

**APPLICATION FOR  
URBAN DESIGN COMMISSION  
REVIEW AND APPROVAL**

**AGENDA ITEM # \_\_\_\_\_**  
**Project # \_\_\_\_\_**

DATE SUBMITTED: <u>September 21 2007</u>	<b>Action Requested</b>
UDC MEETING DATE: <u>October 17, 2007</u>	<input type="checkbox"/> Informational Presentation
	<input checked="" type="checkbox"/> Initial Approval and/or Recommendation
	<input type="checkbox"/> Final Approval and/or Recommendation

PROJECT ADDRESS: 119, 123 & 125 North Butler and 120 & 124 North Hancock

ALDERMANIC DISTRICT: 2

OWNER/DEVELOPER (Partners and/or Principals)  
Cliff Fisher, Cliff Fisher Development  
107 North Hancock  
Madison, Wisconsin 53703

ARCHITECT/DESIGNER/OR AGENT:  
James McFadden  
McFadden & Company

CONTACT PERSON: James McFadden  
Address: 228 State Street  
Madison, Wisconsin  
Phone: 608.251.1350  
Fax: 608.251.1325  
E-mail address: mcfadden@mailbag.com

TYPE OF PROJECT:  
(See Section A for:)

- Planned Unit Development (PUD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Community Development (PCD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Residential Development (PRD)
- New Construction or Exterior Remodeling in an Urban Design District \* (A public hearing is required as well as a fee)
- School, Public Building or Space (Fee may be required)
- New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
- Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review\* (Fee required)
- Street Graphics Variance\* (Fee required)
- Other \_\_\_\_\_

\*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.

## Memo

From: McFadden & Company  
228 State Street  
Madison, Wisconsin 53703  
608 251 1350 (Voice) 608 251 1325 (Fax)



To: City of Madison  
Urban Design Commission  
215 Martin Luther King Blvd  
Madison, Wisconsin 53703

Date: September 24, 2007

Project: 121 North Butler

Attention: Al Martin

This development has and continues to evolve in response to critiques and suggestions from the neighbors, elected officials, commission members, staff, contractors and consultants. This commentary originally prepared to update the Capitol Neighborhood Steering Committee and City Staff points out some of the more pertinent changes and clarifications that have been made.

### Ground Floor Plan:

The overall depth of the building has been reduced from 112 to 102 feet so that the rear of the building now sits 10 feet back from the mid-block line. This was done so as to increase the depth of the rear yard.

The notch at the center of the Butler Street facade has been set back one additional foot so that it is now recessed four feet eight inches. The notch functions to give the sense that the development is pair of matched buildings.

The entry walkway from Butler Street along the north side of the building has been identified. The adjacent bike parking has been reduced from 20 to 18 to allow for additional landscaping at the entry door. A fence has been added to the east of the entry door to discourage non-residents from cutting across the property.

There are three existing trees on the site two of which will be retained. These are now shown.

The private balconies and patios are now identified and more importantly the design intent of shared outdoor spaces is now illustrated.

The most important aspect of the site is what you do not see. All the automobile parking, mechanical equipment, trash collection and much of the bike parking are buried at considerable expense below grade. In place of the existing drives, parking lots and garages will be a sixty-six foot wide by eighty foot deep landscaped open space. Access to this space will be via a deck at grade at the northeast corner of the proposed building and via a raised deck set at the first floor level of the two existing buildings on Hancock. There will also be a stair connecting the proposed sloped drive down from Hancock Street and the lawn. The two larger decks will be connected via a walk that will incorporate two additional gathering spaces. This will allow four gatherings to take place simultaneously which given that James Madison Park and the Capitol Square are but short walks away should be sufficient to meet prospective demand.

The exterior stairs at the rear facades of the two existing houses on Hancock will be replaced and the trash collection relocated underground within the new garage.

It is important to note that the top of the garage roof will be below the original grade that slopes approximately two feet down from the northwest to the southeast. It is set so that there will be the minimum of eight inches of soil necessary to support a lawn or some other groundcover at the shallowest point increasing away from the center to a few feet of soil that can support the growth of bushes or small trees. The eight inches at the center is the minimum as there will be some mounding for aesthetic and water control reasons and it is intended that there be additional mounding or planter over the columns so as to allow the trees shown on the landscape plan.

#### Street Elevation:

The center notch has been pushed back a foot and the center gable on the West or Butler Street Elevation has been lowered. On the same elevation the slope of the cross gable has been reduced from 16/12 to 8/12 and its height reduced by four feet. The combined effect is to accentuate the

appearance from most vantage points that there are a distinct pair of smaller linked buildings rather than one larger structure.

The west façade is shown in context for that is how it was conceived. There are fifteen properties on the east side of the 100 block of North Butler ranging from 25 to 66 feet in width with a preponderance in the 30 to 35 foot range on which sit a like number of buildings 21 to 44 feet wide with most falling in the 28 to 30 foot range. With the exception of the bookend structures on either end of the block all the neighboring buildings are clearly wood framed and feature projecting full width porches and steeply pitched roofs.

The elevation which has been developed in close collaboration with the neighbors and their representatives shows a pair of 27'-4" wide wood framed and clapboard sided buildings each with full width porches and steeply pitched roofs.

#### Street Perspectives:

Perspectives from the corner of Mifflin and Butler and from across Butler Street from the northeast are included to show the proposed building in context.

#### North and South Elevations:

The biggest change is that the length of each of the two elevations has been reduced from 112 to 102 feet.

The eave line at the eastern end has been lowered reducing the apparent mass and giving the appearance of a three-story with attic building as on the street façade.

The balconies have been widened, elaborated and roofed making them more substantive, which will act to visually break up the apparent length of the wall.

#### East Elevation / Garage Section:

The eastern or rear yard facade has been thoroughly reworked. The wall is now jogged visually breaking its length in two and the roof eaves brought

down similar to those on front façade giving the appearance of a three rather than a four-story building.

The relationship between the garage and the slope existing grade has been clarified. The depth of the garage has been set so that there is a minimum of eight inches of soil over the center drive aisle of the parking level. The garage roof is sloped down to the north and south foundation walls so as to provide additional soil depth, which will support more deeply rooted plants. The overall actual surface grade does not follow the garage roof but rather the gentle downward slope of the natural grade from the southwest to the northeast. There will be some shaping of the landscaped surface for aesthetic or water management purposes but not for any need to accommodate the garage.

There has been much discussion that this is a through block development and while it is true that it incorporates properties facing both Butler and Hancock Streets it is important to note that all the construction in the middle portion and Hancock Street side of the block is hidden well below grade. This is being undertaken at a considerable cost so as to not only preserve but also substantively enhance the sense of openness currently found in the center of the block.

It is the intent heat and cool the new building with geothermal energy. We are currently evaluating a system that would rely to a considerable extent on a horizontal loop of pipe buried under the garage slab.

#### East/West Building Section:

There is an existing shared drive that currently slopes upward approximately two feet six inches from Hancock Street to a surface lot with eight parking stalls plus a three car garage. Proposed is a shared drive that slopes downward five feet six inches under the new deck between and to the west of the existing houses and into the new underground level with parking for 34 cars.

Mention has been made as to the impact of the increased traffic on the residents of the two existing houses. This is at first a difficult concern to address in that traffic is so intertwined into the fabric of modern life that there is no place in the downtown that one can escape its noise especially on this block bounded as it is by a major arterial and a six hundred stall parking ramp.

Putting these observations aside it is true that the number of cars parked will increase from 11 to 34 and the trips generated will likely increase proportionally. Mitigating this increase will be the fact that the drive has been lowered up to eight feet from its present position muffling the noise generated and increasing the distance between the passing cars and the apartments' windows. Additionally the parking and maneuvering that currently takes place on the surface will be relocated out of earshot underground. There will be an increase in noise generated from something to something more between the buildings and from something to nothing behind, Residents of the two existing buildings will also undoubtedly will be pleased to trade the prospect of parking and disposing of their trash outside in the present rear yard for the comfort and security in the proposed climate controlled underground parking level.

This section is cut through the center drive aisle and shows the minimum 8" soil depth. The columns shown in the center are sized to allow the mounding of earth over them for the placement of more deeply rooted plantings.

The possibility of using some of the area above the third floor and within the roof structure for lofts was considered and the idea discarded.

