

630 E. Washington Ave. REDEVELOPMENT



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current site layout



proposed site





THE NEED

Development Vision & Project Goals



Mary's Story



current facility

STATISTICS

TSA of Dane County



WOMEN'S SHELTER

Capacity: 45 women

- 473 women sheltered in 2018
- On average, 10 women are denied shelter each night
- Total number of women served in one night reached 68 women
- 34% of women served exited to permanent destinations
- 86% are Dane County residents

FAMILY SHELTER

Capacity: 22 Families

- 247 families served which consist of 376 adults and 500 children
- On average, 16 families are denied shelter each night
- Total number of families served in one night reached 45 households
- 57% of families served exited to permanent destinations
- 85% are Dane County residents

STATISTICS

TSA of Dane County



DAWNS RAPID REHOUSING

2018 Stats

- 117 households housed (333 individuals)
- 80 family households (120 adults, 176 children)
- 37 single women households
- 88% of family households were stably housed at exit
- 100% of women were stably housed at exit

RISE RAPID REHOUSING

2018 Stats

- 30 households housed
- 109 persons (39 adults, 70 children)
- 92% of households were stably housed at exit



**TENNEY-
LAPHAM**

ENGAGEMENT PLAN

With TLNA Steering Committee & Greater Neighborhood

- June 6, 2019 - TLNA Kickoff Neighborhood meeting
 - The committee voiced concerns regarding current issues within the Salvation Army parking lot.
- July 1, 2019 - Meeting with the TLNA Steering Committee
- September 26, 2019 – Meeting with TLNA Steering Committee

SECURITY PLAN ACTION STEPS

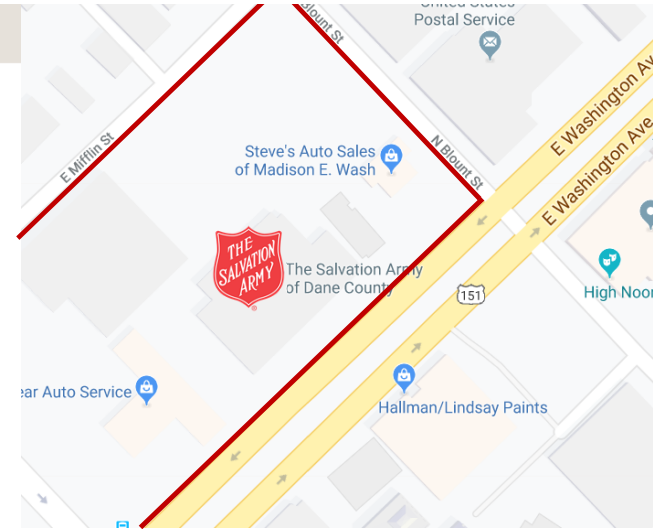
- July 10, 2019 - Security assessment completed
- July 18, 2019 - TSA implemented new Good Neighbor Policy for the guests.
- July 25, 2019 - Met with The Beacon to gather strategies about neighborhood policies.
- July 30, 2019 - Met with neighborhood police officers on to gather ideas to improve security and safety.
- August 1, 2019 - TSA staff started wearing red shirts to identify themselves as staff
- Hiring shelter monitors to assist with enforcing the Good Neighbor Policy both inside and outside of the building



GOOD NEIGHBOR POLICY

Highlights

- All guests are required to review & sign policy
 - Violations result in immediate suspension of services
 - Rules extend beyond TSA property to include the East Washington and Mifflin Street block area
- Shelter curfew has changed to 9pm
- A parking pass is required for all vehicles in the TSA lot
- Continued meetings with TLNA Steering Committee
- Copies of the detailed policy are available upon request



TEMPORARY SHELTER

Relocation Plan

Families

- Motels would be utilized for emergency shelter
- Able to stay in a motel for 28 days (4 weeks)
- Vouchers for 7 days at a time up to 28 in a row
- Can access shelter through our call-in process
- Intake staff member would prioritize the families for shelter
- Diversion would be a key element during this time
- Intensive case management during this time to obtain permanent housing

Single Women

- Five properties have been explored



TEMPORARY SHELTER TSA COMMUNITY SHELTER

3030 Darbo Drive, Madison

Highlights:

- Office building/community center
- Gym space for program
- Dining/Commercial Kitchen
- Darbo/Worthington Neighborhood
- Building is currently owned by The Salvation Army



TEMPORARY SHELTER TSA COMMUNITY SHELTER

3030 Darbo Drive, Madison

Pros

- Have many elements for sheltering that are similar to the E. Washington location
- Showers/bathrooms in locker rooms
- Office space for intake and monitoring
- Close to bus lines
- Activity room
- Immediate occupancy

