

May 19, 2021

City of Madison – Planning Department and Plan Commission  
Madison Municipal Building, Suite 017  
Attn. Timothy Parks, Planner  
215 Martin Luther King Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
*Email Address: [PCApplications@cityofmadison.com](mailto:PCApplications@cityofmadison.com)*

(and)

City of Madison – Urban Design Commission (UDC)  
Madison Municipal Building, Suite 017  
Attn. Janine Glaeser, Urban Design Commission Secretary  
215 Martin Luther King Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985  
*Email Address: [UDCAplications@cityofmadison.com](mailto:UDCAplications@cityofmadison.com)*

RE: Letter of Intent – Joint Application Submittal for UDC and Plan Commission Review  
Land-Use and UDC Applications  
Certified Survey Map Approval and Demolition Permit  
New First and East Washington Mixed-Use Development  
1858 East Washington Avenue, Madison, WI 53704

Dear Members of the Urban Design Commission and Plan Commission,

The following is submitted for review by City Staff, the Urban Design Commission and Plan Commission, for consideration of approval.

**PROJECT TEAM:**

Owner: Washington Plaza Capital, LLC C/O: Galway Companies, Inc., 800 West Broadway - Suite 400, Monona, WI 53713

Architect: JLA Architects + Planners, 800 West Broadway - Suite 200, Monona, WI 53713

**PROJECT OVERVIEW:**

Galway Companies is proposing a multi-family/commercial mixed-use project, to be located at the corner of First and East Washington Avenue where Washington Plaza shopping center is currently located. The project as proposed would have approximately 290 residences with 15,000gsf of commercial/retail space that would include restaurants and/or retailers that embrace and support the neighborhood and public market. Galway Companies is a long-term holder and intends to build and retain ownership of this property for the long term. As such, an incredible amount of thought/design has been placed into ensuring the project is sustainable, respectful to its surroundings, and environmentally conscious. We intend on promoting the use of carbon free transportation (bicycles) as much as possible with the project as well as encourage the use of public transit. (BRT) In addition, we intend on offering numerous electrical car charging stations within the project with the ability to expand

over time as we see demand increase. The project as proposed is six stories although the building steps back after five stories along First Street and East Washington Avenue. In addition, walk up townhomes are being designed along First Street to scale the building down appropriately to the neighborhoods to the east. This will also provide individual entries to residential addresses from the public sidewalk.

Specific building areas and other pertinent information is provided in the attached drawings.

#### SITE:

The project is located on a 3.37-acre site at 1858 E. Washington Avenue and 1890 E. Washington Avenue, in the 12th Aldermanic District within the confines of the Emerson East Ken Park Yahara Neighborhood and East Washington Capitol Gateway Corridor. It is currently zoned Commercial Corridor – Transitional District (CC-T) and resides in Urban Design District No. 8 on Block No. 9

The project is intended to be a key implementation mechanism to further the four core development principles set out in the adopted East Washington Avenue Capitol Gateway Corridor Plan. These principles are 1) to protect the iconic view of the Capitol, 2) to respect and strengthen the existing neighborhood, 3) to establish a transit-oriented employment corridor, and 4) to create a vibrant boulevard along East Washington Avenue.

A summary of how the development proposal addresses the district criteria is as follows:

- Building Height: 6 Stories / 82' tall.
- Building Location and Orientation: Building footprint is maximized with perimeter access.
- Building setback and stepback: Per UDD 8, Block 9, Building setbacks are 15' on East and West streets and 5'-10' on North and South. Building is to step back above 5 floors on First Street and on East Washington Ave.
- Parking and Service Areas: There are a total of 42 surface parking spaces and 335 covered spaces for 290 dwelling units and 15,000gsf of commercial space.
- Landscaping and Open Space: Two green roof areas are provided as well as well landscaped perimeter.
- Building Massing and Articulation: The building has been designed to maximize efficiency and quality of views from the dwelling units with the orientation of the green roofs facing Burr Jones Park and downtown. Commercial spaces will front East Washington and walk-up units are designed to transition scale along 1<sup>st</sup> Street.
- Materials and Colors: Material palette is very simple with brick and black metal panels and black fiber cement panels.
- Windows and Entrances: Windows are intended to be black in color and have an industrial quality. Entrances will be provided to the commercial from both the parking area as well as the East Washington Street scape. Commercial users will be encouraged to prominently display seating, merchandise and/or offices along E. Washington Avenue to activate the corridor and promote vibrancy at the street level. As illustrated by the architectural imagery the E. Washington Avenue street scape is heavily landscaped with planter boxes and urban green spaces. The primary residential entrance lobby will face Burr Jones Park along the drive aisle that is located on the west side of the property
- Signage: A traditional signage band is provided above the ground floor commercial windows. The developer will require high quality signs that allow tenants to promote their business but ensure the signs have uniformity in signage treatment. Landlord intends to allow Tenants to

have their own colors and font with internal channel lit letter (LED only) signs but require consistency in returns, trims, and mounting.

