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September 22, 2025

Re: 3618 Milwaukee St. CSM-Letter of Intent

City of Madison Plan Commission
Madison Municipal Building
Suite LLI00
215 Martin Luther King Jr. Boulevard
Madison, WI 53710

Dear Plan Commission Members,

We are pleased to submit to you this proposal to prepare the parcel at 3618 Milwaukee Street for future development. This letter outlines the proposed subdivision and land use application that supports a cohesive vision for residential growth in the area.

Situated just east of the recently approved Starkweather Plat, the site offers a natural extension of the neighborhood's residential character and walkable street network. Building on the success of that project, this proposal continues the emphasis on livability, pedestrian scale, and thoughtful urban design across several new residential parcels.

Based on preliminary analysis, we believe the neighborhood can accommodate up to 250 housing units across three parcels, contributing to a vibrant development that aligns with community goals and planning objectives.

Existing Site

The project site encompasses approximately five acres of undeveloped land currently zoned TR-CI. The terrain is predominantly upland, with no identified wetlands or high-quality habitat, making it well-suited for residential development. Existing vegetation consists mainly of scrub with minimal tree coverage.

This parcel shares its eastern boundary with the DWI4 Amazon Delivery Station at 3650 Milwaukee Street, which recently installed a retaining wall and electric vehicle charging stations along the shared edge. These site conditions played a key role in shaping the proposed layout and phasing strategy, particularly in terms of buffering, access, and visual screening.



[Aerial photograph describing the location of the 3618 Milw. St Parcel]

General Project Description

The proposed plan introduces three new residential lots and one outlot, thoughtfully positioned to support cohesive development. The layout responds to adjacent land uses—including the Starkweather Plat to the west and the Amazon Delivery Station to the east—in the following ways:

- **Seamless neighborhood integration:** Residential development on the west side of the parcel aligns with the character and street network of the adjacent Starkweather Plat, promoting continuity and community cohesion.
- **Strategic buffering:** A new north-south street along the eastern edge of the site provides a functional buffer between residential uses and the Amazon Delivery Station, enhancing privacy and reducing potential conflicts.
- **Stormwater management and daylight access:** The stormwater outlot in the northwest corner serves as both a drainage solution and a spatial buffer, ensuring adequate daylight reaches the neighboring community garden spaces.

- **Pedestrian connectivity:** A mid-block extension of the stormwater outlet preserves pedestrian-scale movement through the site and encourages access to public amenities within the Starkweather Plat.
- **Vehicle circulation and alley potential:** An access easement along the eastern boundary offers the opportunity to route vehicle traffic behind residential lots, potentially functioning as a slow-moving alley for parking and service access.



[Conceptual Site Plan at 3618 Milwaukee St showing adjacent parcels]

