



Monday April 8th, 2024

Ms. Heather Stouder  
Director, Planning Division City of Madison  
Department of Planning, Community, and Economic Development  
215 Martin Luther King Jr. Blvd., Suite 017  
Madison, WI 53703

## LETTER OF INTENT — 519-521 W MAIN ST

Ms. Heather Stouder:

The following is submitted together with the plans and application for the staff and Plan Commission's consideration of approval.

### Project description

The Neutral Project LLC (manager of Vanilla 301 LLC) is excited to submit a proposal for a new multi-family dwelling project in the Bassett Neighborhood of Madison, WI **"519-521 W Main St"**.

The proposed project spans two adjacent properties at **519 & 521 W Main Street in Madison, WI**, (legal description in Exhibit A) both zoned **DR-2**, and currently occupied by a fourplex and a duplex respectively that have reached the end of their functional lifespans.

The proposed development is a **4-story building** (Type V-A) over one level of a semi-underground parking (Type I-A) with a **total gross building area of 37,670 sq ft**, total rental area of 24,716 sq ft, and an accessory retail area of 850 sq ft.

The proposed multi-family dwelling will provide **30 dwelling units** with various unit type offerings ranging from studios to 3-bedroom apartments. The semi-underground parking includes a total of 18 car stalls, and 31 long-term bike parking stalls. The development will feature an **accessory use** (cafe, book store, professional office, or similar) as well a privately-owned publicly accessible area for the neighborhood.

The Neutral Project is a sustainability-focused developer. The 519-521 W Main St project implements sustainable construction technologies, such as mass timber structural elements, and targets a reduction of 50% for embodied carbon and up to 70% for operational carbon. **The design is compliant with Passive House guidelines** (following PHIUS 2021); in addition, compliance with the International Living Futures Institute (ILFI) - LBC Core certification is currently being assessed. The project will also provide shared mobility services, such as **car sharing and bike sharing**.

The project is targeting to break ground in Fall 2024 and **occupancy in early Fall 2025**.



## Project requests

- Conditional use: multi-dwelling building (> 8 dwelling units)
- Conditional use: accessory use (retail, coffee shop, professional, etc)
- Certified Survey Map

Details regarding the specific requests are provided on Page 4 below.

## Organizational structure

<b>Owner</b>	<b>Vanilla 301 LLC</b> 25 W Main St, Suite 500, Madison, WI 53703 <a href="mailto:nate@theneutralproject.com">nate@theneutralproject.com</a> 608-205-8134	<b>Developer</b>	<b>The Neutral Project LLC</b> 25 W Main St, Suite 500, Madison, WI 53703 <a href="mailto:fed@theneutralproject.com">fed@theneutralproject.com</a> 608-218-4378
<b>Design Architect</b>	<b>Sala Hars, LLC</b> Av. Paseo de la Reforma 384, Suite 501 Juarez, 06600 Mexico City, Mexico <a href="mailto:dhars@salahars.com">dhars@salahars.com</a> 608-774-3504	<b>Architect of Record</b>	<b>The Neutral Project</b> 25 W Main St, Suite 500, Madison, WI 53703 <a href="mailto:dg@theneutralproject.com">dg@theneutralproject.com</a> 608-218-4378
<b>Civil Engineer &amp; Surveyor</b>	<b>JT Engineering Inc.</b> 281 W Netherwood Rd Ste 1 Oregon, Wisconsin 53575 <a href="mailto:dyland@jt-engineering.com">dyland@jt-engineering.com</a> 608-216-3304	<b>Landscape Architect</b>	<b>BERNAU DESIGN LLC</b> 3901 Saint Clair St. Madison, WI 53711 <a href="mailto:sbernau@bernau-design.com">sbernau@bernau-design.com</a> 262.378.1120
<b>Geotechnical</b>	<b>Terracon Consultants, Inc.</b> 4900 S. Pennsylvania Avenue Suite 100, Cudahy, Wisconsin 53110 <a href="mailto:paul.koszarek@terracon.com">paul.koszarek@terracon.com</a> 414 423-0255	<b>Structural Engineer</b>	<b>FOREFRONT Structural Engineers, Inc.</b> 25 E. Washington Street, Suite 1450 Chicago IL 60602 <a href="mailto:jdortzbach@forefrontstructural.com">jdortzbach@forefrontstructural.com</a> 773-517-0891
<b>MEPFP Design-Builder</b>	<b>Dave Jones</b> 2225 Kilgust Rd, Monona, WI 53713 <a href="mailto:tdumke@davejonesllc.com">tdumke@davejonesllc.com</a> 608-222-8490		

## Project data sheet

### Lot & Building Data

Lot area	13,210 SF (0.303 acres)
Building footprint	7,651 SF
Lot coverage	57.9% (80% maximum allowed)
Open space	5,560 SF or 126 SF/bedroom (20SF/bedroom required)
Green roof	3,500 SF
Levels above ground	4
Levels below ground	1
Building Height	50' (60' max. allowed)

Building Area by Type	Area (SF)	Parking
Residential	23,866	Total car stalls 18
Accessory retail	850	Car sharing 1
Tenant amenity space	886	Total indoor bike stalls 31
Circulation + Voids	3,094	Bike sharing 5
Basement	7,695	Outdoor bike stalls 5
Total Rentable Area	24,716	
Total Gross Area	37,670	

Unit type	Unit Count	Average Size (SF)	Gross Floor Area (SF)
Alcove (Efficiency)	11	524	5,727
1 Bedroom	7	715	4,921
1 Bedroom Loft	1	1,008	955
2 Bedroom	9	1,032	9,135
3 Bedroom	2	1,440	3,128



**Total residential     30**

**23,866**

## Conditional use

The proposed development is applying for the following conditional uses:

### Multi-family complex (>8 dwelling units)

The project is seeking to create 30 dwelling units to provide needed and diverse housing options to the downtown Madison market. According to the market research by Concord Group, the Isthmus submarket, where the project is located, is expected to have a cumulative shortage of at least 211 rental units between 2024 and 2027.

