

To: Members of the TPPB Commission
From: Kyle Brasser, Lincoln Avenue Capital
Kevin McDonell, Lincoln Avenue Capital
Date: June 6, 2022
Re: TPPB Agenda Item 6 - Substitute Amendment: Official Map Reservation Ruskin-Huxley-Coolidge Ex A (Version 2)

The project currently consists of approximately 550 units of affordable housing split between a building for seniors (~250) and a building for working families (~300). Each building is five to six stories high and is wrapped around structured parking. The top floor of the structured parking will be landscaped and terraced to provide outdoor amenity space (please see attached).

Lincoln Avenue Capital has negotiated with WHEDA to preserve the eligibility of the site for WHEDA financing for the purposes of this development, despite the fact that it is no longer eligible under the 2020 census. If the project is delayed or does not move forward, the city risks losing the opportunity to develop affordable housing in this area.

The proposed substitute amendment, which the staff has deemed technically feasible, similarly addresses the majority of the issues raised in the staff memo including:

- Ample amount of open space (over an acre more than the original map reservation)
- Provides new safe, pedestrian, bike, and transit friendly street infrastructure connecting the former Hartmeyer property to the Oscar Mayer property, as recommended in the Oscar Mayer Special Area Plan (OSMAP) (T intersections are considered safer than 4-way intersections as they have fewer conflicts)
- A new railroad crossing (in the same location as the original map reservation)
- Protects highest quality natural features and will follow requirements from the Wisconsin Department of Nature Resources
- Protects potential archeological sites and will follow requirements for the Wisconsin Historical Society
- Preservation of mature Oak and Hickory stand of trees

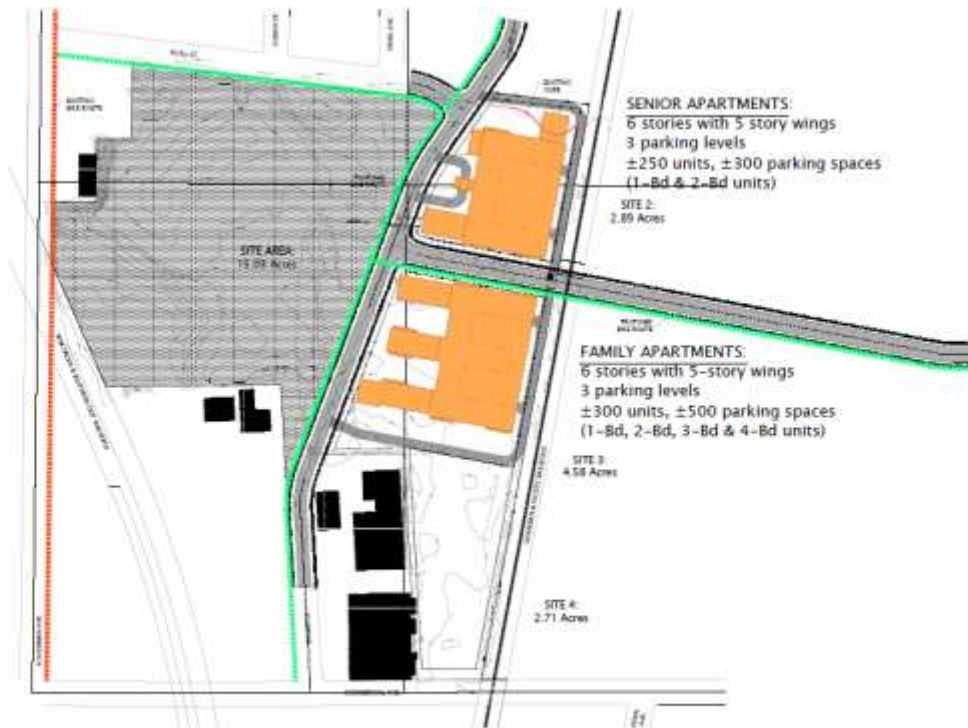
Staff argues the original map reservation has the "highest likelihood" of approval for the new railroad crossing. Getting the railroad to approve new crossings is notoriously difficult and takes up to two years. There is no guarantee the railroad will be amenable to either street map alternative. So, the choice between the two map alternatives comes down the certainty of much needed affordable housing versus the speculation of railroad approval.

