



City of Madison

City of Madison
Madison, WI 53703
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Meeting Minutes - Draft COMMUNITY DEVELOPMENT AUTHORITY

Thursday, July 10, 2008

4:30 PM

Catholic Multi-Cultural Center
Dining Room (Lower Level)
1852 Beld Street

1 CALL TO ORDER / ROLL CALL

Stuart Levitan, Chair

Present: 7 -

Julia S. Kerr; Tim Bruer; Kevin M. O'Driscoll; Gregg T. Shimanski; Alice J. Fike; Stuart Levitan and Kelly A. Thompson-Frater

2 APPROVAL OF MINUTES - June 12, 2008

A motion was made by Shimanski, seconded by Thompson-Frater, to approve the minutes of June 12, 2008. The motion was approved with Fike abstaining.

Ayes: 6 -

Julia S. Kerr; Tim Bruer; Kevin M. O'Driscoll; Gregg T. Shimanski; Kelly A. Thompson-Frater and Stuart Levitan

Abstentions: 1 -

Alice J. Fike

3 PUBLIC COMMENT - None

4 COMMUNICATIONS

The CDA received the memo from the Mayor regarding the Committee member training scheduled for August 11 and 13.

5 Presentation by Norm Davis, Affirmative Action Division Manager, Department of Civil Rights, regarding the Agency's involvement in upcoming CDA construction projects.

Davis urged the CDA to expand its outreach efforts to targeted businesses, which he defined as follows:

1. Minority
2. Person with a disability
3. Minority Business Enterprise (MBE)
4. Disadvantaged Business Enterprise (DBE)
5. Women Business Enterprise (WBE)

Davis stressed that the CDA should consider establishing utilization goals

and the importance of recruiting residents from the neighborhood. He noted that he had already laid the ground work to assist the CDA in its outreach. Starting early in the process, involving the architects and engineers is key.

Davis stated that he had reviewed the RFP and was preparing his comments. He also distributed copies of the Articles of Agreement which should be incorporated in the RFP.

Davis concluded by stressing the need to establish and define some target goals for the contractors, and offering the services of the Civil Rights Department to assist in reaching out and working with the various groups in the community.

Levitan stated that the CDA look forward to working with the Civil Rights Department and thanked Davis for his appearance and services.

6 LAKE POINT CONDOMINIUMS UPDATE

Brown distributed and reviewed the report from Steve Looft, representing the Receiver, on the status of the Lake Point Condominiums. Sales and marketing of the project will be handled by First Weber and Anchor Property Management will be retained as the day-to-day facility manager. A meeting with the owners has been scheduled for next Tuesday. Looft outlined a set of goals and timelines. The development budget and financial plan should be ready in about three weeks. Bruer thanked and commended staff for its hard work and efforts in the transition process and requested that staff closely monitor the project and bi-weekly reports be provided by the Receiver.

7 ROUTINE BUSINESS

7a [11185](#) Housing Operations Monthly Report

[11186](#) Mt. Zion Services to CDA Residents

A motion was made by Shimanski, seconded by Fike, to Accept. The motion passed by voice vote.

7b [11149](#) CDA Resolution No. 2810, authorizing the development and issuance of a Request for Proposals for On Site Management Services for the Allied Drive Redevelopment Properties.

A motion was made by Thompson-Frater, seconded by Fike, to Accept. The motion passed by voice vote.

7c [11188](#) Economic Development Status Report for the month of June 2008

A motion was made by Shimanski, seconded by Bruer, to Accept. The motion passed by voice vote.

8 TRUMAN OLSON PROJECT

8a Truman Olson Update

Mendoza provided an overview of the manner in which the City has been considering the Notices of Interest received by the City.

Murphy provided background regarding the Wingra BUILD planning effort and the elements of the Wingra Plan.

Mikolajewski further discussed the Federal process associated with the disposition of the Truman Olson property, focusing attention on the next steps.

8b Public Hearing (5:00 p.m.)

[11151](#)

CDA Resolution No. 2809, conditionally accepting the recommendations in the draft Redevelopment Plan, Homeless Assistance Submission, and Public Comment documents regarding the Truman Olson United States Army Reserve Center (1402 S. Park Street) property and authorizing submission of such documents to the Common Council for discussion and approval.

At 5:00 p.m., Levitan declared the public hearing open.

Following are summaries of testimony provided at the public hearing. The summaries should not be considered a verbatim transcript of testimony.

Steven Schooler, 306 N. Brooks Street, Madison, representing Porchlight

Mr. Schooler submitted a written statement for the record.

