



Letter of Intent
502 & 510 West Washington Ave – Mixed Use Redevelopment

May 20, 2020

To: Plan Commission & Department of Planning & Community & Economic Development
215 Martin Luther King Jr. Blvd
Suite 017
Madison, Wisconsin 53703
Via email only: pcapplications@cityofmadison.com udcapplications@cityofmadison.com,

From: David Keller, Keller Development, LLC
Doug Hursh, Potter Lawson Inc.

Re: PD and Demolition Permit Application for 502 & 510 West Washington Ave
Proposed Mixed Use Redevelopment Project

The following is submitted together with the plans, Land Use Application and Zoning Text, for the rezoning of the site from DR-2 to Planned Development. The PD zoning designation was determined so the project can follow the recently adopted Mifflandia Neighborhood Plan.

Project Team:

Developer: Keller Development LLC
Owner: CJK, Inc
Architect: Potter Lawson, Inc.
Civil Engineer: Wyser Engineering
Landscape Architect: Ken Saiki Design

Project Data:

Current Zoning District: DR2 – Downtown Residential 2
Re-zoning from DR2 to Planned Development to correspond with Mifflandia Neighborhood Plan and to allow potential for mixed-use
Demolition Permit Required
Aldermanic District 4, Michael Verveer
Building Area: approximately 155,000 SF
Parking Area: approximately 45,300 SF

Units:	103
Parking:	98 enclosed parking stalls
Height:	6 stories
Bike Stalls:	113

Project Overview and Design Narrative:

Located on the prominent city corner of West Washington Avenue and North Bassett Street, this project is one of the first to go forward after the adoption of the Mifflandia Neighborhood Plan. The project provides additional density in the downtown district with 103 apartments along with the potential for ground floor retail or food service. The project will require the demolition of 6 existing houses along West Washington Avenue and 3 along North Bassett Street.

The intent of the design is to create a great urban building that responds to its context, creates a pedestrian friendly and inviting streetscape and provides a great place to live. The proposed design of the 6-story building includes a 4-story brick lower volume and a lightweight cement board siding upper volume that is stepped back. The size of the lot led to an “H” shaped floor plan that creates two open courtyard roof terraces. The “H” shaped building creates two separate masses along West Washington Avenue, modulating the scale of the building along the Avenue. Along Bassett Street the lower portion of the building is modulated by partially recessed balconies which provide privacy along the city street. The shared common areas are located on the second floor providing direct access to the southeast facing roof terrace adding to the life of the street below.

The corner of the building is designed to allow for a potential small retail/commercial space or could provide a larger common lobby with a coffee bar or sandwich counter. The storefront has more glass and transparency to connect with pedestrians adding to the life of the street, the design of the storefront façade expresses that there is an inviting public place within. Along the street corner an 18” raised terrace provides outdoor gathering and dining space further activating the street. Three walkup units are located along West Washington Avenue that are also raised 18” with outdoor private terraces. All vehicular parking is located internally on the first floor and one level below grade.

Compatibility with the Mifflandia Plan

The following are highlights from the Mifflandia Neighborhood Plan that illustrate how the project has followed the plan guidelines.

Building Uses – “encourage mixed use along West Washington Avenue”

The residential mixed-use building will have retail/commercial opportunities on the ground floor to enliven the pedestrian experience.

Building Height – “Along West Washington Avenue maximum building heights will be 6 stories with the top 2 floors being stepped back”

The project complies with the height and step back requirements.

Setbacks – “Buildings shall be setback 20 feet on West Washington, and 10 feet on all north-south streets. Porches, stoops and entry features are allowed, and encouraged to encroach into the setback area, as allowed by the zoning code.”

The project follows the setback recommendations.

Step-backs – *“Upper levels above 4 stories shall be stepped back 30 feet from the building face on W Washington Ave and 10 feet fronting north south streets.”*

The massing of the building follows these guidelines.

Historic Preservation

No *“Potential Historic Resource”* as identified by the plan is part of this demolition permit request. Structures proposed to be demolished:

- 504 West Washington Avenue
- 506 West Washington Avenue
- 508/510 West Washington Avenue
- 512 West Washington Avenue
- 514 West Washington Avenue
- 516 West Washington Avenue
- 8 North Bassett Street
- 10 North Bassett Street
- 14 North Bassett Street

Transit – *“Support Bus Rapid Transit within or adjacent to the planning area. Increase rider amenities at bus stops.”*

The project increases density of housing adjacent to bus stop, and provides potential ground floor public retail/dining amenity next to bus stop.

