



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>18 January 2017</u>	<input checked="" type="checkbox"/> Informational Presentation <input type="checkbox"/> Initial Approval <input type="checkbox"/> Final Approval
UDC Meeting Date: <u>8 February 2017</u>	
Combined Schedule Plan Commission Date (if applicable): _____	

1. **Project Address:** 1202 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) **Street Graphics Variance*** (public hearing-\$300 fee)
- Signage Exception(s) in an Urban Design District** (public hearing-\$300 fee)

C. Other:

Please specify: _____

3. Applicant, Agent & Property Owner Information:

Applicant Name: Michael Goldberg
Street Address: 320 E. Center Street
Telephone: (414) 207-4443 **Fax:** ()

Company: Heartland Housing, Inc.
City/State: Milwaukee, WI **Zip:** 53212
Email: mmelendes@heartlandalliance.org

Project Contact Person: Paul C.N. Mellblom
Street Address: 710 S 2nd St
Telephone: (612) 209-7787 **Fax:** ()

Company: MSR Design
City/State: Minneapolis, MN **Zip:** 55401
Email: Paul@msrdesign.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 Al Martin & Development Assistance Team on 11/22/2016 & 12/15/2016.
(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 Michael Goldberg

Relationship to Property Developer & Letter of Intent for Purchase & Sale Agreement Assignee

Authorized Signature

Date 11/17/2017

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February 3, 2017

Mr. Alan Martin
Secretary UDC
Department of Planning and Development
126 S. Hamilton Street
Madison, WI 53703

**Re: Urban Design Commission Application | Informational Presentation
1202 South Park Street**

Dear Mr. Martin,

On behalf of Heartland Housing I am submitting this project overview to the City of Madison Urban Design Commission.

In summer of 2016, an advisory group formed by the City of Madison's Community Development Authority (CDA) chose Heartland Housing, Inc. to serve as developer and property manager of a permanent supportive housing development that will contribute to the City's effort to end chronic homelessness. The Development will follow Heartland's proven housing model of maintaining affordability while providing on-site professional supportive services and property management. The RFP called for 60 units of permanent supportive housing. The CDA in conjunction with the planning department selected this site for the project.

Project Overview

The proposed project includes the redevelopment of one existing properties in the middle of the 1200 block of South Park Street. The site has two street fronts; the primary on South Park and a secondary on High St. High street has not been improved and is lacking in curbs and pedestrian sidewalks. The proposed building is a 4 story structure with a partial level of underground parking. Its primary elevation with primary entrance faces South Park St. The on South Park, the ground floor level will house the a commercial tenant as well as management and social service offices and amenity spaces for residents, including a community room, computer lab, library, laundry room and fitness center. The rear wing of the 1st floor will have residential units. The upper floors are composed of apartment units. We are providing a variety of open space option for our residents so they have the ability to find exterior private space. We will provide a fenced in back yard along High St, a large 5th floor roof deck, and multiple smaller roof decks on both Park and High Street. We are also setting the building back from the lot line along South Park to create a 15' public sidewalk.

The project team has met multiple times with the impacted community residents and we are appreciative of their constructive criticism on the design of the building. We view the community groups as integral in the design process. At the last community meeting we presented three schemes for them, the same three scheme we are presenting to the UDC. Of the three schemes, two received positive comments and one was rejected. It should be noted that the rejected scheme is the only scheme that conformed entirely to the letter of the UDD7 guidelines. The two preferred schemes step back the massing at multiple levels instead of

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just the second level. It should also be noted the community accepted the height and massing of the three schemes as they conform to zoning requirements, but preferred the visual interest created by the massing complexity in the non-conforming schemes.

The project team believes that this project is conforming to every requirement in the UDD7 guidelines, with the exception of the step back levels. We are proposing multiple stepbacks at the 2nd, 3rd, and 4th floor levels on South Park St. and at the 3rd and 4th floor levels on High St. to create visual interest as well as naturally creating small exterior terraces when an individual can find exterior privacy. We seek guidance from the UDC on this requirement.

We would also like guidance on the setbacks along South Park St. and High St. On South Park we are currently setting the building back 8' to create a 15' sidewalk in front of our building. However the guidelines suggest we should be matching the existing blockfaces of the adjoin buildings. If we should not be matching the blockface, how do we determine the setback requirement? The guidelines suggest that the setback be between 1' and 10' and to increase the side walk width to 8'. Is it up to the project team to determine the setback or does UDC determine it?

