

**From:** [Benjamin Noffke](#)  
**To:** [Mayor](#); [Plan Commission Comments](#); [council](#)  
**Subject:** Speedway Apartments and Parking Ordinances  
**Date:** Friday, February 2, 2024 12:47:05 PM

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Dear all,

I was disappointed to see the news about the revocation of the Speedway apartment development's permit. I live a few blocks from this development and am excited to welcome new residents and a business within walking distance. The fact that this is largely based on enforcing a parking ordinance is especially heinous, given the trend in many cities to lift many parking mandates in the interest of making those places more liveable for people. I think Madison is lagging behind cities that are really making progress on this issue, though the recent TOD changes are appreciated.

It is no secret that Madison is facing a housing crisis, and I suspect the residents that brought this suit know this. It is appalling that the parking ordinance is helping residents (with the means to afford legal action) block a project that will bring much needed housing supply. People are allowed to dissent on what development should take place near their dwellings, but parking mandates are providing the foundation for a few people to interfere with a project that benefits the city.

I think all parking ordinances need to be critically evaluated, but at the very least I implore you to eliminate ordinances such as the one here that place requirements for open surface parking. This type of parking is an especially poor land-use practice.

Fortunately, other cities have taken action on comprehensive parking reform and we can learn from them. There are repeatable success stories out there from cities that have repealed parking minimums:

- [Recent Cities to Repeal Parking Minimums](#)
- [Examples and Case Studies on Parking Minimums](#)

Thanks for your consideration,  
Ben Noffke

**From:** [Josh Olson](#)  
**To:** [Plan Commission Comments](#)  
**Cc:** [Mayor](#); [Harrington-McKinney, Barbara](#); [All Alders](#)  
**Subject:** Speedway Rd Development - Ordinance Change  
**Date:** Thursday, February 1, 2024 10:39:09 PM

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Hi Plan Commission,

I recently read [about the Speedway Rd Development](#) and how (potentially, I never got to confirm) [this parking ordinance](#) got in the way of completing a 31 unit small development project. I hope you will quickly take this ordinance up and suggest new language for Common Council to approve that will allow this project to continue.

...

This is my trifecta of frustration:

- A small group of vocal citizens stopped a mixed-use development from completion
- This was done on a technicality by a judge, despite Plan Commission and Common Council approval (twice)
- The technicality in question was because of parking, which as a "[Shoupista](#)" is tragic

The Comp Plan was well written and this place seems like a perfect spot for Neighborhood Mixed Use. I'll echo the developer's comments:

*"The only quantifiable cost right now is hurt feelings," he said. "I try very hard to be a good neighbor and develop projects that improve the neighborhood. This was a deed-restricted parcel that could no longer be a gas station. It was a fantastic opportunity to bring much-needed housing to the city. If every project needs to go to the ends of the Earth to get approved, it not only hurts other housing projects viability but also dissuades other developers from trying to get smaller projects like this built."*

We need housing in this city. Not everyone wants housing in their backyard, especially the big projects, that's understandable. But if everyone gets a veto on housing in their backyard, no housing gets built, and we only make things worse.

A modest, 4 story building on an arterial, 4 lane road with a 30 mph speed limit is not much of an ask. It's replacing a gas station and it will have first floor retail. There's a bus stop across the street, a high school down the road, and businesses nearby that the new tenants can patronize.

Please do what you can to show that we don't need to go to the ends of the Earth to get housing here. Let's make this a viable place to grow our communities, businesses, and tax base. Thank you for your time and I look forward to seeing your solutions.

Josh Olson