

**COMMENT FORM**

November 8, 2010

**Alder- and RNA-Sponsored Neighborhood Meeting  
Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue**

<p>Name:</p> <p>Address:</p> <p>Email:</p> <p>Are you on the official RNA listserv (Google Groups- not Yahoo groups, listserv): <input type="checkbox"/> YES <input type="checkbox"/> NO</p>
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**Please provide your comments on these different aspects of the proposed project:**

**Height and Mass**  
General Comments

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Height & Mass on University Ave (South facing façade)

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Height & Mass on Highland Ave (East facing façade)

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Height & Mass on West facing façade

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Height & Mass on North end (backing into Campus Drive)

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**Setbacks and Stepbacks**

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**Architecture and Building Materials**

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**Compatibility with Surrounding Properties**

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**Commercial/Retail Space**

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**Signage and Lighting**

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**Landscape Plan**

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**Parking & Traffic Issues -- on and off-site**

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**Tree Preservation Plan**

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**Stormwater Management Plan**

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**General Comments**

This is an excellent proposal. Balanced and interesting architecture that adds appropriate density and function to an important site for our neighborhood. ~~Thank you.~~

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

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If no, what change(s) would be necessary in order to gain your support?

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THANK YOU!

Project IS NOT A GOOD FIT  
CONCERNS NOT ADDRESSED TO DATE

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Name: SWEET WILLIAM, Karen Schettler  
Address: 2714 KENDALL AVE HOME OWNER 1976 +  
Email: SWEETWILLIAMIMAGES@gmail.com  
Are you on the official RNA listserve (Google Groups- not Yahoo groups, listserve):  YES  NO

Please provide your comments on these different aspects of the proposed project:

Height and Mass 5 YRS AGO IT WAS AGREED NO BUILDING  
General Comments ONLY 4 STORIES ON THIS AREA SOUTH OF  
UNIVERSITY AVENUE. RESPECT THIS AND UCCOR THE BLDG  
WAY OUT OF SCALE TO  
TOO TALL RESIDENTIAL NEIGHBORHOOD.

Height & Mass on University Ave (South facing façade)

TOO TALL BLOCKS LIGHT AND AIR  
NEIGHBOYS DON'T LIKE IT, I DON'T LIKE IT.

Height & Mass on Highland Ave (East facing façade) "ENJOYABLE" AREA TO SIT ON BUSY  
HIGHLAND AVE DREAM ON.

TOO TALL NOT ENOUGH SET BACKS  
SKIMPY "OUTDOOR" SEATING AREAS  
WILL NOT BE COMFORTABLE FOR PEOPLE TO USE

Height & Mass on West facing façade

TOO TALL WAY TOO TALL IN CONTRAST  
TO RESTAURANT

Height & Mass on North end (backing into Campus Drive)

70' FEET IS WAY WAY WAY  
TOO TALL CREATES COMDOR FEELING  
TOO COMMERCIAL NOT RESIDENTIAL FEEL  
45' MAXIMUM

## Setbacks and Stepbacks

MULLINS 11" COMPROMISE IS A JOKE!

STRONGER - deeper setbacks needed TO  
OFFSET CORRIDOR FEEL.

ENTIRE BUILDING IS TOO BLOCKY

ARCHITECTURE REALLY UNINTERESTING

## Architecture and Building Materials

HAVE BEEN NON SPECIFIC "DURABLE HIGH QUALITY  
MATERIALS" IS ANOTHER TERM FOR UGLY BLOCKY  
BROWN BRICK.

## Compatibility with Surrounding Properties

WHAT ABOUT THIS DESIGN FITS IN? NOTHING NOT  
ONE THING, EVEN THE UGLY BRICK COLOR IS NOT  
PRESENT

## Commercial/Retail Space

IS INSIGNIFICANT / HAS NO PARKING, NOT ENOUGH TO BE  
WORTHWHILE, I WOULD NOT SIT NEXT TO LUMBARDINO'S PARKING  
LOT TO HAVE AN OUT DOOR EXPERIENCE, THIS POOR PLANNING  
AND LAYOUTS CLEARLY SHOWS A LACK OF DESIGN SKILL  
AND USE AWARENESS. SIT IN PARKING LOT FUMES  
AND HEADLIGHTS WILL NOT MAKE THIS A SUCCESSFUL  
OUTDOOR SEATING EXPERIENCE FOR OUR NEIGHBORHOOD.

## Signage and Lighting

WHY DO WE NEED SIGNAGE and lighting IN OUR  
QUIET NEIGHBORHOOD THAT'S LIT ALL THE TIME, WE  
DONT WANT OR NEED THIS PROJECT PERIOD.

## Landscape Plan

PLANTERS FOR TREES IS NOT LAND SCAPING.  
I DO NOT BELIEVE THE TREES WILL SURVIVE  
THEY ARE LARGE TREES, BY THE WAY A 50-70 YR.  
OLD MAPLE TREE IS NOT A WEED TREE, TALL  
DISTRIBUTED TREES CANT BE REPLACED.

**Parking & Traffic Issues - on and off-site**

I ABSOLUTELY THINK YOUR "THERE IS NO IMPACT" STUDY IS SKEWED AND SLANTED. THERE WILL BE MORE TRAFFIC AND NOISE AND IT IS OBVIOUS GUEST TRAFFIC - DELIVERY TRAFFIC.

I TIRE OF YOUR DOUBLE TALKING AND VAGUE ANSWERS. WAY TOO MANY "IT MAY BE." NO FIRM ANSWERS

**Tree Preservation Plan**

MASSIVE CONSTRUCTION OVER OLD TREE ROOTS WONT HELP THE TREE - NEITHER WILL TRIMMING. OLD TREES CANT BE REPLACED SUCCESSFULLY. I'D RATHER SEE THE TREES AS IT IS NOW AND HAVE THE LIGHT AND AIR

**Stormwater Management Plan**

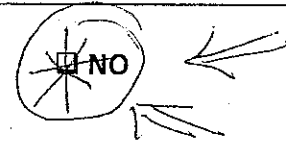
HAS NOT BEEN SUCCESSFULLY ADDRESSED. ITS AN AREA THAT FLOODS EASILY - A PAVEMENT WOULD BE BETTER - LESS FLOODING. RIGHT NOW LULUS HAS WATER/ICE PROBLEMS AT THEIR FRONT DOOR.

**General Comments**

SHAME SHAME SHAME ON MULLINS FOR THIS UGLY BUILDING. SO SIMILAR TO THE UGLY BUILDING AT PARK AND REGENT. YOU CANNOT EVEN GET SLOW PLOUGHED PER YOUR CONTRACTUAL OBLIGATIONS W/ LULUS - THEY HAD TO GET THE CITY TO MAKE YOU PLOUGH - MULLINS GROUP. WHAT MAKES YOU THINK WE SHOULD TRUST ANY THING YOU SAY?

Overall do you support the project as presented today?

YES



Please elaborate either way:

IT'S STUDENT HOUSING REGARDLESS OF WHAT U SAY - 97%+ WILL BE RENTED TO STUDENTS ITS OBVIOUS WHAT U ARE TRYING TO GET AWAY WITH.

If no, what change(s) would be necessary in order to gain your support?

SCRAP THIS DESIGN AND START OVER. (IF) U MUST WRECK THIS AREA AT LEAST TRY TO MAKE THE DESIGN HISTORICALLY ATTRACTIVE AND TO FIT IN. FOUR STORIES MAX, NO STUDENTS, NO COMMERCIAL USE, NO ON STREET PARKING PROBLEMS.

A PARK WOULD BE NICE. WE DONT NEED THE HOUSING IN THE FIRST PLACE

THANK YOU!

TOO CONTEMPORARY, 1930'S STYLE A BETTER CHOICE (IF) YOU WANT TO BUILD -

OW →

WHAT DOES STEEL OR CONTEMPORARY MATERIALS HAVE TO DO WITH A TURN OF THE CENTURY TO 1930'S NEIGHBORHOOD?

IT'S HIGH TIME THE CITY AND MULLINS GROUP BEGIN TO LISTEN TO THE REQUESTS OF THE NEIGHBORHOOD, AND NOT TRYING TO STRONG ARM US,

THIS IS A BUILDING BEING INEXPENSIVELY ~~TAKEN~~ <sup>THROWN</sup> UP THAT WE ARE GOING TO BE STUCK WITH FOR A LONG TIME. I DON'T THINK ANY OF YOU HAVE THE FORESIGHT AND SKILLS THAT JERRY DID HAVE. TIME TO DROP YOUR EGOS, ARRANGE AND EXPAND YOUR IDEAS TOWARD A MUCH BETTER DESIGN.

THE MORE CLOSE MINDED YOU SHOW THAT YOU ARE THE MORE I WILL GO DEEP TO DEEP TO FIND PEOPLE WHO APPRECIATE OUR NEIGHBORHOOD AS IT IS. WE WERE ALL HERE FIRST AND LIVE HERE, YOU DO NOT. MY COMMENTS ARE ABSOLUTELY IN CONTEXT

AND CURRENT TO THE PROJECT. THE MATERIALS ARE VERY SIMILAR AND THE FLAT ARCHITECTURAL FEATURES AS WELL - AS THE PROJECT ON PARK & Regent. THE FACTS REMAIN THAT THE INN ON THE PARK COULD HAVE BEEN REFURBISHED FAR SOONER THAN IT WAS.

AFFORDABLE ACCOMMODATIONS DO NOT HAVE TO INCLUDE THREAD BEAR FURNITURE. SAY WHAT YOU LIKE IT'S A FACT THAT MULLINS GROUP DIDN'T CARE FOR A LONG TIME

THERE IS NOTHING EXCITING ABOUT LOSING OUR LIGHT AND AIRY VIEWS TO A TOO TALL PROJECT WHEN FINANCIALLY 4 STORIES WOULD BE JUST FINE. TOO MUCH IS BEING CRAMMED INTO A SMALL SPACE.

THIS PROJECT COULD BE BUILT IN 1930 STYLE - FAR MORE CLASSIC STYLE W/ CONTEMPORARY / TRADITIONAL INTERIORS. TONIGHT I AM ESPECIALLY MOTIVATED HAVING HEARD Sue Springman SAY IN PASSING TONIGHT THAT "IT'S A DONE DEAL" !

**COMMENT FORM**

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Name: *Bonnie Brodenko*  
Address: *113 Elm St*  
Email: *fgs@chorus.net*  
Are you on the official RNA listserve (Google Groups- not Yahoo groups, listserve):  YES  NO

Please provide your comments on these different aspects of the proposed project:

**Height and Mass**

General Comments

*I like the varied levels*

Height & Mass on University Ave (South facing façade)

Height & Mass on Highland Ave (East facing façade)

Height & Mass on West facing façade

Height & Mass on North end (backing into Campus Drive)



**Setbacks and Stepbacks**

Seem fine for rental property

**Architecture and Building Materials**

Looks good

No objections

**Compatibility with Surrounding Properties**

Will look much better than many surrounding props

**Commercial/Retail Space**

Hopefully will include food & beverage places to encourage neighborhood gathering, rather than office spaces

**Signage and Lighting**

Seems ok

**Landscape Plan**

Looks good; room for public as well as residential gathering

**Parking & Traffic Issues – on and off-site**

Some concerns about 8 AM patterns; people leaving apt to get to work - lots of people coming in on Highland who work @ VA + ULS hosp!

**Tree Preservation Plan**

Certainly look @ carefully

**Stormwater Management Plan**

**General Comments**

We live b/w Kendall + Chamberlain, often walk area, eat @ Lombardias. Would walk in those blocks more once it looks nicer + functions for those businesses

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

I think it will enhance neighborhood. What's there now detracts from neighborhood

If no, what change(s) would be necessary in order to gain your support?

THANK YOU!

# COMMENT FORM

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Name: LARRY WALKER

Address: 13 FARLEY AVE.

Email: WALKERL26@GMAIL.COM

Are you on the official RNA listserve (Google Groups- not Yahoo groups, listserve):  YES  NO

Please provide your comments on these different aspects of the proposed project:

## Height and Mass

### General Comments

NOT TOO BAD, THOUGH THE 6-STORY BLOCK WILL  
REALLY LOOM OVER KENDALL DURING WINTER!

### Height & Mass on University Ave (South facing façade)

MUCH IMPROVED SINCE 2 MEETINGS AGO; WAS A SLAB FACADE,  
PATIOS/ENTRANCES/SETBACKS ARE A BIG IMPROVEMENT

### Height & Mass on Highland Ave (East facing façade)

PRETTY HIGH & RATHER MONOLITHIC, BUT  
IT JUST LEADS TO UNDERPASS & ON TO HOSP. COMPLEX!  
"NO HARM; NO FOUL"

### Height & Mass on West facing façade

### Height & Mass on North end (backing into Campus Drive)

**Setbacks and Stepbacks**

GOODS! BIG IMPROVEMENT!

**Architecture and Building Materials**

**Compatibility with Surrounding Properties**

**Commercial/Retail Space**

I HAVE CONCERNS ABOUT THESE SPACES BEING TOO EXPENSIVE, FOR THE KINDS OF BUSINESSES THAT USED TO BE THERE; MAY LEAD TO "COMMERCIAL Gentrification" (A LA HILDALE MALL)

**Signage and Lighting**

**Landscape Plan**

**Parking & Traffic Issues – on and off-site**

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**Tree Preservation Plan**

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**Stormwater Management Plan**

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**General Comments**

THE SUSTAINABILITY PROGRAM SOUNDS A LITTLE THIN,  
EVEN APPROACHING "GREENWASHING": ENERGY\* APPLIANCES ARE  
GOOD, BUT THE REAL ISSUE IS HVAC DESIGN, INSULATION  
? (SAVED) ETC.

I WOULD LIKE TO GET A MEETING W/ARCHITECTS ABOUT THIS!

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

SOMEWHAT RELUCTANT SUPPORT: "IT COULD BE SO MUCH WORSE"  
AND RT AS IMPROVED GREATLY.

If no, what change(s) would be necessary in order to gain your support?

A SERIOUS AGGRESSIVE ENERGY EFFICIENCY DESIGN!

THANK YOU!

