

City Council
City of Ann Arbor

Thank you, Council Members, for your time reviewing our proposal. At the upcoming City Council meeting, we will not have time to present the entirety of the project background, iterations, and the substantial benefits our PUD will provide. So that you may have an enhanced understanding of the proposed project, those details are outlined herein below and in our site plan submittal package, the Supplementary Regulations, and other documents submitted as part of our PUD submittal.

The Planning Commission and City staff spent considerable time reviewing our proposal and gave us recommendations on how to improve and enhance it. We appreciated their input. Our refined PUD includes many of their ideas and many details that they had requested.

This companion booklet for the City Council, and the public, highlights key features of our PUD proposal and provides numerous justifications for approving the project. This letter outlines the overall project Vision, and why PUD zoning is needed (to align with the comprehensive plan and maximize landuse efficiency) the community benefits to the city and a review of our sustainable (and energy efficiency) strategies in greater detail. LV Collective has assembled a team of national and local experts working in unison. In addition to architecture and engineering, we have specialists in multimodal transportation, zoning and planning, attorneys, and a host of energy and sustainability leaders.

Development Vision and Building Design

Like a city conceptualizing a planning process, we also start with an overall Vision. This Vision is based on the City's need for more housing, and more importantly, to place housing at an appropriate location, and an affirmative response to context (to complement the character of the area). We also reviewed all applicable comprehensive plans and the Unified Development Code to inform the initial design phases.

Our development is sensitive to the immediate South University and campus design context as well as the adjacent changing eclectic, multifamily and single-family, neighborhoods to the south and east. Our proposal includes tiered, cascading, heights and modulated massing, to soften the visual impact and respond to adjacent context. Materials and massing articulation have been selected to emphasize human scale, and the perceived scale & mass of the building at and from the pedestrian level; as well as the scale of the building in the context of the neighborhood, defining references (with the use of materials) that relate to the height of adjacent buildings. The building orientation has been conceptualized to maximize sun access for the users, while the greatest shading of the adjacent properties to the east only occurs during the afternoons (hottest part of the day) in the hottest months of the year. The building configuration also becomes a wind barrier for neighboring buildings to the east (see the appendix for more details).

Special attention was also paid to the street-level pedestrian experience to create a vibrant and friendly street frontage. The activated and engaging sidewalk experience is enlarged with the flexibility in building placement afforded by PUD, to include public seating spaces and

Development Vision and Building Design (cont'd)

gardens/greenspace, clearer wayfinding, public art, enhanced lighting, covered exterior spaces and residential porches. The building is designed with a transparent and porous street level storefront presenting itself to the corner.

The project seeks innovation and efficiency in land use to maximize housing density which it accomplishes by breaking up the bulk & mass and reducing the building impact along the street and along property lines. This strategy is articulated by shifting the extruded components of the building edges both in plan, elevation, and roof height. To create a figure/ground relationship that permits a transition of spaces along the building perimeter in lieu of mandating a straight-line façade. Maintaining a variety in scale, width and heights, the mid-block parts of the Church Street façade are focused in breaking the building mass by layering the elevation both horizontally and vertically. The urban pattern and form are expressed by defining a strong iconic corner at the intersection of two streets, with the intent to elegantly link the adjacent neighborhood to the more urban South University character area (and transition the activity in both directions).

A transparent and porous building ground floor increases the perceived depth of the sidewalk along the window-wall front to create an active and engaged pedestrian interaction. As the pedestrian continues, the façade transitions to present a public art area and seating installation before introducing a carefully articulated line of front porches to emulate the more traditional residential feel of the neighborhood to the south.

A vehicular/service access drive along the south, off Church Street, encourages a transitional feel as well as a potential for a gathering space. At the south property line a carefully manicured landscaped buffer defines the edge to the neighbors. Along the east side of the building, adjacent to the neighboring property, the project utilizes intensive green roof planting as elevated, contemplative, landscape terraces blanketing the garage plinth between the towers and set back from building face. A graceful green wall facing the adjacent Child Development Center will provide screening from children using the playground. The residential towers are set back from this green wall above the landscaped terraces creating relief and diminishing the perceived height. (example images are provided in the appendix of this booklet).

Project Context: Location and Walkability (see renderings on p. 6):

The size, design, and height of the building supports the goal to transform the South University District to more efficient uses of land. The extended width of the sidewalk (provided by a new easement), an enhanced streetscape, and attractive windows along the street frontage will contribute to the City's goal for vibrant, pedestrian oriented streets. The design of the townhouses along Church Street, at the pedestrian level, helps provide a transition to the smaller scale residential to the south.

Project Context: Location and Walkability (Cont'd -see renderings on p. 6):

Adding density at this location increases the number of residents in the market area for nearby businesses. Our potential 1,000+ residents will add business to restaurants, shops and services that are within easy walking distance (refer to p. 11 which shows the walking distance to various destinations, many of those that are beyond a 10–15-minute walk are also accessible by bicycling, scooters or The Ride buses). The short distance and array of bus routes can also add consumer spending in the downtown and other neighborhood business districts. The design team has met with the businesses in the area, who generally have supported more residential at this location but resisted adding much in the way of additional retail.

Zoning: Why a PUD? (see p. 8):

We selected the Planned Unit Development option because it best accommodates the appropriate density and height needed to help meet the City's need for more housing with efficient land-use in a walkable location. A PUD also gives us flexibility to reduce the rear yard setback, with tactful site buffering, to allow us to increase the Church St pedestrian frontage. This allows us to accommodate a wider sidewalk to improve the streetscape and pedestrian realm. Instead of blank and flat walls, a PUD also allows us to vary the height, materials, and design to enhance the overall appearance. Other zoning districts would invoke restrictions on height and setbacks, which would not allow

collective

Zoning: Why a PUD? (Cont'd - see p. 8):

LV Collective to offer the design flexibility and other benefits provided by our PUD. These benefits go above and beyond what the City could require for a development using a D1 or D2 zoning districts. As noted in the Code,

 the benefits of a proposed PUD "shall be one[s] that could not be achieved under any other zoning classification (e.g. D1 and D2) and shall be one[s] that [are] not required to be provided under any existing standard...."

Our development team carefully evaluated other districts, especially D1 and D2. We concluded that neither of those districts would support the efficiency needed to achieve density embodying goals and strategies necessary to address the housing crisis with the livable and sustainable amenities being offered by our current project.

The amount of density proposed for the site is compatible with other buildings that either currently exist or are under construction within the South University Overlay District. There is a limit on the density that can be achieved in D1 Zoning given policies on height determination and general limitations on height and placement therein. Our PUD provides housing to meet the needs created by increased student enrollment and those who work in Ann Arbor and prefer an urban environment. Density at a proper location, such as the Church Street site, helps avoid urban sprawl and its negative impacts (i.e. auto traffic, emissions, inefficient infrastructure) as

Zoning: Why a PUD? (Cont'd - see p. 8):

well as being adjacent to existing developments of similar scale and use. The PUD is strategically placed on the edge of the university campus and urban core to take advantage of the dense pedestrian street network and other community transportation options.

Zoning: Meeting the PUD District Standards (see p. 9):

Planned Unit Developments (PUD) are allowed in the Zoning Ordinance as a development option. The idea of a PUD is that it allows a development to be tailored to the specifics of the site. Our project uses this flexibility to offer density and height with a unique building design to help add visual interest when viewed both from the street or from a distance.

