

LETTER OF INTENT

222 South Bedford Street

March 9th, 2016

To: City of Madison Planning Department and Plan Commission

215 Martin Luther King Jr. Blvd. LL110
Madison, WI 53703

From: Brad Binkowski & Anne Morrison

Urban Land Interests

**Re: Conditional Use Application for the proposed 222 South Bedford Apartment Building
Demolition Permit and Rezoning of DR2 portion of site**

Project Address

222 South Bedford Street

Project Description

Urban Land Interests (ULI) is proposing a new 86,175 GSF, four story residential building to be located at the intersection of South Bedford and West Doty streets. The site is currently underutilized and includes two large surface parking lots and a single-story, suburban-type wood frame office building built in 1982. The current outdated structure is largely vacant and does not comply with zoning for the site or the city's long term plans for this area.

ULI has been a neighbor in the Bassett District for more than three decades and the Project continues ULI's focus on creating exceptional urban buildings that strengthen downtown Madison. The Project's immediate neighborhood was once a pocket of desolate construction yards and through the efforts and investment of ULI, and others, this pocket is gradually transforming into one of our City's most vibrant, walkable and bikeable neighborhoods. In 2005 ULI completed the reuse of the nearby historic Tobacco Lofts. ULI added two exceptional residential projects at 727 Lorillard Court (2013) and 633 West Wilson (2015). All three projects, Tobacco Lofts, SEVEN27 and Nine Line have strengthened the urban fabric by providing sensible density at a very desirable human scale while adding unique and high quality places for people to live in our urban core.

The proposed residential building contains approximately 88 apartments, including one, two and three-bedroom units on four floor levels with 22,215 GSF of below grade parking beneath. The first and second floor will also include shared resident amenities including social space, recreational and exercise amenities. The design emphasis is on creating a human scale and activated streetscape that benefits residents and neighbors. Key elements include walk up residences with integrated landscaped terraces. The project is unique in that the development will increase the amount of landscaped green area on site. ULI will be removing surface parking and adding an ample green landscaped courtyard to provide shared outdoor recreational and social spaces for the residents.

The four story residential building height fits nicely with the scale of the existing structures in the neighborhood. The building is essentially the same height as the Fourth Yard Lofts residential building across from Doty Street. While the zoning would allow for 5 stories, ULI elected to pursue a 4 story building that fits the scale of the neighborhood while providing adequate parking below grade. Design emphasis is placed on the public realm by creating a great street experience for pedestrians and building residents. First floor units on the street side will have steps up to street entrances, or balconies to activate the street level, provide a necessary level of security for residents, and instill a sense of street

ownership. In a further effort to activate the street, the living and kitchen spaces of the first floor units face the street while the bedrooms are located on the interior. Space between the landings and the sidewalk has been expanded to allow for landscape plantings. Care will be taken to preserve the mature Honey Locust trees in the terrace along Doty Street while the existing trees along Bedford Street that have been splayed for power lines will likely be replaced with new street trees in accordance with Forestry's recommendations

The main pedestrian entrance for the building is placed appropriately at the street corner intersection and is highlighted by a unique architectural volume. At the pedestrian level the entrance has been stepped back to provide a more gracious entrance experience. The entrance is further highlighted by special paving, an overhead canopy, bench seating, visitor bike stalls and a transparent glass entrance lobby.

The building architecture references a combination of town home and loft building precedents to create interesting and unique street facades. A three story brick volume is broken into vertical elements that define each residence. This sets up a rhythm that references the scale of a traditional town house or brownstone. Large punched openings are framed with brick returns providing depth to the façade and creating bright and airy residences within. The fourth floor and building ends are set back slightly and clad in medium bronze anodized flat seam panels that add a weathered patina and unique texture to the façade. Within the bronze clad volume the windows are larger and provide a loft building scale referencing historic warehouse buildings in the neighborhood.

Development Team

Owner/Developer	Urban Land Interests	Brad Binkowski & Anne Morrison
Architect	Potter Lawson, Inc.	Doug Hursh, Brian Reed & Andy Laufenberg
Contractor	JH Findorff & Son	Joe Schuchardt & John Tucker
Structural Engineer	Pierce Engineers	Richard Pierce & Seth Pfeil
Landscape Architect	Ken Saiki Design	Abbie Moilien
Civil Engineer	D'Onofrio Kottke	Dan Day & Kevin Pape

Construction Schedule

Construction is to commence in August 2016 with project completion anticipated to be July 2017.

Zoning

The majority of the site is currently zoned UMX with a small lot zoned DR2. The DR2 site is being rezoned to UMX in order to create uniform zoning on the site. Multi-family is as permitted conditional use under the zoning.

Setbacks	Required	Provided
Front (West Doty Street):	5' min., 10' max.	6'
Side (South Bedford Street):	0'	6'
Rear:	10'	43'
Building Height:	2 stories min. 5 stories max	4 stories
Maximum Lot Coverage:	90%	66%
Total Site Area:	37,839 SF	24,945 SF
Usable Area:	10 SF/BD	14,980 SF = 136 SF/BD

Legal Description

Lots 8 and 9 and part of Lots 6, 7, 10, 11 and 12, Block 27, Original Plat of the City of Madison, located in the NW1/4 of the SE1/4 of Section 23, T7N, R9E, City of Madison, Dane County, Wisconsin

Approvals Requested

This application is for approval of a new conditional use Multi-family Apartment Building as modified by a new CSM for this parcel.