What the substitute amendment provides, which the original does not, is the opportunity to develop 550 units of affordable housing. Under the original map reservation, 60 to 80 of those units, designated for seniors, would be lost. 60 units would be lost as long as the developer can use the ROW from a vacated Roth Street. If the ROW is not available, due to the need for railroad approval for the new crossing, then the number of units lost increases to 80.

While there is the opportunity to shift some of the lost senior units to the family building, it is limited due to the WHEDA financing constraints (15 to 20 units). Additional height is also problematic. Any height above six stories would shift the construction type to post tension concrete, which is more expensive and financially

infeasible for affordable housing. The height for each building could be maxed out at six stories, but recent staff comments at Development Assistance Team raised concerns on size and mass of the buildings and the need for greater articulation -- the use of different story heights helps create that articulation.

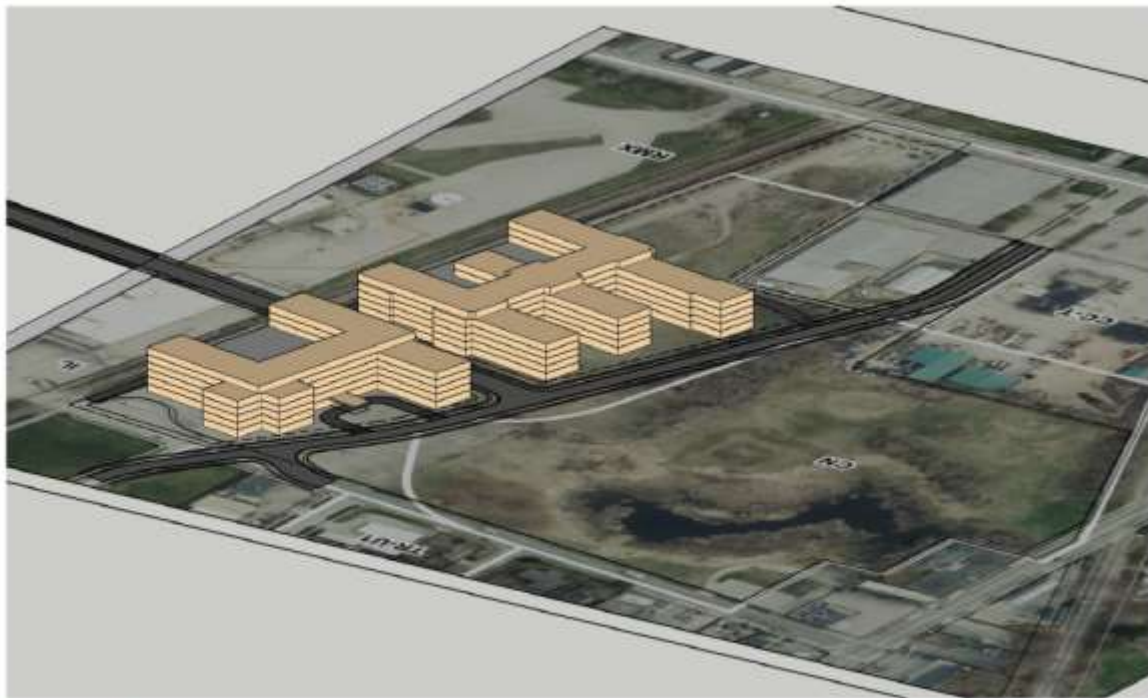
We urge the TPPB to approve the substitute map reservation amendment at tonight's meeting to ensure the implementation of the OMSAP recommended street network and so that the proposed development can move forward to provide the maximum number of much needed affordable housing units.



