



Madison Dairy Site Redevelopment

Project Developer : Stone House Development, Inc.
Helen Bradbury, Rich Arnesen



Meeting Agenda

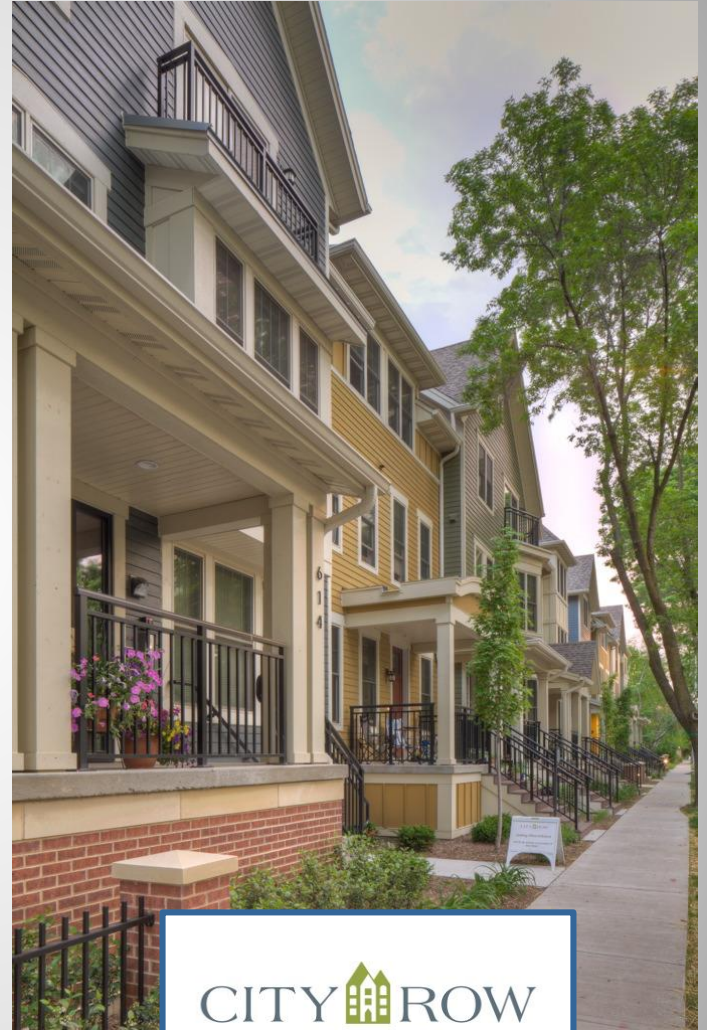
- Introduce the Developer
- Describe Preliminary Plan
- Solicit Feedback from Neighbors



- Development, Property Management
- Specialize in Mixed Income Multifamily Rental
- Developed 7 Buildings that are listed on the National Register of Historic Places
- Completed 21 Projects to date, 1 additional under development
- Eight Completed Madison Area Projects



