



January 31, 2018

City of Madison Planning Division
Department of Planning & Community & Economic Development
126 South Hamilton Street
Madison, WI 53703

Re: Letter of Intent – 700 East Johnson

Dear Members of the Urban Design Commission, Plan Commission and Common Council:

Please accept this Letter of Intent, Land Use Application, and attachments regarding the rezoning and redevelopment of 717 to 753 East Johnson Street to a mixed-use retail and residential development that includes new construction and restoration of eight existing structures.

This development will require the rezoning of the properties from TR-V2 to NMX as well as the following conditional uses:

1. **Building height greater than 40'**: to allow for ground floor retail, slightly elevated first floor residential, architectural character and open space as developed throughout the neighborhood review process.
2. **Mixed-use building with more than 8 units.**
3. **Buildings containing two or more uses exceeding 10,000 sq. ft. of floor area** per 28.064(4)(a).
4. **Fourth story for roof deck above third floor**: to allow for common area useable open space for the project (note, the deck is not accessible from the mezzanine level of individual apartments).
5. **Existing buildings to be relocated on site/remain on site**: for unit count per table 28D-2 (single family, two unit, three unit, five-eight unit).

Development Team

Client:	700 East LLC Chris Houden chrish@spmadison.com
Development Consultant:	Urban Assets Melissa Huggins, AICP 807 East Johnson Street Madison, WI 53703 608.819.6566 melissa@urbanassetsconsulting.com
Architect:	Kahler Slater Thomas Miller, AIA 44 East Mifflin Madison, WI 53703 608.225.4040 tmiller@kahlerslater.com
Civil Engineering & Landscape Architecture:	Vierbicher Joseph J. Doyle, PE



999 Fourier Drive, Suite 201
Madison, WI 53717
608.826.0532
jdoy@vierbicher.com

Existing Conditions

The existing conditions include 11 contiguous parcels fronting East Johnson Street, each with wood-framed buildings, most of which were originally designed as single-family homes, but have since been modified to include multiple apartments. A three-story mixed-use building is currently under construction directly to the west.

Project Overview

The scope of the project includes the construction of a new mixed-use development atop underground parking and the renovation and relocation existing houses. 725 and 737 East Johnson are being relocated to the 66' wide lot at 827 East Gorham, 727 East Johnson is to be relocated between 745 and 753 East Johnson, 731 and 733 East Johnson are being offered to any interested party with a lot that is properly zoned to accept the building(s) (if no appropriate receiver sites are found the buildings will be deconstructed) and 717 and 719 are being deconstructed due to structural instability and uninhabitable conditions. The proposed program includes the following:

- 54 new apartment units in two newly constructed three-story buildings, 57,600 gsf
- Renovation of 13 existing units in five renovated houses on East Johnson Street
- Relocation and renovation of 4 units in two existing houses (relocated) at 827 E. Gorham Street
- Two 1,400 sf retail suites
- 69 below-grade parking stalls, 29,500 gsf
- Bike parking below grade for tenants and at grade for visitors and retail uses
- Landscaped courtyard, roof decks, balconies

Lot Size

East Johnson: 1.33 ac

Lot Coverage

East Johnson: 29,115 sf

Useable Open Space

East Johnson: 23,010 sf

To be shared by tenants of newly constructed buildings and existing buildings remaining on site.

Stormwater Management

The project involves the redevelopment of the existing site. The City of Madison requires that proposed stormwater management practices must reduce the total suspended solids load by 60% for redevelopment, as compared to no controls. The proposed stormwater management facility will meet these requirements through the implementation of a bioretention basin on the south side of the site.

Total Construction Cost

\$10m, estimated

Value of the Land



\$3m, estimated

Number of Jobs

100 workers total (5 permanent), projected

Public Subsidy

None

This project includes a variety of sustainable features, including:

- Compact mixed-use development
- Green roofs
- Sustainable native plantings
- Historic preservation
- Walkable location (Walk Score: 88, Bike Score: 100)
- Car charging stations
- Multiple transit options
- Ample bicycle parking for visitors and residents
- Recycling for residents
- Construction recycling program
- Energy Star appliances
- High efficiency, low flow plumbing fixtures
- Efficient lighting systems
- Low-E glazing
- Environmentally friendly building materials

City and Neighborhood Input

In January of 2017, an initial community meeting introduced neighbors to the proposed development concept and sought their input on the design. A steering committee was subsequently convened representing a broad spectrum of opinions, including home owners, young professionals and renters. After two meetings spent reviewing the proposal and suggesting specific changes, which the design team incorporated into the design, the steering committee recommended the proposed project move on the full neighborhood association. TLNA leadership, however, declined to follow the steering committee's recommendation and restarted the process with an expanded steering committee.

