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August 5, 2010

Peggy Yessa
City of Madison Economic Development Division
Madison Municipal Building
P.O. Box 2983
Madison, WI 53701

Dear Ms. Yessa,

Members of the Marquette Neighborhood Association (MNA) met to discuss the proposals for streamlining the Madison Development process. We focused on the proposal by Bill White et.al. and the specific recommendation by Downtown Madison, Inc. (DMI) regarding Neighborhood Associations.

There are some things that the neighbors agreed with, such as making improvements to rooms 201 CCB and 260 MMB. The process should be consistent and predictable for all. However, some ideas, such as the changes proposed by DMI for neighborhood associations were not considered productive or friendly.

Communication during the development process is critical and should be improved. Many neighbors do not feel that there is adequate notification about projects that are being proposed. A mailing to the 200 feet surrounding a project often does not get to those most affected. Aldermanic budgets are too small to provide more extensive notification. Notification to the neighborhood and the neighborhood association is inconsistent.

MNA has established developer guidelines to encourage early participation with the neighborhood. This provides a positive framework for working with the neighborhood and getting to a successfully designed and implemented project. Copies of the related documents follow.

Thank you for including our input to the discussion of development in Madison and keeping neighborhood associations involved.

Sincerely,

Scott B. Thornton, President
Marquette Neighborhood Association

Cc: MNA Board
Alder Marsha Rummel



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Proposals by Bill White et.al. and Downtown Madison, Inc.

1. The Development Departments of the City Should Present a Constructive, Positive Attitude Toward Development. (Bill White et.al.)

Marquette Neighbors:

- City staff and citizens react to what is presented to them. Being artificially positive to everything as presented would be a waste of time and money for all, especially the developer.
- Is there a mission statement for city departments?
- Critical thinking and analysis should be involved as well.
- The process should be consistent!
- Everyone should be treated courteously. At times, helpful comments can be construed as negative because it isn't what we want to hear.
- I believe that the "perception" of unfriendliness is a hammer to get something.
- Professionalism and consistency is important. Willingness to be of service.
- Developers need to listen to community feedback and work constructively with neighborhood residents and associations to make appropriate changes to their initial plan. In a development near my parent's home, the developer was not willing to work with the community. Plans presented in subsequent meetings did not make significant changes. He was rude and downright nasty to residents especially outside of the meetings. For example, the residents complained about the parking problems his development caused because there was inadequate parking for the library and the condos he built in phase 1 and was requesting approval of phase 2. He replied that he sold it to the city so it was not his problem.

2. The Roles and Jurisdictions of Various City Boards, Commissions, Committees and Agencies ("City Unit") Should be Clearly Defined and Understood.

Marquette Neighbors:

- Training already happening.
- Formal neighborhood feedback should be posted on line with other project documents.



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- Training for boards and commissions is a good idea. Need to clarify boundaries and avoid scope creep.
- Metrics should include adherence to neighborhood approved goals and plans.
- At times politics can drive decisions that honor that arena, but don't always fit a neighborhood.
- Commissions should be staffed. Decisions for staffing should not be made solely by the mayor.
- Great idea. A little too pie in the sky. The "project manager" might be too difficult to do, and too important in controlling information.

3. Supermajority Votes Should be Critically Examined. (Bill White et.al.)

Marquette Neighbors:

- Committees with expertise add value; supermajority seems reasonable way to respect their recommendations.
- We need to have a way to deal with differences of opinion not just give developers what they want.
- Supermajority votes are our checks and balances written into our democratic code. Having said that, they should be employed cautiously.
- Supermajority votes should be used for approving all financial decisions over \$10K with private corporations.
- Yes, this is exceptionism pure and simple. These occur when one group perceives, at one point in time, that another group is running roughshod over decision making. Get used to it. We're human.
- Supermajorities are in place to avoid purely political decisions. They have their place and are not necessarily negative.

4. The Role of the Neighborhood Plan Within the Comprehensive Plan Should be Clarified.

Marquette Neighbors:

- Neighborhood plans very important. Help provide context of site. Provides info that can take a good plan and make it great.



