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September 28, 2022

Ms. Heather Stouder
Director, Planning Division
City of Madison Department of Planning & Community and Economic Development
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Madison, Wisconsin 53703

Letter of Intent

State Street Campus Garage Mixed-Use project
415 N. Lake Street, Madison, WI 53715
Land Use – UDC change in zoning from UMX to PD (GDP-SIP).
EUA Project Number: 720448-01

On Behalf of the City of Madison, the following is submitted along with plans and application for staff, Urban Design Commission, Planning Commission and Common Council for consideration of approval.

The City of Madison is recognized as one of the best places to live in the U.S. and has a very high livability score. The city continually strives to improve the quality of life for the residents, access to amenities and improved safety.

With these objectives in mind, the city has begun planning for the State Street Campus Garage Mixed Use project, located at 415 North Lake Street.

The city determined that the State Street Campus Garage – Lake Street has become obsolete and should be demolished and the site cleared for the construction of a new mixed-use development that includes a public parking deck with a bus terminal at the grade level. There will also be common spaces on the ground floor that serve a student housing component above and the community.
This project will greatly improve the character of the neighborhood with a new contemporary building that will activate the street level with common spaces and bus terminal activity. The streetscape will be improved with a combination of planting areas, hardscaped areas, lighting, and street furnishings that are contextual with the State Street neighborhood per the downtown plan. Hawthorne Court will be activated with the parking and bus use along with improved lighting and an improved pedestrian experience.

This project will improve the quality of life and safety in the State Street neighborhood along with strengthening the urban fabric with a mixed-use development that energizes the street.

Project description

Summary of Planned Development (PD) General Development Plan (GDP) and Specific Implementation Plan (SIP)

- Rezone the project site from UMX to PD General Development Plan (GDP) and Specific Implementation Plan (SIP)

- Demolition of the existing Lake Street Parking Ramp as part of the Specific Implementation Plan (SIP)
- Construction of a new mixed-use building with bridge connections to the existing Frances Street Parking Ramp as part of the Specific Implementation Plan (SIP), to replace the existing Lake Street Parking Ramp that will be demolished.
- Conditional use for elevator overrun that will project above the Capitol View Height limit.
  Zoning section 28.134 (3) Conditional Use for elevator overrun above capitol view height limits.
    - The elevator overrun and mechanical screening will extend above the established Capitol view limit, city datum of 1,032.8'
    - The elevator overrun will be up to 12'-0" wide and 12'-0" long.
    - The elevator overrun will be located away from the edge of the tower floor plan to reduce the visual impact from the surrounding area.

Project details are as follow:

- This proposed project will include the demolition of the existing city parking structure at 415 Lake Street and the construction of the new State Street Campus Garage Mixed-Use building. This project will be processed as a planned development.
- The existing Parking ramp has the following characteristics:
    - Approximately 198,500 GSF
    - Approximately 534 parking stalls
    - Year of construction: 1962
    - 4 stories
    - Concrete structural frame with exterior brick veneer.
- The proposed mixed-use building has the following characteristics:
    - There will be one level of below grade parking along with 6 levels of above grade parking in a building podium. The Lake Street façade portion of the podium will include loft-style student housing units. The ground floor will include a bus terminal, parking, and mixed-use space. The public will enter and exit the parking from Lake Street. Nine floors of student housing will be in a tower on top of the parking podium. The residents of the housing component will enter and exit parking from Hawthorne Court. Common amenities for the student housing will include an open terrace located at the top of the podium and a roof top terrace above the highest level of student housing.
    - The massing encompasses the entire footprint of the site for the podium while the tower is set back from the podium on the north, west and south facades. This approach complies with the zoning setback requirements and diminishes the impact of the tower on adjacent parcels. The south face of the podium is designed to be neutral and act as a backdrop that will not diminish the historic character of the building located at 626 University Avenue.
    - The project is currently in the schematic design stage. The parking and housing podium will cover the entire site with a zero-lot line condition. Openings will not be allowed on the north or south elevations and the west elevation will be screened with housing units. The parking podium will be enclosed and ventilated with louver openings on the east elevation along Hawthorne Court. Material selections are underway and will include a combination of masonry and storefront window systems at the podium. Lightweight materials such as metal panel, continuous insulation system, and punched window openings will be utilized for the tower facades.
    - Vehicle and bicycle parking will be provided per zoning requirements.
    - Mechanical equipment will be provided within the parking structure and on the roof. All equipment will be screened from view.
    - The site will be designed to comply with storm water management, fire apparatus access and landscape requirements.
    - Trash will be collected within the building and kept in carts that will be picked up by the Owners trash management company on a scheduled basis.

