



February 15, 2023

To: Ann Arbor Planning  
Commission c/o Brett Lenart and  
Matt Kowalski  
Planning Services  
City of Ann Arbor  
301 E. Huron St.  
Ann Arbor, MI  
48104

Re: **PUD Pre-Petition Conference**  
711- Church project (including 707 & 721 Church)

Dear Planning Commission:

We are hereby requesting a PUD Pre-Petition Conference to discuss LV Collective, LLC's conceptual design proposal for a new student housing project located along the eastern side of Church Street between Willard and Hill Streets (of the combined properties currently addressed as 707 through 721 Church).

Applicant Architect: J Bradley Moore & Associates Architects, Inc  
4844 Jackson Rd # 150  
Attn: J B Moore, AIA  
734.649.3404  
[brad@jbradleymoore.com](mailto:brad@jbradleymoore.com)

Lead Architects  
OZ Architecture  
3003 Larimer St.  
Denver, Colorado  
Attn: Ari Irfano, AIA  
[airfano@ozarch.com](mailto:airfano@ozarch.com)  
303.861.5704

Petitioner: LV Collective, LLC  
2340 Guadalupe Street  
Austin, TX 78705  
Attn: **Andree Sahakian**  
Development Manager  
[andree@lvcollective.com](mailto:andree@lvcollective.com)  
317.771.0328

Civil/Landscape:	<p>Midwestern Consulting  Scott W. Betzoldt, PE, Principal  3815 Plaza Drive  Ann Arbor, MI 48108  <a href="mailto:SWB@MIDWESTERNCONSULTING.COM">SWB@MIDWESTERNCONSULTING.COM</a>  734-995-0200</p>
Site Addresses:	<p>Existing: 707 - 721 Church St.  Proposed: 711 Church</p>
Existing Conditions:	<p>The existing site is currently being cleared of its existing two to three story buildings. The 0.91-acre (39,576 SF) parcel is zoned R4C. It is located in a heavily student focused area adjacent to the University of Michigan Central campus (and south of the Medical Campus). The project site has frontages along Church St. south of the South University retail and high-density residential area. Adjacent properties includes a residence hall of the U of M, apartments, childcare facilities and converted single-family student tenement housing uses and there are several fraternity and sorority group housing facilities in the area. Refer to attached aerial plan.</p>
Proposed Program:	<p>The proposed development would consist of a high-rise residential building with some on-site parking. Due to its location adjacent to the U of M campuses it is likely that a high percentage of residents will be students though rentals will not be limited to students.</p> <p>The <b>525,000</b> GSF building could include <b>350</b> apartments with <b>1,050</b> beds, 350 on-site covered bike parking spaces, and 100 on-site parking spaces.</p> <p>The property would have access from Church St. via one curb-cut. There would be a drop-off zone for deliveries and ride share services access along the curb in front of the building. There would be <b>approximately 4</b> surface parking spaces, with additional structured parking inside the proposed building.</p>
Design Goals:	<p>The 711 Church St. is a natural extension of the higher density development in the S. University area. The building is oriented to respect the neighboring properties to the South as well as to be respectful of, and enhance, the pedestrian experience in front of the building. The proposed building is approximately the nearby University Towers apartment building. The base of the building would have a 2 to 3-story massing that establishes a lower, more pedestrian scale street wall potentially with public green spaces and/or plazas. Parking, trash handling, and loading access are internal to the site, allowing front in and front out traffic. The project also has a relatively low parking ratio that aligns with Ann Arbor's parking and sustainability goals. (Though not wholly</p>

inconsistent with parking ratios of other similar buildings near campus).

Density. The proposed density is consistent with the current land use trends in the area. The new apartments will contribute to easing a housing shortage in the city.

Affordable Housing. The project will make a sizable donation to the City's affordable housing fund (or provide an amount of affordable units consistent with PUD zoning requirements – or some combination of the two options).

Sustainability. We are committed to providing the following sustainable design features:

- Green building/energy conserving certification.
- Green infrastructure and abundant landscaping to help reduce stormwater runoff.
- E/V charging stations for residents beyond minimum requirements.
- Solar panels to help offset energy consumption.
- Modest/Limited surface parking with the majority in structured parking
- Significantly reduced parking per unit compared to similar apartments provided outside the city central area.
- The potential for Shared mobility stations.
- Class A bicycle parking and storage well above requirements.
- An all-electric building – except for back-up systems.
- High quality, durable exterior building materials.
- New installations providing energy efficient mechanical systems and lighting, and water-saving plumbing fixtures.

Alignment with  
Master Plan:

Natural Systems (Goal C).

- Objective 1: Encourage the use of mass transit and non-motorized modes of transportation through land use design:
  - o Action Statement D: Encourage residential densities that can sustain bus transit.
  - o Action Statement H: Consider requesting developers provide on-site and off-site bicycle and pedestrian amenities to mitigate traffic impacts.
  - o Action Statement I: Modify City ordinances to allow electric and alternative fuel and recharge centers to be installed at appropriate locations.

Land Use.

- The design guidelines for multiple story buildings emphasizes that construction of multi-story buildings “minimizes imperviousness” on a site. Along those lines, our proposal will take careful consideration to ensure that “landscaping, setbacks, building design and materials” will help minimize the impact of a taller building on this site.
- Goal C:
  - o Objective 1: Encourage affordable and accessible housing units to be constructed as part of new development projects.

Central Area Land Use.

- Goal A:
  - o Objective 7: To protect and expand the supply of housing to meet the needs of a variety of individual lifestyles and incomes.
- Goal B
  - o Objective 2: To promote compatible development of...underutilized or uninviting (sites), wherever this would help achieve the plan’s overall goals.
  - o Objective 3: ...well designed multiple family residential development...particularly near campus and downtown

Thank you for your consideration of our proposal.

Sincerely,

A handwritten signature in blue ink, appearing to read 'J Bradley Moore', with a long horizontal flourish extending to the right.

J Bradley Moore, AIA  
President, J Bradley Moore & Associates Architects, Inc