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- In context with #5, neighborhood input is valuable, provided sufficient input is secured. I think the neighborhood plans would be considered as so called “sufficient secured input.” They have neighborhood input with more insight than the city’s comprehensive plan.
- Neighborhood plans go through extensive process and should be honored. Change is needed by they should be starting point.
- Neighborhood plans go through months - years of broad neighborhood input. Why ignore them?
- The frequent occupation of neighborhoods changes and thus all previous plans should be reviewed even if laughed at.
- Do not disagree with providing clarity regarding the multiple plans and which trump which.
- Neighborhood plans must be seriously considered and not disregarded because of an opportunity.

5. Neighborhood Input is Valuable, Provided Sufficient Input is Secured. (Bill White et.al.)

Marquette Neighbors:

- In this day and age, we are all very busy. A small group who attends meetings doesn’t necessarily correlate to a small interest base. Can be delegation.
- This point helps to point out why neighborhood plans are so very important.
- “Too often, a small.... When they do not.” Base on what set of statistics?
- Neighborhood meetings are attended by those who care strongly about an issue. The number of people is not important, but the ability to be heard is.
- Neighborhood associations are volunteer organizations and should strive for democratic representation of community. But also active builders of community even if small in number have contribution.
- Include MNA development guidelines with letter.
- Neighborhood association board members are typically elected by members of the association to represent the neighborhood interests within their specified boundaries.
- Alders and the planning department need a larger budget to post card notify neighbors to get sufficient input.
- \$ for notification.
- “Sufficient input” - this sounds very subjective. Who is going to decide what is sufficient?

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- If widespread sentiment is needed then widespread notification is needed for what is going on. Does that mean more \$ in budget for such?
- The sociology of neighborhoods can be easily understood even without decreeing some magical structure. Activity will wax and wane. People will perpetually feel “left out of the loop.” However, at present the city notification system is in disarray. Plan B probably wouldn’t have happened if procedure was followed. People who demand “cutting government” are our least useful members.

6. Advance Notices of Intent and Engagement in the Development Processes Should be Standardized. (Bill White et.al.)

Marquette Neighbors:

- The timeframes of 30-60 days are not realistic because some projects are poorly resigned and need lots of work.
- Ditto!
- The pre-application process is key. Outreach to alder and neighborhood association in advance of application will help facilitate process.
- The city should not dictate the neighborhood process, but the neighborhood must keep things moving too.
- Concern: Transparency & neighborhood awareness is important. Projects should not be expedited at the cost of public notice.
- Yes this is very important.

7. A Streamlined Approval Process Should be in Place for Smaller Projects. (Bill White et.al.)

Marquette Neighbors:

- A streamlined process for “smaller” projects could be good, but “smaller” would be difficult to define. A 3-story building mid-block surrounded by single story homes may not cost much, but would it be considered “small?”
- Not about “small” vs. “large” but about resources, capacity and issue of developer and project to be realistic.
- Smaller projects can be risky. They at times can be taken on by the inexperienced developer.



MARQUETTE NEIGHBORHOOD ASSOCIATION
A Place for All People - Established 1968
953 Jenifer Street
PO Box 3223
Madison, WI 53704

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- How do you define “smaller projects”? Very subjective. Too many variables to consider. If whole development process became more efficient, then there should be no need for more than one process.
 - Projects that fit move through quickly now. It is the project that doesn’t that moves slower and for good reason.
 - The new zoning code should eliminate this issue altogether!
 - The generalization that “smaller is less trouble” is false. Envelope issues are more likely where non-conformity will be tried “because it’s just a little bitty thing.”
 - Land use approval = land use approval. Size shouldn’t matter.

8. Miscellaneous Items.

(a) The Lobbying Ordinance Should be Simplified. (Bill White et.al.)

Marquette Neighbors:

- Registration process could be improved and clarified overall.
- It is critical that the citizens know who is lobbying who about what and at what cost! \$\$\$
- Lobbying ordinance is already simple; it just needs to be complied with.
- On it signals a helpful financial reality check to developers knowing your costs ahead of time helps to budget.
- Persons presenting an appearance or opinion for or opposed to a project must be required to check off if they will directly or indirectly benefit from the project. Contractors, realtors and other persons may have a direct benefit. Realtors who sell properties may indirectly benefit if aspects of the proposal will not directly benefit but may benefit from precedence or in some other way.

