

11/09/2017

## 700 East Johnson Street Development



## Project Meetings to Date

**Neighborhood Meeting:**

January 10

**TLNA Steering Committee Meeting:**

February 2

**TLNA Steering Committee Meeting:**

February 15

**TLNA Council Meeting:**

March 9

**TLNA Steering Committee Meeting:**

March 16

**TLNA Steering Committee Meeting:**

March 20

**TLNA Steering Committee Meeting:**

April 20

**TLNA Steering Committee Meeting:**

June 1

**TLNA Steering Committee Meeting:**

August 8

# Existing Context

# Nearby transit stops Madison Metro



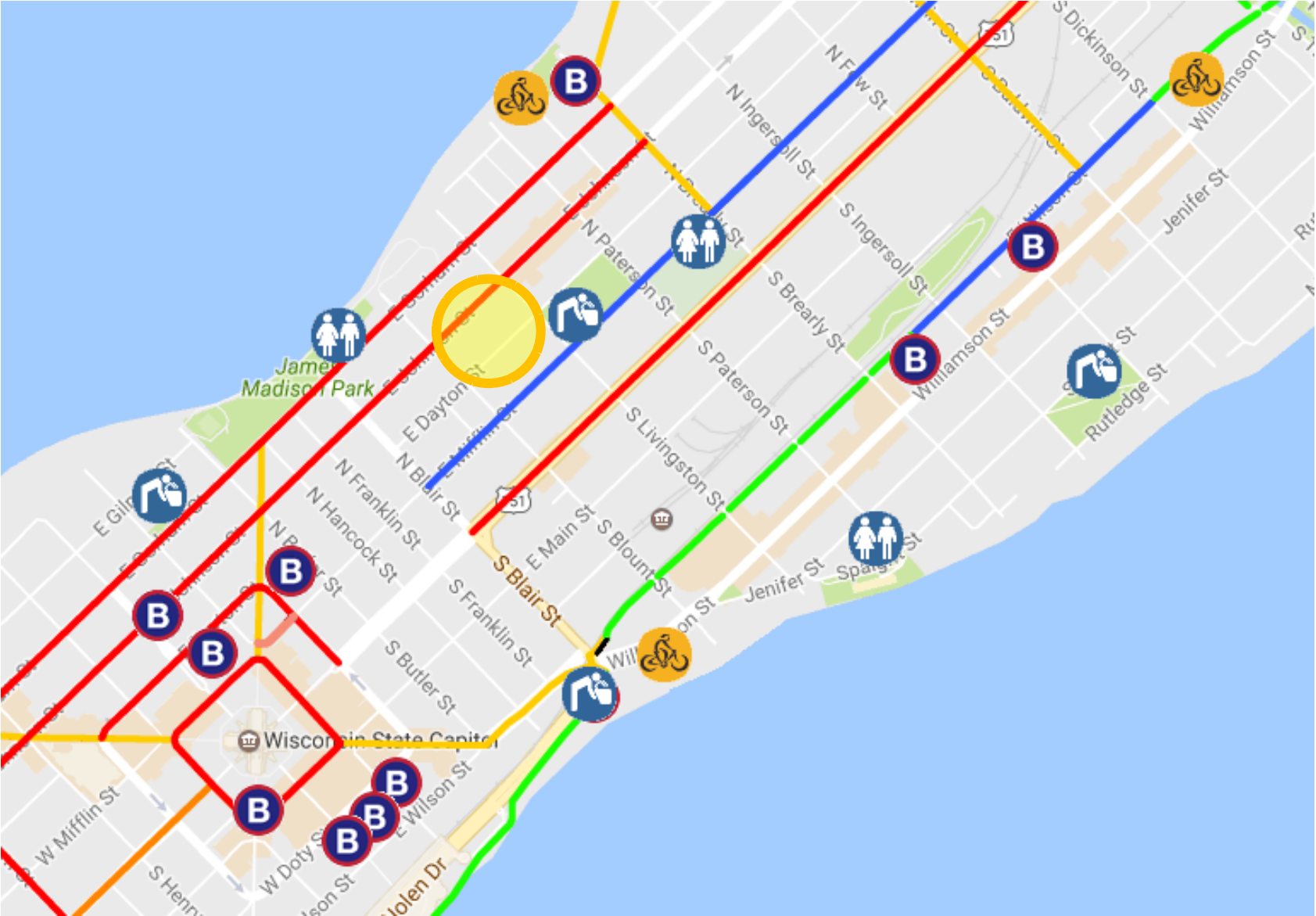
700 E JOHNSON ST - 700 E Johnson LLC  
Tenney-Lapham Neighborhood

# Proposed BRT



700 E JOHNSON ST - 700 E Johnson LLC  
Tenney-Lapham Neighborhood

# Biking routes and amenities



700 E JOHNSON ST - 700 E Johnson LLC  
Tenney-Lapham Neighborhood

Walk Score  
**87**

### Very Walkable

Most errands can be accomplished on foot.

