

**Comments at RNA General Meeting of November 28, 2007  
(Transcription from tapes by Lynn Fortner, Ronnie Hess & Ron Rosner)**

**Troy Rost:** Impromptu meeting about two weeks ago to try to put together a format that we thought would allow the board to get lots and lots of feedback and allow lots and lots of people to both get the report presented as well as give their feedback and ask questions. So, that's what this meeting is designed for tonight. There's going to be more meetings like this as we go through. I want to talk a little bit about the process. Generally with the board and then Kevin is going to talk about the process for tonight as well. Right now the board actually hasn't met since October. This would be a scheduled board meeting tonight. We're not scheduled to meet until after the New Year, so the board actually hasn't created a process. We're a volunteer organization and we're just not, we don't have this all mapped out. So what we'll do is we'll hear all the comments tonight and then we just all need to get involved in the democratic process and be involved, and shepherd this plan through. So, that's what I have to say. You know, I guess one thing I want to say is from a, first of all who is here from the October meeting, can you raise your hand? Ok, and whose, whose, is this your first meeting, can you raise your hand? Ok, so, we're about split. I've had an awful lot of really thoughtful comments, you know all along the process and it's been very encouraging to me because this hasn't been the most enjoyable months, responding to everything that's going on. But, I think you should take heart in knowing that you have a lot of awfully nice, thoughtful neighbors in your neighborhood and it's been very encouraging to me as I go about this process. So, I hope tonight we have a good interaction and let's hear what you have to say, let's learn about the report, and then let's think about it and get back together in January. So, I'm going to pass it on to Kevin.

**Kevin Corrado:** Thanks Troy. I'm Kevin Corrado. I'm the past president of RNA and I've been active on the board now for the last three years and this process started before I joined the board. We want you to know that we're at a new phase in this planning process. We have a lot of concerns that we've heard so far and we expect to hear more tonight. And as Troy said, this isn't the end, but we think the best way to characterize tonight is that this is a listening session, the board needs to stop and hear people's comments. But we also realize that some people have not attended previous meetings, have not been looking at the website and they need some information. And that's why we have Archie from the city who participated as a staff person for the advisory group. And, so, we hope that he will be a very helpful resource person, we won't be able to answer all of your questions tonight but we do want to be sure that we hear your concerns and we hear your questions but we can't maybe answer all of them. We hope that we can measure success tonight by people leaving this room and feeling like RNA has really heard us and they seem to be very concerned about the future. We can't change what's happened so far but we do have control over the future and that's why we need to hear from you tonight in terms of future process and in terms of future planning. We also hope that people walk out of here tonight and say heh I learned something new or I heard an idea that I hadn't thought of before and it was helpful. It gave me some new insights or a new way to think about things. We also hope that people walk out of here tonight

and say heh I meet a new neighbor that I didn't know before and that person has really put a lot of hard work in to this, they served on the advisory, or they are serving on the board, or they've expressed an interest to serve in the future and I really appreciate the hard work that my neighbors are putting in to this in the past and intend to put in to the future. So we do want sort of it to be a good spirit kind of feeling when you leave this meeting tonight but we know this is just the beginning of the next phase. The process for tonight is, Archie's going to present some general information about the draft that came out of the advisory group and PDI, our paid consultants. And then, were going to have as much time as possible for your comments and your recommendations. In order to try to get as many people in tonight were limiting it to two minutes. How many people tonight intend to publicly make some comments tonight? Wow, OK. Well, we anticipated more but hopefully we will have, as you hear comments, that it will spark maybe a comment for you. We also know that some people are public speaking phobic and so we have comment cards available that hopefully most of you got so you can put something in writing or you can send an email to Troy. We brought extra copies of our newsletter for those of you who may be already recycled yours. We want you to know on the back of the newsletter there's the email address for Troy Rost the current president and others. So in other words we want to think of multiple ways for you to communicate to us because we're at the phase where we really need to hear from you before we take the next steps. Enough said. Some people have not gotten copies of the draft plan yet. We've tried to remind people who are on the list serve that it's available on the website, the neighborhood association website. We encourage all or you who are neighbors and get the newsletter to read how to join the list serve so you can have access to these documents and other things that happen in the RNA upcoming year. And our alderperson, Robbie Webber, brought a few CD's. Are those door prizes Robbie?

**Robbie Webber:** Yes, the plan is in color and it costs RNA about \$9 to print this. So we're going to have to, you guys are going to have to share these. Or print one on your own. Unfortunately, the black and white ones don't show all the graphics very well. So, if you have a color printer or if you can get somebody to print it for you, you can print your own, you can share this, you can download it off the web or if you're not feeling real comfortable downloading, CD's are cheap and I made about 10 copies and I've got them up here.

**Kevin Corrado:** Thank you.

**Audience member:** Where on the website is it?

**Robbie Webber:** It's on the RNA website, there's a link.

**Kevin Corrado:** The RNA website, there's a link. And just for those of you who maybe don't want to quickly look at the newsletter, the RNA website is [regentneighborhood.org](http://regentneighborhood.org). The next part is Archie to present an overview of things and then we'll move on.

**Archie Nicolette:** Is that my cue?

**Kevin Corrado:** Certainly. Good Archie. We didn't rehearse all of this.

**Archie Nicolette:** See if I can get this to work. Think we're going to have to turn the lights up. Hello, I'm Archie Nicolette. I'm from the city of Madison planning department and I'm the staff or liaison person to help the neighborhood and to work with the consultants to get a plan back to the city and make sure it goes through the city processing and gets adopted. So, I'm the resource person and tonight they asked if I could do an overview of the plan and so I will do that and at the end if there's any specific questions I can answer I'll try to quickly answer that. George is going to be my page turner. So if you want to click it over. The first thing I want to tell you that the scope of the plan was narrow. It was to develop design guidelines and it's, we've done this before on Park Street and Willy Street and it's not a comprehensive neighborhood plan dealing with a lot of other issues. So it was very focused partially because of the funding that was available. The whole process started when the neighborhood association applied for a grant. The grant was awarded and after some wrangling and discovering that they didn't have enough money to do a neighborhood plan, they, the focus was on University Avenue because it seemed like the place that would have the most likelihood of change. An advisory committee was, um, I'm not sure how actually it got together but there was an advisory committee of residents and other interested parties and I have to say they did a very good job, they were very diligent, they were very thoughtful in their deliberations. And so that's how this got started. I'm going to have to look at, since I can't turn around and I can't see that close I got to remind myself where I'm at. Ok. Yeah. Originally it was scheduled for 4-6 meetings and we were going to try to get done in a relatively short time from May to August and that didn't happen. They had 9 meetings and most of the meetings were between 2 ½ hours or so. They had two public forums which was a part of the contract. The first public forum was held here to get neighborhood input and they got a lot of input but the part they had to key in on were the ones that related to building design and height. So. So some people might have felt that those other issues weren't addressed and they actually weren't addressed because we're focusing on design issues. So the plan has three basic elements and that's the profiles of the buildings, a map showing where each type or profile is sort of located on the street, and some street facade guidelines. And this, these are to complement our comp plan and the comp plan specifically states they want to have neighborhood plans to actually put some meat on to what the comp plan is, more specific, more details. Ok. The, this is probably the important point to remember when you look at all these profiles. The, and I'm taking this information from the report and sort of speaking like for the consultant. The intent was to create a 2-3 story street façade along University Avenue because that's, the probably, the most friendly confines for a street because it seems to be the most pedestrian friendly. So that was one of the goals of having the profiles. Uh, just a couple quick things -- there's a lot of talk of set backs and step backs. Set backs in this plan is from the back of the sidewalk to where the building starts-that's the set back. A step back is when the building, for example in this plan, goes up three stories and then the building façade moves back, in this case 10 feet or more. So keep those in mind. And then there's on the south side, there are rear set backs and step backs to help, you know, preserve and the sort of the integrity of single family homes. And campus drive there are no set backs mainly because it's a, what we call a B street, where people are primary just