Cons

- In residential neighborhood
- Rearrange current community center programs in the evening



TEMPORARY SHELTER UNDER CONTRACT TO PURCHASE

702 E Washington Ave., Madison, WI 53703

Highlights

- Year Built 1925, Office Building
- 2nd Floor 11,625 sf
- Located on East Washington Ave close to bus lines
- Close to current shelter location

Pros

- Under contract to purchase
- Close proximity to current shelter
- Close to Beacon day center
- Close to other resources in the area

Cons

- Cost to renovate for sheltering is unknown and expected to be high
- Not enough bathrooms; must install showers
- May not be enough space for staff and shelter guests



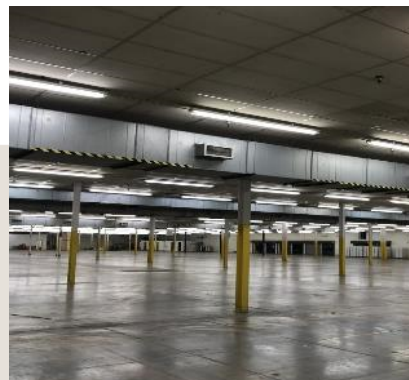
TEMPORARY SHELTER
OTHER OPTIONS
Eastside Madison Area



VACANT
KARMENTA CENTER
4502 Milwaukee St.



FOR SALE
UW CLINIC
4122 E. Towne Blvd.



FOR LEASE
3650 Milwaukee St.



630 E. Washington Ave. SITE DESIGN

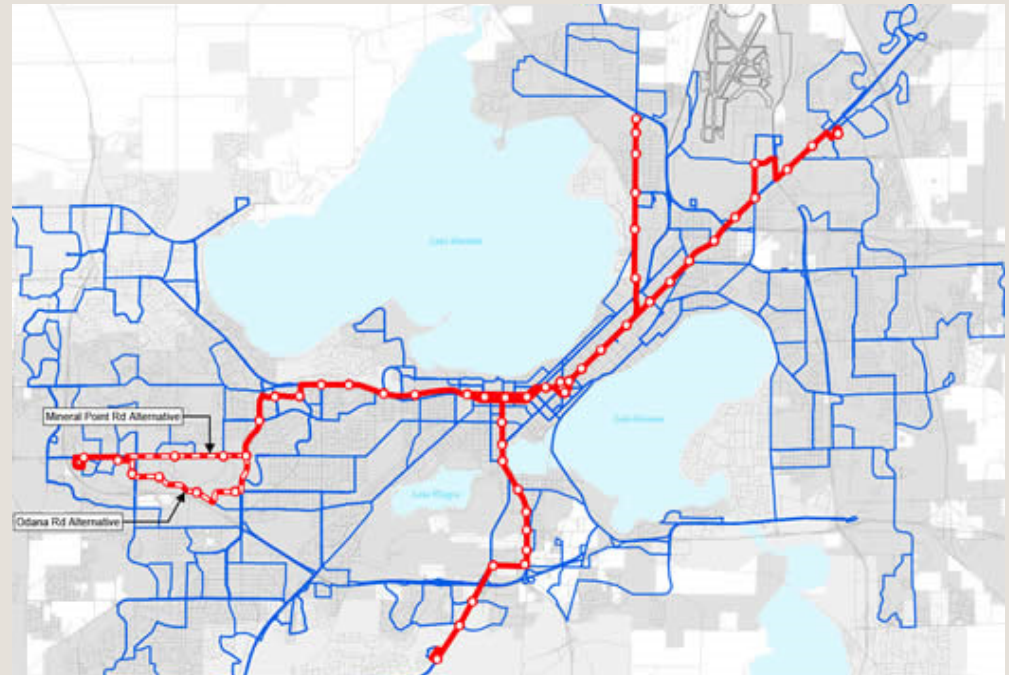


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site selection

TSA has occupied the site since 1977

- High walkability score
 - Conveniently located to area schools, services, grocers, and health care
- Located on bus routes
- Proximity to major service-organizations
- Need for affordable housing in TLNA and Marquette neighborhoods
- Close proximity to Madison's major job markets
 - Downtown has a high concentration of potential employers ideal for our guests