(b) Time for Presentation. (Bill White et.al.)

Marquette Neighbors:

- Speakers should be allowed to speak. Applicants should be given more time, but questions should come at the end.

(c) Room 201 Needs Work. (Bill White et.al.)

- Room 201 CCB and 260 MMB are awful.



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- Room 201 is fine, maybe dated, but does not affect the process.
- Serviceable fine - sleek ?
- We are cutting valuable services to the community and we're talking about sleek?
- A TV (or 2) w/ the City Channel should be installed in the lobby outside 201! My former small city did this. It reduces chat in the audience while allowing viewers to see & hear while outside chambers.
- Yes the physical layout as process is almost hopeless. People do watch City Cable. In 201 opponents or people just wanting to know more cannot see the architect's easel.

Downtown Madison Incorporated - Neighborhood associations provide valuable input and help ensure a better outcome for development decisions. However, there is a great deal of variability in the way that such feedback is gathered, which is detrimental to a rational, efficient, and fair review process.

Marquette Neighbors:

- Every "membership" is for a reason. The reason(s) are the advantages for people to join such groups. Last decade there was a nominal group exercise at Immanuel, the membership was salted with aunts, friends and co-workers of the developers. They were about 10 of the 30 attendees.
- Neighborhood associations are made up of people who care about issues. It is important that we hear from everyone who wants to be heard, but the number of people participating should not determine the validity of their views.
- As it should.
- DMI tolerates neighborhood associations. However, every buzz word "stakeholder" has its moment but gets overused way before it should be forgotten. DMI has specious membership just like any other social group of humans. They shouldn't throw stones.
- Our neighborhood association has a very well developed process for input and approval (or non-support or conditional support). Attach plans/process.
- Delegation is common @ all levels. One neighbor can represent many.
- DMI does not represent all downtown business and should not substitute itself for a business association. How well do they represent all downtown stakeholders?
- DMI should represent all businesses, and other downtown stakeholders...not just major corporations and large property owners.



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- Issues are not the same throughout the city.
 - Representiveness: About 1960 a zoning proposal to rezone the 6th district for zero-lot-line development. The 6th district alder thought it was alright. The “neighborhood” didn’t see it that way. So “we” went to the 5th district alder, Paul Soglin and got it stopped. We’ve done our own zoning ever since.
 - Neighborhood plans do include all stakeholders - extensively.



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Date

Developer Name
Address
Address
City, State Zip

Re: MNA Guidelines for Developers

Dear Name:

On behalf of the residents of the Marquette Neighborhood, the Marquette Neighborhood Association (MNA) is pleased to have this opportunity to work with you in formulating your development plans for our neighborhood.

We strongly encourage you to establish a working relationship with the neighborhood early in your planning process. We urge you to contact MNA as soon as is feasible to inform us about your proposal and begin discussions with us about implementation.

The Marquette Neighborhood emphasizes interaction and dialogue between developers and residents in the process of planning new construction. We have found from experience that establishing this working relationship early is important both for the neighborhood in arriving at a successful design and implementation, and for the developer in completing the project in the smoothest and most efficient manner.

To facilitate this working relationship, please find attached the following:

1. MNA Developer Guidelines – to provide you with information about our objectives and preferences for guiding development in the Marquette Neighborhood.
2. Developer Planning Questionnaire – to allow us to gather information from you about your development plans thus far.

We hope the attached prove helpful and we look forward to working with you on your plans for our neighborhood.

