Agenda

1. Setting the Stage – Melissa Huggins, Urban Assets
2. Who is Movin’ Out & Mirus Partners
3. Movin’ Out Resident Representatives
4. Planning Context and Development Process
5. Project Description – Ray White, Dimension IV Architects
6. Common Questions
7. Questions and Discussion
8. Next Steps
Project Goals

The development of quality affordable housing that affirmatively targets lower-income families, individuals, and people with disabilities.
Who is Movin’ Out?

• Established in 1992 as a non-profit organization
• Mission is to provide housing education and opportunities for lower-income families and people with disabilities
• Cultivation of community-integrated, safe, housing solutions by leveraging subsidies to offer affordable units
• Over 20 years of experience
• Assisted 1,661 home owners and rental tenants

Pinney Lane Apartments (902-914 Royster Oaks Dr.)
Who is Mirus Partners?

- Focus on creating high-quality housing opportunities for a variety of income levels through unique public/private partnerships
- Principals have over 40 years of experience multi-family housing development
- Principals have developed over 3,000 multi-family units.
- “Mirus develops and manages sound real estate investments that bring added value to their neighborhood and represent a solid asset to the life of the community”
How do you like living at Pinney Lane?

• Sariah Daine
• Mark Emmrich
Planning Context

4602 Cottage Grove Road
Land Development Process:

- Comprehensive Plan
- Future Land Use
- Zoning
- Special Area Plans
- Site Plan & Design
Imagine Madison 2018

Neighborhoods and Housing Strategies

Strategy 3: Increase the amount of available housing

• Support new housing opportunities by prioritizing planning efforts to transition underutilized, automobile-dominated commercial areas into complete neighborhoods and mixed-use Activity Centers

• Explore adjustments to the number of dwelling units, building size, and height thresholds between permitted and conditional uses to increase the allowable density for residential buildings in mixed-use zoning districts

• Explore the widespread replacement of residential density maximums with building height maximums outside of the downtown area

Strategy 4: Integrate lower priced housing, including subsidized housing, into complete neighborhoods

• Support the distribution of affordable housing throughout the city

• Continue allocating money to the City’s Affordable Housing Fund

• Continue to pursue a variety of county, state, and federal funding and public-private partnerships to support the development of affordable housing
Future Land Use: Neighborhood Mixed Use (NMU)
Imagine Madison Future Land Use Map

Project Location
Imagine Madison: Neighborhood Mixed Use (NMU)

### Mixed-Use Land Use Categories

<table>
<thead>
<tr>
<th>Mixed-Use and Commercial Building Form</th>
<th>Neighborhood Mixed Use (NMU)</th>
<th>Community Mixed Use (CMU)</th>
<th>Regional Mixed Use (RMU)</th>
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<tbody>
<tr>
<td>Commercial Block Building</td>
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<td>Civic or Institutional Building</td>
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<td>Residential - Commercial Conversion</td>
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<td>Small Multi-Family Building</td>
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<td>Courtyard Multi-Family Building</td>
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<td>Podium Building</td>
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<td>Flex Building</td>
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<tr>
<td>Number of Stories</td>
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<td>2-6</td>
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<td>General Residential Density Range</td>
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<td>≤130</td>
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**Neighborhood Mixed Use**

“Node or corridor containing housing, shopping, and services that generally serves surrounding neighborhoods (2-4 stories; up to 70 du/acre)”
Zoning:
Commercial Corridor Transitional (CC-T)
Current Zoning: Commercial Corridor – Transitional (CC-T)

- The CC-T District recognizes the many commercial corridors within the City remain largely auto-oriented, and wants to encourage their transformation into mixed-use corridors.

- Maximum height is 5 stories

<table>
<thead>
<tr>
<th>BUILDING FORM</th>
<th>LMX</th>
<th>NMX</th>
<th>TSS</th>
<th>MXC</th>
<th>CC-T</th>
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Current Zoning: Permitted and Conditional Uses

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<th>Mixed-Use and Commercial Districts</th>
<th>LMX</th>
<th>NMX</th>
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<td>P/C</td>
<td>P/C</td>
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<tr>
<td>Live-work unit</td>
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<td>P</td>
<td>P</td>
<td>P</td>
<td>P</td>
<td>Y</td>
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<tr>
<td>Multi-family dwelling (4 dwelling units)</td>
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<tr>
<td>Multi-family dwelling (5-8 dwelling units)</td>
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<td>P</td>
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<tr>
<td>Multi-family dwelling (&gt;8 dwelling units)</td>
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- In the CC-T Districts, a mixed-use building requires conditional use approval if there are more than twenty-four (24) dwelling units.
- Multi-family dwelling (>8 units) is allowed by conditional use.
Special Area Plans: Cottage Grove Road Activity Centers Plan (2017)
Cottage Grove Road: Activity Center Plan (2017)

Land Use and Urban Design Goal #1:

Improve stability, cohesiveness, and relationship between commercial centers and residential areas

Recommendations:

• Incorporate affordable, quality housing into new development that is close to employment centers

• Look for opportunities to include 2-3 story apartment, town homes and housing that meet the needs of the “missing middle.”
Land Use and Urban Design Goal #2:

Ensure new infill mixed use, housing, or commercial development incorporate traditional neighborhood design elements

Recommendations:

• Encourage mixed-use and multi-family residential development of 2-4 stories where appropriate to anchor activity centers

• Buildings should front on the street with parking behind or to the side of buildings
Site Plan & Design: Neighborhood Input

