

December 4, 2015

Heather Stouder, AICP  
City of Madison  
Department of Planning & Community & Economic Development  
215 Martin Luther King, Jr. Blvd  
Madison, WI 53701

**RE: 7933 Tree Lane, Madison**  
**Request for Reduction in Parking Requirement**

Dear Ms. Stouder,

Heartland Housing, Inc. is requesting of the City and the Planning Commission a reduction in the required parking spaces related to our proposed family permanent supportive housing development at 7933 Tree Lane. Specifically, Heartland Housing, Inc. is requesting a reduction to 27 parking spaces instead of the required 1 space per 1 dwelling unit. This request is justified by the attached transportation plan and parking study.

If you need additional information related to this request please contact me at 414-207-4443.

Thank you,



Matt Melendes  
Heartland Housing, Inc.

## **Transportation Plan for 7933 Tree Lane, Madison**

Heartland Housing and YWCA Madison will accommodate the transportation needs of its residents, staff, and visitors through:

- 1.) **Adequate parking.** The development site will accommodate 27 parking stalls on site. This is within the recommended range per the parking study. The parking study is based on parking usage at Heartland's current supportive housing properties. It also exceeds the requirements (1 space for every 5 dwelling units) for permanent supportive housing in the Milwaukee zoning ordinance (295-403-2-a), the only jurisdiction to call out this use specifically as it relates to parking. Though Heartland understands that Chicago and Milwaukee are different communities with different needs, we don't foresee this development requiring additional parking. Our Maskani Place family supportive housing project in Milwaukee, which serves the target population, provides 17 parking spaces for 37 apartments (0.46 spaces per dwelling unit).

Locally, our partner the YWCA currently operates a variety of housing options in Madison. Their main property on the square includes 98 housing units and 12 shelter units and has no designated parking spaces and approximately 10 percent of these households have cars.

There is also additional street parking available on Tree Lane, with 30 spaces in proximity to the site. Due to the neighboring businesses having more than adequate parking, it is not anticipated that other businesses will compete for these spaces.

In addition, Heartland and the YWCA will promote alternative transportation methods to the residents in several ways as described below.

- 2.) **Public transportation.** The Tree Lane site is well served by the City of Madison Metro Transit Bus Service, with 5 bus stops and 2 bus routes within an approximate 0.3 mile radius. Bus routes include:
  - a. #15: Runs weekday service.
  - b. #67: Runs 7 days per week. Weekdays: every 15 minutes between 6:30AM to 12:15pm and between 3:45PM to 6:45PM; every 30 minutes between 12:15pm to 3:45PM and between 6:45PM and 11:45PM. Runs hourly on weekends and holidays between 7:15AM and 10:15PM.

- 3.) **Shuttle Service.** Heartland is collaborating with the Madison YWCA's Community Rides program to contract shuttle service 1-2 days per week. The shuttle would take residents to a local grocery store and/or regional retailer, allowing time for shopping, with return transportation. This would be part of the development's operating budget.
- 4.) **Supportive services assistance.** The supportive services budget of YWCA Madison will include line items for client support transportation as well as mileage reimbursement for YWCA employees when assisting residents with appointments as well as public transportation fares for medical and various offsite appointments.
- 5.) **Promotion of bicycle use.** Madison is well known for its bicycling culture and will promote this mode of transportation to its residents as an affordable, easy, and low maintenance way to get around the city. The bike lane along Mineral Point Road makes services and amenities along Mineral Point Road and beyond accessible via bicycle. Heartland will provide sixty (60) indoor bike storage spaces as well as 14 exterior spaces for guests of the residents and staff. Furthermore, Heartland will consider purchasing bikes for the development to be shared between residents on a sign-out basis and to sponsor bike safety and maintenance classes for residents to get more comfortable with bike ownership.
- 6.) **Grocery delivery.** Heartland will promote and coordinate grocery delivery service. If needed, Heartland will work with a local grocer or two to provide economical delivery to residents. Madison has several options for grocery delivery:
  - a. Hy-Vee
    - Delivery: Offered three times 7 day per week.
    - Fee: ranges from free to \$4.95
  - b. Fresh Madison Market
    - Delivery: 7 days per week.
    - Fee: \$5.95 shopping fee. Delivery is free.
  - c. Metcalfe's
    - Delivery: 1PM to 5PM, Monday, Wednesday and Friday. 8:30am to 1pm and 5:30PM to 8:30PM Tuesday, Thursday and Saturday.
    - Fee: \$5.95.
  - d. Woodman's
    - Delivery: 7 days per week 11AM-2PM (not Sunday) and 4PM to 7PM
    - Fee: \$14.95