traveling down, most likely as fast as they can, to get where they want to go, and it's not, there's no, there's no openings in doors, there's no pedestrians moving about, so it's, it has a different function. And the right of way's rather large so it automatically leaves some room there between the street and the building. So there are no set backs on the rear of campus drive. These are just two examples to give a little spatial reference. These happen to be on University Avenue. The set backs. One example shows a five foot, the top one, and the bottom one shows a twelve foot, a set back. On the other image, is on Gorham street. That shows a step back which steps the building back and creates that street façade which I talked about earlier which is the façade which people will notice the most. Ok. This is just another slide showing how, this is downtown on Bloom Street, how what happens when you have taller buildings mingled with shorter buildings. So, continue. Ok now the first profile, is profile one, it's on the south side of University Avenue. The 1H is in the historic district and what it, how it distinguishes itself from profile one, is that it has a 15 foot front yard set backs. The other set backs are listed and they vary primarily if commercial or first floor retail or ground retail is desired the set back is 2 feet and if not the set back is 10 feet. And there is a rear yard set back of 25 feet if the building is more than one story. If it's one story then it's only 15 feet. And then as it, if there's a fourth floor desired then it has to step back another 10 feet on one side also on the street side. So it kind of disappears a little bit. Ok, that's profile one, that's located on the south side. On, the other profiles are on the north of University. And on profile two, there's a 10 foot, again 10 foot set back, an upper story step back, I'm going to get tired of saying those words, um of 10 feet and then at, after that there's another step back which is 25% of the lot, so what ever that is, then it steps back again and can go up to 8 stories. So. Now that's a common theme that you're going to see on all the rest of them, that what I just stated. So. Same thing here with profile three, this is where we're trying to encourage commercial. You have buildings closer to the street, you, that's a 2 foot set back and now we have that same combination that I talked about earlier, where you have a 10 foot at three stories, and then I think on this one it's a 4-5, it has to go back another amount which is 25% of whatever the lot is. Profile 4, I forgot to mention the maximum heights. Did people, can people see the maximum heights, way back, OK, good. Profile 4 is once again a 2 foot set back and the same combination. On this one, if you read the report, it talks about this being an odd shaped lot and this whole intersections actually designated as, this whole area's a TOD, which is a transit oriented development area. And the other statement in the report was it's also separated from the residential because there's a commercial strip primary on other side with I think the exception of a house that sets pretty far back and as I already stated it's an odd shaped lot. So, but, this was a another thing, I wasn't, unfortunately I wasn't at this specific meeting but they came up with some special exceptions that they thought were important to protect the Congregational church and that's that on the 15 and 16 hundred block they didn't want any building taller than the ridge line of the roof of that church. And, they also felt that this part of town should primarily be residential. And as you'll see, that the, if you look closely at the step backs, the step backs kind of indicate where the they think 1<sup>st</sup> floor commercial should be and it's mostly located around Highland and where there's already a core of retail because it makes more sense to have it all in a (undecipherable). So, go ahead. On, now this is the maps where they try to actually show where each potential building could be built and how high and what it would look like. And the

profiles give you some indication of what can happen on specific sites. And I should say that those profiles you are looking at when they go around a corner they also carry the 10 foot set back as they go around the corner. So, also, those also apply around the corners. On, so, now. This is a little tricky because, what you are seeing is a map depicting the profiles like I said earlier the south side primarily is 4 stories with I think one exception at the far end of Farley. They decided to allow 5 story at Farley and University. The block 25 is the profile with the largest height which is 12 stories. And then, I guess we'll go to the next slide. In the next block, once again the south side felt strongly to keep that very neighborhood looking and very low in height and let more height on the north side of University Avenue. So, these profiles then match the ones that you just saw. I think the green is a, I think it's 10 stories, and the south is the 3 and 4 stories. So, the next slide is primarily a 10 stories and then the south side again is the 1<sup>st</sup> profile with 3 and 4 foot height. On the, towards the a street side, you go to a profile 2 which is 8 stories. Right, and then we, as we get in to the next slide it's those special conditions that were listed in that, on the last page of the profiles. So. This give you, that's a quick overview of how the profiles will be used to allow a building footprint to be developed in a particular site. And, actually after spending a lot of time on the on University, old University Avenue, it seems that there are quite a large number of places where there's likely to be no development because of a pretty substantial investment already. So, you have to look at these as guides for that particular area and not that development's imminent. So, Ok. The next, the next, this is the third part of the three components of the report, and that's the street façade guidelines. Now, the first sort of created an envelope for the building to fit in, this is a means to try to create some quality in the building that's going to be developed. So, it's calls for some good design and the consultant came up with the 6 zones for, on to the next slide, for developing a way to evaluate and to structure a sort of both structure evaluating a building and also give a architect or a developer some idea what is expected of them. Ok. So, the, these sort of portray, they sound simple and they really are. There's a base for the building which is really attaches it to the ground, there's the middle and then there's the top which kind of balances out with some ornamentation. And then, along with that there are elements that give buildings some personality and that's the base activity, the middle and top extensions which are, I guess we can just go to the next slide. I'll just go through them real quick. Well, the base, that base is important because that's were the people are, that's what the people will see the most and relate to the most. So that's where the quality architecture should go. It's important to have on commercial buildings transparency, clear entrances, a clear signs, and on residential structures it's more the rhythm of things and how things are, the relationship to the street's a little different. There needs to be this separation, usually there's some elevation differences and. So, I won't go in to all that, I'm just trying to give you the basics on the different zones. The middle zone often identifies what type of building it is. And if it's more of a commercial building it has a different look about it because the floors are a little taller, the windows are a little different. A residential, it's more important, on, once again, on the rhythm, the rhythms that the window creates, you know the shade, and shadows, patterns. Those are all things that help create a building that has some personality. So, the middle is a, it seems like its plain, but it can have a lot of things going on. On the top, which is the next one, it's a chance to be a little more creative and create something that has the potential of identifying itself as more of a