High St. is currently unimproved; it does not have a curb or sidewalk. We are not locating entrances along High St. should we be providing sidewalk? If so how much? The guidelines are not clear on the requirements nor is it clear that High street meets the definition of a street. The street dead ends just south of this site and there are no buildings with their primary face on this street. It acts as an alley for the adjoin properties and perhaps should continue to be treated this way. We seek guidance from the UDC on this matter.

Finally we are presenting preliminary material choices for consideration. Our choices are responding the preferences of the community residents and to the constraints we have from our financing sources for affordable housing. We are showing brick veneer as the primary street level material as the community would prefer a brick look. However the project cannot support real brick, so we are proposing a veneer product. The UDD7 guidelines discourage this type of material. Should we instead be looking at using siding instead? We hope to have a constructive discussion around the challenges we face with limited resources.

Thank you for the consideration of our project and we look forward to our meeting on Wednesday, February 8th.

Sincerely,

James Lewis
Associate Director of Design and Construction

UNIT COUNT

STUDIO	54 units
ONE BEDROOM	4 units
TOTAL	58 units

GSF CALCULATIONS

BASEMENT	4,000 SF
BASEMENT - PKNG	3,700 SF
LEVEL 1	10,700 SF
LEVEL 2	10,300 SF
LEVEL 3	7,850 SF
LEVEL 4	7,850 SF
ROOF - ENCLOSED	600 SF
TOTAL	45,000 SF

OPEN SPACE

SITE	1,800 SF
2ND LEVEL ROOF	1,300 SF
3RD LEVEL ROOF	370 SF
4TH LEVEL ROOF	430 SF
ROOF	7,200 SF
TOTAL	11,100 SF
TOTAL REQUIRED	9,120 SF

Urban Design Commission Informational Presentation for: 1202 S. Park Street Madison, WI Jan 16, 2016

DESCRIPTION:

This project, developed by Heartland Housing, is a 4-story building plus an occupied roof. The building will provide 58 studio(54) and 1-BR(4) permanent supportive housing units. The project will provide on-site property management and supportive services for residents - which are an integral part of the Heartland Housing model of care – as well as resident amenity spaces, property management and supportive service offices and commercial space. The building provides 8 underground parking stalls (zoning code does not mandate any parking) and indoor storage for 63 bicycles (as required by zoning code).

The site area is 15,180 square feet. The site currently houses the Mayland Printing Company's shuttered building. It will be demolished. The site meets open space requirements using a fenced lawn facing High Street and multiple roof terraces.

The building has 41,300sf of conditioned space plus 3,700sf of non-conditioned parking under the building: see allocation table at left.

