



**JLA**  
ARCHITECTS

August 14, 2019

Mr. Tim Parks  
City of Madison  
Department of Planning & Community & Economic Development  
Madison Municipal Building  
215 Martin Luther King Jr. Blvd, Suite 017  
Madison, WI 53703

Re: Letter of Intent  
3840 Maple Grove Drive  
Madison, WI 53719

Dear Mr. Tim Parks,

The following is submitted together with the rezoning application and associated plans for review by City Staff, the Plan Commission, and the Common Council for consideration of approval.

**Project Organizational Structure:**

Owner:	Fiduciary Real Estate Development, Inc 789 N. Water Street, Suite 200 Milwaukee, WI 53202 414-274-8212 Contact: Paul Schmitter pschmitter@fred-inc.com	Architect:	JLA Architects + Planners 2418 Crossroads Drive, Suite 2300 Madison, WI 53718 608-442-3823 Contact: Marc Ott <a href="mailto:mott@jla-pa.com">mott@jla-pa.com</a>
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Civil Engineer: D'Onofrio Kottke and Associates  
7530 Westward Way  
Madison, WI 53717  
608-833-7530  
Contact: Bruce Hollar  
[bhollar@donofrio.cc](mailto:bhollar@donofrio.cc)

**Introduction:**

The development is at 3840 Maple Grove Drive, directly south of Chavez Elementary School on the far west side of Madison. The proposed project consists of the subdivision application submittal to rezone 35.917 (A-Agriculture) to create three multi-family lots and (TR-U1 – Traditional Residential Urban 1 District) with two supporting outlots for stormwater, one 5.11 acre parcel to be dedicated to the City for a public park (PR-Parks and Recreation), two outlots for greenway conservancy (CN-Conservancy), and one outlot for TR-C3 – Traditional Residential Consistent District 3 for future development.

Future application for conditional approval will provide additional details for specific building and site design, density, and phases,

**Site:**

The site is located on 35.917 acres currently zoned Agriculture. The site has 934'-0" of direct frontage on Maple Grove Drive to the east, Chavez Elementary to the north, a public drainage greenway to the west, and existing multifamily to the south.

**Zoning:**

The project is in the 7th Aldermanic District, represented by Donna Moreland.

The parcel is currently Zoned A – Agriculture. We request rezoning to the following:

- Lot 1 – TR-U1 - Traditional Residential Urban 1 District.
- Lot 2 – TR-U1 - Traditional Residential Urban 1 District.
- Lot 3 – TR-U – Traditional Residential Urban 1 District.
- Outlot 1 – TR-U1 – Traditional Residential Urban 1 District
- Outlot 2 – TR-U1 – Traditional Residential Urban 1 District
- Outlot 3 – CN – Conservancy
- Outlot 4 – TR-C3 – Traditional Residential – Consistent District 3
- Outlot 5 – CN – Conservancy
- Outlot 6 – PR – Parks and Recreation

**TR-U1 Permitted and Conditional Uses:**

- Multi-family Dwelling (4 dwelling units) – Permitted
- Multi-family Dwelling (5-8 dwelling units) – Permitted
- Multi-family Dwelling (> 8 dwelling units) – Conditional

**Dimensional Standards Multi-family 5-8 units:**

- Lot Area: 1,000 s.f. / d.u. + 300 s.f. per bedroom > 2
- Lot Width: 50'-0" min
- Front Yard Setback: 15'-0"
- Max. Front Yard setback: 30'-0"
- Side Yard Setback: 10'-0"
- Reversed Corner Side Yard Setback: 12'-0"
- Rear Yard Setback: Lesser of 25% lot dept or 20'-0"
- Max Height: 3 stories / 40'-0"
- Max Lot Coverage: 75%
- Usable Open Space: 320 s.f. / d.u.

**Dimensional Standards Multi-family > 8 units:**

- Lot Area: 1,000 s.f. / d.u. + 300 s.f. per bedroom > 2
- Lot Width: 50'-0" min
- Front Yard Setback: 15'-0"
- Max. Front Yard setback: 30'-0" or up to 20% greater than block average.
- Side Yard Setback: 10'-0"
- Reversed Corner Side Yard Setback: 12'-0"
- Rear Yard Setback: Lesser of 25% lot dept or 25'-0"
- Max Height: 5 stories / 65'-0"
- Max Lot Coverage: 75%
- Usable Open Space: 320 s.f. / d.u.

**Project Schedule:**

August 14, 2019:	Rezoning Application
March 2020:	Start of Construction – Start Phases 1
August 2022:	Certificate of Occupancy – Final Phase 2

**Social & Economic Impacts:**

This development will have a positive social and economic impact on the surrounding community. Specifically, the re-development of this property will provide a variety of housing opportunities for residents by provide quality housing in a desired location of the city with walkable access to schools, parks, grocery store, pharmacy and jobs. With the added benefit of to infuse the local businesses with new revenue sources.

Thank you for your time in reviewing our proposal.

Sincerely,

A handwritten signature in blue ink that reads "Marc Ott". The signature is fluid and cursive, with the first name "Marc" and the last name "Ott" clearly legible.

Marc Ott

**JLA ARCHITECTS + PLANNERS**

2418 Crossroads Drive - Suite 2300  
Madison, Wisconsin 53718  
[www.jla-ap.com](http://www.jla-ap.com)

# Memorandum

Date: August 13, 2019  
To: Planning Division Staff  
From: Bruce Hollar  
Re: FRED – Maple Grove Plat  
FN: 17-07-118

On March 11, 2019 the Planning Division prepared a staff report for the Plan Commission related to a zoning map amendment and preliminary plat at 3840 Maple Grove Drive which included a list of 83 conditions. This most recent submittal includes an updated preliminary and final plat along with a zoning map amendment as well for said property. Many of the conditions were statements and standard comments but wanted to address some of the comments as we've been working with various City staff in recent weeks.

## **Engineering Division:**

- Item 6: A flood study has been completed
- Item 9, 14: Construction of B Street is scheduled for 2020 as a City project and the owner acknowledges cost sharing of the culverts.
- Item 37: Easement has been provided on final plat

## **Engineering Mapping:**

- Item 40: Parcel B has been removed from the title work

## **Traffic Engineering:**

- Item 50: Additional right of way has been provided
- Item 51: Easement has been shown on the plat

## **Parks Division:**

- Item 62: Providing 5.1 acres of parkland in Outlot 6
- Item 64: All parkland dedication has been removed from any FEMA floodways and floodplains
- Item 65: Additional right of way provided to accommodate the sidewalk

As a result of the additional right of way needed along B Street and Outlot 6 for the wider sidewalk, a decision was made to eliminate all proposed units on the west side of B Street to accommodate the City's request.