

**FIFTH AVENUE LIMITED PARTNERSHIP  
403 SOUTH FIFTH AVENUE  
ANN ARBOR, MICHIGAN 48104  
(734) 761-8990**

April 30, 2010

TO: The Honorable Mayor and Members of City Council  
City of Ann Arbor

RE: Heritage Row

Dear Mayor Heiftje and Honorable Members of Council:

Following is additional information about the Heritage Row PUD proposal which will be coming before City Council for review.

As you know, Heritage Row, as proposed, preserves and rehabilitates the existing homes and streetscape while adding three new buildings behind them. Included in this package are color elevations of the proposed buildings to be built on the rear of the site. These elevations have been modified from the elevations you have in your council package which show brick on the exterior. The elevations in this package convey a more traditional look by using wood siding, crown moldings and frieze boards rather than brick. We introduced these changes at the March 16, 2010 Planning Commission meeting as a result of additional community and neighborhood input.

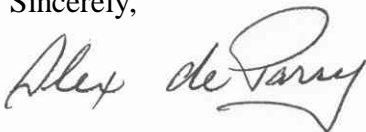
These modifications will further ensure that the new buildings serve as a backdrop so that the existing, rehabilitated houses will be the highlight and focus of Heritage Row. Architecturally, the intent is not to replicate any of the existing architectural styles presently found in the 400 block of South Fifth Avenue, but to complement the existing buildings.

Historical colors will be used on the existing buildings and the rear buildings will have a soft color palate of white trim and light yellow siding.

Heritage Row not only preserves the existing houses and streetscape, but it also adds much needed housing near downtown. We believe that it accomplishes the goals of the Central Area Plan and the Downtown Residential Task Force and that it meets or exceeds the standards for PUD approval.

Thank you for your time and consideration.

Sincerely,



Alex de Parry

CC: Mathew Kowalski

# HERITAGE ROW

## TABLE OF CONTENTS

I.	Project Summary.....	Page 1
II.	Benefits and Master Plan Conformity.....	Page 2
III.	South Building Elevations.....	Page 8
IV.	Center Building Elevations.....	Page 10
V.	North Building Elevations.....	Page 12
VI.	Streetscape View.....	Page 14
VII.	Historic Colors.....	Page 15

# HERITAGE ROW

## Project Summary

<b>Location:</b>	East side of South Fifth Avenue from 407 to 437 South Fifth Avenue
<b>Site:</b>	1.23 Acres
<b>Zoning:</b>	Existing zoning for the site is R4C multifamily
<b>Parking:</b>	60 parking spaces in one below grade parking structure located behind the existing houses.
<b>Bicycle Parking:</b>	152 parking spaces
<b>Number of Apartments:</b>	79 (permitted under existing R4C zoning is 24 6-bedroom apartments)
<b>Affordability:</b>	18% of the apartments will be designated as affordable housing
<b>Number of Bedrooms:</b>	154 (144 permitted under existing R4C zoning)
<b>Unit Sizes:</b>	12 efficiency apartments (15%) 9 one bedroom apartments (12%) 43 two bedroom apartments (54%) 14 three bedroom apartments (18%) 1 five bedroom apartment (1%)
<b>Storm Drain Disconnects:</b>	14

**HERITAGE ROW  
PLANNED UNIT DEVELOPMENT (PUD)  
BENEFICIAL EFFECTS**

Heritage Row meets or exceeds the standards for recommending site plan approval per the Planned Unit Development Regulations and Standards for Approval. Heritage Row achieves the preservation of the seven existing houses and streetscape while adding much-needed housing near downtown. These beneficial effects to the City, and others listed below, could not be achieved under any other zoning regulations. Heritage Row has received a recommendation for approval by the City of Ann Arbor planning staff and was approved by the City of Ann Arbor Planning Commission at its meeting held on March 16, 2010.

**Heritage Row:**

**Preserves the Streetscape with Minimal Disturbance to Existing Natural Features and Preserves Historically Significant Architectural Features:** Although four of the existing seven houses will be moved slightly forward to accommodate the three new buildings which will be located on the rear of the site, Heritage Row contributes to the design and character of the existing neighborhood because it preserves and rehabilitates the existing houses and preserves the existing streetscape. In fact, the exteriors of the existing houses will be restored to their original 19th century look. The three new buildings will incorporate traditional design elements such as double hung windows, clapboard siding, crown moldings and frieze boards in order to complement and serve as a back drop to the existing restored houses.

**Preserves the Existing Pedestrian-Friendly Design:** The existing front lawn spaces with active use front porches, walks and a variety of landscaping materials will be retained in keeping with the existing neighborhood.

**Includes Open Space:** Fifty-three (53) percent of the site will be open space.

**Expands the Housing Supply While Minimizing Visual Impact:** Using a neutral color palette and simplicity of design, the new buildings, located behind the existing houses, are subordinate to the existing streetscape. Furthermore, at a maximum height of 39.625 feet, which includes a one foot parapet wall at the entrance sections of the buildings, their height would only exceed the height of the tallest existing Heritage Row house by 9 inches. Many of the existing houses in the 300 and 400 blocks of East Jefferson are almost 41 feet tall to the peak. Other existing buildings in the surrounding neighborhood that are taller are the Ann Arbor Public Library at approximately 55 feet, the Bethlehem United Church at almost 60 feet, and the four story Washtenaw Apartment Building located on William at almost 41 feet. To put this further in perspective, the existing house located at 415 South Fifth Avenue has a footprint of approximately 2000 square feet. The Washtenaw Apartment Building has a footprint of approximately 8000 square feet. Heritage Row's southern most building will have a footprint of approximately 3020 square feet, the center building will have a footprint of approximately 3250, and the northern most building will have a footprint of approximately 5200 square feet.

**Promotes Resident Safety:** All the buildings including the existing seven houses will be sprinkled, thus virtually eliminating the chance of loss of life due to fire.

**Achieves Economy and Efficiency of Land Use and Innovation in Land Use:** Heritage Row achieves economy, efficiency and innovation of land use.