Transit Score  
**53**

### Good Transit

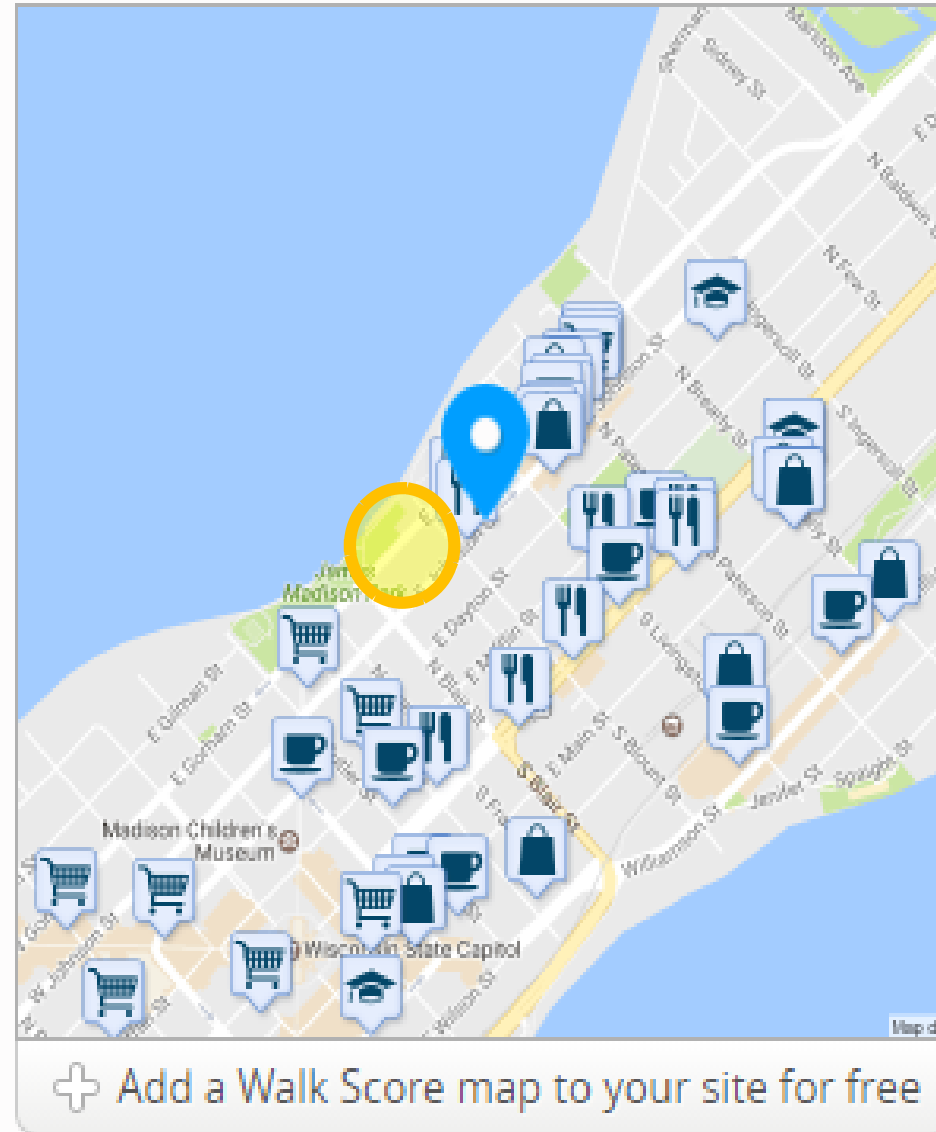
Many nearby public transportation options.

Bike Score  
**100**

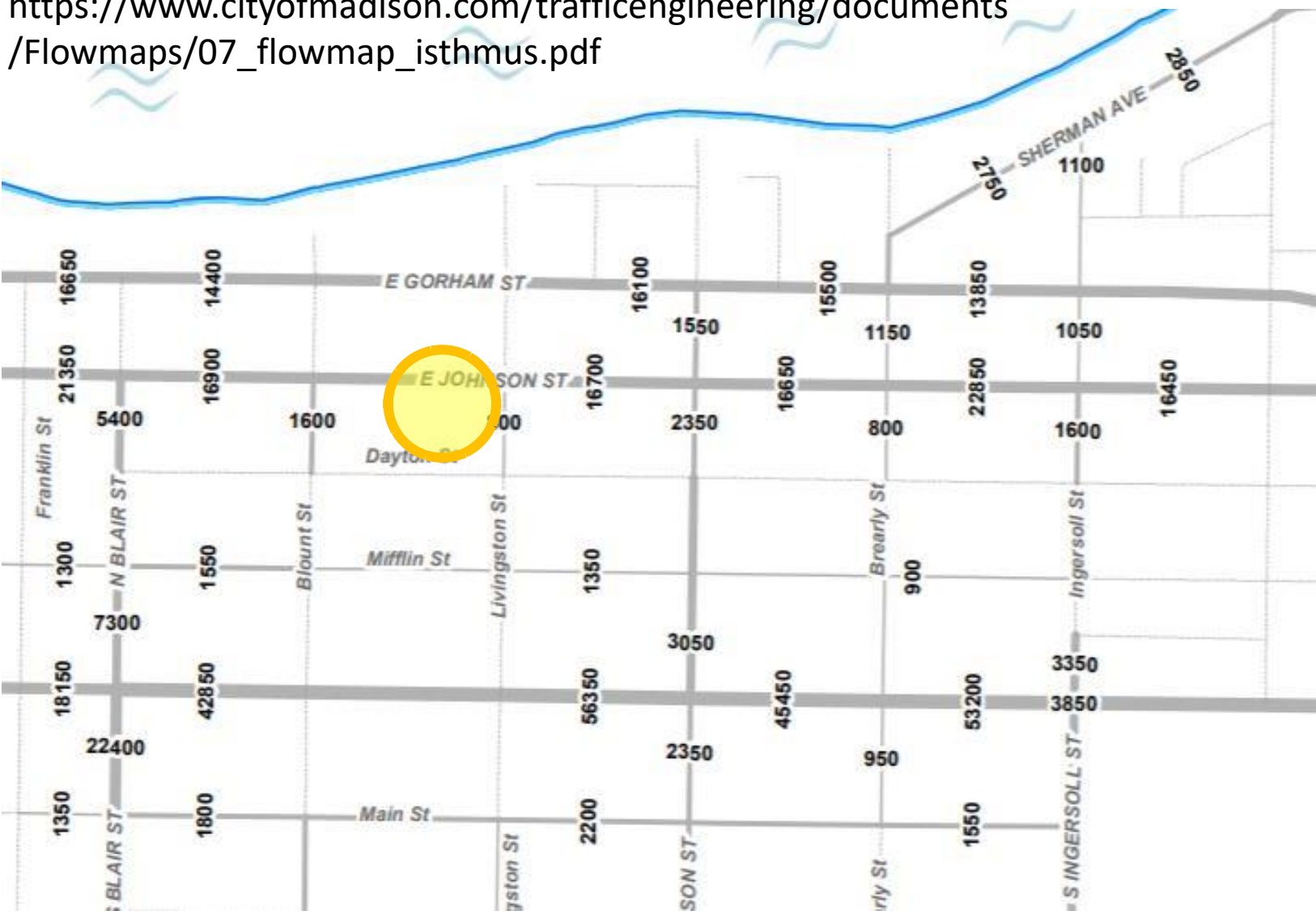
### Biker's Paradise

Flat as a pancake, excellent bike lanes.

