



Baldwin Development Group^{LLC}

May 27, 2014

Matt Tucker, Zoning Administrator
Department of Planning & Community & Economic Development
215 Martin Luther King, Jr. Blvd., Room LL-100
P.O. Box 2985
Madison, WI 53701-2985

Re: Letter of Intent and Supplemental Requirements for New Mixed Use
Development, which includes portions of lands with the current addresses of 722
Williamson Street and 734 Williamson Street

Dear Mr. Tucker:

Baldwin Development Group, LLC (BDG) is requesting a Zoning Map Amendment from TSS to PD-GDP-SIP for portions of two sites at the current addresses of 722 and 734 Williamson Street. The Amendment is needed to allow construction of a residential/commercial mixed-use development of up to eight stories. We are also requesting a demolition permit for driveways and parking lots at 722 and 734 Williamson Street.

Zoning Map Amendment Need and Rationale

A zoning map amendment to Planned Development District is needed because the current zoning district (TSS) and other base districts can not be used to address the unique nature of this development and site plan. In particular, the TSS district requires a minimum 20' back yard setback. In addition, the proposed lot coverage ratio is above 85% and the proposed height is greater than 3 stories and greater than allowed by the 2004 Design Guidelines and Criteria for Preservation, Williamson Street 600 – 1100 Blocks, commonly referred to as the BUILD II Plan.

Finally, the uses proposed for the half block that faces East Wilson Street vary from the exclusive commercial/industrial uses recommended by the 2005 East Rail Corridor Plan and the Employment district recommended by the Comprehensive Plan.

The proposed zoning map amendment will meet many of the objectives identified in 28.098(1) including the following:

(a) Promotion of green building technology...encourage sustainable development: The building will be highly efficient, will redevelop (and remediate) a significant brownfield, and will build out infrastructure to utilize photovoltaic arrays to generate electricity in the future. The redevelopment will maximize retention of storm water on green rooftops, promote dense infill development, and promote alternatives to automobile travel.

(b) Promote integrated land uses...along corridors and in transitional areas: The redevelopment is a mixed use commercial residential development with both market rate and low income housing located on a bike/auto/train corridor with lower-than-typical parking ratios. "Co-working" space will cater to startup and early stage companies, making the redevelopment attractive to entrepreneurs.

(f) Facilitation of high-quality development that is consistent with the goals, objectives...of area plans: The planned redevelopment meets almost all goals of the Comprehensive Plan and (with the exception of one height) applicable neighborhood plans.

Project Team:

Developer: Baldwin Development Group, LLC 410 N. Baldwin St. Madison, WI 53703 Developer Representative: Jim Bower 608-256-9797
Surveyor; Civil Engineer; Environmental Engineer: SCS Engineer 2830 Dairy Drive Madison, WI 53703 Mark Huber, P.E.; Eric Oelkers, P.G.
Architect: Kahler Slater Architects 111 West Wisconsin Avenue Milwaukee, WI 53203 Thomas Miller
Landscape Architect: Ken Saiki Design 303 S. Patterson Street, Suite 1 Madison, WI 53703 Stevie Koepp

Existing Conditions

The subject site is a surface parking lot covered with asphalt located on the north side of Williamson Street. The adjacent buildings include: (1) the Madison Candy Company, currently occupied by El Dorado Grill and Ground Zero Coffee and the second floor which is occupied by the Wisconsin Early Childhood Association, (2) a five-story mixed-use residential and commercial office building that contains 39 apartments and a commercial space on the first floor occupied by A Women's Touch, (3) the three-story Harvester Building with multiple commercial tenants, (4) a one story commercial building at the corner of S. Blount and Williamson Street and (5) the Olds Seed Building occupied by the Federal Department of Disability Determination Board. Properties located south of the site across Williamson Street are primarily single-family homes. The Harvester and Candy Company buildings are federally registered historic landmarks. The property to be purchased includes 145 surface parking stalls.

Constraints Arising from Existing Site Use, Current Zoning, and Adopted Plans

The subject property cannot be redeveloped under current zoning or under current land use plans. This is true chiefly because, at 1.37 acres, this subject property provides 145 surface parking stalls used by tenants of four surrounding commercial buildings, which in total provide 85,000 square feet of commercial space. These buildings include the Olds Seed Company at 722 Williamson Street, a one-story building at 706 Williamson Street and the historic Harvester Building at 301 Williamson Street). These three buildings are served by 120 existing parking stalls owned by Williamson Associates. In addition, the subject site includes 25 parking stalls used by tenants of 740 and 744 Williamson Street, (the historic Madison Candy Company). **Any new development must begin by replacing these parking stalls, or redevelopment (and the neighborhood's desire to see this "gap" in the street filled) can not be accommodated.**

