

October 2, 2017

Ms. Heather Stouder
Department of Planning & Development
City of Madison
146 S. Hamilton Street
PO Box 2985
Madison, Wisconsin 53701



Re: Letter of Intent
222 N. Charter St.
KBA Project # 1304

Ms. Heather Stouder:

The following is submitted together with the plans for Plan Commission's initial review.

Organizational structure:

Owner: Madison Property Management
1202 Regent St.
Madison, WI
608-268-4912
Contact: Jim Stopples
jim@madisonproperty.com

Architect: Knothe & Bruce Architects, LLC
7601 University Avenue, Ste 201
Middleton, WI 53562
608-836-3690
Contact: Randy Bruce
rbruce@knothebruce.com

Engineer: Vierbicher Associates, Inc.
999 Fourier Drive, Suite 201
Madison, WI 53717
(608) 826-0532
Contact: Joe Doyle
jdoyle@vierbicher.com

Introduction:

The proposed site is located at the 222 N. Charter St. The property is currently zoned TR-U2 and a planned development approval is required to allow the proposed student housing.

Project Description:

This proposed project is a 12-story student housing building is located on Charter Street between W. Johnson St. and W. Dayton St. The building will bring additional high-quality housing for the UW students to the edge of the UW campus and further reduce the impacts of student housing on the Vilas and Capitol neighborhoods. The location allows students to walk or bike for most of their trips or use the Metro Bus system for their longer transportation needs.

The pedestrian entrance is on the northeast corner of the building and a small covered loading area is located on the southeast end of the building. Most apartments have a usable balcony and a common room and roof terrace on the 11th floor provide a social space for the residents.

The building has a small footprint and the resulting vertical expression fits well with the neighboring buildings. Large windows punctuate the façade and the remaining exterior materials consist of brick veneer and composite metal panel.

Site Development Data:

Densities:

Total Lot Area	5,812 S.F. / .1334 Acres
Dwelling Units	43 units
Bedrooms	96 bedrooms
Density	322 units/acre
	719 bedrooms/acre

Building Height	12 stories
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Dwelling Unit Mix:

One Bedroom	11
Two Bedroom	21
Three Bedroom	1
<u>Four Bedroom</u>	<u>10</u>
Total Dwelling Units	43

Bicycle & Moped Parking:

Bike Surface	5 stalls
Bike Surface Guest	5 stalls
Moped Surface	15 stalls
Bike Underground Garage – Wall Hung	36 stalls
<u>Bike Underground Garage STD. 2'x6'</u>	<u>41 stalls</u>
Total	102 stalls

Thank you for your time reviewing our proposal.

Sincerely,



Randy Bruce, AIA

**Analysis of the Regent Street/South Campus Plan
relating to a proposed development at 222 N. Charter St.**

August 15, 2017

**Prepared by WhiteFish Partners and Knothe & Bruce
Architects for Madison Property Management**

The property located on 222 N. Charter is a five bedroom house built in 1901. It is situated on a 5,800 square foot lot and is owned by Madison Property Management (MPM).

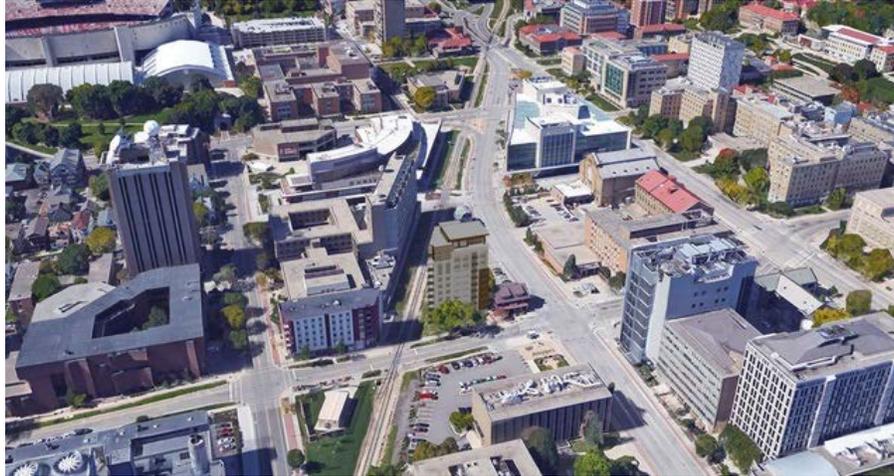


The property is currently zoned TR-U2. The current zoning, and especially the setback requirements, would limit redevelopment of that site to a three to four story building with either 6 three-bedroom units or 9 two-bedroom units; consequently, this limitation makes new construction on this site inconsistent with the goals of the neighborhood plan. In order for a project to move forward with a density that meets the goal of providing high-density housing adjacent to the UW

campus, we believe a planned development zoning is necessary.

Working with Knothe & Bruce Architects, we have studied the 2007 Regent Street/South Campus plan and met with city staff, Vierbicher Consultants (who developed the plan), and Alder Wood to discuss options for the redevelopment of the site.