**Expands the Supply of Affordable Housing:** Eighteen (18) percent of the total number of units will be permanently affordable housing, thus providing opportunities for people of all income levels to live in a location close to both downtown Ann Arbor and the University of Michigan central campus.

**Expands the Supply of Universally Designed Housing:** The new buildings provide accessible dwelling units for those who are physically disabled.

**Enhances Downtown Vitality:** The Downtown Residential Task Force Report and Ann Arbor Region Success Report recognize that additional housing, in and near downtown, is needed to maintain and enhance the vitality of the downtown area. The increased number of units helps to achieve this goal.

**Improves Energy Efficiency and Environmental Sustainability:** The design of the new buildings is based on many of the U.S. Green Building Council LEED criteria and will be built to Energy Star standards using modern insulation and construction methods. The existing houses will be retrofitted with new, energy efficient HVAC systems in each existing apartment unit.

**Meets City Goals:** The proposed use is consistent with the Master Plan and policies adopted by the City, as are fully stated beginning on Page 4.

**Promotes Pedestrian/Nonmotorized Travel:** The site is within a half block of the Blake Transit Center, thus affording the residents convenient access to public transportation and minimizing the need for individual motorized transportation.

**Encourages the Use of Alternative Transportation:** Increasing in-town housing, particularly in this walkable location, will reduce commuter vehicle trips into the City each day and thus help to ease traffic congestion. Zip Cars are also available two blocks from the site.

**Reduces Parking Demand on Public Streets:** Sixty (60) parking spaces will be located beneath the new rear buildings, thus reducing the demand for parking on public streets or in public structures while also enhancing the streetscape by removing surface parking and providing adequate parking for residents and their guests.

**Promotes Safety:** The reduced number of curb cuts enhances the safety of both pedestrians and drivers as it minimizes the chances for accidents involving vehicles crossing the flow of traffic.

**Provides A Public Plaza:** The central urban plaza with benches will be available to residents, visitors, and the public.

**Includes Public Art:** A design competition will be held to create a sculpture that will be placed in the public plaza. Local artists will be encouraged to participate.

**Manages Storm Water On Site:** Heritage Row’s on site storm water management system will detain and clean storm water runoff, including storm water presently flowing from off site from the east on to the site. Disconnects of existing footing drains will eliminate storm water discharge into the sanitary sewer system.

**Increases Tax Revenue:** Heritage Row significantly increases tax revenues over the current buildings or a project that could be built to current R4C zoning criteria.

## CONSISTENCY WITH CITY GOALS

### I. CONFORMITY TO CITY OF ANN ARBOR MASTER PLAN: LAND USE ELEMENT, adopted November 5, 2009.

Chapter 7, Central Area, “applies to those portions of the Central Area outside of downtown.” Heritage Row lies within these boundaries.

Heritage Row is consistent with the goals of the **Central Area Plan** and meets its specific goals which are cited and quoted below.

A. Heritage Row benefits downtown merchants by increasing the concentration of people living nearby as stated in Chapter 7, Section 2C:

**“A concentration of people living in the downtown and in the close-in neighborhoods helps to establish a market for retail, services and entertainment, as well as extend the cycle of downtown activity into the weekend and evening hours.”**

B. Heritage Row helps to meet the needs of current and future population of a growing Ann Arbor, is adequately served by urban services, infrastructure and facilities and conserves environmental quality (See PUD Benefits), as stated in Chapter 7, Section 3, Goal A:

**“To promote sound and attractive residential neighborhoods which meet the housing needs of the current and future population, which are adequately served by urban services, infrastructure and facilities and which conserve environmental quality.”**

C. Although Heritage Row is not in an established residential area but rather an area zoned R4C, Heritage Row protects the existing houses, a goal stated in Chapter 7, Section 3, Goal A, Objective 1:

**“To protect, preserve, and enhance the character, scale and integrity of existing housing in established residential areas, recognizing the distinctive qualities of each neighborhood.”**

Furthermore, neighbors have had extensive involvement and input as stated in the Action Statements for Chapter 7, Section 3, Goal A, Objective 1 which provides for involving the residents in the implementation of the plan for using residents’ perceptions in the identification of their neighborhood areas.

D. The new buildings at Heritage Row complement the scale and character of the neighborhood, as stated in Chapter 7, Section 3, Goal A, Objective 4:

**“To encourage the development of new architecture, and modifications to existing architecture that complements the scale and character of the neighborhood.”**

Note: “Complements” is not clearly defined and is thus subject to interpretation. The existing streetscape dominates Heritage Row. Using simplicity of design and a neutral color palette, the new buildings, located behind the existing houses, are subordinate. Furthermore, the scale of the new buildings is consistent with the neighborhood.

E. By preserving the existing houses, Heritage Row protects the supply of housing, and by adding three new buildings, it expands the supply of housing, as stated in Chapter 7, Section 3, Goal A, Objective 7:

**“To protect and expand the supply of housing to meet the needs of a variety of individual lifestyles and incomes while seeking a stable balance between owner occupied and renter occupied units.”**

Furthermore, the Action Statement in this section encourages the development of affordable housing, which Heritage Row includes.

F. Heritage Row includes the renovation of existing houses as well as the development of new housing, as stated in Chapter 7, Section 3, Goal B:

**“To encourage sensitive, attractive and innovative development and renovation in downtown Ann Arbor and in adjacent neighborhoods.”**

Note: “Sensitive, attractive and innovative” are subject to interpretations. However, because the streetscape dominates Heritage Row and the new rear buildings are subordinate, it should be considered sensitive, attractive and innovative.