Transportation in Tenney-Lapham



79 /100

Very Walkable



53 /100

Good Transit

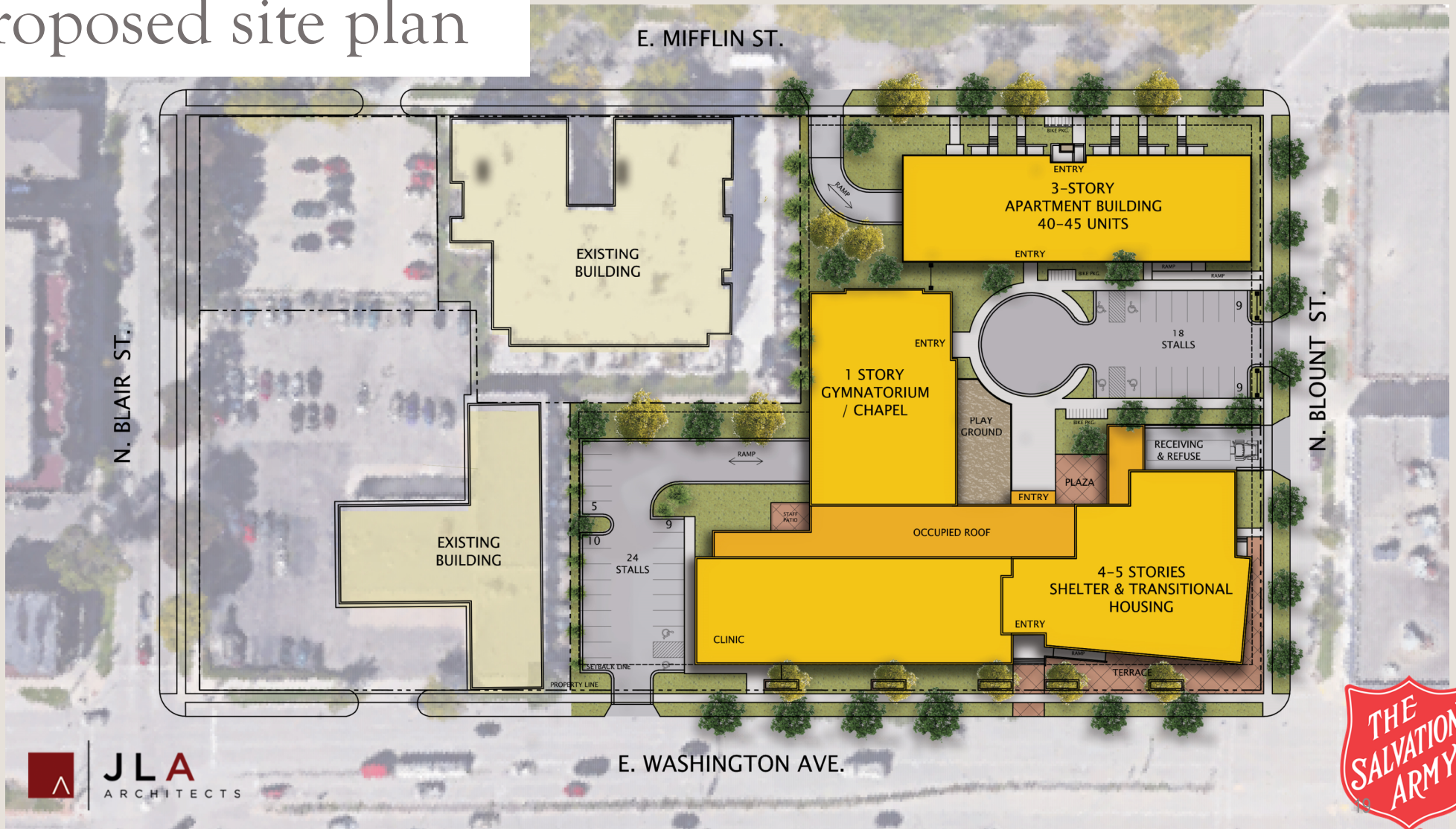


95 /100

Biker's Paradise

This area is **very walkable** — most errands can be accomplished on foot. **Transit is good**, with many nearby public transportation options. It's a **biker's paradise** — daily errands can be accomplished on a bike.