Dimensional Standards Per 28.076 (3):

Urban Mixed-Use District			
Dimensional Standard	**Requirement**	**Proposed**	**Compliant**
Min. Lot Area (sf)	3,000	44,985	**Y**
Min. Lot Width	30	265' +/-	**Y**
Minimum front yard setback	15' from Curb	18' +/-	**Y**
Maximum front yard setback	10' from property line	5' +/-	**Y**
Side yard setback	0'	0'	**Y**
Rear yard setback	10'	0'	**PD** Approximately the same setback as the existing building that is being demolished and all other buildings on Hawthorn Court.
Maximum lot coverage	90%	98%	**PD** Approximately the same lot coverage as the existing building that is being demolished.
Maximum height	12 stories	12 stories, see building section for floor levels	**Y** Per 28.071, (2), (a) Downtown Height Map: The building is designed to comply with the 12-floor allowable maximum.
Stepback	15' above the fourth floor	15' above the fourth floor, see building section	**Y** Per 28.071, (2), (c) Downtown Stepback Map: The portion of the building above the fourth floor has a setback of 15' along Lake Street per this section. The north and south sides of the building above the fourth floor are setback 15' per IBC requirements for percentage of designed window openings.
Usable open space	10 sf/bedroom	4th Floor Terrace: 9,650 sf Roof Top Terrace: 6,100 sf Total = 15,750/10 = 1,575 bedrooms allowed, approximately 724 proposed	**Y**

Planned Development (PD) Standards Compliance:

- This Planned Development (PD) will be developed on an infill site that could not be reasonably developed under base (UMX) zoning district requirements.

- This Planned Development (PD) will not adversely affect the economic health of the area of the city where the development is proposed. All municipal services and utilities can be provided to the development without adding significant cost. The development will also provide additional tax base and a revenue generating parking structure for the city. The development will act as catalyst with the goal of increasing development and economic investment in the area.

- This Planned Development (PD) will not increase traffic or parking demand. The proposed parking deck will have approximately the same parking count as the parking deck that is being demolished and will have less public parking stalls. The main means of transportation for the student residents is Bikes. There will be bike parking provided internally for the students and external for student and public use. There is also a regional bus terminal on the ground floor of the development that will reduce the residents need for vehicles.

- This Planned Development (PD) will have an architectural style and building forms that achieves greater compatibility with surrounding land uses and create an environment of sustained aesthetic desirability compatible with the existing character of the area. This will be enhanced with quality materials, a building base that is of similar proportions of the neighboring contextual buildings. Common spaces that activate the street along with an enhanced streetscape that will activate the street and provide a strong connection to the neighborhood.

- This Planned Development (PD) will include open space for use by residents and visitors. These spaces include a terrace level with a pool and other recreational uses. There will also be a rooftop common space for use by the residents. Operations information – The anticipated hours of operations for the outdoor terrace areas is 9am – 10pm, seven days per week. The space between the building and Lake Street will also be enhanced with a streetscape that is contextual with the State Street neighborhood. This will include planters, benches and bike racks.

- This Planned Development (PD) will be designed to comply with the height limitations Per 28.071, (2), (a) Downtown Height Map: The building is allowed to have a maximum of 12-floors. This is achieved by providing residential units that wrap the face of the parking structure along Lake Street. This includes two stacked loft units for a total of 4 floors. The terrace level of the building is on the 4th floor. Nine floors of residential units are located on the terrace level and above for a total of 12 floors. The roof of the building includes a rooftop terrace that has enclosed space that is limited to an access vestibule. Therefore, the rooftop terrace is not counted as a floor. The building is design to be under the capitol view limit line except for the elevator overrun. See the building section for detail.

- This Planned Development (PD) will be designed to comply with the stepback requirements Per 28.071, (2), (c) Downtown Stepback Map: The portion of the building above the fourth floor has a setback of 15’ along Lake Street per this section. The north and south sides of the building above the fourth floor are setback 15’ per IBC requirements for percentage of designed window openings.

SIP Site and Building Data

State Street Campus Garage Mixed-Use project SIP Site and Building Summary	
Site Area of SIP Area	44,985sf (1.03 acres)
Building – Lower Level Area	43,960 sf
Gross Area	522,437 gsf
Building Coverage	98%
Existing Impervious Area	44,985 sf
Existing pervious area	0 sf
Existing Impervious Coverage	100%
Proposed Impervious Area	44,985 sf
Proposed pervious area	0 sf
Proposed Impervious Coverage	100%
Unit Count	248
Density	241/acre
Building Height	169'-4" From Lake Street grade
Setbacks	As shown on site plan
FAR	11.61

Parking Stalls SIP Project Area	
Parking Stalls	491 (6 EV stalls in this count)
ADA Stalls	13
Total Stalls	504

Bike Parking Stalls SIP Project Area				
Category	Number	Stalls/Category	Hanging Stalls	Standard Stalls
Units	248	Multi-family	66/17.6%	309/82.4%
Total Required Stalls				375
Total Stalls Provided				375

Design Team

- Parking/Housing Architect: Eppstein Uhen Architects
- Structural Engineers: Pierce Engineers
- Civil Engineering Vierbicher
- Landscape design: Vierbicher
- Parking consultant: Walker Parking

Anticipated Project Schedule

- September 2023 – February 2024: Demolition of the existing Lake Street Parking Ramp
- February 2024 – May 2026: Construction of New mixed-use building and site updates.