G. As noted in Paragraph 1, Heritage Row contributes to downtown liveliness because it increases the concentration of people, and by preserving the houses, it protects the neighborhood from further erosion, as stated in Chapter 7, Section 3, Goal B, Objective 1:

**“To pay special attention to the interface zones between downtown Ann Arbor and Central Area residential neighborhoods; and to insure that projects in these areas both contribute to downtown liveliness and help to buffer established neighborhoods from further erosion.”**

H. Heritage Row protects housing stock from demolition and by doing so, preserves the character of the neighborhood, as stated in Chapter 7, Section 3, Goal B, Objective 4:

**“To protect housing stock from demolition or conversion to business use, and to**



**retain the residential character of established, sometimes fragile, neighborhoods adjacent to commercial or institutional uses.”**

I. Heritage Row preserves the existing houses and streetscape, as stated in Chapter 7, Section 4, Goal A:

**“To encourage the preservation, restoration or rehabilitation of historically and culturally significant properties, as well as contributing or complimentary structures, streetscapes, groups of buildings and neighborhoods. To preserve the character of Ann Arbor’s Central Area. To enforce existing historic district ordinances through City staff, the Historic District Commission and neighborhood monitoring programs. To designate historic buildings to encourage their preservation.”**

J. The new buildings in Heritage Row are located behind the existing streetscape and are subordinate to the streetscape. However, they complement the existing structures by maintaining the scale and character of the neighborhood, as stated in Chapter 7, Section 4, Goal A, Objective 5:

**“Where new buildings are desirable, the character of historic buildings, neighborhoods and streetscapes should be respectfully considered so that new buildings will complement the historic, architectural and environmental character of the neighborhood.”**

Note: This objective most applies to integrating new buildings into existing streetscapes.

## **CONFORMITY TO THE DOWNTOWN RESIDENTIAL TASKFORCE REPORT**

Heritage Row accomplishes many of the recommendations of the **Downtown Residential Taskforce Report**. The resolution creating the Taskforce was approved by City Council on October 7, 2003 and states that “a densely inhabited city center creates an exciting place to live, promotes a positive pedestrian atmosphere, and helps support downtown retail variety and quantity.”

The report, which was approved by City Council in July 2004, states the boundaries, which include the Heritage Row site: **“The Task Force described the boundaries of the study area as those properties within the Downtown District Authority (DDA) District, in addition to those within one-quarter mile from the DDA boundary.”**

- A. Heritage Row accomplishes every stated advantage to increasing housing in Section D, “Possible Advantages to Increasing Downtown Residential Development,” including:
- that **“a substantial residential base in and near downtown supports retail, restaurants, and other downtown businesses, as well as cultural and recreational amenities;”**
  - that downtown **“would be a livelier, more diverse and efficient place with more housing;”**

- that a **“densely inhabited city center supplies an important ridership base that supports a successful public transit system;”**
- that **“downtown residents tend to be more likely to walk or use buses, and less likely to rely on automobiles for daily purposes than others, thereby helping to ease traffic congestion.”**
- that **“infill developments and more dense redevelopment near the downtown provides one of the few remaining opportunities to expand the tax base.”**

B. While accomplishing the advantages of additional downtown housing, Heritage Row overcomes the two stated disadvantage which relate to the project as stated in Section E, “Possible Disadvantages to Increasing Downtown Residential Development,” including:

- that “downtown residents can place special demands on downtown parking.” Heritage Row provides onsite, underground parking.
- that new residents can place “demand on infrastructure that may already be taxed, including City sewer and water systems.” Heritage Row places no demand on city or water systems which cannot be met, and it manages storm water on site.

C. In its “Recommendations to Address Zoning Barriers,” the report states that because “there are few vacant sites on which to develop the projects necessary to reach the goals...it becomes clear that permitting denser, taller projects on the available sites and otherwise simplifying the zoning code to allow the redevelopment of other sites will be necessary. Furthermore, the zoning code must be modified to allow more development flexibility in the downtown **and near downtown areas...**”

The report further states that “it is the intent of the Task Force recommendations to allow for substantially greater height and density in downtown area(s), and **to eliminate all obsolete ‘suburban style’ zonings in near downtown areas, allowing these areas to develop in a more urban ‘downtown’ manner.**”

D. The report recognizes that “new residential units near the center of the City” may have some barriers, such as less outdoor space than would be available in suburban settings and limited parking. Heritage Row overcomes these concerns by

- including a public plaza with landscaping for social gatherings;
- maintaining 53% of the overall site as open space;
- providing underground parking.

