

March 20, 2024

TO:

JESSICA VAUGHN  
Urban Design Planner  
Department of Planning & Development  
215 Martin Luther King Jr. Blvd Suite 017  
Madison, WI 53703

TO:

KEVIN FIRCHOW  
Principal Planner  
Department of Planning & Development  
215 Martin Luther King Jr. Blvd Suite 017  
Madison, WI 53703

RE:

Letter of Intent  
UDC Initial and Final Submittal  
Land Use Submittal

**PROJECT:**

Madison Square Storage  
2230 Pennsylvania Avenue, Madison, WI

AY PROJECT # 76850

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All,  
The following Letter of Intent is submitted together with the required plans and application for Land Use and Final UDC, for review by the Urban Design Commission and the City of Madison staff, Planning Commission and Common Council for consideration and approval.

**ORGANIZATIONAL STRUCTURE:**

**OWNER/ DEVELOPER:**

Madison Square Storage, LLC  
902 Williamson St. Madison, WI  
608-770-4020  
Contact: Eric Welch [paintingericwelch@gmail.com](mailto:paintingericwelch@gmail.com)

**ARCHITECT/ LANDSCAPE ARCHITECT:**

Angus-Young  
316 W. Washington Ave - Ste 800 Madison,  
Wisconsin  
608-756-2326  
Contact: Jeff Davis [j.davis@angusyoung.com](mailto:j.davis@angusyoung.com)

**CIVIL ENGINEER:**

Wyser Engineering  
300 East Front Street  
Mount Horeb, Wisconsin  
608-437-1980  
Contact: Wade Wyse  
[wade.wyse@wyserengineering.com](mailto:wade.wyse@wyserengineering.com)

## PROJECT LOCATION/ INTRODUCTION:

The subject site is 2230 Pennsylvania Ave. The property is bounded on the East by Pennsylvania Avenue, to the West by Wisconsin Southern Railroad, and to the south by Wisconsin Greenhouse Company. There is an existing 1-story industrial building to the North that is vacant. It is located in the Emerson East Neighborhood, Aldermanic District 29.



CONTEXT MAP

## INTRODUCTION TO OUR PROJECT:

This property is zoned IL – Industrial - Limited and is in the Urban Design District #4.

The IL zoning district allows an Indoor Storage facility as a conditional use.

The project site is currently vacant. The site is currently serviced by all necessary utilities. The site features 2 existing billboards. The Northernmost billboard will remain, as the southernmost billboard will be removed.

## PROJECT DESCRIPTION:

This planned development of 2230 Pennsylvania Avenue includes approximately 100,000 sf of rentable storage space, plus 23,000 sf of drive-in unloading, office, restrooms, and ancillary space.

## DESIGN CONCEPT:

The project aims to respectfully develop the site by using a mix of exterior materials including masonry, metal panel and glass. The massing includes a 2-story volume drive through bay and a 4-story main massing for the storage areas. The NE corner of the building features the main entrance and office space for leasing of the units.

The Site features a drive through building unloading area. This keeps all truck and vehicle traffic hidden when loading and unloading. Vehicles will circulate through the loading area, and out the West side of the building once unloaded.

## URBAN DESIGN DISTRICT 4 APPROACH:

In our packet is a summary of our approach to UDD 4 Requirements and Guidelines in addition to what is outlined below.

### 1. Public Rights of Way.

#### a. Requirements:

- i. Public rights-of-way existing landscaping is proposed to remain. We would plan to supplement the existing hedge row with new plantings to meet the requirements. The existing plantings will screen the overhead doors into the building.

#### b. Guidelines:

- i. The building will be 2 different height massing along the public right of way to break up the longer façade. We'll use a combination of glazing, masonry, and metal panel to make up the composition of the street facing façade.

### 2. Off-Street Parking and Loading Areas

#### a. Requirements:

- i. Parking lot landscaping will meet requirements

#### b. Guidelines:

- i. Parking area is located on the side of the building, set back from Pennsylvania Ave.
- ii. No fencing is provided.
- iii. Drive in doors, and indoor parking entrances are integrated into the building, along with landscape screening along Pennsylvania Ave.

### 3. Signs

#### a. Requirements:

- i. Signage will meet all requirements.
- ii. There are 2 existing billboards on site.
- iii. Signs will be integrated into the façade.
- iv. Signage will be submitted at a later date

#### 4. Building Design

- a. Requirements
  - i. Exterior building materials will be a mix of masonry, metal panel, and glass.
  - ii. Mechanical elements will be screened as required.
- b. Guidelines
  - i. The structure fits in its zoning designation as IL.
  - ii. All facades feature elements to articulate the façade in material changes, and height.  
This meets the minimum 60' articulation requirements of the zoning code.

#### 5. Lighting

- a. Requirements
  - i. The site and building will be lit appropriately to accent the architecture.
- b. Guidelines
  - i. The building lighting will complement the façade.
  - ii. We have provided minimal building mounted lighting to accentuate the architectural features.

#### 6. Landscaping

- a. Requirements
  - i. Landscaping will enhance locations where appropriate.
- b. Guidelines
  - i. Landscape plan includes mostly natural plantings and aims to enhance the building.

### INITIAL UDC APPROVAL PLAN ADJUSTMENTS:

Based on draft Initial UDC Approval Conditions:

- a. The parapet condition on the two-story mass return towards the building as a complete parapet.
  - o As noted in the meeting, the roof system here is a sloped standing seam metal roof and needs a gutter system on the low side. Instead of a solid parapet wall, we're proposing an aluminum screen wall system to screen the mechanicals and follow the intent requested by staff of a screening element returning to the 4-story façade.
- b. The landscape plan shall be updated to meet MGO 29.142, and to incorporate landscape to break down blank wall expanses on all four sides of the building, as well as to densifying the foundation plantings and identifying the plantings within the beds and locating additional trees along the west side of the property and along the edge of the parking lot.
  - o We've updated the Landscape Plan and are incorporating a number of plantings to break down long expanses on all four sides of the building. Additionally, we've densified plantings in the planting beds and added (7) trees along the west side of the property. We're also indicating the western grassy area as a no-mow area of Shortgrass Prairie native seed mix. Note that with the additional planting requests, we're almost (5) times over the minimum required landscape points for this development.
- c. The building be moved to the west – a setback of 15% of the area currently located between the building and the west property line.
  - o We've moved the building west an additional 9' giving more space along the east property line and Pennsylvania Avenue as requested by staff.

### PROPOSED SCHEDULE:

The intent is to start construction July of 2024, and complete the project in May of 2025.

## PROPOSED SITE DEVELOPMENT DATA:

Building Height: 4 Stories

### Floor Area Calculations:

First Floor	34,528 gsf
Second Floor	29,624 gsf
Third Floor	29,624 gsf
Fourth Floor	29,624 gsf
Total:	123,400 gsf

Vehicle Parking Stalls: 10 guest Parking Stalls

Bicycle parking stalls: 4 Parking Stalls

Thank you for your time reviewing our proposal. We are looking forward to your support and feedback!

Sincerely,

Jeff Davis, AIA, LEED AP  
Angus-Young