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*New Gateway for Downtown Madison*

*Keller Real Estate Group Breaks Ground*

*On a $25 Million, Multi-Family Housing initiative*

*“Avenir”*

*A transformative development for the corner of*

*West Washington Avenue and Basset Street*

*Upscale Project includes 96 apartment homes, 2,000 sq. ft. of specialty retail, 100 heated indoor parking spaces,100+ bike parking spots and a Bike Maintenance Station for residents. Completion slated for April 2021.*

Madison, WI—March 1, 2021----Keller Real Estate Group (Keller) has started construction on the $25 million AVENIR, a mixed-use development with 96 apartment homes and 2500 sq. ft of ground-floor specialty retail space on 510 West Washington Avenue. The six-story AVENIR will transform a prominent and formerly underutilized ¾ acre downtown site, into a vibrant multi-family residential community that will create a signature gateway to the downtown and add much needed density to the existing stock of quality housing. Nine inefficient and outdated rental properties , owned by Keller, were demolished to make way for the project. The upscale AVENIR, (named for the future or time to come), includes studio, one-, two-and three-bedroom apartment homes and is slated for occupancy in spring of 2022.

Ald. Mike Verveer, 4th District, who represents the area, applauded the AVENIR development for embracing the Mifflandia Neighborhood Plan (adopted in 2019) in shaping its design and for creating an iconic benchmark project to help guide future initiatives:

“As one of the first significant development projects since the Mifflandia Neighborhood Plan was adopted, Keller’s AVENIR is a standard bearer in expressing the criteria and vision  outlined in the plan and a genuine testament to the hundreds of neighborhood stakeholders who actively participated in that important process. ”

Alder Verveer added: “The AVENIR will be an enduring asset in beautifying and animating the West Washington Avenue corridor, and act as a catalyst for thoughtful development initiatives that are steered by the Mifflandia Plan in the future.”

The 6-story AVENIR takes advantage of its expansive site with an open H -shaped layout and features white brick construction that rises up through the first four floors. Herringbone patterned bricks will highlight the window spandrels. The stepped back upper two stories of the building will be clad with a lightweight, medium grey cement board siding and accented with black metal window frames and balcony railings. Generous building setbacks, recessed and cantilevered balconies, tall windows, rooftop terraces, a series of walk-up apartments and canopied entrance ways all modulate the scale of the AVENIR complex.

An inviting ground floor corner storefront space at AVENIR will be designed with glass and transparent materials to engage bypassing pedestrians. Along the street corner, an 18” raised terrace will provide outdoor gathering and dining space, further animating the street. Landscaping plans will sensitively preserve large existing trees and a newly planted double tree canopy will help create a special sense of place for the neighborhood.

The AVENIR is conveniently located within a few blocks of the Wisconsin State Capitol, the Overture Center for the Arts, and the Kohl Center on the lively Washington Avenue Corridor that is home to over 40 businesses, including locally owned specialty restaurants, retail outlets and fitness studios. Residents of the AVENIR will enjoy a host of amenities including an outdoor elevated terrace and lounge that includes a conference room, a grill station , outdoor seating and dining and a shaded trellis area overlooking West Washington Avenue; a yoga and wellness center, secure package delivery, 100 heated underground parking spaces, over 100 enclosed bike parking spots and a bike repair station.

Sustainable elements incorporated in the AVENIR design will include “green” roofs on the 2nd and 5th floor roof terraces, CO and NO2 gas detection in the enclosed garage for intelligent exhaust air and make-up air control, and a 92% + efficient central domestic hot water system. LED lighting will be utilized throughout, including occupancy sensors in public spaces and the parking garage.

Construction and permanent financing for the $25 million AVENIR is being provided by the First Business Bank. The general contractor for AVENIR is VJS Construction Services, a family -owned company founded in 1947, and headquartered in Pewaukee, WI. Madison, WI-based Potter Lawson, Inc. an award-winning architecture, planning and interior design firm established in 1913 is the architect of record.

About Keller Real Estate Group

A trusted regional developer and property manager recognized for high qaulity and enduring projects, Keller Real Estate Group was founded in Madison,WI in 1950, and maintains offices in a historic 1931 Art Deco building at 448 W. Washington Ave.The company’s roots and capital investments in downtown Madison are deep with award winning mixed use projects such as Bassett Walk, City Place Apartments, Tuscan Place, and Washington Court and Wilson Bay that have helped strengthen and revitalize the Bassett Neighborhood. Keller Real Estate Group <https://www.kellerrealestategroup.com/>