

# City of Madison

# PD Amendment

Location 210 South Brooks Street

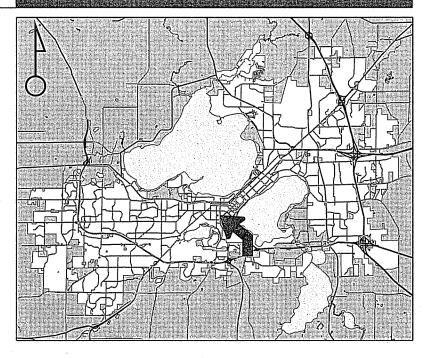
Applicant John Seamon – Iconica

From: PD-SIP

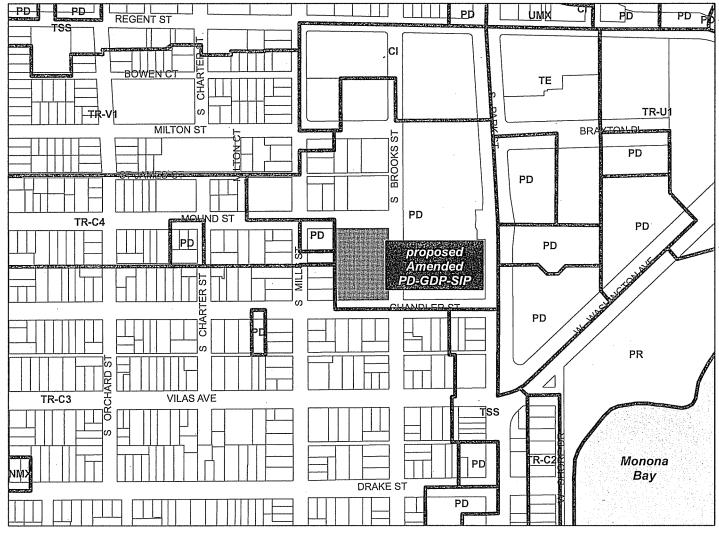
To: Amended PD-GDP-SIP

Rezoning Request Amend general development plan and approve specific implementation plan to convert school into apartments and construct new apartment building with 104 total units

Public Hearing Date Plan Commission 26 August 2013 Common Council 03 September 2013



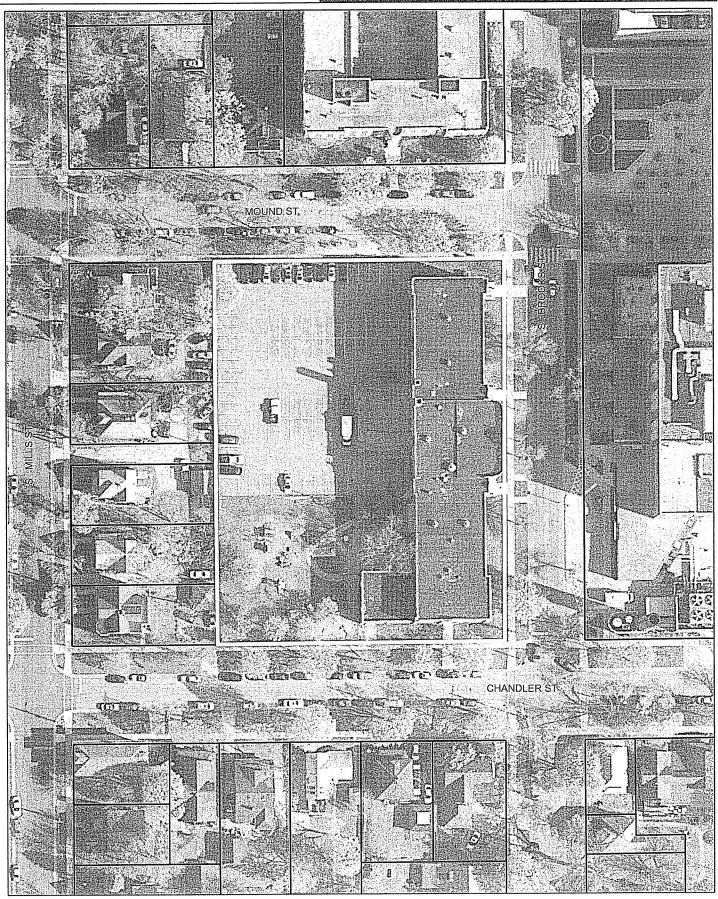
For Questions Contact: Tim Parks at: 261-9632 or tparks@cityofmadison.com or City Planning at 266-4635



