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August 26, 2016

City of Madison Plan Commission
Department of Planning & Community & Economic Development
Madison Municipal Building
215 Martin Luther King, Jr. Blvd.
Madison WI 53701-2985

re: 418 Division Street proposal

Plan Commissioners,

The Board of the Marquette Neighborhood Association (MNA) is contacting you concerning the proposed development at 418 Division St. The proposal is within the Marquette Neighborhood and is immediately adjacent to the neighborhood entrance sculpture and garden. In July, the MNA Board voted to oppose rezoning of the parcel to TSS (Traditional Shopping Street) because the Board felt that TSS zoning was 'inappropriate for this location. At the MNA Board meeting of August 18th the Board,s concerns were again discussed and the opposition to TSS zoning remains. Concerns about TSS zoning include:

- **Setback:** The proposed zoning (TSS) would require substantially less setback than would other zoning such as TR-V2 (Traditional Residential) or NMX (Neighborhood Mixed Use). The lack of adequate setback has been brought up by MNA representatives since the first public meeting on June 27th. Setbacks required by TSS zoning are inadequate, including providing inadequate space for the planting of full size street trees either in the terrace or within the development property. **Setback in line with either TR-V2 or NMX would provide for better sigh lines at street corners, space for on-site treatment of stormwater, space for full size street-trees, and space for ground-level apartments to have landscaped entranceways that complement the public open space.**
- **Spot zoning:** The project location is not a "Traditional Shopping Street". The nearest traditional shopping street is Atwood and that is appropriately zoned TSS. Neither the 400 block of Division St. nor Helena St. are shopping districts. Division and Helena are residential and employment streets with the vast majority of properties on those streets being single family residential. The effort to rezone to TSS appears to be an effort to maximize the building footprint and minimize setback requirements. **Spot zoning to maximize building footprint to the benefit of an individual developer is inappropriate.**

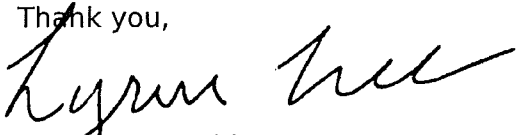
The Marquette Neighborhood Association is a public charity under section 501(c)(3) of the Internal Revenue Code.

www.marquette-neighborhood.org

- **Shared use of public open space:** The project frontage on the bike path right-of-way is an asset that is under-appreciated by this project. The project must contribute to, as well as use, that asset. The setback under TSS zoning provides inadequate space to provide adequate enhancement to the public open space. **Increased setback under alternative zoning would provide the developer space to contribute to enhancement of the public space** by, for example, developing landscaping and front yards for apartments that are at ground level. Provision of bike facilities for both the residents and path users (e.g. a bike station) and ready access for the residents to the path and to bike parking facilities is critical for a site located on the bike path. Through shared benefits, the path can become an even more appealing asset for everyone, including the building residents.
- **Incompatible with the Comprehensive Plan:** Development of this high density project under TSS zoning is inappropriate because it is incompatible with the comprehensive plan which identifies 40 dwelling units per acre as an appropriate density. This project proposes approximately 77 units per acre. There is no neighborhood plan that identifies this parcel as appropriate for density higher than 40 units per acre. **If density higher than the recommended 40 units per acres is to be considered, that should be done in the context of a neighborhood planning process for the Division/Helena/Jenifer Street area.**

Thank you for considering the views of the Marquette Neighborhood Association in your deliberations.

Thank you,



Lynn Lee, President
Marquette Neighborhood Association

cc: Chris Wells, Development Review Planner, Madison
Marsha Rummel, District 6 Alder
MNA Board

~~Wells~~ Chris

~~Wells~~
~~Wells~~
Stouder, Heather
Sunday, August 28, 2016 8:35 PM
Wells, Chris
Cc: Ethington, Ruth
Subject: Fw: Proposed Development of Capitol Water Softner site at bike path.

