

April 15, 2009

Mr. Brad Murphy  
Director of Planning  
Department of Planning & Development  
City of Madison  
215 Martin Luther King Jr. Blvd  
PO Box 2985  
Madison, Wisconsin 53701

Re: Letter of Intent  
Rezoning from M-1 to PUD-GDP-SIP  
2 South Bedford Street  
Madison, Wisconsin

Dear Mr. Murphy:

The following is submitted together with the plans, application and zoning text for staff, Plan Commission and Common Council consideration of approval.

**Organizational structure:**

Owner: Jim Meier  
2 South Bedford, LLC  
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Madison, WI 53718  
608-255-1511  
[jim@meiertruckservice.com](mailto:jim@meiertruckservice.com)

Architect: Knothe & Bruce Architects, LLC  
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608-836-3690  
608-836-6934 fax  
Contact: J. Randy Bruce  
[rbruce@knothebruce.com](mailto:rbruce@knothebruce.com)

Engineer: Calkins Engineering  
5010 Voges Rd.  
Madison, WI 53718  
608-838-0444  
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Contact: Dave Glusick  
[dglusick@calkinsengineering.com](mailto:dglusick@calkinsengineering.com)

Landscape Design: Ken Saiki Design  
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Madison, WI 53703  
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Contact: Abbie Moilien  
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### **Introduction:**

The proposed site is located on South Bedford Street between West Washington Avenue and West Main Street. Much of this block was historically an industrial warehousing district and is now home to a mix of uses including the bus depot, storage buildings and office uses. The West Washington Avenue and Bedford Street corner is a small retail node with businesses such as Williamson Street Bikes, Indocara Interiors, Electric Earth Café and the Heartland Credit Union.

For approximately the past 30 years the site has been operated as the Badger Bus depot. However, the structural and economic changes in the inter-city bus transit industry have prompted the owners to evaluate development options for this property. The owners, with input from the alderperson and neighborhood, have been working on a redevelopment plan for this property. The proposed plan calls for a higher density mixed-use development that includes 12,000 square feet of first floor commercial space and 82 apartment and townhomes.

### **City of Madison Comprehensive Plan**

This site is within the Downtown Plan area of the newly adopted Comprehensive Plan. The Downtown Plan is not completed at this time; however, the drafts and public comments that have been generated as part of this process support the proposed development. They include the following objectives:

- Providing higher density along transit corridors.
- Mixed-use multi-story buildings.
- Building heights up to 6 to 8 stories.
- Redevelopments that support business and retail uses.
- Buildings should be placed close together and close to the street.
- A consistent architectural theme through the preservation of older buildings and the construction of new ones.
- Optimize pedestrian friendly features and minimize commutes.
- Eliminate the “unsafe feeling” of the existing bus depot area.

### **The Basset Neighborhood Plan**

The property is located in the Basset neighborhood district and more specifically, the West Washington Avenue / Main Street Mixed Use District. A mixed use redevelopment with ground level retail in combination with upper level residential is recommended for the site. Residential housing densities are recommended at high (40-60 du/acre) to very high (greater than 60 du/acre) density.

Preservation of the historic character of the district is also encouraged.

### **Deconstruction:**

This proposed development will require the deconstruction of the existing Badger Bus Depot and parking area. The developer will provide a Recycling and Re-Use plan for the building materials prior to obtaining a demolition permit.

Although the zoning code encourages the preservation of existing structures, the zoning code's purpose also includes promoting the general welfare of the city, encouraging the most appropriate land uses and conserving and enhancing the taxable value of lands and buildings. This proposal will provide significant reinvestment in the area and implement many of the goals of the Neighborhood Master Plan and proposed Downtown Plan. We believe that when the benefits of this project are considered that the Plan Commission can determine that the demolition standards are met.

**Project Description:**

The development proposes a series of three linked buildings that line the edges of the site with a surface parking area internalized at the rear of the property. The buildings are designed to fit within the architectural fabric of the neighborhood. The masonry warehouse buildings that surround the property form the basis for the historically inspired architecture that is used.

The buildings are three, four and five stories respectively with a lower scale on Main Street stepping up in height to the five stories on West Washington Avenue. The three-story building on West Main Street contains a series of two story townhomes with single-level apartment flats on the third floor. The four-story building on Bedford Street is predominantly apartment flats with 3 additional townhomes that front along Bedford Street. The five-story building that is located on the corner of Bedford Street and West Washington Avenue includes ground level commercial space on the first floor with four levels of apartment homes above.

The buildings create an active street edge and a pedestrian friendly environment. The streets and sidewalks are punctuated with individual porches and townhome entries that connect the buildings to the street. The commercial use is designed for flexibility with the ability to provide entries and an active street level space on both streets. Compact landscaped front yards surround the residential street edge and street trees will line all three street sides of the site to soften the architecture and shade the sidewalks.

Vehicular access is available on all three streets. The Bedford Street entry is designed for pedestrian and vehicular access with a textured and colored pavement surface that will calm vehicular traffic. The surface parking area will provide parking for the commercial users during business hours and allow for residential visitor parking when the commercial parking needs subside. The residential parking will be primarily accommodated at the basement level, which extends below all three buildings and the surface parking above. Bicycle parking will be provided both underground and on surface to accommodate the needs of the public and residents.

**Site Development Data:**

Densities:

Lot Area	43,560 sf
Acres	1.0
Commercial Area	11,500 s.f.
Dwelling Units	82 units
Lot Area/D.U.	531 s.f./unit
Density	82 units/acre

<u>Dwelling Unit Mix:</u>	<u>Bldg 1</u>	<u>Bldg 2</u>	<u>Bldg 3</u>	<u>Total</u>
Studio Apartments	13	0	0	13
One-Bedroom	19	18	0	37
One-Bedroom + Den	0	1	0	1
Two-Bedroom	16	6	2	24
Two-Bedroom Townhome	0	0	4	4
Two-Bedroom+Den Townhome	0	3	0	3
<b>Total dwelling Units</b>	<b>48</b>	<b>28</b>	<b>6</b>	<b>82</b>

Building Heights: 3-5 Stories

<u>Floor Area:</u>	
Bldg #1	55,425 s.f.
Bldg #2	30,250 s.f.
<u>Bldg #3</u>	<u>7,075 s.f.</u>
Gross Floor Area	92,750 s.f.
(Excludes Underground parking)	

Floor Area Ratio: 2.12

<u>Vehicle Parking Stalls</u>	
Surface	26
<u>Underground</u>	<u>96</u>
Total	122
Ratio	1.48 stalls/unit

<u>Bicycle Parking Stalls</u>	
Surface	20
<u>Underground</u>	<u>62</u>
Total	82
Ratio	1.0 stalls/unit

**Loading:**

One off-street loading zone will be provided for this project located outside the drive aisle and adjacent to the commercial space.

**Project Schedule:**

It is currently anticipated that construction will begin in summer of 2009 with construction for the entire project completed within twelve months. The scheduled start date may vary depending on market conditions.


**Social & Economic Impacts:**

This development will have a positive social and economic impact. It meets the goals of "Smart Growth" and will substantially increase the city tax base on an infill site with minimal increased cost to the City. The mixed-use redevelopment achieves the goals of the Bassett Neighborhood Master Plan and provides new commercial space to further support the Bedford Street / West Washington Avenue commercial node. The proposed development will also provide high-quality rental housing for longer-term residents in a location that will minimize automobile traffic.

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Thank you for your time in reviewing our proposal.

Very Truly Yours,



J. Randy Bruce, AIA  
Managing Member