



September 2, 2020

Ms. Heather Stouder
Department of Planning & Community & Economic Development
Madison Municipal Building, Suite 017
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

Re: Letter of Intent
The Continental
414 East Washington Ave.
KBA Project # 1972

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:

Owner:	Wash Haus Development, LLC c/o Angie Black Carlson Black O'Callaghan & Battenberg 222 W. Washington Ave., Suite 705 Madison, WI 53703 angie.black@carlsonblack.com	Architect:	Knothe & Bruce Architects, LLC 7601 University Avenue, Ste 201 Middleton, WI 53562 (608) 836-3690 Contact: Duane Johnson djohnson@knothebruce.com
Engineer:	Vierbicher Associates, Inc. 999 Fourier Dr. Madison, WI 53717 (608) 826-0532 Contact: Dave Glusick dglu@vierbicher.com	Landscape Design:	Saiki Design 1010 S. Park St Madison, WI 53715 (608) 405-8162 Contact: Ken Saiki ksaiki@ksd-la.com.com

Introduction:

This proposed development is a revision to a proposal reviewed by the plan commission in July. It has the same site plan and is architecturally consistent with the prior proposal but programmatically it has been changed: one story has been taken out of the E. Washington Ave. and the N. Franklin frontages, the density has been reduced from 156 to 148 apartments, the commercial space on the N. Hancock corner has been eliminated in favor of apartment use and the community spaces have been relocated into the mansard roof form on the upper level.

The site is located on the north side of E. Washington Avenue between N. Hancock Street and N. Franklin Street. It is composed of six parcels, all zoned UMX, totaling 26,329 square feet in lot area. There are seven existing structures located on the properties that are proposed for deconstruction to accommodate the proposed development.

This application requests demolition of the existing structures and conditional use approval for a mixed-use development with 1,226 square feet of commercial space, 148 apartments and two and one-half levels of underground parking. An application for a Certified Survey Map is being submitted contemporaneously that will combine the underlying parcels into one legal lot.

This is a redevelopment proposal that responds to both the City's Downtown Plan for growth and the undersupply of housing in the City of Madison. Madison is experiencing consistent and steady job growth and a resulting population growth. Although the City has seen much new construction over the past several years, vacancy rates continue to hover around 3%, signaling a significant undersupply of housing. This undersupply directly leads to rising rents and the increase in housing costs for all City residents.

Downtown Plan

The properties are within the boundaries of the City of Madison Downtown Plan adopted July 2012. The Plan was the product of 4 plus years of work including 125 group meetings with neighborhood and community groups, City Boards and Commissions, business owners and many other interested parties.

The Plan places the site within the Downtown Core which is recommended for the highest intensity of development within the city. One of the Plan's key recommendations is to accommodate future growth within the downtown. The Plan's Parcel Analysis Map identifies the site as an "underutilized site and/or obsolete building" and one of the sites for potential redevelopment to accommodate the City's growth for a 20-year horizon. The parcel analysis considered among other factors; parcel size, existing use, building condition, architectural character, and land valuation.

The Downtown Plan also provides guidelines for building height and designates this site as having a maximum building height of 10 stories, including a 2-story bonus height that is available in the Plan's Additional Height Area H. The additional height was specifically allowed to encourage taller buildings that provide continuity with the Capital Gateway Corridor while also providing the additional design flexibility to address the transition to the adjacent lower density neighborhood.

Existing Structures and Proposed Deconstruction

The site is currently occupied by six 2- and 3-story residences located at 9 N. Hancock St., 8 N. Franklin St., 12 N. Franklin St., 402-408 E. Washington Ave., 410 E. Washington Ave., 410 ½ E. Washington Ave. The site also contains a commercial building located at 414 E. Washington Ave. The residential buildings were constructed between 1866 and 1907 and the commercial property was constructed in 1924.

