

Helena Street Multifamily Development

Project Narrative

2084 Helena Street
Madison, WI 53704

Date: February 2, 2026
Project #78220



Table of Contents

I.	Introduction	2
	Project Contacts	2
	Project Description	2-3
II.	Architectural Summary	3-4
	Architectural Style	4
III.	Site Development Summary	4
	Parking and Lot Area Summary	4
	Transportation Demand Management.....	5
	Site Amenities	5
	Landscape Design	5
	Site Utilities	6-7

I. Introduction

Project Contacts

Owner:

Helena Street, LLC
Ethan Schwenker, Chief Operating Officer
122 W Washington Ave, Suite 350
Madison, WI 53703
608-255-5175
eshcwenker@hovdeproperties.com

Architect/Site Design:

Angus-Young Associates, Inc.
Jeff Davis, AIA
Brandon Adler, AIA
Katie Udell, PLA
316 West Washington Ave, Suite 800
Madison, WI 53703
608-756-2326
j.davis@angusyoung.com
b.adler@angusyoung.com
k.udell@angusyoung.com

Project Description

Hovde Properties is proposing a new multifamily development of 61 units at 2084 Helena Street. This site is located near the intersection of Division Street and Helena Street on the isthmus in Madison. To the east is an existing 3-story multifamily development (Velo 404), and to the west is single-family one and two-story housing. The existing site is the Schoep's Ice Cream facility, which covers the entire site with building and pavement (no greenspace).

The site is 0.83 acres, and will have a 4'-0" strip along Helena Street dedicated to the City for an increase in terrace width along the property, bringing the total lot area down to 0.82 acres. The proposed development will have 73% impervious surface area, with the remaining 27% of the site as greenspace. This will be a net reduction of 9,631 sf impervious cover on the site. See the table on following page for additional details.



2094 HELENA STREET REDEVELOPMENT - SITE CALCULATIONS		
Total Property	36,313 sf	0.83 ac
Total Property with 4'-0" ROW		
Dedication:	35,535 sf	0.82 ac
Current Zoning District:	TE - Traditional Employment	
Proposed Rezoning District:	TSS - Traditional Shopping District	
Marquette Neighborhood		
TOD Overlay District: Min. 30% of Primary Street-Facing Building Façade shall be set back no more than 20' from primary street. Building shall occupy at least 30% of primary street frontage.		
Setbacks:	5'-0"	Front Yard Setback
	5'-0"	Throughlot Rear Yard
	5'-0"	Plus Stepback Res. Side Yard
	5'-0"	Side Yard Non-Res.
Maximum Building Height:	4 Stories / 60'-0"	
Max. Lot Coverage:	85% =	30,866 sf
Min. Lot Area per Dwelling Unit:	350 sf/unit =	21,350 sf (61 units)
Use:	Conditional Use Over 60 Unit Multifamily	

Existing Site:					
Existing Buildings	21,591	sf	0.50	ac	100% 0%
Existing Pavement	13,944	sf	0.32	ac	
<i>Total Existing Impervious</i>	35,535	sf	0.82	ac	
<i>Remainder Greenspace</i>	0	sf	0.00	ac	

Proposed Site:					
New Building	20,739	sf	0.48	ac	73% 27%
New Pavement	5,165	sf	0.12	ac	
<i>Total New & Existing Impervious</i>	25,904	sf	0.59	ac	
<i>Remainder Greenspace</i>	9,631	sf	0.22	ac	

Net Reduction in Impervious Area	-9,631	sf
----------------------------------	--------	----

II. Architectural Summary

This building will be a 3-story, 61-unit multifamily building with underground parking of 44 automobile stalls and 6 moped stalls. The remainder of parking will be surface parking adjacent to the buildings.

The unit breakdown is:

- Efficiency/Studio: 20
- 1-Bedroom: 24
- 2-Bedroom: 15
- 3-Bedroom: 2

The building will have a centrally located amenity space on the first floor, consisting of a fitness center, community room and outdoor patio space.

Architectural Style

A mix of wood-toned and light colored siding, dark gray metal siding, light colored brick and stone with black windows and doors gives the building a modern, yet approachable feel. Landscaping and street trees soften the edges, blending the development into the existing fabric and creating a pedestrian-friendly, community-focused environment.

III. Site Development Summary

Parking and Lot Area Summary

The site is located in the TE – Traditional Employment Zoning District.

The site will be rezoned to TSS – Traditional Shopping District.

The site is located within the Transit-Oriented Development Overlay Zoning District boundary, which does not have a minimum parking requirement.

However, the site does provide 44 automobile parking stalls and 6 moped parking stalls in the basement, as well as bike parking as noted in the below table. The below table uses a 0.5 stalls/unit approach rather than 1 stall/unit due to the location and adjacency of public transportation.

Two 3-stall bike racks are provided on the site. One near the ramped pedestrian entrance to the building, and the other by the shared path on the west side of the property. There will be bike parking in the basement for residents.

