



# URBAN DESIGN COMMISSION APPLICATION CITY OF MADISON

This form may also be completed online at:  
<http://www.cityofmadison.com/planning/documents/UDCApplication.pdf>

215 Martin Luther King Jr. Blvd; Room LL-100  
PO Box 2985; Madison, Wisconsin 53701-2985  
Phone: 608.266.4635 | Facsimile: 608.267.8739

Please complete all sections of the application, including the desired meeting date and the type of action requested.

Date Submitted: <u>9/8/15</u>	<input checked="" type="checkbox"/> Informational Presentation <input type="checkbox"/> Initial Approval <input type="checkbox"/> Final Approval
UDC Meeting Date: <u>9/16/15</u>	
Combined Schedule Plan Commission Date (if applicable): _____	

1. Project Address: 820 S. Park Street  
Project Title (if any): \_\_\_\_\_

2. This is an application for (Check all that apply to this UDC application):

- New Development
- Alteration to an Existing or Previously-Approved Development

**A. Project Type:**

- Project in an Urban Design District\* (public hearing-\$300 fee)
- Project in the Downtown Core District (DC) or Urban Mixed-Use District (UMX) (\$150 fee, Minor Exterior Alterations)
- Suburban Employment Center (SEC) or Campus Institutional District (CI) or Employment Campus District (EC)
- Planned Development (PD)
  - General Development Plan (GDP)
  - Specific Implementation Plan (SIP)
- Planned Multi-Use Site or Planned Residential Complex

**B. Signage:**

- Comprehensive Design Review\* (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District (public hearing-\$300 fee)
- Street Graphics Variance\* (public hearing-\$300 fee)

**C. Other:**

Please specify: \_\_\_\_\_

**3. Applicant, Agent & Property Owner Information:**

Applicant Name: Jacob Klein  
 Street Address: 906 Bearclaw Way  
 Telephone: (608) 203-5326 Fax: (    ) \_\_\_\_\_

Company: JT Klein Inc.  
 City/State: Madison, WI Zip: 53717  
 Email: jacob@jtklein.com

Project Contact Person: J. Randy Bruce  
 Street Address: 7601 University Ave, Suite 201  
 Telephone: (608) 836-3690 Fax: (    ) \_\_\_\_\_

Company: Knothe & Bruce Architects  
 City/State: Middleton, WI Zip: 53562  
 Email: rbruce@knothebruce.com

Project Owner (if not applicant): \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 Telephone: (    ) \_\_\_\_\_ Fax: (    ) \_\_\_\_\_

City/State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Email: \_\_\_\_\_

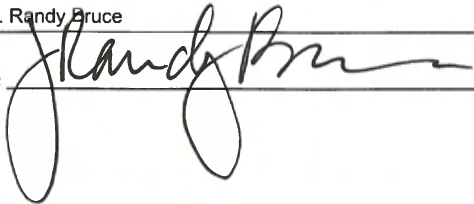
**4. Applicant Declarations:**

A. Prior to submitting this application, the applicant is required to discuss the proposed project with Urban Design Commission staff. This application was discussed with Heather Stouder on 05/12/15.  
(name of staff person) (date of meeting)

B. The applicant attests that all required materials are included in this submittal and understands that if any required information is not provided by the application deadline, the application will not be placed on an Urban Design Commission agenda for consideration.

Name of Applicant J. Randy Bruce

Relationship to Property Architect

Authorized Signature 

Date 9/8/15

## J.T. Klein Project Details

J.T. Klein Company, Inc. is proposing to develop a multi-phase affordable housing development adjacent to St. Mary's Hospital in Madison's Greenbush Neighborhood. This development will help meet the large unmet demand for high-quality affordable housing for seniors and families in the Greenbush Neighborhood and City of Madison.

## Rationale

The City of Madison has identified this location as a preferred area for affordable housing because of its proximity to jobs and public transportation. Located at South Park Street and Delaplaine Court, the project will offer frequent, convenient access to transit and services for seniors, local employees, and people with special needs. Hospitals are within walking distance, as is the lake, arboretum, and Henry Vilas Zoo.

The bus stop at Erin and Park Street is the city's "zero intersection bus stop," meaning that from this location, a person is able to access more places in Madison more frequently than from any other location. This location far exceeds minimum transit access requirements for LEED certification (72 total weekday trips), with an average weekday count of 117 total trips.