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Name: LAURA ROSE  
Address: 1908 ARLINGTON PL  
Email: ldyksta1@yahoo.com  
Are you on the official RNA listserve (Google Groups- not Yahoo groups, listserve):  YES  NO

Please provide your comments on these different aspects of the proposed project:

**Height and Mass**

General Comments

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Height & Mass on University Ave (South facing façade)

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Height & Mass on Highland Ave (East facing façade)

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Height & Mass on West facing façade

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Height & Mass on North end (backing into Campus Drive)

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**Setbacks and Stepbacks**

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**Architecture and Building Materials**

*less metal, more brick on  
facade.*

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**Compatibility with Surrounding Properties**

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**Commercial/Retail Space**

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**Signage and Lighting**

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**Landscape Plan**

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**Parking & Traffic Issues – on and off-site**

Strongly support locating  
one or more community cars  
on site. Ensure no parking  
overflow into adjacent  
neighborhood.

**Tree Preservation Plan**

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**Stormwater Management Plan**

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**General Comments**

Noise - encourage taking of noise measurements  
prior to & after construction. Goal  
should be no noise increase from  
mechanicals. Use u)EL ~~and~~ process as  
example. (Linn - ~~the~~ "noise police"!)  
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Overall do you support the project as presented today?  YES  NO  
Please elaborate either way:

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If no, what change(s) would be necessary in order to gain your support?  
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THANK YOU!



COMMENT FORM

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Name: *Randy McElhose*  
Address: *2750 Kendall Ave., Madison*  
Email:  
Are you on the official RNA listserv (Google Groups- not Yahoo groups, listserv):  YES  NO

Please provide your comments on these different aspects of the proposed project:

Height and Mass

General Comments

*NOT GREAT, BUT OK*

Height & Mass on University Ave (South facing façade)

Height & Mass on Highland Ave (East facing façade)

Height & Mass on West facing façade

Height & Mass on North end (backing into Campus Drive)

**Setbacks and Stepbacks**

MUCH BETTER THAN ORIGINAL PROPOSAL(S)

**Architecture and Building Materials**

Like the brick and aesthetics thereof.

**Compatibility with Surrounding Properties**

NOT GREAT BUT OK.

**Commercial/Retail Space**

GOOD.

**Signage and Lighting**

GOOD

**Landscape Plan**

GOOD

**Parking & Traffic Issues – on and off-site**

AD EOUATE AT BEST.

**Tree Preservation Plan**

GOOD.

**Stormwater Management Plan** (AT LEAST TO ME)

NOT CLEAR WHETHER SITE WILL HAVE NET EFFECT OF ↑ or ↓ existing Highland/University water problem.

**General Comments**

PRO: I've lived in the neighborhood since 1978. This neighborhood will need to adjust to higher density housing whether we like it or not, given our geographical location. In my opinion, this is a B+ quality project all things considered.

CON: My ~~big~~ big concern is whether this project will quickly default to student housing (given economic conditions) regardless of the intent of Mullins. Stranger things have happened.

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

If no, what change(s) would be necessary in order to gain your support?

THANK YOU!

**COMMENT FORM**

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Name: Jeremy Foltz  
Address: 126 N. Spooner St.  
Email:  
Are you on the official RNA listserve (Google Groups- not Yahoo groups, listserve):  YES  NO

Please provide your comments on these different aspects of the proposed project:

**Height and Mass**

General Comments

OK

Height & Mass on University Ave (South facing façade)

OK

Height & Mass on Highland Ave (East facing façade)

OK

Height & Mass on West facing façade

OK

Height & Mass on North end (backing into Campus Drive)

OK

**Setbacks and Stepbacks**

I would like even bigger setbacks

**Architecture and Building Materials**

The white portions of the 6 storey building look ugly to me, but its hard to tell on the photos

I am glad to have a modern building in our neighborhood. I am in favor of using metal and modern materials. I think this is in keeping with a neighborhood that embraced Frankl Wright when his buildings were "radical".

**Compatibility with Surrounding Properties**

Good

**Commercial/Retail Space**

Well developed and I like modern space

**Signage and Lighting**

OK

**Landscape Plan**

Good

**Parking & Traffic Issues – on and off-site**

OK

**Tree Preservation Plan**

OK

**Stormwater Management Plan**

Very good

**General Comments**

I like that you are bringing a modern building into the neighborhood.

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

A very good use of the space. I look forward to having the new commercial in the neighborhood, plus having rental housing would be great.

If no, what change(s) would be necessary in order to gain your support?

THANK YOU!

**COMMENT FORM**

November 8, 2010

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Name: ERIN MCBRIDE

Address: 126 N. SPONER

Email: erin.kelley.mcbride@gmail.com

Are you on the official RNA listserv (Google Groups- not Yahoo groups, listserv):  YES  NO

**Please provide your comments on these different aspects of the proposed project:**

**Height and Mass**  
General Comments

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Height & Mass on University Ave (South facing façade)

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Height & Mass on Highland Ave (East facing façade)

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Height & Mass on West facing façade

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Height & Mass on North end (backing into Campus Drive)

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## Setbacks and Stepbacks

Beautifully crafted.

## Architecture and Building Materials

Beautiful - modern but not quickly dated. The town seems to appreciate the FLW pseudo prairie look -- not too shiny, not too dull. Either way, a revitalization to the neighborhood is mandatory. Any attempt to blend (more brick + pre-cast panels, more windows) the better.

## Compatibility with Surrounding Properties

Any opportunity for future collaboration w/ city to get market / fresh or farmers' to use as a draw for pedestrian traffic, or continuation of the bike path thru that lane (Kendall)?

## Commercial/Retail Space / Residential

Other developments have suffered vacancy due to such an effort to restrict students; this is accomplished by owner-only properties. What instead will be done to keep it a professional residence site while increasing odds of occupancy?

## Signage and Lighting

any neighborhood lighting study done to measure amount of light visible from the 400+ setbacks from commercial (not so much farmhouse)?

## Landscape Plan

- Any impact of snow, snow removal on site?
- seems as though landscape plan well drafted, improve that side of the street -- seems a bit like the areas in + around Hilldale shops. Timeless, nice! (But I might add, even Hilldale needs a ramp -- hope collaboration w/ DOT is a reality.)
- Building sheltered nicely by Ash -- hope effort to save the trees doesn't jeopardize their shape, fullness -- if yes, different species (conifers)



**Parking & Traffic Issues – on and off-site**

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**Tree Preservation Plan**

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**Stormwater Management Plan**

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**General Comments**

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Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

*aesthetic improvement to that lane is badly needed. The opportunity to attract new occupancy & business will improve the current darkness. See my comments on Architecture in particular.*

If no, what change(s) would be necessary in order to gain your support?

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THANK YOU!

COMMENT FORM

November 8, 2010

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Name: Jeremy Levin  
 Address: jeremylevin@gmail.com  
 Email: 1715 Hoyt St.  
 Are you on the official RNA listserv (Google Groups- not Yahoo groups, listserv):  YES  NO

Please provide your comments on these different aspects of the proposed project:

Height and Mass  
General Comments

Reasonable for surrounding commercial area,

Height & Mass on University Ave (South facing façade)

OK, appreciate step-down & appropriate massing,

Height & Mass on Highland Ave (East facing façade)

OK

Height & Mass on West facing façade

OK

Height & Mass on North end (backing into Campus Drive)

Very appropriate

### Setbacks and Stepbacks

Reasonable & appropriate for neighborhood's commercial district.

### Architecture and Building Materials

Contemporary & will mix in well with some of the larger buildings on the north side of University Ave.

### Compatibility with Surrounding Properties

Reasonable addition to the commercial & mental properties in the area. Will be improvement to current blighted buildings on site.

### Commercial/Retail Space

Retaining four commercial spaces is a reasonable amount for the mixed use. I would hope that the ~~the~~ ground floor flats could be zoned for professional office space.

### Signage and Lighting

Tough to get a true sense. Hope lighting is energy efficient & does not visually pollute into residential neighborhood.

### Landscape Plan

Hope trees are kept & will look forward to street level planting.

**Parking & Traffic Issues – on and off-site**

Don't expect too much increase, as some residents might be moving to live within walking distance to work to remove commute.

**Tree Preservation Plan**

Hope trees will be maintained as much as possible & cutting to a minimum. Appreciate the involvement of city forester.

**Stormwater Management Plan**

Appropriate.

**General Comments**

I think 3 ground floor flats should be zoned to allow for professional office/home space.

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

Look forward to improvements to a blighted area.

If no, what change(s) would be necessary in order to gain your support?

THANK YOU!

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Name: Robbie Webber

Address: 2613 Stevens St.

Email:

Are you on the official RNA listserve (Google Groups- not Yahoo groups, listserve):  YES  NO

Please provide your comments on these different aspects of the proposed project:

Height and Mass

General Comments

This is an appropriately sized building for this site.

Height & Mass on University Ave (South facing façade)

3 stories is fine. We already have a 3-story building across the street.

Height & Mass on Highland Ave (East facing façade)

Fine

Height & Mass on West facing façade

Fine, and this is the side facing me.

Height & Mass on North end (backing into Campus Drive)

Fine. Campus Dr. is already elevated and there are only tall buildings pretty far away facing this building.

### Setbacks and Stepbacks

~~No opinion~~  
No strong opinion, but it seems there will be a good pedestrian environment and a variety of setbacks, which is good.

### Architecture and Building Materials

Not sure yet. Hard to know without seeing materials.

### Compatibility with Surrounding Properties

Fine. University Ave is a commercial area. This is not a historical corner, unless you count Lombardies. There are already modern buildings across the street(s).

### Commercial/Retail Space

I would like to see more commercial space. This is a very busy corner, especially for walking, biking + transit. Perfect for commercial space.

Because of the 24<sup>hour</sup> nature of the hospitals, as well as many students, work-at-home + flex-schedule neighbors, we need a breakfast space! All current restaurants in the area are jammed at lunch. People getting off

### Signage and Lighting

Not much info provided. West end shouldn't be too bright, as that area does face some neighborhood buildings. Keep lighting "pedestrian scale."

work in early AM also need a place to eat. Also Inn town guests would appreciate a breakfast spot.

### Landscape Plan

OK

Included parking = less affordable  
Make parking a separate cost. Don't penalize  
people who don't own a car!

**Parking & Traffic Issues - on and off-site**

I approve of residents being required to pay for parking separately. This keeps housing more affordable. I am also fine with little on-site parking for commercial. On-street parking in area can be used.

I live 1 block away, and you can often park in front of my house. This is an urban area, and people have to expect to walk a little to access the commercial.

**Tree Preservation Plan**

There is already so much traffic

**Stormwater Management Plan**

**General Comments**

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

If no, what change(s) would be necessary in order to gain your support?

THANK YOU!

COMMENT FORM

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Name: *MARY LOU KRASE*

Address: *2510 Kendall Ave Madison -*

Email: *mlkrase@tds.net*

Are you on the official RNA listserve (Google Groups- not Yahoo groups, listserve):  YES  NO

Please provide your comments on these different aspects of the proposed project:

Height and Mass  
General Comments

*Height & Mass*

*- does not fit the  
neighborhood -*

*\* TOO MASSIVE - NOT ARCHITECTURE  
the same architecture as other  
building -*

Height & Mass on University Ave (South facing façade)

Height & Mass on Highland Ave (East facing façade)

Height & Mass on West facing façade

Height & Mass on North end (backing into Campus Drive)



Setbacks and Stepbacks

not enough - but if you are  
so greedy so be it. At least hold  
back on the cement as much as possible

Architecture and Building Materials

Hope it isn't as unbelievably  
awful as the new Josie's -  
that is so out of place.

Compatibility with Surrounding Properties

- doesn't fit -  
- no walking & strolling - speeding  
cars trying to get somewhere.  
- sirens, ambulances going on highland  
trains & lots of traffic + BUSES every  
20 min.  
Hardly a place to  
hang out & chat

Commercial/Retail Space

Signage and Lighting

Please keep any  
lighting to a minimum - that would be the  
large building signs, ~~illum~~ lighting  
entrance

my home will have it shine in our windows & sleeping  
areas - thanks -

Landscape Plan

Actually, "planters" don't really scream  
landscape. - could be a way to fit in neighbor-  
hood  
by planting various "prairie plots" with  
the indigenous plants - cone flowers - flax - grasses  
& various daisies & ~~flowers~~ -  
ornamental  
(maybe no grass in some  
other than plants but natural plants)

**Parking & Traffic Issues - on and off-site**

could Traffic find out the cars that  
park on Kendall - 2400-2000?  
Like for example: During the day  
vs.  
After 5?

\* Reason being: many students/renters are already  
parking there & live in Goldleaf & above Korean  
Restaurant -

**Tree Preservation Plan**

**Stormwater Management Plan**

**General Comments**

\* HVAC NOISE HUMMING WILL  
CREATE A MAJOR PROBLEM FOR ME.

\* LOSING MY LIGHT SKY IS ONE THING,  
BUT I REALLY DONT WANT BRIGHT LIGHTS  
SHINING IN MY BACKYARD 24-7.

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:  NOT YET

If no, what change(s) would be necessary in order to gain your support?

- Really concerned about how the  
parking, crime & noise will  
affect us in the next few years -

THANK YOU!

Any consideration  
to ~~stay/leave~~?  
storage

\* worried about low

\* 90% occupancy would be 220

\* trees are ash ~~(circle)~~

\* 3 story bag changed

\* will there be pets allowed?

154  
stalls 

**COMMENT FORM**

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting

Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: *Rich Christopherson*  
Address: *2326 Chamberlain Ave*  
Email:  
Are you on the official RNA listserve (Google Groups- not Yahoo groups, listserve):  YES  NO

Please provide your comments on these different aspects of the proposed project:

**Height and Mass**  
General Comments

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Height & Mass on University Ave (South facing façade)

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Height & Mass on Highland Ave (East facing façade)

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Height & Mass on West facing façade

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Height & Mass on North end (backing into Campus Drive)

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**Setbacks and Stepbacks**

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**Architecture and Building Materials**

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**Compatibility with Surrounding Properties**

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**Commercial/Retail Space**

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**Signage and Lighting**

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**Landscape Plan**

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Parking & Traffic Issues - on and off-site

2/3 of Parking Traffic

Entrance/Exits to Highland -

This will have Major Issues w/ an already very heavily ~~used~~ used street - It will ~~be~~ <sup>be</sup> necessary to do the study on the greensheet given

Tree Preservation Plan

It will have safety <sup>and</sup> ~~impact~~ <sup>impact</sup> on traffic. Foot/Bicycle traffic going to & from the hospitals and forest products

Stormwater Management Plan

General Comments

Overall do you support the project as presented today?  YES

NO

Please elaborate either way:

entering & exiting onto Highland so close to the overpass is dangerous

If no, what change(s) would be necessary in order to gain your support?

