

1218 W. Highland
Detailed Plan Project Description &
Owner's Statement of Intent

I. Project Overview

The team of Heartland Housing, Inc. (“HHI”) and The Guest House of Milwaukee (“Guest House”) are pleased to present their plans to rehabilitate the property at 1218 W. Highland Avenue (the “Project”). This Project is a complete interior rehabilitation, transforming the former 56 room Genesis Detox Facility into 16 new studio and 8 one-bedroom apartments for low- and very-low income individuals in Milwaukee’s Near West Side community. The Project will integrate housing with services designed to support residents’ self-sufficiency.

A. The Partners

Heartland Housing, Inc., will be the primary developer and property manager. Heartland Housing is the housing division of Heartland Alliance for Human Needs & Human Rights, a 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 Housing has developed more than 1000 units of housing and currently manages more than 600 units of affordable and supportive housing for impoverished Chicagoans. Heartland Housing works with neighborhoods to identify housing and community development needs and provide innovative solutions, fostering the interdependence needed to build stable communities. This Project is the first step in Heartland’s long term commitment to working with project partners in identifying and implementing housing solutions in the Milwaukee area.

The Guest House of Milwaukee, Inc. is a development partner and will coordinate the supportive services component of the Project. Established in 1982 by area churches, The Guest House was a drop in center. From those humble beginnings, a sophisticated program of housing, education, treatment and pre-employment preparation has developed. The Guest House provides shelter but focuses on the education and treatment aspects associated with eradicating homelessness for the men it serves. In recent years, the Guest House has secured the financing and supportive service funds that have allowed many of the men it serves to reside in privately owned units.

B. The Property

The Project will substantially rehabilitate the three-story, concrete block structure, which was originally designed for dormitory-style living in the 1950s. The substantial rehabilitation will redesign the building’s layout and the building façade, replace or upgrade

all major building systems, and incorporate sustainable design features to the greatest extent possible. The result will be 16 studios and 8 one bedrooms apartments, each with private bathrooms and kitchen facilities. In addition to the 24 residential units, the rehab will seek to provide integrated common areas for resident and community activities and office space for The Guest House and Heartland. See the Floor Plans for more details on the proposed common areas.

C. The Tenants

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 project's 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. 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 will be responsible for building operations, including building administration, rent collections and billing, and maintenance. Heartland is responsible for property operations oversight. Guest House will oversee case management and counseling services proposed for Highland residents. Heartland and Guest House will work closely 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.

9,750 Sq. Ft.

2. Maximum amount of land covered by principal buildings.

4,609 Sq. Ft.

3. Maximum amount of land devoted to parking, drives and parking structures.

1,832 Sq. Ft.

4. Minimum amount of land devoted to landscaped open space.

2,390 Sq. Ft.

5. Maximum proposed dwelling unit density if residential and/or total square footage devoted to non-residential uses.

1 dwelling unit per 406 Sq. Ft. of Land

6. Proposed number of Buildings.

1 (existing building only, no new proposed buildings)

7. Maximum number of dwelling units per building.

24

8. Bedrooms per unit.

16 Studios (Zero Bedrooms)

8 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 11 surface parking spaces for 24 units, which is 0.46 spaces per unit.

This is a rehab of an existing site and structure. Currently there are about 9 spaces for 56 units, which is 0.16 spaces per unit.

III. District Standards

1. Uses

Heartland and Guest House respectfully request the uses allowed for this Detailed Planned Development to include: residential multifamily, up to 24 units, with related community space, parking and supportive services.

2. Design Standards

The specific design standards to be applied to this project are included in the attached Site Plan, Elevations and Floor Plans.

3. Density

The Project is within the Near West Side Comprehensive Plan which calls for discouraging “the conversion of a purely residential structure in a residential zoning district into non-residential use,” supports a “decrease in the number of studios and one-bedroom apartments in areas with existing high concentration,” and encourages “locating medium and high-density residential categories near commercial areas ... on sites with good access to major arterials and transit routes” (See Near West Side Comprehensive Plan, Page 47). The Project is compliant with the densities prescribed in the comprehensive plan because it (1) keeps the use of the structure residential, (2)

reduces the number of units from 56 to 24, and (3) is located next to a commercial building, next to a transit route, and on a major arterial route.

4. *Space Between Structures*

This is an existing building. Any modifications that expand the width or depth of 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 .22 acres and therefore this requirement is not applicable to the Project.

6. *Screening*

Landscaping screening will be installed as depicted on the Landscape Plan. Furthermore, the adjacent lot to the east (1202 W. Highland) is also a Planned Development and was required to install a masonry/landscape screen along the adjoining property line.