## Letter of Intent

From: McFadden & Company  
228 State Street  
Madison, Wisconsin 53703  
608 251 1350 (Voice) 608 251 1325 (Fax)



To: City of Madison Plan Commission  
215 Martin Luther King Blvd  
Madison, Wisconsin 53701

Date: September 10, 2007

Project: 121 North Butler

In response to input from neighbors, officials, staff and consultants the plans for this proposed redevelopment have evolved sufficiently since they were initially submitted in May as to benefit from an addendum to the initial Letter of Intent. What follows are the plans as modified in response to this input and to critiques raised in the third and latest neighborhood meeting held on Monday September 10, 2007.

### Address:

119, 123 & 125 North Butler and 120 & 124 North Hancock

### Proposed Improvements:

A new wood framed four-story building with 38 predominately studio and one-bedroom rental apartments fronting on Butler Street will be constructed over a below grade garage with 38 stalls. The existing building at 119 North Butler will be moved to 520 East Johnson (this relocation is addressed in a separate rezoning application). The two existing buildings on North Hancock will be renovated and converted to condominiums.

### Construction Schedule:

Start: Fall 2007  
Completion: Spring 2008

### Owner:

Cliff Fisher  
107 North Hancock  
Madison, Wisconsin 53703

General Contractor:

Key Construction  
7507 Hubbard Avenue  
Middleton, Wisconsin 53562

Architect:

James McFadden  
McFadden & Company  
228 State Street  
Madison, Wisconsin 53703

Green Building Consultant:

Josh Arnold  
Franklin Energy  
211 South Paterson Street  
Madison, Wisconsin 53703

Landscaper:

Jean Borman  
Garden Productions  
521 Farwell Drive  
Madison, Wisconsin 53703

Zoning:

R6

Site Area:

20,625 SF or 0.47 Acres

Building Coverage:

Existing: 7,534 SF  
Proposed: 8,704 SF (2,236 SF Existing & 6,468 SF New)

Surface Parking & Paved Area:

Existing: 9,313 SF  
Proposed: 978 SF

Useable Open Space:

Existing: 1,516 SF  
Proposed: 8,110 SF



Floor Area:

Total Existing:	13,534 SF
Retained:	4,671
New: 6,468 SF Footprint x 4.0 Stories =	<u>25,872</u>
Total Proposed:	30,543 SF

Floor Area Ratio:

Existing:	13,534 SF / 20,625 SF = 0.66
Proposed	30,543 SF / 20,625 SF = 1.48

Apartments:

Existing Retained:	4
Existing Removed:	(9)
Proposed New:	38
Total:	42

Unit Mix:

Existing:	4 Threes
Proposed:	14 Efficiencies, 22 Ones, 2 Twos

Lot Area:

(14) Efficiencies	@ 300 = 4,200 SF
(22) Ones	@ 450 = 9,900
(2) Twos	@ 600 = 1,200
(4) Existing Threes	@ 750 = <u>3,000</u>
Lot Area Required (R6)	18,300 SF < 20,625 SF Provided ok

Usable Open Space:

(14) Efficiencies	@ 70 = 980 SF
(22) Ones	@ 70 = 1,540
(2) Twos	@ 140 = 280
(4) Existing Threes	@ 210 = <u>840</u>
Total Open Space Required (R6)	3,640 SF < 8,110 SF Provided ok

Parking:

Existing:	
Surface:	9
Enclosed:	9
Total:	18

Proposed:

Surface:	0
Enclosed:	38
Total:	38

No residential parking permits will be issued for *121 North Butler*; the applicant shall inform all tenants of this in their apartment leases.

This proposal is being forwarded by a long-term resident of one hundred block of North Hancock who is undertaking this redevelopment with the hope not only improving this particular property but of stabilizing and improving the overall health of the neighborhood. This redevelopment was shaped in response to the expressed concerns his neighbors and their representatives and in awareness of the Plan Commission's Criteria as illustrated in the following:

Criteria For Approval. As a basis for determining the acceptability of a planned unit development district application the following criteria shall be applied with specific consideration as to whether or not it is consistent with the spirit and intent of this ordinance and has the potential for producing significant community benefits in terms of environmental and aesthetic design.

1. Character And Intensity Of Land Use. In a planned unit development district the uses and their intensity, appearance and arrangement shall be of a visual and operational character which:
  - a. Are compatible with the physical nature of the site or area.

Urbanistically the one hundred block of North Butler is a boundary. To the east is a neighborhood of older predominately two and three story modestly scaled and traditionally detailed wood framed houses while to the immediate west rise the massively proportioned concrete and brick 600 stall Capitol North parking ramp, the twelve story YWCA & Capitol Point condominiums.

This redevelopment effectively straddles and mediates this divide by locating the proposed new four story building on Butler so that it faces the Capitol North Ramp and the downtown core while retaining and renovating the two existing buildings facing the neighborhood to the east on Hancock.

Topographically the site is on the lower reach of the hill rising to the Capitol. There is an approximately nine-foot fall from the southwest (Butler) to northeast (Hancock) corner of the property. The new garage is constructed under and the proposed building is built into this slope. This effectively hides the garage and minimizes the apparent height of the new building on Butler Street. Of particular importance this use of topography allows the replacement of the existing surface parking that occupies the center of the block with a new landscaped yard.

Architecturally the eastern face of the Butler street scape consists predominately of two-story (three story including occupied attics) wood framed clapboard sided houses with steeply pitched roofs, raised first floors, full width balconies and generous stoops. The new building as proposed literally mimics this design vernacular. While the building is larger than its neighbors it adopts a variety of stratagems to minimize its apparent size. Vertically the ground floor is suppressed below the Butler Street grade while the fourth level is made to appear as an occupied attic. Horizontally the building is given a pronounced recess so that when viewed from up or down the street it is seen as a matched pair of compatibly scaled houses.

This request for rezoning was necessitated by a technicality in the ordinance that allows only one residential building on a particular property. The proposed redevelopment is in full compliance with and requires no dispensation from the set back, density, massing, open space and parking requirements in place.

b. Would produce an attractive environment of sustained aesthetic desirability, economic stability and functional practicality compatible with the general development plan.

Aesthetics are at least somewhat in the eye of the beholder, but few objective observers would disagree that the new building is more attractive than the structures it replaces and fewer yet would express preference for the current paved over rear yard over the proposed landscaped green roofed garage.

Some have voiced concern that this development might in some manner preclude the development of a “whole block plan.” Historically holistic planning has been limited to blocks that are controlled in whole or in large part by a single entity, as implementation requires consent of each property

owner. A “whole block” plan could be as readily be impeded by the lack of timely cooperation by any one of the twenty-six different owners of the forty-seven properties on this particular block as it might be by this or any other proposed development.

That said close attention was paid to the Block 54 plan initiated by Meriter in the Basset Street Neighborhood that featured the development of new individual garages accessed via a new-shared drive within the block’s interior. Burying the new parking well below the existing grade creates an eighty-foot plus deep interior yard that could be developed so as to support a plan similar to Block 54’s or any number of other collective multi-property holistic plans. It is difficult to conceive of any plan short of the wholesale clearance of the entire block that this proposed redevelopment would impede.

A multitude of studies, reports and plans have been prepared for the Isthmus and its constituent neighborhoods and they generally encourage higher residential density. The Isthmus 2020 Committee Report for instance calls for developing 4,500 new residential units on the Isthmus by the year 2020.

Unfortunately “The Fourth District Old Market Place Neighborhood Plan” prepared in 1983 is this particular area’s latest and most current planning document. Significantly it found that “Some of the area’s housing stock is in blighted, deteriorated condition and is poorly weatherized and energy inefficient. With dramatically rising prices for heating fuels, low-income residents may be forced out of their homes or have their health endangered...The exteriors of a considerable number of residential and commercial structures are found to be in poor condition.” The accompanying map specifically identified the subject block as composed of structures with on average “Poor” exterior conditions. There has been minimal investment in the area over the intervening years.

In the absence of a reasonably current plan, we looked for guidance at those of the adjacent neighborhoods ringing the Downtown Core. These plans uniformly recognize the need for a greater long term residential presence, In their recommendations they all reiterated the fundamental planning principal that the inner fabric of a neighborhood can best be preserved if the desired growth is located on the periphery of that neighborhood where it abuts the business district, a larger non-residential entity or major traffic corridor. For instance, the “Guidelines to achieve sensitive higher density development

within the First Settlement Neighborhood” states “Higher density residential should be planned for arterial streets, institutional edges such as Butler Street and the Lake Monona frontage. Lower density residential should be planned for residential streets.”

