

# Minutes of Council Meeting Held January 27, 2004

## Note:

**These minutes are preliminary and have not been approved.**

SASY Council Monthly Meeting, January Minutes, 27 January, 2004, 7pm.

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>In attendance: Doug Johnson, Mark Bergum, Dan Melton, Betty Chewning,  
>Lisa Jacob, John Steines - recording, Eric Schramm, Steve Klafka -  
>presiding, Judy Olson, Michael Barrett, Alex Aulisi, Joe Krupp, Jen  
>Voicheck - resident, Lou Jost Jablonski at 7:30pm, Karen Fastner @ 8:20 pm.

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>1. New Officer Election: Chair - Dan Melton; Vice Chair - Steve Klafka;  
>Secretary - Lisa Jacob; Treasurer - Eric Schramm.

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>2. Parking Issue, Olbrich Lawn, Parks Commission Hearing, Wednesday,  
>February 25th, 2004 (Announcement - Betty Chewning) Motion before the  
>commission is to allow parking on lawn in parks only on special  
>occasions. Betty will forward copies of issue data and motion to those  
>interested. Requesting attendance to register and speak regarding the  
>issue before the commission. DNR administrative rules for access standard  
>show that Olbrich Park and Lake Monona have more than the standard number  
>of parking spaces already available, and additional parking is available  
>in lots across Atwood Ave.

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>3. (Announcement) Betty Chewning appointed to Lakes and Watershed  
>Commission Lake Weeds Harvesting Committee (6 month assignment).

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>4. Krupp Dev. TIF & affordable housing issue (Joe Krupp and Judy Olson)  
>- affordable units dropped because Krupp was unable to reach agreement  
>with City of Madison regarding TIF. Dev had 2 year history of planning 16  
>affordable units and it was understood in ongoing discussions that TIF  
>would be necessary to meet these goals. Krupp dev proceeded with  
>construction prior to completion of agreement, with certain expectations,  
>and when these were unable to be completed, need to drop WEDA Loan  
>Application and other contract time limits came into play. The package  
>that was being put together was a complex mix of financing including  
>Capital revolving funds, WEDA and TIF. The City is trying to establish a  
>new policy using TIF to fund the affordable housing component recently  
>passed and this was one of the first projects to fall under the new  
>'profit sharing policy' of that plan. The development got caught between  
>the former expectation of TIF guidelines and the new profit sharing  
>policy, by being in negotiation prior to and during the policy  
>change. Joe Krupp had negative feelings about the way the 'equity kicker'  
>seemed to be tacked onto the agreement and felt it was an unfair and  
>unworkable agreement. This equity kicker means that when the property is  
>sold, the City of Madison gets back a % of the profit. This concept is  
>portrayed as unique to Madison, as regards TIF policy. Joe Krupp felt the  
>agreement was not sound from a financial feasibility standpoint. The end  
>result of the new policy as designed is to capture 8% of the profit over  
>time. Joe Krupp has been in negotiations on this since August, 2003, and  
>this 'equity kicker' was presented as an 'Oh by the way...' at the end of  
>the negotiations. Joe Krupp's development was in a precarious position as  
>it was already started. Joe's counter offer was rejected (offered \$300,  
>000 as kicker vs. the original 7% (later the percentage went up to 8% -  
>2.5 months ago the City of Madison had capped TIF equity kickers at 7%

>capital costs). The final offer of Krupp was identical to the last TIF  
>approved (Stonehouse deal) prior to the new affordability agreements. In  
>essence, the City of Madison now sees itself as an investor. Eric Schramm  
>commented that he was disappointed that affordability would not be part if  
>this project, and that was one of the reasons he had supported it. Alex  
>A. suggested we should ask for a review because the developer ought to  
>know up front what the policy is rather than have it shifting under foot  
>as negotiations proceed, and that didn't happen here. Judy Olson  
>commented that the City Alders are lay people trying to craft new  
>legislation and that these are difficult issues to understand. The Mayor  
>Dave C. of the City of Madison has an agenda - to fund affordable housing,  
>the developer has a personal interest in business profit, and the TIF  
>staff may be inadequate staffed and there may be a need for additional  
>expertise on the TIF staff. The end result on this project is that units  
>will be ~\$200 more expensive than without the TIF. The average rent is  
>expected to be based at approximately \$1/foot. Joe Krupp said he had  
>proceeded in good faith that TIF would be approved, but in the end he  
>feels that he has been caught in the transition and the desire by the City  
>of Madison to establish a new policy. He feels the City figured his  
>project was already under way, so it didn't need the TIF district to get  
>done, and that the number of affordable housing units in this project was  
>(maybe) not significant enough to negotiate further. Lou Jost Jablonski  
>felt that any animosity felt should be directed toward the City of  
>Madison's role in this, and commented that other developments are also  
>refusing to accept TIF as a result of the new negotiations. He felt the  
>policy may be counter productive if it drives participation away. Tif may  
>be something that will only benefit the larger developer. As a result,  
>the neighborhood has a gentrifying development instead of one with an  
>affordable housing component. In the end, the negotiations were \$400,00  
>apart in their counter offers. Mayor Dave C. was involved directly with  
>the negotiations. Discussions are under way as to whether and how  
>improvements in the infrastructure of Atwood Avenue can be done, as called  
>for in the Atwood Master Plan. It was suggested that the City needs  
>someone who understands TIF agreement economics as a trust bridge between  
>the political and developer cultures. Currently, these parties seem to be  
>talking past each other. Lou/Joe suggested that there is a need for  
>a real estate background or MFA with expertise in dealing with  
>development issues as part of the TIF resource team. Joe K. felt the  
>equity kicker was very short sighted. There is an important role for the  
>Atwood Project Management Team to take a lead role in addressing what will  
>not happen in the neighborhood as a result of the failure of these  
>negotiations. Judy O. felt the TIF team was not finding blight where it  
>was according to the definitions established. It was suggested the  
>neighborhood push for support of a reasonable TIF for the Nelson Brothers  
>dev. (Dean Clinic site), that might be a little larger to help accomplish  
>some of the Master Plan Goals. Steve and Betty felt we should let the  
>City know that we are disappointed in the loss of affordable housing for  
>the neighborhood and the failure to adequately fund the Master Plan. The  
>'righteous indignation' should be channeled at the City for treating our  
>small developments as insignificant in the larger picture. Questions were  
>raised as to how this might affect the Rayovac/Union Corners plan. It was  
>noted that all projects are different and that Union Corners will be a  
>significantly larger project. Doug supported communication with City Staff  
>to communicate disappointment. Alex A. agreed to pen the letter following  
>submission of bullet points from council members. Doug repeated that this  
>reinforces the need for the neighborhood to get the PMT (Project  
>management Team ) up and running. The PMT will reform, checking in with  
>Mark McFadden on what's been done. Doug will check on this. Dan Melton  
>said the letters need to go for the larger picture - the politics, that  
>the issue is inclusionary zoning. The neighborhood got caught in a  
>political fight and the loss is to 16 families or individuals who will not  
>be able to afford to buy into the neighborhood.