THE
MADISON
MARK



CITY  ROW
APARTMENTS



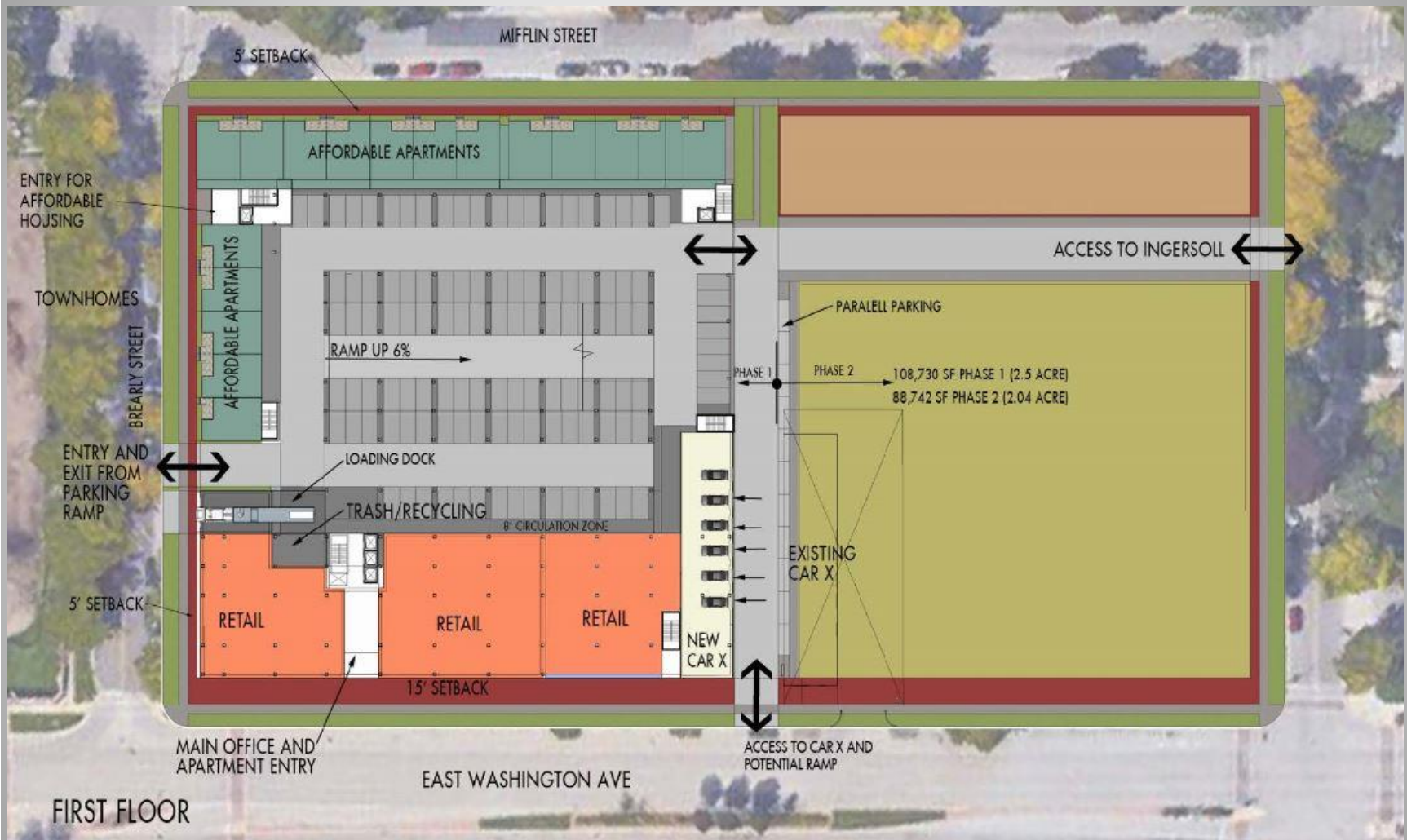
PARK
CENTRAL APTS



Phase I Aerial Perspective

General Development Concept

- Demolish the vacant Madison Dairy site
- Redevelop the remaining land in two phases
- Develop row house style workforce housing along Mifflin Street and Brearly Street with 65 units on four floors
- Develop a ten story mixed use building on the corners of Brearly and East Washington containing office, retail and market rate rental housing with 350 parking stalls in a structured lot
- Include a community room on a portion of the 11th floor next to elevator penthouse
- Make parking stalls available to Breese Stevens events when not used by other tenants
- Begin Phase I as soon as possible
- Begin Phase II upon market demand