About your score



# Walkability



# Average weekday traffic counts

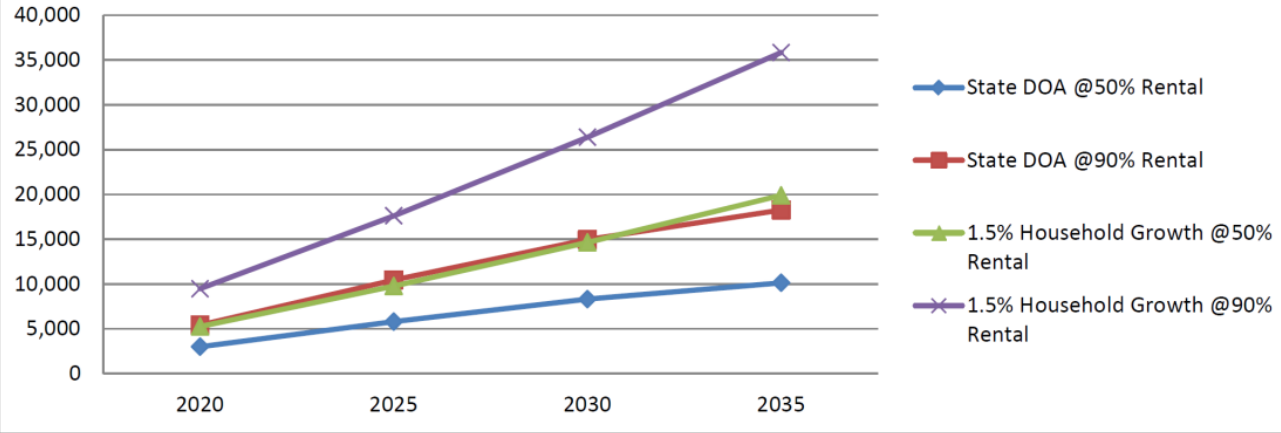
(600-1000 blocks) East Johnson Street  
**16,650 – 22,850**

(600-1000 blocks) East Washington Ave  
**42,840 – 56,350**



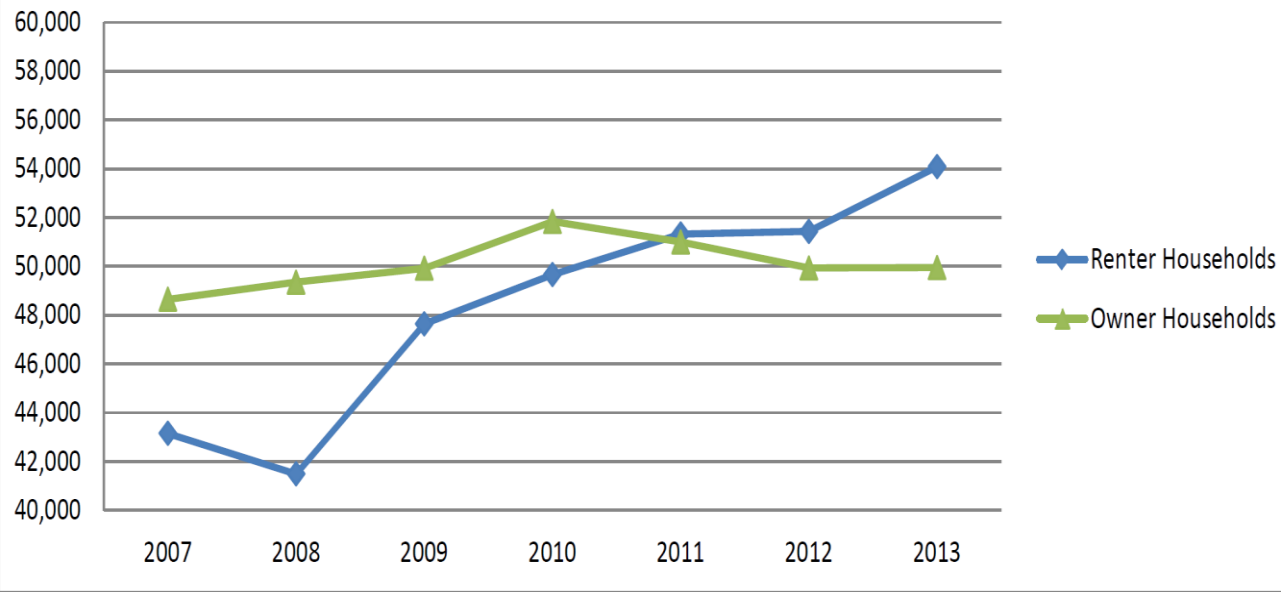
# 2015 City of Madison Housing Report

## Total New Renter Households



Source: WI Department of Administration

## # of Households by Rent vs Own



Demand for rental housing is driven by:

- Increased population and household growth
- Growth of households in the 25-34 age cohort
- Reversion to historic lower rates of home ownership
- Fastest growing group of renters are upper middle class households

# Planning Context

Map Notes

(1) 700 Block of East Johnson Street  
The west end of this block has businesses today. While near-term goals for growth of the E. Johnson Business District focus on the 800 and 900 blocks, the long-range vision anticipates expansion of the NMU district to the 700 block as well.

(2) 1200 Block of East Johnson Street  
The multiple storefront structure on the east end of this block has been partially converted to residential use. Continued business use of the rest of this structure is appropriate within this LDR/MDR1 area.

(3) 1000 block of East Washington Avenue  
Madison Dairy and CarX Muffler occupy this block. At present, neither business plans to relocate. If that changes, future uses under the E and MDR2 designations are desired. Building design standards specified for the 800 block of East Washington would apply. Desired employment uses could include business incubators, design firms, software, advertising, research, or other specialized employers.

(4) Reynolds Park Expansion  
If the Reynolds Crane Service Property becomes available, it should be redeveloped, at least in part, as an enlargement of Reynolds Park. The park expansion would include removing all or part of the 100 block of North Livingston Street and replacing it with a pedestrian and bicycle lane. Ultimately, Reynolds Field will become a "village green" with residential structures facing it on all four sides.

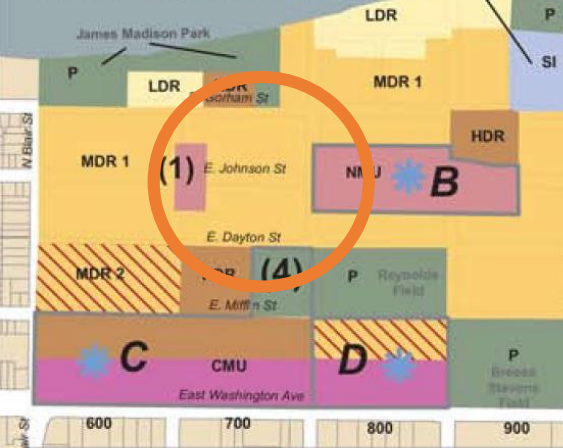
(5) Trachte-Washington Square Property  
The MDR2 block should be developed for primarily residential use, with some limited recreational business use along the Yahara River Parkway. Some neighborhood-serving businesses can also be located on this block. Spacing of buildings should be designed to allow sight lines from the neighborhood and avoid the sense of a wall

between the neighborhood and the river. Mifflin Street should be re-established in the 1400 block to serve new development and should cul-de-sac at the Yahara River Parkway for motor vehicles but allow access for pedestrians and bicycles to the parkway. Some residential uses on the south side of Mifflin Street are also acceptable.