Traffic Management - This should be changed to avoid impact on Highland Ave (To have 2/3 enter/exit on Highland is a deal breaker)

Where do tenants visitors park?  
THANK YOU!

a Deal Breaker

**COMMENT FORM**

November 8, 2010

**Alder- and RNA-Sponsored Neighborhood Meeting  
Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue**

Name: Steve Arnold  
Address: 2201 Commonwealth Ave  
Email:  
Are you on the official RNA listserv (Google Groups- not Yahoo groups, listserv):  YES  NO

**Please provide your comments on these different aspects of the proposed project:**

**Height and Mass  
General Comments**

Acceptable

**Height & Mass on University Ave (South facing façade)**

Acceptable

**Height & Mass on Highland Ave (East facing façade)**

Acceptable

**Height & Mass on West facing façade**

Acceptable

**Height & Mass on North end (backing into Campus Drive)**

Acceptable

**Setbacks and Stepbacks**

Acceptable

**Architecture and Building Materials**

Acceptable

**Compatibility with Surrounding Properties**

Acceptable

**Commercial/Retail Space**

Acceptable

**Signage and Lighting**

Acceptable

**Landscape Plan**

Acceptable



**Parking & Traffic Issues – on and off-site**

Acceptable

**Tree Preservation Plan**

**Stormwater Management Plan**

Approx  
It appears that ~~less than~~  $\frac{1}{3}$  of the roof space is designated as a green roof. Why not increase the % of roof designated as a green roof?

**General Comments**

The developer has made appropriate adjustments to earlier design criticisms.

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

It looks like the project will be an asset to the neighborhood.

If no, what change(s) would be necessary in order to gain your support?

THANK YOU!

COMMENT FORM

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting

Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: *Sam Cronmore*  
Address: *2702 Kendall Ave.*  
Email: *SamanthaCronmore@sbcglobal.net*  
Are you on the official RNA listserv (Google Groups- not Yahoo groups, listserv):  YES  NO

Please provide your comments on these different aspects of the proposed project:

Height and Mass  
General Comments

*Better. I think it's appropriate for the location*

Height & Mass on University Ave (South facing façade)

Height & Mass on Highland Ave (East facing façade)

Height & Mass on West facing façade

Height & Mass on North end (backing into Campus Drive)

### Setbacks and Stepbacks

good

### Architecture and Building Materials

good

### Compatibility with Surrounding Properties

It shouldn't look the same as a historic building and it doesn't. It should look contemporary and blend with the n'hood. I think Kaldewalle is a great firm.

### Commercial/Retail Space

Great.

### Signage and Lighting

Looks good - a lot of thought has gone into the lights.

### Landscape Plan

Looks good

**Parking & Traffic Issues – on and off-site**

Should be ok

**Tree Preservation Plan**

Good

**Stormwater Management Plan**

Can't do much about this

**General Comments**

Coming from downtown I think this development is appropriate for this neighborhood. I know change is painful for those who live closest to the development. However, infill in blighted lots is very important.

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

If no, what change(s) would be necessary in order to gain your support?

THANK YOU!

COMMENT FORM

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting

Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: JOYCE MARKLE  
 Address: 2501 KENDALL  
 Email: Joyce.Markle@nl.edu  
 Are you on the official RNA listserve (Google Groups- not Yahoo groups, listserve):  YES  NO  
 (SHOULD BE, PROBABLY)

Please provide your comments on these different aspects of the proposed project:

Height and Mass

General Comments

IT FEELS TOO BIG AND TOO TALL ~~BE~~ FOR  
 THE NEIGHBORHOOD. THERE'S NO DOUBT IT WILL  
 CHANGE THE NEIGHBORHOOD FROM A SMALL  
 'MIDWESTERN TOWN' OF SINGLE-FAMILY HOMES  
 TO AN URBAN SCENE. THAT'S A HUGE CHANGE.

Height & Mass on University Ave (South facing façade)

Height & Mass on Highland Ave (East facing façade)

Height & Mass on West facing façade

Height & Mass on North end (backing into Campus Drive)

**Setbacks and Stepbacks**

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**Architecture and Building Materials**

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**Compatibility with Surrounding Properties**

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**Commercial/Retail Space**

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**Signage and Lighting**

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**Landscape Plan**

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**Parking & Traffic Issues – on and off-site**

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**Tree Preservation Plan**

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**Stormwater Management Plan**

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**General Comments**

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**Overall do you support the project as presented today?  YES  NO**

**Please elaborate either way:**

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**If no, what change(s) would be necessary in order to gain your support?**

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**THANK YOU!**

COMMENT FORM

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting

Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: JEFFREY SCHIMPF

Address: 2721 KENDALL AVENUE

Email: fortkendall@tds.net

Are you on the official RNA listserve (Google Groups- not Yahoo groups, listserve):  YES  NO

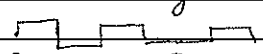
Please provide your comments on these different aspects of the proposed project:

Height and Mass

General Comments

Still appears a bit blocky, but is an improvement over earlier. Vande Walle rep. said the public space will be "light" and it appears it should be expanded by 2-3 feet to make it more useable.

Height & Mass on University Ave (South facing façade)

Need to have more open space for light and blue sky views. Break up the outline  to allow views of the sky without getting a sore neck.

Height & Mass on Highland Ave (East facing façade)

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Height & Mass on West facing façade

West end on University Avenue too high & blocky.  
(corner)

Height & Mass on North end (backing into Campus Drive)

Very blocky from Campus Drive, but with the VA patients mind? I don't know.

- MORE -



## Setbacks and Stepbacks

11 feet is a bit too tight. The 13' at Regent Co-op is the minimum required to have a functional pedestrian space and still have adequate access to bike parking. Bike parking must not be squashed right up against the building.

## Architecture and Building Materials

A bit too much white. Is the large mass of white strategic to reflect summer heat? It should be limited in placement to places where it serves that function.

## Compatibility with Surrounding Properties

Better than it was months ago. I appreciate the attempt to improve this by lowering south facade, but the mass on West and North is still not adequately in scale with nearby homes.

## Commercial/Retail Space

This could be a great feature - IF the area were served by fast, light rail.

## Signage and Lighting

Keep these dim, turn them Very low from 10:30 pm to sunrise.

## Landscape Plan

Install as much grass and as many trees as absolutely possible.

Why is there no traffic count for 2700 block Kendall? This the busiest residential block in the area!

#### Parking & Traffic Issues - on and off-site

All development in the University Avenue Corridor needs to be suspended until RTC/County/City initiate a viable commuter rail transit system in this corridor. Bus service is too slow, being often blocked by traffic jams on Campus Drive & University Avenue. Rail will not be held hostage to creeping masses of cars, so that people can use it to access this site and the UW campus.

#### Tree Preservation Plan

Developer should plant a sufficient number of trees in Madison, to offset CO<sub>2</sub> from energy use.

#### Stormwater Management Plan

The Green Roof is a good start but seems far too limited and sounds like commitment to install it is a bit tenuous. It should be expanded to cover most of the roof area.

#### General Comments

Energy Use - Solar Hot water - Don't just try to install it, commit to doing it. This will make this project a model for the entire Univ Ave Corridor, and the city of a whole.

Provide light tubes into each residential and commercial unit. This will greatly reduce electrical use for lighting and thereby reduce pollutants from electricity generation.

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

There are no assurances that generated traffic will avoid using Kendall & other residential streets to access Hilldale & Whole Foods. Rail service is not developed yet and must be before generating more traffic in the Campus Dr./University Ave. Corridor

If no, what change(s) would be necessary in order to gain your support?

Implementation of rail service for commuters and access to commerce. Traffic congestion is outrageous and we need to provide a means to focus on moving people, not creeping cars. Rail access will help alleviate concerns over parking on University Avenue.

THANK YOU!

**COMMENT FORM**

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting  
Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: *John Kopperting*  
Address: *2318 Rowley Ave*  
Email:  
Are you on the official RNA listserv (Google Groups- not Yahoo groups, listserv):  YES  NO

Please provide your comments on these different aspects of the proposed project:

**Height and Mass**  
General Comments

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Height & Mass on University Ave (South facing façade)

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Height & Mass on Highland Ave (East facing façade)

*The facade facing Lombardino still looks disproportionately massive.*

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Height & Mass on West facing façade

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Height & Mass on North end (backing into Campus Drive)

*One floor lower would be better for the neighborhood & look less massive.*

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## Setbacks and Stepbacks

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## Architecture and Building Materials

I support modern-looking quality materials, + think that <sup>a</sup>1930s look would be ~~staying~~ + out of character with a dynamic neighborhood area. However, I think that the colors of the materials - red + white - will help link the modern look with the older neighborhood. I am concerned with the description of the red ~~stone~~ material of being a "look alike", + hope that it doesn't look cheesy or won't hold up.

## Compatibility with Surrounding Properties

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## Commercial/Retail Space

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## Signage and Lighting

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## Landscape Plan

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**Parking & Traffic Issues – on and off-site**

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**Tree Preservation Plan**

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**Stormwater Management Plan**

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**General Comments**

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Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

*One floor less at the North End would be ~~more~~ better.*

If no, what change(s) would be necessary in order to gain your support?

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**THANK YOU!**

COMMENT FORM

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting

Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: Craig Christianson

Address: 234 Lathrop Street

Email: craigchristianson@hotmail.com

Are you on the official RNA listserve (Google Groups- not Yahoo groups, listserve):  YES  NO

Please provide your comments on these different aspects of the proposed project:

Height and Mass

General Comments

I like the bulk of the development being immediately adjacent to Campus Drive and set back from University. This provides an excellent buffer between Campus and University

Height & Mass on University Ave (South facing façade)

well architctured & designed to be approachable

Height & Mass on Highland Ave (East facing façade)

I appreciate the outdoor dining and spacing from Lombard's

Height & Mass on West facing façade

I particularly like the urban, cosmopolitan retail space on this corner

Height & Mass on North end (backing into Campus Drive)

Effective buffer; interesting views to traffic;

### Setbacks and Stepbacks

In keeping w/ existing setbacks

### Architecture and Building Materials

The varied external materials add visual interest

### Compatibility with Surrounding Properties

I mostly appreciate the buffer from campus drive and the retail space on the University Ave side

### Commercial/Retail Space

Nice complement to businesses across the street;  
not overpowering like a strip mall

### Signage and Lighting

Considered and pleasant; especially w/ courtyard space

### Landscape Plan

**Parking & Traffic Issues – on and off-site**

It seems that the coming-and-going of cars into/out of this development will serve to slow traffic existing eastbound from Campus/University Ave fork in the road

MAXIMIZE PARKING ON 2400 and 2500 BLOCKS!  
SLOW DOWN TRAFFIC!

**Tree Preservation Plan**

**Stormwater Management Plan**

**General Comments**

The Mullins as the developers is an important advantage. They are Madisonians, and have a well-earned reputation for high-quality, completed, thoughtful projects in Madison. This is a well-regarded but under-analyzed fact, especially in light of recent project debacles like the "Hotel Red" and my property at 234 Lathrop, also a stalled development before

Overall do you support the project as presented today?

YES

NO

I bought it in August 2008.

Please elaborate either way:

We are fortunate for a well-planned development on a difficult site. The professionals this project will attract as resident tenants will add to our neighborhood.

If no, what change(s) would be necessary in order to gain your support?

THANK YOU!



COMMENT FORM

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting  
Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: Saul Glazer

Address: 2320 Rowley

Email: saul.glazer@gmail.com

Are you on the official RNA listserv (Google Groups- not Yahoo groups, listserv):  YES  NO

Please provide your comments on these different aspects of the proposed project:

Height and Mass

General Comments

Think the height and mass will work well given the surrounding buildings, such as UA and Penn Tower.

Height & Mass on University Ave (South facing façade)

see above

Height & Mass on Highland Ave (East facing façade)

see above

Height & Mass on West facing façade

see above

Height & Mass on North end (backing into Campus Drive)

see above

## Setbacks and Stepbacks

Very hard great

## Architecture and Building Materials

I am impressed with the high end materials.

## Compatibility with Surrounding Properties

I think this site would transform the neighborhood

## Commercial/Retail Space

I think the patio will add a huge vibrant atmosphere in the warm months

## Signage and Lighting

Love great

## Landscape Plan

I think the patio will be great for residents. Outside areas look good

**Parking & Traffic Issues – on and off-site**

Gives that there are residences,  
so if truck traffic will be an  
issue.

**Tree Preservation Plan**

No problem

**Stormwater Management Plan**

rather than curbed

**General Comments**

This is a once in a lifetime opportunity  
to redevelop an otherwise underutilized  
site. It will add high end apartments  
in close proximity to major roads

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If no, what change(s) would be necessary in order to gain your support?

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\_\_\_\_\_  
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\_\_\_\_\_

THANK YOU!

COMMENT FORM

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting

Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: Willa Schmidt  
 Address: 2020 University Ave., # 317  
 Email: wschmidt@library.wisc.edu

Are you on the official RNA listserve (Google Groups- not Yahoo groups, listserve):  YES  NO

Please provide your comments on these different aspects of the proposed project:

Height and Mass

General Comments

Clearly an improvement over the original 14 stories, or later history-projects. Height especially much better now. Whole project still seems ridiculously large.

Height & Mass on University Ave (South facing façade)

Town houses, 3-stories high, seem reasonable. However I don't like the way they come right up to the sidewalk. The few little 20-ft setbacks are some alleviation, but hardly enough.

Height & Mass on Highland Ave (East facing façade)

I like the idea of retail here, would be nice to have a cafe again. Unfortunately there are no guarantees - witness the empty offices at Old University place.

Height & Mass on West facing façade

The taller building on West End along Univ. Ave. seems excessive. Why not make the west end also 3 stories?

Height & Mass on North end (backing into Campus Drive)

As an inhabitant of an apartment building which borders Campus Drive (with setback from a parking lot), I question whether people will want to live that close to Campus Drive traffic. If they also have access to the inner courtyard it would help.

### Setbacks and Stepbacks

Need more setback along University Avenue. Look at the ones in front of Hilldale condos along Midvale. Rather pathetic.

### Architecture and Building Materials

I haven't studied this enough to give an educated opinion.

### Compatibility with Surrounding Properties

It's obvious that this will not be particularly compatible with the nice, quirky little businesses and buildings now along Lindo Ave.

I agree with one attendee's comment: "A building that big is going to change our neighborhood."