Additionally, the former church supply store at 820 South Park Street is an eyesore, and identified as blighted in the TID plan. This project will redevelop it into a higher and better use.



### Building 1: Affordable Multi-Family

- Five stories along South Park and Delaplaine Court
- 76 units with a mix of efficiency, one, two, and three bedroom units. Townhome-style units along Delaplaine will have walk-up access.
  - Approximately 65 units (85%) will be affordable, with units set aside for individuals and families earning no more than 60% of the area median income.

- Approximately 12 units (15%) will be market rate, with no income restrictions.
- 19 units (25%) will be set aside for residents with permanent disabilities and veterans who require supportive services.
- 80 underground parking stalls + 20 surface stalls (shared between both buildings)
- 2,800 ft<sup>2</sup> of commercial space along South Park Street, which will be home to the JT Klein Company corporate office.

### Building 2: Affordable Senior

- Five stories along Haywood
- 43 units with a mix of one and two bedrooms
  - Approximately 37 units (85%) will be affordable, with units set aside for individuals and couples earning no more than 60% of the area median income.
  - 11 units (25%), will be set aside for seniors with permanent disabilities.
  - Approximately 6 units (15%) will be market rate, with no income restrictions.
- 80 underground parking stalls + 20 surface stalls (shared between both buildings)

## Facts about Affordable Housing in Madison

- ▶ The City of Madison stated that between 2012 through 2017, approximately 2,850 new apartments would be built in the downtown core.
- ▶ Since 2012, no affordable units have been constructed in downtown Madison.
- ▶ Secure housing is increasingly out of reach for much of Madison’s workforce, with new units targeted exclusively toward high income renters, students, and young professionals—not families.
- ▶ In downtown, studios now rent for \$1,500 per month for 750 square feet. One must earn at least \$54,000 per year to afford this.

The chart below, from the “Dane County Housing Needs Study,” lists the salaries for several common occupations:

Occupation (Standard Occupation Code)	"Starting" Wage (Annual)	Median Wage (Annual)	Affordable Gross Rent, Starting Wage	Affordable Gross Rent, Median Wage
Waiters and Waitresses (353031)	\$16,050	\$18,660	\$401	\$467
Retail Salespersons (412031)	\$16,480	\$21,150	\$412	\$529
Childcare Workers (399011)	\$17,030	\$22,190	\$426	\$555
Landscaping and Groundskeeping Workers (373011)	\$17,760	\$27,990	\$444	\$700
Home Health Aides (311011)	\$19,300	\$23,730	\$483	\$593
Light Truck or Delivery Services Drivers (533033)	\$21,120	\$32,840	\$528	\$821
Construction Laborers (472061)	\$21,850	\$42,560	\$546	\$1,064
Child, Family, and School Social Workers (211021)	\$30,550	\$51,330	\$764	\$1,283
Postal Service Clerks (435051)	\$30,970	\$53,840	\$774	\$1,346
Elementary School Teachers (252021)	\$33,840	\$51,620	\$846	\$1,291
Police and Sheriff's Patrol Officers (333051)	\$41,800	\$55,260	\$1,045	\$1,382
Registered Nurses (291141)	\$53,000	\$71,270	\$1,325	\$1,782

## Applicable Planning Documents

- ▶ City of Madison Comprehensive Plan
- ▶ City of Madison Affordable Housing Strategy
- ▶ Greenbush Neighborhood Plan
- ▶ Greenbush Vilas Housing Revitalization Strategy

▶ Park Street Design Guidelines

**Support from the City of Madison Comprehensive Plan:**

- ▶ Encourage a range of housing choices and viable neighborhoods for all residents.
  - Encourage housing designs that serve people with disabilities.
  - Promote a variety of programs and services to help stabilize housing for other lower income or special need groups.
  - Promote workforce housing and walk to work programs that can contribute to a level of integration at the neighborhood level that will promote a higher sense of the community and involvement across the entire City.

