



City of Madison

Conditional Use

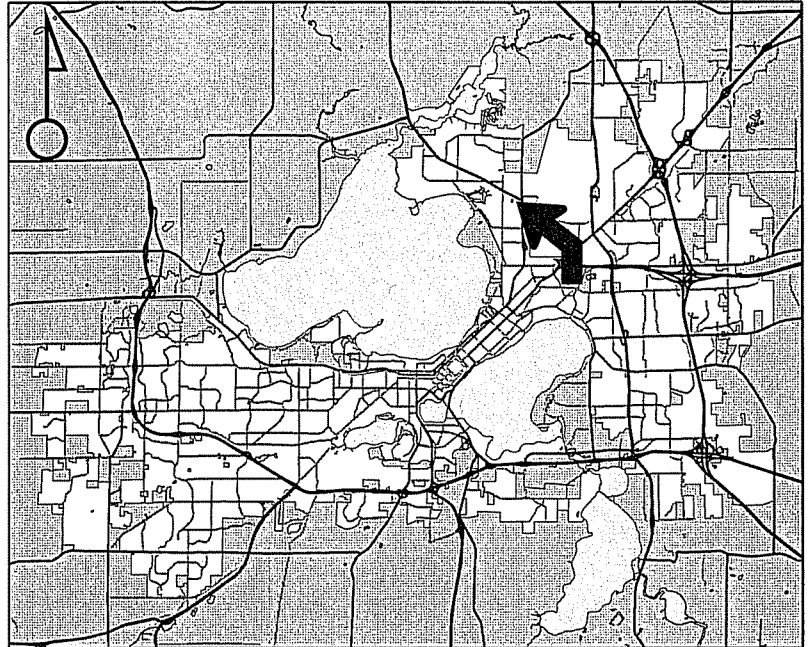
Location
2801 Dryden Drive

Applicant
Todd Gebhardt -
Northshore Rentals

Existing Use
Senior Apartments

Proposed Use
Convert 20 units in an existing 40-unit
senior apartment building to non-age
restricted units

