speaking to the new vernacular of Madison. The developer has responded to feedback from the UDC Informational meeting previously attended, and has approached the material palette with restraint in order to respect Madison's historically modest skyline.

As the population of Madison and the enrollment of the University continue to grow rapidly, the demolition of the existing structures and related components on the property is a critical step to the ultimate redevelopment of the property into necessary housing for the neighborhood. Further, the demolition of the properties enables the block to comply with the Regent Street Plan, by increasing the sidewalk condition along Regent Street from approximately 7' from curb to building, to 15' from curb to building.

Overall, the developer is excited to have worked collaboratively with the community and local stakeholders on the design and programming of the project and looks forward to a project that supports the needs of the neighborhood and Madison as a whole.

If you have any questions concerning the above information or attached plans, please contact Alison Mills with CRG Acquisition, LLC at millsa@realcrg.com or (312) 658-0747.

Sincerely,

A handwritten signature in black ink that reads "Alison K. Mills". The signature is written in a cursive, flowing style.

realcrg.com

Attachments: Land Use Application Form
Building Photos of 802-826 Regent Street
Reuse and Recycling Plan
Property Condition Report
Development Plans
Alder/Neighborhood Correspondence
Filing Fee

Letter of Intent

To the Madison Urban Design Commission,

Thank you for the opportunity to review the proposed project at Park & Regent Street.

The project is located at the corner of Park and Regent Streets. In the *Regent Street - South Campus Neighborhood Plan* this is the East end of the *Regent Street Business District*. The proposed building is designed specifically to comply with the required design criteria of the district in several ways. The project meets or exceeds all required site setback rules. At the ground level, the storefront is setback an additional 8 feet to provide for an expanded pedestrian zone along Regent Street and set back even further to provide outdoor plaza space at the East and West ends. This allows for street-activating functions at the ground level such as retail space for local businesses and widened outdoor space at the main entry along Regent and the second entry on East Campus Mall. An unobstructed 45-degree view chamfer at each street intersection has been provided in order to improve traffic visibility and safety. Additionally, the building steps back 10 feet each at levels 5 and 9 in adherence with the district requirements for buildings taller than 8 stories. The project is being designed to achieve LEED Silver certification, which allows two additional stories totaling 10 stories overall. As part of this effort, green roofs are provided at the roof of each step back at levels 5 and 9. Finally, a new vehicular drive is provided along the north side of the site to access deliveries, parking, and service entrances, with special attention paid to lighting for convenience and safety of all residents and visitors.

After the initial informational presentation to the Urban Design Commission on March 30th, the design team took into consideration many of the comments and suggestions offered by the commission members. Several specific ways in which the design was updated based on the commission's input are listed below.

1. To provide for the best privacy possible between the northern units and the adjacent office building, bedroom windows were narrowed and pushed to the foot-wall end of each bedroom. This allows for bedrooms to have ample daylight but prevents any direct view from the offices to any bed, allowing privacy for residents and office occupants. Living rooms have wider windows but benefit from the fact that they are occupied most often during after-office hours. (Illustrations shown on pages UD-15 and UD-16).
2. Detail has been added to the brick coursing at piers around the building base. In these locations, areas of brick have been indented to better accentuate the depth of the material and to further break down the façade to the human scale. (Illustration shown on page UD-11).
3. Trees have been selected with attention paid to the type and shape of the mature tree. Columnar trees will not interfere with traffic or the building in the future. (A planting plan is included as part of this package and renderings reflect the modified tree spacing and species).
4. The accent material on the west façade has been changed to the same dark metal panel used elsewhere to avoid using too many materials, and to visually tie that area in with other portions of the building.
5. The window pattern on the upper portion of the East façade has been updated to give it a more asymmetrical rhythm and visual interest.



WEST ELEVATION

