

**Notes from 3 Dec. 2014 Neighborhood Meeting  
on the Reynolds Crane Lot Proposal from T. Wall Enterprises.**

This is the first presentation of the proposal to the neighborhood.

Alder Zellers, convener of the meeting, welcomed attendees, introduced TLNA President Patty Prime and TLNA Development Committee Chair Patrick Heck. She outlined the City process that the proposal will be required to go through.

The Landmarks Commission will be required to give an advisory opinion to the Plan Commission because of the adjacent local historic landmarks (Das Kronenberg and the Old City Market). Additionally, the proposal will need to be passed by the Urban Design Commission and the Plan Commission. A vote by the Common Council is not required because the project will need a Conditional Use Permit, which does not require Council approval.

Neighborhood feedback and input on the proposal will be handled by a TLNA steering committee that will form out of this meeting. Patrick Heck will coordinate that process.

After the steering committee finishes its deliberations, it will make a recommendation to the TLNA Council, which as with any development proposal, will then vote to support, oppose or remain neutral. The TLNA Council's recommendation will be conveyed to the City.

Alder Zellers turned the meeting over to Patty Prime who facilitated the presentation, questions and answers.

Terrence Wall of T. Wall Enterprises was introduced and he presented the development proposal details.

T. Wall said there will be lots of opportunity for input on the proposal. When working with other neighborhood associations on other development proposals, they have received good ideas. They can't accommodate every concern, but will try.

He presented background information about himself and T. Wall Enterprises. He went to Lapham School, lived in the neighborhood and was a school crossing card. He discussed the many developments that he has worked on in the past, including the Johnson Bank Building and High Crossing on the Westside, Greenway Center (near Greenway Station), apartments including Bishop's Bay in Middleton. Currently, T. Wall Enterprises focuses on high-end apartments.

He emphasized that their properties are high quality, e.g., their hallways are six feet wide rather than the typical 4 feet wide, they use 12 inches of ceiling insulation rather than 3 inches and their wall studs are offset, both making better sound insulation. They use sustainable materials, e.g., brick, stone and hard plank – the materials will stand the test of time. They use luxury vinyl planking in living rooms. They also use mainly shower

stalls rather than tubs.

According to a Baker Tilly market study, Madison has the lowest vacancy rate in apartments in entire country, so the demand for new apartments is there.

They will have resident manager in the property, as well as security cameras at every entrance. The cameras will be remotely monitored by a security company.

T. Wall introduced Joseph Lee who is the project's architect. Joe said that neighborhood feedback on the Westwood proposal, which the T. Wall proposal is close to, suggested that the apartments have a more contemporary look on E. Mifflin with E. Dayton more traditional, referencing nearby structures.

T. Wall said the Westwood proposal designed around a parking amp on the inside, which is an inefficient design – there was no parking under the building. T. Wall Enterprises surveyed architecture of neighborhood, noticing gables, bay windows, etc., and have captured those for a new design for building. The first floor is walk-up units with 3 stories on Dayton and 4 stories on Livingston and Mifflin. They have removed the 5<sup>th</sup> floor from the previous design. Parking entrance off Livingston and one off Mifflin – this splits up the traffic.

The entire building will be on top of single floor plate garage. The water table is about 5 feet, so the garage will go down to about 4 feet. The walk-up units will cover the garage underneath – you won't be able to see the parking garage from the exterior. There will be a manager unit on Livingston. The apartment mix will be a combination of studios, 1- and 2- bedroom with some 3-bedroom. On top of the garage deck in an interior courtyard will be an outdoor space, including a swimming pool.

The architecture may change, depending on what the neighborhood thinks.. It could be uniform architecture or different. Current thought is trying to fit into the context of the older neighborhood, e.g., might do gabled roofs on the 3-story Dayton St. section.

Joe Lee said that what T. Wall wants to do is based largely on earlier feedback from neighborhood, e.g., cutting down the Dayton St. mass an entire story.

They are proposing 189 apartment units.

Questions were then taken.

Karla Handel - owns home on E. Mifflin – She is concerned about cars entering/exiting on the bike boulevard. T. Wall mentioned that they are designing a bikes room for the building.

Pat Kelly asked about the rent range. T. Wall said that their other apartment locations range from studio \$750 - 950; 1-bedroom \$850 - 1050; 2-bedroom \$1300 – 1600 and he isn't sure about 3-bedroom units. They haven't finalized rents here – that usually happens

4 months or so from opening after a market study.

A neighbor asked if they would include any affordable housing. T. Wall said no – it is all market rate. Affordable housing is not his niche; there are other developers in town who excel at that niche. Madison needs to increase its supply of apartments to keep rents reasonable. He said there is a 10-year shortage of apartment units in Madison, so he thinks the market will support more apartments for a long time to come.

Bob Klebba said that during discussions on Madison dairy site, many said they would like to see more owner occupied housing in new developments or at least more opportunity for ownership. T. Wall said that he does not develop condos – again, not his niche. Also, there is no financing available for condo developments.

Another neighbor added that he wants single-family housing. T. Wall reiterated that he doesn't do that kind of development.

Christine Knorr said that she thought there were too many apartments being built - where will we be in 30 years? Will the apartments be vacant if the apartment market drops? T. Wall said that his apartments were designed with condo quality. They could be turned into condos some day. Each unit has its own thermostat/HVAC, storage space, etc. Christine added that the apartment proposals are missing green space in the neighborhood – all these new neighbors need additional green space. T. Wall said that she had a good point - they will be contributing to the park improvement fee and said that the neighborhood ask itself where do you want funding to go?

T. Wall added that once the young kids in apartments are ready to buy, they will buy in this neighborhood.

Kaba Bah said he is a broker and landlord. His concern is that they are building faster than growth and that things being built are all higher end – they need to be affordable. The older houses should be maintained. T. Wall said that demand and supply determine developers' strategies. They watch carefully and analyze. At one point in the past, 2,600 units were built per year, but apartment development dropped like a rock when inclusionary housing was mandated by the city. The rate has built up a bit since the recession, but Madison went almost 10 years with little market rate apartment construction. To get back to 10% vacancy level, which puts landlords and tenants on equal footing, we will need to get build 3,600 unites per year for 10 years. Now we are at only 1,800 units per year, which actually is only 1,500 net due to the demolition of existing apartments to build new ones.

David Waugh said that he appreciated the lower height of the proposal. He also wants owner-occupied and for the building to respect the bike boulevard. There are historic buildings on the block that also need to be respected - they add to the flavor of neighborhood. He suggested that they put glass over the pool to make it year-around. T. Wall said they will look at the detailing on nearby historic buildings to see if it could be incorporated.

Tyler Lark is excited about new project and is grateful for the thoughtful design and for their listening. In regards to Reynolds Park – he is glad for their shaving off a story - can they shave another story off? If not, could they perhaps lower the height on Livingston St. side so they do not block view of Capitol from Reynolds Park? He asked them to show lines of sight from the tennis courts and playing field and to think about how they can improve or enhance the park. He mentioned that The Galaxie will have a bike repair station. Is there a way to somehow link the development to Reynolds Park? T. Wall said he was frustrated by the water utility building in Reynolds Park and that it made design difficult.

T. Wall said that one idea was to put in a "little library" in the building – larger than little libraries – could be in a room, accessible to the public. He asked who was interested in that idea; modest interest was expressed by attendees.

Steve Maerz asked if they maintain ownership of their apartment developments and if they contract out management. T. Wall said that they do maintain ownership; they are in for the long term. They used to contract out management, but now do all their own management; they have a good management team. All residents go through thorough background checks. They take really good care of the properties - have their own maintenance staff. If, for example, there is a loud music complaint, residents can call the resident manager or call him – they don't put up with troublemakers. There will be a community room, fitness center and game room (foosball, darts, etc.).

Patrick Heck said that the tallest part of development is 4-story but that is equal to 5th story of Das Kronenberg due to garage being only partially underground and equivalent to Das Kronenberg's first floor.

Kurt Brink started a discussion of the mandatory park fees that the development will be required to pay. The Constellation and Galaxie both had to pay park fees to get construction permits. The neighborhood should decide how these funds should be spent.

Bob Klebba said that the water utility building has a significant set back from the street and that The Constellation and Galaxie step down to 3 stories at Mifflin. He would like to see Mifflin retain its residential feel retained and 4.5 stories don't do it – can they increase the setback and do step-backs? Joe Lee said that the building insets on Mifflin were to break up the wall feeling and address that concern.

They want to start construction in the May to July 2015 range and open 12 months later. They may do it in two phases – the building along Mifflin in the first year and the second phase starting when the first is completed. The first phase could open in spring of 2015 with the second opening in spring 2016.

Richard Linster challenged them to look at parking. Do you need one parking space for each unit? He asked them to use Community Car and put in an electric charging station.. T. Wall said they had about one parking stall per unit. They will provide a space for

Community Car. They will be first developer to install 2 electric car-charging stations at Watermark Lofts and hope to do the same here. A discussion ensued on the problem with accessing Community Car in their private garage. It was suggested they contact Community Car for options. T Wall said that their projects are well known for their green features. He was an advisor to Focus on Energy. The installation of a B-Cycle station was suggested.

A neighbor said that the corner of Mifflin and Livingston was becoming more and more dangerous with the increase in traffic, so that should be a concern.