Approvals requested include:

- Conditional Use Application for the development of a Multi-family apartment building.
- Conditional Use Application for a reduction from 2 loading zones to 1 loading zone.
- Demolition Permit to raze the existing two story office building located at 222 South Bedford Street.
- Re-zoning of DR2 site to UMX

Certified Survey Map

A new legal description for the proposed Lots will be recorded with this proposed development.

Demolition

The proposed development will require the demolition and recycling of the existing two story office building at 222 South Bedford Street and all associated on site surface parking lots.

The development team submitted the required notice to the City, Alder, and Neighborhood Association in January 2016.

All applicable provisions of the demolition ordinance will be complied with and a reuse and recycling plan will be submitted for approval prior to the issuance of the demolition permit.

Proposed Uses

Proposed use of the site is residential multi-family housing with associated underground parking and accessory uses, including indoor and outdoor resident amenities as shown on the plans.

Compatibility with Approved Master Plans

The proposed development is in keeping with the overall goals, character, and pattern of development generally described in the following:

- Bassett Neighborhood Plan
- City of Madison Comprehensive Plan
- City of Madison Downtown Plan

Neighborhood and City Process

The development team has met with the Bassett Neighborhood Association and the City of Madison Development Assistance Team on multiple occasions, providing planning and design updates starting in the fall of 2015 and is continuing through the City Approval process. Bassett Neighborhood Meetings occurred on November 9th, January 25th, and February 24th. The Bassett Neighborhood Association has identified a steering committee to provide additional neighborhood feedback. The development team met with this steering team on January 25th and March 3rd. Additional steering team meetings may be scheduled to align with milestone events during the City review process for this proposed development.

The development team met formally with the City DAT on February 11th with a follow-up meeting on March 1st and has had multiple conversations with individuals and departments of city staff as needed regarding specific planning topics relative to the proposed development.

The proposed development has received good reviews from the City for being appropriate to the character and pattern of development envisioned in current master-plan documents.

City Forestry has recommended the removal of the existing street trees along South Bedford Street as they will provide a safety hazard once their canopies are pruned back as the development proceeds.

Site Area

The proposed development lot is approximately 37,839 SF (.869 Acres).

Building Area

The proposed building consists of 86,175 GSF on four levels with 22,215 GSF of below grade parking for a total of 108,390 GSF.

Open Space Areas

The site includes approximately 10,275 SF of landscaped space and 14,980 SF of usable open space which is 40% of the total site area.

Site Vehicular Access

Vehicular access to the development is provided near the end of West Doty Street. The overhead entrance door has been recessed from the dominant building façade to reduce light spill. The entrance into the enclosed parking level is secured by controlled access. The access location along Doty Street was chosen as a much better location over the entrance along Bedford Street. If the parking entrance were to be located at the south end of Bedford Street it would have been too close to the existing intersection of Bedford and Wilson Streets as well as very close to the railroad crossing.

Parking, Bike Parking and Loading

Proposed passenger vehicle parking is provided all within the below grade enclosed parking structure as follows:

Automobile

Regular	43 stalls
Small	15 stalls
Accessible	1 stall
Van Accessible	1 stall
Total	60 stalls

Bike Parking Stalls

Building Residents	(1 per unit min., enclosed; 88 stalls required)
Horizontal (Floor mounted)	55
Horizontal (Wall mounted)	<u>36</u>
Total Resident Bike Stalls	91 stalls

Building Visitors	(1per 10 Units resident total for 8.8 stalls)
Horizontal (Floor mounted)	9 stalls

The building bike parking stalls are located in the below grade parking level. Visitor bike stalls are located on South Bedford Street adjacent to the main entry. We are requesting the flexibility to have 40% of resident bike parking stalls in a wall mounted configuration as shown above. The wall mounted configuration is popular with residents and many buildings in the area, including SEVEN27, Nine Line, Tobacco and Fourth Ward Lofts have readily accepted this configuration as an space efficient, user-friendly and secure way to store bicycles.

In addition to the 60 onsite parking stalls, ULI manages 400 existing parking stalls in the immediate vicinity. At present time, ULI's managed parking in the area is only 86% occupied—54 spaces are currently vacant. Between this Project, and ULI's other developments in the vicinity, ULI will be providing parking at an overall ratio of 1.06 spaces per unit.

Loading

One loading zone is provided as indicated on the site plans.

Trash, Recycling, and Snow Removal

Trash and recycling storage is provided in dedicated spaces inside the building as shown on the plans. Owners will contract with outside vendors for trash removal, recycling, and snow removal.

Since trash containers are planned to be located inside of the buildings, vendors will be provided access, and will be responsible for opening doors, pulling trash containers out from the building, and returning the containers to their location inside the building. Frequency of service will be determined by demand.

Sustainable Design

The redevelopment of the site is itself the most sustainable feature of the project. The project will add density to the underutilized site while increasing green space and utilizing existing urban infrastructure. Located close to bike paths and bus lines the site provides excellent access to alternate modes of transportation and is within walking distance to many local amenities. The proposed building and landscaping reduces the impervious surfaces and adds additional usable green space.

Sustainable design and energy efficiency are integrated into the design of the proposed development from high efficiency mechanical systems and energy efficient lighting and appliances to water saving plumbing fixtures and low VOC finishes. Large windows in the units provide for excellent daylight spaces.

Sustainable design practices are also a focus of the storm-water management and landscape design approach, as well as construction waste management during construction, and facility operations after occupancy.

Respectfully submitted,

Anne Neujahr Morrison, Development Associate
Urban Land Interests

Attachments:

Existing Condition Images
Alder Notification Letter
Project Drawings