

## Minutes

700 block north steering committee meeting  
November 3, 2011 7PM,  
meeting room of Tenney Apartments:

### Attendees:

#### Neighborhood

David Waugh, 1213 East Mifflin  
Jim Wright, (Cork n Bottle) 855 E. Johnson  
Richard Linster, 432 Sidney  
Richard Freihoefer, 919 E. Dayton  
Patrick Heck, Das Kronenberg Condo Assoc. President, 123 N. Blount  
Bob Klebba, 1213 East Mifflin  
Patrick McDonnell 441 N. Paterson  
Patty Prime, 432 Sidney  
Eric Paulson, 616 E Dayton  
Brenda Konkel, 30 N. Hancock

### Development Team:

Otto Gebhardt, Gebhardt Development  
Christopher Gosch, Bark Design,  
Garret Perry

### City Staff

Heather Stouder, City of Madison Plan Division  
Jim Bower, City Consultant

Alder Bridget Maniaci

### Started with introductions

David went over role of neighborhood development process: Role of steering group – gather info, work in a smaller group for more responsiveness. Do not vote, we make no decisions. Facilitate feedback. Present findings to Tenney Lapham Neighborhood Association Council. Citizens can send comments to any city committee in the process.

Maniaci: Fine if group is part of Tenney Lapham council. Problem with individual community members having a seat at the table and others don't. Not in favor of a committee to pick out brick color, that is for udc and people who register to speak at those meetings.

Linster: following a process of the neighborhood association. Number of ways to do this. Depend on past practice and this meeting fits.

Klebba: original city process of a selection committee was secret. This is a welcome opportunity to meet with developers.

Gosch: Happy to be here. 3 main components – parking, ringed by commercial and retail, townhouses on Mifflin, above is larger mass of apartment units. Meet all setbacks. Very early in design process. Activate streetscape with breakout spaces and overhangs. Moving up have setbacks, articulations, capped off with dramatic lighting. Still looking at materials. Guided by build, tlna plan and UDD8 ordinance. Concerned over car traffic on east Mifflin, curb cut on e. wash, circulate away from e. Mifflin. Walkable sidewalks, bike parking that is noticeable for all users. Roof decks on top garage. 67% of site is usable open space.

Compliant with majority of plans. Requesting additional height. Financial need for height.

Pat McDonnell: Height restrictions in multiple plans. also East Rail Corridor

Gosch: Transit in plans, looking at a transit stop, though city is not far in transit plans. Looking at community car, car

charging stations. Problem with terrace width and canopy trees. City (Bill Fruhling) thought existing could meet the intent of UDD8 terrace guidelines (sidewalk to back of curb.) Side walk to building setback range 14-22 feet. Keep bike parking up front and visible. Internal parking for residents and visitors. Commercial needs a visual cue for bike parking – bike parking lot (exterior and interior.) Addressed the 30 degree plane from e. Mifflin and 45 degree plane from 5 story setback on e. Washington .

McDonnell - plans meant to push height to Washington side. 30 degree starts from the top of Mifflin buildings.

Stouder: Plan commission sometimes adds a clause that an exception should not be a precedent. No one thought heights in plan would come to fruition. Lower heights will likely be true for commercial and office uses. Would be a stretch for future projects to push the envelope on height.

Bower: The bigger the project, the more difficult. Rifkin across the street at 5 stories. ULI proposing 3 and 4 story on 800 block. Structured parking was the limiting factor unless you have 5 stories of parking.

Konkel: was the view from Breese Stevens a factor on limiting height? From the stands, you can see the capitol.

Waugh: neighbor also mentioned it is great to see the capitol from breese stevens seats. Point being that rather good or bad, people should know ahead of time when capitol site views are blocked.

Gosch: will try to get a view .

Freihoefer: are you using your own money? There are a lot of failures. Glad Gorman wasn't built or we may have ended up owning it.

Gebhardt: Yes, we are offering a guarantee (editor note: this project is asking for TIF) TIF will be recaptured in revenues.

