



Department of Planning & Community & Economic Development
Office of the Director

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November 7, 2014

Stonelhouse Development
Attn: Rich Arneson and Helen Bradbury
625 North Segoe Road, #107
Madison, Wisconsin 53705

Dear Mr. Arneson and Ms. Bradbury:

I would like to thank you and your project team for attending yesterday's meeting to discuss your proposed project on the Madison Dairy site. The City felt it was important to hold this meeting to present its position prior to your submittal of an application.

Based on the information presented to us by you and your team, the City cannot support your proposed project. This is due primarily to the size of the music venue and the parking strategy as currently proposed. Staff does not believe the proposed project can meet Conditional Use Standards 3, 5 and 10, particularly as they relate to the parking reduction requested, insufficient on-site or other parking options, and impacts on nearby residential properties in the neighborhood. In addition, we do not feel the development, as proposed, can be supported with Tax Increment Financing.

Traffic Engineering, Parking Utility and Planning staff, along with Alders Zellers and Rummel, spent countless hours trying to identify alternative solutions to the parking and traffic control issues. To date, we could not identify a realistic and satisfactory solution. That is the conclusion we presented to you last night, and we wanted to communicate that to you before you prepared an application to submit to the City.

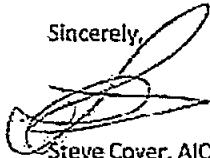
We found your music venue concept to be very exciting, and it could become a major attraction in the Cap East District. We would like to offer our assistance in helping you locate such a venue in the Cap East District, but based on what has been presented to us, it cannot be supported on this site.

In conclusion, we would very much like to hear your ideas and work with you on a feasible development proposal for this site. Your concept of including affordable housing, day care, commercial office space and possibly market rate housing is a good one. We feel these uses are ideal for the site.

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We hope to hear from you in the near future as you evaluate how best to move forward.

Sincerely,



Steve Cover, AICP, Director
Planning & Community & Economic Development

cc: Anne Monks
Katie Crawley
Katherine Cornwell
David Dryer
Timothy Sobota
Scott Langer
Heather Stouder
Ald. Marsha Rummel
Ald. Edell Zellers
Jay Wendt
Charles Kamp
Thomas Woznick
Robert Phillips
Don Marx
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Christy Bachmann
Melissa Huggins
Larry Frank
Fred Frank
Randy Bruce