## MEMORANDUM



Date: 12/4/2015  
Project: Madison Supportive Housing  
Ayres#: 27-1019.10

To: Matt Melendes  
Associate Director of Real Estate Development

From: John Lichtenheld, P.E., AICP

Re: Parking Evaluation

The current Madison west side proposal for the Heartland project includes a 45 unit building with a total square footage of 60,166 square feet on 4 levels at 7933 Tree Lane. The site plan includes 27 off street parking spaces (which includes 4 handicapped parking spaces) or 0.6 parking spaces per unit. The zoning code requires 45 off street parking for this particular use or 1 parking space per unit. The developer is requesting a reduction in off street parking due to the intended use of the development and experience with similar developments.

The following are some of the existing conditions related to off-site parking that we believe are relevant to the uniqueness of this proposal:

- This project is targeted at low income families that generally do not have a private automobile at their disposal;
- In addition to the 27 off street parking spaces provide, there is additional on street parking available. Tree Lane is currently 34 feet wide and improved with sidewalk, curb, and gutter. There is on street parking allowed on Tree Lane with 30 spaces available on the current block face;
- There will be a maximum of 4 employees at the facility at one time;
- There is a high level of transit service available on Mineral Point Road one block away; and
- Bicycle storage for 74 spaces will be provided on site.

Based on experience with similar developments in the Madison area, we have evaluated the potential parking demand based on the following:

1. The city recently approved the Rethke Avenue Supportive Housing development with an off street parking ratio of .22 parking spaces per unit.
2. We contacted Porchlight Services to discuss their experiences at similar existing facilities in the Madison area. Of their three facilities that we reviewed (Pheasant Ridge Trail, Brook Street and Nakoosa Trail), the Nakoosa Trail facility is probably the most similar in size (48 units), location (urban fringe) and use (although it does have some daytime use). This facility has 19 stalls which includes 6 staff member parking spaces (.4 parking stalls per unit). If this same ratio was applied to this project, it would indicate a parking demand of 18 parking spaces.

3. Heartland currently has seven similar housing projects in Chicago and Milwaukee. Of those, five have off street parking accommodations as summarized in **Table 1**. The average off street parking supply is .24 off street parking spaces per unit. With 45 beds and .24 parking spaces per unit the new project would suggest 11 parking spaces would be sufficient.
4. In reviewing the International Transportation Engineers (ITE) peak parking rates, the closest land use (#254, Assisted Living) for parking comparison is .24 spaces per dwelling unit (DU). A Low/Mid-Rise Urban Apartment (ITE land use #221) has a parking coefficient range of .66-1.43 parking spaces per dwelling unit.
5. A comparison of the number of parking spaces filled by tenants as a percentage of dwelling units (DU) from 6 similar projects (Table 1) was 16%. Applied to this facility that would suggest only 7.2 spaces would be filled by tenants.

Applying these ratios to the proposed development could mean a range in demand of 11 to 30 parking spaces. The proposed development will have 27 off street parking spaces.

Based on these findings, we are recommending the following strategies to meet the parking supply for this development:

- Off-street parking on site: 27 parking spaces (23 regular and 4 handicapped space), see Attachment 1.
- On-street parking along the block face of the project: 30 parking spaces within 230 feet of the building, see Attachment 1. These spaces are unsigned with no maximum parking time shown.
- There are an additional 50 on-street, parking spaces less than a quarter mile from the facility, see Attachment 1.