Klebba: at least not tearing anything down and then running out of money

Gosch: Looked at Union Corners earlier – didn't align with city. This lot is 90% vacant, nothing of historic value.

McDonnell: any visuals on Mifflin?

Gosch: nothing yet

McDonnell: happy to see this project. We want this corridor to come alive. Share richard's concern about setting a precedent. You are the first and this is in a difficult spot. Much time and effort went into the plans. If they don't change the height restriction, do you have a plan B?

Gebhardt: worked on this site before Gorman. Don miller selected Gorman. Grew up in this neighborhood. Lived in the neighborhood whole life. Have long looked at this corridor. Deterioration has been happening. Would love to follow plan but can't go bankrupt. We looked at all the options. How can we come up with amenities to make it work, to balance the needs in the plans.

Klebba: what were discussions in city secret meetings in regards to height?

Bower: selection committee never got into the issue of height. Issue of height would have to get pushed down the road to neighborhood and udc and plan commission. Was not detailed, no depth in Proforma.

Gebhardt: first looked at neighborhood plan for rfp. Wanted retail, office, street activation. Because of land, parking, had to go up. The strongest component financially is housing. Want a mix so it doesn't die at 5PM.

Gosch: agrees with Patrick that there is a difference between height and density. But, without height generator, banks get nervous. Looked at all heights. Threw out 14, and 8. 10 was scary. How do we minimize the impact of the height. Push it to east. Washington.

Gebhardt: not having exposed parking is a benefit

McDonnell- was there a height target when first proposed for 800 block?

Gosch: was 12 stories on 800 block too

McDonnell: It is a plus that you pushed extra height to maintain 30 degree line. Want to observe that several years ago the Gorman had a 10 story solution that was feasible. Vague memory of concerns about engineering limitations kept the height at 10 stories. If the plan refuses 10 stories, I hope you can rework a 10 story. (editors note: I contacted Gorman team and they said no issue with height.)

Gosch: test borings show support for 12 stories. If plan commission doesn't allow 12, have to move on to other developments.

Konkel: also questioned Gorman height was an engineering issue. Any detail on number of units? Curious about Mifflin side

Gosch: still working through the unit list. Young professionals or empty nesters in tower.

Waugh: Agenda review. We talked about bike and pedestrian

Klebba: comment about bike. Mifflin is bike blvd. Only parking now on one side. Any change to street parking?

Gosch: we don't want to touch Mifflin. Don't know what will happen with Reynolds. Don't want to add traffic.

Waugh: how will traffic flow? Livingston cannot go East on East Washington.

Gosch: not sure how traffic will flow. Traffic engineering would like traffic two way from garage.

Paulson: Are you working with Reynolds property on traffic flow?

Gosch: Cannot say now. Trying to keep all lines of communication open.

Heck: Lives across from Reynolds. Concerned about height limit but also what the building looks like. Is there exposed parking on the Reynolds side.

Gosch: this site is independent . still developing the side of the building facing Reynolds. Will be quality. Will have landscaped roofdeck on 4th story of roof deck, open space.

Klebba: not turning left on e. wash is a good point. Delivery vehicles will have to use e. Mifflin. Live on 1200 block and semi go down our street after deliveries to avenue bar.

Patty: was the city going to make a change to e. wash/Livingston intersection?

Bower: will be Limited intersection, left turn lanes only

Klebba, will be significant, planning will look at it. GPS is a problem because it changes peoples driving habits.

Waugh: what does public access mean?

Gosch: where people enter the building. Very porous street scape. Multiple entry points. Don't have a tenant yet, may have someone who wants full floor and that could change entry.

Waugh: any potential tenants and users?

Gosch: some interested parties, filtering requests. 2-3 floors office want professional employment, couple of electrical engineering firms, great deal of interest on ground level, an arts program looking for practice space on 2nd floor. May not be a good fit on 2nd floor when we want employment.

Waugh: is there a sq. footage breakdown?

Gosch:20,000 sq. feet office, 9500 commercial/retail, 170,000 in living space roughly.

