

David Waugh
1213 East Mifflin Street
Madison, WI 53703
March 19, 2012

Mr. Brad Murphy
Plan Commission

Re: Legistar 25345

Dear Mr. Murphy:

The Plan Commission recently approved a proposal my husband and I submitted to return the historic Collins House to its former use as a Bed and Breakfast. We understand that the 500 foot buffer zone in the zoning code was meant to protect against the proliferation of Bed and Breakfast establishments in residential neighborhoods. In the R5 and R6 districts, this use buffer does not really make sense, especially in historic districts where landmarked buildings are afforded additional uses under the code.

Over the 30 years this code has been in place, there have been strikingly few B&Bs operating. By the strict definition of a B&B in the code, Madison has only 2 such establishments – the newly opened Livingston Inn on Gorham and Annie’s Bed and Breakfast near Warner Park. Furthermore, the B&B business model suggests that the clustering of B&Bs as is more common in tourist destinations, actually helps promote the success of all such businesses through referrals and marketing in common.

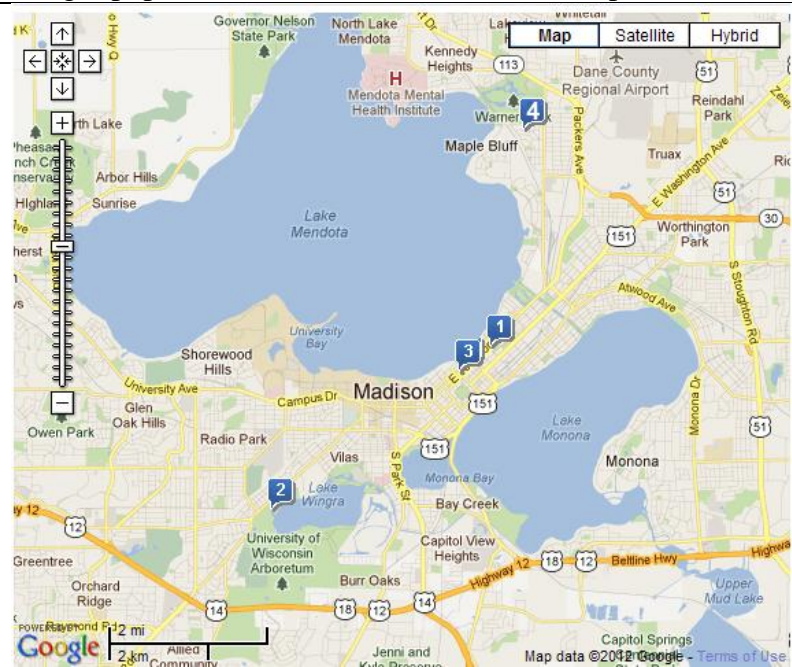
I have attached for your review a comparison between the number of Bed and Breakfast establishments in Madison and other Midwest university towns. You will note the striking absence of B&B establishments in Madison as compared to these other cities. In a conversation I have had with proprietors of B&B’s in these other cities, the overwhelming response I hear is that the more B&Bs there are, the better they are capable of growing the B&B market overall. Most cities form associations that actively promote their member businesses through referrals. As one B&B operator told me, “Once a guest stays in a B&B, they will always choose a B&B over a hotel room whenever they can.”

I urge the commission to support this zoning code change.

