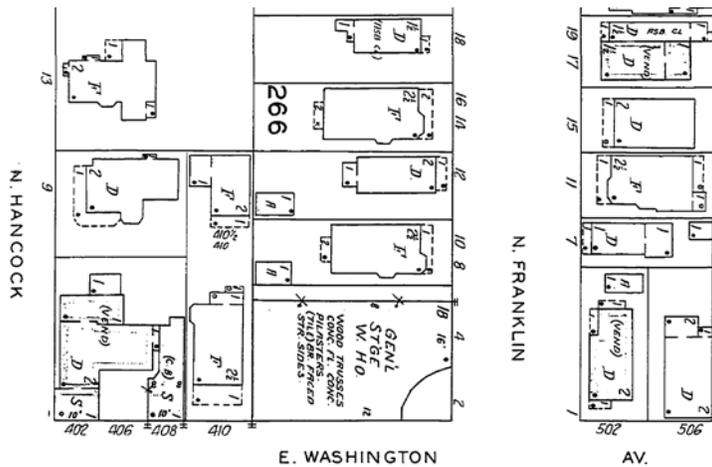
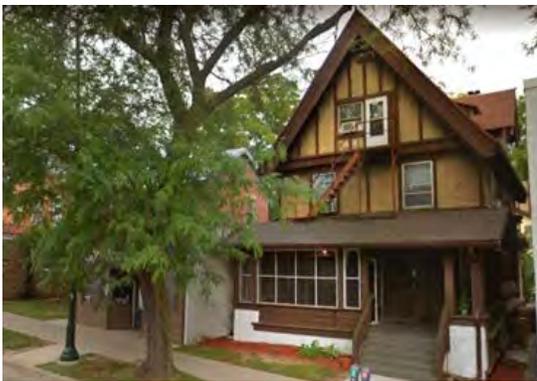




402 East Washington

The Frederick and Ida H. Scheibel house and floral business building at 402 East Washington Avenue, built around 1875-6 until his death in 1892. His wife, then sister lived in the house for decades.

The house is a rare type of late 19th Century residence in Madison. It has locally made vermilion-colored bricks and sandstone window and door lintels and sills. The house had a commercial business in it from the day it was open. The two shops added around it in the early 1920s reflect its layered history as the downtown area further developed as the commercial hub of the region.



410 East Washington

The Emil and Ida Frautschi house at 410 East Washington was built 1907 in a half-timber-and-stucco Tudor styled house, attributed to the Madison firm of Claude & Starck, Architects. Emil Frautschi was the treasurer and manager of the Madison Fuel Company. The Frautschi house is a well-kept, soundly built house by a prominent architecture firm and deserves to be retained.

410-1/2 East Washington

The little house behind the Frautschi house at 410-1/2 East Washington, was likely built in the 1860s by the Purcell family who were teamsters. It was moved to the rear of the lot for the construction of the Frautschi house.

From: [Bailey, Heather](#)
To: [Parks, Timothy](#)
Cc: [Heiser-Ertel, Lauren](#)
Subject: FW: East Washington development
Date: May 07, 2020 11:05:15 AM

-----Original Message-----

From: Henry Doane <hdoane@gmail.com>
Sent: Monday, May 04, 2020 4:20 PM
To: PLLCApplications <landmarkscommission@cityofmadison.com>
Cc: Rummel, Marsha <district6@cityofmadison.com>
Subject: East Washington development

I oppose the demolition of a civil war era house. This brick and sandstone building with its ocular widows is a fine example of Italianate architecture. I actually think that the storefront additions add to the history and make the structure more architecturally interesting.

I also think it's wrong to tear down the fine Claude and Stark house. It's still a very useful apartment building and the interior has many original features still intact.

As Madison grows we are losing so much of our historic architecture. These old buildings are an important piece of the feel and sense of place of are city. They help define Madison and represent our past.

These old buildings are what helps keep us from morphing into a mono cultural anywhere USA.

I'm afraid that there's just not very much left. We should be making it a little harder for these structures to be raised.

At the very least more emphasis on preservation should be included in these types of developments. Moving or salvaging buildings can also be options.

In these uncertain times do we know that there will be construction as proposed or will we have lost something special for a vacant lot?

Sincerely,
Henry Doane

Sent from my iPhone

May 26, 2020

Staff and Members of the Urban Design Commission,

I will presume UDC will again be asked to 'stay in our lane' and not discuss demolition, but please frame commentary on aesthetic to its relationship in scale and mass to the surrounding properties. The applicant has not demonstrated any positive impact on the neighborhood to meet Conditional Use Standards 4 and 9.

Do not support the conglomeration of the parcels at 9 N Hancock Street, 408 E Washington Avenue, 410 E Washington Avenue, 414 E Washington Avenue, 8 N Franklin, and 12 N Franklin Street which offers only a footprint and height so massive that it will impede the normal and orderly development and improvement of the surrounding property uses.

In the spring of 2019 Mayor Rhodes-Conway responded to the Marquette Neighborhood Association Green Spaces and Trees Committee: "As Mayor, I will work to make sure our infrastructure and operations are prepared for our changing climate. Every new development and every policy decision should make the problem better, not worse. In this hot new world of ours, it's irresponsible to do anything less."

The size of the existing individual parcels is not the problem. This proposal makes the problem worse with a multi-parcel development so out of scale it severs a cohesive urban fabric of what is already a desirable neighborhood.

This development makes the problem worse furthering the edge caused by E Washington Avenue, between Blair and Webster at the scale of a highway, negatively impacting two sides of a historic neighborhood. Properties on the other side of E Washington are not thriving either. This DOT Highway map illustrates this section of E Washington is not HWY 151. It becomes 2 traffic lanes at Webster yet inappropriately this area has 3 eastbound traffic lanes, 3 westbound traffic lanes, plus turn lanes and on street parking through a neighborhood. This site is the thread connecting a historic neighborhood.



This context is vastly different from the 800 block of E Washington. The 800 block is located on HWY 151 and had a Special Area Plan that displayed how the immediately surrounding properties could transition the scale of redeveloping vacant lots into highrises down to the scale of the existing established neighborhood without demolishing it.

Please have a transformative impact on the urban design of Madison by not approving this project because this development does not meet UDD 4 item 4.b.iv: The architecture of new in-fill buildings, additions to existing buildings and major exterior remodelings should be compatible with that of existing adjacent buildings.

Ask the City to provide an affordable incremental plan following the precedent and proven success of removing highways to reconnect established historic neighborhoods. WHS Images show this was once a vibrant, tree lined boulevard filled with greenspace. Develop a Special Area Plan that:

1. Recreates a walkable E Washington Avenue between Blair and Webster with outdoor space for businesses.
2. Exceeds the minimum 40% tree canopy per Urban Forestry Task Force with street and back yard tree canopy.
3. Includes the Brayton lot, Lamp House view shed study and considers a Neighborhood Conservancy District.
4. Includes the historic survey of these parcels located in the top prioritized area of the Historic Preservation Plan.

Every building will always require maintenance. It is much more affordable and sustainable to continue individual parcel infill and preservation where many people have a chance to invest in affordable rental or home ownership. We need to take responsible steps now to make the problem better, not worse, by conserving what remains of this neighborhood fabric and removing the highway-like features of E Washington Avenue between Blair and Webster. Allow preservation concurrent with the continual transformation of our built form to bring a sense of history and time to place.

Thank you, Dawn O'Kroley, 646 E Gorham, a Claude and Starck designed home that the community twice saved from demolition and is now a City of Madison Landmark in a National Register Historic District.

From: [Juli Wagner](#)
To: [Parks, Timothy](#); [PLUDCApplcations](#)
Cc: [Heck, Patrick](#); [Rummel, Marsha](#); [Eli Judge, CNI President](#); [Verveer, Michael](#)
Subject: Development proposal - 414 E Washington - comment in opposition
Date: May 27, 2020 4:01:47 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Please find my written comment in opposition to the project as proposed. I am a resident in neighboring First Settlement district, adjacent to the proposed project.

The project is in a distinctly historic, residential neighborhood and does not integrate with block or adjacent blocks. The scale and mass clearly overpower the block and neighborhood, shown in the proposal visuals. The nearby AC Hotel is comparable in height, style and scope however it is located with other larger scale structures and does not disrupt character or fabric of area in it's location. Newer buildings of similar scale further down E Washington generally integrate with area and nicely rejuvenated an under-utilized core of E Washington. These are not the characteristics of the 400 block and the project currently proposed.

I share concerns about impacts to traffic, design for safe and accessible pedestrian and non-car transportation modes, and parking in the project vicinity.

As in other developments, small businesses seeking affordable locations seems to be displaced as rents become unaffordable. Similarly, there is existing affordable housing that will be impacted. Additionally, this project I understand does not address the affordable housing issue that continues in downtown Madison. This project does not seem to encourage longer term ownership, but shorter term rentals notwithstanding long term renters.

I support improvement and evolution of the block and neighborhood and would seek an alternative more consistent with residential and historic character of the block and area. Additionally, the empty street lot ("Brayton lot") owned by the city is a much more suitable location for such a project and in fact there has been a neighborhood plan done to support such a development.

I oppose the project as is and request UDC guide the project team to come back with a win-win proposal that respects all stakeholders.

Respectfully,

Juli Wagner
Resident, owner
S.Franklin St.
CNI EC (speaking on my personal behalf and not for CNI or FSD)

Sent from [Mail](#) for Windows 10

From: [Mariah Renz](#)
To: [Parks, Timothy](#)
Cc: [Heck, Patrick](#)
Subject: 414 E. Washington proposal / UDC Meeting
Date: May 27, 2020 9:54:00 AM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

To whom it may concern:

I'm Mariah Renz owner / occupant of 23 N. Franklin St. which is a 1000sq foot two story home with magnificent gardens and a very special spot in this downtown neighborhood. I manage a bar and am cofounder of Spirited Women, a group of women in the Madison service industry who support our community through educational events, charitable fundraising and social gatherings for social change. I will not be able to speak during the UDC meeting because of work. There is a need for our restaurant to keep a small staff in order to stay safe and open during these unprecedented times.

