

From: [firstname.lastname](#)
To: [Urban Design Comments](#)
Subject: Letter regarding Zion Development
Date: Wednesday, January 26, 2022 4:58:55 PM

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Madison Urban Design Commission,

We are writing today to offer public input on the proposed Prime Urban Properties development of the current Zion Church site on the block of Linden Street between Division and Dunning on Madison's near east side.

Our family lives directly across from the property at 250 Division Street and we were closely involved in discussions with Joe and Tyler Krupp - and other neighbors with close proximity to the Zion Church site - throughout the summer and fall of 2021. We are grateful for the time and effort put into those discussions by everyone involved. Although there is some disagreement in the group (and the broader neighborhood) about the merits of the final proposal submitted to this commission by Prime Urban Properties, we believe that the conversations about the future of the site and the neighborhood were valuable.

We have some significant concerns about the project, but there are also things about the proposal that we like. Generally, we like the aesthetics of the building and the use of mixed surface materials. We might prefer limiting brick colors to the red/terracotta colors mostly found on this block and in the neighborhood generally. We appreciate the traditional window sizes and mullions that will reduce light pollution, increase privacy for neighboring homes and are a better fit for the early 20th century buildings in the neighborhood. We also appreciate efforts by the developer to utilize the existing right of way to direct traffic from underground parking along the Cornerstone building out onto Atwood.

Because we live immediately across the street from the proposed development, we have significant concerns about the impact on our home and our quality of life. The current height of the proposed building has been our primary concern. Division is a relatively narrow street and we have already experienced shading from tall apartment buildings, like the Cornerstone, that have been built more than a block away. While much will be made about the number of stories on the building, we are more concerned about the total height of the building at the corners of Linden & Division and Linden & Dunning. Our hope is that the height of the building could be limited to 40 feet, including setbacks, at both of these corners.

We are also concerned about noise from the building's HVAC units and hope, like parking and traffic, additional time is spent ensuring impacts are minimized. Although we have some preference for condominiums instead of apartment units on this site, we support the developer's mix of lower cost studio apartments and two-bedroom units. Overall, we would prefer to see fewer units in total and a commitment to some affordable housing or rent-controlled units regardless of participation in city, state or federal subsidy programs.

Thank you,

Jeffrey and Annie Potter

From: [David Ross](#)
To: [Urban Design Comments](#)
Subject: Zion Development
Date: Wednesday, January 26, 2022 3:04:35 PM

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1/26/22

Dear City Planning Commission,

We live on 253 Division St. Our house sits less than twenty feet from the Zion development site — the closest neighbor to whatever ends up there. Purchased in 2001, we never envisioned our small dwelling next to a three or four story structure.

We respect the passion and principle our wonderful neighbors have put forth in this process. We also thank our former Alder Brian Benford for his role in this process, Brad Hinkfuss for his insight and guidance throughout this past 9 months, as well as Joe and Tyler Krupp for reaching out to hear our concerns and make amendments to their plans where possible.

After hearing of Zion Lutheran's departure and agreement with Threshold to develop the property, we knew our preferences would not be the plan – four charming bungalows, reasonably priced. Or an affordable two story condo building with a green design that addresses our housing crisis and climate catastrophe, while also providing much needed opportunity for residents to build equity.

But the fact is, the owners of the property, Zion Lutheran, have a deal in the works and those options appear very unlikely.

Over the past 9 months, there have been many neighborhood meetings, neighborhood conversations, a meeting with a city planner, and discussions with Joe and Tyler Krupp who reached out to us for our input. We were also members of a 'core group' of neighbors with immediate proximity to the site and were tasked with both advocating for neighborhood priorities and representing our perspective. Ultimately, our core group was divided on whether to support Threshold's development. We voted for it, in part as the option which appears the best of the least objectionable probable scenarios.

In our group's meetings with Threshold, we were afforded input on parking entrances, step-backs, and a modest lowering of building height. Ultimately, the four story building (with no step-back) was decreased to a three story building with a step-back. Townhouse style entrances, a neighborhood preference, are realized in the final designs that are presented today. We view this input as a unique opportunity to help shape the development.

That said, we make this endorsement as the ground shifts under our feet. The Planning Commission should consider many factors in making this decision, for example how would rezoning change the options for different project proposals?

David Ross & Lisa Ross

From: [Mary Thompson-Shriver](#)
To: [Urban Design Comments](#)
Subject: Comments on Agenda Item 69208 for today's meeting
Date: Wednesday, January 26, 2022 12:45:57 PM
Attachments: [Zion Comments for UDC Tim.docx](#)
[Visioning survey - Zion Church Redevelopment Final survey results \(69 responses\) Survey 1.pdf](#)
[Survey #2 - ZION July 2021.pdf](#)

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Hello,

We would like our comments submitted to the public record on the matter of item 69208, 2165 Linden Avenue - Planned Development (PD), Multi-Family Residential Building. 15th Ald. Dist.

We have attached a letter and results from two neighborhood surveys conducted regarding this project.

Thank you,

Mary Thompson-Shriver
Tim Shriver
249 Dunning St.

SURVEY #2 – Follow-up survey

Final survey results (69 responses)

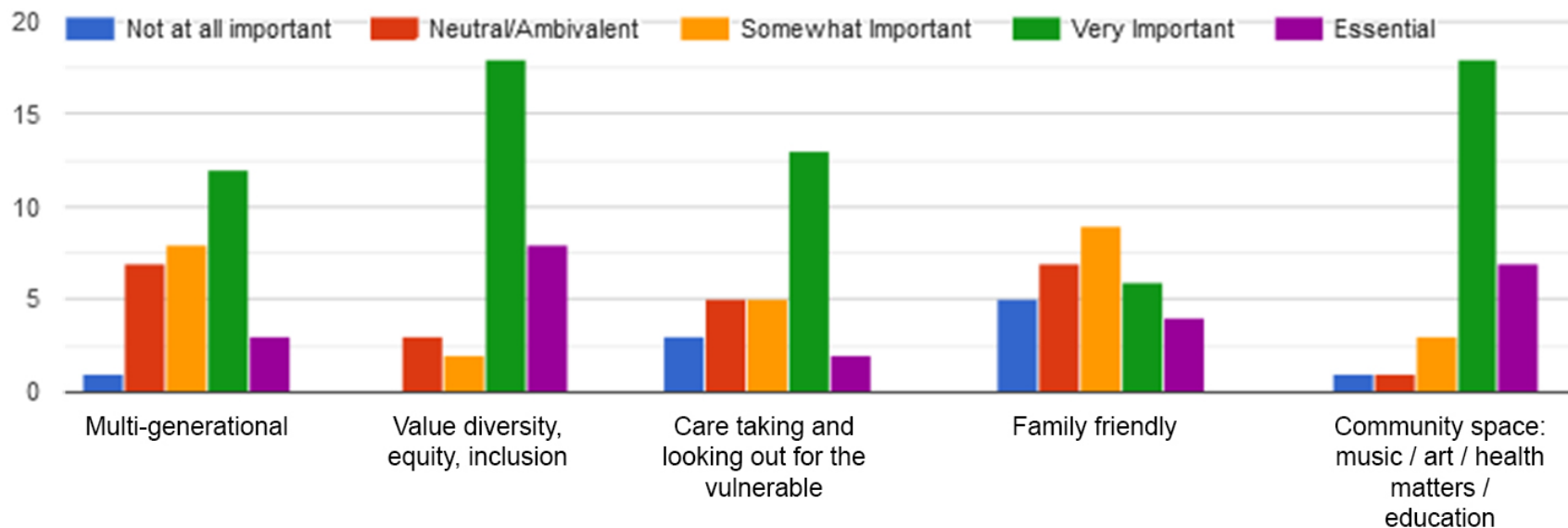
How important is this concept in your neighborhood's future development? [Multi-generational]

