

February 5, 2026

TO:
City of Madison Zoning
215 Martin Luther King Jr. Blvd, Suite 017
Madison, WI 53703

RE:
Letter of Intent – Permitted Use Site Plan Review

PROJECT:
Ganser Way Multi-Family
7601 Ganser Way
Madison, WI 53719

A-Y PROJECT # 80390

The following is submitted together for review by the Staff: Letter of Intent (this document), Permitted Use Site Plan Application, Project Drawing Package.

PROJECT DESCRIPTION:

The Project site is 43,069 sf (.99 acres), located .06 miles South of Mineral Point Road and .3 miles East of the Beltline. The Site is zoned for RMX (Regional Mixed-Use District) and within the TOD (Transit Overlay Development District). The multi-family use is a permitted use within the RMX zoning. The Site to the North is zoned PD, The Sites to the East and West are zoned RMX, and the Site to the South is zoned SR-V2.

The Project site currently contains a 2-story above grade, 20,108 square foot office building, along with 59 surface parking stalls, that was constructed in 1982. The current building tenant is downsizing and therefore vacating the building in the near future. Once the tenant has vacated, the existing office building and its associated surface parking stalls are planned to be demolished to allow for construction of a new multi-family building.

The new 6-story above grade, approximately 181,519 square foot multi-family building is being proposed to include 134 residential apartment units, ranging from studio to two-bedroom units. Studio units typically range between 500 sf and 550 sf, one-bedroom units typically range between 650 sf and 800 sf and two-bedroom units typically range between 1,000 sf and 1,100 sf. The Project will also be provided with 2-1/2 levels of private underground parking, approximately 132 stalls, to serve the residential units above.

Building resident amenities will include the following: basement floors: heated parking, interior bike storage, and an enclosed trash room. first floor: secure package delivery room, mail room, leasing office, fitness center, community room, outdoor pool area, outdoor seating, grilling and fire bowl areas. Floors two through six will primarily be utilized for residential units.

From an external architecture standpoint, the building's exterior is designed in a contemporary architectural style, utilizing materials such as fiber-cement siding, panelized cladding, and board-and-batten detailing to articulate and visually break down the scale of the building's façades. Each elevation is composed to read as a series of "bypassing planes," with darker gray board-and-batten elements recessed 12 inches from adjacent materials to create depth and a dynamic in-and-out modulation of the façade. Prefinished aluminum balconies project from the building massing and further contribute to the articulation of each elevation.

The base of the building is clad in a manufactured alabaster-colored stone veneer with a chisel-face texture. The northwest and northeast corner, which we feel are the most prominent and experiential viewpoints, are highlighted with the same alabaster stone veneer in a ground-face finish, providing a smoother and more refined appearance.

First-level residential units along the north and west elevations feature walk-up style, cast-in-place concrete patios with prefinished metal railings. Each patio incorporates a cast-in-place concrete planter that cascades down to sidewalk level, creating a cohesive base condition where the building meets the ground. Taller ornamental grasses within the planters enhance privacy for first-floor residents while maintaining an integrated streetscape edge.

A neutral exterior color palette was selected to convey a timeless and enduring architectural character. The rear courtyard is designed to complement the community room and pool located at the southwest corner of the first floor, while seamlessly transitioning into the private first-level patios. Raised planter beds are strategically used to define private and semi-private zones between shared amenities and residential outdoor spaces.

PROJECT TEAM:

DEVELOPER:

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Contact: Jon Kemman
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ARCHITECT/ SITE DESIGNER:

Angus-Young
316 W. Washington Avenue - Ste 800
Madison, Wisconsin 53703
608-756-2326
Contact: AJ Robitschek
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PROPOSED SCHEDULE:

Pending feedback from staff, the intent is to start construction in March of 2027, and complete the project in the Summer of 2028.

Thank you for your time reviewing our proposal. We are looking forward to your support and feedback!

Sincerely,

AJ Robitschek
Angus-Young