



May 20, 2020

Heather Stouder  
Department of Planning & Community & Economic Development  
Madison Municipal Building, Suite 017  
215 Martin Luther King Jr. Blvd  
P.O. Box 2985  
Madison, Wisconsin 53701-2985

Re: Letter of Intent  
1802-1818 Packers Ave, 2102 Schlimgen Ave  
Madison, WI

Ms. Heather Stouder,

The following is submitted together with the plans and application for staff review and sign-off.

**Organizational Structure:**

Owner/Developer: Liberty Mortgage & Development  
2677 Orrington Ave  
Evanston, IL 60201  
Phone: 847-491-1907  
Contact: Alf G. McConnell  
[alfmccconnell@gmail.com](mailto:alfmccconnell@gmail.com)

Engineer: Vierbicher Engineering, Inc.  
999 Fourier Drive Suite 201  
Madison, WI 53717  
Phone: 608-862-0532  
Fax: 608-826-0530  
Contact: John Kastner  
[jkas@vierbicher.com](mailto:jkas@vierbicher.com)

Architect: Knothe & Bruce Architects, LLC  
7601 University Avenue, Ste. 201  
Middleton, WI 53562  
Phone: 608-836-3690  
Contact: Kevin Burow  
[kburow@knothebruce.com](mailto:kburow@knothebruce.com)

Landscape Design: Vierbicher Engineering, Inc.  
999 Fourier Drive Suite 201  
Madison, WI 53717  
Phone: 608-826-0530  
Contact: John Kastner  
[jkas@vierbicher.com](mailto:jkas@vierbicher.com)

**Introduction:**

The proposed site is located on the north west corner of Packers Ave and Schlimgen Ave. The property at 1802 to 1818 Packers Ave is zone TR-C4 – Traditional Residential – Consistent District 4 and will be rezoned to NMX – Neighborhood Mixed-Use District. The site is also located within Urban Design District #4.

This proposal will create a four-story multi-family building with 71 apartments of housing financed with the assistance of Low-Income Housing Tax Credits. The existing structures including houses at 1802 Packers Ave and 1818 Packers Ave, and two abandoned Hertz Rent-A-Car lots at 1814 Packers Ave and at and 2102 Schlimgen Ave will be deconstructed for the redevelopment of the site.

### **Project Description:**

The new development consists of a new four-story, “L-shaped” building that is situated along Packers Avenue and allows for the driveways to be located off of the less active Schlimgen Ave. The commercial space is located in the southeast corner of the building, fronting on Packers Avenue and is close to the parking area. The building will include 58 underground parking stalls and 44 surface stalls.

The building architecture references both the residential and commercial characteristics of the area. The exterior materials will be a combination of masonry with a cast stone base and horizontal composite siding. Landscaping along the two streets enhance the building and provide an attractive buffer and streetscape.

### **Affordable Housing**

The proposed project is designed and financed to provide affordable housing to a range of family sizes and incomes. Unit sizes range from one bedroom to three bedroom apartments. Of the 71 apartments and townhomes, 56 will be income-restricted. All of the three bedroom townhomes will be income restricted providing an opportunity for families to live in a high-quality housing environment.

This project will be financed with the assistance of federal LIHTC’s that are administered by the Wisconsin Housing and Economic Development Authority.

### **Demolition**

The existing site currently has existing structures. We believe that the demolition standards can be met as these are not historic structures or significant to this area of the city. The demolition allows for an important redevelopment that will provide affordable housing to this neighborhood. A Re-use and Recycling Plan will be submitted prior to the deconstruction of the structure.

### **Conditional Use approvals:**

The proposed redevelopment requires conditional uses to allow for a residential building with more than 8 units, for a four-story building, and also for a building larger than 10,000 sq.ft.. The proposed building’s size, scale and use are consistent with the City’s Comprehensive Plan for this property, which calls for Neighborhood Mixed Use in 2-4 stories.

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

We have met with the City on several occasions for this proposed development including meetings with Staff and attending a DAT Meeting. We have also had meetings with the Alder and the neighborhood to understand their goals and desires with this redevelopment. These discussions have helped shape the overall design of this project.

### **Conformance with UDD No. 4 Requirements**

The project has been designed to generally conform to the guidelines set in the Urban Design District Number 4 and the following items have been incorporated into the design of the proposed project:

- Landscaping will be both functional and aesthetic. The majority of plantings will be a diverse mix of native species and arranged in clusters where appropriate while other areas will use mass plantings to compliment the building. Off-street parking and neighboring homes will be screened with evergreen trees and canopy trees will be used to shade the pavement.
- The building has been sited in order to place the building along the street and to locate the parking and access to the underground parking behind this main façade, while maintaining appropriate setbacks from the adjacent residential properties.

- As stated earlier, the building architecture references both the residential and commercial characteristics of the area. The exterior materials will be a combination of masonry with a cast stone base and horizontal composite siding and all facades have been treated with equal importance.
- The site lighting has been designed with the use of full cut-off fixtures in order to ensure there will be no glare onto adjacent properties.
- The vast majority of the parking for this project is contained within the building in two levels of parking so that it is not visible from John Nolen Drive. The small exterior parking areas have been located away from the adjacent residential areas and will be screened by landscaping.
- The trash and recycling areas are contained within the basement level of the building for the residents so these items will not be visible.
- Any mechanical equipment located on the roof will not be visible from adjacent properties and any ground mounted equipment will be screened with landscaping.

**Site Development Data:**

Densities:

Lot Area	53,761 S.F. / 1.3 acres
Dwelling Units	71 DU
Lot Area / D.U.	757 S.F./D.U.
Density	54.6 units/acre
Open Space	16,310 S.F. (15,520 S.F. Min. Required)
Lot Coverage	39,658 S.F. = 74% (40,320 S.F., 75% Max Required.)

Building Height: 4 Stories

Gross Floor Areas:

Residential Area	79,528 S.F.
Commercial Area	1,044 S.F.

Floor Area Ratio 1.50

Dwelling Unit Mix:

One Bedroom	45
Two Bedroom	17
Three Bedroom	9
Total Dwelling Units	71

Vehicle Parking:

Surface	44 stalls
<u>Underground</u>	<u>58 stalls</u>
Total	102 stalls

Bicycle Parking:

Garage long-term	71 stalls
Surface Stalls long-term	5 stalls
Surface Stalls for Visitors	7 stalls
<u>Surface Stalls for Commercial</u>	<u>2 stalls</u>
Total	85 stalls

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**Project Schedule:**

It is anticipated that the construction on this site will start in Summer 2021 with a final completion of Summer 2022.

Thank you for your time reviewing our proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "Kevin Burow". The signature is fluid and cursive, with a long horizontal stroke at the end.

Kevin Burow, AIA, NCARB, LEED AP  
Managing Member