Mr. Schooler noted that he is willing to work with the City, but until an alternative site can be identified, Porchlight desires the Park street location.

He noted that their proposal fits within the Wingra BUILD Plan, noting that Porchlight is only requesting one acre, and that the Wingra BUILD Plan includes housing. The only difference is in the definition of workforce housing versus special needs housing.

Mr. Schooler noted that there is a huge demand for special needs housing,

and their proposal has received the support of the Homeless Services Consortium.

He recognized that an argument has been made that the proposed use is contrary to the economic development goals of the City; however, he noted a letter of support from Mr. Eric Schwartz, the owner of the neighboring property who is interested in redevelopment.

Mr. Schooler does not believe the Porchlight proposal is inconsistent with the Wingra BUILD Plan.

Porchlight is; however, willing to negotiate with the City, especially if they would be able to secure a property sooner (2009/2010), rather than the later date that the Truman Olson site would be available.

Ms. Thompson-Frater inquired about the difference in housing?

Mr. Schooler noted that residents of Porchlight's permanent housing facility are often employed, and could be employed in the surrounding neighborhood.

Mr. Shimanski inquired about whether or not Porchlight has considered altering an existing building versus constructing new?

Mr. Schooler noted that the advantage of new construction is that it can be very energy efficient. They can make sure that the building is both affordable and maintainable.

Alder Bruer noted the challenging state of the City budget, and the fact that the City can not wait until 2013/14 to deal with the housing crisis. If Porchlight was able to secure a quality building for half of the cost in 2009, would this be appealing?

Mr. Schooler indicated that Porchlight would be willing to look at it.

Mr. Shimanski noted that Porchlight might be able to create twice the housing if it was less expensive.

Alder Kerr questioned, noting the approaching September 14th submission date to the Federal government, two statements found within Mr. Schooler's written statement that would compel the City to provide all regulatory/development approvals before Porchlight would sign-off on an alternative site.

It was noted that the legally binding agreement to be executed by Porchlight and the City would give some comfort.

Marilyn Feil, 3634 Alpine Rd, Madison

x Oppose Resolution

- Representing Affordable Housing Action Alliance
- Registered opposed to sub-committee plan

- Worked on homelessness for 15 years
- Was excited about Federal government giving land
- City talks about wanting to do something for homeless and it wouldn't cost us
- Porchlight proposal - familiar with Safe Haven
- Ald Rhodes-Conway indicated that there are no problems with Safe Haven at its current location
- Skeptical about the CDA being able to find an alternate site - don't want to see City spend money on another site (Sending a bad message that we are asking them to go elsewhere).

Ms. Thompson-Frater - Could the city spend money on a lot of housing elsewhere?

Bill White, 2708 Lakeland Ave, Madison

x Oppose Resolution

- Representing Porchlight - everybody believes Porchlight is a good/effective [provider] of public services
- Porchlight facilities are in residential neighborhoods - attempts to harmonize
- Highly skeptical - the fact that homeless services doesn't appear in Wingra Plan is irrelevant
- Believes that Porchlight can create a system that will blend in with neighborhood plan
- Interested in working with the City - city has highly talented people - his phone has not rung with Alders requesting to move them [Porchlight] to their districts - they are already in this neighborhood - condition is that there is a suitable alternative site

Mr. Levitan - 2/3 now better than 3/3 later?

Mr. White - Yes, understand the benefit.

Sue Hoffenberg, 512 Westshore Dr, Madison
Resolution

x Oppose

- Home in the area for 17 years -- believes highest and best use is Porchlight here -- It fits in with the Wingra Plan - Porchlight has solid record providing services -- to put services where need is known
- Can't imagine a better site

Sara Richards, 710 Spruce St, Madison

x Oppose Resolution

- Lived in neighborhood for 30 years
- No problem with Porchlight - wants to see them added to neighborhood

Heidi Wegleitner, 1941 E Dayton St, Madison

x Oppose

Resolution

- Representing Affordable Housing Action Alliance
- Population has extra difficulty matching housing with services - against adopting resolution #2809 - way too many uncertainties that need to be answered in 2 months
- Promise to give you something better - classic NIMBYism in Milwaukee St. example
- Skeptical/concerned
- Amounts to discriminating conduct and people need help - sends the wrong message

Don Hammes, 3507 Valley Ridge Rd, Middleton

- Oppose resolution - recently retired from Dept of Commerce - one of agencies audited was Porchlight - excellent staff, Executive Director, in the best position to do this job in this neighborhood - city is lucky - other cities don't have agencies as good as Porchlight
- If you only had one hospital, one fire station, few jobs, you would rush to do something right away.
- It [homelessness] now has a need
- How often do the Feds do something right - they put this as a priority - most difficult finding property - we have the opportunity to grant them - to look for another site is 5-10 years
- Listen to the homeless who can't be here - who need ear of compassion

Rick Richards, 710 Spruce St, Madison

x Oppose Resolution

- Welcomes proposal to the neighborhood - slightly different take - perfect site to serve homeless - there seems to be a mindset to put it somewhere else - won't find a plan in the city that says we want a [homeless] facility
- Why are we paying for a site that we could get for free?