A fundamental strategy of the plan is the development of high density apartments north of Regent St. to provide more walkable residential choices closer to campus buildings for students. The report indicates “increasing the density of student housing north of Regent St. should serve to attract students currently living south of Regent St. which could open up the area south of Regent St. for more owner-occupancy”. It also notes that “the planning area, which is one of the most convenient off-campus locations, is currently capturing less than 10% of the 35,000 students who seek off-campus housing each year.” Our location is within two blocks of more than 25 different campus buildings including Union South, the Institutes for Discovery, Chemistry, the Education complex, part of the Medical School, Engineering and Computer Science. The plan also points out that, “the South Campus’ main problems were incompatible land uses, underutilized land, and blighted conditions produced by dilapidated buildings....” Our project situated between Dayton and Johnson Streets responds to those issues. It is also why the plan establishes a 12 story maximum height for our zone north of Dayton Street.



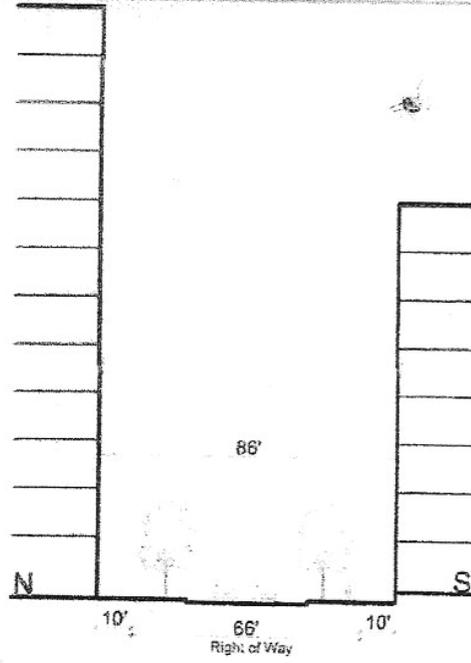
The project design incorporates the concepts of the setback and step back requirements for Charter St. in the neighborhood plan: The Charter St. profile is located on Charter St. at Spring St. That zone has an 8 story maximum height with a 10' setback and a 10' step back on the 4th floor. The Dayton St. profile has a 12 story maximum and a 10' setback with no required step back.

This project incorporates the 12 story maximum height described in the plan for this zone. It also creates a 10-foot set back on the ground floor both facing Charter Street and the RR corridor as a covered arcade. The neighborhood plan guidelines include the 10-foot set backs for the entire building

to provide for a better pedestrian experience. Our design reflects that same outcome on the first floor and then resumes the larger footprint above the ground floor. The Charter Street frontage includes an 8-foot terrace, an 8-foot sidewalk and a 10-foot covered arcade pulling the building back 26 feet from the curb. The RR corridor arcade also creates space between the building and any eventual uses within the right of way.

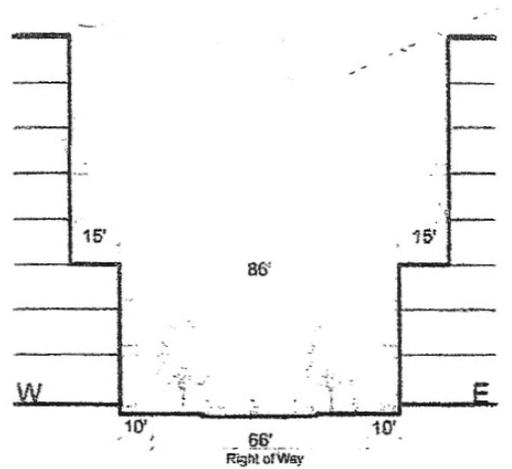
These covered arcades will be activated as multipurpose space for outdoor seating, covered entries and moped parking. The ground floor arcade has extra height to accentuate the space created, 14 feet on the south end above the covered multipurpose area adjacent the RR corridor and 10 ½ feet on the north corner. The interior space will be open for a lobby and fitness area with clear views. We believe this design reflects the intent of the plan to create a high quality pedestrian experience both on Charter Street and along the RR corridor.

Urban Design



12: Dayton Street

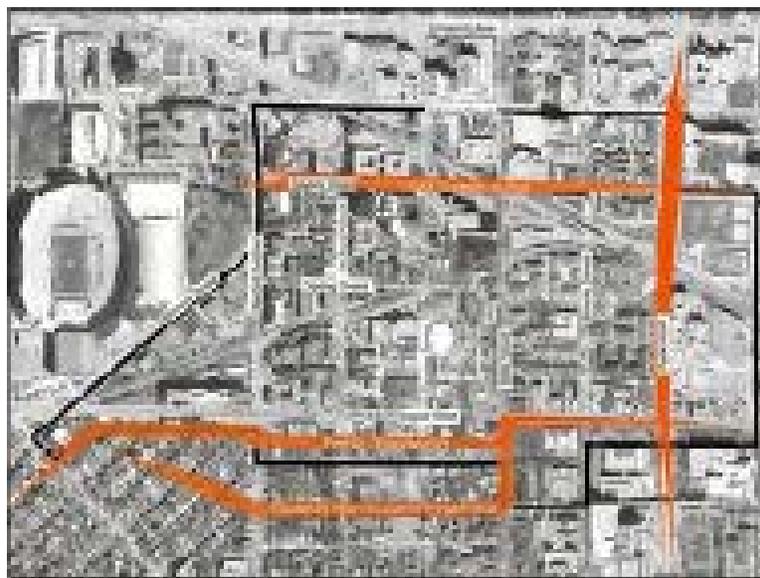
Maximum Stories:	North side: 12 South side: 8
Maximum Building Height:	North side: 172 feet South side: 116 feet
Minimum Stories:	3
Building Stepback:	None required
Building Setback:	10 feet



