

From: Susan Millar <sbmillar@gmail.com>

Sent: Monday, August 10, 2020 5:16 PM

To: Planning <planning@cityofmadison.com>

Subject: Regarding the # 11, 12, and 13 (60916, 60671, and 60678) on the 08/10/2020 Plan Commission agenda

August 10, 2020

Regarding the # 11, 12, and 13 ([60916](#), [60671](#), and [60678](#)) on your August 10 Agenda

Dear Members of the Plan Commission:

I strongly affirm the Planning Department's and the developer's intentions to create a dense housing/commercial center at 160 Westgate Mall that is bikeable/walkable and well-served by buses, and that does not encourage car travel. I very much want the transportation plan proposed for this project to work. However, I am concerned that cars will prevail unless the plans for walking and biking described in this TDMP are much improved.

For years, I biked to the WMCA from the near west side of town. I turned west from the SW bikepath onto Odana and then crossed at Whitney Way. I found the bike lane on Odana safe, but saw few other bikers. My guess is that the volume and speed of car traffic there is off-putting to most bikers. However, after too many close calls at the "signalized crosswalks across Whitney Way," I stopped biking and went back to car use, even though I am a strong biker. Given this experience, it seems very unlikely that any of the planned senior apartment dwellers will bike in this area **unless** some seriously safe new bike paths (not just bike *lanes* on Whitney Way and Odana and "signalized crosswalks") are provided.

As for walkability, walkways to HyVee, at this time, are essentially non-existent. One is required to dodge barely managed shopping traffic in a huge parking lot. So, again, some seriously safe, and hopefully even pleasant, new walking paths or at least clearly marked sidewalks, need to be provided for the anticipated walking to happen.

Likewise, navigating Whitney Way and Tokay to get by foot from, say, HyVee, to the bus transfer point is stressful and unpleasant, given the current walkways and road crossings. It is likely that apartment dwellers who have no car will walk to the transfer point, out of necessity. However, it would not surprise me if people with both a free bus pass in hand and access to a car chose the car, if only to avoid the challenging walk along and across Whitney Way and Tokay to the bus transfer point.

I have two other concerns about the current TDMP. The developer states that "age-restricted senior housing has been shown to generate fewer trips than standard multi-family housing due to differing travel patterns by this demographic," and then asserts that this vaguely referenced research ("has been shown") justifies their assumption that 10% of the required SOV traffic reduction is already accomplished. The specific research on which this assertion is based needs to be provided.

Also, the proposal to bundle parking for affordable units during the first year, and then un-bundle it thereafter strikes me as a “bait and switch” strategy, which is unfair.

I very much want this plan to succeed, and hope these comments are useful.

Thank you,
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From: Julia DePalma <juliadepalma1@gmail.com>
Sent: Monday, August 10, 2020 11:49 AM
To: Planning <planning@cityofmadison.com>
Subject: Westgate Mall Comments

10 August, 2020

To: Plan Commission Items: [60916](#), [60671](#), and [60678](#)

Dear Plan Commission,

Thank you for all that you do to encourage the best built environment possible for the City of Madison. I support the proposed development at Westgate Mall, which will eliminate an eyesore from the West Side neighborhood and benefit the surrounding community. I especially appreciate the considerations made in this proposal to make the development more sustainable for the environment. Some things that I would like to highlight include:

- Exceeding 200 points on the Wisconsin Green Built Checklist
- Incorporating solar on multifamily housing buildings
- Adding Energy Star appliances throughout
- High Efficiency HVAC systems
- Promotes connectivity with surrounding neighborhoods and walkability
- Includes greenspaces and public art

I believe that this Project can be even more sustainable.

I noticed that the project includes a 1:1 ratio of parking stalls for all apartments. Is this necessary? By providing less parking, bikeability and walkability can be promoted, especially considering the connectivity already incorporated to surrounding neighborhoods. Not all people moving into this area will need cars, and single occupancy vehicles should not be promoted. There are better uses for this space.

In addition, electric vehicle charging stations and bike parking should be available for residents and users of this space to encourage more sustainable methods of transportation.

I commend the inclusion of senior, market rate, and workforce housing. However, I saw no mention of affordable housing. To promote diversity and access to a beautiful new space, I think that affordable housing also needs to be specifically included. This would closely align with the Madison Sustainability Plan, which calls for “social equity by building economically diverse neighborhoods with equal access to quality education, housing and basic health care.”

I hope that more future developments bring similar or better innovative ideas for sustainability to the Plan Commission, and align closely with the Madison Sustainability Plan, the Dane County Climate Action Plan, and the Wisconsin Green Built Checklist.