proposed site plan





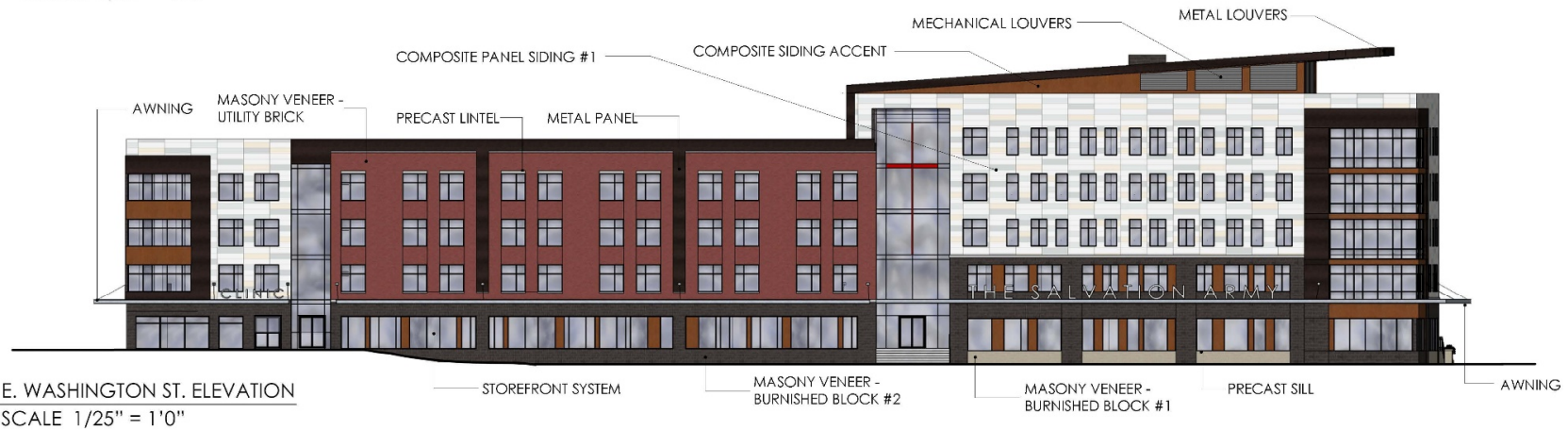
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THE SALVATION ARMY
630 E. WASHINGTON AVE.
SEPTEMBER 12, 2019





BLOUNT ST. ELEVATION
SCALE 1/25" = 1'0"



