



January 17, 2023

To: City of Madison Common Council  
City of Madison Plan Commission  
City of Madison Urban Design Commission  
Madison Municipal Building  
215 Martin Luther King Jr. Blvd  
Madison, Wisconsin 53703  
Via email only: [pcapplications@cityofmadison.com](mailto:pcapplications@cityofmadison.com)  
[udcapplications@cityofmadison.com](mailto:udcapplications@cityofmadison.com)

From: Darrin Jolas, Vermilion Acquisitions, LLC  
Doug Hursh, Potter Lawson, Inc.

Re: Letter of Intent for a Proposed Residential Development  
Zoning Change for 1601 & 1617 West Sherman Ave

The following is submitted together with the plans, Land Use Application and Zoning Text, for the rezoning of the site from Suburban Employment to Transitional Residential – Urban 2 (TR-U2).

Project Team

Developer: Vermilion Development LLC  
Owner: Tenney Place Development LLC  
Architect: Potter Lawson, Inc.  
Civil Engineer: Wyse Engineering  
Landscape Architect: Figure Ground Landscaping  
Arborist: Bruce Allison, Allison Tree LLC  
Traffic Engineer: TADI, Inc.  
Planning Consultant: Urban Assets  
Architectural Preservation Consultant: Isthmus Architecture, Inc.

Overall Project Data (Three Development Lot Data Only)

Current Zoning District: Suburban Employment  
Rezoning from SE to Transitional Residential – Urban 2 (TR-U2) to allow for multifamily  
Demolition Permit Required  
Aldermanic District 12: Prior Alder was Syed Abbas who left midway through project development  
Alder Brian Benford (District 6) has provided support and guidance in Aldermanic absence  
Total Building Area: 437,093 square feet  
Total Units: 331  
Efficiency = 78, 1 BR = 165, 2 BR = 84, 3 BR = 4  
Total Parking: 400  
Parking Ratio: 1.21  
Enclosed Parking: 364  
Surface Parking: 36

EV Vehicle Ready = 41, EV Vehicle Installed = 10  
Height: 1 - 5-stories (57'6" as measured from the first-floor level)  
Total Bike Stalls: 365  
Bike Stalls covered: 329  
Bike Stalls Surface: 36  
Total Area: 306,464 sq.ft., 7.0354 ac  
Density (dwelling units per acre) = 47  
Usable Open Space: 73,000 sq.ft.  
Impervious Area: 156,799 sq.ft.

#### Overall Project Overview and Design Narrative

Located at 1601 and 1617 Sherman Avenue, the project site is the current location of an office building and surface parking lot that is leased by My Choice Wisconsin. The existing building was analyzed for historic significance and adaptive reuse as a residential building and was deemed incompatible with residential development on the basis of architectural significance, column-placement/structural systems, mechanical/building systems, improper entrance, and site drainage issues impacting the neighboring properties that led to an unfavorable cost-benefit analysis on the part of the development team. The "Emerson East-Eken Park-Yahara Neighborhood Plan" was used as the guiding document for the proposed demolition of the existing structure, residential use, project density, and inclusion of neighborhood connectivity that have been embraced and included throughout this project.

The site is surrounded by existing multifamily developments (Yahara Landing and River's Edge Apartments) to the southeast, the Sherman Terrace Condominiums to the north, the community of Maple Bluff to the northwest, Filene Park and Lake Mendota to the west, and the Yahara River and Tenney Park to the south. The plan will add to these surrounding community assets by creating additional density in the form of 331 apartments and townhomes, automobile and bike parking spaces, and supportive community amenities for these new residents. The project will benefit from the soon to be implemented Metro Network Redesign with improved route frequency on Johnson Street and access to the BRT on East Washington Avenue.

The design intends to create a variety of multifamily residences ranging from studio to 3-bedrooms in size, located in five different buildings with two distinct building types.

The project will dedicate 1.53 acres of land to the City of Madison in the form of a to-be-constructed road and two (2) supporting detention basins. This road, hardscaping, landscaping and detention basins, will be constructed by the developer at the developer's expense, to the design standards of the Engineering Division, then dedicated to the City of Madison. This road is intended to provide a meaningful portion of the connectivity desired by the neighborhood and staff as identified in the aforementioned neighborhood plan.