I want to first say that during the lock down and the fear of connecting in person with those around you, I am very surprised there hasn't been a delay in the UDC meeting on this project. There are so many people who live directly in the shadow of the proposed development who don't even know that it's happening. There hasn't been a lot of effort from the steering committee to share notes from meetings or upcoming timelines from the developer and city. Without the ability to easily meet in person and the lack of communication from those who volunteered to head the steering committee it has been nearly impossible to have the voice of the neighborhood is be heard.

I have owned my home for almost 10 years. I love this neighborhood because of the diversity of people who live, work, study, eat, drink, walk and enjoy all the amenities of being close to our state Capital and downtown. When a development like this goes up I believe we need to be very careful how it integrates into our community.

We are lucky to have a vibrant downtown but that relies on keeping affordable housing available for wage workers, service industry professionals, students and renters who in turn support local downtown business. Another high end development with a focus on small apartments, exclusive amenities and luxuries such as a rooftop pool excludes those who have historically lived in this neighborhood. Are these developments pushing out diversity and creating a downtown that is only for those with means instead of those who keep the whole system running?

Plopping a huge building into a neighborhood that is mostly 2 stories houses feels so inappropriate. Even though this spot has been zoned to have up to 10 stories it doesn't mean we have to sacrifice a neighborhood to accommodate it. I do NOT believe the extra

two stories are of exceptional design. It feels like they just added two McMansion style homes on top of a fairly well designed brick building.

The city has consistently offered loans to people converting rentals to single family homes in the downtown neighborhoods. I have personally taken advantage of these loans to uplift my home that was built in 1882. It seems weird to encourage families to move into these historic areas and then build huge structures that would discourage home owners from living in their shadow.

I do want to say that there are parts of the development that I appreciate.

-The building's parking entrance on Franklin / exit on to Hancock to help eliminate traffic on Franklin st and the bike boulevard is a nice consideration.

-I like the way the building is set back from the sidewalk. I would like the developers to consider rain gardens, rooftop green spaces or other ways of responsibly dealing with stormwater collection.

-The softer rounded edges on the front of the building are attractive and feel unique from the other newer high rises.

-The back U shape with common ground floor outdoor spaces gives the tenants a chance to be on the same level as the neighbors next to them.

In conclusion I think the design is headed in the right direction but feel that the scale of the building does NOT integrate onto my street. The views below are of my house and from the vantage of my home. I am currently against this development.

Mariah Renz
23 N. Franklin St.







5/26/2020

Attn: Urban Design Commission
City of Madison Staff
Alders
Plan Commission
Adjacent Neighbors of JMP Neighborhood
Residents of JMP Neighborhood
All other concerned citizens

Re: LZ Ventures 400 Block East Washington Proposed Re
Development Project. For presentation as comments and
input of findings of multiple neighborhood meetings in
preparation for Urban Design meeting 6/27/20 and Public
Hearing 6/8/20.

JAMES MADISON PARK NEIGHBORHOOD (JMP) Comments / Recommendations/ Concerns and Requests of Conditions Prior to Approval

The JMP neighborhood committee prepared this summary of JMP's interests and are hereby submitted as comments, recommendations prior to approval, and concerns regarding the proposed LV Ventures re-development of the 400 block of East Washington Avenue. The comments enclosed within this document were compiled and reflect the current state of the concept drawings and discussion over multiple neighborhood meetings in person and over Zoom electronic meetings platform. The meetings were held with the inclusion of the development team from LV Ventures.

The intent of these comments is to inform the deciding bodies what issues were discussed by the neighbors, the responses given by the design LV Ventures design team and the overall recommendations and conflicts surrounding the project. Those that participated in the in person and zoom meetings were neighbors both property owners, renter's adjacent neighborhood concerned citizens.

Issues Summary:

The major comments that continually surfaced on multiple occasions and in multiple meetings surrounding the project are condensed to the following major topics of concern and discussion.

- 1) The Downtown Plan, vs main stream development criteria.
- 2) Affordability of housing
- 3) Size / Mass / 8+2 stories. Set, backs and step downs of stories of the building
- 4) Clean up of contaminated soils specifically at the Klinke cleaner site
- 5) Interaction with adjacent homeless shelters and services
- 6) Traffic and pedestrian concerns

Comments Expanded / Discussion Reviewed with participants.

- 1) The Downtown Plan, existing buildings in the James Madison Park Neighborhood, The Madison Comprehensive Plan and Historic Preservation efforts by the Landmarks Commission are in the committee's opinion are in direct conflict with each other.
 - a. Current existing building height is 3 stories adjacent to the proposed re-development
 - b. The downtown plan shows adjacent future building heights as 6 stories
 - c. May 4th Landmarks Commission findings state that the buildings are of historic value(old) but no significant historical events happened at these properties.

Discussion: These points were passionately debated at each meeting. There was no clear consensus as it related to the overall final height of the building. And as to whether or not the additional bonus stories meet requirements. As items for and in discussion around the height of the building conflict by where the surrounding neighbors live in relationship to the project.

The Development team did show two attractive building designs. One with 8 stories and minimal setbacks. And One with more than the minimal setbacks and added the 2 bonus stories. There was significant discussion regarding the shadows cast by a building of the proposed scale even at 8 stories.

In comparison to the existing buildings a building of 6 stories does not currently "fit" the current character of the neighborhood using the typical design criteria. However, it could potentially "fit" in the future if neighboring properties were also allowed to be redeveloped to maximum heights. It all comes down to whether eh plan commission wants to follow the proposed downtown plan or not.

Further, there are two properties in the proposed redevelopment footprint that are not currently listed on the historic registry. The neighbors were also deadlocked on this point. And felt that the buildings should be preserved by relocation if possible, instead of demolition. The development team did offer to allow the buildings to be relocated instead of demolished if the relocation would not cause construction delay.

- 2) Affordability of new housing units
 - a) The current proposal put forth by the development team does not include use of special financing which would require the development to specifically include affordability or rent control requirements.
 - b) The development team claims that there will be 20-30% of the units which would meet the Dane county affordability standards with out the need for special loans.
- 3) Size / Mass / 8+2 stories. Setbacks and step downs of stories of the building:
 - a. The development team is currently requesting a maximum design of 8 +2 stories
 - b. The neighbors did not have enough information to understand the exact requirements of why the additional 2 bonus stories would meet or not meet the exceptional design requirement set forth in the language of the redevelopment plan for the neighborhood. The overall consensus is that what is proposed is a very large building comparable to existing structures currently on the property.
 - c. However, it was also pointed out by one of proponents of the project that someone must be first to start the redevelopment process.
- 4) Clean up of contaminated soils specifically at the Klinke cleaner site
 - a. There was consensus of the participants that chemical clean up cleanup of the site was a benefit to the neighborhood.
- 5) Interaction with adjacent homeless shelters and services
 - a. The adjacent homeless shelter at St Johns church was a concern
- 6) Traffic and pedestrian concerns
 - a. Additional pedestrians crossing east Washington was a concern
 - b. Traffic volume was claimed to be significantly reduced by the development team by placement of entrance on franklin and exit on N Hancock

JAMES MADISON PARK NEIGHBORHOOD COMMITTEE

Proposed Conditions of approval / neighborhood recommendations & requests

- 1) Request for operations and security plan specifically highlighting:
 - a. Swimming pool operation and adherence to noise ordinances
 - b. How potential new development will integrate / be good neighbors with 40-year-old St John's men's homeless and emergency mental health shelter.
 - c. Future TBS commercial spaces operation. Example: if there is a bar and restaurant planned how will bar hours / restaurant hours impact spill over into the neighborhood in regard to parking, and hours of operations? How will neighbors effect change /complain if things such as excessive noise or unruly patrons spill into the neighborhood? Who shall they contact etc?
- 2) Requested conditions to approval to have the developer pay for a traffic study to generate proper safety of pedestrians crossing East Washington Ave. Including recommendations to intersection improvements at East Washington and N Hancock And N Franklin, Specific concerns being pedestrian and increased Auto congestion. Also, to address off street parking specifically to commercial spaces. Where will patrons park? If there is a stop light to be installed. Will Developer assist or pay entire cost?
- 3) Request that all buildings identified by the landmarks commission in its final ruling to be relocated in lieu of demolition. Unless if ruling is for demolition.
- 4) Request that the new development provide a minimum of 3 dog waste stations for the property if it allows dogs. Significant pet waste will have an impact on the rest of the neighborhood as it relates to dog feces.
- 5) Requested that the development provide a B bike station
- 6) Requested that demolition of ANY of the buildings on the site not be started until the landmark commission finalizes its deliberations to their historical significance.
- 7) That noise from parking lot mechanical systems be vented toward East Washington and not into the neighborhood.
- 8) Requested: further study of shadowing from the proposed building in a 8 story configuration vs 10 story configuration.

Conclusion:

Foremost, the neighborhood is split in the support or opposition of the project, it has many significant concerns and recommendations, most of which have been addressed by the development team. But others are listed in this document above.

Secondly, the importance or significance of the historical value of the buildings on the site is a distractor for the neighborhood to reconcile. It is concerning to many neighbors that the landmarks commission

has not identified these buildings previously as worthy of being placed on the historic sites until a developer wants to develop the property under the guidelines of the Downtown plan of 2012.

