

City of Madison Plan Commission and Urban Design Commission

3.04.2015

City of Madison, Planning Division  
Department of Planning & Community & Economic Development  
215 Martin Luther King Jr. Boulevard  
Madison, WI 53703

Attn: Heather Stouder

**Re: 114 North Bedford Street Demolition, Redevelopment and Conditional Use**

Dear Members of the Plan Commission and Urban Design Commission:

Please accept this Letter of Intent, Application and attachments as our formal request for a Conditional Use review and approval by the City of Madison for the 114 North Bedford Street project detailed below.

**Project Team:**

Owner: CA Ventures  
161 North Clark Street, Suite 4900  
Chicago, IL 60601  
Contact: Chris Johnson  
Office: 312.994.0868  
Cell: 312.952.4867  
Email: [cjohnson@ca-ventures.com](mailto:cjohnson@ca-ventures.com)

Architect: Shepley Bulfinch  
3443 North Central Avenue  
Phoenix, AZ 85012  
Contact: Tom Chinnock  
Phone: 602.507.4436  
Cell: 602.714.0026  
Email: [tchinnock@shepleybulfinch.com](mailto:tchinnock@shepleybulfinch.com)

Civil Engineer: Kimley-Horn  
200 South Executive Drive,  
Suite 101, Brookfield, WI 53005  
Contact: Scott Maier

Office: 262.789.6714  
Cell: 262.765.0564  
Email: [JPorter@ksd-la.com](mailto:JPorter@ksd-la.com)

**Project Team (cont'd):**

Landscape Architect: Ken Saiki Design, Inc.  
303 South Paterson  
Madison, WI 53703  
Contact: Joe Porter  
Office: 608.251.3600  
Email: [JPorter@ksd-la.com](mailto:JPorter@ksd-la.com)

**Project Overview:**

114 North Bedford Street is a contextually cohesive student housing community located in Madison, Wisconsin on the busy neighborhood corner of Mifflin Street and Bedford Street. This 306,200 sf Construction Manager at Risk project plans a total of 179 units; the project is positioned to serve both the student body of the University of Wisconsin and the expanding percentage of young professionals looking for housing in this popular neighborhood. The project provides 372 beds with a planned mix of approximately 60% student / 40% young professional.

**Existing Conditions:**

The project site is currently occupied by a single story 14,277 sf metal commercial building and on grade surface parking. In addition, two 69,000 volt transmission lines, owned by American Transmission Company (ATC), runs under the site. Relocation of the line is cost prohibitive so the building design has been developed to accommodate ATC's access requirements.

The project zoning is Urban Mixed Use with eight stories allowable. It also falls within the Additional Height Area Map allowing two additional stories as approved by conditional use. Multi-Family Dwelling and Retail as well as the square footage requested are allowable within this zoning district.

The project is located in The Capitol Neighbors, Inc., Aldermanic District 4, Ward 40.

**Lot Coverage and Open Space:**

The proposed building will occupy 83% of the site – 90% coverage is allowable per zoning. The project also features a central 4,680 sf planted courtyard on the second floor and a 4,516 sf planted roof terrace on the fifth floor, both of which are available for use of project's residents.

**Parking:**

Two parking levels on site provide space for three types of parking: 85 typical parking spaces (exceeding the project's 71 young professional units), 17 moped or motorcycle spaces and 206 covered plus 20 exterior bike spaces for a total of 226 bike spaces.

**Sustainability:**

Implementing Madison's mission of environmental responsibility, 114 North Bedford Street promotes a healthy living environment for its residents and displays respect for its neighbors. The following are some of the sustainable features of the project:

- Central plant for heat and hot water.
- Use of materials with high recycled content including fiber cement board, metal panels and concrete structure.
- Preventing storm water run-off through planted rooftop terrace, planted courtyard, and street level planters including a street level bio-swale.
- Natural ventilation in the form of operable windows.
- Exceeding minimum transparency requirements to provide more natural daylighting and solar heat gain.
- Promoting public and alternative transportation with additional parking for moped/ motorcycle and limited on-site automobile spots. The project is directly adjacent to a Metro bus stop and around the corner from an inter-city bus pick up and drop off site (Kelly's Market on West Washington Avenue).
- The project is 1.5 blocks from a bike path and on a city designated bike route (Bedford Street).
- Well insulated exterior walls and roof.
- Use of durable building materials to ensure longevity without replacement and less lifetime maintenance.

**Conditional Use Request:**

The project is seeking two additional stories across the northwest wing of the building. The additional stories benefit the project and neighborhood in the following aspects:

- Respect existing and future development of Mifflin Street – Allows the project to respect the existing and future built environment along Mifflin Street by maintaining a four story elevation along Bedford Street. Specifically, the Bedford Street façade, which includes the townhomes and the building step-back at the fifth floor, create a four story elevation that speaks to the rooftops of the current buildings along Mifflin as well as the future redevelopment of the area east of the street (currently zoned up to four to six stories).
- Exceeding minimum transparency (glazing) requirements provides more daylight for occupants and creates a more dynamic building façade.



