

From: [Michael J. Lawton](#)
To: [Parks, Timothy](#); [Firchow, Kevin](#)
Cc: [John Flad](#); [Randy Bruce](#); [Keyes, Joe R.](#); [Lawton, Jacki](#); [Russ Kowalski](#); [Diana Penkiunas](#); [Gary Peterson \(plannergary@sustainablegary.com\)](#); [Catherine Auger](#); ["Nick Schweitzer"](#); [Brian Ohm](#); [Martin, Arvina](#)
Subject: Flad Development Project at 4510 Regent Street and 4513 Vernon Blvd., Legistar No. 58751
Date: January 19, 2020 8:33:34 PM

Tim and Kevin:

I am writing on behalf of the Hill Farms Association Planning Committee concerning the proposal by Flad Development to build a new apartment building at 4510 Regent Street and 4513 Vernon Blvd. under Legistar No. 58751, including the demolition of the two office buildings now at that location.

We held a neighborhood meeting on this proposal, and our Planning Committee met twice concerning this matter. In addition, architect Russ Kowalski and I met with the applicant and his architect following these meetings on two occasions. Flad Development has done an excellent job at communications regarding this project, and we thank them for that.

Our Committee is supportive of the proposed re-use of this site based on the plans that have been filed by the applicant, as revised in the email from Randy Bruce dated Jan. 8, 2020 (copy sent to you today separately) with attached revised design plans, including the list of design changes in that email, and also including the list of sustainability features prepared by Mr. Bruce and emailed last week to you by John Flad in a separate email, all of which we consider to be part of the application being acted upon.

The proposal, as modified, for market-rate housing appears to be consistent with the adopted plans that apply to this location, and the site is on two peak hour bus routes and two collector streets. There appears to be continuing demand for multi-family housing in this area.

While we are supportive of this application, in addition to incorporation of the items referred to above as conditions of our support, we request that the following conditions be included with this zoning approval:

1. The applicant should be required to protect the tree ball/roots for the large oak tree along Regent Street at the eastern property boundary. I understand that the applicant is willing to do this.
2. Parking of construction workers should be required to be at a remote location and not on any residential streets in our neighborhood. I understand that the applicant is willing to do this.
3. The Engineering and Traffic Engineering Divisions should be requested to consider going

down to one traffic lane and one bike/parking lane along northbound North Segoe, north of Regent Street now, rather than at an unknown future date, given this development, the development of Madison Yards later this year, and the soon to be proposed redevelopment of the BMO bank site and adjacent lands immediately north of this project.

4. Incorporation of the sustainability measures submitted in the applicant's list filed last week by John Flad with the Planning staff, including, but not limited to, the installation of infrastructure for solar equipment at a future date.
5. The Traffic Engineering Division and Parking Utility should be prepared to install additional parking limitations, if there are adverse parking impacts from this and other developments in the area of Regent, Segoe and Vernon Blvd.
6. The design changes referenced in the Randy Bruce email I have sent to you, dated Jan. 8, 2020 and described in the drawings attached to that email, are to be included in the approved plans.
7. Construction site lighting should be controlled after hours so that it does not affect residents in adjoining residential properties, with these lights being controlled to avoid spill over.
8. As there are residential properties adjoining this site to the west and southwest, there should be no waivers of the 7 AM limitation on construction noise.

If you have questions, please let me know.

Mike Lawton
Chair, Hill Farms Association Planning Committee

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