### Commercial/Retail Space

This is very welcome! If it actually gets filled, however, and if tenants are such that they promote walk-in business and social interaction. In other words, who wants an insurance company? But will a cafe or other small restaurant be able to afford the rent?

### Signage and Lighting

Since our bedroom looks out on Campus Drive with its excessive streetlighting, I think such a huge project will probably add to light pollution.

### Landscape Plan

Save the trees - please! One can only hope the massive construction will make a minimum of difference, but it's hard to imagine that it won't have some effect.

**Parking & Traffic Issues – on and off-site**

This seems to me the biggest problem. At rush hours, and when hospital shifts end, traffic in this area is horrendous. Pedestrians & bicyclists have a very hard time especially at the Univ. Highland intersection. (I know because I am both). This project will add to an already unfortunate parking/traffic situation.

**Tree Preservation Plan**

Good, hope it works... Also, make good on the promise to replant trees that die.

**Stormwater Management Plan**

Don't know enough about it to comment, but the area is certainly prone to flooding, so it needs to be an effective plan.

**General Comments**

Overall do you support the project as presented today?  YES

NO

Please elaborate either way:

I wish it were smaller. I wish we could have the quirky little shops back we used to have. I am glad the project has been reduced from its original plan at least.

If no, what change(s) would be necessary in order to gain your support?

Cut the space used in half, put in more landscaping betw buildings & sidewalk.

THANK YOU!

**COMMENT FORM**

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting

Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: Brian Mullins

Address: 1903 Rowley Avenue

Email: bmullins@axley.com

Are you on the official RNA listserv (Google Groups- not Yahoo groups, listserv):  YES  NO

Please provide your comments on these different aspects of the proposed project:

**Height and Mass**

General Comments

*As*

Height & Mass on University Ave (South facing façade)

Height & Mass on Highland Ave (East facing façade)

Height & Mass on West facing façade

Height & Mass on North end (backing into Campus Drive)

**Setbacks and Stepbacks**

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**Architecture and Building Materials**

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**Compatibility with Surrounding Properties**

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**Commercial/Retail Space**

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**Signage and Lighting**

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**Landscape Plan**

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**Parking & Traffic Issues – on and off-site**

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**Tree Preservation Plan**

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**Stormwater Management Plan**

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**General Comments**

Architectural team, RAA representatives, City and resident input has resulted in a refined, attractive and beneficial project.

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

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If no, what change(s) would be necessary in order to gain your support?

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THANK YOU!

**COMMENT FORM**

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting  
Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: DOUG EDWARDS  
Address: 115 CHESTNUT  
Email: DOUG EDWARDS@WAMSYSTEMS.COM  
Are you on the official RNA listserve (Google Groups- not Yahoo groups, listserve):  YES  NO

Please provide your comments on these different aspects of the proposed project:

**Height and Mass**  
General Comments

LIKE THE GRADUAL STEP UP IN HEIGHT  
DIFFICULT TO TELL (FOR ME) IF IT WILL BE  
SUFFICIENT FOR THOSE IN CLOSE PROXIMITY ON  
KENDALL, ETC.

Height & Mass on University Ave (South facing façade)

IMPROVED

Height & Mass on Highland Ave (East facing façade)

IMPROVED

Height & Mass on West facing façade

GOOD

Height & Mass on North end (backing into Campus Drive)

WHERE IT COULD/ MIGHT BE

**Setbacks and Stepbacks**

LIKE THE VARIETY

**Architecture and Building Materials**

THE ARCHITECTURE LOOKS GOOD. MATERIALS SELECTION (PALETTE) SHOULD BE MADE AVAILABLE WITH SUFFICIENT TIME FOR REVIEW. MATERIALS SHOULD BE DURABLE AS WELL AS SHORT-TERM AESTHETIC.

**Compatibility with Surrounding Properties**

MAKING THE ARCHITECTURE FIT WITH THE COMMUNITY STYLE WILL BE IMPORTANT TO THIS PROJECT'S LONG-TERM SUSTAINABILITY & SUCCESS.

**Commercial/Retail Space**

LOOKS LIKE ~~THE~~ ITS WELL DISTRIBUTED.

**Signage and Lighting**

**Landscape Plan**

**Parking & Traffic Issues – on and off-site**

SUGGEST ALLOWING TENANTS TO SUBLET THEIR PARKING, MAKE THE GARAGES SECURE TO ALLOW THIS OPTION TO OFFSET THE PROBLEM OF TENANT NOT PAYING. ~~SEVERE~~

**Tree Preservation Plan**

**Stormwater Management Plan**

MAKE SURE THAT CONDITIONS OF USE INCLUDE ENSURING THAT WHATEVER HAPPENS THINGS ARE NOT WORSE AFTER DEVELOPMENT, IF THEY ARE MEASURABLY WORSE, THE DEVELOPER MUST CORRECT.

**General Comments**

WE WOULD TO DO SOMETHING WITH THIS BLOCK THERE IS SUFFICIENT SHARED INTEREST TO COME TO AGREEMENT.

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

If no, what change(s) would be necessary in order to gain your support?

MAKE SURE FIT & FINISH ARE ADEQUATE TO ENSURE QUALITY TENANTS SHORT & LONG TERM,

THANK YOU!

**COMMENT FORM**

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting  
Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: *JOYCE KNUTSON*  
Address: *24 N PROSPECT*  
Email: *K2PMW@sbcglobal.net*  
Are you on the official RNA listserv (Google Groups- not Yahoo groups, listserv):  YES  NO

Please provide your comments on these different aspects of the proposed project:

**Height and Mass**  
General Comments

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Height & Mass on University Ave (South facing façade)

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Height & Mass on Highland Ave (East facing façade)

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Height & Mass on West facing façade

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Height & Mass on North end (backing into Campus Drive)

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**Setbacks and Stepbacks**

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**Architecture and Building Materials**

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**Compatibility with Surrounding Properties**

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**Commercial/Retail Space**

EFFORTS SHOULD CONTINUE TO IDENTIFY BUSINESSES THAT  
ENCOURAGE NEIGHBORHOOD USE

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**Signage and Lighting**

SPECIFICS OF LIGHTING NOT ADDRESSED AT MEETING.  
SUBDUED LIGHTING (VS FLARE) PREFERRED

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**Landscape Plan**

APPEARS OK - ENCOURAGE MAINTENANCE OF UNIV AVE  
FRONT FLATS GARDENS

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**Parking & Traffic Issues – on and off-site**

STILL ISSUES - I DON'T HAVE AN ANSWER & LIVE FAR ENOUGH AWAY TO REFER TO CLOSER NEIGHBOURS

**Tree Preservation Plan**

PLEASED WITH CO-OPERATION WITH CITY FORESTER  
- PLEASED THAT OVER COURSE OF DEVELOPMENT MULLINS RESPONDED TO CONCERNS ABOUT TREES

**Stormwater Management Plan**

ASSUME THAT "BETTER THAN REQUIRED" WILL BE SUFFICIENT. I DON'T KNOW REQUIREMENTS

**General Comments**

HVAC NOISE SHOULD BE CONTROLLED & SPECIFICATIONS WRITTEN INTO FORM DOCUMENT

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

MUCH IMPROVED OVER COURSE OF DEVELOPMENT  
ALL DEVELOPMENT WILL BE A COMPROMISE + EVERYONE'S DESIRES CAN NOT BE MET.  
I THINK A REASONABLE ATTEMPT HAS BEEN MADE

If no, what change(s) would be necessary in order to gain your support?

THANK YOU!

COMMENT FORM

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting  
Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: *Darzi Foss*

Address: *2533 Kendall*

Email: *darzi@tds.net*

Are you on the official RNA listserve (Google Groups- not Yahoo groups, listserve):  YES  NO

Please provide your comments on these different aspects of the proposed project:

Height and Mass  
General Comments

*Like breakup of building into units*

Height & Mass on University Ave (South facing façade)

*fine*

Height & Mass on Highland Ave (East facing façade)

*prefer 4 to 5 stories*

Height & Mass on West facing façade

*prefer 4 stories*

Height & Mass on North end (backing into Campus Drive)

*prefer 5 to 6 stories*



**Setbacks and Stepbacks**

*belter*

**Architecture and Building Materials**

*need to see these  
prefer traditional brick*

**Compatibility with Surrounding Properties**

**Commercial/Retail Space**

**Signage and Lighting**

- low impact lighting*
- compatible signage of neighborhood character*

**Landscape Plan**

**Parking & Traffic Issues – on and off-site**

Concern about # of parking spaces - not enough  
Concern over how parking will be allotted  
Tenants should get a space w/ rent - not  
extra \$. Concern over bike safety  
on highland & turning cars.  
Neighborhood does not need more pressure  
~~Tree Preservation Plan~~ on off-street parking in  
surrounding neighborhood. Boldleaf  
is great example of not repeating a  
parking mistake.

**Stormwater Management Plan**

Big concerns

**General Comments**

Are you doing any demo recycling?  
If so, what are standards

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

If no, what change(s) would be necessary in order to gain your support?

lose 1 story on west, north & east

THANK YOU!

**COMMENT FORM**

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting

Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name:	Carl Statstrom
Address:	2421 Chamberlain
Email:	statstrom@neurology.wisc.edu
Are you on the official RNA listserv (Google Groups- not Yahoo groups, listserv): <input type="checkbox"/> YES <input type="checkbox"/> NO	

Please provide your comments on these different aspects of the proposed project:

**Height and Mass**  
General Comments

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Height & Mass on University Ave (South facing façade)

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Height & Mass on Highland Ave (East facing façade)

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Height & Mass on West facing façade

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Height & Mass on North end (backing into Campus Drive)

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**Setbacks and Stepbacks**

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**Architecture and Building Materials**

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**Compatibility with Surrounding Properties**

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**Commercial/Retail Space**

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**Signage and Lighting**

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**Landscape Plan**

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**Parking & Traffic Issues – on and off-site**

I think the model underestimates the impact of traffic from this building. Visitors will end up parking on Kendall + Chamberlain.

**Tree Preservation Plan**

**Stormwater Management Plan**

**General Comments**

You should disallow pets. We don't need another 200 dogs walking in the neighborhood.

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

If no, what change(s) would be necessary in order to gain your support?

Ultimately, the neighborhood does not benefit in any way from this project.

THANK YOU!

COMMENT FORM

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting  
Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: TOM HIRSCH

Address: 14 N. Allen St.

Email: tehirsch@gmail.com

Are you on the official RNA listserve (Google Groups- not Yahoo groups, listserve):  YES  NO

Please provide your comments on these different aspects of the proposed project:

Height and Mass

General Comments

~~6 stories~~ or because set back from Univ.  
needs step down at Highland Ave.

Height & Mass on University Ave (South facing façade)

OK

Height & Mass on Highland Ave (East facing façade)

too much, too close to sidewalk. "towers"  
over the walk.

Height & Mass on West facing façade

OK.

Height & Mass on North end (backing into Campus Drive)

OK.

Setbacks and Stepbacks

Imaginative & creative. Good jobs, B-U!

Architecture and Building Materials

Wink brick sounds too slick.

Reddish brick should be SAND-PRESSED to provide texture. Oversized brick OK.

Compatibility with Surrounding Properties

OK.

Commercial/Retail Space

The more the merrier.

Signage and Lighting

Nice, New Urbanism

Landscape Plan

Nice, New Urbanism.

Parking & Traffic Issues - on and off-site

Needs street parking to be enlarged  
so other businesses can benefit as well.  
2400 block should be 1-hour except in "rush  
hour"

Tree Preservation Plan

good.

Stormwater Management Plan

good.

General Comments

very attractive re-use of a difficult site

Overall do you support the project as presented today?

YES

NO

Please elaborate either way:

Increase thermal envelope to R-10 roof and  
R-23 sidewalls.

If no, what change(s) would be necessary in order to gain your support?

Reduce massing ~~at~~ Highland Ave

White Roofing

Dispersed bike parking for local visitors.

THANK YOU!



**COMMENT FORM**

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting

Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: Eve Galanter

Address: 109 North Roby Road

Email: galanter71@aol.com

Are you on the official RNA listserve (Google Groups- not Yahoo groups, listserve):  YES  NO

Please provide your comments on these different aspects of the proposed project:

**Height and Mass**

General Comments

I am supportive of the project as proposed. The height and mass fits into this block as it is located against Campus Drive and the lower portion on the sidewalk is sensitive to pedestrians. I like how the building is broken up into several sections and is not just a rectangular building. It provides a lot of interest and is exactly what urban infill should look like.

Height & Mass on University Ave (South facing façade)

\_\_\_ I like the lower height here and the ins and outs of the face along University Avenue especially the potential outdoor seating areas.

Height & Mass on Highland Ave (East facing façade)

I think this height and mass is fine as it is on a commercial street and adjacent to Campus Drive. It really has no negative impact on the residential area that I can see...good place for height. I like how the west and east façade have the matching architectural features at the rooftop.

Height & Mass on West facing façade

I also think this height and mass is appropriate and like how the architecture reads as you enter our neighborhood coming from the west to the east. I like the top green roof and architectural treatment.

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Height & Mass on North end (backing into Campus Drive)

This height and mass is appropriate as well...this whole section of building along Campus Drive will be a nice barrier to Campus Drive...I like the idea it will block sound.

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**Setbacks and Stepbacks**

I think the architect has done a good job of varying the building so that it looks interesting with setbacks and stepbacks.

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**Architecture and Building Materials**

I like the architecture being more modern. This block has no significant architectural characteristics and this is not the historic portion of our neighborhood. I like the more contemporary feel and from what I can tell the building materials are good quality. I expect UDC will do a good job weighing in on materials.

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**Compatibility with Surrounding Properties**

This block is a good bookend to the Energy Institute Building on the east end and I think also compatible with a commercial street and block that is adjacent to Campus Drive. Height on this side of University Avenue can work given distance from residences and it not being adjacent to homes.

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**Commercial/Retail Space**

I like how they found a way to add commercial and the locations they placed them in...the outdoor spaces adjacent will be very inviting.

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**Signage and Lighting**

I expect the UDC will handle future signage and lighting will be important for safety and to attract people to block in evenings...they do need to be sensitive to too much light though so not so bright it affects residences on blocks to south.

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**Landscape Plan**

Landscape Plan seems okay. I understand the streetscape will be coordinated with the University Avenue plan?

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**Parking & Traffic Issues – on and off-site**

Our neighborhood wants to have commercial, but we also don't want to increase traffic so it is really a balance for a development. I think that the community car is a great idea and number of parking stalls seems reasonable. We really need to maintain the DOT lot and make those stalls for customers not monthly parking and maintain some parking along the street if we want commercial.