potentially a landmark quality building depending on how creative they are. But it is a way to create a line so that the building has, feels finished. So, now the base activity, is, like I was saying before, it sort of it kind of extends itself out with awnings and signs and sometimes there's a relationship between the type of business and having outdoor cafes and plants and then the interior itself is equally as important to actually attract customers and have something that's a sort of a meaningful place for people. The middle is, is once again this is a shot on Main, I think it's Main street, it's a just an example of a, of a this is a 4 story, 4 ½ story building that has balconies, it contributes to sort of the personality of the building. A lot of times bay windows, they all extend outside the building but it helps contribute some life to the building so it doesn't feel flat. And, it's important that buildings don't have blank walls anywhere and as it's stated in here that a building should be a complete building which means it has things, it has features on all sides. And then the last one on this, the guideline is the interior itself. This is where it's also important to have that window but have something going on in the building and that's where there's this, there has to be this sort of marriage between what would work for the neighborhood and what would work for a business to locate there. And that hopefully will be worked out with each development. But, the other additional guidelines we're talking about landscape elements, parking, lighting, streetscapes. When the city improves University Avenue, I think it would be really important for the neighborhood to sit down and make sure the city knows that you would like some decorative lighting possibly, I don't know if you want that or not. But, it's your, it would be an opportunity to build in to a project some of the, some of those amenities in particular maybe in the commercial area or a commercial node some extra lights or some pedestrian lights, street trees, bigger street trees so they survive, some treatments in the terrace. Somebody give me time. 20 minutes is up, I better hurry up. I said I'd only talk for 20 minutes. Parking. The parking, is a, we, the rule is no parking in the front or on the corners. They'd like to have the parking in the back, but if it is on the side, it can only be one bay. One bay means that a parking lot, a two bay parking lot is 60 feet, or a little wider than 60 feet. One bay would be a drive aisle and one parking bay and that could be screened. They don't want to see any garage doors or entrances on the street, if possible, but some places are land locked and it's not possible but. There was a high interest in sustainability. Developing buildings under LED which is a standard that was developed to rate buildings and I think they get a gold, silver, or I forget what the other level is, platinum. They have a rating system that developers and builders can strive to achieve. And then there's a new concept called LED neighborhood, which is a different sort of evaluation and it evaluates an area rather than individual buildings and it can work together. Sometimes there's a little bit of a competing because some of the LED's things take up a lot of extra space but they can work together. And the reason that they're looking at and promoting this neighborhood LED's is that they're trying to create developments that where cars aren't used, for walking and biking is really a pleasurable experience and people want to do it. So, that's what they're looking at, trying to reuse buildings rather than just automatically tearing them down. So, and then I think this is the last slide, no I guess not. Oh yeah. There's also concern that building might be too long, or too wide or take too much, its mass would be too consuming of the skyline. So they wanted to limit buildings to a 120 feet or less in length. Which is still long but it can be broke up with sort of architectural breaks and other things. And, it's also where buildings are being built

where there's already a small grain, it was, that's where breaking those facades up to sort of reflect the grain is important. And, street level commercial. As you go back and look at the report you will see where you see the 2 foot set backs, that's a, an indication that the committee and the consultant thought it was an appropriate place for commercial developments. Where you see a 10 or 15 foot, then that was a more appropriate for residential. So those set backs are clues on, and they primarily are around the Highland intersection going down towards Farley. So, the last, I think this is the last slide, I'm trying to keep to my 20 minutes, whoop, got to go back one. Oh, Ok, well, yeah. Yeah, just a reminder that you know cities are always in the process of changing and growing and that's actually one of the exciting things about cities because they have this dynamic feel about them and University Avenue's no exception. I'm sure if you've seen pictures 20 years ago, it looks nothing like it looks now. And it probably won't look anything like it looks now in another 10 or 20 years. But, the, I think the important thing to remember is that these guidelines are important because it does a number of things. It, it lets the neighborhood evaluate how they feel and what's important to them and it also let's the developers know, or the builders, know what's expected of them and it sort, it hopefully creates a place for everybody to start on a positive foot in a process. And one of the reasons Willy Street wanted a grant to do just that is because they didn't want to continually fight about every single development that came in and so they decided to sit down with the neighborhoods, the businesses, the developers, and come up with guidelines that everybody could live with. So it is a balancing act between trying to make things so that change is possible but yet reflects the values of the neighborhood. So, that's going to be the job of you people to tell the board what's on your mind and to try to sort through all this. And, the last thing to remember is that the plan is a starting point. This happens to be a draft, so it's you know, it's in the process of being finished. But also, each individual project will have its own process and everybody will have their chance to express themselves about that particular project. So, even though we are coming up with these guidelines for old University Avenue, you still have a chance as projects unfold and come in, you'll have a chance to weigh in on what you think. So, the final decisions, in our process, as it goes through the system, is still the common council. They're the ones who have to put the final stamp on both plans and this plan and any individual project that comes in. So, that's the quick summary of the plan. So, I can answer any quick questions about the plan.

**David Worzala:** Thanks Archie. What we hoped to do was, my name's David Worzala, I'm the county supervisor in this area. I represent you all. And I was asked to moderate and sort of take the Q & A session. And what we want to do, is we want, the goal of this was to get people's input. And so we've asked folks to fill out cards and we'd ask people if they have comments to come up to the front, because we're going to try, we're recording all of this and we want to make sure that we get the recording so that the Regent Neighborhood Association board can then have it, we're going to have it transcribed, and then can use it in their deliberations as they talk about the process of this plan and where we go from here. We'll also answer questions. All questions are fair game, we just don't know if we can answer them and we don't want to spend a lot of time answering detailed questions but we do want to take them in as a recorded question that people had. And so, if you have a comment, if you want to make comments, I'd ask that

you come up here. We're going to limit folks to two minutes and if you have questions, I'm going to ask you to just stand up, state your question, I'll repeat it and then I'll, if I can't answer it, we'll have one of the relevant folks answer it. So, while folks have questions, let's start there and in the mean time if people will line up here I'll just say OK, now we're going to have some comments for a while.

**Audience Member:** I didn't hear anything about the use of old University Avenue as a traffic corridor and a discussion about whether parking would be allowed, who'd be allowed, if it's desirable, even in certain areas, perhaps at certain hours of the day you could (undecipherable), with rush hour, not with rush hour, is that fair game at this point?

**David Worzala:** The question was related to traffic on University Avenue and parking and uses of the roadway, is that part of this plan. Archie? I think that's one for you isn't it?

**Archie Nicolette:** Ideally it would have been a part of this plan but there barely was enough funds or resources to get the guidelines done. We did talk about looking at University Avenue, possibly having parking where the commercial areas are or do what Monroe Street does. And I think the Alder person is working with transportation and she might have some thoughts on that but it was not part of this plan. We had to keep the plan focused and it was difficult enough to get through the guidelines. To add traffic would of extended this one, two, three more years. I, it adds complexity so we couldn't do it in this plan. It's not to say it shouldn't be done, or your neighborhood could request another grant or get the sufficient amount, or some more funding and tackle that project. I don't know if she wants to answer that real quickly.

**Robbie Webber:** I have talked to traffic engineering about a couple of different options. Without going in to a huge amount of detail, I'd say that I think the best thing to do will be to have a meeting specifically about the traffic and/or parking and/or no parking on University Avenue, with traffic engineering so that they can show drawings and answer specific questions. There are some issues with University that you don't find on some of the other arterials because we don't have a one way rush hour. Which makes rush hour parking restrictions that you have on some of the other arterials a bit more problematic. So, but I would like to actually have a meeting specifically to talk about that with traffic engineering and get the experts in here to answer questions and show their drawings.

**David Worzala:** In addition I will be reading some of these cards if people have them and can actually send them to the middle because then I'll come by and pick them up when people are commenting. But, one of the comments was "build an onramp for eastbound traffic on Campus Drive at Highland. Only place possible, it's now or never." And one of the reasons I'm reading these is to make you think about your concerns, and issues, and questions you might have or comments you wish to make. I saw a hand right back here.

**Audience Member:** I'd like to know more about the process that was used to define the limits of height, the 8, 10, 12 story restrictions, how did those numbers come.

**David Worzala:** Who want, you want Archie?

**Audience Member:** Repeat the question please for the.

**David Worzala:** Oh I'm sorry you're right, I want to do that. The question was "What was the process for determining the heights of the buildings?"

**Archie Nicolette:** The consultant came up with the heights and then it was up to the committee to decide and talk about why or the reasonableness of those heights. The profiles are designed so that they are flexible enough so that if you know the wisdom of the group wants it lower or higher or whatever it still can function in the plan. And that was one of the consultants statements also is that it's, the profile that he developed could be modified and still. But I can't, all I can say is that the committee did take these things very seriously and there was a lot of discussion. I think some of the rational is that Campus Drive, which is where the height would be, is what I, is what is, what I call the big "B" street and it also faces the University and it's far enough away from the University in most cases that, that it would be a good place for growth. And as time goes on they felt that if there was enough separation with the step backs, set backs, the step backs and then this 25 foot, or 25%, where the bulk of the building is shoved back farther that it could kind of work as a sort of a step that kind of goes up. I don't know if there's anybody else from the committee that has a other answer for that. But, that's the simplest and quickest answer I can give you.