Site Plan – Phase I

Project Details

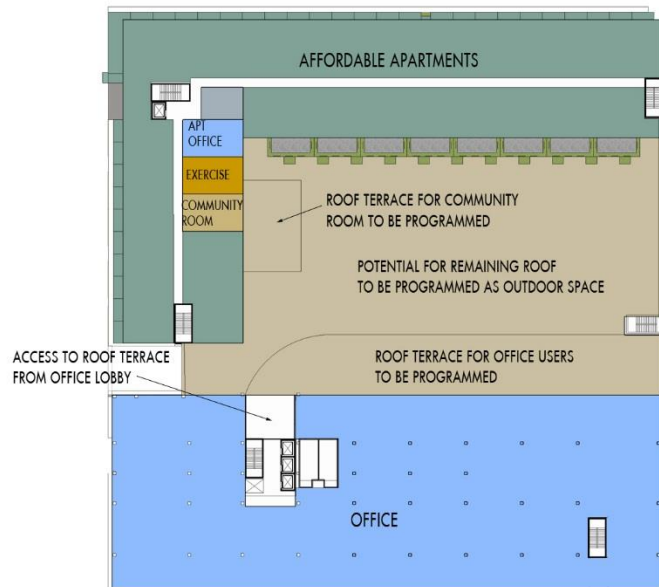
- Affordable Housing : 65 total units 10 market rate; 9 at or below 30% cmi; 21 at or below 50% cmi; 25 at or below 60% cmi
- 9 three bedroom townhomes with separate entrances onto Mifflin and Brearly
- Referral and ongoing supportive services for the three bedroom units provided by The Road Home
- Three bedroom units geared to families at risk for homelessness
- Tower includes 10,000 square feet of retail; 50,000 square feet of office and approximately 130 market rate rental apartments, mix of efficiencies, one, two and three bedrooms
- Three story parking deck will include 350 parking stalls
- A new Car X is envisioned as part of the project
- Pedestrian and bike access through the block; no car ingress or egress onto Mifflin



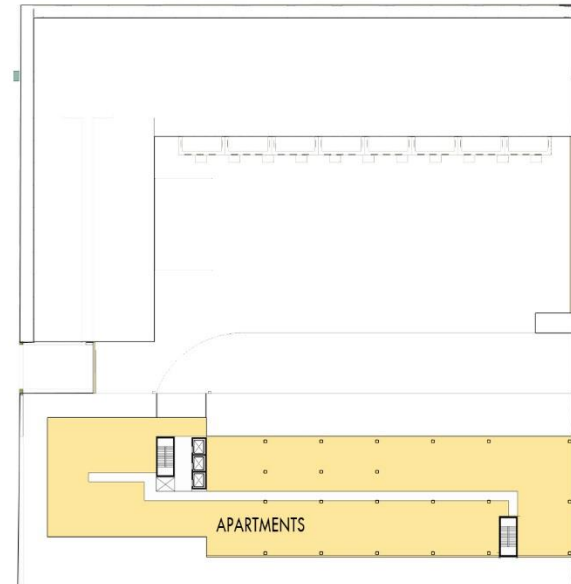
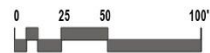
View from East Washington Ave



PLAN CUT THIRD FLOOR NOT TO SCALE



THIRD



FOURTH - TENTH FLOOR



DENSITY PROFILE NOT TO SCALE

EAST WASHINGTON AVENUE

8/27/15 714339-001



appstein urban : architects

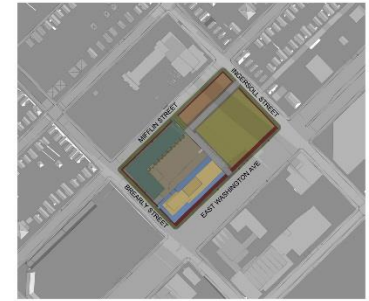
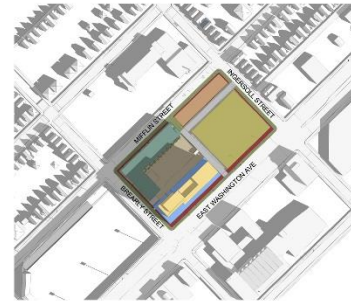
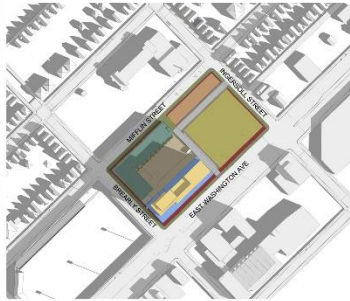
MARCH 20