Waugh: what about sustainability?

Gosch: Sustainability measures: site selection, infill, brownfield lot underutilized, existing transit routes. Low flow water fixtures, passive solar, geo thermal if it can work, energy efficient lighting, minimizing construction impact, minimize winter heating during construction. Where materials are from and how they are manufactured. Collecting storm water for irrigation, some concern about collecting grey water.

Konkel: have you looked at water / well issues

Stouder: if there was a big water user like a brewer the water utility would likely look at it.

Gosch: we will likely have to call the water utility. Good question

Erickson: Are there targets, ex. How many extra people would in the overall BUILD plan?

Stouder: BUILD is mostly employment

Maniaci: residential along Mifflin

McDonnell: all low rise housing. Plan was concerned about how many jobs

Bower: mullins looking at the quanset huts on the river.

Maniaci: mullins brought someone inhouse to start looking at their properties

Bower: one thing to address, the concern is the timeline pressure. Pushed development team hard to keep it in the BUILD box so as not to cause headaches. Gebhardt tried but couldn't.

Gebhardt: if we could build lower it would be less risk, so if we could do it we would.

Bower: the other concern is timeline pressure

Gebhardt: looking at 12-15 month timeframe to build it. Timing is critical when you start. Affected by global market. If Europe falls apart it could affect us. All bets off if can't start by April. At that point, would have to wait a year.

Konkel: how long will it take to get council approved?

Gosch: End of February, first part of March

Maniaci: there is a tif part too. Information udc on 23rd. discuss height ordinance. Neighborhood wide meeting with postcards beginning of December, post udc feedback. Work with plan department on submittal deadlines. Udc and plan in Jan., council in February. Board of estimates on TIF, need to then add this block to tif, go to tif review board for approvals.

Linster: with all these steps, the tightness of schedule. Is this realistic. Will there be possible sticking points

Gosch: we have a schedule down, and there are drop dead targets. Example if udc throws us out, we stop the project. Significant drop dead dates. We have a good team to get this through. Want to stress transparency. It's a big project, but not necessarily complicated. The unknowns are how plan commission and common council will react. That keeps us up at night.

Konkel: any affordable housing units?

Gebhardt: not necessarily, there is potential 20 or 40% allotment of affordable housing

Konkel: 23rd is before Thanksgiving, this seems like bad timing. Meetings for neighborhood are in the middle of the holidays. If comments come afterwards, could be a problem.

Bower: important for the neighborhood. Hiccups could derail this project. How to work together on the best possible process given extreme limitation on time.

Heck: concerned about input. Most people may not know about project. Legitimate concerns to be addressed given timeframe could be hard

Patty: How do we raise this issue and broadcast info and get reaction. Probably not a ton of issues, but will be some. Height seems to be the only big sticking point. In private sector must go forward even during the holidays.

Waugh: steering committee will hopefully be flexible, and can hopefully meet on short notice. Steering group people immerse the in project and can step up. Chair will pump out info as it comes along. Was hoping the development was farther along. Need to look at townhouses, materials, architecture. Once proposal is ready to go, we then have the larger neighborhood meeting. Hopefully the steering group will have provided feedback earlier so people are familiar. After larger neighborhood meeting we take feedback and then present to the council. Council votes and sends a letter to the city.

Freihoefer: don't care about people not involved early on. Don't want to start over if people come in late. How do we push this through the planning committee. Will go down and show up.

Maniaci: this is what the process is all about. Register and speak.

Waugh: we try to be inclusive up front before the plow shows up. Communication early on is key. Get as much feedback as possible.

Linster: neighborhood will do everything we can but we do have limitations. Important that this proposal gets public media attention. That word going out is key. What it will look like and what it will cost:

Waugh: Lets take this final opportunity to go around and everyone voice there likes, dislikes and concerns. Feel free to stress the important of comments others make that you feel strongly about too.