**David Worzala:** I'm going to let some folks have an opportunity to make comments. And then I take some more questions.

**Lisa Mackinnon/Audience Member:** Hi, I'm Lisa Mackinnon and I live on the 26 hundred block of Stevens Street. And I was, I've been involved with the initial neighborhood meeting where the Mullins project was basically unveiled to the community. I've also, I was also a participant in the design charrette in May. And, which I don't actually think functioned as a true design charrette in the sense that we basically had a two dimensional model and some sticky notes. And I thought there were, you know, there's some good comments that came out of it. But based on those experiences and the discussion that's been occurring in the neighborhood since then, I want to recommend that the RNA consider a visual preference survey. And I put together a couple of white boards over there. I rode from here out to Stoughton Road a couple of weekends ago, a couple weeks ago. And I took my camera and just took pictures of buildings that struck my, you know, captured my attention. Some, there's no judgment in there. Some of those buildings I like, some of them I don't like. And I tried to capture functionality of spaces and texture and color and street scaping. And I think that that's a very useful process. I've been involved in other planning process for neighborhoods and communities. I think it's something that we could definitely use, particularly given the focus on the visuals in this case. But I do also want to recommend that we think about functionality. And not just functionality that comes from how you design a building, but how we use the corridor right now as a neighborhood and how we want to use it in the

future and how we think we can improve upon it. You know, how many of us pass through, how many of us actually bump in to neighbors and would like to do more of our commerce in the corridor. We can't do it now for various reasons. How do we change that, how do we improve upon it? So those are things that I think could have some more attention before we finalize this draft plan. And then also there's been discussion about this being a broad scale plan, and it will have individual opportunities with each specific discrete project to give more input. But I do think it's very important to really focus on this initial plan because it will hopefully, if we get to some deep level of detail with this, we'll be able to inspire confidence because not everybody in the neighborhood's going to be able to give the time and energy to each discrete development proposal. And so if we can address some of the very key issues now, at this level, I think that that's, that would be a good way to go. Thank you. And just to let you know I'll leave those here for people who want to look at them. And there are pictures on the front and the back. And it's just an example of a, of a survey.

**Ron Fedler/Audience Member:** Hi, I'm Ron Fedler. I'm a real estate developer. I own most of the property in the 23 hundred block, some of which I'm sure you like, and some which you probably don't like. Also, Kingston Place, which is just across from the Mullins property. I want to be very specific here on, basically on the one item that really concerns me and that's building heights. And it concerns me on my own property and on the Mullins property as well. I'm rather shocked, I guess with seeing some of the building heights that are being proposed here. On two of my properties, they're proposing that I could go up to 10 stories and on the Mullins property they're proposing 12. I am very much against that. And not only on his property but on my own property. I was going to ask for a show of hands but I guess I don't have to. The reason is, it's for the character of the neighborhood. I just don't think it fits. And I will tell you this, and this comes to the association or to the members of the, I guess everybody that lives here, as a warning. If this plan goes forward and these heights are approved in this guideline, if I were coming here to develop another piece of property in this area, I would consider my entitlement and I would fight you legally to build 12 stories. So, anyway, that comes from being around a little bit. I want to just eliminate two fallacies or so and then I'm going to be out of here. Young professionals, not students. I've been around, I got all the property there, I developed some of the property, the last ones especially that I was able to build from ground floor up I think, I think are very nice, even though they're rather large. You can try to get all the young professionals you want and the students are going to be your resident for the most part. Good students, Ok, but it's still, they are students. So when you hear that story, it just isn't true. You know, and I'm not saying anybody's lying, I'm saying they just don't know. Ok, and the other one is that 4 stories can't work financially. Old University Place is 4 stories. I paid 2 million dollars for that, for the Old Ivy Inn when I bought the Ivy Inn. I highly suspect that the Mullins corner is, has a lot less money invested in it than that and my 4 stories worked financially very well. So, thanks.

**David Worzala:** Seeing nobody sitting over there, I'm going to go back to questions. But I just wanted to, there's a quick and easy one I think "Does story height include mechanicals?"

**Archie Nicolette:** Probably not.

**David Worzala:** Probably not. Right here, Carol.

**Audience Member:** I think this is for Archie. Just (undecipherable) Congregational, what is it to you, the, how does it affect what gets built, is it so (undecipherable) determine space (undecipherable) where we are now or do you say this is a TOD and that affects things. And is there an example you can give?

**David Worzala:** Yeah, remind us all what TOD is? I'm sorry I forgot to repeat the question. The question, Archie's going to have to repeat because I didn't understand the TOD, and so I forgot what the question was.

**Archie Nicolette:** In the city comprehensive plan, they placed an asterisk on certain places around the city. And, they are recommending that these are good places for Transit Oriented Development. That's a little fuzzy, but what it's really saying is that this particular area has high potential for transit, it has a rail line that has, that may come to fruition at some point, it could be a stop here, it has quite a few bus lines going through, there's bike paths. So where you get this convergence of ultimate forms of transportation, then the city feels it's an ideal spot to have. (undecipherable, Side one tape ends, side two tape starts) ...And at Highland and old University is the, where that asterisk is. So, it's just a way to try to get more use and more compact development there so it can take advantage of a rail stop or many bus stops.

**Audience Member:** Does that mean that the developer doesn't have to have as many parking places per capita (undecipherable).

**Archie Nicolette:** The parking issue is primarily been driven by economics. They, that's not in that description. It's, you know, the city is in the process of rewriting its zoning ordinance. They are moving in the direction of smart growth. They're moving in the directions of more compact development, trying to get more walkable neighborhoods, trying to create neighborhood centers, they're trying to create a much more mixed use developments where you have more things going on. And so that the future people will have a new Monroe Street, have a new Willy Street, so they'll want to get out there and walk and there will be places to go. So. Did that answer your question?

**Audience Member:** Yes it did.

**Robbie Webber:** In a little broader perspective, sort of as an urban planning term, Transit Oriented Development, means where you do have a, several modes of transportation and you expect a lot of people to be, excuse me, changing modes. For instance, walking to the train, getting on the train, driving to the train, getting on the train, taking the bus and then getting on the train, going from their bike to the bus, etcetera, etcetera., etcetera. And it, it also often means, places where people are going to do their errands. There going, maybe there's a Walgreen's where they're going to pick up their

prescription, or a restaurant where they can have dinner, or a place to buy a newspaper, or something like that. It often has commercial, residential, and office all in the same general vicinity. And the truth is, it's kind of what we have now. I mean Highland functions in that way because so many people get on and off the buses there plus you've got pedestrians, and bikes, and cars and everybody else going through there. I think they put the asterisk there because likely there will be a, if the train gets built, there will likely be a stop because the hospitals are one of the largest employers in Dane County and it makes sense to have a stop there. Now as to parking, in some cases, depends on the city and the surrounding, the (undecipherable) in context, you may have fewer parking spaces than in other areas because it's so easy to get around. And in some cases, for instance there's also an asterisk I think over by Whitney Way, somebody might decide to build a parking ramp because they know people are going to be driving to the train. Now, I'm not sure we want a parking ramp there, but it doesn't necessarily define whether there's parking, more or less parking, it depends on the context.