The following section notes the PUD District Standards and how we meet or exceed those standards.

 The use(s), physical characteristics, design features, or amenities proposed shall have a beneficial effect for the City, in terms of public health, safety, welfare, aesthetics, or convenience, or any combination of those impacts, on present and potential surrounding land uses. The PUD allows us to design our project to fit the site, vary the design, and offer features that would not be achieved using the constraints of another zoning district. The project seeks innovation in land use to maximize housing density and allows the breaking up of the bulk & mass and relieves the building impact along the street and along property lines. This strategy is articulated by shifting the extruded components of the building edges both in plan, elevation, and roof height. The project promotes high quality standards for denser uses, livability, walkability, and compatibility within the evolving surrounding context.

The Supplemental Regulations shall include analysis and justification sufficient to determine what the purported benefit is, how the special benefit will be provided, and performance standards by which the special benefit will be evaluated.

The Supplemental Regulations have been refined with constant communication with City staff and refined again at the Plan Commission meeting. We believe the combined features will raise the bar for future PUD projects in the area. The proposal includes several performance-based metrics, especially for sustainability.

• Safe, convenient, uncongested, and well-defined vehicular and pedestrian circulation within and to the district shall be provided and, where feasible, the proposal shall encourage and support the use of alternative methods of transportation.

Zoning: Meeting the PUD District Standards (Cont'd - see p. 9):

Our location is within easy walking and bicycling distance to the University of Michigan, shops, restaurants, parks, transit stops and other nearby destinations (see the map in the booklet). The project includes more than ten times the required bike parking, including parking for e-bikes and cargo bikes. Bike parking has been allocated for both tenants and visitors. The on-site parking for vehicles has been limited, with tenants being required to pay extra for a parking space ("unbundled parking") to help reduce the parking demand. We have also provided double the number of required parking spaces with electric chargers at the time of building commissioning!

Based on our location and overall design, our traffic impact study predicts that only 10% of the travel during peak hours will be related to people driving (see page 11). This reduces the impact on emissions, congestion, safety and parking demand. We have also considered design attributes to accommodate demand for deliveries, off-street ride-hailing, and even on-site loading during key tenant days.

Community Benefits: Energy Efficiency and Sustainability (see p. 12-14)

The PUD section also says, "Economy and efficiency of ... energy" and this to is an example of a beneficial effect that could not be achieved (i.e. is not required) by another zoning classification. LV Collective is committed to addressing the goals of A2Zero Climate Action Plan and other sustainability

strategies. Our petition offers LEED Gold certification, Top Energy Star scoring, integrated solar and geo-thermal renewable energy sourcing, and Passivhaus strategies. Our project will be primarily electric with design towards a transition to all-electric when the power grid can accommodate the remaining electrical building load.

DTE has a commitment to provide 15% renewable energy to the grid. This project's agreement through Rider 17 "MI Green Power" will increase this amount by 85%, to achieve a 100% renewable electric sourcing.

A list of the energy and sustainability features is detailed on pages 12-14. Energy features are also described in the PUD Supplemental Regulations and other submittal materials.

Conclusion

LV Collective is seeking approval of a Planned Unit Development for this site, with all of our related submittal materials, and approval of the accompanying site plan. If you have questions on our submittal, the booklet or other materials, we will be happy to answer any questions at the City Council meeting.

We are excited to work with the City to set a new standard for sustainability for new developments in the City. If approved, we will continue to work with the City's administration on the design as we move through the final design process and into the construction process.

Most sincere gratitude, From LV Collective and the 711 S. Church St team

TABLE OF CONTENTS

LV Collective Overview	p. 1
Project Team	p. 2
Development Vision	p. 3
Project Context: Location and Walkability	p. 6
Project Context: Building Height	p. 7
Zoning: Why a PUD?	p. 8
Zoning: Meeting PUD District Standards	p. 9
Community Benefits	p. 10
Promoting Multi-Modal Travel	p. 11
Energy and Sustainability	p. 12
Appendix	p. 15



LV COLLECTIVE

LV Collective ("LV") – headquartered in Austin, TX – is a developer of multifamily and student housing projects across the U.S.

LV develops, builds and operates bestin-class, institutional quality assets. LV and its professionals have developed and operated assets in over 40+ markets in the U.S.

LV delivers projects that are experiencerich, and thoughtfully designed with sustainability-oriented features.



LV COLLECTIVE HAS ASSEMBLED A GREAT TEAM OF NATIONAL AND LOCAL EXPERTS AS SHOWN BELOW



Entitlement Liaison: J. Bradley Moore & Associates Architects, Inc.



