

Lapham-Marquette PTG Meeting 10/14/2014
Sarah Herrick, Lapham-Marquette PTG Secretary

Notes from the discussion of the Stonehouse development at the Madison Dairy site:

Helen from Stonehouse gave a presentation on the background of the project and an overview of the plans for the 1000 block of E. Washington Ave (Madison Dairy site):

Apartments - Stonehouse owned and managed, on Mifflin St. 2 buildings with 100 units and underground parking; rent and income restricted (section 42).

Commercial - Stonehouse owned and managed, 6 stories

Music Venue - Frank Productions, approx. 3 stories (45 ft. tall) on E Wash side; Conceptual design will be presented to Urban Design Committee tomorrow (10/15). Max capacity 2500, average capacity 1200. 75 to 125 events per year

- including concerts, banquets, conferences etc. Safe guards for neighborhood:

site layout (alley)

zoning requirements

liquor license renewals

stone house apartment buffer

pre-paid parking and maps with ticket sales

traffic controls, barricades, signage

Frank production management

after venue clean up

controlling liquor sales

Relationship with police dept.

in venue security

ongoing relationship with TLNA

memorandum of understanding

Parking Ramp - Shared between office building and music venue

David Waugh - TLNA council Development committee chair, gave an overview of the TLNA involvement and the 1000 block Steering Committee process The steering committee:

Meets regularly

Gather input from neighbors

Keep neighbors informed.

Keep other interest groups informed

Is a partner to the city and the developer

At the end of the process Steering committee will give the council either a recommendation or a statement of findings.

Works through consensus

Alder Ledell Zellers gave an overview of the city process going forward. There is the neighborhood process, but there is also a city process which people should plug into to offer feedback. People are welcome to come to the city committee meetings, it does make a difference. This process:

Urban Design - will review for compliance with design district

Plan commission - includes approval of demolition plan, housing and commercial - conditional use approval, conditional use for the concert venue,

Alcohol license review committee - approves liquor license for venue

TIF district - new TIF district will need to be created through a formal process which involves a number of committee approvals.

This will not need approval of entire common council - plan commission is final approval; However, creating or changing a TIF district does need to go to the entire common council

If there are conditions that you think are important, write them down and communicate with alder and planning commission.

TJ Mertz from MMSD School Board gave an overview of district involvement; School boards main involvement is with TIF and how that impacts funding, but they have a less formal role of working with alders and neighborhood when something is close to a school as this is. Mr. Mertz mainly talked about what TIF is and how it would impact the district.

Taxes are frozen at current levels for a period of time - the life of the TIF

Has minimal impact on school funding while the taxes are frozen, since state doesn't consider the property.

Can affect funding if there are cuts; due to 2008 referendum MMSD has not taxed as much as it could.

When there are large amounts of properties in TIFs it is harder to raise taxes since it may disproportionately impact homeowners not commercial properties (in TIF).

Urban districts benefit from this at the expense of rural districts

Concerns/Questions/Comments:

If voucher cap is lifted, MMSD will probably face cuts; A TIF district can be open for 22 years max, 12 years is the average for closing them out in Madison.

The presentation mentioned post-event site cleanup - does that include the school grounds? People may park or congregate in school field or school parking lot.

Venue Security and Madison Police would monitor situation on and around Lapham grounds.

Presentation mentions 700 available parking spots in the area around the venue? Many expressed doubt about this; concerns about slamming doors, drinking, drug use.

Parking study will be done and Stonehouse will share with TLNA; they are working with businesses to use other available parking. Police and Venue Security will monitor substance use. If a particular band's fans really cause a lot of problems Memorandum of Understanding will allow TLNA to ask Frank Productions not have them back.

There were many comments about location and size of the venue as well as parking and traffic. One person commented that the traffic/parking study may contain some inaccuracies and that Research Products has declined to let venue patrons utilize their parking lots.

Study was done by 3rd party engineers and hasn't been officially released yet. Please email Stonehouse if there are inaccuracies in the study once it is released. Stonehouse is not giving up on the Research Products parking lots yet.

Ledell Zellers commented on role of city Traffic engineers which will be doing their own study concerning parking, traffic and intersection issues. They also vetted the 3rd party engineer who did the study commissioned by Stonehouse.

How many families in affordable housing?

There will be 7 efficiency apartments, 47 one bedrooms, 34 two bedrooms, and 12 three bedrooms. They expect several families given their past experience.

What about idling trucks?

There will be plug-ins so the trucks won't need to be running. Stonehouse reps also pointed out that any issues with the venue may affect their ability to rent their apartments it is in their interest to deal with issues of noise, trash, trucks, etc.

Do the traffic and parking studies take increased development into account?

The traffic study does account for increased development in the areas, but parking study does not.

What styles of shows will the venue put on - general admission? seated? -

This will not be a seated venue; it will be general admission, stand-up style with some seating in the balcony. Cueing will be on E Wash side of development and there will also be space inside the venue for people waiting in line to get in.

There were varying opinions expressed about what type of shows this style of venue would attract. Some expressed support for the style; some felt it would attract rowdier shows and crowds than a seated venue.

Will the parking for the housing be part of the ramp, and will the cost be included in the rent? Is 1 to 1 ration enough to accommodate the renters? Otherwise they may take up street parking too.

The housing will have underground parking separate from the ramp and there will be an extra charge. In other Stonehouse developments 1 to 1 has been plenty of parking as many tenants don't have cars.

Many of those in attendance expressed support for the affordable housing aspect of the project.

Will the venue ever host daytime events which might impact parking and pedestrians coming and going from Lapham? What about MSCR programs like swimming lessons which use Lapham facilities in the evening or Lapham events, such as the Winter Arts and Music Festival, which are in the evening?

There will likely be occasional daytime events, but they will be private events like corporate trainings and/or meetings.

There will be fewer shows in the summer and parking ramp will be available for events at Breese Stevens if there is no event at the Frank Venue.

Didn't seem to be a good plan for reserving the Lapham parking lot for MSCR swimming or other event. (i.e. keeping venue patrons from utilizing Lapham parking lot). Ticketing and towing? Signage?

Maybe some possibility of coordinating with Frank Productions so that there are not overlaps between events at the venue and planned events at Lapham.

Several expressed concern about pedestrians crossing E Wash to access parking or patronize establishments on the south side of that street.

There may be some flexibility with lights and timing that could make it easier and safer for pedestrians to cross.

Someone expressed support for the housing aspect of the project, but asked if it was possible to have one (the housing) without the other (the music venue)?

Stonehouse reps responded by explaining that the housing and the venue are linked. They own the whole site and they have to develop the whole site. The shared parking between the commercial space which will use it during the day and the venue which will use the ramp in the evening makes this plan viable. Parking is very expensive that is why the project needs the TIF.

A few attendees asked about the possibility of various partnerships with the music venue, such as use of the space for large assemblies, internships for East High students, use of the parking facility for teacher trainings held at Lapham, use of the parking ramp for Lapham events if not in use etc.

The Frank Productions rep expressed support for these sorts partnerships.