

July 29, 2020

Ms. Heather Stouder
Director, Planning Division
Department of Planning, Community & Economic Development
215 Martin Luther King Jr. Blvd., Ste 017
Madison, Wisconsin 53703



Re: Letter of Intent
1937-1949 Winnebago St and 316 Russell St.
KBA Project # 2005

Ms. Stouder:

The following is submitted together with the plans and application for staff and Plan Commission consideration of approval.

Organizational structure:

Owner:	M & M Real Estate Investment 1947 Winnebago St Madison, WI 53704 608-241-5790 Contact: Mark Jorgensen mark@mandmre.com	Architect:	Knothe & Bruce Architects, LLC 7601 University Avenue, Ste 201 Middleton, WI 53562 608-836-3690 Contact: Greg Held gheld@knothebruce.com
Engineer:	D'Onofrio, Kottke & Associates 7530 Westward Way Madison, WI 53717 Phone: 608-833-7530 Contact: Ron Klaas rklaas@donofrio.cc	Landscape Design:	Paul Skidmore, Landscape Architect, LLC 13 Red Maple Trail Verona, WI 53593 (608) 826-0032 paulskidmore@tds.net

Introduction:

This project was previously considered by the Plan Commission at its July 13, 2020 meeting. The project failed to gain approval and the Plan Commission voted to place the application on file. In this new submittal the building has been reduced from four stories to three. The development team feels this change will address most of the concerns raised at the Plan Commission meeting.

M&M Real Estate Investment is a longtime developer and property manager in the Schenk-Atwood neighborhood. This project proposes the redevelopment of several properties they have held for considerable time, located at the corner of Winnebago and Russell Streets. The existing buildings along Winnebago Street have housed a variety of retail and service businesses during their lifespan. A two-story house at 316 Russell street is a single-family rental property. The current buildings on the site are approaching the end of their service life.

This redevelopment replaces them with high quality new construction. The amount of commercial space is increased compared to the existing site. The new space will be more efficient, accessible, and visible, while adding new office and residential uses to the site. Mixed use buildings such as this are often considered the most desirable by urban planners because of their ability to maximize the use of limited land resources, support other businesses in the neighborhood and provide a destination where residents and visitors alike have the opportunity to live, work and shop.

The parcels are all zoned TSS, as are the adjacent properties. The Madison Comprehensive Plan shows this site as NMU – Neighborhood Mixed Use which is described as a relatively high-intensity mix of residential, retail, office, institutional and civic uses with a general density of less than 70 units per acre and building heights of up to four stories.

The applicant is requesting demolition and the conditional use approvals to allow for the proposed development. A CSM will be prepared to combine the parcels into a single lot.

Project Description:

The project proposes a mixed-use building that will provide 11 units of housing, approximately 1,525 s.f. of retail space and 6,500 s.f. of office space. The building will be three-stories with private parking in the basement. The design is a contemporary interpretation of a traditional storefront building and is appropriate for this location that is considered “the western gateway to the Schenk-Atwood business district.” Extensive glazing along Winnebago provides excellent visibility and access to first floor office and retail space.

The second floor will provide an additional 3,500 s.f. of office space and four dwelling units. Ceiling heights will be up to ten feet on this floor, and the window heights are increased to maintain an appropriate proportion. The third floor is exclusively residential and has a total of 7 dwelling units.

The exterior façade features high quality materials, with an extensive use of masonry veneer and stone accents. The balance of the exterior is finished in metal panel siding. Mechanical systems will be located on the rooftop below parapet height, near the center of the building. Parking garage ventilation has been arranged so that the exhaust fan is located on the Russell Street frontage. The intent is to minimize mechanical equipment noise for the adjacent residential properties.

Neighborhood Input:

The development team met with the SASSY Preservation and Development Committee and also participated in a neighborhood meeting for the neighborhood at large prior to the original Land Use application for this project. Additional neighborhood feedback was gathered at the July 13 Plan Commission meeting. Concerns voiced at that meeting were primarily focused on building height, traffic impact and parking. The development team believes this new submittal will address those concerns.

Building Height:

Where the previous submittal requested a Conditional Use to allow a four-story building, the proposed building is now three stories tall and will blend more harmoniously with the neighborhood. Some

neighbors expressed concerns over the impact shadows might have on their homes. A shadow study showed that even the originally proposed four-story building had minimal shading impact on the neighbors. This is a result of the building being located to the north of its immediate neighbors. The impact of shadows will be even further reduced with a three-story building.

