

From: [laura scandurra](#)
To: [Plan Commission Comments](#)
Cc: [Figueroa Cole, Yannette](#)
Subject: Blog on the proposed mixed-use development at 1302 S Midvale
Date: Monday, January 15, 2024 3:40:12 PM

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Dear Plan Commission Members - I wanted to share the attached blog post on 1302 S Midvale. Thank you for the opportunity to provide input.

Regards,

Laura



[1302SMidvaleBlogJan15.pdf](#)

From: [Drew H](#)
To: [Plan Commission Comments](#)
Cc: [Figueroa Cole, Yannette](#)
Subject: 1302 South Midvale
Date: Monday, January 15, 2024 10:06:22 AM

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Planning Staff,

I live near Midvale Blvd, south of Odana Road. My family and I support several of the businesses between Midvale, the beltline, and Hammersley. Sometimes we walk or bike there, including to enjoy the new ice cream shop and purchase items at the hardware store. We wish the neighborhood had more of these types of amenities along Midvale Blvd.

Regarding the proposed development at 1302 South Midvale Blvd, while the proposal needs honing to provide more neighborhood and resident amenities, I want to give my support for it being a seven story building. This is an excellent location for much greater density and I am confident enough amenities and design improvements can be provided to warrant the additional two stories on the building.

Sincerely,
Drew Hanson
608-335-9299

From: [CAROL R BUELOW](#)
To: [Urban Design Comments](#)
Cc: [Figueroa Cole, Yannette](#)
Subject: 1302 S. Midvale updated comments
Date: Tuesday, January 9, 2024 4:44:32 PM

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Dear Commission members,

Thank you for posting my original comments.

I've looked at the revised plans for this project, and have updated and added to comments sent originally on Dec 11, 2023. I live a few blocks away, on Doncaster Drive.

The major change I see is a welcome one; the half of the building that faces Midvale now has the first floor at grade level, has engaging windows and storefronts and improved accessibility to the retail space. This is a significant improvement. It does appear, though, that entrance further west along Hammersley still requires navigating 9 steps up to the entrance.

I will reiterate that I am not opposed to a multi-story multi-use building on this site. However, my objection to the building height at seven stories stands unchanged. Like other commenters, I have paid close attention to the height of similar and recent building projects in the area. Within at least a mile to a mile and a half radius of this location, I have seen no residential buildings taller than 4 - 5 stories. This is consistent with the zoning restriction of 5 stories. A seven-story building is totally out of proportion to any nearby buildings, mainly single-family homes and 2 story apartment buildings. It would also be taller than the large recently built projects visible from the beltline just west of Whitney Way, along Schroeder Road and along Odana Rd.

Could a larger building footprint allow the same number of apartments with fewer stories?

Adding to the towering height is the increased visibility or "effective height" due to the area being at a high point in the terrain relative to the

surrounding area.

Lack of a plan for the existing strip mall is also a large concern. Could approval of this project be put on hold until the West Area Plan is finalized and approved? Ideally, some effort on the part of city planners should take place to set standards for the remaining space here. I think a piece-meal approach to development at this corner is unwise and short-sighted. Approving a seven-story building will be an unfortunate precedent for future development here and elsewhere.

City planners also should consider the effect of this new project on existing businesses. As a frequent customer of Dorn's Ace Hardware, and occasionally Le Tigre Lounge and La Taqueria Restaurant, I would not like to see them priced out of business by increased development and subsequent rising rents.

Pedestrian safety for those people trying to get across Midvale at that intersection is a serious concern, with multiple lanes of traffic. Since this new development will add to pedestrian traffic, and has as a goal improving walkability, there need to be measures to protect pedestrians crossing Midvale from traffic, especially turning traffic. A right turn lane from Hammersley to South bound Midvale/Verona Rd as some have advocated, might help traffic flow, but will add to pedestrian challenges. Perhaps more visible cross walks, and longer walk lights will help.

Thank you for considering my comments. I look forward to a constructive discussion of measures that will indeed make this development an attractive gateway to the city.

Carol Buelow

Dear Neighbors - As Madison grapples with population growth, mixed-use developments along major corridors have the potential to provide much needed housing and bring amenities to adjacent neighborhoods. A new 55-unit, mixed-use development with approximately 10,000 square feet of first floor retail is being proposed for [1302 S Midvale](#). According to the developer, the building is intended to function as a “gateway” to the neighborhood, anchor future development, and promote pedestrian traffic – all with a cohesive transition to the surrounding neighborhood. At first blush, this all sounds great but what does it really mean for the neighborhood?

Let’s start with the height. At seven stories, the building would tower over adjacent homes and buildings. Other developments along Midvale, including [The Manchester](#) and the [Sequoia Commons](#), are capped at 5 stories.

How about anchoring future development? While the entire area adjacent to the beltline, including the strip mall and parking lot, has long been ripe for development, there has never been a plan or an incentive offered to promote development of the entire site. This means that, rather than something akin to the Sequoia Commons redevelopment, which transformed the old Midvale Plaza strip mall, we are looking at an ad hoc approval request for a single parcel of land. How will decisions on architectural style, building elements, height, step backs, setbacks, greenspace, road access and public amenities contribute to a cohesive vision for what could quite possibly be a high-density residential area for the city? What role would the community have in contributing to this vision? How do decisions on this project impact other potential development projects on the adjacent parcels? What architectural elements, including landscape architecture, make this a “gateway” building?

A key issue is ease of access both for cars and pedestrians. Under the proposed plan, drivers must follow an awkward route through the building’s parking to go west on Hammersley, east on Nakoma, or north on Midvale. For pedestrians, we all know what it is like to try and cross the Midvale / Nakoma intersection on foot. What can be done as part of this development to increase walkability and reduce traffic congestion?



What: UDC Meeting
When: Wednesday, January 10
Send comments to UDC: urbandedesigncomments@cityofmadison.com
Register:
<https://www.cityofmadison.com/city-hall/committees/meeting-schedule/register>
Select UDC meeting from the drop-down menu. The agenda item is #12.

What: Meeting with the developer
When: January 11
Register: <https://www.cityofmadison.com/MeetingJanuary11Midvale>

Let’s be clear. This isn’t about being against the proposed development. It’s about being for good design. How do we achieve that? Speak up! Register to attend the upcoming meetings and email your alder, [Yannette Figueroa Cole](#).

Let's take a deeper dive on what can be done and why.

1. **Ask the Plan Commission and the City Council to consider the impact on surrounding neighborhoods and limit the height of the building to five stories.** The City has [standards](#) that guide the review of development proposals including height restrictions and provisions that require consideration of the impact of a proposed building on neighboring land. The City's current [zoning regulations](#) limit the height of the mixed-use buildings to five stories. However, heights above that can be approved with a conditional use approval. Section 28.183 (6) (a), which relates to conditional uses, states that the City Plan Commission shall not approve a conditional use without due consideration of the recommendations in the City of Madison Comprehensive Plan and any applicable neighborhood, neighborhood development, or special area plan. Note that the [West Area Plan](#) has yet to be approved by the City Council.