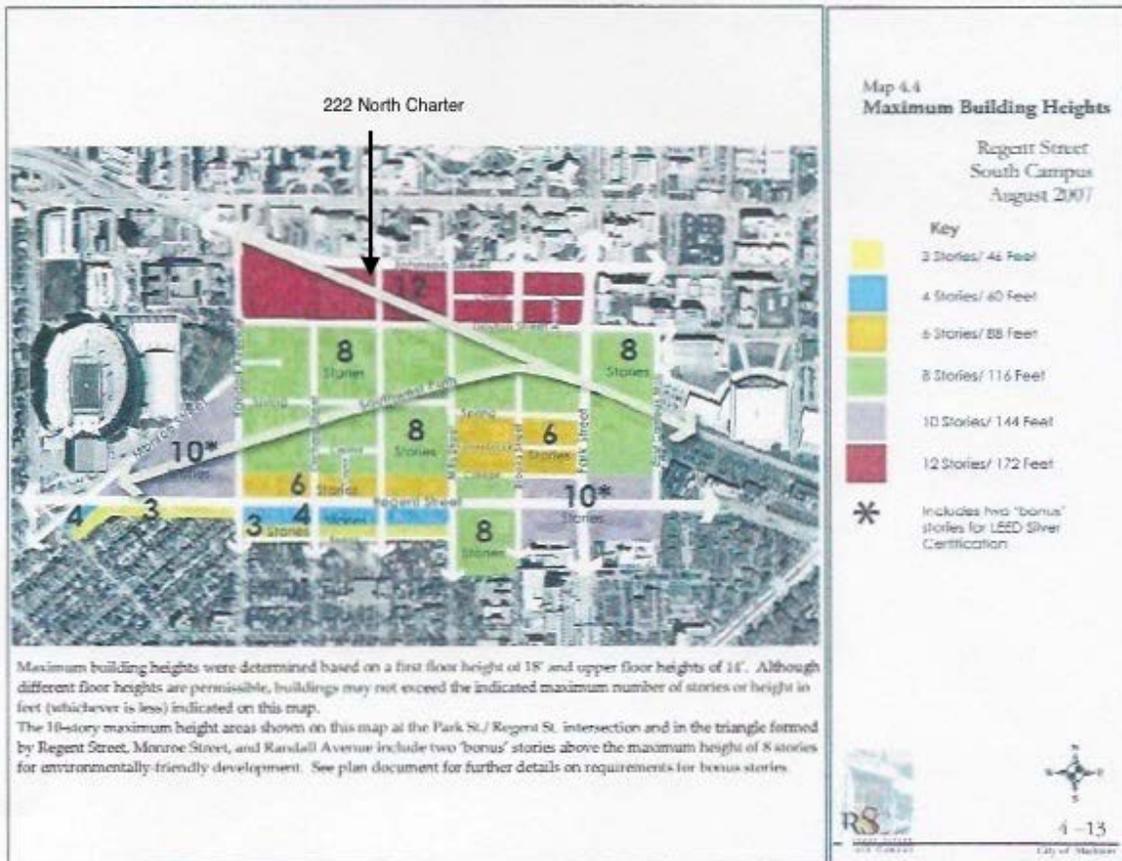
4: Charter Street

Maximum Stories:	8
Maximum Building Height:	116 feet
Minimum Stories:	3
Building Stepback:	15 feet, above the 3rd floor
s) Building Setback:	10 feet

The neighborhood plan also identifies Dayton St. as the northern perceived edge between the campus and the mixed use area to the south. This is also why the area north of Dayton St., including 222 N. Charter St. is given a higher, 12 story height maximum.



■ Perceived edges in the planning area.



We believe that using Planned Development zoning is justified by meeting 28.098 (b) promotion of integrated land uses allowing for a mixture of residential, commercial and public facilities along corridors and in transitional areas, with enhanced pedestrian, bicycle and transit connections and (f): facilitation of high quality development that is consistent with the goals, objectives, policies and recommendations of the Comprehensive Plan and adopted neighborhood plans.

The base zoning would not allow for a replacement of the converted house built in 1901 and now a five bedroom rental property; furthermore, it meets the standard for approval of a

zoning map amendment cited in 28.098 (2) (a) 2. redevelopment of an existing area or use of an infill site that could not be reasonably developed under base zoning requirements. It significantly adds to the city tax base and, as student housing, does not create new traffic and parking demands. The extra height is compatible with the existing character of the surrounding area with the taller UW buildings of Chemistry, Computer Science, Space Science, Geology, and the Charter St. Heating Plant all within one block of the site. Private high rise student apartments also are nearby on Johnson Street.

The 2017 City Housing Strategies report supports additional high density student housing in this district.