The project seeks to provide a variety of dwelling units from studios to 3 bedroom apartments. Thus, accommodating a wide range of potential tenants needs and household configurations.

### Accessory use (retail, coffee shop, professional)

The development team is seeking to include a 850 SF accessory retail use for a small retail, coffee shop, or a professional office. The intent is to create a new pleasant gathering spot or service for the local community and contribute to the walkability of the Bassett Neighborhood. The accessory space will share a vestibule with the main residential entrance to the building. It will also share access to over 1,000 SF of usable open space in the front yard of the building. The intended opening hours would be approximately from 8am until no later than 9pm. The Neutral Project team will be looking for retail or professional tenants with strong ties to the Madison community.

## Demolition

The project requires razing the existing two two-story buildings located on the property. The project team is requesting demolition from the following buildings, each a non-historic structure and have reached functional obsolescence:

- 519 W Main St, Madison, WI a two-story four-unit apartment building
- 521 W Main St, Madison, WI a two-story two-unit apartment building

Full set of required exterior and interior photos have been attached with this application.

## Certified survey map

The development team is filing the land use application concurrently with the subdivision application for a certified survey map to consolidate the two lots covering 519 W Main St, Madison, WI and 521 W Main St, Madison, WI into one.



## City and neighborhood input

The development team has conducted two rounds of meetings and consultations with the city staff, Alderman, and the Bassett Neighborhood Association in 2023 and 2024. The development team has incorporated the feedback and proposal from these meetings in the project.

In particular, the development team made a major effort to preserve the existing large tree in front of 519 W Main St by recessing the North-Eastern corner of the proposed building and turning it into an open space.

The development team is looking forward to discussing and addressing additional feedback from the Neighborhood Association with the Planning Commission. In particular, the request to further narrow the garage entrance gate in order to both reduce its visual impact on the street and preserve the existing street tree in front of 521 W Main St from removal.

## Transportation Demand Management Plan

The Transportation Demand Management plan has been submitted together with this application. The project parameters require 9 points in mitigation measures, the development team has identified and proposed measures totaling 13 points.

## Stormwater Management Plan

The Stormwater Management Plan has been prepared by the civil engineering consultancy JT Engineering, Inc. and has been submitted together with this application.

## Sustainability

The developing team is committed to designing 519-521 W Main St as an environmentally friendly building in accordance with the strict international sustainability standards. The project is designed to be in compliance with the Passive House guidelines (following PHIUS 2021). In addition, compliance with the International Living Futures Institute (ILFI) - LBC Core certification is currently being assessed.

The project intends to implement sustainable construction technologies, such as mass timber structural elements, and targets a reduction of 50% for embodied carbon and up to 70% for operational carbon, as well as up to 50% reduction in water consumption compared to buildings of similar size and use.



## Project schedule, phasing plan

Phase or meeting	Date
Staff meeting	10/02/2023
Alder Michael Verveer meeting	10/24/2023
DAT meeting	11/02/2023
Bassett Neighborhood meeting	11/23/2023
Pre-application notice	11/27/2023
Staff meeting #2	02/20/2024
DAT meeting #2	03/07/2024
Alder Michael Verveer meeting #2	03/04/2024
Bassett Neighborhood meeting #2	03/11/2024
Pre-application notice #2	03/14/2024
Neighborhood steering committee	03/28/2024
Land Use Application submission	04/08/2024
Certified Survey Map application	04/08/2024
Neighborhood Publicly Noticed Meeting	04/30/2024
Construction Start	Early Fall 2024
Target Occupancy	Late Summer 2025

## Public subsidies

No public subsidies are being requested for this project.



If you have any questions, please don't hesitate to contact me

Sincerely,

*Fedor Novikov*

Fed Novikov

Sr. Project Manager,

The Neutral Project LLC,

[fed@theneutralproject.com](mailto:fed@theneutralproject.com)

608-218-4378



## Exhibit A

### Legal description

**Address: 519 West Main Street**

Legal description:

The Northeast 26.9 feet of Lot Six (6), and the Southwest 1/2 of Lot Seven (7), Block Thirty-one (31), in the City of Madison, Dane County, Wisconsin.

Parcel Number - 251/0709-231-3210-7

**Address: 521-523 West Main Street**

Legal description:

Lot Six (6), Block Thirty-one (31), Original Plat of Madison, in the City of Madison, Dane County, Wisconsin; EXCEPT the Northeast 26.9 feet thereof.

The above also described as:

The Southwest 39.1 feet of Lot Six (6), Block Thirty-one (31), Original Plat of Madison, in the City of Madison, Dane County, Wisconsin.

Parcel No. 251/0709-231-3211-5