How important is this concept in your neighborhood's future development? [Value diversity, equity, inclusion]

How important is this concept in your neighborhood's future development? [Care taking and looking out for the vulnerable]

How important is this concept in your neighborhood's future development? [Community space: music / art / health matters / education]

RESULTS:



How important is this concept in your neighborhood's future development? [Family friendly]

How important is this concept in your neighborhood's future development? [Attention to safe streets; Traffic flow and parking.]

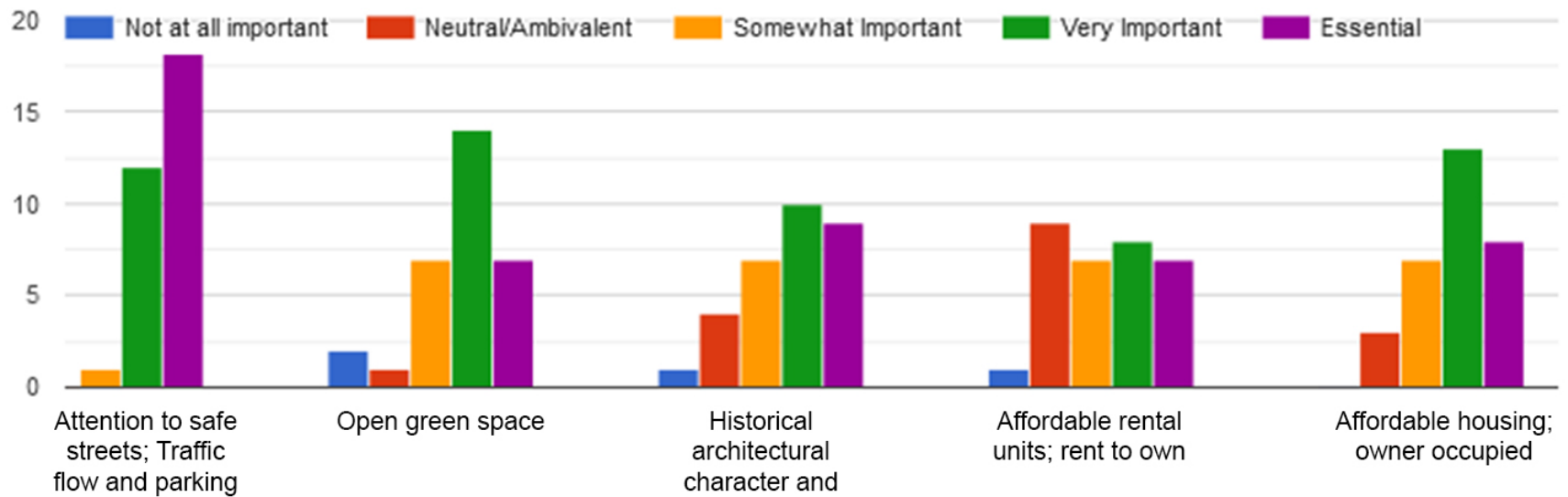
How important is this concept in your neighborhood's future development? [Open green space]

How important is this concept in your neighborhood's future development? [Historical architectural character and style]

How important is this concept in your neighborhood's future development? [Affordable rental units; rent to own]

How important is this concept in your neighborhood's future development? [Affordable housing; owner occupied]

RESULTS:



If you are thinking "Wait, you didn't even ask about the most important concept/concern/question to me, which is..." [text entry box]

RESULTS:

- Please define the neighborhood, the streets that are its boundaries.
- How important is the retention of existing zoning boundary lines?
- Do we want this rezoned?
- Community space w/I&R, soc svcs, food pantry, hlthcare, safe gathering space for all residents, welcome all, address support needs for people to be able to live in the neighborhood.
- Using this space just to say that we are more concerned with the size of the structure (do not want to see more than three stories and would prefer two) than we are with the number of units.
- How large this will be and what are the precedents being set to rezone our neighborhood
- No environmental/carbon footprint topic? ZionDevelopment group potluck or BYO at Hawthorne? Lighten things up a bit?
- No rezoning is essential as this property abuts residential property and I don't want to see a precedent set that will extend down Linden Ave for development. Keep it on Atwood.

Question #1: Do you support a zoning change to increase the number of units which could be built on this parcel? [YES or NO]

RESULTS:

- YES = 11 votes
- NO = 21 votes

Question #2: If the zoning changes, which would allow for more than 12 dwelling units, how many units would you support?

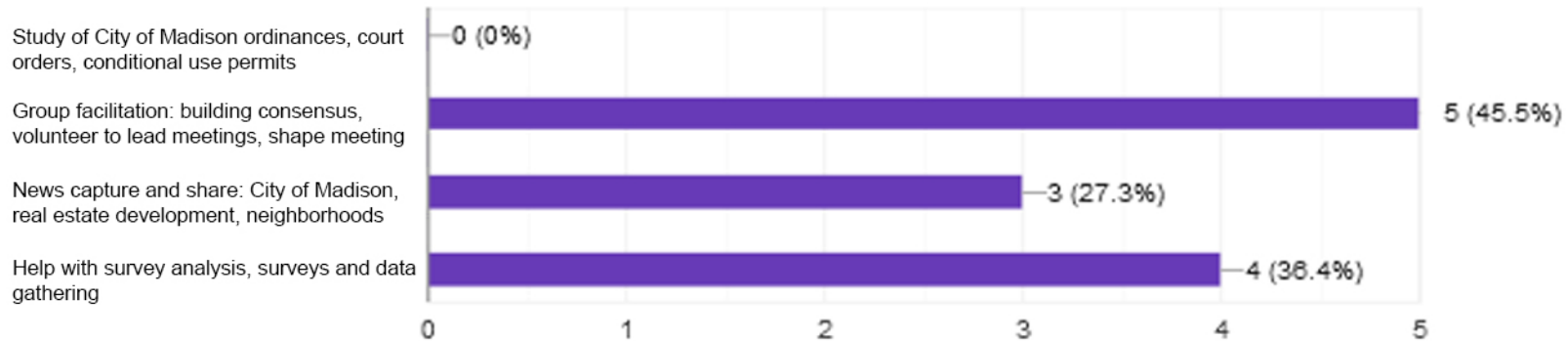
[options were: 7-12 / 10-15 / 15-20 / 20-25 / 30 or more]

RESULTS:

- 7-12 = 8 votes
- 10-15 = 14 votes
- 15-20 = 7 votes
- 20-25 = 2 votes
- 30 or more = 1 vote

I am willing to help with tasks, and would like to be part of the groups checked below. If you would like to help in an area not listed, please enter in "other".

