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ALERT TOP STORY

SOUTHWEST SIDE | $20M, 70-UNIT PROPOSAL

Developer seeks to raze Fast Forward Skate Center for $20 million housing project

Dean Mosiman | Wisconsin State Journal Aug 23, 2022 0

A developer is proposing to demolish the Fast Forward Roller Skate Center, 4649 Verona Road in Madison, to make way for a $20 million, four-story housing and commercial project.

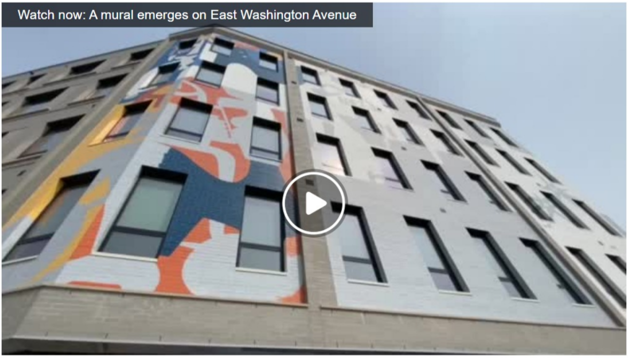
JOHN HART, STATE JOURNAL

Dean Mosiman | Wisconsin State Journal

A developer is proposing to demolish the Fast Forward Skate Center on Verona Road on Madison's Southwest Side — the city's lone roller rink — for a roughly $20 million, four-story low-cost housing project with commercial space and underground parking.

But the operations manager at still-open Fast Forward is scouting locations to open a new roller skating and roller hockey rink in the Madison area.

Lincoln Avenue Capital of Santa Monica, California, is proposing to raze the 29,905-square-foot structure that's hosted roller skating and blading at 4649 Verona Road for three decades. The four-story redevelopment would provide 70 apartments, exercise and community rooms, 1,200 square feet of commercial space to be used by the Latino Academy for education and job training, and underground and enclosed parking for 79 vehicles.


Watch now: A mural emerges on East Washington Avenue

The current building was constructed as a bowling center in 1963 and remodeled into the roller skating rink in 1991, the city assessor's website says. It has an assessed value of $742,000 for 2022.

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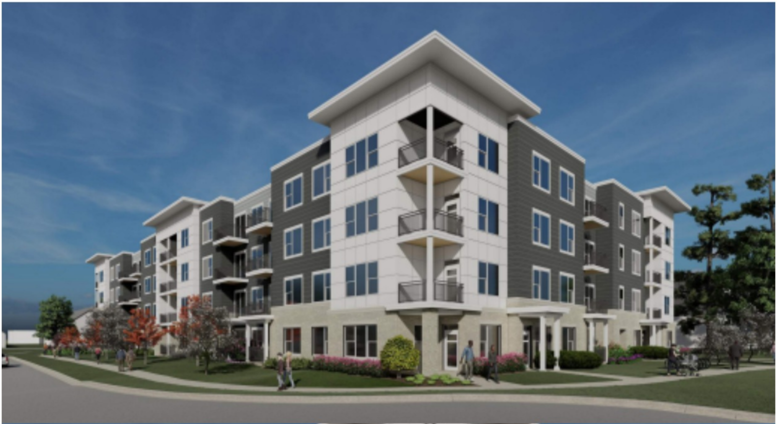
The development proposal includes a mix of one-, two- and three-bedroom units, with 59 of the units set aside for those making no more than 60% of the Dane County area median income, or $62,280 for a household of three. The U-shaped building would include a grassy, landscaped courtyard with seating for residents and a fenced-in dog run.



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A rendering of Lincoln Avenue Capital's proposed four-story housing project that would replac
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“The site is situated at one of the highest points in the ar views looking down toward Odana Hills,” regional proje said. “The Wisconsin Housing and Economic Development Authority has also identified the area as one of the state’s top job centers, and the surrounding Verona Road corridor is home to thousands of jobs that need ne housing that is affordable.”

Watch a Lion Boldly Snatch His Supper

McDonell said he hopes the project can be a model for th such as the one between Lincoln Avenue Capital and the workforce housing projects throughout the state.