# Map 5 Tenney-Lapham Neighborhood Plan Land Use Recommendations

# Neighborhood Plan MAP 5

RESIDENTIAL DISTRICTS  
LDR Low Density (0-15 units/acre)



## Note 1:

700 Block of East Johnson Street. The west end of this block has businesses today. While near-term goals for growth of the E. Johnson Business District focus on the 800 and 900 blocks, the long-range vision anticipates expansion of the NMU district to the 700 block as well.

Land Use Categories

LDR Low Density Residential - Less than 16 units per acre. Acceptable housing are single-unit detached houses, two and three flats, row houses, and small apartment buildings (maximum of 4 units). Design standards are discussed in the Land Use Section of the neighborhood plan.

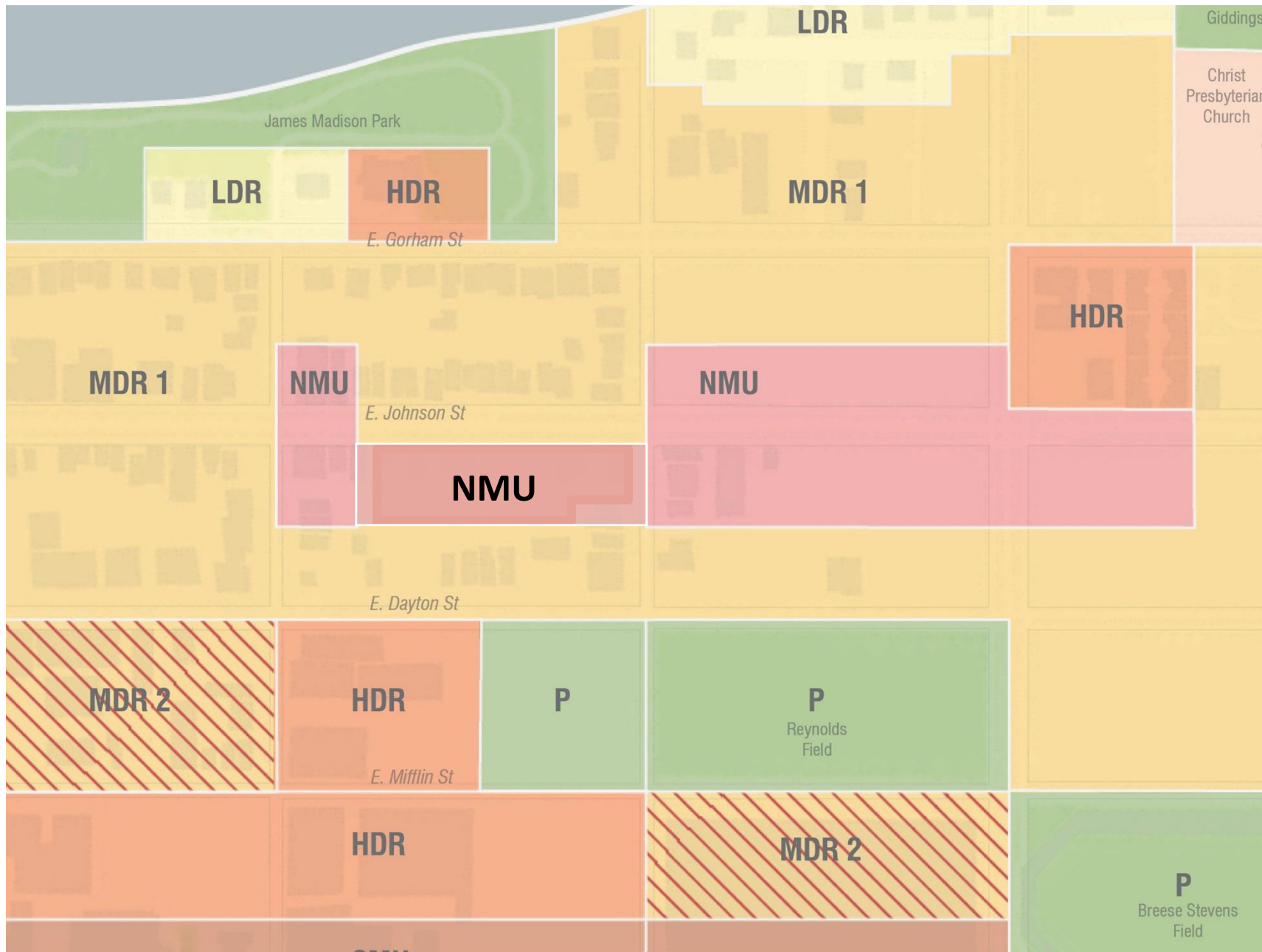
MDR1 Medium Density Residential 1 - 16 to 25 units per acre. While density is higher than LDR, acceptable housing types and design standards are the same as LDR.

MDR2 Medium Density Residential 2 - 26 to 40 units per acre. Acceptable housing types are generally the same as LDR, but with no fixed maximum on the number of units or apartments. Design standards are discussed in the Land Use Section of the neighborhood plan.

HDR High Density Residential - 41 to 60 units per acre. Established sites are Lincoln Condominiums, Norris Court Apartments, Das Kronenburg Condominiums and Place Apartments. New HDR development can occur in the 600-700 blocks of Mifflin Street with no fixed limits on size or units. Maximum facade height on Mifflin is 3 stories and step-back heights are limited by a 30-degree view line from the Mifflin facade top.

CMU Community Mixed Use - Average net density of 41 to 60 units per acre. Design standards are discussed in the neighborhood plan. Uses are retail, residential, service, professional, office, institutional and civic. Big Box retail is not appropriate for this area.





# Neighborhood Plan

## Original Plan

### Land Use

700 E JOHNSON ST - 700 E Johnson LLC  
 Tenney-Lapham Neighborhood



# Summary Neighborhood Issues

**“Strengthening the vitality of the neighborhood commercial core on East Johnson Street by encouraging rehabilitation of existing buildings, some new commercial construction, and installation of a shared parking area.”**



## **TENNEY-LAPHAM** Neighborhood Plan 2008



Adopted by the Madison Common Council February 5, 2008  
Legislative File ID 06761 (RES-08-0016)

## Neighborhood Special Features

“**Housing.** A wide range of housing options fit the needs of individuals and families – including single family homes with lake frontage to smaller, moderately priced homes, co-op living, and **two/three flats to larger apartment complexes** – are found in different areas of the neighborhood.”



