

November 20, 2019

Ms. Heather Stouder
Department of Planning & Development
City of Madison
215 Martin Luther King Jr. Blvd
PO Box 2985
Madison, Wisconsin 53701



Re: Letter of Intent
The Hampton at Hilldale
4510 Regent St. & 4513 Vernon Blvd
KBA Project # 1945

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:	Flad Development 3330 University Ave. Madison, WI 608-833-8100 Contact: John Flad jflad@flad-development.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 (608) 826-0530 fax Contact: Joe Doyle jdoyle@vierbicher.com	Landscape Design:	The Bruce Company 2830 Parmenter St. Middleton, WI 53562 (608) 836-7041 Contact: Rich Strohmenger rstrohmenger@brucecompany.com

Introduction:

The site is composed of two parcels; one located at the southwest corner of North Segoe Road and Regent Street and the second located at the northwest corner of North Segoe Road and Vernon Boulevard. Both parcels are occupied by two and one-half story commercial office buildings and are zoned SE. This application requests demolition of the existing structures, a rezoning from SE to TR-U2, and a conditional use for a 59 unit multifamily development.

An application for a Certified Survey Map will be submitted in the next two weeks that will combine the underlying parcels into one lot.

Neighborhood Development Plan

The University Hill Farm Neighborhood Plan was adopted by the Common Council in January, 2016. This site forms the western portion of “Block D” of the “Vernon Price” focus area identified within the neighborhood plan. The plan specifies residential use for the site and anticipated that rezoning would be required to accomplish the plan goals. The plan calls for a total of 120 dwelling units on Block D in buildings of three to five stories in height.

Demolition

The site is currently occupied by two office buildings: the first is located at 4510 Regent St., a 10,200 s.f. building constructed in 1961 and substantially remodeled in 1981 and the second building at 4513 Vernon Blvd., is an 18,600 s.f. building constructed in 1963. The buildings are functionally obsolete. Both buildings are two and one-half stories with a split-level main entry. The buildings are not handicap accessible and 4510 Regent does not have elevator access to any floor levels. Other present-day functional requirements such as ceiling height and technological capacities are inadequate for the current office market.

The 2016 University Hill Farms Neighborhood Plan outlines a focused study and recommendation redevelopment of the site including the removal of the existing office buildings. Given that this proposal meets the focused recommendations and the functional obsolescence of the existing buildings, we believe that the demolition standards are met.

The site is also located within the 2015 University Heights Historic District which was primarily created to preserve the extensive collection of mid-century modern residential structures that comprise the neighborhood. Although the existing buildings are located within the historic district, they are functionally obsolete, and they do not carry any particular historic or architectural significance. The 2016 University Hill Farms Neighborhood Plan appears to concur in that redevelopment of the subject site for strictly residential use was recommended.

Project Description:

This proposed project is a multifamily apartment building consisting of 59 apartments in a mix of studio, one- and two-bedroom apartments. The majority of the parking is provided underground and will be accessed from Vernon Blvd. Additional covered, at-grade parking will be accessed from Regent St. with enclosed parking for residents and open parking for guests and deliveries.

The main building entry is located at the corner of Segoe Rd and Vernon Blvd. providing direct pedestrian access to the Hilldale shopping and entertainment area. The Segoe Road frontage is engaged with a series of private entries and front porches which creates an attractive pedestrian experience along the street.

The building is primarily four stories that steps down to three stories along the Regent St. and Vernon Blvd. frontages. A community room and roof top plaza open onto the Vernon Blvd. The exterior architecture is a modern interpretation of Nantucket architecture. It features a simple palette of materials including a gray fiber-cement board siding with white accents. A light-colored natural stone anchors the building to the site.

An intensive landscaping plan compliments the building architecture and further enhances the streetscapes.

Site Development Data:

Densities:

Gross Lot Area	31,659 sf / .73 Acres
Dwelling Units	59 DU
Lot Area / D.U.	537 sf / Unit
Density	81 units/acre

Building Height	4 stories
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Lot Coverage	21,924 sf (69%)
Usable Open Space	9,097 sf

Dwelling Unit Mix:

Efficiency	11
One Bedroom	29
One Bedroom + Den	8
<u>Two Bedroom Apartments</u>	<u>11</u>
Total Dwelling Units	59

Vehicle Parking:

Surface	23 stalls
<u>Underground</u>	<u>47 stalls</u>
Total	70 stalls

Bicycle Parking:

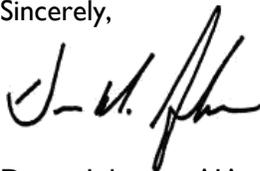
Surface - Guest	6 stalls
Underground Garage - Residential	47 stalls (wall mounted)
<u>Underground Garage - Residential</u>	<u>12 stalls (floor mounted 2' x6')</u>
Total	65 stalls

Project Schedule:

It is anticipated that the construction will begin in May 2020 with a final completion in June 2021.

Thank you for your time reviewing our proposal.

Sincerely,



Duane Johnson, AIA
Member