

November 28, 2018  
Revised: November 30, 2018

Ms. 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  
Amended PD – GDP/SIP Application  
6501 Town Center Dr. & 6502 Milwaukee Street  
Madison, WI

KBA Project # 1821

Ms. Heather Stouder:

The following documents outline the request for an amended Planned Unit Development: General Development Plan/Specific Implementation Plan for Lots 6 & 7 of the Metrotech Neighborhood.

**Note:** *This project, in a very similar form, went through the PD-GDP amendment and GDP/SIP review process in 2016 and was granted approval. It was approved for 100 units on Lot 6 and 115 units on Lot 7. The approvals were never recorded and the property has since change ownership. The previous approval has gone through some minor modifications to adapt to the new ownership's design goals; thus, we are resubmitting for approvals.*

The amended GDP/SIP request for Lot 6 & 7 in the Metrotech Neighborhood would facilitate bringing the project in line with current mixed use market conditions and reflect the City Comprehensive Plan's goals for greater density and diversity of uses in this area.

The originally Sprecher Neighborhood Plan (1998) identified the Metrotech property as Medium Density Residential and Office Commercial. The designation of medium density within the adopted neighborhood plan was 12-16 dwelling units per acre, significantly lower than the current definitions, resulting in 72-95 dwelling units for this project. This was subsequently amended during the planning for the adopted Metrotech GDP (2002) to a mixed use designation with the intent of implementing a blend of mixed uses and residential on Lots 6 & 7; however, the Medium Density Residential calculation as the density allowed under mixed use within the neighborhood plan is not clearly defined.

The requested density brings the project closer in line with the objectives of the current City of Madison Comprehensive Plan (2018) and its approach to density. Using the current densities for Medium Density Residential (16-40 units per acre) or the sites current designation of Community Mixed Use (up to 60 dwelling units per acre) would address current market conditions promote the City's goals for this area. This project (33.5 dwelling units per acre) also allows for a density transition from the condominiums to the west (25.8 dwelling units per acre) and the proposed mixed use town center to the east (60 dwelling units per acre).



The proposed PD-GDP Amendments addresses the following long-term development of both lots as mixed use 4-5 story projects:

*Amendment #1:*

*Adjust the overall unit count to allow up to 100 units on Lot 6 and 100 units on Lot 7. This amendment will increase the allowed unit count (currently ~ 83 total units) to match the adopted format of 4-5 story buildings with upper floor residential and first floor commercial components and bring the project more in line with the goal of creating a higher density mixed use center.*

*Amendment #2: Increase in maximum F.A.R to 1.2. This amendment will increase the maximum F.A.R. (currently .75) to align with the mixed use and higher density goals.*

The proposed PD-SIP for Lots 6 & 7 outlines the development of 100-unit market rate apartments with first floor commercial components for each lot.

**Organizational Structure:**

**Owner/Developer:**

Stefan Varo  
2317 Cypress Way #1  
Madison, WI 53713  
608-255-9998  
Contact: Stefan Varo  
[svaro@aol.com](mailto:svaro@aol.com)

**Architect:**

Knothe & Bruce Architects, LLC  
7601 University Avenue, Ste 201  
Middleton, WI 53562  
608-836-3690  
Contact: Brian Stoddard  
[bstoddard@knothebruce.com](mailto:bstoddard@knothebruce.com)

**Engineer:**

D'Onofrio Kottke & Associates  
7530 Westward Way  
Madison, WI 53717  
608-833-7530  
Contact: Dan Day  
[dday@donofrio.cc](mailto:dday@donofrio.cc)

**Landscape Design:**

D'Onofrio Kottke & Associates  
7530 Westward Way  
Madison, WI 53717  
(608) 833-7530  
Contact: Dan Day  
[dday@donofrio.cc](mailto:dday@donofrio.cc)

**Project Description:**

The development consists of two buildings on two lots. Buildings are five stories with a mix of commercial space and multifamily units. The project fronts to Milwaukee Street, Sprecher Road, and Town Center Drive streetscapes. The buildings comply with the "Build-to Lines" requirements of the Metrotech PD/GDP. Parking is located in basement parking garages under each building. The buildings will contain 100 apartments and 12,000 -16,000 square feet commercial/flex space in each building.

Vehicular access is achieved from three entry drives. Traffic flow is distributed across the three entries with the entries off of Milwaukee Street and Sprecher Road being right-in-right-out only. Pedestrian and bicycle connections are facilitated with an extensive internal walk system that also connects to the surrounding streets. Bicycle parking is designed to meet the City requirements.

The property is not located in a Neighborhood Association but is located near the McClellan Park and Sprecher East neighborhoods. A well-attended joint neighborhood meeting was held on November 7, 2018. The majority of comments revolved around traffic in this area and surrounding areas.

**Site Development Data:**

Existing Zoning:	PD-GDP
Proposed Zoning:	Lot 6 Amended PD-GDP-SIP Lot 7 Amended PD-GDP-SIP
Proposed Uses:	Lot 6 – up to 100 units Residential up to 16,000 SF Commercial/Flex Space Lot 7 - up to 100 units Residential up to 12,000 SF Commercial/Flex Space

**Densities:**

Lot Area	259,617 S.F. or 5.96 acres
Dwelling Units	200 units (both lots)
Commercial Area	28,000 SF (both lots)
Lot Area / D.U.	1,298 S.F./unit
Density	33.6 units/acre
Building Height	5 Stories
Lot Coverage	156,364 S.F.= 60%
Usable Open Space	85,688 S.F. (428 S.F./Unit)
Floor Area Ratio	1.14

**Unit Mix**

	Lot 6	Lot 7	Total
Efficiency	17	17	34
One bedroom	64	64	128
Two bedroom	<u>19</u>	<u>19</u>	<u>38</u>
Total	100	100	200

**Vehicle Parking Stalls (both Lots):**

Underground	180
Surface	<u>212</u>
Total	392

(1.6 stalls per residential unit and a total of 80 stalls for commercial use. Also, an allowed 8 stall reduction for mixed uses)

**Bicycle Parking Stalls**

Underground - Wall	24 Stalls (Covered)
Underground/Std. 2'x6'	150 Stalls (Covered)
Surface Residential	26 Stalls
Surface Guest	20 Stalls (10% of units)
<u>Surface Commercial</u>	<u>8 Stalls</u>
Total	228 Stalls

**Project Schedule**


The anticipated project schedule is to begin construction of Lot 7 in the Spring of 2019 with occupancy in the summer of 2020. Lot 6 to follow as market conditions dictate.

**Hours of Operation:**

The residential apartment's property will be a professionally managed apartment community. The building will have an on-site management office with hours of operation are expected to be from 8:00 A.M. – 5:00 P.M., Monday through Friday, with scheduled appointments at other times. The hours of operation for the commercial spaces on the first floor will vary depending on the specific commercial user.

Thank you for your time reviewing our proposal.

Sincerely,



Brian Stoddard AIA