**Support from the Greenbush Neighborhood Plan:**

- ▶ Four of eight housing goals include:
  1. Increase affordable housing.
  2. Provide a variety of housing choices, including affordable housing.
  3. Provide housing opportunities for a diverse population including, students, families, and the elderly. Increase the number of housing units for families and the elderly.
  4. Provide high-quality housing choices including rehabilitation of existing housing stock and new construction in general scale and historic character with the neighborhood.
- ▶ Housing Recommendation 1: Meriter and St. Mary's hospitals should consider selling their residential property holdings that are not needed for development for owner-occupancy and housing for special populations, including people with disabilities and seniors. ***If the hospitals cannot sell the properties, residential rental properties should be affordable*** and market to a variety of different demographics, including hospital employees, and people holding Section 8 vouchers.
- ▶ Housing Recommendation 2: Work with affordable housing agencies and programs to identify appropriate buildings that might become available to purchase, including in:
  1. The 1200 block of Mound Street, which consists of a very large 2- and 3-flat buildings that have large back yards;
  2. Properties owned by St. Mary's on 1100 block of Erin Street and on Orchard Street; and
  3. Homes in the southeastern quarter of the neighborhood (JT Klein project location) which are less expensive.

***Despite these recommendations, the most recent apartment projects in the neighborhood include:***

- The Ideal: One Bedroom = \$1,210
- Longfellow: One Bedroom = \$1,324
- Vicinato: One Bedroom = \$1,140

**Support from the Greenbush Vilas Housing Revitalization Strategy:**

- ▶ Increase the affordability and desirability of the neighborhood for University and hospital employees, graduate students, and young families.
- ▶ Introduce a range of housing options that allow residents to live responsibly and simply.
- ▶ *“Despite [their] many positive qualities, Greenbush and Vilas are missing a critical element of sustainability: a range of housing that enables people to stay in their neighborhoods as they transition through various life stages.”*