The surrounding neighborhoods Tenney Lapham, and First Settlement do have some very loud voices opposing the project and their input was welcomed and noteworthy as to discovery and support of the preservation of the buildings.

The committee would like to give its support for the project as it follows the previously adopted 2012 Downtown plan redevelopment guidelines. The project is of above average design and the neighborhood can benefit from the additional commercial retail spaces, chemical remediation, and cleanup at the Klinke cleaner property, and property taxes collected would be largely increased compared to existing structures. It is my hope that the historical buildings can be relocated or that a compromise could be found for those buildings currently within the project footprint that have historical significance as designated by the landmarks commission. As for the bonus two stories, the criteria are vague and subjective at best.

Regards,

Joe Martino

Steering Committee Chair

James Madison Park Neighborhood

From: [Ashley Hartman Annis](#)
To: [Parks, Timothy](#)
Subject: 10-story highrise
Date: June 25, 2020 1:09:10 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Tim,

Many people living in the James Madison Park neighborhood have never had a chance to weigh in on how our neighborhood should be developed - or even if it should be redeveloped. We need city officials to reconsider not just whether new developments should be 8 stories or 10; we need them to consider rezoning our neighborhood to allow developments that seamlessly merge with the scale of our community.

The fact that this proposed development is being pushed through during a public health emergency has further prevented our community from having a say.

This area is a vibrant, attractive, human-scale neighborhood with many affordable housing options. The city needs to hear us before making an irreversible decision that will have negative impacts on our neighborhood.

Do NOT approve a 10-story highrise at 414 East Washington Ave, and take the neighborhood plans back to the drawing board!

Sincerely,
Ashley

Ashley Hartman Annis
she / her / hers
ashleyhartmanannis.com

From: [Abby Corcoran](#)
To: [Parks, Timothy](#)
Subject: do not build luxury apartment near James Madison Park
Date: June 26, 2020 11:40:22 AM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Mr. Tim Parks,

I'm writing to express my concern about the 10-story luxury apartment building that LZ Ventures is hoping to build near James Madison Park. I live near the park, on East Gorham St, and I think this is a terrible idea.

The apartment building will throw shade onto the park and surrounding neighborhood for much of the year, damaging the park's value as a community space and making the neighborhood much less pleasant for its inhabitants.

The neighborhood does not need a luxury apartment building. If this building is built, it will clear the way for other massive developments, destroying the historic character of the neighborhood and crowding out the affordable housing currently located in it.

Please do not approve this project.

Thanks,
Abigail Corcoran
16 E. Gorham St.
Apt. 10
Madison, WI 53703

From: [Heck, Patrick](#)
To: [Abby Corcoran](#)
Cc: [Parks, Timothy](#)
Subject: Re: do not build luxury apartment near James Madison Park
Date: June 26, 2020 11:55:34 AM

Hello Abigail,

Thanks for your input on this proposal. As you many know, it will be considered by the Urban Design Commission on July 1 and by Plan Commission on July 13. If you'd like your input to be conveyed to the commissioners, I've copied Tim Parks from City Planning who can make sure it is in the materials that commissioners receive related to the proposal. He will do that if you let him know it is okay.

Thanks again,

Patrick

Alder Patrick Heck
608-286-2260

To subscribe to District 2 updates go to:
<http://www.cityofmadison.com/council/district2/>

From: Abby Corcoran <abbycrcrn@gmail.com>
Sent: Friday, June 26, 2020 11:46 AM
To: Heck, Patrick
Subject: do not build luxury apartment near James Madison Park

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Mr. Patrick Heck,

I'm writing to express my concern about the 10-story luxury apartment building that LZ Ventures is hoping to build near James Madison Park. I live near the park, on East Gorham St, and I think this is a terrible idea.

The apartment building will throw shade onto the park and surrounding neighborhood for much of the year, damaging the park's value as a community space and making the neighborhood much less pleasant for its inhabitants.

The neighborhood does not need a luxury apartment building. If this building is built, it will clear the way for other massive developments, destroying the historic character of the neighborhood and crowding out the affordable housing currently located in it.

Please do what you can to prevent this building from being built. It does not add affordable housing to the neighborhood--it will gentrify it instead!

Thanks,

Abigail Corcoran
16 E. Gorham St.
Apt. 10
Madison, WI 53703

From: [Yahoo](#)
To: [Parks, Timothy](#)
Subject: LZVentures prject
Date: June 27, 2020 3:20:24 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hi, I just wanted to say I'm in favor of developing the East Washington corridor and the project between North Franklin and North Hancock.

I live at 132 North Franklin Street.

The building represents progress.

Thanks,

Lawrence Linzmeier

From: [Jess Draws](#)
To: [PLUDCAplications](#); [Glaeser, Janine](#); [Cleveland, Julie](#); [Stouder, Heather](#); [Parks, Timothy](#); [Heck, Patrick](#); president@capitolneighborhoods.org
Subject: Opposition to Plan for New 8-10-Story Mixed-Use Building on E. Wash
Date: June 29, 2020 8:01:55 AM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

To whom it may concern,

I recently became aware that LZ Ventures wants to tear down buildings on East Washington Ave between N Franklin St and N Hancock St to build a 10-story luxury apartment building. This massive highrise would tower over the neighborhood, casting its shadow over nearby houses and apartments for much of the year.

Many people living in the James Madison Park neighborhood have never had a chance to weigh in on how their neighborhood should be developed - or even if it should be redeveloped. I need you to reconsider not just whether new developments should be 8 stories or 10; I need you to consider rezoning the neighborhood to allow developments that seamlessly merge with the scale of their community. I used to live directly in this affected area, and the development of a new high rise would significantly impact my decision to live nearby in the future.

The fact that this proposed development is being pushed through during a public health emergency has further prevented the community from having a say and is not acceptable at all.

Do NOT approve a 10-story highrise at 414 East Washington Ave, and take the neighborhood plans back to the drawing board!

Thank you for listening,
Jess Draws

--

Jess Draws
3212 Bluff St #1, Madison WI 53705
(920) 428 - 9137 || jessicalyndraws@gmail.com
Pronouns: she/her/hers

From: [Rick Mcky](#)
To: [Parks, Timothy](#)
Subject: Rick Mcky
Date: May 27, 2020 10:33:22 AM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Timmy boy read below. They cannot demolish those buildings. They are slamming .they are slamming this deal down our throats. This thing needs to slow slow slow down.
READ BELOW

Nicely done Bob on the Steering letter

1. They need to slow this proposal way way down. I'm a developer and know exactly what they are doing. They are TOTALLY taking advantage of this pandemic. The developers want to SNEAK IN under the radar while having inadequate "VIRTUAL MEETINGS" They need to wait until we can have REAL UDC and Plan commission meetings.

2. Those houses at 402 East Washington and 410 East Washington need to be saved. I remember in 1985 I tried to buy 402 East Washington Avenue. I ultimately did buy it BUT I remember the owner telling me that a past President from the early 1900's lived in the property. Very interesting stuff. They cannot demolish those buildings

3. I've been an acquaintance of the developers for many years. Their game is to build the building, fill it up and then sell it to an out of State REAL ESTATE INVESTMENT TRUST.. They

never hold on to any buildings. PACKAGES THEM AND THEN FLIP THEM FOR BIG PROFIT. Examples in Madison are Grand central and a building called XO all on UW Madison Campus

THESE GUYS DO NOT GIVE A CRAP ABOUT OUR NEIGHBORHOOD. They want to walk make as much money as they can and then walk out (Sell to an Out of State REIT)

Bob, what time is the Urban design virtual meeting tomorrow ??? How do you hook up to the meeting. I AM NOT GOOD WITH COMPUTERS

Rick Mcky 608-345-1709

June 26, 2020

Staff and Members of the Urban Design Commission,

My previous comments to the commission focused architecturally on the inability for this proposal to meet UDD 4 item 4.b.iv: The architecture of new in-fill buildings, additions to existing buildings and major exterior remodelings should be compatible with that of **existing** adjacent buildings.

Much has happened since the Downtown Plan was adopted in July 2012. My comments will focus on process while serving on UDC from 2008 to 2018 and as chair of the Historic Preservation Plan Advisory Committee from 2018 to 2020.

In 2017 Common Council's resolution that created the Historic Preservation Plan Advisory Committee indicates 'during the development of the Downtown Plan, several commissions stressed the need for a City Historic Preservation Plan to ensure that historic preservation remains an effective tool to preserve the City's historic resources'; and 'will include focused research regarding the local history of underrepresented communities and related historic resources'.

On May 19, 2020 Common Council adopted the Historic Preservation Plan 'as a supplement to the Comprehensive Plan, directing staff to implement the recommendations contained in the plan, accepting the *Underrepresented Communities Historic Resource Report*'. The plan focuses to ensure the resources provided, places preserved, and the history shared includes underrepresented communities. The first area prioritized for survey includes this site. This development would preclude staff from implementing the recommendations in the adopted plan.

The citywide goal of conserving the special character of this neighborhood is evidenced by the support of Common Council providing forgivable loans to owner-occupants for costs purchasing and renovating existing residential rentals. The dedication of members of underrepresented communities contributes to the success of the Mansion Hill-James Madison Park Small Cap TIF program. The small cap TIF program closed in 2017.

During the 2019 spring election, Mayor Rhodes-Conway responded to the Marquette Neighborhood Association Green Spaces and Trees Committee: 'As Mayor, I will work to make sure our infrastructure and operations are prepared for our changing climate. Every new development and every policy decision should make the problem better, not worse. In this hot new world of ours, it's irresponsible to do anything less.'