RESULTS:



Respondents also entered text in "other":

- I am willing to be part of protesting a zoning change in the form of attendance at meetings, a petition, letter to city officials, etc...
- I'm willing to assist in tasks which support a *realistic* path forward on the Mt. Zion and other development issues in the neighborhood
- I am not sure at this time, but would like to help somehow

END OF SURVEY

>>>

NOTE: Invitation to take the survey went out via the io Groups list on 07/18/21. See SNIPPED text from that email message below.

You are invited to take "survey number two" designed as a follow up to "survey number one". The 2nd survey is designed to share more more feedback on neighborhood priorities, zoning concerns, and ways to offer neighborhood support.

The survey is limited to one response. Survey window closes on Saturday July 24 at 6 pm. Then, we plan to share the survey no. 2 results Sunday afternoon July 25. We plan to take both survey results into account as we analyze the data for the July 27 Zoom meeting and discussion.

Visioning survey - Zion Church Redevelopment

Final survey results (69 responses)

Q1: Are you aware of the Zion church's plans to sell their property?

A majority of survey respondents (98.6 %) are aware of the Zion church's plans to sell their property.

Q2: Assuming the Zion Lutheran Church site will be redeveloped, what type of construction would you prefer to see there?

Just over half of survey respondents (54.4%) would prefer the development to be attached townhomes with distinct entrances.

Q3: Assuming the Zion Lutheran Church site will be redeveloped, what is the ideal height for new building(s) there?

44.1% of survey respondents would prefer a two-story development.

Q4: Assuming the Zion Lutheran Church site will be redeveloped with new housing, would you like to see it developed with market-rate housing or subsidized with tax credits and developed as below-market-rate housing (affordable to people with income below the CMI (County Median Income))?

A majority of survey respondents would like to see the site developed with both market-rate housing AND below-market-rate housing.

Q5: Assuming the Zion Lutheran Church site will be redeveloped with new housing, and assuming parking for automobiles would be provided on-site underground, where would you prefer to see the entrance to that underground parking?

A majority of survey respondents (61.9 %) would prefer the entrance be on Linden Ave.

Q6: Assuming the Zion Lutheran Church site will be redeveloped with new housing, would you prefer that residential units built on the site be owner-occupied condominiums or rental apartments?

A majority of survey respondents (82.8 %) would prefer that residential units built on the site be owner-occupied condominiums.

Q7: Assuming the Zion Lutheran Church site will be redeveloped, what size residential units are most appropriate for the SASY neighborhood?

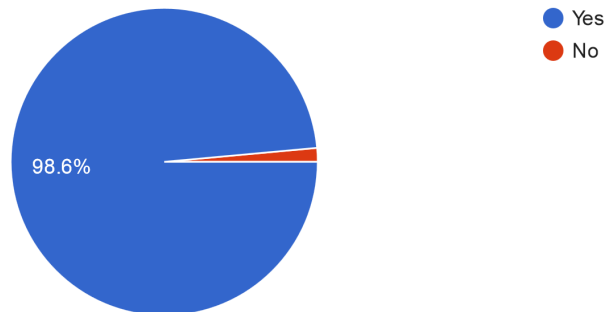
A majority of survey respondents felt that 1-bedroom units are most appropriate. Followed by, 2-bedroom units, 3-bedroom units, and efficiency units.

Q8: Assuming the Zion Lutheran Church site will be redeveloped, how important to you is it that the new development incorporate renewable energy generation into its design?

A majority of survey respondents indicated that it's important for the new development incorporate renewable energy generation into its design.

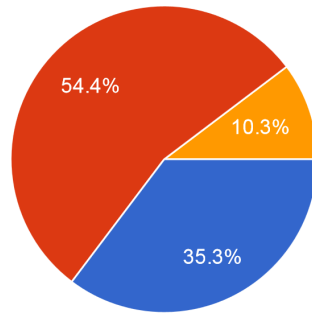
Are you aware of the Zion church's plans to sell their property?

69 responses



Assuming the Zion Lutheran Church site will be redeveloped, what type of construction would you prefer to see there?

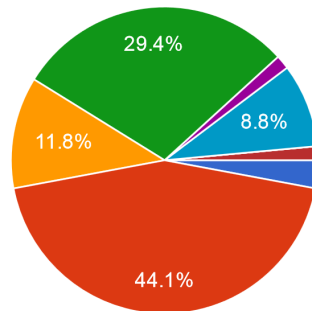
68 responses



- Single-family detached houses like those around the church
- Attached townhomes with distinct entrances.
- An apartment building similar to those built on Atwood Ave. recently (Asana, Cornerstone, Aventine)

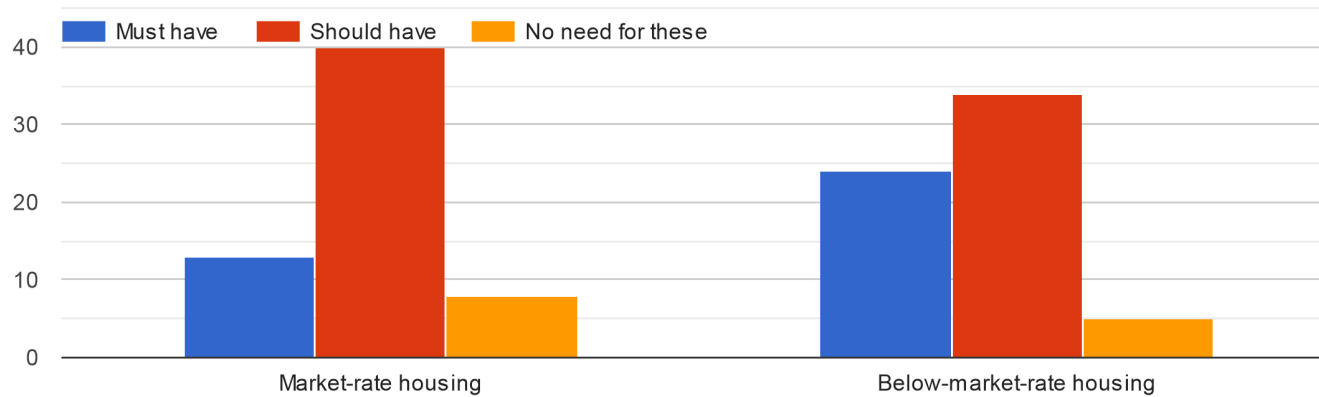
Assuming the Zion Lutheran Church site will be redeveloped, what is the ideal height for new building(s) there?