S. Park Street & Haywood Drive  
Aerial Site Plan  
September 3 2015



DELAPLAINE COURT

TR-VI

TSS

S. BROOKS STREET

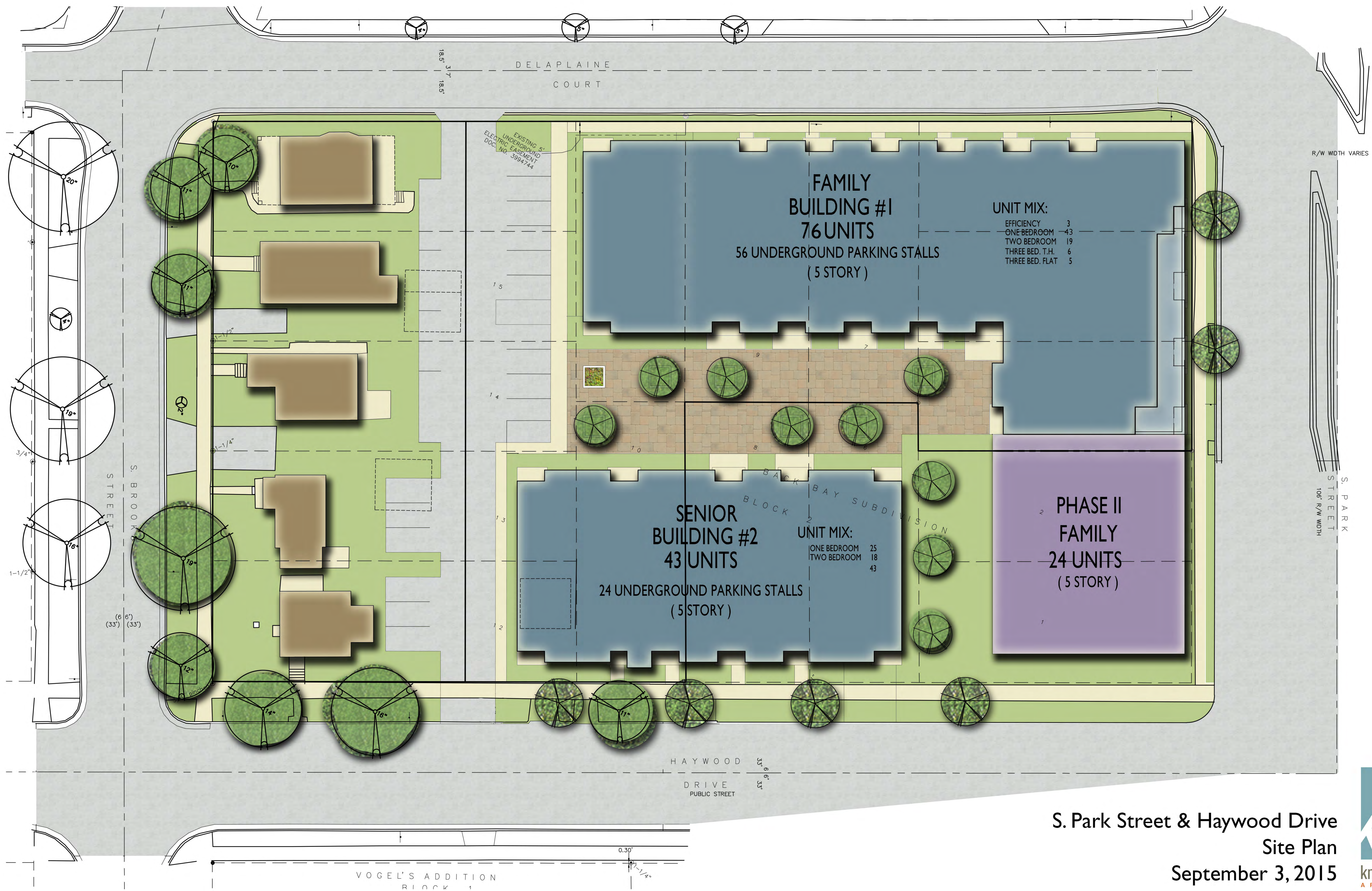