On January 21, 2020 Common Council accepted the final report and recommendations from the Urban Forestry Task Force. The first recommendation is to achieve an optimal tree canopy coverage goal of 40%. This development does not. The size of the existing individual parcels is not the problem. This proposal makes the problem worse with a multi-parcel development so out of scale it severs a cohesive urban fabric by removing homes and mature canopy trees.

In August 2018 the Comprehensive Plan was adopted stating 'housing conservation and rehabilitation will help achieve the City's sustainability goals, as the most sustainable housing stock is that which already exists.'

The Comprehensive Plan also provides clear actions to 'Preserve historic and special places that tell the story of Madison and reflect racially and ethnically diverse cultures and histories. Actions: a. Complete, adopt, and implement a Historic Preservation Plan as a framework for the future of Madison's historic preservation program. b. Finish updating the Historic Preservation Ordinance by revising the standards for each of the local historic districts. c. Identify ways to retain older buildings and places that contribute to the special character of an area, or are associated with diverse cultures, through the adoption of sub-area plans prior to redevelopment pressures. d. Update the zoning code and height maps to better link the code with the City's historic preservation plan and ordinance'.

A Special Area Plan must be adopted prior to redevelopment pressure. This context is vastly different from the 800 block of E Washington. The 800 block is located on HWY 151 and had a Special Area Plan for staff and commission members to evaluate how the immediately surrounding properties could transition the scale of redeveloping vacant lots into highrises down to the scale of the existing established neighborhood without demolishing it.

Not reflected in your materials presented by the developer is the March 2014 Report of the Lamp House Block Ad Hoc Plan Committee adopted by Common Council as a supplement to the City's Downtown Plan. The report includes recommended maximum heights to preserve Lake Mendota views from the Frank Lloyd Wright designed Lamp House. The report's recommended changes to allowable maximum heights include reducing 6 and 8-story maximum heights to 3 and 4-story maximum heights.

The below diagrammatically reflects the eastern boundary of the first area prioritized for survey in the Historic Preservation Plan in red; the view shed of the Lamp House Block Ad Hoc Plan Committee Report; and existing Historic Districts. Refer to each noted plan for details. Individually designated historic properties are not shown in this diagram, instead only districts as a whole contributing to the special character of an area or are associated with diverse cultures. The city has not designated any Local Historic Districts since 2002. This neighborhood is surrounded by designated resources and requires survey before more historic resources are lost.



Do not approve this redevelopment proposal because the proposed architecture is not compatible with that of the **existing** adjacent buildings.

Please indicate in your motion the necessity for a Special Area Plan per the direction of the Comprehensive Plan and survey of the first area prioritized per the Historic Preservation Plan.

Thank you, Dawn O’Kroley 646 E Gorham Street, a Claude and Starck designed home that the community twice saved from demolition and is now a City of Madison Landmark in James Madison Park and the Fourth Lake Ridge National Register Historic District.

From: [David Neuman](#)
To: [Parks, Timothy](#)
Subject: Comments on proposed building at 414 East Washington Ave.
Date: June 27, 2020 12:47:35 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello Tim,

I was directed to you for comments on the proposed building at 414 East Washington Ave. I wanted to let you know that I am very concerned about a building of this scale being developed in this neighborhood. I reside at 117 North Franklin st, just 1 block away from the development.

I believe this building will be a nuisance to look at and block the view of the Saint Patrick church.

I am worried that traffic will increase on Franklin and Hancock which are already too congested with traffic as is. Mifflin st intersects as a designated bike lane and increased traffic poses a risk to bikers and pedestrians.

Franklin and Hancock are already congested with parking which is a necessity for many without driveways. Additional traffic to 414 would make it even more difficult for residents to parking despite the possibility of underground parking.

The James Madison neighborhood is relatively affordable and low cost. I think the new development would start to displace the residents out of this area.

The building is far too large for this area. Other large buildings such as the Galaxie and Constellation buildings have roads in between them and nearby housing. This proposal juts up directly to houses. There is no alley in between or road or natural break at all. This is unnatural and unsightly. It will cast a large amount of shade over the entire block and disrupt the flow and character of the neighborhood. Again, the Constellation, Galaxie and Lyric buildings further down East Washington ave. also have large green spaces nearby to accommodate pedestrians and provide a break in between them and housing via Reynolds park and Breese Stevens field. The proposed building at 414 does not.

New luxury buildings are not doing enough to help with housing affordability. They attract high earners and displace low earners. Developers will talk of "filtering" but this concept takes upwards of 30 years and may not even be applicable in this current economic age. Consider this infographic by the Council of Community Housing Organizations <https://www.sfccho.org/blog/2018/12/5/the-filtering-fallacy> This proposal is not the right choice for our neighborhood.

If the developers are serious about building here they should consider a building much shorter to fit into the neighborhoods character and charm. 4 stories or less, and including affordable housing. If this isn't something they want to do then this is not the space for them.

Thank you for your time and for hearing my thoughts on this.

-David Neuman
delneuman@gmail.com
608.445.9126

From: pete nowicki <petenow@mail.com>
Sent: Tuesday, June 30, 2020 5:26 PM
To: Heck, Patrick
Subject: LZ proposal

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I am opposed to a 10 story apartment building in the 300-400 blocks of E Washington Ave.

Thank you.

Pete Nowicki
107 N Blair St # 3

From: [Terrence Bush](#)
To: [Parks, Timothy](#)
Cc: [Heck, Patrick](#)
Subject: Objection to the 400 block East Washington proposal
Date: July 01, 2020 12:17:18 PM

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Mr. Parks:

I am writing to register my objection to the 400 Block East Washington proposal to be considered by the Urban Design Commission later today.

I have lived at 15 North Hancock Street, directly adjacent to the area of the proposed project, for 20 years. The building I live in is three stories high on the street side. Nearby buildings are also three or four stories high facing Hancock Street. The proposal for the 400 block of East Washington envisions a massive apartment tower that will be 10 stories facing the street, stepping down to six stories in the rear, right next to the building where I live.

As I understand the process, the zoning for the parcel on East Washington Street currently allows construction of a building eight stories high, with an additional two stories if the proposal meets specific criteria in the zoning code, including compatibility with the character of the surrounding area. This proposal absolutely is not compatible with other properties in this neighborhood. The building will be about as tall as the AC Hotel two blocks up East Washington, and even more massive. The only comparable residential buildings nearby are the Galaxie and Constellation projects several blocks away, not the mix of much shorter and smaller apartments and homes in the James Madison Park neighborhood.

I urge the Urban Design Committee to reject the proposal for the 400 block of East Washington in its current form. The proposed structure is too high and too massive for this neighborhood. The excess height beyond the eight stories allowed in the zoning code is not compatible with the character of the surrounding area. And no matter what the design, a building with the overall mass and scale of the existing proposal cannot be compatible with the adjacent structures.

I would appreciate it if you would forward these comments to the members of the Urban Design Committee. And thank you for the opportunity to comment on this proposal.

Terrence Bush
15 N. Hancock St., #105
terrence.j.bush@gmail.com

From: [Avalon House](#)
To: [Parks, Timothy](#)
Subject: 414 E Washington
Date: July 02, 2020 1:35:11 PM

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Hi Tim,

I wanted to submit my comment from last night's UDC meeting. I also wanted to add on a few comments from last night's meeting.

1. It is frustrating as a resident to work hard to have your voice heard in these types of projects and when the agenda item is discussed between 10pm and 11pm it becomes even more inaccessible to folks in our neighborhood. One of the commissioners made a comment that it's difficult to get through all the supplemental materials, so I do question whether our neighborhood input was even seen or considered.
2. The UDC was in that meeting since 4:30pm that day, so I wonder what type of mental capacity they even have by the time it came to our agenda item.
3. Many of the commissioners only referenced two options for this building, which both were put forth from the developers. I am thankful Craig brought up other options that still allowed for height in the front and scaling down in the back. I wish this could have been discussed more thoroughly. Most of the concerns that were brought from Rafeeq and Craig were ignored and not even addressed by either the developers or other commissioners.
4. The shadow study that was requested by the UDC at the last meeting was briefly shown last night but they ignored to show the shadowing during the winter months which shades our entire block for the whole day. If felt conveniently missed on their part.
5. The developer photos of the project misrepresent the elevation in this neighborhood. The photos make it seem that the elevation is even from the lake to E. Wash and also north to south, which is definitely not the case. This project spot is on the top of the hill which makes the height seem even higher than it actually is.
6. It is also frustrating that the assumption of the developers and most of the commissioners is that eventually this entire block will become torn down and built up. Madison Community Cooperatives owns two houses on this block, including my house which has been an established house since the 80's. We have no plans of selling out to big developers and it actively works against our mission statement.
7. This assumption of development is also based on a City Plan seems to be flawed itself. I have heard that the people who developed this plan did not actively seek community or neighborhood input. This plan is not set in stone and is not an ultimatum yet it certainly felt that way last night.

I urge the planning commission to really take time on this decision and to think through ALL of the implications this has. Please think about the folks who are not at the table. Who rarely have a voice in the decisions of our community. Thank you.

Comment to UDC

My name is Andrea Fresen. I am a resident one house away from the proposed site on N. Franklin. I've lived here for four years. I live in a housing cooperative and we have no desire to

move anytime soon.

In this city, we say we value diversity. We say we value environmental stewardship. We say we value racial and economic justice. We need to take actual steps to uphold our values.

Our city and many across the nation are grappling with the vast inequities that exist and a long history of systemic injustice especially seen in neighborhoods and housing in the name of progress.

It might not be obvious, but this entire process has felt to me part of our problem beginning with the lack of neighborhood involvement in the planning and the urgency to pass this huge project quickly during a global pandemic.

We are being complacent in our current system if we continue to do things as “normal” without truly examining and taking into consideration the inequitable system from which normal is founded and the actions that have come from it.

