

**HEARTLAND
ALLIANCE**
HOUSING

Heartland Housing, Inc.
208 South LaSalle Street
Suite 1318
Chicago, IL 60604

P 312.660.1300
F 312.660.1500
heartlandalliance.org

October 6, 2015

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

Re **Letter of Intent**
7933 Tree Lane
Madison, WI 53717
PD-GDP-SIP

Dear Ms. Stouder,

Please accept this Letter of Intent, application and attachments as our formal request for a PD-GDP-SIP review and approval by the City of Madison for the Madison Family Supportive Housing project at 7933 Tree Lane which is detailed below.

PROJECT TEAM:

Developer:

Contact: Heartland Housing, Inc.
208 S. LaSalle St., Suite 1300
Chicago, IL 60604
Matt Melendes
Phone: (414) 207-4443
Fax: (414) 208-4952
Email: mmelendes@heartlandalliance.org

Architect:

Contact: Valerio Dewalt Train Associates (VDTA)
500 N. Dearborn St., Suite 900
Chicago, IL 60654
David Jennerjahn AIA
Phone: (312) 260-7336
Fax: (312) 260-7301
Email: djennerjahn@buildordie.com

Civil Engineer:

Contact: Ayres Associates Inc.
101 East Badger Road
Madison, WI 53713
Marcus Fink, P.E.
Phone: (608) 441-4598
Email: FinkM@AyresAssociates.com

Landscape Architect:

Ayres Associates Inc.
101 East Badger Road
Madison, WI 53713
Contact: Jacob Blue
Phone: (608) 441-3564
Email: BlueJ@AyresAssociates.com

PROJECT OVERVIEW

In fall of 2014, an advisory group formed by the City of Madison's Community Development Authority (CDA) chose Heartland Housing, Inc. to serve as developer and property manager of a family permanent supportive housing development that will contribute to the City's effort to increase the amount of affordable housing and to end chronic homelessness. The development will follow Heartland Housing, Inc.'s proven housing model of maintaining affordability while providing on-site professional supportive services and property management. On-site supportive services will be provided by the YWCA of Madison.

The Development will be located in the city of Madison on the west side at the addresses of 7933 Tree Lane. The residential development will consist of a four-story building of approximately 60,000 square feet. The development has been designed to include and must have 45 apartments in order to achieve the onsite property management and supportive service programming necessary to make this permanent supportive housing development successfully operate. The building will include: 45 residential units; non-residential accessory use on the ground floor, which includes offices for service providers, a multi-purpose room, a business center and library; and bike parking and storage in the basement.

The Development is unable to meet the requirements of a conventional zoning district and will need a PD-GPD-SIP approval due to the unusual shape of the parcel, the bordering wetlands and in order to preserve the traffic circulation to the South. The parcel is irregularly shaped; the northern boundary is mostly a curving arc that terminates at the point to the east. The Tree Lane frontage is only 75 feet, the overall east-west dimension, measured diagonally from the Northwest corner at Tree Lane to the eastern point measures approximately 482 feet. The north-south dimension measures approximately 185 feet at its widest point. Meeting the street frontage requirement is not financially and logistically feasible given the very narrow and long parcel when combined with the requirements of providing fire lane accessibility and preserving traffic circulation. Including true commercial space in the development would require the loss of indoor amenity spaces for the residents and on site office space for supportive series.

EXISTING CONDITIONS:

The project site is 57,495 SF or 1.32 acres consisting of a paved driveway, a parking lot and overgrown green space with wetland to the north, retail to the south and west, and residential to the east. According to the City of Madison zoning districts, the project site is located within the Commercial Corridor District (CC). The maximum height and number of stories for this district are 68' and 5 stories. The project site is contained within District 9.

PROJECT SCHEDULE:

The project is currently scheduled to begin construction in Spring 2017 with completion in Winter 2017.

PROPOSED USES:

The building contains residential, office, and community serving space. The building will include 45 residential 2-bedroom, 3-bedroom and 4-bedroom apartment units on the first through fourth floors. In addition, the first floor will include a 1,400 SF lobby/reception, a 1,000 SF multi-purpose room, 230 SF business center, and 220 SF library room. It will also contain approximately 1,000 SF of office and meeting space for the provision of professional property management and supportive services. The basement will include 1,600 SF of residential storage lockers and 1,800 SF of bike storage (60 bike spaces).

HOURS OF OPERATION:

Residential occupancy: 24 hours per day, 7 days per week. The Development will have a total of between 5 to 6 property management and supportive service staff.

BUILDING SQUARE FOOTAGE:

Approximately 52,715 SF not including 7,451 SF of basement.

NUMBER OF DWELLING UNITS:

The building will include 45 residential 2-bedroom, 3-bedroom and 4-bedroom apartment units. The approximate unit sizes for a 2-bedroom, 3-bedroom and 4-bedroom will be 750 SF, 1,000 SF and 1,200 SF respectively. There will be a mix of standard units and accessible units. There are 9 units on the ground floor, 12 units on the second, third and fourth floors.

AUTO AND BIKE PARKING STALLS:

Auto Parking:

There will be 27 on site surface parking stalls which will include 4 handicap stalls for vehicles. Most families will rely on public transportation and will not have a vehicle.

Bike Parking:

There will be 60 resident bike parking spaces located in the basement. Public bike parking is provided on site as there are 7 bike racks, with each rack providing accommodations for 2 bikes, for a total of 14 exterior spaces.

LOT COVERAGE AND OPEN SPACE:

More than 50% of the site is preserved as open space including approximately 4,592 SF of usable open space featuring a tot lot to the West and a yard to the East for families to utilize. The development has been positioned to meet the constraints of the irregularly shaped parcel including the wetland to the north, the wetland to the east which includes storm water detention facility and the utility easement to the south, while preserving traffic circulation and providing fire lane accessibility.

NEIGHBORHOOD INPUT:

There have been two neighborhood meetings (January and September) to answer questions and receive neighborhood input about the project. A third neighborhood meeting is scheduled for late October. The project was presented to the Development Assistance Team on August 6 and the project was presented at the Urban Design Commission (for informational purposes) on September 16.

VALUE OF LAND:

The site is currently owned by the City of Madison and therefore has not been assessed. It was acquired in 1997 for \$250,000.

ESTIMATED PROJECT COST:

The total development costs are approximately \$12,000,000

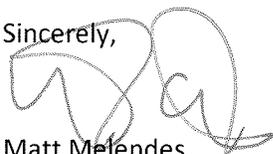
NUMBER OF CONSTRUCTION & FULL-TIME EQUIVALENT JOBS CREATED:

It is estimated that the project will create between 12 to 15 construction jobs during the building period and 6 new positions on the operating side including 3 in property management and 3 in social services.

PUBLIC SUBSIDY REQUESTED:

The developer is applying to the Wisconsin Housing and Economic Development Authority (WHEDA) for Low Income Housing Tax Credits and has requested grant and loan funding as well as project based rental assistance from the City of Madison and Dane County.

Sincerely,



Matt Melendes

Copied: Nadia Underhill, James Lewis, David Jennerjahn, Jacob Blue