Civil Engineer: Midwestern Consulting LLC



Architect: **OZ Architecture**



Building systems integration: Diligent Design Group



Solar Consultant: Verde Solutions



Geothermal Consultant: Geothermal Innovations



Sustainability & Energy Consultant: US Ecologic



Planning & Traffic Engineering: C2G Cincar Consulting Group

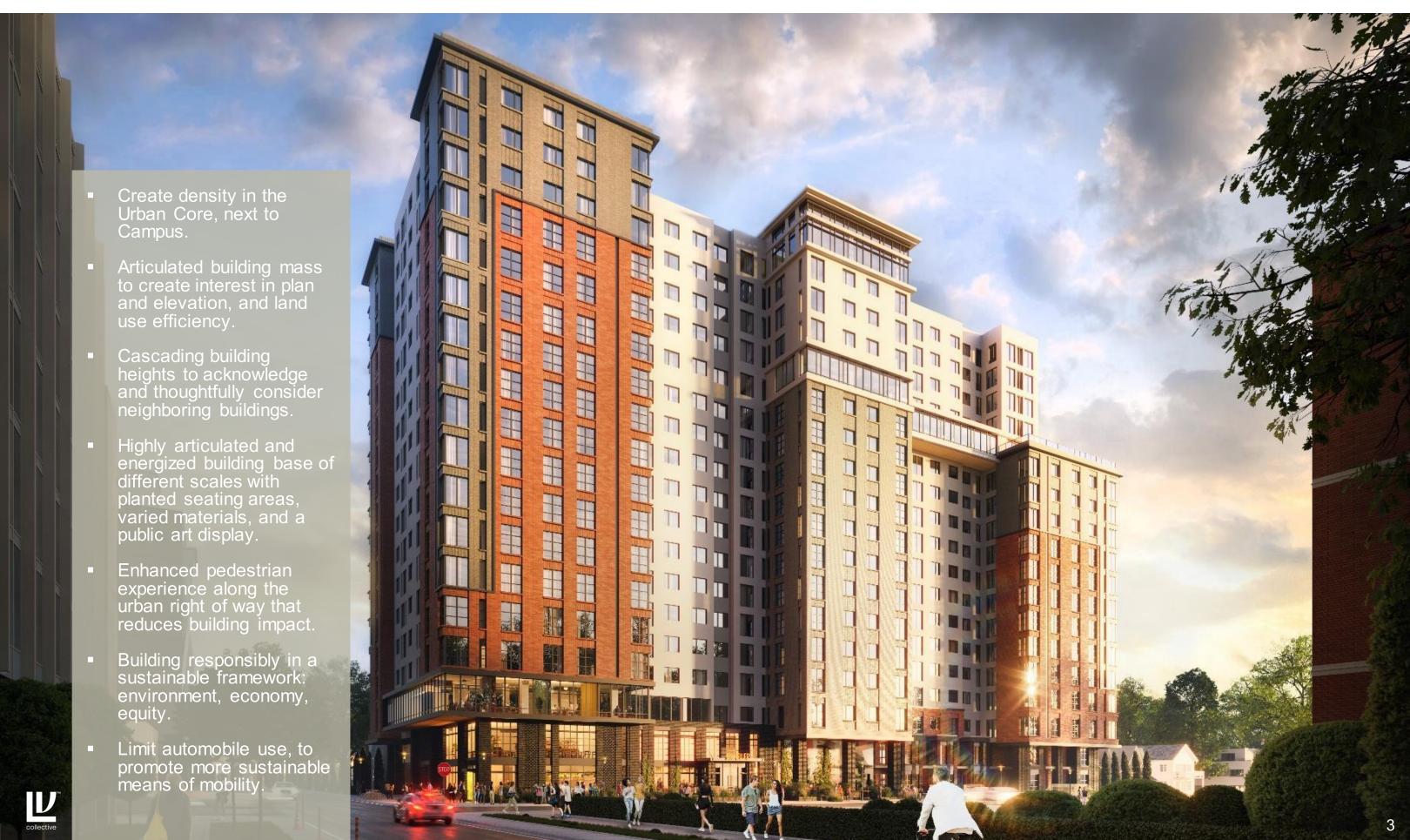


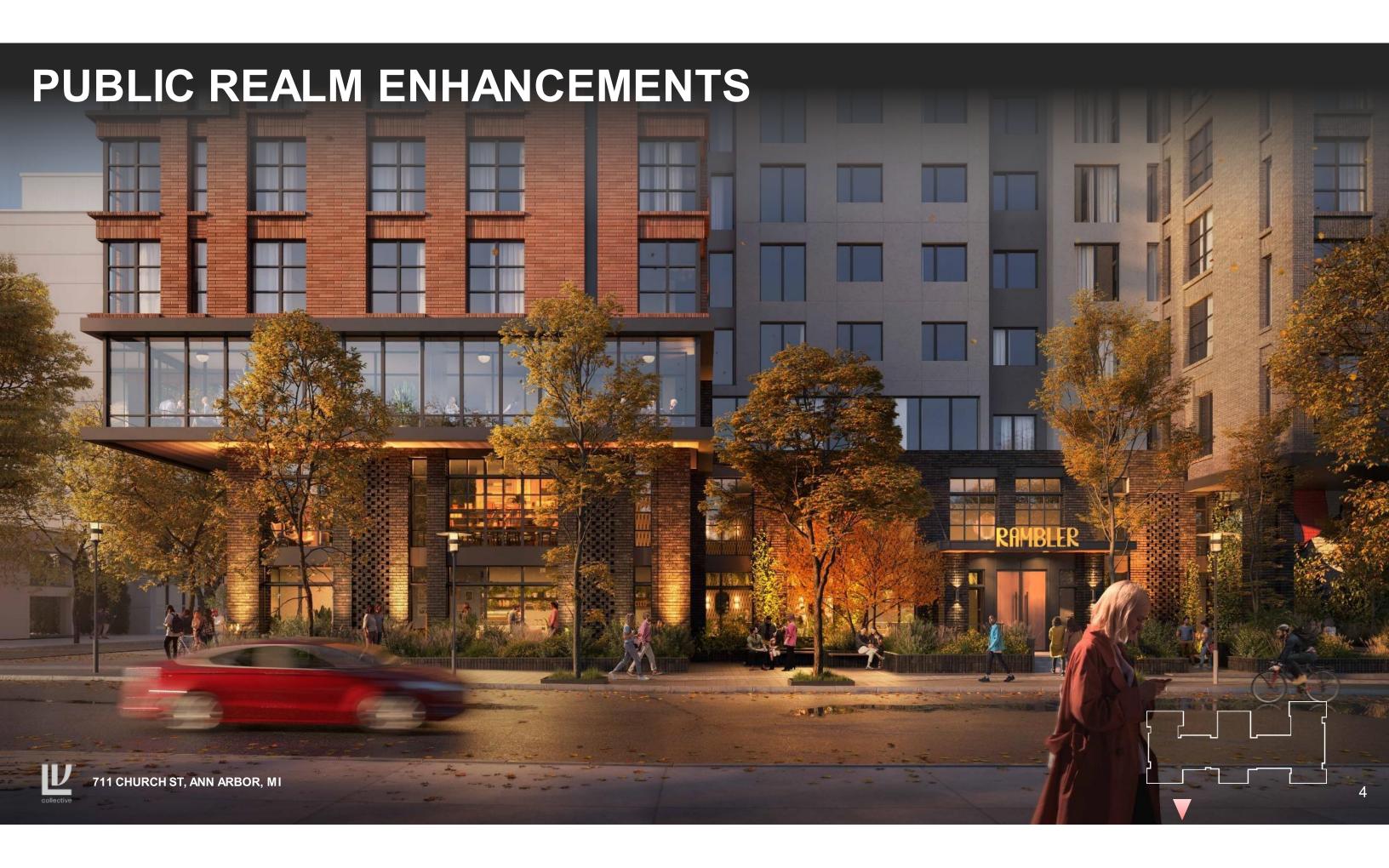
Landscape Architect: Site Design Group

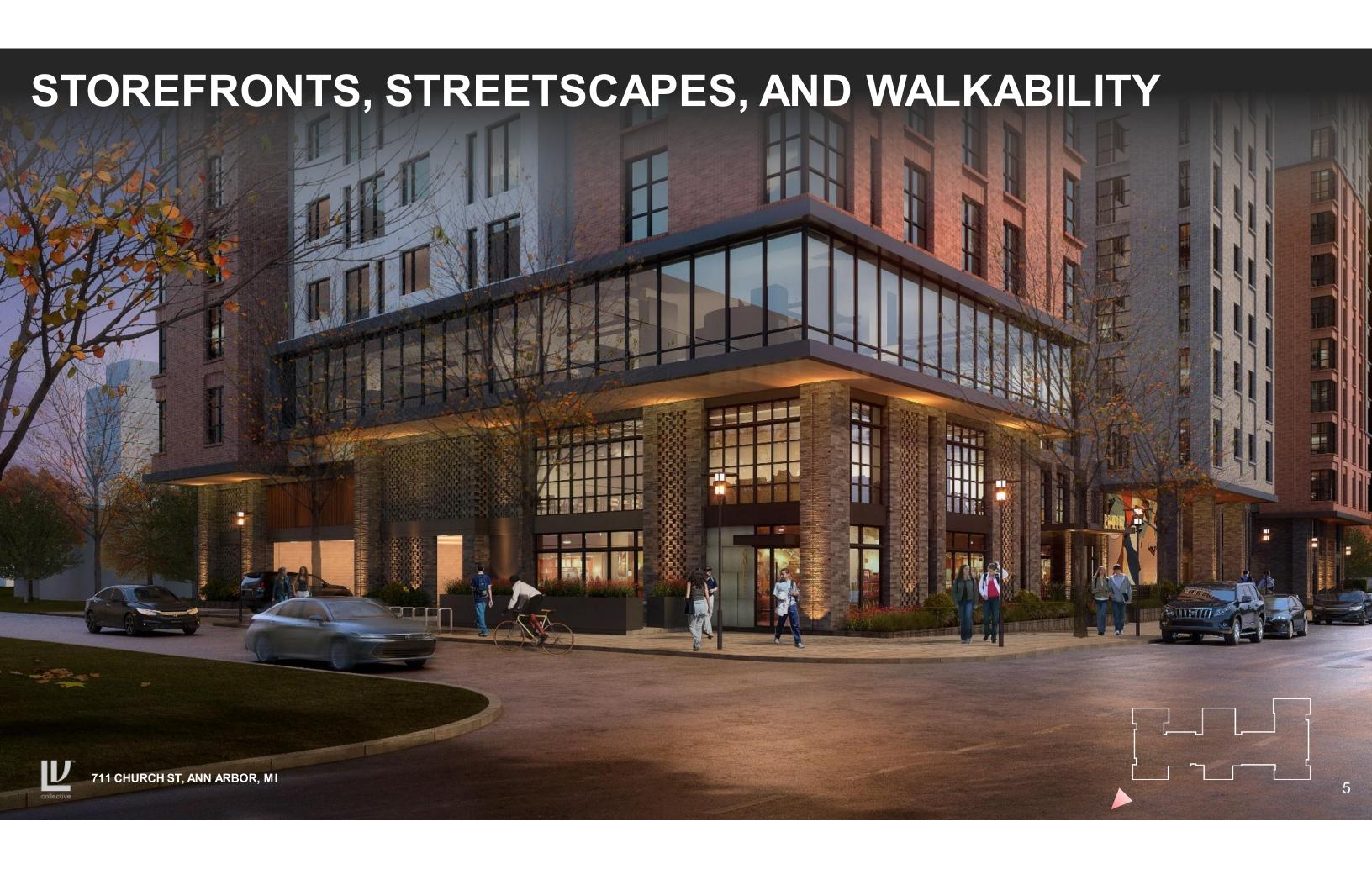


Interior Design: Variant Design Group

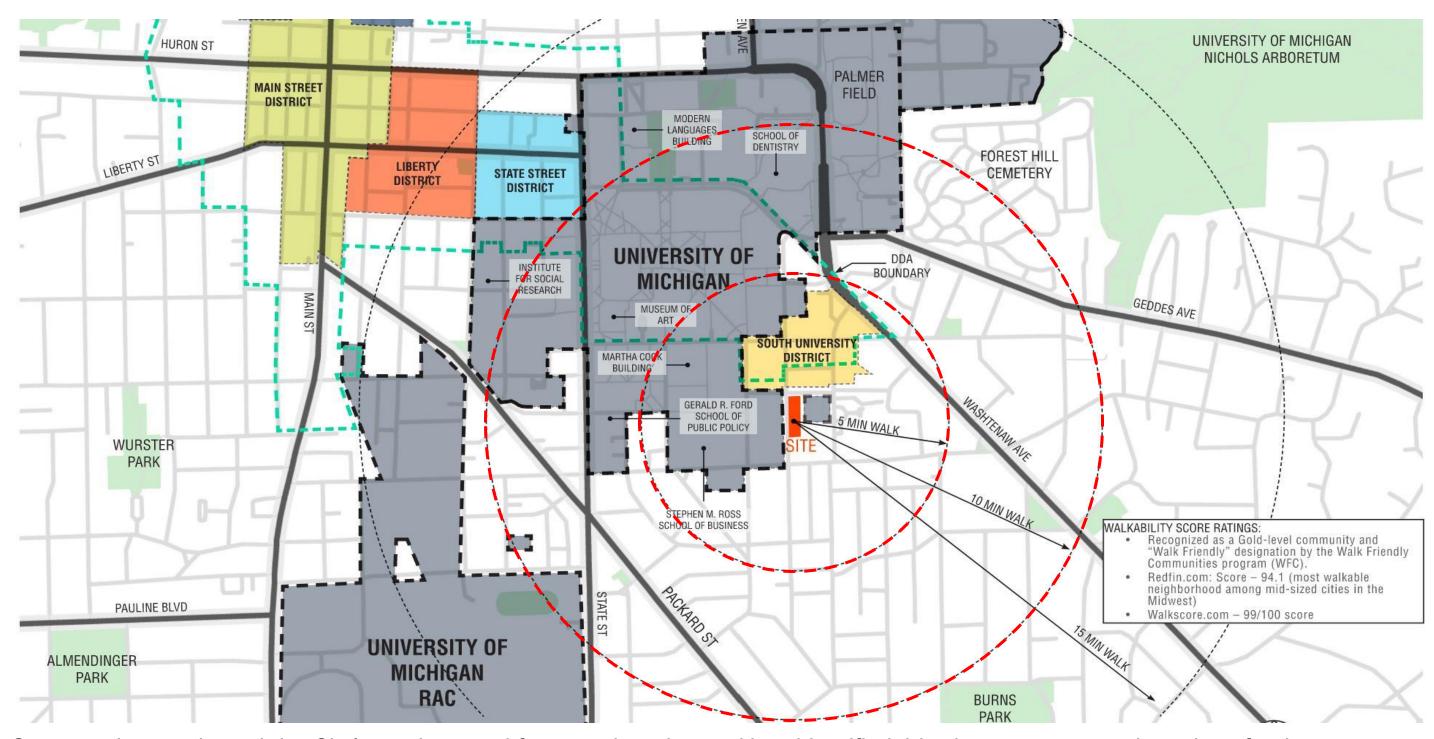
DEVELOPMENT VISION







PROJECT CONTEXT: LOCATION & WALKABILITY

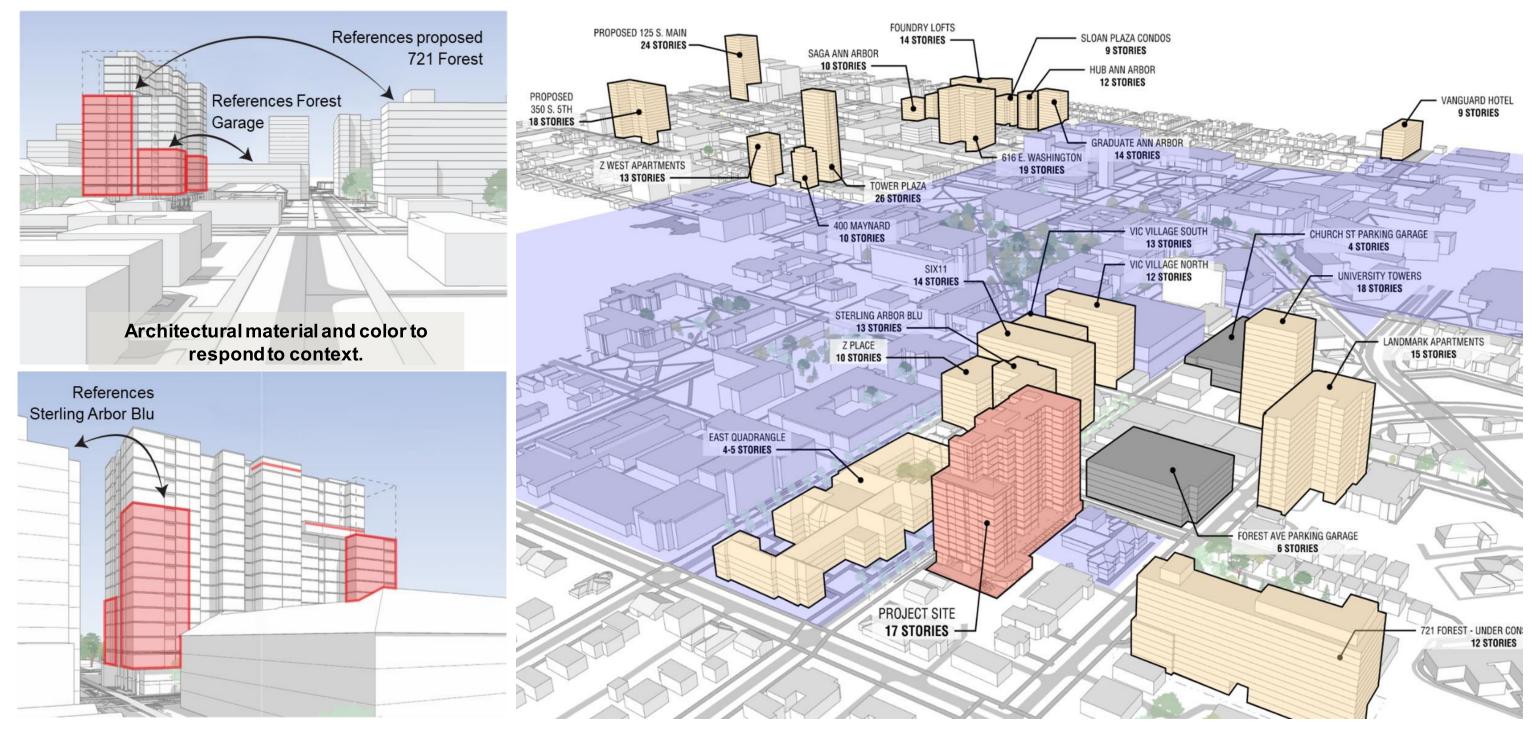


Our team has evaluated the City's market need for more housing and has identified this site as an appropriate place for the most-efficient land-use and adjacent to like- uses and intensities for housing can best be accommodated.

Our site is proximate to the University of Michigan, shopping, entertainment and other nearby destinations. We have convenient access to several transit routes, bikeways and pedestrian connections. The map above shows how many destinations are within a 5-to-10-minute walk of our site. There are even more locations that are easily accessible when bicycling or using transit.



PROJECT CONTEXT: BUILDING HEIGHT



Building heights in the area vary from 2 stories to 18 stories and many newer tall buildings abut shorter buildings. There are many mid-rise buildings in the area as shown in the illustration above. As shown on the left our building height and articulation has been varied to help complement the character of the area. The height of the building has been stepped down towards the south to help provide a transition to shorter buildings to the south (Hill St).

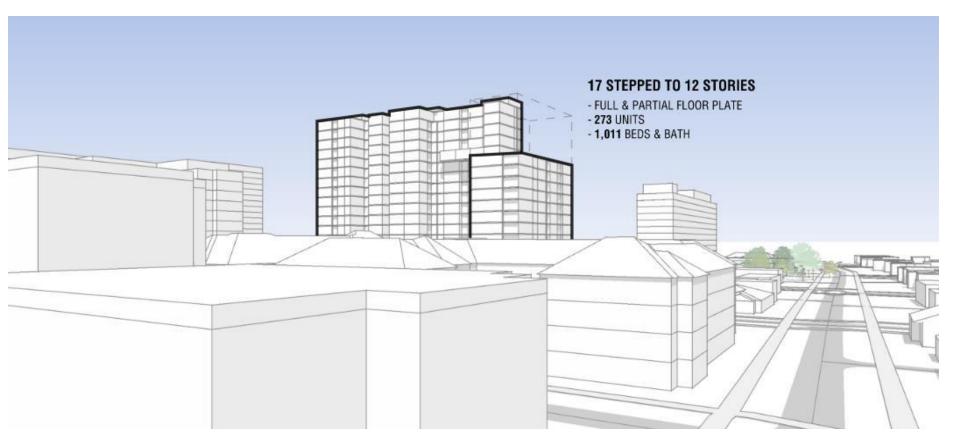


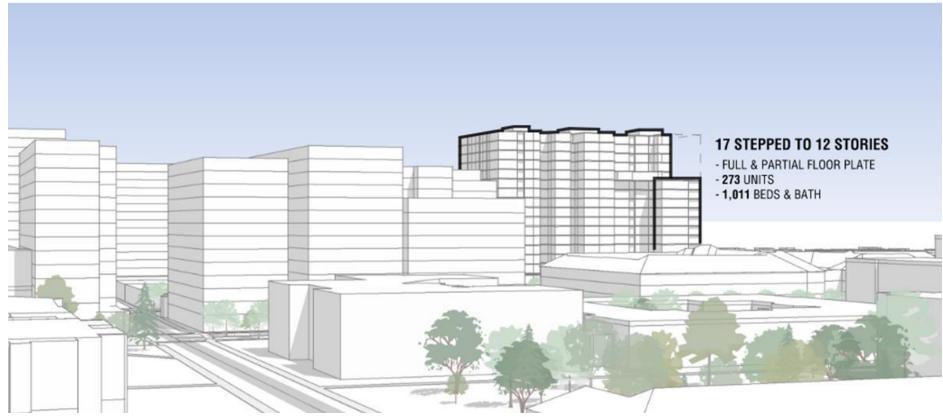
ZONING: WHY A PUD?

We believe that the benefits with our PUD justify our density and height of this building. We have revised our plans to reduce the overall height from the original proposal presented at the PUD presubmittal meeting at Planning Commission, broken up the massing, and added architectural features to reduce the overall visual impact.

The development team carefully evaluated other districts besides the requested PUD, including the D1 and D2 zoning with the South University Character Overlay. The only way that this project can work is with the additional density that the PUD district design articulation would permit. Encroaching in the rear yard setback allows us to increase the public realm space in the Church St frontage. We believe that the design is consistent with the South University area, which is rapidly being transformed with new high-rise buildings.

The amount of density proposed for the site is compatible with the City's goal of having a denser Downtown. The PUD allows us to offer features and public benefits that would not be achievable using another zoning district (refer to p. 10-14).





ZONING: MEETING PUD DISTRICT STANDARDS

Flexible Design is Necessary: This high-density project requires the flexibility allowed by the PUD ordinance in site placement, height, and design. The urban pattern and form of the building is expressed by defining a strong iconic corner at the intersection of two major streets, with the intent to elegantly link the neighborhood to downtown and transition the activity in both directions.