68 responses

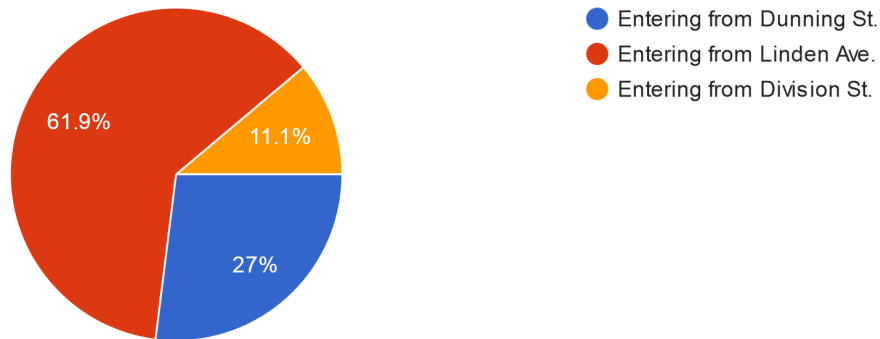


- 1 story
 - 2 stories
 - 3 stories
 - 3 stories with setback on 3rd story
 - 4 stories
 - 4 stories with setback on 3rd and 4th stories
 - 5 stories
 - 6 stories
 - more than 6 stories
-

Assuming the Zion Lutheran Church site will be redeveloped with new housing, would you like to see it developed with market-rate housing or sub...ith income below the CMI (County Median Income)

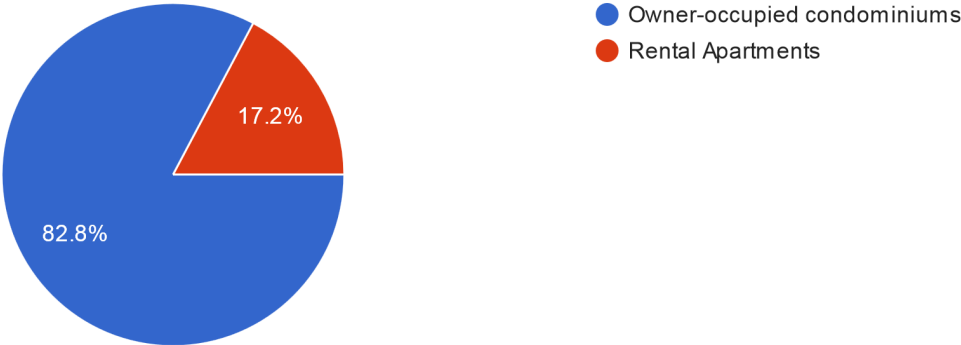


Assuming the Zion Lutheran Church site will be redeveloped with new housing, and assuming parking for automobiles would be provided on-site... to see the entrance to that underground parking.
63 responses

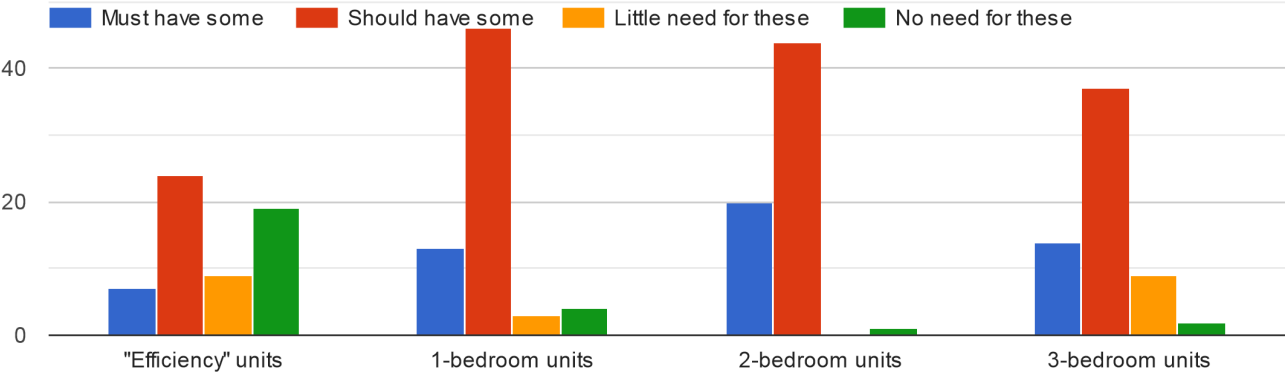


Assuming the Zion Lutheran Church site will be redeveloped with new housing, would you prefer that residential units built on the site be owner-occupied condominiums or rental apartments

58 responses

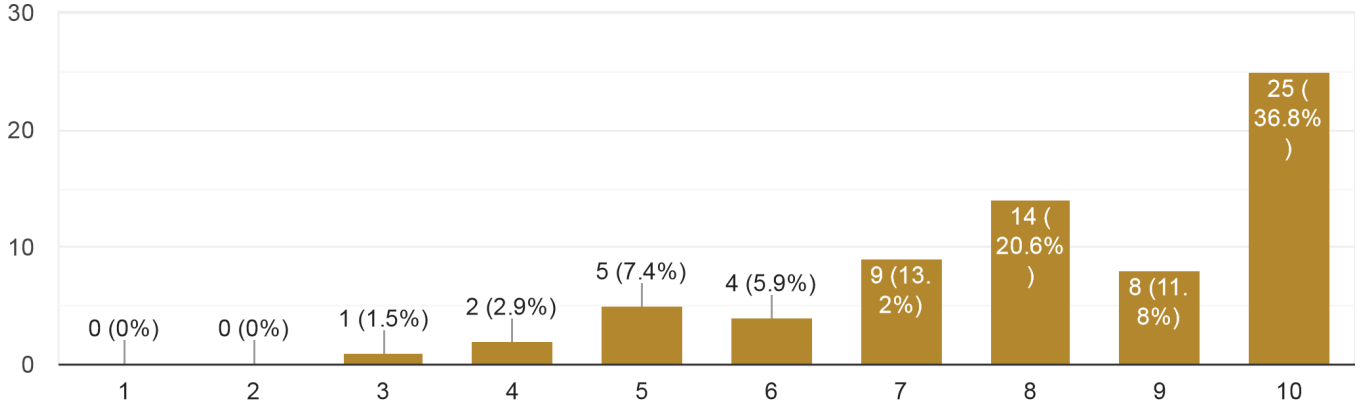


Assuming the Zion Lutheran Church site will be redeveloped, what size residential units are most appropriate for the SASY neighborhood.