Section 28.183 (6) (2) also states that no application for conditional use shall be granted by the Plan Commission unless it finds that all of a set of predetermined conditions are met. Among these is #12, which states that "When applying the above to an application for height in excess of that allowed in the district, the Plan Commission shall consider...the impact on surrounding properties, including height, mass, orientation, shadows and view, architectural quality and amenities; the relationship of the proposed building(s) with adjoining streets, alleys and public rights of ways; and the public interest in exceeding the district height limits."

2. **Ask the Urban Design Commission to work with the developer and architects to incorporate design modifications that create a better transition to the neighborhood and create a pedestrian friendly streetscape on the ground floor that can be experience while moving 1-3 mph.** As in the case of Sequoia Commons, there are architectural elements and design strategies that would go a long way toward creating a lively edge to the building connecting it with the social fabric of the neighborhood. These include separate and distinct entrances for retail with individual storefronts and separate display windows, overhangs or awnings, variations in roof lines, and step backs at the upper floors to name a few. Landscape architecture can also play an important role. This might include a dense canopy of trees and, as a nod to the nearby UW arboretum, extensive landscaping with native plants that could be carried through to both sides of Midvale and around the highway interchange. Evergreen trees could be planted to shield a view of the parking lot from Midvale. Public spaces with benches and good lighting could also contribute to a pedestrian friendly streetscape. These and other features would help to achieve a human scale and a more compatible and effective transition to the surrounding neighborhoods.
3. **Ask the Urban Design Commission to recommend that the Plan Commission require a comprehensive plan that includes the adjacent parcels before approving application for conditional use.** A comprehensive approach that includes the adjacent parcels of land, as opposed to piecemeal approvals, could bring much desired amenities to the neighborhood. These include more retail space, public spaces, better street connectivity, improved traffic circulation for cars, and better access and linkages for bikes and pedestrians. This is an infill opportunity that helps create a more walkable neighborhood with green space and public amenities. Urbanist Fred Kent explained it well noting, "If you plan cities for cars and traffic, you get cars and traffic. If you plan for people and places, you get people and places." Are there any city programs that could be used to support this approach? Could a [Tax Incremental Financing](#) program be created that extends the work done south of the highway interchange?
4. **Ask the Plan Commission to develop a gateway concept for the Verona/Midvale interchange area.** The proposed building, located next to a highway interchange, is described as a "gateway" building. Indeed, it would be. From the south, the Verona/Midvale interchange serves as the "front door" or "gateway" to both our community and the city. Why not make that a positive and proactively design it as such. As

described in an [article](#) on gateway design, “If we think of a gateway as an entrance corridor, then gateway planning means linking the sequence of views together with common elements that give the corridor its own identity.” What are the defining elements of the Verona/Midvale exchange? How will a seven-story mixed-use building fit in with that character? Are there opportunities for the community to work together with the Plan Commission to develop and implement a gateway concept that encompasses the land adjacent to the interchange, including the proposed new development?

Key issues are summarized in the table below.

Topic	Issue / Concern	Options
<i>Integration with the surrounding neighborhood</i>		
Impact of height on surrounding neighborhoods	Current zoning allows for more than 5 stories with a conditional use approval. However, if approved, the building will tower over other buildings jeopardizing the human scale of the neighborhood.	Cap the building at 5 stories, which is what has been done for other developments along Midvale.
Appropriate transition with neighborhood	Zoning codes (CC-T) require new mixed-use developments to relate to the design of traditional buildings in scale and character with appropriate transitions.	Cap the building at five stories and consider a step back on the fourth and fifth floors and/or a variation in roof lines. Activate the ground floor streetscape to improve human scale.
<i>Public Engagement</i>		
There has been minimal public engagement to date	The Urban Design Commission (UDC) meeting is scheduled for Jan 10. The first meeting with between the community and the developer is scheduled for Jan 11.	Provide the community with an opportunity to provide input in an informed and structured manner so that the developer can respond, and the community input can be adequately reviewed by the UDC.
<i>Transportation, Access & Egress</i>		
Access and egress create transportation and safety challenges and have implications for existing businesses in the strip mall and potential future development	<p>The proposed access easement through a parking lot is circuitous and awkward putting cars, bicycles, and pedestrians at risk.</p> <p>People driving from the strip to go north on Midvale or access Nakoma Road would need to drive thru a parking lot.</p> <p>What is the impact of these access issues on the existing businesses in the strip mall? What is the impact on the potential for further development?</p>	<p>Condition use not approved until traffic circulation issues – for cars, bikes and pedestrians – are adequately addressed.</p> <p><i>Note: Current zoning allows for the building to be set back up to 100 feet from the front property line allowing for a drive aisle and parking between the building and Midvale.</i></p>
There is no bus stop structure	While there is a designated bus stop in front of the building on Midvale, there doesn't appear to be any plan for a covered structure.	Build a covered bus stop with seating so that passengers are protected from the elements.
<i>Retail, Impact on Adjacent Business and Anchor for Future Development</i>		
Good streets have an “inside-outside” quality. The proposed retail for this building is all inside. Can multiple and clear entrances for the	The zoning code requires buildings that have more than one non-residential tenant to have a minimum of one functional entrance oriented towards an abutting street. The current plan is for the building to have between one and four non-residential tenants.	What architectural items and design strategies can be used to activate the streetscape? Separate entrances for retail tenants with individual storefronts and separate display windows? Delineated entrances with overhangs or awnings? These and other architectural elements could go a long way toward creating a lively

planned first floor retail be added?		edge to the building and connect it with the social fabric of the neighborhood.
Impact on existing business	What impact will this development have on existing business in the strip mall, particularly with the access and egress issues?	Have the existing businesses in the strip mall been consulted? How do they view the proposed access? What recommendations have been offered for improvement? Do they include accessibility and linkages for pedestrians?
Building Design		
What makes this a “gateway” building	The building is described as a gateway but it isn’t clear what aspect of the design makes it a gateway.	Engage the developer to better understand what makes this a “gateway” building. Engage the city to determine if a “gateway” plan can be developed for the Verona/Midvale interchange and the highway corridor as it serves as a southern gateway to the city.
Tree Canopy and Landscaping		
Enhance tree canopy and landscaping	Trees are critical components of urban ecosystems, providing habitat, reducing stormwater runoff, and shading hardscapes to minimize heat islands. They are also one of the simplest ways to improve the character of an area, as can be seen on a tree-lined street compared to one without trees.	Incorporate more trees and landscaping, including native plants (as a nod to the UW Arboretum), into the design. Use trees for screening the surface parking lot from Midvale.
Parking and Pedestrians		
How many parking spots are really needed?	The plan calls for a total of 81 parking spots, including 38 above ground parking spots	Are car sharing facilities and an electric bike station an option? Would addition of these items enable a reduction in the number of above ground parking spots?
Will this development really promote pedestrian traffic?	Pedestrians take their life in their hands when crossing this intersection.	Ask the city, developer and the architects for clarification on how this development will promote pedestrian traffic. Can a pedestrian overlay be created?
Local Case Studies		
Local Case Studies	The redevelopment of the Midvale Plaza strip mall turned approximately 3.5 acres of surface parking and single-story retail into four-story buildings with 101 apartments, 45 condominiums and about 40,000 feet of commercial space, including the Sequoia branch library.	Can a planning process be put in place that includes the adjacent strip mall and parking lot before the conditional use is approved?

