

November 28, 2018



Heather Stouder
Department of Planning & Development
City of Madison
215 Martin Luther King Jr. Blvd
PO Box 2985
Madison, Wisconsin 53701

Re: Letter of Intent – Conditional Use
1936 and 1938 Atwood Ave.
Madison, WI

Ms. Heather Stouder,

The following is submitted together with the plans and application for the staff and plan commission consideration of approval.

Organizational Structure:

Owner/Developer: 1938 Atwood Avenue LLC
2030 Eastwood Drive
Madison, WI 53704
Phone: 608-233-6000
Contact: Joe Krupp
joe@primeurbanproperties.com

Engineer: Burse Surveying & Engineering, Inc.
2801 International Lane, Ste. 101
Madison, WI 53704
Phone: 608-250-9263
Fax: 608-250-9266
Contact: Peter Fortlage
pfortlage@bse-inc.net

Architect: Knothe & Bruce Architects, LLC
7601 University Avenue, Ste. 201
Middleton, WI 53562
Phone: 608-836-3690
Contact: Kevin Burow
kburow@knothebruce.com

Landscape Design: Olson Toon Landscaping, Inc.
3570 Pioneer Road
Verona, WI 53593
Phone: 608-827-9401
Contact: Brad Fregien
brad@olsontoon.com

Introduction:

The site is located at 1936 and 1938 Atwood Ave. on Madison's near east side. The majority of the site is currently utilized for surface parking with a converted house sitting on the southwest edge of the site. The proposed development entails the demolition of the existing rental building and the construction of a new four-story mixed-use building with include 76 apartments units, approximately 4,000 sq.ft. of commercial space and a total of 103 enclosed parking spaces.

Most of the subject site is zoned TSS, with a narrow strip of vacant land at the rear of the site currently zoned PD. The strip of land is being transferred from the owner of the apartment development to the southwest (the Hudson apartments) and is being requested to be rezoned to TSS. and is not essential to that development. The continuation of this strip of land to the east is also currently zoned PD and that is being requested to be rezoned to TSS as well.

This application requests approval of the demolition, the rezoning of the strips of land to TSS and the conditional use approvals to allow for the proposed development. A CSM will be processed concurrently with this application that will combine the narrow strip of land with the balance of the parcel into a single lot.

Project Description:

The project continues the recent redevelopment and urban in-fill along the Atwood Avenue corridor. This development takes an underutilized site that is predominantly used for surface parking and creates a vibrant multi-use building that strengthens the urban architecture of Atwood Avenue. The building façades are well-proportioned and respect the rhythm of buildings on the street. The street level is activated with commercial storefront and a strong corner entry and lobby for the apartments above. The vehicular access to the enclosed parking is screened from street view by being located along the northeast side of the proposed building.

A three-foot to nine-foot building setback on Atwood allows for a comfortable pedestrian experience while also respecting the urban pattern that is established at Schenk’s Corner and throughout the neighborhood commercial. The setback provides the room for landscaping to enhance the building and provide an attractive buffer for pedestrians. The streetscape will also be enhanced by planting the street terrace (the terrace is currently concrete) and adding street trees. The existing overhead utilities that consist solely of low voltage communication lines are planned to be buried as part of the redevelopment.

The exterior materials will be a combination of masonry at the lower levels, metal siding on the upper levels with a manufactured cut stone base. The architecture is contemporary and urban with detailing that reinforces the rhythm and scale of the building.

Neighborhood Input:

The SASY and MNA planning and development committees have been introduced to the development and are generally supportive of the proposal. A neighborhood meeting was hosted by Alder Rummel on November 19, 2018 and the attendees provided input to improve the project including suggestions on building architecture, landscaping and storm water management. Our application includes revisions to the initial plans in an effort to address the neighborhood input.

From the neighborhood’s perspective, the most important feature of the project is the provision of public-use parking. Although privately owned, the existing surface parking lot is well used by the public and fills a critical parking need for neighborhood businesses, particularly the food and beverage establishments. It is our goal to be able to provide the public parking however we will need financial assistance from the City of Madison to help with the costs of this and if an agreement can be made, then we would revise the plans as needed to increase the parking provided.

Parking:

Two levels of enclosed parking are provided with 84 stalls in the basement level and 19 stalls on the first floor level for a total of 103 stalls. This total will serve the needs of the residential tenants as well as provide employee parking for the commercial users and the employees at 1965 Atwood Avenue during their business hours. This will also have 5 stalls dedicated to exclusive use by tenants of the Second Street Apartments to fulfill the existing requirements of the easement that is on this parcel for their parking needs.

Demolition Standards

We believe that the demolition standards can be met. The proposed development is compatible with the Shenk-Atwood Neighborhood Business District Master Plan and the recently adopted City Comprehensive Plan. The demolition allows for the long sought-after redevelopment of this site, enhancing the neighborhood business district and adjacent residential properties, and continuing the pattern of redevelopment that has been established along Atwood Ave.

A Re-use and Recycling Plan will be submitted prior to the deconstruction of the existing wood frame structure.

Conditional Use approvals:

The proposed redevelopment requires conditional uses to allow a building over three-stories in height and for a residential building with more than 8 units. The proposed building's size, scale and use are consistent with adjacent properties and the City and neighborhood plans for this property. The conditional use approvals are necessary to achieve the goals of those plans.

A conditional use approval is also required due to the fact that there are residential units on the first floor such that we are at 51% of non-residential space and for a mixed use building the minimum requirement is 75% of non-residential space on the ground floor.

Site Development Data:

Densities:

Lot Area	42,491 S.F. / .97 acres
Dwelling Units	85 DU
Lot Area / D.U.	500 S.F./D.U.
Density	87 units/acre
Open Space	10,094 S.F. (3,400 S.F. Min. Required)
Open Space / Unit	118 S.F./Unit (40 S.F./Unit Required)
Lot Coverage	34,960 S.F. = 82% of total lot (85% Max.)

Building Height: 4 Stories

Gross Floor Areas:

Residential Area	85,446 S.F.
Commercial Area	4,000 S.F.

Floor Area Ratio 2.0

Dwelling Unit Mix:

Efficiency	17
One Bedroom	39
One Bedroom + Den	12
<u>Two Bedroom</u>	<u>17</u>
Total	85

Vehicle Parking:

Underground	84 stalls
<u>First Floor (enclosed)</u>	<u>19 Stalls</u>
Total	103 Stalls

Bicycle Parking:

Guest Surface	11 (Std. 2'x6' guest stalls)
Underground Wall-Mount	16
Underground	20 (Std. 2'x6' floor mount - Permanent)
First Floor Wall-Mount	5
<u>First Floor</u>	<u>44 (Std. 2'x6' floor mount - Permanent)</u>
Total	96 stalls

Project Schedule:

It is anticipated that construction will start Spring of 2019 and be completed in Spring of 2020.

Thank you for your time reviewing our proposal.

Sincerely,



Kevin Burow, AIA, NCARB
Managing Member