



PLANNING AND ZONING DEPARTMENT

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Date: May 8, 2018
To: Middleton Plan Commission
From: Mark Opitz, Assistant Planning Director
Re: **Summary of May 5 Neighborhood meeting re: “the Addison” (PC File 2535)**

Ald. JoAnna Richard kicked off the meeting by requesting agenda items from the 20-25 people in attendance. Topics: Height/Footprint; Density/Setback; Traffic/Safety; Green Space; Family Dwellings; Shadows; Services; Property Values; Urban Corridor.

Anthony Gray made some introductory remarks. He referred to constraints of traditional zoning, using urban infill development to create stronger communities, and the need for underrepresented communities to be able to participate (he cited issues related to access to capital and financial literacy). He encouraged anyone who decides to support the project to share their views with the Council.

QUESTIONS RAISED:

- Why is urban infill so expensive?
- Why can't project size be reduced, and won't developer costs decrease proportionately? (RESPONSE: Certain development costs are fixed; larger building achieves better economies of scale.)
- What are mechanics of workforce housing? What will be the mix of affordable units?
- Did developer consider tearing down cottage? (Gray: Yes, but wants to preserve it.)
- How can you be assured the project is viable? (Gray: Did comprehensive market study.)
- What is impact on services, particularly schools? (Opitz spoke about MCPASD demographic and housing trends, and facility planning process.)

COMMENTS:

- “Stop calling the site blighted.” “Greater building height is a blight.”
- City should devote some \$ resources toward development in the University Ave. corridor, to help lower costs. (RESPONSE: Not in TIF district.)
- Do traffic counts along Franklin Ave. to establish baseline volume. Franklin needs traffic calming. (RESPONSE: TIA has concluded that project will generate 13 trips during AM and PM peak hours. Not all drivers will want to head east, and they have a couple options for doing so. Therefore, it's likely at most half would use Franklin—a rate of one vehicle every 10 minutes. High school traffic along Franklin is a bigger issue. Balancing driveway access vs. traffic flow along University.)
- Unsafe for pedestrians to cross University Ave. (RESPONSE: Development helps create street edge; reduces focus on vehicle transportation.)
- Include parking in rent, so that residents don't seek to park on neighborhood streets.
- Provide data showing impact on property values adjacent to site.
- 6912 Franklin request: Add 30 ft. trees to screen the building.
- Emails aren't consistently reaching some city officials (elected and staff).

Meeting lasted approximately from 10:00 until 12:20 p.m.