Chris-
Please add this to the late handouts and Legistar file for 418 Division St. Thanks!

Heather

From: Melanie Foxcroft <[REDACTED]>
Sent: Saturday, August 27, 2016 9:01 AM
To: Stouder, Heather
Subject: Proposed Development of Capitol Water Softner site at bike path.

Please circulate to Commission members before they vote: I am in favor of development of this lot into apartments. The city needs more density and is short of housing, and this as an excellent location for dense development. My only regret is that it should have even more apartments than proposed ie be even denser.

Among the reasons for apartments at this site: The site is well served by transit, is on an arterial (Atwood Avenue is nearby), and is handy to a bike path for commuting and recreation. What could be a better location?

Wells, Chris

From: Rummel, Marsha
Sent: Sunday, August 28, 2016 7:10 PM
To: Wells, Chris
Subject: Fw: rezone 400 block of division st

Follow Up Flag: Follow up
Flag Status: Flagged

From: Ron Schutz <[REDACTED]>
Sent: Sunday, August 28, 2016 3:56 PM
To: Rummel, Marsha
Subject: rezone 400 block of division st

General Information

Name: Ron Schutz
Address: [REDACTED] Division St.
City: Madison
State: WI
ZIP: 53704
Phone:
Work Phone:
Email: [REDACTED]
Should we contact you?: Yes

Message:

ammonia tanks 100 feet from proposed site putting site in immediate risk for public safety and hazmat the property should remain industrial

Recipient:

Marsha A. Rummel

Wells, Chris

From: Stouder, Heather
Sent: Sunday, August 28, 2016 12:06 PM
To: Wells, Chris
Cc: Ethington, Ruth
Subject: Fw: Development project at 418 Division St., file #43648

Chris-
Please add this to the late handouts and Legistar file for 418 Division St. Thanks!

Heather

From: D. Karns <[REDACTED]>
Sent: Sunday, August 28, 2016 12:06 PM
To: Stouder, Heather
Subject: Development project at 418 Division St., file #43648

Please forward to the Plan Commission prior to their meeting on 29 August 2016. Thank you.

With regard to the development project file 43648, I would like to go on record as OPPOSING the project in its current form, including the late-date cosmetic changes to the plans as filed on 8/24/2016. There is no question that the property in question needs to be developed--the current building is an eyesore and diminishes the neighborhood. However, many of the residents are concerned with the current proposal.

My primary concerns, as someone who will live just a few doors away, have most to do with density, and the precedent that this project will set. This plan is well above the density guidelines. The project would still be a good investment for any developer if the number of units is reduced. While I understand that each project needs to be considered individually, the City of Madison and the various stake holders have spent a lot of time and resources developing neighborhood plans to ensure that we stay one of the "top cities to live in" for the long term. Just as we cannot require this building to meet lower density standards because another building was built nearby that was above the guidelines, we cannot expect that the next development will be forced to adjust to make-up the difference for this building. In short...we don't seem to ever re-balance once an exception is made.

Traffic patterns and parking is also an issue. Mr. Krupp as tried to convince us that "young people today don't have as many cars" however, this is Madison. The lakes in the middle of the city make it certain that most people that will be able to afford to live at this property will have at least one car per unit, and will have friends with cars. There are not enough parking spaces for the current number of residents (not just units), and none for visitors. While Mr. Krupp pointed out that he does have parking available across the street, few residents are actually going to make use of that option, especially if they have to pay additional fees for that parking. Hiking across the street in the winter—just not going to happen. If the residents are going to have to utilize parking outside of the building, they'll just fill the streets. Madison Planning appears to have this approach of "Well, this is Madison; there is not room for parking, so just never mind." However, if we require parking to be addressed as projects to forward we can reduce the problems over time. While no fault of Mr. Krupp, the blocks around Schoep's Ice Cream already have severe traffic issues. The intersection of Eastwood and Division is a dangerous mix of cars, buses, delivery semi-trailers, bicycles, and pedestrians. In particular, residents of the new building will try to AVOID the issues along Division by heading down Helena Street. We already have problems with people racing down Helena Street trying to avoid Atwood or because they didn't realize Eastwood

was one way. Allowing for a project that is over the density ~~limit~~ will only exacerbate these traffic issues in the long run.

