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## **BY HAND DELIVERY**

November 7, 2012

Honorable Paul R. Soglin  
Office of the Mayor  
210 Martin Luther King Jr. Blvd., Room 403  
Madison, WI, 53703-3345

Re: Redevelopment of Nob Hill Neighborhood

Dear Mayor Soglin:

We have been asked to assist Zilber Ltd., ("Zilber") the acquirer of Nob Hill Apartments, LLC concerning the October 2, 2012 approval of a Conditional Use Alteration for the Nob Hill Apartments at 1108 Moreland Road, in the City of Madison. An appeal of the Conditional Use Permit which was issued by the City of Madison Plan Commission on October 1, 2012 will be heard by the City of Madison Common Council on November 27, 2012. A two-thirds vote, or 14 votes, will be necessary to overturn the decision of the Plan Commission.

It should not be overturned for a variety of reasons.

1. Zilber has worked with your staff, Planning Commission staff, and the Police Department to modify their original proposal. It is my understanding that all changes, including advanced security cameras and extensive site lighting have been reviewed and approved by the parties involved. Zilber has committed to execute all of the requirements as approved.
2. Nob Hill is not a new project nor an isolated development. Residents have access to a full range of services nearby. Please see the attached list of linkages.
3. This is an existing, but declining, apartment complex. Zilber will invest more than \$10,000,000 into the renovation and upgrading of this community. In addition to commercial financing, the Wisconsin Housing Economic Development Authority ("WHEDA") will authorize the use of federal tax

Mayor Paul R. Soglin  
November 7, 2012  
Page 2

credits to halt the decline of this apartment complex and turn it into a community.

4. The Zilber improvements will provide:
  - New recreational facilities;
  - A new community center;
  - Complete interior refurbishment of each living unit;
  - Complete exterior façade refurbishment;
  - New landscape improvements;
  - New extensive site lighting to vastly improve security in the neighborhood;
  - State-of-the-art security and safety systems, including security cameras;
  - Handicapped accessible units; and
  - Vegetable Gardens & Fruit tree plantings
5. Twenty-six three-bedroom units will be created by combining a number of one bedroom units. This is consistent with and pursuant to the City's Comprehensive Plan.
6. Staff and Planning Commission have both praised and approved the management plan and the third party management firm, ACC, which has considerable experience in dealing with urban housing.
7. The density of existing units will decrease from 272 to 254. While the number of bedrooms will increase from 412 to 446, this represents an approximate 0.5% increase in the number of bedrooms in the Nob Hill Service Area of over 6,300 bedrooms.
8. The City of Madison through its Social Service Agencies, Madison Metropolitan School District and the Madison Police Department have all praised the proposal of Zilber to upgrade and enhance the security of the Nob Hill neighborhood through the improvements to be implemented by Zilber.
9. Zilber will hire a full-time community coordinator for the purpose of providing onsite social services and community support who will also identify the services most needed by residents of Nob Hill. Zilber is working closely to develop mutually beneficial arrangements with Cora White and the Resilience Neighborhood Center in order to provide additional services to the community. Ms. White has agreed to work with Nob Hill.

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Mayor Paul R. Soglin  
November 7, 2012  
Page 3

Doing nothing to save this neighborhood is not an option. The incentives created and administered by the State of Wisconsin, to upgrade and enhance the neighborhood community of Nob Hill can and will make a difference. The proposed redevelopment will definitely enhance the sense of community and sense of mutual support and neighborliness which is so critical for this existing complex. Given this proposal (made stronger by your staff) with overwhelming support from residents and not seeing any reasoned argument for the appeal; we ask for your support. I would hope that as you have said so often during your service to this city: "the Mayor is elected by all the people and that is who I serve". On behalf of the Residents of Nob Hill, Zilber Ltd. and Royal Capital Group ask you to support your Plan Commission and assure the present and future residents of Nob Hill have fair and equal housing.

We are ready to meet and discuss this project with you or any members of your staff. Please let me know at your earliest convenience of a time and date for the meeting. We look forward to continue to work collaboratively with the City Staff on this project. In the meantime, please contact me at either 695-4946 (cell) or 283-2246 (work).

Sincerely,

**MICHAEL BEST & FRIEDRICH LLP**




















William F. White

cc: Alder Timothy V. Bruer  
Members of the City of Madison Common Council  
Steven R. Cover, Director-Dept. of Planning & Community & Economic Development  
Bradley J. Murphy, Director, Planning Division  
Kevin Firchow, Planner, Planning Division  
Natalie Erdman, CDA Director  
Chief Noble Wray, Madison Police Department  
Joe Balles, Captain, Madison Police Department  
Cora White

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## Neighborhood Linkages

In addition to its close proximity to the travel corridor the Beltline, below is a listing of services, linkages, bus line, eateries, grocery and other in close proximity to Nob Hill currently. A survey of the current residents of Nob Hill suggest that the property is well located in proximity to these and other desired points of destination.

	<b>Nob Hill Apartments</b> Madison, WI 53713
	<b>Wal-Mart Supercenter and Full Service Grocery</b> 1.1 miles away from Nob Hill Apartments
	<b>Kohl's</b> 1.1 miles away from Nob Hill Apartments.
	<b>Speedway</b> 0.9 miles away from Nob Hill Apartments.
	<b>Goodwill</b> 0.9 miles away from Nob Hill Apartments
	<b>Bus Line</b> Directly adjacent to Nob Hill Apartments.
	<b>World Buffett</b> 1.1 miles away from Nob Hill Apartments.
	<b>McDonald's</b> 1.3 miles away from Nob Hill Apartments.
	<b>Subway</b> 1.0 miles away from Nob Hill Apartments
	<b>Badger Rock/Center for Resilient Cities</b> 0.7 miles away from Nob Hill Apartments.
	<b>Allis Frank Elementary School</b> 3.8 miles away from Nob Hill Apartments.
	<b>Ray F Sennett Middle School</b> 3.0 miles away from Nob Hill Apartments.
	<b>Robert M La Follette High School</b> 3.2 miles away from Nob Hill Apartments.
	<b>Town of Madison Fire Department</b> 2.1 Miles away from Nob Hill
	<b>Madison Police Department South District</b> 1.6 miles away from Nob Hill Apartments.
	<b>St Mary's Hospital</b> 2.5 miles away from Nob Hill Apartments.
	<b>Meriter Hospital</b> 2.8 miles away from Nob Hill Apartments.