Best regards,

Scott B. Thornton, President
Marquette Neighborhood Association

MNA Developer Guidelines

Historic District Considerations

The Marquette neighborhood is composed almost entirely of two historic districts: Third Lake Ridge and Bungalow. As a result, the Landmarks Commission oversees in part all new construction and demolition of existing structures. The major part of the neighborhood is also covered by two City-approved Better Urban Infill Development Program (BUILD) plans that define many aspects of new construction:

1. http://www.co.dane.wi.us/plandev/Community/build/project_willystreet.asp
2. <http://www.cityofmadison.com/planning/historical.html>

The ordinances of these Historic Districts put great emphasis on preserving the unusual abundance of well-preserved and diverse historical building stock. Demolition is rarely permitted; new construction must be consistent with existing construction in terms of the rhythm of building masses and spaces, materials used and roof design. Use of front and side setbacks and green space as elements of massing and rhythm should be similar to that of other buildings in the same block or area. New construction should not be a slavish imitation of historical styles. Instead, just as the street has evolved historically, each new building should ideally be an expression of its own period of construction, reflecting and enhancing the existing context.

Land Use and Zoning

Best land use and zoning practice in the Marquette Neighborhood enables measured growth while protecting, enhancing and promoting the existing social and architectural fabric of the neighborhood. Our neighborhood has a long tradition of being socially diverse and rich in expressive style, both historical and otherwise. Construction is primarily small to medium scale, with an emphasis on pedestrian friendliness with adequate setbacks and spaces between buildings.

Existing zoning codes require new construction to respect these established qualities, limiting and shaping buildable envelopes to allow for moderate densification without encroaching upon existing structures or streets. Zoning codes place limitations on size, height, setbacks and permitted uses in order to ensure that new construction is compatible with the existing character of the neighborhood. Whether you choose to utilize conventional permitting or a PUD process, we expect developers to adhere to the guidelines outlined here and in our Neighborhood Plans:

- 1994 Marquette-Schenk-Atwood Neighborhood Plan
http://www.marquette-neighborhood.org/community/index.php?category_id=2647
- East Rail Corridor Plan
www.ci.madison.wi.us/planning/unit_planning/master_plans/e_rail_corridor/plan2.html

Sustainability



It is the intent of the Marquette Neighborhood to promote genuinely sustainable development. Our goal is to educate ourselves, as well as developers, architects and builders, on the many facets of resource sustainability and to have these practices serve as a model throughout the greater community. We value all levels of sustainability from the practice of preserving, rehabbing, or adaptive reuse of existing building stock, through the careful consideration of other issues such as lifecycle costing, latent energy and water consumption, recyclability, impact of toxic materials and processes, CO2 generation, ozone depletion and waste generation.

We welcome the principals of LEED, Green Built Home and others, and seek to incorporate, to a reasonable degree, these principles into new and remodeled construction in the Marquette Neighborhood.

Affordability

For both residential and commercial property it is important to build space that is affordable for the greatest possible range of incomes. For new residential projects, besides the city inclusionary zoning requirements, the neighborhood has its own affordability plan for both rental and home-ownership property. This plan is designed to guarantee that any new residential construction is accessible to the same income distribution as exists in the city as a whole. (Please find attached affordability schedules for both rental and ownership property.) In addition, the Marquette Neighborhood has a particular need for family size units (3-4 bedrooms) that are affordable to a broad range of households.

Unit Size – Residential Development

For residential property development, it is important in general to provide a mixture of unit size, particularly in terms of number of bedrooms, from efficiency to 4 bedroom. The exact range for a given project will depend in part on its location. For example, for projects within walking distance of schools, it is important to include units that can accommodate families with children.

Economic Development

Key objectives of the Marquette neighborhood plan are to:

- Expand the supply of living-wage jobs available to neighborhood residents.
- Retain vital streets, including a thriving commercial corridor that supports a diverse mix of retail and services.
- Ensure that local businesses and entrepreneurs can afford to remain in the neighborhood.
- Ensure that neighborhood services, jobs and shopping are in close proximity.

We view developers as partners in working to accomplish these objectives. Specifically, we urge developers to:

- Work in close cooperation with MNA and other implementation groups to ensure that development plans are aligned with the neighborhood's economic development objectives.
- Design flexible spaces that can accommodate as many uses as possible, as specified in the BUILD II recommendations.
- Assess the neighborhood market's needs and consider these closely in developing project plans.