Assuming the Zion Lutheran Church site will be redeveloped, how important to you is it that the new development incorporate renewable energy generation into its design.

68 responses



END OF SURVEY

Zion Comments for Urban Design Commission
January 25, 2022

Dear Members of the Urban Design Commission,

We are submitting a letter in **opposition** to the rezoning and development of the property at 2165 Linden Avenue. We have lived across the street from the Zion Lutheran Church since 2003. In recent years we have witnessed subtle and substantial changes to our neighborhood such as large apartment and condo developments nearby as well as the Cornerstone apartment building across the street with its associated traffic, noise, and massing. We have seen smaller, residential houses become dwarfed in the shadows of these large apartment buildings as the proportions and scale of these new projects become larger and more massive. Because of our love for our neighborhood and our passion about keeping it a livable, socially and economically diverse community, we volunteered to be part of the core group of neighbors that worked with the Threshold Development Group and Alder Benford to reach some sort of unified vision for the development of the property.

Many others have submitted comments with details on how the development proposed by Krupp does not honor the neighborhood character or wishes and may possibly be in violation of current codes. We will not provide further details on that. What we do wish to add is that this rezoning request did **NOT** have consensus neighborhood approval.

Living in a neighborhood in which there is a strong sense of community, we were quite surprised to learn that the church already secured an accepted offer on the property from Joe Krupp without ever knowing that they planned on selling. We were additionally dismayed to learn from numerous people, including our Alder, that rezoning this TRV-1 parcel to a PD parcel was required as a condition of sale to accommodate the number of units requested by the Krupps/Threshold Development (TD) group. We were assured that this rezoning to a much greater and massive housing project would be a “heavy lift,” as this would be changing the land usage considerably. This would impact the neighborhood substantially from a residential parcel to a higher density, multi-unit apartment building. We were then told by our Alder, Krupp, and our neighborhood consultant that this project would be “transitional” in mass and scale as to meld into the existing residential architecture that would be on three sides of the new building. In the end, none of these concerns became actionable items for Krupp or our Alder and the rezoning appeared to have happened relatively quickly and easily, without much of a lift at all on the part of Threshold.

How did we get here? In the summer of 2021, a large group of neighbors gathered to discuss the proposal put forth by the Krupp group. While some felt that a high-density structure was important for Madison’s housing goals, others felt that a smaller building or separate buildings with owner-occupied units would fit more in character and fabric of the neighborhood. This would allow for an increase in density, while maintaining individual and family ownership in this desirable neighborhood. This point should not to be dismissed or minimized, as the large scale maximum one bedroom or efficiency apartment building is now replacing the starter home,

multiple bedroom condominiums, or duplex. While the planned structure may have merit in the appropriate zone and context, it is actually misplaced when inserted into a neighborhood in which the housing can and should accommodate a culture of options for multiple member families.

After several meetings and much discussion, an informal survey was conducted in the summer of 2021, with 69 respondents, which yielded a 2/3 majority of neighbors standing in opposition to rezoning away from the current zone which limits such construction efforts (the survey documents have been uploaded separately).

After the survey results were compiled, the large neighborhood group agreed that a smaller group should be formed of neighbors who would live adjacent to the new development. This was done to focus discussions with Krupp and hear details of the development and City process. As a core group we were charged with “negotiating a compromise” with the Threshold Development group. We met multiple times throughout the fall of 2021 with Tyler and Joe Krupp who took our ideas back to their architects. They returned with several different iterations of their plans for the site (we viewed 3 distinct proposals altogether, with the third being two Options on a similar theme).

None of these plans showed fewer than 30 units – well above the preference of the majority of the neighborhood. In addition the massing and height of these proposals were comparable to that of the Cornerstone project with the smaller being only four feet less in height thus altogether ignoring the transitional element we wished to achieve. The core group then decided to vote on what TD said was their final offer. The core group split on votes, with three households voting for the Krupp plan, and three voting no or abstaining (i.e., not for it).

It should be stated that several of us in the core group as well as many other neighbors were not opposed to change; however, we were not in favor of rezoning the parcel to fit a 32-unit building. We wanted something more *transitional*; the mode response in the survey question about number of units was in the 15-20 unit range, with an appropriate massing, that would step down from the size of the Cornerstone to the homes immediately surrounding the parcel.

We would like to note that our Alder at the time, Brian Benford, attended several of the virtual meetings with the neighborhood and with the core group (with and without the Krupps), stating on multiple occasions that he would “support what the neighborhood wants.” However, that is not what happened. It is unclear what exactly did happen, because the group was hoping to speak with our outgoing Alder, Brian Benford, and the incoming Alder, Grant Foster in one final meeting before this project was “green-lighted” by the neighborhood. This meeting never happened. Somewhere along the way, Alder Benford apparently gave the Krupps and the city the thumbs up to move ahead with the Krupp plan (often referred to as Option B in some of the documents) – with a split core group vote to no rezoning, and a 2/3 neighborhood no to rezoning.

To say the least, this has been a bizarre process that functioned under the guise of neighborhood input. The majority neighborhood input has been ignored.

Thus, for these reasons and all of the reasons others have provided, we oppose this development. It is not transitional from Atwood to Linden; by the nature of the one bedroom design and efficiency construction of apartments, family occupancy is minimalized; it will increase the traffic due to the fact that yet another parking garage will be accessed by a small residential street (Dunning). It also raises safety concerns that are not addressed by the developer in our neighborhood that this increased traffic must navigate a large facility through limited access points. It will also decrease green space in our neighborhood, as smaller units would likely come with yards, while the proposed building has a few plants, but not much grass/actual green space.

The city of Madison has other stated goals for housing, including home ownership. This could have been and still can be a prime opportunity for innovative owner-occupied units, or to build homes to help increase Madison's stated goal of increasing minority home ownership. We suggest a more imaginative option could be put forth that sets a precedent for the City as to how to transition higher density housing into a residential neighborhood, utilizing residential streets that does not compromise the fabric or social health of the neighborhood. Further, it is unclear that the number of units above what the neighborhood wanted is warranted in terms of having a meaningful impact on Madison's rental stock. There are massive buildings going up all along the East Washington corridor several blocks away, as well as on Atwood. It is doubtful Threshold's extra 12 units on this parcel would have any substantial impact in the overall availability of apartment stock. However, those extra 12 units and the subsequent mass of the building and the added parking needs/traffic flow will have a major impact on this small residential street. Finally, we believe this change from a TRV1 zone to a PD zone sets a bad precedent, both for our neighborhood and other neighborhoods in Madison. This incursion into a current TR-V1 zone is not acceptable. We do not believe this project should be able to move forward.