A new skating locale

Justin Alling, operations manager at Fast Forward for the past eight years, started playing roller hockey there when he was just 8 years old for 23 years. He is looking to open a new roller skating ri Town Skate elsewhere in the Madison area. John Mango Forward building and business, is not involved with Ma

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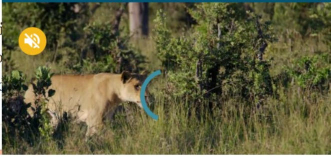
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At the beginning of the development process, Lincoln Av to see whether a modern skating rink could fit into the h was financially infeasible, McDonell said, noting that the with Alling to identify possible sites.

The city deserves a properly maintained skating rink with a passionate on-site owner that’s open daily for public skating, group events, birthd hockey, and a monthly subscription program for frequen Currently, Fast Forward is open Friday, Saturday and Su hockey, roller derby practices and private events.

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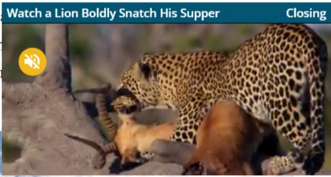

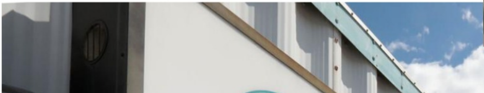

Fast Forward
ROLLER SKATING
WEEKLY SCH
FRI 7 - 10 PM
SAT 1 - 10 PM
SUN 1 - 4 PM

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The Fast Forward Skate Center still offers skating on Fridays, Saturdays and Sundays.

JOHN HART, STATE JOURNAL

"It's back to pre-pandemic levels," he said. "There's definitely a need and want in our community."

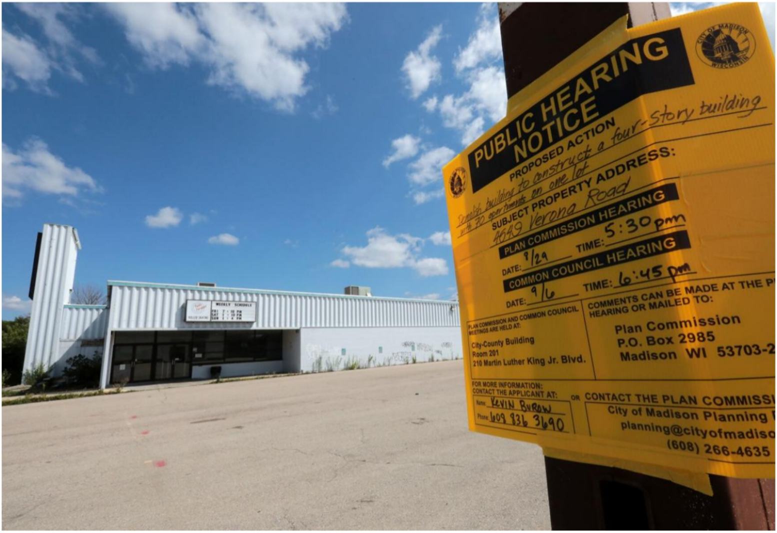
A roller skating rink can be open all day, every day with full-time staff, just like bowling alleys, mini golf and other recreational attractions, he said.

But so far, it's been a challenge to locate a large, affordable, warehouse-style building that's suitable, Alling said. "We've had options to look at other areas," he said. "But we want to keep it in Dane County and available to the people of Madison."

One Cone to Rule Them All

Land-use decisions

The Plan Commission will consider Lincoln Avenue Capital's requests to demolish the building and a conditional use for the new structure on Aug. 29.



A public meeting notice offers information about Plan Commission and City Council consideration of a proposal to demolish the Fast Forward Skate Center and build housing there.

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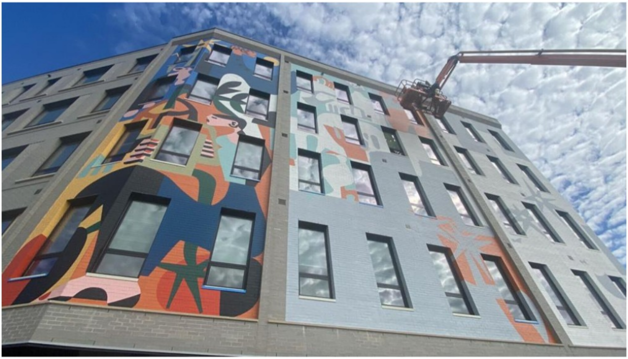
“There are multiple features of interest in this project; it brings a combination of affordability and market-rate housing options and it also partners with the Latino Academy, a nonprofit organization that is already engaged with students from the Allied community,” said Ald. Yannette Figueroa Cole, 10th District, who represents the area where the project would be located.