Housing – *“Support housing redevelopment that consists of a wide mix of housing types, sizes, and costs that increase the amount of housing close to amenities.”*

The project has small studios, one, two- and three-bedroom units, creating a variety of sizes and costs. The project provides 103 units that are within walking distance of amenities.

Public Realm – *“Emphasize the importance of the public realm, including the design and character of the public-to-private transition from the street to the building face.”*

The project has retail space on the ground floor as well as walkup apartment units adding to the character of the pedestrian experience. Raised 18”, the building provides elevated terraces and stoops that create inviting and comfortable sitting areas. Special care is taken with the landscaping to create a double tree canopy. Large street trees are saved and smaller pedestrian sized trees occupy the space between the sidewalk and building helping to further define the transition between public and private spaces.

Materials – *“Durable long-lasting low maintenance materials, Primary building materials limited to three different materials, Material changes shall not be made within the same plane without a programmatic change or minimum notable relief”*

The base of the building is primarily a white brick. A change of brick tone and a herringbone pattern is used to accentuate the window spandrels imparting a traditional vertical expression to the facade. The recessed central volume, and the top two floors that are stepped back are clad in a lighter weight siding material in a medium to dark gray color. Window frames and balcony railings and other metal elements are black.

Building Entrances – *“ground floor units shall have their own street entrance (sliding doors prohibited). Building entrances should be designed as focal points of the front façade, and should utilize overhangs, porches, stoops or other elements to add a pedestrian rhythm to the street façade.”*

The building has 3 walk up units with overhangs and stoops. The building entrances are emphasized with canopies, and the retail area is highlighted with large clear glass store fronts, a corner entry and a canopy.

Building Articulation – “...divide buildings into vertical intervals and incorporate articulation, design and massing to respond to the historic 33 feet wide lot rhythm through the utilization of program elements such as storefronts, cafes, porches or balconies, arcades, awnings, window bays, and other methods.”

The building is modulated in its basic “H” configuration, creating two larger massing elements with a recessed area along West Washington Ave. Balconies are stacked and recessed to create additional vertical modulation along both streets. The tall windows and vertical brick piers create a vertical rhythm within the facades. Walkup units with covered entries, building storefront and a second-floor brick and metal arcade provide additional vertical modulation.

Porches and Balconies – “...all buildings with residential units shall have front porches/entry stoops...Recessed balconies should be opted for where possible because they provide better privacy”

Entry stoops with overhangs are provided at ground floor units. Balconies within the lower brick volume are fully recessed to provide privacy along the lower 4 floors and along the city streets. Upper floors and recessed units have cantilevered balconies to provide better light and views to the interior living spaces.

Sustainability – “Include sustainable building design elements to promote energy efficiency; e.g. net zero buildings, electric vehicle charging stations, and solar ready buildings.

The building provides increased density in an urban setting with existing infrastructure and replaces inefficient older housing stock. All parking stalls are located within the structure including one basement level. Vegetative roof cover located on the 5th floor roof terraces. CO and NO₂ gas detection in enclosed garage for intelligent exhaust air and make-up air control. Energy Recovery for building pressurization and outside air. 92% + efficient central domestic hot water system. LED lighting throughout, including occupancy sensor in public spaces and parking garage. Building will plan for EV charging stations with electrical service equipment capable of expansion in the future. The team is studying the potential for roof solar PV panels, and solar hot water.

Neighborhood Presentations

The project was presented at two neighborhood Zoom meetings: Miffland Neighborhood Association meeting on May 6th, and at the Bassett Neighborhood Association meeting on May 11th. An open neighborhood meeting is anticipated to be scheduled in June, and CNI will be setting up a Building Steering Committee.

Proposed Schedule

Urban Design Informational meeting	April 29, 2020
Miffland Neighborhood Meeting	May 6, 2020
Bassett Neighborhood Meeting	May 11, 2020
Land Use Submittal	May 20, 2020
Urban Design Commission	July 15, 2020
Plan Commission	July 27, 2020
Common Council	August 4, 2020
Construction Start	November, 2020
Construction completion	April 2022

Thank you for your consideration, we look forward to discussing the project with you, please contact me if you have any questions regarding this submittal.

Sincerely,

A handwritten signature in black ink that reads "Douglas R. Hursh" followed by a long horizontal flourish.

Douglas R. Hursh, AIA, LEED AP
Director of Design

Attachments:	Attachment A:	PD Zoning Text
	Attachment B:	Site Legal Description
	Attachment C:	Storm Water and Erosion Control Memorandum