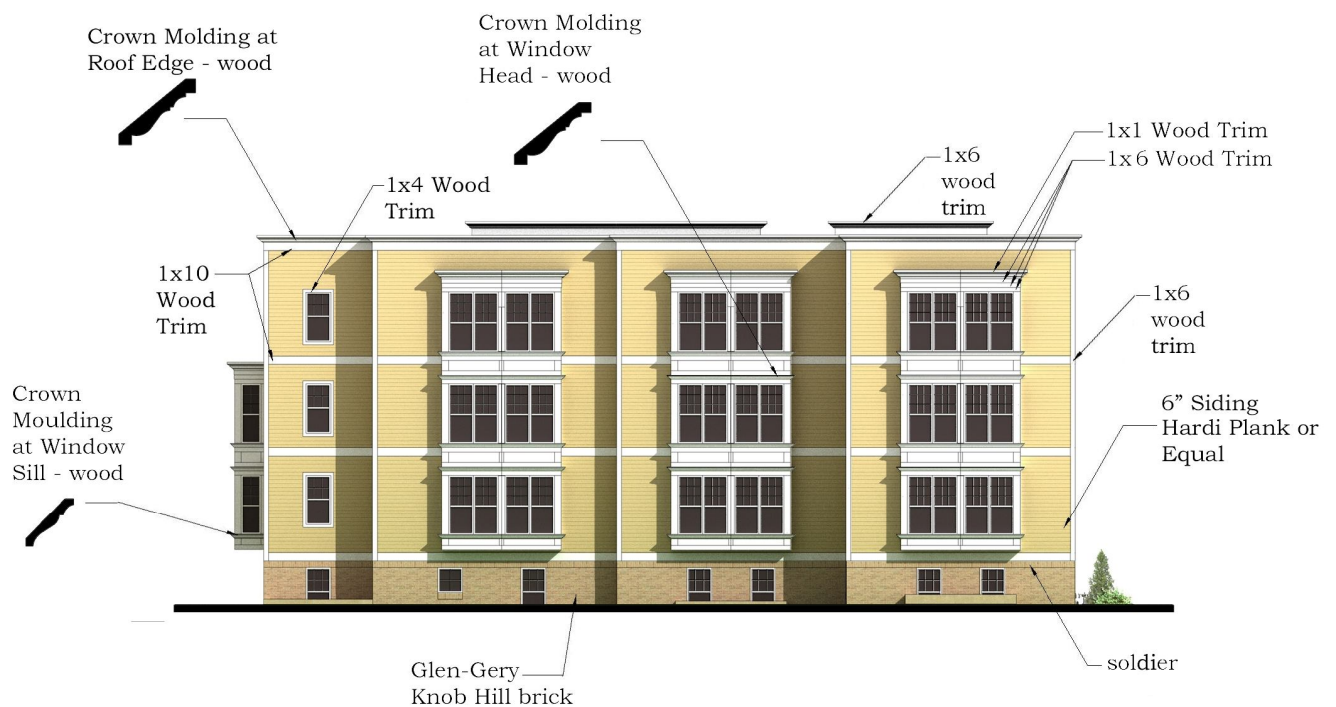
## **ANN ARBOR REGION SUCCESS REPORT**

The Ann Arbor Region Success Report states that “A key in retaining and attracting talent is vibrant urban centers with higher housing densities, transit options and walkable neighborhoods.”