The residential buildings have been used for student and non-student rentals for many decades, since as early as the 1920's. The properties uniformly exhibit a lack of maintenance and given the decades of disinvestment in the properties; the buildings are in poor condition. In an attempt to maintain economic viability, the buildings original floor plans have changed, and rooms repurposed without consideration for the architectural features of the buildings. Currently many of the "apartments" are single bedrooms with very limited kitchen facilities where residents must share a small single occupant bathroom located off a common hallway. The buildings are energy inefficient, do not meet current building and fire safety codes and have simply outlived their useful life.

The existing buildings are not within a historic district or designated as local or national Landmarks. However, given the age of the structures an architectural and historical study of the existing buildings was commissioned. The report has been delivered to Heather Bailey, City of Madison Preservation Planner and is available on the City's Legistar. The conclusion of that study was that the buildings lack historic significance and architectural integrity.

Given that the buildings are not historically or architecturally significant and that the Downtown Plan recommends the properties for redevelopment, and that the proposed redevelopment is consistent with the underlying zoning and City plans, it is our opinion that the standards for demolition can be met.

Existing Environmental Contamination

The site includes the property at 414 E. Washington which has been operating as a dry-cleaning facility since 1942. The current owners, Klinke Cleaners, use the property only as a drop-off and pick-up facility. However, prior operations included the use of a dry-cleaning solvent, PCE (perchloroethylene), which has contaminated the soils beneath the site. A PCE impacted groundwater plume has previously been identified as extending from the property and extending to the north and northeast. The site is considered closed by the WDNR but the concentrations of PCE remain above regulatory standards.

Redevelopment of the site will require that the site and groundwater be remediated to meet current environmental regulations. This is an added health benefit to the neighborhood and City.

Project Description:

The proposed development is a 6 and 9 story mixed-use building with 148 apartments, 1,226 square feet of commercial space, and two and one-half levels of below grade parking. The apartments are designed to meet the needs of a wide range of downtown residents with a mix of studio, one- and two-bedroom apartments ranging in size from 500 square feet to 1700 square feet. The commercial space is designed for neighborhood commercial use.

Parking for 146 cars is provided below grade for the residential and commercial tenants. Public parking for patrons and guests is available primarily along E. Washington Avenue as well as N. Hancock and N. Franklin. Adequate parking is provided on-site, and the proposed redevelopment will not be requesting residential parking permits.

Vehicular circulation was designed to minimize the traffic impacts resulting from the redevelopment. The traffic pattern takes advantage of the one-way traffic of both N. Hancock (southbound) and N. Franklin St. (northbound) directing all of the traffic to and from E. Washington Avenue. In addition, the project is well located to take advantage of a range of alternative transportation options. Major employment and entertainment destinations are within walking distance of the site and the Capital Square is less than 4 blocks away. East Washington Avenue accommodates 10 weekday Madison Metro route lines and a future BRT (Bus Rapid-Transit) line, and the full range of Metro's routes are available from the Capital Square. Bicycle routes are equally convenient with easy access to the bike route network including the Mifflin Street bicycle boulevard and the Capital City Trail. The proposed development will not impede the normal and orderly development and improvement of the surrounding property and permitted uses, and all municipal services may be easily provided to the proposed development and accessible to residents.

The building is U-shaped, creating an interior courtyard and defining and activating the public right-of-way. The streetscapes are activated with a large entry plaza and lobby, individual apartment entries and commercial use. The generous building setbacks allow room for well-designed urban yards adjacent to the public sidewalk.

The building is designed as a collection of three separate building forms. The long side of the building facing East Washington Avenue is a traditionally designed apartment building, 9 stories in height, with a pitched mansard roof. The building is symmetrical, composed of three bays with the outer two bays terminated by a gabled roof dormer. At the street level, the central bay features an expansive entry plaza leading to the building's main entry and lobby. The two individual wings of the building facing N. Franklin St. and N. Hancock Street are 6 stories in height and feature flat roofs. The three separate building masses are further varied by brick color, window fenestration and architectural detail to reinforce an urban residential scale appropriate for the location.

