

Meeting Notes

Project: 2230 West Broadway Neighborhood Meeting #2

Date: March 29, 2017

Attendees: Alder Sheri Carter, Melissa Huggins of Urban Assets, Joe Hennessy, Tim Radelet of Movin' Out, Partners, Dave Porterfield of Movin' Out, Jean MacCubbin of Movin' Out, Dane County Supervisor Sheila Stubbs, Quinn Heneghan of Urban Assets
See sign in sheet.

Questions/Comments and Responses During and After the Presentations by Alder Carter, Joe Hennessy and Melissa Huggins [paraphrased]

Alder Carter has received the following questions via email:

Has an independent traffic study been conducted?

- Traffic study will be conducted once the site plan is finalized.

Will supportive services be offered within the building?

How many of the residents will need public transit?

How percentage of the residents will be children?

What types of businesses is the developer seeking for commercial spaces?

- We would like to hear from attendees about the types of businesses they would like to see in the commercial spaces. This will be asked during the breakout sessions.

What is the expected total number of residents?

- Between 48- 172, likely not more than 66 adults

Joe Hennessy presented demographics of the neighborhood from the Madison Neighborhood Indicators Project.

Highlights:

- 62 planning districts in Madison
- This is the smallest planning district in the City of Madison, though one of the seven highest in diversity.
- Median age of housing is from 1980.
- Median household income is \$54,000.
- More rental housing than other districts.
- 15% of residents are living in poverty (compared to 10% citywide)
- 86-87% economically disadvantages students living in district
- Highest unemployment rate compared to other districts
- Most errands require a car.

Questions and Discussion regarding demographics:

If there are 1968 residents in the neighborhood now then this project will increase the number of residents by 10%? And the need for services?

How is the demographic information relevant to this project?

- Having this background information available as you go forward is important. What impact do these individuals have on the neighborhood? Seniors and transportation?
- Goal is to house people already in the neighborhood. Demographics support the need for this kind of development.
- The current data is relevant because it indicates that there is a high density of people in need the community currently without services. Project would decrease stress on neighborhood. Residents want

amenities relevant to their needs.

Why would the goal be to move people around?

- Goal is to move people from older housing with higher rent to better, subsidized/affordable housing.

Is there data on police calls made to other current Movin' Out projects?

- Would have to request this information.

Would conditional use standards apply to this project?

- Anything over 25,000 S.F. is considered conditional use.

Conditional uses not always approved?

48 units on the site seems a tight fit?

- The property is 1.1 acres or about 68,000 S.F. of which 3,000 S.F. is commercial space on the first floor.
- Estimated 62,000 S.F. for building

Alley behind property?

- Possibility of neighborhood adoption of alley as community space

Reporting/Discussion:

- Similarity in Groups One and Two regarding site plan and architectural design

Should this project happen?

Is this an appropriate site for this project?

- Group one attendees want to go on record as saying that this is a poor site for the development.
- Too soon to be talking about design when neighborhood hasn't made decision about project yet.

Question as to whether Alder Carter can arrange a community meeting to discuss whether this is the appropriate site for the project given the demographics of the neighborhood?

Question as to whether this "train has left the station"?

- **Robust discussion** about the following issues:
 - o project approval process
 - o current status of project
 - o previously held meetings on this project
 - o previously held meetings regarding the proposed community center
 - o perceived views of neighbors regarding affordable housing in this neighborhood and their "backyards"
 - o desire to be heard at future city meetings

Group One Breakout Sessions

Question One: How would you like to see the site designed?

- Underground parking
- Push building toward Broadway
- Access site by Antlers
- Preserve alley access (maintain sense of open space, walking path)
- No drive through commercial space
- Preserve mature trees (black cherry)
- Taller landscape closer to building
- More open space on north property line
- Sidewalk on Fayette and improve the sidewalk on W. Broadway – current terrace is too narrow
- Shared parking agreement with Antlers

Question Two: What type of architectural style would you like to see?

- Like the 3,000 S.F. commercial space
- Like the people that the housing will serve
- Like 36 units versus 48 units
- Want lasting and attractive look
- Want ease of maintenance
- Want clean energy such as solar
- Want to communicate sentiments of those in attendance at this meeting

Question Three: What sort of amenities would serve the neighborhood? (No time for answers; conversation redirected.)

Group Two Breakout Sessions

Question One: How would you like to see the site designed?

- Site access as far east as possible in what is now bar parking
- Private courtyard for kids as safety measure from traffic on Broadway
- Place building toward Broadway as much as possible
- Screening on north side of project to give privacy to existing houses
- Surface parking on Fayette across from PDQ instead of in back
- Keep commercial space toward Broadway
- Native plants, including edible plants and rain gardens
- Storm water management on site
- Post rental, conversion to owner occupied
- Move commercial space from Fayette corner to Antlers corner
- Relocate commercial & guest surface parking to existing parking lot near Antlers, to the west of the shared driveway

Question Two: What type of architectural style would you like to see?

- #1 images of alternating configuration of façade, looks like individual houses
- #3 in and out of decks and/or porches
- Intimate scale and accents of #'s 1,3,7,8
- Pitched roofs are homier
- Multiple panes of glass in windows
- Multi-colored façade
- Elevator
- Air lock entrance
- Solar collectors
- Archway into courtyard, then entrance into building
- Roofs over entry porches to protect from elements
- Doorbells inside air locked space
- Art from kids at BLW Neighborhood Center
- Allow neighborhood use of community room
- Dumpsters placed on the northeast corner near Antlers

Question Three: What sort of amenities would serve the neighborhood?

- Green space with playground that promotes community gatherings with connections to commercial spaces (such as outside seating as part of café)
- Covered bus stop (#12 picture)

- Bike parking
- Benches
- Develop alley as separate neighborhood project – gardens?
- Commercial space that is affordable and not fancy to include the following possibilities:
 - Ice cream shop
 - Book store
 - Coffee shop
 - Sandwich shop
 - Beauty shop
 - Entrepreneurial space or makers space
 - Non chain restaurant
 - Gift shop
 - Small satellite public library like Monroe Street