The report recommends that the city “provide options for all students who want to live near campus to have access to well maintained housing at a variety of price points”. It also “allow(s) for the development of student focused rental housing at greater density to increase affordability and the number of units in prime locations close to campus”. The analysis also specifically states, “the combination of limited parking and low rates of student car ownership increase the importance of proximity to allow for walking, biking or transit for their commute.” The proposed project is similar in density to the Faust project approved by the city at 311 – 313 N. Frances St. that had a density of 343 du/ac and 764 br/ac. We propose a 12 story, 130 foot tall building with 43 units and 96 bedrooms.

This site and planned project is ideally located to meet the objectives in this year’s report.



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October 2nd, 2017





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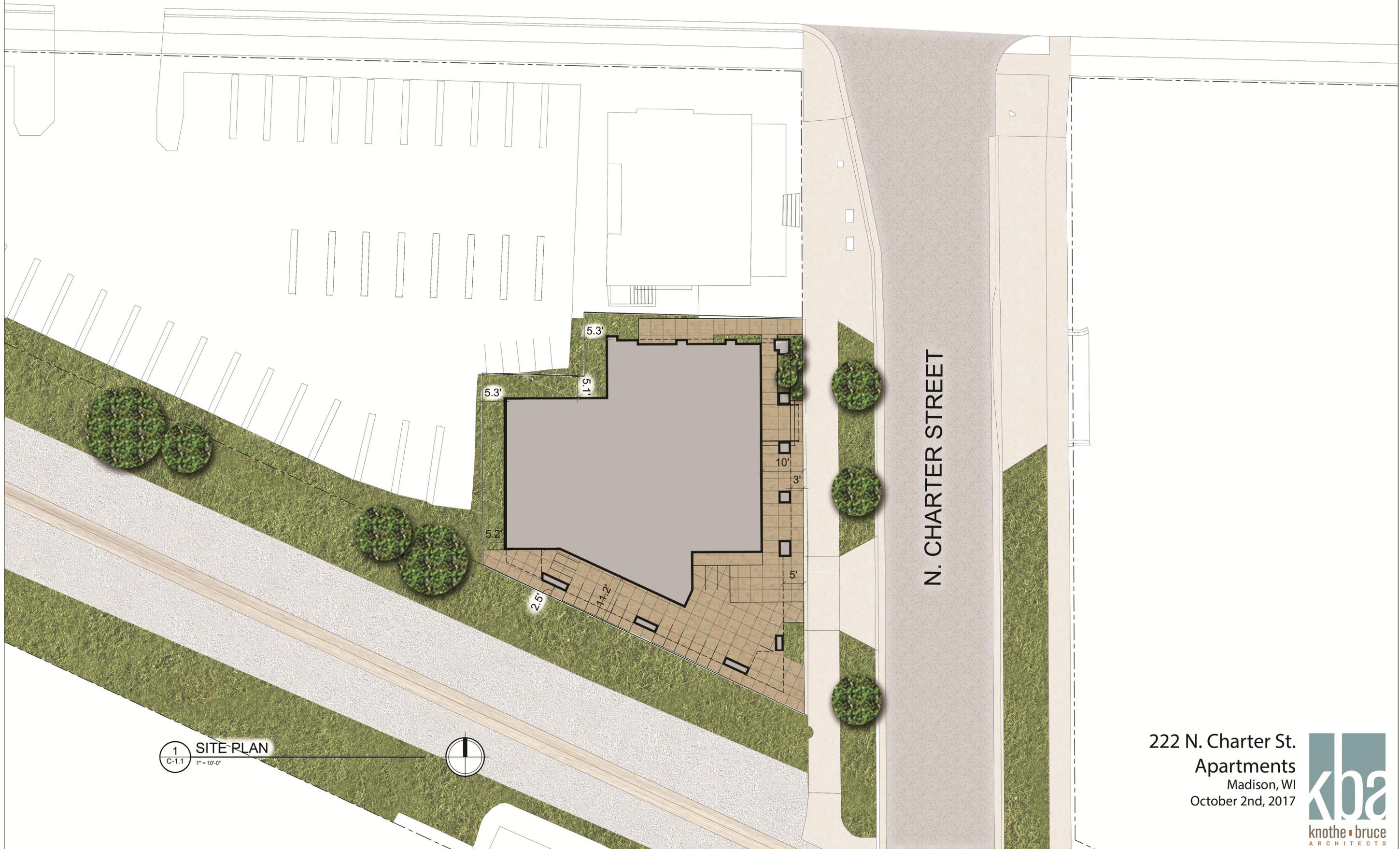