Stephen Floyd, 707 Pulley Dr, Madison

x Oppose Resolution

- New to Madison - stayed in homeless shelter - in support of Porchlight - homeless shelter downtown is not a good place - "drugs running around" - once on Board of Labor in Fond du Lac
- Nothing wrong with making money and supporting the homeless - can't catch a fish in Mendota/Monona - should do what is right - don't make a fast buck overnight

Stephen Buttila, 2718 Pheasant Ridge Tr, # 102
Resolution

x Oppose

- Speaking on his own behalf and support of Porchlight - familiar with

President Bush's Freedom Institution - disabled/homeless, etc. - to toss out opportunity is an act of discrimination

- Despite education and financial capabilities -- no narcotics or criminal background
- 'Not in my backyard philosophy' is what he sees in Madison - proof of disability and dog's training sees ongoing discrimination

**Beth Lavender, 2718 Pheasant Ridge Tr, # 202
Resolution**

x Oppose

- Line Officer in Navy - Masters from Pepperdine - disabled and lives at Porchlight
- Porchlight building is nicest building there - most have a mental illness, they're nice, they have been screened-- they are very reputable - good safe housing is mental health
- In support of Porchlight -- honor the federal priority

Linda Ketcham, 813 Flora Ln, Madison

x Oppose Resolution

- Representing Madison Area Urban Ministry
- Opposed to resolution - homeless service recognizes that it is key
- Locating units on Park St is important for provision of service in Villager Mall
- Use an opportunity to use the facility rather than using the City funds to purchase another site
- Ms. Ketcham quoted a verse from the Torah.

**Jim Kellerman, 5421 Esther Beach Rd, Madison
Resolution**

x Oppose

- Representing Homeless Services Consortium of Dane County
- Mother lived in a house only a few blocks from railroad tracks and would feed homeless going along tracks
- Homeless are us under stressful circumstances - can no longer depend on mental health services - is there anything wrong with this site for the homeless? It has all the features that you need - if neighbors don't understand homeless, we need to show them the way
- Site has all amenities you need to lift-up your life

**Joseph Lindstrom, 1622 Fordem Ave # 401, Madison
Resolution**

x Oppose

- Draft plan is a good idea if we know we can find sites and if we know we can pay for it - if we know that HUD will provide a credit - if we know how HUD will value - our ability to forecast not as precise as we like
- Spend \$2.5M to get credit from HUD and then have less money for the City

- To know that there is now \$2.5M available - getting the land soon - would be fantastic - not what people want, but other efforts will not stop
- To suggest that we can't wait doesn't ring true - the proposal should have included the Porchlight proposal and then withdraw it if we find an alternate site

Alder Bruer

- For those who are an advocate and see it as a priority, mindful of competing priorities - housing of others, daycare, elderly, etc.
- Until we got into Truman Olson, it leap-frogged over others - assuming you have others - what do you say to competing interests?
- Who is going to pay for building?

Mr. Lindstrom - Porchlight will. Would be great if excess revenue is there.

Ald Bruer - Other organizations question why they are being put to the 'back of the bus'.

Mr. Lindstrom - They feel they are in 'the back of the bus' with others -homeless services are dealing with people dying in parks and snowbanks. Tying future CDBG considerations seems inappropriate.