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**Tree Preservation Plan**

Seems reasonable. Given the fact that many trees are ash I don't have a problem if some get removed and replace with trees that will not be affected by ash borer in the future. This will allow those new trees more time to grow and match other trees in area rather than waiting til existing trees die.

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**Stormwater Management Plan**

I am not an expert in this and assume city staff will make sure it is appropriate.

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**General Comments**

I think it is time to move this project forward. The existing site needs to be redeveloped. This is a transit oriented development area and deserves some density. If we want commuter rail in the future this is a perfect location for some added population. The project has changed substantially since the first one proposed years ago. This proposed project seems to be a good one and constructing at the same time as University Avenue is being redone makes sense to minimize disruption over a longer period of time.

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Overall do you support the project as presented today?  YES  NO  
Please elaborate either way:

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If no, what change(s) would be necessary in order to gain your support?

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THANK YOU!

COMMENT FORM

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting

Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: Stephen + Mary Ploeser

Address: 2542 Kendall Ave

Email: Steve.ploeser@wi.gov

Are you on the official RNA listserve (Google Groups- not Yahoo groups, listserve):  YES  NO  
Not sure Don't think so

Please provide your comments on these different aspects of the proposed project:

Height and Mass

General Comments

Reasonable Height and Mass, One Story.  
Lower would be better.

Height & Mass on University Ave (South facing façade)

Height & Mass on Highland Ave (East facing façade)

Height & Mass on West facing façade

Height & Mass on North end (backing into Campus Drive)

Setbacks and Stepbacks

Very good.

Architecture and Building Materials

good.

Compatibility with Surrounding Properties

good.

Commercial/Retail Space

good

Signage and Lighting

Lights should be positioned so that they don't shine into backyards on Kendall Ave. Should not be too bright. Special concern for the "2500 Apartments" Light.

Landscape Plan

Very Good

~~\_\_\_\_\_~~  
Parking & Traffic Issues – on and off-site

This is my other area of concern:  
more parking is needed for the retail area.  
100 more parking spaces would be good.

Tree Preservation Plan

Good

Stormwater Management Plan

Good but consider permeable materials for  
walkways and driveways

General Comments

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

Contingent upon finding at least 50 more  
parking spaces for retail stores.

If no, what change(s) would be necessary in order to gain your support?

THANK YOU!



RE: [Regent] Seeking your input: Comment Form re: Mullins Group Proposal for 2500 Block of University Ave [2 Attachments]

Barbara Jacobs [barbjacobs@hotmail.com]

Sent: Thursday, November 11, 2010 1:32 PM

To: Bidar-Sieleff, Shiva; darsi@tds.net

COMMENT FORM

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting

Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: Barbara Jacobs

Address: 2630 Kendall Ave.

Email: barbjacobs@hotmail.com

Are you on the official RNA listserv (Google Groups- not Yahoo groups, listserv):  YES  NO

Please provide your comments on these different aspects of the proposed project:

Height & Mass on University Ave (South facing façade)

There is too much mass near University Ave. It will feel like a tunnel and block out much light.

Height & Mass on Highland Ave (East facing façade)

Height & Mass on West facing façade

Height & Mass on North end (backing into Campus Drive)

Setbacks and Stepbacks

Not enough on University Ave.

Architecture and Building Materials

A single exterior siding (such as brick) on public facing exterior walls would greatly improve the look and aesthetics.

Compatibility with Surrounding Properties

Commercial/Retail Space

I hope the rent will be more than reasonable, especially for a small or start up business.

Signage and Lighting

Minimal

Landscape Plan

Parking & Traffic Issues – on and off-site

Include parking in rental costs.

Tree Preservation Plan

Stormwater Management Plan

General Comments

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

I'd like to see less mass and a single siding material (no metal or rough painted siding).

THANK YOU!

**COMMENT FORM**

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting

Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: Judy Woodburn

Address: 2522 Chamberlain Ave.

Email: jpw2522@charter.net

Are you on the official RNA listserve (Google Groups- not Yahoo groups, listserve):  YES  NO

Please provide your comments on these different aspects of the proposed project:

**Height and Mass**

General Comments

\_\_\_\_\_ T  
The occupancy level is too high for this location, owing to the traffic configuration of the surrounding streets. University Avenue between Highland and Grand is already crowded and complicated, and there is no parking to speak of on this street. The bulk of traffic for this site will use one entry/exit – on Highland Avenue, forcing more traffic onto this street and into an intersection (Regent-Highland) poorly equipped to accommodate it. Reduce the height by one story on the North and thereby reduce occupancy to a level that can be supported by the existing street infrastructure.

\_\_\_\_\_

Height & Mass on University Ave (South facing façade)

\_\_\_\_\_

\_\_\_\_\_

Height & Mass on Highland Ave (East facing façade)

\_\_\_\_\_

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Height & Mass on West facing façade

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Height & Mass on North end (backing into Campus Drive)

**Setbacks and Stepbacks**

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**Architecture and Building Materials**

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**Compatibility with Surrounding Properties**

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**Commercial/Retail Space**

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**Signage and Lighting**

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**Landscape Plan**

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## Parking & Traffic Issues – on and off-site

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I'm glad to know that residential parking permits will not be issued for this site. However, I'm doubtful about the assumptions made by traffic engineers about the traffic impact of the development. Their reductions of estimates based on assumptions about bike, pedestrian and public transportation seem extremely optimistic. Also, there was no real evaluation of the impact on other problematic intersections in the surrounding area – particularly at Highland and Regent during school and business peak hours. I hope that the plan for the new University/Highland intersection will take into account the difficulties for people trying to exit Chamberlain and Kendal avenues onto Highland during peak hours. The parking situation on Highland, with cars able to park fairly close to these intersections, thereby making it difficult or impossible to see traffic from the north without inching into the intersection, makes for dangerous crossings—particularly for pedestrians and bicyclists. It is complicated by the fact that Chamberlain “jogs” at Highland and doesn't go straight through, confusing some motorists.

I hope the challenges faced by pedestrians and cyclists at these intersections will be addressed by moving back the yellow No-parking areas on the west side of Highland further from these intersections – and by creating far more prominent crosswalks on Highland (eg. The kind with the stripes.)

A side note: as a daily bicycle commuter, I've failed to see any benefit to cyclists from the Kendall “bike boulevard,” other than increased traffic on Chamberlain Ave. in the morning “drop kids off at West” time, and increased hostility from vehicles, who I've observed “play chicken” with cyclists on several occasions when cyclists occupy a full lane. Last night, heading east on Bluff on my bicycle toward the Kendall “bike boulevard,” I observed a moving shouting match between a westbound cyclist and driver, full of dangerous maneuvers on both people's parts and lots of extremely hostile profanity. I wish I could say I thought this change would make it more likely for people in the Mullins project to bike to work, and more likely that drivers will accommodate them, but I remain skeptical.

## Tree Preservation Plan

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## Stormwater Management Plan

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## General Comments

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Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

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If no, what change(s) would be necessary in order to gain your support?

Reduce occupancy by 15-20 % and make more off-street parking available for visits to the retail in the development, or it's likely the retail will die a slow, painful death. Doctors don't like to walk, mostly because they don't perceive themselves to have the time to do so.

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THANK YOU!

**COMMENT FORM**

November 8, 2010

**Alder- and RNA-Sponsored Neighborhood Meeting**

**Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue**

Name: Tim Size

Address: 2215 Commonwealth Avenue, Madison, WI 53726

Email: timsiz@rwhc.com

Are you on the official RNA listserv (Google Groups- not Yahoo groups, listserv):  YES      x NO

Overall do you support the project as presented today?    X YES                   NO

Please elaborate either way:

This project has been sufficiently vetted.

The near west side's critical need to rehabilitate this blighted part of our neighborhood must be the primary consideration.

I believe that the property owner has made reasonable accommodation to the concerns of the adjacent property owners and then time is now over due to proceed.

I believe the current proposal is reasonable and that this project needs to be approved.

**THANK YOU!**

## COMMENT FORM

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting

Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: Elizabeth Greene

Address: 110 N. Spooner St., Madison, WI 53726

Email: e\_greene@charter.net

Are you on the official RNA listserve (Google Groups- not Yahoo groups, listserve): Yes

Please provide your comments on these different aspects of the proposed project:

### Height and Mass

#### General Comments:

Bigger than I would like, but better than a 14-story tower and reasonable for the site. One or two stories shorter would be better (closer to InnTowner height).

#### Height & Mass on University Ave (South facing façade):

Smaller scale on Univ. Ave., transitioning to higher buildings in back, is good.

#### Height & Mass on Highland Ave (East facing façade):

The west façade includes a 5<sup>th</sup>-floor patio which is functional and does not appear to project above the building, since the 6-story section is behind it. On the east façade an architectural feature was included on the NE corner to match/balance the west-side 5<sup>th</sup> floor patio. This east-side feature serves no useful purpose and projects visibly above the rest of the building, accentuating the height of the building. The east-side feature should be removed from the plan.

#### Height & Mass on West facing façade:

See comments about east façade.

#### Height & Mass on North end (backing into Campus Drive):

See general comments.



## **Setbacks and Stepbacks**

The three story/six story arrangement gives a nice stepback effect.

The setbacks were presented in a rather confusing way. There is actually little or no setback from the city sidewalk but that is common in urban commercial areas. I like the fact that the entrances to the flats along Univ. Ave. are recessed.

## **Architecture and Building Materials**

The buildings look fairly attractive in the renderings. Let's hope they really turn out that way.

## **Compatibility with Surrounding Properties**

The project is compatible with its surroundings, which include Campus Drive, two busy streets, a commercial area, and the InnTowner. Nearby single-family homes are buffered somewhat by the commercial strip along University Ave. The project doesn't have to match the neighborhood exactly in style; a mix of architectural styles can be interesting and enlivening.

## **Commercial/Retail Space**

It was a good idea to replace the "flex space" with flats. The four dedicated commercial spaces are enhanced by adjacent areas for outdoor seating.

## **Signage and Lighting**

Lighting should be designed to minimize light being directed upward and to prevent unwanted light from shining into residential areas.

## **Landscape Plan**

The proposal includes a central green area, a green roof, gardens in front of the Univ. Ave. flats, and outdoor seating areas near the commercial spaces. All of these are welcome features. However, it will be important that these areas be properly maintained. Prior maintenance of the site by this developer has been poor.

## **Parking & Traffic Issues – on and off-site**

The traffic study estimates a maximum of 25 vehicles entering or exiting during peak hours, which seems rather low given that the plan calls for 152 parking stalls and 130 residential units with up to

220 occupants total. The parking garage entrances are on busy streets and additional traffic from the parking garage will undoubtedly add to congestion at peak times.

The traffic study mentions that approximately 50 parking spaces currently used by people who work in the area will be lost, and states that this will partially offset traffic caused by residents of the project. However, there is no discussion of where those 50 cars will park instead. It seems likely that they will try to park in the adjacent neighborhood.

The developer plans to charge extra for the parking spaces under the building. Although this is presumably intended to encourage walking, biking, and bus riding, the effect may be to increase parking pressure in the neighborhood. It would be better to assign a parking stall to each unit and include the cost in the rent.

The Highland Ave-University Ave intersection presents a number of difficulties for pedestrians, bikers, and vehicles. In light of the Mullins project and the additional traffic it will generate, it will be especially important that this intersection be redesigned in a thoughtful way before the reconstruction planned for 2011.

#### **Tree Preservation Plan**

Some trees may be lost, either to construction or to emerald ash borer. It is important that these be replaced with high quality trees which will grow up to partially screen the building from the street, instead of the small fruit trees which have been used recently in some areas.

**Overall do you support the project as presented today? Yes**  
**Please elaborate either way:**

The developers have made substantial modifications to their original plan in response to the demands of a difficult site, city requirements, and neighborhood concerns. They have incorporated a number of nice features to mitigate the mass of the building and retain a pedestrian-friendly area around the perimeter of the site. Although I have expressed a few concerns above, on balance I support the project and think it has the potential to have a positive impact on the neighborhood.

Fields, Debbie

110 Farley Ave.

**From:** Bidar-Sielaff, Shiva  
**Sent:** Tuesday, November 09, 2010 8:54 PM  
**To:** Fields, Debbie  
**Subject:** FW: comments on Mullins project

more...

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**From:** Kathy Fullin [fullin@execpc.com]  
**Sent:** Tuesday, November 09, 2010 8:45 PM  
**To:** darsi@tds.net; Bidar-Sielaff, Shiva  
**Subject:** comments on Mullins project

COMMENT FORM

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

**Name:** Kathy Fullin

**Address:** 110 Farley Ave

**Email:** [fullin@execpc.com](mailto:fullin@execpc.com)<<mailto:fullin@execpc.com>>

Are you on the official RNA listserve (Google Groups- not Yahoo groups, listserve):  YES  
Parking & Traffic Issues - on and off-site \_\_I think they should have a Community Car. I also think it would be best if they did not allow resident parking area egress heading west, because then I believe residents will head to Grand, take Kendall west to Farley, to get out to University Ave heading west. Too much traffic on Kendall.

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General Comments

\_\_Due to being out of town or having medical issues, I have been to too few meetings to fully understand final plans, so cannot comment on general issues.

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COMMENT FORM

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting

Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: Lisa Beneker  
 Address: 2520 Chamberlain Ave.  
 Email: lisa.beneker@uwalumni.com  
 Are you on the official RNA listserv (Google Groups- not Yahoo groups, listserv):  YES  NO

Please provide your comments on these different aspects of the proposed project:

Height and Mass

General Comments

In my opinion a 4-story building would much better fit this site, but it is really the mass of the project that is overwhelming. To cram such a large development on this little, awkward wedge of dirt seems a little, well, abusive.

Height & Mass on University Ave (South facing façade)

The three-story townhouses facing University are about the right height for this little plot.

Height & Mass on Highland Ave (East facing façade)

This side of the property is going to be a looming presence for car, foot & bicycle traffic. It is too high and way too massive.

Height & Mass on West facing façade

See above.

Height & Mass on North end (backing into Campus Drive)

\* Here is what I don't understand. Will medical residents, etc. really live in a "high end" apartment overlooking Campus Dr.? It will be like living on a highway!

### Setbacks and Stepbacks

What setback? If only there were some!  
I don't mind retail being against the sidewalk, but this "retail" will not be retail at all, but instead will be someone's living room we'll be walking by.