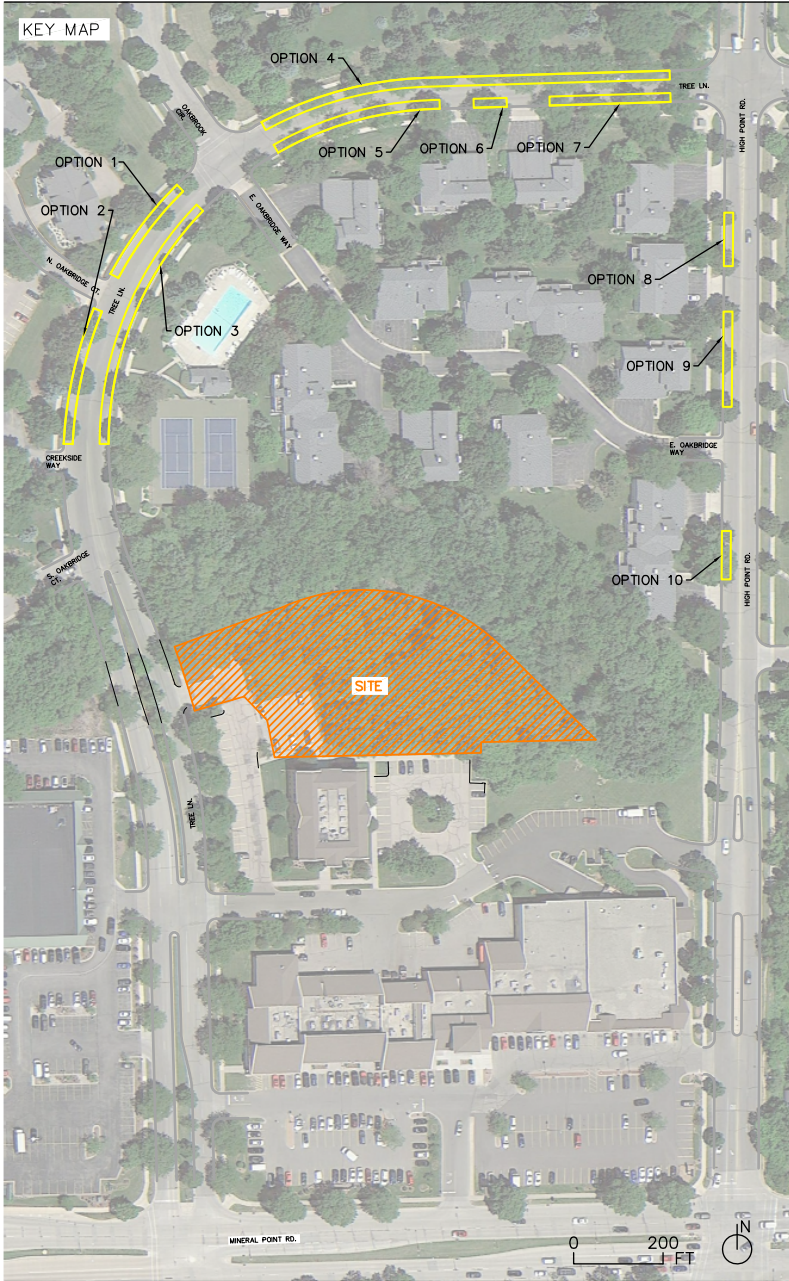
**Table 1: Heartland Housing Parking Examples**

Property	Address	Parking Spaces Available	Parking Spaces Filled	Number of Units	Parking Spaces/Unit
Maskani Place	320 E Center Street, Milwaukee, WI	17	17	37	0.46
Prairie Apartments	1218 West Highland Ave., Milwaukee, WI	9	2	24	0.38
Capuchin Apartments	2502 W. Tamarack St. Milwaukee, WI	8	6	38	0.21
Harvest Commons	1519 W. Warren Blvd. Chicago, IL	10	0	89	0.11
Karibuni Place	8200 S. Ellis Chicago, IL	20	20	72	0.28
Los Vecinos	4250 W. North Chicago, IL	10	6	60	0.17
Madison Supportive Housing	715 Rethke Ave. Madison, WI	13*		60	0.22**
Mae Suites	148 N. Mayfield Chicago, IL	No Parking Available		39	
Leland Apartments	1207 W. Leland Chicago, IL	No Parking Available		137	
<b>Total</b>	not including Mae and Leland	<b>74</b>	<b>16%</b>	<b>380</b>	<b>0.19</b>

