November 27, 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

1 and 15 Ellis Potter Ct
KBA Project #2372

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: Horizon Development Group, Inc.
5201 East Terrace Drive, Suite 300
Madison, WI 53718
(608) 354-0820
Contact: Scott Kwiecinski
s.kwiecinski@horizondbm.com

Architect: Knothe & Bruce Architects, LLC
8401 Greenway Blvd., Ste 900
Middleton, WI 53562
(608) 836-3690
Contact: Kevin Burow
kburow@knothebruce.com

Engineer: Wyser Engineering
300 East Front Street
Mt. Horeb, WI 53572
(608) 437-1980
Contact: Wade P. Wyse, P.E.
Wade.wyse@wyserengineering.com

Landscape Architect: Paul Skidmore
13 Red Maple Trail
Madison, WI 53717
(608) 335-1529
Contact: Paul Skidmore
paulskidmore@tdds.net

Introduction:

This proposed development involves the development of 1 and 15 Ellis Potter Ct.. at the intersection with Schroder Road. The site has a vacant lot, and a lot with a two-story commercial office building. This application requests the demolition of the existing 15 Ellis Potter Court building for the proposed new development in the Suburban Employment District which will be a mixed-use building along with a townhome building. This site is also located in Urban Design District #2 and as such requires approval from the Urban Design Commission.

This will be a WHEDA Tax-Credit project and these buildings will infill an existing vacant lot and replace a two-story office building that has been well used over its lifetime. They will provide much-needed

affordable housing units in an area of the city that is well connected by being located directly on a bus route. These design concepts will be discussed in more detail and your feedback on this is welcomed.

Project Description:

The proposed project is a multi-family development consisting of a mixed-use building for Seniors 55+ in age along with a separate building with townhome units for families. The 11 townhomes will all be 3-bedroom units with direct entries and detached garages, while the 3-story mixed use building will have a total of 54 one- and two-bedroom units with underground parking, and a community outreach office located in the commercial space.

The buildings have been placed on the site to work best with the existing topography to take advantage of this sloping site such that access into the underground parking is achieved without a long ramp. The freestanding garages have been located along the northern property line to serve as a screening element to the self-storge units located on the adjacent property. View corridors are also able to be provided for the properties to the west, to be able to look towards the wildlife area to the east. The buildings will have a residential look with sloped roofs and the use of traditional materials of masonry to anchor the buildings to the site along with composite sidings and trim.

Parking is provided in an underground garage for the mixed-use building, and detached garages accompany the townhomes; both buildings will have surface parking as well, which has been located interior to the site to be screened from the public streets. There are also 2 bus stops within a block of this site, 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 the Development Assistance Team on September 21, 2023 and an additional meeting with Chris Wells, John Vogt, Jenny Kirchgatter and Jessica Vaughn on October 6, 2023. There was also a neighborhood meeting on October 2, 2023, with Alders Kristin Slack & Barbara McKinney, Chris Wells, and Julie Spears were in attendance, and the specific concern regarding this development was for locating the family townhome units and associated outdoor play space in a safer location and away from the traffic on Schroeder Road. This input has helped shape this proposed development.

Demolition Standards:

We are proposing the existing building be demolished. The existing building is not a landmark structure, and it is not in an existing Historic District or part of a National Register. Given the commercial office use of this building and the fact that it is a large two-story structure, it is not possible to be relocated for possible reuse. Also, it is an old structure that is well-worn, and the size is such that it would not be cost effective to convert this into residential units. 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 in this Suburban Employment zoning district requires conditional use approvals for having dwelling units in a mixed-use building, a residential building complex, and for an accessory structure to be located in the rear yard setback. The proposed building's size, scale and use are consistent with the requirements of the SE (Suburban Employment District) zoning.

Site Development Data:

Densities:

Lot Area	85,407 S.F. / 1.96 acres
Dwelling Units	65 D.U.
Lot Area / D.U.	1,314 S.F./D.U.
Density	33.2 units/acre
Lot Coverage	53,386 S.F. / 63%
Usable Open Space	26,578 S.F. (409 S.F. / unit)

Mixed-Use Building:

Building Height: 3 Stories / 50'-0"

Commercial Space: 1,065 SF

Dwelling Unit Mix:

One Bedroom	26
Two Bedroom	28
Total	54 D.U.

Vehicle Parking:

Underground	54
Surface parking lot	18
Total	72 vehicle stalls

Bicycle Parking:

Garage Floor-Mount	40
Garage Wall-Mount	14
Guest Surface	10
Total	64 bike stalls

Townhome Building:

Building Height: 2 Stories / 32'-6"

Dwelling Unit Mix:

Three Bedroom	11
Total	11 D.U.

Vehicle Parking:

Detached garage parking	10
Surface parking lot	20
Total	30 vehicle stalls

Project Schedule:

It is anticipated that construction will start in Fall of 2024 and be completed in Fall of 2025.

Thank you for your time reviewing our proposal.

Sincerely,

Kevin Burow, AIA, NCARB, LEED AP
Managing Member