# TENNEY-LAPHAM

## Neighborhood Plan

### 2008



Adopted by the Madison Common Council February 5, 2008  
Legislative File ID 06761 (RES-08-0016)

## Future of Tenney-Lapham: Looking Back from 2020

“Last but not least, Tenney-Lapham also has a traditional neighborhood business district along East Johnson near Paterson Street. With the influx of more families and long-term residents, **the business district has thrived and expanded along the 700, 800, and 900 blocks of East Johnson Street.**”



## TENNEY-LAPHAM Neighborhood Plan 2008



Adopted by the Madison Common Council February 5, 2008  
Legislative File ID 06761 (RES-08-0016)

## LAND USE GOALS, ACTION STEPS/PROJECTS, DESIGN STANDARDS, AND IMPLEMENTERS

**Goal 3: Plan for growth of the East Johnson Street business district along both sides of the 700 and 800 blocks and part of the 900 block of East Johnson Street.**

**Discussion:** A variety of businesses are currently located on these three blocks with the largest number being on the 800 block. The 700 and 900 blocks have businesses located only at their west ends. The other properties are residential. The neighborhood seeks to increase the business use of these blocks while keeping the residential flavor. Adaptive re-use of residential structures for specialty businesses is encouraged for this district. Replacement of existing structures with structures specifically designed for neighborhood mixed-use is also encouraged.

The continuation and growth of this district is vital to the neighborhood. As other areas of the neighborhood along East Washington Avenue and the Yahara River are developed for uses including business, all proposals must be evaluated to determine their impact on the viability of the East Johnson Street business district.



## LAND USE GOALS, ACTION STEPS/PROJECTS, DESIGN STANDARDS, AND IMPLEMENTERS

Goal 3 – ACTION STEPS/PROJECTS	Goal 3 - DESIGN STANDARDS	Goal 3 - IMPLEMENTERS
<p>1. As shown on Map 5, Areas A and B, designate a portion of the 700 block, the 800 block and a portion of the 900 block of East Johnson Street as Neighborhood Mixed Use (NMU). Adopt an ordinance to amend the Comprehensive Plan accordingly.</p>	<p><b>In general, pedestrian-and-transit-oriented design principles should be applied.</b></p> <p>East Johnson Street is a metro transit route. It was historically, and may again be, a streetcar route.</p> <p>Initial growth of business uses should be focused on the 800 block and the west end of the 900 block. The 700 block should remain more residential in the near term.</p> <p>Ground floor retail with residential units above is an appropriate design for new structures built in this district. There are a number of current examples of such structures in the district already – see 702, 845 and 851-57 East Johnson as good examples. There should be a limited set back (to allow for benches, tables, planters, etc) from the sidewalk. The building height limit is 3-stories.</p> <p>The neighborhood does not seek to eliminate all ground floor residential from these blocks. New structures may be 100% commercial or 100% residential, in addition to mixed-use. Adaptive re-use of existing residential structures to business uses (such as galleries or cafes) is also supported.</p>	<p>1. Department of Planning &amp; Community &amp; Economic Development</p>

# City of Madison Comprehensive Plan – Land Use



**Objective 7:** Encourage the development of compact, mixed-use neighborhoods and districts.

**Policy 1:** Encourage the creation of **compact, mixed-use development projects** that include a variety of land uses in close proximity to each other. Such development should be consistent with City adopted plans, design guidelines and land development regulations that apply to mixed-use developments.

**Objective 29:** Provide a range of affordable, quality housing choices in all neighborhoods to meet the needs of households of different sizes, lifestyles, incomes and tastes.

**Policy 2:** Within each neighborhood, **provide different types of housing at multiple locations throughout the neighborhood**, rather than concentrating each type to separate locations.

**Policy 5:** Locate all housing types to provide **convenient access to neighborhood activity centers, reduce transportation distances, and create an overall pleasing residential environment.**

# City of Madison Comprehensive Plan – Land Use



**Objective 36:** Provide a range of housing opportunities, including affordable housing, that will be attractive to both owner and renter households of different sizes, lifestyles, incomes and tastes.

**Policy 1:** In established neighborhoods characterized predominantly by single family and two-family housing types, generally **maintain the current housing mix while encouraging multi-family and mixed-use projects in neighborhood centers and business districts and along major transit corridors.**

## Transit Oriented Development

“Transit-Oriented Development is characterized by a compact, mixed-use development pattern that **focuses the highest development densities and intensities in very close proximity to high capacity transit stops.**”

*City of Madison Comprehensive Plan, 2006*



# City of Madison Comprehensive Plan - Housing



**Objective 1:** Promote housing development and reinvestment that encourages a range of housing choices for all residents and that helps physical dwellings contribute to the development of safe, comfortable, and viable neighborhoods, and a community for all residents.

**Policy 11:** Promote the development and operation of multi-modal transportation so that **housing can be built or expanded along predictable transit zones and corridors** that encourage reasoned land use, reinvestment, viable neighborhoods with a full range of neighborhood-serving businesses, and compact development.

# City of Madison Comprehensive Plan - Housing



**Objective 3:** Preserve the quality of existing housing and adapt it to changing needs.

**Policy 4:** Work with property owners and developers to **improve the quality of repair and adaptation of existing residential buildings, and promote the quality of new design and construction** to enhance new developments.

**Policy 6:** Explore with developers, owners, and neighborhoods **ways to extend the life of signature buildings or key neighborhood-defining characteristics, and promote those that achieve a comfortable and effective balance of continuity and new functions.**

**Policy 12:** Encourage and facilitate the relocation of existing residential buildings that might **otherwise be demolished**, by proactively identifying sites where house can feasibly be moved.

# Imagine Madison Draft Strategies for the Comprehensive Plan Update



Imagine Madison  
People Powered Planning

## Form & Connectivity

**Goal 1:** Madison will be comprised of compact, interconnected neighborhoods anchored by a network of mixed-use activity centers.

**Strategy 7:** Reduce the demand for development of farmland and vacant land on the periphery of the City by encouraging infill, redevelopment, and higher development densities at appropriate locations.

**Strategy 9:** Concentrate the highest intensities of residential, employment, commercial, and mixed-use development downtown, along transit corridors, and at major activity centers.

# Imagine Madison Draft Strategies for the Comprehensive Plan Update



## **Neighborhoods & Housing**

**Goal 1:** Madison will be a safe and welcoming city of strong and complete neighborhoods that meet the needs of all residents.

