

From: Patty Prime <pprime@gmail.com>
Sent: Saturday, August 01, 2020 10:09 AM
To: Planning <planning@cityofmadison.com>; Ledell Zellers <Ledell.Zellers@gmail.com>; Gary Tipler <garytip8778@gmail.com>
Cc: Rummel, Marsha <district6@cityofmadison.com>; Heck, Patrick <district2@cityofmadison.com>; <tlna-council@googlegroups.com> <tlna-council@googlegroups.com>
Subject: Re: [MarqNA] Item 2. Zoning considerations for additional housing

Plan Commission
Zoning considerations for additional housing

Dear Commissioners.

I am spurred by Gary Tipler's eloquent message to weigh in as well. I agree that it's time for Madison to reconsider zoning in light of the population growth expectations.

I would like to encourage:
Infill in our isthmus neighborhoods.
Zoning for higher density
Programs to encourage home ownership and restoration of existing housing stock.

While I would not like to lose the character of our neighborhoods, I think there is room for more mid-size residential buildings.

I want to discourage:
Removing or capping neighborhood input on development proposals.
Removing or softening requirements for stormwater protection or support for green space and alternative transportation.
More zoning for retail.
More parking.

Even before the pandemic, retail has been suffering. I don't like to see us require mixed use if it results in dead space spread throughout the neighborhoods.

Thank you for your consideration,
Patty Prime
Sidney St.
Madison

From: Les and Susan Hoffman <lesuhoff@sbcglobal.net>
Sent: Thursday, July 30, 2020 7:36 PM
To: Stouder, Heather <HStouder@cityofmadison.com>
Subject: Limiting Neighborhood Input

To Members of the Plan Commission,

I had hoped to make a few comments at your July 30, 2020 meeting but, due to technical difficulties, was unable to register.

I would like to address the proposed limitation to the time neighborhood associations can review and comment on development proposals reported in the *Wisconsin State Journal* on July 26, 2020. As with today's meeting's agenda, it is difficult for the public to know in a timely manner what is being proposed and when it is appropriate to comment. Madison benefits when several opportunities exist for public comments. The commission should enhance and welcome such input—not stifle it.

For example, developers of shopping areas propose structures for the purpose of selling commodities that have no interaction with neighbors. However, the “commodities” in a housing development are real, living human beings who will have daily contact and interaction with those living in the neighborhood.

Those pre-existing neighbors can provide necessary context for the Plan Commission. This brings to mind a similar circumstance. Carlton Jenkins was selected as Madison Metropolitan School District's new superintendent not only because he is highly qualified, but also because, like a member of a neighborhood, he has lived and worked in Madison as a student and as an administrator and has the background context to make meaningful decisions.

Developers in Madison do not all come from the area—or even Wisconsin. I offer a case in point.

At an informational meeting two weeks ago, the developer of an affordable housing project did not know until I brought it to the firm's attention that his property would not automatically transfer to the MMSD when Madison annexed it. The closest elementary school is over 6 miles away in the district where I worked for 35 years. The developer's representative did not appear to know until a neighborhood resident mentioned that it is the responsibility of the owner—not a government agency—to petition for the change of school districts.

Representatives of the developer dismissed the noise of F-35 aircraft over the proposed housing by claiming soundproofing would be provided. None of the representatives appeared to have experienced the noise from the current F-15 aircraft (quieter than F-35) as neighbors have when doing business in the area of the development.

I happen to be a native of the state where the developer is located. It is not known for prairies or community gardens. The developer's plan for Madison contains small prairies but offers no

indication of knowing how to maintain them. However, community gardens would be welcomed in a mixed housing situation.

I also could cite crime patterns familiar to local residents, forest management knowledge, and traffic patterns for the neighborhood where others, like me, have lived for 35 years.

It takes the input of neighbors/local residents who know the locale on a day-to-day basis to offer wisdom to uninformed developers and to planning commissioners desiring full disclosure and transparency. Viable and comprehensive plans depend on this broad base. Please do not limit the opportunities for public input while investigating zoning and development proposals.

Sincerely,
Susan Hoffman
1510 Comanche Glen
Madison, WI 53704

From: Susan Millar <sbmillar@gmail.com>
Sent: Thursday, July 30, 2020 4:14 PM
To: Planning <planning@cityofmadison.com>
Subject: Short comment on July 30 Special Meeting

Dear Plan Commissioners,

I applaud Chair Ledell Zellers for arranging your July 30 special session, and thank each of you for the time and care you are giving to identifying unintended consequences on different populations of current zoning codes, and to considering how policy changes can redress these unintended consequences.

As you consider the ramifications of current zoning codes on lower-income populations, I ask that you also consider the financial impacts of housing that meets only the most minimal standards for energy efficiency, and that is located in places that force lower income people to depend on cars for transportation.

Thank you,
Susan Millar
2233 Rowley Ave. Madison

Sent: Thursday, July 30, 2020 4:00 PM
To: Firchow, Kevin <KFirchow@cityofmadison.com>; Planning <planning@cityofmadison.com>; Diaz, Megan <megan@cwd.org>
Subject: WRITTEN COMMENT MEETING JULY 30

Dear Planning Commission,

I am writing in support of Agenda Item #61440. I am a youth intern with Common Wealth Development who is helping with the market analyzes of a site in which we are considering building at. At any given time there are 40-50 teenagers who need a foster home in Dane County. There are currently zero beds for youth ageing out of the foster care system. We would like to build very affordable and supportive housing units for young adults coming out of foster care. However, Madison's strict zoning policies make it extremely difficult to build such housing. Which is why we ask for your help to allow change in the zoning to build more units and therefore more housing to help youth coming out of foster care.

-Sincerely, Valentino Corona, a Wanda Fullmore Youth Intern

From: Gary Tipler <garytip8778@gmail.com>

Sent: Thursday, July 30, 2020 3:37 PM

To: Planning <planning@cityofmadison.com>; Rummel, Marsha <district6@cityofmadison.com>; Heck, Patrick <district2@cityofmadison.com>

Subject: Item 2. Zoning considerations for additional housing

Plan Commission

Zoning considerations for additional housing

Dear Commissioners.

To effectively strengthen and support existing communities and neighborhoods, I highly recommend considering the potential of redefining zoning densities in ALL zoning districts.

By easing the rear-yard setbacks alone, additional bedrooms and studio apartments could be added to accommodate changing and merging families which is what is already taking place due to needs for sharing child-rearing, caring for aging parents and avoiding institutionalizing elders and those with limited abilities. For others it may permit empty nesters and young home buyers alike to afford to stay or to buy a home. A significant portion of the needs for housing could be accommodated this way.

Additionally, the small construction projects would generate and further support small home construction contractor businesses and that would be a boon to the city.

As to the idea of streamlining the approval process for proposed highrise buildings downtown, eliminating or limiting neighborhood engagement is the opposite way to go. This would only further disenfranchise the homeowners, property owners and renters who have made significant investments to improve their properties and contribute to the area civically and economically.

The fine-tuning of development proposals with the engaged participation of invested parties who will be affected by the proposals and can share their experience in planning considerations has only improved proposals over the years. The projects that have engaged with our neighborhood residents and business owners have resulted in becoming better projects.

Improve democratic participation. Don't reduce it.

Thank you for your consideration.

Gary Tipler

Jenifer Street, Madison, WI

From: Likes Water <scottlikeswater@gmail.com>
Sent: Thursday, July 30, 2020 2:44 PM
To: Planning <planning@cityofmadison.com>
Subject: Comments for Plan Commission meeting on Thurs July 30th 2020

To: Madison's Plan Commission:

I read that you are having a meeting regarding possibly changing the existing methods used to consider neighborhood reviews of development proposals. Unfortunately, I cannot attend that meeting, not even on-line, due to other commitments, so I am sending this email to pass along my opinions.

