



Office of the Common Council

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To: Colleagues on the Common Council

From: Sara Eskrich, District 13 Alder

Re: 8Twenty Park

Date: January 14, 2016

Thank you for your attention to the request for rezoning and conditional use at 820 South Park Street that will be before us on Tuesday, January 19. As you will see in the many public comments that will be before us, as well as the submitted comments, this application has garnered much attention from surrounding neighbors, including opposition and support. This project presents an opportunity to site multi-family mixed-income housing near transit, employment, natural amenities, and a strong residential neighborhood.

Due to the size and scope of this project, which originally would have required a neighborhood plan amendment, I helped organize a neighborhood steering committee composed of residents in the Greenbush and nearby Bay Creek neighborhoods. This committee met multiple times to learn about the proposal, provide feedback, and assess resulting changes. It benefited from organization and facilitation by Urban Assets. Additionally, two broader neighborhood meetings were noticed to nearby residents through email and postcards and facilitated by an outside facilitator. The many opportunities for neighborhood feedback on this project have resulted in an improved proposal thanks to residents' feedback and the resulting iterations of plans. Beyond the changes that happened prior to city submittal, at the request of neighbors, city staff, and myself, the Plan Commission and Urban Design Commission reviews further provided opportunities for public input and incorporated changes.

As we all know, Madison is in dire need of affordable housing. The [2015 City of Madison Housing Report](#) cites the consistently low (2-3%) vacancy rates of multifamily as demanding a significant and consistent influx of new multifamily units. Placing mixed income and affordable units in strong and vibrant communities with easy access to services is important to the success of these housing types. The Park Street and Greenbush neighborhood location of this proposal is appropriate for those reasons. Neighbors consistently cite the need and support for more affordable housing in Madison, and sharing that throughout our neighborhoods is important to achieving success.

The proposal before you tonight has undergone significant changes at the request of neighbors, city staff, and myself. The original proposal included multifamily development on the entire block. Our neighborhood plan calls for commercial and taller frontage on Park Street, transitioning into small multifamily and single family homes. Therefore, the original proposal would have required a neighborhood plan amendment and either complete rezoning or a planned development. The proposal

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before you this evening has been adjusted to preserve and enhance the value of the single family homes on South Brooks Street, positioning them for owner-occupancy, as the neighborhood plan encourages. Taller structures are contained to the South Park Street half of the block, though the mass and density are higher than immediate neighbors are comfortable with. It moves the zoning lines to accommodate the multifamily project, and aligns the TSS district more with the zoning split between taller mixed use zoning on the properties to the south. The [staff report](#) outlines the ways in which this new proposal does and does not align with the neighborhood and comprehensive plan. I believe that it generally fits with the intent of these plans, and brings needed affordable housing to our community.

There were conditions of approval in the staff report (incorporated in the Plan Commission recommendation) that will help alleviate the impact of this development on nearby neighbors, including:

- Submission and city staff approval of a management plan for parking, trash removal, snow removal, common space, move-in/out management, and use of at least one shared car on-site.
- Relocation of the homes onto South Brooks Street in a manner that will preserve the streetscape and trees as best as possible, with specific conditions as to protecting the trees.
- Significant improvements to the homes on South Brooks Street.
- A new public sidewalk where one currently does not exist on Delaplaine and a wider public sidewalk on Park Street.
- Storm water management and erosion control.

Further, I am pleased that the Plan Commission approved the project with my suggested conditions of approval that responded to additional neighborhood concerns about the density, parking, and lack of green-space challenges with this proposal:

1. Applicant will step back the fourth floor of the “phase 2 building” from Haywood, obtaining a 0.9:1.0 parking ratio for underground stalls only, with additional above ground stalls.
2. Applicant has now filed a binding letter with city attorney acknowledging that rezoning for the entire project is contingent on approval of WHEDA funding for Phase 1 (Delaplaine and Park Street building).
3. Utilities on the property facing Park Street will be undergrounded at the expense of the applicant.
4. Applicant will provide and maintain at least one dog waste station on the property.

The applicant has incorporated these changes into the submission recommended by the Urban Design Commission and before us this evening.

I appreciate the involvement of the many neighbors, city staff members, and development team members. I believe that we have a strong project before us this evening that will bring a much needed mix of housing options to a fantastic location in our city. Please join me in voting to approve this project.

Do not hesitate to reach out to me directly with any questions.