Traffic:

The revised proposal reduces density on site and will reduce the traffic impact of the project. As a mixed-use building, the traffic flow associated with this building will differ from a building of similar size with a single use type. With approximately half of the building area residential and half devoted to commercial uses, arrivals and departures should be well balanced, with commercial users arriving after residents have left in the morning, and the reverse occurring in the evening.

Vehicular access to the basement parking is from Russell Street via an existing easement located on the rear property line. The current drive is about 10 feet wide and serves two houses on Russell Street and a house and a business on Winnebago Street. This drive will be improved for the length of the subject property and widened to 20 feet wide to support the increased traffic. The curb cut to Russell Street will be widened and improved as well. Through discussion with Traffic Engineering it was determined that this is the preferred access point - direct access to Winnebago Street would put the driveway too close to the intersection with Russell Street.

Parking:

The zoning ordinance specifies parking at 1 stall / D.U. for the residential uses and 1 stall / 400 s.f. for retail and office uses:

Use:	Parking Required:
Residential 11 D.U.	11
Retail 1,524 s.f.	4
Office 6,541 s.f.	16

Following the unadjusted requirements this project would require a parking reduction of 6 stalls, which falls within the range that can be approved by the zoning administrator. However, in a mixed-use building these requirements can be further modified by the shared parking standards of MGO 28.141(7). As designed this project will comply with the shared parking requirements for all time periods except during the Weekdays 7 a.m. – 6 p.m. period, where it falls only two stalls short:

Shared Parking Calculations						
Use	Weekdays			Weekends		
	2 am – 7 am	7 am – 6 pm	6 pm – 2 am	2 am – 7 am	7 am – 6 pm	6 pm – 2 am
Residential	100% = 11	60% = 6.6	100% = 11	100% = 11	75% = 8	90% = 10
Retail	0% = 0	90% = 4	80% = 3	0% = 0	100% = 4	60% = 3
Office	5% = 1	100% = 16	5% = 1	0% = 0	10% = 2	0% = 0
Total	12	27	15	11	14	13

The proposed project has 19 stalls in the basement, and an additional 6 surface stalls for a total of 25 off-street parking stalls. The developer feels that due to the excellent walkability of the neighborhood, the close proximity to public transportation stops and the high percentage of bicycle riders in the Schenk-Atwood neighborhood the parking provide will be more than adequate.

Long-term below grade bike parking and short-term surface bike parking have been provided. The total number of bike stalls provided exceeds the requirements of the zoning ordinance.

Demolition Standards

We believe that the demolition standards can be met. In its advisory role to the Plan Commission, the Landmarks Commission voted unanimously at its May 4, 2020 meeting to find that while these buildings contribute to the contextual fabric of the city, they are not themselves historically or architecturally significant. While the buildings are old and nearing the end of their service life, this is not a case of “demolition by neglect.” The developer has owned and operated these buildings for a significant number of years. They have been leased with near 100% occupancy during that time, which would not have been the case if they had been neglected. He has maintained his own office within one of the buildings for several years.

The demolition allows for the redevelopment of this site, bringing it to its highest and best use, enhancing the neighborhood business district and constructing a building that will become part of the contextual fabric of Madison over the next 100 years.

Conditional Use approvals:

The proposed redevelopment requires conditional uses to allow for a mixed-use building with more than 25,000 square feet of floor area. The proposed building’s size, scale and use are consistent with the City’s Comprehensive Plan for this property.

Site Development Data:

Densities:

Lot Area	13,096 S.F. / .3 acres
Dwelling Units	11
Density	36.7 units/acre
Open Space Required	TSS 40 s.f. / d.u. = 440 s.f.
Open Space Provided	660 s.f.
Lot Coverage	40.3% (including 6,100 s.f. green roof offset) (85% Max.)
Building Height:	3 Stories
Gross Floor Area:	33,723 s.f.
Floor Area Ratio	3.16

Dwelling Unit Mix:

One Bedroom	3
One Bedroom + Den	1
<u>Two Bedroom</u>	<u>7</u>
Total Dwelling Units	11

Vehicle Parking:

Surface (covered)	6 stalls
<u>Underground</u>	<u>19 stalls</u>
Total	25 stalls

Bicycle Parking:

Underground Long-Term	14 stalls
<u>Surface Short-Term</u>	<u>6 stalls</u>
Total	20 stalls

Project Schedule:

If approved construction would begin Fall 2020 with a final completion of Fall 2021.

Thank you for your time reviewing our proposal.

Sincerely,

A handwritten signature in blue ink that reads "Greg Held". The signature is written in a cursive style with a large initial "G".

Greg Held, AIA
Member