MSR

1202 S. Park Street
Madison, WI
Jan 16, 2016

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0 50ft 100ft 200ft



1



2



3



4



5



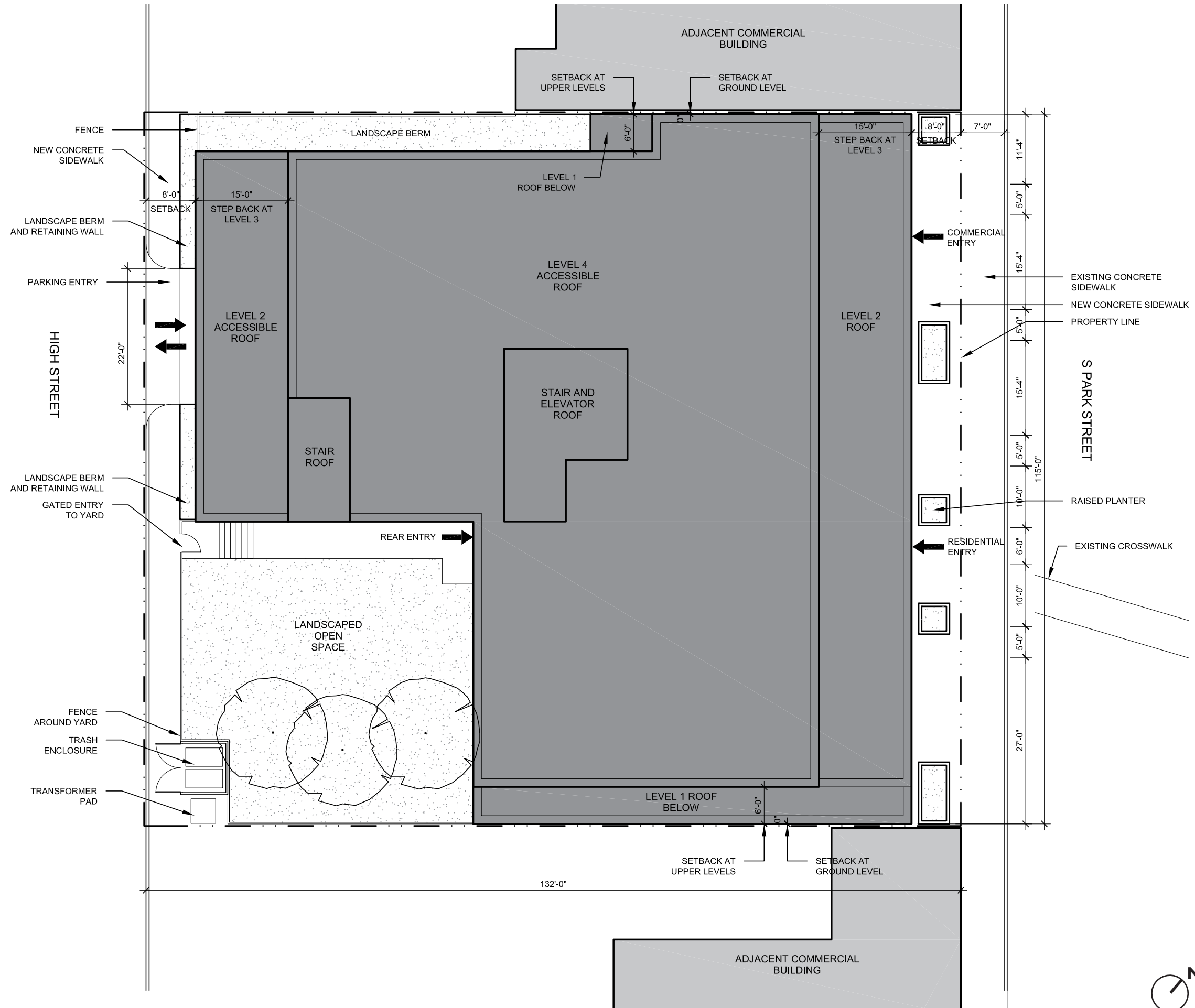
1202 S. Park Street

Madison, WI

Jan 16, 2016