Representatives of the Allied-Dunn’s Marsh Neighborhood Association could not be immediately reached.

If land-use approvals are secured, the developer hopes to start construction next spring and complete the project in the spring of 2024.

Photos: Creating the mural at Ella Apartments on East Washington Avenue

Ella Apartments mural



Work on a mural on the front of Ella Apartments, 2860 E. Washington Ave., entered its third week on Sunday. Artists Bill Rebholz and Eddie Perrote expect to be done with the project on the site of the former Ella's Deli by Memorial Day Weekend. It will become the city's largest mural and was commissioned by New Year Investments, the developer of the 135-unit apartment building.

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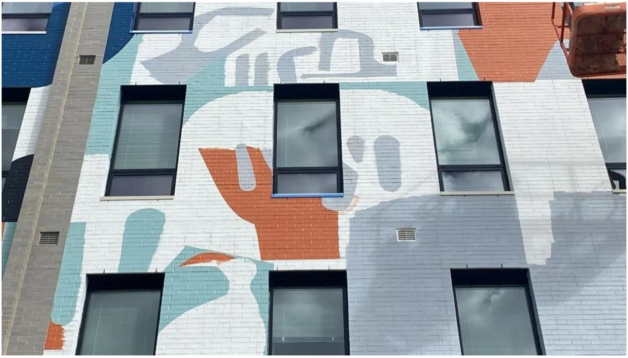
Ella Apartments mural



With the left third side of the mural completed, work on Sunday was focused on the center section of the creation. The project is expected to be completed by Memorial Day Weekend.

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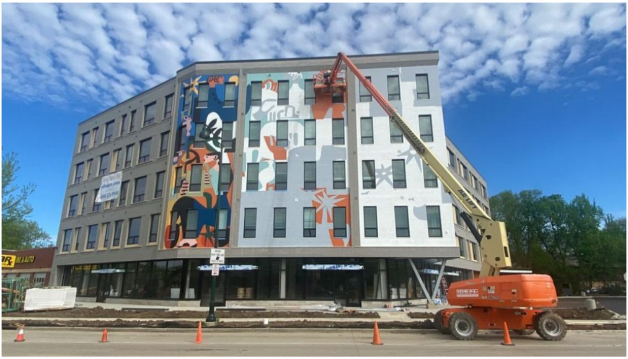
Ella Apartments mural



Near perfect weather greeted artists Bill Rebholz and Eddie Perrote on Sunday as they continued their four-week mural project at Ella Apartments.

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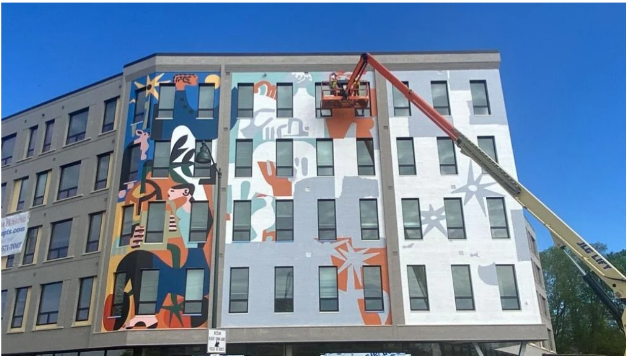
Ella Apartments mural



Work continued Sunday on the Ella Apartments on East Washington Avenue.

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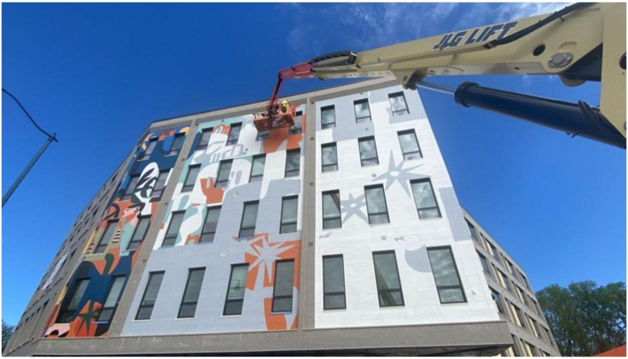

Work continued Sunday on the Ella Apartments on East Washington Avenue.