The neighborhood input process included the following meetings:

1. January 10 Neighborhood Meeting
2. February 2 TLNA Steering Committee Meeting
3. February 15 TLNA Steering Committee Meeting
4. March 9 TLNA Council Meeting
5. March 16 TLNA Steering Committee Meeting (design team not present)
6. March 20 TLNA Steering Committee Meeting
7. April 20 TLNA Steering Committee Meeting
8. June 1 TLNA Steering Committee Meeting
9. August 8 TLNA Steering Committee Meeting
10. November 9 TLNA Council Meeting



In addition to the meetings listed above, the design team and property manager hosted property tours to give neighbors a chance to view the condition of the houses in question to better inform discussion regarding the preservation of older buildings. The developer and design team engaged the public early and often throughout the design process, facilitating an extensive evolution of the project proposal as a result of neighbors' comments and priorities. Although the Tenney Lapham Council sent a letter to the City of Madison detailing their decision to not support the proposal and associated zoning change, the developer and design team believe this development meets the overarching goals of the Madison community (thoughtful increase in density, mixed-use transit oriented development, sustainability, renovation of existing structures).

Relevant Planning Documents

This proposal is consistent with goals and the vision for the future of the neighborhood as described in the *Tenney Lapham Neighborhood Plan*, which calls for:

- strengthened “vitality of the neighborhood commercial core on East Johnson Street by encouraging rehabilitation of existing buildings [and] some new commercial construction”
- expansion of the business district “along the 700, 800, and 900 blocks of East Johnson Street”
- the “replacement of existing structures with structures specifically designed for neighborhood mixed-use”
- a “wide range of housing options [fitting] the needs of individuals and families”
- the adoption of “pedestrian and transit oriented design principles”

The rezoning of the contiguous parcel from TRV-2 to NMX support the goals of the expansion of the NMU commercial district, as recommended by Note 1 on the future land use map by:

- strengthening the vitality of the neighborhood commercial core on East Johnson Street through the rehabilitation of existing buildings and diversification of uses with the addition of new commercial and residential development
- encouraging the viability of the commercial node through the expansion of the walking commercial district from the 700 block through the 900 block of East Johnson Street
- providing new patrons for existing Tenney-Lapham businesses, living within walking/biking distance of this and other nearby commercial areas

This proposal is also consistent with land use and housing goals in the *City of Madison's Comprehensive Plan*, which calls for:

- the encouragement of compact, mixed-use development projects that include a variety of land uses in close proximity to each other
- different types of housing at multiple locations throughout a neighborhood
- housing with convenient access to neighborhood activity centers, reduced transportation distances, and pleasing residential environments
- the placement of multi-family and mixed-use projects in neighborhood centers and business districts and along major transit zones and corridors
- improvement of the quality of repair and adaptation of existing residential buildings, and promotion of the quality of new design and construction to enhance new developments
- the relocation of existing residential buildings that might otherwise demolished, by proactively identifying sites where houses can feasibly be moved

Mixed-use developments are more easily served by transit and generate less traffic when located in close proximity to jobs, goods, services, and recreational destinations. This proposed development is not only within biking and walking distance of many of Madison's civic and cultural resources, but is located on a major transit corridor. Madison residents support projects such as this, noting throughout the *Imagine Madison* process that “redevelopment, especially in existing centers and corridors, should remain a priority for the City.”



Management Plan

The sections below outline major components of the facility management plan to be produced by 700 East LLC.

Management Staff Organizational Structure:

The staff consists of an Area Manager (AM), Site Manager (SM), and a Maintenance Technician (MT). Office hours consist of 40-50 hours weekly with hours of operation varying based on need.

Maintenance Plan:

Staff will complete, daily, weekly, monthly, quarterly, bi-annual, and annual inspections of all aspects of the building and grounds. Cleaning of the building will be done daily as needed. Snow will be removed from sidewalk and loading zone areas by noon the day after a snowfall. Ice melt will be applied to these same areas as needed. Newly constructed building will provide an indoor trash room. Signage will be in the building directing all tenants on the proper use and educating them on recycling standards. Trash room will be equipped with trash compactor to minimize waste pickups.

Facility Security:

In order to maintain a safe environment for staff, residents and their guests measures have been taken to ensure adequate lighting, controlled access to the building and monitoring activity on the premise. Surveillance cameras will be installed in most common areas of the building to provide a safe and secure living environment. Appropriate signage will be installed in the common areas prohibiting loitering or unauthorized guests. Access to the building will be by key fob only with an intercom system to allow entry for visitors.

Lease agreements will also include the following language regarding tenant behavior and use of balconies and patios.

Disturbances:

Tenant is required to maintain a reasonable level of noise at all times of the day and night, so as not to disturb or disrupt neighboring apartments or houses. Tenant shall fully cooperate with all other tenants in the building in an effort to maintain a peaceful atmosphere at all times.

Balconies and Patios:

Outdoor balconies and terraces adjacent to the building are not a part of this lease agreement. Furniture placed on balconies must be appropriate outdoor furniture and tenant may not store personal items on the balcony. Grills are not permitted on balconies. Landlord reserves the right to remove and discard any items stored in the balcony or terrace that is not permitted.

Items thrown or accidentally propelled from any balcony, window or other area, to the ground or rooftops below our building will be billed at the rate of \$1000.00 per occurrence plus any fees or penalties enforced by the police department.

We look forward to working with city staff, Plan Commission, and Urban Design Commission members on the review and approval of this important project.

Regards,

A handwritten signature in black ink, appearing to read "Melissa Huggins".

Melissa Huggins, AICP
Urban Assets

Cc: Thomas Miller, AIA, Kahler Slater
Chris Houden, 700 East LLC