1. Comprehensive Plan
2. Future Land Use
3. Zoning
4. Special Area Plans
5. Detailed Site Plan & Design (Neighborhood Input)
Neighborhood Input

PUBLIC MEETINGS

Neighborhood Meetings
- July 26th 2018
- September 17th 2018

Urban Design Commission Public Hearing
- November 7th 2018 (tentative)

Plan Commission Public Hearing
- November 9th 2018 (tentative)

EMAIL

Contact Alders:
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Alder Tierney, District16@cityofmadison.com

Contact City Staff:
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Tim Parks, tparks@cityofmadison.com
Project Programming

Mixed Use

70 affordable housing units
- 59 flat apartment units
- 11 total townhouses
- Mix of one, two & three bedroom units at 30%, 50%, 60%, and 80% Average Median Income

~12,000 square feet of commercial space

Parking

103 parking spaces
- 36 surface spaces
- 55 underground spaces
- 6 Townhome garages
- 6 Townhome driveway stalls

89 bicycle parking spaces
Site Plan

4-Story Building

- 59 units, five townhouses
- ~12,000 SF commercial space

Six 2-Story Town House

Outdoor Play Area

Resident Gardening Space

Permeable Pavement

Bioswale Stormwater Area
View from Cottage Grove Road
View from Acewood Boulevard
Townhomes looking Northeast
Common Questions: Why does this project not include a retail?

- Cottage Grove Road Activity Center plan market study does not recommend new retail
  - The retail industry tends to be overbuilt in this trade area.
  - Numbers produced in this trade area are not substantial enough for a retailer evaluating new store locations
- The area has vacant retail, including in Rolling Meadows, Ace Hardware after the library opens, and at the new Royster’s Corner development.
- Options in Living Communities is the expect tenant. Options serves clients throughout Dane County. Options may or may not serve tenants in this building, but is not coming to this location to specifically serve tenants.
Common Questions:
How will this project affect property values?

“Our analysis of 3,083 low-income housing projects from 1996 to 2006 found no significant effect on home values located near a low-income housing project.”
- “There Doesn’t Go the Neighborhood: Low-Income Housing Has No Impact on Nearby Home Values,” Trulia.com
- Trulia study looked at home prices within .5 miles and 1 mile of an affordable housing developments, which is a reflection of how neighborhood property values are impacted.

“The vast majority of studies have found that affordable housing does not depress neighboring property values, and may even raise them in some cases.”
- “Don’t Put it Here: Does Affordable Housing Cause Nearby Property Values to Decline?,” The Center for Housing Policy

“Stanford study showed a 2.5% decrease in property values for high-income areas within .1 miles of the development.”
- Who Wants Affordable Housing in their Backyard? An Equilibrium Analysis of Low Income Property Development,” Stanford University
- This is ~520 feet and shows the impact on the adjacent properties, not the neighborhood.
- The decrease in property values is consistent with most commercial development adjacent to single-family homes (retail and office).
Common Questions:
How will the development impact the school district (will it add a ton of children)?

• In Movin’ Out’s experience, the young people who live in their buildings are already in enrolled within the local school system.

• It would surprise the development team if this project impacted the total enrollment by more than 10 students.

• Future five-year anticipated capacity for Kennedy Elementary School is decreasing.
  o Current capacity: 81%
  o Five-year anticipated capacity: 72%
  o Source: Madison Metropolitan School District, “Enrollment History and Projections Fall 2017”
Common Questions:
How will this project affect traffic?

- City of Madison Traffic Engineering will review this project and make the necessary changes to minimize impact and to ensure that safety is maintained.
- City of Madison Traffic Engineering is not especially concerned about the traffic related to multi-family developments. Tenants leave throughout the day at different times.
- Movin’ Out developments have a lower percentage of tenants that drive.
Common Questions:
Who are the typical tenants for Movin’ Out?

Survey of Pinney Lane tenants:

- Vet tech at local veterinary office
- Local government admin assistant
- Scheduler at a retirement center
- Team member @ Costco
- Scheduler at a hospital
- Waitress
- Admin assistant at chiropractic office
- Manager of a bagel shop
- Hairdresser
- Office manager of a construction company
- Claims processor for an insurance company
- Department store manager
- ~25% residents are people with a permanent disability. As such 25% of residents have Social Security or Social Security Insurance as their primary source of income.
Common Questions:
Will this project increase crime?

• “LIHTC does not increase crime in high income areas.”
  • Who Wants Affordable Housing in their Backyard? An Equilibrium Analysis of Low Income Property Development,” Stanford University (p. 3)

• “We find that the opening of the affordable housing development was not associated with trends in crime, property values, or taxes.”
  • “Do Affordable Housing Projects Harm Suburban Communities? Crime, Property Values, and Taxes in Mount Laurel, NJ?,” Princeton University (p. 1)

• “Contrary to popular perception, LIHTC developments have a mitigating impact on neighborhood crime.”
  • “Beyond anecdotal evidence: Do subsidized housing developments increase neighborhood crime?,” Applied Geography, (Volume 64, October 2015, Pages 87-96)
Questions and Discussion
# Next Steps

## Site Development
- Finalize Design
- Submit Land Use Application
- City Approvals:
  - UDC
  - Plan Commission

## Funding
- WHEDA Section 42 Tax Credit
- City of Madison Affordable Housing Fund
- Dane County Home Funds

## Construction
- Break Ground Fall 2019
- 12 – 14 Month Construction