Sarah Lim

x Oppose Resolution

- Representing Dane County Homeless Services Consortium
- Supports Porchlight's proposal - worked at a transitional facility for 3 years - we have a stereotype that is different from the reality they often are victimized
- Housing stability makes a huge difference in mental illness
- Very supportive of Porchlight

Donna Asif, 201 N Blair St, # 307, Madison

x Oppose Resolution

- Full-time volunteer homeless advocate
- Homelessness aggravates mental illness
- Trauma creates mental illness
- Why have the Feds given the mandate for this use, but believes that people don't want to see homeless used
- Brad Murphy was trusted with highest and best use - the Feds were thinking of values/health of community
- Determined that use of land was a community purpose
- Positive/catalytic input would be to engage ideals of a higher sort
- Don't feel this dedication that we are committed to the highest and best use

Jacque Pokorney, 406 Labelle Ln, Monona

x Oppose Resolution

- Representing Progressive Dane/Housing Task Force
- Speaking in support of Porchlight proposal-mandated to support homeless services - the land is available - would residents support other land
- Disenfranchised individuals
- Unique business opportunities - Allied Dr is another unique opportunity - oppose the sub-committee's recommendation

Dale Cox, 1045 Ridgewood Way, Madison **x Support Resolution**

- Support Wingra BUILD Plan, President of Bur Oaks, but representing himself
- Porchlight might be a good organization for homeless people - only handful of people here tonight live in this area - like quality of life here - would like to compliment Villager and thinks Wingra Plan would do this

Stu Seffern, 916 Dane, Madison **x Support Resolution**

- Supports resolution - not in my background - more social service agencies than anywhere else in Madison - the tipping point that creates a ghetto - list goes on and on - a snapshot of this neighborhood and see anything recognizable 10 years ago
- After years and years of program, this is high-priority - shouldn't all be in one spot - need to spread this out
- Local control should trump Federal Mandate
- Porchlight has 21 other locations - the residents have to count

Jared Jambois, 1173 # 8 Petra Pl, Madison **x Support Resolution**

- Owns buildings on Petra Place and lives there. A lot of ill-fated social policies over many years - no one wants to move to neighborhood because of Porchlight - giving land away to nonprofit that will pay no taxes on it
- Opportunity to look at Wingra BUILD Plan-thinks it will be a deterrent - would not want to provide building next to shelter

Ald Bruer - How does over-concentration contribute to neighborhood?

Jambois - Crime/drug use

Mr. Levitan - What is degree of police calls at Porchlight?

Steven Schooler, Porchlight

- Don't have police calls - they are often making the calls

Elaine Moran, 1313 Gilson, Madison **x Support Resolution**

- Support resolution against Porchlight - too much in area -

neighborhood can support, but not too much - start-out with an 8-unit apartment then such a large thing. A better opportunity would be getting people out, units part of community

Warren Platz, 1417 Beld St, Madison **x Support/Oppose Resolution**

- In his front yard - question about proposed road - in favor of homeless services - in favor of Porchlight proposal
- Understanding that there would be stoplight there
- Improve Cedar & Beld intersection - cut-off and make a cul-de-sac
- He has been homeless and he supports Porchlight - 24 more people going over to Cargo Coffee

David Vogel, 1009 N Wingra Dr, Madison **x Support Resolution**

- Lives in neighborhood - Park St is a very fragile area - not the place to go if a business - shelter will not help the perception - alcoholics - other issues - a major problem

Lindsey Lee, 731 Williamson St, Madison **Support x Oppose Resolution**

- Owns Cargo Coffee - Chair of Wingra BUILD - key is that Cedar St goes forth - nothing in Wingra BUILD that precluded that use
- Willy St. has over abundance of social services - Willy St. has shown that you can have good homeless services and economic development
- You can have your cake and eat it too.
- Need commercial along Park St
- Make more sense that we have commercial development up front, homeless in back, that we don't allow to drag along, do well and do good

Carol Medaris, 633 S Shore Dr, Madison **x Oppose Resolution**

- Well thought-out plan for proposal that they put forth - as such in support of Porchlight
- Carefully developed for the Porchlight population
- Re: Bruer's comments - this use is more difficult then other uses

Nichelle Nichols, 736 Odana Ln, Madison **x Oppose Resolution**

- Representing Community Action Coalition for South Central WI
- Provide homeless service to reduce poverty and homelessness - not deemed a positive impact - very disturbing
- Huge funding priority to work with individuals in self-sufficiency - to suggest that economic development and providing services are on polar opposites add to the myth that you can't have in the same

neighborhood

- Perfect mix of economic development and social services that make neighborhood grow - oppose because ifs are an opt-out clause

Alder Bruer - noted that the Community Action Coalition did not take an official action on this project.