HAYWOOD DRIVE

S. PARK STREET



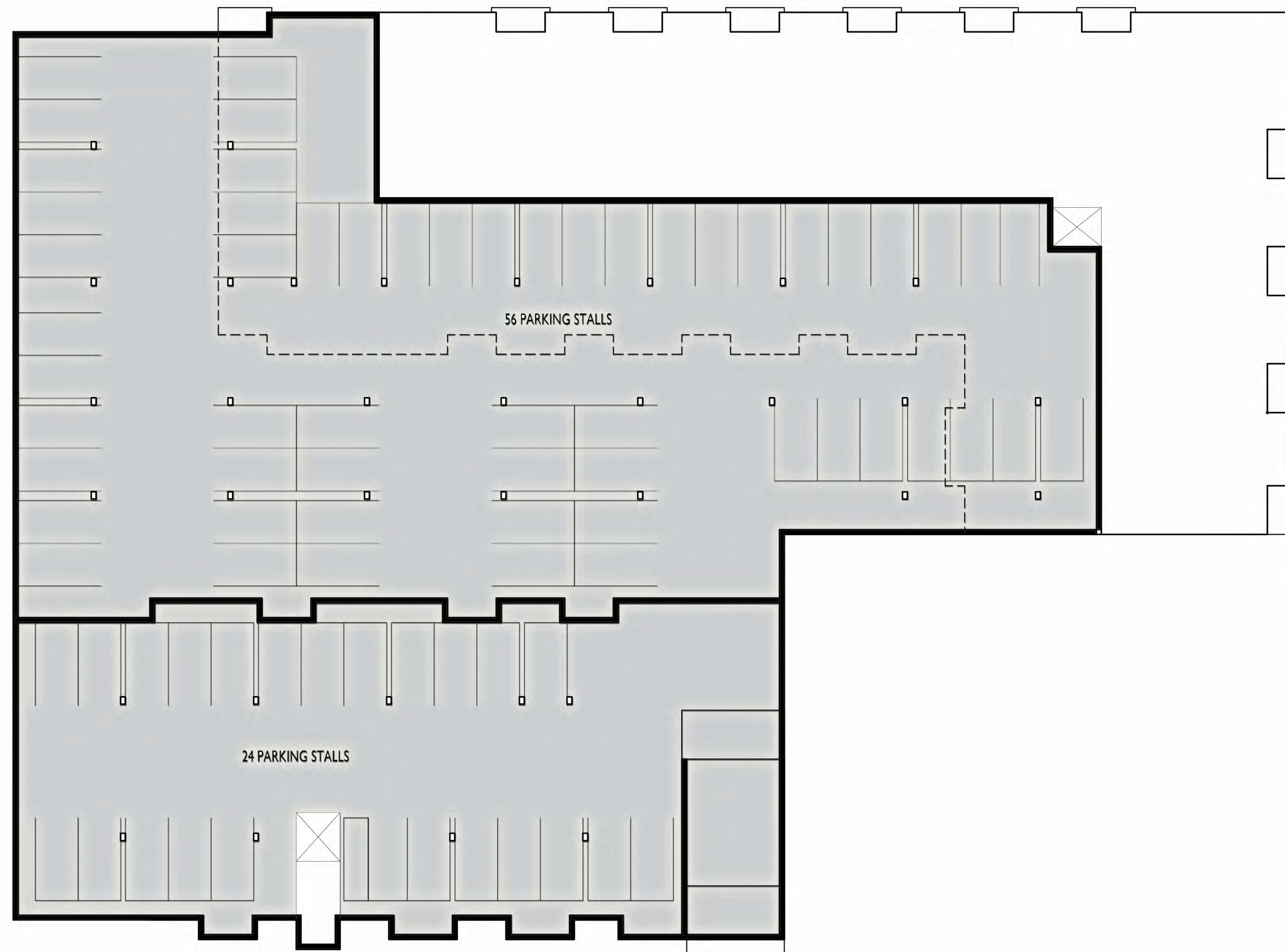
S. Park Street & Haywood Drive  
Aerial Site Plan  
September 3 2015