Sincerely,

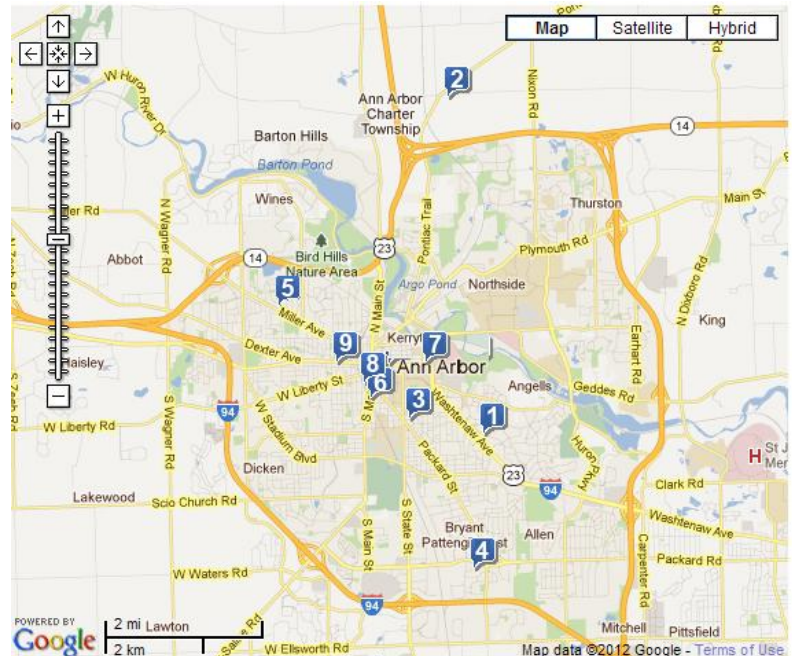
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B&B analysis between four Midwestern college towns: Madison , Ann Arbor, Iowa City, Urbana-Champaign.
 Conclusion: Madison is in short supply of B&B facilities. This is particularly striking considering Madison has a larger population and is the also the State Capitol.



B&B distribution - Madison

- Madison population: 233, 209
1. Livingston Inn \$150-\$300
752 E. Gorham Street, Madison, WI 53703
 2. Arbor House \$125-\$230
3402 Monroe Street, Madison, WI 53711
 3. Mansion Hill Inn \$200-\$350
424 North Pinckney Street, Madison, WI 53703
 4. Annie's Bed and Breakfast \$189-\$209
2117 Sheridan Drive, Madison, WI 53704
- Proposed Collins House rate: \$75-\$180
704 E. Gorham Street, Madison, WI 53703