#### Building A - Project Data

Current Zoning District: Suburban Employment  
Rezoning from SE to Transitional Residential – Urban 2 (TR-U2) to allow for multifamily  
Demolition Permit Required  
Aldermanic District 12: Prior Alder was Syed Abbas who left midway through project development  
Alder Brian Benford (District 6) has provided support and guidance in Aldermanic absence  
Total Building Area: 234,126 square feet  
Total Units: 184  
Efficiency = 51, 1 BR = 92, 2 BR = 41, 3 BR = 0  
Total Parking: 208  
Parking Ratio: 1.13

Enclosed Parking: 189  
Surface Parking: 19  
EV Vehicle Ready = 21, EV Vehicle Installed = 5  
Height: 1 - 5-stories (57'6" as measured from the first-floor level)  
Total Bike Stalls: 203  
Bike Stalls covered: 184  
Bike Stalls Surface: 19  
Total Area: 100,196 sq.ft., 2.3002 ac  
Density (dwelling units per acre) = 80  
Usable Open Space: 34,000 sq.ft.  
Impervious Area: 65,123 sq.ft.

Building A is situated along Sherman Avenue on the western side of the site. It will hold the street edge and capitalize on views of Lake Mendota, Tenney Park and southern sightlines to the Capital. This structure has responded to the neighborhood feedback and pulled the massing away from Sherman Avenue. The majority of building frontage along the Sherman Avenue will be single-story residences with individual patios and entrances to the street providing an enhanced residential character and activated streetscape. The building steps up to four and then steps back to a fifth story, which has been pushed to the rear of the building and further away from the street. The building will be wood frame construction on a concrete parking podium comprising two levels (grade level and basement). The building totals approximately 234,126 square feet located on a 2.3-acre lot.

Building A will contain:

- 184 apartments
- 189 covered parking spaces (five spaces electric-installed and 21 electric-ready)
- 19 surface parking spaces
- 203 total bike spaces

Amenities in Building A will include:

- indoor-outdoor space dedicated to fitness
- resident co-working space
- rooftop indoor-outdoor lounge space with views of Lake Mendota and Tenney Park
- entry lobby and greeting area for residents
- management office space

Residents of Buildings A will also have access to a distinct outdoor amenity in the form of the building's green roof. In addition to stormwater retention characteristics, this exterior space will provide:

- landscaped spaces
- public and private seating
- sun/shade alternatives
- recreational lawn
- outdoor grilling stations
- supportive seating for alfresco dining

#### Building A – Sustainability

Vermilion believes we have a duty to protect and preserve the unique and natural beauty of Lake Mendota, the Yahara River, Tenney Park and the surrounding area. We are committed to developing housing that thoughtfully considers the building's impact on the environment.

We will be achieving Wisconsin Green Built certification and including the following sustainable features into the development:

- Solar ready – Increased structural capacity at the roof to carry solar panels and a raceway to allow the installation of wiring between the roof-located solar panels and the electrical panels on the first floor.
- Inflation Reduction Act – Research the act to determine if it can be used to provide financial support for the inclusion of solar panels on the roof
- Exterior enclosure – Superior wall and roof insulation of greater thicknesses to achieve R-21 and R-50 respectively.
- Mechanical systems – High-efficiency furnaces (95%) and air-conditioning compressors (14 SEER) to produce more heating and cooling with less energy.
- Mechanical system controls – Smart thermostats to allow energy use to be reduced when the space is not occupied.
- Lighting systems – 100% LED light fixture in the building and site which use less energy while providing similar light levels.
- Lighting system controls – Occupancy sensors in common areas (garage, stairwells and corridors) to turn off lighting when no one is using the space.
- Energy Star appliance – 100% Energy Star appliances which are certified by the U.S. EPA as meeting strict energy-efficiency specifications.
- Low-flow plumbing fixtures – 100% low-flow and efficient plumbing fixtures throughout the building accomplish the same task using less water. A low-flow shower head uses less than 2.5 gallons per minute, a low-flow sink uses less than 1.5 gallons per minute and a low-flow toilet uses less than 1.5 gallons per flush.

#### Building B - Project Data

Current Zoning District: Suburban Employment

Rezoning from SE to Transitional Residential – Urban 2 (TR-U2) to allow for multifamily

Demolition Permit Required

Aldermanic District 12: Prior Alder was Syed Abbas who left midway through project development

Alder Brian Benford (District 6) has provided support and guidance in Aldermanic absence

Total Building Area: 38,854 square feet

Total Units: 20

Efficiency = 0, 1 BR = 0, 2 BR = 16, 3 BR = 4

Total Parking: 35

Parking Ratio: 1.75

Enclosed Parking: 35

Surface Parking: 0

EV Vehicle Ready = 4, EV Vehicle Installed = 1

Height: 2-stories (24'9" as measured from the first-floor level)

Total Bike Stalls: 22

Bike Stalls covered: 20

Bike Stalls Surface: 4

Total Area: 88,662 sq.ft., 2.0354 ac

Density (dwelling units per acre) = 10

Usable Open Space: 26,500 sq.ft.

