



November 3, 2025

Mr. Tim Parks
Department of Planning & Community & Economic Development
City of Madison
215 Martin Luther King Jr. Boulevard
Madison, WI 53701

RE: Letter of Intent – 2926 Atwood Ave – TriNova Mixed-Use Development

Dear Mr. Parks and Members of the Plan Commission:

On behalf of TriNova Ventures, we are pleased to submit this Letter of Intent for a proposed mixed-use development located at 2926 Atwood/238 S. Fair Oaks Ave/234 S. Fair Oaks Ave/232 S. Fair Oaks Ave. in Madison, WI. This project reflects the City of Madison's goals of providing high-quality urban infill development that enhances neighborhood vitality, supports multimodal transportation, and contributes to Madison's housing supply.

Development Team

- **Developer:**
c/o TriNova Ventures, LLC
507 Bruce Street, Suite 103
Verona, WI 53593
Contact: Tim Lemkuil
Phone: 608-333-6125
Email: timl@aldopartners.com
- **Architect:**
Potter Lawson, Inc.
749 University Row, Suite 300
Madison, WI 53705
Contact: Jacob Morrison
Phone: 608-274-2741
Email: jacobm@potterlawson.com
- **Site/Civil Engineer:**
Wyser Engineering
300 E. Front Street
Mt. Horeb, WI 53572
Contact: Wade Wyse
Phone: 608-437-1980
Email: wade.wyse@wyserengineering.com
- **Landscape Designer:**
Alt's Operations
507 Bruce Street, Suite 204
Verona, WI 53593
Contact: Kory Alt
Phone: 608-933-9462
Email: kory@altsoperation.com

Existing Conditions

The subject properties on the Northwest side of the intersection of Atwood Ave and S. Fair Oaks. The properties are zoned TSS (Traditional Shopping Street) and in the Transportation overlay district. There are currently 2 buildings on the site, a 2-story mixed-use building and a 2-story apartment house. In addition, there is an existing parking lot with access to S. Fair Oaks between the two existing structures. The project site is located within an established mixed-use corridor and is well served by transit, pedestrian, and bicycle infrastructure.

Project Description

The proposed development is a 4-story, 31-unit mixed-use building with ground-floor commercial space and 18 covered parking stalls on the ground floor. There is 3,800 SF of commercial space fronting the corner of Atwood Ave and S. Fair Oaks.

The building design emphasizes an active streetscape with transparent storefronts, pedestrian-oriented entries, and high-quality exterior materials that align with the surrounding urban context found at the intersection of Atwood and South Fair Oaks.

The building is primarily a red colored brick, framing areas of aluminum plank siding and composite metal panels. The Atwood/S.Fair Oaks corner is recessed to allow for more room at the corner for pedestrians to enter the retail part of the building. The rest of the retail area facing South Fair Oaks is primarily storefront glazing. The residential entrance, set around the corner on South Fair Oaks is also set back slightly from the front of the building to allow a more generous space for entry and exit.

The enclosed surface parking at the rear of the building is black siding with vents painted to match as well, it is intended to match the rest of the building while also being less prominent.

City and Neighborhood Input

The development team met with the City of Madison Planning Staff on 8/1/25 for a pre-application meeting, and a DAT meeting on 7/10/25.

The development team contacted the City Alderperson (Dina Nina Martinez-Rutherford) on Aug. 4 and met with them in person at the site on 8/8/25. The team followed this up with a formal notification by email on 9/22/25.

The development team reached out to the SASY Neighborhood Association and presented plans to their executive committee on 9/3/25, 9/11/25, and 10/27/25. The team also provided a formal notification by email on 9/22/25.

The development team also reached out to the Atwood Winnebago Business Association. A formal notification by email was sent on 9/10/25.

Zoning/Conditional Use Approvals

All the properties proposed for land combination and development are zoned Traditional Shopping Street (**TSS**). The properties are also located within the Transit Overlay District (**TOD**).

The proposed project will require Conditional Use for a Dwelling Units in a Mixed-Use building (25-48 units). In all other aspects the project is designed to be consistent with the standards of the TSS zoning with the TOD Overlay and the recently amended changes to side yard setbacks.

Site Data

- **Lot Area:** 18,068sf
- **Dwelling Units:** 31
- **Lot Area/DU:** 583sf/DU
- **Density/Acre:** 75 DU/Acre
- **Lot Coverage:** 83.2%
- **Building Height:** 4 stories/49'-2"

- **Unit Mix:**

1 Bedrooms:	24
2 Bedrooms:	7
Total:	31

- **Vehicle Parking:**
Ground Level (Enclosed): 18

- **Bicycle Parking:**

Residential Bike Parking: 34 (31 + 3 guest parking spots)
Retail Bike Parking: 9

Project Goals & Benefits

This project will:

- Contribute 31 new housing units to Madison's constrained housing supply.
- Activate the streetscape with ground-floor commercial uses.
- Provide integrated covered parking to reduce curb cuts and surface parking.
- Advance the City's sustainability and mobility goals by encouraging bicycle use and supporting transit access in an area that is well served by both.

Project Schedule

Pending approvals, TriNova Properties anticipates starting construction in Spring of 2026 with substantial completion in 1 year (Spring 2027).

We look forward to working with City staff and the Plan Commission on the review of this project. Please feel free to contact us with any questions or if additional information is needed,

Sincerely,



Jacob Morrison, AIA, NCIDQ
Principal
Potter Lawson, Inc,