The two existing buildings within the neighborhood on Hancock will be renovated and converted to condominium ownership. A new eighty-foot deep landscaped yard will be created in the center of the block so it could possibly be incorporated into some future “whole-block” development. A new architecturally compatible building providing thirty-eight attractive apartments will be constructed on the neighborhood’s boundary facing the downtown. This is a textbook example of sound planning practice and consequently is in conformance with neighboring development plans.

With regards to sustainability the proposed new building, which is already registered, with the U.S. Green Building Council is being designed in collaboration with Focus on Energy to meet the Leadership in Energy and Environmental Design (LEED) criteria necessary to assure long-term economic and environmental viability. To the best of our knowledge this will be Madison’s first LEED certified multifamily building.

c. Would not adversely affect the anticipated provision for school or other municipal service unless jointly resolved.

The proposed redevelopment will have no impact on the school system. It would be nice to think that families would move back downtown if only the appropriate housing stock were made available to them. The unfortunate fact is that the housing in this neighborhood was originally specifically designed and built for families (per the 2000 Census each dwelling unit in the area has on average three bedrooms) but that successive subsequent generations of families have chosen to neither rent nor purchase these houses but have instead decided in concert with their cohorts across the country to reside in either the outlying neighborhoods or in the suburbs.

There has been a smaller countervailing trend of what might be broadly characterized as households without children moving back into cities nationally and onto the isthmus locally. The Old Market Place Neighborhood generally and 100 block of North Butler specifically would be attractive to those who work downtown or simply wish to enjoy its attractions as it has the hundreds of employers, the State Capitol, multiple

cafes and restaurants, a live theater, Concerts on the Square, Lake Mendota, James Madison Park, the Farmers Market and two grocery stores all within a short five-minute walk. The physical, economic and cultural infrastructure is in place for what could be a thriving neighborhood of long term residents except for the absence of the affordable, appropriately scaled, energy efficient housing with the privacy, secure parking and the amenities such as private balconies, wood floors, dishwashers, in unit laundries and adequate closet space that adult Americans have come to expect and this redevelopment provides.

d. Would not create a traffic or parking demand incompatible with the existing or proposed facilities to serve it unless jointly resolved.

Currently 12,159 SF or 59% of the site is devoted to the parking of 16 vehicles. This inefficient tangle of drives and out buildings will be replaced with a single sloped 980 SF drive (5% of the property) that will provide access to a completely hidden below grade green roofed garage with 38 stalls.

No street parking permits will be issued for the residents of this redevelopment. This fact will be in all lease agreements.

One of the stalls will be equipped with the appropriate outlets and reserved for an electric vehicle that will be provided by the developer for the use of the building's residents.

2. Economic Impact. Planned unit development district shall not adversely affect the economic prosperity of the City or the area of the City where the planned unit development is proposed, including the cost of providing municipal services.

While the housing stock in the Old Marketplace Neighborhood may be old, the residents are new. The 2000 Census data for Block 3 Tract 17.01 of which roughly overlays the boundaries of the neighborhood shows that 96% of the area's residents rent and that 70% have moved in within the previous year. Fewer than 10% of the residents have lived here for more than five years.

This is a neighborhood of transients that has until very recently been sustained almost exclusively by successive waves of incoming students. Unfortunately, this demographic stream is being diverted to the dozens upon dozens of large and larger new student housing projects being developed

adjacent to the University. Absent immediate active intervention the Old Market Place Neighborhood is poised for a downward spiral of rising vacancies, lower rents, deferred maintenance and falling property values. If history is, any guide this process may take decades to stabilize.

We are as a community several years late in recognizing and responding to the all too predictable consequences that will follow the depopulation of this neighborhood. It is imperative that stable pockets of longer-term residents be created in this area and this will require the development of the type and quality of housing these prospective residents might choose to live in.

This is an instance where standing by doing nothing will definitely “adversely the economic prosperity of the City.”

3. Preservation and Maintenance of Open Space. In a planned unit development district adequate provision for the improvement and continuing preservation and maintenance of attractive open space shall be made.

The five existing buildings currently share a collective 1,516 square feet of undeveloped useable open space. The residents of the one new and two refurbished buildings will have use of 8,110 square feet of landscaped yard complete with decks, walks and gathering areas.

4. Implementation Schedule. A planned unit development district shall include suitable assurances that each phase could be completed in a manner which would not result in an adverse effect upon the community as a result of termination at that point.

This redevelopment which will commence with the demolition of the existing buildings at 123 and 125 North Butler, the relocation of the building currently at 121 North Butler to its new location at 520 East Johnson and the excavation for the new garage and the installation of the geothermal piping will proceed in a single phase.







**Johnson Street**

**Hancock Street**

**Butler Street**

**Mifflin Street**

**Hamilton Point**  
5 Stories

**Capitol North Ramp**  
(600 + Cars)

**Arkadia**  
5 Stories

**Butler Plaza**  
7 Stories

**Capitol Point**  
12 Floors

**Odessa**  
6 Stories

Aerial Photo @ 1" = 80'  
119-25 North Butler  
September 10, 2007



View of 119, 123 & 125 from the Northwest



View of 119, 123 & 125 from the Capitol North Ramp

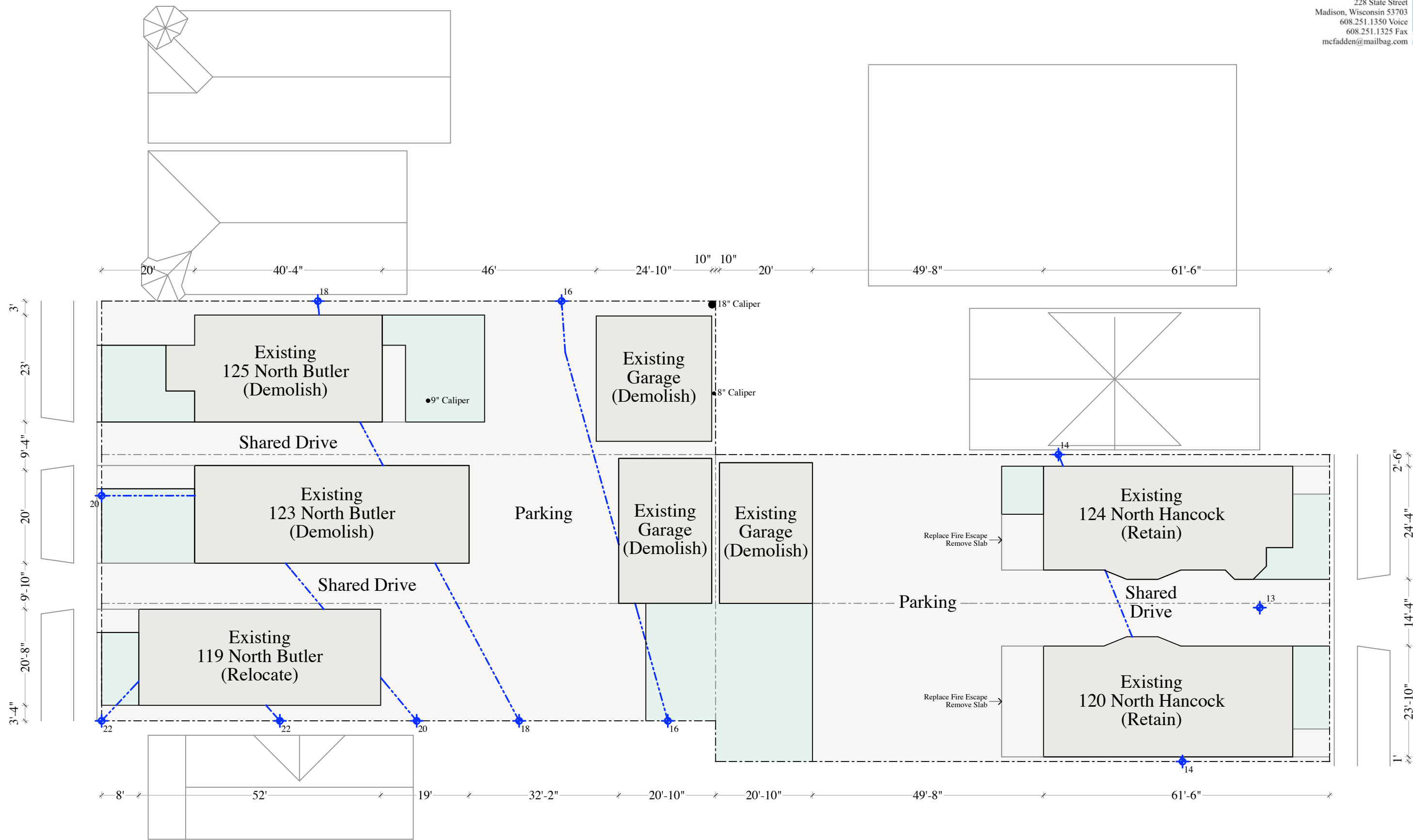


View of 119, 123 & 125 from the East



View of West Side of North Butler

Existing Conditions  
119-25 North Butler  
Madison, Wisconsin  
September 10, 2007



Site Data:  
 20,625 SF Property  
 7,534 SF Building Coverage  
 9,313 SF Drives  
 1,516 SF Useable Open Space

Existing Site Plan @ 1" = 20'  
 119-25 North Butler  
 Madison, Wisconsin  
 September 10, 2007

## **Relocation**

There are five residential buildings currently on the site. 123 and 125 North Butler have clearly outlived their usefulness and will be demolished, 120 and 124 North Hancock Street will be renovated and converted into condominiums.

