

May 16, 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
3401 E. Washington Avenue
KBA Project #2209

Ms. Heather Stouder:

The following is submitted together with the plans and applications for City Staff, Plan Commission, and Urban Design Commission review and consideration.

Organizational Structure:

Owner:

Wisconsin Housing Preservation Corporation
150 E Gilman Street, Suite 1500
Madison, WI 53703
(608) 289-8054
Contact: Mike Slavish
[mslavish@WHPCCorp.com](mailto:m Slavish@WHPCCorp.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:

Vierbicher Associates, Inc.
999 Fourier Dr.
Madison, WI 53717
(608) 826-0532
Contact: Suzanne Vincent
svin@vierbicher.com

Introduction:

This proposed mixed-use development involves the redevelopment of 3401 E. Washington Avenue. Located within the Hawthorne Neighborhood Association and within Urban Design District #5, the site is currently occupied by vacant industrial and retail store buildings with loading docks and surface parking lots. This application requests the removal of the existing buildings and surface parking lots for the development of a new mixed-use building, additional multi-family buildings, and a dedicated green space for a shared recreation area. The site is currently zoned IL (Industrial Limited District) and will be rezoned to CC-T (Commercial Corridor - Transitional) District for the proposed redevelopment.

Project Description

This project entails the removal of the former Gardner Bakery building and the construction of a new mixed-use, multi-family development with the following buildings:

- A 2-story, 12-unit building with 3-bedroom townhomes

- A 5-story, mixed-use building with 77 apartment units being a mixture of one-, two- and three-bedroom units, an exercise room, a community room and approximately 4,350 SF of commercial space
- A 5-story, 110-unit building with a mixture of one-, two- and three-bedroom units, a community room and a shared rooftop plaza
- A 3-story, 46-unit building with a mixture of one-, two- and three-bedroom units and a community room

Each of these buildings have underground parking, with the townhome building being connected to the 77 unit building for a larger shared parking area. As part of this development, we are also creating a large green space amenity that will be open to the public and will serve as a transition to the adjacent Hawthorne Elementary School. We are also creating strong pedestrian connections across the development to this new parkland area and enhancing the pedestrian connection to the elementary school.

This project will provide much-needed workforce housing to Madison in an area well-served by amenities and public transportation, including the future bus rapid transit's Red Line stop at Wright – Fair Oaks along East Washington Avenue. The buildings will also feature a variety of soundproofing techniques and materials to create a comfortable living environment for residents.

City and Neighborhood Input:

We have met with the City on several occasions for this proposed development including meetings with Staff and attending a DAT Meeting and this input has helped shape this proposed development. Neighborhood meetings, led by Colin Punt and Alder Syed Abbas, were held on February 3 and April 20. Feedback from the neighborhood and the Alder has been taken into consideration.

Demolition Standards:

The existing building was the site of a bakery that has now since closed. This space is now vacant, and we are proposing that the existing building be removed. The buildings are not Landmark structures and are not in an existing Historic District or part of a National Register. Given the large size of these buildings and their unique use, they cannot be relocated for possible reuse. We will have organizations like Habitat Restore be able to remove anything useful from these structures prior to the demolition. 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 approvals:

The proposed redevelopment requires conditional uses to allow for new construction of a mixed-use building within the CC-T district that has more than 60 units, for a multifamily building with more than 36 units, and for a Residential Building Complex. The City's Comprehensive Plan currently has this area listed as General Commercial, however this is immediately adjacent to Community Mixed Use (CMU) properties and the proposed building's size, scale, and use will be consistent with the CMU requirements of 130 units/acre and 2-6 stories in height.

Conformance with UDD No. 5 Requirements

The project has been designed to generally conform to the guidelines set in the Urban Design District Number 5 and the following items have been incorporated into the design of the proposed project:

- The public right-of-way will be enhanced with additional green space in front of the buildings, while maintaining the existing terrace area and mature street trees located along E Washington Ave.
- The parking areas have been located behind and to the side of the buildings and will have multiple landscape areas. The amount of surface parking has been minimized as much as possible and the locations of this have been integrated into the overall site development.
- All of the commercial space along with the building lobby face E Washington Avenue and have direct connections to the public sidewalk.
- The exterior design of the building utilizes low-maintenance materials via the use of masonry, cast stone, and composite siding. These materials are also harmonious with the adjacent buildings in this area. All elevations have a high level of detailing and use of the same materials such that there are no lesser quality facades or views from surrounding properties.
- The building entries have canopies over them along with large doors and windows to enhance the pedestrian character of the street.
- Any mechanical equipment located on the roof will not be visible from adjacent properties and any ground mounted equipment will be screened with landscaping.
- The parking areas are contained within or below the building such that any lighting will be directed downward and there will be no glare onto adjacent properties.
- The trash receptacles are located within the enclosed parking garage area and are not visible from the exterior.
- The landscaping plan has been designed with numerous plantings around the proposed building and we have also enhanced the landscaping directly in front of the building in order to create a pleasant experience as you approach the building.
- The outdoor plaza area is also well landscaped and provides an enjoyable outdoor amenity for all the residents of the building.

Site Development Data:

Densities:

Lot Area	277,859 S.F. / 6.37 acres
Dwelling Units	245 D.U.
Lot Area / D.U.	1,134 S.F./D.U.
Density	38.4 units/acre
Lot Coverage	140,155 S.F. / 50 %
Usable Open Space	147,458 S.F.

Building Height: 2-5 Stories

Commercial Area: 4,350 S.F. (Approx.)

<u>Dwelling Unit Mix</u>	<u>Building 1</u>	<u>Building 2</u>	<u>Building 3</u>	<u>Building 4</u>	<u>Totals</u>
One Bedroom	34	0	54	12	100
Two Bedroom	24	0	56	22	102
Three Bedroom	19	12	0	12	43
<u>Total Dwelling Units</u>	77	12	110	46	245

<u>Residential Underground Parking Stalls</u>	<u>Building 1</u>	<u>Building 2</u>	<u>Building 3</u>	<u>Building 4</u>	<u>Total</u>
Underground Garage	55	24	84	50	213
Surface					<u>69</u>
Total					282

Parking Ratio I.I Stalls / D.U.

<u>Bicycle Parking</u>	<u>Building 1</u>	<u>Building 2</u>	<u>Building 3</u>	<u>Building 4</u>	<u>Totals</u>
Garage - Covered / Secure	87	18	110	52	267
Surface - Short-term Guests	8	2	11	6	27
Surface - Commercial					<u>7</u>
Total					301

Project Schedule:

It is anticipated that the construction on this site will start in the Spring of 2023 with the buildings being constructed in phases with the initial phase being complete in the Spring/Summer of 2024.

We are excited about this opportunity to bring much-needed workforce housing to this area and help strengthen this community.

Thank you for your time reviewing our proposal. Sincerely,



Kevin Burow, AIA, NCARB, LEED AP
Managing Member