

CAMPUS AREA NEIGHBORHOOD ASSOCIATION

Verve Living Steering Committee Report

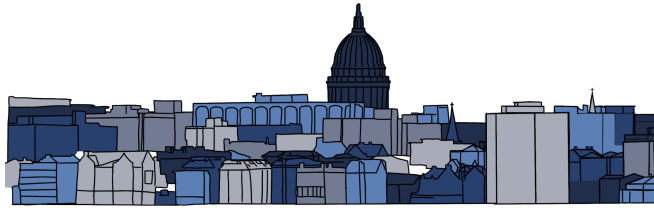
January 7, 2022

The Verve Steering Committee convened after the neighborhood meeting for the development hosted by city staff on October 7, 2021. The proposed location of the Verve (504-524 W Johnson Street, 308-312 Bassett Street, & 505-527 Conklin Place) changed jurisdictions due to city redistricting policies enacted as of January 1, 2022. Previously, the project was under the jurisdiction of District 4, Alder Mike Verveer; however, as of 2022, this location now is under the jurisdiction of District 2, Alder Patrick Heck.

The Campus Area Neighborhood Association (CANA) and Capitol Neighborhood Inc. (CNI) co-led the steering committee for the Verve project and hosted public meetings dedicated to a certain topic regarding the proposal; Eli Tsarovsky of CANA and Tim Kamps of CNI co-led these meetings via Zoom. Through this process, the steering committee and developer discussed: management and operations, design and sustainability, resident experience and affordability, and a theoretical construction plan and resident accommodation. The steering committee process included the initial neighborhood meeting, four steering committee meetings with the developer, and two steering committee meetings without the developer. These meetings were publicized through the CANA and CNI Miffland email lists, social media, and other neighborhood communications.

The Committee has appreciated the development team's continued engagement with the neighborhood. The developers started early with the neighborhood input process and provided information to the community through an extensive steering committee process. The development team offered continued updates and welcomed the steering committee as an essential input body. They also provided a website for neighbors to provide feedback and were transparent with the steering committee during this process.

After extensive discussion, the steering committee would like to highlight parts of the project they appreciated and provide feedback for improving the project. The feedback on the project is organized into four categories: Resident Experience, Design, Management and Operations, and Sustainability for the Plan Commission to consider. These considerations and highlights from the steering committee can largely be considered among the Approval Standards 1, 2, 6, and 9 for Conditional Uses, and



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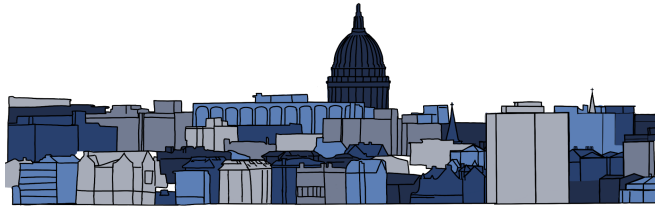
Conditions to promote the general welfare of the community for Demolition and Removal.

Resident Experience

The steering committee considered many aspects of resident experience when evaluating the Verve Living development. They considered affordability, communal spaces and amenities, green space, and resident experience.

When considering affordability, the steering committee acknowledges that the development team does not consider themselves an affordable housing developer but has discussed how the developer can accommodate a larger spectrum of unit types. The Committee urges the developer to provide larger room types or other unit types associated with a lower cost to renters. The Committee would like to acknowledge that the developer has begun to act on this feedback (see 12.7 Notes) and is looking into how different room types could be offered to residents. The steering committee recommends the developer increase the amount of 4- and 5-bed units to lower the cost of rent per resident as well as provide options for bunking and room sharing. Another suggestion was to allow residents a discount if the building employed them. The Committee affirmed the fact that some college students cannot afford luxury developments and that this development is replacing previous housing that accommodates residents with a limited income. To reflect the sentiment of the Downtown Neighborhood Coalition's Affordable Housing Resolution signed on by the Capitol Neighborhood Inc. and the Campus Area Neighborhood, the steering committee strongly encourages the developer and Plan Commission to seriously consider the content in the resolution relating to the demand of 15% and the replacement of previous housing. See the petition here: <https://chnq.it/h9TpKnMqrj>.

When considering communal spaces, the Committee was impressed by how developers imagined community in the project. They appreciated the large amount of community space offered through amenities like the Club Room that includes a kitchen and seating for residents to enjoy. The communal vibe of the space like the club room provides a way for residents to join in the community and enjoy studying, hanging out, or programmed events. The steering committee appreciated how the team incorporated green spaces into the project through the gardens on the green roofs.



