



Dane County Department of Human Services

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October 26, 2016

City of Madison
Department of Planning & Community & Economic Development
215 Martin Luther King, Jr. Blvd
Madison, WI 53703

RE: Letter of Intent
Day Resource Center - Conditional Use
615 E. Washington Ave
Madison, WI 53703

Please accept this letter of intent, land use application, and associated attachments as Dane County's formal request for review and approval of a Conditional Use Permit for the Day Resource Center project detailed below.

Project Name: Day Resource Center

Project Team:

Owner: County of Dane
210 Martin Luther King, Jr. Blvd
Madison, WI 53703

Contact: Carlos Pabellon
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Architect: Dorschner Associates, Inc.
849 East Washington Ave., Suite 112
Madison, WI 53703

Contact: Dawn O'Kroley
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Operator: Catholic Charities, Inc., Diocese of Madison
702 S. High Point Rd, Suite 201
Madison, WI 53719

Contact: Kathy Stellrecht, PhD
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Project Overview:

Dane County requests approval of a Conditional Use Permit for a daytime shelter (hereinafter “Day Resource Center” or “Center”) at 615 East Washington Avenue.

The Day Resource Center will help prevent and end homelessness by providing individuals and families experiencing homelessness, or living in poverty and at-risk of homelessness, a critical connection to services and assistance in one convenient location.

Services offered on-site at the Center will cover two overarching areas – basic needs (showers, laundry, respite from the elements) and connections to community resources (case management, housing search assistance, employment and training).

Additional programming details are provided below, and in the attached management plan.

The Day Resource Center will be operated by Catholic Charities, Inc. Diocese of Madison, a 501(c)(3) non-profit organization affiliated with Catholic Charities USA.

With the proposed site improvements, security measures, programmatic design, and a commitment to ongoing evaluation and community engagement, Dane County is confident that the proposal satisfies the approval standards found in section 28.183(6) of the city of Madison zoning code.

Existing Conditions:

The property at 615 East Washington Avenue (tax parcel ID 0709-133-0722-3) totals 24,786 s.f., and is located within District 6, in the Marquette neighborhood. No demolition is proposed, and no major alterations are proposed to the building structure.

The parcel has frontage on East Washington Avenue (66’), South Blair Street (62.5’), and East Main Street (33’). Driveway access to the property is via the East Main Street frontage. Existing parking areas located behind the building total 51 spaces. Prior to acquisition by Dane County, the property housed the offices of the Greater Madison Area Chamber of Commerce and Greater Madison Convention and Visitors Bureau.

The property is zoned CC-T Commercial Corridor - Transitional District. The city’s comprehensive plan designates the majority of property as being within the “Employment” planning area. A small area of the property fronting Blair Street is designated as “Community Mixed Use”.

Project Schedule:

Upon approval of the conditional use permit, the county will proceed with hiring a construction contractor to complete the necessary alterations to the building, and continue working with the operator, partner groups, and other stakeholders to refine and finalize programming details. The goal is to have the Center open and fully operational by September, 2017.

Proposed Uses:

The Day Resource Center will include a number of uses and services actively managed by the operator (basic services), and services currently provided by other agencies that the operator will partner with to offer on-site at the Center (on-site resource services). It is anticipated that the specific services provided at the Center will vary over time as the operator and partner agencies adjust to the needs of patrons.

Basic services will be located primarily on the first floor of the building (5,565 s.f.), while on-site resource services will be primarily located on the second floor of the building (5,858 s.f.). An area of approximately 3,175 s.f., located at the Main Street entrance of the building, will serve as outdoor program space for use by patrons, staff and visitors.

The operator will manage and supervise on-site basic needs services for patrons, including the following: computer lab, daytime shelter from the elements, kitchen, laundry, mail/message center, outdoor activity / courtyard areas, private office space for meetings, separate enclosed indoor/outdoor space for families, showers, space for patrons to temporarily store belongings during center hours of operation, vital document storage, and telephone access.

