



Letter of Intent

722 East Main Street (700 Block of East Washington Avenue) – Madison Gas and Electric Company Electric Vehicle (EV) Charging Hub

September 2, 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: Greg Murray, Madison Gas & Electric Company
Brian Reed, Potter Lawson Inc.

Re: Conditional Use Application for 722 East Main Street – EV Charging Hub

The following project is submitted together with the plans, conditional use application and zoning text for the addition of electric vehicle (EV) charging stations to the existing parking lot on the Northeast portion of the 722 East Main Street property.

Project Team:

Owner: Madison Gas and Electric Company
Architect: Potter Lawson, Inc.
Civil Engineer: Wyser Engineering
Landscape Architect Design Studio, Etc.

Project Data:

Current Zoning District: TE – Tradition Employment
Current Use: Parking
Urban Design District 8
Aldermanic District 6 Marsha A. Rummel
Existing lot area: approximately 14,300 SF
Parking: 16 electric vehicle (EV) charging stations; approx. 27 parking stalls
E. Washington Setback: 15'
Side streets Setback: 5' – 10'

Project Overview and Design Narrative:

Madison Gas and Electric Company is excited to propose a new DC fast charging HUB at the intersection of South Livingston Street and the 700 block of East Washington Avenue – one of the first Electric Vehicle Charging HUBs (EV Charging HUBs) in Wisconsin. DC fast chargers allow EV drivers to charge their vehicle in as little as 20 minutes. The DC fast chargers at the EV Charging HUB will be some of the fastest in the Midwest. Tesla is also interested in installing four Superchargers at this location to serve eight drivers. Tesla models are the most popular EV in Madison, and they continue to offer more affordable models.

The project's goal is to transform the site into an EV Charging HUB for the East Washington Corridor and Marquette neighborhood by adding approximately 16 electric vehicle charging stalls to the site. The proposed EV Charging HUB will offer many potential benefits to the neighborhood and City. The high-powered charging station HUB will serve drivers who reside in single family homes and multifamily properties in the area that do not have chargers within their residences or easy access to onsite electric vehicle charging. It will also provide charging opportunities for taxi, ride-hailing and ridesharing services. In the near future, local businesses may also be interested in charging electric fleet vehicles, like delivery vans, at the EV Charging HUB. The project also provides charging for visitors and makes the use of EVs for long distance travel and commuting more feasible. Projects like this are key to greening the City's transportation infrastructure because broader and more convenient access to DC fast charger HUBs are critical to EV adoption by the public.

The EV Charging HUB will upgrade and enhance the use of the existing surface parking lot in several ways. It will include the addition of more robust landscaping along both street frontages to enhance the public street edges to a level complementary with the streetscape established by the recent developments along East Washington Avenue. The goal is to create a small pocket park for use by the area residents, business users and bus riders along East Washington. The stone benches for seating within the vegetated area will provide shaded places for respite along East Washington. The EV Charging HUB includes tree islands and other vegetative areas to reduce the amount of impervious pavement and enhance the sustainability of the neighborhood by decreasing storm water runoff, increasing the biodiversity through plantings and strengthening the green infrastructure of the rapidly developing corridor.

The site is also ideal from an electric infrastructure perspective since MGE's Blount Substation is directly adjacent to the site. Because of the energy density of the EV Charging HUB, this allows for adequate electric supply without having to add electric infrastructure.

Additionally, the EV Charging HUB will reconfigure the existing pavement and striping to provide improved pedestrian access from the sidewalks and improved vehicular circulation within the site while bringing it into compliance with current City of Madison Zoning standards.

The existing site has been historically used for employee, guest and maintenance parking for MGE's substation located on East Main Street. The existing lot is primarily asphalt paved with a few street trees along East Washington and a narrow area of lawn along South Livingston Street. The existing site is striped for 16 vehicle stalls and is bordered by the BP gas station to the west, the rest of the MGE substation parcel to the south, and the recently completed Sylvee and Gephardt development to the east on the other side on South Livingston Street.