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Ella Apartments mural

Work continued Friday on the Ella Apartments on East Washington Avenue.

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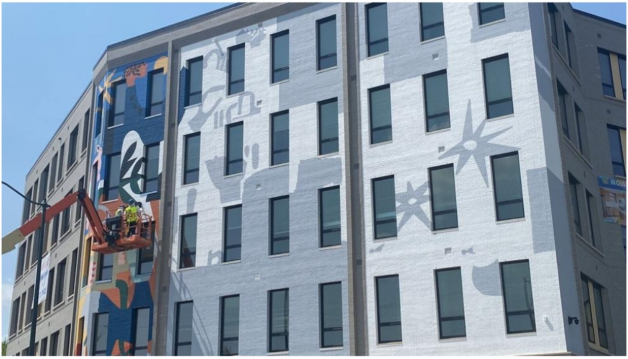
Ella Apartments mural



Work continued Friday on the Ella Apartments on East Washington Avenue.

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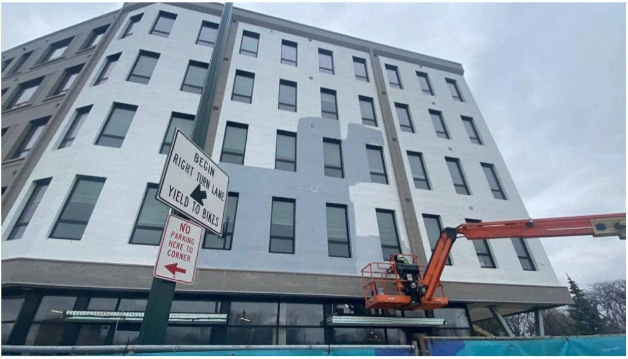
Ella Apartments mural



With the brick facade already painted white, Bill Rebholz began adding gray primer on May 2 to the East Washington Avenue side of the Ella Apartments building.

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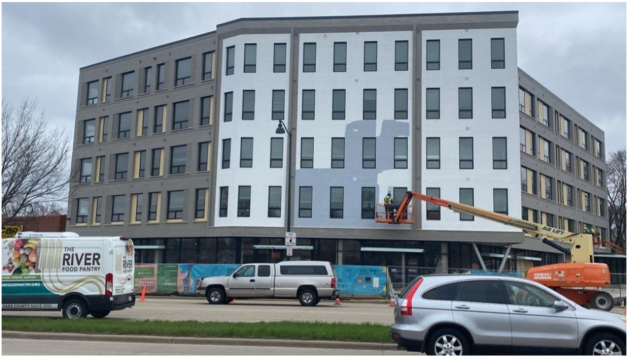
DISCOVER AMAZING TRAVEL

Ella Apartments mural



The first day of work on May 2 on the Ella Apartments mural involved laying a coat of gray primer.

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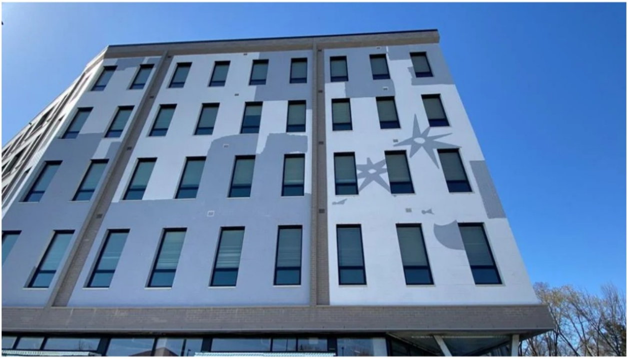
Ella Apartments mural



Shapes began to appear on May 7.