My name is Scott Freeman. I live at 404 South Blount, and so I live in the Marquette Neighborhood. I am not representing any organizations or businesses. My opinions are my own, so I am just representing myself and my opinions as a citizen of Madison.

I encourage the Plan Commission (and the Common Council, Mayor, etc) to simplify the approval process for approving developments.

Over the years, I have seen many instances where the current approval process makes it too difficult and/or unnecessarily time consuming for new developments to get approved. Frequently, the local neighborhood association, including MNA, the one that I belong to in my neighborhood, is too oriented to Not-In-My-Backyard (NIMBY). I think a key outcome (an undesirable outcome) of this is fewer development projects that would improve and upgrade our neighborhoods. Looking at this from the human side, a significant result of this NIMBY-ism is a housing shortage and the related short-fall of affordable housing. A lot of people want to live in Madison, in lively walkable neighborhoods with less need for car usage (which in turn results in less pollution - most of the time I bike or walk places like the grocery etc). Let's welcome all those people to Madison and make it an easy place for them to live in affordable housing with lots of neighborhood amenities like stores and restaurants.

Thank you for giving me the opportunity to express my opinion.

Regards,
Scott Freeman
404 South Blount, Madison, WI 53703
email scottlikeswater@gmail.com

From: Juli Wagner <juliwagner@yahoo.com>
Sent: Thursday, July 30, 2020 1:42 PM
To: Planning <planning@cityofmadison.com>
Cc: Verveer, Michael <district4@cityofmadison.com>; Rummel, Marsha <district6@cityofmadison.com>
Subject: 7/30 Agenda Item 2 - Zoning Code, Additional Housing

Members serving on Madison Planning Commission:

I am a resident and townhouse dwelling owner in the Capitol Neighborhoods First Settlement District.

In addition of housing options filling the "missing middle" in my neighborhood and generally throughout the city (and county). In my neighborhood, there have been recent proposals for development for more high rent high rises that are out of step and out of character of the spaces in question (recognizing multiple successful developments elsewhere in the east capitol corridor on brownfield empty lots). In these two locations, many neighbors including myself would welcome cohousing, live-work options,

townhouse and multiplex infill that are affordable and consistent with the surrounding neighborhoods and the constraints inherent in isthmus with traffic and growth.

Consider the options to incentivize property owners to improve and/or integrate properties as part of the “missing middle” housing options, rather than overlooking properties allowed to fall into disrepair anticipating a future development. Such programs and options have had success in encouraging ownership and property rehabilitation, and these properties make for stronger neighborhoods.

I fully support continued participation of residents and neighborhood associations concerning the development and growth within neighbor’s respective neighborhoods, including all stakeholders.

Thank you for your work on this challenging issue.

Juli Wagner
Resident, First Settlement District

From: Eli T <etsarovsky@gmail.com>
Sent: Thursday, July 30, 2020 1:36 PM
To: Planning <planning@cityofmadison.com>
Subject: Testimony for 07/30/2020 Meeting

To Whom it may concern,

My name is Elias Tsarovsky, and I am a resident of Madison currently living at 615 N Henry Street. I am inquiring for a robust effort by the Plan Commission, Housing Strategy Committee, and Quorum on Common Council to invest in providing Madison a program for City-funded affordable housing or Community Opportunity to Purchase Act that would allow local and national nonprofits to provide housing for low-income residents that are essential to the Madison Workforce. I worry that the current developments occurring on the East Side and South Side of Madison will be price out low-income residents from their homes and neighborhoods, as well as create barriers to racial equity in housing.

In light of the national movement to address institutional racism, it is important to remember the housing history of Madison. Current deeds for homes in communities like Shorewood still contain the language of redlining that pushed Jewish people, Black people, Latino people, and Asian people out of the communities in Madison. The best way for Madison to address this dark history is to invest in the communities that felt its effects the most, in particular, the South Side neighborhood that saw the Greenbush Immigrant Community diminish and marginalized individuals pushed out of the city. By investing in affordable housing for Madison, not only are you helping marginalized Madsionians, but you are taking steps to address past injustices in the Madison Community.

The Rights to Life, Liberty, and Property are American ideals that I worry only white and high-income individuals, while BIPOC people are only able to partially enjoy the Right to Life.

Sincerely,

Elias Tsarovsky

615 N Henry Street, Apt. 2

From: David Hoffert <hoffert.david@gmail.com>

Sent: Thursday, July 30, 2020 12:29 PM

To: Planning <planning@cityofmadison.com>

Subject: Comments for Tonight's Special Plan Commission Meeting

My name is David Hoffert. I am a former president of two Madison neighborhood associations and a former candidate for Madison Common Council. During my campaign for Common Council I made housing and zoning reform my centerpiece issue.

First of all, I want to commend you for having this discussion tonight. Madison desperately and urgently needs more housing, and especially affordable housing, and reforms like you are considering tonight will likely be necessary to meet those needs. At the same time, I want to caution you against simply adopting a mentality of “less regulation will mean more housing.” It likely will mean that, but it will also mean less housing that aligns with our community’s values. If we went to the extreme of simply lifting most or all zoning regulations, I am confident three things would happen: more housing would be built in Madison, *less* of it would be affordable housing, and the affordable housing that would be built would be in already low-income areas of the city.

I want to specifically call your attention to that third point, because it’s one we don’t think about much. Madison’s racial equity failings are of course as complex as they are severe, but few would argue that our city’s intense segregation isn’t a significant part of the problem. If we simply let developers build what they want, where they want, they will naturally target low-income neighborhoods for affordable housing, because land is cheaper there, tax credits are easier to get there, and so on. As a result, this affordable housing would further entrench an already severe segregation. We should aim higher.

I’m no expert on the zoning code, but I can imagine the creation of a new zoning district, “Multifamily affordable housing,” that would allow for a streamlined approval process for affordable housing but a more status quo process for non-affordable housing. These districts could then be placed in areas that we actively seek to build affordable housing—along transit corridors, of course, but also in wealthier (and whiter) parts of the city. In this way, we could use market incentives (but no actual mandates or prohibitions, vis-à-vis state law) to make affordable housing a tool for desegregation in our city, and use these policies to address not only the housing crisis but other crises that Madison faces at the same time. Thank you for your consideration.

David Hoffert

2006 Monroe St, Madison

Representing only myself

From: Dana Schreiber <danaschreiber@charter.net>
Sent: Thursday, July 30, 2020 11:24 AM
To: Planning <planning@cityofmadison.com>
Subject: new zoning conversation

I live on E. Wilson st and for have for over 40 years... our little houses went from a place only low income people could afford, to a place no low income person can afford... we need to value neighborhood and make more housing available , house by house, so that we connect as people... High density high rises prevent the building of community.. while we need more housing, we need it for all... we need it for transient young people, as well as people that want to live here and raise families without spending all their income on housing and property taxes... Please don't give the developers that are in it for their own pockets , all the power to build here. Please make these small neighborhoods available to people that want to be a part of the community, not just those that want to profit from it.. Dana Schreiber

From: TAPIT/new works <info@tapitnewworks.org>
Sent: Thursday, July 30, 2020 10:26 AM
To: Planning <planning@cityofmadison.com>
Subject: Request for Consideration
To the Planning Commission:

When meeting about changing planning regulations, I sincerely ask you to consider the pressing and looming issue of climate change, and consider sustainable, inclusive development.