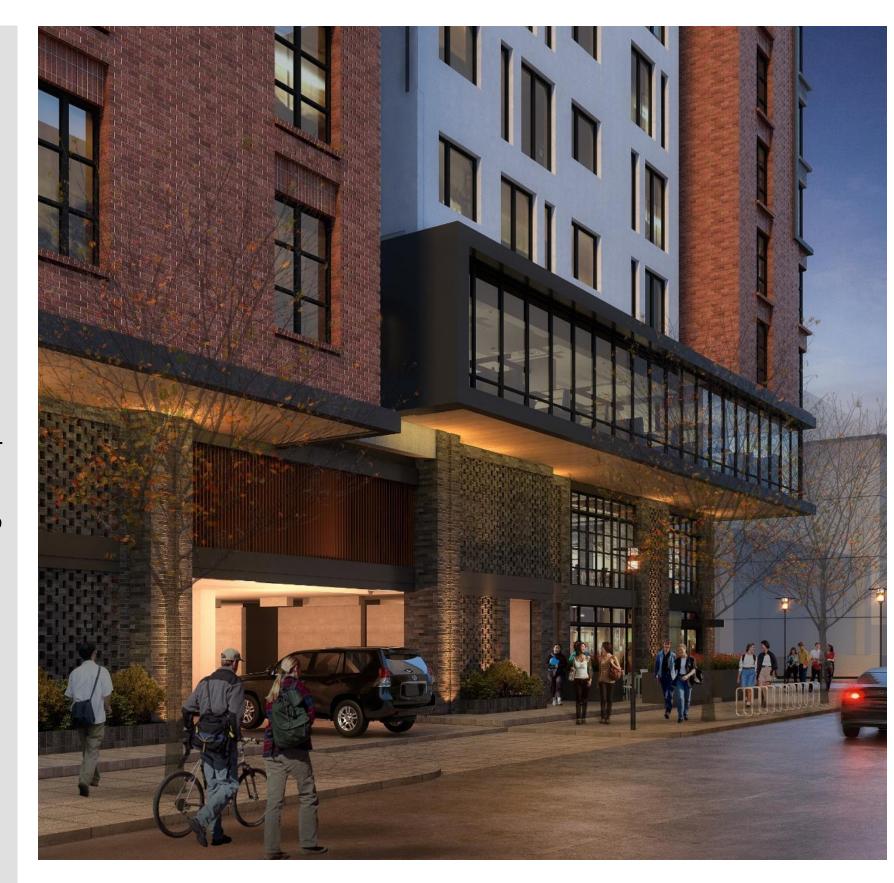
Innovative and Variety of Design: The project seeks innovation in land use to maximize housing density by breaking the bulk & mass and reducing the building impact along the street and along property lines. Our building will complement the character of the area, introduce a vibrant street life, and has given thoughtful consideration impacts of shade and wind.

Efficiency of Energy: The project is designed and engineered in pursuit of A2Zero Climate Action Plan goals, by promoting inevitable allelectric building technology and minimizing natural gas supplement. We focus on reducing energy use, provide renewable power sources and utilize LEED and passive house design strategies to accomplish significant reductions to our carbon footprint and maximized building system efficiency (as detailed on pages 12-14).

Expansion of the Supply of Affordable Housing: We are providing a contribution over and above the requirements for affordable housing. This contribution can be used to match other housing to expand its impact.

Expanding the Residential Density to Support Existing

Businesses: We are adding significant density within walking distance of many local businesses that were negatively impacted by COVID-19 and the shift to online shopping. Business representatives have stated that these additional residents will be a welcomed addition to the area.

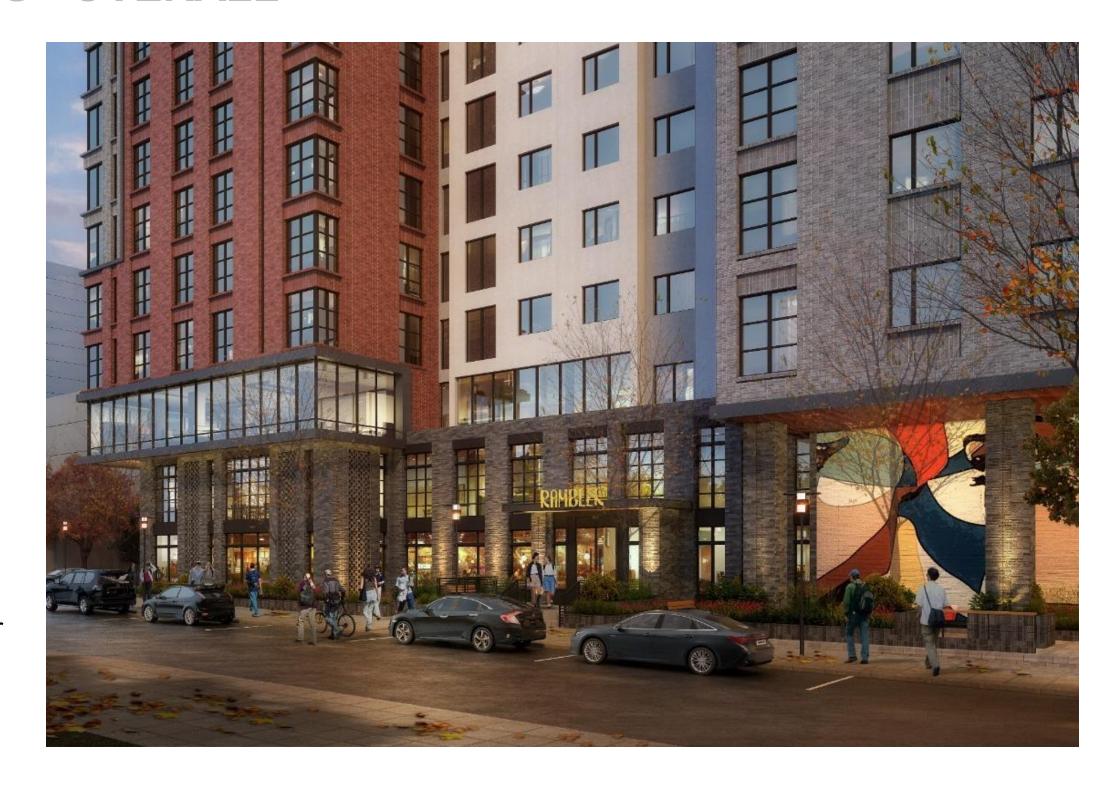


COMMUNITY BENEFITS - OVERALL

Our project provides many benefits that would not be required under a different zoning district.

Those include:

- Highly efficient land-use (962% FAR/ 95 walkability score)
- Promoting multi-modal travel (see next page)
- Performance based screening on the east and south sides (see appendix for details)
- Contributing \$250,000 to the DDA for Public Restrooms in the Downtown
- Contributing costs equivalent to 17% of the units, \$7,251,000, to the Affordable Housing Fund
- City Park Fund contribution: \$620 per dwelling unit
- Estimated Annual tax base: \$4,986,221
- Public Art (as shown): Public involved in Design process, min \$50,000 artwork value



COMMUNITY BENEFITS: PROMOTING MULTI-MODAL TRAVEL

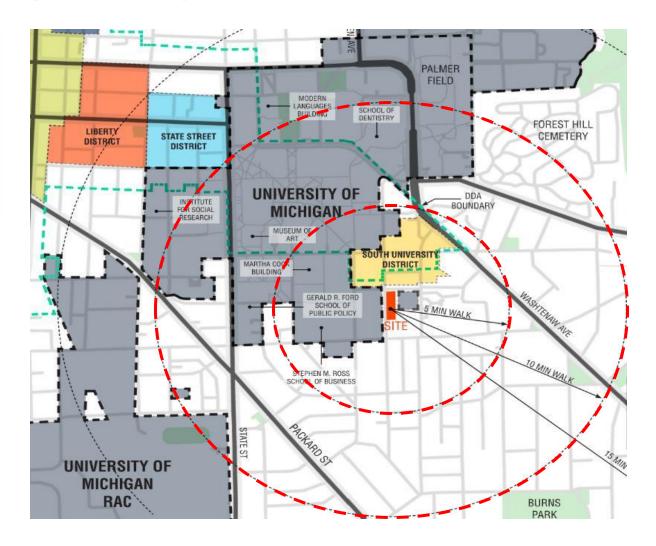


Over 90% of the peak hour person trips will be walking, bicycling, new mobility, and transit.