Thank you for your attention,
Julia DePalma

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From: Peggy ROSIN <peggy.rosin@wisc.edu>
Sent: Sunday, August 09, 2020 10:55 AM
To: Planning <planning@cityofmadison.com>
Subject: August 10 Items: 60916, 60671, and 60678 160 Westgate

August 9, 2020

To: Plan Commission Items: [60916](#), [60671](#), and [60678](#)

Dear Plan Commission:

The Planned Development at 160 Westgate Mall is an important anchor to the West Side neighborhood eliminating a dilapidated mall and a huge expanse of parking lot. It increases density with a mix of senior, work force and market rate housing. The level of complexity and expertise that goes into determining approval of projects like this is awesome. I appreciate your work. As a citizen concerned about mitigating carbon dioxide from our built environment, I appreciate this proposal for several reasons because it:

1. considers relevant City of Madison planning documents in planning and design;
2. specifies how it address sustainability (although limited);
3. promotes connectivity with the neighborhood and walkability;
4. includes greenspaces; and
5. integrates public art.

Perhaps future development plans can describe how their projects align with City planning documents (e.g., 100% Renewable Madison) or Wisconsin Green Built Checklist. It is paramount to encourage future projects to embrace low carbon strategies.

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John Olson
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August 9, 2020

City Plan Commission
Madison WI 53703-3345

Subject: 160 Westgate Redevelopment

City Plan Commission:

I'm writing these comments with concerns over the proposed Westgate Redevelopment. I'm asking the Plan Commission to **NOT** approve the proposed project proposals.

I have summarized local concerns below:

- **ROAD CONNECTION TO TOKAY BLVD.** - The developer is proposing to create a road connecting the development to Tokay Blvd. This is a very bad idea. Tokay Blvd is a residential neighborhood street and providing a new main connection to a high-density development will increase traffic levels flowing east on Tokay Blvd. and into the Midvale Heights neighborhood and surrounding residential neighborhoods.
- **Significant increases in traffic** - Increased densities at the site are going to lead to very significant traffic problems in the area around Westgate and adjacent neighborhoods. If you have driven on Whitney Way during rush hour will notice that it's common for traffic to back up from the Beltline North all the way past Tokay Blvd. Add increases in expected traffic once Exact Sciences comes online and there are going to be huge traffic jams in this area. So where are all these cars going to go when Whitney Way backs up? ... down Tokay Blvd. and through the Midvale Heights neighborhood.

Of course, the developer is trying to sell this development as a "walker friendly" development and that "there will be little need for residents to own a car". Let's get real... most residents are going to own a vehicle and to think that a development this large is not going to cause increases in traffic is just nonsense.

- **More traffic = Need for more traffic signals = more traffic congestion.** As traffic in the area increases, the city will attempt to control and regulate traffic by installing more traffic

signals around the mall area. More traffic signals here is not going to be good. More signals will lead to more traffic delays and more traffic jams.

- **Inappropriate Zoning** - This site is currently zoned commercial, not residential. The developer is trying to change the zoning in order to cram too much into this site to maximize profits while not considering of the impacts of the increased densities on the surrounding residential areas.
- **Building Heights are too high** - There have been discussions of providing multi-story buildings at this site. The current site is occupied by a 2-story building. Multi story buildings do not fit into the character of this neighborhood are not appropriate in keeping with the character of the adjacent residential areas. The developer himself even alludes to the fact that he would like to “increase allowable building height standards” above what is allowed in downtown Madison.
- **Pushing allowable zoning codes** - The contractor states that they would also like to push the envelope of what is allowed with respect to the number of building units, building size, and building height thresholds allowed by the City’s’ building code. The City should be extremely concerned about this fact as it relates to the proposed density of dwelling units proposed and the amount of traffic this will generate in the immediate area. The densities being proposed are much too high.
- **Extremely Limited Parking** – Parking, especially street parking, is very limited with this development proposal. Again, this is because few people living/visiting here are supposed to have a vehicle. The developer is trying to stuff in as much of their investment into cash generating housing and commercial units and sufficient parking is being marginalized.

A classic example of this happening in the recent past is the Sequoya Library and Sequoya Commons development. The developer at this site sold the city and neighborhood on the idea that there would be “underground parking”. They made it sound like the underground parking would be available to visitors when they proposed the project. Nope. Underground parking is reserved for residents only. It is common to not find a parking space when visiting the library or adjacent businesses. It’s a parking nightmare.

Insufficient parking at the proposed site will cause parking to spill over into adjoining residential streets and Tokay Blvd. It’s likely the city will eventually have to install 2-hour parking control on these streets. Not a good ideal.

- **Noise pollution** – If you live in the Midvale Heights neighborhood, you will be well aware of the noise pollution already coming from the UW Research Park. Noise from this area spills over into adjoining neighborhoods at **ALL** hours of the day, 24/7. City planners need to understand that mixed use development doesn't always work and that left to developers, they don't care about noise levels their developments will create.

The City Plan Commission need to **OPPOSE** addenda item #11 (the 60916) and item #13 (60678) which will allow this development to proceed as proposed.

As sad as it is, it is apparent that the City Managers only appear to be concerned about cramming as much density as possible into every corner of this city to collect more property taxes.

In the case of this development proposal, the developer should only be allowed to construct a new commercial development at this site with building heights mirroring what currently exists (i.e. 2-stories). Additionally, changes to road connections onto adjoining residential streets should not be allowed.

Respectfully submitted,

John Olson