The life blood of neighborhoods, which define the character of a city of inclusiveness and attention to underserved communities, is neighborhood development which is thoughtful regarding the embracing all peoples of a city in providing housing and assertively being active in combatting the Impending disaster of climate change.

I have been a resident and operator of a non-profit, professional arts organization, for over 35 years.

Sincerely,

Donna Peckett

Donna Peckett
Producing Artistic Director
TNW Ensemble Theater
1957 Winnebago Street
Madison, Wisconsin 53704
www.tapitnewworks.org
info@tapitnewworks.org
608.244.2938

From: dmollenhoff@charter.net [<mailto:dmollenhoff@charter.net>]

Sent: Thursday, July 30, 2020 9:10 AM

To: Ledell Gmail <ledell.zellers@gmail.com>

Cc: Marsha Rummel <district6@cityofmadison.com>; Kurt Stege <kurt.stege@gmail.com>; patrick heck <district2@cityofmadison.com>

Subject: Densification policies for Plan Commission tonight

Ledell,

Leigh and I know that the Plan Commission is having a special meeting tonight to determine how the zoning code should be revised to allow greater densification in accord with Imagine Madison. We have several thoughts we want to share with you about this meeting.

1. How you decide to revise the zoning code will profoundly affect the Madison we know and love.
2. Madison has been on a big densification binge since Imagine Madison planners persuaded just about everybody that we must find homes for 70,000 new residents who will arrive in the next 20 years.
3. You will recall that the residents of the Marquette Neighborhood were greatly alarmed by staff's recommendations in Imagine Madison for our area and that we met with Heather Stouder about these concerns and then made a major plea to the Plan Commission. We were particularly alarmed by staff's recommendation to greatly increase building heights and mass along Williamson and by substantially increasing the density in the rest of the neighborhood.
4. You will also recall that our reason for strenuously opposing staff's densification recommendations was because they would destroy the integrity of the Third Lake Ridge Historic District and several parts located outside it.
5. We were delighted when you and several others on the Plan Commission with the strong support of Alder Rummel voted to reject staff's recommendations for the densification of most of the Marquette Neighborhood and to revise Imagine Madison accordingly.
6. Several key policy issues were embedded in this vitally important decision that we hope you will consider in your deliberations tonight:
 - a. Historic districts should be exempt from densification! Our Third Lake Historic District has been damaged by many recent successful efforts by developers to jam in district-violating buildings. This trend must be stopped if the integrity of this and other districts is to be preserved!
 - b. The Marquette Neighborhood and several others including large areas of the Second District should be retained for what they are: delightful close-in enclaves of older homes. These character-contributing neighborhoods can and will be destroyed by inflicting densification policies on them.

We forget the importance of these two policies on the future character and desirability of Madison at our great peril. Our hope is that the Plan Commission will see the wisdom of these two policies and cause them to be incorporated in any changes it makes to the zoning code.

Thank you,

Dave and Leigh Mollenhoff

Re: Legistar Item 61440

Plan Commissioners;

Thank you for taking the time to review barriers to development in the City. We are in a housing crisis – and one that is playing out more quickly now than ever before. Since PCED Director Matt Watcher first authored the Biennial Housing Report (then serving as Housing Initiatives Specialist), City staff have done an outstanding job in layering funding, creating new programs, and shifting priorities that have furthered housing opportunity for residents. This is highlighted by, but certainly not limited to, the Affordable Housing Fund that leverages federal housing tax credits for new unit development.

That said, what we have accomplished is not enough. Since the first Biennial Report was authored, the “housing gap” in our City has grown despite our best efforts. Low and moderate income residents have grown as a demographic more quickly than new units created at a level they could afford – deepening the crunch throughout our market. New unit production – at all price points – is part of the solution to help relax and stabilize the market. But new units themselves won’t carry us through to ensuring adequate and affordable housing for residents of all incomes.

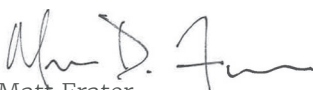
Part of a solution will be through increased programming – the City’s approved land banking fund, partnership between City Departments that target funding to special planning areas (Oscar Mayer, etc.), and facilitating partnerships for affordable homeownership opportunities. Part of the solution will be regulatory – allowing development up to the limits allowed by the zoning code, proactively updating the zoning code to match densities approved in the City’s Comprehensive Plan, and allowing increased flexibility in the types of structures that can be built throughout our districts. But the largest hurdle is one with which we always struggled, and the one that is most integral to the process: public engagement.

Including neighborhoods in development discussions often results in higher-quality development. But as in any successful public engagement process, we must be wary of deferring to a fault. Imagine Madison, the City’s Comprehensive Plan update, featured more diverse and equitable engagement and outreach than any process in our City’s history. This resulted in a Future Land Use map that was lauded by the Commission in preparing us to ensure housing opportunities for all our residents. Yet when development proposals consistent with the public’s future vision for our City are brought forward on the ground, we continue to play out the familiar battle between density and character. Character, it is worth mentioning, being a term that is inherently defined by the current residents of a neighborhood without the input of those who would like to live there but don’t have the opportunity. And often, these discussions being based on proposed densities consistent with the Comprehensive Plan but not yet codified through zoning.

The City’s first zoning code as written in 1922 is still largely consistent with what we see in general development patterns to this day. We must continue to look to the City’s future in ensuring we are meeting projected needs and reimagine what is allowed by-right, increasing development of all structure types and densities in all of our residential districts. We have fallen behind during the past seven years, and we need policies in place that will allow us to keep pace moving forward. But I would caution – none of the proposed policies are comprehensive enough to singularly meet our needs. Instead, I would urge the commission to view these topics as complementary and necessarily reliant upon each other to truly achieve their intended purpose.

Our zoning code is intended to promote the health, safety, and welfare of our City *as a whole* – and we must consider that concessions and restrictions in one neighborhood have wide-ranging impacts on opportunity for residents of all neighborhoods. We must continue to think of the City cohesively in all of our decisions, but especially those in which we apply the intent and purpose of the zoning code as protecting health, safety, and welfare *of the City*. I would encourage you to allow staff to explore implementation of all of these policies.

I write these comments as a community planner, a member of the American Planning Association’s Housing & Community Development Executive Committee, a former Board Member of the Powderhorn Park Neighborhood Association in South Minneapolis, owner of a non-conforming residential structure containing an internal accessory dwelling unit, and as someone who is deeply committed to the future health and success of Madison and all its neighborhoods. Thank you for your time and deliberation, and I look forward to seeing these and more discussions move forward.



Matt Frater
2906 Stevens Street
Madison, WI 53705

Summary

1. The theory that creating more housing will result in lower housing costs is not a universally accepted truth.
2. The City implemented much of what was in the *White House Development Toolkit* with the new 2013 Zoning Code. It did not result in more affordable housing.
3. Action could, and should, be taken to directly create affordable housing, such as legislative change and/or use of incentives and/or exploring the possibility of only allowing additional height in connection with affordable housing.

Trickle-down affordable housing

Often the rationale of how to increase affordable housing is based on create more housing, then the rates will drop. Though that is a prevalent argument, it is far from universally accepted. Some examples:

Our point of departure is that housing markets are not like standard markets, so that aggregate increases in supply do not translate in any straightforward way to decreases in price, because the internal plumbing of housing markets – succession, migration, and occupation patterns – are full of frictions, sunk costs, barriers and externalities that make the effects of aggregate supply increases highly uneven, and in many cases involve unintended or contradictory effects. ... Finally, by implication it diverts attention away from the real need to address housing affordability for low- and moderate-income groups already residing in the prosperous metropolitan regions. ... Building on these data, we now argue that policies such as blanket upzoning, which will principally unleash market forces that serve high income earners, are therefore likely to reinforce the effects of income inequality rather than tempering them, as we now argue.