**David Worzala:** Thanks Robbie. Question over there. John.

**John (undecipherable)/Audience Member-John (undecipherable),** I live up in the Highlands. What is the basic rationale (undecipherable). I hear two things to try to induce transport and also to increase density living. It seems to me that rather than try to promote with 10 or 12 story buildings now, to induce high density living downtown, why isn't that same approach used to try to encourage high density living downtown where we already have 10, 12 story buildings. What's the real rationale?

**David Worzala:** The question was "What's the rationale for having high density out in this neighborhood versus downtown where we already have high density?" I think that, I'm not sure that there's an answer to that that anybody here can give. Big employers. There is, there is a, you know, the concept of the commuter rail, should the people of Dane County decide to vote in favor of that, which is down the road. And, you know I think having people close to their jobs and the fact that people can go to the hospitals, go downtown from here, I mean it's some of the same reasons we all like to live here, is, it's a desirable place to live. This would have more people there. I mean, it's really a question of do you believe in that kind of density? I don't think that we can really answer that here tonight.

**John/Audience Member:** Then I ask the question, if you don't have a rationale, why is it on the plan now?

**David Worzala:** All right, well. I don't know who can answer that question or if we should. So, I, I will take that as a comment. Back here standing up and then I'll come over here.

**Audience member:** Repeat the comment.

**David Worzala:** The comment was “if you don’t have a rational for having that density, then why are you building in that density in this plan.” You want, Archie, come on up. I know that there.

**Archie Nicolette:** I’m just a staff resource person on this project, so I’m not going to explain that, what I’m asking people here tonight is to read the report and then to decide what appropriate heights you think should be there. And that’s the kind of feedback that will help move this process along. Everybody says they don’t like the height but we also, they also need to figure out what’s on peoples mind, what they think’s reasonable. And I know if I asked 8 people, I’d probably get, I don’t know if I’d get all the same answers but they might vary. And so there’s not, (comment from the audience-undecipherable), maybe not, I’m not, OK, I shouldn’t say that, I don’t know. But the important thing is, is that you, in order for this to move ahead, people are going to have to come up with what they think is comfortable and somehow articulate to the RNA board and let them know so they can move this forward.

**David Worzala:** One other comment I would make, is that as a County Supervisor, we deal with zoning out in the towns and villages, and I will say that I hear regularly from folks about the desire not to eat up farmland. And to develop all the subdivisions that we have out there and that opinion is throughout much of the city. And so, that’s another rational, but, let’s move on to another question. I asked the gentleman back there.

**Audience member:** Hi, Robert (undecipherable), I live at (undecipherable) Grand Avenue, between Chamberlain and Kendall Avenue, transplant from New York City. Couple questions. One, OK, so Robbie said , you know, we need a bank, we need a transport hub, dry cleaners. We have none of this in this area. We have Lombardino’s and the Blue Moon. Great places. None of which are even remotely talked about in this (undecipherable) which Lombardino’s is the corner of. The Mullins corporation has never, to my knowledge, you know, I could be, you know, totally green here, never even approached them. They could have the whole triangle of land and have LOMBO’S as an institution that anchors their new, you know, gateway to University Heights which they did say at the last meeting I was at (undecipherable) the (undecipherable) south end and then this triangle building is supposed to be the gateway to University Heights. Well now we have no idea of height limits, we have no idea of density. I just feel as a neighbor, what, what we’re just, you know, we’re just moving in this (undecipherable) to the Mullins Corporation and whatever they want to do, they’re going to do.

**David Worzala:** The question really is more, to characterize it I think, it’s more of a comment but the question is what, “the developers are just going to do what they want to do.” And I guess I would say that that’s partially why this plan was brought together is the development pressure that came, that is on this corridor was recognized by the Regent Neighborhood Association and therefore this plan was developed. I think the answers to your concerns are what really the RNA board’s trying to hear today.

**Audience Member (Robert):** Because I’ve lived here for one year, what do the people in this room feel about this development.

**David Worzala:** I think that's what we're trying to hear and we are hearing this evening. Did you want to say? Yeah. Come to what. Yeah, if you're going make, if it's a comment more than a question, it would be really helpful if you came to the mic because then I don't have to paraphrase what you say and perhaps not characterize it the way you would and then it will be on the transcript for the RNA board and for future record.

**Audience Member/Lynn Fortner:** Even if it's a question, if people feel comfortable coming up, that's the only way we're going to record it. So if you have a really long question, and Dave summarizes it in 5 words, that's what will be on the transcript. So if you feel comfortable coming up, I think even for questions.

**David Worzala:** Good point.

**Troy Rost:** I can tell you a lot of people are looking forward to reading your comments that can't make it tonight too. So we're going to put this on the website too. Eventually when we get it all transcribed.

Well good evening I'm going to talk real quick because I've got two minutes. My name is **Darsi Foss** and I am an 18-year resident on the 2500 block of Kendall Avenue. I'd like to thank the RNA for trying to get us together here to try to control some of the future development and I'm hoping we can work positively together here in the future. I don't think any of us are anti-density; I think most of us are for smart growth and intelligent density. We live as X mentioned next to two of the major employers in this county, which is the UW of Madison, a Big Ten school and UW Hospital. We see traffic all the time come through here and I guess the thing that worries me, concerns me the most is we have traffic and pedestrian concerns and bicycle concerns if you've ever taken the bus on Highland down here and University Avenue every morning you say a prayer for everybody who is trying to get to work down there. So we have existing problems. I also question how we can as a neighborhood propose density which means more people without relating that to increasing the traffic in the neighborhood and the congestion. Those are interrelated, and with all due respect to everybody to have these separate meetings they can't. They're together. Density and people and moving them through this neighborhood are interrelated. I would like to say that one of the things that I like on the RNA Web page is this little talked about 2006 housing report done by the RNA subcommittee. It's a wonderful little report that's articulate. And I just want to read you two of the things that they say are the goals of that wonderful little report, which are to preserve the quality of life in our neighborhood and to improve an already great place to live. And I think that we can do that if we are wise about the density and I do believe the guy from Goldleaf hit it, which is if you are going to have four, five, eight, ten story buildings in this town it's not going to be all young professionals. You're going to be attracting students, which are great neighbors to have but you need to understand to the marketplace when we do these things. So, I would like to say that as we move forward we look back at that 2006 housing subcommittee report that had thoughtful, articulate things on traffic and moving pedestrians and housing heights and heights in this

neighborhood and they're much much different than what's in the current report. Thank you. (Applause)

Hi, I'm **Lynn Gordh**, on the 2500 block of Kendall and I would just like to say that as I looked out the back of my house what I see are three apartment buildings, as I go down the street there are more apartment buildings, as I go down old University there are more and more apartment buildings. So, my question is why do we need more apartment buildings and I think actually I do believe in density, I believe in not having sprawl but I think our area is taking on more of that than other neighborhoods are, we're doing more than our share, and I would just love to have other development – you know the restaurant, the laundromat, all those things so that we could walk from where we are but I don't think we need more apartments. (Applause)

(Male voice) I also have two more comments with questions about building height.

Undecipherable (male voice) – 2400 block of Chamberlain Avenue and been in the neighborhood for more than a quarter century and familiar with the neighborhood even before that. I guess, uh, what I heard that (Can't hear you in the back) I'm sorry. When I heard that the study was done without paying any attention to the traffic and parking situation from the guidelines that came up with the building heights and the kind of ? they're inviting I couldn't believe it. I don't know how you can decouple density from traffic. If the access is only from University Avenue, this is not going to be a neighborhood you want to live in. That was my first pint. I think the study should have been done with the traffic included in it and I am appalled that ? with this study, but I was not part of the meeting because I was on travel so I want to extend my apologies for not knowing the issues earlier. I don't want to offend anyone but I am concerned about the density. The second point I want to make is that I have not heard anything about one other asset we have in this neighborhood and that is West High School. And I think if we're going to attract young professionals you know families and children who are going to go to school you eventually ?. My sons went to this school and graduated but I know the neighborhood always is in change. People like me move out and new families move in but new density I worry about the school. (Applause)

(Other male voice) Archie or Robbie you might be able to answer this question, "What development would be allowed on the corridor under current regulations?" I'm sure it varies by block but can you characterize it for folks?