*Laura Scandurra
Nakoma Resident
Jan 9, 2024*

From: [Juli Aulik](#)
To: [Urban Design Comments](#)
Cc: [Figueroa Cole, Yannette](#)
Subject: RE Jan 10 UDC agenda item #81423: 1302 S Midvale Boulevard - New Mixed-Use Building in an existing Planned Multi-Use Site. (District 10)
Date: Tuesday, January 9, 2024 1:00:23 PM

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

Dear UDC members, staff, and alder Figueroa Cole,

Since this meeting is informational, I'm sending questions and offering thoughts and views, not taking a position. Also, for the sake of continuity of conversation, I'm including questions outside the purview of UDC, as we have a neighborhood meeting about this the night after UDC, and of course there are plan commission issues. In concept, I favor density, housing, and mixed use at this location and appreciate this project has been put forward but I see many issues and questions. I appreciate many of the questions and ideas already in the staff report and public comment.

I'd like to learn about the following:

- How does the project team view their plans as demarking a “gateway into the neighborhoods.” I would go further and offer this is gateway to the city. How does their design convey that? What are their ideas of how it could better express “gateway?”
- How do they envision the bus stop working given its integration in the building. I like the integration, but I am not sure how drivers will see people waiting. I am also not sure there is appropriate overhang to protect riders from the elements.
- Is the bike parking covered? I couldn't tell from the drawing.
- What other amenities and design features could make the building more pedestrian-friendly and attractive to drivers and bike/ped users?
- The easement allowing traffic from the shops to the west to pass through to exit onto Hammersley doesn't seem to be marked clearly on the drawings that I could see. Getting from the other shops to/from Hammersley appears will require quite a bit of awkward driving around. Many of us use this a lot and I would like to better understand what they envision for cars, peds and bikes, imagining a busy parking lot to navigate and potential congestion and safety issues.
- More about use of materials relative to the staff comments. I thought the horizontal

wood/faux wood and the warm colors relate to the neighborhood buildings

- Building's urban orientation to the sidewalk and street should be carefully considered. I generally support a closer orientation to the street as I perceive that creates a sense of shelter for pedestrians and signals to drivers to slow down, but I realize there are other points of view and expertise regarding this subject. I would like to see it carefully considered, appreciating the lot also presents challenges about how much choice there is.
- I'm generally in favor of the seven stories, noting the conditions that must be met, and open to ideas such as stepping back the upper floors. Seven stories here does lead me to wonder even more about the next questions below.
- How does this project set the tone and establish precedents for other development not only on the adjacent parcels but in the quadrant including Midvale/Verona Road/Beltline/frontage roads? Would decisions made for this project such as building materials and setback drive decisions for other projects?
- How does this relate to the draft West Area plan? (Noting 1/24 UDC will have informational presentation on West Area plan)

Lastly, FYI, I shared the following with our alder and planning and economic development staff: Further, it doesn't seem like the city has anything going on that takes into account the future of the Midvale/Verona Rd/Beltline area (all four quadrants). Is there? Taken together, this constitutes a major commercial (and prospectively high-density residential) area of the city. Is it possible to work on this? How would that fit with the city's schedule for the area plans? This area seems to be ripe for redevelopment over the next 10 years. I realize the comp plan updates were just adopted, but I wonder if this could be considered for a "special area plan"? I just look at our need for housing and density relative to transit and this seems like an area to consider as a whole despite how it's bisected by roads — or maybe because.

Thank you for considering my questions and views and thanks to everyone for your work on this.

Juli Aulik
4034 Mandan Circle

From: [CAROL R BUELOW](#)
To: [Urban Design Comments](#)
Subject: 1302 S. Midvale development legistar File #81423
Date: Monday, January 8, 2024 5:58:15 PM

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Hello Commission members,

The comments below were originally sent on Dec 11, but they have not as yet showed up in the public comments file. In the meantime, there have been one or more design changes, and I will send an update to these comments. They are still relevant, and I would like them to be part of the public record. Thank you!

I live on Doncaster Drive, and am a frequent customer of stores in that strip mall, and drive in that area daily. I live in the Crawford-Marlborough-Nakoma neighborhood. These are my personal views, not necessarily those of the neighborhood association. I want to be clear that I am not opposing the building of a multi-unit, multi-story apartment building on this site. I do not have a "NIMBY" viewpoint, or a naive idea that this area will remain a strip mall with one story buildings. But I do think that a seven-story building is out of proportion compared to any nearby buildings, including the new apartment building at 4612 Hammersley, which is only 3 stories, with a similar lot size and similar number of apartments. The small commercial strip at S Midvale and Hammersley is surrounded by areas designated "Medium Residential" on the City's Generalized Future Land Use map. Those have a 5 story height limit, which is also the limit set by the Comprehensive Plan. This very tall building, jammed up against the sidewalk on two sides, will tower over pedestrians who are crowded between the building and the traffic.

There is a middle ground between no development and this overly tall building with poor site placement, and I hope we can work toward that.

The building height is just one of several issues I have; I see a number of problems:

Siting on the corner of the lot, up against the sidewalk on both Midvale and Hammersly. This might be a guideline of the Urban Design Committee, but it's mis-applied here, in an area that is primarily residential. Doing this precludes having landscaped areas to improve esthetics and pedestrian-friendliness. This is not downtown, nor is it in a truly urban area.

The first floor of the building is elevated 5 ft above grade, which does not meet urban design criteria of 3 ft.

One must navigate 7 -8 steps up to reach the retail space.

It is not very handicapped accessible, a long ramp is way around to the side.

Vehicle access to the other stores is circuitous. Also, exiting traffic going anywhere other than West on Midvale will have to exit by this awkward route behind the new building. Cars entering the mall via existing access from Midvale are at risk of being rear-ended by fast traffic heading to the beltline entrance.

Another important issue is lack of a detailed plan for the rest of the strip mall. *If the City grants major changes to the current conditional use permit for this project, it opens the door for this level of density, building height, and urbanization to be allowed for the entire corner, in a piece-meal fashion. I do not think this project should be allowed to go through without a thorough discussion of whether we want to create an urban district where it does not currently exist, or if we do, what we want it to look like.*

On the plus side, there is an opportunity here for an attractive development that will add appreciated retail stores and other amenities for the neighborhood. A small to medium grocery store would be of great value, as would a coffee shop or cafe.