Zoning and relationship to Milwaukee Street Special Area Neighborhood Plan

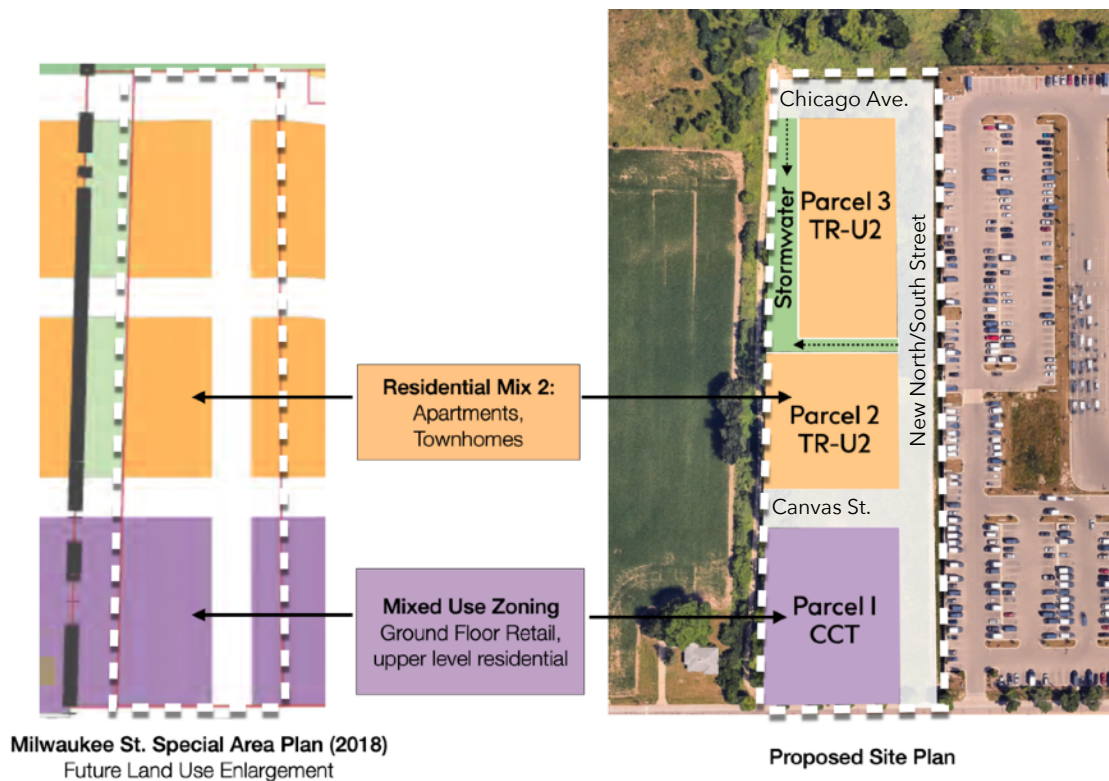
The future use and development of the 3618 Milwaukee Street parcel—commonly referred to as the “Duren” property—is outlined in the 2018 Milwaukee Street Special Area Plan. As noted on page 6,



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the parcel was part of a broader shift in land use strategy, transitioning from single-family zoning to medium residential, which accommodates a wider variety of housing types.

Specifically, the Duren parcel was identified as a candidate for Community Mixed Use zoning. While one of the initial drivers for this recommendation was the proximity to the now-decommissioned East Transfer Point Station, the plan also reflected strong neighborhood interest in more locally focused retail and services. These amenities were envisioned as part of a mixed-use development, potentially with commercial uses on the ground floor and residential units above—supporting both walkability and community vitality.





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Lot No:	LOT 1	LOT 2	LOT 3	OUTLOT
Zoning:	CCT	TR-U2	TR-U2	TR-U2
Area:				
Poss. Height	3-4 stories	3-4 stories	3-4 stories	-
Poss. Use:	85 flats	85 flats	85 flats	Stormwater

Street Design

The project includes the planned extension of both Chicago Avenue to the north and Canvas Street to the south, with the submitted drawings allocating sufficient right-of-way for these future connections.

In addition, a new north-south street is proposed along the eastern edge of the parcel, connecting Milwaukee Street to Chicago Avenue. The design team has collaborated closely with the City's Engineering and Planning departments to ensure the proposed right-of-way meets applicable standards and supports long-term connectivity.

This new street will be designed in accordance with the Complete Green Streets framework. It is currently envisioned to include on-street parking along the development-facing side only, with intentional breaks in parking to accommodate aerial apparatus access for emergency services.

Neighborhood Engagement

The 3618 Milwaukee Street parcel holds significance for the Eastmoreland Neighborhood, a sentiment that was clearly expressed during the community meeting held on June 26, 2025.

Residents voiced strong support for the development's goals, particularly the commitment to high-quality residential design and the preservation of the neighborhood's established character. Attendees appreciated that the proposed plan avoids impacting any high-quality environmental areas and incorporates walkability into the design of new streets.



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One key area of interest was the connection between the new street and Milwaukee Street, with residents emphasizing the importance of safe crossing conditions for pedestrians, cyclists, and other modes of transportation. This aspect of the project will continue to evolve in collaboration with the City of Madison as the street design is refined.

Development Schedule

The timeline of future development on these parcels is not known; there are no current plans to develop these sites. The intention of this application is to prepare the needed subdivision and rezoning work to allow the parcels to be considered for future development.

We look forward to working with City staff to further develop this new neighborhood. Thank you for your consideration.

Therese Hanson
Project Architect
The Kubala Washatko Architects