119 North Butler is a modest building but as it has some character and a reasonably adaptable interior layout it is worth salvaging. What is proposed is that the building be relocated a half block north and two blocks east to the currently empty northwest corner of Johnson and Blair.

This relocation is being addressed in separate Application for Rezoning.



Johnson/Blair from the North East



Johnson/Blair from the South East



119 North Butler from from South West



Johnson/Blair from the North



Johnson/Blair from the North



119 North Butler from the North West



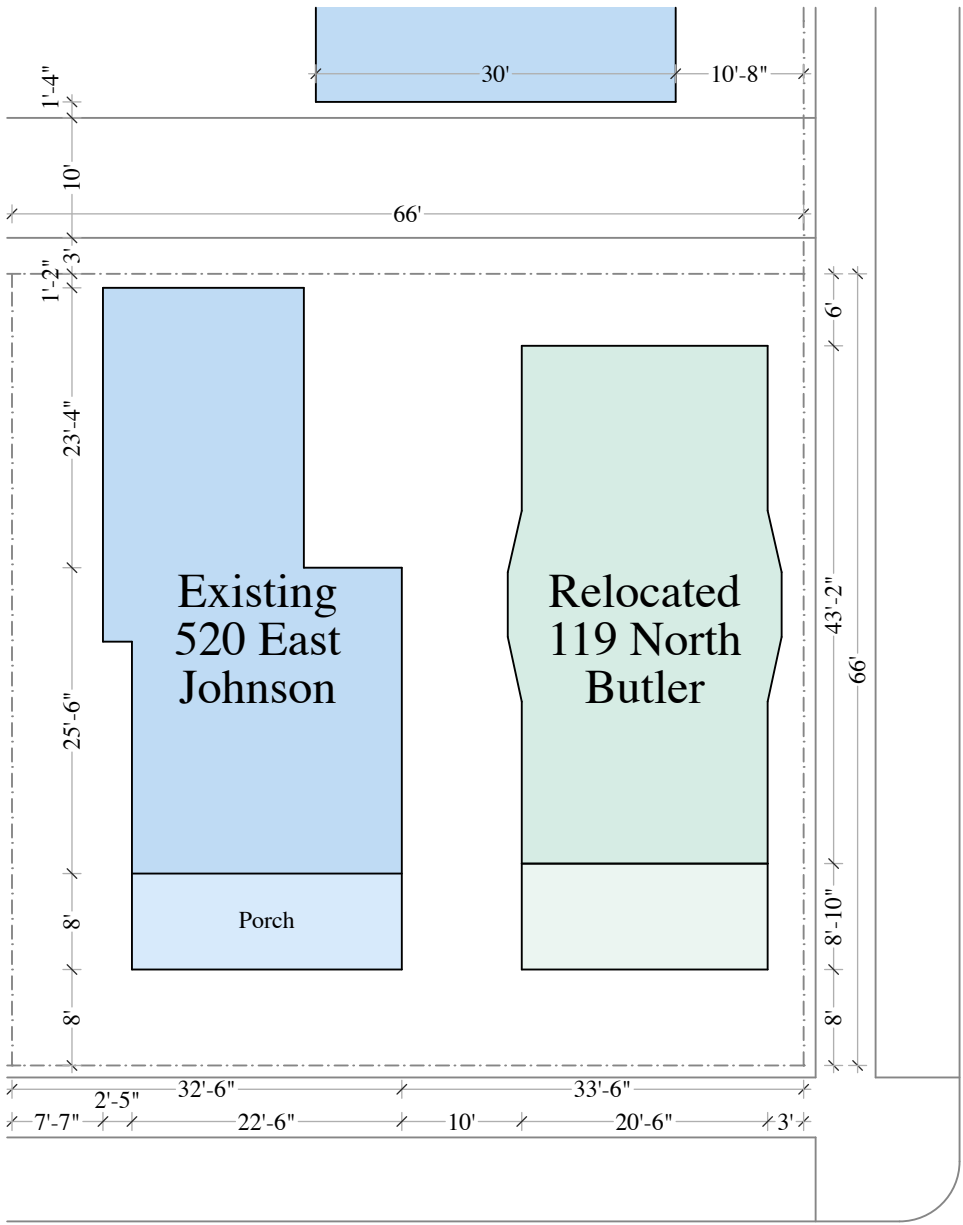
Johnson/Blair from the South West



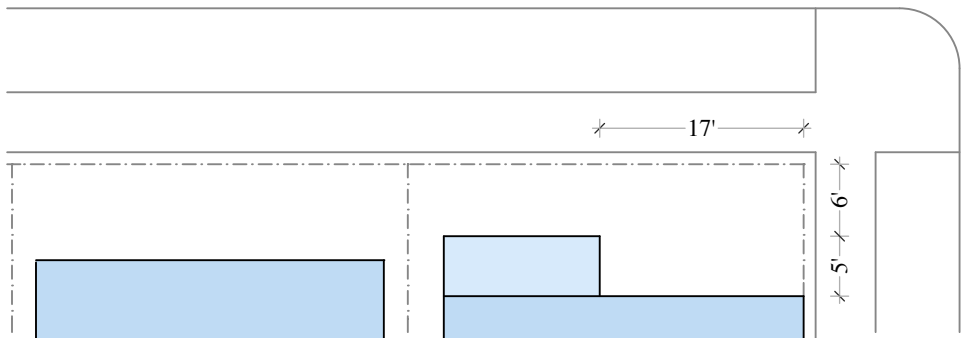
Johnson/Blair from the West



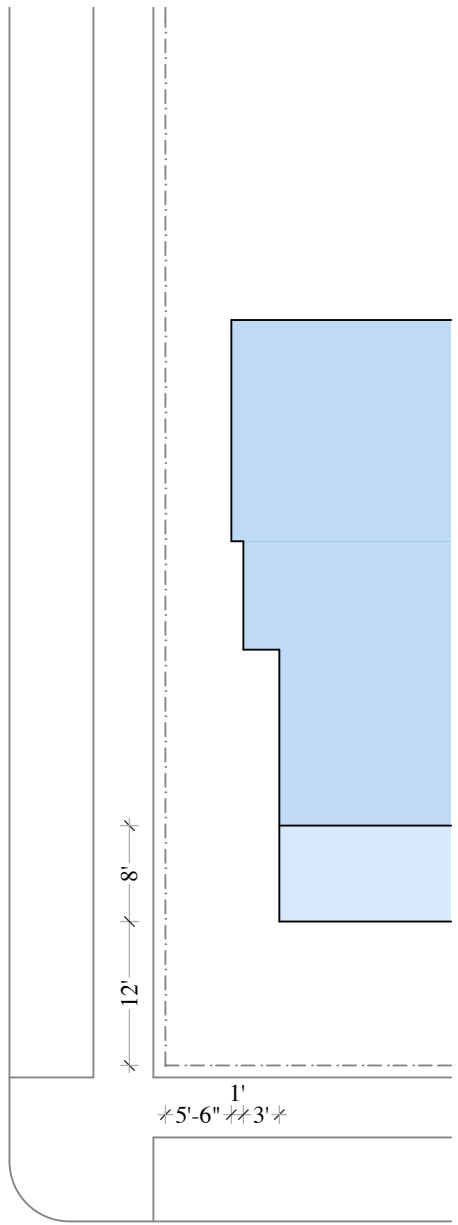
119 North Butler from from North East



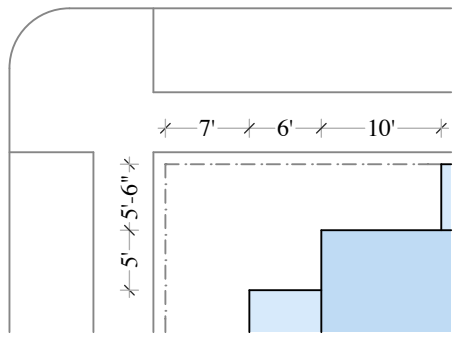
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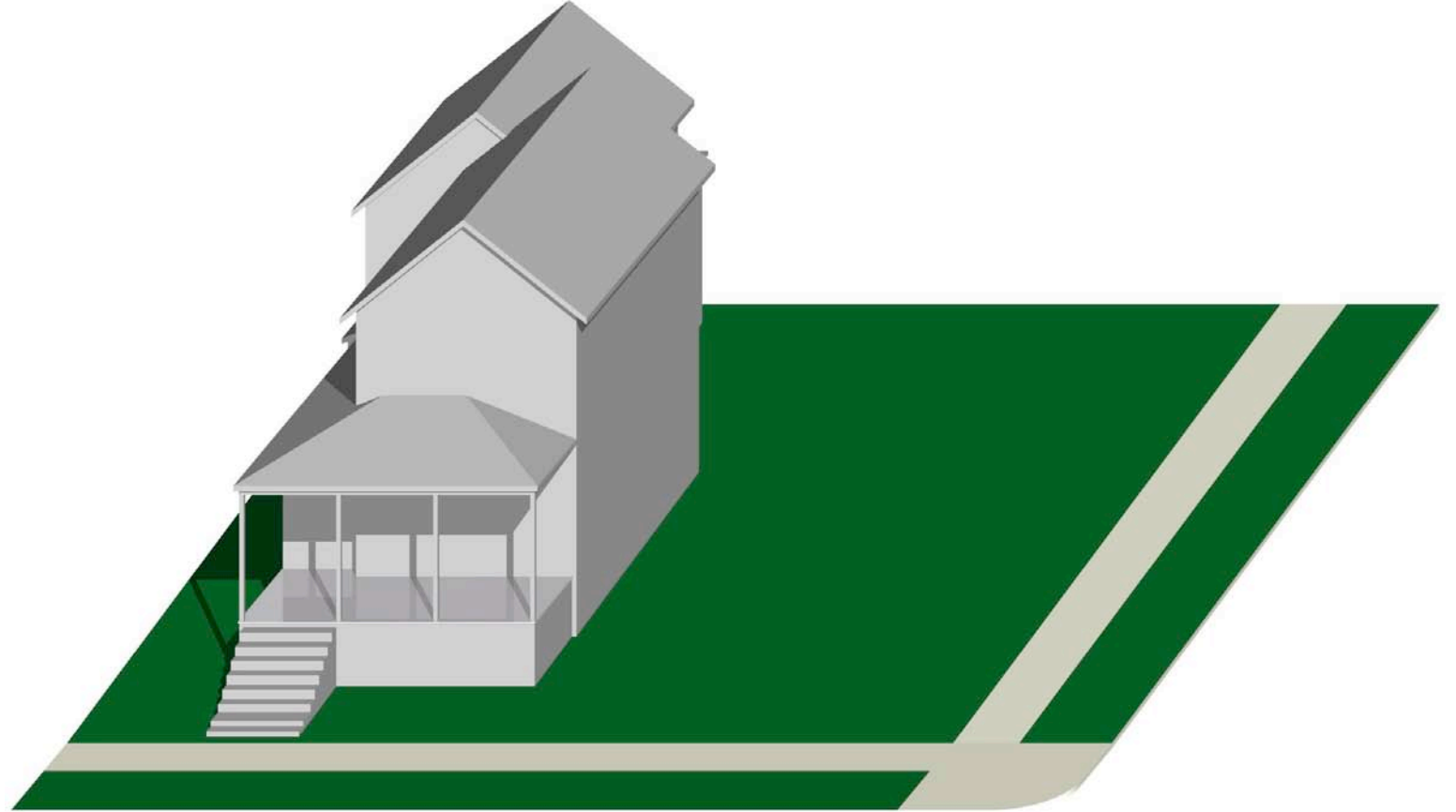
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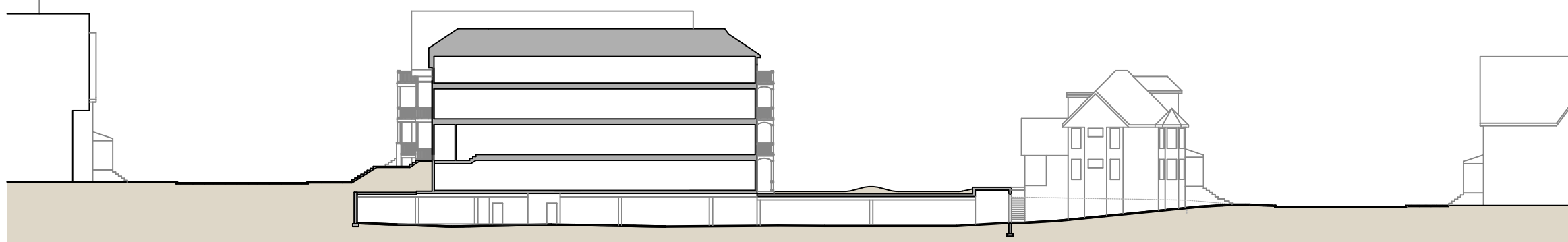
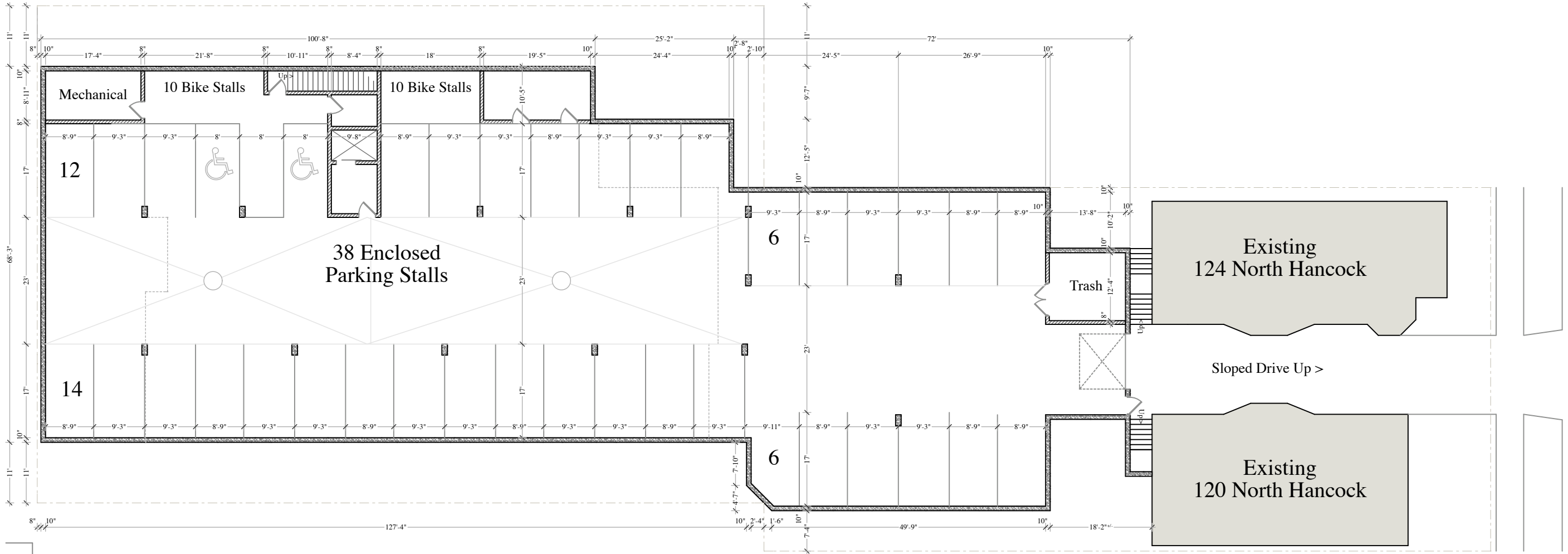
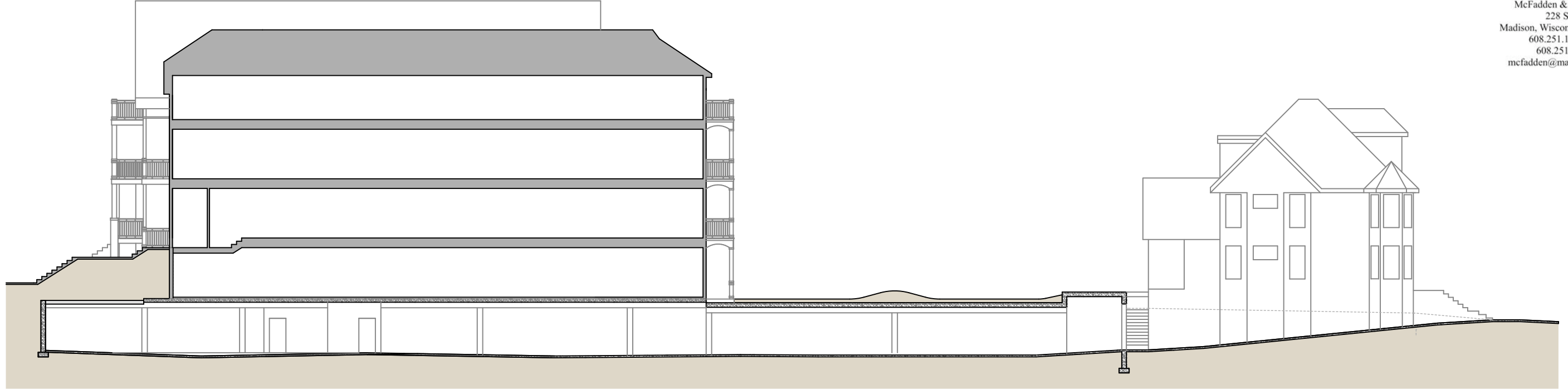