\*There are an additional 8 spaces on street

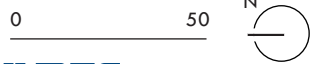
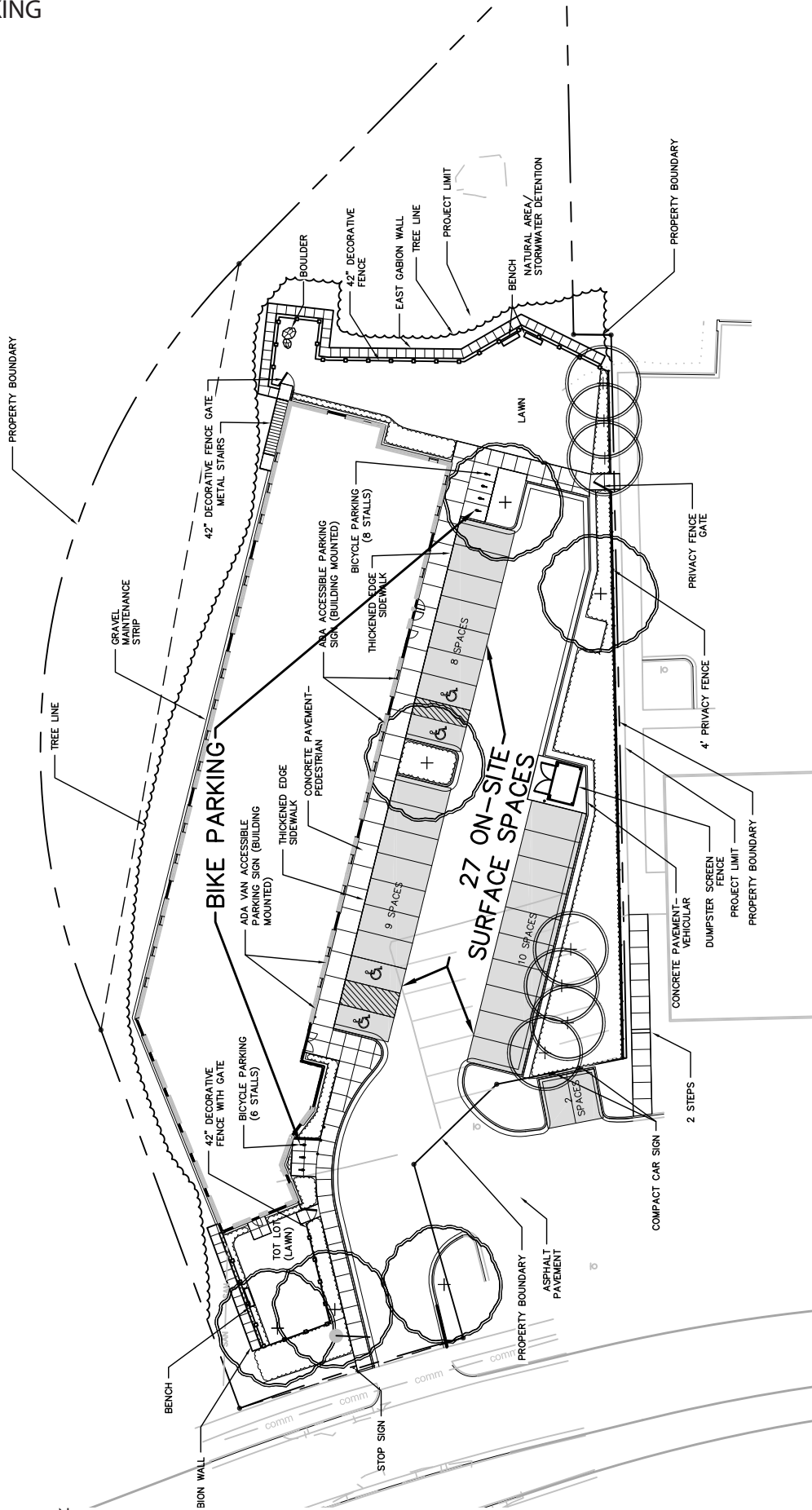
\*\* With on street parking the ratio is .35 parking spaces per unit  
The number of spaces used as a percentage of units is 15.9%.

# ATTACHMENT 1 - PARKING OPTIONS



## MADISON SUPPORTIVE HOUSING

# ON-SITE PARKING



## MADISON SUPPORTIVE HOUSING