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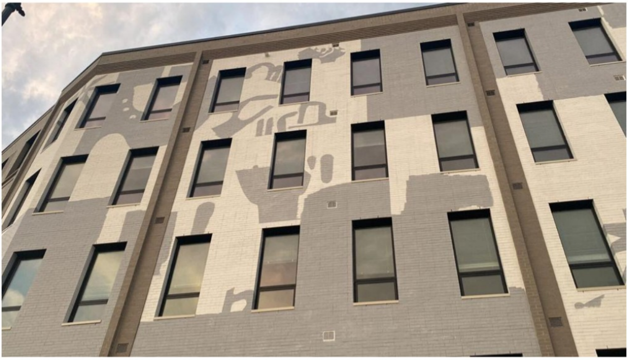

Shapes continued to be added on May 8.

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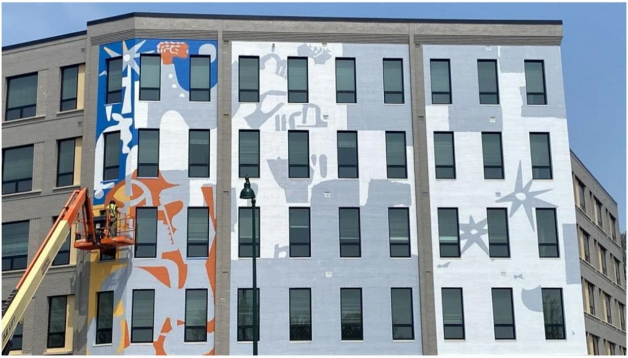

Color began to pop in this image of the mural seen on May 10.

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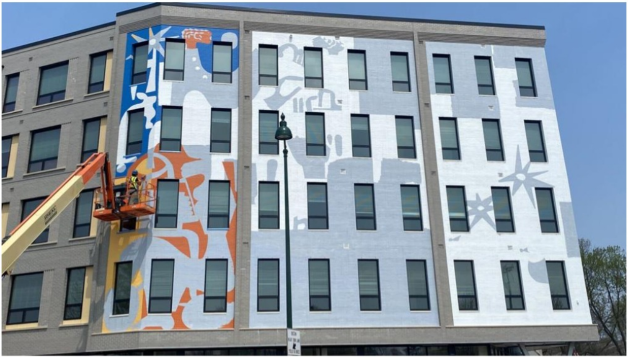
Ella Apartments mural



May 10

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Ella Apartments mural

BEGIN
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YIELD TO BIKES

Bill Rebholz, seen here on May 11, cleans his brushes before moving onto another color.

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Ella Apartments mural

Some of the brushes, seen here on May 11, used on the Ella Apartments mural.

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Ella Apartments mural

Bill Rebholz cleans his brushes on May 11.

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Learn more

Ella Apartments mural

Bill Rebholz, who is leading the mural project at Ella Apartments, is seen here on Wednesday as he tried to fight off the oppressive heat.

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Ella Apartments mural

Eddie Perrote, left, and Bill Rebholz, seen here on May 11, tried to fight off the heat during a break from paint the Ella Apartments mural.

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Ella Apartments mural

May 11

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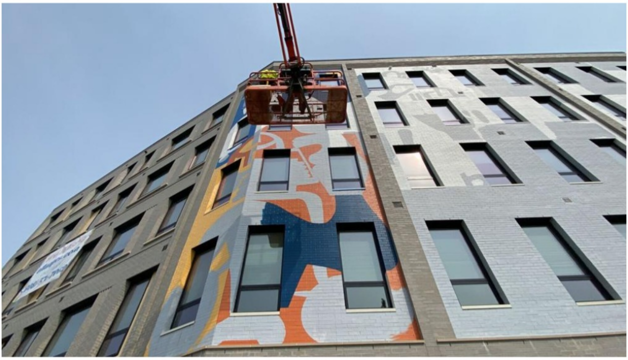
Ella Apartments mural



May 11

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Ella Apartments mural

May 12

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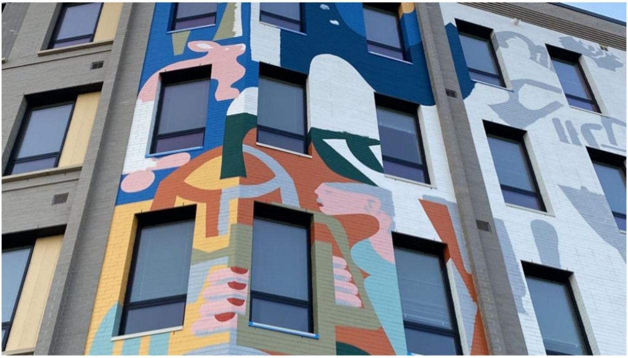
Ella Apartments mural



In this image taken Thursday, a rabbit, upper left, and a person, lower center, begin to emerge on the Ella Apartments mural. The project is designed to reflect the energy and character of the Eken Park neighborhood that is bordered by East Washington Avenue.