Our project includes the following multi-modal benefits:

- 19-foot and greater setbacks (incl sidewalk easement)
 from curb promotes pedestrian activity
- On-site reserved spaces for "ride share" and delivery vehicles to reduce congestion
- Exceed bike parking 10 times with 2 bicycle parking per unit, incl cargo and e-bikes + 10 for visitors
- Covered bike parking included onsite for tenants + public bike parking
- Unbundled tenant parking
- Double required EV parking (20% of parking)

Site plan separates loading, deliveries and ride-hailing services to help minimize the impacts on pedestrian and bicycle travel along the streets.



		AM Peak Hour		PM Peak Hour					
		IN	OUT	TOTAL	IN	OUT	TOTAL		
ITE Vehicles		7	13	20	34	34	68		
ITE Pedestrians		19	137	156	96	109	205		
Vehicle Occupancy		1.13	1.09		1.15	1.21			
Adjusted Trips for Vehicle Occupancy									
Person Trips – Vehicle	22%	8	14	22	39	41	80		
Person Trips - Walk	78%	19	137	156	96	109	205		
Person Trips - TOTAL	100%	27	151	178	135	150	285		
Projected Trips based on Modal Splits									
Person Trips – Vehicle	9.2%	2	14	16	12	14	26		
Person Trips – Walk	88.8%	24	134	158	120	133	253		
Person Trips – Bicycle	2.0%	1	3	4	3	3	6		
Person Trips – TOTAL	100.0%	27	151	178	135	150	285		

COMMUNITY BENEFITS: ENERGY AND SUSTAINABILITY



Holistic sustainable design incorporated throughout the project.



The development team is committed to the goals of the A2Zero Climate Action Plan and other Sustainability goals set forth by the City.

The project has been designed and engineered to transition from "primarily electric" to "all-electric" with minimal equipment replacement in pursuit of an all-electric building utilizing the available 100% renewable power resources provided through DTE.

Key features of our sustainability benefits are listed to the right.





Independent **LEED Multifamily Midrise Gold Certification** to contribute to the City's goal of achieving carbon neutrality and green rental housing.



Advanced exterior envelope incorporating PassiveHaus principles such as thermal breaking, high quality insulation, heat recovery, and airtight construction details.



Integrated Renewable energy technologies including solar power with a minimum capacity of **125,000 kWh/year of onsite solar power** production.



 Geothermal HVAC Systems: HVAC ground source heat pump heat exchange technology (8% of energy use).



• Heat Pump Water Heaters & Boilers and the latest in total Energy Recovery Ventilators (ERV's) to **conserve building energy use**.



Passive wellness provided through above code ventilation, low emitting materials, and amenity and outdoor spaces promoting mental health



All-electric building systems supplied by **electric-only power** from 100% renewable resources through MiGreen purchase agreement.





 Recycling on Site with dedicated chute and compactors. Adequate space identified on-site for future municipal composting services.



Water efficient fixtures saving more than 35% potable water vs a code-designed building.

12



Carbon-conscious materials selection with preference for **locally sourced materials** and those reporting Environmental Product Disclosures.



Resilient Design intended to provide useful life for 100 years of housing.

711 CHURCH ST, ANN ARBOR, MI

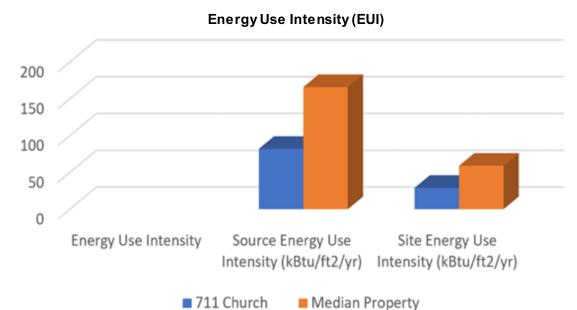
COMMUNITY BENEFITS: BUILDING ENERGY METRICS

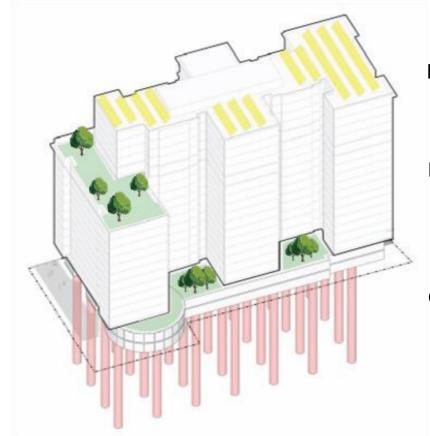


- Energy Use Intensity (EUI) = 29 (kBtu/ft²/yr) vs LEED limit 41/median 65
- Green House Gas (GHG) Avoidance: 2000+ metric tons avoided vs ENERGY STAR median benchmark
- 3,675 kWh used per person per year: exceeds Passive House benchmark
- 1,119,990 kWh of building energy savings per year!

 ((4,785 kWh national avg person/year 3,675 kWH person/year) x 1,009 residents)

 Source: 2021 US Census Data and 2021 EPA Data
- Energy Star: Top percentile performance of 100 Energy Star Score



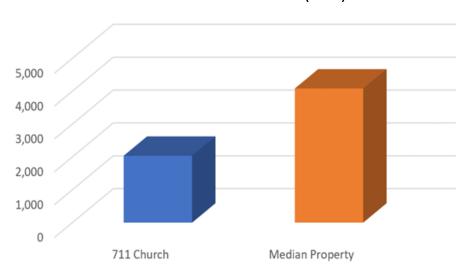


Rooftop Photovoltaics

Passivehaus Skin

Geothermal Wells/Cylinders

Total Greenhouse Gas (GHG) Emissions

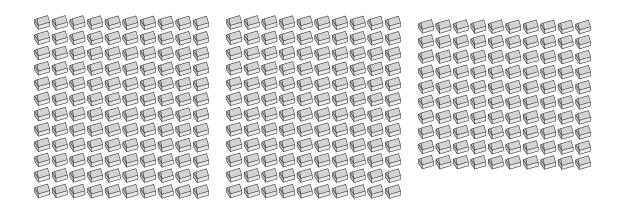


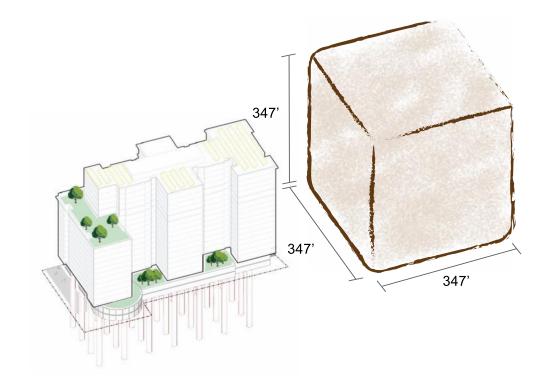
COMMUNITY BENEFITS: CARBON FOOTPRINT REDUCTION



2,579 metric tonnes of CO2 avoided annually from baseline equivalent properties.

