



September 15, 2021

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

Re: Letter of Intent – Land Use Application

222 N Midvale Blvd.
KBA Project # 2140

Ms. Heather Stouder:

The following is submitted together with the plans and application for the staff and Plan Commission's consideration of approval.

Organizational structure:

Owner:	Flad Development 3330 University Ave. Unit 206 Madison, WI 53705 608-833-8100 Contact: John Flad JFlad@flad-development.com	Architect:	Knothe & Bruce Architects, LLC 7601 University Avenue, Ste 201 Middleton, WI 53562 608-836-3690 Contact: Kevin Burow kburow@knothebruce.com
Engineer:	Vierbicher Associates, Inc. 999 Fourier Dr. Madison, WI 53717 (608) 826-0532 Contact: Justin Zampardi jzampardi@vierbicher.com	Landscape Design:	The Bruce Company 2830 Parmenter St. Middleton, WI 53562 (608) 836-7041 Contact: Rich Strohmenger RStrohmenger@brucecompany.com

Introduction:

This proposed development involves the redevelopment of 216 and 222 N. Midvale Blvd., by removing two existing two-story commercial buildings with surface parking and constructing a new five-story multi-family building. This site will be re-zoned from SE (Suburban Employment District) to TR-U2 (Traditional Residential – Urban District 2). There will be a total of 72 apartment units with 70 enclosed parking stalls for residential use, and 15 surface stalls.

Project Description:

The proposed building has been designed to be in context with the neighboring structures while still contributing a unique experience. The front façade will be composite and metal siding accented with stone and cement board siding. This façade has been broken into various width façade elements that create a dynamic frontage that responds to the surrounding elevations. The garage access is located along the back of the building and is recessed down a level. This helps to maintain the existing rhythm on this block by maintaining primary access to the development along the front facade.

The entrance to the building is at the corner of N. Midvale Blvd. and Vernon Blvd., creating a strong connecting point between the development and the transitions between residential and commercial spaces. The fourth floor stepback maintains the scale of the neighborhood while providing an outdoor space on the fifth floor that connects the residents to the neighborhood. The overall height of this building respects the surrounding developments, and the use of a flat roof is also compatible with several other commercial buildings located on N. Midvale Blvd.

City and Neighborhood Input:

We have met with the City on several occasions for this proposed development including meetings with Staff and attending a DAT Meeting on August 5, 2021 with Tim Parks, Chris Wells, Colin Punt, and Jacob Moskowitz, and this input has helped shape this proposed development. Feedback from the neighborhood and the Alder has also been taken into consideration.

Demolition Standards

The site is currently occupied by two buildings: the first is located at 222 N Midvale Blvd., a small office building constructed in 1962 and the second building at 216 N Midvale Blvd., a small office building constructed in 1956 with an addition built in 1972. The buildings have served the community well but have surpassed their intended use. The buildings are not fully accessible, and other present-day functional requirements such as ceiling height, mechanical systems, and technological capacities are inadequate for the current market and intended use.

The 2016 University Hill Farms Neighborhood Plan outlines a focused study and recommendation redevelopment of the site to high-density residential use with a strong connection to the shopping center site. Given that this proposal meets the focused recommendations and the functional obsolescence of the existing buildings, we believe that the demolition standards are met, and a Re-use and Recycling Plan will be submitted prior to the deconstruction of the existing structures.

The site is also located within the 2015 University Heights Historic District which was primarily created to preserve the extensive collection of mid-century modern residential structures that comprise the neighborhood. It is not located in the University Hill Farms Neighborhood Association but is part of the Hilldale Shopping Center. Although the existing buildings are located within the historic district, they are functionally and architecturally obsolete and located on the far edge of the roughly bounded district. The 2016 University Hill Farms Neighborhood Plan appears to concur in that redevelopment of the subject site for residential use was recommended.

Re-Zoning and Conditional Use Approvals:

The underlying land of the proposed building will need to be combined into one lot. The size of this lot will be the combined size of the individual lots and will be re-zoned to a TR-U2 Zoning District. The proposed redevelopment requires a conditional use to allow for more than eight dwelling units within a multi-family building. The proposed building's size, scale and use are consistent with the City's Comprehensive Plan for this property, which calls for Community Mixed-Use in 2-6 stories. We believe with the conditional approval all zoning restrictions can be met.

Site Development Data:

Densities:

Lot Area	36,589 S.F. / 0.84 acres
Dwelling Units	72 DU
Lot Area / D.U.	508 S.F./D.U.
Density	86 units/acre
Open Space	11,269 S.F.
Open Space / Unit	156 S.F./Unit (40 S.F./Unit Required)
Lot Coverage	27,139 S.F. = 74% of total lot (80% Max.)

Building Height: 5 Stories

Dwelling Unit Mix:

Efficiency	17
One Bedroom	27
One Bedroom + Den	8
<u>Two Bedroom</u>	<u>20</u>
Total Dwelling Units	72

Vehicle Parking:

Surface	15 stalls
<u>Enclosed</u>	<u>70 stalls</u>
Total	85 stalls

Bicycle Parking:

Surface Guest	8 stalls
Underground Garage F.M.	64 stalls
<u>Underground Garage W.M.</u>	<u>8 stalls</u>
Total	80 stalls

Project Schedule:

It is anticipated that the construction on this site will start in the Spring 2022 with a final completion of Spring 2023.

Thank you for your time reviewing our proposal.

Sincerely,

Kevin Burow, AIA, NCARB, LEED AP
Managing Member