Thank you,

Mary Thompson-Shriver and Tim Shriver
249 Dunning Street

From: rhockers@aol.com
To: [Urban Design Comments](#)
Subject: Zion Development
Date: Wednesday, January 26, 2022 11:32:29 AM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Committee Members: I am opposed to the Zion development plans that are being presented by Joe Krupp. I was part of a core group of neighbors that tried to negotiate with Joe and Tyler Krupp to reduce the amount of apartments in this development. This large apartment development does not fit in our residential neighborhood. We are not on a main street and already have severe parking shortage after the condos were built on Division and Atwood, made worse by the large apartment complex on Dunning and Atwood. We have narrow streets and already have absorbed a lot more density and traffic than other areas. This lot should not be rezoned to allow something this large in scale. I ask you to oppose this development. Rita Hockers, 237 Division St.

[Sent from the all new AOL app for iOS](#)

1/25/2022

Greetings to the Urban Design Commission,

We are the homeowners at 253 Dunning Street, represented in the exhibits as “east of site” on page 15.

We have been here for 42 years and have been blessed to watch this neighborhood blossom into one of the most sought-after areas in the city to live in. We appeal to you today to reject the rezoning request needed to build the proposed Threshold development. While close by, Dunning St, Linden Ave and Division St are not Atwood Avenue – they are residential streets lined with traditional residential dwellings. In scale and density, the proposed development is not transitional to the neighborhood.

Results of two surveys that were taken last summer show a majority of respondents are against rezoning. Except for one, there was no one that wanted a building larger than 25 dwelling units, with the largest support going for 10-15 units, followed by 15-20 units. As members of the core group of immediate neighbors that met from August through November, we believe it was our commission to determine whether the neighborhood vision could be met by the developer and report our findings back to the neighborhood; in the end, we had to report there was no consensus.

This area already has parking and traffic concerns that will only be made worse by the addition of 32 apartment units, doubling the number of apartments already on this square block. It is too much density for this residential neighborhood to absorb. If the city’s interest includes the quality of the entire neighborhood, the Zion parcel should be utilized for traditional residential development under the existing TR-VI zoning.

Here we speak to some of the representations in the Land Use Application/Letter of Intent:

Project Description.

(1) One cannot look at the proposed development with a truthful eye and say that it is transitional to the neighboring structures to the north, east and west, as well as to the south. It is barely transitional to Cornerstone. (Side note: The “south of site” image of Cornerstone on page 14 is flipped.)

Site images of the church on page 12 seem designed to represent it as being at least as imposing as Cornerstone. The church does peak at 50’, but it’s not 50’ over the entire .47 acre. The proposed structure would cover most of the parcel and would be almost parallel in height to the Cornerstone.

Other views for your consideration:





(2) Any notion that locating the garage access to the south side of the building where Cornerstone residents already come and go will “keep all vehicular traffic away from the surrounding neighborhood” is a stretch. Neighborhood traffic congestion will be exacerbated. Already stressed on-street parking will certainly worsen unless there’s an expectation that residents will solely use the underground facilities (unlikely for the 10 cantilevered spots), or that a one-bedroom unit will never have two-car residents, or that the residents never have visitors.

City and Neighborhood Input.

There are some shenanigans going on if it’s been represented that “the final resulting design was based on a joint consensus reached with all parties.” There was no consensus, as confirmed in the update the core group provided to the larger neighborhood group (reprinted below).

Alder Benford was understandably not available for many of the meetings. Alder Foster did not attend any meetings that we’re aware of, having only recently inherited this part of his district with the redistricting change effective January 1, 2022. We have yet to hear his position on the development but he has offered that he is considering all input.

To summarize, we believe the city can and should partner with a developer willing to build a number of owner-occupied family units within the confines of the current TR-V1 zoning. We are heartened by the credo that appears at the top of your agendas:

***Consider: Who benefits? Who is burdened?
Who does not have a voice at the table?
How can policymakers mitigate unintended consequences?***

The developer benefits. The church congregation benefits. The neighbors and neighborhood are burdened. Neighborhood groups do not have enough of a voice at the table when trying to navigate these processes and have no real advocate to help. Processes are manipulated. Information is only offered if one knows the right question to ask and even then, neighbors often go unheard and ignored. Before you decide our fate, we urge you to take a walk through our neighborhood to get an unvarnished feel for the impact this development would have, in an effort to mitigate unintended consequences.

Respectfully,

Bruce and Barbara Becker

REPRINT OF CORE GROUP UPDATE TO ZION IO GROUP (68 MEMBERS)

12/19/21 #309

Hello Neighbors,

As most of you are aware, the core group regarding the Zion property has met on many occasions since August. This is to provide a summary to the larger neighborhood group about our work and next steps.

The development option being proposed (referred to as “Option B”) is a 32-unit (10 2BR, 10 1BR, 12 Studio) three-story building with an 8-foot setback on the third floor. We do not know if or how the third-floor terrace area will be utilized. The third floor has been represented as bedrooms lofted from second floor apartments. Underground parking will be 44 spots, with a number of them cantilevered (stacked). There is a shared parking entrance with the Cornerstone off Dunning and Atwood. There are sidewalk setbacks that are unlike the Cornerstone. The overall roof height of the building will be close to "parallel" with the height of the Cornerstone.

The group met many times over the course of the past months to negotiate the design with Krupp and learn about zoning processes with the city and our alder Brian Benford. Krupp developers have offered a signed letter of intent (attached), along with the opportunity for more input. The letter shares a promise to commit to “Option B” in spirit and detail, and honor our preferences. This is an unusual commitment from a developer, and basically a promise to not increase the scale / density / traffic and parking as presented and discussed with the neighborhood group. This good faith effort is not legally binding, but it does make it that much more difficult to deviate from the plan.

In the end, our core team did not reach a consensus around whether or not to support this final proposed design. We met in late November to share our final thoughts and vote on whether to support the proposed building. The vote came in split: 3 in support, 2 opposed, and one abstention. The core group members who voted are neighbor households who live across from the church and one on Division just north of Linden.

We shared this "split" outcome with Alder Benford to consider and received an email from him indicating that he will be advocating for the building proposal. Alder Benford states that there will be additional opportunities to weigh in on the proposed concept as it works its way through city processes, and we will be notified of these steps as they come up.

Those who support the building highlight important, positive aspects: setbacks, no additional driveway (Dunning St entrance), and attractive design. Given the growing demand for housing and the city wanting to meet that demand, supporters think this is likely to be the best option that we will be presented with now or in the future and the only opportunity for input. Rejecting this proposal means losing these positive elements.

Those who did not support the building felt the scale of the proposal was too large for the neighborhood (increased parking/traffic, large building/occupancy/height), and that this proposal does not meet the criteria of the neighborhood vision. They expressed optimism that we would be presented with a better option or one that's no worse in the future—an opportunity they felt was important to explore.

These perspectives were influenced by different understandings of city zoning and predictions around what seemed likely to happen to the site in the future.

We are considering how best to answer any neighborhood questions that might arise (offering a Zoom meeting, for example). Please stay tuned.

