

CAMPUS AREA NEIGHBORHOOD ASSOCIATION

700 - 740 Regent Steering Committee Report

March 21, 2022

The 700-740 Regent Street Steering Committee convened after the neighborhood meeting for the development hosted by city staff on January 31, 2022. The proposed location of the Trinitas Madison (700- 740 Regent Street) falls within the 4th Alder District.

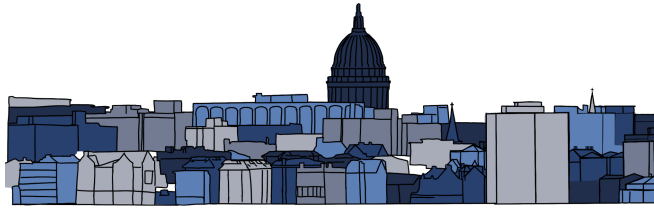
The Campus Area Neighborhood Association (CANA) led the steering committee for the 700-740 Regent project and hosted public meetings dedicated to topics regarding the proposal; Eli Tsarovsky of CANA led these meetings via Zoom. Through this process, the steering committee and developer discussed: resident experience, management and operations, sustainability, and design. The steering committee process included:

- The initial neighborhood meeting,
- Four steering committee meetings with the developer, and
- One steering committee meeting without the developer.

CANA publicized the meetings through the CANA email list, social media, and other neighborhood communications.

The steering committee has appreciated the development team's continued engagement with the neighborhood. The developers started early with the neighborhood input process and provided information to the community through an extensive steering committee process. The development team offered continued updates and welcomed the steering committee as an essential input body. The steering committee and development team exercised a high level of transparency throughout the steering committee process.

After extensive discussion, the steering committee found more pros than cons in the project and thinks the project will benefit the Madison Community. The steering committee would like to highlight parts of the project they appreciated and provide specific feedback for improving the project. The feedback on the project is organized into four categories: *Resident Experience*, *Sustainability*, *Design Feedback from UDC*, and *Additional Community Aspects* for the Plan Commission to consider. These



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considerations and highlights from the steering committee can largely be considered among the Approval Standards 1, 2, 6, and 9 for Conditional Uses.

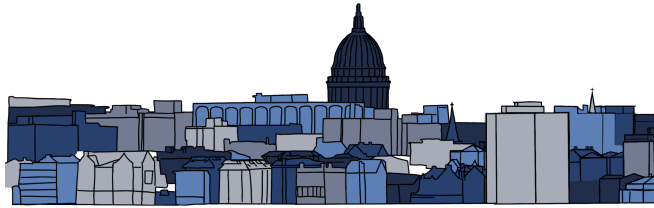
Resident Experience

The steering committee considered many aspects of resident experience when evaluating the Trinitas Madison development. They considered affordability, communal spaces and amenities, green space, and resident experience.

When considering affordability, the steering committee acknowledges that the development team does not consider themselves an affordable housing developer. The committee urges the developer to provide larger room types or other unit types associated with a lower cost to renters. The committee is excited that the development will provide a large amount of tax revenue that will fund affordable housing in the city of Madison, specifically the Triangle Neighborhood Project. The development will bring 15-20 new local jobs that the committee urges be either at market rate or higher. Paying workers a higher wage will allow them to afford all aspects of their life, including the burden of the cost of housing in the Campus Area. The steering committee was encouraged to know that the developer discounts the price of living to the local workers who may be compelled to live in the development. The committee encourages the building to offer an academic year leasing option for residents that may be attending for the school year and are unable to live through the summer. The steering committee recommends through the developer's commitment to giving back to the community that they focus some of their community events around ways to give back through the Campus Area Neighborhood like a donation for the [Dean of Student Crisis Fund](#) or [Porchlight](#), both entities address housing concerns in our neighborhood.

To reflect the sentiment of the Downtown Neighborhood Coalition's Affordable Housing Resolution signed on by the Capitol Neighborhood Inc. and the Campus Area Neighborhood, the steering committee strongly encourages the developer and Plan Commission to seriously consider the content in the resolution (resolution is linked below). See the petition here: <https://chnq.it/h9TpKnMqj>.