**Goal 2:** Madison will have a full range of quality and affordable housing opportunities throughout the City.

**Strategy 1:** Ensure that there is a sufficient supply of rental housing to reduce housing costs and provide more choices.



# Project Evolution

Neighborhood Plan Amendment



700 E JOHNSON ST - 700 E Johnson LLC  
Tenney-Lapham Neighborhood



Kahler Slater



700 E JOHNSON ST - 700 E Johnson LLC  
Tenney-Lapham Neighborhood



700 E JOHNSON ST - 700 E Johnson LLC  
Tenney-Lapham Neighborhood



Kahler Slater



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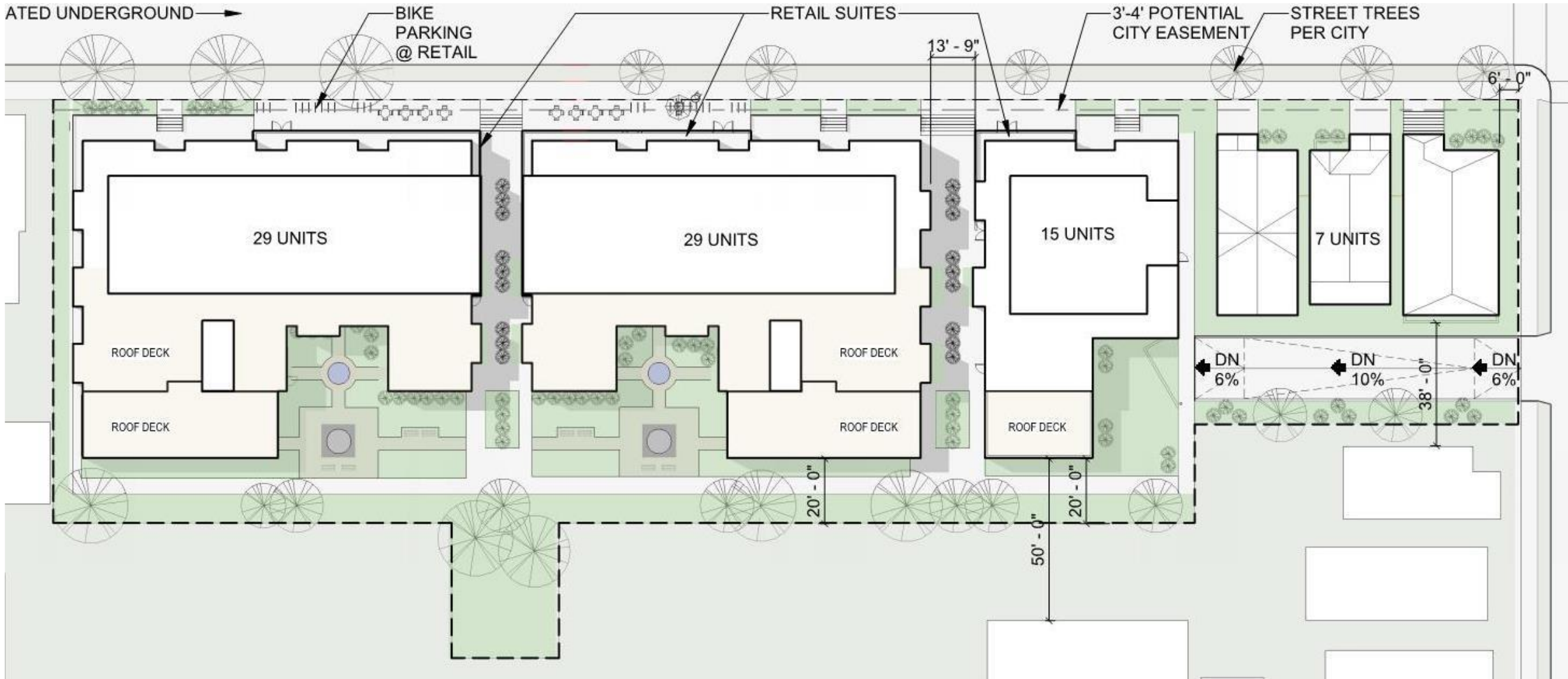