Several adopted plans address the subject site. In addition to the Comprehensive Plan, two of these plans most directly address redevelopment. The Design Guidelines and Criteria for Preservation: 600 – 1100 Blocks Williamson Street (BUILD II) recommended a mixed-use commercial/residential use, with a 5 story maximum height for the half-block that faces Williamson Street, and an additional 2 bonus stories (for 7 total) for the half block along East Wilson Street. The guidelines for bonus stories are linked to provision of structured parking and affordable housing. The 2005 East Rail Corridor Plan (ERCP), which overlaps the BUILD II Plan on the half block that faces East Wilson Street, recommended high density commercial/industrial uses, with structured parking. In order to replace the 145 stalls and provide adequate parking for new users, a large structured parking lot must be constructed. With the water table as shallow as 4 feet and heavy

environmental contamination (a thick layer of petroleum is floating on the water table, just below the surface), it is economically possible to place at most, one of the three needed parking decks below ground. With a total parking stall count of 271 (9 of which are surface stalls located outside of the structured parking deck) and minimum drive and stall widths and depths, our proposed design is the only practicable orientation. The parking deck effectively precludes a mid-block alley (promoted by the BUILD II plan) and favors a integrated mixed use development concept that spans the entire depth of the block. The high cost of partially underground parking also make it impossible to limit total height of the development to five/five plus two stories. There simply is inadequate additional rentable mass at those heights to “carry” the extra costs of environmental remediation and structured parking while providing low income housing. For similar reasons, the ERCP’s call for exclusive commercial/industrial uses along East Wilson Street (which would need to be located above structured parking) is also economically infeasible.

Project Description

The proposed project is a mixed use residential and commercial development within the Third Lake Ridge Historic District. The design, inspired by the form and details of the industrial buildings that surround it, is contemporary but historically compatible. On Williamson Street, the development provides a modern but respectful five-story massing and articulation that includes a street-level commercial use with residential and/or commercial uses above. The most easterly component of this Williamson facing building is a more contemporary interpretation, that serves to further reduce the apparent mass of the building and blend better with the neighboring structures at 740 and 744 Williamson St.

Moving deeper into the property, a 40’ step-back is provided to a seven-story building. The highest portion of the redevelopment is an eight-story building predominantly located in the middle of the development. Along the Capital City Bike path, articulation and step backs break the rear façade of the development, creating an interesting rhythm and lessening the feeling of scale and mass.

The 6th floor “co-working space” that includes access to the 5th floor rood deck is an integral component of the design, and an alternative to traditional exercise or community rooms. The co-working space concept emphasizes and facilitates the live-work focus of the redevelopment, while building and enhancing the “brand” emerging in the Capital East District: entrepreneurial, energetic, diverse, inclusive and regenerative. In format, the co-working space will provides low-cost, highly flexible professional “office” space with open plan work space, meeting rooms and basic office functions; without the risk of long-term leases. Together with a strong affordable housing component, the co-working space will cater to entrepreneurs

and small business owners of varying ages and income levels. The co-working space will be available to residents and non-residents through varying monthly membership plans. If possible, ultra-high speed fiber optic based internet speeds will be provided for the co-working space and surrounding buildings in order to further improve the uniqueness and attractiveness of the live/work concept. If the 6th floor co-working space is popular and successful it can be expanded elsewhere in the building or in surrounding buildings. Other features of the project (italicized when included in the BUILD II plan as goals objectives or principles) are briefly described below:

- *Provides affordable housing (approximately 10% at 50% of median Dane County income and 10% at 60% of median Dane County income)*
- *Brings residential uses to the block, a goal of BUILD II, thus helping maintain the eclectic residential/commercial mix along Williamson Street.*
- *Mends an important gap in the neighborhood fabric by returning a formerly developed parking lot to vibrant use*
- *Supports local businesses by bring vitality and new residents*
- *Contemporary but historically compatible architecture*
- High quality design and exterior finishes, predominantly masonry
- *Creates a new bike/pedestrian corridor to the bike trail and an interesting and vibrant commercial mid-block node*
- *Employs step-back elements along street edge*
- *Maintains rhythm of heights and gaps between buildings along Williamson street*
- *Parking is now located beneath and to the rear of buildings*
- Green roofs with working gardens
- Creates infill development that reduces urban sprawl and, importantly, creates critical mass needed to support mass transit
- Provides energy efficient residential units
- Integrates “co-working” space to support and encourage entrepreneurs who want to live/work adjacent to the Capitol East District;
- Rooftop solar (photovoltaic) infrastructure that will enable the building to install a significant rooftop system once economically viable.
- Bicycle promotion (bike repair station, bike parking, immediate adjacency to Capital City Bike Path)
- Promotion of shared automobile services

Open Space Requirements

We are requesting an exemption from open space requirements of 28.098(4)(e). We believe the required open space is both impractical and superfluous and that therefore it is appropriate for the Council to waive this requirement. In support of this waiver we note the following:

- As discussed above under "Constraints Arising...Adopted Plans" a large surface parking lot must be replaced at high cost before this site can be redeveloped. This fact and the in-fill location of this site make it impossible to devote 20% of the surface area to open space.
- Although not located at ground level, there will be almost 11,000 square feet (approximately 18%) of the site devoted to various open spaces open to residents on roof decks including green roofs with walking paths, working gardens, a sun deck, and a pool deck.
- There are at least seven parks located within seven blocks of this development including several substantial parks (Reynolds Park, Breeze Stevens Field, B.B. Clark Beach, Orton Park, Law Park) and two "pocket parks" (Kerr McGee Triangle Park, Blount Street (South) Street End).