<http://econ.geo.uu.nl/peeg/peeg1914.pdf>

(One of the authors is Michael Storper, Distinguished Professor of Regional and International Development in Urban Planning; Director, Global Public Affairs at UCLA Luskin School of Public Affairs. The other author, Andrés Rodríguez-Pose, is a Professor of Economic Geography at the London School of Economics.)

A second fallacy of the “build, baby, build” school is the idea that it doesn’t matter what you build, as long as you create more supply. The proposition that adding supply aids affordability is based on the principle of filtering, and the idea of a chain of moves. If you build a new house, the family that moves into it comes from an older house, which is bought (at a slightly lower price) by a family moving from another (less desirable) older house, and so forth. It does happen. But how well and how much it happens depends on the type of new housing being built.

https://shelterforce.org/2020/06/19/more-housing-could-increase-affordability-but-only-if-you-build-it-in-the-right-places-urban_housing/

(“Shelterforce is the only independent, non-academic publication covering the worlds of community development, affordable housing, and neighborhood stabilization.”)

[M]any practitioners in high-cost cities don't see such a theory [adding more units tends to lower rents] playing out on the ground. Market-rate homes traditionally become affordable as they age, but in gentrifying neighborhoods developers are instead buying them and producing higher-end units. Gentrifying prevents the traditional filtering process from creating housing affordable for low- and middle-income families.

https://www.urban.org/sites/default/files/publication/83656/2000907-strategies-for-increasing-housing-supply-in-high-cost-cities-dc-case-study_1.pdf

The 2014 City of Madison Housing Report stated (page 42):

“Large increase in apartment construction

- Since 2012, the Madison rental market has seen a boom in construction of new units
- While most projects are not targeted at low income renters, **the volume of units in the pipeline should provide relief from the historically low vacancy rate which pushes rents up**” (emphasis added)

<https://www.cityofmadison.com/cdbq/documents/2013HousingReport-AffordableHousingMarketFINAL9-12-2014.pdf>

The City is now 5 years past the report date. It has not worked. In 2012 the vacancy rate was 2%, per the report. The comparable rate (2nd quarter MGE Multifamily vacancy) is 4.64%.

White House recommendations

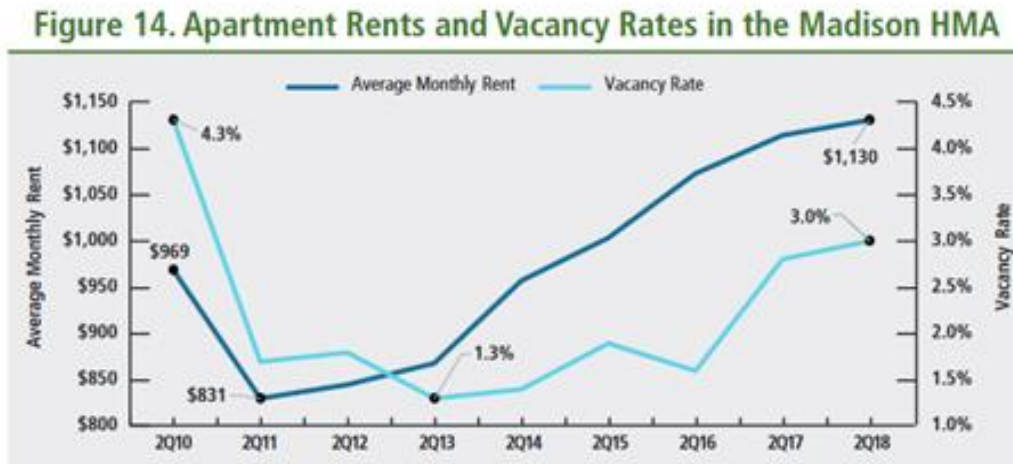
Many of the White House recommendations were already implemented in the Zoning Code rewrite, effective in 2013. That is not to say there isn't room for improvement. But to date, the lack of affordable housing has not been fixed by relaxation of the zoning code.

Madison has not solved the lack of affordable housing by creating more units. Perhaps the counterargument is that not enough units have been created. But the information above brings into question whether affordable housing can be solved by merely creating more housing units. For example, housing units (5 or greater units) increased by 20.82% in the isthmus from 2015 to 2020. Yet, for the most part, that increase has not resulted in affordable units.

				5 year	
	Q 1 2020	Q1 2020	Q1 2015	increase	
Zip	vacancy %	# units	# units	units	
53703	5.89	15,093	12,492	20.82%	
53704	2.73	9,413	8,356	12.65%	NE MSN
53705	7.46	6,216	5,774	7.66%	
53711	3.67	7,670	6,304	21.67%	S MSN/Fitchburg %West MSN
53713	4.83	7,305	6,629	10.20%	
53714	4.73	2,216	2,051	8.04%	
53715	5.65	3,428	3,064	11.88%	
53716	4.69	2,205	1,778	24.02%	
53717	2.47	1,090	1,090	0.00%	NW MSN, North of County Rd S
53718	1.74	2,230	1,777	25.49%	Far East MSN

53719	1.81	1,597	1,390	14.89%	SW MSN
53726	2.63	1,366	1,364	0.15%	Near West MSN -University Heights
		59,829	52,069	14.90%	

Or look at HUD data that compares the vacancy rate to the average rental rate.



Source: Real Page, Inc.

<https://www.huduser.gov/portal/publications/pdf/MadisonWI-CHMA-18.pdf>

Comprehensive Housing Market Analysis Madison, Wisconsin, U.S. Department of Housing and Urban Development, Office of Policy Development and Research, As of July 1, 2018 (page 18)

The 2018 Census data estimates a rental vacancy rate of 4.8% (+/- 1.5%) and that 4.2% of housing units are vacant (+/- 1.2%).

Madison city, Dane County, Wisconsin housing

SELECTED HOUSING CHARACTERISTICS
Survey/Program: American Community Survey
TableID: DP04

Product: 2018 ACS 1-Year Estimates Data Profiles

CUSTOMIZE TABLE

Madison city, Dane County, Wisconsin				
	Estimate	Margin of Error	Percent	Percent Margin of Error
HOUSING OCCUPANCY				
Total housing units	116,616	+/-2,730	116,616	(X)
Occupied housing units	111,663	+/-2,923	95.8%	+/-1.2
Vacant housing units	4,953	+/-1,380	4.2%	+/-1.2
Homeowner vacancy rate	0.1	+/-0.2	(X)	(X)
Rental vacancy rate	4.8	+/-1.5	(X)	(X)

https://data.census.gov/cedsci/table?q=Madison%20city,%20Dane%20County,%20Wisconsin%20housing&g=0600000US5502548000&tid=ACSDP1Y2018.DP04&t=Housing&layer=VT_2018_060_00_PY_D1&vintage=2018

Inclusionary Zoning

What could work is inclusionary zoning. The 2006 Court of Appeals decision that overturned Madison's inclusionary zoning ordinance only applied to the counties in District IV. (*Apartment Assn. of South Central WI v. Madison*, 2006 WI App 192) That decision found Madison's ordinance violated state statutes. In 2017 the Legislature changed that statute, explicitly prohibiting inclusionary zoning throughout the state.

Perhaps an effort should be made, engaging other municipalities, to overturn the state law – particularly if the composition of the Legislature changes.