Public Hearing Date
Plan Commission
20 August 2012

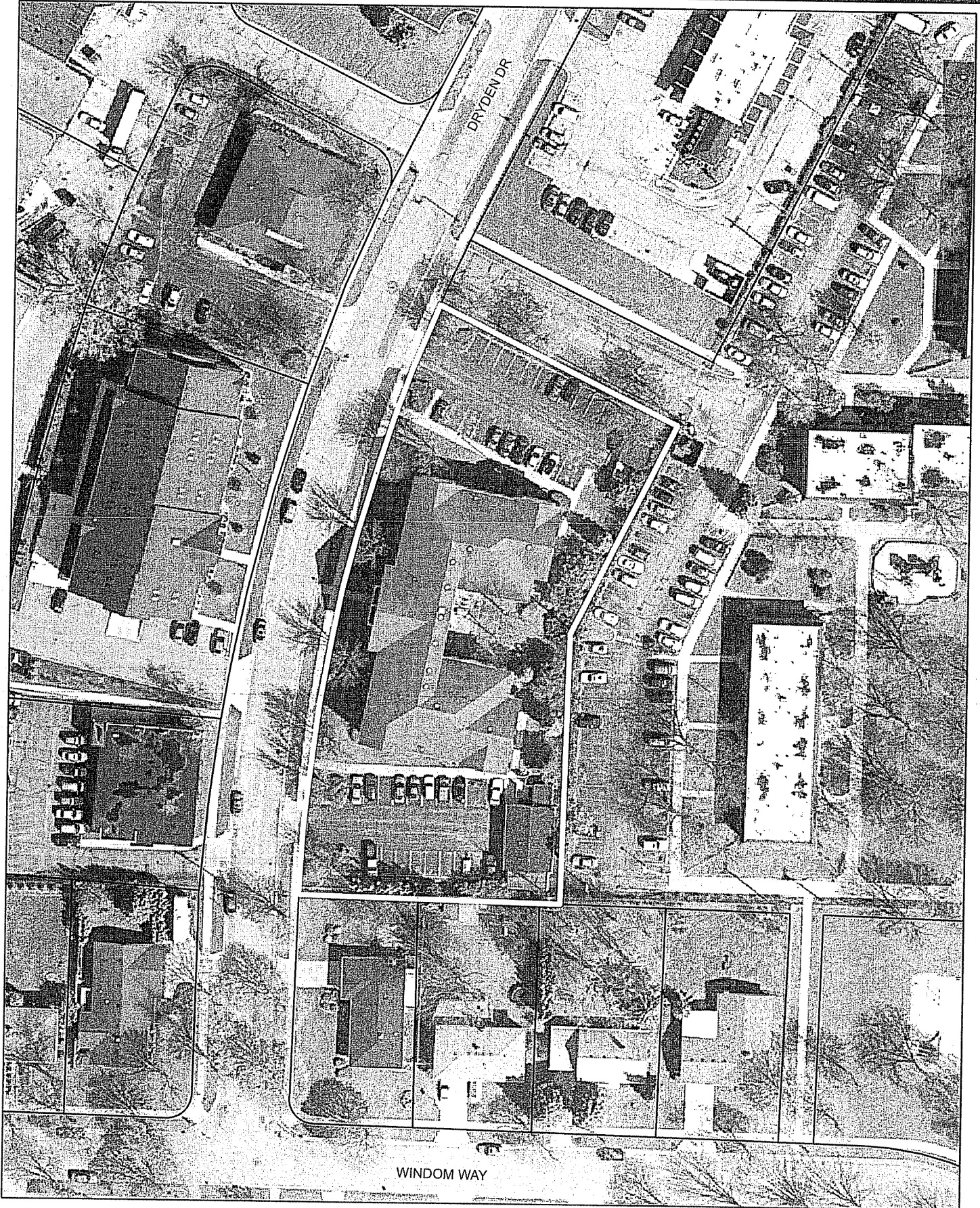


For Questions Contact: Kevin Firchow at: 267-1150 or kfirchow@cityofmadison.com or City Planning at 266-4635



Scale : 1" = 400'

City of Madison, Planning Division : RPJ : Date : 06 August 2012





LAND USE APPLICATION Madison Plan Commission

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

- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed with the Subdivision Application.
- Before filing your application, please review the information regarding the **LOBBYING ORDINANCE** on the first page.
- Please read all pages of the application completely and fill in all required fields.
- This application form may also be completed online at www.cityofmadison.com/planning/plan.html
- All Land Use Applications should be filed directly with the Zoning Administrator.

FOR OFFICE USE ONLY:	
Amt. Paid	\$1550 ⁰⁰ Receipt No. 127650
Date Received	
Received By	JLK
Parcel No.	0810-303-0102-2
Aldermanic District	12-Satya Rhodes Conway
GQ	CU
Zoning District	R5
For Complete Submittal	
Application	Letter of Intent <input checked="" type="checkbox"/>
IDUP	Legal Descript. <input type="checkbox"/>
Plan Sets <input checked="" type="checkbox"/>	Zoning Text <input type="checkbox"/> N/A
Alder Notification	Waiver <input type="checkbox"/>
Ngbrhd. Assn Not.	Waiver <input type="checkbox"/>
Date Sign Issued	

1. Project Address: 2801 Dryden Drive Project Area in Acres: 1.2 acres
Project Title (if any): _____

2. This is an application for:

Zoning Map Amendment (check the appropriate box(es) in only one of the columns below)		
<input type="checkbox"/> Rezoning to a <u>Non-PUD</u> or PCD Zoning Dist.:	Rezoning to or Amendment of a PUD or PCD District:	
Existing Zoning: _____ to _____	<input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-GDP	
Proposed Zoning (ex: R1, R2T, C3): _____	<input type="checkbox"/> Ex. Zoning: _____ to PUD/PCD-SIP	
	<input type="checkbox"/> Amended Gen. Dev. Plan	<input type="checkbox"/> Amended Spec. Imp. Plan
<input checked="" type="checkbox"/> Conditional Use	<input type="checkbox"/> Demolition Permit	<input type="checkbox"/> Other Requests (Specify): _____