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ARCHITECTS

RUSKIN & ROTH APARTMENTS – PHASE 1 & 2
CONCEPTUAL MASTERPLAN: Option 1 – Preferred Street Layout

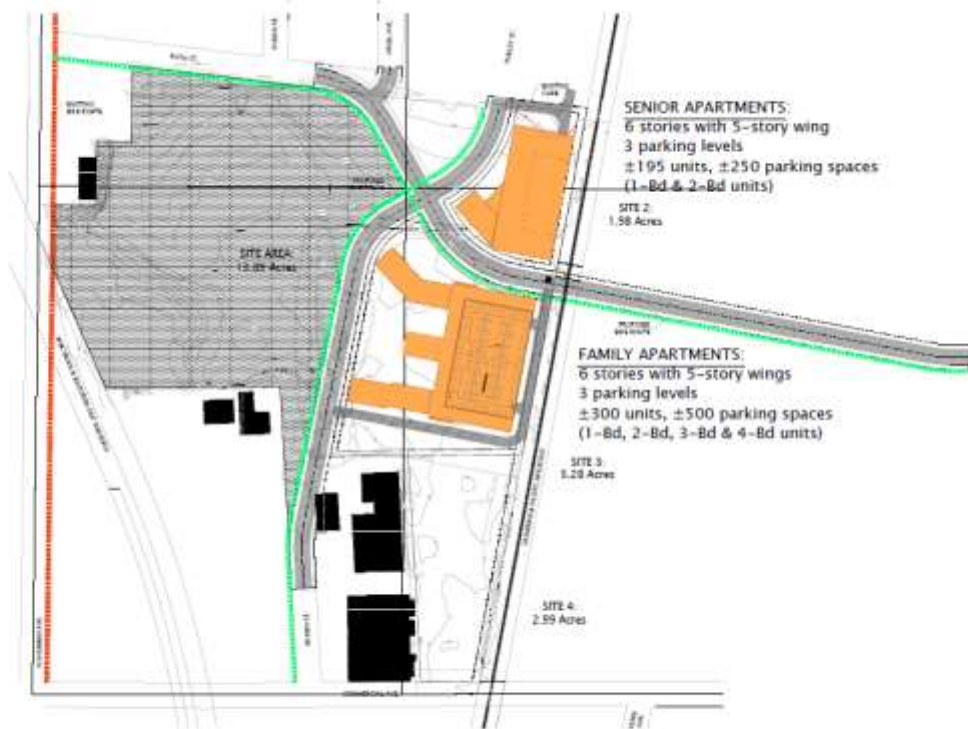
JUN 4, 2022
1' = 400' @ 11x17"



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RUSKIN & ROTH APARTMENTS – PHASE 1 & 2
CONCEPTUAL MASTERPLAN: Option 1 – Preferred Street Layout

MAY 31, 2022
View From Northwest



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RUSKIN & ROTH APARTMENTS – PHASE 1 & 2
 CONCEPTUAL MASTERPLAN: Option 2 – Proposed City Street Layout

JUNE 8, 2022
 1-4200-011A17



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RUSKIN & ROTH APARTMENTS – PHASE 1 & 2
 CONCEPTUAL MASTERPLAN: Option 2 – Proposed Street Layout