(?) No, not very well, it's half, well, the south side is R-5 which is densities from I think 16 to 40 units an acre, like three to four stories. The north side, part of it is C-2 or C-3 and it's fairly open in terms of what they can do. I don't know if you're asking for height requirements, I'd have to look. Part of this is going to change in the near future because they're rewriting the zoning codes and those will all be reevaluated and they'll come up with new standards and a new approach to how zoning and buildings are done where there's much more emphasis on appearance and how to create communities so I can't give you a really good answer.

(Woman's voice) Can you maybe you could explain a little about PUDs and what has ...

(Male voice interrupts) Because our zoning code was designed in the '60s it was very reflective of what the City wanted then which was outward expansion and so all the codes are really designed for building where there was no (yeah) Greenfield building. It's not very useful so almost all developments in the City are done under PUD, planned unit development which basically allows to negotiate what you can build, so you write your own code not the developer writes his own code. It's that a code is sort of written so that they can develop the land. There is a higher degree of public involvement involved in a PUD because the codes are being sort of pushed aside and it's being developed for that site specific and that's how we have almost everything downtown in the last 15 years have been done with PUDs and that's because they could not develop under the existing zoning code because it didn't make any sense downtown and somewhat true I suppose for some of the parcel here, too.

**Robbie Webber:** I just wanted to jump in. Almost every single development not just downtown but everywhere within probably five miles of the Capitol has been one of these PUDs so what is currently zoned there, our own neighborhood so a lot of the blocks all of us live on wouldn't be allowed to be built under our current zoning codes because the lots are too small and you know the setbacks aren't enough and things like that. I mean my house is nowhere near far enough from the sidewalk for what is supposed to be in the zoning code. So we couldn't even build our single-family homes and sometimes there's a duplex or a small apartment building on our own block and that wouldn't even be allowed under the current zoning code. The whole zoning code is going to be changed because it doesn't make sense for most of the area within five miles of the Capitol. So as I say it's a good question but it's not particularly relevant to the way development is happening now.

**Archie (?):** I wanted to address this question before we take more comments because I think it's an important one from the RNA's perspective. And that is does the neighborhood have any real authority and power to alter this plan or are we just expressing opinions and hoping folks will listen. (Laughter) And I think that either Troy or Kevin should come up and just as representatives of RNA to talk about that.

(Unidentified male voice -- Great. I asked him first. She gave it to you.)

**Troy.** I guess I'll answer the first part but I think then it has to go to the City and they have to answer the second part. The board is very interested to hear what you have to hear and we're all your neighbors. I'm on 2616 Kendall. Actually a lot of us seem to be centered on our side of the neighborhood simply because I recruited you. You know me and I'm probably going to get some more of you tonight, too. We're going to work this out but then I think it has to come back to the City and negotiate from there and I guess I'd like you to answer Archie as to that process because as I understand it what we want may not happen anyway. Is that right?

**Archie**– That’s not true. What’ll happen is the report would be given to the City after the board accepts and adopts it. If the board does not accept or adopt the plan there would be no need for it to go to the City because we wouldn’t move forward unless you the neighborhood and the RNA board feels comfortable with the report.

(Well says ? agrees with the report)

**Archie** -- if it agrees to something then what happens is a resolution is drawn up asking the Common Council to make this report a supplement to the comprehensive plan for the City, then the affected boards and commissions would then take it up on their meetings and review it and make any comments they would like to make. They have the right to ask for changes, that’s part of their responsibility. Most likely the Planning Commission, Urban Design Commission, the Landmarks Commission, the Board of Estimates, and that’s probably it. And they would review it after they’re done reviewing it the Plan Commission would probably be the lead, they would accumulate all the comments, put them together and then you guys would have a chance to review those comments and see if you agree with any of the changes. And then it would go to the Common Council and the Common Council adopts it and once it’s adopted it is part of the comp plan. So that whenever a developer or any policies, any monies being spent by the City we automatically check these plans to see if what’s being proposed is in compliance with those plans.

(Woman’s voice – When you say it is in compliance is that binding so that if the RNA adopted a plan that said ... because I understood from Robbie’s comments that ultimately because of the irrelevance quote of the zoning code that this is really all going to be a negotiation between for instance on this one parcel Mullins Group and the City, how relevant is our adopted guidelines to that negotiation, how much weight does it hold. Is it binding not binding is it more binding if it’s subsequently added as a supplement to the comp plan or if we pass it majority 30 days into those negotiations ... I think there are sort of two issues before us to support – to your point there’s the long range issue we can make design recommendations for buildings that may not be built for 40 years but really I think everyone is concerned about what’s going to be happening at the intersection of Highland in the very near term and I don’t think everyone fully understands the weight of this document.)

Let me try to repeat the question. She was asking the Board and the neighborhood is the plan a binding or just suggestions or recommendations? Where does it fall in terms of how people view the plan, in other words, decision-makers, the council? It depends on two things. Part of it is in a historic district so there are binding rules and regulations already in place. If the plan is adopted as a supplement to the comp plan then all plans are reviewed using that as a basis to make decisions. If the plan is adopted with the recommendation that those rules or guidelines be part of an urban design district then they become an ordinance that is binding so it depends on what route it goes. So those are the two basic options. The plan is adopted then all projects are review and the information is always passed on to the Plan Commission or its adopted and its

recommended that this become part of an urban design district or an urban design district is created and then those if they're in ordinance form then they're binding. Is that clear?

**Robbie Webber.** People over the last week have called me and several people have said do we really need a plan? And I said yes I think we really do. Because we know, I mean remember this is not if we say we recommend this height or this look or this use for a building its not going to happen next year. If the real estate market remains flat we may not have anything for 5 year or more but we know at some point somebody's going to come in and want to build something, it's inevitable, and quite frankly lets look at some of the buildings and really walk up and down University Avenue between University and Campus Drive there are probably some buildings that some of us, probably everyone in this room could pick out one building they wouldn't mind being gone. So what do we want to replace it? That's the question. First the timeline. There are neighborhood plans that have still not been adopted because the neighborhood has not agreed on what they want to submit to the city. The Monroe St. business plan is one of them. They can't decide that they want to go forward to have it go to the City, so any development that comes in...there's no plan. Even if it's sitting there in draft form, until it goes through the City process we have no plan so every single development is a new discussion and if we wait 4 or 5 years, which has happened, the Mullins family may say I don't want to go forward until the plan is done, or may say I want to go forward before the plan is done. But that's a business decision on their part and if that's the parcel we're worrying about then is it better to have the plan or not have the plan? That's the question we're looking at. But I think ultimately, somehow whatever the process is, we need to have a plan. Once the plan is adopted then any development that comes to the City they say well this is what the neighborhood said; what does it look like in comparison to what they said they want? It is possible if everyone stands up and says I love this building, I don't like the plan any more, it's 10 years old, the City may say "well, alright", but for the most part they're going to follow that plan.

**Troy.** As for changing the plan I think the RNA Board is going to take it up in the next few meetings and they're going to try to devise what the process will be but they want to hear what people's comments are now.