JUNE 21

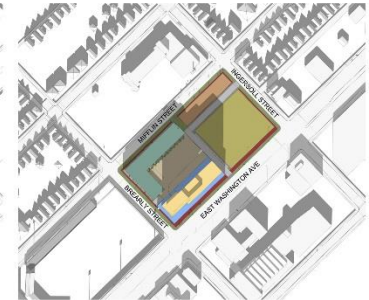
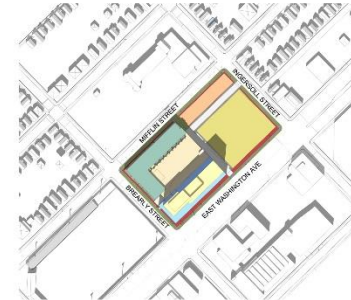
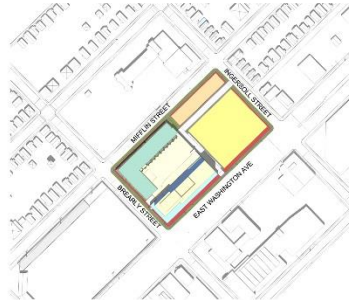
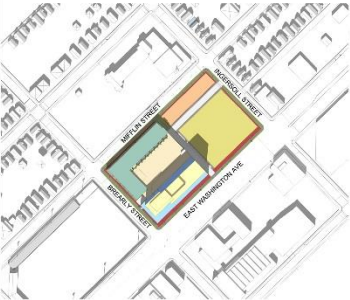
SEPTEMBER 22

DECEMBER 22

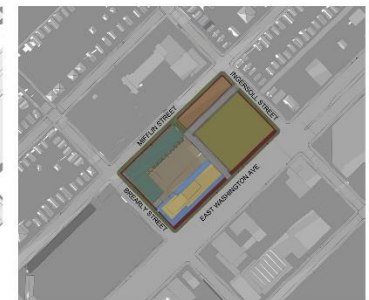
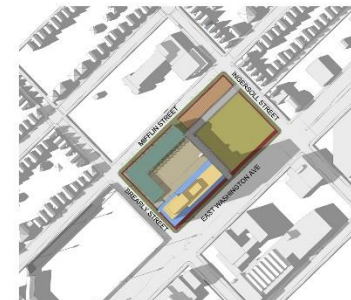
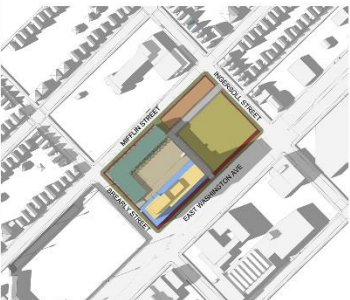
8AM



NOON



4PM



Solar Studies

Property	1 Bedroom	2 Bedroom	3 Bedroom
City Row	\$875	\$1,030	\$985
Constellation	\$1,400	\$1,900	\$2,300
Ovation	\$1,500	\$2,000	\$3,000
Madison Dairy 30%	\$465	\$558	\$644
Madison Dairy 60%	\$877	\$1,053	na

60% CMI Income Limits (Based on Household Size)