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.*

This is an existing building with existing surface parking onsite to accommodate approximately 9 vehicles. By rotating the spots from angle parking to 90 degree parking there are a total of 11 parking spots in the new Project. The existing alley and curb cut will be used to access parking. Landscaping has been added to the southern end of the site along Highland to help screen the lot from the sidewalk and street. There is an existing pedestrian sidewalk and bus stop in front of the Project that will be maintained. These features are consistent with the comprehensive plan which encourages parking access from the alley (see Comprehensive Plan, Page 48), location of parking on the side of buildings in commercial areas, and the screening of surface parking from the sidewalk and street (see Comprehensive Plan, Page 51).

9. *Landscaping*

All vegetation depicted on the Landscape and Site Plan shall be of a quality consistent with the standards of the American association of nurserymen (ANSI 260.1). All vegetation depicted on the Landscape and Site Plan 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

This is an existing building with existing utility lines.

12. Signs

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 southern construction fence or southern façade of building. 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 south 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 that will be green and white with the Heartland Housing Logo. The purpose of the sign is to identify Heartland Housing, Inc. as the Management Company.

(3) Permanent Sign – Building Name. The Project may include one permanent sign located on the south elevation, above the front door. 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, including materials, will be submitted to the City as a minor plan modification prior to installation.

(4) Periodic Sign – Leasing and Sale. The Project may include one rental sign located on the south, west 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.

1218 W. Highland Operating Plan Summary

The rehabilitation of the property at 1218 W. Highland Avenue (“Highland”) will create a total of 24 new studio and one-bedroom apartments for low- and very-low income individuals in Milwaukee’s Near West Side community. The Highland development has proposed to integrate housing with services designed to support residents’ self-sufficiency. The team of Heartland Housing, Inc. (“HHI”) and The Guest House of Milwaukee (“Guest House”) have outlined the following operating guidelines to ensure that the Highland best serves its residents and the community.

Management

The Highland management plan will follow HHI’s proven housing model, which is based on maintaining affordability and encouraging resident participation in supportive activities and community life. The HHI approach has been critically important in addressing problems that might prove disruptive to the building or cause a resident to lose his/her housing.

- HHI is responsible for overseeing property operations, including building administration, rent collections and billing, and maintenance.
- HHI and Guest House will work closely to resolve any resident and community issues that may arise.
- HHI considers community outreach to be a necessary and critical component of property management. During the first year of operations, Heartland will agree to participate in a community advisory forum to serve as a mechanism to encourage communication among residents, property managers, service providers and neighborhood stakeholders.
- HHI’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 Highland, a studio will accommodate no more than one person, and a one-bedroom will accommodate no more than two persons.

Safety & Security

Heartland Housing, Inc. makes a special effort to prevent emergencies and injuries and to train staff on how to handle crisis situations. The protocol in Heartland Housing’s Standard Operating Procedures Manual related to emergencies, injuries and crisis management will be followed at the Highland. These protocols address what is to be done in the case of building emergencies, person-centered emergencies, crisis intervention (those presenting both immediate dangers and non-imminent dangers, as well as prevention of crisis) and other emergency situations. In addition, the implementation of these protocols will be tailored to reflect the specific management and services plans developed for the Highland.

- HHI will utilize security cameras to monitor the building’s exterior and interior common spaces.
- All entryways to the building will be secured 24 hours a day. Access to the building will be restricted to residents, management and service staff members, and authorized visitors.
- The building will have a part time employee to staff the front desk reception area. When management staff members are not present, the resident manager will be the point person for any issues that may arise.

Unit & Income Mix

The Highland 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.

- All units are intended to be independent apartments with private bathrooms and cooking facilities.
- HHI will strive to achieve an economically and socially balanced development, in which a feeling of community is fostered and good relationships exist between management staff, community residents, community groups, local government and law enforcement agencies.
- The Highland will be comprised of studios and one-bedroom apartments at approximately a 2:1 ratio.
- All units will have some form of rent and income restriction, in accordance with the project's goals and funding sources.
- 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 limit.

Tenant Selection

As owner and property manager, HHI will be the primary supervisor of tenant selection. Guest House will play an advisory role.