I'm **Burt Preston.** I live up on Park Place. And I have 2 thoughts. One of them, I was surprised when I saw the plan by one aspect of it. It seems to me logical that if you have a center of development which is going to be at Highland Ave that the highest building should be there and should taper off on either side and when you look at the profiles on the plan we saw it going up and up and up as we got closer to the 2600 block and then all of a sudden it stops, of course maybe that's because it goes outside the neighborhood, but it seems like at that point it goes back to 2 stores or 3 stories, right? That doesn't make sense to me that it's going to go way up and just drop off all of a sudden. That was the comment I wanted to make. The other thing I wanted to say, its been said that some people don't like the plan, they don't like the height restriction, but I don't know if you guys would be willing to play along with me here a little bit here, can we do a little informal vote to have a survey some sort of range of what we'd like to have as a height restriction and just have that on record (audience "yeah!") So with a show of hands I'll

just count up cause there are a lot of blocks out there to be considered so we can't necessarily do this with everyone so we could focus maybe on the 2600 block it seems to be the one in contention, I don't know (audience "2500 block!") 25? 26 everyone would agree on then. 25, just to start from zero I'll count up and you can raise your hand and say that's the height I'm comfortable with, maybe I've got a couple of other judges up here but we could try to identify where's that sweet spot that everyone's thinking so 1 (audience member: "is that the maximum height?") Yes maximum height, the height in the plan, its on the north side. 1,2,3, I'm asking for what you would propose as the maximum...what's the maximum that you would feel comfortable with? 2 3 4 5 6 7 8 9 10 11 12. I don't know if we need a counter, it's pretty clear it came to be 4? Maybe 5 (applause).

I'm **Barbara Wolf**. I live in the 1800 block of Kendall. I know the focus of this meeting is based on the 2500 block but I've heard one comment and I'd like someone to tell me why they don't want to see retail in the area between Breese Terrace and Allen. To me, part of the urban quality of life would be for all of us who live within a few blocks of University to be able to walk down to the coffee shop, the little bagel place, the lunch place, the bakery, a little clothing store and when we were discussing the Princeton House redevelopment people were objecting to have retail. Retail to me is like having a coffee shop or something and I wonder if someone could tell me what's the objection to these small local shops. The vision I would like to see is something like the business part of Monroe St where there's little coffee shops, a drug store, jewelry store ...Okay.

Another comment I'd like to make is: the advantage of having parking on the street is that it protects the pedestrian and I think makes it more pedestrian friendly. Right now old University Avenue is not pedestrian friendly because there are two lanes of traffic whizzing by. If we allowed parking during non rush hour, I don't care if it's not a one-way rush hour we could have no parking during rush hour but allow parking between 9 and 4 or something that would give it a more pedestrian feel and if someone wants to pull up and go into the coffee shop or dry cleaner or jewelry shop, they could maybe do that. Anyway, that's what I would like to see. It also would spread out. I like the idea of a transit center at Highland for structural reasons but I don't see why you can't spread out your retail along the street because a lot of people are walking back and forth, people who would live down there and walk down to the University or downtown would go by there all the time so I don't see why you can't spread it out without focusing it.

I'm **Susan Eichhorn** and I have lived on the corner of Forest and Kendall since 1970. I've two comments. The first is it was my comment that was read about an on-ramp for eastbound traffic. This was not a new idea with me; this was brought up in a neighborhood meeting back in the '70s. I just want you to know, there was this thought long ago; that's the place to put an on-ramp, now or never. The other is about density and parking. Our house is on a corner and we have a double lot so we have 120 feet on Kendall and 120 feet on Forest. When we first lived there and for a number of years I could park at my driveway almost any day any time but when the new apartment buildings went up on I think it's the 2100 block of University and unlimited parking

permits were provided I cannot park near my house most of the time. I just want you to think about it – density, parking permits and where are you going to put more. (Applause)

Hi, my name is **Anne Abraham** and I live in the 2500 block of Kendall. And I would first of all like to thank whoever did the computerized photo of the Hilldale Building behind – that's what it looks like to me – the 12-storey building behind my block, 2500. I think seeing that was what got me here. I had heard little bits about things happening with development in the neighborhood but didn't really hit me or strike me until I saw that photo, so thank you. I am not a person who is all for controlling urban sprawl (?). I don't like to see all the development that I see going out into the countryside and eating up more and more of the farmland just land around the city. On the other hand I don't think that anyone, anyone living in established existing neighborhoods such as this neighborhood West High, between West High and University Hospital should have to live underneath the tower of a 12-story building. That to me doesn't seem to be right for anybody in that situation. I've heard the gentleman sitting in front here [doesn't know his name, is told it's Archie], Archie, saying that we would not move forward unless the neighborhood agrees with the report. I also want to thank the gentleman who spoke before me who asked for the vote in the room here. How would we determine if the neighborhood agrees with the report? Are we taking a vote? Do the neighbors all say yeah we want it or don't. At any rate those are the comments I would like to put on record. Thank you very much. (Applause)

Hello, my name is **Jim Lister**. I live on the 2300 block of Kendall Avenue and I've lived in the neighborhood for 19 years. One of the things I haven't heard talked about yet is the economic impact on the neighborhood itself, and really balancing out the wealth. One of the things I'm concerned about is we have a couple of buildings that take up a large percentage of rental property, what's that do to the people who own a four-plex apartment building or a six-plex apartment building? What's it going to do to their profitability? And we actually I feel have a stake in supporting the smaller apartment buildings because they tend to be well-kept, they tend to be taken care of nicely; they're people who take pride in their ownership of their places so they fit nicely in a residential community. One of the things I'm afraid of in the having too much height along the corridor is that we're going to have in a sense the wealth of the neighborhood concentrated into a few hands instead of spread out throughout the neighborhood which I think in the long run will make the neighborhood a healthier place that would sustain higher quality over an extended period of time. (Applause)

**L. D. Oakley**, 200 block of Highland Avenue. I'm hearing two things: one, that there's a developer who owns a property that wants to develop it – a -- with the city and with a paid consultant and an advisory board the height that we're talking about disappeared, and because it was a good idea. The second process that I'm hearing is that if the people who own homes here want to do anything about it they have to influence the city, the only way you can influence the city is to put forward a plan that the city adopts and includes in their overall plan. Otherwise we have no defense. And I think I heard that there wasn't enough money to develop a plan that included parking, traffic, as though it just went forward with however many stories and however many blocks. So, if our only

defense and it doesn't sound like a defense to me is to get something adopted by the city so that when a developer comes forward there would be a city plan there then I'm a little concerned about how much longer it's going to take to have these kinds of conversations if there's someone interested in moving forward very quickly. And if our only defense is for the city to say you have a nice plan Mr. Developer but we have a city neighborhood plan that we've adopted and they're looking for something much different and we have to consider that, then I think that's where we have to go next. I don't know what else we have to talk about because what I'm hearing is that's going to take a little while otherwise people it was on Campus Drive, 14 sounded nice, 12 sounded nice, so we just sent it forward, you guys don't have enough money to fight us.

[Do you want to address that real quickly?] Applause

**Robbie Webber** – I think my point was more that we don't want to have to do this every time, It would be preferable to have a plan before any development went forward but property owners often will decide that they want to do something, whatever that is, and they may not decide until the plan. It doesn't mean there's no defense against it believe me. The City of Madison has often been described as a hyper-democracy. And one of the reasons that way before I thought about running for office I developed a list serve so that we could get information out about what was going on. I wasn't really thinking about the city process at the time. But there are so many committees that developments have to go through that I'm sure if you asked the developers in this community they'd say there's too much public input. Now, I don't happen to feel that way, I think public input is great. It's not that it's the only public defense. I assure you there's not going to be a 14-story building there and as a matter of fact, Brian, I don't think a 12-story building is probably going to work either so I think you're going to have to rethink it. But, the question is let's not have to do this every single time for the next 15 years. Let's get some ground rules so that for the next 15 years we have a general idea of what we do want not we don't want.