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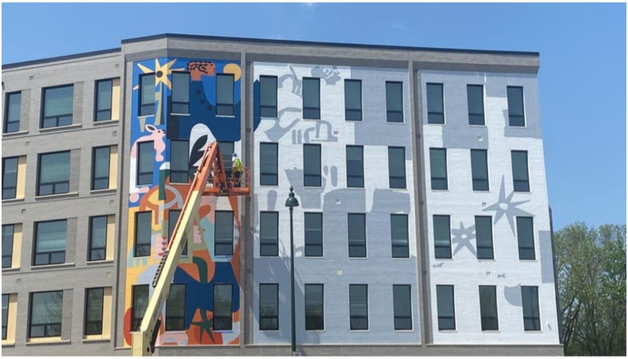
Ella Apartments mural



May 13

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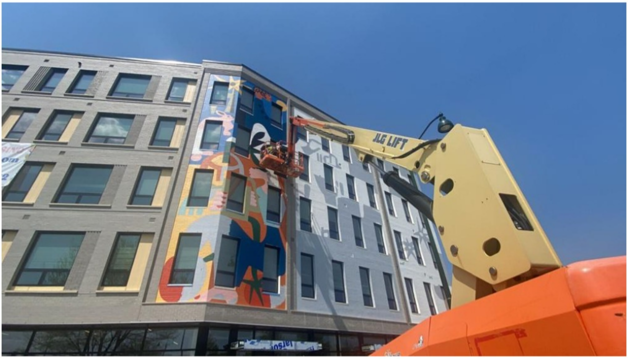
Ella Apartments mural



May 13

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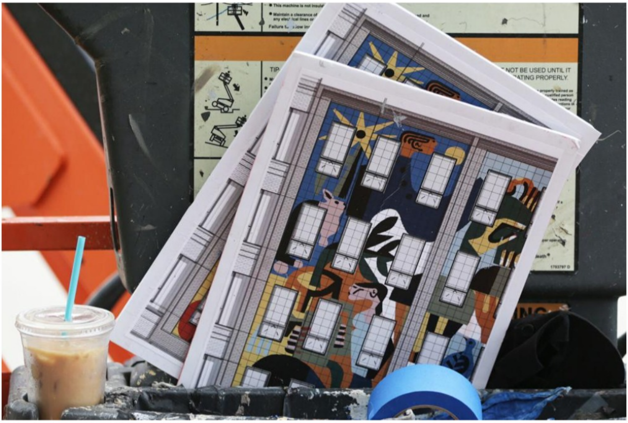
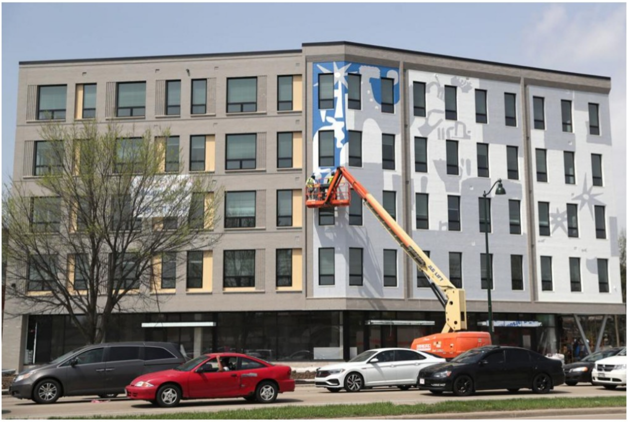
Ella Apartments mural



Muralist Bill Rebholz created two dimensional renderings with grids to help guide him through the painting process. Rebholz also uses the windows as a roadmap when placing his images on the building's brick facade.