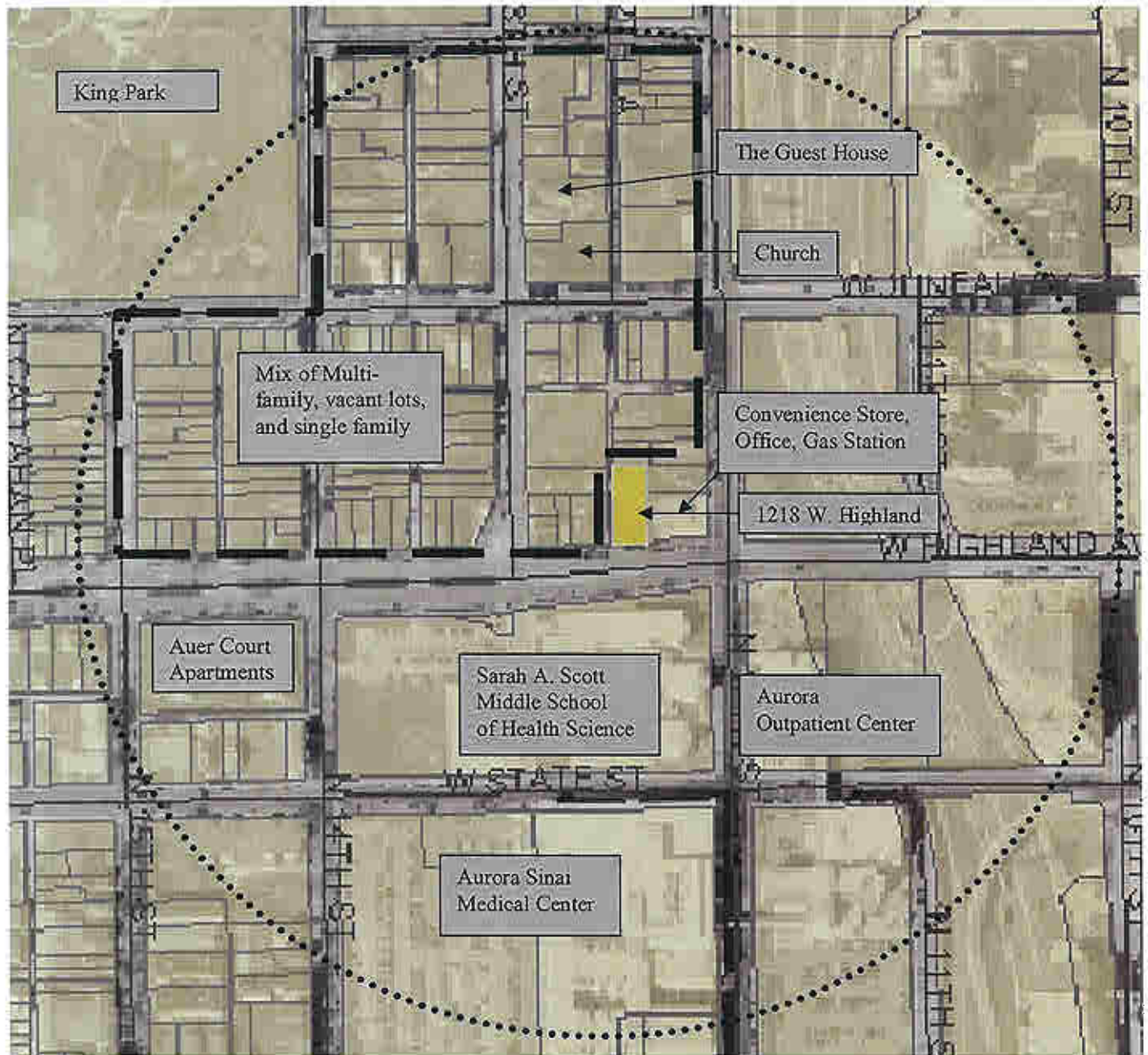
- Guest House will provide the majority of referrals for prospective residents who need this form of housing. HHI also will market the units through local newspaper ads, building signage and community outreach, as needed.
- Tenant selection will include a written application, interviews, income verification and a background review. Credit and financial standing, as well as criminal convictions and current drug use, will be considered in the application process.
- Tenants will sign leases for a minimum of a one-year period; income recertification will occur annually at the time of the lease renewal.
- 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.

Services

Guest House will oversee case management and counseling services proposed for Highland residents.

- Meeting space appropriate for the provision of supportive services will be available within the building.
- 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.
- A counseling professional will provide counseling services to residents who are dealing with mental illness and substance abuse issues.

1218 W. Highland Vicinity Map



1218 W. Highland – South Elevation



1218 W. Highland – South & East Elevation



1218 W. Highland – East Elevation



1218 W. Highland – West Elevation