Jim Wright: who are the tenants, that is important. Final design, what it will look like is important. Existing plans don't show much

Klebba: neighborhood sensitive to a development proposed last year that was closed without much involvement. Give credit to you for reaching out now early in the process. Looking forward to helping promote the project

Heck: concern if there is an attempt to change the ordinance that it be project specific so that future developments won't necessarily be allowed the same heights. Second everything else.

Paulson: second all ideas so far. Council does not give enough amount for postcards, but it will be the cheapest amount you can spend. Work with bridgit. Most important is design and materials. Lives close and it is a signature development that goes first must set as an example. Does not like the Spring street development you did. Must be a lot better than that.

Patty: project looks exciting. Appreciates meeting with us multiple times. Was an earlier meeting with spreadsheets that were helpful showing how you got to 12 stories. Due to income, impact on TIF. Important to lower the risk as much as possible.

Freihoefer: start spending your money

Konkel: one thing on Gorman project that helped was setting timelines and setting dates out in advance. Let the developer help us set the timelines that worked for them. Might help with the holidays on this project

Gosch: have an updated master schedule. Will send to David

Konkel: worried about James Madison Park not being functional and yet impacted. Was surprised not farther along given the rush. Hope we can get to some details. Not exceptionally concerned about height. Have dealt with height a long time. More worried about the plan, and keeping changing plans regularly makes it difficult. Concerned about TIF and for all these projects

Manicaice: 5.5 million in TIF, some going to central park.

Konkel: concerned about clarity on tif amounts. Issue for city is borrowing.

Gebhardt: never taken tif, this is first time.

Bower: from staff side. Strategic approach is take the projects most real and figure out how to get them out of the grown. This one is the most likely to get off the ground. With caveat that uli and rifken are not far behind. If that happens, surely the tif is insufficient. Then council will have a big discussion.

McDonnel: second patricks comments, issue of precedent of amending design district ordinance. If Plan commission insert language that this precedent is not a precedent. Encouraged that the 30 degree view shed is respected. Good that Rifkin and ULI is within the box so that the entire site is not in violation of plans. Important part of discussion is flow of large delivery trucks. People having to go eastbound have no way to do so without going one or two blocks of residential/bike boulevard.

Bower: traffic engineering really pushed back on full intersection at E. Washington and Livingston.

Waugh: love height, 12 stories does not bother me, but am aware height is a big issue for many people. So please explain why you need height, what would it cost to remove 2 stories – show us. Important to see details of architecture and materials, need a fully fleshed out plan. No discussion on parking yet. How many parking spaces for each unit. I prefer as little as possible for living space – 1-1 would be good. View shed should be fleshed out. Don't want you to get a black eye if it blocks an important view shed. If could get press involved it would help with getting info out. Makes the height issue a public one. People can then comment on height. Next steps: publish notes of meeting. Need new info to engage the neighborhood.

Gosch: as we do a lot behind the scenes, the guts of the building, we want to make sure everyone is comfortable. Gives us impetus on finishing sketches. Takeaway is we hear that you have concerns and it sounds like we can work with you.

Konkel: 23rd on udc both informational and ud8 ordinance change same time.

Maniaci: udc can bring up concerns that might be helpful to the neighborhood

Gosch: when makes submittal can send the link to the materials

Konkel: hope you don't show up at the last minute with last minute change. Problem is that new materials throw a wrench into making comments on plans. Communicating changes would be important if they do happen.

Maniaci: with schedules, may want to call the council board to change their meetings to match up with needs of city and developer.

Linster: December 14 is the next scheduled TLNA meeting. We can change if need be.

Maniaci: Might be backloading from the 23rd. Materials may be available for the board.

Waugh: What is the first possible common council date for UD8 height issue:

Stouder: common council meeting would be Dec. 13th.

Maniaci: would have detailed drawings available early December. Can then get their stuff in for Jan. meetings.

Gosch: still doing work behind scenes. Trying to time ud8 decision mid December, then submit pud sip application on dec. 19.

Stouder: submittal needs to be 14 dec. and plan commission would then be feb. 20th.