1 - \$34,740	4 - \$49,560
2 - \$39,660	5 - \$53,580
3 - \$44,640	6 - \$57,540

30% CMI

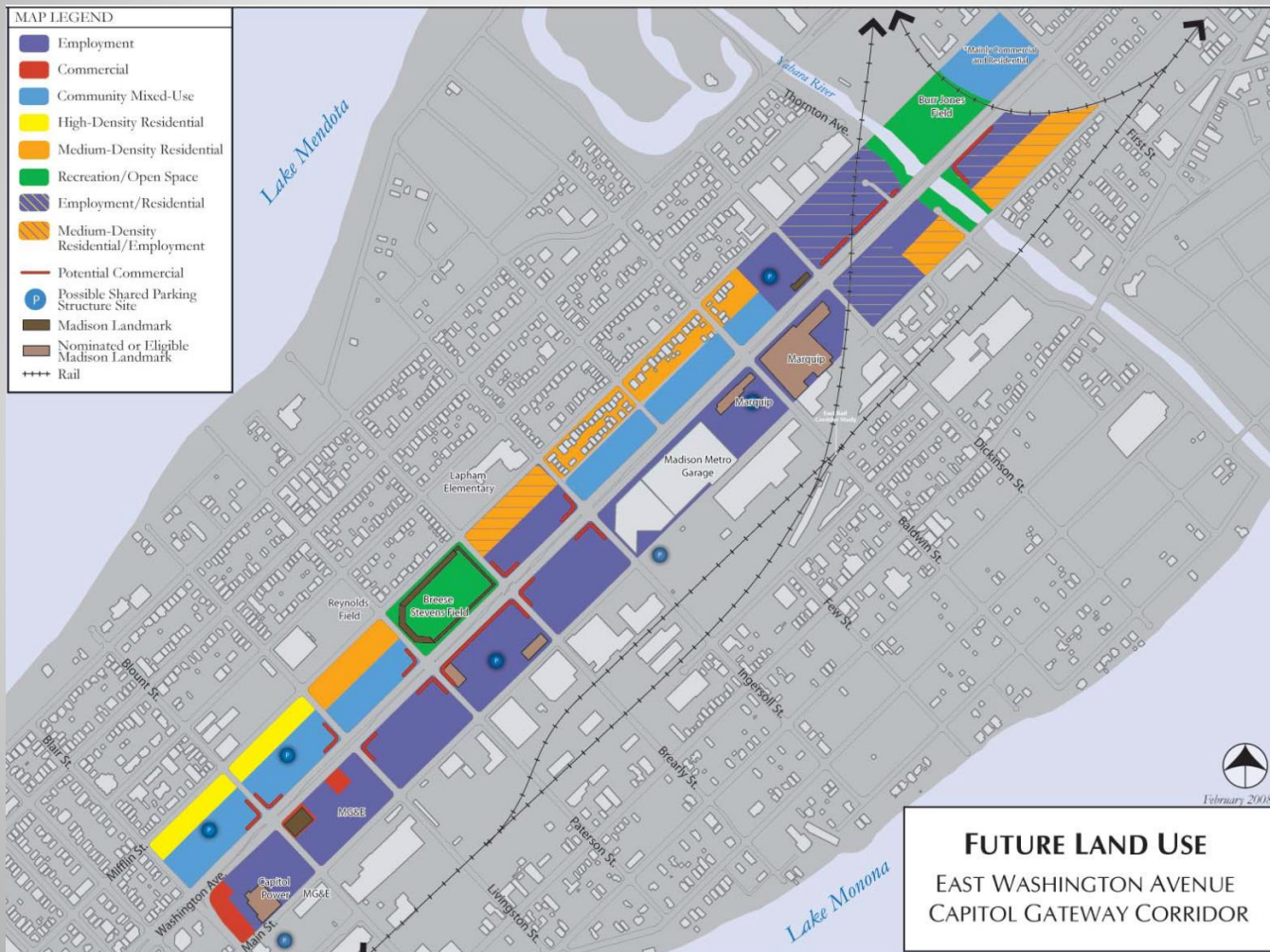
1 - \$17,370	4 - \$24,780
2 - \$19,830	5 - \$26,790
3 - \$22,320	6 - \$28,770

Rent Comparables

Zoning and Plan Compliance

- East Washington Avenue Capitol Gateway Corridor Plan
- Tenney Lapham Neighborhood Plan
- Urban Design District 8 – block 4a and 4b