SITE PLAN

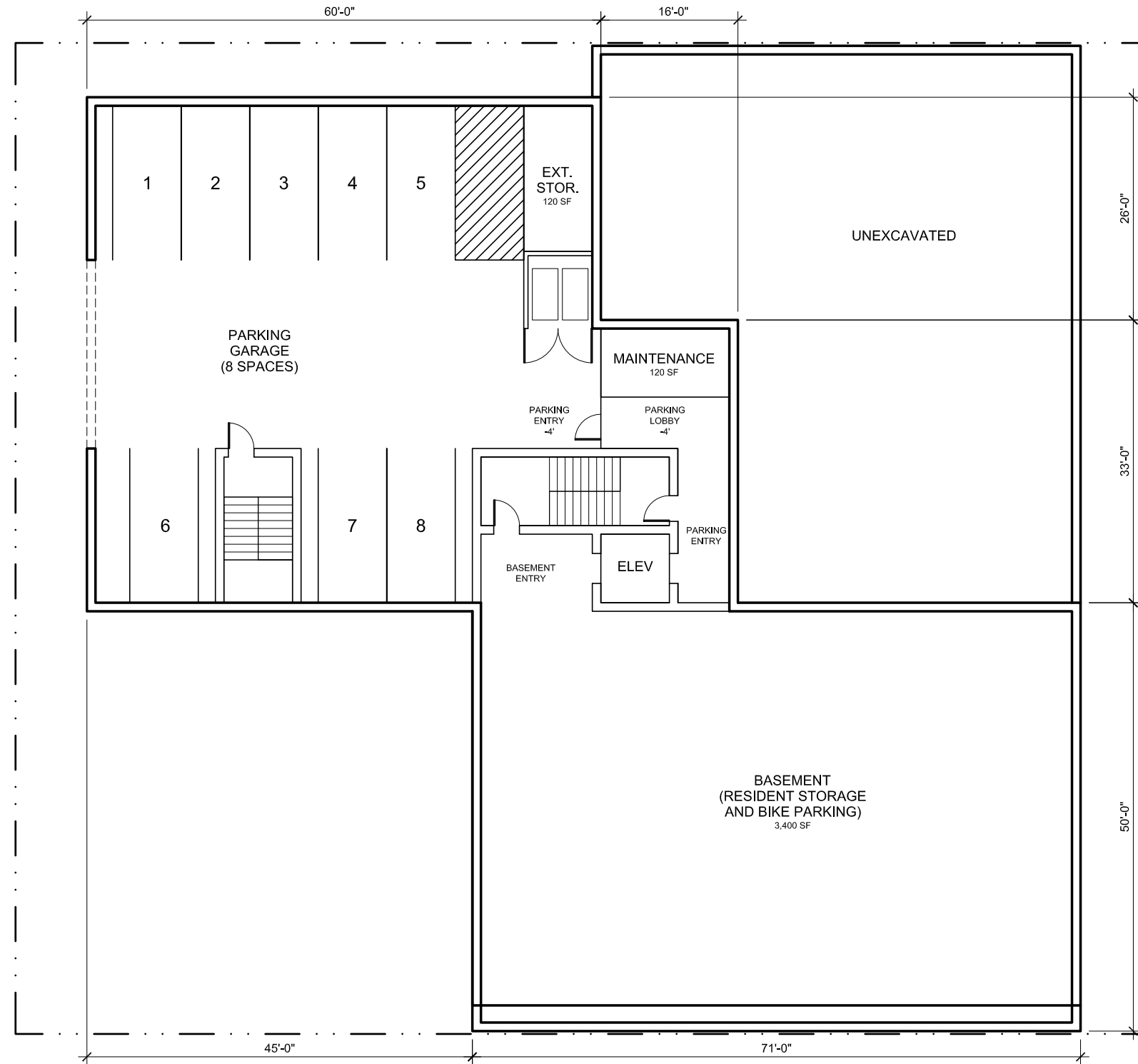
1/16" = 1'=0"



1202 S. Park Street
 Madison, WI
 Jan 16, 2016

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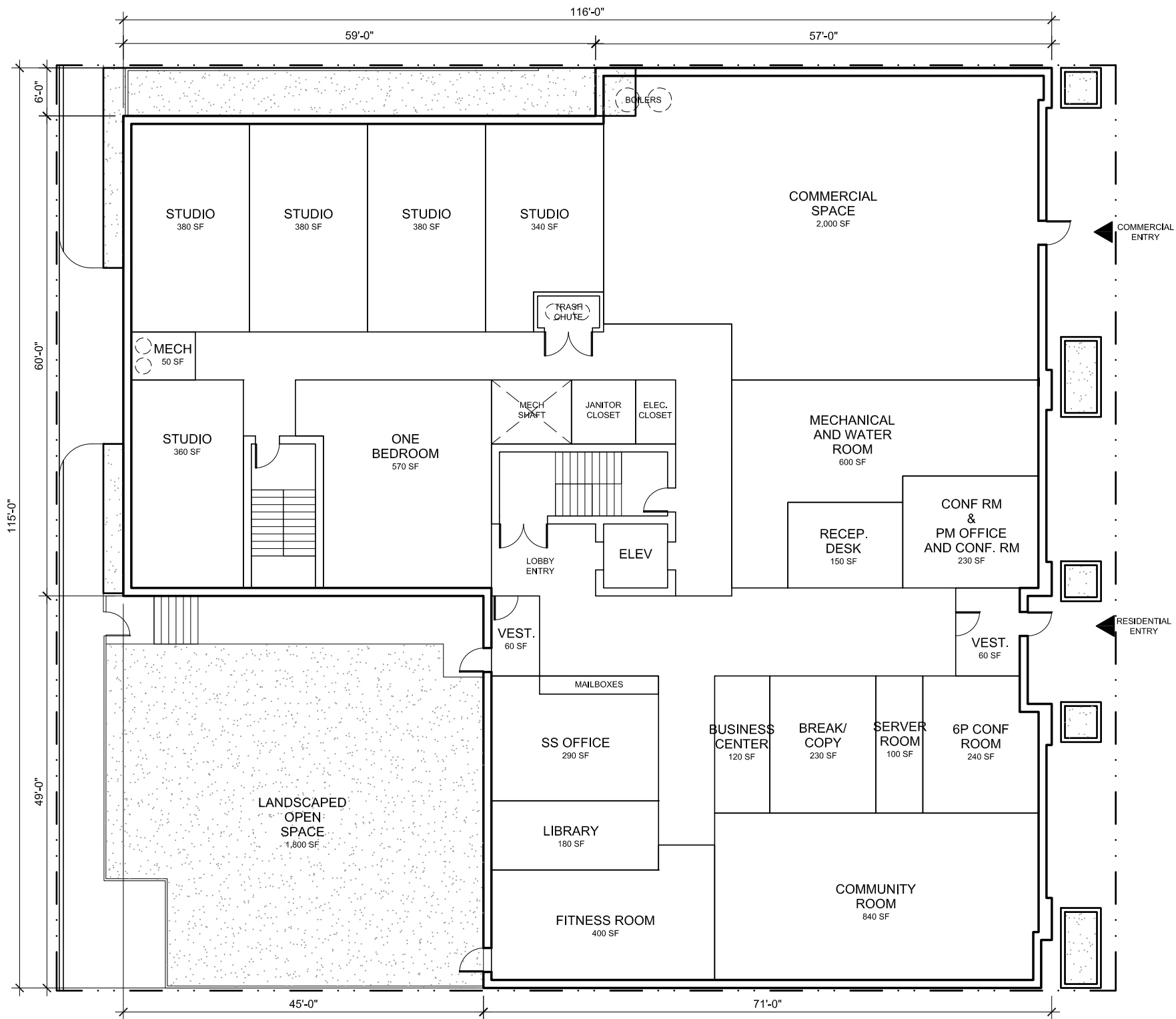
BASEMENT FLOOR PLAN
 1/16" = 1'-0"



