

22 July 2015

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

Re: McKenzie Place Mixed Use Development  
Plan Commission Review Application for a property in the NMX District  
Certified Survey Map application  
2107-2249 Sherman Avenue, Madison, WI

Ms. Katherine Cornwell:

The following is submitted together with the plans and application for the staff and Plan Commission consideration of approval.

**Organizational Structure:**

Owner/Developer:

McKenzie Place LLC  
315 Lakewood Blvd  
Madison, WI 53704  
Contact: John Fish  
[Trout204@comcast.net](mailto:Trout204@comcast.net)

Engineer & Landscaping:

Vierbicher Associates, Inc.  
999 Fourier Drive, Suite 201  
Madison, WI 53717  
608-821-3961  
Contact: Matt Schreiner  
[msch@vierbicher.com](mailto:msch@vierbicher.com)

Architect:

Plunkett Raysich Architects, LLP  
2310 Crossroads Drive, Suite 2000  
Madison, WI 53718  
608-478-4013  
Contact: Kirk Keller, AIA, NCARB  
[kkeller@prarch.com](mailto:kkeller@prarch.com)

**Introduction:**

The triangular, 1.10 acre, property located at the intersection of Sherman Avenue and Fordem Avenue in Madison, Wisconsin currently contains 3 vacant, former commercial buildings in various stages of dilapidation. The site is zoned Neighborhood Mixed-Use. In conjunction with this application, a 2-lot CSM will be submitted to combine the appropriately sub-divided the underlying lots.

209 south water street milwaukee, wisconsin 53204 414 359 3060  
2310 crossroads drive suite 2000 madison, wisconsin 53718 608 240 9900  
1613 fruitville road suite 3 sarasota, florida 34236 941 348 3618

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Partners: Michael P. Brush, Martin P. Choren, Gregg R. Golden, Mark C. Herr, John J. Holz, Nicholas D. Kent,  
Steven A. Kieckhafer, Scott A. Kramer, David J. Raysich, Michael H. Scherbel, Michael J. Sobczak



### Project Description:

The mixed-use project will consist of 60 market rate apartments and approximately 6,700 square feet of commercial / retail space and will include 62 underground parking stalls. The project also includes a 6,667 square foot commercial / retail “pad” site along Fordem Avenue that will be developed in the future.

The main commercial suite at the “point” of the project will be highly visible and include interior mezzanine space with a private outdoor roof top patio. A 30 stall surface parking lot, plus readily available street parking, will serve the commercial / retail space.

The residential component will include “walk-up” units that can be accessed directly from the sidewalk along Sherman Avenue. The building will step-back from the Sherman Avenue frontage, with the building being 4 stories tall along the Fordem Avenue frontage. Six of the units on the 4<sup>th</sup> floor will include a loft-room and private roof-top patio. All other units will enjoy either a balcony or patio. A 62 stall underground parking level along with surface parking, plus immediately adjacent bus routes, and a plethora of bike parking options will accommodate the resident’s transportation needs.

Anticipated building amenities will include a community roof-top patio and adjacent community room; an exercise room; dog-wash area; external and internal canoe and kayak storage racks; private storage units; secure bike storage; outdoor open space to include a landscaped plaza / seating area and garden plots.

### Certified Survey Map

The CSM will create two lots, one to accommodate the mixed-use apartment project and the other to create a pad-site to accommodate the future development of an additional retail or commercial building along Fordem Avenue.

### Demolition

The site currently contains three former commercial buildings ranging in size from 2,500 sf to 7,500 sf. The buildings are of no architectural significance and are functionally obsolete either due to a lack of up-keep or configuration. To the extent possible, prior to demolition, all interior materials will be either recycled or donated. Any building components containing asbestos will be properly abated prior to demolition.

### Site Development Data:

#### Densities:

Lot Area:	47,842 S.F. (apartment mixed use building) 6,667 S.F. (future retail or commercial pad site)
Dwelling Units:	60 units
Lot Area / D.U.:	797 S.F./unit
Density:	54.5 units/acre
Lot 1 Coverage:	35,868 S.F.
Usable Open Space required:	12,480 S.F. required (160 S.F. X 42 units & 320 S.F. X 18 units)

Dwelling Unit Mix: - Apartments

Studio:	10
One Bedroom:	24 (includes 1 ADA unit)
One Bedroom plus Den:	4
Two Bedroom:	10 (includes 1 ADA unit)
Two Bedroom plus Den:	3
Three Bedroom:	3
One Bedroom plus Loft:	4
<u>Two Bedroom plus Loft:</u>	<u>2</u>
Total	60

Building Height: 4 Stories above grade

Floor Area Ratio:

Commercial	6,089 S.F.
First Level Parking	24,543 (including circulation, storage and utility spaces)
<u>Residential</u>	<u>76,959 (including circulation, amenity areas)</u>
Gross Floor Area	107,591 SF
Floor Area Ratio	75% (74.97%)

Vehicle Parking Stalls

Surface	23 (20 full size & 3 handicap)
<u>Underground</u>	<u>60 (58 full size &amp; 2 handicap)</u>
Total	83

Bicycle parking Stalls

Surface	10 (10 required)
<u>Underground</u>	<u>65 (60 required)</u>
Total	75

**Project Schedule**

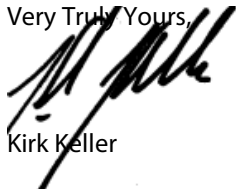
Project construction will begin in October, 2015 and continue through July, 2016. The development of the commercial / retail pad site will follow as market demand dictates.

**Hours of Operation**

The hours of operation of the commercial spaces in the project will vary depending on the specific commercial user.

Thank you for your time reviewing our proposal.

Very Truly Yours,



Kirk Keller

Plunkett Raysich Architects, LLP

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