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**Sent:** Sunday, March 03, 2013 11:14 PM  
**To:** Parks, Timothy; nanfey2@gmail.com  
**Subject:** Fwd: Sunday note on Dayton Square PC agenda item

Tim and Nan, more communication regarding items 6 and 7 from tomorrow night's meeting. It doesn't appear this resident copied the full commission. I will let him know his comments will be shared with the full commission.

- Tonya

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From: jrwisconsin@hotmail.com  
To: district6@cityofmadison.com, district7@cityofmadison.com, district11@cityofmadison.com, melissaberger2@gmail.com, hiwayman@chorus.net, tonyalhn@aol.com, jrwisconsin@hotmail.com  
Sent: 3/3/2013 7:29:33 P.M. Central Standard Time  
Subj: Sunday note on Dayton Square PC agenda item

Hello Alders Marsha, Steven, and Chris (and Melissa, Michael, and Tonya),

I write today just about 24 hours from Monday night's Plan Commission hearing tomorrow night regarding agenda items #6 and #7, that of the Dayton Square apartment project aimed for West Dayton Street, West Johnson Street, and also North Broom Street in downtown Madison.

Attached is a newspaper article from the UW-Madison campus Badger Herald newspaper the day after I attended the UDC hearing regarding this project and was able to spend a few minutes speaking about the project:

1)---Lack of allowing neighbors, next door property owners, and especially the current apartment tenants who will have the difficult task in finding low affordable housing downtown should this project get approved, to be informed about the Capitol Neighborhood group meetings (all three of them when this project was on the agenda) and also meet with the property owner/landlord David Schutz to inquire about the project, suggest changes, and get questions answered. For anyone to even know about the Neighborhood group meetings where the Potter & Lawson design team was in attendance, you would need to be invited or already on a neighborhood ListServe to learn of the meetings.

2)---The extreme large size of the apartment project of 12-stories and a cut across the entire block of three current apartment buildings. Nearly 90 percent of current residents and even a few neighbors down the street all would much prefer one of the apartment buildings be saved (415 West Johnson Street, which is far more aesthetically pleasing and has more residents than the West Dayton building), and keep the five or six floor 424 West Dayton Street building plans. At all meetings I had attended, when asked about trying to do this suggested version of the planned project, it was met with "too late for those considerations" reply or point blank told by Chairman Scott Kolar that the neighborhood group was pleased with what was presented by the Potter & Lawson team at the meetings,

totally ignoring comments and input I had learned just by speaking with as many residents I could speak with when walking to and from my nearby home.

3)---And lastly, as Marsha will remember, I ended my comments at the Feb. 20 UDC meeting by noting that even with the 12-story high-rise apartment tower and current plans for the exterior pool/park area and the 424 West Dayton Street plans, I liked what I saw in the color sketches and discussion/explanation by the design team, however, its just another example of encroached high-rise towers aimed for the higher-end "young professionals" that is hitting our area of town, which the city has said is prefect for such development. While, sure this Dayton Square plan fits all that the Downtown Plan suggests and the so-called need for density, totally missing from the entire project discussion is the sudden loss come August of these low income, disability, and social security living residents, some who has lived in the designated three properties for six to ten years. Contrary to what city officials, the alder Mike Verveer, and the development team suggests, the current residents all not one-school year UW-Madison students who will be gone anyway come next year. But even if this was a almost only student living, at least these apartment buildings provide affordable low rental housing.

Many are established residents, older, and some with disabilities, who have found that Dayton Square is one of the very last apartment buildings that has low-income affordable rents (from \$400.00, yes, \$400.00 ....to \$750.00 for a efficiency rental). While we appreciate the landlord wanting to build a "nice apartment tower", we really wish that they would have first came to the citizens and tenants first to ask for project suggestions rather than neighbors, tenants and housing advocates fighting them at the late stages of a impending rushed project through the city process.