1202 S. Park Street
 Madison, WI
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FIRST FLOOR PLAN
 1/16" = 1'=0"



1202 S. Park Street
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SECOND FLOOR PLAN
 1/16" = 1'-0"



1202 S. Park Street
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THIRD FLOOR PLAN
 1/16" = 1'-0"



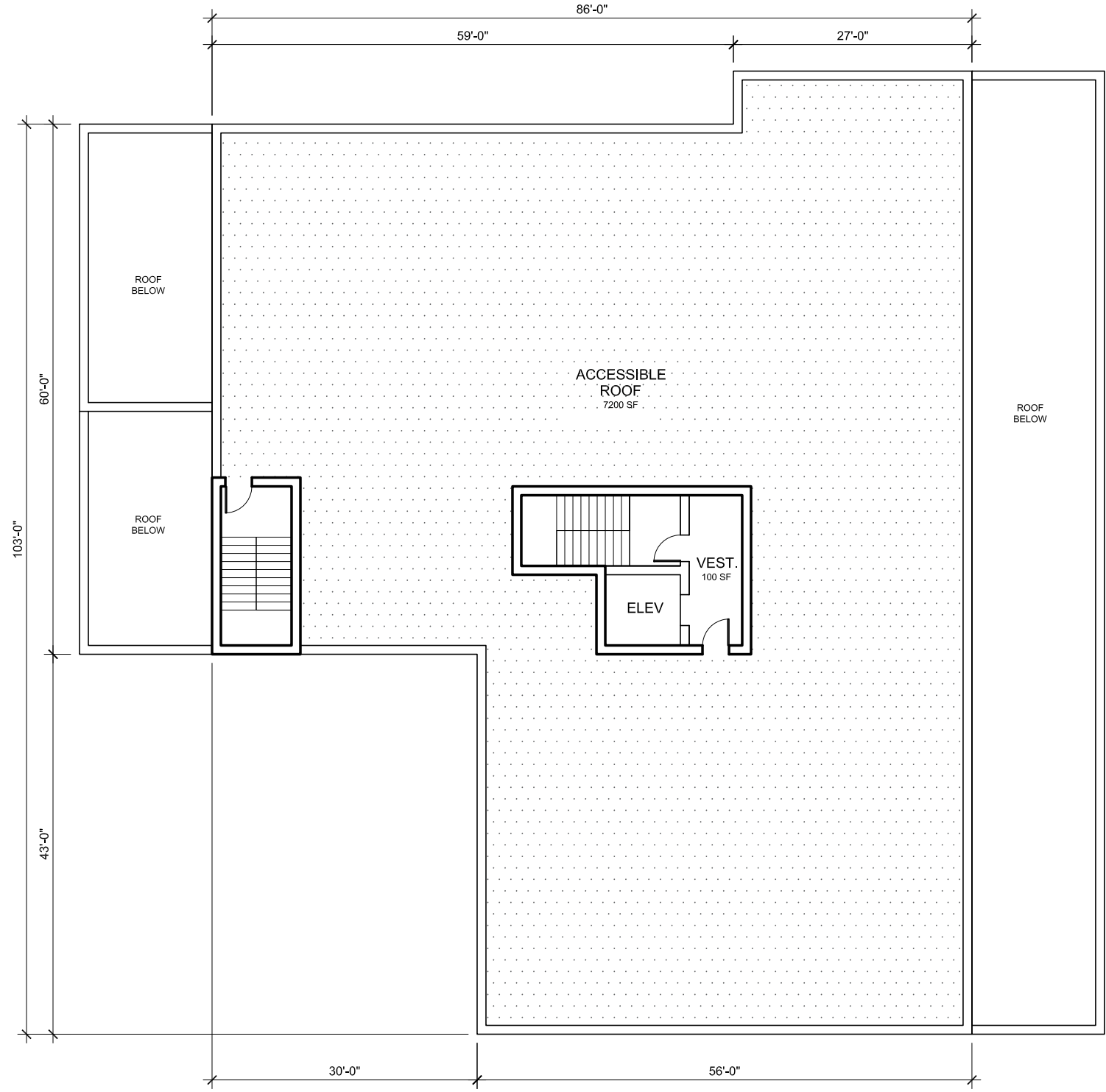
1202 S. Park Street
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FOURTH FLOOR PLAN
 1/16" = 1'-0"