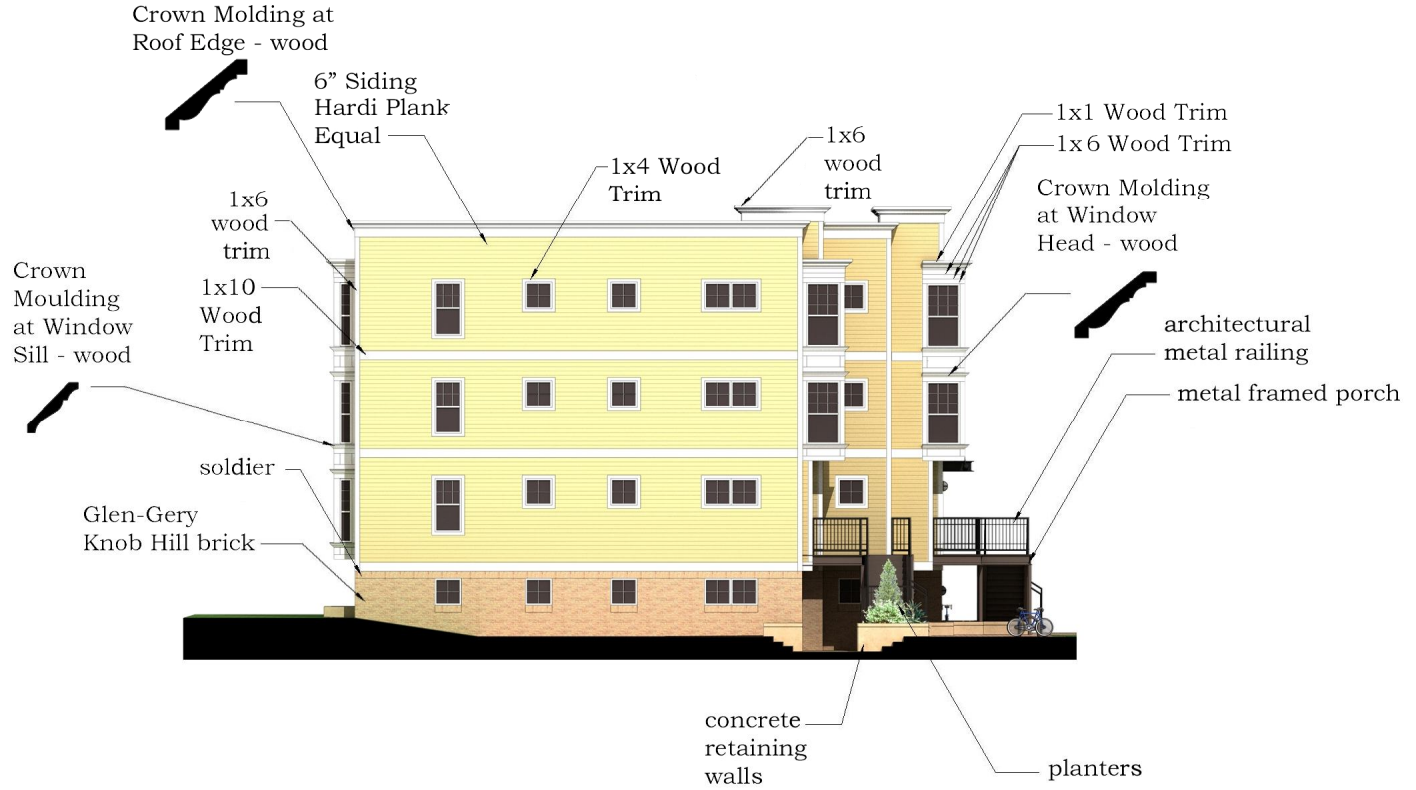
## SOUTH BUILDING — WEST ELEVATION



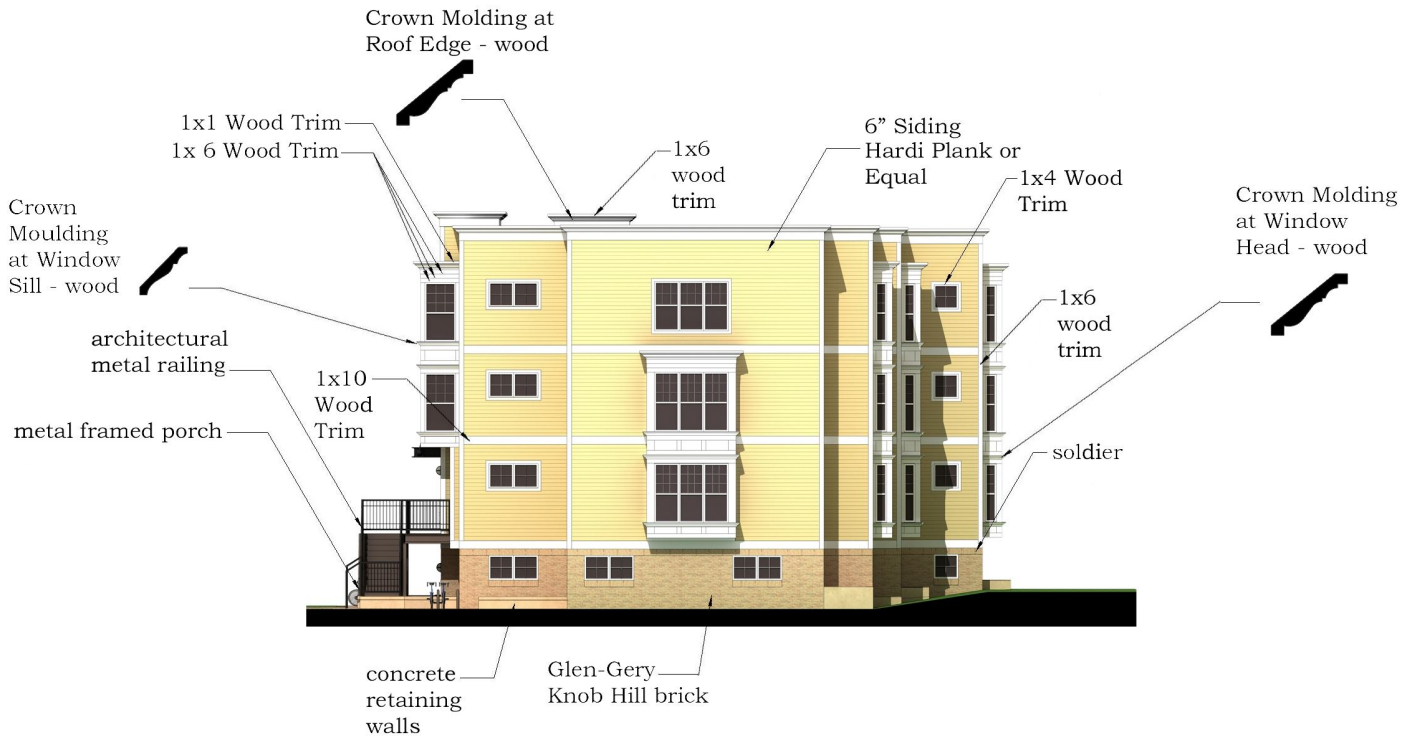
## SOUTH BUILDING — EAST ELEVATION



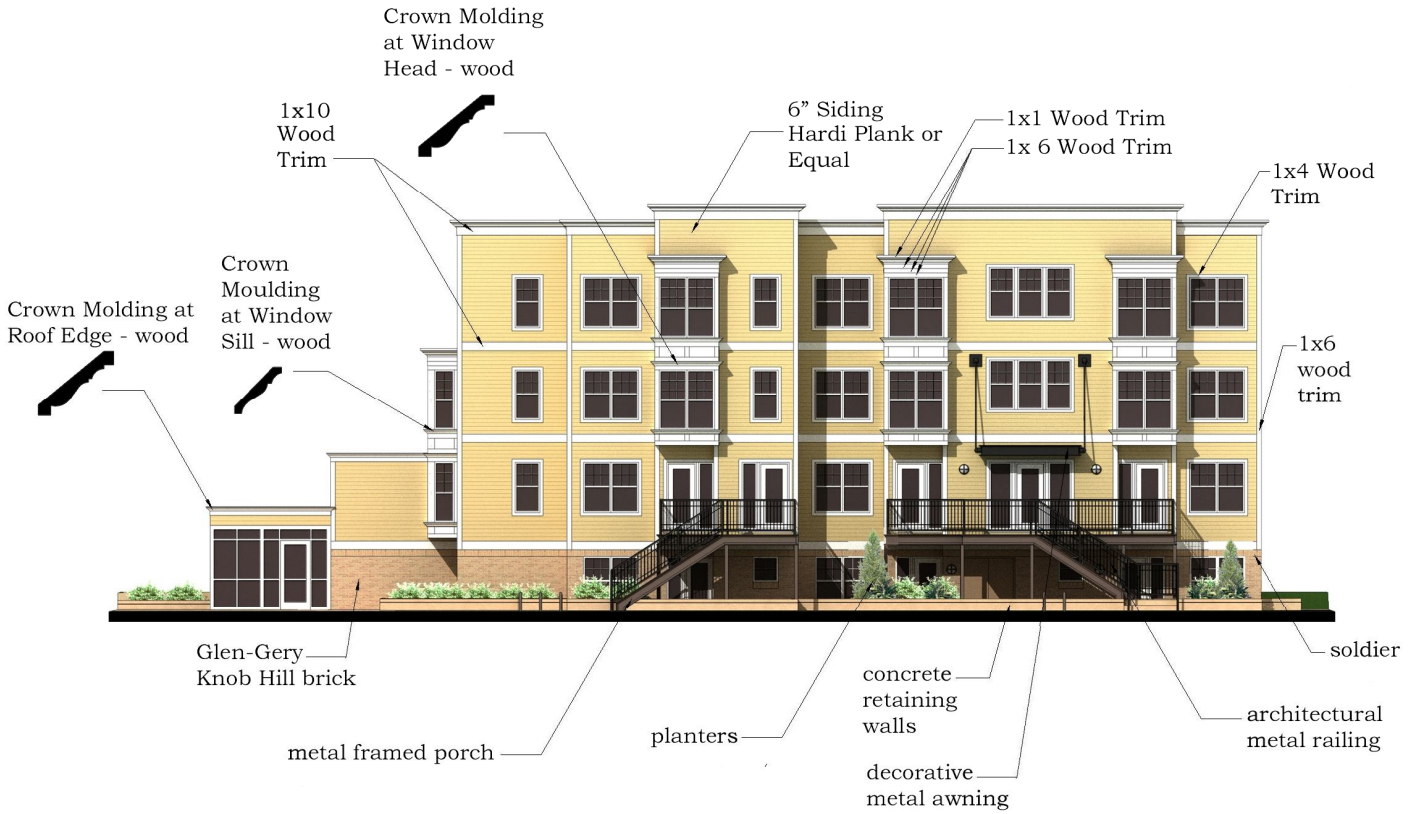
## SOUTH BUILDING — NORTH ELEVATION



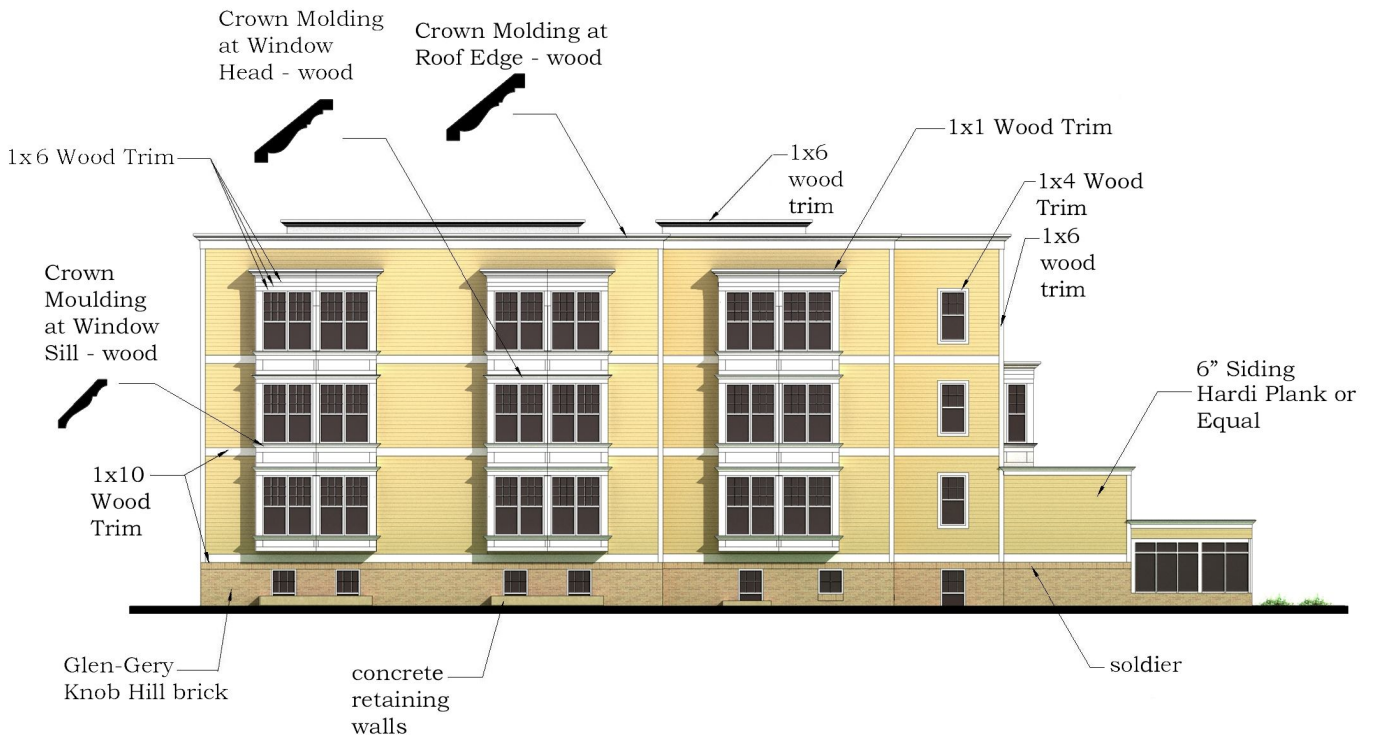
## SOUTH BUILDING — SOUTH ELEVATION



## CENTER BUILDING — WEST ELEVATION



## CENTER BUILDING — EAST ELEVATION

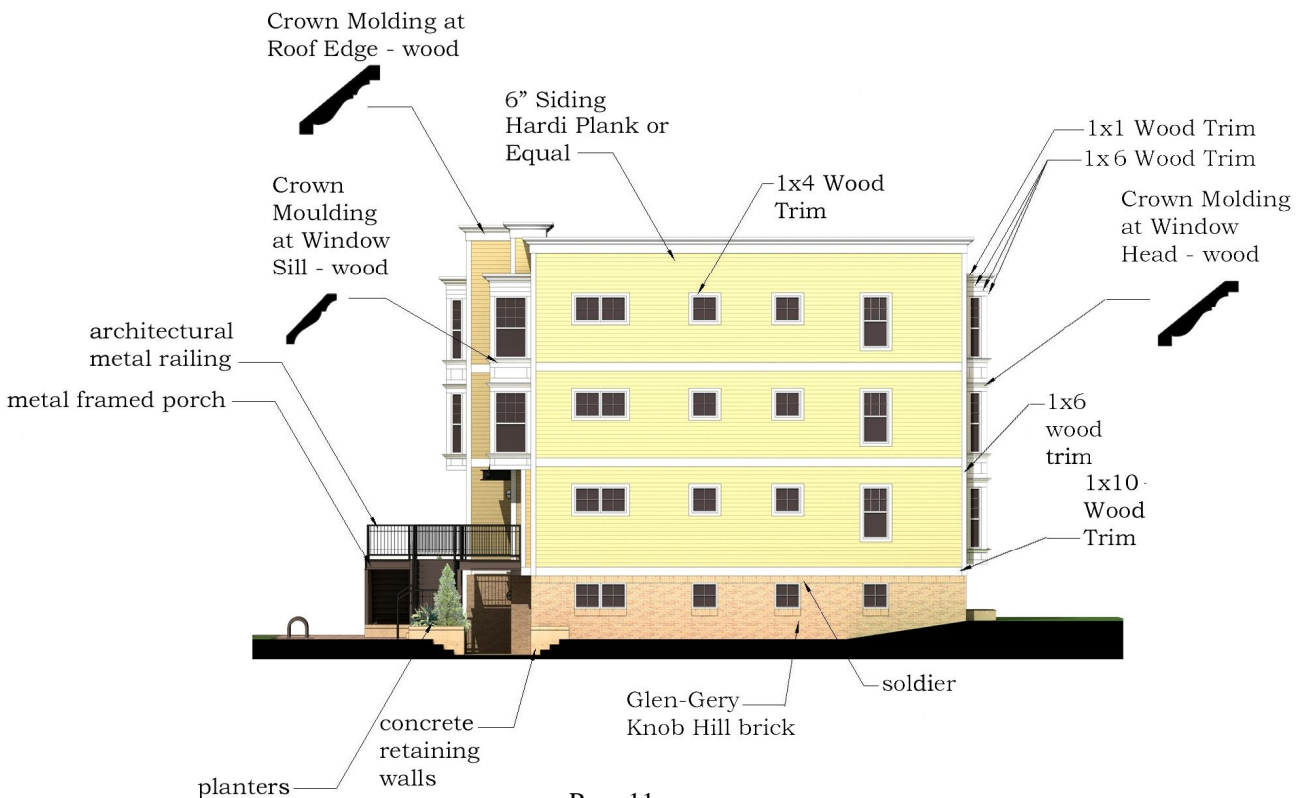




## CENTER BUILDING — NORTH ELEVATION



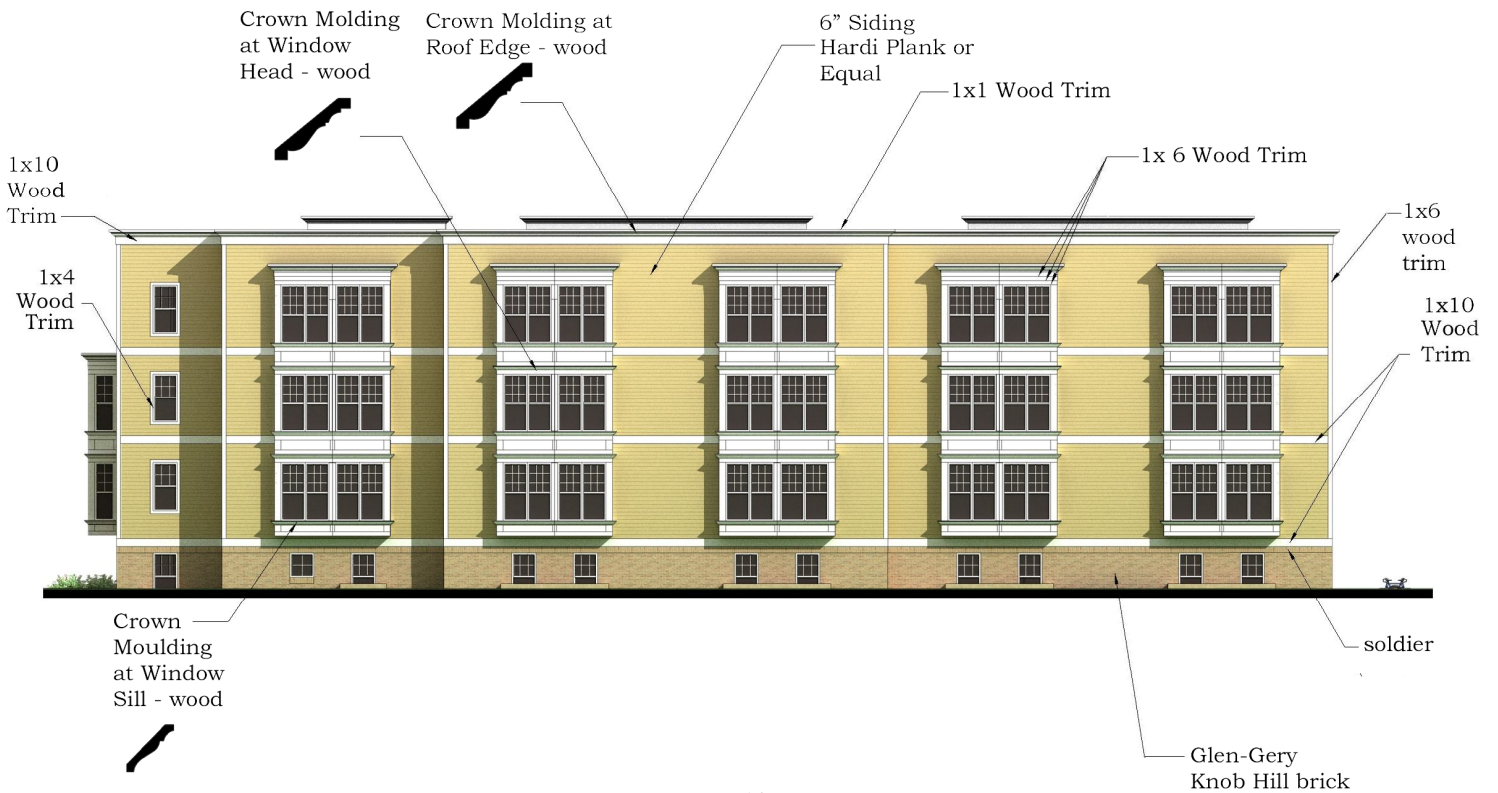
