

**From:** [Nicholas Davies](#)  
**To:** [Plan Commission Comments](#)  
**Subject:** Yes to 33 W Johnson  
**Date:** Sunday, January 7, 2024 12:51:18 PM

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Dear Plan Commission,

I'm glad that the prime downtown block at 33 W Johnson is finally going to be put to use, and the proposal for hotel, commercial, and residential uses ticks a number of important boxes.

There are lots of other 11+ story buildings downtown that the Commission could look to as precedent for such a project on this site. And the height is necessary for such an effective use of this block.

I've heard folks questioning the necessity of additional hotel space, but in the absence of adequate hotel capacity, residential properties become the supply to fill that demand. Homes that could otherwise be sold or rented out long-term become vacation rentals on AirBnB or VRBO. Adding hotel capacity will help bring down hotel prices, which will in turn convert these properties back to residential, a positive step in Madison's housing market.

Could 33 W Johnson make *more* of a difference if the planned hotel units were residential, or even affordable housing? Sure, but we have to judge the opportunity that's here now, because the alternative is that this entire downtown block will sit vacant--and useful to no one--for years to come. At some future date, hotel units could be remodeled into apartments or condos, and we've seen that happening across the city.

Thank you,

Nick Davies  
3717 Richard St

**From:** [Punt, Colin](#)  
**To:** [Plan Commission Comments](#)  
**Subject:** FW: Ageneda items 6 & 7  
**Date:** Friday, January 5, 2024 4:01:42 PM

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Colin Punt (he, him, his)  
Planner - City of Madison Planning Division  
[cpunt@cityofmadison.com](mailto:cpunt@cityofmadison.com) | 608.243.0455

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**From:** Colin Barushok <Colin@barushok.com>  
**Sent:** Friday, January 5, 2024 3:47 PM  
**To:** Verveer, Michael <district4@cityofmadison.com>; Ledell Zellers <ledell.zellers@gmail.com>; Punt, Colin <CPunt@cityofmadison.com>  
**Cc:** MansionHillNeighborhood@capitolneighborhoods.org  
**Subject:** RE: Ageneda items 6 & 7

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January 8, 2024

To the Plan Commission:

The Mansion Hill steering committee held several meetings with representatives from NCG Hospitality to review the proposal to redevelop 33 W Johnson St, the former Madison College site. Neighbors are happy that NCG Hospitality responded to our most important concerns, and the steering committee unanimously agreed on the following comments:

1. We appreciate NCG's willingness to engage with the neighborhood and make significant changes to meet neighbors' concerns.
2. We appreciate NCG's responsiveness to satisfy our concerns about the previous design, which would have reduced the size of the public terrace on Wisconsin Ave.
3. We support NCG's plan to add trees to W. Johnson St
4. We encourage NCG to continue working with City Forestry to preserve the healthy trees on Wisconsin Avenue, to preserve its historical charm and appeal.
5. NCG Hospitality has shown sensitivity and respect to the Mansion Hill Neighborhood.
6. We are concerned about the plan for the leasing of public parking stalls to the hotels.

The approval of these comments was the last action taken by the Mansion Hill Steering Committee.

Best wishes,

Colin Barushok

Mansion Hill Steering Committee

**From:** [W&C Banholzer](#)  
**To:** [Plan Commission Comments](#)  
**Subject:** Comment 33 W Johnson Street project  
**Date:** Wednesday, January 3, 2024 1:46:35 PM

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My wife and I have been downtown residents for over 10 years and I currently serve as a board member of the 100 Wisconsin Ave Condominium Owner's Association. We wish to share our comments regarding the proposed project at the old MATC site between Johnson and Mifflin.

We are pleased that a thoughtful plan has been put forward to improve that site. While I don't know if we need another hotel downtown, the mixed use commercial, residential and hotel space would be an improvement to the area.

We have two significant concerns:

- 1) All other buildings around downtown have conformed to the Capital Height Preservation limits. We do not want, nor support an exemption for this project. We fell strongly it should conform to the accept standard of not being taller than the capital. We love Madison's iconic skyline. It is one of the things we fell in love with when moving here.
- 2) Also worrisome was that in the plan that was previously presented there was a loading dock on Johnson Street. Johnson Street is the major west to east transit out of campus and downtown. At rush hours it is very congested and often backed up. A loading dock where large trucks would be trying to enter and leave the project would create a significant obstacle, causing even worse traffic issues.

Thank you for the opportunity to give our input.

