

What: Madison Dairy redevelopment steering group meeting
when: 7-9PM, Monday, Oct. 13
Where: Constellation community room, 10 N. Livingston.

attendance staff/officials/dev. team

steering group committee

public attendees

David Waugh - Committee chair

Anne Katz, Sidney

Laura Simkin, N. Thornton

Alder Ledell Zellers

Pat Heck, N. Blount

Oscar Daley

Heather Stouder-city planning

Deborah Boehm, E. Dayton

Richard Linster, Sidney

Helen Bradbury - Stonehouse

Kristen Tomaszewski, Ingersoll

Curt Brink, E. Wash business owner

Rich Arneson - Stonehouse

Jeff Reinke, Curtis Ct

Nick Balazs

Melissa Huggins - Frank Prod.

Patty Prime, Sidney

Jessica Becker

Herb Frank - Frank Prod.

Shaun Abshere

Larry Frank - Frank Prod.

John Belknap, Curtis Court

Charlie Goldstone - Frank Prod.

Pat Kelly, E. Mifflin

John Lichtenheld - Schreiber Anderson

David welcomed all and announced that Patrick Heck is the new TLNA Development Committee Chair. For continuity David will stay on as Co-Chair of this steering committee with Patrick.

Rich Arnesen reviewed the Capitol Gateway Corridor Plan and its core development principles. This site is in Urban Design District 8. Initially they thought they would have to go through the Planned Development process, but since their proposal now fits with the zoning text, they don't need rezoning, hence no PD is necessary. They have worked on their revised plan with Heather Stouder from City Planning so that they now fit the Conditional Use Permit criteria. That will allow housing and the concert venue, as well as the office space they will seek approval for later. They have met all the UDD 8 guidelines.

Alder Ledell Zellers defined Conditional Use Permits, including that because of the need for a CUP, the neighborhood gets a chance to weigh in on the project, as well as the Urban Design Commission. The Plan Commission will also vote and have continuing jurisdiction after the project is built. Planning staff will write up a report on any conditions, make a report to Plan Commission and give viewpoints on each condition. Plan Commission will also need to act on the demolition component of the project.

Pat Kelly asked who was on the PC other than alders. Ledell explained that the others are citizens appointed by the Mayor, approved by the Council, who have skill sets related the job. Their names are available on the City's website.

Heather mentioned that The Galaxie project was a CD whereas The Constellation was a PD because it went through the process prior to the zoning code being rewritten.

Helen Bradbury and Rich reviewed more of the current proposal. The housing will now all be part of Phase I and will be 100 total units of affordable housing. They have reoriented the parking structure, creating a larger, two-way mid-block alley that will be more of a street. The alley-side housing is more activated and will include 1-story "maker-space"/artist studios. There will be 4 levels of parking in the parking structure fronted by 6 floors of office space on E. Washington. Three floors of office space will be on top of the parking garage. The structure will have 260 parking stalls shared by the office space during the day and the concert venue during the evening. Retail will be on the first floor of the office building, including a restaurant that will interact with the music venue.

They will make an information presentation to the UDC on Wednesday with a formal presentation in November.

Shaun Abshere asked why they couldn't do underground parking. They responded that it wasn't feasible due to the water table on the isthmus, so they will be going down only about 4.5 feet. There will be 106 parking spots under the housing for use only by the tenants.

Pat Kelly asked how far back the buildings would sit from the sidewalk; they said 15' from the interior sidewalk edge.

They mentioned that Phase II is still TBD, but they have to purchase the entire block other than the Car-X building, which is not part of the parcel. The CU process will not include Phase II; that will be a separate process once they decide what will go there.

Rich said that 6-stories of office space is what they expect can be leased and that they are talking to some tenants. The amount of space will support the parking ramp size.

Shaun Abshere asked if they planned to have cell antenna on the rooftop. They said there were no current plans, but it was possible. It was mentioned that cell antenna usually have to be fairly well matched to a building's materials, etc., so they aren't very visible.