MGE remains strongly committed to and fully supports the future growth and redevelopment of the East Washington Corridor. As such, MGE views the EV Charging HUB as a bridge or transitional project that will substantially improve the currently underutilized site until such time as a more comprehensive redevelopment of the block occurs. In the near term, the remodeling of the site will complement ongoing redevelopment in the

overall corridor, while providing a more sustainable and substantially improved site to meet the growing demand for EV infrastructure in the neighborhood. In the long term, however, the project will not prohibit future redevelopment in that location. MGE fully anticipates that over the long run, this site will be comprehensively transformed and improved. Accordingly, MGE will remain open to working with future comprehensive site redevelopments and incorporating sustainable energy strategies within them.

Two conditional uses will be applied for to facilitate the EV Charging HUB project. The first conditional use is to add electric vehicle charging stations to the existing site. The second conditional use is necessary because the existing lot will technically remain a parking lot (while enhancing the streetscape and the transportation infrastructure of the East Washington Corridor, increasing EV charging access to residents of surrounding neighborhoods and increasing EV capacity for rideshare and future fleet services along the corridor).

Compatibility with the Imagine Madison Comprehensive Plan

The EV Charging HUB is consistent with and will help promote the carbon reduction goals of both MGE and the City of Madison (Net-Zero by 2050 for MGE and Net-Zero Carbon by 2030 for the City). MGE and the City have been working together since 2015 to pursue these goals, and this project is an embodiment of that work. The EV Charging HUB also helps achieve a key strategy for carbon reduction – the electrification of the transportation sector. The following are highlights from the Imagine Madison Comprehensive Plan that illustrate how the EV Charging HUB project has followed the plan guidelines.

Land Use and Transportation

Strategy 9 - *“Implement new technologies to more efficiently use existing transportation infrastructure.”*

The EV Charging HUB project will provide high-capacity, rapid electric vehicle (EV) charging stations along one of the primary transit corridors for convenient user access.

Providing better charging infrastructure for taxi, ride-hailing and ridesharing services may reduce the need for residents to own personal vehicles, thereby reducing emissions, parking requirements, and more efficiently using the existing transportation corridors.

Green and Resilient

Strategy 3 – *“Increase the use and accessibility of energy efficiency upgrades and renewable energy.”*
“Support infrastructure to expand the use of electric vehicles and other eco-friendly fuel sources.”

The EV Charging HUB project will directly construct new electric vehicle (EV) infrastructure and promote expanded EV use by providing additional charging stations to support various private and public electric vehicles. MGE's public charging stations are powered by clean energy.

Strategy 5 – *“Improve and preserve urban biodiversity through an interconnected greenway and habitat system.”*

“There are ways the City and the community can improve the built environment to enhance urban - biodiversity. The City should seek opportunities for greenspace in intensively developed areas and encourage trees and native plantings in terraces and along transportation corridors, which are often dominated by pavement. Urban life is significantly enhanced with the addition of shade-providing trees and water filtering vegetation.”

The project will provide a diverse landscaping plan to enhance the current site conditions and reduce stormwater runoff from the site.

Compatibility with the East Washington Corridor Plan

The following are highlights from the East Washington Corridor Plan that illustrate how the project has followed the plan guidelines.

Respect and Strengthen Existing Neighborhoods

Land Uses – *“Provide a mix of commercial uses that serve the needs of the adjoining neighborhoods and other development within the Corridor that are complementary with the existing commercial uses and districts located north and south of the Corridor.”*

The proposed use is intended to directly serve the needs of adjoining neighborhood residents and support businesses along the transit orientated corridor.

Transportation and Parking

Land Uses – *“Prohibit new surface parking lots and other service areas fronting along East Washington Avenue as redevelopment occurs.”*

The project will not be creating a new surface parking lot but will transform the existing underutilized parking lot into a valued amenity for neighborhood use and enable sustainable transportation.

Neighborhood Presentations

The project anticipates meeting with the Marquette Neighborhood Association prior to the tentative UDC meeting date to gather neighborhood input for the project before presenting to the reviewing committees.

Proposed Schedule

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| Development Assistance Team Meeting | August 27, 2020 |
| Urban Design Pre-Application Meeting | August 26, 2020 |
| Marquette Neighborhood Meeting | TBD |
| Conditional Use Submittal | September 2 nd , 2020 |
| Urban Design Commission | October 7 th , 2020 |
| Plan Commission | November 9 th , 2020 |
| Common Council | November 17 th , 2020 |
| Construction Start | March 2021 |
| Construction completion | May 2021 |

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,



Brian Reed AIA, LEED AP