



**GEBHARDT DEVELOPMENT**  
**222 NORTH STREET**  
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**12.14.11**

Matt Tucker  
Zoning Administrator  
Madison Municipal Building, LL 100  
215 Martin Luther King Jr. Blvd.  
Madison, WI 53701

## **741 East Mifflin and 754 East Washington Avenue PUD/SIP Submittal**

### **Letter of Intent for Demolition and Rezoning to PUD-GDP/SIP**

**Project name: The Constellation**

12.14.11

Mr. Tucker:

Please consider this our formal letter of intent to pursue PUD-GDP/SIP rezoning for 2 contiguous parcels of property located at 741 East Mifflin and 754 East Washington Avenue. Properties total 65,490 square feet or 1.503 Acres. Site is currently zone C-3 (Highway Commercial) and is currently not occupied except for a seasonal use in the existing showroom building.

#### **Project Summary:**

Project involves an infill development of a portion of the former Don Miller properties, including the demolition of one existing structure (the former showroom) and construction of a new mixed use development. The remaining property was and is currently an asphalt parking lot.

The site is a partial block bordered by N. Livingston Street, E. Mifflin Street, and the adjacent property to the west and north (across E. Mifflin) is owned and currently in operation by Reynolds Transfer for their business activities.

To the East is the 800 block of East Washington, also part of the Don Miller parcels, which is currently under development. Across E. Mifflin to the East is Reynolds Park, with Breese Stevens field an additional block away on the East Washington side of E. Mifflin.

Across East Washington to the south are commercial properties, including a gas station, Brink's Lounge, and the 800 S East Washington parcels, which are also part of the Don Miller properties and are under development currently.



The Don Miller properties have been identified by the City of Madison as an important gateway to the Downtown District and planning initiatives have been implemented for the Capitol Gateway Corridor, including the BUILD plan, the Tenney-Lapham Neighborhood Plan, and Urban Design District 8.

The property is currently owned by the City of Madison as part of the Land-Banking program. The City of Madison issued a Request for Proposals for redevelopment of the Don Miller parcels in May of 2011 and Gebhardt Development was selected in July of 2011.

The use and massing of the proposed development are consistent with adopted planning guidelines (UDD 8, TLNA plan and Capitol Gateway Corridor plan) and represent the first major development under the UDD 8 ordinance by a private party in this district.

A request for an additional 2 stories in height above what is allowed by UDD 8 (which translates to approximately 17 feet) has been made to the Alderperson and a resolution altering the ordinance for lot 2b as designated on the map of the District as shown on page 2 of the UDD 8 ordinance has been introduced to the Common Council.

Compliance with other provisions of UDD 8 (including bonus stories) are demonstrated in the attached spreadsheet.

The anticipated uses for the Commercial areas (30,000 s.f. total) include retail storefronts, eating establishments, medical and dental clinics, and professional office space, which meet the stated intent of providing additional employment opportunities in the District.

The apartment tenant market for the proposed project are individuals who would be attracted to the proximity to the Downtown District, the Tenney-Lapham neighborhood collective and ease to access the Dane County Regional Airport. Also included in the demographic are empty nesters who wish to remain in a centrally located area in their neighborhood.

As such, with the exception of the townhouses on E. Mifflin Street, the anticipated number of school age children that will increase with this project is minimal, with the thought that existing residents of Tenney-Lapham could relocate to this project and turn over existing single family housing stock.

A request for Tax Incremental Financing will be made by the developer for this project concurrent with the Land Use submittals.

Additionally, a Certified Survey Map for the project will be generated and submitted.

**Building:**

The components of the project are as follows:

- Structured Parking
- Commercial/Retail/Office along East Washington and N. Livingston Streets
- Residential (rental apartment units) along East Washington, N. Livingston, and E. Mifflin streets.

The corner of N. Livingston and East Washington is the focus for pedestrian and bicycle activities at the street level. The intent is to activate the streetscape through gathering spaces, both open and covered, and a porous façade with multiple entry points to the building.



Access to the parking structure will be from 2 separate points off East Washington and N. Livingston Streets. Existing curb cuts along E. Mifflin will be filled in to reinforce the designation and use of that street as a bike boulevard.

The proposed mixed-use project will have management on site and snow removal, grounds and building maintenance will be the responsibility of the management company.

Trash removal and container storage locations are internally located and hidden from public view and it is anticipated that truck access for trash removal will occur off of N. Livingston.

**Sustainability:**

- High density Brownfield developments served by existing infrastructure and public transit routes are the best solution to use existing resources and slow urban sprawl. This project will benefit the community and region by sparking additional development and business opportunities in an underutilized Corridor.
- The site is accessible by multiple bus, car and bicycle paths and is adjacent to the E. Mifflin bike boulevard.
- Storm water will be collected for irrigation
- High efficiency toilets and faucets installed throughout
- Demolition and construction waste managed carefully for recycling
- Low-VOC products used for flooring, paint, adhesives
- Green roof features at courtyard and roof-top patio
- Solar Panels at the residential tower for energy generation are being pursued
- On site parking for Community Car and solar powered electric car charging stations are being pursued.
- Location scores high in walkability index (see attached) much of the downtown and most of the east isthmus is accessible with a 15 minute walk.
- Community gardens
- Green roofs and usable outdoor space

**LEED:**

Silver or Gold equivalency can be achieved (see attached spreadsheet for earned and potential points). This is a function of best building practices as well as an avenue to earn bonus stories per UDD 8.