E. WASHINGTON ST. ELEVATION
SCALE 1/25" = 1'0"



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THE SALVATION ARMY
GYMNATORIUM – COURTYARD PERSPECTIVE

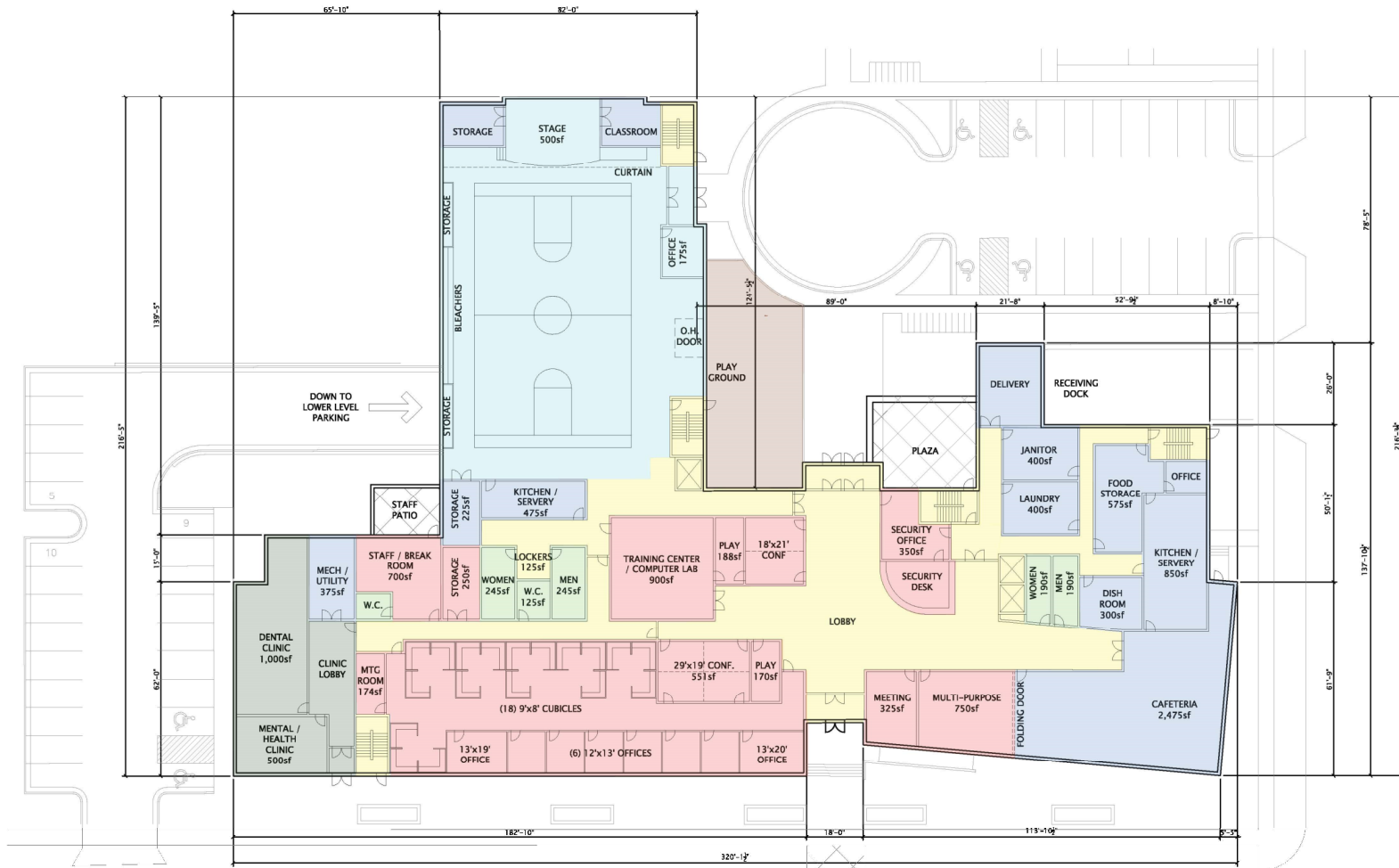
AUGUST 28, 2019



MIFFLIN ST. ELEVATION
 SCALE 1/16" = 1'0"



COURTYARD ELEVATION
 SCALE 1/16" = 1'0"



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THE SALVATION ARMY – 630 E. WASHINGTON AVE.

CONCEPTUAL SHELTER PLANS – FIRST FLOOR – 39,645 sf

SEPTEMBER 12, 2019
1"=30' @ 11x17







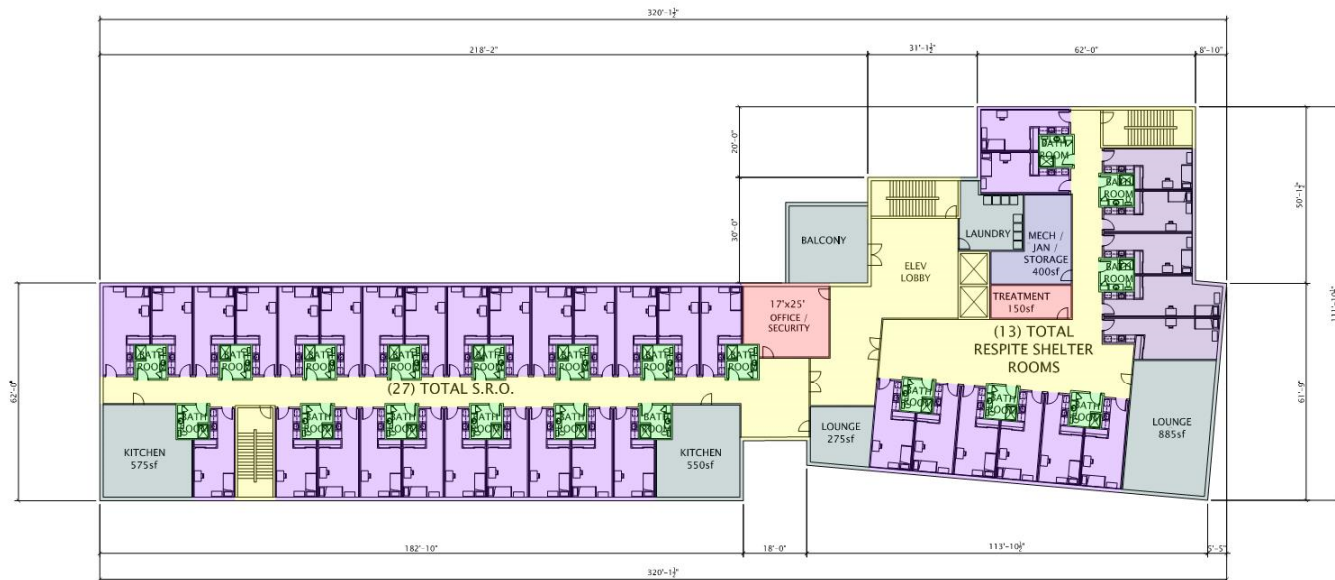
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THE SALVATION ARMY – 630 E. WASHINGTON AVE.