Best regards,

Barb and Bruce Becker

Lisa and David Ross

Jeffrey and Annie Potter

Erica and Matt Becker

Rita Hockers

Mary Thompson-Shriver and Tim Shriver

Brad Hinkfuss

Catherine Stephens (backup role)

Diana Wheeler (backup role)



We're writing to express support for the planned development at the Zion church property.

We were torn on this decision, and we see both pros and cons. A neighborhood vision for the Zion site was developed last summer that included elements related to parking/traffic, townhouse style design, height of no more than 2 stories with 3rd story stepback, affordable housing, fewer than 20 units, and sustainability features among other elements. In a perfect world, we would prefer a development meeting all these criteria. However, over the past months we've been part of multiple rounds of negotiation with the builder that we think resulted in significant and meaningful improvements to the original design, such that we feel comfortable with the project.

The future of this site involves a process of negotiation and compromise in which the neighborhood has some voice to influence but not final decision rights. To that end, we want to use our influence to maintain the gains achieved over the past months that align to neighborhood feedback:

1. Traffic impact has been mitigated by routing to Atwood/Dunning and away from the neighborhood
 - Placing the exit/entrance on Division or Dunning would channel greater traffic through the neighborhood. Instead, the builder will put a "no left turn" sign on the Dunning St exit to funnel traffic towards Atwood and encourage use of the direct Atwood exit
 - The builder has promised to lobby with us for ongoing traffic mitigation improvements
2. It's fully parked with underground parking
3. The scale is lessened by setbacks from the curb and a stepback on the 3rd story
4. Townhome entrances provide an opportunity for neighborhood interaction

Density/Housing Shortage

There's a housing shortage in Madison; adding to the housing supply positively impacts that problem. We've reflected on this shortage when considering the new development. We listened to [this podcast](#) that talks about how current residents impact local housing availability. To summarize the most relevant point: A key driver of our current housing shortage is opposition to higher density development from existing neighbors.

Many people in our neighborhood have lived here a long time. Those of us in that situation are quite lucky, and we've heard many people express concern that they couldn't live in the neighborhood today due to prices or availability. Decreasing available housing units in the neighborhood doesn't help remedy that situation and works to the opposite.

As we look across the street and see an apartment building in the future, we hope to view that as a group of people who now have the opportunity to join our neighborhood—in the same way that existing neighbors like us have had the privilege to join the neighborhood previously.

The Past and The Future

As mentioned, there have been ongoing discussions with the developer to try and shape the building to the varied preferences and needs of the neighborhood. Although we negotiated improvements, we didn't fully achieve our goal as we didn't reach a consensus around support for the development. Some hope to see a building (or buildings) that align to the existing lower density zoning specifications with additional features incorporated like affordable housing. Others worry that if this proposal is declined the site will be purchased, held vacant until zoning laws relax, and then something worse developed without the opportunity for the neighborhood to influence. Either could happen. Most of us would likely cheer the first outcome and be very disappointed by the latter.

Those possibilities aside, we have a proposal today that can be evaluated on its own terms. As described above, we think the proposed building provides many positive features that were achieved as a result of mutual compromise, and therefore we offer our support.

Matt and Erica Becker
246 Division St
Madison, WI 53704

January 25, 2022

Dear Members of the UDC, Alder Benford and Alder Foster,

We are opposed to approval of the PD application by Threshold Development.

We believe that this application does not fulfill the stated requirements for recommendation by the UDC, based on criteria (b) and (d) outlined in Ordinance 33.24 Section 2:

(b)To protect and to improve the general appearance of all buildings, structures, landscaping and open areas in the City; to encourage the protection of economic values and proper use of properties.

(d)To foster civic pride in the beauty and nobler assets of the City, and in all other ways possible assure a functionally efficient and visually attractive City in the future.

- There is inadequate green space.
- The size of the structure leaves no opportunity for canopy shade trees on the site, now or in the future. As noted in the Street Tree Report attached to the application, trees on the terrace have suffered from “severe utility line clearance pruning and girdling roots”. This situation makes the option to plant trees on private property critical, (City of Madison Urban Forestry Report, 2019) and privately owned trees are the norm on surrounding lots.
- The monolithic building does not relate to the architecture of the surrounding residential blocks and is therefore inconsistent with the neighborhood zoning plan.

We have reviewed the PD Zoning Purpose and Standards (Ordinance 28.098(1 & 2)). We have listed our objections to the relevant sections below:

28.098(1) Statement of Purpose

The Planned Development (PD) District is established to provide a voluntary regulatory framework as a means to facilitate the unique development of land in an integrated and innovative fashion... Because substantial flexibility is permitted in the base zoning districts, the PD option should rarely be used. It is intended that applicants use the PD option only for situations where none of the base zoning districts address the type of development or site planning proposed.

The application has not demonstrated anything unique about this project, and therefore does not meet the purpose of a PD. This is not a unique lot. This is a typical zoning compliant lot that could be sensitively developed under its current zoning, with increased housing density. It does not meet objectives b, c, e and f in Section 28.098(1).

- This parcel is in a residential area, not transitional. The parcel represents a substantial element of the existing residential neighborhood. (b)
- There is no preservation and enhancement of environmental features such as green space or trees
- There is no preservation of historic buildings, or landscape features through the use of preservation of land (c)
- Has not provided for open space, recreational amenities (e)

- High quality development consistent with the goals, objectives, policies and recommendations of the Comprehensive Plan. As currently zoned, this parcel is TR -V1. In June 2021, density in this district was increased to allow 12-13 dwelling units (f)

28.098(2) Approval Standards for Project

(a) The applicant shall demonstrate that no other base zoning district can be used to achieve a substantially similar pattern of development. Planned developments shall not be allowed simply for the purpose of increasing overall density or allowing development that otherwise could not be approved unless the development also meets one or more of the objectives of (1) above. Conditions under which planned development may be appropriate include: 1. Site conditions such as steep topography or other unusual physical features; or 2. Redevelopment of an existing area or use of an infill site that could not be reasonably developed under base zoning district requirements.

The current zoning TR-V1 allows for infill to a maximum of 12-13 units.

(c) The PD District plan shall not adversely affect the economic health of the City or the area of the City where the development is proposed. The City shall be able to provide municipal services to the property where the planned development is proposed without a significant increase of the cost of providing those services or economic impact on municipal utilities serving that area.

This project will impact on the neighborhood, with increased traffic, less per capita park space and uncertainty about the continued historic residential character of the neighborhood. There will be a precedent for inappropriate development on residential streets, which could have a negative economic impact on the area.

(d) The PD District plan shall not create traffic or parking demands disproportionate to the facilities and improvements designed to meet those demands. A traffic demand management plan may be required as a way to resolve traffic and parking concerns. The Plan shall include measurable goals, strategies, and actions to encourage travelers to use alternatives to driving alone, especially at congested times of day. Strategies and actions may include, but are not limited to, carpools and vanpools; public and private transit; promotion of bicycling, walking and other non-motorized travel; flexible work schedules and parking management programs to substantially reduce automobile trips.