**Cordelia W. Mayberry, 2025 Taft # 23, Madison
Resolution**

x Oppose

- Policy of City on economic development is to push out poor people
- Work in shelters/know people in shelters
- Homeless is hideous in the City
- This gives a way to develop housing that people need
- This gives an opportunity and the kind of services needed aren't far away
- Lives in Quaker housing - tremendous services
- No reason why we shouldn't do it

Steven O'Lear, 1937 Fisher St, Madison

x Oppose Resolution

- In favor of Porchlight - Porchlight has a property that is well run-- find people sleeping in Penn Park - for broader aspect build more places for people to go
- If another property can be found-fine, but if government says can use it, why not? - Let's work together to make it happen - build the facility

Sarah Carroll, 522 Spruce St, Madison

x Oppose Resolution

- Supporting Porchlight-wanted to live in neighborhood - find the argument about federal site is faulty logic - it does not solve need in neighborhood
- Empathize with fear of people living there - never experienced a problem with Romnes or with the facility near her work on campus
- "My vote would absolutely be to take advantage of the federal gift for Porchlight's use. I'd rather be debating the necessity of a 1400-space parking ramp I'd rather not have that in my neighborhood. As a person who bikes to work, traffic on Park St. is a daily concern."

Mr. Levitan read into the record the registrations of those who were registered, but who did not wish to speak:

- **John L Bauhs, 922 Sequoia Tr, Madison** **x Support**
- **Ruth Ann Bauhs, 922 Sequoia Tr, Madison** **x Support**
- **Fred Festge, 610 Pine St, Madison** **x Support**
Resolution

- **Bill I Grove, Sr., 1001 Magnolia Ln, Madison** **x Support**

- **Glen Jones, 613 Cedar St, Madison** **x Support Resolution**
 - Do not put in a homeless shelter next door to a liquor store, not smart.
 - None of the people speaking live in the neighborhood
 - Park St. is blighted enough without attracting elements to slow positive development

- **Shariff Syed, 1901 S Park St, Madison** **x Support**

- **Elaine Staley, 933 Magnolia Ln, Madison** **x Support**

- **Bill Wade, 625 Cedar St, Madison** **x Support**
- **Graham Greene, 2101 Taft St # 21, Madison** **x Support**

- **Mike Clark, 1801 Baird St, Madison** **x Oppose Resolution**

There were no other registrants and no additional written comments had been received. The Chair then declared the public hearing closed.

The meeting was recessed at 8:35 p.m. and reconvened at 8:40 p.m.

A motion was made by Thompson-Frater, seconded by Kerr, to Approve with Amendment(s). The motion passed by the following vote:

If in the event an alternative equivalent piece of real estate is not found by the time of the Truman Olson property closing, then Porchlight, Inc. will be accommodated on the Truman Olson site subject to regulatory approvals including zoning, land use, and other adopted policies.

Ayes: 6 -

Julia S. Kerr; Tim Bruer; Kevin M. O'Driscoll; Gregg T. Shimanski; Alice J. Fike and Kelly A. Thompson-Frater

Noes: 1 -

Stuart Levitan

9 DETAILED BUSINESS

10 BUSINESS BY THE COMMISSIONER

11 ALLIED DRIVE - ALLIED DEVELOPMENT SUB-COMMITTEE UPDATE

Levitan distributed a concept map showing the proposed street names:

1. Revival Ridge
2. Dunns Marsh Terrace

3. Frida Kahlo Crest
4. Mike McKinney Court
5. Diversity Place
6. Percy Julian Way

Levitan stated that he and Ald. Solomon had worked with the neighborhood in coming up with these names which are supported by the neighborhood.

A motion was made by Bruer, seconded by Shimanski, to approve the proposed street names. The motion passed by voice vote.

- 11a [11187](#) CDA Resolution No. 2813, authorizing the Chair and the Secretary of the Community Development Authority to execute a Third Amendment to the contract with Schreiber/Anderson Associates, Inc., for the provision of site planning, architectural, and engineering services as part of the redevelopment of Allied Drive, and to increase the compensation.
- This item was referred to special CDA meeting scheduled for July 30.

12 **THE VILLAGER - VILLAGER UPDATE**

- 12a [11197](#) CDA Resolution No. 2811, authorizing the execution of a contract with J.H. Findorff & Son Inc. for construction manager/contractor services for the reconstruction of the Atrium at The Villager.

A motion was made by Bruer, seconded by Kerr, to Accept. The motion passed by voice vote/other.

- 12b [11198](#) CDA Resolution No. 2812, authorizing the execution of a Development Agreement between the CDA and the Urban League of Greater Madison for the sale of a parcel of CDA-owned land within the boundaries of The Villager located on South Park Street for the construction of an office building.
- This item was referred to the July 30 CDA special meeting.

13 **ADJOURNMENT**

A motion was made by Shimanski, seconded by Bruer, to Adjourn. The motion passed by voice vote. The meeting adjourned at 9:00 p.m.