CONCEPTUAL SHELTER PLANS – THIRD FLOOR – 22,828sf

SEPTEMBER 25, 2019
1"=30' @ 11x17





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THE SALVATION ARMY – 630 E. WASHINGTON AVE.

CONCEPTUAL SHELTER PLANS – FOURTH FLOOR – 22,828 sf

SEPTEMBER 25, 2019
1"=30' @ 11x17





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THE SALVATION ARMY – 630 E. WASHINGTON AVE.

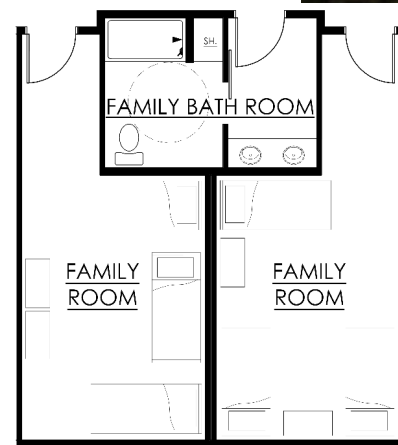
CONCEPTUAL SHELTER PLANS – FIFTH FLOOR – 11,743 sf

SEPTEMBER 25, 2019
1"=30' @ 11x17



FAMILY SHELTER

- Families are approved for 7 nights at a time instead of on a nightly basis
- Private individual family rooms with multiple beds; one bathroom is shared with two families
- All families will have access to the large activity lounge as well as a separate quiet lounge



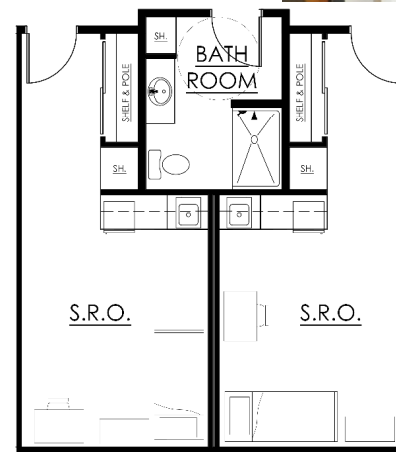
WOMEN'S SHELTER

- Call or drop-in to reserve a bed on their first night and can reserve the same bed until they no longer need the shelter
- Two large, locker room style bathrooms on the floor
- Some private rooms will be available for those needing special accommodations, prioritized for youth ages 18-21



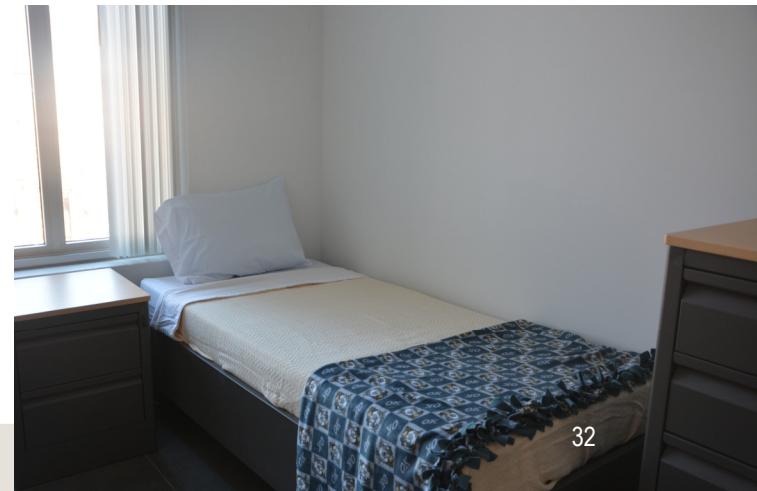
SINGLE ROOM OCCUPANCY (SRO)

- Guests pay monthly program fees & receive support services
- Units are rented out as a permanent residence to individuals
- Bathrooms are shared at a ratio of 2:1
- Guests will share kitchen and lounge space



