

**2500 West Fond du Lac Avenue Apartments  
2501 – 2513 West Fond du Lac Avenue  
General Plan Project Description &  
Owner’s Statement of Intent**

**I. Project Overview**

The Heartland Housing, Inc. (“Heartland”) and St. Ben’s Community Meal (“St. Ben’s”) are pleased to present their plans to construct a four-story, approximately 35,000 square foot building on the 2500 Block of West Fond du Lac Avenue (the “Project”). The Project will be located at 2501 – 2513 W. Fond du Lac Avenue and will include a total of 45 studio and one bedroom apartment units for low- and very low- income individuals and couples (couples may reside in the one bedroom units). The Project will also include approximately 8,500 square feet of community serving space. The Project will integrate housing with services designed to support resident’s self-sufficiency.

*A. The Partners/Developers*

Heartland will be the developer and property manager. Heartland is the housing division of Heartland Alliance for Human Needs & Human Rights, an over 100 year old service-based human rights organization that provides housing, health care, human services and human rights protections to more than 72,000 impoverished people annually. Heartland has developed over 1,600 units of housing and currently manages more than 600 affordable and supportive housing units in Chicago. Heartland works with neighborhoods to identify housing and community development needs and provides innovative solutions, fostering the interdependence needed to build stable communities. In 2009, Heartland successfully completed Prairie Apartments at 1218 West Highland Avenue, its first affordable supportive housing development in Milwaukee. This Project continues Heartland’s long term commitment to working with project partners in identifying and implementing housing solutions in the Milwaukee area.

St. Ben’s Community Meal (“St. Ben’s”), established in 1970, is the local development partner and will coordinate the supportive services component of the Project. St. Ben’s has over 75 sponsor churches/organizations and serves over 100,000 hot meals per year and provides other supportive services to deserving individuals many of whom are in need of quality, safe, affordable housing.

*B. The Property*

The Project will utilize three parcels of vacant land between 2501 – 2513 West Fond du Lac Avenue. Two of the vacant parcels (2501 and 2513) are owned by the City of Milwaukee and the third (2509) is privately owned. Heartland has an offer to purchase on the private vacant land. The attached site plan contemplates that the Project will have office and community services space on the 1<sup>st</sup> floor and 15 apartment units (a mix of studios and one-bedrooms) on each of the 2<sup>nd</sup>, 3<sup>rd</sup> and 4<sup>th</sup> floors. The first floor may include some 1<sup>st</sup> floor apartment units and this determination will be made as detailed floor plans are developed and will be included in the detailed plan development submittal.

### C. The Residents

The Project will target a variety of households that need affordable housing, ranging from individuals who have recently experienced homelessness to working adults unable to pay for a market rate apartment. All units will have some form of rent and income restriction, in accordance with the projects goals and funding sources.

### D. The Operation

The Project will be managed using Heartland's proven housing model, which is based on maintaining affordability and encouraging advisory resident participation. Heartland's blended management approach (property management and case management professionals working closely together) has been critically important and effective in addressing problems that might prove disruptive to the building or cause a resident to lose his/her housing. Heartland will be responsible for building operations, including building administration, rent collections and billing, and maintenance. Heartland is responsible for property operations oversight. St. Ben's will coordinate supportive services for the Project. Heartland will work closely with the supportive service provider to resolve any resident and community issues that may arise. For more detail, please see the attached Operating Plan.

## II. Statistical Information

1. Gross land area.  
16,469 Sq. Ft.  
0.378 acres  
100% of tract total
2. Maximum amount of land covered by principal buildings.  
8,585 Sq. Ft. building footprint  
0.197 acres  
52.13% of tract total
3. Maximum amount of land devoted to parking, drives and parking structures.  
1,958 Sq. Ft.  
0.045 acres  
11.89% of tract total
4. Minimum amount of land devoted to landscaped open space.  
5,926 Sq. Ft.  
0.136 acres  
35.98% of tract total
5. Maximum proposed dwelling unit density if residential and/or total square footage devoted to non-residential uses.  
1 dwelling unit per 366 Sq. Ft. of Land

6. Proposed number of Buildings.

1

7. Maximum number of dwelling units per building.

45

8. Bedrooms per unit.

Studios (zero bedrooms) and one bedrooms.

9. Parking spaces provided, whether surface or in structures, and ratio per unit if residential, or per thousand square feet of building area if non-residential.