Impervious Area: 38,636 sq.ft.

Buildings B.1, B.2, and B.3 are located east of the newly created City of Madison Road and are meant to be an attractive, townhome-style housing option that is in response to neighborhood feedback and meant to alleviate the lack of “missing middle housing” in Madison. The three buildings combine for a total of 20

townhome-style residences with 35 private indoor parking spaces. These two-story structures offer some of the larger units within the development.

Residents of Buildings B.1, B.2, and B.3 will enjoy surface-level outdoor amenities including:

- community gardens
- individual patios on either the front or rear of each unit
- walk-up entrances
- individually enclosed parking spaces
- close proximity to the pet run-and-relief field

The scale of these buildings is designed to blend seamlessly with the condominiums to the north and apartment buildings to the east.

#### Buildings B1, B2 and B3 – Sustainability

Vermilion believes we have a duty to protect and preserve the unique and natural beauty of Lake Mendota, the Yahara River, Tenney Park and the surrounding area. We are committed to developing housing that thoughtfully considers the building's impact on the environment.

We will be achieving Wisconsin Green Built certification and including the following sustainable features into the development:

- Solar ready – Increased structural capacity at the roof to carry solar panels and a raceway to allow the installation of wiring between the roof-located solar panels and the electrical panels on the first floor.
- Inflation Reduction Act – Research the act to determine if it can be used to provide financial support for the inclusion of solar panels on the roof
- Exterior enclosure – Superior wall and roof insulation of greater thicknesses to achieve R-21 and R-50 respectively.
- Mechanical systems – High-efficiency furnaces (95%) and air-conditioning compressors (14 SEER) to produce more heating and cooling with less energy.
- Mechanical system controls – Smart thermostats to allow energy use to be reduced when the space is not occupied.
- Lighting systems – 100% LED light fixture in the building and site which use less energy while providing similar light levels.
- Energy Star appliance – 100% Energy Star appliances which are certified by the U.S. EPA as meeting strict energy-efficiency specifications.
- Low-flow plumbing fixtures – 100% low-flow and efficient plumbing fixtures throughout the building accomplish the same task using less water. A low-flow shower head uses less than 2.5 gallons per minute, a low-flow sink uses less than 1.5 gallons per minute and a low-flow toilet uses less than 1.5 gallons per flush.

#### Building C - Project Data

Current Zoning District: Suburban Employment

Rezoning from SE to Transitional Residential – Urban 2 (TR-U2) to allow for multifamily

Demolition Permit Required

Aldermanic District 12: Prior Alder was Syed Abbas who left midway through project development

Alder Brian Benford (District 6) has provided support and guidance in Aldermanic absence

Total Building Area: 164,113 square feet

Total Units: 127  
Efficiency = 27, 1 BR = 73, 2 BR = 27, 3 BR = 0  
Total Parking: 157  
Parking Ratio: 1.24  
Enclosed Parking: 140  
Surface Parking: 17  
EV Vehicle Ready = 16, EV Vehicle Installed = 4  
Height: 1 - 5-stories (57'6" as measured from the first-floor level)  
Total Bike Stalls: 140  
Bike Stalls covered: 127  
Bike Stalls Surface: 13  
Total Area: 117,605 sq.ft., 2.6998 ac  
Density (dwelling units per acre) = 47  
Usable Open Space: 12,500 sq.ft.  
Impervious Area: 53,040 sq.ft.

Building C is oriented along the southern property line toward the east and will have tremendous views of Tenney Park and the Capitol building in the distance.

Building C will be a five-story structure including:

- 127 apartments
- 140 enclosed parking spaces (four spaces electric-installed and 16 electric-ready)
- 17 surface parking spaces
- 140 total bike spaces

Amenities in Building C will be similar to Building A including:

- indoor-outdoor space dedicated to fitness
- resident co-working space
- rooftop indoor-outdoor lounge space with views of the Capitol and Tenney Park
- entry lobby and greeting area for residents

Residents of Buildings C will also have access to a distinct outdoor amenity in the form of the building's green roof. In addition to stormwater retention characteristics, this exterior space will provide:

- landscaped spaces
- public and private seating
- sun/shade alternatives
- recreational lawn
- outdoor grilling stations
- supportive seating for alfresco dining

#### Building C – Sustainability

Vermilion believes we have a duty to protect and preserve the unique and natural beauty of Lake Mendota, the Yahara River, Tenney Park and the surrounding area. We are committed to developing housing that thoughtfully considers the building's impact on the environment.