3. Applicant, Agent & Property Owner Information:

Applicant's Name: Todd Gebhardt Company: Northshore Rentals, LLC
Street Address: 2026 Londonderry Dr City/State: MADISON, WI Zip: 53704
Telephone: (608) 661-9900 Fax: (608) 661-9901 Email: Rent@Northshore-Rentals.com

Project Contact Person: Lauren Joyce Company: Northshore Rentals, LLC
Street Address: 2026 Londonderry Dr City/State: MADISON, WI Zip: 53704
Telephone: (608) 661-9900 Fax: (608) 661-9901 Email: Rent@Northshore-Rentals.com

Property Owner (if not applicant): _____
Street Address: _____ City/State: _____ Zip: _____

4. Project Information:

Provide a brief description of the project and all proposed uses of the site: We are looking to amend the current land use agreement to allow 20% of our residents to be market rate.

Development Schedule: Commencement ASAP Completion _____

SEE REVISED REQUEST 20 UNITS - NON-AGE RESTRICTED CONTINUE →

5. Required Submittals:

- + **Site Plans** submitted as follows below and depicts all lot lines; existing, altered, demolished or proposed buildings; parking areas and driveways; sidewalks; location of any new signs; existing and proposed utility locations; building elevations and floor plans; landscaping, and a development schedule describing pertinent project details:
 - **Seven (7) copies** of a full-sized plan set drawn to a scale of one inch equals 20 feet (collated and folded)
 - **Seven (7) copies** of the plan set reduced to fit onto 11 inch by 17 inch paper (collated, stapled and folded)
 - **One (1) copy** of the plan set reduced to fit onto 8 1/2 inch by 11 inch paper
- + **Letter of Intent: Twelve (12) copies** describing this application in detail including, but not limited to: existing conditions and uses of the property; development schedule for the project; names of persons involved (contractor, architect, landscaper, business manager, etc.); types of businesses; number of employees; hours of operation; square footage or acreage of the site; number of dwelling units; sale or rental price range for dwelling units; gross square footage of building(s); number of parking stalls, etc.
- Legal Description of Property:** Lot(s) of record or metes and bounds description prepared by a land surveyor. For any application for rezoning, the description must be submitted as an electronic word document via CD or e-mail. For applications proposing rezoning to more than one district, a separate description of each district shall be submitted.
- + **Filing Fee: \$550** See the fee schedule on the application cover page. Make checks payable to: *City Treasurer.*
- + **Electronic Submittal:** All applicants are required to submit copies of all items submitted in hard copy with their application (including this application form, the letter of intent, complete plan sets and elevations, etc.) as Adobe Acrobat PDF files on a non-returnable CD to be included with their application materials, or in an e-mail sent to pcapplications@cityofmadison.com. The e-mail shall include the name of the project and applicant. Applicants unable to provide the materials electronically should contact the Planning Division at (608) 266-4635 for assistance.

In Addition, The Following Items May Also Be Required With Your Application:

- For any applications proposing demolition or removal of existing buildings, the following items are required:
 - Prior to the filing of an application, the applicant or his/her agent is required to notify a list of interested persons registered with the City **30 or 60 days prior to filing** their application using the online notification tool found at: <https://www.cityofmadison.com/developmentCenter/demolitionNotification/>
 - A photo array (6-12 photos) of the **interior and exterior** of the building(s) to be demolished or removed. A written assessment of the condition of the building(s) to be demolished or removed is highly recommended.
 - Note: A Reuse and Recycling Plan approved by the City's Recycling Coordinator is required prior to issuance of wrecking permits and the start of construction.
- A **Zoning Text** must accompany all Planned Community or Planned Unit Development (PCD/PUD) submittals.