Although cosmetics are of less concern for me than the ~~current building~~ a high-density building (beauty is in the eye of the beholder), I do feel the current building is not ~~in keeping with the~~ architecture of the neighborhood. Again, our neighborhood plans repeatedly reference maintaining the historic character and architecture of the near-east side neighborhoods. At the first neighborhood meeting, the designer indicated that the industrial background of the neighborhood was the inspiration for the look of the design. Yes, there was industry, but THIS neighborhood is primarily residential. Sheets of corrugated metal, in my opinion, is "lazy industrial" style. The neighborhood is full of wonderful bungalows, Greek revival, Cape Cods—there is a wealth of inspiration down any of the nearby streets. Reducing the number units may also provide for more options for a building design that is more appropriate to the architecture of the neighborhood.

Please, vote "no" on this proposal as it stands now.

Thank you for your consideration,

Denise Karns

■ Helena Street

Wells, Chris

From: Stouder, Heather
Sent: Sunday, August 28, 2016 8:35 PM
To: Wells, Chris
Cc: Ethington, Ruth
Subject: Fw: File #43648 - Vote NO to reconsider

Chris-

Please add this to the late handouts and Legistar file for 418 Division St. Thanks!

Heather

From: Nathan Mall <[REDACTED]>
Sent: Saturday, August 27, 2016 10:59 AM
To: Stouder, Heather
Subject: File #43648 - Vote NO to reconsider

Mrs. Stouder,

As the owner of [REDACTED] Rutledge St. I hereby request that my statement be circulated to the planning commission to vote NO to reconsider the vote to place on file the proposal for the 31-unit apartment building on former Capital Water Softener site Division Street @ the bike path.

Please see that the commission receives my statement prior to any further motions to reconsider.

Thank you for your time.

Regards,
Nathan Mall

Wells, Chris

From: Stouder, Heather
Sent: Sunday, August 28, 2016 8:36 PM
To: Wells, Chris
Cc: Ethington, Ruth
Subject: Fw: #43648 – 418 Division St

Chris-
Please add this to the late handouts and Legistar file for 418 Division St. Thanks!

Heather

From: Jake Swenson <[REDACTED]>
Sent: Friday, August 26, 2016 8:52 PM
To: Stouder, Heather
Subject: #43648 – 418 Division St

Dear Ms. Stouder,

I would like to show my support for the development at 418 Division Street. I hope the Plan Commission will reconsider its vote on the proposal. Please circulate this to commission members before the vote.

Thank you.

Sincerely,

Jake Swenson
[REDACTED] Atwood Ave [REDACTED]
Madison, WI 53704

Wells, Chris

From: Hyndla Kensdottir [REDACTED]
Sent: Monday, August 29, 2016 1:55 PM
To: Wells, Chris
Subject: 418 Division reuse

Hi Chris,

Thanks for putting me in touch with the Engineering Department about the stormwater plan. I looked at the flow during the rain event after the last neighborhood meeting. The Krupp plan would take care of the water flowing off the building's roof at the current elevation. Direction of flow can change greatly if they are allowed to raise the elevation 5' - 6' for the ground level of the building.

I am concerned that the plans still do not meet the neighborhood plan guidelines of 1 parking space per apartment and a building height not to exceed 40'. Furthermore, I believe that the entrance/exit to the parking area creates a neighborhood hazard due to the location the ammonia truck uses to fill the ice cream plant's cooling system. The ammonia truck parks directly across from the proposed parking area access and it is offloading a hazardous material. If an accident occurs resulting in the release of ammonia, a neighborhood evacuation might be required.

Thank you for representing me and serving the public,
Pam Skaar