### Architecture and Building Materials

The architecture is nice. I don't remember a discussion about materials.

### Compatibility with Surrounding Properties

There isn't much. Old University is already overrun with ugly, old apartment buildings, but most of them are much smaller in scale, and many are set back off the street. The neighborhood also hopes that redevelopment will be better, not more of the same!

### Commercial/Retail Space

This idea of convertible space is odd, and I don't think it will work. Retail won't go in there because there will literally be no where to park. It will be living space, but the Mullins Group hopes to get support from offering "retail".

### Signage and Lighting

Don't know.

### Landscape Plan

What landscaping? Those trees in the sidewalk?

Parking & Traffic Issues - on and off-site

Traffic is going to be a nightmare in this area one day if the city doesn't take steps to head it off. Anyone can see that - regardless of that traffic "study". I hope the city will be pro-active here.

Tree Preservation Plan



Stormwater Management Plan

Is there one? University Ave. already floods easily.

General Comments



The argument by the Mullins Group that they need to do this now or the project will need to be larger rings as a not-so-subtle threat to the neighborhood. What I most dislike is - after all these years of these properties sitting empty & being an eyesore, this plan has to be done the year before the community will finish a plan for the corridor.

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:



I hope the city will have a vision for this area that is more to scale, more approachable, and less overwhelming. I hope there will be real leadership in the face of an influential developer on a highly visible property.

If no, what change(s) would be necessary in order to gain your support?

4 floors - setbacks from Old University - benches & landscaping - smaller project. And wait until the neighborhood has a plan in place for the corridor before ramming this through!

THANK YOU!

Thank you for the opportunity to comment!

## COMMENT FORM

November 8, 2010

### Alder- and RNA-Sponsored Neighborhood Meeting

### Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: John Jacobs

Address: 2630 Kendall Avenue

Email: jjacobs\_msn@yahoo.com

Are you on the official RNA listserve (Google Groups- not Yahoo groups, listserve):  YES  NO

#### Height and Mass - General Comments

The overall height and mass are too large and not compatible with the scale and character of the neighborhood. The 75 foot high six story section is the same height above the sidewalk as a seven story building with 10' floor-to-floor heights. (10' residential floor heights were as specified as the standard for comparison in the RNA's 2007 PDI draft Design Guidelines for Old University Avenue)<sup>1</sup>

The five and six story heights should each be reduced by at least a story to four and five stories respectively.

Reducing these heights by one story will reduce the number of dwelling units from 130 to 106 units. This would leave the project with 98 units per acre (plus 8600 ft<sup>2</sup> of commercial), a density which is still far above the maximum recommended density of 60 units per acre specified in the city's Comprehensive Plan for the Community Mixed Use (CMU) district<sup>2</sup> that the Mullins site is in.

1. "It is assumed that residential uses require 10' floor heights and commercial and institutional uses require 15' floor heights." Page 7 - [http://www.regentneighborhood.org/docs/corridor/PDI\\_FinalDraft\\_101807.pdf](http://www.regentneighborhood.org/docs/corridor/PDI_FinalDraft_101807.pdf)
2. "Net residential densities within a Community Mixed-Use district generally should not exceed 60 dwelling units per acre, but a neighborhood or special area plan may recommend small areas within the district for a higher maximum density if the development is compatible with the scale and character of the neighborhood."  
[http://www.cityofmadison.com/planning/comp/dplan/v2/chapter2/v2c2\\_1.pdf](http://www.cityofmadison.com/planning/comp/dplan/v2/chapter2/v2c2_1.pdf)  
<http://www.cityofmadison.com/planning/comp/dplan/v2/chapter2/v2c2.pdf> page 2-88

#### Height & Mass on University Ave (South facing façade)

The five story west end is too massive. Squeezed between Campus Drive and the sidewalk, this large block should be softened with more setback and by reducing the height to either three stories or, four stories with a 10' stepback above the second floor. A 10' stepback would be consistent with the 2007 PDI draft Design Guidelines for Old University Avenue.<sup>3</sup>

The 170' long townhome/flat section is too large to be so close to the sidewalk (There's only 1' setback from sidewalk for 2nd and 3rd floors. It's hard to tell from the drawings but something (balconies?) seems to hang over the sidewalk). Because of the large floor-to-floor spacing, the 38' foot high roof edge on University Avenue is nearly as high as the four story roof edges of the InnTowner (which are significantly set back from the sidewalk).

This long residential section, combined with the five story west section, looms over the sidewalk and creates a wall that cuts off too much sky. The 2007 PDI draft Design Guidelines discourage buildings with more than 120 lineal feet of building edge along the street frontage.<sup>4</sup>

The townhome face, including the 2nd and 3rd floors, should be set back 10' from the sidewalk to open up the space and allow more sky to be part of the corridor.<sup>5</sup>

Moving the building back a bit from the sidewalk would provide sufficient space for mature terrace trees and obviate the need for severe, lopsided pruning.

3. "Minimum University Avenue and Highland Street upper-level stepback: 10' at the top of second or third story"  
See page 13 - [http://www.regentneighborhood.org/docs/corridor/PDI\\_FinalDraft\\_101807.pdf](http://www.regentneighborhood.org/docs/corridor/PDI_FinalDraft_101807.pdf)
4. "In order to manage and control building massing, buildings with more than continuous 120 feet of linear building edge along the street frontage are discouraged." See page 7 - [http://www.regentneighborhood.org/docs/corridor/PDI\\_FinalDraft\\_101807.pdf](http://www.regentneighborhood.org/docs/corridor/PDI_FinalDraft_101807.pdf)
5. Recent mixed-use residential developments in other neighborhoods were built with significant setbacks from the sidewalk.
  - Depot Apartments at 2 S. Bedford has 9 feet of setback (and stoops!) for residential buildings #2 and #3.
  - Sequoya Commons has 9' to 12' setbacks

### Height & Mass on Highland Ave (East facing façade)

The 75' high, six story section is too high (equivalent in height to a seven story building)<sup>1</sup> and way too massive. It looms over Lombardino's like a giant.

### Height & Mass on West facing façade

The five story west end is too massive. Squeezed between Campus Drive and the sidewalk, this large block should be softened with more setback and by reducing the height to either three stories or four stories with a 10' stepback above the second floor. A 10' stepback would be consistent with the 2007 PDI draft Design Guidelines for Old University Avenue.<sup>3</sup>

### Height & Mass on North end (backing into Campus Drive)

The height should be reduced to five stories in order to reduce the mass on the southern, neighborhood side of the building.

## Setbacks and Stepbacks

A minimum setback of 2' from the property line/sidewalk is OK in front of dedicated storefront commercial space. Dining and lingering areas need significantly more space however.

The residential section of the development (flats/townhomes along University Avenue) should be setback from the sidewalk 10' for all floors. No part of the structure (i.e. balconies) should be allowed to overhang the sidewalk.

- (Recent mixed-use residential developments in other neighborhoods were built with significant setbacks from the sidewalk.)
- Depot Apartments at 2 S. Bedford has 9 feet of setback (and stoops!) for residential buildings #2 and #3.
  - Sequoya Commons has 9' to 12' setbacks

A minimum stepback of 10' should be required above the 2nd or 3rd floor for any parts of the building along University Avenue that aren't already setback 10' from the sidewalk.

## Architecture and Building Materials

The main building architecture conveys a sense of just another massive post-industrial, high density housing development (think Cabrini) with some do-dads added for interest.

The use of precast concrete panels and metal panels suggest that the developer doesn't want to spend any more on the exterior than is absolutely necessary. I'm afraid the building will look cheap on the day it opens, much less over time.

## Compatibility with Surrounding Properties

The architecture is incompatible with the look of the adjacent neighborhood which dates from the late teens and twenties.



## **Commercial/Retail Space**

Because of the inadequacy of parking, I'm concerned that there will be a problem attracting retail businesses to the commercial spaces.

## **Signage and Lighting**

The large 2550 banner sign hanging out over the sidewalk on the west end of the University Avenue face is obnoxious and unnecessary. Private banner signs over public sidewalks should not be allowed anywhere on the project.

## **Landscape Plan**

### **Parking & Traffic Issues – on and off-site**

Parking is insufficient to support both the apartments and commercial spaces.

Most of the 50 spaces that are currently on the project site and occupied during both the day and many evenings will disappear with the project. Parking is already an issue in the neighborhood. Additional pressure from the loss of the 50 spaces and any new commercial use can only flow south into the neighborhood because of Campus Drive.

### **Tree Preservation Plan**

The relatively small distance between the front of the building and the terrace along University Avenue (inadequate setback) may not provide sufficient room for mature trees without severe, lopsided pruning.

### **Stormwater Management Plan**

### **General Comments**

I hate to be so critical but my overall impression is that the building will be a detriment to the neighborhood. Other neighborhoods have been the beneficiaries of high quality, mixed use developments that fit in and were compatible with the neighborhood. Why not here?

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

If no, what change(s) would be necessary in order to gain your support?

Less height and slightly less density.

Better architecture that is compatible with the neighborhood.

Better quality materials (not precast and metal panels).

Increase setback and setbacks on University Avenue. More sky.

Parking to support storefront commercial without adding to neighborhood parking pressure.

**THANK YOU!**

0 niva  
Note :

DOES NOT LIVE IN RN  
=> Not included in report

COMMENT FORM

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting  
Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: Michelle BURSE, BURSE SURVEYING AND ENGINEERING, INC.  
 Address: 1400 E. WASHINGTON AVE, MADISON, WI 53703  
 Email: mburse@bse-inc.net  
 Are you on the official RNA listserv (Google Groups- not Yahoo groups, listserv):  YES  NO

Please provide your comments on these different aspects of the proposed project:

Height and Mass  
General Comments

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Height & Mass on University Ave (South facing façade)

APPROPRIATE

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Height & Mass on Highland Ave (East facing façade)

NO COMMENT

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Height & Mass on West facing façade

NO COMMENT

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Height & Mass on North end (backing into Campus Drive)

NO COMMENT

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**Setbacks and Stepbacks**

APPROPRIATE

**Architecture and Building Materials**

**Compatibility with Surrounding Properties**

**Commercial/Retail Space**

GLAD TO SEE IT

**Signage and Lighting**

VERY COOL

**Landscape Plan**

excellent

Parking & Traffic Issues – on and off-site

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Tree Preservation Plan

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Stormwater Management Plan

Exceptional / creative solution  
exceeds requirements

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General Comments

I've rented from the Mullins Family for 11 years. I  
RUN MY BUSINESS OUT OF WASHINGTON SQUARE. THEIR  
ON SITE MANAGEMENT / MAINTENANCE IS VERY RESPONSIVE  
AND VERY ADEQUATE SNOW REMOVAL

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

THE RUN DOWN BUILDINGS ARE AN EYE SORE.  
THIS IS AN AMAZING PROPOSAL.

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If no, what change(s) would be necessary in order to gain your support?

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THANK YOU!

Fields, Debbie

2514 Chamberlain Ave.

From: Bidar-Sielaff, Shiva  
Sent: Tuesday, November 09, 2010 8:03 PM  
To: Fields, Debbie  
Subject: FW: Mullins proposal

And one more

From: Shiva Bidar-SielAff [shivabidar@tds.net]  
Sent: Tuesday, November 09, 2010 7:37 PM  
To: Bidar-Sielaff, Shiva  
Subject: Fwd: Mullins proposal

Sent from my iPhone

Begin forwarded message:

From: Troy Thiel <troythiel@yahoo.com<mailto:troythiel@yahoo.com>>  
Date: November 9, 2010 7:32:18 PM CST  
To: shiva <shivabidar@tds.net<mailto:shivabidar@tds.net>>, <mailto:darsi@tds.net>  
darsi@tds.net<mailto:darsi@tds.net>  
Cc: Sue Springman <sue@mullinsgroup.com<mailto:sue@mullinsgroup.com>>, steveh@eppsteinuhen.com<mailto:steveh@eppsteinuhen.com>, steveh@eua.com<mailto:steveh@eua.com>, Brian Mullins <bmullins@axley.com<mailto:bmullins@axley.com>>, Brian Munson <BMunson@vandewalle.com<mailto:BMunson@vandewalle.com>>, Dan McCormick <dmccormick@cityofmadison.com<mailto:dmccormick@cityofmadison.com>>, Jule Stroick <jstroick@cityofmadison.com<mailto:jstroick@cityofmadison.com>>, anicolette@cityofmadison.com<mailto:anicolette@cityofmadison.com>, molinger@cityofmadison.com<mailto:molinger@cityofmadison.com>, <mailto:bmurphy@cityofmadison.com> bmurphy@cityofmadison.com<mailto:bmurphy@cityofmadison.com>  
Subject: Mullins proposal

Hello,

I wasn't able to stay around for the public commentary portion...I hope the conversation went well. Good going getting the correct kind of process. How this has played out compared to 4 years ago is clearly much better, and I agree with those that say the process this time has helped hone a fantastic potential projec.

When I heard that Steve from EUA and Sue Springman were on the Mullins team..and Brian Munson as well...I was much more comfortable that the right kind of project proposal would result. It is clear too that the Mullins group has listened, adapted and are bringing a quality project to potential, and hoped for, fruition.

I was completely impressed by the current status of the plan and what it brings to our neighborhood. Its a nice balance of mixed use, articulated set backs, interesting architecture, materials, land use and quality construction with good green strategic components.

In the nothing's perfect category..I thought the potential live/work loft townhome component originally proposed was a good thing for our neighborhood and the function that that block could bring in diversifying our neighborhood's commercial/consulting/services options. I have seen same in many projects in the Chicago market and they are almost always successful

**Fields, Debbie**

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**From:** Bidar-Sielaff, Shiva  
**Sent:** Wednesday, November 10, 2010 7:57 AM  
**To:** Fields, Debbie  
**Subject:** FW: more comments - Mullins' project  
**Attachments:** Clovercomments001.pdf; ATT00001..txt

And one more

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**From:** darsi foss [darsi@tds.net]  
**Sent:** Wednesday, November 10, 2010 7:55 AM  
**To:** Bidar-Sielaff, Shiva  
**Subject:** more comments - Mullins' project

Shiva

Mike (Frank) Clover my neighbor attended every Mullins' meeting and sent three sets of comments.

He was not at the meeting on Monday. So I am forwarding to you the one set of comments from him.