Scale: 1" = 400'

City of Madison, Planning Division: RPJ: Date: 20 August 2013





Date of Aerial Photography: Spring 2010

# LAND USE APPLICATION

- The following information is required for all applications for Plan Commission review except subdivisions or land divisions, which should be filed using the Subdivision Application.
- This form may also be completed online at: www.cityofmadison.com/developmentcenter/landdevelopment

1sdison <sub>n</sub>			FC	OR OFFICE USE ONLY:	
215 Martin Luther King Jr. Blvd; Room LL-100 PO Box 2985; Madison, Wisconsin 53701-2985 Phone: 608.266.4635   Facsimile: 608.267.8739  All Land Use Applications should be filed with the Zoning Administrator at the above address.		Amt. Paid Receipt No  Date Received  Received By			
		Parcel No			
Commission review excessions should be filed using the This form may also be continuous.	on is required for all applicated to subdivisions or land divise Subdivision Application ompleted online at:  n/developmentcenter/landd	sions, which	Special Requirement Review Required By:  Urban Design Co Common Counci	mmission Plan Com	mission
1. Project Address:	212 South Brooks Street				,
	Longfellow Apartments				
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# 3. Applicant, Agent & Property Owner Information:

# 4. Project Information:

Provide a brief description of the project and all proposed uses of the site: to historic building comprising 64 market rate apartments and enclosed parking garage.

Adaptive re-use of historic school into market rate apartments and addition

10/15/13 Development Schedule: Commencement

Completion

10/15/14

	tion
All Land Use applications are require	ed to include the following:
✓ Project Plans including:*	
demolished/proposed/alter	d plans depicting project details including all lot lines and property setbacks to buildings; ed buildings; parking stalls, driveways, sidewalks, location of existing/proposed signage; creening details; useable open space; and other physical improvements on a property)
Grading and Utility Plans (ex	xisting and proposed)
<ul> <li>Landscape Plan (including p</li> </ul>	lanting schedule depicting species name and planting size)
Building Elevation Drawings	(fully dimensioned drawings for all building sides, labeling primary exterior materials)
<ul> <li>Floor Plans (fully dimension</li> </ul>	ed plans including interior wall and room location)
Provide collated project plan se	ets as follows:
• Seven (7) copies of a full-siz	ed plan set drawn to a scale of 1 inch = 20 feet (folded or rolled and stapled)
	the plan set reduced to fit onto 11 X 17-inch paper (folded and stapled)
	t reduced to fit onto 8 ½ X 11-inch paper
· · · · · · · · · · · · · · · · · · ·	ation including photographs and layout of adjacent buildings and structures. The applicant r building materials and color scheme to the Urban Design Commission meeting.
	) Came may Blan Eat describing this application in datail including but not limited to:
✓ Letter of Intent: Provide one (1	) Copy per Plan Set describing this application in detail including, but not limited to:
<ul> <li>Letter of Intent: Provide one (1</li> <li>Project Team</li> <li>Existing Conditions</li> <li>Project Schedule</li> <li>Proposed Uses (and ft² of each of the control of the</li></ul>	<ul> <li>Building Square Footage</li> <li>Number of Dwelling Units</li> <li>Auto and Bike Parking Stalls</li> <li>Value of Land</li> <li>Estimated Project Cost</li> <li>Number of Construction &amp; Full-</li> </ul>
<ul> <li>Project Team</li> <li>Existing Conditions</li> <li>Project Schedule</li> <li>Proposed Uses (and ft² of expression)</li> <li>Hours of Operation</li> </ul>	<ul> <li>Building Square Footage</li> <li>Number of Dwelling Units</li> <li>Auto and Bike Parking Stalls</li> <li>Lot Coverage &amp; Usable Open</li> <li>Value of Land</li> <li>Estimated Project Cost</li> <li>Number of Construction &amp; Full-</li> <li>Time Equivalent Jobs Created</li> </ul>
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<ul> <li>Project Team</li> <li>Existing Conditions</li> <li>Project Schedule</li> <li>Proposed Uses (and ft² of existed to the Land Use)</li> <li>Filing Fee: Refer to the Land Use</li> <li>Electronic Submittal: All applications Adobe Acrobat PDF files on a pcapplications@cityofmadison.</li> </ul>	<ul> <li>Building Square Footage</li> <li>Number of Dwelling Units</li> <li>Auto and Bike Parking Stalls</li> <li>Lot Coverage &amp; Usable Open Space Calculations</li> <li>Extimated Project Cost</li> <li>Number of Construction &amp; Full-Time Equivalent Jobs Created</li> <li>Public Subsidy Requested</li> <li>Application Information &amp; Fee Schedule</li> <li>Make checks payable to: City Treasurer</li> <li>Ints are required to submit copies of all items submitted in hard copy with their application as a non-returnable CD to be included with their application materials, or by e-mail to com.</li> </ul>