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W. JOHNSON STREET



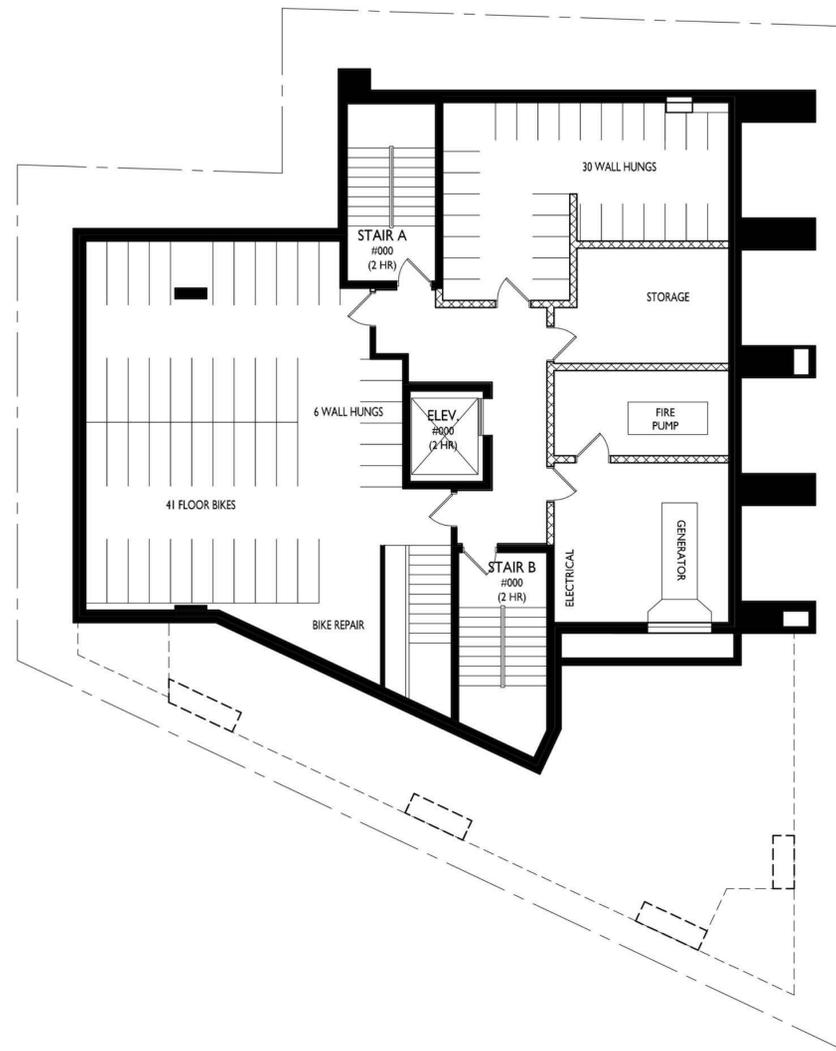
1 SITE PLAN
C-1.1 1" = 10'-0"