I'm sure I'm not alone in having these concerns, which I have also shared with Alder Cole. I hope you will give them serious consideration.

Carol Buelow
4206 Doncaster Dr

From: [Deanna Mleziva](#)
To: [Urban Design Comments](#)
Subject: 1302 S Midvale development
Date: Monday, January 8, 2024 4:33:08 PM

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

I was very excited to read that this area is being developed! I would love to see a drive thru coffee shop go into the commercial space. I think it would do very well and be a great addition to the neighborhood.

Excited to see where this project goes!
Deanna Mleziva (Mohican Pass resident)

From: [Harold Sabot](#)
To: [Urban Design Comments](#)
Subject: 7 story building
Date: Sunday, January 7, 2024 9:46:42 PM

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

Hello,

It seems to me that a **7 story** apartment complex at 1302 South Midvale seems out of place for that location. I have lived in the area for over 50 years, and would hope that my concern be heard.

Thanks,

Harold Sabot



Sender notified by
[Mailtrack](#)

From: [Kim](#)
To: [Urban Design Comments](#)
Subject: 1302 Midvale development
Date: Monday, January 8, 2024 1:44:13 PM

I oppose the development proposed at 1302 south midvale.

As a neighbor on Onaway Pass I stand against the size of this building at 7 stories , which is 4 stories too many. It far exceeds the character of the existing neighborhood and is an inappropriate and unwarranted in this location.

In addition the intersection at midvale lacks a right turn only lane which is necessary already without an additional 55 units exacerbating the problem. This must be fixed before ANY development of this corner occurs. Greater than 70 percent of the traffic entering midvale from hammersely turns right there. We must have a dedicated right turn lane to prevent traffic backing up to a dangerous and delay causing degree .

The parking will be an extra charge for residents, yes? As not everyone will pay that, excessive street parking will result in congestion on Hammersely even beyond its current state. That road is not wide enough to accommodate parking on both sides with the increase in volume 55 units will entail.

I support a 3 story building and only if the intersection is reconstructed for a dedicated right turn onto midvale.

-Kim sprecker
4509 Onaway pass.

Laura Scandurra
1113 Waban Hill
Madison, WI 53711

January 4, 2024

Dear Commission Members,

I am a member of the board of the Crawford Marlborough Nakoma Neighborhood Association and am writing regarding the proposed development at 1302 S. Midvale in a personal capacity.

As Madison grapples with population growth, mixed-use developments along major corridors have the potential to provide much needed housing and bring amenities to adjacent neighborhoods. The developer has described the building as a “gateway” that can anchor future development and promote pedestrian traffic with a transition to the surrounding neighborhoods. I’m interested in UDC’s views on how this can be achieved with the current design and what modifications might be considered.

While the improved pedestrian orientation in the developer’s updated 12/18/23 design is a welcome step in the right direction, at seven stories, it will tower over neighboring homes and buildings, dominate the street, and jeopardize the human scale of the neighborhood. I’m not against development. I’m just looking for quality development that can accommodate the local context with a sense of “place” that will help kickstart future development. Can the building be capped at five stories? If not, are step backs on the top three floors an option?

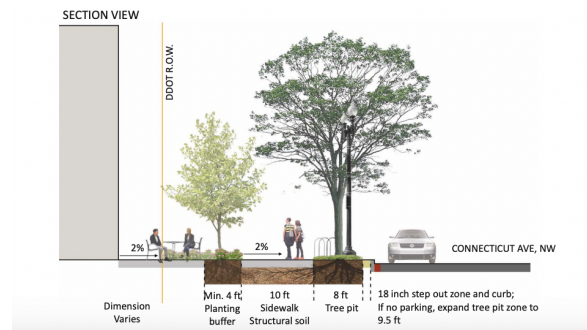
Can the streetscape be “activated”? Good streets have an “inside-outside” quality. The proposed retail for this building is all inside. Can multiple and clear entrances for the planned first floor retail be added? This would go a long way toward creating a lively edge to the building and connect it with the social fabric of the neighborhood.

How does the UDC view the gateway aspect of the building? In Nakoma, many of the historic stone gateways distinguish the neighborhood. What makes this building a “gateway”?

Are there additional design strategies or architectural elements that could be considered to achieve a human scale and a transition to the neighborhood? Awnings or overhangs over entryways? Articulated vertical facades? More glass for transparency? Additional trees and native landscaping (as a nod to the nearby arboretum)? Most of these features have been used to some degree in other mixed-use developments along S. Midvale, including the Manchester located at 226 S Midvale.

Along with design modifications to create a more human-scale, setbacks can promote pedestrian traffic, particularly along major thoroughfares. Before moving to Madison, I lived along Connecticut Avenue, a major thoroughfare in Washington DC. The neighborhood worked with the DC govt to develop a concept plan to create a more pedestrian friendly community.

The plan called for a "curb amenity zone" immediately adjacent to the road to support large trees (6 ft minimum / 9 ft preferred), a sidewalk free of obstacles (9 ft min / 10 ft preferred), and a "building amenity zone" (min 4 ft) that allowed for a planting buffer / landscaping between the building and the sidewalk, outside seating, and other amenities. These features, which can be seen in the image below, contributed to a human-scaled, livable, pedestrian friendly atmosphere, particularly along a major throughfare designed for automobiles. Does the UDC view wider setbacks along major corridors such as Midvale, together with trees and landscaping, as a means to promote pedestrian traffic, including for this project?



When reviewing the developer's packet, I found the requested easement for traffic between the strip mall and Hammersley a bit awkward, especially with the street winding through a busy parking lot. What is envisaged for cars, pedestrians, and cyclists to access/exit the retail strip onto Hammersly? Also, to encourage bus use and bicycle use, will a protected waiting area with seating at the bus stop be part of the plan? Are there plans for a covered bike or electric bike-sharing station next to the bus stop?

As a local resident, I'm hoping that the proposed development at 1302 S. Midvale can help kickstart further developments on both the adjacent parcel and the Midvale/Verona/Beltline frontage road area. How will decisions on architectural style, building elements, height, step backs, setbacks, greenspace, road access and public amenities contribute to a cohesive, vision for what could quite possibly be a high-density residential area for the city? What role would the community have in contributing to this vision? Also, how do decisions on this project impact other potential development projects on the adjacent parcels? Would decisions made for building height and setbacks drive decisions for other projects? Are buildings of this height permitted in the West Area plan? How will decisions on this project impact the Near West Area plan?

Thank you for the opportunity to comment. I look forward to receiving your response.

