

## Minutes of Madison Dairy property redevelopment neighborhood meeting

Thursday, July 24, 2014

7:00 p.m.

John Wall Family Pavilion in Tenney Park

402 N. Thornton Avenue

Number of attendees: 80+

Ledell Zellers, Alder District 2, introduced Redevelopment team and city staff:

Helen Bradbury and Rich Arneson from Stonehouse Development

Mark, Fred and Herb Frank and Melissa Huggins of Frank Productions

City Staff:

Bill Fruehling, Planning;

Matt Tucker, Zoning;

Carl Gloede, Central Police District Captain;

Scott Langer, Traffic Engineering.

Ledell noted the underlying zoning is TR Employment for which conditional uses will be required for the music and housing. Commercial office use is a permitted. A demolition permit will be required to remove the existing buildings. The development team will need to go before Urban Design, Plan Commission and Common Council for approvals. Ledell stressed this is early in the process and there will be lots of opportunities to provide comments, question and relay concerns to her, city staff and the development team.

Prior to the meeting, Ledell distributed comment cards. She indicated people should write down their thoughts, ideas and concerns and she would collect those before people left.

Neighborhood association President Joe Lusson talked about neighborhood process and that people interested in serving on the neighborhood steering committee should indicate such on the sign-up sheet.

Helen Bradbury from Stonehouse said they have been in business since 1996 and own 21 properties, including City Row on Johnson Street, The Madison Mark downtown, and Park Central, at Ingersoll and & Wilson. They specialize in affordable housing. They are long term property owners and are not married to any one style of architecture. She explained the development would be built out in 2 phases. Phase 1 from CarX to Brearly, Phase 2 from CarX to Ingersoll. Phase 1 will include 65 units of housing, with 65 underground parking stalls. It will include a 24' wide alley running the length of the block parallel to E. Mifflin and E. Washington. They did a shadow study and noted there would be no impact on Lapham School. Housing is affordable and tenants cannot make more than 60% of the median county income of Dane County residents. For Single people, that would be \$34K for 2 people, \$39K. She indicated the development follows the East Washington Build plan and the Tenney Lapham neighborhood plan. The music venue fits in with the WillyWash.org group seeking to make the area a music destination. She said the advantages include: removing a blighted property, construction of affordable housing, and a cultural attraction with the theater.

Fred Franks said his company includes 3 generations of his family. He indicated they would book many artists that skip Madison and this could be a citywide asset.

Melissa Huggins is a project manager with Frank Productions with a background in urban planning, and she introduced the Frank Productions plan. Frank Productions has been in business since 1965.

They handle booking for Freakfest. Their proposed building would be roughly the same height as a 4 story building and would be 45,000 sq. feet. They would have a flexible wall system that would

allow for events of varying size. There are two busy periods or seasons for the music industry: Feb-April and Sept-November. During this time there could be 2-3 shows per week. Shows end at 11 and

guests must be gone by midnight. They would open the space for neighborhood gatherings, corporate events, weddings and the like. The building would include state of the art facilities and

soundproofing. Inspiration comes from other similar venues such as Lifestyle communities Pavilion in Columbus OH, Stage AE in Pittsburgh and The Pageant in St. Louis. Target market is Dane County.

The average show size would be 1200 and their 250 space parking would accommodate this size crowd. Their larger shows would require more parking, for which they are looking to lease space in surface lots across East Washington. . Cars would exit the parking from either Brearly or Ingersoll. In total, they expect to produce between 75-100 shows per year. Management is key and they will be working closely with the neighborhood through an ongoing steering group.

Question/Answer/Comment period with the public:

question: Why this site when so many parcels available on East Washington?

Rich Arneson: Actually very few sites are available for the space they need because of parking. Must have shared parking with their office component. Have looked at many other sites and this was the one that came to the top

Question: Are there soil issues?

Rich Arneson: Yes, there will be remediation needed. They just took some core samples to analyze.

Question: Will you charge for parking?

Melissa: Yes, nominal.

Comment: Concerned guests will look for free parking in the neighborhood.

Melissa: Guests would have the option of paying for parking when they purchase their ticket. Parking fees would be nominal -- around \$5

Comment: provide free parking

Question: Is there a provision for assisting pedestrians cross East Washington to get to their cars?  
Scott Langer, city TE: The city would not likely invest in infrastructure

Comment: It is a bad idea not to have E. Washington garage entrance.  
Helen Bradbury: E. Washington plans prohibit curb cuts on the avenue.

Has there been a viability study?

Melissa: The Franks are experienced and know the market. They have recently operated the Orpheum for a year. The banks will require this information.

Comment: Concern about construction impact on the school - potential for airborne pollutants over the playground

Rich Arneson: The building would come down in winter.

Comment: surprised not more enthusiasm (audience responded with applause.)

Question: How many living wage jobs?

Rich Arneson: the office component will have living wage jobs. They are working with good companies looking for high quality space.

Melissa: 5-6 full time jobs, many part time jobs

Comment: Don't need more office space. We need manufacturing jobs. We need to make things.

Comment: Any TIF should go toward net zero energy

Helen Bradbury: Stonehouse uses a lot of solar

Comment: Thought there are deed restrictions on this property

Rich Arneson: no

Comment: not sure an industrial look for the venue will be good for weddings.

Question: is 1:1 parking for housing enough?

Rich Arneson: experience show this is enough

Question: will Stonehouse own the entire development

Helen Bradbury: the housing yes. The rest is evolving

What percent is affordable?

Helen Bradbury: 100%

Concern: There will be parking in the neighborhood

Rich Arneson: Actually adding parking resources. The parking structure will be available for the community during off times.

Concern: Evening swim classes at Lapham may not mesh with megadeth fans  
Melissa: will work with the school and pta

Concern: We need an environmental impact study.

Matt tucker, city staff: Because of the conditional uses, will require city staff to do studies. Believes this to be similar to the Kohl center where there is very little parking. Worked with the neighborhood to come up with solutions, and they are working. It is a huge facility with very little parking.

Question: Will there be adequate bike parking

Answer: yes, well vetted

Question; what about ground level use?

Rich Arneson: some retail possible

Comment: As I have been listening, I am becoming increasingly enthusiastic about this project.

Question: Why is CarX staying?

(owner of CarX) stands up and says family has own this business for 43 years and welcomes the Franks.

Comment: You should have a shuttle service like hotels use

Question: Any thought to close the bar early?

Melissa: this will not be a hangout place. Guests will have to leave within an hour of the end of the show.

Question: How many school age kids are in your similar housing on E. Wilson?

Helen Bradbury: 17 school age kids. 10-20% of their buildings are 3 bedroom.