The parking structure has 10 stacked-parking places that are not conducive to easy in-out underground parking. The addition of 44 parking places means 44 more vehicles on narrow neighborhood streets, with parking only on one side.

(e) The PD District plan shall coordinate architectural styles and building forms to achieve greater compatibility with surrounding land uses and create an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose of the PD District.

This project is not consistent with the architecture of the surrounding neighborhood. The design is typical of current commercial corridors, but not a residential block. It is not harmonious or compatible with the surrounding residential structures, nor does it protect and enhance the aesthetic and historic character of the neighborhood and its property values. The proposed monolithic structure with a nearly flat façade and flat roof could not diverge more totally from the typical old style houses of the neighborhood with their steep pitched roofs, multiple gables, and front facades that are articulated by

functional porches and sunrooms. What minimal articulation is provided is frankly cosmetic and without architectural merit.

Although it is described in the application as a transitional building, this description is contradicted by the mass of the structure. One of the most problematic aspects of the design is the elevation of the first floor. On Division Street, the entry level is 8 1/2 feet above street level - this is completely out of scale with the adjacent dwellings – there is a single story home within 20 feet of it. This building elevation also means that the building is effectively 4 stories high along most of Division Street.

(f) The PD District plan shall include open space suitable to the type and character of development proposed, including for projects with residential components, a mix of structured and natural spaces for use by residents and visitors. Areas for stormwater management, parking, or in the public right of way shall not be used to satisfy this requirement.

This proposal lists surface and balcony square footage in their open space calculation. These totals are not aligned with the surrounding neighborhood, and seem to be inconsistent with the requirements for open space in new buildings in the current TR-V1 district. Existing zoning for multi-family units requires 160 sq ft of usable open space for 1 bedroom units and 320 sq ft for 2+ bedroom units.

CLOSING STATEMENT

In summary, this project does not meet the fundamental purpose and standards for a PD. A PD cannot and should not be a catchall for the purpose of increasing density because the developer wishes to increase the number of units for greater financial gain. This proposal is neither harmonious with nor complementary to the visual standards of the adjacent residential neighborhood and is a flawed application.

Finally, we would like to draw your attention to misleading statements in the application. There was no positive consensus amongst the close neighbors or the wider neighborhood. We also understand that the Alder Foster was not present at the small or larger meetings of the neighborhood. Due to redistricting, he has been the Alder for this site only since January 1.

Best regards,

Terry Cohn and Michael Johns, 2135 Linden Ave.

Anne Reynolds and Tom Liebl, 2139 Linden Ave.

David Griffeath and Cathy Loeb, 2145 Linden Ave.

Sarah and Zach Agard, 2150 Linden Ave.

Sandy Blakeney, 2138 Linden Ave.

Rita Hockers and Harold Rottier, 237 Division St.

Anne Tigan, 225 Dunning St.

Bruce and Barbara Becker, 253 Dunning St.

Sandra Anton, 201 Dunning St.

Angela Richardson and Paul Andrews, 217 Dunning St.

Mary Thompson-Shriver and Tim Shriver, 249 Dunning St.

Marolyn Bahr, 233 Dunning St.

Donna Peckett, 1959 Winnebago St.

From: [Sandra Anton](#)
To: [Urban Design Comments](#)
Subject: Zion project
Date: Monday, January 24, 2022 5:39:14 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I oppose the rezoning and current project proposal. I live on dunning st and I am concerned about the scale of the project, as well as parking and traffic concerns.

Sincerely,

Sandra anton

201 Dunning St, Madison, WI 53704

Madison Urban Design Commission

Jan 24, 2022

Re: Opposed to Zion Development Proposal & Re-Zoning

We believe that the proposed multi-unit, multi-story apartment building on Linden Avenue would bring a net loss to the livability of our neighborhood. An architecturally significant and unique church building, that has easily co-existed with the nearby single family and 2-unit homes for 50 years, would be replaced by an imposing, undistinguished 30+ unit building. The proposed structure would permanently alter the street scene for all nearby residents and simply does not belong on a block such as this. It represents a precedent-setting incursion of large scale apartments into traditional, small scale neighborhoods.

We believe the existing zoning classification is appropriate as a guideline for future development. By our reading the 20,520 sq ft lot could support at least six 2-unit rowhouses for one example. Or some other creative use of the property might be brought forward. A proposal that offered a mix of small and larger owner occupied housing units, built at fitting scale, would be broadly supported by the neighborhood.

Kevin O'Brien
Andrea O'Brien
2226 Rusk Street

January 24, 2022

RE: Neighborhood Vision – 2165 Linden Avenue

TO: Urban Design Commission meeting January 26, 2022

For the record, starting in the Spring of 2021, extensive grassroots efforts were undertaken to reach out to neighbors, communicate over an IO list, hold several meetings, and organize a response to the proposed development shared at the June 2, 2021 meeting hosted by City Planners and Alder Benford.

Neighbors designed and offered two surveys - 1. focused on neighbor preferences, and 2. focused on a vision for the neighborhood around development.

August 2021, neighbors met and reached consensus to advocate strongly for the following:

Density: Based on the survey, 15-20 units, mix of unit types, including 2 and 3 bedrooms.

Size & Massing: No more than 2 stories on all sides facing existing homes (Dunning, Linden, and Division), allowing for 3rd story setbacks that create a 2-story appearance and feel. Attached townhome-style with distinct entrances.

Traffic: A parking and traffic mitigation plan that includes parking for all units underground (including accommodation for visitors), as well as traffic calming measures that meaningfully address the impact of added traffic flow on the surrounding streets (Dunning, Linden, Division). Preference for entrance/exit on Atwood.

Affordable housing/owner occupied: Provision that at least 25%-40% of the units rent/sell to residents who make 80% of the CMI or less. Preference for at least 75% of units to be owner-occupied.

Greenspace: At minimum, current zoning setbacks will be met (front yard setback minimum 20 ft., maximum lot coverage 70%, side yard setback minimum 6-12 ft), space for mature trees within parcel including consideration for light, water, and species diversity.

OR “A commitment to exceed open greenspace requirements by 20%-80%” (depending on minimums for zoning requirements for development)

Energy: A commitment to generating all common area electricity through renewable sources. To combine green space for inhabitants and energy efficiency, consider rooftop gardens (see <https://greenroofs.org/>).

A core group of neighbors with help from Brad Hinkfuss worked through negotiations and were able to reach a favorable outcome for a few of the points above. Several other points were not accomplished. I ask the UDC to strongly consider our *neighborhood vision*, and help us arrive at a development more closely aligned to what we worked so diligently for.

Thank you,

Catherine Stephens