## CENTER BUILDING — SOUTH ELEVATION



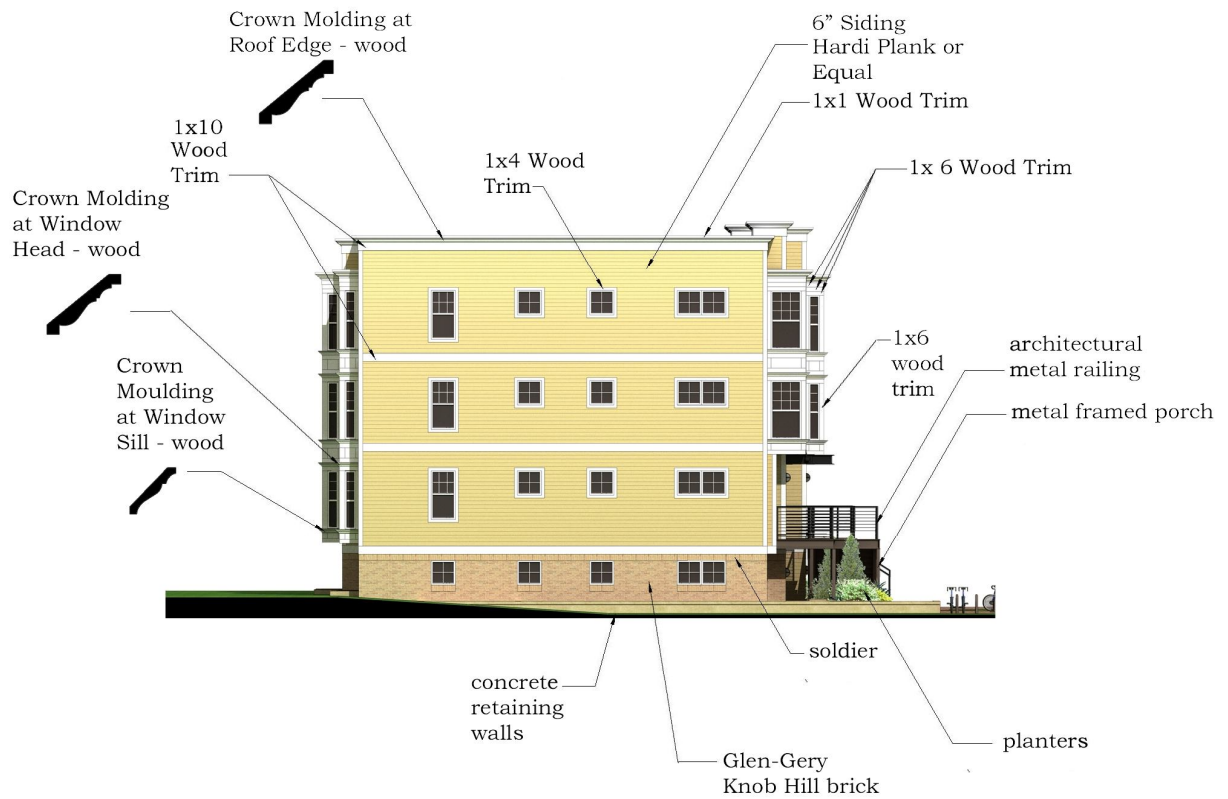
## NORTH BUILDING — WEST ELEVATION



## NORTH BUILDING — EAST ELEVATION



## NORTH BUILDING — NORTH ELEVATION



## NORTH BUILDING — SOUTH ELEVATION





# STREETSCAPE WITH AND WITHOUT TREES



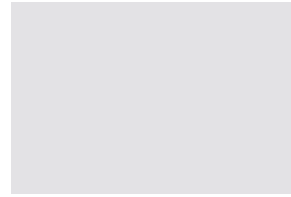
**EXTERIOR COLORS**  
Colors by Sherwin Williams

Note: Variations in color tones appear when viewing colors on computers.

407 South Fifth Avenue:



Body  
Classical Yellow  
SW2865



Trim  
Classical White  
SW2829

---