Proposed Square Footages and Uses

Total Parking:	91,850 s.f. / 262 structure & 9 surface stalls
Bike Parking:	230 spaces
Commercial/Retail Space	5,425 s.f.
Co-working Space:	2,375 s.f.
Residential:	153,600 s.f. / 209 units/ 264 Bedrooms
Building Support and Circulation:	45,325 s.f.
Roof Terrace:	<u>10,850 s.f.</u>
Total Building:	217,575 s.f.

Estimated Project Schedule

Land Use Submittal	May 28, 2014
Land Marks Commission	May Meeting or Early June
Urban Design Commission*	July 23, 2014
Plan Commission*	July 28, 2014
Common Council*	August 5th, 2014
Begin Construction	Fall 2014
Occupancy	Spring 2016

*subject to change based on approvals

Hours of Operation

The Hours of Operation for the Commercial Spaces are undetermined and will depend on the nature of the tenant's use. The co-working space is envisioned to be 24/7.

Public Subsidy Requested

Tax Incremental Financing (TIF) assistance is required and will be requested for this project.

Value of Land

The value of land in this project is \$1,998,980

Estimated Project Cost

The estimated project cost is \$44,124,000 (inclusive of land value)

Number of Construction & Full Time Equivalent Jobs Created

250 Construction and approximately 30 full time equivalent jobs will be created.

SUPPLEMENTAL REQUIREMENTS

Potential Economic Impacts to the Community; Municipal Services; Added Infrastructure:

We believe there will be only minor negative economic impacts to the community from this development but significant positive impacts. The area is well served by mass transit and other infrastructure including sewer and water, electrical and gas lines, telecommunications, etc. The costs to connect to existing infrastructure will be borne by the development and the impact on the Madison school district should be very modest. As for infrastructure costs, we have identified and budgeted for improvements to the Blount Street/Capital Bike trail intersection and know of no other negative economic impacts from this development. In terms of traffic we will be completing traffic impact and traffic demand management studies. That said, there is at present no ingress/egress at Blount street that serves the main parking lot. Adding that option should help divert traffic coming to and from Williamson Street.

Legal Descriptions:

The PD is requested for two parcels, referred to herein as Parcel A and Parcel B:

Parcel A is Lot 1 Dane County Certified Map Number 13306, as recorded in Dane County Register of Deeds in Volume 86 Page 45 of Certified Surveys, without an area that includes the identified Lots 15 and 16.

Parcel B is Lot 13, Block 129, Original Plat of Madison, City of Madison, Dane County, Wisconsin.

Zoning Text:

The reference to “approved plans” found below refers to the plan set included as a separate attachment to this Letter of Intent and Supplemental Information

Legal Description:

The land subject to this planned unit development district shall include those described in the Legal Description above and shown in attached plans.

Statement of Purpose:

This zoning district is established to allow for the construction of a new mixed-use building consisting of 209 apartment units, 271 parking stalls and approximately 5,500 square feet of commercial space on the first floor.

Permitted Use:

- Those that are stated as permitted and/or conditional uses in the TSS zoning district.
- Accessory uses related to the permitted uses above

Lot Area:

The lot area is 59,677 square feet

Floor Area Ratio:

1. Maximum floor area ratio permitted is as shown on approved plans.
2. Dimensions, bulk, scale, height and massing of buildings shall be as shown on approved plans.

Landscaping:

Site landscaping will be provided as shown on approved plans.

Accessory Off-Street Parking and Loading:

Accessory off street parking and loading will be provided as shown on approved plans.

Lighting:

Site lighting will be provided as shown on approved plans.

Yard Areas:

Yard areas are as shown on approved plans.

Signage:

Signage will be provided per Chapter 31 of the Madison General Ordinances per the TSS zoning district, and as approved by the Urban Design Commission and Zoning staff.

Family Definition

The definition of Family for this PD-GDP-SIP shall coincide with the definition given in Chapter 28.03(2) of Madison General Ordinances for the TSS zoning district.

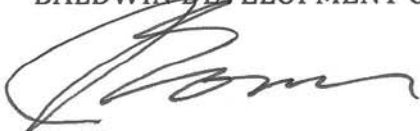
Alterations and Revisions:

No alteration or revision of this PD-GDG-SIP shall be permitted unless approved by the City Plan Commission, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and are compatible with the concept approved by City Plan Commission.

Thanks you for your attention to this matter.

Sincerely,

BALDWIN DEVELOPMENT GROUP, LLC

A handwritten signature in black ink, appearing to read 'Jim Bower', is written over the printed name.

Jim Bower
Managing Member