East Washington Avenue Capitol Gateway Corridor Plan



Tenney Lapham Neighborhood Plan

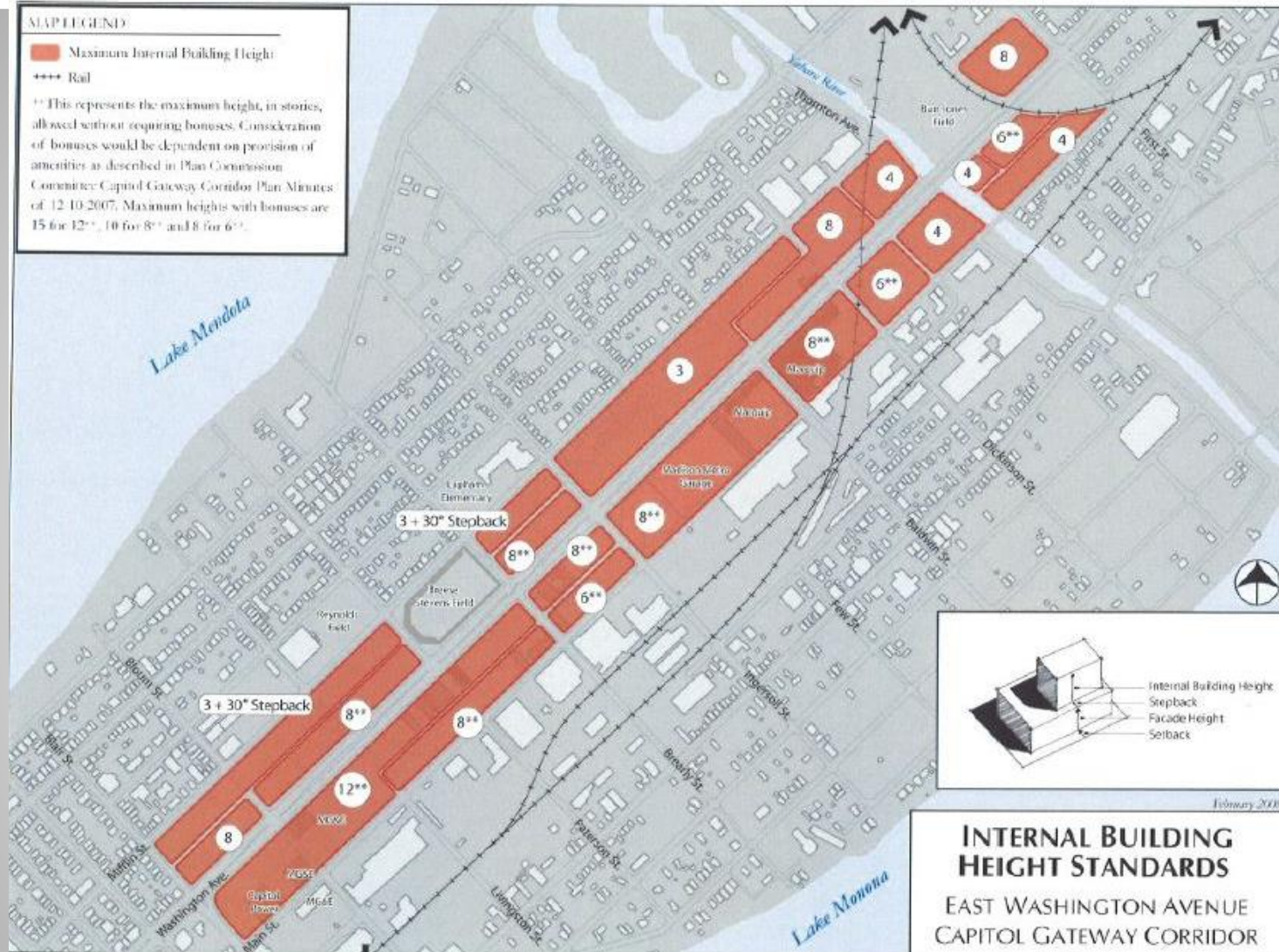
- “Note the focus on family residential use in the MDR 2 area given the proximity to Lapham School.”
- Appendix 8 adopts the East Washington Avenue Build Capitol Gateway Corridor Plan façade height standards. 3 plus 30*