N. CHARTER STREET

222 N. Charter St.
Apartments
Madison, WI
October 2nd, 2017

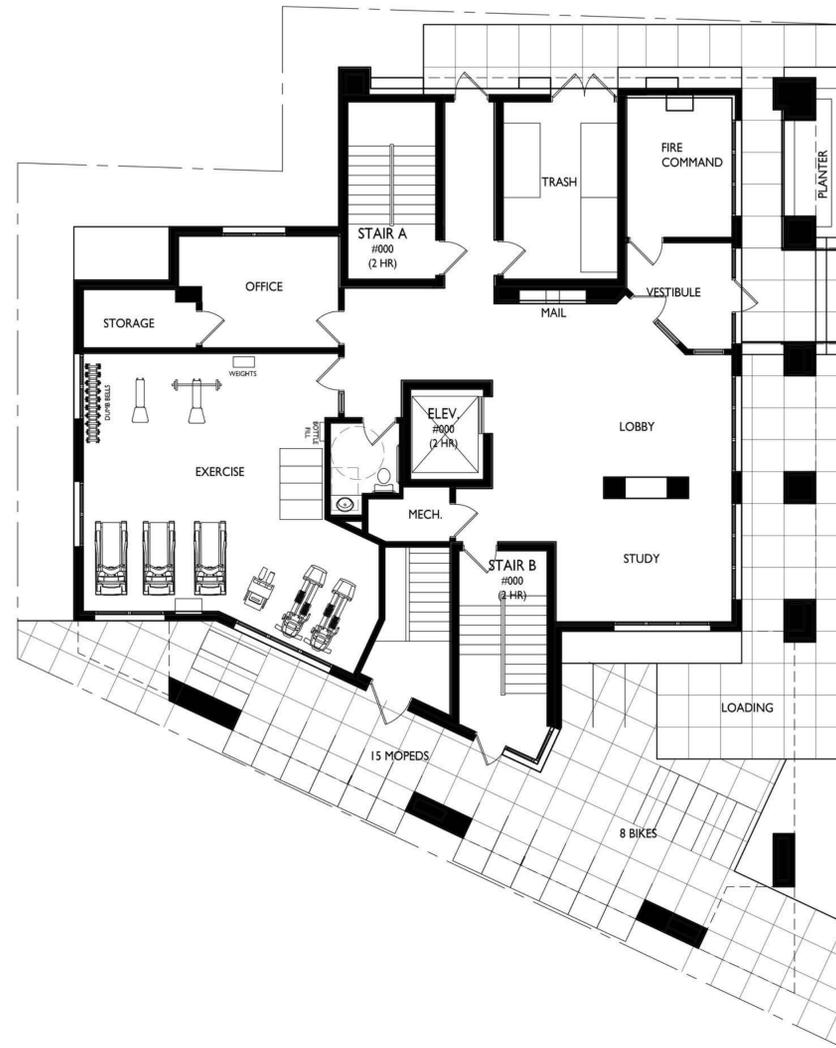




BASEMENT PLAN

222 North Charter Street
Madison, WI
October 2nd, 2017





FIRST FLOOR PLAN

222 North Charter Street
 Madison, WI
 October 2nd, 2017





TYPICAL PLAN

222 North Charter Street