Heather was asked about the definition of traditional employment, which is what the zoning specifies. She explained it was a relatively wide-open category. She added that the music venue though requires the Conditional Use as does the parking, which is below the required amounts for the venue. She noted that the grocery at The Galaxie also required CU.

Question: when people come to a music event, where will they enter? They will enter the parking garage on Brearly and then walk into the venue via the courtyard on E. Washington.

Helen Bradbury described the affordable housing component and Stonehouse. They have 8 developments in Dane County and 28 total throughout the State, including City Row, Park Central and the Madison Mark. They do not do cookie-cutter work and will try to fit in the neighborhood. The final look of the housing will be determined by the neighborhood and via the CUP. They plan to

start construction in summer 2015 and will take 11 to 12 months to complete. It will be officially "Green Built" and Stonehouse will make a minimum 30-year commitment to keep and manage the property.

To live in the housing, renters need to make at most 60% of Dane County Median Income, which is about \$17/hour or about \$34k/year if one person. A 1-bedroom will be \$810 as compared to a market rate of over \$1200. Once a renter qualifies and rents, they do not have to re-qualify each year, i.e., their income can increase above DCMI without penalty. An apartment cannot be full of students, but for example, one of a couple could be a full-time student. Their tenants in the project behind Hilldale are 12% retired, 18% with minor children. Others include daycare workers and health care workers. They propose 12 3-bedroom apartments, so hope families will live there. They screen residents for criminal records and do not have a lot of evictions or police calls.

The housing will feature solar panels, Energy Star appliances and the building envelope is highly insulated. Garage can be unheated due to the high insulation. Each unit will have a washer drier and there will be a community room and fitness room. Both buildings will have porches on E. Mifflin. They will follow the CGCP requirement for a 30-degree setback for the 4th floor of the housing. There will 15 units set aside for tenants with physical disabilities; they partner with Movin' Out, Inc., which provides services for those with physical disabilities. Those renters will also have housing vouchers.

The first floor of one of the two housing buildings will be commercial.

Question: Could they use pitched roofs on the housing to better fit in the neighborhood, like City Row? They do not feel it is appropriate in this urban setting so are planning on flat roofs. Additionally, UDC is not fond of pitched roofs in urban settings. All materials will be high quality.

John Lichtenheld who works for Schreiber Anderson presented preliminary results from his traffic and parking study. He is still in the middle of his analysis, so the results are preliminary. They focused on the 4 surrounding intersections. The developers want to minimize the impact of parking and traffic on neighborhood. The E. Johnson St reconstruction project impacts their parking and traffic study numbers because some light cycles are different than normal and parking is impacted. They counted cars at each intersection at peak hours and included bikes on E. Mifflin. They rate all four intersections from A to F based on current traffic and then added the trips due to new development. No intersections received failing grades with the added traffic, but Ingersoll and E. Washington did have more traffic backed up than could fit through a light cycle.

Rich Arneson said that there will be some visitor parking. They plan to work with the city to have 2-hour parking restrictions on Brearly and will recommend adding a left turn lane on Ingersoll to reduce the peak waiting queue.

They did a parking study of the area between E. Johnson and Williamson from Blair to Baldwin Streets. They counted 1,500 spaces on the street, including about 50% of the filled between 6:00-8:00pm when music venue patrons would be looking for parking, unoccupied spaces.

Many questions were asked about drivers looking for parking and their possible impact on the neighborhood.

According to typically used formulas, 760 parking spaces are needed for the venue when at its capacity of 2500. If 1200 patrons, then 365 spaces would be needed. Since 260 stalls are in the planned garage, the difference would need street parking or lots rented from other locations. They have talked to Madison Metro, which has 200 stalls across E. Washington. No deals have been made to use parking, but they are optimistic.

Richard Linster asked if the traffic and parking study had been vetted by City Traffic and Engineering. Yes, but not approved. Richard asked that they send a copy of the completed study to the steering committee and the neighborhood association.