In fairness to Mike, he probably - rightfully - thought he had done his civic duty.

darsi

Frank Clover  
2549 Kendall Ave.  
Madison, WI 53705

August 18<sup>th</sup>, 2010

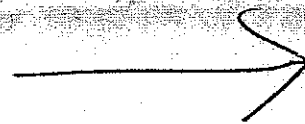
To: Mullins Group/401 N. Carroll St./Madison WI 53703  
Mayor's Office/210 M.L.King Jr. Blvd. #403/Madison WI 53703  
City Planning Office/215 M.L.King Jr. Blvd. #LL100/Madison WI 53703

Cc: Ald. Shiva Bidar-Sielaff/210 M.L.King Jr. Blvd. #417/Madison WI 53703  
Transportation Office/215 M.L.King Jr. Blvd. #100/Madison WI 53703  
Goldeaf Development/511 W.Johnson St./Madison WI 53703  
Patrick O'Halloran/Lombardino's Restaurant/2500 University Ave./Madison WI 53705  
Mary Lou Krase/2510 Kendall Ave./Madison WI 53705  
Canon Family/2521 Kendall Ave./Madison WI 53705  
Darci Foss/2533 Kendall Ave./Madison WI 53705  
Parsen Family/2537 Kendall Ave./Madison WI 53705

Re: proposed changes at Old University Avenue, 2500 block

Some suggestions and concerns appear on the accompanying page.

Enc.



## OLD UNIVERSITY AVENUE, 2500 BLOCK: SUGGESTIONS AND CONCERNS ABOUT THE PROPOSED CHANGES

Before the 1968 construction of the Campus Drive bypass, the street now known as Old University Avenue had a string of single-story businesses extending from Walnut Street to Farley Avenue. The proposed changes to the 2500 Block will bring back a measure of the old business activity, while adding new residences. Following the most recent public meeting [August 16<sup>th</sup>], I offer here some suggestions and concerns.

1. An apartment complex, set alongside Campus Drive. Four stories instead of six. The new apartment will thus resemble the one located at 2355-2379 Old University Avenue. Many additional automobiles will come into the neighborhood - roughly two cars for each new residential unit. The traffic at Old University Avenue/Highland Avenue will be heavy but manageable. Traffic resulting from a six-story complex would resemble that of a football Saturday, the year around.
2. The north side of Old University Avenue, from Lombardino's Restaurant to Grand Avenue. No residences here. The four-story apartment building [see above, no. 1] will bring a sufficiency of newcomers into the neighborhood. Instead, a mall-like single-story complex, capable of being subdivided for small businesses. One of these subdivisions will be set aside as a neighborhood house, modeled on the Neighborhood House located on Mills Street. The city will rent this structure, and in turn rent out segments for meetings and programs of interest in the neighborhood.
3. Other changes to the area, especially among the small businesses located at or near the Highland/Old University intersection. Here again the city becomes involved: city-sponsored low-cost loans.



109 Elm St.

**From:** Marie Weinstein <[m.w.weinstein@sbcglobal.net](mailto:m.w.weinstein@sbcglobal.net)>  
**Date:** October 21, 2010 10:36:27 AM CDT  
**To:** [2500block@mullinsgroup.com](mailto:2500block@mullinsgroup.com)  
**Cc:** [distric5@cityofmadison.com](mailto:distric5@cityofmadison.com), [darsi@tds.net](mailto:darsi@tds.net)  
**Subject:** What is the projected volume of living spaces/number of people/parking

I live on Elm Street and have a continual problem with apartment residents parking up our street so we have no parking on nights or weekend ( in addition we also have to contend with West high schoolers parking on regular days ). I feel any new building of any kind should provide ample parking, so there is no additional burden on the residents who are already struggling to park in their neighborhood. Additional permits generated to our areas would also mean when we have company over for dinner and parties, there is no place to park.

I want to know how many people you are going to accomodate in apartments, and volume of traffic for commercial ventures What will your projected parking needs will be and how much parking you plan to provide for all of your projects each individually? How did you derive these numbers and what will you do if the parking needs exceed what you provide? I think this is a very important part of development.

Our neighborhood is already very congested and doesn't need more competition for parking spots.

We also recently have a half day of no parking for street cleaning, which means this is an additional burden on Friday mornings.

I anxiously await your thoughtful reply.

Sincerely,  
Marie R. Weinstein, MD  
109 Elm Street  
Madison, WI 53726

To: The Mullins Group, Regent Neighborhood Association, Madison City Council representatives

Re: Mullins proposed project, 2500 block Old University Ave.,

I appreciate the opportunity to make one last comment on the proposed project, as I will be unable to attend this final neighborhood meeting with the Mullins Group. While I believe that the Mullins Group has partially responded to neighborhood input and understand that the Mullins family have every right to make as much profit from their investments as possible, I am frustrated by the timing of the project, the manner in which the traffic issues that this development could exacerbate have been pushed aside, and the overall direction in which this sort of project could push the neighborhood. I believe that some of the concerns of the neighborhood have been essentially ignored, and that many residents have given up on the idea of having input on the project in the face of an influential development group and its marketers.

I would first like to draw the city's attention to the fact that the Mullins Group decided, after years of owning these properties and leaving them empty, to rush this project through just in advance of the work currently being done by the Regent Neighborhood Association to define a new vision for the University Avenue corridor. The community is in the early stages of developing a creative and inventive plan for this prominent street in our neighborhood, and it is very disrespectful for the Mullins Group to preempt the community's work, especially when they were fully aware of the effort, by rushing through the approval process for this project. In fact, I find it very suspicious. The "low cost" argument is not enough to justify this, especially when we have tolerated for years the abandoned properties under their ownership.

Additionally, the Mullins group certainly knows that traffic is an issue in this immediate area, and has attempted to deflect criticism of this impact with the arguments that the residents will use primarily public transportation and that two entrances to the property's parking will negate any issues with the Highland Avenue/Old University Avenue intersection. These arguments are simplistic at best. It is, to be honest, ridiculous to assume that two entrances will prevent occupants from using this intersection, since, in fact, any occupant wishing to drive east will be forced to use it (and the already crowded University Avenue), and many driving south will likely use it as well (or an alternate pass through the neighborhood). Arguing that residents will primarily use public transportation rings hollow, as well, since parking IS being provided. Even assuming many of the residents will be students does not mean that they will not have automobiles. This area is already very difficult to navigate on foot, by bicycle, or car—I have nearly been struck on several occasions walking at and near this intersection, and cyclists often use sidewalks to feel safe. This situation is bound to worsen over time, and I see no good reason for hurrying those problems along by erecting another high-density structure in this location.

Finally, as mentioned above, the Regent Neighborhood has begun a process to develop a Long Range Plan for the University Avenue corridor. There are several existing issues for the association to deal with: Campus Drive was constructed without having full access to Walnut Street or Highland Avenue (the roads going into campus); the UW is encroaching on the east end of this corridor; and, we are already high-density, with a good number of rental units. But our neighborhood is beginning a period of

transition, with properties ready to be redeveloped on Old University Avenue and still others that are good candidates for redevelopment, and so it is the perfect time to construct a viable plan for the future of this corridor and an opportunity to guide a gradual redevelopment of this area that will be creative and inventive while still appropriate for a neighborhood—perhaps along the lines of the Dugdeon/Munroe area. We hope that you will help us, at this critical time in the long history of the Regent Street Neighborhood, by thoughtfully and carefully considering the effect that this structure will have on future development in this area. We invite you to share our vision for our community and to help us to continue to develop our neighborhood into a pleasant place to live and work.

Thank you,

Lisa Beneker  
2520 Chamberlain Ave.

211 Lathrop St.

**RE: 2500 Block of University Avenue**

Rodriguez, Victor [VRodriguez@rwbaird.com]

**Sent:** Monday, November 08, 2010 9:50 AM

**To:** darsi foss [darsi@tds.net]

**Cc:** Bidar-Sielaff, Shiva

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211 Lathrop to be exact.

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**From:** darsi foss [mailto:darsi@tds.net]  
**Sent:** Monday, November 08, 2010 9:43 AM  
**To:** Rodriguez, Victor  
**Cc:** district5@cityofmadison.com Shiva  
**Subject:** Fwd: 2500 Block of University Avenue

Mr. Rodriguez

Sue Springman of the Mullins' Group forwarded to us your comments. In your email, you mentioned you were a resident of the Regent Neighborhood - I take it you are on Lathrop? Just want to confirm.

Thank you.

darsi foss  
RNA president

Begin forwarded message:

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**From:** "Sue Springman" <sue@mullinsgroup.com>  
**Date:** November 8, 2010 8:52:41 AM CST  
**To:** "darsi foss" <darsi@tds.net>  
**Cc:** "Bidar-Sielaff, Shiva" <district5@cityofmadison.com>  
**Subject:** FW: 2500 Block of University Avenue

I am forwarding another letter we received which I have permission to send you.

---

**From:** Rodriguez, Victor [mailto:VRodriguez@rwbaird.com]  
**Sent:** Friday, September 03, 2010 8:52 AM  
**To:** Sue Springman  
**Subject:** 2500 Block of University Avenue

To: 2500 Block Developers

As a resident of the Regent Neighborhood I want you know that I am very supportive of the development you are proposing for the 2500 Block of University Avenue. The preliminary design concepts I have viewed are very attractive. I particularly like how you have treated the Old University Avenue street level of the building with the live/work and potential retail. I know that this area of the street is very difficult to get to via automobile and parking is even more so. I also know these businesses need more than walkers to keep them viable so you have a real balancing act. I note throughout the city the vacant commercial space particularly in mixed use projects and I would rather see it occupied by something than nothing. Your attempt to accommodate what the market will bear is a good one.

As to height, I know there are some who don't want any height or density in this location and I think that is totally contrary to good sustainability and energy conservation practices. This is an ideal walking location for residents, close to where commuter rail will be and by a high employment area as well. If anything I think you could have more height and density.

I hope that the city will support this concept and good luck.

Best regards,

Victor E. Rodriguez  
Vice President  
**HGMR INVESTMENT MANAGEMENT**  
Robert W. Baird & Co.  
One South Pinckney Street, Ste. 600  
Madison, WI 53703  
(608) 252-5730 (direct)  
(608) 628-8569 (cell)  
(800) 684-7225  
(608) 252-5785 (fax)  
[www.hgmrgroup.com](http://www.hgmrgroup.com)



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227 Princeton Ave

SUPPORT STATEMENT FOR  
2550 UNIVERSITY AVENUE PUD APPLICATION

My name is John Koffel. My family and I are 22-year residents of the Regent neighborhood, residing at 227 Princeton Avenue.

We strongly support the proposed 2550 University Avenue Redevelopment PUD dated October 20, 2010 but we are out of state this coming Monday, November 8, 2010. Hence this letter.

The effective utilization of this site should be one of the highest priorities for the Regent neighborhood and its concerned land stewards. As a long time resident, our family accepts and embraces the need to develop this site at the moderate density described in the PUD and as vetted to date by a valuable neighborhood process. This project is an important land use development that will increase housing and retail options that maximize walk routes, bike utilization, and the use of mass transit in the Regent neighborhood.

The project makes use of a site that is both distant from but at the same time supportive of the traditional small scale housing that is typical for the inner core of the Regent neighborhood.

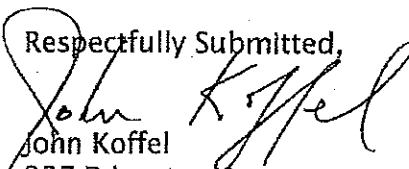
The site is appropriately positioned on the north side of University Avenue and immediately adjacent to Campus Drive. No sunlight or views are impacted for the more southerly traditional single-family areas of the Neighborhood. Noise attenuation from Campus drive is achieved. Lighting is carefully designed to minimize spill and to respect the night sky. The project's scale and massing follow well established neighborhood-building scale.


The three-story façade along old university avenue maintains the lower scale multi-story streetscape that is evident at this intersection and elsewhere along the length of University Avenue.

The six-story façade along campus drive effectively utilizes precious urban land area to maximize walk able, bike able, and transit supported housing and retail options at one of the most dense employment centers in Madison. Any reduction to the plan scope would not be making effective use of this scarce option. Literally hundreds of people could walk to work from this site. Alternatively, all commercial and residential units in the proposed project are also supported by a carefully sized structured parking option. With flex time management of the parking structure, it can have high rates of utilization and the strategic effect of supporting both the housing and retail uses which typically alternate peak load demands.

The 2550 University Avenue PUD as proposed and vetted by a series of thorough Regent Neighborhood and RNA board meetings, will effectively reduce Madison's overall traffic congestion and its dependence on fossil fueled transport while adding a well designed building to the fabric of the neighborhood. We urge the approval of this PUD as presented.

Respectfully Submitted,

  
John Koffel  
227 Princeton Avenue  
Madison, WI 53726

  
Pam Atkins  
227 Princeton Avenue  
Madison, WI 53726

Dated: November 5, 2010

16 S. Allen St.

From: "Maria del Rosario Fabrega" <fabregam@gmail.com>  
Subject: **Mullins Project**  
Date: November 8, 2010 11:18:19 AM CST  
To: <darsi@tds.net>  
Cc: <Sue@mullinsgroup.com>

Darsi Foss,

I'm writing this note to express my support for the Mullins University Avenue Project as I am traveling and cannot attend the meeting tonight in person. I have attended several of the previous project neighborhood meetings during the review and discernment process and have followed the development process fairly closely (I am a member of the RNA). I support this project because it is an excellent expression of sound in fill development in an urban setting. Green development requires higher densities utilizing existing infrastructure in close proximity to employment centers. The height and mass of the Mullins project on both University Avenue and Highland Avenue are consistent with this ideal and as such the project is compatible with the existing neighboring structures. I also support the proposed building setbacks and applaud the developer's willingness to layer the structure so that the building mass steps back from University Avenue. As a minor point, I am in favor of using more exterior masonry and suggest if possible the developer take a look a look at whether it would be possible to add more masonry to the street facades.

We cannot allow our neighborhood to continue to deteriorate with vacant store fronts and insufficient economic investment. I support this project without reservation.

Thank you.