MAP LEGEND

■ Maximum Internal Building Height

+ + + + Rail

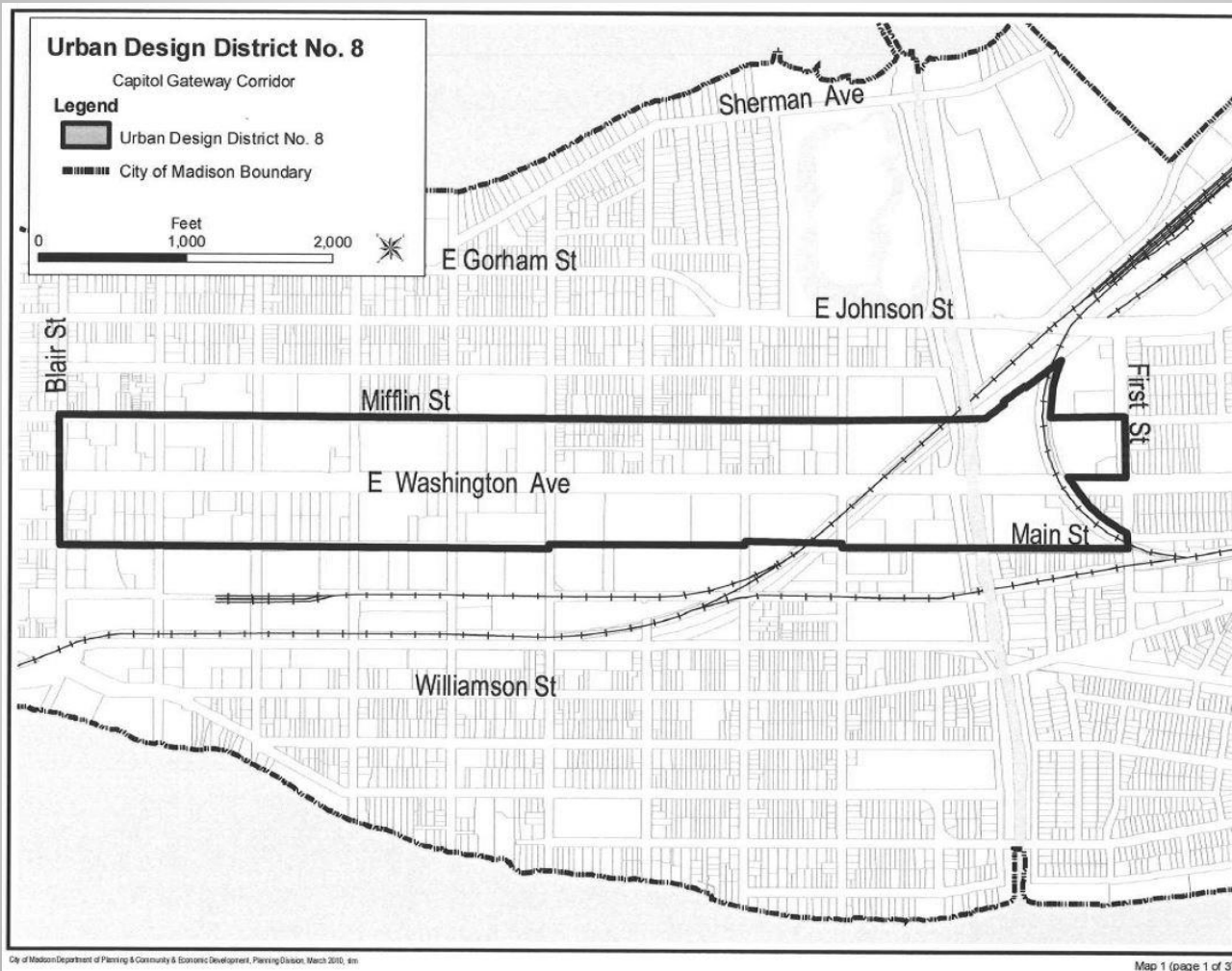
+ + This represents the maximum height, in stories, allowed without requiring bonuses. Consideration of bonuses would be dependent on provision of amenities as described in Plan Commission Committee Capitol Gateway Corridor Plan Minutes of 12-10-2007. Maximum heights with bonuses are 15 for 12+*, 10 for 8+* and 8 for 6+*.