There will be 10 surface parking spaces for 45 units, which is 0.222 spaces per unit. In the developer's experience on other similar projects, 5.5% of residents have automobiles and need parking. The approximate resident need for parking would be 0.055 spaces per unit and the Project will provide four times that ratio. A maximum of two to three parking spaces would be used at any given time for property management, case management or maintenance personnel.

10. Maximum Height of Building.

60 feet

### **III. District Standards**

1. Uses

Heartland and St. Ben's respectfully request the uses to be allowed for this General Plan Development, which include: residential multifamily, up to 45 units, with related community space, parking and supportive services.

2. Design Standards

The specific design standards to be applied to this project will be provided at the time of the detailed plan development submittal. The Development will include high quality building materials and the Developers have met and will continue to meet with the Department of City Development Design Review Team to make sure that high quality design standards are achieved.

3. Density

The Project is within the Fond du Lac and North Neighborhood Comprehensive Plan and conforms to the plan which "encourage(s) locating medium and high density residential categories near commercial areas...and transit routes" (page 66-67). The Project is also compliant with the plan in that "Fond du Lac Avenue is a major through-street with between 23,000 to 27,000 cars per day. This amount of traffic warrants...higher density housing" (page 108).

4. Space Between Structures

The building will be compliant with the setbacks allowed by the building code.

5. Setbacks

The setback requirement of 25 feet for Planned Developments only applies to lots that are 5 acres or more. The Project's lot is only 0.378 acres and therefore this requirement is not applicable to the Project.

6. Screening

Landscaping screening will be provided along between the building and the residential area to the west.

7. Open Space

All open spaces depicted on the Site Plan shall be landscaped and maintained so as not to create a nuisance or hazardous conditions.

8. Circulation, Parking & Loading.

The existing alley and curb cut will be used to access parking and landscaping will be added to the Southwestern end of the site along the alley to help screen the parking entrance. There is an existing pedestrian sidewalk on the East side (along West Fond du Lac Avenue) and one on the South side (along West Tamarack Street) of the Project that will both be maintained. These features are consistent with the comprehensive plan which encourages parking access from the alley, minimizing the intrusion of automobiles, and minimizing parking as a component of the overall use or mix of uses.

9. Landscaping

All vegetation planted shall be of a quality consistent with the standards of the American association of nurserymen (ANSI 260.1). All vegetation depicted on the Site Plan (and later, on the Landscape Plan to be submitted at the time of the Detailed Plan Development submittal), shall be maintained on an ongoing basis, including seasonal tree and plant replacement.

10. Lighting

Pursuant to City of Milwaukee Ordinances § 295-409, the Project shall have cut-off fixtures that ensure that lighting levels and glare are controlled as follows: (1) No light source shall be visible from an adjoining property or public right-of-way, and (2) Where adjoining properties are zoned residential, the maximum illumination at a property line shall be one foot-candle. In all other circumstances, the maximum illumination at a property line shall be 5 foot-candles.

11. Utilities

When financially feasible any new utility lines shall be installed underground. Any new transformers and substations, if any, shall be installed within buildings or otherwise screened from view.

12. Signs & Sign Standards

The following signs will be a part of the project:

(1) Temporary Signs during construction. The Project may include up to 3 temporary construction signs during construction that will be located on the eastern or southern construction fence. Each sign shall not exceed 8 feet by 4 feet each. The material of each sign shall be Screen Printed plywood or similar rigid material. The purpose of each sign may include (1) a sign required by Wisconsin Housing and Economic Development Authority identifying the project as a WHEDA tax credit project, (2) a sign required or requested by financial contributors to the Project, and (3) a sign identifying Project partners.

(2) Permanent Sign - Management. The Project may include one permanent sign located on the southern or eastern elevation near the front door. The sign shall not exceed 15 inches by 20 inches. The Material of the sign shall be stamped, engraved or similar metal product. The purpose of the sign is to identify the Management Company.

(3) Permanent Sign – Building Name. The Project may include one permanent Type A sign located on the southern or eastern elevation. The sign shall not exceed 32 square feet. The purpose of sign is to include the Project’s name, which may be a requirement or request of a donor. Final plans of this sign will be submitted to the City as part of the Detailed Planned Development.