Paul Lenhart  
16 South Allen Street  
Madison, WI 53726

**Fwd: More from Sue**

Shiva Bidar-SielAff [shivabidar@tds.net]

**Sent:** Tuesday, November 09, 2010 5:57 AM

**To:** Bidar-Sielaff, Shiva

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Sent from my iPhone

Begin forwarded message:

**From:** darsi foss <darsi@tds.net>  
**Date:** November 8, 2010 5:13:23 PM CST  
**To:** Shiva Bidar-SielAff <shivabidar@tds.net>  
**Subject:** More from Sue

Obviously at the behest of Sue Springman.

darsi

Begin forwarded message:

**From:** "Maria del Rosario Fabrega" <fabregam@gmail.com>  
**Date:** November 8, 2010 11:35:04 AM CST  
**To:** <darsi@tds.net>  
**Cc:** <Sue@mullinsgroup.com>

Begin forwarded message:

**From:** "Maria del Rosario Fabrega" <fabregam@gmail.com>  
**Date:** November 8, 2010 11:18:19 AM CST  
**To:** <darsi@tds.net>  
**Cc:** <Sue@mullinsgroup.com>  
**Subject:** Mullins Project

Darsi Foss,

I'm writing this note to express my support for the Mullins University Avenue Project as I am traveling and cannot attend the meeting tonight in person. I have attended several of the previous project neighborhood meetings during the review and discernment process and have followed the development process fairly closely (I am a member of the RNA). I support this project because it is an excellent expression of sound in fill development in an urban setting. Green development requires higher densities utilizing existing infrastructure in close proximity to employment centers. The height and mass of the Mullins project on both University Avenue and Highland Avenue are consistent with this ideal.



and as such the project is compatible with the existing neighboring structures. I also support the proposed building setbacks and applaud the developer's willingness to layer the structure so that the building mass steps back from University Avenue. As a minor point, I am in favor of using more exterior masonry and suggest if possible the developer take a look a look at whether it would be possible to add more masonry to the street facades.

We cannot allow our neighborhood to continue to deteriorate with vacant store fronts and insufficient economic investment. I support this project without reservation.

Thank you.

Paul Lenhart

16 South Allen Street

Madison, WI 53726

234 Lathrop St.

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From: [craigchristianson@hotmail.com](mailto:craigchristianson@hotmail.com)  
To: [2500block@mullinsgroup.com](mailto:2500block@mullinsgroup.com)  
CC: [karen.christianson@gmail.com](mailto:karen.christianson@gmail.com)  
Subject: Support for Mullins Development project on University Avenue  
Date: Sun, 7 Nov 2010 16:15:42 -0600

Brad,

My wife Karen and I support your planned project on University Avenue, for three principal reasons:

(1) Building Design: The multi-use (apartment, office, retail, parking) nature of the development is filling a need in our neighborhood. The design is aesthetic, as the substantial number of parking stalls are gracefully incorporated into the design. In fact, the neighborhood will not only benefit from this safe parking, but the building itself will serve as a valuable buffer from Campus Drive.

(2) Mullins as Developer: As a multi-generational landlord and developer right here in Madison, we are appreciative that the Mullins Group has chosen the Regents Neighborhood as a place to make a substantial investment. Your projects are first-class, thoughtful, and you carry-through on your promises. We took over a project that had been abandoned for over 2 years at the corner of Lathrop and Kendall Streets; and the "Hotel Red" is stalled with little promise of completion any time soon. A Mullins-backed project is not in this category.

(3) Coordination with Lombardino's: As friends with Michael Banas and Patrick O'Halloran, current owners of Lombardino's Restaurant, we understand that Brad Mullins has been in communication and coordination with Lombardino's since the project's inception. Not only good business and the neighborly thing to do, this level of communication and cooperation bodes well for the future harmony of coordinated activity on the 2500 block of University Avenue.

Good luck in obtaining your approvals with RNA and the City of Madison. We look forward to seeing your development plan approved and construction beginning.

Regards,

Craig J. Christianson

234 Lathrop Street  
Madison, WI 53726  
USA

(608) 770-4676

**FW: Support for Mullins Development project on University Avenue**

Craig Christianson [craigchristianson@hotmail.com]

**Sent:** Sunday, November 07, 2010 4:20 PM

**To:** Bidar-Sielaff, Shiva

**Cc:** Karen Christianson [karen.christianson@gmail.com]

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Shiva,

Please see, attached below, my email of support from Karen and me for the Mullins development project on the 2500 block of University Avenue.

Karen and I plan to attend tomorrow night's RNA meeting to lend our support in person.

Regards,

Craig J. Christianson

234 Lathrop Street  
Madison, WI 53726  
USA

(608) 770-4676

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**From:** craigchristianson@hotmail.com  
**To:** 2500block@mullinsgroup.com  
**CC:** karen.christianson@gmail.com  
**Subject:** Support for Mullins Development project on University Avenue  
**Date:** Sun, 7 Nov 2010 16:15:42 -0600

Brad,

My wife Karen and I support your planned project on University Avenue, for three principal reasons:

- (1) **Building Design:** The multi-use (apartment, office, retail, parking) nature of the development is filling a need in our neighborhood. The design is aesthetic, as the substantial number of parking stalls are gracefully incorporated into the design. In fact, the neighborhood will not only benefit from this safe parking, but the building itself will serve as a valuable buffer from Campus Drive.
- (2) **Mullins as Developer:** As a multi-generational landlord and developer right here in Madison, we are appreciative that the Mullins Group has chosen the Regents Neighborhood as a place to make a substantial investment. Your projects are first-class, thoughtful, and you carry-through on your promises. We took over a project that had been abandoned for over 2 years at the corner of Lathrop and Kendall Streets; and the "Hotel Red" is stalled with little promise of completion any time soon. A Mullins-backed project is not in this category.
- (3) **Coordination with Lombardino's:** As friends with Michael Banas and Patrick O'Halloran, current

owners of Lombardino's Restaurant, we understand that Brad Mullins has been in communication and coordination with Lombardino's since the project's inception. Not only good business and the neighborly thing to do, this level of communication and cooperation bodes well for the future harmony of coordinated activity on the 2500 block of University Avenue.

Good luck in obtaining your approvals with RNA and the City of Madison. We look forward to seeing your development plan approved and construction beginning.

Regards,

Craig J. Christianson

234 Lathrop Street  
Madison, WI 53726  
USA

(608) 770-4676

**Fields, Debbie**

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**From:** Bidar-Sielaff, Shiva  
**Sent:** Wednesday, November 10, 2010 4:30 PM  
**To:** Fields, Debbie  
**Subject:** FW: Mullins project and parking

and more

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**From:** porchchat@gmail.com [porchchat@gmail.com] On Behalf Of Robbie Webber [robbie@robbiewebber.org]  
**Sent:** Wednesday, November 10, 2010 11:25 AM  
**To:** darsi@tds.net; Bidar-Sielaff, Shiva  
**Cc:** Martin, Al; Murphy, Brad  
**Subject:** Mullins project and parking

Darsi and Shiva -  
 [also copied to city staff of UDC and Plan Commission for inclusion in the public comments]

I know I may be in the minority among the people you hear from, but I will reiterate what I said at the meeting Monday night. Requiring all tenants to pay for a parking spot, whether they own a car or not, is both unfair, and bad for the neighborhood. If Mullins includes a parking spot with every apartment, you are forcing people to pay for something they don't need, don't want, and won't use. And it's not a community asset, like a green roof, patio, or work out room, that tenants may or may not use. A parking spot adds significantly to the cost of an apartment, so makes the apartment less affordable.

It also makes the apartment only attractive to those who own cars, and is that what RNA wants? Is that good for the neighborhood? Do we want to only have drivers and car owners moving into an already crowded area? I don't think so.

To make sure I had my facts straight, I checked with Sue Springman of the Mullins Group. They do not want to allow tenants to reassign the spot - the one they are required to pay for - to a friend, work colleague, or other party. Tenants would not be able to resell or rent the spot to someone else. Mullins considers that too much of a security risk.

So the expensive parking spot included with the apartment will not only be unused by the tenant, but will not be able to be used to get one more car off the neighborhood streets during the day. Again, is this in the interest of the neighborhood?

So, my request to you is: Do not ask that a parking spot be included with each apartment. It is bad public policy and bad for the neighborhood. If you are determined to require a parking spot be paid for by each tenant, then ask that Mullins allow the spots to be reassigned to outside parties. This will be more fair to tenants that do not own cars, and it will also get cars off our neighborhood streets.

As to commercial and visitor parking - i.e. short term parking - as a neighbor that lives one block from the site, I can tell you that there IS parking available on our neighborhood streets, although one might have to walk a block or two. Despite what some think, we live in an urban area, and one cannot expect to park directly in front of one's destination. The streets are a public area, and anyone can use them, including for parking. We have two hour limits during the day, and that's appropriate. I have no problem with commercial customers parking on my block, nor do I think that a lack of commercial or visitor parking will doom the project.

When we visit the Monroe, Atwood, or Williamson St areas, whether to visit friends, shop, or enjoy dinner or a drink, we often have to park on the street, and possibly several blocks away. (OK, Monroe has a parking garage at Trader Joes, but the east side areas do not.) That does not keep us from visiting these areas, nor does it seem to impede the success of businesses. Just as with our neighborhood, these areas were built for and continue to be accessible by foot, bike, and transit. People who live and visit these area expect that parking may be less convenient, but they also enjoy a wonderful neighborhood experience, highlighted by easy, pleasant walking.

Please don't let a few loud voices push you to make suggestions to the city committees that are in opposition to the interests of the neighborhood and the best practices of urban design. Several people have contacted me since the meeting to tell me they agree with me, so I am not alone. We all know that those opposed are often the loudest and most strident, but maybe not the majority.

Thank you for your consideration in this matter.

Robbie Webber  
2613 Stevens St

Fields, Debbie

2131 Kendall Ave.

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**From:** Bidar-Sielaff, Shiva  
**Sent:** Thursday, November 11, 2010 5:59 PM  
**To:** Fields, Debbie  
**Subject:** FW: Question and comment

one more Comment

Shiva Bidar-Sielaff  
District 5 Alder  
(608) 220-6986

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**From:** Gary Dahl [gary.dahl@epibio.com]  
**Sent:** Thursday, November 11, 2010 5:42 PM  
**To:** Bidar-Sielaff, Shiva  
**Subject:** Question and comment

Comment: I attended the meeting recently related to the Mullins' 2500 block of University Avenue. After further reflection, I strongly agree with those who commented that the project needs more parking stalls. The presenters stated that they plan to target professional people rather than students. If that means professional couples, they will probably have two cars, not just one per unit, and they do not even have one parking stall per unit. That just means that on-street parking and traffic by people looking for parking will become increasing difficult on Kendall (the bicycle boulevard), and the parallel streets going up the University Heights hill.

Thanks and best regards,

Gary Dahl

COMMENT FORM

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting  
Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: Cathy Catrino  
Address: 2700 Block of Kendall  
Email:

Are you on the official RNA listserv (Google Groups- not Yahoo groups, listserv):  YES  NO

Please provide your comments on these different aspects of the proposed project:

Height and Mass

General Comments

Overall, a good improvement from earlier attempt, however overall mass + height still too big. One story needs to be removed and west end needs stepback but should be no taller than 3 stories.  
This is ultra-high density at 120 units/acre + vastly exceeds Height & Mass on University Ave (South facing facade) | density of comprehensive plan needs stepback + setback

Height & Mass on Highland Ave (East facing facade)

Upper trellis needs to be removed (on roof; adds unnecessary height)

Height & Mass on West facing facade

Needs to be reduced to 3 stories along Old University (and needs stepback all along Old University)

Height & Mass on North end (backing into Campus Drive)

one story needs to be removed



## Setbacks and Stepbacks

need setback for residential lofts along Old Univ.  
need stepback all along Old Univ. - this is an extremely  
long building (~ 300 feet) along Old Univ. and needs  
stepback.

## Architecture and Building Materials

precast concrete and architectural panels are not a  
good idea and will look skin deep. This is a 1930s  
neighborhood and should reflect that character. The  
brick is much better.

## Compatibility with Surrounding Properties

Need to remove 1 story for residents of 2500 block  
of Kendall Ave. These people deserve better.

## Commercial/Retail Space

Nice to see more commercial space (versus "flex" space  
which was simple residential units without setback).

## Signage and Lighting

Again, subtle lighting is required for residents of  
2500 block. The building shell should not be lit at  
night.

## Landscape Plan

**Parking & Traffic Issues – on and off-site**

Not enough parking for commercial unit. This neighborhood needs more parking enforcement all around this area.  
Metrics should be installed on Old Univ to promote turnover of spot (and prevent hospital workers from using all day)

**Tree Preservation Plan**

Trees need to be preserved along Campus drive

**Stormwater Management Plan**

**General Comments**

Rooftop deck must have limited hours of use. This could be very noisy. Management plan should also require landscape redesign, including the residential along Old Univ

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

Although a good start, definitely needs some reduction in mass and size

If no, what change(s) would be necessary in order to gain your support?

see above

THANK YOU!

COMMENT FORM

November 8, 2010

Alder- and RNA-Sponsored Neighborhood Meeting

Mullins Group's Proposed Redevelopment of the 2500 Block of University Avenue

Name: Jean DeMerit  
 Address: 2711 Kendall  
 Email:  
 Are you on the official RNA listserv (Google Groups- not Yahoo groups, listserv):  YES  NO

Please provide your comments on these different aspects of the proposed project:

Height and Mass  
General Comments

The development as a whole is too massive and too tall for this residential neighborhood. The building units are more like exceed what is considered high density - again this is a residential neighborhood.

Height & Mass on University Ave (South facing façade)

would step back to grade and below setback for residential units

Height & Mass on Highland Ave (East facing façade)

Height & Mass on West facing façade

too tall and too massive - some height and setback variation would help

Height & Mass on North end (backing into Campus Drive)

should be at least one story shorter

## Setbacks and Stepbacks

See earlier comment - both needed along Old Univ.

## Architecture and Building Materials

Material in the historic is nice, the precast concrete & architectural panels seem cheap - need to see what they look like

## Compatibility with Surrounding Properties

too massive for the neighborhood (especially 2500 blk Kendall)

## Commercial/Retail Space

Good that they get rid of "flex space"

## Signage and Lighting

Wds should not be brightly lit - consider what signage they will have/use

## Landscaps Plan

**Parking & Traffic Issues - on and off-site**

concerned about added traffic volume in neighboring streets  
concerned about sufficient parking (on or off street) for that block  
to support commercial/retail space

**Tree Preservation Plan**

**Stormwater Management Plan**

**General Comments**

See all comments above

Overall do you support the project as presented today?  YES  NO

Please elaborate either way:

It's just too tall and large for this residential zone

If no, what change(s) would be necessary in order to gain your support?

Fewer dwelling units  
Smaller mass/floor area  
One or more stories removed  
especially how E/W ends

THANK YOU!