We cannot ignore our own history of redlining in Madison, which has been utilized to oppress people in this very neighborhood. We've already erased a rich history of a black neighborhood and tried to reduce it's story to one historical marker. Our country, our city and our neighborhood are out in the streets protesting for us to do more and to change the ways we operate.

An expert on housing segregation at UW Madison, Dr. Paige Glotzer, wrote in a recent article, that we need to rethink how planning boards or community input is organized. She says, “it starts with listening to people who live in disadvantaged communities.” This neighborhood offers some of the only affordable housing left of the isthmus. James Madison Park is one of the most if not, most diverse parks on the isthmus. You might wonder what does race have to do with a luxury housing apartment? Our state has one of the largest economic racial disparities in the entire country. This building is for the economic elite. If this is the first of what is to come, we need to be strategic and think very carefully about what precedent we want to set in this neighborhood.

The developers want to use this neighborhood for what it offers us: green space, diverse people, the capital, the lake, public transit, and what are they giving back to the community? What are they offering us? It seems like it will offer additional options for young professionals that are making 75k and more who already have a myriad of options in this area. I want to know what does this provide to the unique characteristics of our James Madison Neighborhood? This building is too big. It has a luxury aesthetic that does not reflect the neighborhood. It does not provide any additional interesting aspect other than an expensive apartment complex that is 2 blocks closer to the capital than the others down the street and it has a pool.

As a person who has a master's degree and works in education, it is beyond challenging to find an affordable place to live. I am lucky to live in a cooperative house that keeps rent affordable and provides a space where I can garden, have bon fires and enjoy some nature in a city setting. This is what I love about Madison. If this development is built, it will shade my house through the entirety of a Wisconsin winter when sun is already limited. If this building was actually providing something useful to the community, I might feel like it's worth losing sun over. I do not feel that way with this luxury apartment building.

We need to have higher expectations for developers in terms of what they can offer us, the people who live here. Urban design to me is not just about it's architectural features. It also is about history, people and place. It is about how the building fits into our larger neighborhood and vision. Could this building offer solar panels that would add electricity to our grid? Could it offer mixed income units? Could it offer family units? Could it provide a free community meeting center, since our neighborhood doesn't have one? We need to expect more from our developers and developers please stand with us in creating a better place to live. Please work with us. This is our community including yours. We can do better. I am in favor of redeveloping parts of our neighborhood, but I also want to consider the assets and needs of the current neighborhood, hear the voices of people, and create something we can all feel proud of.

By going through the check-list of items without recognizing and considering the context of the neighborhood, the needs of the city, the voice of the people, we will continue to perpetuate harm that is being done to our neighborhoods and greater community. Now is an opportunity to do better. We have the chance to stop the harm that is being done. We have the opportunity to reject systemic privilege and stop perpetuating oppression through the inequitable development of neighborhoods.

Thank you for listening.

From: [Jen Mann](#)
To: [Parks, Timothy](#)
Subject: Concerns about 414 E Wash Development
Date: July 01, 2020 8:35:45 PM

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Hello,

My name is Jen Mann and I am a resident of the downtown neighborhood in Madison, and I will soon be moving to the Tenney-Lapham neighborhood. I am in strong opposition to the pending development at 414 E Washington.

I have seen rent prices increase even in campus area housing. I have struggled with this, as it feels wrong to pay as much as you have to for admittedly sometimes poorly maintained buildings. However, some are better than others and 99% of them are livable and they are all, almost universally, much more affordable than the luxury high rises Madison continues to build and continues to build taller and taller.

Even if luxury high rise buildings come with some affordable housing units, they still remain largely inaccessible to most people. If the majority of units are still expensive, you are only contributing to the massive, exploding housing crisis in Dane County.

Developments need to be declined that are like this development. The city needs more *affordable* housing that is below market rate, not even *at* market rate. More and more units "at" or above market rate only allows rent prices to increase. If anything, Madison needs rent control more than it needs new rental units, especially if all the new stock drives up prices.

Jen Mann

From: [Anya Piotrowski](#)
To: [Parks, Timothy](#)
Subject: UDC - Opposition to Agenda #11
Date: July 01, 2020 3:51:49 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Good afternoon,

I'm writing to express my opposition to the proposed construction on the corner of E Washington Ave and Franklin St, the 8 to 10 story building, agenda item 11 for tonight's meeting.

I am concerned and bothered because I have not seen evidence that the development team or UDC utilized an asset-based community development approach. Rather, the City of Madison waited for and relied on the ability of community members to organize. Thank goodness some were able to organize many of us and inform us about this agenda item in preparation for tonight's meeting.

I live just a few doors down from where this proposed building would go and am severely concerned about the ways in which, in the name of progress and enhancement, will create deeper inequities by raising the cost of living in a somewhat affordable neighborhood, blocking needed sunshine from neighbors, and overall impact the quality of a historic neighborhood.

To act in the name of urban development - and implied community development - without considering privilege, particularly socioeconomic privilege and accessibility, that's reinforced and upheld by white culture is a disappointment. There was a missed opportunity and an assumption that such a building was needed or wanted when in reality it would not serve the people already living here, not the way developers are pretending it would. Let's not make a city with already unaffordable housing more unaffordable to the folks who live and work here. I hope you all will consider the impact, rather than the intent, and do more asset-based community development and relationship building before moving forward.

With care for my neighborhood and the greater community of Madison,
Anya Piotrowski

--

Anya Piotrowski, M.A.

"Não seja aquele tipo de pessoa que procura e, quando acha, sai correndo com medo." ~ Paulo Coelho

(Don't be the type of person that goes looking, and when you find it, leave running with fear.)

From: [David Schwab](#)
To: [Parks, Timothy](#)
Subject: Comment Re: UDC agenda item #11, 414 E Wash
Date: July 01, 2020 2:12:11 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hi Tim,

I'm writing to submit a comment to the Urban Design Commission regarding tonight's agenda item #11, the proposed development at 414 E Wash. Please include my comment (copied below) in the file for the meeting.

Thank you!
Dave Schwab

My name is Dave Schwab. I live in a housing cooperative on the block of this proposed development, one house away from the site.

My housemates and I are very concerned about the impact of this proposed development on us, our block and our neighborhood, but being in the middle of a pandemic where people are focused on physical and economic survival has made it difficult to have a community conversation about something that will impact us all. So in recent days, we printed up flyers informing our neighbors about the proposal and went around the neighborhood taping them to people's doors.

As it turns out, the same concerns we have are widespread in our community. In roughly one week, almost 350 people responded to our petition, with over 99% saying they do not approve of this development. Many left detailed comments, most of which have been shared with the Commission and which I hope you will read.

The overwhelming majority of our neighbors agree that the height and scale of this proposed development is not appropriate at all for the James Madison Park neighborhood. Moreover, that reaction was to the description of this as a 10-story building; whereas the addition of a roof and ground story would mean that those of us who live on Franklin Street would essentially have a 12-story building towering over us from the highest point of our street. For the people already living here, such a massive luxury highrise would block out the sun for much of the year, seriously impacting our quality of life.

Our neighbors are very concerned that if this development is approved as proposed, it will be a green light to begin the aggressive gentrification of the James Madison Park neighborhood, with developers pushing out affordable housing and blocking out our sunlight, sky, and views with luxury highrises.

In the midst of both a pandemic and an uprising for social justice, we cannot ignore the impacts that development decisions have on equity and diversity. Many of the people who live in the James Madison Park neighborhood have never had the chance to have input on the development plan that chops our one block into two different zones. For our neighbors on Franklin Street to be facing a massive highrise mere feet from their house reflects a planning process that failed to value our existing neighborhood as a vibrant, attractive, human-scale community with many

affordable housing options. Now that residents are trying to make their voices heard, the city should not prioritize developers' desire to build as big as possible over the legitimate concerns of the community.

In fact, many of the people I've heard from on this issue are not opposed to development that is appropriate for our community, and they would be happy to see the developer come back with a revised proposal that addresses the community's concerns. What people are opposed to is an outdated, narrow, and inequitable conception of development that disregards the legitimate concerns of community members and treats our neighborhoods as merely raw material for developers' profits and gentrification.

--

Dave Schwab

david.c.schwab@gmail.com

518.610.2708

From: [Gary Tipler](#)
To: [Parks, Timothy](#); [Heck, Patrick](#); [Marsha Rummel](#); [Eli Judge, CNI President](#)
Cc: [Bob Klebba](#); [Dawn O"Kroley](#)
Subject: UDC. Item 11. 414 E Washington
Date: July 01, 2020 3:40:03 PM

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Dear Commissioners and Alders.

Please do not consider a reward of bonus stories for the proposed building for 414 East Washington.

There have been a couple serious flukes in the planning process that lead to this moment.

First time Zoom meetings due to Covid prevented a lot of people from participating in learning and talking about the merits and problems of the proposal.

The rezoning and reconfiguration of heights and masses in recent years resulted in an academic plan for high density housing, literally done without the knowledge of many of the people it could/will displace.

While the project is proposed to fit the criteria of the zoning, it ironically fails the functions of preserving the Capitol view to many living within a mile and more living northeast in the Tenney-Lapham Neighborhood, yet "preserve" the view only for drivers on East Washington Avenue.

The project completely fails to relate to the historic neighborhood in a meaningful way and will cost the livability of many of the existing owner-occupied homes over which it will cast a winter shadow and impact on many aspects of desirable qualities for living in a neighborhood.

While the building might look good among other existing high rise buildings, it fails the beauty contest to deserve an award.

Thank you for your consideration.