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When considering the resident experience in this project, specifically students and young professionals, the steering committee appreciated the conference rooms, study rooms, office rooms, and availability of computers and printers.

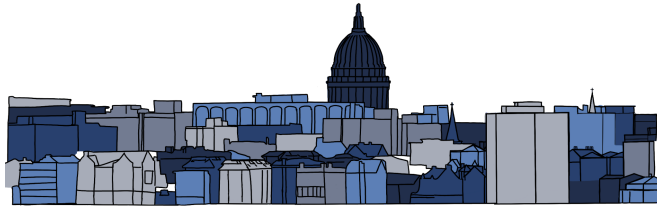
The steering committee would like the developer to acknowledge the positives of having the leasing office on-site and staff for residents. The steering committee would like the developer to consider allowing residents to bring in their own furniture. They appreciated the design team putting the HVAC on the roof and screening the system to benefit pedestrian experience and resident experience.

Design

The steering committee considered many design aspects when evaluating the Verve Living development. The steering committee appreciated how the development team incorporated elements on the West side of the building to make the building feel like more than one mass. The steering committee would like to see that similarly done on the South side of the building by incorporating additional lighter features to break up the mass or to continue the silver facade. The steering committee would enjoy a lighter-colored building or the incorporation of more lighter-colored elements to ease the heaviness of the dark colors of the building. The team could consider adding color to the V in the entrance to help achieve this. The steering committee believes that the building would benefit from some form of accent lighting to the building to give more life to the area. The steering committee appreciated the landscaping around the building with the raised planters adjacent to the building and the incorporation of plants to incorporate more nature into the building.

Management and Operations

The Committee considered many aspects of management and operations when evaluating the Verve Living development. The steering committee suggests that the developer provide a detailed management plan for the property to be approved by the Planning Division and reviewed by MPD. In this plan, the steering committee suggests that the development team provide a thorough recycling and garbage plan for residents, address pets and pet amenities, a move-in and move-out plan, and a rooftop management plan (Pool guests and patrons, hours restrictions, etc.). The steering committee also suggests the detailed management plan contains a security plan. The

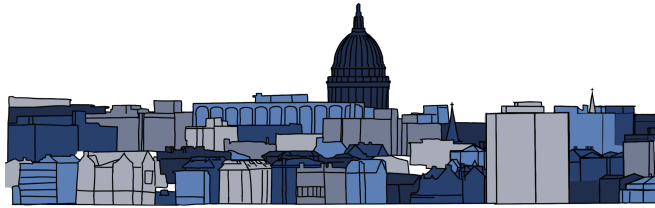


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steering committee recommends that the building provides adequate lighting for pedestrians on Conklin, Basset, and W Johnson in the security plan. The formal plan should discuss a security system that protects the mail of residents and the restriction of unwanted visitors. The Committee suggests a system similar to Ring Doorbells and a gate system for walkup units on Johnson street that will have heavy pedestrian traffic nearby. The steering committee also suggests restricting access to parts of the building to prevent the exploring of unwanted guests.

Sustainability

The Steering Committee considered many aspects of sustainability when evaluating the Verve Living development. The Steering Committee would like the Plan Commission to add a condition of approval to the demolition permit for the developer to work with the Habitat for Humanity, UW-Madison chapter to remove fixtures, windows, and other materials from the existing buildings that can be used to give back to the community. The steering committee appreciates the development team's use of LED lights to save energy costs on the project. The steering committee appreciates the developers planting new street trees and creating more green space around the project through aspects like their green roofs. The steering committee would ask the developer to provide sorted trash for electronics, clothes, and furniture during Move-in and Move-out.



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Acknowledgments

The Steering Committee would like to thank the developer for their continued engagement and receptiveness to feedback from the neighborhood. They would like to recognize Eli Tsarovsky and Tim Kamps for organizing the steering committees. They would like to acknowledge Eli Tsarovsky for drafting notes, sending out information to residents to keep them informed of the process, and drafting the steering committee Report. Finally, they would like to thank everyone who participated in the Steering Committees. Your voice matters.

Additional Information

Website

<https://www.vervelivingmadison.com/>

Notes

[10.26 Presentation on Management and Operations](#)

[11.1 Presentation on Design and Sustainability](#)

[11.23 Meeting on Resident Experience and Affordability](#)

[12.7 Meeting on Theoretical Construction Plan and Resident Accommodation](#)

Recordings

[10.7 Neighborhood Meeting](#)

[10.26 Presentation on Management and Operations](#)

[11.1 Presentation on Design and Sustainability](#)

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Affordable Housing Petition

<https://chnq.it/h9TpKnMqrj>