KAYLA WOLF, STATE JOURNAL

Ella Apartments mural



Painters Bill Rebholz and Eddie Perrote paint a mural at Ella Apartments on East Washington Avenue in Madison, Wis., Monday, May 9, 2022. KAYLA WOLF, STATE JOURNAL

KAYLA WOLF, STATE JOURNAL

Ella Apartments mural

Bill Rebholz pours yellow paint while working on his mural at Ella Apartments. He expects to use about 50 gallons of paint and 10 different colors.

KAYLA WOLF, STATE JOURNAL

Ella Apartments mural

Painters Bill Rebholz, right, and Eddie Perrote work on a mural at Ella Apartments on East Washington Avenue in Madison, Wis., Monday, May 9, 2022. KAYLA WOLF, STATE JOURNAL

KAYLA WOLF, STATE JOURNAL

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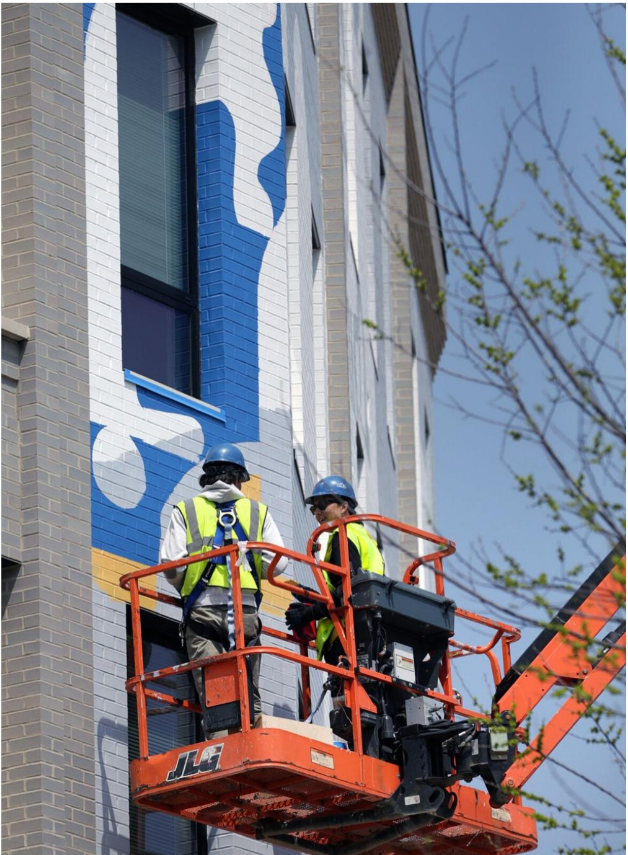

Painters Bill Rebholz, left, and Eddie Perrote, work on a potion of the Ella Apartments mural on May 9, just prior to the onset of a record-setting heatwave that sent temperatures into the 90s for much of last week.

KAYLA WOLF, STATE JOURNAL

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By Dean Mosiman | Wisconsin State Journal

Dean Mosiman covers Madison city government for the Wisconsin State Journal.

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The six-story, mixed-use project and another proposed housing and commercial redevelopment nearby are the first to emerge since the city passed its sweeping Odana Area Plan in September.

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The project on the 800 block of Regent Street would bring housing, commercial space and parking, and an artistic nod to the history of the Greenbush neighborhood.

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The nine-hole course underwent a privately-funded $750,000 upgrade in 2021 that boosted native plantings, redesigned holes and tees, created a free-to-use putting course and added walking paths, and the city is also planning programming for off-peak golfing hours.

Mullet medalists: Wisconsin boys take top honors in business-in-front, party-in-back hairstyle

Emmitt "Mullet Boy" Bailey, 8, of Menomonie, won the children's division, and Cayden Kershaw, 17, of Wausau, won the teens' division.

MADISON FIRE

Madison firefighters stop spread of fire in light in Barnes & Noble sign at East Towne Mall

Madison firefighters stopped the spread of a fire in a light in the Barnes & Noble sign at East Towne Mall on Monday, the Madison Fire Department reported.

Pressure washing in basement parking area leads to carbon monoxide build-up at Near West Side apartment building, authorities say

Pressure washing in a basement parking area led to a carbon monoxide build-up at a Near West Side apartment building on Saturday afternoon, the Madison Fire Department reported.

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