

## Minutes

### Public Meeting

December 8, 2011, 7:00 PM,  
Christ Presbyterian Church (944 E. Gorham)

21-25 residents present

Otto Gebhardt, Gebhardt Development  
Christopher Gosch, Bark Design,  
Bridget Maniaci, district 2 alder  
Heather Stouder, City of Madison Plan Division  
Jim Bower, City Consultant

### **Jim Bower** (city staff)

- 5th neighborhood meeting
- City bought land, issued RFP, looked at 5 , selected 3
- Project is moving quickly, input tonight is important
- Back to UDC in January, then Plan, include ordinance change to allow 12 stories
- Negotiating with city over finances, because it requires structured parking, will likely require city assistance.
- Currently not in tif district, so will need to expand the district – likely in January

### **Chris Gosch** (Bark Design)

- Structured parking in the center 3 stories of commercial and retail, upper stories residential, 2-3 story townhouses on Mifflin.
- Changes after udc, extend commercial further along Livingston, more interactivity with the street.
- Shifted main entry closer to E. Wash.
- Created a tree boulevard along the sidewalk on e. Washington
- Materials - durable, maintenance free, will include limestone. Still looking at materials – brick, metal, integrated solar panels (if they fit in the budget.)
- Preference for clean, non busy façade.
- Mifflin townhouses will be walkup. No car access on E. Mifflin bike blvd. Car access is from behind.
- Parking garage on Reynolds property line will be exposed. Looking for ideas that will allow light and air but include an interesting element. Graphics banner introduced at UDC was not received favorably. Could include art.
- Designing the parking ramp to be adaptively reused should transit allow for fewer cars.

At this point people walked around to look at the development materials.

### **David Waugh** (TLNA development chair).

Neighborhood comments very favorable, no buildings to save. Aspects favorable were community garden, collecting rainwater, green roofs. There is a building height issue – some in favor, some opposed, some opposed to changing the BUILD and neighborhood plan documents. Concern over affect on the Bike Blvd, having Livingston and E. wash a closed intersection means traffic will need to travel on the bike blvd in order to go east on E. Washington.

### **Otto Gebhardt** (Gebhardt Development)

Thanked everyone for coming. Hoping to rejuvenate east wash. Grew up in this area. Vision is that we need to engage people on the avenue. Commercial and retail, hoping to get coffee shops, sandwich shops to engage people.. Designed parking in the middle so you don't have to see it. Looking for ideas that we can incorporate. Massing is where we need to be economically.

### **Bridget Maniaci** (District 2 alder)

Wants to discuss townhouses, want to know what people want to see. Also need to discuss the exposed area of the

parking ramp. What do we make it look like.

#### Public Comments

**Comment:** how did you determine parking, why 3 levels? How many parking stalls and how many apartments in townhouses and how many in tower? Is there some way to have a smaller parking structure.

**Otto:** parking needs depend on commercial and residential needs. Commercial during day then residential at night, trying to share. Will be 250-270 parking stalls. Will be 185 apartments in tower and 21 units in townhouse. Want to draw job creation and retail.

**Comment:** What are the rents

**Otto:** Rentals would go between \$700-\$900. Could be converted to owner occupied.

Comment: housing community cars, could reduce car use.

**Chris:** will have community car space, electric car charging stations. Looking for solar component for electric car charging. Parking is driven mostly by office space. Would be great to have people live and work, but not realistic.

Looking forward to a day with less parking, we can reclaim some parking space.

Comment: has the city taken a position on opening the Livingston/E. Wash intersection.

**Jim Bower:** Rifkin development across e. wash is asking for a full intersection at Livingston and E. Wash. Decision to open intersection is fully up to city. Traffic Engineering is concerned about flow on E. Wash and is pushing for left hand turn only intersections, which will not help with commercial and regular traffic being forced onto East Mifflin. Will take comments back to the city.

**Comment:** how do we keep commercial traffic off east Mifflin

**Jim Bower:** full intersection. Traffic engineering only wants a left hand turn. Expect more conversation. Will take comments back, this is a shared concern.

**Bridget:** This is a good opportunity to work with Marquette on our common interest to open the intersection fully. Not Traffic engineering's priority.

**Comment:** will adversely affect bike blvd, city should look at traffic calming.

**Comment:** full intersection will benefit Reynolds to allow their trucks more options.

**Comment:** traffic calming could affect Reynolds Trucks

**Comment:** I want traffic diversions on Bike Blvd

**Chris:** we are sensitive to bike blvd. traffic access is from Livingston and e. wash. Signage directing traffic could help.

Will have a bike stair for additional bike parking on second floor. Might have a shower for commercial commuters.

**Comment:** Like the human aspect, wider sidewalks etc, .

**Comment:** Like tree plantings, like no car access on Mifflin, see a big change in the designs. Early design is more unified. Need elegant, cohesiveness and modern. You have modern. Hate to see a mismatch of materials. Would like to see more unified materials. First design is more elegant. Like the solar, could you use metals somewhere else.