Blair

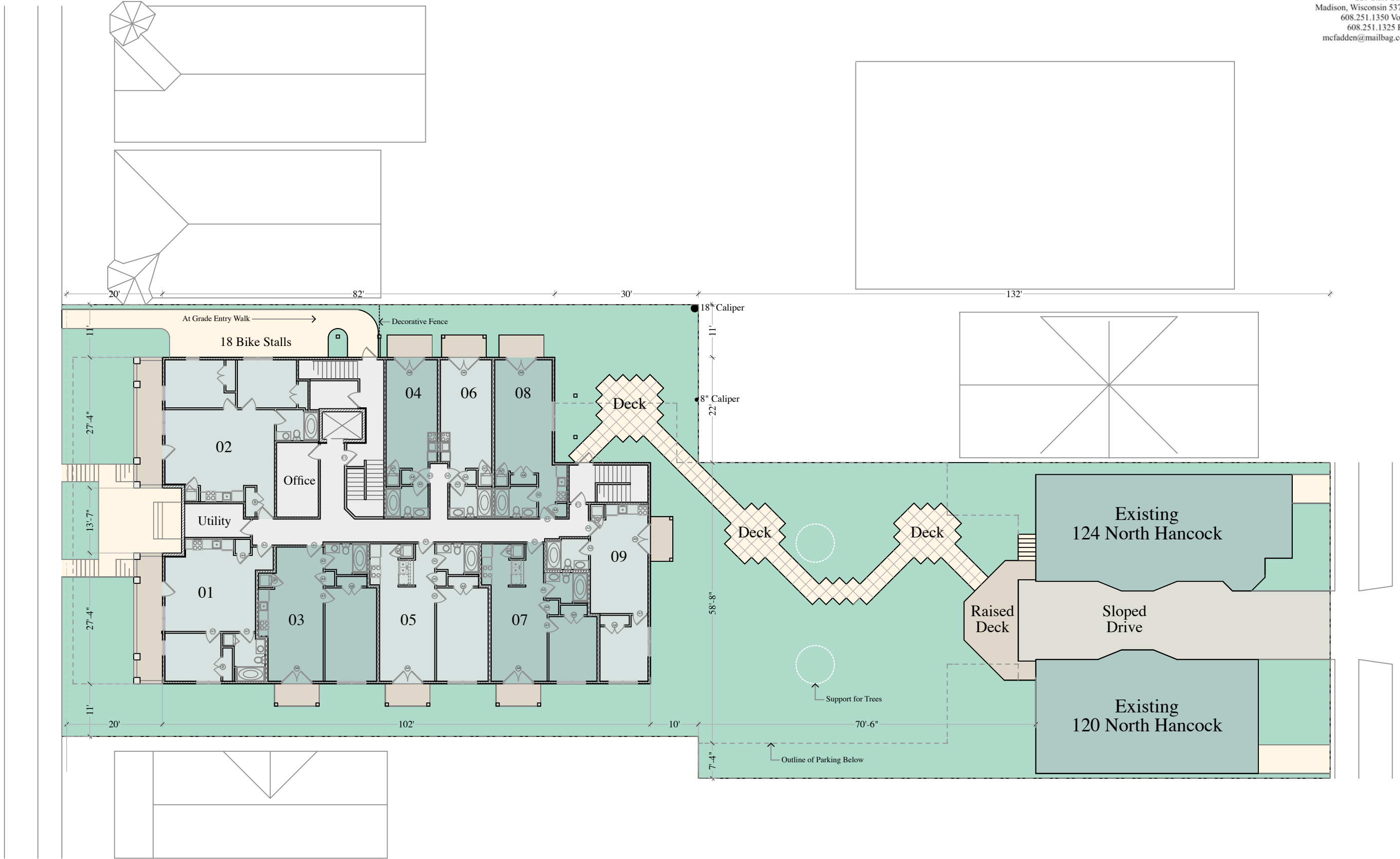


Johnson





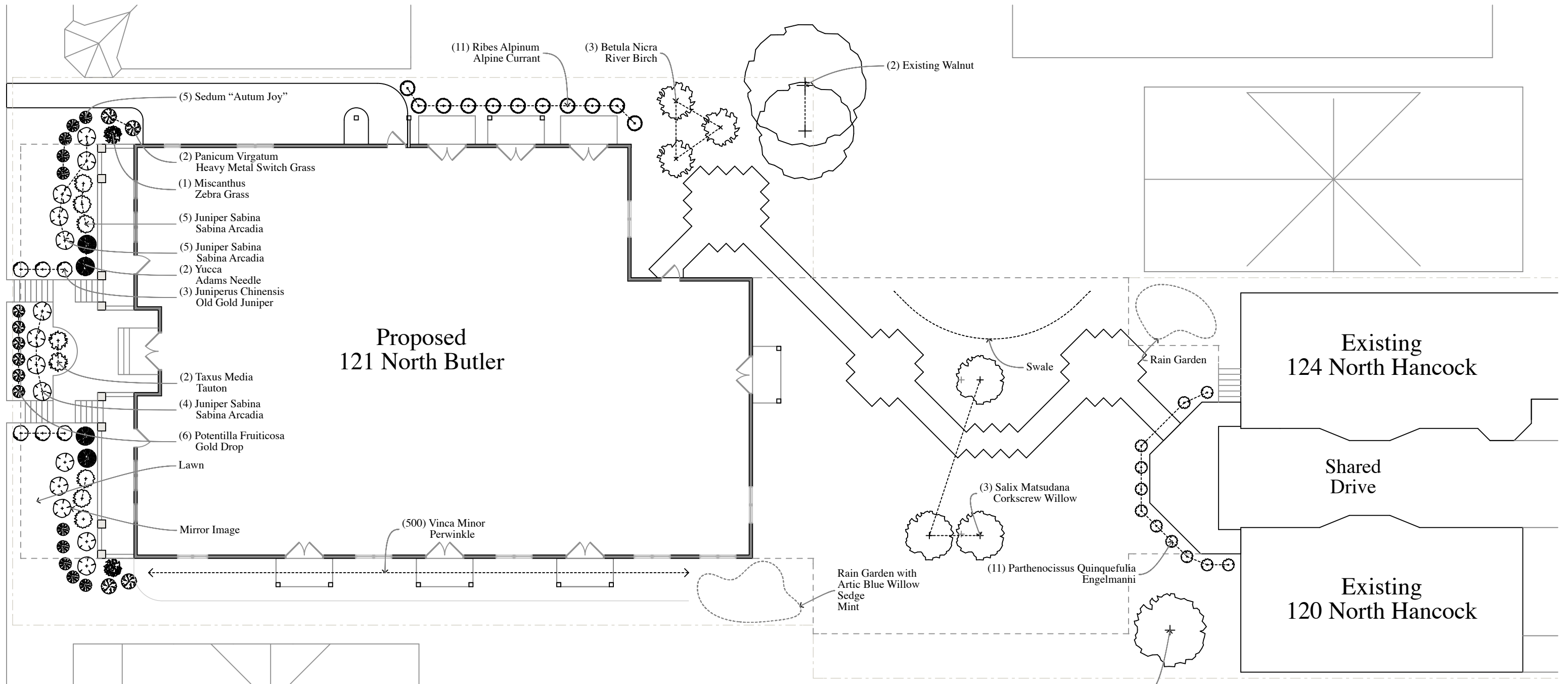
Proposed Parking Level Plan @ 1" = 20'  
 119-25 North Butler  
 Madison, Wisconsin  
 September 11, 2007



