



March 3, 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

100 W Wilson St.  
145, 147, 149, 151 W Wilson St 309, 313, 315, 321 S Henry St  
Madison, WI 53703  
**KBA Project #2017**

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:**

<b>Owner:</b>	Walter Wayne Development, LLC 702 N High Point Rd. STE 200 Madison, WI 53717 (608) 828-9117 Contact: Randy Christianson rc@starkcommercial.com	<b>Architect:</b>	Knothe & Bruce Architects, LLC 7601 University Avenue, Ste 201 Middleton, WI 53562 (608) 836-3690 Contact: Kevin Burow kburow@knothebruce.com
<b>Engineer:</b>	Vierbicher Associates, Inc. 999 Fourier Dr. Madison, WI 53717 (608) 826-0532 Contact: John Kastner jkas@vierbicher.com	<b>Landscape Design:</b>	Vierbicher Associates, Inc. 999 Fourier Dr. Madison, WI 53717 (608) 826-0532 Contact: John Kastner jkas@vierbicher.com

**Introduction:**

This proposed mixed-use development involves the redevelopment of 145, 147, 149, and 151 W Wilson St., and 309, 313, 315, and 321 S Henry St. located at the intersection of W Wilson St. and S Henry St. Located within the Capitol Neighborhoods, the site is currently occupied by residential units. This application requests permission for the development of a new ten-story mixed-use building. The development will include 206 apartment units and prominent first floor commercial space. The site is currently zoned UMX (Urban Mixed-Use) and will remain UMX (Urban Mixed-Use) zoning for the proposed redevelopment.

### **Demolition Standards**

The existing residential buildings are used as rental housing that is predominantly student housing. These buildings have served many people over their time but have become outdated and in need of repairs and updates. We are proposing the existing buildings be demolished. The site is located on a prominent corner in the city that is currently underutilized and would be better utilized as a mixed-use property. The demolition standards will be met, and a Re-use and Recycling Plan will be submitted prior to the deconstruction of the existing structure.

### **Project Description:**

The proposed project is a mixed-use development consisting of 206 apartment units. It also includes a commercial space located on the first floor at the corner of S Henry St. and W Wilson St. The building is ten stories. The new development is comparable to the neighboring buildings in height while maximizing views.

The efficient planning takes the form of an angled “L” in a mix of classic and streamlined architecture. The light and neutral base paired with windows and with dark gray trim respect the surrounding neighborhood, especially the Stoner House across the street from the site. The Metal Panels and Bird-Safe glass on the upper levels ensure the development will become a calm addition to the City of Madison’s skyline. The transitions in both the landscaping and building plans are particularly sensitive to the surrounding neighborhood. The project creates a year-round active transition between residential and commercial spaces downtown while enhancing the streetscapes; it is designed for the community.

The development offers apartments ranging from studio to two bedrooms, and the unique shape of the upper tower allows for approximately 85% of the units have unblocked lake views. A pool with lake views, a dog run and pet washing station, and a golf simulator are a few of the offered amenities. Community spaces such as co-working spaces, community room, kitchen, a solarium, and fitness rooms are also provided. Underground parking is provided at three levels within the building and accessed from both W Wilson St. and S Henry St. The site is also at the intersection of the number 12 bus stop and only two blocks away from the State Capital, allowing for easy access to many areas of the City.

In addition to amenities, the building also offers a sustainable living experience. The building offers a 1:1 bike parking ratio for residents, and electric car charging stations. Units are equipped with low flow fixtures, energy star appliances, and high-performance glass while maximizing natural light. Green roofs and native vegetation in the landscape create a total sustainable environment and it is our intention to add solar panels to the project.

### **City and Neighborhood Input:**

We have met with the City on several occasions for this proposed development including a pre-application meeting on July 23, 2020 with Kevin Firchow and Sydney Prusak of City of Madison Planning, and Jenny Kirchgatter of City of Madison Zoning. It was presented at an Informational UDC Meeting on February 10, 2021. We have also met with the Steering Committee members of the Capitol Neighborhoods on multiple occasions and a full neighborhood meeting was hosted by Alder Verveer. This input has helped shape this proposed development.

**Conditional Use Approvals:**

The proposed development requires a conditional use to allow for a more than 8 multi-family dwelling units in a mixed-use building. The proposed building's size, scale and use are consistent with the City's Comprehensive Plan for this property, which calls for Downtown Core (DC) development. We have met or exceeded all standards of the UMX (Urban Mixed-Use) zoning.

**Site Development Data:**

**Densities:**

Lot Area	34,703 S.F. / 0.8 acres
Dwelling Units	206 D.U.
Lot Area / D.U.	168 S.F./D.U.
Density	258 units/acre
Lot Coverage	30,610 S.F. / 88%
Usable Open Space	18,787 S.F.

**Building Height:** 2 - 10 Stories / 28'-8" - 125'-0"

**Commercial Area:** 809 S.F.

**Dwelling Unit Mix:**

Studio	69
One Bedroom	112
Two Bedroom	25
Total	206 D.U.

**Vehicle Parking:**

Underground Parking	237
Total	237 vehicle stalls

**Bicycle Parking:**

Covered - Secure	206
Surface - Guest	21
Surface - Commercial	1
Total	228 bike stalls

**Project Schedule:**

It is anticipated that construction will start in Fall 2021 and be completed in Spring 2023.

Thank you for your time and consideration of our proposal.

Sincerely,



Kevin Burow, AIA, NCARB, LEED AP  
Managing Member