**Comment:** I use the bike blvd, we want development, but lots of competing issues with 2 way traffic on e. Gorham/Johnson. Makes choices difficult.

**Comment:** Will the composite materials that look like wood hold up.

**Chris:** used for years around town. St. Mary's used it. Also installed it in my shower and it has held up.

**Comment:** totally agree on the hodge podge of materials.

**Bridget:** What's changed? the balconies are coming in, first plan rendering is more 3d.

**Chris:** You're not seeing the setbacks. When you see it this way, it is hard to visualize.

**Bridget:** can you talk more about materials – metal wood stone. Where using what

**Chris:** wood on E. wash to define office space between first and second floor. Udc comment should treat Livingston different. Will use limestone from 4-8, with accents on first floor. We like the material, durable, looks nice, maintenance free. Use of high efficiency window, 80% glass. Looking at a metal material to compliment solar panels. Want a dramatic to that will be up lighting.

**Comment:** Any thought to glass color, assuming not pure white, will have a tint.

**Chris:** design ordinance does not allow reflective glass. will have some tint.

**Bridget:** what about materials on east Mifflin

**Chris:** combination of masonry with accents of wood composite. Area where we are least furthest along.

**Comment:** with 12 story tower, will be no sun on townhouses. Materials are really dark, a lot of brown.

**Chris:** On a typical summer day there will be a lot of sun.

**Comment:** e. wash building looks great, East Mifflin not so. Can you have commercial space on Mifflin, café or restaurant.

**Chris:** Urban design requires housing.

**Otto:** further along on main tower. Townhouses are first crack. All input welcome

**Chris:** Urban design will guide us

**Bridget:** that's why important for neighborhood to speak up first.

**Comment:** E. Washington is not friendly. Retail and cafes need to be away from e. wash. 2-way Johnson Gorman desires will require e. wash continued to be a highway. E. Mifflin will need to be pedestrian friendly .

**Bridget:** udc also picked up on difference between e. wash and Livingston spaces.

**Chris:** agree, but still need to pay attention to E. wash – with trees, bike parking. Still need to walk along there.

**Comment:** regarding uniformity. Townhouses appear to draw elements from main building. Doesn't fit with the diversity of the neighborhood. Disagree on a desire for uniformity. As a pedestrian or biker, looking more at townhouses, how do they fit in the streetscape with the rest of the neighborhood.

**Comment:** I've been to many meeting, love this project. Look at apple store on Williamson, too many materials look stupid. Really disagree about e. wash. We have EVP coffee house. they are so busy. People will sit on East Washington.

**Comment:** like the wide sidewalk on e. wash. Experience with large city , large sidewalk feels friendly. What is going on with the roof of parking.

**Chris:** Landscaped for tenants. Will be storm water up there.

**Bridget:** can we talk about the exposed parking side? What are thoughts about light, creative lighting.

It is 140' by 3 stories, what do we want.

**Comment:** in Miami beach they have a very creative parking structure, written about in New York Times

**Chris:** staff would probably not look at it favorably.

**Comment:** what about a green wall

**Chris:** concern about winter. Certain species won't last through winter, could they block view. Depends on tolerance on what we would see in winter. Is brown vs green ok.

**Comment:** what about tall grass, looks nice in winter, could be a wind break in planters. See it in the neighborhood

**Comment:** architectural design element that is lighted, interesting to look at.

**Chris:** what about public art there?

**Bridget:** LA did a cool thing where people could bid for their building to be done with a mural. Also, lighting is interesting, or really large art piece, understanding it could get covered in the future like the mural under Monona terrace.

**Comment:** what about a contest, or rotating art show, changing, always different.

**Chris:** Can't have anything that looks like a billboard

**Bridget:** needs a conditional use as long as it is not commercial.

**Comment:** Many spent hours on Gorman and it became vapor. How far along is this?

**Otto:** must be 50 percent preleased commercial and residential. We are working with brokers. Have strong interest but need approvals. Hope to break ground in April – June.

**Comment:** don't want to see cell phone towers on top.

David wrote down public comments, then everyone was given 3 stickers (votes) to place on comments that resonated with them, or were important.

Votes      Comment

7Townhouses not welcoming

6Open full intersection at Livingston and E. Washington

6Wide sidewalks

5more cohesive/unified design and materials

4Make Mifflin and Livingston people spaces

4Install traffic calming on E. Mifflin Bike Blvd

4Trees and greenspace

3Make townhouse design unique from tower

3Hide parking with art

2Townhouse materials too dark

2Hide parking with a "green" living wall

2Main tower looks great

2Green roof and Plaza on top parking structure

1Tower is too "busy"

1Hidden parking structure

0Smaller Parking Ratio

0space for community car