

From: Alfred Zimmerman [<mailto:alfredzimmerman@gmail.com>]
Sent: Tuesday, November 23, 2010 4:29 PM
To: Cooley, Timothy
Cc: mwhaley@findorff.com
Subject: Fwd: City Comments and Thoughts

Hello Tim -

Please see the comments below from Findorff and Mike Whaley. They really appreciated the meeting with you and due to pre-arranged travel they will be unable to attend Monday at our meeting, but wanted their comments included in the discussion on the process.

Best Regards,

Al Zimmerman

----- Forwarded message -----
From: Mike Whaley <mwhaley@findorff.com>
Date: Tue, Nov 23, 2010 at 3:47 PM
Subject: City Comments and Thoughts
To: alfredzimmerman@gmail.com

Al

Sorry it took so long to get this back to you, gathering everyone's comments took some time.

I did talk to Rich Lynch, Dave Beck-Engle and Jeff Tubbs at our office about the City of Madison Process and the proposed changes. This email is a summary of the comments I collected:

- We are involved with the DMI Economic Development Committee and they have discussed this at length and provided comments to the City previously. According to them the biggest area of Discussion was the Neighborhood ability to "kill" a project. All agree that it is important to hear the neighbors but their ability to "sway" a city committee is at times disproportionate.
- We are more often on the 'fringe' of this process...mostly A/Es and developers up front...In my experience, it would be very unusual for a developer to totally back off because of the process
- There is truly an extreme amount of frustration with the delays..especially due to neighborhood issues/delays...and old zoning...and lack of ownership by city staff to say when 'enough is enough'.
- We do know that certain Milwaukee area developers, for example, would choose Madison as a last resort because of the 'mental anguish'...
- As far as who the city should talk to...they know the answer to that...and I think it is happening. Obviously the stronger/committed developers (ULI / Fiore / Alexander / Hovde / Krupp / Livesey / etc...)...and the real estate lawyers at all of the major law firms in town...
- Neighborhood Associations have too much influence, we all appreciate that we cannot shut them out but someone needs to be looking at the greater economic good of the city. I think this is being addressed by some of the proposals.

- Urban Design commission needs to clearly understand their mission and be controlled from diving too deep into the weeds. They obviously have passion for what they are doing or at least their particular areas of interest, but they need to be reminded (at times) of what their responsibility is.
- 47 to 76 days for an average time to move through a conditional use process is excessive. This is the time that is so critical to a developer to get things moving that two months can kill a project.
- A web based process tracking system would be a huge asset to the process. If we would have the power to see where something was “sitting” that would help the process for everyone.
- Similarly, if the web application would alert us to someone waiting for a piece of information from the development team to move things ahead that would help both sides of the process.
- There are several places in the proposal where meeting management, control and training are discussed, this is very valuable and needed. When a vocal minority takes control of a meeting it hurts the process not only from a time standpoint but from the perception standpoint.
- Who in this process will look at the economic impact of accepting or rejecting a project? That is a huge issue and will be a very difficult balancing point. What is the impact of 50 jobs to the Madison area if a project moves ahead?
- Implementation of the new Zoning will be a huge asset to the process and bring needed clarity and understanding to development. This needs to move along to implementation.
- Staff project coordinators have been a great benefit on projects where we have one assigned. This is a resource application that the city should continue to invest in!

We hope that these comments and thoughts help.

Mike Whaley, AIA, LEED A.P.
Director of Preconstruction Services

J.H. FINDORFF & SON INC.
300 S. Bedford Street
Madison, WI 53703
608/257-5321 Phone
608/441-1692 Direct

608/333-4920 Cell
608/257-5306 Fax
www.findorff.com

CHARACTER COMMUNITY CRAFTSMANSHIP