Gary Tipler
Jenifer Street, Madison

From: [David Neuman](#)
To: [Parks, Timothy](#)
Subject: Fwd: 414 E Wash Steering committee developments
Date: July 06, 2020 5:12:07 PM
Attachments: [414-image.PNG](#)
[414-2-image.PNG](#)
[city_plan_picture.PNG](#)

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Hi Tim,

I wrote this letter to Bob in response to his note about the proposal at 414 East Washington. He asked me to forward it to you. You have my permission to use this email for comments and as a record of opposition. If there's anything else you need from me please let me know. Thank you,

-David

----- Forwarded message -----

From: **Bob Klebba** <bob.klebba@gmail.com>
Date: Mon, Jul 6, 2020 at 5:02 PM
Subject: Re: 414 E Wash Steering committee developments
To: David Neuman <delneuman@gmail.com>

David,
thanks for the feedback.
Can you send this email to the Plan Commission via tparks@cityofmadison.com? It is very well written. Bob

On Mon, Jul 6, 2020 at 4:31 PM David Neuman <delneuman@gmail.com> wrote:

Hi Bob,

Thanks for reaching out to us regarding the proposal.

I live at 117 North Franklin St. about 1 block away from the proposed development.

I am extremely opposed to the development at 414 East Washington.

I've already submitted some of my comments. I think it's insultingly large and out of scale with the neighborhood and agree with many of the points you listed above. It's not at scale to the neighborhood, it's far too close to the houses nearby.

Aside from the building itself I am very concerned about traffic danger in the neighborhood. I frequently walk on Franklin and Mifflin and used to walk to and from work down Mifflin before Covid had us working from home. The amount of traffic on Franklin is already a little higher than I would prefer. We have a roundabout, but it is not used properly and cars frequently go the wrong way around it. I think an increase in traffic would further increase the danger here. Mifflin is a bike lane street and there's a lot of foot traffic. It gets congested turning onto Blair and overall the one way street seems confusing to drivers at times. I also

think that the exit on Hancock street would be something of a disaster, causing cars to lurch out at unsafe speeds in order to turn. I saw a comment suggesting turning Franklin into a two way street for one block to address this. I think doing so would definitely add confusion and as far as I'm concerned confusion causes accidents.

Parking on Franklin and Hancock and the neighboring streets is already very difficult. Many of us do not have driveways or spaces to park but still need access to a car. Not only would the building potentially remove parking with increased traffic but I am concerned about the construction time. I saw an initial estimate of construction lasting from November 2020 until May 2022. This is a significant amount of time that the streets will likely be closed in areas due to construction taking up the space with equipment and vehicles.

Another thing to note that I thought was significant and may not have been mentioned as much are these illustrations from the plans submitted on 5-27



To me this looks like they are suggesting that this entire area be filled in with buildings of that size. This includes the house I am living in right now. Are the developers insinuating that this entire neighborhood be bulldozed in the near future? That the neighborhood be

Wednesday. The city planner, Tim Parks, did state to the commissioners that they were not obligated to approve a design that goes to the legal limit of the zoning. But they didn't listen to him or respect their previous decision not to approve a 5-story building on the 500 block 2 years ago.

Interestingly, 2 people other than the developers registered in support of the project and 58 registered opposed. (I incorrectly registered in support, doh!)

Hopefully you've been on this email list for a while. Many new people were added since the petition. If you don't want to be on the steering committee email list, please let me know.

Plan Commission meets Monday 13 July. The discussion there can be nuanced since they can consider many more issues concerning development when they make their decision.

I am starting on the steering committee report to the PC. I need to hear from you right now so that I can record the sentiment of the neighborhood. Based on feedback I'm reading and hearing, issues that we should address include:

- Does the proposal meet legal conditions of approval?
- Does the proposal agree with the Downtown Plan?
- Does the proposal agree with the Comprehensive Plan?
- Discussion of results of neighborhood survey.
- What is the impact of the proposal on the livability of the neighborhood beyond shadowing?
- Is the proposed excess height merited?
- is the proposed massing appropriate next to 2- and 3-story buildings?
- Does the proposed design integrate with the JMP neighborhood?
- How intense is the shadowing in winter?
- Will neighboring houses be livable in constant shade
- Respect for precedents in the neighborhood is required for consistency in development.
- Review of the organizational weakness of JMP as a neighborhood
- JMP neighborhood was never able to react to city's recent imposition of 10-, 6- and 4-story zoning
- Importance of how JMP contributes significantly to the vernacular historic fabric of the city
- BRT means that large developments can be located away from the city center more efficiently, not in the city center
- Testimony to how JMP is an affordable, vibrant n'hood
- Concern about the destruction of affordable housing
- Concern about the destruction of historic buildings on E Wash
- If application is approved, should the developer be required to move 2 historic buildings?
- If approved, what features of the proposal must be kept for the final plan?
- Does this proposal benefit the city? how or how not?
- There are better locations for large development on south side of E Wash
- Discussion of domino theory
- Requirement for a traffic study for approval: impact on residences on Franklin, Hancock and on E Mifflin Bike Blvd.

- If approved, ensure no noise from garage fan exhaust
- If approved, maintain setback from streets
 - Gabled roof vs flat roof shadow study not done, should it be required for PC?
 - No requirement to accommodate affordable housing in proposal. Does this proposal meet the needs of those living in the neighborhood?
 - If approved, development will block access to the sun for many neighbors and will impose increased traffic and parking load on neighboring streets. What can the developer provide to the neighborhood in community meeting space, fitness facilities, parking, etc.?

Please get back to me by Tuesday so that I can record your input for the PC report. I'd like to send it out for review on Wednesday.

best, Bob

--

Bob Klebba he him his
704 E Gorham St
Madison WI 53703-1522
608-209-8100
www.governorsmansioninn.com
www.mendotalakehouse.com
www.canterburymadison.com

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From: Josh Napravnik <josh.npravnik@gmail.com>
Sent: Thursday, July 09, 2020 1:32 PM
To: Planning <planning@cityofmadison.com>
Cc: Evers, Tag <district13@cityofmadison.com>
Subject: Items 60480, 58786, 60173, and 60477

Hello members of the Plan Commission,

Madison is a City with a housing crisis. We know that we need to add density in the City to help address this. Projects that demolish single story buildings or single family homes in favor of larger density will always be helpful. We can quibble about the cookie-cutter designs (and we should!), but we shouldn't lose the forest for the trees. Everyone wants more housing and cheaper housing until it means there will be a change *within* their neighborhood. Seeing proposals across the entire City to add housing with each having their local neighbors say that it needs to be elsewhere shows that NIMBYish doesn't work as everything within a City is in someone's backyard.

I hope that you will approve the demolition for all of the above items.
I hope that you will take the entire city's needs into account over the near neighbors.
Don't give in to conditional uses that would raise rents and lower units like more parking or fewer floors.

And please, ask the developers to design something that won't seem extremely dated in five years. Every new building has the same, cheap "McUrbanism" or "fast-casual" design.

Thanks,
Josh Napravnik
Crandall St.
Madison WI

From: [Jess Draws](#)
To: [Parks, Timothy](#)
Subject: Reiterating opposition to new high rise at 414 E Washington
Date: July 09, 2020 5:16:20 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

To whom it may concern,

I am disappointed in how plans for this construction are proceeding. This 11 1/2 story tall proposed building will cast an unacceptable shadow on neighboring homes. The winter darkness will affect the livability of adjacent properties. Furthermore, I don't think the application should be approved until a traffic study has been completed. I also think demolition of buildings that contribute to the historic fabric of Madison must be denied.

Most importantly to me, removal of affordable housing downtown is NOT ACCEPTABLE. Madison is in the midst of an affordable housing crisis. To put up another high rise is a slap in the face to all who are struggling right now to find safe and affordable places to live.

Again, I used to live directly in this affected area, and currently have many close friends who do live in the area. The development of a new high rise would significantly impact my decision to live nearby in the future.

I do NOT approve of a 11.5 story highrise at 414 East Washington Ave.

Thank you for listening,
Jess Draws

--

Jess Draws
(920) 428 - 9137 || jessicalyndraws@gmail.com
Pronouns: she/her/hers

From: [Kendall Poltzer](#)
To: [Parks, Timothy](#)
Subject: Opposition to 414 E. Washington
Date: July 09, 2020 9:00:16 AM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Mr. Parks,

I am a resident of 15 N. Hancock St. I am writing to let you know that I am adamantly opposed to the development at 414 E. Washington as proposed by LZ Ventures. As a current resident of this neighborhood, it is blatantly obvious to me that a 10-story building is way too large for this space. This area already has major (seriously, it's a huge problem) parking constraints and cannot support this many new residents, even with a parking garage. The proposed building is massive in comparison to the other buildings in this area and would be an eyesore to the locals. I am concerned that the known and documented contamination on the building site could pose a significant health risk to residents of the area. Also, it is absolutely crass and thoughtless to even suggest a rooftop swimming pool that overlooks the homeless shelter on N. Hancock St. This fact alone speaks volumes of the carelessness of the developer. Lastly, I am completely disgusted by the behavior of Joe Martino who (as I understand) volunteered to submit a letter on behalf of the neighborhood steering committee, which was not representative of the views of the actual residents of the neighborhood. My understanding is that Joe Martino misrepresented his identity to the steering committee members and did not disclose his former employment with JP Cullen & Sons and current employment with CoolSys HVAC Systems. As I understand, both of these companies have a vested interest in the design being approved by the City of Madison. If my understanding of this situation is accurate, Martino's actions are fraudulent and potentially illegal. The last thing that the City of Madison needs during a global pandemic and period of unprecedented unemployment and civil unrest is MORE luxury apartments that only financially benefit the developers, not the taxpaying citizens of this city. I support redevelopment that is size-appropriate for the lot and neighborhood if it provides desperately needed affordable housing.

I hope you will act in support of the people of Madison who have overwhelmingly opposed this development.