6. Applicant Declarations:

- + **Conformance with adopted City plans:** Applications shall be in accordance with all adopted City of Madison plans:
 - The site is located within the limits of the: COMPREHENSIVE PLAN / NORTHPOLE WALKER Plan, which recommends: MEDIUM DENSITY RESIDENTIAL for this property.
- + **Pre-application Notification:** Section 28.12 of the Zoning Code requires that the applicant notify the district alder and any nearby neighborhood & business associations in writing no later than **30** days prior to filing this request:
 - List below the Alderperson, Neighborhood Association(s), Business Association(s) AND dates you sent the notices: Ald. Satya Rhodes-Conway, Sherman Neighborhood Association
 - NOTE: If the alder has granted a waiver to this requirement, please attach any such correspondence to this form.
- + **Pre-application Meeting with staff:** Prior to preparation of this application, the applicant is required to discuss the proposed development and review process with Zoning and Planning Division staff; note staff persons and date.

Planning Staff: KEVIN FIRCHON Date: _____ Zoning Staff: _____ Date: _____
- Check here if this project will be receiving a public subsidy.** If so, indicate type in your Letter of Intent.

The signer attests that this form is accurately completed and all required materials are submitted:

Printed Name Lauren Joyce Date 12/15/11
 Signature [Signature] Relation to Property Owner Office Manager
 Authorizing Signature of Property Owner Todd Gehardt Date Dec 15 2011

SUPPLEMENTAL STATEMENT IN SUPPORT OF MODIFICATION
OF CONDITIONAL USE PERMIT

The Conditional Use Permit (CUP) should be modified to allow us to house broader range of tenants, better meeting current and projected demand. The current CUP limits tenants to age 55 years of age and older. The restrictions have resulted in a significant level of continuing vacancies. This is consistent with vacancies in other 55+ buildings.

We request that the CUP be modified to permit us to lease as many as 20 of the building's 40 units to all-age residents. This flexibility will improve the building's marketability and contribute to a better living environment for all of our tenants.

The current CUP restrictions of 55+ residents were imposed as the result of grant funding which provided a fifty percent (50%) property tax abatement for the first twenty (20) years of the building's existence. That 20-year period expired in 2008.

Both before the restrictions expired and particularly more recently, we have found the building has had persistent vacancies that have been difficult to address. We have noted that other buildings that serve the 55 plus market on the North side of Madison also experience similar problems. We believe part of this is the result of the difficulty of selling houses in the current recessionary market. People who are 55 and older may be unable to sell their houses and move into senior housing.

In any event, the property has been running a vacancy rate that is of concern. In the long run, no building can afford to operate with 20 percent (20%) vacancies. The vacancies deprive the building of the revenue needed to make necessary upgrade, improvements, and maintenance.

Further, we think that there is value in diversifying the tenant mix of this building. Segregation of housing groups has downsides. Elderly residents could benefit from having younger neighbors who have provide activity, interest and companionship.

To summarize, the facility has long since repaid the financial obligations which justified the imposition of the covenants in 1988. In the market of 2012, the building needs to advertise to a broader range of ages. We believe that doing so is in the best interests of the tenants by providing them with an economically viable building, as well as a broader range of adult ages with whom to interact. We appreciate your attention to our request.

NORTHSHORE RENTALS, LLC

2026 Londonderry Drive Office
Madison WI 53704
www.Northshore-Rentals.com

T. (608) 661-9900
F. (608) 661-9901
Rent@Northshore-Rentals.com

November 8, 2011

To Whom It May Concern:

I own a property management company on Madison's north side. I'm writing intending to submit a Conditional Use alteration for our 40-unit, 25,578 sq ft building located at 2801 Dryden Drive (lot size 1.2 acres) in Madison, WI. This building has six two-bedroom units (\$750/month market value) and 34 one-bedroom units (\$620/month market value). We have two full-time employees: one manages the office operations and the other manages maintenance operations. There are also four part-time employees. The main office is open Monday through Friday 10am – 6pm and Saturday 9am-1pm. We hold office hours at 2801 Dryden Drive on Tuesdays and Thursdays from 1-2pm and more if needed. We also have a key keeper on-site who helps with community activities, mail and package distribution, and much more.

Currently, the Land Use Restriction Agreement limits the building to anyone 55+ and/or disabled. This was approved in 1988 when the building was built. We're looking to modify the restriction in order to allow 20% of the residents to be market rate.

When the building was built in 1989, it was involved in a 20-year program. This program allowed the owners to only pay 50% of the property taxes if the building was limited to a 55+ and/or disabled building. Shortly after we bought the building in 2008, this program ended in 2009 - although our building land use restriction remained 55+ and/or disabled until 2018.

With the building being limited to only that demographic, who are mostly on fixed incomes, it was impossible to raise the residents' rents enough to cover the additional 50% property taxes we were then required to also cover. It has been increasingly hard to keep the building 100% full, which is the only way we can work towards turning a profit and putting money back into the building for the residents. We were unsuccessful in getting a continued break on the taxes when we attempted in 2010.

Not only is there hail damage to our roof that needs to be replaced soon, but also there are a number of additional necessary improvements to the building – all that have been, or will be, funded at the expense of our other buildings if we can't get this restriction modified.

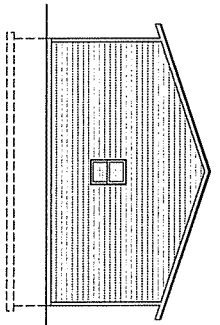
We believe that if 20% (8 of the total units) were market rate, we would be able to keep the building full. At any given time of the year, there are at least two or more units open due to unfortunate events, such as sicknesses and deaths. We've found that the majority of seniors who inquire about apartments usually start looking around three months in advance. So when an apartment opens up on very short notice, we're normally sitting with it vacant for a couple of months.

We feel that if we had the ability to offer an available unit to someone who is not included in the current Land Use Restriction Agreement (55+ and/or disabled), we would be able to keep the building full, the residents' rents at a rate they can afford and the building in good condition.

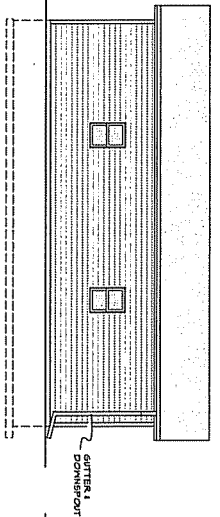
Thank you,

Todd Gebhardt
Owner
Northshore Rentals, LLC

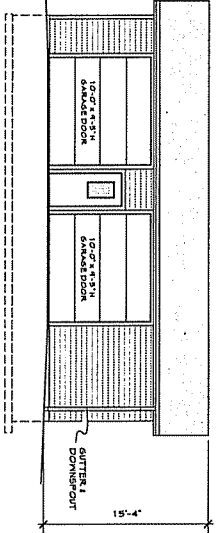
ORIGINAL LETTER OF INTENT
SEE SUPPLEMENTAL STATEMENT



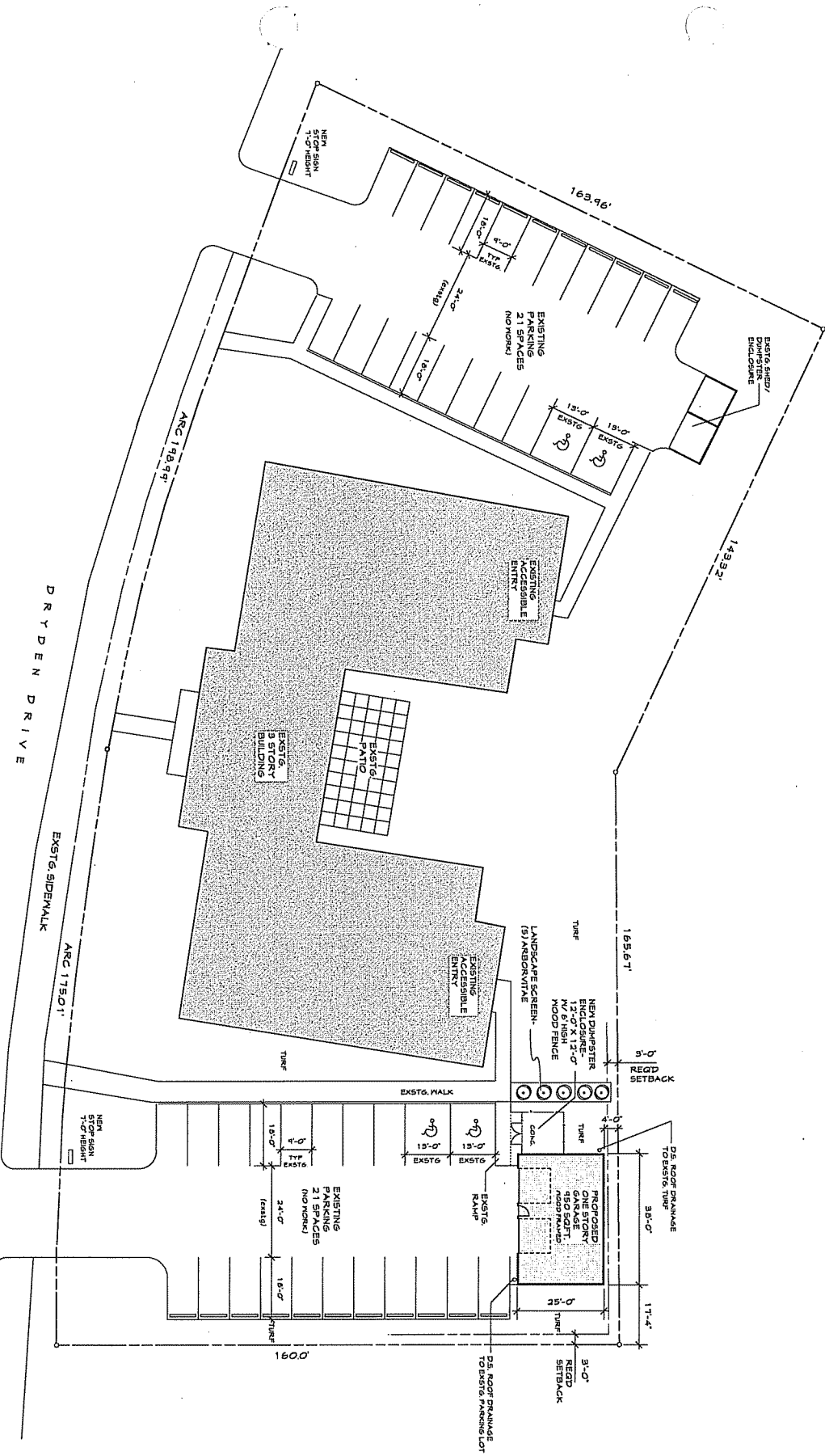
○ SIDE ELEVATION
Scale: 1/8" = 1'-0"



○ REAR ELEVATION
Scale: 1/8" = 1'-0"



○ FRONT ELEVATION
Scale: 1/8" = 1'-0"



○ SITE PLAN
Scale: 1" = 20 ft



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WWW: www.designcoalition.org

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Mark	Date	Description
041320		Revisions per staff
Project Title		
PROPOSED GARAGE		
Dryden Drive Apartments		
2717 Dryden Drive		
Madison, WI		
Drawn By	Issue Date	
RKS	9/02/08	
Sheet Title		
Site Plan		
Garage Elevations		

Project ID: Drawing No.
ONLY
of
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