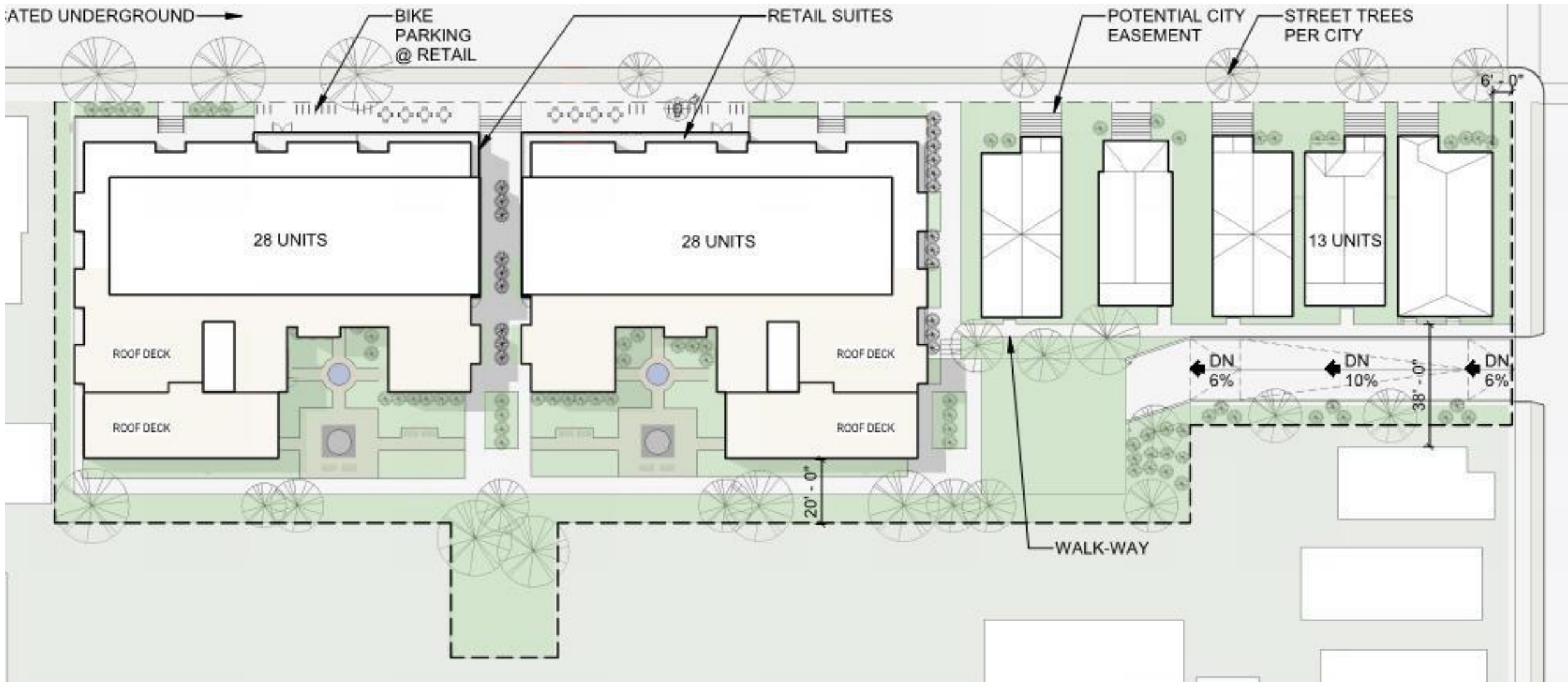
AUGUST 8, 2017 - CURRENT

700 E JOHNSON ST - 700 E Johnson LLC  
Tenney-Lapham Neighborhood



# Current Proposal







Unit Type	Tally	Ratio	Notes
S	18	26%	54% Studios and 1s
1	19	28%	
2	22	32%	
3	9	13%	
4	1	1%	46% 2s, 3s and 4s
<b>Total Units</b>	<b>69</b>	<b>100%</b>	
<b>Total Bedrooms</b>	<b>112</b>		

Project Data		Notes
Parking stalls	<b>69</b>	1 per unit
Historic homes preserved on-site	<b>5</b>	
Historic homes preserved off-site	<b>3</b>	
<b>Total historic homes preserved</b>	<b>8</b>	
Historic homes deconstructed	<b>3</b>	
Historic units restored	<b>13</b>	
New units constructed	<b>56</b>	
New retail suites	<b>2</b>	
<b>Total retail area</b>	<b>2800</b>	
Affordable units	<b>7</b>	10% of total units

Additional notes
Retail suite at historic 3-flat eliminated
Useable open space requirements have been met

## Program

- 2 new buildings
- 8 restored houses
- 69 units
- 7 affordable units
- 2 retail suites
- 2800 sf of retail
- 2800 sf of retail
- Bike and auto parking
- Balances unit sizes

## Key Components

- **Modern, efficient apartment units:** mix of 69 studio, one, two, three, and four-bedrooms
- **Commercial space:** two 1400 sq ft retail units
- **Parking:** 69 underground vehicle spaces
- **Community Access:** access to roof deck terraces, courtyard and rear yard green space
- **Other features:** Electric car charging stations, pet grooming area