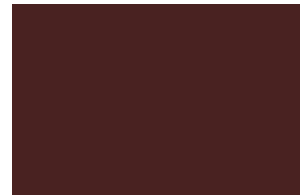
411 South Fifth Avenue:



Body  
Roycroft Mist Gray  
SW2844



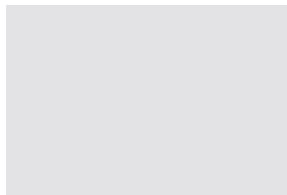
Trim  
Roycroft Pewter  
SW2848



Accent  
Rookwood Dark Red  
SW2801

---

415 South Fifth Avenue:



Body and Trim  
Super White  
SW7006



Shutters  
Rookwood Shutter Green  
2809

---

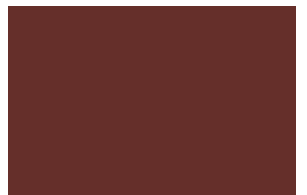
419 South Fifth Avenue:



Body  
Refuge  
SW6228



Trim  
Dutch Tile Blue  
SW0031



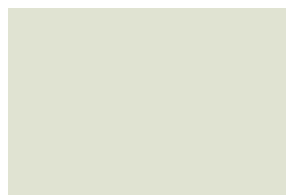
Accent  
Rookwood Red  
SW2802