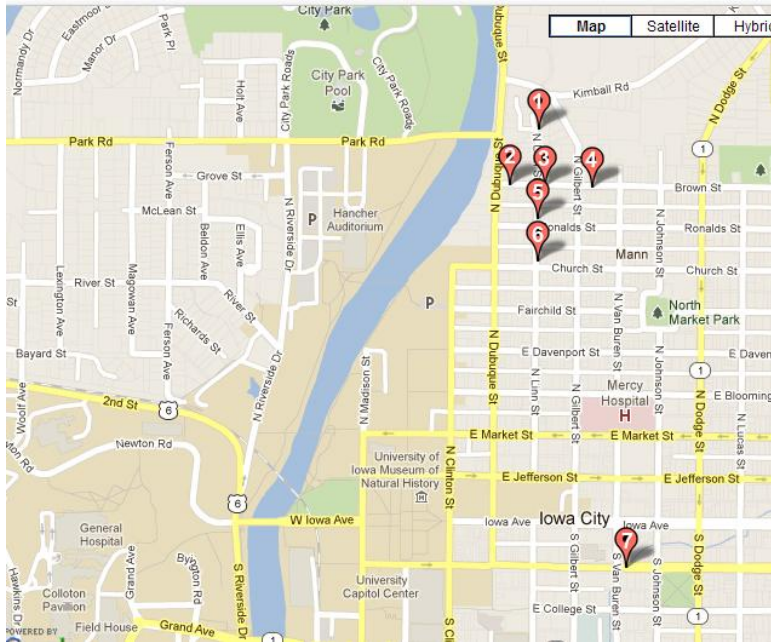
B&B distribution – Ann Arbor

- Ann Arbor population: 113,934
1. Vitosha Guest Haus Inn \$89-\$199
1917 Washtenaw Avenue, Ann Arbor, MI 48104
 2. Steller House B&B \$125
3990 Gleaner Hall Road, Ann Arbor, MI 48105
 3. Library Bed and Breakfast \$75
808 Mary Street, Ann Arbor, MI 48104
 4. Davies House Inn \$80-\$160
1355 King George Blvd, Ann Arbor, MI 48108
 5. Casa del Sol B&B \$75
1234 Creal Crescent, Ann Arbor, MI 48103
 6. First Street Garden Inn \$165-\$185
549 S. First Street, Ann Arbor, MI 48103
 7. Ann Arbor Bed & Breakfast \$139-\$239
921 E. Huron Street, Ann Arbor, MI 48104
 8. The Burnt Toast Inn \$100-\$185
415 West William Street, Ann Arbor, MI 48103
 9. Washington House \$250

516 W. Washington, Ann Arbor 48103

Iowa City Population: 67,862

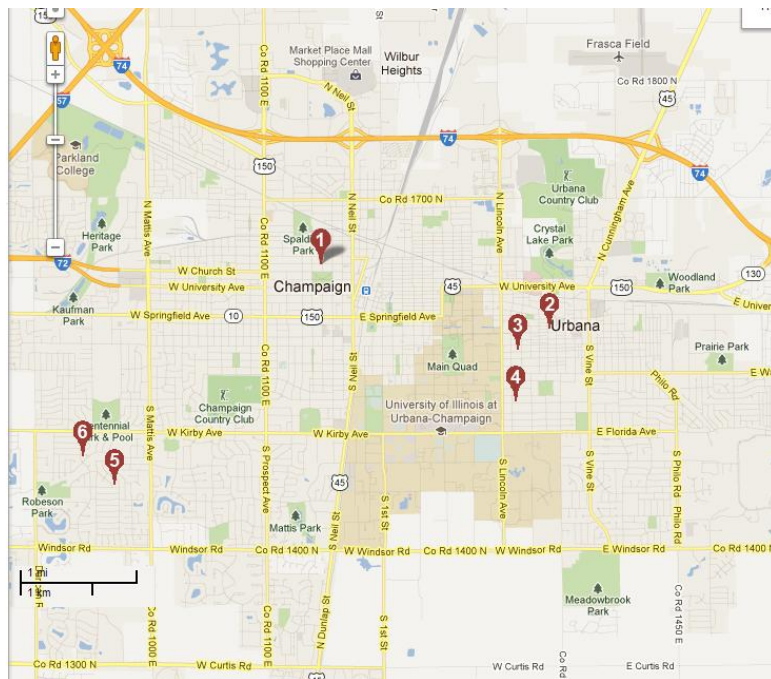
1. A Bella Vista Place Bed & Breakfast \$60-\$125
2 Bella Vista Place 52245
2. Mission House Bed & Breakfast \$65-\$100
228 Brown Street 52245-5800
3. Smiths' Bed and Breakfast \$45-\$75
314 Brown St. 52245
4. Brown Street Inn \$75-\$110
430 Brown St. 52245-5805
5. Historic Phillips House \$68
721 N Linn St 52245-1937
6. Koza House \$400-\$600
619 N Linn St 52245-1934
7. The Golden Haug Bed and Breakfast \$83-\$135,
517 East Washington Street, 52240



B&B distribution – Iowa City

Urbana-Champaign Population: 122,305

1. Victorian Rose Bed And Breakfast \$95-\$75
411 W Hill, Champaign, Illinois, 61820
2. Sylvia's Irish Inn
312 West Green Street, Urbana, Illinois 61801
3. Shurts House B & B
710 W. Oregon Urbana, IL. 61801
4. Akademika \$149-\$199
714 W. Michigan Ave, Urbana, Illinois 61801
5. Grandma Joan's Homestay, : \$50-\$70
2204 Brett Drive Champaign, IL. 61821
6. Norma's Hideaway,: \$50-\$60
1714 Scottsdale Dr.Champaign, IL. 61821



B&B distribution – Urbana-Champaign