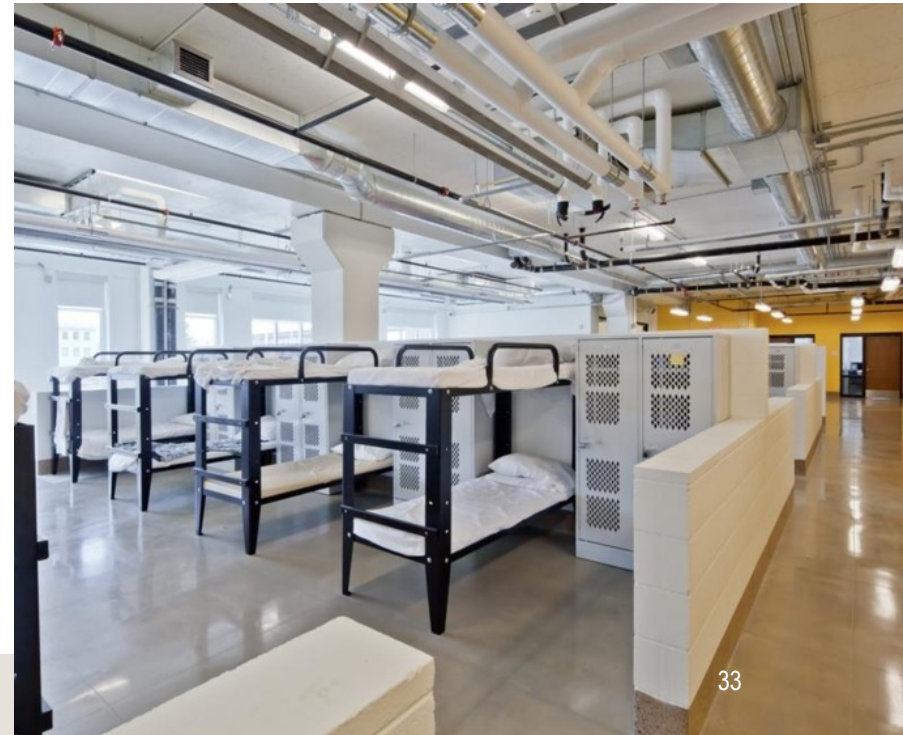
MEDICAL RESPITE

- Provides a place of healing for homeless adults who are too injured or sick to be on the street or in a shelter, but not sick enough to be in a hospital.
- Hospitals will be key partners in co-creating, operating and funding the unit
- Stays are limited to 30 days



PAY TO STAY

- Guests pay a small fee per night
- These fees are tracked and can be used towards first month's rent or security deposit when they find housing



IMPROVED SECURITY ACTION PLAN

- Addition of two full-time employees to act as Shelter Monitors
- Additional administrative staff including TSA's management and security team will move their offices to the new facility
- Currently working with local police to develop, implement and periodically review a police security plan
- Installing security features within and around the facility, where possible, such as:
 - Strong, secure doors, with safe entrances that cannot be forced open
 - Establishing a single main entrance to decrease security risks associated with having to monitor more than one entrance at a time
 - Internally locked entrances and doors with monitored access to the building
 - Security of the land/area surrounding the facility, including:
 - Any outdoor space used by guests (e.g. fenced and playgrounds)
 - Indoor and outdoor security cameras
 - Motion lights
 - Underground, video monitoring of our parking ramps



COMMUNITY ENGAGEMENT PLAN

- **Neighborhood Engagement:** The Salvation Army will work with nearby neighborhood associations and alders to distribute updates and news related to the Shelter. Open House tours for neighbors and the community will be provided on a quarterly basis upon request.
- **Local government and the Madison Police Department:** TSA will reach out to the Madison Police Department regularly to update them on the operations and seek their counsel when needed.
- **Guest Engagement:** Monthly meetings will be held with guests and TSA staff to discuss concerns, reiteration of rules/policies and upcoming events and resources.





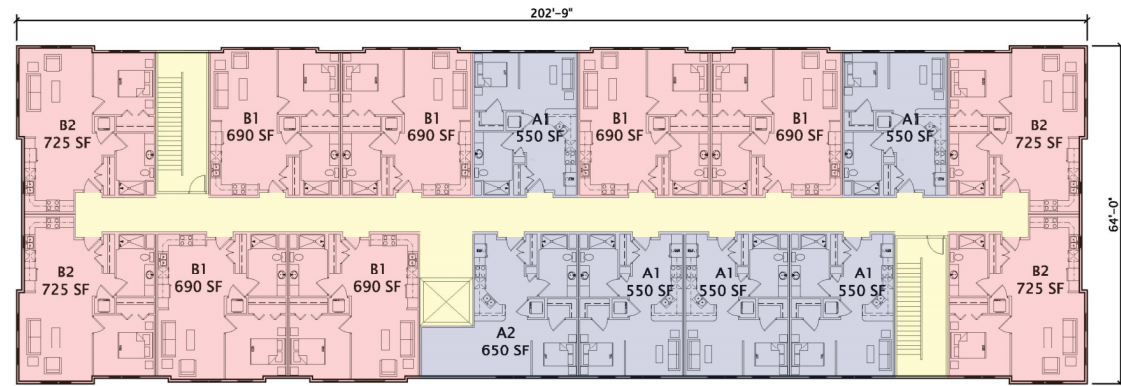
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THE SALVATION ARMY
THE SHIELD APARTMENTS - BLOUNT & MIFFLIN CORNER PERSPECTIVE