---

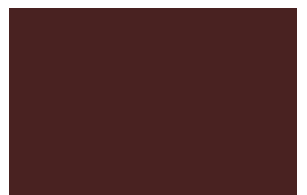
427 South Fifth Avenue:



Body  
Sheraton Sage  
SW0014



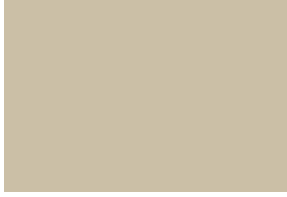
Trim  
Sagy  
SW6175



Accent  
Rookwood Dark Red  
SW2801

## EXTERIOR COLORS

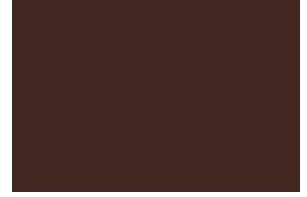
433 South Fifth Avenue:



Body  
Downing Sand  
SW2822



Trim,  
Macadamia  
SW6142



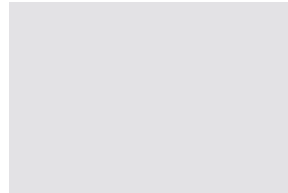
Accent  
Polished Mahogany  
SW2838

---

437 South Fifth Avenue:



Accent  
Rookwood Red  
SW2802



Trim  
Classical White  
SW2829