In addition, the operator will provide or partner with community groups to provide access to other necessities, including but not limited to, assistance obtaining IDs, food, personal hygiene items, clothing, and baby items (diapers, formula).

The operator will collaborate with other community service agencies to provide the following on-site resource services at the Center in the first year of operations: case management, employment and training services, housing assessment, and housing navigation.

The operator will provide referral of patrons to other area providers and services that may not be located in the facility, including but not limited to legal, AODA, mental health, medical, health insurance, financial counseling, and transportation.

Over time, the operator and/or its partners may seek to expand the range of services and supportive community programming provided on-site at the Center, in collaboration with its agency partners and Center patrons, and based on need. These services may include the following: alcohol and other drug addiction services / support groups, haircuts, legal services, mental health services, resource fairs, literacy services, therapeutic resources, social support circles, and empowerment seminars.

Please see the attached management plan for additional detail regarding proposed uses and services at the Center.

Hours of Operation:

Hours of operation at the Center will be 8:00 am to 5:00 pm daily. Dane County respectfully requests that the hours of operation be listed on the Conditional Use Permit as 6:30am-6pm daily, as provided for in the city zoning code. The reason for this request is to ensure the operator has some limited flexibility to respond to client needs in the event of weather emergencies (for example, extreme cold or extreme heat). No nighttime services or overnight accommodations will be provided.

Building Square Footage:

The existing two-story building totals 12,836 s.f. (gross). Usable first floor area totals 5,565 s.f., and the usable area of the second floor totals 5,858 s.f.

The current building code calculation reflects 287 total occupants with 106 occupants on the second floor and 181 occupants on the first floor. The conceptual furniture plan provided comfortably seats approximately 100 people on the first floor.

Number of Dwelling Units:

There will be no dwelling units located in the building.

Auto and Bike Parking Stalls:

A total of 30 auto parking stalls will be located on the property in the existing parking lot fronting S. Blair Street. Two stalls will be ADA accessible, and an ADA accessible drop-off area will be provided. A minimum of 16 bike parking stalls will be provided and located adjacent to the Main Street courtyard entryway.

Lot Coverage & Usable Open Space Calculations:

Of the parcel's 24,786 s.f. total area, approximately 3,175 s.f. of usable open space is provided by improving the existing asphalt parking lot at the Main Street Courtyard entrance.

Value of Land:

The total value of the land is \$295,000. Value of improvements is \$698,400. Values are from the 2016 tax assessment.

Estimated Project Cost:

Construction costs are estimated to total approximately \$1.7 million. The Center's annual operating cost is estimated to total \$690,000. Dane County's 2017 budget currently reflects fully funded 2017 operating costs, estimated at \$330,000.

Number of Construction & Full-Time Equivalent Jobs Created:

A total of 30 construction jobs will be created by the project.

A total of 7.5 Full-Time Equivalent (FTE) jobs will be created by the operator to staff the resource Center. This includes the following positions:

- Center director – 1.0 FTE
- Patron Service Specialists – 2.8 FTE
- Reception Coordinator – 1.4 FTE
- Family Services Specialist – 1.4 FTE
- Volunteer Coordinator - .5 FTE
- Janitor - .4 FTE

Additional staffing information, including an organizational chart, is included in the enclosed management plan.

Public Subsidy Requested:

None.

Additional Background:

Providing a Community Need

Currently, a number of agencies provide a variety of basic needs services during the day to individuals and families experiencing homelessness. These services are located throughout the City of Madison and Dane County, and for those experiencing homelessness, it can be incredibly difficult to travel to multiple locations to efficiently take care of basic needs and access the community resources necessary to obtain housing, employment, and more. For example, day shelter is available at one location with referral to

resources, but if an individual needs to shower, do laundry, and meet with a case manager, they would have to go to two to three other locations.