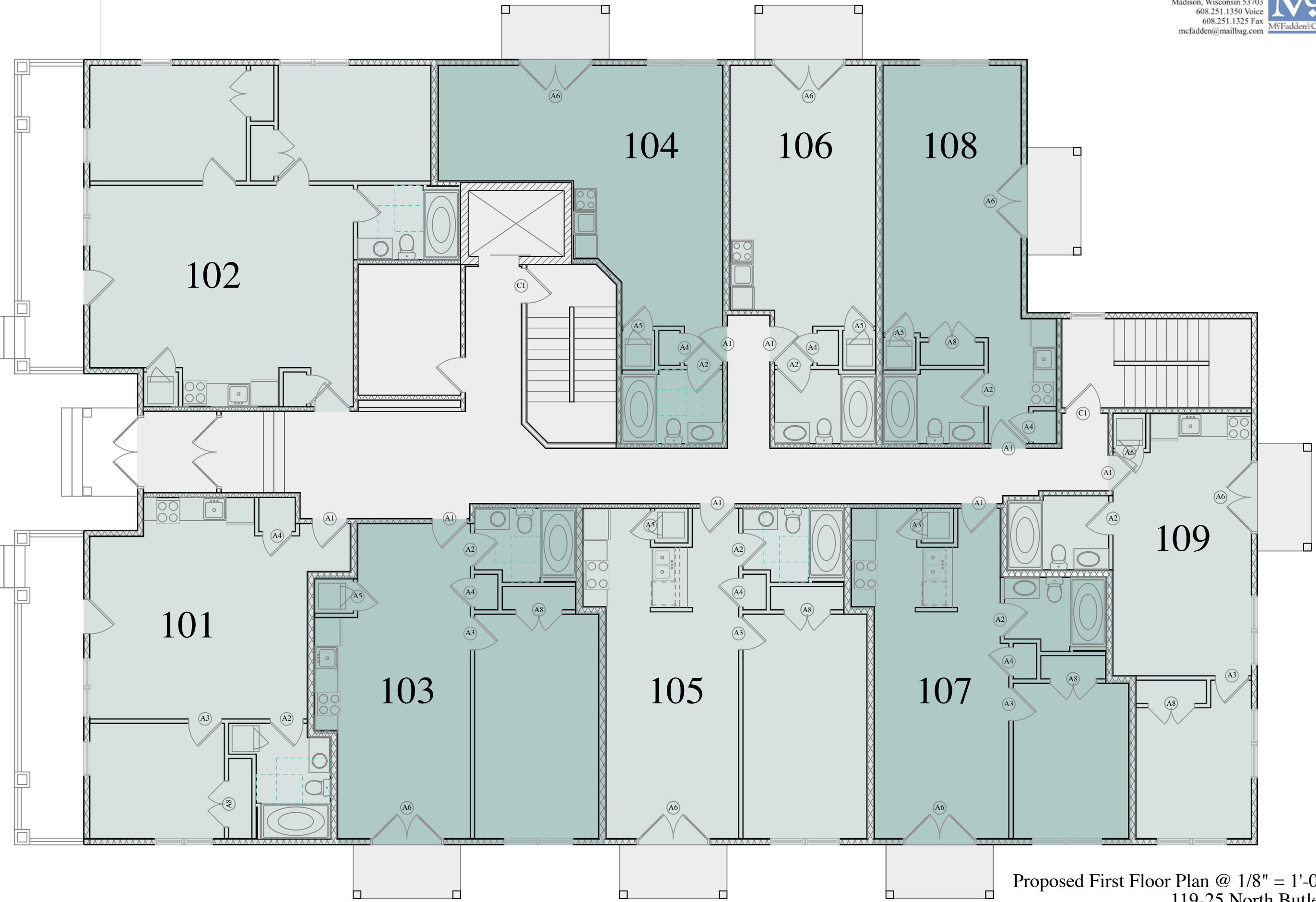
Site Data:  
 20,625 SF Property  
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 8,110 SF Useable Open Space

Proposed Ground Floor Plan @ 1" = 20'  
 119-25 North Butler  
 Madison, Wisconsin  
 September 10, 2007

