

# URBANWORKS

January 8, 2020

City of Madison  
Urban Design Commission  
215 Martin Luther King Blvd.  
Suite 017  
Madison, WI 53703

**Re: Urban Design Commission: Letter of Intent – Mid Town Center Multifamily Residential - Revised**

Dear Commission Members:

On behalf of Mid Town Center and JCap Realestate, UrbanWorks Architecture LLC is submitting this and application for Concept Site and Building Plan Submittal for the development of the remaining undeveloped properties located on the block bounded by MidTown Road, Carns Ave., Waldorf Ave, and Mayo Drive. We are seeking an update to the original GDP and PD for the subject properties to allow the development of three multifamily buildings and associated site improvements as indicated on the attached documents.

We have presented our concept to the City of Madison Planning Staff on September 26<sup>th</sup> for initial feedback and subsequently modified the plans. An additional meeting was held with Planning Staff on October 24<sup>th</sup> to share the modifications and solicit additional feedback. A meeting was held with the DAT on November 21<sup>st</sup>. The project team has worked to address the items noted by all departments in this meeting. We met with Alder McKinney and the neighborhood surrounding the project on November 21<sup>st</sup> receiving positive feedback. We have meet with The UDC on December 11<sup>th</sup>, receiving overall very favorable comments and constructive input on several areas. We are continuing to incorporate these comments.

**Existing Conditions:**

There are two multifamily buildings currently on the block in which the proposed development is located. The buildings are 88 units total. The existing multifamily buildings are 56 Units per Acre. The proposed project will have a density of 55.5 Units per Acre. The proposed project matches the existing density.

The block the project site sits on is steeply sloped with a grade change of over four stories from corner to corner. Internal site slope is greater in some locations. The buildings are designed to address this grade change with walk up units on Mid Town Ave to create a pedestrian scale and engage the street. The proposed development matches the neighborhood building scale on Carns Drive, Mayo Drive, and Waldrof Boulevard.

**Design Attributes:**

The project design incorporates the goals and concepts defined and outlined in the Amendment to the High Point – Raymond Neighborhood Development Plan as adopted by the Common Council on August 1, 2017. We have worked to create a project with relatively high density consistent with the goal and concepts of the New Urbanist approach in the Mid Town Commons subdivision. The project carefully scales the buildings to be consistent with the surrounding site context and neighborhood building scale. The proposed residential density matches the DU per acre of the existing housing developed on adjacent properties on this block.

The building aesthetic will be contemporary using high quality materials including brick, fiber cement panels, aluminum balconies, and stucco and be well scaled to the pedestrian experience consistent with the

neighborhood. Public transit will be integrated into the project site planning at Waldorf and Mid Town. Ease of bicycle access will be provided in the building amenities. The Mid Town frontage will include walkout units to further engage the street front and pedestrian experience as well as appropriately scale the building to the neighborhood. We have included high quality active mixed-use commercial space along Waldorf in order to provide visibility, accommodate accessible parking, and proximity to the site surface parking, As we have explored the market for retail in this project area reaching out to multi-location tenants such as coffee shops, restaurants, small convenience stores. The intent is to find active retail vs. limited traffic retail, the goal being to activate the street front and provide longer term tenants. This exploration has lead us to the conclusion that there is not current market viability for retail in this location. We are requesting that we be allowed to eliminate the retail space from the project and develop as housing mix 4 as noted in the Amendment to the High Point – Raymond Neighborhood Development Plan as adopted in August 2017.

**Project Data:**

The currently the plans consist of three buildings with the following square footage, number of units, and parking counts.

- Building 1
  - 84,034 gross square feet
  - 62 Units
  - 42 structured parking spaces
  - 26 surface parking spaces
  - 83 long term bike parking
  - 8 guest bike parking
- Building 2
  - 152,968 gross square feet
  - 90 Units
  - 102 structured parking spaces
  - 48 surface parking spaces
  - 104 long term bike parking
  - 10 guest bike parking
- Building 3
  - 173,114 gross square feet
  - 118 Units
  - 129 structured parking spaces
  - 37 surface parking spaces
  - 156 long term bike parking
  - 12 guest bike parking
- Total
  - 410,177 gross square feet
  - 271 Units
  - 262 structured parking spaces
  - 100 surface parking spaces
  - 343 long term bike parking
  - 30 guest bike parking

**Stormwater:**

Storm water will be addressed with onsite bioretention basins and underground detention systems. The stormwater management plan will be designed to meet City of Madison, Dane County, and Wisconsin

Department of Natural Resources stormwater management standards. The system will be designed to treat stormwater as per the current City of Madison standards.

**Utilities:**

The sanitary sewer and water service will be tied into the existing infrastructure primarily via connections to existing access structures. If required new access structures will be added to meet the City of Madison construction requirements. Coordination and approval by City of Madison Engineering requirements will be ongoing.

**Fire Truck Access:**

Fire access will be designed and coordinated to comply with City of Madison Fire Apparatus Access and Fire Hydrant Worksheet requirements. Coordination and approval by the City of Madison Fire Department is ongoing.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rick Wessling', with a long horizontal flourish extending to the right.

**Rick Wessling**  
**Senior Project Manager**  
UrbanWorks Architecture LLC