Marquette Neighborhood Development Proposal

Project Questionnaire

Please supply as much information as is currently available about your development plans for the Marquette Neighborhood. We appreciate any information you have – it’s not required that you fill out the survey completely before submitting it. Please submit the information as early in the development process as possible, and in advance of your meeting with the Marquette Neighborhood Association. If available, please provide any plans or drawings you may have. Feel free to attach additional information to make your current stage of thinking as clear as possible.

You may complete this form either electronically or on paper. To use the electronic form, scroll to each field using the ‘Tab’ key. Once you’ve completed the form, save it as a Word document. Submit the form via email to Johanna Coenen: elfnut@tds.net or via mail to: 1340 Spaight Street, Apt. D, Madison, WI 53703. Thank you.

I. General Information

Date of initial questionnaire: _____

Revision date(s): _____

Project name: _____

Number of parcels: _____

Number of structures: _____

General location: _____

Developer name and desired contact (email): _____

Project architect/designer: _____

Brief project description:

Desired date for submitting plans to City: _____

Desired start date: _____

Expected completion date:

- Ownership type (check one):
- Rental
 - Outright Sale
 - Condominium Sale
 - Lease-to-own
 - Developer-Owned



II. Housing Components

Unit Mix – Market Price	No. of Units	Average SF	Average Rent/Purchase Price	Owner Occupied	Rental
Efficiency					
One Bedroom					
Two Bedroom					
Three Bedroom					
Penthouse					
Unit Mix – Inclusionary Zoning/Other Deed Restricted	No. of Units	Average SF	Average Rent/Purchase Price	Owner Occupied	Rental
Efficiency					
One Bedroom					
Two Bedroom					
Three Bedroom					
Penthouse					

Further Description of Affordability Compliance (as needed):

III. Commercial Components

Commercial square footage: _____

Type and number of commercial units:

Type: _____ **Number:** _____



Rental rates: _____ \$/sf
 Commercial condo rates: _____ \$/sf
 Outright sale price: _____ \$/sf

IV. Other Components (Industrial or Other)

Brief description:

V. Zoning Issues

Current zoning classification: _____
 Will the proposed project meet current zoning requirements? Yes
 Will the proposed project require a Zoning Variance? Yes
 Will the proposed project be a PUD? Yes

Parcel Number	Parcel Depth (feet)	Parcel Width (feet)	Parcel Square Footage
1			
2			
3			
4			
5			



Setbacks: (zoning requirements / proposed)

Structure	Front Setback		Rear Setback		Side 1 Setback		Side 2 Setback	
	Req'd	Prop	Req'd	Prop	Req'd	Prop	Req'd	Prop
1								
2								
3								
4								
5								

Bulk Standards

Structure	Height	Step-back, if any
1		
2		
3		
4		
5		

Describe signage: _____

VI. Parking Issues

Street(s) from which parking is accessed: _____

Total number of required parking stalls: _____

Number of proposed surface stalls: _____

Number of proposed underground stalls: _____

Number of proposed ramp stalls: _____

Number and location of bicycle/moped stalls: _____

Number and location of loading zones: _____



VII. Landscaping, Green Space

Landscaped area square footage: _____ Percent of lot(s): _____

Landscaped area location: _____

Describe landscaped features and general location(s):

Describe open/recreational space:

VIII. Esthetics/Historical Preservation

Describe general appearance of building(s):

Will demolition be required? Yes _____

Describe demolition and reasons for it: _____

Describe existing structures to be preserved or reused:



Exterior materials utilized: _____
Types of doors utilized: _____
Types of windows utilized: _____
Identify exterior features: _____

Describe compliance with Third Lake Ridge Historical District requirements:

IX. Sustainability Issues

Describe recycling of material:

Describe energy efficiency of project:

Describe storm water management plan:

Describe any other "green" building practices:



X. Financing and Costs

Describe any TIF or CDBG/CDA funding you are seeking:

Will this proposal qualify for Historical Tax Credits? Yes

XI. Alcohol Licensing

	Establishment Location	Alcohol License Required at Establishment?	What Percentage of Sales do you Anticipate Will Be Alcohol?	Hours of Operation when Alcohol will be Served
1		Yes		
2		Yes		
3		Yes		
4		Yes		

XII. Miscellaneous

Please Describe Any Other Relevant Issues:

