

September 16, 2020

Ms. Heather Stouder  
Director, Planning Division  
Department of Planning, Community & Economic Development  
215 Martin Luther King Jr. Blvd., Ste 017  
Madison, Wisconsin 53703



Re: Letter of Intent – Conditional Use and CSM Approval  
1224 South Park Street  
KBA Project # 2031

Ms. Heather Stouder:

The following is submitted together with the plans and application for Urban Design Commission and Plan Commission consideration of approval.

**Organizational structure:**

Owner:	Prime Urban Properties 1952 Atwood Ave Madison, WI 53704 (608) 233-6000 Contact: Joe Krupp <a href="mailto:Joe@primeurbanproperties.com">Joe@primeurbanproperties.com</a>	Architect:	Knothe & Bruce Architects, LLC 7601 University Avenue, Ste 201 Middleton, WI 53562 (608) 836-3690 Contact: Kevin Burow <a href="mailto:kburow@knothebruce.com">kburow@knothebruce.com</a>
Civil Engineer:	JSD Professional Services, Inc 161 Horizon Dr, #101 Verona, WI 53593 (608) 848-5060 Contact: Kevin Yeska <a href="mailto:kevin.yeska@jsdinc.com">kevin.yeska@jsdinc.com</a>	Landscape Architect:	JSD Professional Services, Inc 161 Horizon Dr, #101 Verona, WI 53593 (608) 848-5060 Contact: Kevin Yeska <a href="mailto:kevin.yeska@jsdinc.com">kevin.yeska@jsdinc.com</a>

**Introduction:**

The site is located at 1224 S Park Street on Madison's near south side and is currently the site of a one-story commercial building with a surface parking lot. The proposed development entails the demolition of the existing building and surface parking and the construction of a new five-story mixed-use building with approximately 4,000 sq.ft. of commercial space, 62 apartment units, and a total of 78 enclosed and surface parking spaces.

The site is currently zoned Commercial Corridor - Transitional District (CC-T) and is also located within Urban Design District 7. This application requests the following approvals: 1) demolition approval for the existing structure, and 2) the conditional-use approvals required for the mixed-use development.

### **Project Description:**

The project provides much needed housing along a major corridor leading to Downtown Madison. The site is directly on the Bus Lines and will allow for easy access to many areas of the City. The existing building is predominantly vacant so the site will be better utilized as a mixed-use property in order to provide additional housing units for the City of Madison. As part of this project we are also creating an outdoor gathering space on the second-floor level with a rooftop patio adjacent to the Community Room and above the enclosed parking garage in the building.

The exterior materials will be a combination of masonry on a majority of the façade along with composite siding and a cast stone base. The architecture is contemporary and urban with a high level of detailing in the masonry.

### **City and Neighborhood Input:**

We have met with the City on several occasions for this proposed development including meetings with Staff, attending a DAT Meeting, and presenting at UDC for an informational presentation. These discussions have helped to shape this submittal.

This site is within the Bay Creek Neighborhood Association and we have met with them on several occasions. Prior to that we also had initial meetings with Alder Tag Evers. These were all productive discussions that have led to enhancements to our proposed development.

### **Demolition Standards**

We believe that the demolition standards can be met. The proposed development is compatible with the City's Comprehensive Plan and this site was proposed for new construction in 2019 and a demolition permit was approved at that time.

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

### **CSM Approval**

As part of the development proposal for 1224 S Park Street, a CSM is included to combine the existing three lots (1204, 1214, and 1224 S Park Street) into one contiguous parcel comprised of 0.591 acres. The CSM includes the dedication of a three-foot sidewalk easement along S Park Street to increase the width of the existing five-foot terrace to eight feet as well as the dedication of a 10-foot wide multi-use path easement along the property's rear lot line. While not being constructed as part of this development proposal, when constructed the future multi-use path will straddle the site's rear property line, providing connectivity to High Street and the city's larger trail system.

### **Conditional Use Approvals:**

The proposed redevelopment requires conditional uses to allow for a mixed-use building exceeding 40,000 sq.ft. in size, and for a residential building with more than 8 units. The proposed building's size, scale, and use are consistent with the City's Comprehensive Plan which calls for Regional Mixed-Use (RMU) on this property by being five stories tall and providing high-density residential.

### **Conformance with UDD No. 7 Requirements**

The project has been designed to generally conform to the guidelines set in the Urban Design District Number 7 and the following items have been incorporated into the design of the proposed project:

- The building has been placed 10' back from the property line on Park Street in accordance with the guidelines and direction from City Staff.
- All of the commercial space along with the building lobby face Park Street and have direct connections to the public sidewalk.
- The exterior design of the building utilizes low-maintenance materials via the use of masonry, cast stone, and composite siding. These materials are also harmonious with the adjacent buildings in this area. All elevations have a high level of detailing and use of the same materials such that there are no lesser quality facades or views from surrounding properties.
- The building entries have canopies over them along with large doors and windows to enhance the pedestrian character of the street.
- Any mechanical equipment located on the roof will not be visible from adjacent properties and any ground mounted equipment will be screened with landscaping.
- The parking areas are contained within or below the building such that any lighting will be directed downward and there will be no glare onto adjacent properties.
- The building has a step back that occurs at the fifth floor level based on the feedback we received at the UDC Informational presentation and with this the fifth floor level is not visible from the street directly in front of the building.
- The trash receptacles are located within the enclosed parking garage area and are not visible from the exterior.
- By having all the parking areas contained within and below the building they are screened from view of the neighboring properties.
- The landscaping plan has been designed with numerous plantings around the proposed building and we have also enhanced the landscaping directly in front of the building in order to create a pleasant experience as you approach the building.
- The outdoor plaza area is also well landscaped and provides an enjoyable outdoor amenity for all the residents of the building.

**Site Development Data:**

**Densities:**

Lot Area	25,703 s.f. / .59 acres
Dwelling Units	62
Density	105 units/acre
Open Space	12,276 s.f. (12,160 s.f. Required)
Lot Coverage	19,051 s.f. / 74% (21,847 s.f. / 85% Max)

**Building Height:** 4 to 5 Stories / 60'

**Gross Floor Area:**

Residential Area:	60,642 s.f.
Commercial Area:	4,062 s.f.
<u>Parking:</u>	<u>31,288 s.f.</u>
Total Building Area:	95,992 s.f.
Floor Area Ratio	3.73

**Dwelling Unit Mix:**

Efficiency	12
One Bedroom	36

<u>Two Bedroom</u>	<u>14</u>
Total Dwelling Units	62

Vehicle Parking:

Surface:	9 stalls
<u>Enclosed:</u>	<u>69 stalls</u>
Total	78 stalls

Parking Ratio: 1.26 stalls / d.u.

Bicycle Parking:

Surface Commercial:	4
Surface Guest	6
Basement; Floor Mount:	46
Basement; Wall Mount:	<u>16</u>
Total:	72

**Project Schedule:**

It is anticipated that construction will start in the Spring of 2021 and be completed in the Spring of 2022.

Thank you for your time reviewing our proposal.

Sincerely,



Kevin Burow, AIA, NCARB, LEED AP  
Managing Member