[**Dave Worzala** – We got folks who have been waiting and I'd like to get them through. It's seven minutes to 9, it's supposed to go to 9; I don't know how much longer the tape recorder goes. I think we will take a break at 9 if people still want to stay but give everybody an opportunity that wants to leave to leave.]

Hi, I'm **Jeff Schimpf**; I live in the 2700 block of Kendall, representing the outer friends of the neighborhood on the far west side. I have a question regarding the scope of the project. Why not include the 2700 block. I think it's important to address the interface between old University Avenue and new University Avenue. Let's include the entire length of RNA if we're doing an RNA plan. (Applause) I believe we also do support retail all the way to Breese Terrace, the more the merrier. I think it's a good use of space. Building heights – I think we have a pretty good agreement that people like four stories as a limit, maybe six on the north side, and I believe no matter what that all new buildings should be able to be screened by a tree of average maturity from somebody's back yard. You shouldn't be able to see a huge building looming in your backyard. It's going to be low enough that 40 or 60-foot tree can screen it for you. Now, being on the fringe of the neighborhood, I also have fringe ideas and now that I have a big audience as witnesses

and we have our alderperson here I've expressed similar ideas to our alderperson, to our county board member Mr. Worzala and I know there's more than two people who voted for me for county board a few years ago, anyway, I was on the committee regarding the power plant, I've also been on the transportation committee for quite some time and one of my concerns is energy use and building. And I believe that Robbie should take the lead, work with X Rhodes Conway to require that by our city code new buildings have to produce a certain amount of energy for the energy that they use through solar (applause) through possibly rooftop ? I'm not sure it would be quite enough to be compatible with a residential neighborhood but we could have the University set up a demonstration and show us and determine that ourselves. And also regarding a comment that city planner made regarding new lighting I think that's a good idea we have input on that and I advocate too that all new lighting be compliant with dark sky requirement so that it ? down where it's getting harder and harder to see the beautiful stars we have above us. Thanks very much for being here. (Applause)

I have papers in my hand but no speech. My name is **Philip Keillor**. I'm one of the nearest neighbors to the proposed Mullins Residential Town on 417 Grand Avenue and I want to address what is really an awkward question but a very good question, a fundamental question that was raised earlier by a gentleman over here about what was the rationale for 10 and 12 story buildings. **[END OF TAPE I SIDE B]**

**[TAPE 2, SIDE A]**...influenced us were 3 things. One was the Monroe Commons building, which is already up and being occupied, which in my opinion was one story too high-- the committee may have other opinions—but there it sat and so there's a precedent right there. We have precedents now on University Avenue of modern 4 or 5 story buildings so anybody can get a look at that, you could go over to Monroe Commons and say would that fit on the University Avenue corridor, you could go to Weston Place and say would that fit, and someone has put together photographs to show what that would look like.

Now, what was the rationale of the Committee? First of all the Committee started out with 24 people, thru attrition there was 12 that were there at the last meeting that made the votes, and this included some developers. There weren't very many of us that represented this near side that would have these buildings in our backyard. So the Committee really represented the entire Regent Neighborhood Association.

So the 2 rationales for a higher building that were given was one, the city needs infilling. Do you want urban sprawl or do you want to accept higher density? The other was the rationale that at the east end stands the spire of the Congregational church and it would look nice if there was another tall building at the west end -- bookmarks, not bookmarks, bookends.

My name is **Jean Liang**. I live in the 2400 block of Chamberlain, two houses from Highland. One thing I didn't hear discussed tonight was the noise level that's going to happen with the high density with more traffic. You can't assume that everybody that's going to live in these houses are all going to be walking to UW hospitals for their jobs.

As it is, several times a year I'm awakened by traffic on Highland Avenue and I would assume that with all these more people that are going to be living here they'll be going up and down Highland, and for many of us we will no longer be able to hear the birds sing in the morning. (Applause)

I'm **Eileen Cumming** and a 13-year resident of the 2500 block of Kendall Avenue and I apologize since this may have been answered but I'd just would like a number if there was the 12 story building on that site how many habitations does that include, in other words, how many people in just that one building would be there?

[Unidentified male voice Worzala? --I think that would depend on which site you're talking about and I don't think we know right now what we're talking about because it could be retail versus one bedroom/two bedroom. I don't know, is the [number of] units known? Brian is there a number of units? No?]

[Discussion – Cummings says we don't even know how many people would be in that one building. Male voice: the plan is really all the way up University Avenue and there's lots of buildings we don't know how many people are in. Cummings: but it would be nice just to know how many people might be at that intersection. Male voice: and I think that as that proposal gets more developed we'll know that. It could be one bedroom, two bedroom, three bedroom. Cummings: you can make some kind of estimate. Male voice: We don't know. Cummings: I think we need to know that. Worzala: I think that as the proposal goes through it's not really part of this plan but those densities, the heights of the buildings and such, you can make some discussion about what those densities might mean versus what they are today but that's not an easy question for anybody to answer right now. Cummings: I think it's important to have some idea so we can at least visualize what just that one block would do. Worzala – given the size of the buildings that we're talking about if they were all residential.]

[Unidentified male voice – we're recorded that question ...but we know that it's important]

[Acknowledgement that there's no answer but question is on record]

Worzala – before we break for a little bit Troy Rost wanted to talk for a few minutes to close up.

**Troy Rost** – [discusses board elections coming up in May and need for president-elect. Importance of volunteering, hopes people will volunteer for board positions. Get involved, all these positions are going to come up – we have a treasurer-elect, we don't have a secretary-elect, no president-elect; we have two new committee chairmen that have agreed to come on and one new board member and we'll do that at the next board meeting. We need to fill these positions. The worst thing that could happen to this plan is if it stalls and the only way it's going to get through is we get involved. Give me a call if you'd like to know about the positions.]

**Worzala** – raise your hand if you want to continue the discussion tonight? We'll do one more comment and then we'll call it a night. [Fill out your cards, your comments will be recorded and transcribed for RNA members. There will be more events where people can voice their thoughts and opinions.]

My name is **Jason Bittner**. I live on the 2500 block of Kendall and I wish now that knowing I'm the last speaker that I had something more pithy but I do believe that we've spoken loud and clear here what our direction is to the board and I mean it's obvious that there's no support for any plan that has any building height above six stories (Applause, cheers). It stuns me to sit out there and hear (?) we need people to get involved. I could write an amendment in thirty seconds to this plan and have something before the board that this whole group supports. (Applause) We've spoken here tonight and I don't think there's any reason that we need to continue to plead with people to give up their time. I mean I decorated my Christmas tree tonight, I ate like junk food to get here at 7 o'clock. It's unreasonable that you have this many people who have spoken and we took a very clear vote and we can't have something back before the board in two weeks that we can't support. (Applause) I appreciate the fact that you had \$15,000 and it wasn't enough to do everything you wanted to do but then it's silly to try to say ten story building is acceptable, 8 story building is acceptable when you don't know any of the traffic counts, any of the impact on the community and that's something that the board needs to consider. You've got your direction – it's five stories, it's six stories (Audience says four stories) four to six stories, yes four stories would be ideal. And that's what we said in this neighborhood that's what's there now. I think you've got your direction tonight and go from there. (Applause)

**Worzala** – thank you all for coming tonight and we'll let people know what the next process is.

**[END OF RECORDING]**