## Restoration on Site

751 East Johnson

745 East Johnson

743 East Johnson

739/741 East Johnson

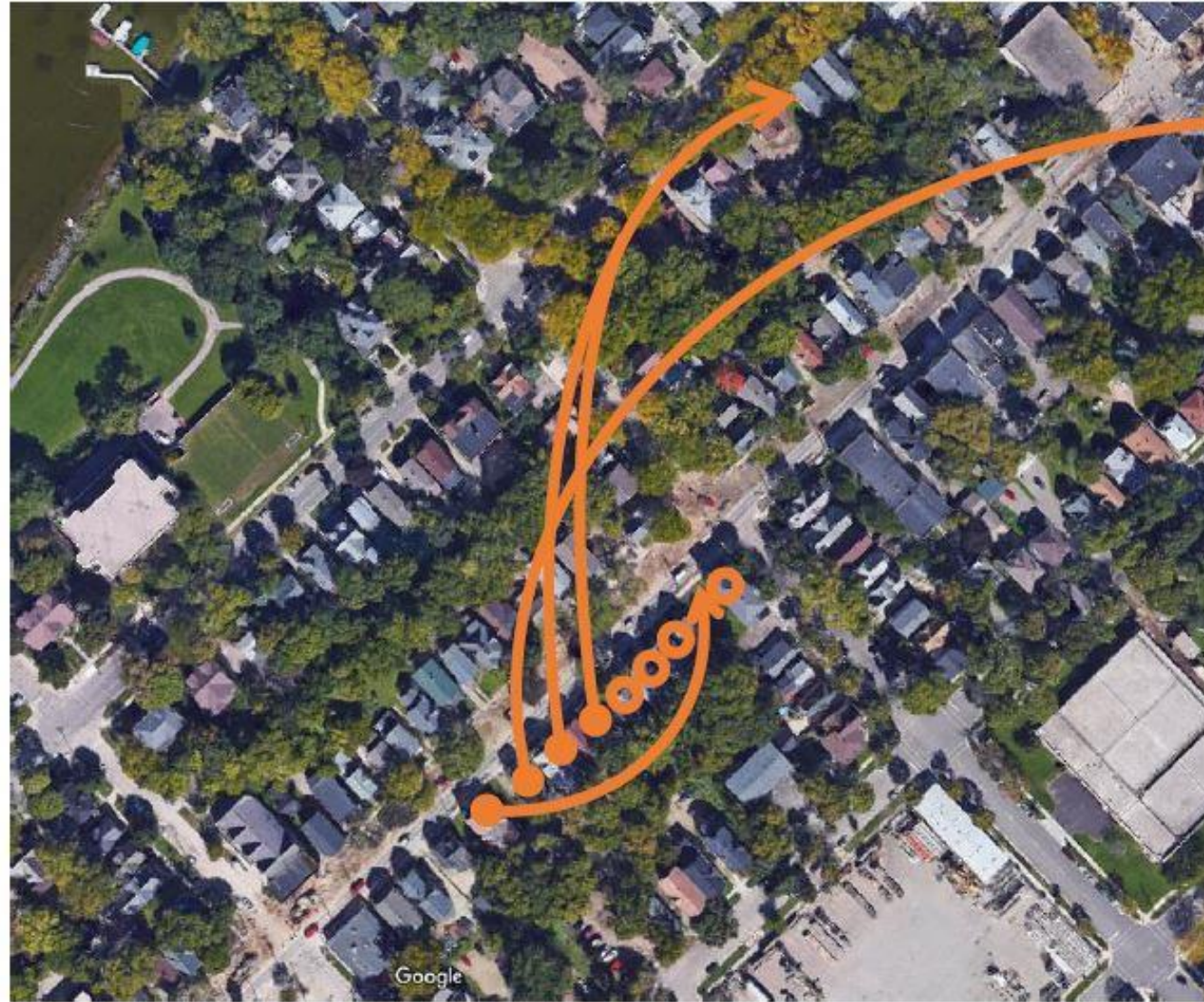
## Restoration & Relocation

727 to 749 E. Johnson

737 to 943 E. Dayton

731 to 827 E. Gorham

733 to 827 E. Gorham



to 943 E. Dayton

# Restoration on Site



751



727 Relocated



745

# Restoration on Site



743



739/741

# Restoration off Site



737\*



733

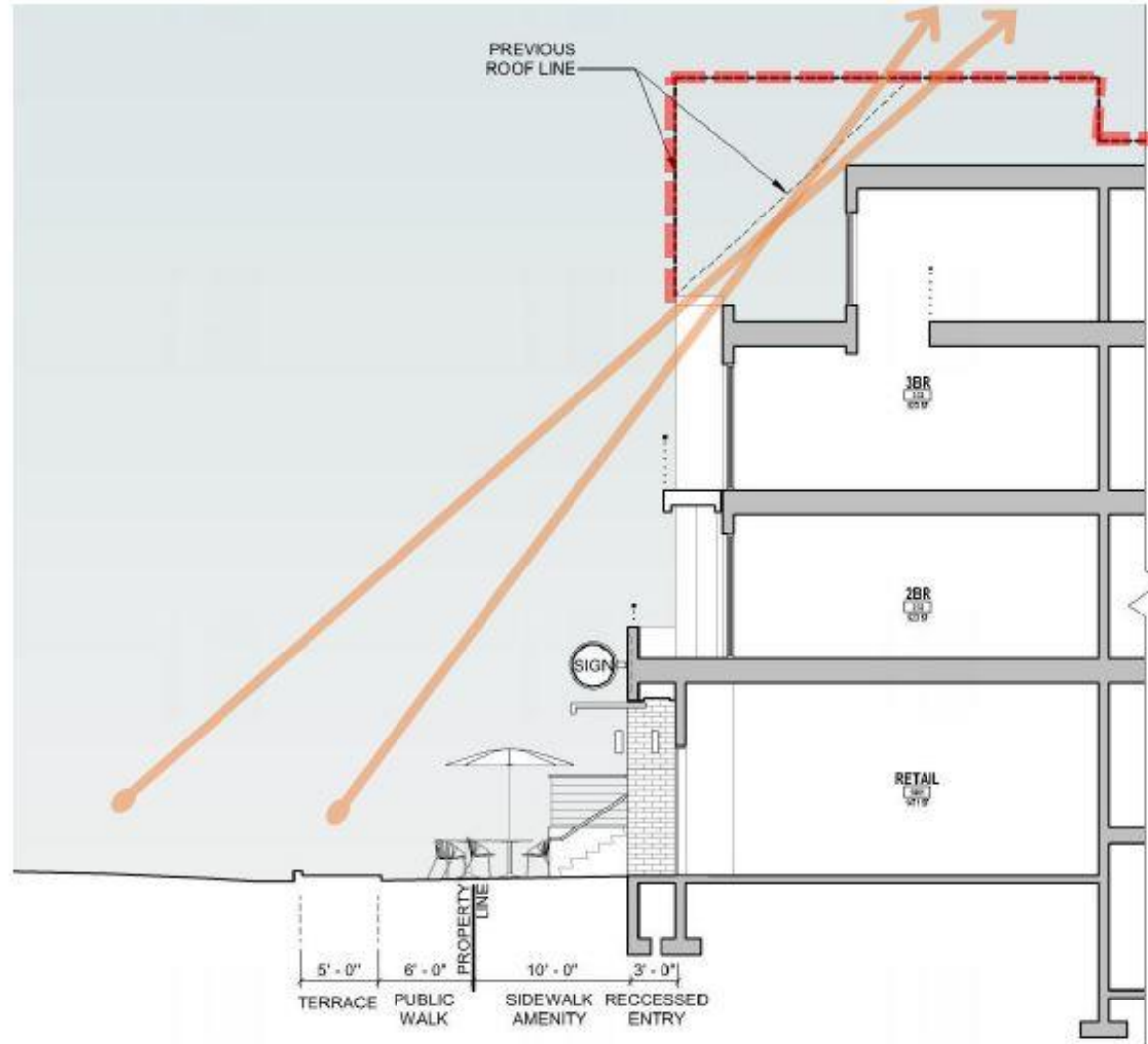


731





700 E JOHNSON ST - 700 E Johnson LLC  
Tenney-Lapham Neighborhood







MASONRY MODULAR BRICK  
STACK BOND  
CHAMPAGNE



EQUITONE FIBER CEMENT PANEL  
GRAY TONES



CORRUGATED METAL PANEL  
CONCEALED FASTENERS



STANDING SEAM METAL



CABLE RAIL



ACCENT PANELS  
ORANGE METAL PANEL  
CEDAR SHIPLAP





700 E JOHNSON ST - 700 E Johnson LLC  
Tenney-Lapham Neighborhood



700 E JOHNSON ST - 700 E Johnson LLC  
Tenney-Lapham Neighborhood



700 E JOHNSON ST - 700 E Johnson LLC  
Tenney-Lapham Neighborhood

# Benefits of Proposed Development

- **Preservation** of eight Queen Anne homes
- Unit mix that includes **family housing**
- **ADA accessible** rental units & businesses where none currently exists
- **Expansion of walking commercial district** spanning from the 700 block to the 900 block of East Johnson Street
- **Additional safety & security** along East Johnson Street
- Significant **investment** in the neighborhood with an **increased tax base**
- Project to be completed **without** subsidy funding
- **New patrons** for existing Tenney-Laphan businesses
- Maintaining affordable housing
  - **Preserving eight of eleven** current affordable housing options without subsidy
  - **Improve vacant lot** on East Gorham by moving and restoring two affordable housing structures

# Next Steps

**Development Assistance Team (DAT) meeting:**

November 16<sup>th</sup>

**UDC Initial Meeting:**

February 7<sup>th</sup>

**Submit Urban Design Commission (UDC) materials:**

November 22<sup>nd</sup>

**Plan Commission Meeting:**

February 19<sup>th</sup>

**UDC Informational**

December 6<sup>th</sup>

**UDC Final Meeting:**

March 7<sup>th</sup>

**Landmarks Commission:**

December 11<sup>th</sup>

**Common Council Meeting:**

March 19<sup>th</sup>

**Submit Land Use & Subdivision Application:**

December 20<sup>th</sup>

**Move houses: March**

**Break Ground: April**

**THANK YOU!**