

**From:** Fred Mohs  
**Sent:** Monday, January 23, 2012 11:25 AM  
**To:** 'RRoll@cityofmadison.com'  
**Cc:** Ledell Zellers ; Michael Verveer; Pete Ostlind; [amonks@cityofmadison.com](mailto:amonks@cityofmadison.com)  
**Subject:** City of Madison Proposed Zoning Districts Downtown Plan Area-January 24, 2012

Rick:

Thank you for the useful conversation we had Friday afternoon. I am sending this email more or less reiterating what we talked about, not because I don't think you will remember it, but only in case you want to use it to inform staff or your committee members about this particular issue.

### Proposed Zoning Districts-Wisconsin Avenue-North Pinckney Street-UOR

In our conversation, we clarified the fact that the entire block occupied by National Guardian Life, surrounded by Wisconsin Avenue East Gilman Street and North Pinckney Street is zoned R6H except for the PUD for the Edgewater project. The Edgewater was previously zoned OR, but the rest of the block, including the NGL building and their parking lots and lawns are all zoned R6H, just like everything else in the Mansion Hill Historic District with the exception of Verex and the Edgewater.

It has always been anticipated that the property along the lake, between Wisconsin Avenue and North Pinckney Street, would be developed as high-end residential. The November 2011 Downtown Plan stated as its first objective: "Preserve historic buildings and groupings of buildings that contribute to the essential character of Downtown and its neighborhoods." The Mansion Hill Historic District is Wisconsin's first historic district and its most important. While there might be a circumstance that justify accommodating NGL, unrelated commercial development would be unwise and out of character with the Mansion Hill Historic District.

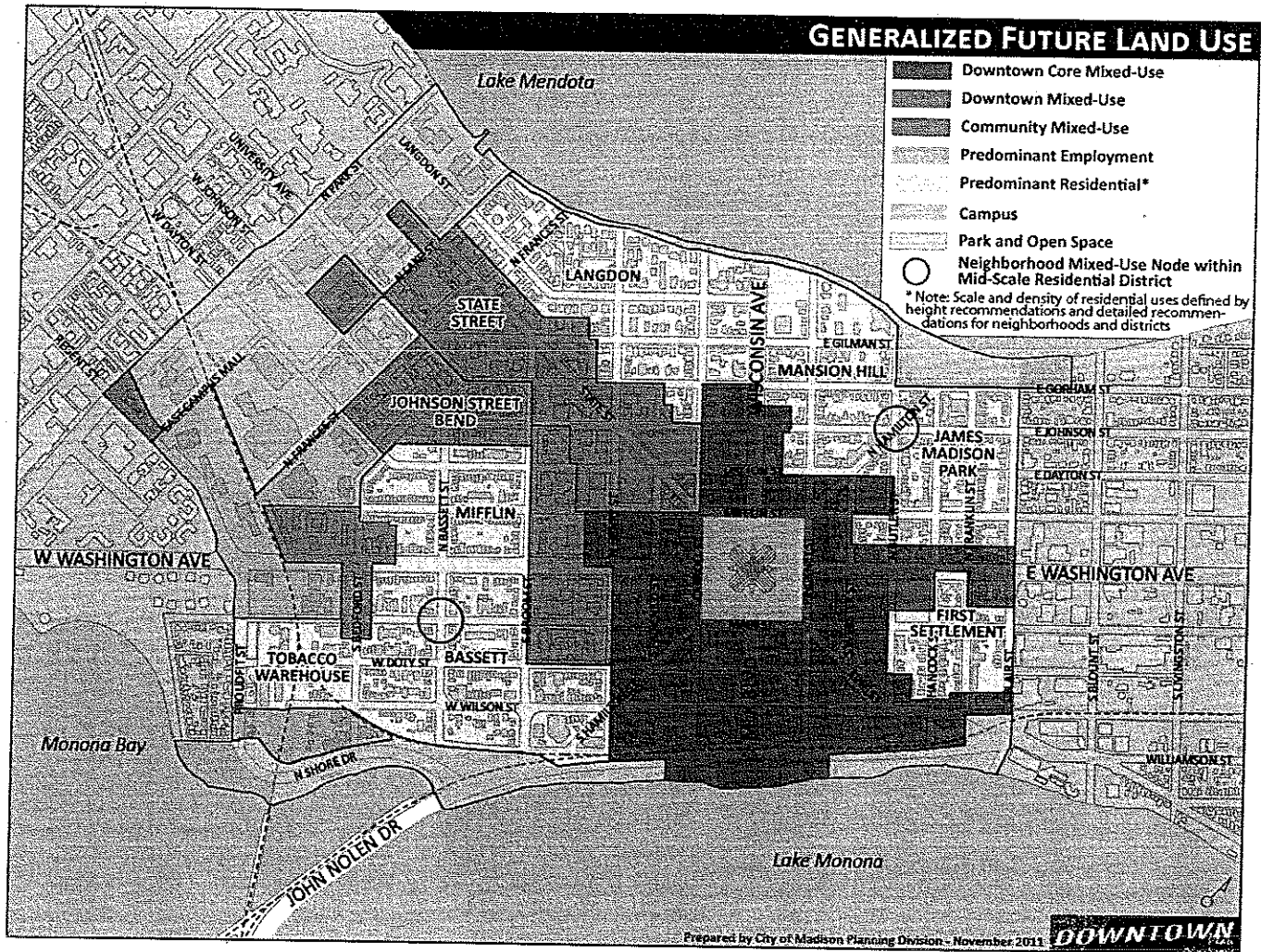
As I mentioned, the Mansion Hill Historic District is finally taken off with the movement of student undergraduate housing to the high-rise canyons along University and Johnson. Just like any historic district, confidence that the historic district will fulfill its promise is very important for the pioneers who will take on one of the vintage buildings in the district. While every historic district both in this country and in others will occasionally have to beat-back inappropriate development, people who are interested and that the future of the Mansion Hill Historic District do not want to sign up for perpetual battles. Zoning signaling that the Mansion Hill Historic Neighborhood is residential will be very helpful.