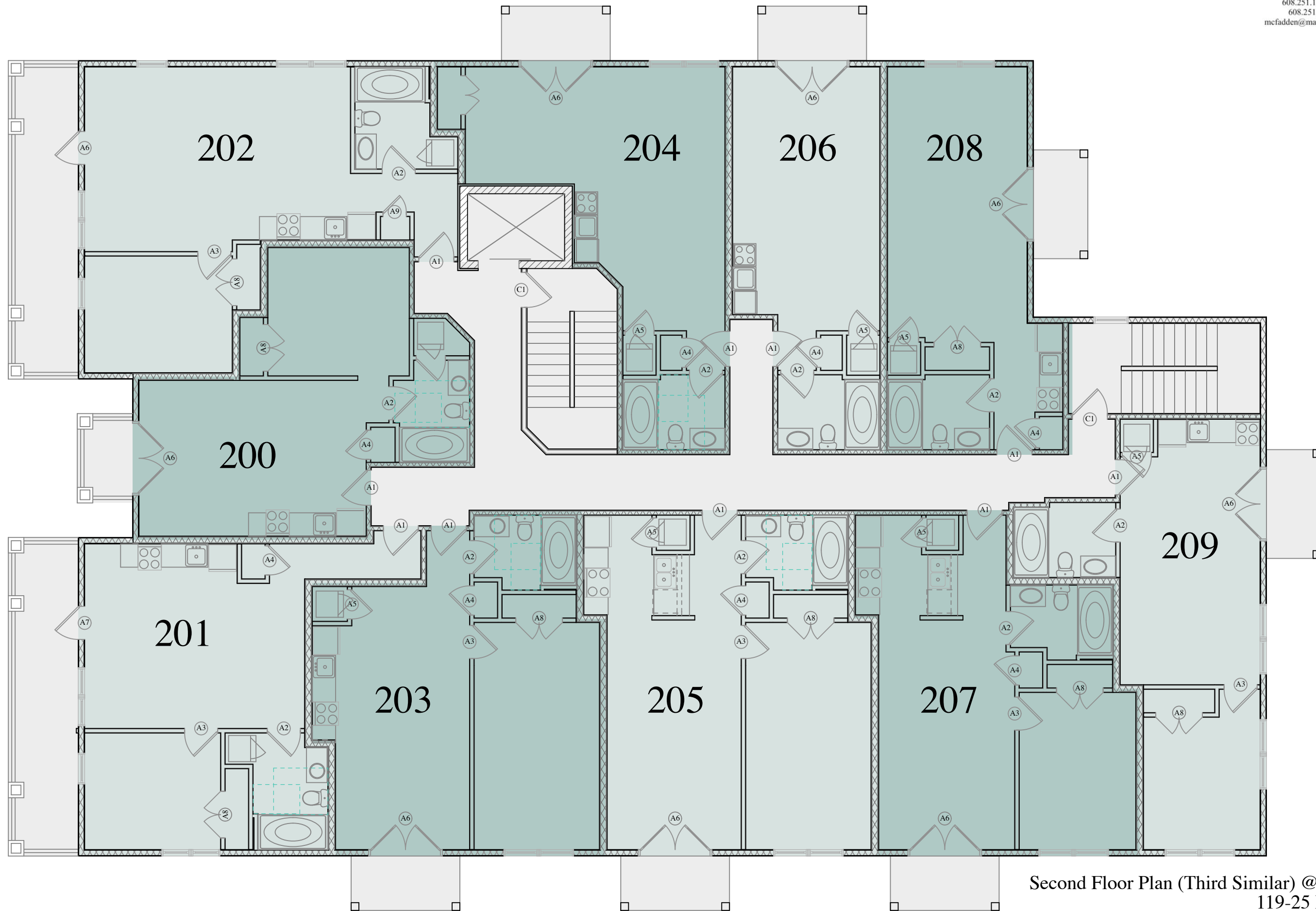




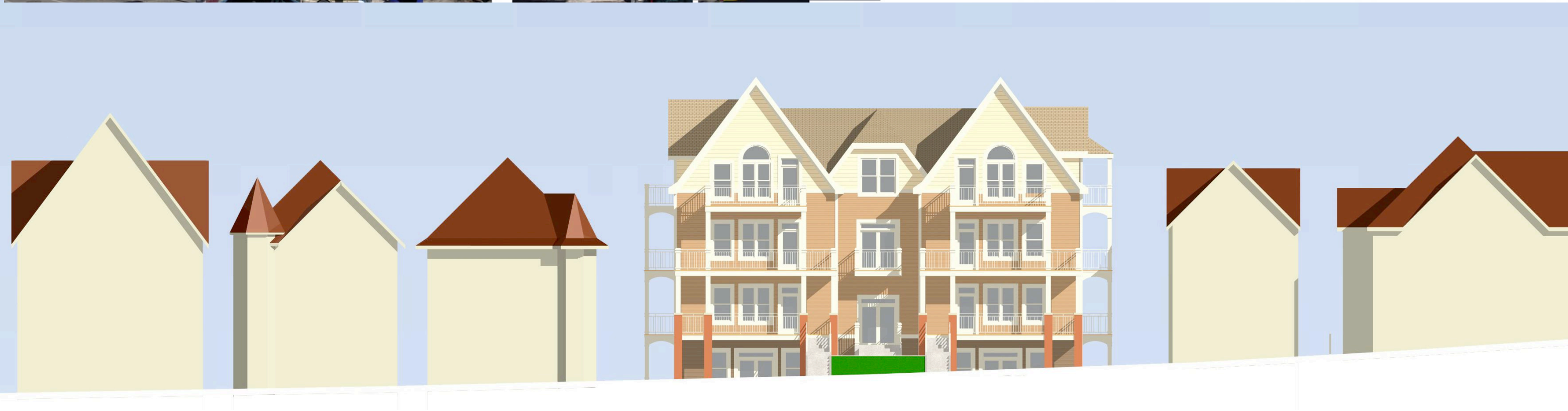
Landscape Plan @ 1/16" = 1'-0"  
 119-25 North Butler  
 Madison, Wisconsin  
 September 10, 2007



Proposed First Floor Plan @ 1/8" = 1'-0"  
119-25 North Butler  
Madison, Wisconsin  
September 10, 2007



Second Floor Plan (Third Similar) @ 1/8" = 1'-0"  
119-25 North Butler  
Madison, Wisconsin  
September 10, 2007



Butler Street Elevations @1/16" & 1/32" = 1'-0"  
119-25 North Butler  
Madison, Wisconsin  
September 10, 2007



View Across Butler Street from the Northwest  
119-25 North Butler  
September 10, 2007



View to the Northeast from the Corner of Mifflin & Butler  
119-25 North Butler  
September 10, 2007

## **The Zoning Envelope**

The Zoning Code delineates the maximum permissible density and massing for every property as well as the minimal allowable setbacks, open space and number of parking stalls.

This redevelopment as proposed will be 11% less dense (Lot Area) and 26% less massive (Floor Area Ratio) than allowed under the R6 zoning in place. No parking is required in this location but 38 stalls are being provided. The Useable Open Space requirement is exceeded by 223%.

By way of illustration the Zoning Code would allow a structure with the foot print of the building proposed to reach five and two thirds stories in height.







West or Butler Street Elevation @ 1/8" = 1'-0"  
119-25 North Butler  
Madison, Wisconsin  
September 10, 2007



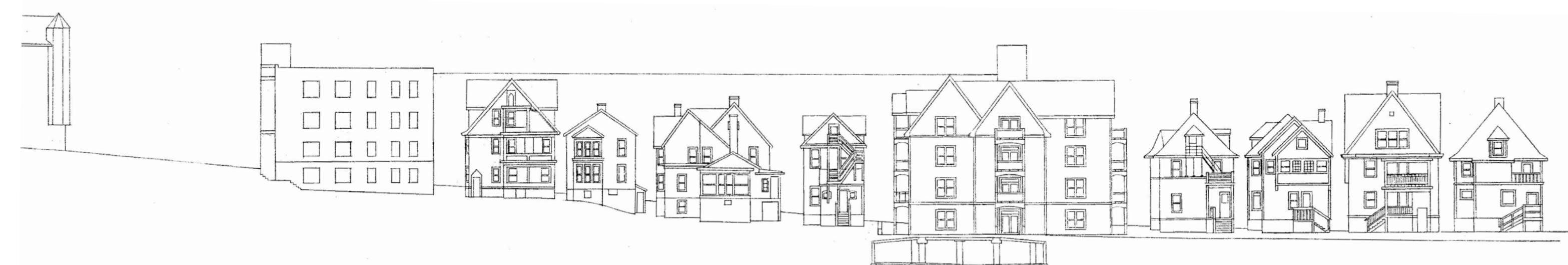
North Elevation @ 1/8" = 1'-0"  
119-25 North Butler  
Madison, Wisconsin  
September 10, 2007



South Elevation @ 1/8" = 1'-0"  
119-25 North Butler  
Madison, Wisconsin  
September 10, 2007



Proposed East Elevation / Garage Section @ 1/8" = 1'-0"  
119-25 North Butler  
Madison, Wisconsin  
September 10, 2007



Proposed East Elevation / Garage Section @ 1/32" & 1/16" = 1'-0"  
119-25 North Butler  
Madison, Wisconsin  
September 10, 2007

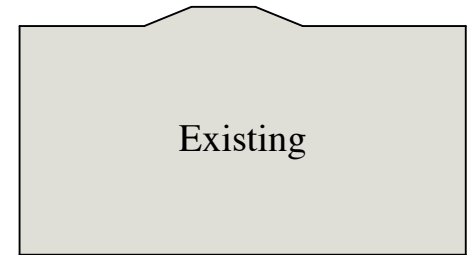
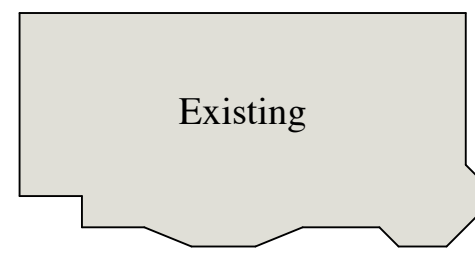
## **History**

This redevelopment as illustrated in this package is the result of an extended collaborative effort involving the neighborhood, City staff, commission members, various consultants and elected officials.

As the following plan and rendering of the project as initially conceived shows the proposal has evolved considerably in response to the input offered.



Rendering



First Floor Plan @ 1" = 20'

Initial March 17, 2007 Plan & Rendering  
119-25 North Butler  
Madison, Wisconsin  
September 10, 2007

### **Why This Redevelopment and Why Now?**

While the housing stock in the Old Marketplace Neighborhood may be old, the residents are new. The 2000 Census data for Block 3 Tract 17.01 of which roughly overlays the boundaries of the neighborhood shows that 96% of the area's residents rent and that 70% have moved in within the previous year. Fewer than 10% of the residents have lived here for more than five years.

This is a neighborhood of transients that has until very recently been sustained almost exclusively by successive waves of incoming students. Unfortunately, this demographic stream is being diverted to the dozens upon dozens of large and larger new student housing projects being developed adjacent to the University.

The pages following illustrate a sampling of developments to the east and southeast of the campus currently under construction or recently brought on stream. These buildings will be filled with students who in previous years would have rented in the Monroe, Bassett and Old Market place neighborhoods.

Absent immediate active intervention the Old Market Place Neighborhood is poised for a downward spiral of rising vacancies, lower rents, deferred maintenance and falling property values. If history is any guide this process may take decades to stabilize.

It is vital that stable pockets of longer-term residents be created in this area. This will require the development of the type and quality of housing these prospective residents might choose to live in. The redevelopment proposed here is a much needed first step.