Additionally, while some of the basic needs and resource services proposed for the Day Resource Center are available through emergency overnight shelters, not everyone can access overnight shelter, creating a demand for these services during the day.

A great need exists in our community for a facility that offers many of these basic needs and community resource services in one convenient location.

Site Selection

Dane County worked with its project partners for years to find a suitable location for a Day Resource Center based on desired criteria including, but not limited to, close proximity to downtown Madison, transportation options, other resources for individuals who are homeless or at risk of becoming homeless, and employment opportunities.

Locations beyond the downtown area on Wright Street, Lien Road and in the Town of Madison on Martin Street were all thoroughly vetted. Locations closer to downtown Madison were also pursued, including the temporary Day Resource Center location from three years ago at 857 East Washington Ave., and more recently at the current Bellini Restaurant at 401 East Washington Ave., as well as the former Messner building at 1326 East Washington Ave. Dane County considered dozens of other sites, but all were rejected based on a combination of location, cost, size or condition concerns.

Locating the Day Resource Center at 615 E. Washington Avenue provides a central location close to existing supports for the target population it is intended to serve, including an emergency overnight shelter for men, temporary and emergency overnight shelters for women and families, and the Madison Central Library, where a number of agencies provide case management services. The site is less than a mile away from several free meal sites, located on a major bus route, and near a bike path. The existing building is appropriately sized for the programming and services to be offered, and has two floors to facilitate the proposed multi-purpose uses. It is for these reasons that the property was selected and acquired.

Operator Selection

Dane County selected Catholic Charities, Inc., Diocese of Madison to operate the Day Resource Center after an impartial Dane County Request for Proposals (RFP) application and review process.

RFP #116065, Operation of a Day Resource Center, was issued for responses on June 24, 2016, and the deadline for submissions was August 12th at 2:00pm Central Time. An RFP review panel consisting of representatives from the project's funding partners – Dane County, the City of Madison, and The United Way – and two neighborhood representatives, was convened on August 25th. Following the results of the review panel's scoring, the County entered into contract negotiations with Catholic Charities.

Catholic Charities has over 70 years of experience in helping people who are poor, vulnerable, and homeless, and has experience in working with many of the root causes of homelessness including poverty, disability, substance abuse, and mental health issues. As a result of its work and experience, Catholic Charities has developed a strong network of collaborative relationships in various sectors across the county including nonprofit agencies, health care systems, multiple school districts, Dane County Human Services, the State of Wisconsin, The United Way, and various faith communities.

Catholic Charities has experience and a proven track record of taking the lead role in organizing multiple community agencies to join forces towards a common goal. Organizational strengths fall within four areas of expertise: Child and Family Programs, Developmental Disabilities, Substance Abuse, and Aging Services. The organization operates over 30 distinct programs that fall within these four service areas.

Additionally, Catholic Charities will run a day warming center at Bethel Lutheran Church, located at 312 Wisconsin Avenue, in downtown Madison this winter from November 1st, 2016, until March 31st, 2017. Providing this service will give individuals experiencing homelessness another important resource until the Day Resource Center opens. It will also enable Catholic Charities to develop relationships with agencies and potential patrons of the Day Resource Center ahead of the facility's opening.

Neighborhood Input

In the months prior to submittal of this Conditional Use Permit application, county staff and community partners met with neighbors and neighborhood groups, elected officials, Madison Police, City of Madison staff, neighboring businesses, individuals with lived experience of homelessness, advocates, agencies, and other stakeholders to present information and invite input into the Day Resource Center project.

The proposal reflects input received from those meetings when possible, including recommendations for security, ongoing community and patron engagement and input, site plan components, and services provided. A list of meetings held and attended is attached as Appendix A.

Dane County is confident that the proposed Day Resource Center will be an asset to the neighborhood and the broader community it will serve. County staff, the architect, and the operator's representatives will be in attendance at the Plan Commission hearing to present information about the proposal and respond to any questions.

Sincerely,

Carlos Pabellon
Director, Dane County Department of Administration