Laura Scandurra
lgscandurra@gmail.com
202-604-8017

From: [Drew H](#)
To: [Urban Design Comments](#); [Figueroa Cole, Yannette](#)
Subject: 1302 South Midvale
Date: Monday, January 8, 2024 7:14:30 AM

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

Members of the Urban Design Commission,

I have lived in Madison for 37 years. My family and I live near Midvale Blvd, between Odana Road and the Beltline. We sometimes eat at El Jalapeno, shop at Dorn hardware store, and enjoy ice cream at Mr. Mangonada in the small commercial area where Midvale meets the Beltline. On nice days, we walk or bike to these wonderful amenities.

We wish there were more such amenities within walking distance of our home. But such new amenities will not materialize without a greater density of residents and housing. 1302 Midvale is a perfect location for greater density. This building should be taller than seven stories.

People will continue moving to Dane County in droves. If we do not build enough housing for them in Madison, they will find housing in Fitchburg, Waunakee, Oregon, and the other suburbs--bringing their increased tax revenue to those other communities, leading to the conversion of more farmland to sprawl, and bringing increased traffic to our streets. We should welcome more residents into our neighborhood beginning with providing more housing.

This location is not within the height restriction area of the Capitol. It is surrounded by multi-unit apartments and commercial development. It is a perfect location for a building taller than seven stories.

Sincerely,
Drew Hanson
608-335-9299
drewhansiii@gmail.com

Figueroa Cole, Yannette

From: City of Madison <noreply@cityofmadison.com>
Sent: Thursday, January 4, 2024 9:01 AM
To: Figueroa Cole, Yannette
Subject: [District 10] 1302 S. Midvale Blvd Redevelopment Proposal

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Green Category, Purple Category

Recipient: District 10: Yannette Figueroa Cole

Thu, 01/04/2024 - 08:57

Heather Benson
she/her
925 Mohican Pass
Madison, Wisconsin. 53711 Yes, by email. heather.n.benson@gmail.com District 10 1302 S. Midvale Blvd
Redevelopment Proposal Good morning!

I'm unable to attend the January 11 virtual meeting regarding the proposal to redevelop 1302 S. Midvale Blvd., but I wanted to express my support for the project.

This spot is right on an existing bus route. Steps away, residents would have access to a market, hardware store, and bars/restaurants. And there are already several other apartment buildings nearby. The empty building is the eyesore of the neighborhood. I've been hoping a proposal similar to this one would come along, and create an opportunity to put this spot to better use.

The strip mall adjacent to this property is home to the only locally-owned businesses within about a mile of my house, but I seldom visit them--at least on foot. Currently, the intersection at Hammersley and Midvale is pretty scary to cross as a pedestrian, even with a walk signal; I've been cut off and nearly hit by oblivious drivers there more times than I can count. I believe the addition of high-density housing would offer the additional benefit of improving walkability in this area, by priming drivers to watch more closely for pedestrians in crosswalks.

Thanks for taking the time to read! I certainly don't require a response, but I included my email address in case you have thoughts to share.

Have a nice day!

Figueroa Cole, Yannette

From: Randall <randallagentry@gmail.com>
Sent: Monday, December 25, 2023 1:16 PM
To: Figueroa Cole, Yannette
Subject: 1302 S. Midvale development

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Purple Category

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

Hi.

I am unable to attend the virtual meeting scheduled for Thursday, Jan. 11 regarding the building of a mixed-use building at 1302 S. Midvale Blvd. I wanted to email you to voice my **approval** of this building as someone who lives further down that small portion of Hammersley Rd.

My only point to address would be updating the street traffic lines on that small section of Hammersley Rd to accommodate the traffic that turns to enter the parking lot for the other businesses on that corner. One of the biggest headaches of living on that small stretch on Hammersley Rd is that there is currently a driveway into that parking lot very close to the intersection. Drivers are constantly causing traffic problems by making a lefthand turn into the first driveway. Reducing this to the second, and farthest one, should help. However, I recommend restriping that portion of the street to find a better way to direct traffic into a turn lane.

Thank you for your consideration, and happy holidays.

Randall Gentry
(he/him)

Figueroa Cole, Yannette

From: Andrew Jackson <abjackson@gmail.com>
Sent: Sunday, December 24, 2023 12:22 PM
To: Figueroa Cole, Yannette
Subject: Support for 1302 S Midvale project

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Purple Category

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

Hello!

I live in District 10 on Oneida Pl.

I am writing to voice my general support for the proposed development at 1302 S Midvale.

Glad to see new apartments with mixed use space, particularly steps away from a bus line and in a location that's been empty and in a state of disrepair for years.

I couldn't find an exact estimate, but also looks like this property could go from generating \$13,100 in annual tax revenue for the city of Madison to \$100,000 or more. That's nice to see.

Assuming it is in line with our ordinances and regulations, and meets core engineering/safety requirements, I'd like to see it move quickly! I don't want to see Madison nitpick the proposal to block it from happening or slow it down. We need more housing like this.

Thank you!
Andrew Jackson

Figueroa Cole, Yannette

From: Preston T <prestontokheim13@gmail.com>
Sent: Wednesday, December 13, 2023 3:18 PM
To: Figueroa Cole, Yannette
Subject: Midvale/Nakoma Road Intersection Development

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Purple Category

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Hello Alderwoman Figueria Cole,

I recently learned about the project at 1302 Midvale. While I'm not against the building, I do think it would benefit from more thoughtful design and planning, especially as the site serves as a gateway to the community, and, done right, it has the potential to transform a 1980s surface-parked strip shopping mall into a neighborhood commercial hub.

First, the design. As can be seen from the rendering, you must walk up nine stairs to get to the first floor. When walking along the building, windows are well above eye level. Pedestrians will be sandwiched in between a towering building and the street traffic. In other words, there is very little, if anything, in the building design that offers visual interest at street level or brings energy to the streetscape. In addition, there is nothing that visually connects or ties the fabric of the building to historic Nakoma or the other adjacent neighborhoods. In a nutshell, the building does not activate the streetscape and lacks a contextually sensitive design with the surrounding neighborhood.

Second, the building will be sited on the corner of a large lot (with a bus stop right in front) that has the potential to transform the neighborhood with increased retail, public space, and green space. However, the city lacks a cohesive vision/plan, not only for this lot but for both sides of Midvale and both sides of the beltline.

The developer's stated goals are to: "effectively utilize and respect the prominence of the intersection it is located on to act as both a gateway into the neighborhoods and an anchor for any future developments along the strip. We are also using this opportunity to promote pedestrian traffic in the area through a combination of encouraging public transportation with a thoughtfully designed bus stop and walkable first floor retail areas." The design also seeks to "be thoughtful and cohesive with the context of the border between commercial and residential zones, and to provide that transitional characteristic intended by this zoning district." The proposed project fails on all counts.