Apartment units will consist of a combination of 1-3 bedroom units, with the final unit count as shown on the SIP submittal cover sheet. Laundry facilities will be provided in each unit.

Approx. 268 covered automobile parking spaces will be provided. Bicycle parking for tenants, workers, and guests is spread throughout the site at street level, in the parking structure, and at each residential floor, immediately opposite the elevator.

**SCHEDULE:**

The design and development team schedule prior to 12.14.11 is as follows:

- 08.25.11 - Presentation of project at TLNA Stakeholder's Meeting
- 09.28.11 Presentation to TLNA Council
- 10.19.11 – Presentation to TLNA Annual Meeting
- 11.02.11 – Presentation to TLNA Steering Committee
- 11.14.11 – Demolition Permit Notification



11.23.11 – Informational UDC  
12.08.11 – Presentation to TLNA

**Proposed Project Schedule:**

Demolition of existing structures:	<b>04.10.12</b>
New Construction start:	<b>04.12.12</b>
Project completion and occupancy:	<b>08.10.13</b>

**Project Team:**

**Owner:**

Gebhardt Development  
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608.245.0753  
Attn.: Otto Gebhardt III  
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**Architect:**

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608.333.1926  
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**Structural Engineer:**

SRI Design  
4610 University Ave.  
Madison, WI 53705  
608.233.9688

**Civil Engineer:**

Professional Engineering, LLC  
818 N. Meadowbrook Lane  
Waunakee, WI 53597  
608.849.9378  
Attn.: Roxanne Johnson, P.E., LEED AP  
[Rjohnson@pe-wi.com](mailto:Rjohnson@pe-wi.com)

**Landscape Architect:**

Design Studio, etc.  
608.286.9474  
Attn.: Garret Perry, ASLA, LEED AP  
[gperry@designstudioetc.com](mailto:gperry@designstudioetc.com)



**General Contractor:**

Ideal Builders  
1406 Emil Street  
Madison, WI 53713  
608.271.8111  
Attn.: David Martin  
dmmartin@IdealBuildersinc.com

**Aldermanic District 2:**

Bridget Maniaci

**Tenney-Lapham Neighborhood Association**

Richard Linster, President  
David Waugh, Chair of Development Committee

**Project Breakdown:**

Structured Parking- Approx. 268 stalls  
Retail/Commercial space- Approx. 31,700 s.f.  
Rental Apartments- Approx. 192,024 s.f.

Unit Breakdown:

Efficiencies: 34  
1 BR/1 Bath: 124  
2 BR/1 Bath: 22  
2 BR/1.5 Bath: 3  
2 BR/2 Bath: 24  
3 BR/2 Bath: 6

Total Units: 213

**Amenities:**

- Private and public outdoor space- private balconies, public rooftop terraces
- Wireless Internet
- Covered Automobile, Scooter, and Bicycle Parking
- Laundry Facilities in each unit
- Community Room
- Community Gardens

**Total Site Area:** 65,490 square feet/ 1.503 Acres.

**Building Area Breakdown:**

**BUILDING S.F. PER USE/FLOOR:**

First (Ground Floor):  
Parking Structure: 23,900 S.F.  
Lobby: 1100 S.F.  
Commercial/Retail: 9700 S.F.  
Residential: 3300 S.F.  
Total: 38,000 s.f.



Second Floor:

Parking Structure: 22,800 S.F.

Lobby: 1100 S.F.

Commercial/Retail: 11,000 S.F.

Residential: 7700 S.F.

Total: 39,400 S.F.

Third Floor:

Parking Structure (includes Fourth level): 45,600 S.F.

Lobby: 1100 S.F.

Commercial/Retail: 11,000 S.F.

Residential (includes 3<sup>rd</sup> and 4<sup>th</sup> floors): 7800 S.F.

Total: 39,400 S.F.

Fourth Floor:

Residential: 21,465 S.F.

Useable Open Space:

Total: 21,465 S.F.

Fifth Floor:

Residential: 21,465 S.F.

Useable Open Space:

Total: 21,465 S.F.

Sixth Floor:

Residential: 21,465 S.F.

Useable Open Space:

Total: 19,465 S.F.

Seventh Floor:

Residential: 21,465 S.F.

Useable Open Space:

Total: 19,465 S.F.

Eighth Floor:

Residential: 20,300 S.F.

Useable Open Space:

Total: 20,300 S.F.

Ninth Floor:

Residential: 19,100 S.F.

Useable Open Space:

Total: 19,100 S.F.

Tenth Floor:

Residential: 17,900 S.F.

Useable Open Space:



Total: 17,900 S.F.

Eleventh Floor:

Residential: 16,032 S.F.

Useable Open Space:

Total: 16,032 S.F.

Twelfth Floor:

Residential: 14,032 S.F.

Useable Open Space:

Total: 16,032 S.F.

TOTALS:

Parking: 92,300 s.f.

Commercial/Retail: 31,700 s.f.

Residential (Tower): 173,224 s.f.

Residential (Low Density): 18,800 s.f.

Total Square Footage (not including Parking): 223,724 s.f.

Respectfully Submitted,

Otto Gebhardt III

**END**