- Higher quality architecture – Creates the opportunity for a sculptural architectural aesthetic with a building of varying heights (four, eight, and ten stories) that are further articulated by the rhythm of the cutouts, windows, and materials. Also, a larger building allows the economy of scale to use high quality building materials and since there are more residents, more amenities will be provided.
- Complements Historic Doyle Building – Allows the ten story tower to step back significantly (25 feet from the Bedford Street façade) from the Doyle Building and to use the corner glass element to further soften the relationship to the Doyle Building. Stacked brick on the northwest side as well as the organization of the windows provide a gentle nod to the architecture of the Doyle Building.
- Greater density and height provides the opportunity for a centralized HVAC system which is more energy efficient and avoids unsightly openings to the architectural skin.

#### **Staff and Neighborhood Input**

Our team has met with Planning Staff, Alder Michael Verveer and the Neighborhood Steering Committee on numerous occasions (minutes from the meetings are available on request) and has presented twice at an informational level before the Urban Design Commission as well as met with the Landmarks Commission on an informational level. We have also met with Capitol Neighborhoods Inc. for one neighborhood meeting (minutes from the meeting are available on request); an additional neighborhood meeting is scheduled for mid-February. We will work to address the concerns of the design approach including thoughtful representation of context in reference to the West Mifflin district neighborhood and the Doyle Administration building.

The Landmark committee offered suggestions and the project team is working to follow the intent accordingly. The design identified three approaches. First, break down the overall height of the North face by using material and building projection to reflect a composition of elements similar in size to the existing Doyle building. Second, use the material selection of brick with complimentary locations and color. This project also seeks to provide continuity to the pedestrian experience along Bedford. Third, the acknowledgement of form by the architectural gestures of emulating the Doyle building curved brick wall elements seen in the rounded lobby glass corners and referencing the inset vertical window slots within brick field.

#### **Downtown Urban Design Guidelines:**

The project has addressed many of the Downtown Urban Design Guidelines and has used the guidelines as a roadmap for its inspiration.

The site is favorable to promote density on a currently underutilized site. The two main street facades, Bedford and Mifflin Streets, activate the street with townhomes, storefront lobbies, architectural canopies, planters, canopy trees, full cut-off lighting fixtures to promote a safe environment, seat walls,

benches and bike racks for guests. The active streetscape culminates at the street corner with the main lobby set off by a large canopy which includes a retail component, offices and local art displays. The parking garage entrance is located as far from the corner as possible and set back into the façade.

Along with the active streetscape features, residents will enjoy the open planted 2<sup>nd</sup> floor courtyard with active functions of table tennis, grilling areas, a fire pit and seating areas with private contemplative space. The 5<sup>th</sup> floor terrace will offer similar amenities as well as great views of the neighborhood and lakes.

Much focus was placed on the massing of the building to create a human scaled environment along the street, as well as scaling down the architectural components of the building to be in scale with other buildings in the vicinity. The building mass is reduced even further with careful articulation of the profile using step-backs and planar shifts in building materials. A sculptural skyline has been created with angled parapet profiles and varying massing heights of four, eight and ten stories. Walls are extended up to become parapets, which also conceals the mechanical equipment.

Special emphasis was given to the lower four stories with richer materials such as the storefront lobbies featuring curved glass corners, use of wood slat siding on the townhomes and brick detailed with inlaid window slots in reference to the historic Doyle building.

High quality materials with a simple palette are used for durability, texture and richness of color. The strong overall massing is complemented by a secondary composition of planar shifts, recessed slots and eroded corners and even further with a tertiary composition of window groupings and interesting articulation of panelized materials.

Although the project is not identified as a flatiron corner, the project has a similar condition where Bedford Street approaches from Dayton Street. The corner is set back to allow the four story volume and streetscape to read through at a pedestrian scale, and the corner above has been eroded away with corner glass captured within a large framed profile to empathize depth and shadow.

**Project Schedule:**

The project is currently scheduled to begin construction in April 2015 with completion in August 2016.

**Hours of Operation:**

Residential Occupancy: 24 hours per day, 7 days per week all year long.

Commercial Occupancy: 7:00am- 6:00pm

**Value of Land:**

\$ 3,900,000

**Estimated Project Cost:**

\$31,500,000

**Number of Construction and Full Time Equivalent Jobs Created:**

- Construction jobs: 180-200 temporary construction jobs.
- FTE jobs: 6 Full time jobs leasing, maintenance, etc.; 10 part time jobs for students.

**Public Subsidy Requested:**

None requested.

We appreciate your time and assistance in our efforts to provide an exceptional and integral design for the West Mifflin district neighborhood.

Sincerely,



Christopher Johnson, Sr. Project Manager  
CA-Student Living  
161 N. Clark St. Suite 4900  
Chicago, IL 60601