

November 20, 2017

Ms. Heather Stouder  
Department of Planning & Development  
City of Madison  
146 S. Hamilton Street  
PO Box 2985  
Madison, Wisconsin 53701



Re: Letter of Intent  
The Quarry Shoppes and Apartments at Midtown  
2901 University Avenue  
KBA Project # 1648

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>	Flad Development & Investment Co. 3330 University Ave. Madison, WI 608-833-8100 Contact: John Flad <a href="mailto:jflad@flad-development.com">jflad@flad-development.com</a>	<b>Architect:</b>	Knothe & Bruce Architects, LLC 7601 University Avenue, Ste 201 Middleton, WI 53562 608-836-3690 Contact: Duane Johnson <a href="mailto:djohnson@knothebruce.com">djohnson@knothebruce.com</a>
<b>Engineer:</b>	Vierbicher Associates, Inc. 999 Fourier Dr. Madison, WI 53717 (608) 826-0532 (608) 826-0530 fax Contact: Joe Doyle <a href="mailto:dday@donofrio.cc">dday@donofrio.cc</a>	<b>Landscape Design:</b>	The Bruce Company 2830 Parmenter St. Middleton, WI 53562 (608) 836-7041 Contact: Rich Strohmenger <a href="mailto:rstrohmenger@brucecompany.com">rstrohmenger@brucecompany.com</a>

**Introduction:**

The site is composed of four parcels located at the southwest corner of University Avenue and Ridge Street. The parcel facing University Avenue is occupied by a 1-story retail business (Party Port Liquors) and is zoned CC-T. The three parcels facing Harvey Street are zoned TR-UI and contain four multifamily buildings with 21 total apartments. This application requests demolition of the existing structures and a rezoning from TR-UI to CC-T on the south portion of the site to allow for a mixed-use development.

A Certified Survey Map will be submitted in two weeks that will combine the underlying parcels into one lot. The CSM will also dedicate right-of-way or easements required for the public improvements to the surrounding streets.

**Project Description:**

This proposed project is a mixed-use development consisting of approximately 10,600 square feet of retail space, 39 apartments and 8 townhomes. The project proposes two above grade buildings over one parking structure. A five-story mixed-use building with 10,600 square feet of retail space and 39 apartments will face along University Avenue. Opposite this building, facing Harvey Street is a two-story structure with 8 individual townhomes. Surface level parking for the commercial users is located between the two buildings with vehicular access off Ridge Street and contains 40 stalls. A below grade parking level with 67 cars for residential and limited commercial use is located beneath both buildings and the parking above.

The exterior architecture for the two buildings is coordinated and uses a combination of masonry, fiber-cement board siding and wood-tone panels and accents. The stone veneer is used as a reference to the quarry stone of the neighborhood and the earth colored siding and wood accents help integrate the buildings into the neighborhood. The Harvey Street frontage is activated with the series of individual front porches and entries to the townhomes creating a very traditional streetscape. The University Avenue frontage is activated with a gently curved plaza space that serves the commercial spaces and engages with the sidewalk and street.

**Conformance with adopted plans**

The project has been designed to generally conform to the guidelines set in the Comprehensive Plan, UDD 6 and the Hoyt Park Joint Neighborhood Plan.

Based on the adopted plans the following guidelines apply to the site and have been incorporated into the design of the proposed project:

- Community mixed-use with commercial, restaurants, office and retail on the first floor.
- Residential or office on upper floors.
- Pedestrian-oriented, mixed-use design with building entries oriented toward the city sidewalks.
- Compact building design and structured parking.
- Residential densities up to 60 units/acre.
- Parking should be sited to the rear of University Avenue, with access from side streets.
- A maximum building height of 5 stories along University Avenue. Note that the neighborhood plan restricts the height to 5 stories. UDD No. 6 limits height to 6 stories and encourages development to the full limit.
- A maximum building height of 2 stories along Harvey Street that maintains the residential scale.
- 15' setback along University Avenue for pedestrian amenities and landscaping.
- Building step backs are recommended by the UDD 6 for the upper-levels above the third floor.
- Ground-floor retail should have 60% of street wall area devoted to transparent glazing.

**Site Development Data:**

**Densities:**

Gross Lot Area	45,289 sf / 1.03 Acres
Land Dedications/Easements	3,373 sf (6' on University, 8.25' on Ridge, 5.25'Harvey)
Net Land Area	41,916 sf / .96 Acres
Dwelling Units	47 DU

Lot Area / D.U.	892 sf / unit
Density	49 units/acre
Gross Commercial Area	10,648 sf
Building Height	2 to 5 stories
Lot Coverage	34,362 S.F. = 82% (85% Max.)
Usable Open Space	9,888 sf (9,760 sf required)

Dwelling Unit Mix:

Efficiency	10
One Bedroom	10
One Bedroom + Den	13
Two Bedroom Apartments	6
Two Bedroom Townhomes	7
<u>Three Bedroom Townhomes</u>	<u>1</u>
Total Dwelling Units	47

Vehicle Parking:

Surface	40 stalls
<u>Underground</u>	<u>67 stalls</u>
Total	107 stalls

Bicycle Parking:

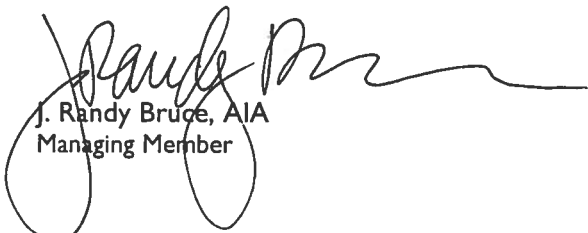
Surface	8 stalls
<u>Underground Garage STD. 2'x6'</u>	<u>51 stalls</u>
Total	59 stalls

**Project Schedule:**

It is anticipated that the construction on this site will May 2018 with a final completion date of July 2019.

Thank you for your time reviewing our proposal.

Sincerely,

  
J. Randy Bruce, AIA  
Managing Member