This is not to say that our neighborhood would be unsympathetic responding to the needs of NGL. We approved two surface parking lots for NGL when unexpectedly their business required more parking spaces. We remain sympathetic with NGL who has generally been a fine neighbor. On the other hand, the property is now zoned R6H and we would like it to stay that way.

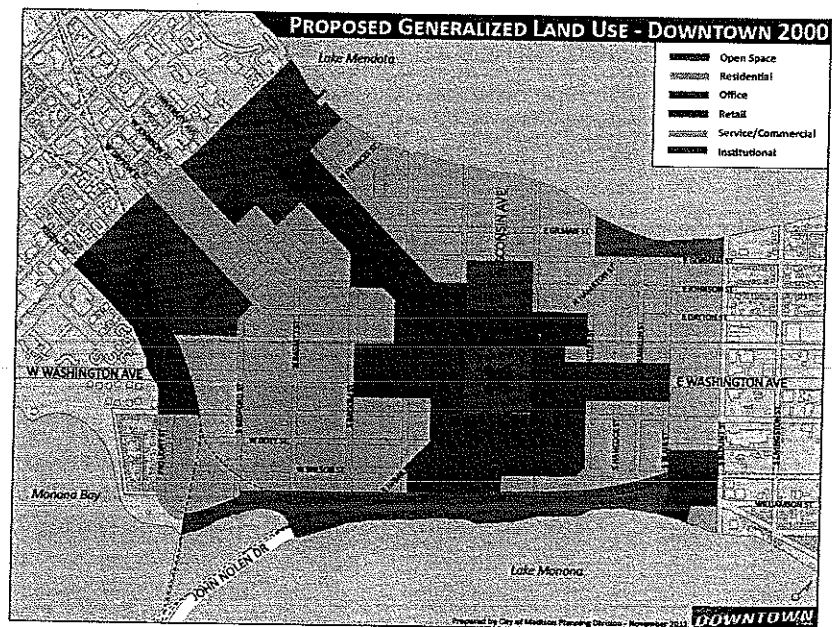
I have attached a copy of the proposed zoning districts, a copy of page 40 of the November 2011 Downtown Plan indicating residential use between Blair Street and North Lake Street running along Lake Mendota.

Finally, I would like to point out that parking in a residential setting is much easier to control than parking for commercial uses. Commercial uses have cars coming and going with many people visiting the neighborhood who are unfamiliar with it. In downtown residential settings, many of the people almost store their cars and walk to their destination and only using their cars on occasion, often during non-rush hour periods. The historic district needs to be an attractive residential district in order to succeed as a historic district. We ask for your help by maintaining residential zoning for the subject property which will signal that its future is as a part of a residential neighborhood.

Sincerely,  
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The Proposed Generalized Land Use Map to the right is from the *Downtown 2000* plan that was adopted by the City in 1989 and is included in this document for historical purposes only. Note that while there are some changes, the overall land use organization is very similar to that proposed in the map above.



Although it is imbedded across all areas of this plan, land use is the cornerstone of the major plan goal of making Downtown a model of sustainability (see page 105). In addition to generally supporting a mix of uses and relatively higher density, this plan specifically supports the principles of Transit Oriented Development, or TOD.

TODs are essentially higher-density mixed-use development areas that are less automobile-centered and are coordinated with, and developed in close proximity to, existing and planned transit centers. The Downtown Core, State Street, and West Rail districts in particular embody many TOD principles.