Density can help create great places to live and enhance walkability but, to be successful, it needs thoughtful, cohesive design. While I understand the site is not part of an Urban Design District, the developer will be applying for a major alteration to existing conditional use. Ideally, the city would take the time to work with the community to develop a cohesive vision/overall plan for the entire area before the approvals are given. In addition, to achieve the developer's stated goals, one hopes the developer will be open to working with the local community to "activate" the two sides of the building and break up the facade so that it has a human pedestrian scale and a style that reflects the neighborhood. This might include access to retail at street level and use of design elements that break up the mass of the building at street level. Additional enhancements might include a wider tree buffer, a community bike share, and improved landscaping.

Two questions.

1. Would you be willing to advocate for the development of a cohesive plan before approval of this project is granted?
2. As this is outside a design district, could you advise how community input can be integrated into the design of this project in the spirit of achieving the developer's stated goals. I'm aware of the meeting on January 8 but that will unlikely result in much momentum for improvement. Is there a process we can engage in?

Thank you for your time,
Preston Tokheim

1116 Waban Hill
Madison, WI 53711
608-228-6953

Figueroa Cole, Yannette

From: Derek Marley <dmarley@gmail.com>
Sent: Tuesday, December 12, 2023 9:23 AM
To: Urban Design Comments; Figueroa Cole, Yannette
Subject: Full Support for the Redevelopment at 1302 S Midvale Blvd

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Purple Category

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

Dear Alder Cole and Urban Design Commission,

I am writing to express my full support for the redevelopment project at 1302 S Midvale Blvd. As a local resident on Doncaster Drive, I have been closely following the progress of this project and am convinced of its immense potential for our community.

The design and vision for the redevelopment are modern and innovative, promising to revitalize our neighborhood with a fresh and contemporary look. This redevelopment is not just an enhancement of physical structures but a significant step towards improving the overall quality of life for all residents in the area.

One of the most exciting aspects of this project is its potential for economic growth. The introduction of new residential and commercial spaces will not only attract new businesses and residents but also serve as a cornerstone of the corridor, setting a benchmark for future developments. This transformative effect will significantly contribute to the economic vitality of our community, supporting the ongoing growth and development of our city.

Moreover, the project's commitment to creating a more dynamic and functional space is commendable. It goes beyond mere construction; it's about enriching our community, making it more attractive and vibrant for current and future generations.

In conclusion, I believe that the redevelopment of 1302 S Midvale Blvd is an essential and positive development for our area. It represents a unique opportunity for growth and improvement in our community. I strongly encourage your support for this project and am excited to witness the positive changes it will bring.

Thank you for taking the time to consider my perspective on this important matter.

Sincerely,

Derek Marley
4214 Doncaster Dr

From: [CAROL R BUELOW](#)
To: [Urban Design Comments](#)
Cc: [urbanist@charter.net](#); [laura_scandurra](#); [Sue Reget](#); [Mary Odell](#); [ajplummer@uwalumni.com](#); [LaVonne Bennett](#)
Subject: 1302 S. Midvale Blvd development proposal
Date: Monday, December 11, 2023 12:23:58 PM

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

Dear Commission members,

I don't see that your January meetings have agendas listed yet, but I understand from my alder, Yannette Figueroa-Cole, that the 1302 S. Midvale Blvd project will be on either the Jan 10 or 24 meeting agenda. I am sending these comments now, and hope to attend the relevant meeting.

I live on Doncaster Drive, and am a frequent customer of stores in that strip mall, and drive in that area daily. I live in the Crawford-Marlborough-Nakoma neighborhood. These are my personal views, not necessarily those of the neighborhood association. I want to be clear that I am not opposing the building of a multi-unit, multi-story apartment building on this site. I do not have a "NIMBY" viewpoint, or a naive idea that this area will remain a strip mall with one story buildings. But I do think that a seven-story building is out of proportion compared to any nearby buildings, including the new apartment building at 4612 Hammersley, which is only 3 stories, with a similar lot size and similar number of apartments. The small commercial strip at S Midvale and Hammersley is surrounded by areas designated "Medium Residential" on the City's Generalized Future Land Use map. Those have a 5 story height limit, which is also the limit set by the Comprehensive Plan. This very tall building, jammed up against the sidewalk on two sides, will tower over pedestrians who are crowded between the building and the traffic.

There is a middle ground between no development and this overly tall building with poor site placement, and I hope we can work toward that.

The building height is just one of several issues I have; I see a number of problems:

Siting on the corner of the lot, up against the sidewalk on both Midvale and Hammersly. This might be a guideline of the Urban Design Committee, but it's mis-applied here, in an area that is primarily residential. Doing this precludes having landscaped areas to improve esthetics and pedestrian-friendliness. This is not downtown, nor is it in a truly urban area.

The first floor of the building is elevated 5 ft above grade, which does not meet urban design criteria of 3 ft.

One must navigate 7 -8 steps up to reach the retail space.

It is not very handicapped accessible, a long ramp is way around to the side.

Vehicle access to the other stores is circuitous. Also, exiting traffic going anywhere other than West on Midvale will have to exit by this awkward route behind the new building. Cars entering the mall via existing access from Midvale are at risk of being rear-ended by fast traffic heading to the beltline entrance.

Another important issue is lack of a detailed plan for the rest of the strip mall. *If the City grants major changes to the current conditional use permit for this project, it opens the door for this level of density, building height, and urbanization to be allowed for the entire corner, in a piece-meal fashion. I do not think this project should be allowed to go through without a thorough discussion of whether we want to create an urban district where it does not currently exist, or if we do, what we want it to look like.*

On the plus side, there is an opportunity here for an attractive development that will add appreciated retail stores and other amenities for the neighborhood. A small to medium grocery store would be of great value, as would a coffee shop or cafe.

I'm sure I'm not alone in having these concerns, which I have also shared with Alder Cole. I hope you will give them serious consideration.

Thank you,
Carol Buelow
4206 Doncaster Dr
608-274-0127

Figueroa Cole, Yannette

From: Max Schweiner <max.schweiner@gmail.com>
Sent: Sunday, December 10, 2023 9:22 PM
To: Figueroa Cole, Yannette
Cc: Julia Barnes
Subject: Re: 1302 S Midvale Comments
Attachments: 1302-vehicle-access.jpg; midvale-hwy12-conflict.jpeg

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Purple Category

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

Yannette,

Thank you for your response. Some other problems I see, on vehicle access:

- Northbound Midvale Blvd coming from Verona Rd or US 12 is often treacherous even today. Right turners from US 12 westbound frequently fail to yield on their red signal to the left turners from US 12 EB traversing the SPU (single point urban interchange) on a protected left turn green arrow. I encounter this daily on my return commute home. An image is attached showing the conflict points. Improvements are welcome, especially with more residents presumably set to take that route.
- On that northbound Midvale path, the best access to the existing shopping center is by left turn onto Hammersley and through the 1302 S Midvale lot, east of the current building. Will a route around the new building and connection to the adjacent lots be preserved? The alternate choice is the curb cut at 1310 S Midvale. But U-turns are prohibited at NB Midvale and Hammersley, shown [here](#) on Google street view. Ditto northbound Midvale and Odana, [here](#). U-turns at minor intersecting streets are dangerous and risk blocking the left travel lane. The safest legal spot in a fully controlled intersection is at northbound Midvale and Tokay, over 1 mile north. Is it reasonable to expect all northbound Midvale traffic headed to the shopping center to weave through the new apartment parking lot, even if it is "possible"? Or to require a 2 mile detour to U-turn?