Jessica Becker said that Breese Stevens has 4,000 seats right next door and that when it has bigger events, parking and traffic would be bad. Rich Arneson said that when Breese Stevens events are on nights when the music venue is having an event, they can use the parking ramp. Jessica added that it needs to be easier to cross E. Washington if they want people to use lots or parking on the south side of E. Washington.

Approximately 2-3 parking spots will be lost on the first block of N. Ingersoll for a curb but. Maybe 3 will be lost for the additional turn lane, but that could come out of the development's land.

Question: where traffic go after show? Did they study that? Melissa Huggins, who is representing Frank Productions, said that they would be proactive about working with the neighborhoods. No one will be perfectly happy, but want to get to the best spot. Melissa presented a draft Memorandum of Understanding, including its guiding principles, parties and responsibilities goals, scope, calendar and review mechanisms. There currently is an MOU between the Regent Street neighborhoods and UW related to football games - they are looking at this as a model. TLNA, Stonehouse and Frank Productions would be partners in the MOU, as would other entities.

They will have people directing traffic coming and going from the event. They may have barricades to keep people out of neighborhood. Tickets purchased online will direct people away from neighborhood for parking and ask patrons to respect the neighborhoods. They will also have expectations of performers, e.g., busses will need to be plugged in and turned off. They hope to have a bike corral for big events and an annual neighborhood event.

Jessica Becker asked if the number of larger events would be part of the MOU. They expect 75 - 125 shows per year, but a commitment like that would have to be discussed. She also voiced concern for the school and that they need to be an MOU partner too.

Shaun Abshere suggested that the group ask the Regent neighborhood about how their MOU works.

Someone said that a perfect storm of events at the music venue, Breese Stevens and Central Park could create a traffic and parking disaster.

David Waugh said that perhaps the music venue use is not respectful of the neighborhood. The development team that this is what is called for in BUILD plan and that they do respect the neighborhood. It was said that the housing

is a better fit and that does not need an MOU. If the neighborhood does not think it works would you back out? Helen Bradbury said that she thinks it works well and that the housing and office sharing parking with the music venue is a key benefit of the proposal.

David Waugh said that he has been hearing a lot of negativity - that this is wrong for the neighborhood. Helen Bradbury said she has received positive feedback. Jessica Becker added that she is representing families with kids that live around the school. Their homes will lose value and that they will lose parking since many have no off-street parking. She thinks the music venue not a good fit.. She is not against the Frank family - she thinks they are doing a great job of trying and that the housing is good.

David Waugh said it seemed like they were trying to rationalize why the project has to go there. Deborah ? asked about the proposed public market location - wouldn't it be a crown jewel there? Rich Arneson said that the Madison Dairy site is the property they have under contract.

Laura ? asked how do you get to the music venue contribute to positive aspect of NH. They will activate the space and is this is what the plan calls for. Laura said she wants something that adds to the quality of lives for neighbors.

Pat Keilly asked why they want to build such a big theater and then only use the 2,500 capacity 8-10 times/year. Franks said that they don't need to run every night or at capacity for every show - those are the economics of the business. Pat Kelly asked what kind of acts would appear. The Franks said that the Riverside Theater in Milwaukee is a good example.

Richard Linster said that the development team should not be combative, should listen to what is said and don't flinch. He reminded the development team that the neighborhood is not being paid to be there - keep your ears open and hear what they have to say. It is not personal.

David Waugh said that we need a better understanding of the traffic study for the venue. He agreed that we need to see the documents. Helen Bradbury said that they can share John's studies, but it will be a bit before they are finished.

Ledell asked about the dates they plan to submit to the City:

Early November is their formal submittal target. They hope for a January 12 Plan Commission meeting with late December/early January for UDC.

Shaun Abshire reiterated that it is important to share as complete a parking and traffic plan as possible - it is the biggest obstacle. Richard Linster suggested they also put everything presented at the meeting in an online packet.