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1	Additional Information may be required, depending on application. Refer to the <u>Supplemental Submittal Requirements.</u>
6.	Applicant Declarations
V	<b>Pre-application Notification:</b> The Zoning Code requires that the applicant notify the district alder and any nearby neighborhood and business associations in writing no later than 30 days prior to FILING this request. List the alderperson, neighborhood association(s), and business association(s) AND the dates you sent the notices:
	→ If a waiver has been granted to this requirement, please attach any correspondence to this effect to this form.
<b>V</b>	<b>Pre-application Meeting with Staff:</b> <u>Prior</u> 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: B. Fruehling Date: 6/17/13 Zoning Staff: T. Parks Date: 6/17/13
The	e applicant attests that this form is accurately completed and all required materials are submitted:
Nai	me of Applicant John Seamon Relationship to Property: Consultant to Alexander Co
Aut	thorizing Signature of Property Owner 2 2 2 2 Date 6/28/13 18



Project Intent
The Longfellow School Adaptive Re-use and New Apartment Complex
July 1st, 2013

#### **Project Description:**

The proposed uses include: 50,432 SF of residential in the historic Longfellow school, 70,169 SF of residential and 58,245 SF of enclosed parking in the new building. The estimated Value of Land - is \$1,560,000. The estimated total Project Cost is \$17 million for both the Historic and new construction. The project will create (3) full-time equivalent jobs for property management and 90 new construction jobs. Both the historic Longfellow school and the infill sit on a 76,130 SF Lot with a usable open space totaling 24,731 SF or 32.4%. No Public Subsidy is being Requested for this project.

### **Building Design:**

The redevelopment proposal for the former Longfellow School includes the conversion to 41 market rate apartments along with a new three-story, 64 unit apartment building over 2 levels of self-contained parking with 103 stalls and 28 surface stalls. The new building footprint will mimic the existing school, and consequently, create a common courtyard and gardens with a pedestrian building connection between the historic building and the proposed new building. Enhanced sidewalk and street front landscaping provide an aesthetically cohesive environment.

The new building design seeks to establish its own presence in the neighborhood and the Meriter campus while incorporating elements of the historic school. The historic Longfellow building is manifested in the new building design by reinterpreting the nested fenestration within the large articulated building bays. Additionally, the scale of the windows on the new building are designed to emulate the existing Longfellow fenestration. The massing, articulation and architectural style is intended to be cohesive with the Meriter campus and neighborhood but most specifically, respect and preserve the architectural identity of its closest neighbor, the historic Longfellow School. However, the modern design sensibility of the new building also allows for the historic building and the new Children's Center to maintain their respective identities, history and presence. The width of the new building will progressively narrow from the four primary building corners to provide spatial relief from its immediate context while maintaining street edge density.

Portions of the material color palette will serve to link this building with its campus context. Building materials will include concrete, masonry block, EIFS, brick, architectural metal panel, wood, aluminum, and glass. The proposed new building is designed within the story and height limits established in Meriter's 2009 General Development Plan.