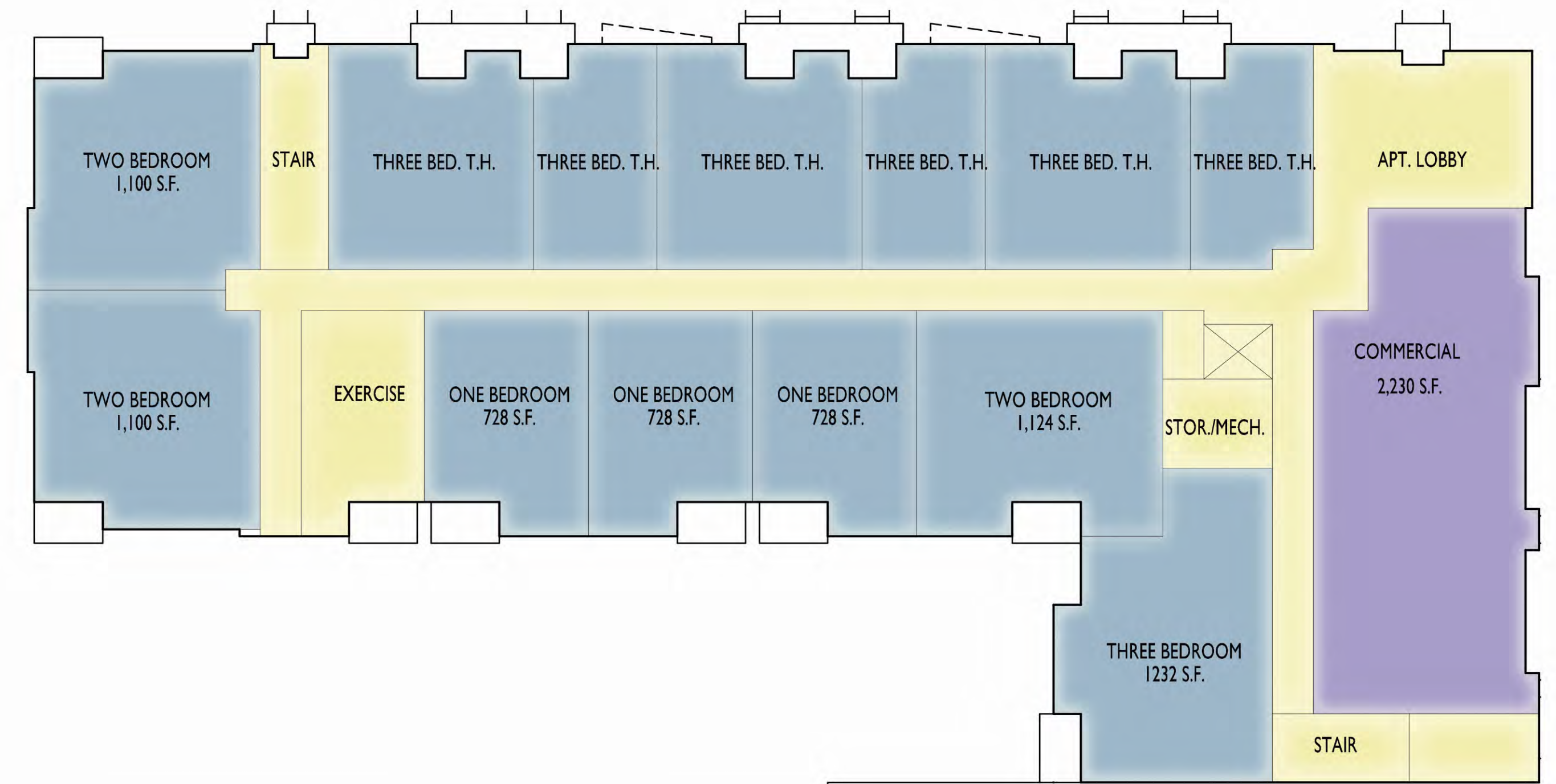


S. Park Street & Haywood Drive  
Site Plan  
September 3, 2015



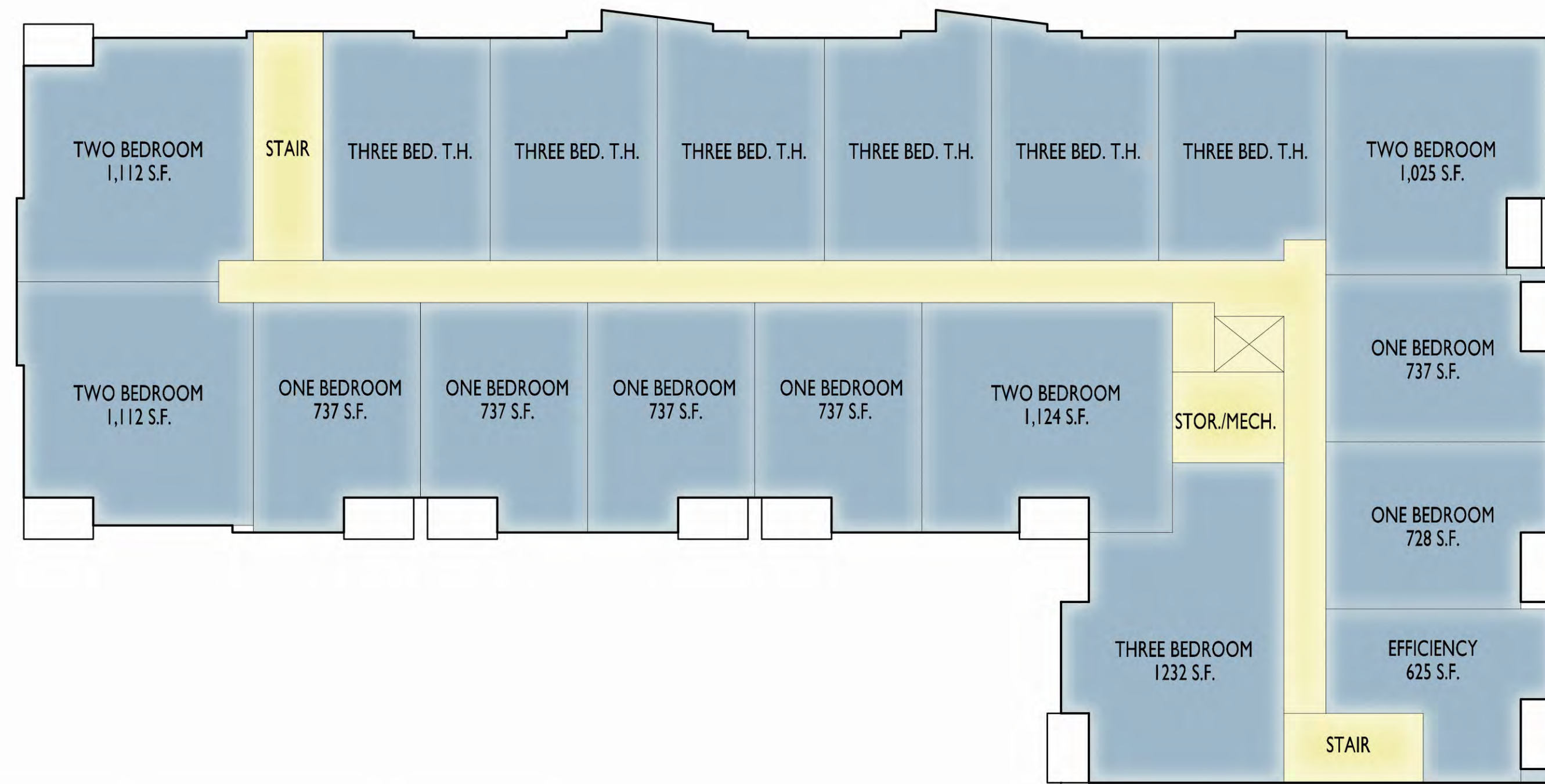


**Basement**



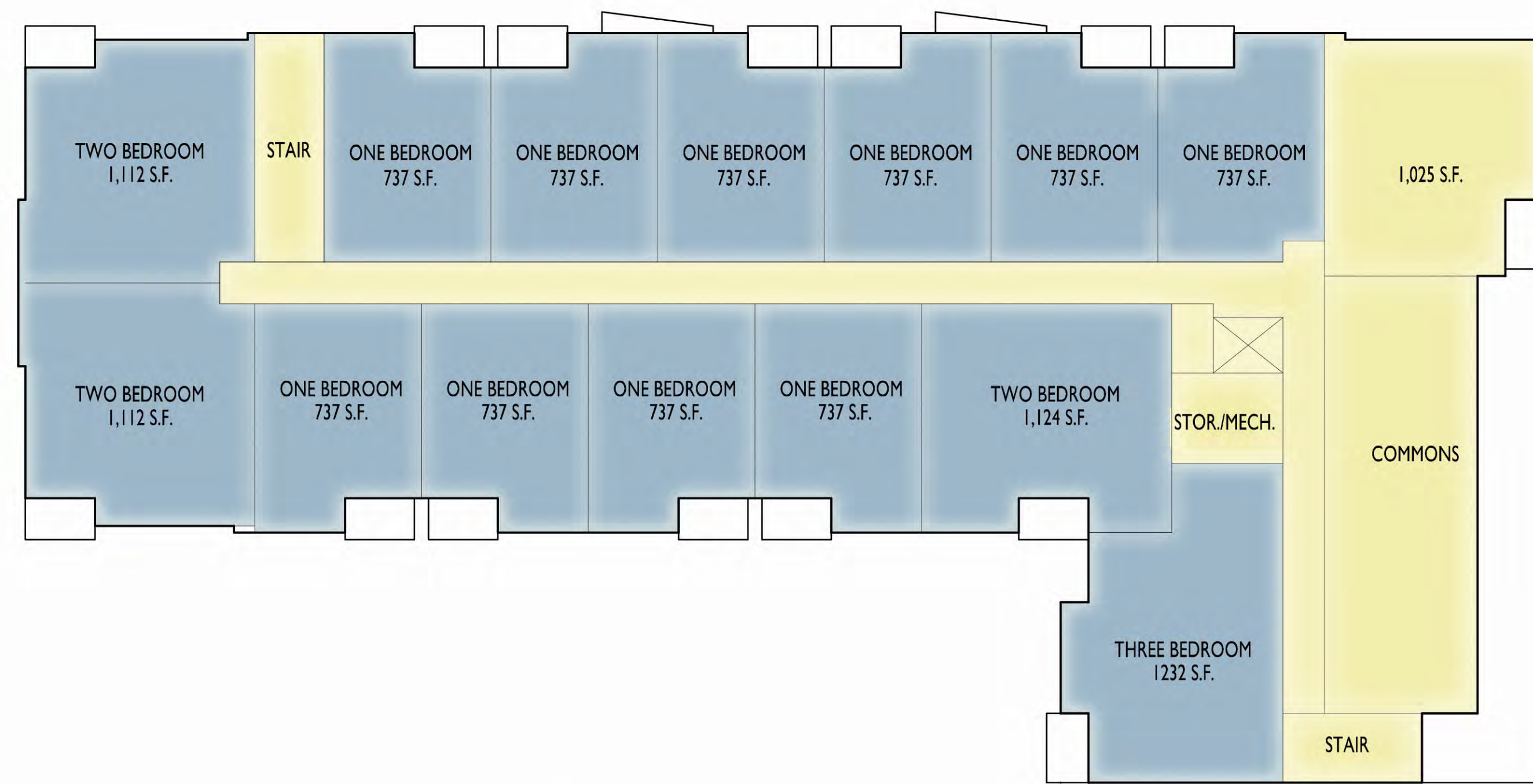
**First Floor**





**Second Floor**

**Third and Fourth Floor**



**Fifth Floor**



Park Street  
Elevations  
September 3, 2015





Park Street  
Elevations  
September 3, 2015