Bill and Claudette Banholzer  
100 Wisconsin Ave Unit 801  
Madison, WI 53703

**From:** [Cathy Steinhauer](#)  
**To:** [Plan Commission Comments](#)  
**Subject:** Proposal for MATC site.  
**Date:** Thursday, January 4, 2024 4:50:20 PM

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I feel that the new building should comply with the rules regarding the Capital and I don't believe that a variance should be granted. There's no reason to set a dangerous precedent. Others have had to comply.

I also believe that a loading dock on Johnson St. would be very dangerous and detrimental to the smooth flow of traffic .

Cathy Steinhauer  
100 Wisconsin Ave., #703  
Madison, WI 53703

**From:** [Jean McKenzie](#)  
**To:** [Plan Commission Comments](#)  
**Subject:** MATC  
**Date:** Thursday, January 4, 2024 1:03:43 PM

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Hello

I'm a resident of 100 Wisconsin Ave. I'm writing to express my concern about this location-going beyond the Capital Height Preservation and increased congestion from a loading dock on Johnson Street.

I hope my concerns along with others will be considered.

Thank you,  
Jean A McKenzie

**From:** [Punt, Colin](#)  
**To:** [Plan Commission Comments](#)  
**Subject:** FW: 33 W Johnson St and general concerns  
**Date:** Tuesday, November 28, 2023 8:19:49 AM

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Colin Punt (he, him, his)  
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**From:** SHEA K MURPHY <skmurphy3@wisc.edu>  
**Sent:** Friday, November 17, 2023 7:33 PM  
**To:** Punt, Colin <CPunt@cityofmadison.com>; Verveer, Michael <district4@cityofmadison.com>; info@ncghospitality.com  
**Subject:** 33 W Johnson St and general concerns

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Hello,

My name is Shea and I've been a student at UW-Madison for the past four years, currently in my last year as an undergraduate. I have seen this building out of use for all four of them and always wondered what happened and what was going to happen to this building. I'm from Milwaukee and I have no history with this building or origins, but it always intrigued me, especially because it was clearly an abandoned school building in the middle of downtown Madison. I always meant to dig into it and find out what was going on there. It took me until last week to finally do so in which I saw that it currently has a proposal to become another high rise that no one can afford, hotel bedrooms and commercial space.

I feel like no one is thinking about affordable housing at all. In the last year there have been more and more houses and businesses demolished to make way for luxury apartments that aren't affordable. It makes finding housing a nightmare and is pushing more and more students and families further and further outside of downtown to try and find something reasonable. It's exhausting feeling like everyone else sees these problems in the city and nothing is being done. This space could be a halfway house, a community space. Obviously, this isn't my property I don't have any say really but come on. If you're going to build more apartments, please please please be affordable not 1000 for a room built with cheap and fast materials making walls paper thin and apartments so small.

Madison's minimum wage is not livable and yet all this rent is rising, how do you expect people to live??? As a student it is so hard to have to pay an outrageous amount for school and then have to work 2 jobs just to pay rent and be a full time student. I can't imagine the families who

are doing the same thing with more mouths to feed. There is clearly a discrepancy going on, but what's the solution??

On top of that most of the landlords in Madison are greedy and don't care at all about their tenants, but people can't say anything cause it's the best deal they could get at the time. MPM alone should be shut down. The amount of black mold people are living in and holes in the foundations or uneven floors, but the rates are still 700, 800, 900 a room. It's unbelievable, on top of that there's utilities to pay that haven't been updated in 40 years, sometimes don't work, or coin operated laundr that haven't been cleaned in years, just more and more money. For what?!?! These house mortgages have been paid off, the rent doesn't need to be that much but it just keeps rising.

Listen to what the people need. It's not just the students it's everyone. There are steps the city planning could do, there are solutions, but it feels like the only priorities are for these developers and the landlords. There is a crisis and no solutions. The number one cause for homelessness is affordable housing and in Madison right now there is none.

I realize I probably can't stop these plans from going forward but consider your community, consider your impact. Parking will be a problem, there will be more waste, will you properly recycle? Will you compost? Will you be contributing to the housing crisis, will you help? Do you care about the needs or opinions of this community? There are people every day sleeping on state street in the cold and in the rain and what is being done to help those people. I feel like they're ignored, same as the people who are increasingly more in danger of becoming another person on the street.

This one property is not at fault it's just that it's going to contribute and it's frustrating how the city planning is also contributing. I'm not an expert, my only experience and knowledge is that of being a student here and my own housing nightmares and frustrations, that I know is shared throughout campus and the city, I will be doing a better job of having a more active role in voicing these concerns but it's hard to find the time when I like many others in this city are living paycheck to paycheck. Please keep that in mind with this project and in future ones.

There are problems happening in this city and it will only get worse the direction we are heading in.

Hopefully, you understand and hear these concerns and bring bigger attention and action to them.

Thank you,



Shea