#### Site Design:

The design intent is to knit the historic Longfellow School and the new building together in terms of site access, landscape design and circulation while providing the best possible vehicular and pedestrian access to the Children's Center. Pedestrian access to both the historic building and the new building will be available from Chandler and Mound Streets along with a connector between both buildings located on the upper parking level. Additional residential vehicular access and residential loading will be provided off of Chandler Street.

Direct access to the fifty reserved valet parking stalls will be provided off of Mound Street, adjacent to the Children's Center. Immediate and direct ground level access will be provided to the Children's Center with this design strategy. A 1,920 square foot outdoor playground space for the new Children's Center will be created adjacent to the new Children's Center with immediate access to both the facility and the reserved pick up/drop off parking. The portion of the outdoor play area on the proposed redevelopment lot will be permanently dedicated to the Children's Center.

#### **Historic Preservation:**

The restoration of the historic Longfellow School will meet or exceed the standards set by the US Department of Interior for property that is listed on the National Register of Historic Places and the guidelines established by the City of Madison Landmarks Commission. Every attempt will be made to exploit all character features of the school to create a singular sense of place for its residents, Meriter and the neighborhood. The new construction on the adjoining lot and the at grade (one-story) connector are planned to be of their own architectural style and time, but will respect the scale massing and architectural elements of the school.

### Signage:

The signage plan will be part of the revised zoning application and will be designed to differentiate itself from the Meriter campus to avoid a blurring of identities and use. The signage will clearly indicate a residential use while practicing restraint in its placement and size. The overall project will be branded "The Longfellow" for its historic context and that branding will carry through to the interiors and the marketing.

#### Landscaping:

The zoning required for this project will require a complete landscape plan. It is intended that this plan not duplicate the streetscape (within the City's right-of-way) that currently exists for the Meriter campus. Street trees and terrace treatments will be residential in character to avoid confusion over the intuitive residential use and to better transition into the residential neighborhood. Plantings and overall design within the property boundaries will be congruent with the landscape around the historic structure and chosen for their seasonal color, resistance to drought and native species. Building and garage setbacks will allow for screening and softening between the public right-of-way and the private uses.

### **Sustainability:**

The Longfellow School adaptive reuse represents the ultimate green building project. Reuse of the structure and its historic elements mean that there will be minimal landfill requirements and that the majority of the required building materials are already in-place. Energy conservation for the entire project will be attained through high-efficiency individually controlled heat pumps and water heating systems. Buying local for both labor and materials will be a priority as will construction recycling.

### **Organizational Structure:**

Owner:

The Alexander Company

145 E. Badger Road; Suite 200

Madison, WI

Contact: Randall Alexander

Architect: Iconica

901 Deming Way Madison, WI 53717

Madison, W1 537 608-664-3535

Contact: John Seamon

John.seamon@iconicacreates.com

Engineer:

Iconica

901 Deming Way Madison, WI 53717 608-664-3535

Contact: Patrick Eagan

Patrick.eagan@iconicacreates.com

Landscape Design:

JSD Professional Services, Inc. 161 Horizon Drive, Suite 101

Verona, WI 53593 Contact: Justin Frahm

Project Schedule: Construction Start – October 15th 2013; Completion – October 15th, 2014

Thank you for your time in reviewing our proposal.

Sincerely,

John Seamon

Architectural Director

Iconica

# PROPOSED ZONING TEXT: AMENDED GDP/SIP LONGFELLOW SCHOOL ADAPTIVE REUSE AND NEW APARTMENT COMPLEX 210 S. BROOKS STREET, MADISON, WI

**Legal Description:** The lands subject to this planned unit development shall include those described in Exhibit A, attached hereto.

A. Statement of Purpose: This Zoning District Text is amending the GDP zoning text for the Longfellow School Redevelopment project to allow for the adaptive reuse and new apartment complex for "Longfellow School". The new apartment complex will contain 64 units with parking for 103 sited under three-stories and 28 surface parking stalls. The historic school will be converted into 40 units of housing.

#### B. Permitted Uses:

- 1. Current permitted uses include: Medical Offices, administration and education, day care centers, day treatment and day care facilities for persons with emotional and physical disabilities, adult day care facilities, community living arrangements, parking and medical clinic.
- 2. Current uses accessory to permitted uses as listed above include: park or Playground, temporary storage facilities for construction materials and equipment, temporary construction parking.
- C. Lot Area: Lot area = 76,130 SF with a usable open space area of 24,731 SF or 32.4%.

#### D. Floor Area Ratio:

- 1. Maximum floor area ratio permitted is 3.0. Proposed is 2.76 (209,800 / 76,130).
- 2. Maximum building height shall be 6 stories or 88'.
- **E. Yard Requirements:** Yard areas will be provided as shown on the attached site and landscape plans.
- **F. Landscaping:** Site landscaping will be provided as shown on the attached site plan and landscape plans.
- **G. Accessory Off-Street Parking & Loading:** Accessory off-street parking and loading will be provided as described and as shown on the site plan and architectural drawings.
- **H. Lighting:** Site lighting will be provided as shown on the attached site plan.
- **I. Signage:** Signage will be allowed as per Chapter 31 of the Madison General Ordinances, or signage will be provided as approved on the recorded plans.
- **J. Family Definition:** The family definition of this PUD-SIP shall coincide with the definition given in Chapter 28.03(2) of the Madison General Ordinances for the PUD-SIP zoning district.
- **K. Alterations and Revisions:** No alteration or revision of this planned unit development shall be permitted unless approved by the City Plan Commission, however, the Zoning Administrator may issue permits for minor alterations or additions which are approved by the Director of Planning and Development and the alderperson of the district and are compatible with the concept approved by the City Plan Commission.

# **EXHIBIT "A" to Zoning Text**

# 210 S. Brooks, Madison, WI (Subject Property)

Lots One (1), Two (2), Three (3), Four (4), Nine (9), Ten (10), Eleven (11) and Twelve (12), Block Nine (9), Greenbush Addition and a 16.5 foot alley lying between said lots, all in the City of Madison, Dane County, Wisconsin

Tax Parcel No.: 251/0709-233-0507-7

#### **Social Economic Impact**

The adaptive reuse and new apartment complex for the "Longfellow School" will continue to provide a positive impact for both the Greenbush- Vilas Neighborhood and Madison both socially and economically. The plan, by developing high quality housing units and restoring a historic school, promotes smart growth by placing density where sufficient city services currently exist. The Longfellow School creates housing within walkable distance from a variety of supporting retail services and workplaces. The project promotes healthy development.

Based on the analysis above, we feel the proposed development meets the spirit and intent of the PUD zoning ordinances when reviewed with respect to the criteria for approval set forth in Section 28.07(6)(f) of the zoning code:

- 1. <u>Criteria & Intensity of Land Use</u>: The proposed PUD has been designed specifically with the existing neighborhood uses in mind. Great lengths have been taken to design the Longfellow School development as an aesthetically pleasing urban environment that promotes a sustainable urban community without adversely affecting municipal services.
- 2. <u>Economic Impact</u>: The proposed development will continue to add to the positive impact of recent new developments in the Greenbush Vilas Neighborhood which has had on the economics of the city. The projected increase in value for the entire block will be in excess of \$25 million when completed.
- 3. <u>Presentation & Maintenance of Open Space</u>: The Longfellow School will be providing functional urban space of the highest quality. The efforts to create seating areas, walkways, terraces, with outdoor bike parking will be incorporated. The proposed development's plantings will take into account rain interception, air filtration, shade and cooling, as well as appropriate habitat and nutrition for wildlife.
- 4. <u>Implementation Schedule</u>: The proposed project's anticipated commencement is October 2013 and completion is October 2014.

From: Woodward, James [mailto:jwoodward@meriter.com]

Sent: Wednesday, July 03, 2013 9:54 AM

To: Ellingson, Susan (district13@cityofmadison.com)

Cc: Dave Cieslewicz [davecieslewicz@gmail.com]; Snitchler, Kevin; Pahl, Joan

Subject: Longfellow School

Dear Sue

As requested, I am providing some additional details with regard to Meriter's 2009 Park Campus General Development Plan (GDP) specifically relating to the existing Longfellow School. I hope you find this information useful as it relates to Meriter's proposed sale of The Longfellow School to The Alexander Company for development into residential apartments.

As you know, Meriter Health Services conducted a detailed review of its real estate holdings and physical plant condition in 2008 which culminated in the preparation of a formal GDP in February 2009 ultimately receiving the approval of the relevant City of Madison commissions/committees. The purpose of the GDP was to illustrate for the City the potential highest and best uses contemplated by Meriter for the long term development of its campus. During the ten year development concept plan it was anticipated The Longfellow School could potentially be renovated and expanded to accommodate medical and administrative offices. The conceptual plan called for increasing the existing building footprint from approximately 51,300 square feet to 145,300 square feet. In 2011-2012, Meriter conducted an internal review of the highest and best use of The Longfellow School at which time it was determined that any future renovation or expansion of the site would be prohibitively expensive and any proposed services to be located at the site would be unnecessary relative to Meriter's long term growth plans.

Two key factors played into Meriter's decision to consider The Longfellow property to be "excess inventory" and ultimately pursue a sale of the property. First, as you know The Longfellow School is an officially designated Madison Landmark. This designation was attached to the property following Meriter's purchase of the building some decades ago. The costs associated with renovating a 1920's era building to conform to the historic renovation standards is limiting and prohibitively expensive for a not for profit hospital to consider. In addition, the building contains asbestos, has had long term water damage and the configuration of the building makes its utility for medical office and patient treatment space impractical. Secondly and perhaps most importantly, the Patient Protection and Affordable Care Act (PPACA) commonly known as "healthcare reform" was introduced into legislation following the submission and approval of Meriter's GDP. Following much political debate and various legal challenges, late last year, the Supreme Court cleared the way for PPACA to become law and begin formal implementation. This legislation is the most significant change in health care since the development of Medicare and Medicaid. Health care reform will drastically change both the delivery of health care services as well as how and in what amounts health care providers are ultimately reimbursed for services provided. These changes have altered the way in which hospitals and related facilities will be utilized and will shift substantial amounts of care to an outpatient basis with a major focus on wellness and prevention. Reimbursement for these services has been and will continue to be curtailed with a significant portion of remaining funds placed at risk based upon providers' ability to meet various quality and patient satisfaction

measures. What this means for health care institutions like Meriter is our resources for future development will be drastically limited. We do not and will not have the resources available to renovate The Longfellow School in a manner befitting its status as a Madison landmark and with an intended use which is practical under health care reform. In all likelihood, as Meriter adapts to changing delivery and reimbursement models we will seek to deploy services differently better utilizing our existing 10 clinic locations throughout Dane County.

I have previously made it clear to the Greenbush Neighborhood Association that Meriter is not only in a position to not renovate and re-use The Longfellow School, we are also not in a position to continue to maintain the building in its current form. As of this Fall, The Longfellow School building will be completely vacated and will no longer be used by Meriter other than for certain storage needs. At that time, it is our intention to close the building permanently, barring the proposed sale to The Alexander Company. While we will of course continue to maintain the exterior of the property and utilize the surface parking lot to the rear of Longfellow, we no longer have the ability to heat and maintain the physical plant. For example, approximately one year ago, the boiler at Longfellow went out of service for an extended period of time due to the fact that parts for the boiler were no longer commercially available. This necessitated Meriter literally having parts manufactured at some expense to allow us to heat the building once again.

I hope you and the Greenbush Neighborhood Association would agree that Meriter has always strived to be a good neighbor as well as be responsive to the neighborhoods needs and concerns as they arise from time to time. We have spent considerable time and expense in beautifying our grounds with new landscaping, we have changed out the parking garage lighting to lower wattage/energy saving lighting partially in response to the neighborhoods concerns over "light pollution" and we supported the Greenbush Vilas Revitalization Strategy which included sponsorship of consulting studies for future neighborhood re-development as well as Meriter funding down payment assistance for employees who purchased homes for personal use in Greenbush to name a few. It is our opinion that the proposed sale of Longfellow to a firm which specializes in historic renovation and which plans to utilize the site for residential apartments would be an ideal use of the building and land which will serve to not only increase the tax base for the City of Madison but also further enhance the revitalization of our wonderful neighborhood. It is my hope that the remaining City approvals are not delayed and the project can proceed as planned. As always I am available at your convenience if I may be of any further assistance.