PARKING CALCULATIONS

	Units	Min. Parking Calculation	Min. Parking Required	Provided Underground Parking	Bicycle Parking Min. Calc.	Min. Bicycle Parking Required	Provided Bike Parking
efficiency	20	0.5 stalls/unit	10	44	1 per unit	20	62
one-bed	24	0.5 stalls/unit	12		1 per unit	24	
two-bed	15	1.0 stalls/unit	15		1 per unit	15	
three-bed	2	1.0 stalls/unit	2		1.5 per unit	3	
					Guest (1 per 10 units)	6	6
Total	61	Min. Parking Total Required:	39			Min. Bike Parking Required:	68

The TOD requires a minimum of 30% of the Helena Street frontage façade to have a maximum setback of 20'-0". This is provided on the east ~1/2 of the building.

Transportation Demand Management

The site would be required to have 11 points, and the proposed development would comply with 11 points by providing:

- Dedicated access to bike parking (no stairs)
- Indoor covered bike parking near entrance (in basement)
- Secure bike storage room (in basement)
- Tenant package drop-off area (first floor parcel room)
- Proximity to public transportation (5 points due to location within the BRT/high-frequency service area)

Site Amenities

Trash & recycling facilities will be provided in an interior trash room in the basement.

A patio space off of the community center space on the first floor is provided, as well as a patio space near the front entrance.

The west side of the property will have a new 6'-0" wide bituminous path within a proposed 15'-0" wide storm sewer and path easement to connect the sidewalk along Helena Street to the city bike trail along the south side of Eastwood Avenue.

Landscape Design

A-Y had certified arborist Theresa Williams with Bassett Inc. Included in this submittal is her street tree inventory and report, which focuses on the street trees along both sides of the bike path adjacent to this property.

We are proposing to maintain trees #1, 3, 7 and 8 on the southeast side of the bike path. We are supplementing the street trees along the southeast side of the bike path with (4) trees. The storm sewer replacement in this area may impact these trees, and will need to involve further City of Madison discussion with Engineering and Forestry. We are also proposing (6) street trees along Helena Street in the enlarged ROW.

The proposed landscaping exceeds the minimum landscape points required. There will be a 6'-0" high composite 'wood tone' fence along the west property line to provide a buffer between the single-family residential and this proposed development.

The first floor is elevated above the sidewalk grade about 6.5'. This is due to the groundwater elevation and interior ramping to the underground parking. The site features terraced walls and a ramp with a wall to have a mural placed on it along the Helena Street frontage. The terraced walls feature a variety of perennials, grasses and shrubs. The 3' landscape zone between the ramp mural wall and the public sidewalk is proposed to have a hardy, salt-tolerant low-growing shrub hedge to accent the mural.

Plant selection along walkways were driven by hardiness, salt tolerance and a variety of color.

Site Utilities

- Site Lighting: Building-mounted lighting will cover the building entries and entrance into the underground parking.
- Electrical Service:
 - The overhead power and communications lines will be buried along Helena Street frontage.
 - A new transformer will be located along Helena Street near the property line as requested by MG&E. A termination cabinet will be provided at the building entrance with electric meters in the basement.
 - A new switch gear will be provided by MG&E, which is proposed to be located near the asphalt path at the southwest corner of the site.
- Gas Service and mechanical equipment:
 - The gas meters will be located on the west side of the building adjacent to the asphalt path screened with landscaping. Mechanical equipment will be screened on the rooftop.
- Sanitary Service:
 - There is an existing 8" PVC sanitary main on Helena Street at 0.40% slope. The new building is proposed to connect to this existing main about 70' to the west of the eastern property line with a new 8" PVC sanitary lateral.
- Water Service:
 - The building will be sprinklered, with the FDC by the main entrance on Helena Street. The water is proposed to connect to the existing 8" ductile iron water lateral on Helena Street (hydrant adjacent to site is at 90 psi static pressure) with a new 8" C-900 water lateral.
- Storm Sewer:
 - There is an existing (estimated) 18" storm pipe that runs under the existing building that takes water from the right-of-way on Eastwood / bike trail and connects to the Helena Street ROW storm main. With the construction of the new building, this is proposed to be rerouted around the building to the west. This will involve some regrading in the ROW to 4 inlets, and then connecting to the Helena Street storm main centered within the proposed 15'-0" storm sewer and path easement on the west. This route has been discussed with Grant Pokos, and he has noted that this proposed reroute would be acceptable.
 - Note: Since this is located within city right-of-way, our understanding is that this final design will be by the City.
 - The site will have piped water from the building roof to connect to the existing city 18" RCP storm main. The existing storm main has little slope and may be back pitched for some of the main. Based on conversation with Grant Pokos, he is not aware of any planned storm sewer improvements in this area.
- Stormwater Management:
 - This site is a redevelopment with proposed impervious to be less than 80% of the existing site impervious cover. The proposed impervious is 73% of the existing site impervious cover, which would mean that the only stormwater management required would be related to treatment of the surface pavement. In discussion

with Grant Pokos, he has agreed with the approach that the 571 sf of driveway to the underground parking is such a small area that he will not require additional sediment reduction there. If there is a need for a trench drain/storm sewer design, it will be designed for the 100-year storm event and may include a backflow preventer. The driveway entrance is required to be at 854.50, which means that there is positive drainage from the building to the curb line and no trench drain is needed.

Sincerely,

Brandon Adler, AIA
Project Architect
Angus-Young