

August 8, 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 – Land Use Application and UDC Submittals

5602 and 5606 Schroeder Road  
KBA Project #2230

Ms. Heather Stouder:

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

**Organizational Structure:**

Owner: JD McCormick Properties  
101 N Mills Street  
Madison, WI 53715  
(608) 819-6500  
Contact: Joe McCormick  
joe@jdmccormick.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 Drive, Suite 201  
Madison, WI 53717  
(608) 826-0532  
Contact: Tim Schleeper  
tsch@vierbicher.com

Landscape Architect: Vierbicher Associates, Inc.  
999 Fourier Drive, Suite 201  
Madison, WI 53717  
(608) 826-0532  
Contact: Suzanne Vincent  
svin@vierbicher.com

**Introduction:**

This proposed development involves the redevelopment of 5602 and 5606 Schroeder Road at the intersection of Schroeder Road and the Whitney Way exit from the Beltline. The site has two former but now non-operational restaurants; Michael's Custard and Subway. This application requests the demolition of both buildings for the development of a 4-story multi-family building. The development will include 84 dwelling units, underground parking and surface parking. The site is currently zoned CC-T and will remain CC-T for the proposed redevelopment. This site is also located within Urban Design District #2.

**Project Description:**

The proposed project is a multi-family development consisting of number of 84 dwelling units with 71 underground parking stalls and 39 surface parking stalls. The building is four stories tall and several of the units on the upper floor will be lofted units. This apartment building will complement the recently

constructed Tailor Place Apartments building on the adjacent property in both height and materials. The building has been laid out in an L-shape in order to pull the mass of the building towards the south and west which will help to create a larger buffer from the adjacent Beltline Highway and the off-ramp. Additional landscape screening has also been included to help create both visual and acoustic privacy from the highway.

A charcoal gray composite lap siding material paired with red brick veneer anchors the building to the site. The architecture breaks apart the overall scale of the building with inset balconies and stepped back lofts. This further helps ease the transition between surrounding site context while providing a similar massing to the adjacent apartments.

Parking is provided in an underground garage; both underground and surface parking is accessed from Schroeder Road. The site also has a bus stop on this property, which further allows for easy access to many areas of the City.

#### **City and Neighborhood Input:**

We have met with the City on several occasions for this proposed development including a meeting with Alder Keith Furman, a pre-application meeting with UDC Secretary Jessica Vaughn, a discussion with Traffic Engineering and a DAT meeting. There was also a Neighborhood Meeting held on July 21, 2022 and attended by Adler Furman as well as (3) Alders from the adjacent districts (Alder Matt Phair, Alder Yannette Figueroa Cole, and Alder Barbara Harrinton-McKinney). In addition, Colin Punt from the Planning Department and Mark Winter from Traffic Engineering also attended. The specific concern regarding this development was for sound mitigation from the beltline traffic and making the intersection of the beltline exit ramp to Schroeder Road and Whitney Way safer. This input has helped shape this proposed development, especially in regard to the driveway placement and keeping this far away from the exit ramp.

#### **Demolition Standards:**

The existing restaurant buildings are now vacant. We are proposing the existing buildings to be demolished. The existing buildings are not Landmark structures, and they are not in an existing Historic District or part of a National Register. Given the specific uses of these buildings and the fact that they are one-story slab-on-grade buildings, they are not well suited to be relocated for possible reuse. Also, they are old structures that are well-worn and would require a major investment to get them to be as energy efficient as new structures are now. We will remove and reuse as much of the usable equipment and materials/furnishings as possible 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 structures.

#### **Conditional Use Approvals:**

The proposed development requires a conditional use for the number of units being larger than 36 units. The proposed building's size, scale and use are consistent with the City's Comprehensive Plan for this property, which calls for Community Mixed Use. We have met or exceeded all dimensional requirements of the CC-T (Commercial Corridor - Transitional District) zoning.

**Conformance with UDD No. 2 Requirements**

The project has been designed to generally conform to the guidelines set in the Urban Design District Number 2 and the following items have been incorporated into the design of the proposed project:

- The landscaping has been designed to be functional as well as decorative. Screening has been created with landscaping for the edge of the property that abuts the exit ramp from the Beltline.
- The placement of the building enhances the street frontage while providing relief from the Beltline highway to the north and east.
- The parking areas have been located to the side of the buildings and will have landscape screening and canopy trees. The majority of the parking has been located beneath the building.
- The parking areas are illuminated 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.
- 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 massing of the building is in context with the adjacent apartment building by also being of the same size and height, and the façade has been broken up with varied horizontal and vertical planes.
- The exterior design of the building utilizes low-maintenance materials via the use of masonry, metal panels, 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.

**Site Development Data:**

Densities:

Lot Area	64,293 S.F. / 1.48 acres
Dwelling Units	84 D.U.
Lot Area / D.U.	765 S.F./D.U.
Density	56.8 units/acre
Lot Coverage	42,239 S.F. / 66%
Usable Open Space	25,727 S.F. (306 S.F. / unit)

Building Height: 4 Stories / 53'-2"

Dwelling Unit Mix:

Studio	23
One Bedroom	42
One Bedroom + Den	2
<u>Two Bedroom</u>	<u>17</u>
Total	84 D.U.

Vehicle Parking:

Underground	71
<u>Surface parking lot</u>	<u>39</u>
Total	110 vehicle stalls

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**Bicycle Parking:**

Garage Floor-Mount	64
Garage Wall-Mount	20
Guest Surface	9
Total	93 bike stalls

**Project Schedule:**

It is anticipated that construction will start in Spring of 2023 and be completed in Spring of 2024.

Thank you for your time reviewing our proposal.

Sincerely,



Kevin Burow, AIA, NCARB, LEED AP  
Managing Member