

October 6, 2025

Ms. Meagan Tuttle  
Department of Planning & Community & Economic Development  
Madison Municipal Building, Suite 017  
215 Martin Luther King Jr. Blvd.  
Madison, WI 53703



Re: Letter of Intent - Land Use Application Submittal

501 N. Whitney Way  
**KBA Project #2517**

Ms. Meagan Tuttle:

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

**Organizational Structure:**

Owner:

Eight & Eight Partnership  
2317 S Stoughton Rd.  
Madison, WI 53716  
608-219-2787  
Contact: Adam Coyle  
adam@accentapts.com

Architect:

Knothe & Bruce Architects, LLC  
8401 Greenway Blvd., Ste 900  
Middleton, WI 53562  
(608) 836-3690  
Contact: Kevin Burow  
kburow@knothebruce.com

Civil Engineer:

Vierbicher Associates, Inc.  
999 Fourier Dr.  
Madison, WI 53717  
(608) 826-0532  
Contact: Sarah Church  
schu@vierbicher.com

Landscape Designer:

Vierbicher Associates, Inc.  
999 Fourier Dr.  
Madison, WI 53717  
(608) 826-0532  
Contact: Eliot Gore  
egor@vierbicher.com

**Introduction:**

This proposed multi-family development involves the redevelopment of 501 N. Whitney Way located at the northeast corner of N. Whitney Way and Sheboygan Avenue. The site is currently occupied by the Whitney on the Hill apartment building. The site is currently zoned Neighborhood Mixed Use (NMX), and we are requesting this to be rezoned to Traditional Shopping Street (TSS) zoning for the proposed redevelopment of a new 5-story, 42-unit apartment building with underground parking.

**Project Description:**

The proposed development is situated in a neighborhood of surrounding multi-family developments, central to businesses, healthcare, and park access. To soften the scale along Whitney Way and Sheboygan Avenue, the proposed building steps back from five stories to four stories, with a roof deck on the northwest corner. There are two layers of landscaping along the street facades as well, creating a year-round sound buffer between the street, while enhancing the streetscapes and natural environment.

A light tan brick along the base of the building and first floor is paired with deep ocean and aged pewter composite siding on the upper levels, with dark brown trim and composite panel accents. The contrasting materials break apart the overall scale of the building and compliments the surrounding context by offering differentiation from the neighboring building styles.

Parking is provided at two levels within the building, which are both accessed from one driveway from N. Whitney Way. There is no surface parking as part of this development, and guest-use bicycle parking is provided near the main entry along Sheboygan Avenue. The site is one block away from a Bus Rapid Transit stop located on Sheboygan Avenue, in addition to metro stops at Whitney Way and Old Middleton Road, allowing for easy access to many areas of the city.

**City and Neighborhood Input:**

We have met with the City on several occasions for this proposed development including a DAT meeting on August 21, 2025, and a Pre-Application meeting on September 3, 2025. Plans have also been shared with the Hill Farms Association planning committee. This input has helped shape the design of this proposed development.

**Conditional Use Approvals:**

In addition to the requested rezoning, the proposed development requires a conditional use to allow for a multi-family building exceeding 36 units in the TSS zoning district and also for the 5-story height. 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 development in up to 6 stories. We have met or exceeded all standards of the TSS zoning.

**Site Development Data:**

Densities:

|                 |                          |
|-----------------|--------------------------|
| Lot Area        | 21,241 S.F. / 0.49 acres |
| Dwelling Units  | 42 D.U.                  |
| Lot Area / D.U. | 506 S.F. / D.U.          |
| Density         | 85.7 units / acre        |
| Lot Coverage    | 16,672 S.F. / 78%        |

Building Height: 5 Stories / 66'-4"

**Dwelling Unit Mix:**

|                   |                   |
|-------------------|-------------------|
| Studio            | 8                 |
| One Bedroom       | 24                |
| One Bedroom + Den | 1                 |
| Two Bedroom       | 9                 |
| Total             | 42 dwelling units |

Vehicle Parking:

|             |                   |
|-------------|-------------------|
| Underground | 46                |
| Total       | 46 vehicle stalls |

Bicycle Parking:

|                    |                |
|--------------------|----------------|
| Garage Wall-Mount  | 6              |
| Garage Floor-Mount | 36             |
| Guest Surface      | 4              |
| Total              | 46 bike stalls |

Project Schedule:

It is anticipated that construction will start in Spring 2026 and be completed in Spring 2027.

Thank you for your time and consideration of our proposal.

Sincerely,



Kevin Burow, AIA, NCARB, LEED AP  
Managing Member