(4) Periodic Sign – Leasing and Sale. The Project may include one rental sign located on the south or east elevation. The sign shall not exceed 48 square feet. Materials will be screen printed vinyl or similar material. The purpose of the sign is to advertise units available for lease or advertise the property for sale. The sign may be displayed until all units are initially rented, but not longer than 12 months after the occupancy permit. After initial lease-up, the sign may be displayed no more than two consecutive months and no more than 4 months total in any calendar year.

13. Sign Illumination

If signs are illuminated, the source of illumination will not be visible or intermittent.

Vicinity Map  
2500 West Fond du Lac Avenue Apartments  
2501 – 2513 West Fond du Lac Avenue





2500 West Fond du Lac Avenue Apartments  
2501 – 2513 West Fond du Lac Avenue  
Existing Site Photos



**View of the project site from the North.**



**View of the project site from the South.**



**View of the project site from the West (towards Fond du Lac Ave).**



**View of the project site from the East (from Fond du Lac Avenue).**



# 2500 West Fond du Lac Avenue Apartments

## 2501 – 2513 West Fond du Lac Avenue

### Operating Plan Summary

2500 West Fond du Lac Avenue Apartments (“Fond du Lac”) will create a total of 45 new studio and one-bedroom apartments for low- and very-low income individuals in Milwaukee’s Near Northwest Side community. The Fond du Lac development has proposed to integrate housing with services designed to support residents’ self-sufficiency. The team of Heartland Housing, Inc. (“Heartland”) and St. Ben’s Community Meal (“St. Ben’s”) have outlined the following operating guidelines to ensure that the Fond du Lac best serves its residents and the community. These will continue to be refined as the project concept solidifies.

#### Unit & Income Mix

The Fond du Lac will target a variety of households that need affordable housing, ranging from individuals who recently experienced homelessness to working adults unable to pay for a market rate apartment.

- The Fond du Lac will be comprised of studios and one-bedroom apartments.
- All units will have some form of rent and income restriction, in accordance with the project’s goals and funding sources.
- Current plans are to set aside units for households earning 30% to 60% of the median income in Milwaukee County (CMI). In 2009, a one person household would need to make less than \$14,850 to \$29,700 to qualify for each type of unit, respectively.
- Tenants residing in units with rent subsidies (such as project-based Section 8) will be responsible for paying rent equal to 30% of their monthly gross income, up to the maximum allowable rent.
- Tenants residing in units without rent subsidies will be responsible for paying the full rent, for which the Wisconsin Housing and Economic Development Authority sets a maximum.

#### Resident Selection

- As owner and property manager, Heartland will be the primary supervisor of resident selection. St. Ben’s will play an advisory role.
- Heartland will market the units through local newspaper ads, building signage, community outreach, as well as through connections established with St. Ben’s and the supportive service provider. St. Ben’s will provide the majority of referrals for prospective residents who need this form of housing.
- Tenant selection will include a written application, interviews, income verification and a background review. Credit and financial standing, as well as criminal convictions and current drug use, will be considered in the application process.
- For units without rent subsidies, the applicant’s financial ability to pay his/her rent will be assessed in the context of his/her credit and employment history and prospects for future income.



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## Management

The Fond du Lac management plan will follow Heartland's proven housing model, which is based on maintaining affordability and encouraging advisory resident participation. The Heartland approach has been critically important in addressing problems that might prove disruptive to the building or cause a resident to lose his/her housing.

- Heartland is responsible for property operations oversight. As the property manager, Heartland will work closely with St. Ben's and the supportive service provider to resolve any resident and community issues that may arise.
- Heartland will be responsible for building operations, including building administration, rent collections and billing, and maintenance. The property manager will oversee these operations.
- Tenants will sign leases for a minimum of a one-year period; income recertification will occur annually at the time of the lease renewal, or as funding sources require.
- Heartland's occupancy standards will comply with federal, state and local occupancy standards, and/ or laws related to fair housing and civil rights laws, as well as landlord-tenant laws and zoning restrictions. For the purposes of the Fond du Lac, a studio will accommodate no more than one person, and a one-bedroom will accommodate no more than two persons.

## Service Plan

St. Ben's will oversee case management and other service activities proposed for Fond du Lac residents.

- The focus of case management will be to foster a resident's self-sufficiency, particularly as it relates to his/her ability to maintain their housing. The case manager will help the resident establish and meet personal objectives by connecting him/her to appropriate community resources and services.
- Supportive services will be provided on a voluntary basis. The case manager will be accessible at their offices within the Fond du Lac, which should contribute to high participation rates, and ultimately, positive outcomes for residents.



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