Madison, WI
October 2nd, 2017

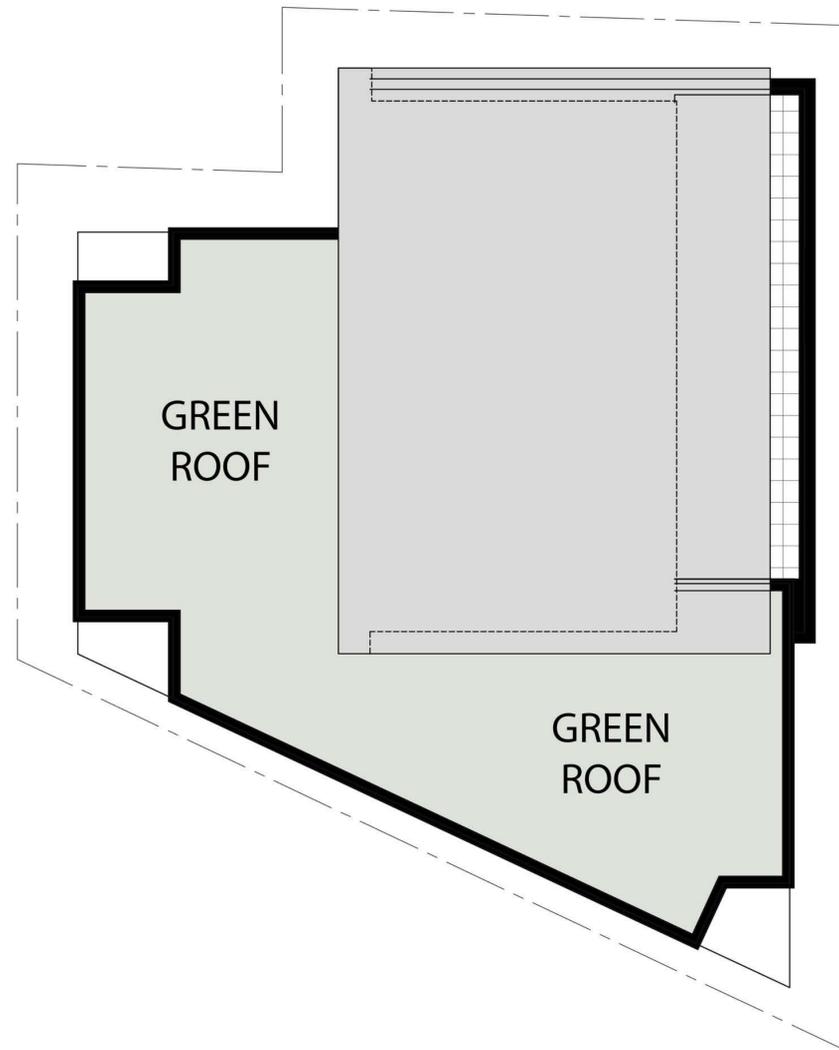




ROOF TERRACE

222 North Charter Street
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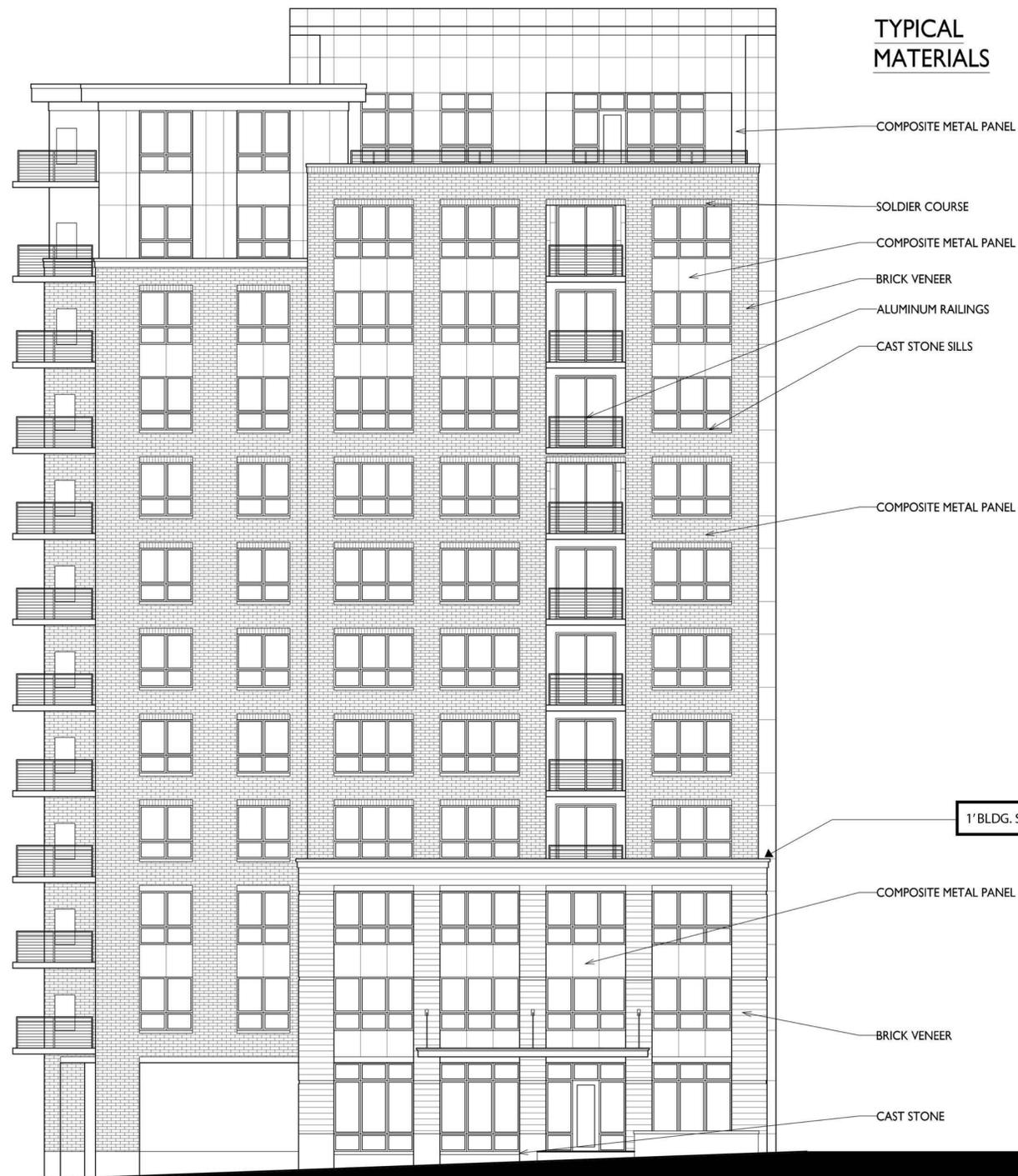




ROOF PLAN

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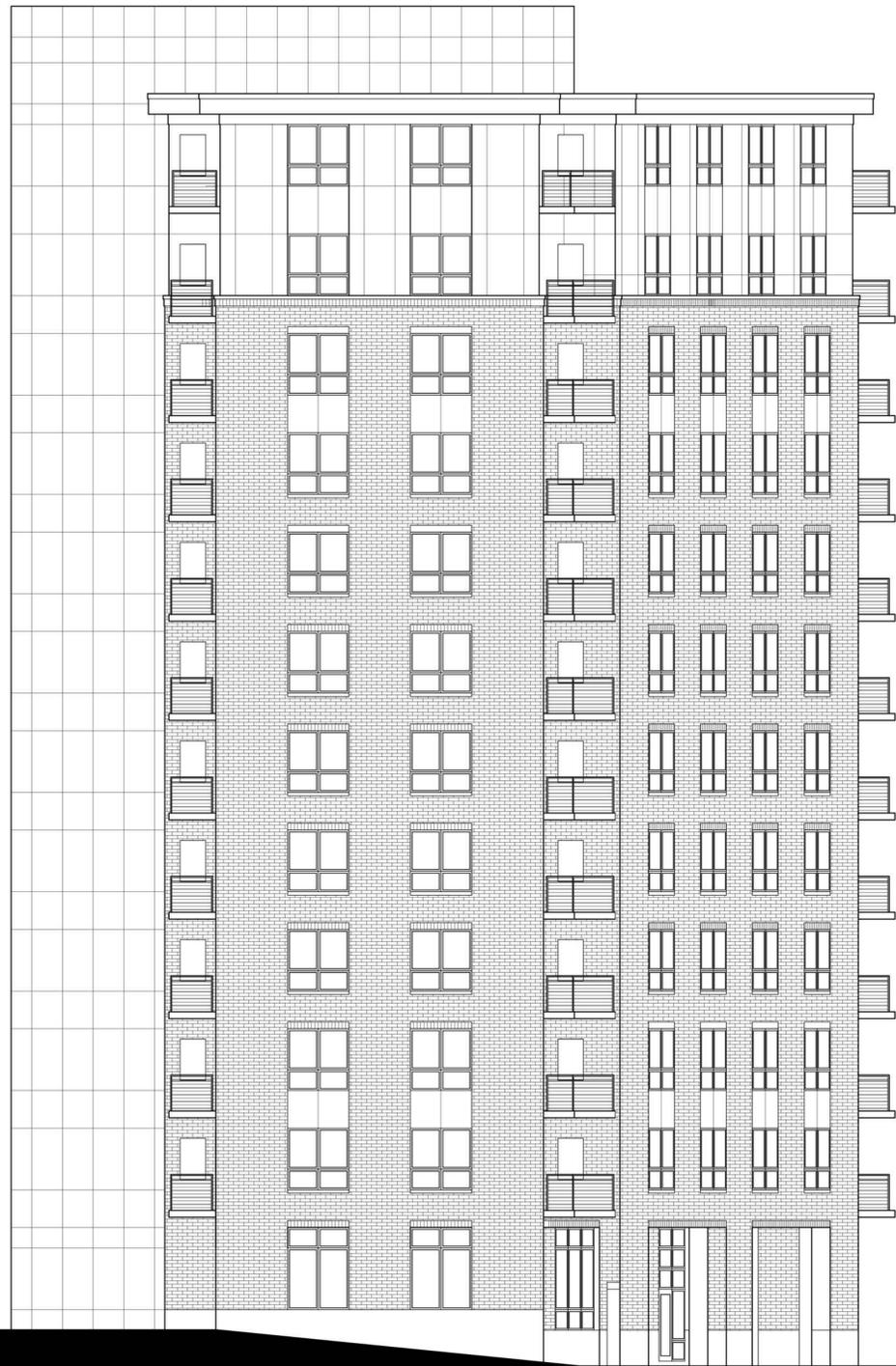