Colorado has a bill to allow cities to again include inclusionary zoning.

<https://www.cpr.org/2020/02/03/after-20-years-colorado-may-reverse-decision-that-limits-cities-affordable-housing-powers/>

Working around the inclusionary zoning prohibition

There may well be ways to directly encourage developers to have affordable units in developments. The court in *Apartment Assn.* specifically recognized that an incentive program might be permissible. ("The incentive points available for providing a greater number of inclusionary dwelling units than required are truly incentives; and perhaps one might reasonably say that an applicant is agreeing to provide a greater number in exchange for more incentive points. ¶129)

The Colorado article also includes some interesting work arounds. For example, allowing higher towers if a developer agrees to include affordable units. Perhaps, in Madison, it might be possible to take away additional height as a conditional use and only allow additional height for affordable housing. An exhaustive legal opinion could be requested. (And, perhaps, this could be a City process of setting rent limits every year rather than requiring a developer to seek official affordable housing funding.)

Developer proposals

In the July 26, 2020 Wisconsin State Journal, there was a list of developer proposals for changing the City review process. Those included:

- Limit the time neighborhood associations can review and comment on proposals.
My comment: time is already short.
- Clarify if neighborhood input should be allowed to essentially veto development proposals consistent with approved city plans.
My comment: Veto? Neighborhoods do not get to veto a project. If a neighborhood, or resident, raises valid concerns, those concerns should be considered.
- Eliminate inconsistencies between the Comprehensive Plan, area plans and standards in the zoning code.
My comment: The Comprehensive Plan already addresses the role of area plans. The Zoning Code controls, so if a developer wants to build within the parameters provided under the Zoning Code, the developer can do so.
- Update the zoning code to incorporate pro-housing recommendations in the Comprehensive Plan.
My Comment: What is being asked is entirely unclear.

- Eliminate the mixed-use requirement or provide clear standards for granting exceptions to the requirement.
My comment: at a minimum, NMX and TSS allow for fully residential buildings.
- Allow more multifamily housing projects to be approved by right without a conditional use permit or review and approval by the Urban Design Commission.
My comment: UDC review is only required in limited circumstances (for the most part, planned developments and urban design district). It would seem the developers are seeking an easier path to build in those areas that are already highly developed.
- Allow demolition permits to be granted through staff review rather than requiring Plan Commission approval when the Landmarks Commission has found no known historic value of the structures to be demolished and certain clearly specified criteria are met.
My comment: As stated in the Comprehensive Plan, older housing is often more affordable housing
- Restrain future increases in impact fees.
My comment: The newspaper article itself wrapped stormwater management into impact fees. There are multiple considerations the City must balance, including flooding and recharging the water table (the isthmus water table has been recharged by lake water).
- Restrain future increases in water and wastewater utility fees, which get included in rents.
My comment: Costs are costs, so will those costs be shifted to homeowners?

Some miscellaneous points.

- The concern should be for creating housing for those earning under 80% median income.
"[T]here are very few cost burdened renter families making more than 80 percent of the area median income. The rental affordability crisis is for families making less than 50 percent of the median income in the county." (Page 11)
https://danehousing.countyofdane.com/documents/assessmentReport/2019/Dane-County-Housing-Needs-Assessment-2019.pdf?fbclid=IwAR3sdA3fymOqbJ1iTCL2HjBR0j-OjmTg_SQLjeOMIOcPyIXGudYnE5DED_o
- ADUs have been used as full-time Airbnbs.
- In the past, housing for students has been excluded from analysis.

When the White House Housing Development Toolkit came before the Council in 2017, I submitted a comment letter (which was not included in the Legistar record). That letter is attached.

Respectfully Submitted,
Linda Lehnertz

Common Council

Meeting of October 17, 2017

Agenda Item #56, Legistar #48633, Accepting the report of the Planning Director, Housing Initiatives Specialist, and Zoning Administrator on the recommendations contained in the White House Housing Development Toolkit.

Key Points

1. The 2012 zoning code rewrite eased zoning requirements, well before the Obama Administration's recommendation to ease requirements.
2. Many multi-family housing units have been added and the vacancy rate is over 4%.
3. Affordability of housing did not result from this construction boom.
4. Most of the recommendations in the *2016 White House Housing Development Toolkit* are better addressed through the Comprehensive Plan Update (e.g., increased height, increased density, eliminating/reducing multi-family parking requirements) rather than through a resolution. The Comprehensive Plan Update process provides a venue for input by all interested parties and allows for a full discussion of the recommendations, including their potential downsides.

Trickle-down affordable housing has not worked in Madison.

The *2016 White House Housing Development Toolkit* ("Toolkit") is predicated on the theory that fewer zoning requirements will increase the amount of housing, thus leading to a drop in housing prices. The 2012 zoning code rewrite eased zoning requirements (as noted in the Toolkit).

Development has greatly increased. The *2015 City of Madison Housing Report* ("2015 Report") reported that from 2007 to 2013, building permits were pulled for only 4,875 multifamily units. The 2015 Report predicted a need for continued production of 1,500-2,000 units per year and stated that 5% is "a generally accepted standard for a healthy vacancy rate."

The 2015 Report production goal has been met. Since 2014, through the 3rd quarter of 2017, new construction building permits have been pulled for 71 buildings with 4,365 units – an annual average of 1,587, which is essentially double the prior rate of growth. Over this same time period, MG&E data reflects the addition of 4,996 units – or an annual average of 1,816 units. The 2015 Report vacancy goal is also essentially met: the vacancy rates for the second and third quarters of 2017 was 4.3%. (The second and third quarters of 2016 had, respectively, vacancy rates of 3.91% and 3.63%.)

This surge in units has not resulted in more affordable prices. As noted in the Biennial Housing Report presented to the Council on August 1, 2017, the average listed rent for a two-bedroom increased from slightly under \$1,200 to slightly over \$1,400 from September 2014 to September 2016. One-bedroom units saw a similar jump from about \$1,000 to almost \$1,200.

As noted by an Urban Institute 2016 research paper: "[M]any practitioners in high-cost cities don't see such a theory [adding more units tends to lower rents] playing out on the ground. Market-rate homes traditionally become affordable as they age, but in gentrifying neighborhoods developers are instead buying them and producing higher-end units. Gentrifying prevents the traditional filtering process from creating housing affordable for low- and middle-income families."

https://www.urban.org/sites/default/files/publication/83656/2000907-strategies-for-increasing-housing-supply-in-high-cost-cities-dc-case-study_1.pdf

A reasonable question to ask is whether further relaxation of the zoning code will do anything to spur development of affordable housing, or whether it will just spur additional (expensive) development in the isthmus. Rather than implementing recommendations that were produced at the national level, the Council may prefer to look to all of the elements in the existing multi-departmental Plan of Action. See pages 22-24 of the City of Madison Biennial Housing Report, Supplement: Housing Data by Race/Ethnicity, presented to the Housing Strategy Committee on September 28, 2017 (Legistar 46959)

<https://madison.legistar.com/View.ashx?M=F&ID=5391475&GUID=3FB96A77-845F-496A-83A7-3B0511FEA3C8>

Specific Toolkit recommendations.

Page 10 of the Toolkit summarizes staff responses. The following numbered list tracks those staff responses. Of particular note is the variation in language. In some cases, staff uses words such as "consider" or "explore." In other instances a clear direction is given, such as "adjust thresholds." Although this may seem a matter of mere semantics, there are potential consequences. Should the Council accept the Toolkit, staff, and others, may interpret that acceptance as a directive to take certain actions (e.g., a directive to increase allowable height). This would not be appropriate since these matters are being addressed in the Comprehensive Plan Update. As stated by the Department of Administration: "The Wisconsin Comprehensive Planning Law does not mandate how a local community should grow, but it requires public participation at the local level in deciding a vision for the community's future."