MAY 31, 2022
 View From Northwest

TPPB Meeting

June 6, 2022

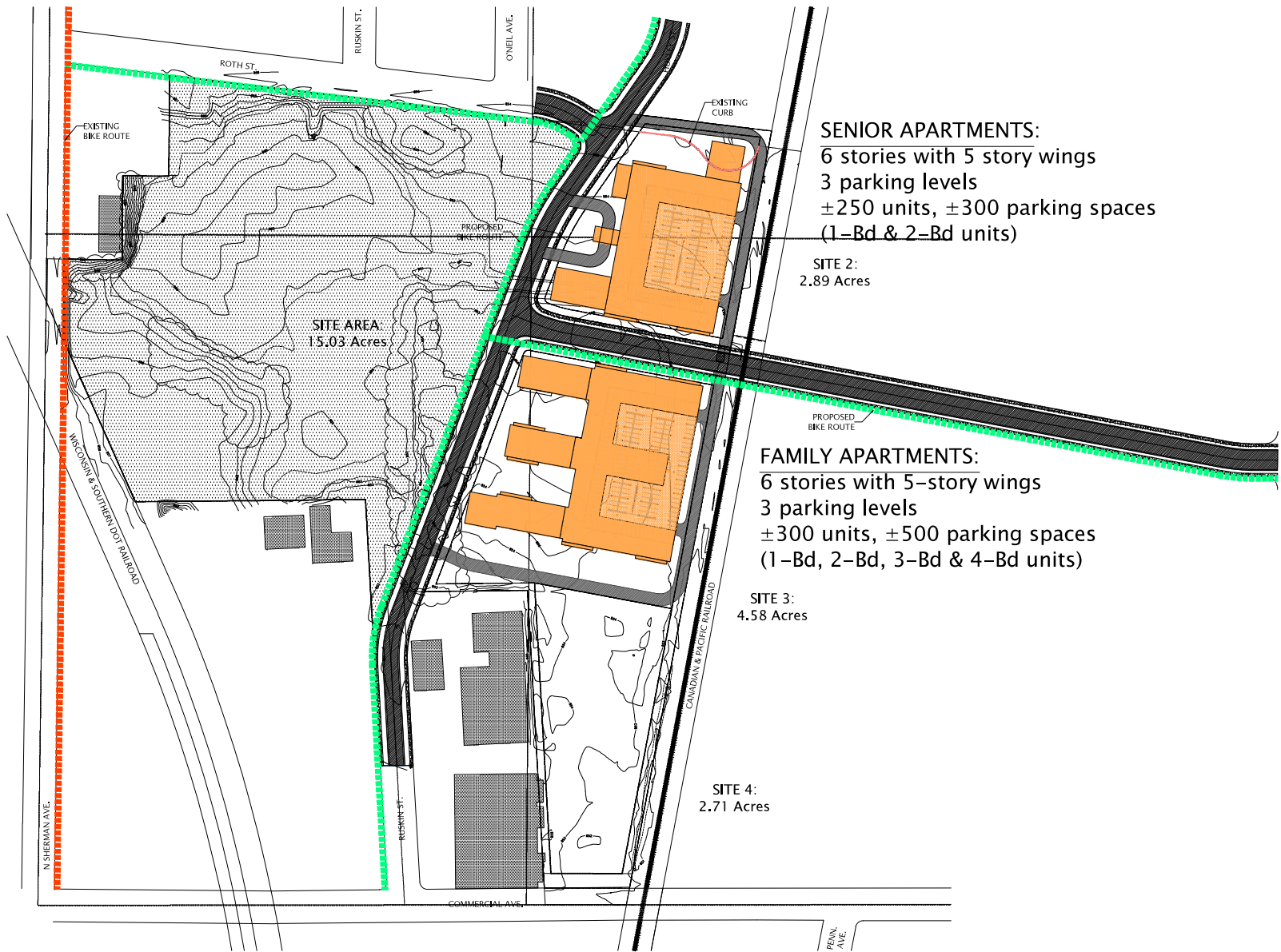
Lincoln Avenue Capital



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RUSKIN & ROTH APARTMENTS – PHASE 1 & 2
CONCEPTUAL MASTERPLAN:





SENIOR APARTMENTS:
 6 stories with 5 story wings
 3 parking levels
 ±250 units, ±300 parking spaces
 (1-Bd & 2-Bd units)

