April 8, 2024

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

515 N Whitney Way
KBA Project # 2402

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:	Flad Development 3330 University Ave. Unit 206 Madison, WI 53705 608-833-8100 Contact: John Flad JFlad@flad-development.com	Architect:	Knothe & Bruce Architects, LLC 8401 Greenway Blvd. Ste 900 Middleton, WI 53562 608-836-3690 Contact: Kevin Burow kburow@knothebruce.com
Engineer:	Vierbicher Associates, Inc. 999 Fourier Dr. Madison, WI 53717 (608) 826-0532 Contact: Justin Zampardi jzampardi@vierbicher.com	Landscape Design:	Olson Toon Landscaping, Inc. 3570 Pioneer Rd. Verona, WI 53593 (608) 827-9401 Contact: Brad Fregien Brad@OlsonToon.com

Introduction:
This proposed development involves the redevelopment of 515 N Whitney Way, by removing an existing commercial building with surface parking and constructing a new five-story multi-family building. This site will be re-zoned from NMX (Neighborhood Mixed Use) to TSS (Traditional Shopping Street). There will be a total of 40 apartment units with 46 enclosed parking stalls for residential use. This project is within the TOD overlay.

Project Description:
The proposed building has been designed to be in context with the recently completed The Whitney Reserve located directly across the street to the west by this same developer. The exterior design and color scheme will be complimentary such that these two buildings will create a gateway to this region of the City. There will be high quality masonry and composite siding used for the exterior and the top floor is recessed back on both the north and western sides at the corner which creates a larger rooftop patio that all residents can enjoy.

We are also transitioning the height of the building along the entire eastern façade to comply with the step back requirements for transitioning to the residentially zoned properties to the east. There will just be one vehicular access to the property taken off of Old Middleton Road on the north side and this will access the enclosed parking contained on first floor and basement levels of this building.

City and Neighborhood Input:

The client has met with the City on several occasions for this proposed development including correspondence with Staff and it was also presented at a DAT Meeting on February 22, 2024. This project has also been reviewed with the Alder, the Chair of the Hill Farms Planning Committee, and the immediate neighbors. All this discussion and feedback has helped shape this proposed development.

Demolition Standards

The site is currently occupied by a small office building first constructed as a gas station in 1961, then converted into an office building in 1967. A flat roofed addition was added in 1979. The building has served the community well but is now outdated and would serve the community better as a multi-family building. 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 structure. The remaining building has no historic significance to this area. It is not a landmark structure, nor is it of an uncommon or unusual design or method of construction, and as such should meet the demolition criteria. It is not economically feasible to relocate or reuse the existing structure and any salvageable items from the building will be removed prior to demolition.

Re-Zoning and Conditional Use Approvals:

We are requesting this lot be rezoned from NMX to a TSS Zoning District. The proposed redevelopment requires conditional use permits to allow for the 5th floor level and for having more than 36 residential units. This development aligns with the future land use plans for the adjacent properties for High Residential (HR) of over 70 units/acre and up to 12 stories tall.

Site Development Data:

Densities:

Lot Area	23,097 S.F. / 0.53 acres
Dwelling Units	40 DU
Lot Area / D.U.	577 S.F./D.U.
Density	75 units/acre
Open Space not required due to TOD Overlay	
Lot Coverage	15,050 S.F. = 65% of total lot (85% Max.)

Building Height: 5 Stories

Dwelling Unit Mix:

Efficiency	6
One Bedroom	16
One Bedroom + Den	4
Two Bedroom	14
Total Dwelling Units	40

Vehicle Parking:

Surface (protected under building)	3 stalls
Enclosed	43 stalls
Total	46 stalls

Bicycle Parking:

Surface Guest	4 stalls
Underground Garage F.M.	30 stalls
Underground Garage W.M.	10 stalls
Total	44 stalls

Project Schedule:

It is anticipated that the construction on this site will start in the Spring 2025 with a final completion of Spring 2026.

Thank you for your time reviewing our proposal.

Sincerely,

Kevin Burow, AIA, NCARB, LEED AP
Managing Member