1202 S. Park Street
 Madison, WI
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ROOF PLAN
 1/16" = 1'-0"



1202 S. Park Street
 Madison, WI
 Jan 16, 2016



EAST (PARK STREET) ELEVATION
 1/32" = 1'=0"



SOUTH ELEVATION
 1/32" = 1'=0"



WEST (HIGH STREET) ELEVATION
 1/32" = 1'=0"



NORTH ELEVATION
 1/32" = 1'=0"

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1202 S. Park Street
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VIEW ALONG PARK STREET

OPTION I

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Madison, WI
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VIEW ALONG PARK STREET

OPTION 2

1202 S. Park Street
Madison, WI
Jan 16, 2016

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8am



12pm



4pm



March 31st

June 31st

September 21st

December 21st

SHADING STUDY

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Jan 16, 2016

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BUS ACCESS PLAN



1202 S. Park Street
Madison, WI
Jan 16, 2016

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January 17, 2017

Mr. Alan Martin
Secretary UDC
Department of Planning and Development
126 S. Hamilton Street
Madison, WI 53703

**Re: Urban Design Commission Application | Informational Presentation
1202 S. Park Street**

Dear Mr. Martin,

Heartland Housing, Inc. is pleased to submit an application to the Urban Design Commission for its permanent supportive housing development planned for 1202 S. Park Street Tree (the "Development").

In summer of 2016, an advisory group formed by the City of Madison's Community Development Authority (CDA) chose Heartland Housing, Inc. to serve as developer and property manager of a permanent supportive housing development that will contribute to the City's effort to end chronic homelessness. The Development will follow Heartland's proven housing model of maintaining affordability while providing on-site professional supportive services and property management.

The Development will consist of up to 59 studio and one bedroom apartments and will include offices for on-site supportive service provider and property management, commercial space and resident amenity spaces.

We will be submitting this project for application to the Wisconsin Housing and Economic Development Authority (WHEDA) in early March 2017 and hope to receive an award of low-income housing tax credits in the second quarter of 2017. If awarded we expect to begin construction in the spring of 2018.

The attached informational presentation package includes contextual information of the site's vicinity and proposed site plan, floor plans, and building elevations.

We look forward to working with the Urban Design Commission on this important supportive housing development.

Sincerely,



Matt Melendes
Associate Director of Real Estate Development