1. Adjust thresholds (# dwelling units, building size, height, etc.) between permitted and conditional uses to allow more development without need for conditional use approval

- The 2012 City zoning code rewrite increased in by-right development. The rewrite integrated various requirements (including height, square footage, lot coverage, density) such that a building could meet the zoning requirements. The problem is that developers want to push the envelope to maximize profits, thereby seeking conditional use approval, creating planned developments and requesting rezoning. These requests are routinely granted, further encouraging developers to not develop buildings that come within the by-right parameters.
- The existing thresholds match what the City/Council determined to be appropriate as part of the Comprehensive Plan. Any changes in the thresholds should be made in connection with the Comprehensive Plan Update, not by a resolution ostensibly promoting affordable housing.

2. Relax the requirement for Plan Commission approval for demolition

- Gentrification, particularly in isthmus neighborhoods, could take housing away from low and middle-income families.
- Demolition requests for a building that comes within by-right development (e.g., the recent 801 Williamson approval) can obtain Plan Commission approval through the consent agenda.
- The City has determined certain goals are met by the prior approval requirement. MGO 28.185(1). Those goals (e.g., protect neighborhood character, preserve historic buildings) should be thoroughly weighed before determining whether to abandon prior approval of demolitions.

3. In addition to adjusting thresholds, add maximum height maps to the zoning code to better manage expectations.

- Maximum heights already exist. For example, TSS has a maximum height of 3 stories/ 40 feet. It is the developers that choose to exceed those maximums. Unless height requirements become true maximums, developers will almost certainly still seek to exceed any new maximum.

4. Expand "by-right" development

- See prior 3 points.

5. Standardize and streamline the pre-application process (e.g. neighborhood meetings)

- The Toolkit, page 9, states: "Historically, Madison has provided generous opportunity for resident involvement in the development review process. While change has been occurring swiftly in some neighborhoods over the past few years, it has been shaped in part by input from nearby residents, particularly those that have direct interest or life circumstances to allow them the opportunity to volunteer time and effort in these processes. In contrast, potential residents who may like to own or rent in proposed developments are not as likely to provide input."
- Developers have their paid consultants and attorneys. They have the support of the Planning Department, guiding them through the process and telling them what they can get. (For example, the developer of 418 Division admitted his proposal was based on what Planning told him he could obtain.)
- In contrast, neighborhood residents generally only have a voice. A voice that often improves the particular project. Yet the Toolkit seems to recommend that that voice be silenced, or, at a minimum, muted. Rather than discouraging resident input by labeling residents (as either motivated by self-interest or as having a cushy lifestyle full of free time), the City should seek ways to encourage resident input.
- Developers work with the residents to get neighborhood buy-in. They do not have to do this, but generally choose to do so. Since developers already have the option to cut out neighborhood input, the City should not mandate that neighborhood input be reduced/eliminated.

6. Encourage post-approval meetings with development teams.

7. Further reduce or eliminate parking requirements for multi-family residential development citywide.

- Parking is needed, at least on the isthmus. Parking is also needed for developments further out, such as the 60-unit at Fordem and Sherman (this property has very few City streets nearby as Maple Bluff is on one side and the railroad tracks are a block in the other direction). When buildings are often developed with 150-200 units, existing streets cannot absorb that number of cars – particularly when there may be several buildings of that size within a given block.
- The isthmus cannot support parking for all the additional development. Most of the recent development has been on the isthmus: in 2015, at least 48% of new units covered by new construction building permits for 5+ family buildings were issued for developments on the isthmus. In 2016 it was at least 47% and 39% through the third quarter of 2017. Other areas with a greater number of such building permits were nearby shopping streets (Atwood and Monroe) and new developments on the edge of the City. Since the end of

- 2014, 2,545 new units have been added to zip code 53703, for an increase of 21% (per MG&E data).
- The fact that structured parking is expensive (2017 national average of \$19,700 per parking place) does not outweigh the need for parking. It is a cost of doing business, as is purchasing property at double, or more, the assessed value.
 - 906-912 Williamson paid \$700,000 for a property valued at \$284,700 (land value of \$157,400), or almost a 150% premium. 418 division paid \$550,000, more than double the assessed value of \$267,200. Using the 2017 national average, parking for 906-912 Williamson cost about \$453,000, and 418 Division about \$590,000.
8. Lower the maximum parking ratio for multi-family residential development.
 - Recommendation #10 should first be implemented and data analyzed.
 9. Utilize the Transit-Oriented Development Overlay District to eliminate off-street parking requirements altogether in areas well served by transit.
 - This goal has been discussed for years. But that goal was dependent upon having better mass transit options, such as bus rapid transit. Just because someone lives on a bike path or near a bus line does not mean that person does not have a vehicle.
 10. Develop a protocol to analyze the actual parking and traffic impacts of a sample of developments
 11. In tandem with above strategies, pursue a more robust on-street parking management strategy
 - Having more metered stalls “to support businesses” is unlikely to gain widespread support.
 - Having residential parking permits for evening and overnight parking may be worth exploring. However, since a high number of event attendees, bar patrons and restaurant customers park in the Williamson Street residential areas, I would guess this proposal would also face opposition.
 12. Within the Comprehensive Plan Update, consider increases to residential density ranges
 13. Increase the allowable density for purely residential buildings in mixed-use zoning districts
 14. Increase the allowable residential density for small multi-family buildings in select districts
 15. Create a new high-intensity district that would allow for high-density residential or mixed-use buildings for application outside of the Downtown area
 - The Comprehensive Plan Update is already including higher densities. Again, this is a decision for the Update process.
 - Density is already regularly exceeded. TSS, per the Comprehensive Plan, should not exceed 60 dwelling units per acre. 906-912 Williamson was developed at 83 units/acre. 418 Division was rezoned and developed at 77.5 units/acre. 2087 (now 2081) Atwood was developed at 88 units/acre. Increasing density may result in developers seeking even higher densities.
 16. Explore a reduction of usable open space requirements
 - Usable open space in TSS is 40 square feet/unit. In TSS, balconies can be used to meet 100% of this requirement. In many other districts, balconies can meet 75% of the requirement. It is hard to see how this can be further lowered.

17. Explore the more widespread replacement of density maximums with building height maximums

- Rather than looking at density of a per-unit basis, it may make more sense to look at density on a per-bedroom/studio basis. This would give a better sense of the number of potential occupants/density.

18. Allow ADUs "by-right" without need for conditional use

- As noted in the Toolkit, 13 accessory dwelling units have been reviewed/approved since 2013. By-right ADU development would not result in much savings of staff time.
- ADUs have a number of standards to meet under the Supplemental Regulations, MGO 28.151. Would by-right development mean that someone could have more than one ADU on a property? That more than one family or two unrelated persons could be housed in the ADU? That the maximum height/size will no longer apply?

19. Further refine TIF guidelines to provide better financial support to affordable housing

- Affordable housing units, under the TIF Objectives and Policies, are made available to income certified households at or below 80% of the Dane County median income, adjusted for family size for rental housing. Hopefully any change will focus on those at 30% or 60% of the median income.

Respectfully Submitted,
Linda Lehnertz

From: anewalker@homelandgarden.com <anewalker@homelandgarden.com>
Sent: Wednesday, July 29, 2020 7:46 PM
To: Planning <planning@cityofmadison.com>
Subject: agenda item 61440

Dear Plan Commission Members

I live in an isthmus neighborhood. I live in an area that has seen quite a bit of infill development, and has, what feels at times, like non-stop meetings for more.