1 ELEVATION ALONG N. CHARTER STREET
A-2.1 1/8"=1'-0"

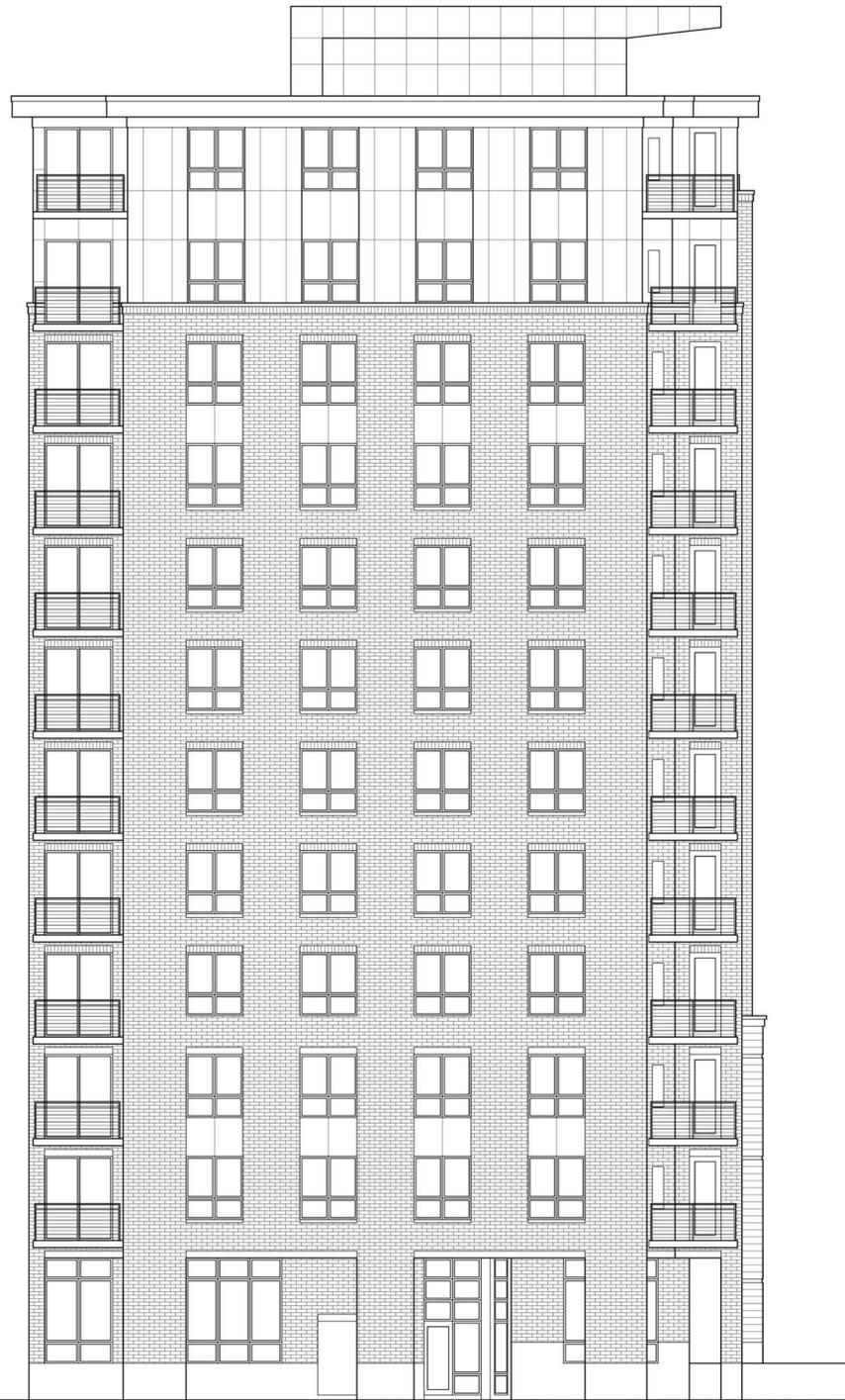
2 NORTH ELEVATION
A-2.1 1/8"=1'-0"

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1 WEST ELEVATION
A-2.2 1/8"=1'-0"



2 SOUTH ELEVATION
A-2.2 1/8"=1'-0"

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