We will be achieving Wisconsin Green Built certification and including the following sustainable features into the development:

- Solar ready – Increased structural capacity at the roof to carry solar panels and a raceway to allow the installation of wiring between the roof-located solar panels and the electrical panels on the first floor.

- Inflation Reduction Act – Research the act to determine if it can be used to provide financial support for the inclusion of solar panels on the roof
- Exterior enclosure – Superior wall and roof insulation of greater thicknesses to achieve R-21 and R-50 respectively.
- Mechanical systems – High-efficiency furnaces (95%) and air-conditioning compressors (14 SEER) to produce more heating and cooling with less energy.
- Mechanical system controls – Smart thermostats to allow energy use to be reduced when the space is not occupied.
- Lighting systems – 100% LED light fixture in the building and site which use less energy while providing similar light levels.
- Lighting system controls – Occupancy sensors in common areas (garage, stairwells and corridors) to turn off lighting when no one is using the space.
- Energy Star appliance – 100% Energy Star appliances which are certified by the U.S. EPA as meeting strict energy-efficiency specifications.
- Low-flow plumbing fixtures – 100% low-flow and efficient plumbing fixtures throughout the building accomplish the same task using less water. A low-flow shower head uses less than 2.5 gallons per minute, a low-flow sink uses less than 1.5 gallons per minute and a low-flow toilet uses less than 1.5 gallons per flush.

#### Site Amenities and Unique Features

The project has incorporated numerous site amenities for the benefit of the residents living within the project and also taken a sensitive approach to those that will visit Tenney Park, Filene Park and the Yahara River.

#### Onsite Amenities:

- Assortment of community gardens created in two distinct locations to express their creativity through planning and nurturing plants and crops
- Fully enclosed, run-and-relief field for animals to enjoy the outdoors and each other
- Substantial landscaping to help the project fit into the park-like setting
- Maintain green buffer along the northern property line as requested by neighbors, Sherman Terrace
- Maintain green buffer along the southern property line shared with the City of Madison to screen the views of the project from Tenney Park and the Yahara River

#### Stormwater Management

Our project will greatly increase the stormwater protection to this site and the surrounding property through detention of stormwater runoff to match existing conditions up to the 200-year storm event. Our project will include:

- Two (2) substantial green roofs that help mitigate storm water runoff
- Bioretention basins
- Stormwater features to intercept stormwater prior to offsite discharge

#### Management and Operating Agreement

The developer is currently in conversation with two local property management companies, both with substantial experience managing similar sized projects and larger. The staffing model for this project includes six full-time employees including building manager, leasing agents, and maintenance team. We plan to have a property management team in-place approximately six months prior to first resident move-ins.

#### Neighborhood Presentations

The project was presented at two aldermanic hosted neighborhood meetings:

- October 10, 2022
- December 8, 2022

The development team held the following additional meetings:

- Tenney-Lapham Transportation and Safety meeting – November 17, 2022
- Sherman Terrace Neighborhood meeting – November 30, 2022

#### Proposed Project Schedule

##### To-date

- DAT meeting: June 24, 2022 (completed)
- Preapplication meeting: September 28, 2022 (completed)
- Neighborhood meeting #1: October 10, 2022
- Urban Design Information meeting: October 26, 2022
- Tenney-Lapham Transportation and Safety meeting: November 17, 2022
- Sherman Terrace Neighborhood meeting: November 30, 2022
- Neighborhood meeting #2: December 8, 2022
- Land Use Submittal: January 17, 2023

##### Upcoming

- Urban Design Commission: March 2023
- Plan Commission: March 2023
- Common Council: March 2023
- Construction commencement: September 2023
- Construction completion: February 2026

Thank you for your consideration, we look forward to your feedback following your review of this submittal. Please contact any member of the development team if you have any questions regarding this submittal.

Kind regards,

DocuSigned by:

  
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Darrin Jolas

Vermilion Acquisitions LLC

(773) 914-7740

darrin@vermiliondevelopment.com