There are currently two one-story structures on site that will be demolished prior to construction, which houses retail interior to the site as well as a car repair facility on the site's corner. The remainder of the site is predominantly asphalt parking lot with landscape islands. Photographs of the existing buildings are attached (Exhibit A).

#### NEIGHBORHOOD INPUT:

The project is in the Emerson East Ken Park Yahara neighborhood. The Alder was notified in writing of this project on February 11, 2021 (see attached copy). Neighborhood meetings were conducted on March 4, 2021, and April 21, 2021. We will continue to meet on an as-needed basis as the final details of the project are worked through.

#### ARCHITECTURE:

The building is designed with a contemporary aesthetic - meant to relate to the unique urban / industrial / residential context of the area. It will be built with a very high-quality exterior material palette, primarily consisting of masonry and metal panels. The five floors of residential units are integrated on top of an architectural podium configured in an E-shaped floor plate above at-grade commercial space fronting East Washington Avenue, Residential Lobby and Amenity space facing the park, and walk-up units facing 1<sup>st</sup> Street. These programmatic spaces veil the internal parking. Green roof courtyards fill the voids created by center of the residential "E" shaped floor plate. Upper-level parking is accessed from east and west entry points off First Street and the new private internal drive along the railroad corridor. The lower-level parking is accessed from the north side adjacent to the MMSD site and building.

#### REFUSE & RECYCLING:

Garbage and recycling containers serving the building will be in an interior and enclosed room adjacent to the south west parking entrance. Residential refuse chutes are located at the north corner of the building and will be collected from the lower-level parking. A private collection service will be utilized at a frequency appropriate for required volume.

#### SUBSIDY REQUESTED:

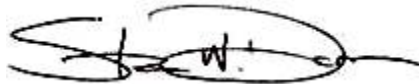
The applicant will be requesting a TIF subsidy to assist primarily with underground parking costs. The amount subsidy is still being discussed with city staff.

PROJECT SCHEDULE:

January 21, 2021: DAT Meeting  
February 11, 2021: Pre-Application Review Meeting  
February 11, 2021: Notification to the District Alder  
March 4, 2021: Neighborhood Meeting No. 1  
March 10, 2021: Urban Design Commission - Informational Presentation  
March 25, 2021: ALTA/NSPS Land Title Survey with Legal Description  
April 6, 2021: City's Demolition Listserv  
April 16, 2021: Alder Notification and Granted Waiver  
April 16, 2021: Neighborhood Association Notification  
April 16, 2021: Business Association Notification  
April 19, 2021: Landmarks Commission Meeting  
April 21, 2021: Neighborhood Meeting No. 2  
April 26, 2021: TIA submitted to the City of Madison by TADI  
May 19, 2021: Joint Application Submittal Deadline (UDC and Land-Use Application)  
June 2, 2021: Demolition Permits and Certified Survey Maps Submittal Deadline  
July 14, 2021: Urban Design Commission - Initial and Final Approval  
July 26, 2021: Plan Commission  
August 3, 2021: Common Council  
September 2021: Start Demolition/Construction  
Spring 2023: Certificate of Occupancy

Please feel free to contact me if additional information is needed.

Sincerely,  
Steve Doran



Galway Companies, Inc.  
on behalf of Washington Plaza Capital, LLC

Enc: Exhibit A – Photographs of Existing Buildings  
Land Use Application – Instructions & Form LND-A with Listed Submittal Materials  
Land Use Application – Plan Sheet & Supplemental Submittal Requirements LND-B  
Urban Design Commission Application UDC with Listed Submittal Materials  
Urban Design Commission Approval Process UDC  
Urban Design Development Plans Checklist UDC  
Washington Plaza Traffic Impact Analysis dated April 26, 2021 by Traffic Analysis & Design, Inc.

Cc: Janine Glaeser, City of Madison  
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EXHIBIT A  
Photographs of Existing Buildings



