



March 4, 2020

Heather Stouder  
City of Madison  
Department of Planning & Community & Economic Development  
115 Martin Luther King Jr. Blvd.  
Suite LL 100, Madison Municipal Building  
Madison, WI 53703

**RE: LETTER OF INTENT - 5567 ODANA ROAD  
NEW MIXED USE DEVELOPMENT  
MADISON, WI 53719**

Dear Ms. Stouder,

The following is submitted together with the subdivision application, associated plans and documents for review by City Staff, the Urban Design Commission and the Plan Commission for consideration of approval.

**PROJECT TEAM:**

Developer: McGrath Property Group, 730 Williamson St. Suite 150, Madison, WI 53703  
Architect: JLA Architects: 800 W Broadway Suite 200, Madison, WI 53713  
Landscape Arch/Civil Engineer: Vierbicher, 999 Fourier Dr. Suite 201, Madison, WI 53717  
Surveyor: Isthmus Surveying, 450 N. Baldwin St Madison, WI 53703

**PROJECT OVERVIEW:**

The Developer is under contract to purchase 5567 Odana Road from the current land owner. The property contains a vacant former bank (BMO) with six drive up aisles and the remainder of the site is predominantly asphalt paving for drive aisles and parking (see Exhibit A for Legal Description of the Site).

The site is 52,697 SF in area (1.21 Acres) and has approximately 200 feet of frontage on Odana Road. The project is located in the 19th Aldermanic District and there is no neighborhood association. It is currently zoned Commercial Corridor-Transitional District (CC-T), WP-12 and is in Urban Design District #3.

Demolition of the existing bank building and drive up canopy will be necessary to complete the project. The Demolition Notice was submitted on January 31, 2020.

Following demolition, excavation and grading of the site, new construction consisting of a 5-story, mixed-use rental building containing: 79 residential units, approximately 3,500 SF of commercial space and parking for 86 cars. The first level will be precast concrete construction and will contain parking, commercial space, fitness room, residential entry and lobby. The upper four levels are wood frame residential.

All parking, loading, delivery, refuse removal serving the property is accessed from Odana Road where there will be a new ingress/egress access point. It will be located close to the current western entrance to the property - the existing eastern entrance will be removed and filled in with curb and gutter.

Specific building areas and other pertinent information is provided on the attached plans. No public subsidy is being requested for this project.

#### **NEIGHBORHOOD INPUT:**

There is not a Neighborhood Association nor a Business Association for this area. The Alder and City Staff were formally notified in writing regarding this project on January 29, 2020. A public notice neighborhood meeting is scheduled to be held on March 26, 2020. The developer has also had a Pre-application meeting with City Staff on February 3, 2020 and the Development Assistance Team February 13, 2020.

#### **ZONING:**

The proposed site is currently zoned Commercial Corridor-Transitional District (CC-T), WP-12. The proposed project is predominantly consistent with this zoning but will require a conditional use for exceeding the maximum size requirement.

#### **ARCHITECTURE:**

The overall design context can be described as a contemporary take on mid-century modern architecture. The building sits on the eastern side of the site with drive access and parking on the western half. The base of the building is predominantly masonry and storefront glass. At the grade level the Odana Road frontage is faced with an oversized commercial space (12-ft ceiling height) that wraps around the northwest corner of the building where it transitions into the main residential Lobby entrance and community space. The remainder of the grade level is clad with a burnished block masonry unit. The front facade and entry lobby both share a similar strong design feature consisting of vertical earth-toned element clad in a flat metal siding with a pitched roof. That same material is also used as an accent adjacent to window openings. The main body of the building is clad with a fiber cement lap siding and vertical elements of utility size brick masonry. Windows will be either vinyl or fiberglass with low-e glass. Balconies project from the face of the building where they connect to knife plates and have diagonal tie backs for support. The top of each balcony stack has a projected sunscreen.

The building also features a lot of common amenity space with a first floor fitness center, first floor work/lounge that spills out onto a community green space and a second floor community space that is connected to an outdoor terrace at the front northwest corner of the building.

### **REFUSE & RECYCLING:**

Garbage and recycling from the property will be collected by a private service. Roll-out containers serving the residential and commercial spaces will be located at the south end of the parking structure. Collection vehicles will pull into the driveway and temporarily park while the roll out containers are loaded for collection.

### **ECONOMIC IMPACTS:**

The construction of the project will have a positive impact on trade labor as it will utilize approximately 150-200 craftsmen from several local and regional businesses over an approximate 12 month period. Additionally, businesses involved with manufacturing materials incorporated into the project will see an ancillary benefit from the development as well.

The current assessed value of the property is \$393,000 - we expect the new project to generate a property tax increment of nearly **25X** once complete.

### **GREEN FEATURES:**

We will be working with Focus on Energy to incorporate as many energy efficient features as possible. We anticipate using energy efficient light fixtures, energy star appliances, high efficiency forced air furnaces and air conditioners, low flow plumbing fixtures, and Low-E glass on the windows. Common mechanicals will also be high efficiency.

We will also explore photovoltaic solar panels on the roof - and hopefully will be able to install them if we can receive subsidies to help off set the significant initial cost of the solar installation.

We will install a minimum of two electric car charging stations in the parking level and will have the ability to add more in the future as needed.

### **PROJECT SCHEDULE:**

2/26/20:	UDC - Informational Meeting
3/4/20:	Formal Application
4/29/20:	UDC Initial/Final Approval Meeting
5/11/20:	Plan Commission Meeting
6/15/20:	Start Construction
5/1/21:	Occupancy

Please feel free to contact me if additional information is needed.

Sincerely,



Lance T. McGrath  
Owner - McGrath Property Group, LLC

***Attachments:***

Exhibit A: Legal Description  
Exhibit B: Photographs of Building to be Demolished  
Exhibit C: Tandem Parking Plan