The architectural design references the design of traditional urban apartment buildings, is consistent with the existing and intended character of the area and neighborhood and creates an environment of sustained aesthetic desirability compatible with the existing or intended character of the area. The exterior material palette is simple and clean, using brick on the upper levels and a simulated cut limestone at the base of the building. Subtle masonry detailing accentuates the architecture throughout the façade. Although generously sized windows are used on all sides of the building, large glass expanses and curtain walls are avoided in favor of traditional punched window openings.

The building features extensive indoor amenities and the building rooftops are used to provide ample outdoor spaces for residents. At the street level a generous entry lobby leads to a central courtyard with a landscaped terrace. The first and seventh floors include generous roof terraces for common and private use and small social gatherings. The tenth floor is contained within the mansard roof form and houses a large community room, exercise facility and an expansive roof terrace with a swimming pool, seating areas and a pet relief area. The mechanical and service equipment are also located on the tenth floor.

Bonus Height Standards:

There are four standards that must be met to achieve the bonus height as enumerated in the City zoning code section 28.183(6)(a).14. Those standards are summarized below along with a discussion of how the proposed development meets those standards.

- a. The excess height is compatible with the existing or planned character of the surrounding area:
The project height is consistent with the planned height of the surroundings as provided in the City of Madison Downtown Plan. The proposed building's height on the north side of the site matches the 6-story height proposed by the Downtown Height Map for the neighboring properties to the north. The proposed building's 10-story height along East Washington is consistent with the downtown height recommendations of 8- plus 2-stories for the adjacent blocks east and west side of the subject site, and it facilitates the district's purpose of providing high-density residential uses in combination with limited retail and service uses to serve the immediate surroundings.
- b. The excess height allows for a demonstrated higher quality building:
The proposed design meets the intended goals of Additional Height Area H that encourages taller buildings that provide continuity with the Capital Gateway Corridor while also providing the

additional design flexibility to address the transition to the adjacent lower density neighborhood. Rather than having an 8-story building placed across the entire site, the bonus height gave the development team the ability to transition the height from 6 stories on the north side to 10 stories along East Washington Ave. The bonus height also allows for an increase in the building setbacks resulting in well landscaped yards along all three streets. In addition, the bonus height allows for the use of high-quality materials throughout the exterior of the building and an extensive amenity package for residents.

- c. The scale, height and mass of new buildings complement and positively contribute to the setting of any landmark buildings within or adjacent to the project:
 This standard is not applicable as there are no landmark buildings within or adjacent to the project.
- d. There are no negative impacts on the priority viewsheds:
 The viewsheds up and down East Washington Avenue are not negatively impacted as demonstrated by our viewshed studies.

Site Development Data:

Densities:

Gross Lot Area	26,329 sf / .60 acres
Dwelling Units	148 DU
Lot Area / D.U.	178 sf / Unit
Density	247 Units/acre

Building Height	6 and 9 stories
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Usable Open Space	16,647 sf
Lot Coverage	22,541 sf (86%)

Dwelling Unit Mix:

Efficiency	37
One Bedroom	72
One Bedroom + Den	3
<u>Two Bedroom Apartments</u>	<u>36</u>
Total Dwelling Units	148 D.U.

Vehicle Parking:

Underground Garage	146
<u>Surface</u>	<u>0</u>
Total	146 vehicle stalls
Parking Ratio	.99 stall/unit

Bicycle Parking:

Garage – Wall Mount	30
Garage – Floor Mount	118
Surface – Guest	16
<u>Surface Commercial</u>	<u>2</u>
Total	166 bike stalls

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Project Schedule:

It is anticipated that the construction will begin in spring of 2020 with a final completion in August 2022.

Thank you for your time reviewing our proposal.

Sincerely,

A handwritten signature in black ink, appearing to read "D. Johnson". The signature is fluid and cursive, with a large initial "D" and a long, sweeping underline.

Duane Johnson, AIA