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>5. Recap of December 10 General Membership Meeting SASYNA (Steve): Review  
>of issues raised at meeting with discussion with Mayor and copy of letter

>sent to Mayor with summary of discussion points. Issues raised  
>include: commuter rail, Historic Building research designation, traffic  
>flow/safety through neighborhoods, traffic flow as a result of East  
>Washington project, temporary housing needs/issues, pedestrian safety  
>concerns, KIPP, bus connections, airport noise and new development pressures.

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>6. Union Corners Update: studio meeting process proceeding slowly with  
>lots of discussion. Main decision made is on main access off of East  
>Washington Avenue, with Sullivan St. as the main in and out. Marquette  
>and Sasy traffic committees working together to plan how to diminish pass  
>through traffic by commuters from Sun Prairie, without impeding access to  
>Schenk Atwood business district. Suggesting narrowing of Winnebago as it  
>approaches property.

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>7. KIPP Air Permit Hearing Feb 6th to be held in downtown DNR building  
>(Webster St.) at 11 am. There is a neighborhood group meeting to discuss  
>how to get involved. DNR is accepting comments. The end result is that  
>they may be allowing larger discharges. Questions raised as what effect  
>KIPP will have on John martens project plans. Noted that only  
>contamination on Duraline site was a leak traced from KIPP.

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>8. Crosswalk painting - Betty had just come from a Ped Safety meeting  
>with Ken Golden, Robbie Weber, Ann Clark, AARP rep, Judy Olson, Dave  
>Dwyer, Tom Walsh, Mayor, Jeannie Hoffman with goal of responding in a  
>better manner to Ped safety issues.  
>Plan: 1. implement better coordination between Mayors office and Dept.  
>Chairs with an oversight committee of Dept. heads 2. Several corridors  
>suggested as test / experimental zones for pedestrian traffic safety to  
>include Monroe/Regent and Williamson/ Atwood. These will get extra  
>attention to see what can be done to improve safety and study what works  
>(targeted experimentation on these locations). Concern with traffic  
>engineering remain that the goal is to move traffic vs. maintaining or  
>improving pedestrian safety.

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>9. Ped Flags: Betty requested that she be allowed to purchase materials  
>for new flags. Eric agreed to adopt corner of Atwood and Ohio for  
>maintenance. Still need to check if it is ok to have sponsors mentioned  
>on flag holders. Betty authorized to purchase in partner with another  
>neighborhood for materials.

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>9. Jen Voicheck - resident of Ohio St. present to discuss recent  
>break-in, and that there seems to be a patterns or a series of break-ins  
>occurring (similar incident on Willy St.). They busted her apartment door  
>down but only seemed to take music cd's. Questioning whether it's kids  
>on their way to and from school. Be on the alert.

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>10. East Madison Clinic Update: Feb 4th appearance before Urban Design  
>for initial PUD. FEB 16th at Plan Commission. Affordable Housing is a  
>component but TIF not likely to be a component currently. Doug Nelson  
>very interested in Green Development principles.

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>11. SASYNA Traffic Calming Plan (Eric): Need to revisit this issue in  
>light of development pressures in neighborhood. Development needs to go  
>ahead as planned in the Master Plans. Interested in identifying street  
>repair / reconstruction list so that individual blocks can get on list for  
>traffic safety/calming as Waubesa did. To do so, street needs a champion  
>to move process along, need 75% of residents to agree and sign on, and  
>then need luck to make final cut of locations selected for calming  
>measures. Mention of Dutch play space concept where all visual cues are  
>designed to slow traffic and increase pedestrian safety, including design  
>of play space/multiuse of space.

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>12. WORT, March 5th - Neighborhood Associations have opportunity to  
>discuss neighborhood issues. These to include: SASYNA letter to Mayor  
>Dave after Dec 10 GMM: 2. KIPP issues; 3. Krupp project and issues

>4. Kennedy Place. Alex and Betty to appear

[SASYNA Home](#)