



City of Madison

City of Madison
Madison, WI 53703
www.cityofmadison.com

Meeting Minutes - Approved COMMUNITY DEVELOPMENT AUTHORITY

Thursday, March 24, 2011

4:30 PM

215 Martin Luther King, Jr. Blvd.
Room 313 (Madison Municipal Building)

~ JOINT SPECIAL COMMUNITY DEVELOPMENT AUTHORITY AND ALLIED DEVELOPMENT SUBCOMMITTEE MEETING ~

CALL TO ORDER / ROLL CALL

Present: 4 -

Gregg T. Shimanski; Tim Bruer; Stuart Levitan and Kelly A.
Thompson-Frater

Excused: 3 -

Julia S. Kerr; Kevin M. O'Driscoll and Alice J. Fike

1 APPROVAL OF MINUTES: March 3, 2011

A motion was made by Shimanski, seconded by Thompson-Frater, to Approve the Minutes. The motion passed by voice vote.

2 PUBLIC COMMENT: None

3 DISCLOSURES AND RECUSALS

4 SPECIAL ORDER OF BUSINESS

4a [21814](#)

CDA Resolution No. 3011, authorization for the CDA to provide up to \$100,000 in financing to purchasers of condominiums at Lake Point Condominiums subject to the conditions set forth in this Resolution.

Erdman reviewed the Resolution. Shimanski offered a number of suggested changes, which were discussed. The members concurred with Shimanski's proposed amendments to the Resolution. A motion was made by Thompson-Frater, seconded by Levitan, to Approve the Amended Resolution. The motion passed by voice vote.

ALLIED DRIVE REDEVELOPMENT

5 REVIVAL RIDGE PHASE 1

5a Outdoor Signage: No report

5b Ramp: No report

6 ALLIED DRIVE PHASE 2

6a [21090](#) Allied "Focus Group" Update

Presentation by Lynn Wood, Wood Communications Group, of the findings from the Focus Group and interview research related to the Allied Drive Phase 2 Development

Lynn Wood made the Power Point presentation (attached):

1. Situation Summary
2. Objectives
3. Summary of Research
4. Summary of Impressions with five themes
 - a. Phase 1 has resulted in positive change to the area and is viewed favorable, overall.
 - b. There is a sense of pride in the neighborhood.
 - c. There is a sense of hope for the future of the area.
 - d. There is still a stigma associated with the area, due in part to the continued negative media attention and events of the past.
 - e. There is still more to be done.
5. Assessments of Benefits
6. Thoughts about the new development
7. Name considerations with pros and cons
 - a. Unity Village
 - b. Mosaic Ridge
 - c. Allied Village
8. Next Steps
9. Additional Considerations

Following the discussion, a motion was made by Shimanski, seconded by Levitan, to recommend the name "Mosaic Ridge." The motion passed by voice vote. Members expressed interest in sharing the Power Point presentation with Alder Solomon, the Allied Area Task Force and possibly the Common Council. The Chair commended Ms. Wood for a fantastic job with the findings and recommendations and thanked her for coming.

6b Discussion of Home Buyer Education: No report

6c Discussion of Buyer Economics

Erdman reviewed the Allied economic update and there was discussion of buyer economics:

- Price of lots could range from \$30,000 to \$40,000. Erdman will come back with recommendation.
- Looking at comparables.
- Construction cost could range from \$80 to \$100/square foot.
- Possible purchase price of \$156,000 with first mortgage of \$109,000 could fall into the price range for persons with incomes above 80% of the Dane County Median Income.
- Will work with nonprofits and Section 8 on targets at 50% of the Dane County Median Income.
- There may be special requirements and screening for persons receiving subsidy via the forgivable loans on the lots.
- Pet restrictions can be incorporated.
- Design Guidelines will be incorporated.

7 ADJOURNMENT

A motion was made by Levitan, seconded by Shimanski, to Adjourn. The motion passed by voice vote. The meeting adjourned at 6:10 p.m.