- Saving over 1 million kWh per year reduces our carbon footprint by 2,579 metric tonnes of CO2.
- That's equivalent to a cube of CO2 gas 347ft long in each dimension every year!

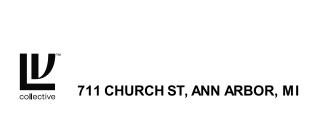




- That is the combined CO2 footprint of 336 avg American homes each year.
- Our 1,000+ students would otherwise occupy hundreds of apartments or houses.
- Our project avoids adding carbon footprint compared to if this equivalent density was spread across the region.

• The project carbon reduction is equivalent to what 3,011 acres of U.S. Forest could sequester <u>each year</u> (as shown on the right).

Source: https://www.epa.gov/energy/greenhouse-gas-equivalencies-calculator







COMMUNITY BENEFITS: DESIGN ENERGY AND EMISSION RESULTS

Design Energy and Emission Results	National				
Metric	Design Project	Median Property	Estimated Savings		
ENERGY STAR Score (1-100)	100	50	N/A		
Energy Reduction (from Median)(%)	-50.1	0	N/A		
Source Energy Use Intensity (kBtu/ft²/yr)	82	166	84		
Site Energy Use Intensity (kBtu/ft²/yr)	29	59	30		
Source Energy Use (kBtu/yr)	35,077,339	70,350,703	35,273,364		
Site Energy Use (kBtu/yr)	12,527,621	25,125,254	12,597,633		
Energy Costs (\$)	495,667	994,104	498,437		
Total (Location-Based) GHG Emissions (Metric Tons CO2e)	2,034	4,081	2,047		

Source: ENERGY STAR Portfolio Manager

BUFFERING EAST / BUILDING TREATMENT

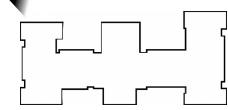


IVY (EARLY PLANTING)



IVY (MATURE)

Along the east side of the building, adjacent to the neighboring property, the projects creates elevated contemplative intensive green roof terraces sitting over a plinth that conceals the garage. The building face of this plinth will be choreographed with a graceful green wall as a backdrop for the Child Development Center, softening the building façade. The residential towers set back from this green wall over the terraces creating relief and diminishing the perceived height.





C.L.U.B./SCREENING







HEDGE





EVERGREENS

Negotiated neighboring landscape buffer to provide sound and visual screening for service or event oriented on-site use.



CIRCULATION & DROP-OFFS

EXHIBIT F. CIRCULATION & DROPOFF



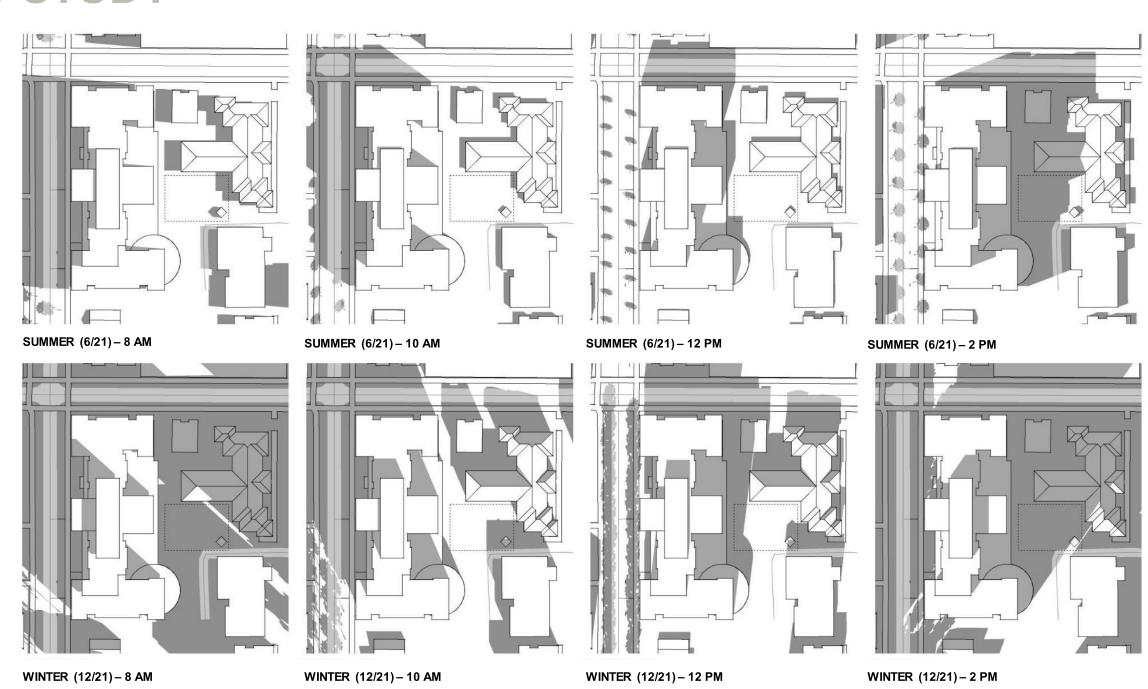
Our access points on Willard and Church Street have been designed to minimize conflicts with pedestrians, bicyclists and vehicles. We have provided drop off zones and circulation for Amazon, UPS, and food deliveries.

SOLAR & SHADOW STUDY

Site architects spent considerable time considering solar needs and shade impacts on nearby buildings.

This illustration shows a shade study for various times of the year and the day. The greatest shading of the adjacent properties to the east occurs during the afternoons (hottest part of the day) in the hottest months of the year.

The building orientation has been conceptualized to maximize sun access for the users, as well as minimizing the shadow impact to neighboring buildings.



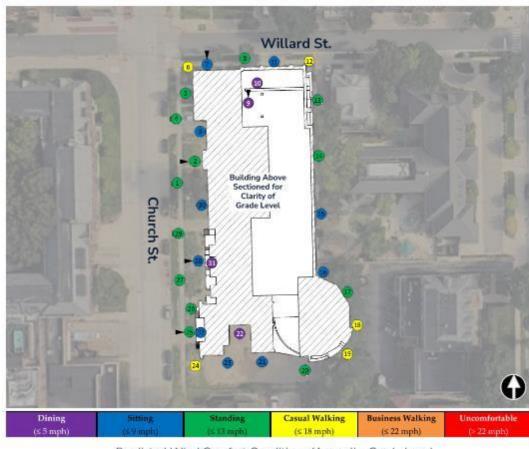
711 CHURCH ST, ANN ARBOR, MI

WIND SENSITIVITY

The height of our building was also influenced by considering the impacts of wind.

Wind tunnel testing was used as part of the process to determine the levels of pedestrian levels of comfort in and around the building including the pedestrian experience. Height and building design mass were studied as shown on the photos to the right.

As a result of the testing, the building mass shows that it will be a wind barrier for neighboring buildings to the east.



Predicted Wind Comfort Conditions (Annual) - Grade Level







21