SITE 2:
 2.89 Acres

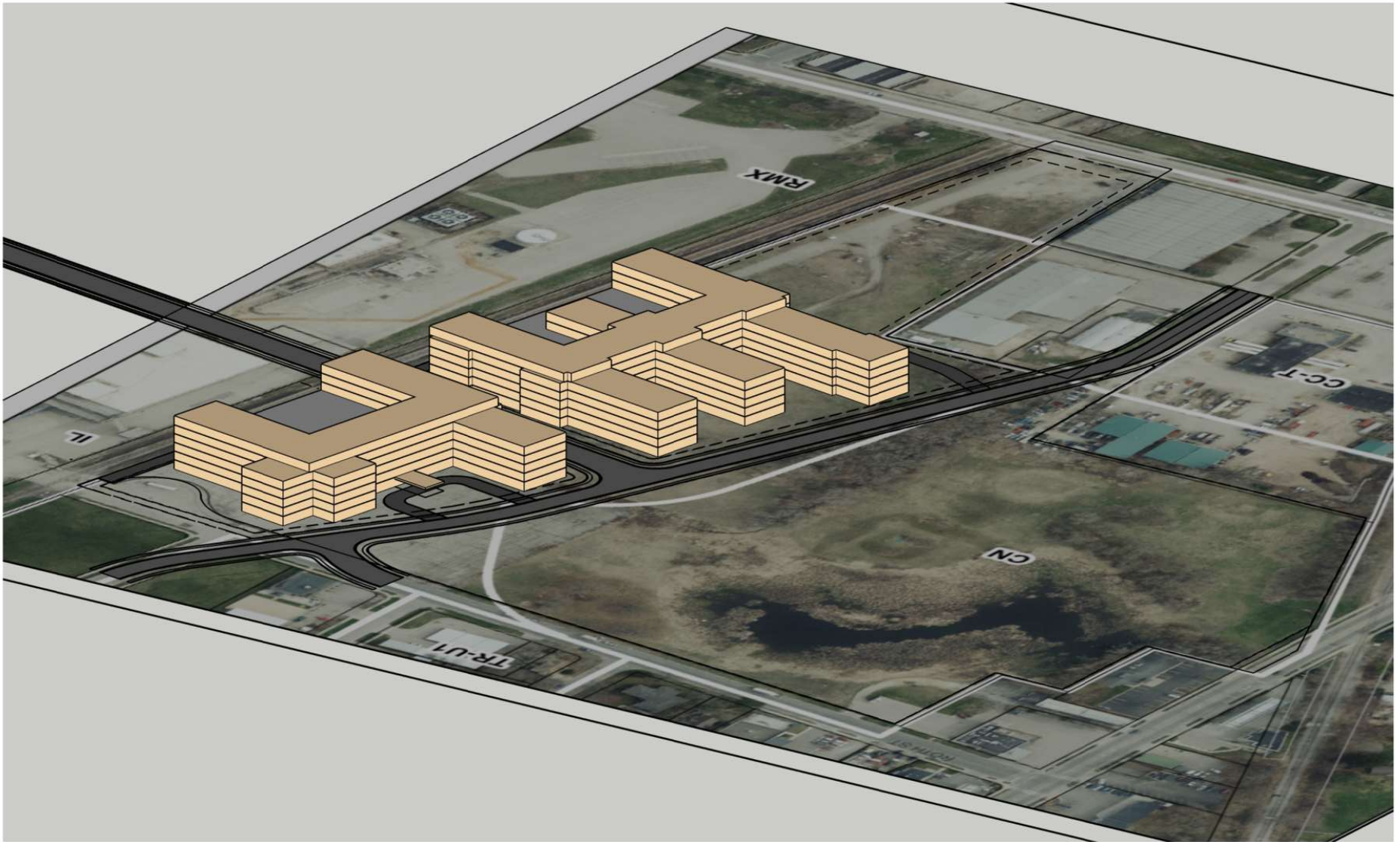
FAMILY APARTMENTS:
 6 stories with 5-story wings
 3 parking levels
 ±300 units, ±500 parking spaces
 (1-Bd, 2-Bd, 3-Bd & 4-Bd units)