While I embrace the concept of infill development and most especially affordable housing, I also fully embrace preparing for a world where the climate is changing, especially in a neighborhood that has been built on a former wetland and is flooding. I embrace having enough open space for canopy trees. Heat waves are increasingly becoming the norm and can have deadly consequences, especially for those without air conditioning, or living on a tight budget.

I am a neighbor who has volunteered my time many times over the years in relation to infill development. In a recent newspaper article, it was reported that developers would like to limit the time that a neighborhood association has to comment on a proposed development. While I appreciate a developers request to limit the time a neighborhood association can review and comment on proposals, I also have watched as neighbors, experienced in development issues, have dropped their lives to try to navigate the development process, most especially as more and more developers send their teams to meet with the neighborhood. Teams often include the architect and a lawyer, though increasingly, not the developer. Asking questions that require the developer to respond takes time. As well, neighbors new to the process and that will be living next to the proposed development, are quite honestly, often lost as to how to proceed.

I also live in a neighborhood that has seen its share of demolition by neglect. Will this new push for more housing create an even bigger problem?

I appreciate having a process and committees in place to review new projects. I have been around long enough to have experienced several changes in the City of Madison's Planning Dept. With each new change, there seems to be a different perspective, a different climate. That can prove challenging for neighbors and neighborhood associations navigating the development process.

In conclusion, please keep in mind holistic design and the needs we are experiencing in a changing climate. Please know that for neighbors and neighborhood associations especially in the isthmus, that the challenge of keeping up with proposals is difficult at present.

As a final note, I would like to see more co-housing options in the neighborhood, especially affordable elder co-housing.

Respectfully,

Anne Walker

From: Kathryn Pensack <katpen7@gmail.com>

Sent: Wednesday, July 29, 2020 1:40 PM

To: Planning <planning@cityofmadison.com>

Subject: General Comments on the Special Meeting of the Plan Commission 7/30/20

To the Plan Commission,

It is heartening to see the Commission interested in reworking many of their policies and systems to address current issues.

My comment is simple. 70% of the CO2 produced in cities comes from the built environment. Since we are in a global climate crisis, I strongly urge the Commission to do all in its power to make the buildings you approve produce less CO2.

Last Monday's Plan Commission meeting was a bit shorter than some but you considered about 515 dwelling units. They will use considerable energy over their lifespan. We must pressure the developers to be more sustainable. We need more solar, and less car traffic for example, as well as better building designs.

Does the Plan Commission currently require projects that come before you to file any environmental sustainability reports or plans?

Thank you,

Kathryn Pensack
207 N. Dickinson #1
Madison, WI 53703

From: Peter Herreid <peter.herreid@gmail.com>

Sent: Wednesday, July 29, 2020 7:49 AM

To: Planning <planning@cityofmadison.com>

Subject: Potential Zoning Code Changes to Support Additional Housing - Comments

Hello Madison Plan Commission Members,

I support the changes to the zoning code on the agenda for July 30th. Furthermore, I am urging the city to do more to address the issue of "missing middle housing" and achieve the city's goal of "a full range of quality and affordable housing opportunities throughout the city."

The city should implement its adopted comprehensive plan and allow for small multifamily housing by right everywhere that is currently mapped "Low Residential" on the generalized future land use map. Is it not high time to abolish single family zoning?

If not, what is the legitimate basis for restricting property rights to exclude small multifamily housing from single family districts? For example, how does a duplex threaten the health, safety, or welfare of neighbors?

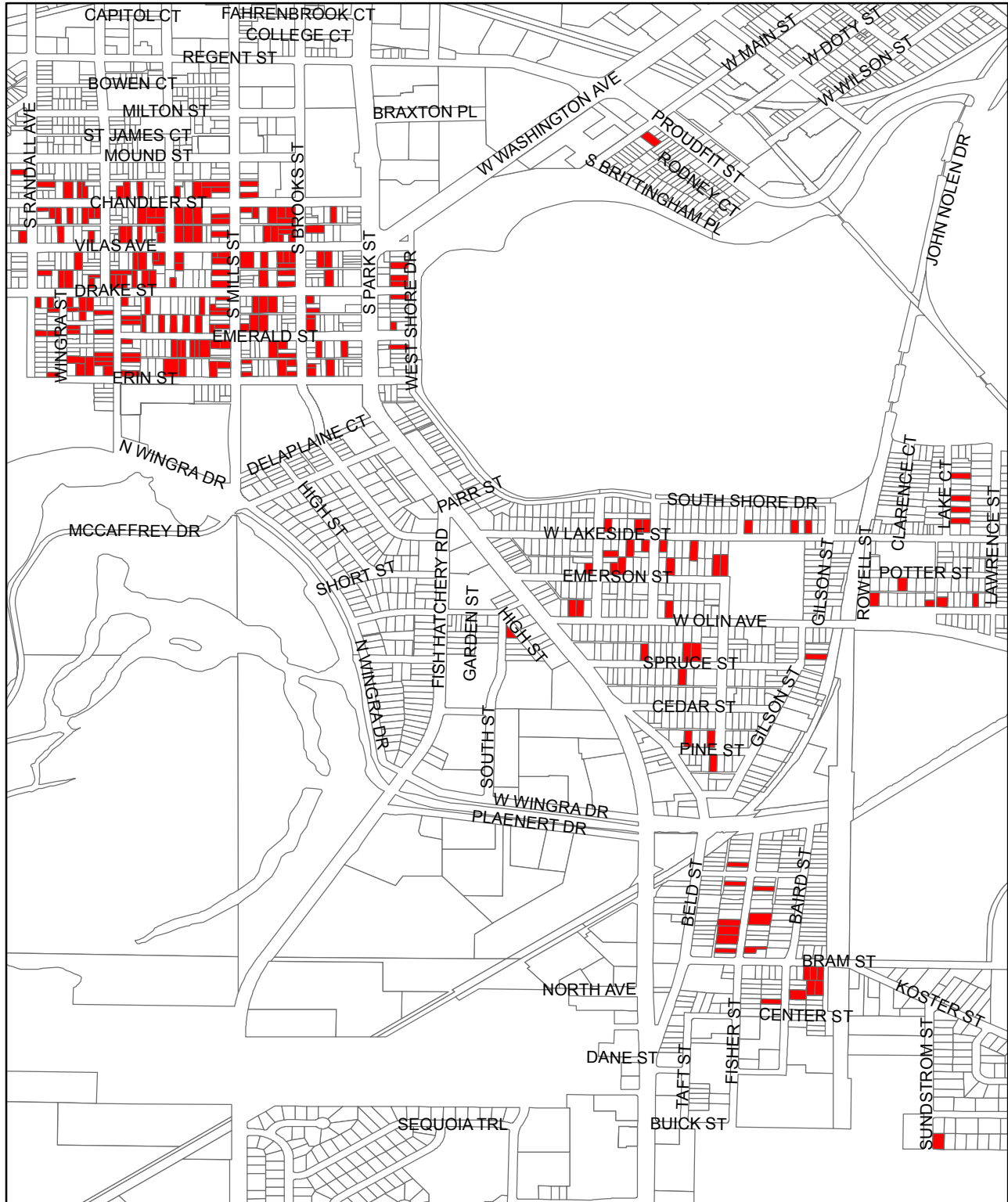
A common argument is that multifamily housing would be "out of character with the neighborhood." If constructed at scale with existing housing, isn't the issue here really that of the "character" of multifamily housing residents rather than the character of the built environment?