Best regards,
Max

On Sat, Dec 9, 2023 at 6:58 PM Figueroa Cole, Yannette <district10@cityofmadison.com> wrote:

Hello Max & Julia!

Thanks for your email. I brought up the charging facilities when the developers reached out; this is important for the City, too. The design is in the early stages, but I look forward to learning more. I have a meeting with staff on Monday to discuss some of the input I have received. I will continue to share information as I receive it.

For this term, the mayor assigned me to the Plan Commission. It has been a very challenging learning experience! But I am stubborn and tackle challenges head-on. As I continue to learn, I plan to apply that knowledge to this project and use that knowledge to empower the community to focus on what the City has control over. Wisconsin statutes favor developers and remove a lot of power from municipalities. Please stay in touch!

Thanks,
Yannette

Council VP Alder Yannette Figueroa Cole (she/her/hers/ella)

District 10 - Madison Common Council

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- [Community Development Funding Opportunities](#)
 - [Violence Prevention Funding Opportunities](#)
-

From: Max Schweiner <max.schweiner@gmail.com>

Sent: Saturday, December 9, 2023 5:53 PM

To: Figueroa Cole, Yannette

Cc: Julia Barnes

Subject: 1302 S Midvale Comments

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

Dear Yannette,

Thank you for collecting neighborhood input and liaising re: 1302 S Midvale. My wife and I live nearby on Beverly Rd.

I am excited to see development nearby and a new life for this site. I am very supportive of new housing units of all kinds in the city. I see this project as a great opportunity to enhance the neighborhood with accessible amenities, much like the Sequoia Commons project did for Midvale Heights and Westmorland.

To that end, I would like to see more attention given toward making this project a flagship attraction and staple amenity for the CMNNA and Summit Woods communities. The way the SFH areas are currently zoned and developed in the area, it's very hard to make inroads with something like a cafe, bakery, small grocery, or other community gathering space. This development provides a rare opportunity to do so, and I don't think there is enough focus on that in the draft design. That's despite included language like "gateway into the neighborhoods" and "anchor for future development". The developer seems willing to serve the need, so let's align the design and function of the building to match.

I believe improvements to pedestrian access and safety across Midvale Blvd are also called for, especially considering the now-widened roadway.

I would also like to know what the developer's plans are for electric vehicle charging facilities to serve residents of the building. I am an electrical engineer and climate policy advocate, and I do not consider it appropriate for any new development to go without adequate Level 2 EV charging facilities in 2023. The cost is also much lower when implemented up front than when retrofitted.

Best regards,
Max

4257 Beverly Rd

Figueroa Cole, Yannette

From: LaVonne Bennett <lavonne.bennett@outlook.com>
Sent: Sunday, December 10, 2023 5:37 PM
To: Figueroa Cole, Yannette
Subject: 1302 S Midvale

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Purple Category

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

I am writing to register my disapproval of the proposed development at the above address for the following reasons:

- 7 stories are too tall/large for the parcel when looking at the surrounding buildings; 5 stories would be the tallest I could see there. I have been driving around the near westside and looking at buildings with multiple stories and the number of stories appear to be 4 stories tall.
- the placement on the lot should be moved back from Midvale so it is in line with the apartments across the street.
- the curves of the drive to get to the buildings on the other side of the proposed development create extra turns.

I ask that you listen to your constituents instead of siding with developers.
LaVonne Bennett

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Figueroa Cole, Yannette

From: City of Madison <noreply@cityofmadison.com>
Sent: Sunday, December 10, 2023 11:46 AM
To: Figueroa Cole, Yannette
Subject: [District 10] 1302 Midvale plan

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Green Category, Purple Category

Recipient: District 10: Yannette Figueroa Cole

Sun, 12/10/2023 - 11:44

Jill davis

3710 council crest

Madison , Wisconsin. 53712 Yes, by email. jill.ldavis@gmail.com District 10 1302 Midvale plan Please ask the developer to put retail on street level with windows at that level vs 9 steps up, to increase green space , and develop a facade that fits in better with the neighborhood and is architecturally more interesting. Great idea though to have apartments there

Figueroa Cole, Yannette

From: heather essig <essig88@gmail.com>
Sent: Sunday, December 10, 2023 9:33 AM
To: Figueroa Cole, Yannette
Subject: 1302 s Midvale development

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Purple Category

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Hello,

I was made aware through a neighbor that there are plans for development and wanted to share my excitement to see this space brought back to life.

In general this area is very walkable from our neighborhood/Beverly Rd but lacks the draw for community building/staples that a neighborhood could thrive off of. Equally, as a huge fan of Le Tigre and Taqueria el Jalapeño I would hate to see these businesses pushed out. Our family has often commented that a cafe would be wonderful to include in this space. So often apartment developments end up with business in the first level that do not serve the communities around them daily. Sequoia Commons on Midvale and The Current in Monona are both better examples of locations with businesses with better "daily use" to the community.

I do also have concerns over how this new development might improve a Safety in the area with crime being more common at this beltline entrance/exit. Although I have never felt unsafe or been a victim myself, the reports of gun violence is alarming. Do you see this as an opportunity to provide more security? Are there other options that the city can add during development construction that would benefit the neighborhood as well as new apartments tenants?

Looking forward to see further information on this property at upcoming meetings!

Best,
Heather Essig

Figueroa Cole, Yannette

From: Linda6khiya <linda6khiya@aol.com>
Sent: Sunday, December 10, 2023 7:29 AM
To: Figueroa Cole, Yannette
Subject: new building at 1301 Midvale

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Purple Category

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To whom it concerns,

A seven story building at this site would be an eyesore and foolish. Nothing in the area is that high, 4-5 story at the most. Also Midvale has so many speeders, walking to shops on the first floor is not really feasible for increasing foot traffic. I live on Beverly Rd so I have walked the walk. No way to seven story building!

