



Thursday, September 26, 2022

City of Madison  
Planning Division  
Madison Municipal Building Suite 017  
215 Martin Luther King Jr Boulevard  
P.O. Box 2985  
Madison, WI 53701-2985

Attention: Colin Punt

Re: Hartmeyer Redevelopment Lot 2 – 303 Family Affordable Units

Dear Plan Commission Members:

Please accept this letter of intent and land use application for the development of family affordable housing at 2007 Roth Street. We are requesting a conditional use approval. A subdivision application has also been submitted with a concurrent approval schedule.

Project Team

Developer: Lincoln Avenue Capital  
401 Wilshire Blvd Ste 1070  
Santa Monica, CA 90401  
Kevin McDonnell ([kevin@lincolnavecap.com](mailto:kevin@lincolnavecap.com))  
Kyle Brasser ([kbrasser@lincolnavecap.com](mailto:kbrasser@lincolnavecap.com))

Architect: JLA Architects  
800 W Broadway Suite 200  
Monona, WI 53713  
Marc Ott ([mott@jla-ap.com](mailto:mott@jla-ap.com))

Civil & Landscape: JSD Professional Services  
161 Horizon Dr #101  
Verona, WI 53593  
Matt Haase ([matt.haase@jsdinc.com](mailto:matt.haase@jsdinc.com))

Development Consultant: Urban Assets  
PO Box 258169  
820 Wingra Drive  
Madison, WI 53715  
Melissa Huggins ([melissa@urbanassetsconsulting.com](mailto:melissa@urbanassetsconsulting.com))

Existing Conditions

The project site is located on the north side of Madison adjacent to the former Oscar Mayer facilities. The site is unique in that half was used for industrial and light manufacturing purposes and half is a much [beloved natural area](#), recently designated by CARPC as an environmental corridor, that includes wetlands and is host to numerous flora and fauna. The site, which is vacant except for an old parking lot, is owned by the Hartmeyer Trust and was leased to Oscar Mayer from 1954 to 2019.

401 Wilshire Blvd, Suite 1070, Santa Monica, CA 90401





Oscar Mayer used the property for coal and above ground tank storage. Consequently, the site was considered a brownfield and underwent numerous clean ups (1989, 2001, and 2016) with DNR closure provided in 2008 and 2017. Upon completion of their lease, Oscar Mayer conducted additional testing in 2019 and 2020. Lincoln Avenue Capital completed another round of testing as part of the project and is confident the site is appropriate for residential uses.

The natural area includes numerous healthy oak trees adjacent to Roth Street, which will be preserved. The area near the trees is suspected of being a Ho Chunk burial mound. A line of trees runs north south along the edge of the natural area. Parks and Forestry staff have walked the site and determined the trees are of poor quality and condition. The area has been used to dump concrete, asphalt, and other construction materials, compromising the health of the trees.

#### Project Overview

The development is the first project to be implemented under the [Oscar Mayer Special Area Plan](#) (OMSAP) and will set the stage for the future redevelopment of the area. Prior to beginning the detailed design process, the development team worked closely with the alder, city staff, neighbors on the mapping of the new streets, Roth and Huxley, as well as on the rezoning of the property to TR-U2, RMX, and Conservation.

This phase of the project includes the development of affordable housing on the parcels zoned TR-U2 and the sale of the 15.3 acre natural area, zoned Conservation, to the City of Madison Department of Parks. Funding for the project is being provided by WHEDA to support a minimum of 550 units of affordable housing. A future phase will be located in the area zoned RMX at the south end of the property adjacent to Commercial Avenue.

The new streets, including the bike path along Roth Street, will be constructed as part of this phase. Huxley Street will dead end at the railroad tracks until the new railroad crossing is secured. The city is working to close the existing Roth Street railroad crossing in exchange for the new crossing at Huxley Street.

#### *Family Building*

The six-story family building will include 303 units of affordable housing with a mix of one, two, three, and four bedrooms. The building faces towards the natural area across Roth Street and will wrap around the parking structure with 469 parking spaces. The building will provide numerous amenity spaces, including three courtyards, two of which will face Roth Street will be activated with a playground and water feature. The third courtyard faces east and will be landscaped as a more contemplative space.

Landscaping around the building will reference the natural area across the new Roth Street through the use of native plants.

The east facing façade of the parking garage presents the opportunity for a mural. Lincoln Avenue Capital will be exploring how to engage local artists and community groups in the process.

#### Sustainability

The building will meet Wisconsin Green Built Home (WGBH) standards. At this time, Lincoln Avenue Capital is still evaluating whether solar will be included, but the building will be solar ready.





Lincoln Avenue Capital is committed to sustainability. They were awarded an Energy Innovation Grant from the Wisconsin Public Service Commission to develop an energy load model and metering strategy to reduce utility bills. The project and final report will serve as a case study to be distributed to Wisconsin and national affordable housing developers. Lincoln Avenue Capital is also an active member of a multi-family housing group focused on how Environmental, Social, and Governance (ESG) investments should be tracked.

#### Operations

The building will be managed by Wisconsin Management Company.

#### Staff and Neighborhood Input

The process of mapping the new streets and the rezoning was a collaborative effort and engaged the policy makers, city staff, Friends of Hartmeyer, and representatives from the neighborhood associations. The design process included two trips to Development Assistance Team (DAT), many conversations with planning staff, and three neighborhood meetings. The first two neighborhood meetings occurred in July and August, respectively, and were generally positive. The final neighborhood meeting is scheduled for October 3<sup>rd</sup>.

#### Lot Coverage

Total Lot Area = 199,504.8

Dwelling Units = 303

Lot Area/Dwelling Units = 658 SF per unit

Density = 66 DU per acre

#### Zoning

Traditional Residential Urban Two (TR-U2)

Sincerely,

Kevin McDonnell  
VP & Regional Project Partner

Kyle Brasser  
VP & Regional Project Partner

