



11.18.2021

Department of Planning & Community & economic Development.  
Planning Division  
Attention: Heather Stouder, Director  
215 Martin Luther King Jr. Blvd, Suite 017  
Madison, WI 53701-2985

RE: Petition DCPREZ-2021-11764  
Rezoning of 77 Sirloin Strip ;  
DCPCUP-2021-02545-  
Conditional use Permit

Dear Heather,

We appreciate the attention and thoughtful feedback you've offered regarding the proposed multi-family redevelopment project at 77 Sirloin Strip.

We would like to address of the concerns you've stated in the letter addressed to Majid Allan, Senior Planner for Dane County Planning and Development on November 5, 2021.

Our team at Sketchworks, along with our client the property owners and developer Tommy and Simon Hanna, attended the November 8 Town of Madison Town Board meeting to discuss the project proposal. I believe that many of the points we've discussed at the meeting address your concerns, and as such I'd like to share them here:

### **Unit Count**

The unit density as proposed is consistent with stated need for more residential housing in the City and metro area. Through this proposal we are not impacting the mobile home park, nor are we reducing any opportunity for low-cost housing in the area, which the South Madison Plan has indicated a need for.

### **Building Height**

While the City's Comprehensive Plan from 2018 suggests Low-Medium Residential (LMR), the current draft of the South Madison Plan (SMP) is recommending a five story height restriction. We acknowledge that the six stories proposed is taller than the five stories being recommended in the draft SMP, and while we believe a six-story building is appropriate for this site, we will continue to explore ways to step the building massing as suggested by SMP planners, and have solutions for rooftop patio and steps in height,

### **Parking**

As proposed, the County parking requirement of 1.5 to 1 dwelling unit will not be met. However, in anticipation of the 2022 annexation into the City of Madison, we are proposing a development that is consistent with other multi-family developments in the City. The issue of parking ultimately was a determining factor in the scale of the project, and we sought a ratio greater



than 1 parking stall per 1 dwelling unit. Please note that this development is on a bus line, within walking distance to the Madison Metro South Transfer point. Additionally, the site is currently on the designated bike path and within a couple hundred feet of the shared-use path and bridge crossing the Beltline Highway.

### **Utilities**

Our engineering partner will assist in utility determination, and we have preliminarily assessed the site to have adequate power, gas and water service. There is an 8" water service at the hydrant to the Southeast of the property, this should indicate an adequate source of water near our development. The Madison Metropolitan Sewage District serves the site currently, however we recognize the need to upgrade all utility laterals to accommodate the new building demand.

### **Site**

Concern of fire trucks maneuverability on site was mentioned. Through this design, we are intending to widen the existing private roadways on the Hanna property, and increase the radius at the Northwest intersection, per Madison FD guidelines. Apparatus access will be available on all sides of the building, and to the existing mobile home park. Fire truck ladder access will be available from three sides, however existing topography may render this only feasible on two (still within FD guidelines). There are three hydrants on or immediately adjacent to the property. All of this should ensure the Fire Departments concerns are resolved, though we will happily discuss any additional concerns or provisions Madison FD may request.

### **Impervious Surface**

When comparing the current site to the proposed plan, there will actually be less impervious surface proposed than existing conditions, thereby improving the current situation.

### **Stormwater Management**

Our engineer has been in contact with City staff, and we will design to the City's ordinances for stormwater management, including:

1. Trap 60% of the sediment off of the redeveloped drives and outside parking spaces.
2. Reduce the 10-year peak runoff rate by 15%
3. Reduce the 10-year volume by 5%.

### **Operational Plan as copied from the original Letter of Intent**

1. Anticipated Noise, Odors, Run-off or Pollution: As a residential development, there will be no negative environmental impact. The existing site is paved with pervious area covering 80-percent of the lot, and this new development will not increase that coverage ratio.
2. Description of any stored materials: no stored materials other than building grounds maintenance needs
3. Compliance with stormwater and erosion control standards: Our engineering partner, Burse Survey and Engineering, will work to design the site to meet all regulatory stormwater and erosion control standards. The redevelopment of this parcel will not dramatically increase the impervious area of the site.



4. Sanitary facilities: The site is currently served by Madison Sanitary District, and will continue as such. Existing sanitary piping and existing 8-inch water service will be re-evaluated during final engineering.
5. Facilities for removal of trash: Interior trash chutes and dumpsters for resident use will be provided, adequately screened. A small refuse enclosure may also be provided at the SW corner of the site, adequately screened.
6. Anticipated daily traffic and types of vehicles: With up to 114 residential units, we estimate that each residential will generate two trips per day, totaling 228 trips per day. Considering the overall mobile home development, and the current restaurant use, this is not a substantial increase over existing conditions.
7. Outdoor lighting: Site lighting for building ambient and emergency use will be provided in accordance with zoning regulations. Fixtures will be decorative LED, full cut-off meeting night-sky requirements, and zero footcandles at the property lines.
8. Signage: Minimal signage is expected. A small monument sign at each driveway entrance, along with decorative building signage at the entrances is proposed.

## Moving Forward

The Town of Madison, in their November 8 meeting, supported a six-story development, and suggested we resubmit as a PUD to gain approval of this project. As such, we are currently discussing the appropriate methods to navigate the regulatory process and the concerns of each of three regulatory entities. We do realize there will be more meetings to come, and will continue to refine the final design as such.

The Hanna's are seeking to improve the neighborhood and our team feels that this new development could be a transformative development that addresses housing needs, creates opportunity for the South Madison region, and improves the City's aesthetic – particularly along this Beltline corridor.

As long-time residents and business operators on this site, it should not be overlooked that they represent the very minority population that the City is interested in supporting. As immigrants from youth, their family has been long invested in the City and this neighborhood.

We look forward to working together and discussing this further, please feel free to contact us with any questions you may have regarding this request.

Respectfully,

A handwritten signature in black ink, appearing to read "Steve Shulfer", written in a cursive style.

Steve Shulfer, AIA  
Partner  
Sketchworks Architecture