INTERNAL BUILDING HEIGHT STANDARDS

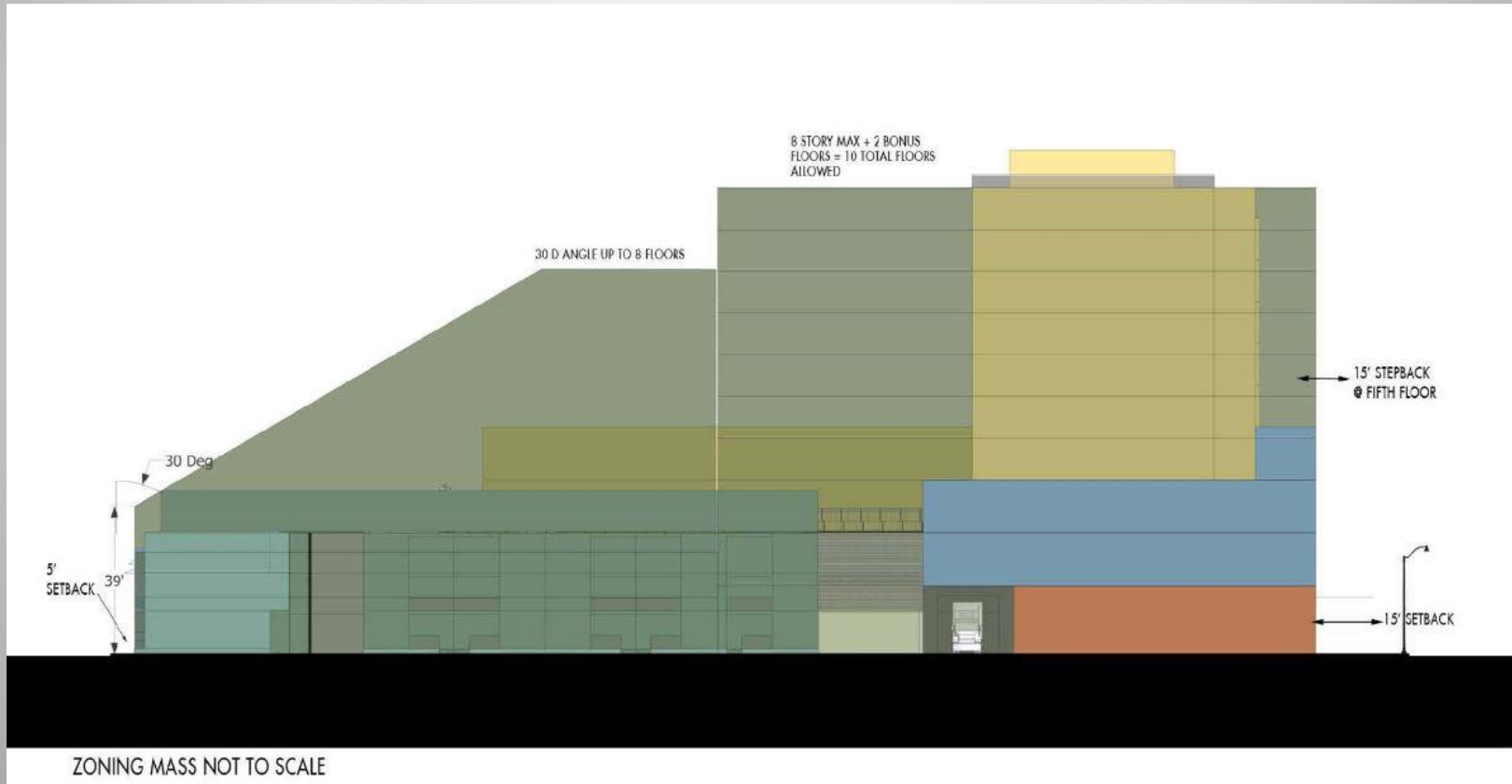
EAST WASHINGTON AVENUE
 CAPITOL GATEWAY CORRIDOR

Urban Design District #8



Urban Design District #8

- Height 4a – 3 stories plus 30*



Urban Design District #8

Height 4b – 8 plus two bonus

Bonus = Inclusion of “at least 15% of the dwelling units” at or below 60% cmi plus shared structured parking

Potential ordinance change – 11th floor community room

“Any non-habitable space from architectural features shall not be included in the height calculation” - working to define “habitable”

Benefits of the Project

- Redevelopment of blighted, vacant “block”
- Local developer and project owner with proven track record and ongoing commitment to Madison
- Land uses consistent with neighborhood plan
- Addition of affordable housing
- Contributes to economic development of area