At my suggestion, as Marsha will recall, I asked her to inquire with the Eric and Ron of the Potter & Lawson design team during the UDC hearing to look into the idea of preserving one of the current buildings, and all we got for a reply was..... "the city and we believe that they all are obsolete", as noted in this Badger Herald article. Frankly, Marsha you really should have followed that brief and unacceptable response with "who let the buildings get obsolete" and has the city inspection unit been there recently to note the current conditions and how many years of estimated live value do these buildings have? But to answer about this obsolete business, they only need some fixing and maintaining that has been neglected by the landlord who has yet to come back to Wisconsin from his sunny Florida residence to speak with the tenants and concerned neighbors. Only last month as I walking to past the 415 West Johnson Street apartment property on my way to State Street, I happened to run into Dennis, a city of Madison building inspector who was leaving the building after conducting a brief and successful check-up on a single issue of a leaking ceiling, he said that from what he could find the West Johnson building is in good shape with many of decades of life. Of course, I did not tell him that his boss, George Hank and city staffer Kevin Firchow refused several of our suggestions and inquiries of having all three apartment buildings checked for a report, but at least I learned from him that the 415 West Johnson Street building is in rather good condition.,

City plan department staffer Kevin Firchow (named in the city reports you got for tomorrow's plan commission) and George Hank both told me no full or small scale inspection was done namely for this project so that if and when (we hope) either of you city planning commissioners ask city staff and/or the development team what are the current conditions of the buildings, we all would get an answer from them on

that question. However, instead, we all have no idea as they refused in the last weeks prior to Monday's hearing to see for themselves to include in the final report or be able to answer that question tomorrow night. But please ask it, knowing that there are decades of value in all three buildings, and some would even suggest that the small brick apartment building at 226 North Broom Street should be preserved, despite not being a landmark item, as it has a classy brick appearance that actually matches the preserved former fire station across the street that is now the home of some remodeled businesses and law offices.

Of course, as some point out who are worried about this massive project, how can your Plan Commission and the city council possibly vote against this Dayton Square plan especially when you all just got done approving the Houden brother's Waterfront apartments on Iota Court and North Henry Street and also a month earlier the big 300 West Johnson Street Hovde 10-story project just one block away from the Dayton Square project that will soon require the city fire department offices to relocate.

However, unlike that project, there were only a couple residents living in the former building owned by John Hutchinson above the bookstore, and some now vacant storefronts, such as the Room of One's Own bookstore and the fire department. This Dayton Square project will require hundreds to move out and fight for affordable downtown housing, and be yet another example of high-rise apartment towers aimed for those who are lucky to afford it. We keep hearing that this and other large scale projects will only bring more housing to downtown, yes for those who can afford higher rents there, and also that they will cause the rents to go lower nearby, which is untrue as we have yet to see lower rents since six high-rise towers have been built all withing two blocks to that is proposed tomorrow night at the plan commission. Do keep that in mind and really question those "excuses" as some like to call them.

So to conclude, we ask that you plan commissioners agree for a referral with demand for major changes and reductions to this David Schutz Dayton Square apartment plan, keep the 424 West Dayton Street plans and upgrade the outdoor swimming pool and park area, which actually is not utilized much anyway (frankly, many people suggest that they should use part of the current open park/pool space for more development of 424 West Dayton Street apartment building plans (a totally all-cement structure which has no aesthetic value to the area and deserves re-development vs that of the lovely brick classy three-level 415 West Johnson Street building that is included in pictures in your plan commission agenda report).

And lastly, despite all of this talk that the project would be a nice fit and follows the guidelines of the recent Downtown Plan for more density housing, that what will be taken out per your demolition permit approval and that of the approved project plans, are dozens of low income and some UW-Madison student residents who all admit will have even a harder time finding a similar priced apartment in downtown especially now that more and more are being torn out, like the Iota Court and North Henry St. three affordable apartments, to make way for the Waterfront project, whose rental rates are at least \$100.00 to even \$250.00 for the same size unit those residents were removed from this summer. We do not need more displaced citizens fighting for even a lesser amount of affordable housing while the city is scratching its head trying to solve the homeless and hard to house residents. Please ask for a referral with a request to keep just the 424 West Dayton Street plans that many neighbors and current apt. tenants have been asking for the last four weeks once they learned of this project.

And also, please do realize, this should not be a popularity contest of how many people

come to speak against this project, as many tenants are fearful to speak against this project and the landlord as they still want to live there in the hopes that you all will either oppose the entire project or better yet make major changes and reductions to the plans for Dayton Square so that they can still live in one or all three existing buildings. And also, as many of you should know, many people in general hate to come to city meetings and confront people or be complainers. But once you see and speak with them as I have (that I suggested Mike Verveer do) you will learn many right off the bat pleaded to ask that the city reduce the project and keep one or two of the current buildings, and also there is this issue with some, namely students, that they only plan to be there for one or two years, so their opinions are not important, not thinking that their opposition to this project or request for a smaller project to save at least one or two of the current buildings will allow future students and low income residents to have affordable housing.

Thanks much, and thanks Marsha for asking that question I gave you to ask the design team.

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Jeff