Sincerely, Linda Mogan

Figueroa Cole, Yannette

From: Suzanne Dove <suzannebeatrice@gmail.com>
Sent: Saturday, December 9, 2023 6:21 PM
To: Figueroa Cole, Yannette
Subject: Comments on new development, 1302 S Midvale Blvd

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Purple Category

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Hi Alder Figueroa Cole,

As a long-time Nakoma resident, I am excited to learn about the proposed new development at 1302 S Midvale Blvd. I'm writing to share a few thoughts about what I understand of the project design, based on documents you shared on your website:

- It looks like a flight of stairs would separate the retail spaces from the sidewalk. This doesn't seem like a design choice that supports accessibility nor does it promote visibility of retail. Could the proposed stairs be removed and instead have the retail entrances at sidewalk level?
- I see this project as a cornerstone that could support creative placemaking and community building for the Nakoma-Dunn Marsh-Midvale neighborhood. Aside from the rooftop patio for residents of the building, I would love to see some green space and a community gathering spot. This could include grass and a few pieces of play equipment for children, benches for people to sit, etc.
- This may be beyond the scope of the project but I'm curious about transportation plans. Will the bus run past this building? Is there any plan to connect bike routes from the Southwest Trail to this building?

Thank you for listening. I hope to stay informed about public meetings to hear more as the plans come together.

Suzanne Dove
4130 Mandan Crescent,
Madison, WI 53711

Figuroa Cole, Yannette

From: Max Schweiner <max.schweiner@gmail.com>
Sent: Saturday, December 9, 2023 5:54 PM
To: Figuroa Cole, Yannette
Cc: Julia Barnes
Subject: 1302 S Midvale Comments

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Purple Category

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

Dear Yannette,

Thank you for collecting neighborhood input and liaising re: 1302 S Midvale. My wife and I live nearby on Beverly Rd.

I am excited to see development nearby and a new life for this site. I am very supportive of new housing units of all kinds in the city. I see this project as a great opportunity to enhance the neighborhood with accessible amenities, much like the Sequoya Commons project did for Midvale Heights and Westmorland.

To that end, I would like to see more attention given toward making this project a flagship attraction and staple amenity for the CMNNA and Summit Woods communities. The way the SFH areas are currently zoned and developed in the area, it's very hard to make inroads with something like a cafe, bakery, small grocery, or other community gathering space. This development provides a rare opportunity to do so, and I don't think there is enough focus on that in the draft design. That's despite included language like "gateway into the neighborhoods" and "anchor for future development". The developer seems willing to serve the need, so let's align the design and function of the building to match.

I believe improvements to pedestrian access and safety across Midvale Blvd are also called for, especially considering the now-widened roadway.

I would also like to know what the developer's plans are for electric vehicle charging facilities to serve residents of the building. I am an electrical engineer and climate policy advocate, and I do not consider it appropriate for any new development to go without adequate Level 2 EV charging facilities in 2023. The cost is also much lower when implemented up front than when retrofitted.

Best regards,
Max

4257 Beverly Rd

Figueroa Cole, Yannette

From: Matthew Kime <matt@mattki.me>
Sent: Saturday, December 9, 2023 12:13 PM
To: Figueroa Cole, Yannette
Subject: 1302 S Midvale Blvd Project feedback

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: Purple Category

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

Hello, I live a couple of blocks away from the proposed 1302 S Midvale project. Overall, I'm glad to see development in that particular lot and to see Madison adding new, higher density apartment buildings.

That said, I think the initial proposal could use some improvements. It should be better connected to the street and surrounding community. The initial rendering shows entries above street level. Additionally, I'd like to see commercial space on the first floor - wait, maybe this is part of the design? If so, it's odd that the first floor retail would be above the heads of pedestrians.

Thanks for your work.

Matthew Kime, Nakoma home owner

Figueroa Cole, Yannette

From: Figueroa Cole, Yannette
Sent: Tuesday, November 28, 2023 1:42 PM
To: Nick Badura; Ian Luecht; Steve Shulfer; Jeff Jacobsen; Randy Manning
Subject: Fwd: New Development at 1302 S. Midvale

Follow Up Flag: Follow up
Flag Status: Flagged

Sent from my iPhone

Begin forwarded message:

From: Mary Mullen <mmullen0843@gmail.com>
Date: November 26, 2023 at 3:50:39 PM CST
To: "Figueroa Cole, Yannette" <district10@cityofmadison.com>
Subject: Re: New Development at 1302 S. Midvale

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

Thanks for moving this to the city account and passing on my comments to the Commissioners.

Others had comments when I posted this to the DMNA FB page.

Mary (Mary Mullen)

*Carbon dioxide – a greenhouse gas – in my birth year (1940) was 311.3 ppm.
By 2011 it was already 391.15 .Year 2019 average was 409.9 ppm.
Pre-industrial level was 280 ppm.*

On Sun, Nov 26, 2023 at 12:20 PM Figueroa Cole, Yannette <district10@cityofmadison.com> wrote:
Hi Mary!

I am moving this email to the city account.

Thanks for the feedback! I went to the DAT meeting back in June but it was meant to ensure developers are in sync with city ordinances and state law. The design was not final.

The developers connected early this month to share the design. My main concerns were the mitigation of the beltline noise as well as ensuring there are improvements made to the mall entry from Verona Road; both I see as safety hazards. I also asked to share the presentation as soon as possible. I got it a few days ago, and shared it without doing any further review.

During the meeting I explained that the neighbors will focus on the height and losing access to cut through the parking lot from Hammersley. Thank for pointing out the entrance/ramp concerns.

The area by right allows 5 stories, which still tall compared to the 1 story mall. The first official meeting will be UDC, where the design gets scrutinized. Please add to your calendar and make sure to stop by to offer additional input.

I will send your comments to the Commissioners for their review. I will post meeting details and recordings once available for others to register or to watch.

Thanks again!
Yannette

Sent from my iPhone

On the other Nov 26, 2023, at 12:39 AM, Mary Mullen <mmullen0843@gmail.com> wrote:

Hi, Yannette,

Thanks for all the information on the proposed development project at Midvale and Hammersley. I've looked through most of the application including photos and drawings. My first impression is that this building is quite a bit out of sync with nearby buildings. The seven-story proposal contrasts to the mostly one-story commercial structures and 2-story and 3-story apartment buildings in the area, although Oak Park Place does have 4 stories.

While the information says the first floor will be commercial, when I looked at the elevation drawings, I could not see any kind of welcoming entrance for those proposed businesses unless it was by a bunch of steps which are not at all accessible for some people. Looking at the plans, I saw there is a ramp along the south side of the building but people would have to walk the entire length of the building from Midvale to get to the beginning of the ramp and then double back along the ramp to get into the commercial spaces. I can't see that that would help the businesses or the people who might want to frequent those businesses unless they already lived in the complex. Essentially, the businesses look like they are elevated from ground level.

The text says the development are promotes walking, but then goes on to talk about the convenient bus stop. It looks to to me like walkers would be at a disadvantage because of the parking lots and apparently only one public entrance from S. Midvale.

So there's my first impresssion.

Mary (Mary Mullen)

*Carbon dioxide – a greenhouse gas – in my birth year (1940) was 311.3 ppm.
By 2011 it was already 391.15 .Year 2019 average was 409.9 ppm.
Pre-industrial level was 280 ppm.*