Preserving the existing diversity of housing choices is also at stake. For purposes of commenting on the draft comprehensive plan in 2018, I identified 404 small multifamily buildings (2-4 units) that are now legally non-conforming properties according to the zoning code, but where single family houses are permitted on these parcels. The attached map shows neighborhoods in which there is a high density of legally non-conforming small multifamily properties.

Sincerely,

Peter Herreid

Legally Non-Conforming Middle Housing



2-4 Unit Properties that are Legally Non-Conforming to Madison's Zoning Code

City-wide: 295 duplexes, 56 triplexes, and 53 fourplexes were identified as legally not conforming to the zoning code on parcels where detached single family houses are permitted. In this sense, legally non-conforming means that the property is zoned for a classification that does not allow for a duplex, triplex, or fourplex, although the current property may be grandfathered in or have a conditional use permit. For example a duplex on a parcel zoned TR-C3.

This was a simple GIS analysis and may have missed some legally non-conforming 2-4 unit properties. It would be good to have a second analysis to verify these results.

From: Anita Weier <anitaweier@netscape.net>
Sent: Tuesday, July 28, 2020 1:39 PM
To: Planning <planning@cityofmadison.com>
Subject: Comment on proposed zoning code changes

Please end the requirement that retail space be located on the ground floor of multistory residential buildings.
Several buildings on the Northside have empty retail space on the ground floors.

I support allowing attached/interior accessory dwelling units by right.

Please do not limit the right of residents of an area to comment about proposed developments.
It is very important that people have a say about what will happen in their communities.

Anita Weier, former Northside Alder

Sent from [Mail](#) for Windows 10

From: Terrence Wall <terrence@twallenterprises.com>
Sent: Sunday, July 26, 2020 7:44 PM
To: Stouder, Heather <HStouder@cityofmadison.com>
Cc: Bill Connors <bill@smartgrowthgreatermadison.com>
Subject: Housing Shortage Article

Here's my take on the housing shortage and lack of affordability -

1. **Density.** City staff and council and committees, due to neighborhood pressure, always cut density, even from entitled zoning. Developers will max density if you let us. Adding 20% density can cut the per unit cost significantly.
2. **UDC.** The UDC is out of control, constantly imposing extraordinary costs on the better projects while letting the crappy projects through unimproved. (That's because UDC members like to meddle in the cool projects and have a hand in them to get 'credit'.) The UDC does not need to be involved in every project and should be limited in scope and number of meetings. A good reading to them of their limited legal purview would go a long way.
3. **Neighborhood Plans.** Old out of date neighborhood plans that reflect low density, suburban style assumptions of years ago. The city staff too often treat neighborhood plans like their gospel.
4. **Property Assessments and Taxes** - one of the highest property taxes in the country. Property taxes are the single highest expense on the Income Statement, comprising 2/3s of all other expenses combined! (Taxes are more than 4 times the next highest expense.) Assessments are out of control, and frequently the assessor discriminates against developers for doing a good job. Don't do maintenance, let your property run down, and you're rewarded by the assessor, but do a good job maintaining your property and you get penalized.
5. **City Increases in Fees** - Madison has some of the highest fees in the entire nation. Parks fee up 4 times (500%) recently; sewer fees up 8 times (900%) over 8 years (which would have been in one year if we hadn't threatened to sue); etc. etc. Fees are out of control.
6. **Parking.** The city restrictions prohibiting on-street parking for apartment residents is discrimination and causes new buildings to construct loads of very expensive parking costing between \$25,000 and \$50,000 per space).
7. **City Adding Costs.** Various city staff, commission members and council members each add their own demands for every project, all adding up. At the Peloton, the UDC's demand for a glass facade cost over \$1 million, and the city staff's demand at the last minute (after the project was designed) for a strip of property for road r-of-w cost another \$500,000 to redesign the building and make structural changes. Each demand appears innocent at the time, but there is NO accountability to those making the demands. Every change demanded by the city should require that the city also produce a economic impact estimate. The developer can also provide an estimate.

I always find it amazing that no one in the city will observe that Madison has one of the greatest housing shortages, highest costs of housing, and yet, they never ever admit that the cause is themselves-the city.

Terrence R. Wall, President
T. Wall Enterprises Mgt, LLC
Management company for the various properties

Terrence@twallenterprises.com
Cell Phone: [\(608\) 345-0701](tel:(608)345-0701)

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From: S Moritz <stefmrtz@gmail.com>
Sent: Sunday, July 26, 2020 4:49 PM
To: Planning <planning@cityofmadison.com>
Subject: public comment: Plan Commission meeting 7/30/20

To: Plan Commission members

Re: #61440 Potential Zoning Code Changes to Support Additional Housing

As you consider possible solutions to the problem of a housing shortage, I urge you to view with caution the recommendations of Smart Growth Greater Madison which call for a more limited role of neighborhood associations in the development review process. In my experience serving on neighborhood development review committees, developers who are interested in providing quality projects which provide sustainable and liveable residential units DO value the input of neighborhood associations since the end result of the collaboration is an improved project.

With regard to Smart Growth's recommendation to limit the number of times a project must go before the Urban Design Commission, again, this may lead to undesirable consequences. The city should not sacrifice good design for a speeded-up timeline.

I do favor eliminating or granting exceptions to the mixed-use requirement. The need for residential housing is greater than the need for commercial spaces. In fact, the long-term need for commercial space may decrease because of the pandemic since a percentage of those working from home may never go back to a traditional office. There are numerous vacant storefronts in newer mixed-use developments downtown; if those spaces had been designed for residential use they would be occupied now.

Most importantly, the city needs to find a way to provide more affordable housing in the city center, with its concentration of jobs. It has been disappointing to see recent proposals for new apartment buildings downtown with absolutely no affordable units. Since land costs are especially high downtown, affordable housing incentives are needed, and I hope that the Plan Commission will explore this.

Thank you for the opportunity to share my views with you.

Stefanie Moritz
533 W Main St
Madison, WI 53703

From: [Firchow, Kevin](#)
To: [Cleveland, Julie](#)
Subject: FW: solutions
Date: Thursday, July 30, 2020 5:14:24 PM

[For the Legislative file.](#)

From: Random_ Boy14 <malcolmcalmese@gmail.com>
Sent: Thursday, July 30, 2020 4:57 PM
To: Firchow, Kevin <KFirchow@cityofmadison.com>
Subject: solutions

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

Hi my name is Malcolm. I am writing you in support of Agenda Item #61440. I Wanted to talk to you about the Wanda Fullmore program. This program is dedicated to helping our youth become better candidates for our future so that it is brighter, and right now we are talking about the many problems that are going on as I send this to you such as racism. We know a lot of racist outbursts have been seen all around the media of them beating, spitting, and calling minorities names and they do it simply because of their skin color. Another problem we are facing is homelessness there are many homeless people because they have nowhere to go or no family and most of them are probably youth who just got out of a group home because they were not adopted. I could go on all day naming issues that are happening but i would rather start finding solutions to the problems rather than keep finding out what the problem is wouldn't you. Let's work together with the people to make a change for the better. Currently we are working on a development project Market Study that takes a city owned site and looks at building supportive housing for youth who are

transitioning out of foster care and group homes. The problem we are learning about are the stringent zoning laws. We ask that the plan commission look at how we can work with non-profit housing development groups like Common Wealth Development and others who run into problems of zoning laws that do not allow them to build supportive developments on sites that are near amenities and other necessary supports for young people.

Thank you for your time. !