When considering resident experience, the committee welcomes the increase of density the development brings to the site. They hope the increase in people living in the area will activate the space and the bike path. The committee enjoys how the developer uses

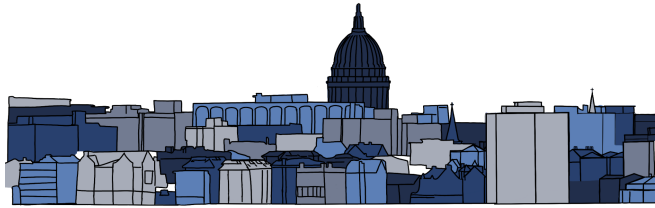


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public art to activate the side of the building facing the bike path. The committee was encouraged to see a lot of bike parking and a dedicated space for bikes in the project. The committee encourages the developer to choose the flamingo design because the flamingo has a strong cultural connection to Madison through the Fill the Hill event hosted by the University of Wisconsin-Madison to the new Forward FC playing in Breese Stevens. The steering committee hopes the developer can work with the city to offer a free bike fix-it station next to the bike path (See [Bike Madison Website](#)). Additionally, they suggest widening the ramp meant for bikes and adding a railing for safety. Finally, the committee appreciates the natural green space next to the bike path and recommends adding a rounded curb to distinguish between the bike path and green space and adding a rise in the middle for picnicking. Overall, the committee appreciates the development team's intention to make the building a bike-friendly environment by activating the area next to the bike path and incorporating a large amount of bike storage into their project. The committee recommends identifying moped/scooter parking for residents.

Additionally, when considering resident experience, the steering committee appreciated how the project team intends to incorporate programming for residents in the project. They see an added benefit to the resident experience with the communal spaces greenspaces for residents to study and watch movies together. The committee likes how the management company conducts community events to benefit residents and the greater community.

The steering committee suggests that the developer provide a detailed management plan for the property to be approved by the Planning Division and reviewed by MPD. In this plan, the steering committee suggests that the development team provide a thorough recycling and garbage plan for residents, address pets and pet amenities, a move-in and move-out plan, and a rooftop management plan (Pool guests and patrons, hours restrictions, etc.). The steering committee suggests that the detailed management plan contains a security plan. Additionally, the committee suggests that the team contact UW-Madison Safewalk (<https://transportation.wisc.edu/safewalk/>) to advertise services to their residents.



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Sustainability

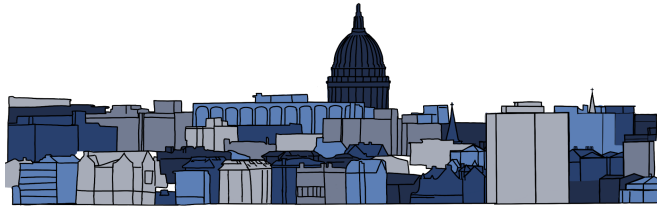
The steering committee considered many design aspects when evaluating the 740 Regent project. The steering committee appreciates the investment by the developer to clean up the current brownsite. The project's use of a "Blue Roof" system is something that the steering committee sees as a benefit and appreciates this system's ability to lower utility costs for future residents. Additionally, the committee sees an added benefit to the building having its utilities and exhaust on the roof of the building. The committee appreciates the building's capability to be retrofitted for solar, and the parking lot can be retrofitted for additional electric car charging spots. The committee appreciated the team's commitment to have a separate waste chute and recyclables chute and to have a seasonal pool. The committee encourages the development team to contact the U.S. Forest Products Lab to source materials and use recycled plastic wood for amenity decks.

Design Feedback from the UDC

Concerning the development team's response to UDC feedback, the committee appreciates the compromise to use Juliet balconies on the bike path facing side of the building.

Additional Community Aspects

The steering committee considered ways the project adds benefit to the community. The committee appreciated the building's parking lot providing parking to other people not living in the building. The committee liked the introduction of more outdoor lighting to the area to increase safety in the area. The committee appreciated the Trinitas team opening up internships to local students to learn about their project's business management and other aspects. The committee appreciated the team considering a retail location for food trucks adjacent to its building. The committee recommends thinking about ways the open retail space could be used creatively, like for an art gallery or other type of use to engage the neighborhood.



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Acknowledgments

The Steering Committee would like to thank the developer for their continued engagement and receptiveness to feedback from the neighborhood. They would like to recognize Eli Tsarovsky and Cleo Le for organizing the steering committees. They would like to acknowledge Eli Tsarovsky and Cleo Le for drafting notes, sending out information to residents to keep them informed of the process, and drafting the steering committee Report. Finally, they would like to thank everyone who participated in the Steering Committees. Your voice matters.

Additional Information

Notes

- 1.31 Neighborhood Meeting
- 2.9 Introductory Meeting Notes
- 2.16 Sustainability Meeting Notes
- 2.23 Resident Experience Park & Management/Operations Meeting Notes

Affordable Housing Resolution

- Fully Adopted DNC Affordable Housing Resolution.pdf

Affordable Housing Petition

<https://chng.it/h9TpKnMqrj>