

# Silver Lakes

An Early 20th Century-Inspired Housing Complex



**DEVELOPMENT URBAN REDEVELOPMENT AREA (DURA)  
W. WASHINGTON ST. GATEWAY  
CHARACTER AREA 1 & 3**

2014

by

Parallel Housing, Inc. and The Woda Group, Inc.  
Downtown Development Authority of Madison

# Silver Lakes – Senior Housing

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## Existing Conditions

This proposal relates to a 3-acre tract, a portion of the former “Erwin Trailer Park” and the historic Turnell House backyard, assembled by DDA and subdivided to create a tract facing the secondary street. The corner parcel, .420-acre tract, is part of the redevelopment proposal and is served by the driveway easement with the other two frontage lots.

## Redevelopment Proposal

In accordance with the Urban Redevelopment Plan: Overall Area Development and Buildout plan (p58-59), development proposals for Character Area 1 & 3 are to aim to retain lower-scale historic development on Hwy 83 and for higher density having a historic multi-family appearance. The potential investor worked with the URP Committee and staff to devise such a plan, accomplishing their goals while meeting both of these community objectives.

To incentivize development, cooperative efforts, and creative solutions in an area of slum and blight conditions, proposals within the URP may utilize alternatives standards which may not comply with one or more regulations in the community. However, all proposals are evaluated utilizing a shared benefits approach, similar to our planned development districts.

### Developer

### Community

Item 1 Purchase Agreement	Purchases two lots evidencing slum and blight conditions and develops in tandem, receiving supporting Resolution with preferred status	Assures development in an area of disinvestment and finite investment and construction schedule (24 months completion)
Item 2 Development Agreement	Rehabilitates a historic residence as leasing office within Opportunity Zone, receiving job tax credit eligibility	Requires full rehabilitation of historic resource, meeting all HPC requirements and expectations
Item 3 Land Use Commitment	Seeks flexible but controlled zoning - PRD, removing rear non-historic building from Historic District post-construction	Amends URP Plan, clarifying use, footprint, and site design to integrate with leasing office
Item 4 TDR Program Pioneer	Purchases development rights, increasing on-site density and engaging in off-site conservation [Pilot Use of TDR Ordinance]	Benefits from four permanently conserved trail locations, protecting 25 acres of greenspace including riparian areas and hardwoods
Item 5 Connectivity	Integrates shared easement and installs a 10' trail and landscaping along drive from Fifth St. to Wellington Park, increasing connectivity	Secures a portion of the trail system, improving accessibility and safer ingress to park for the Gateway and the Canaan Neighborhood