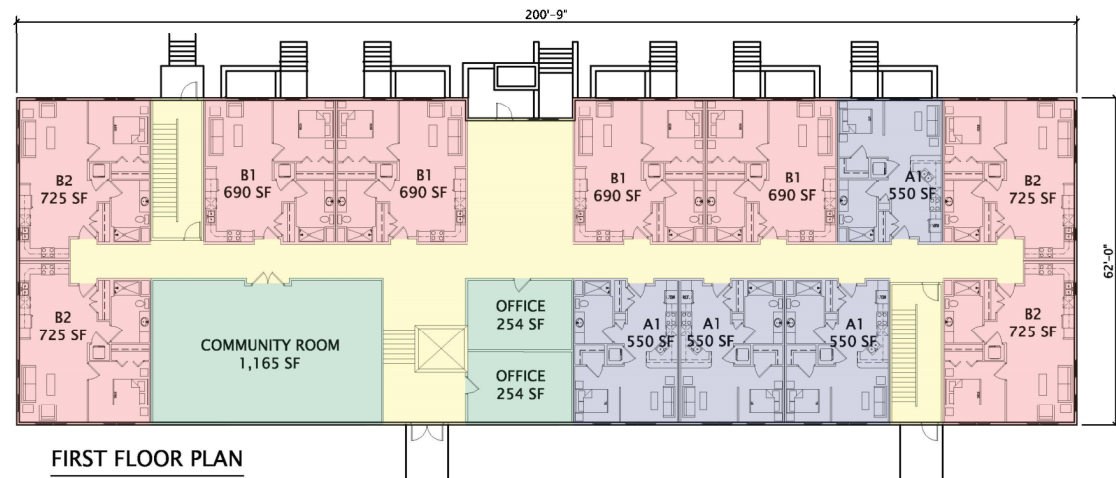
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THE SALVATION ARMY
THE SHIELD APARTMENTS - MIFFLIN ST. PERSPECTIVE



SECOND & THIRD FLOOR PLAN
12,411 s.f. / floor

APARTMENT BUILDING DATA					
FLOOR	UNITS				COVERED PKG
	STUDIO	1BR	TOTAL	BR'S	
3	6	10	16	16	32
2	6	10	16	16	
1	4	8	12	12	
T.	17	27	44	44	.72 / UNIT
	39%	61%			



FIRST FLOOR PLAN
12,140 s.f.



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THE SALVATION ARMY – 630 E. WASHINGTON AVE.

CONCEPTUAL FLOOR PLANS – THE SHIELD APARTMENTS

SEPTEMBER 12, 2019
1"=20' @ 11x17



OPERATING HIGHLIGHTS

- LIHTC Rent Discounts
 - LIHTC rents are 10% below 2019 Maximums
- Covered Parking
 - Parking is included in resident rents
- Supportive Housing Units
 - 12 SHU units targeted to 30% AMI resident units will be fully furnished; rent and utilities will be paid through a TSA-funded program





TSA DEVELOPMENT EXPERIENCE

1,100 AFFORDABLE HOUSING UNITS | \$100 MILLION TOTAL DEVELOPMENT COSTS



developer

Alexander
Company

property manager



development consultant



architect



market analyst



Building Excellence

construction manager

Development Team

PROJECT TIMELINE

- June 6, 2019 – City of Madison DAT Meeting
- June 6, 2019 – TLNA Presentation
- July 1, 2019 – TLNA Steering Committee Presentation
- July 17, 2019 – City of Madison UDC Informational Presentation
- September 5, 2019 – CDBG Committee Presentation
- September 26, 2019 – TLNA Steering Committee Presentation
- October 16, 2019 – City of Madison UDC Initial Presentation
- October 28, 2019 – City of Madison Plan Commission Meeting
- December 1, 2019 – WHEDA submittal for the Shield Apartments
- April 2020 – WHEDA Award Announcement
- August 1, 2020 – Start Demolition of Existing Buildings and Construction
- November 1, 2021 – Grand Opening





THOU SHALT LOVE THY
NEIGHBOR AS THYSELF."

MARK 12:30-31