Thank you,
Kendall Poltzer

From: [Shannon Lipe](#)
To: [Parks, Timothy](#)
Subject: 414 E Washington
Date: July 09, 2020 4:46:00 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Madison Plan Commission,

My name is Shannon Lipe and I am a resident of 133 N Franklin Ave in Madison, WI. I am writing to express my opposition to the proposed development for 414 E Washington Ave in Downtown Madison, WI. I do not approve of the proposal as it currently is written. Even if I didn't live only a block away from the proposed development, I would still oppose the proposal as it is currently written. Although we need more housing in the immediate downtown area, a high rise luxury apartment complex is not the best way to get it. In order to preserve the historic charm of the neighborhood and the accessibility of housing to people of all incomes, we must only approve mid sized developments (2-4 stories) with affordable rent.

The decision you make on this proposal affects more than the companies involved in the planning and construction of this building. It affects the current and future residents of the immediate and surrounding areas. I encourage you to think critically about whether it is more important to prioritize the wallets of the planners and constructors, or the residents of the city you work for.

Thank you for your time.

Best,

Shannon Lipe

From: [David Schwab](#)
To: [Parks, Timothy](#)
Subject: Comment Re: Plan Commission Agenda item #8, 402-414 E Wash
Date: July 10, 2020 2:41:37 PM

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Hi Tim,

I'm writing to submit a comment to the Plan Commission regarding Monday's agenda item #8, the proposed development at 402-414 E Wash. Please include my comment (copied below) in the file for the meeting.

Thank you!
Dave Schwab

My name is Dave Schwab. I live in a housing cooperative on the block of this proposed development, one house away from the site.

My housemates and I are very concerned about the impact of this proposed development on us, our block and our neighborhood, but being in the middle of a pandemic where people are focused on physical and economic survival has made it difficult to have a community conversation about something that will impact us all. So in recent days, we printed up flyers informing our neighbors about the proposal and went around the neighborhood taping them to people's doors.

As it turns out, the same concerns we have are widespread in our community. In a short period of time, almost 400 people responded to our petition, with over 99% saying they do not approve of this development. Many left detailed comments, most of which have been shared with the Commission and which I hope you will read.

The overwhelming majority of our neighbors agree that the height and scale of this proposed development is not appropriate at all for the James Madison Park neighborhood. Moreover, that reaction was to the description of this as a 10-story building; whereas the addition of a roof and ground story would mean that those of us who live on Franklin Street would essentially have a 12-story building towering over us from the highest point of our street. For the people already living here, such a massive luxury highrise would block out the sun for much of the year, seriously impacting our quality of life.

Our neighbors are very concerned that if this development is approved as proposed, it will be a green light to begin the aggressive gentrification of the James Madison Park neighborhood, with developers pushing out affordable housing and blocking out our sunlight, sky, and views with luxury highrises.

In the midst of both a pandemic and an uprising for social justice, we cannot ignore

the impacts that development decisions have on equity and diversity. Many of the people who live in the James Madison Park neighborhood have never had the chance to have input on the development plan that chops our one block into two different zones. For our neighbors on Franklin Street to be facing a massive highrise mere feet from their house reflects a planning process that failed to value our existing neighborhood as a vibrant, attractive, human-scale community with many affordable housing options. Now that residents are trying to make their voices heard, the city should not prioritize developers' desire to build as big as possible over the legitimate concerns of the community.

In fact, many of the people I've heard from on this issue are not opposed to development that is appropriate for our community, and they would be happy to see the developer come back with a revised proposal that addresses the community's concerns. What people are opposed to is an outdated, narrow, and inequitable conception of development that disregards the legitimate concerns of community members and treats our neighborhoods as merely raw material for developers' profits and gentrification.

I'd like to also raise a few concerns from the recent Urban Design Commission meeting:

When the issue of shadowing came up, the developer played a video that showed (very quickly) the progression of shadow over the surrounding area during the Spring/Fall equinox. However, they did not show or address the issue of winter shadow, which had been raised as a point of concern.

UDC member Rafeeq Asad asked the developer to respond to concerns raised by neighborhood residents about gentrification, but they declined to do so. Mr. Asad then voted against the proposal.

The developer presented a 10-to-6-story version and an 8-story version of the proposed development, as if these were the only possible designs that could fit on this site. UDC member Craig Weisensel raised the question of why the developer (and the city) don't try to come to some sort of compromise with the existing neighborhood, rather than viewing this site in the context of an imagined future neighborhood where the houses, apartments and cooperatives have been demolished and replaced by 6-story buildings. For example, the proposed development could be 8 stories on E Wash, stepping down to 5 in the back (which would still be 6 on Franklin St.). This question was not addressed by the developer. Mr. Weisensel then voted against the proposal.

City staff made it clear that the city may approve the extra stories, but doesn't have to. Yet most of the UDC members acted as though because the developer made some minor changes to the design, they were obligated to grant the extra height, even though the developer did not satisfactorily address concerns raised by members of the neighborhood and echoed by members of the UDC regarding height, mass, winter shadow, and gentrification.

I respectfully ask Plan Commission members to listen to the community's concerns and send this proposal back to the drawing board, rather than plowing forward with a rushed decision that in coming years they may view with regret.

--

Dave Schwab

david.c.schwab@gmail.com

518.610.2708

From: [Ethington, Ruth](#) on behalf of [Planning Parks, Timothy](#)
To: [Parks, Timothy](#)
Subject: FW: I oppose agenda item 8 - demolition and conditional use 402-414 E Washington
Date: July 13, 2020 6:33:32 AM

From: Liz Walker <lizweave4@charter.net>
Sent: Sunday, July 12, 2020 7:28 PM
To: Planning <planning@cityofmadison.com>
Subject: I oppose agenda item 8 - demolition and conditional use 402-414 E Washington

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Dear Plan Commission,

I adamantly oppose demolishing the dwellings from 402-414 E Washington in order to build a series of buildings including a monstrosly large 10-story luxury apartment building. Such a huge building is vastly out of scale with other buildings in the immediate neighborhood and the 156 units would seriously increase traffic congestion in a downtown area that is already very congested. It would also increase on-street parking demand astronomically in an area already suffering from limited on-street parking. This project would introduce a parking nightmare to our neighborhood.

In addition, I am appalled that the city is considering a huge *luxury* apartment complex when what Madison desperately needs is much more affordable housing, which at its current level falls far short of meeting the pressing need for housing that people can actually afford. I am also dismayed that this problematic project is being considered in the middle of the pandemic which makes it difficult for the community to be properly informed and have their voices heard on this project.

Again, I oppose this project--it is ill-conceived and so inappropriate for this residential neighborhood.

Sincerely,

Elizabeth Walker



Virus-free. www.avg.com

From: [Heck, Patrick](#)
To: [Ann Wingate](#)
Cc: [Parks, Timothy](#)
Subject: Re: Proposed 10 story high rise (and also the St. John's development proposal)
Date: July 13, 2020 10:16:01 AM

Hello Ann,

Thanks for your input on this proposal and for letting me know more about your Center. I'm copying Tim Parks in the Planning Division who can add it to the materials that Plan Commissioners will read as they consider the proposal at this evening's meeting. If you respond and grant him permission, he'll place it in the Commissioner's files.

Patrick

Alder Patrick Heck
608-286-2260

To subscribe to District 2 updates go to:
<http://www.cityofmadison.com/council/district2/>

From: Ann Wingate <ann@hancockcenter.net>
Sent: Sunday, July 12, 2020 2:54 PM
To: Heck, Patrick; avaloncooperative.house@gmail.com; president@capitalneighborhoods.org
Subject: Proposed 10 story high rise (and also the St. John's development proposal)

Hi -I have worked at 16 N. Hancock Street since I moved to Madison in 1988. Hancock Center for Dance/Movement Therapy, a non-profit organization, has served high needs and underprivileged people in our community for almost 40 years. We work with many people with intensive mental health needs and with people with cognitive and developmental disabilities. We are highly concerned about the scale of the proposed developments both across the street from us and next door at the St. John's location.

These are ways these developments would adversely affect our business:

-The level of noise of during the building of these developments will adversely affect the sensitive emotional work of our clientele and may be too high of auditory stimulation for some of our clients to handle, leading to their needing to end treatment or take an extended break.

-The vibration of the construction process could potentially damage the foundation of the older houses nearby. This is definitely a concern for Hancock Center.

-There is concern that our block of Hancock Street may need to be closed for part of the construction time making it difficult for both staff and clients to access our building. Again,

clients may need to either end their treatment or take an extended break. (Note: this already had to happen only a few years back when the water pipes in the street were replaced. That period of street closure did have an adverse affect on our ability to do our business affecting both clients' treatment and agency income.)

-The intersection of Hancock Street with East Washington is already a challenging intersection to cross by vehicle or on foot. This difficulty would be expected to increase.

-I have not been able to closely study the information about the decrease in exposure to sunlight with these proposed buildings shading nearby properties to know if this will affect Hancock Center or not. I do know as a mental health professional that natural light is necessary for the health and emotional well-being of all. Our therapy clients definitely respond positively to the light that comes into our therapy spaces at this time and would be adversely affected if Hancock Center becomes shadowed.

Thank you all for the work you are doing to help the City Planning Commission figure out if these proposed developments are truly in the best interest of the Capital Neighborhood.

Ann

Ann Wingate, MA, BC-DMT, DTRL
On-site Child & Family Coordinator

Hancock Center for Dance/Movement Therapy, Inc.
16 North Hancock Street
Madison, WI 53703
Telephone: (608) 251-0908 Extension 12 Fax (608) 251-0939
E-Mail: info@hancockcenter.net
Web: <http://www.hancockcenter.net>
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From: [Sofia Brichford](#)
To: [Parks, Timothy](#)
Subject: Plan Commission Meeting 7/13/20: Agenda Item 8 (402-414 E. Washington Ave. Development)
Date: July 13, 2020 2:09:17 AM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I am against the proposed project for the 400 block of East Washington Avenue.