Thank you Sue for all that you have done and are doing for our community.

Kind regards

Jim Woodward
President and CEO
Meriter Health Services



August 21, 2013

Timothy Parks, Planner
City of Madison, Dept. of Planning & Community
Madison Municipal Building, Suite LL-100
215 Martin Luther King, Jr. Blvd.
PO Box 2985
Madison, WI 53701-2985

Re: Meriter continued use of the Longfellow Property after sale to The Alexander Company

#### Dear Tim:

Meriter Health Services has asked that the new Longfellow School development by The Alexander Company provide for ongoing parking to support Meriter services to our patients and staff. Per our contract, we maintain the use of 50 parking stalls for the use of valet parking, 8 parking stalls to be used as off street drop-off and pick-up of daycare users, and provide Meriter with a minimum of 1900 SF playground area for 2 to 6 year old children immediately adjacent the new childcare building being built at 1021 Mound Street. (Note that this is a combined space using both Meriter and The Alexander properties to accomplish.)

#### Valet Parking:

Meriter will use 50 stalls in the new development accessed from Mound Street from 7:00 A.M. to 5:00 P.M. for its valet parking. A few cars trickle in within the first 90 minutes so by mid-morning thru early afternoon the heaviest concentration of use occurs. The route in and out would be from the main hospital entrance (Brooks and Mound). The car is transported to the parking space, and when retrieved it travels the exact same route. The valet service attendants drive and retrieve the vehicles. Visitors and patients will not use this parking. If a patient or visitor elects not to use the valet service, they are directed to the Meriter parking ramp and self-park in that structure. Valet staff also asks parkers if they are staying late or overnight, at which time they will not use Longfellow.

During the construction of the new parking spaces by The Alexander Company, Meriter will use other existing Meriter parking spaces either in the parking ramp or adjacent surface lot for the Valet parking until such time as the new parking is available and safe. Meriter will relocate staff parking in the interim.

#### Daycare Drop-Off/Pick-Up:

Meriter Health Services wants to ensure a safe drop-off and pick-up of children at the Daycare facility at 1021 Mound Street. We will be using 8 parking spaces in the adjacent parking area accessed off of Mound Street for this purpose. The majority of children arrive between 6:30 A.M. and 8:30 A.M. and are picked up between 3:30 P.M. and 5:30 P.M. The child care facility has the capacity of 75 children. Not all of the children are driven in. Several arrive via city bus, some are walked over from the Hospital, and several parents walk from the neighborhood area. The arrival of the children to the center can be from any direction to Mound Street. After the children are dropped off, the parent drives to the

Meriter Health Services, Inc. 202 S. Park Street Madison, WI 53715-1596 608.417.6000 meriter.com appropriate employee parking lot: Meriter Parking Ramp, 1 South Park, Braxton Lot, or other Meriter facility. The primary route in is Park Street to Chandler Street to Brooks Street to Mound Street. The parent on arrival to the drop-off parking area would proceed from the walk-in door of the parking area to the sidewalk to the walk to the 1021 entrance plaza and enter the childcare facility, sign the child in, deliver to the classroom, and then leave via the same route.

#### Meriter Daycare Play Space:

The other issue raised by this acquisition is the play space for the 2 to 6 year old children of the childcare facility. The present space behind Longfellow is becoming part of the new apartment building, and as part of this acquisition, Meriter requested that we have access to a play space of at least 1900 SF contiguous to the daycare facility. The size of the space is dictated by the number of children (approximately 50) that we need to simultaneously accommodate. The space between the lower parking area and the Meriter building is sized to accommodate this function.

During the construction we will create a temporary play lot at 1018 Mound Street. This is not a desirable long-term location, because it is across the street

Tim, I hope this clarifies Meriter's continuous involvement in the Longfellow school site, and if there are any questions, please feel free to contact Gerard Rabas.

Sincerely,

Joan Pahl, Director of Finance – Treasury

Telephone: 608-417-5840

CC: Gerard Rabas – Meriter Hospital, Inc.
Randy Alexander – The Alexander Company

