HOUSING
RESOURCE
GROUP P.L.L.C.

Real Estate Development • Consulting • Brokerage • Management

Friday, March 14, 2008

To: Tim Parks, City of Madison Planning Department

RE: Status of House at 1022 W. Johnson Street

Dear Tim,

As an update to our "House Moving Outreach Report" dated February 22, 2008 we want to inform you even with ongoing efforts, we have been unable to secure a new site for the house at 1022 W. Johnson Street. Consequently we will be requesting a deconstruction/demolition permit shortly.

Pursuant to the conclusions outlined in our report, locating and securing alternative sites is a very, very difficult endeavor. While not successful with 1022, we consider ourselves lucky to have found a new location for the Conklin house.
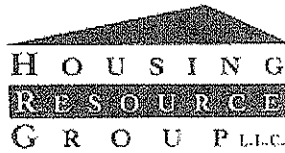
On behalf of Ten Twenty Two, LLC and the entire development team, we appreciate all the hard work by staff that went into all phases of this development.

Sincerely,

Steve Silverberg, Managing Member
Housing Resource Group LLC

Cc: Randy Bruce, Knothe & Bruce Architects
        Angie Black & Bill White, Michael Best and Friedrich
        John Leja, Ten Twenty Two, LLC

February 22, 2008

To: City of Madison Planning Department

RE: House Relocation Outreach Report for 1022 W. Johnson Street
and 309 N. Mills Street.

Dear Planning Department Staff,

This report is intended to help fulfill requirements associated with the PUD/SIP
approval for the new student housing development at 1022 W Johnson Street.

On behalf of Ten Twenty Two, LLC, and members of the development team
including Knothe & Bruce Architects, we undertook an attempt to find suitable
new locations for the above houses. Jointly we were successful with relocating
the 309 N Mills Street house.

Below is a report of our approach and our conclusions, in hopes of educating
staff and future who may desire to move a house in the City of Madison.

Approaches to Outreach:
Included below is a summary list of outreach methods we used to generate
contacts who might be interested in receiving the existing houses.

1) General Public Outreach- The most important element of our general
public outreach was Capital News Papers classified advertising was run
continuously starting 9/23/07. These ads included wide area circulation to
communities in and out of Dane County. These ads resulted in no serious,
qualified responses.
2) The houses were listed on the MLS with Kim Leja of Stark Realtors- Note
that that a direct mailing was made to vacant land owners identified with
help of City of Madison (see below). As part of these efforts we also had
the house's interior and exterior dimensioned.
3) The houses were listed on both Cirex and PropertyDrive.com,
commercial broker networks in Dane County and beyond.
4) Telephone calls were made to numerous isthmus real estate developers
and owners in an effort to "network" a possible new location for the
houses. These efforts resulted in the identification of Michael Matty of
Renaissance Property Group, who eventually agreed to accept the 309 N
Mills house.
5) We made contact with members of the preservation community.

6) We made contacts with Non-Profits that specialize in the Rehabilitation of older homes in the City of Madison.
7) Contacts and interviews were made with previous movers of Houses in the City of Madison.
8) Contacts with largest vacant land owner on the Isthmus- the City of Madison. Contacts were made with City of Madison Real estate staff regarding the use of excess city property as a new house site. After a review it was communicated to us that the City of Madison desired for vacant parcels to remain "as is" due to future plans for these parcels or the desire to maintain open space.
9) Contacts with "suburban" lot owners- Contacts with suburban lot owners/developers revealed many subdivisions have prohibitions against "manufactured" or pre-constructed homes.

Data Collection & Response:

Working with City of Madison Planning and Assessment staff, we jointly parsed a large amount of city vacant residential lot data down to 248 candidate lots that would qualify as potential relocation lots. Each of these lot owners received an individual postcard indicating our desire to move the houses. This direct mailing generated one qualified response, but upon further investigation this party declined to move ahead.

Conclusions:

Included below are our conclusions from our efforts outlined above. They are made with the goal of helping educate and illuminate the issues & hurdles surrounding house relocation.
1) Vast majority of the members of the general public are not knowledgeable about the costs and regulatory requirements associated with house relocation and restoration on their lot.
2) Virtually no lots exist on the isthmus to relocate houses- initial city records indicated 1,900 total vacant residential lot owners exist in the City of Madison. Further study reveals in isthmus aldermanic districts there are approximately 35 total residential lots, 2 in district 2, 8 in district 6, 15 in district 13.
3) Existing vacant lot owners value confidentially.
4) Existing vacant lot owners pass on the opportunity to have a house relocated to their lots because a) they value the open space it provides, b) they have "other plans" for their property.
5) Existing vacant lot owners do not want to sell their current lot because of investment or tax reasons.

6) Knowledgeable vacant lot owners dislike the economics of home renovation.
7) Numerically more vacant exist outside the central City of Madison, and this would indicate a higher probability of finding lots in these areas.
8) While many physical hurdles exist to moving houses, consideration of street tree damage is perhaps the biggest obstacle to finding routes acceptable to all city departments.

On behalf of Ten Twenty Two, LLC and the entire development team, we hope the enclosed report is useful.

Sincerely,

Steve Silverberg, Managing Member
Housing Resource Group LLC

Cc: Randy Bruce, Knothe & Bruce Architects
       Angie Black & Bill White, Michael Best and Friedrich
       John Leja, Ten Twenty Two, LLC

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