I do not believe the plan is in accordance with the Downtown Plan. Specifically, the design is not compatible with adjacent structures. The massing is not appropriate for the surrounding 2-3 story buildings and the style does not compliment the existing structures in the neighborhood. I don't like the way it looms over St. John's.

The excess height is not warranted. The Downtown Plan says the excess height is meant to be a reward for "truly exceptional design." There is nothing exceptional about this design. It has no artistic merit. The proposed building isn't even particularly environmentally friendly. It offers nothing.

The UDC ignored public input and its own guidelines to approve this design.

I oppose the destruction of the historic buildings. 402 E. Washington may not be a historical landmark, but it is an interesting, attractive old building that I really enjoy looking at when I walk to and from work. I would support a measure requiring the developers to move the historic buildings in order to build on the site.

There are other sites in the area which would not require the destruction of historic buildings and where a larger building would not overshadow existing residences.

We need more affordable housing options in Madison, not luxury apartments. This project destroys existing affordable housing, which the city desperately needs and does nothing to replace it. I would support a measure to require affordable housing in the project.

This type of project is bad for the city. Gentrification kills vibrant neighborhoods.

Wisconsin has the largest racial wealth gap in the nation. A lack of affordable housing options overwhelmingly affects people of color. We should be working to address this situation, not putting up more ugly, overpriced luxury apartment complexes and pushing working class people out of town. This building is wrong for the area and wrong for the times.

A traffic study should be required for a project of this magnitude. Traffic patterns are still irregular due to Covid-19, so any traffic study conducted now will not be of much use.

This project is forcing people out of their homes at a time when coronavirus cases are spiking again. There has been an appalling lack of concern for current residents during the city's approval process.

Thanks,
Sofia Brichford

From: [Alexander Einsman](#)
To: [Parks, Timothy](#)
Subject: Opposition to 414 E Washington Ave Proposal
Date: July 13, 2020 11:12:12 AM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello,

I am a resident of James Madison Park and live at 513 E Gorham St. I've lived in James Madison Park Neighborhood for over 15 years and value the neighborhood feel we have.

I strongly oppose the proposed 10-story building at 414 E Washington. The height and density is overwhelming and will permanently change the neighborhood fabric of the James Madison Park neighborhood.

Please do not approve this project as proposed and save the important and diverse James Madison Park neighborhood.

Alex Einsman

From: [Ian Graves](#)
To: [Parks, Timothy](#)
Date: July 13, 2020 11:26:44 AM

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I would like to remind the entire Planning committee of the results of the 2019 Equitable Development report, along with the fact that Madison voted to adopt recommendations from it, and that this project is in direct opposition to the anti-gentrification spirit outlined in this report.

<https://madison.legistar.com/LegislationDetail.aspx?ID=4246914&GUID=ED8A9149-D550-421A-B3B5-6F3668689E44>

Regards,

Ian Graves
New Leaders Council 2020 Fellow
Software Engineer

From: [Caide Jackson](#)
To: [Parks, Timothy](#)
Subject: Opposition to 10-story High-Rise Development on Franklin and E. Washington
Date: July 13, 2020 10:46:46 AM

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To whom it may concern,

I am writing to express my strong opposition to the development of a 10 story high-rise building on Franklin and E. Washington St.

The project is being pushed through during a pandemic without community consent or meaningful input. The building helps further gentrify and segregate Madison as a city, displaces residents, and casts a literal shadow over homes in the community for most of the year.

The building needs to benefit the community and not just developers. As an alternative proposal, I suggest that the building be no more than four stories tall and center the needs of the community by having a community center on the bottom floor.

Don't let business as usual go on without the input of people who will be most affected. We can do better.

Thank you for your time,
Caide Jackson
20 N. Franklin St

From: [John Johnson](#)
To: [Parks, Timothy](#); [Heck, Patrick](#); [Bottari, Mary](#); [Rummel, Marsha](#)
Subject: Opposition to project #58980 high-rise at 414 E. Washington Avenue
Date: July 13, 2020 10:43:05 AM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Please forward to all Planning Commission members.

Dear Plan Commission Members,

The plan for a high-rise tower of luxury apartments should be critically reviewed and zoning changed for that block to six stories or at a minimum only approved for eight stories without the "bonus" two stories. More importantly, the Plan Commission should review and revise the current flawed zoning that allows potentially ten story towers on the 300, 400, and 500 blocks of the north side of East Washington Ave. That is the biggest flaw in zoning on the whole Isthmus. Tall towers there cast massive shadows and damage the low rise neighborhood of historic buildings and affordable housing north and northwest of those parcels. Dropping to six stories there would support the spread of owner occupied housing going down the hill to James Madison Park, and not cast affordable housing units into permanent shadows.

I have lived in this part of the Isthmus for almost thirty years as a home-owner.

I have supported all the development of towers in brownfields and other parts of the East Washington corridor. These few blocks are not appropriate. Approving this tall tower now will lead to towers on the other two blocks and creation of a massive wall that shadows and negatively impacts that whole downtown residential neighborhood.

Major considerations:

1. High-rise towers on these three blocks are wholly out of proportion with existing residential surrounding neighborhood and will dwarf and shadow all of it. Change the zoning to six stories max or approve this at six stories. Or, at a minimum do NOT approve the "bonus" stories to further dwarf existing surroundings.
2. Historic houses at 402 East Washington and 410 East Washington. There are four buildings at this corner that are important parts of the history of Madison. All four are listed on the Wisconsin State Historical website (and, alas, not landmarked). The house at 402 East Washington, a fine red brick victorian, was built by this first florist in Madison in the early 1860s. He also built the house behind it for his daughter. The house at 410 East Washington was built by Madison business and civic leader Emil Frautschi for his family. He was patriarch of the Frautschi family and a founder of MATC (Madison College). His children were raised here. In building that house he moved the original 1850s farmhouse to the rear of the property (hidden from the street), and it is still there. All four of these houses should be saved whether or not this project is approved.
3. large loss of existing affordable housing plus the lack of affordable units in the proposal;
- 4; This luxury apartment high-rise will further negatively impact parking in this area. Parking is already at a crisis level for residents

This is a decision with large implications for the future of the James Madison Park neighborhood and the near eastside of the Isthmus. Do the right thing and don't approve a ten story luxury high-rise apartment building that will forever negatively impact the future of our city, and immediately negatively impacts the lives of residents who are currently living in affordable housing there and nearby.

Madison must be a city for all, for the many and not for the few in luxury towers with pools and the wealthy developer profitters.

Regards, and be well,

John W. Johnson, PhD
409 Sidney St.
Madison, Wisconsin

From: [Seth Nowak](#)
To: [Parks, Timothy](#)
Subject: 414 East Wash
Date: July 13, 2020 11:45:28 AM

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I'm a downtown Madison resident since the 1980's and I'm opposed to a 10 story building at 414 East Wash.

My main concerns are that it is too much of a tower relative to the 2 story next door buildings and this will look bad and create shade/block sun.

If you must approve such a tall building, please make sure it has solar electric or solar thermal panels on the rooftop and that some concession be made to the neighbors.

Thank you,

Seth

--

Seth Nowak

sethnow.we-do-realestate.com

cell phone 608-354-1329

930 E. Dayton St.

Madison, WI 53703

From: [JS](#)
To: [Parks, Timothy](#)
Subject: Comments: Plan Commission Agenda Item 8 60173
Date: July 13, 2020 10:59:28 AM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Plan Commission,

I live in the neighborhood, 1 block from the proposed project.

Torpedoing dense, market-rate housing projects is not a viable affordable housing strategy in the long-run.

Every medium to long-term affordable housing initiative needs both market-rate and affordable projects.

Skyrocketing demand to live in the near-east does not simply disappear if we don't build this project.

Please support this project AND try to do better at nurturing and incentivizing affordable projects.

Thanks,
John Stromme

From: [yasmin](#)
To: [Parks, Timothy](#)
Subject: Opposition to item #8 at July 13 meeting
Date: July 13, 2020 11:41:00 AM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Plan Commission members,

I'm writing to share my opposition to the proposed development at 414 East Washington Avenue.

My primary concern is that the proposal does not include affordable housing, not even to replace the units that would be demolished for the project. We need more affordable housing in Madison, and continuing to add luxury apartments will not help us get there.

Over the last few years, I have noticed that, rather than being maintained, older buildings in the James Madison Park area with affordable units have been coming down, and the city has allowed them to be replaced with luxury developments. (For example: the East Johnson and Blount apartment that my partner lived in while paying his own way as a student, bugs and icy winter temps and all, has been replaced with luxury apartments that he wouldn't be able to afford now, after four years working in IT.)

Madison is already in a housing crisis. East Washington Avenue needs more projects like the Valor Building, not more luxury highrises. And we need to be providing housing that is affordable for the families, students, service industry workers, public sector workers, and other community members living in the James Madison Park neighborhood, not pricing them out.

If this proposal was for something of service to the community, I would support the project and keep aesthetic complaints to myself, but since it is not: the proposal does not fit in with the surrounding neighborhood, and it would accelerate the loss of historic buildings and what we recognize as Madison. There are other sites in Madison that would be more appropriate for this project, where there are buildings of similar height and design, or where with more open space, the project would have less of an impact on neighbors.

With this project, we would continue the trend of demolishing affordable units to build luxury ones, driving up rents for housing and businesses alike, while losing our city's character.

Thank you,
Yasmin Schamiloglu
North Butler Street resident