SITE 3:
 4.58 Acres

SITE 4:
 2.71 Acres

SITE AREA
 15.03 Acres





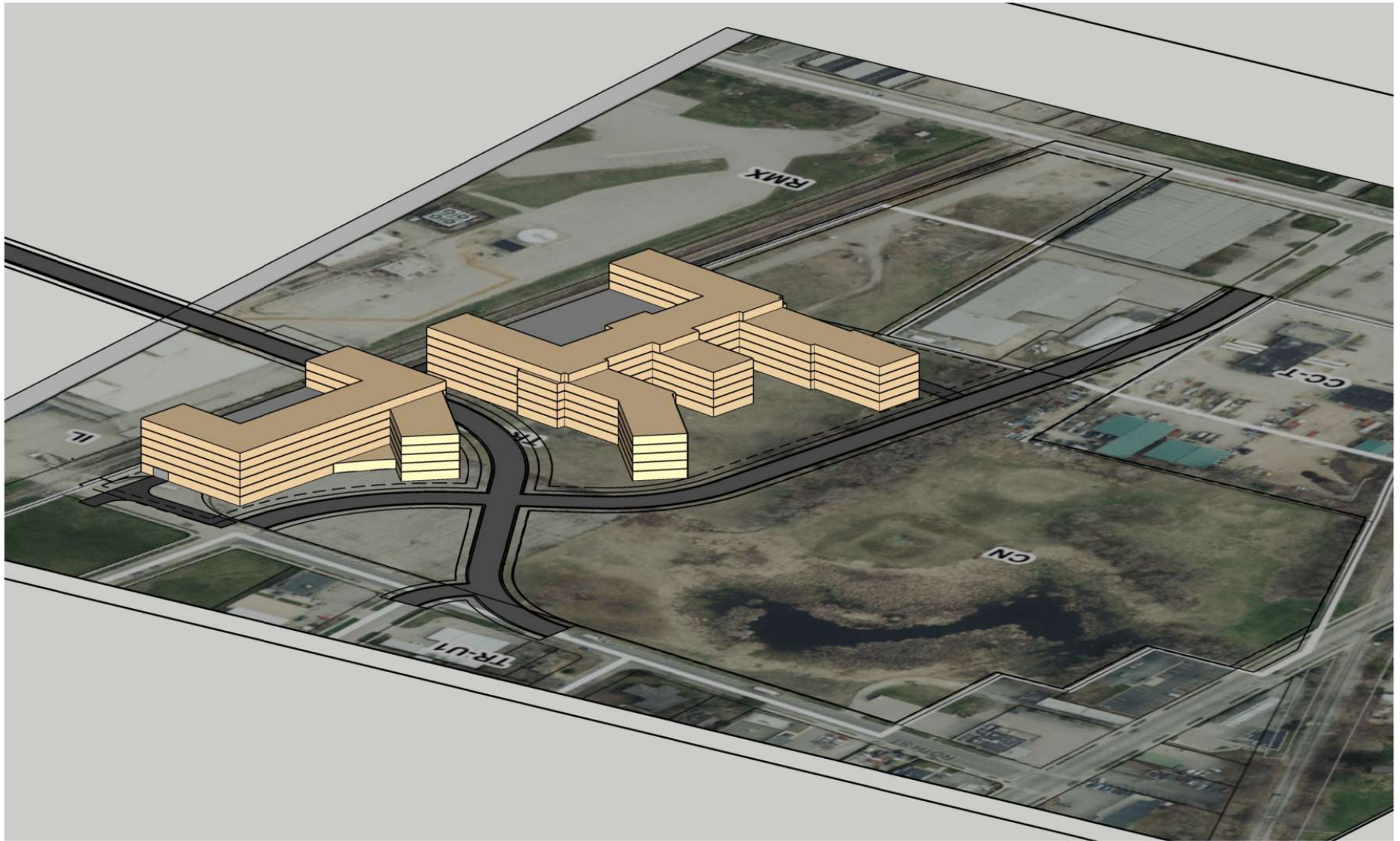
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CONCEPTUAL MASTERPLAN: Option 1 – Preferred Street Layout

MAY 31, 2022

View From Northwest





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