



A Place for All People  
Established 1969

Marquette Neighborhood Association  
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January 25, 2008

**Re: Capitol Gateway Corridor BUILD Plan**

**Board of Directors**

Attn: Plan Commission

**Michael Jacob**  
*President*

**Fae Dremock**  
*Vice-President*

**Jonathon Gramling**  
*Treasurer*

**Nathan Phoenix**  
*Secretary*

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**Julie Spears**

The Marquette Neighborhood Association (MNA) Board of Directors supports the vision and goals cited in the Capitol Gateway Corridor BUILD Plan (EWA BUILD). We look forward to significant future development along the corridor, including increased density and more diverse uses than exist today. We believe the EWA BUILD Plan can be instrumental in being a catalyst for positive development, and for guiding developers and neighborhoods in working together to implement redevelopment.

However, the MNA Board does have strong reservations about the new Capitol Gateway Corridor BUILD Plan, specifically the building heights as proposed by the Plan Commission's Committee to reconcile the EWA BUILD Plan with other neighborhood plans (Tenney-Lapham and East Rail Corridor), for the following reasons:

- The EWA BUILD Plan height standards will result in increases in density that will impact the surrounding neighborhoods and infrastructure; however, it is difficult to predict to what extent and how this will occur. The EWA BUILD Plan does not address the impact of its height standards on the adjoining areas.
- The Plan specifically states that significant implementation of alternative modes of transportation will be required to mitigate increases in traffic:

*The scale and intensity of development shown in this Plan will place significant demands on the existing transportation system, requiring extensive analysis and implementation of alternative modes of transportation. Simply put, the development potential indicated by the recommended land uses and bulk standards cannot be achieved without a dramatic decrease in the percentage of employees, residents and visitors to the area using personal automobiles. (East Washington Avenue BUILD, Capitol Gateway Corridor Plan, January 26, 2007, p. 28.)*

The EWA BUILD Plan goes no further in addressing how the decrease in car use will occur other than to suggest implementing shared parking facilities, parking cashouts, improved transit opportunities, development of environments that maximize live/work relationships, and partnering with Community Car. It is not clear whether, or to what extent, these suggestions will reduce the amount of parking spaces needed, or automobile traffic generated. The City has offered no other conclusive plan for mitigating traffic and parking impacts from the EWA BUILD Plan.

- The important issue of parking is also inadequately addressed in the EWA BUILD Plan. As with automobile traffic, no plan to reduce parking requirements is proposed in the EWA BUILD Plan, and no relationship between the existence of such a plan and allowable building heights/densities is required by the plan. Building heights and densities must be linked to a plan for reducing traffic and parking.

- Because the high water table in the East Washington-East Rail Corridor area makes underground parking prohibitively expensive, the Plan proposes that parking structures, possibly shared among more than one building, be located in the ERC. However, the EWA BUILD Plan warns,

*Without alternative modes of transportation and programs designed to reduce automobile use, a colossal amount of land area and building "volume" will have to be devoted to parking. (Page 28)*

The EWA BUILD Plan includes no analysis to determine exactly how much land in the ERC would be required to supply parking to buildings of the approved heights at existing City standards, and where these structures would be located. We are concerned that they could occupy a significant portion of the ERC.

- It is not clear to what extent the maximum heights allowed by the plan will drive up the market valuation of the land in the Corridor. This could exert increased pressure for higher housing costs. It could also impede development of the type of employment district that is desired south of East Washington Ave., as outlined in the East Rail Corridor (ERC) Plan. The ERC Plan specifies a mix of business development and employment generation, and a mix of building heights. It is not clear whether the EWA BUILD Plan will result in this type of development.
- The EWA BUILD heights may result in an office park district that will be predominately automobile-commuter based. From previous experience in both the Marquette and Tenney-Lapham neighborhoods, we know that high levels of commuter traffic incursion result in a decrease in home-ownership and housing quality, and reduction in families with school-age children. EWA BUILD heights could undermine rather than support and expand the live/work, family-oriented environments present in the Marquette and Tenney-Lapham neighborhoods.
- It is not clear how East Main St. will be impacted by the EWA BUILD Plan. The land use recommendations in the ERC and EWA BUILD Plans specify that East Main St. should be a pedestrian-oriented business street with employment/mixed use development. It is unclear whether the EWA BUILD Plan will result in this type of development.
- Specifically, with respect to the actual ordinance language for *Maximum Height in Stories*, it is our understanding that the bonus stories would not be represented as a range, i.e., 12-15 stories, with numbers 13-15 representing bonus stories (see attached table). We believe it is important to represent the maximum height as a single figure with a reference to the language for bonus height requirements, i.e., 12 (15\*). Although a small change, we believe this more clearly indicates to developers what the expectations are for maximum heights and for obtaining bonus stories.
- In general, we are concerned that a major vision of such significant social and economic impact would, in spite of the countless valuable hours of citizen input, seem to be driven as much by opinion, theory du jour, and local politics, as by objective study and hard data.

Thank you very much for your consideration.

Sincerely,



Michael Jacob  
President  
on behalf of the Board of Directors  
Marquette Neighborhood Association

**Maximum Height in Stories**

Block	Block Number	East Washington Avenue Capitol Gateway Corridor BUILD Plan	Tenney-Lapham Neighborhood Plan (DRAFT)	East Rail Corridor Plan	Yahara River Parkway Plan	Comp Plan	PC Sub Committee Decision
600	1 a	8	30 degrees	-	-	-	30 degrees
	1 b	8	8	-	-	-	8
700	2 a	8	30 degrees	-	-	-	30 degrees
	2 b	10-12	8	-	-	-	8-10
800	3 a	8	30 degrees	-	-	-	30 degrees
	3 b	10-12	8	-	-	-	8-10
900	Breese Stevens	-	-	-	-	-	
1000	4 a	6	30 degrees	-	-	-	30 degrees
	4 b	10-12	8	-	-	-	8-10
1100	5 a	3	3	-	-	-	3
	5 b	3	3	-	-	-	3
1200	6 a	3	3	-	-	-	3
	6 b	3	3	-	-	-	3
1300	7 a	3	3	-	-	-	3
	7 b	8	8	-	-	-	8
	7 c	3	3	-	-	-	3
	7 d	8	8	-	-	-	8
1400	8 a	8	-	-	5-6	-	8
	8 b	4	-	-	5-6	-	4
1500	9	8	-	-	4-5*	4	8
600	10 a	12-15	-	8	-	-	12-15
	10 b	12-15	-	5	-	-	12-15
700	11 a	12-15	-	8	-	-	12-15
	11 b	12-15	-	5	-	-	12-15
800	12 a	12-15	-	8	-	-	12-15
	12 b	12-15	-	5	-	-	8-10
900	13 a	12-15	-	8	-	-	12-15
	13 b	12-15	-	5	-	-	8-10
1000	14 a	10-12	-	8	-	-	8-10
	14 b	10-12	-	5	-	-	6-8
1100/ 1200	15	8-10	-	5	-	-	8-10
1300	16	10-12	-	5	-	-	8-10
1400	17 a	4	-	5	2-3	-	4
	17 b	4	-	5	2-3	-	4
	17 c	10-12	-	5	5-6 on E. Wash. 4-6 on E. Main	-	6-8
1500	18 a	4	-	-	-	-	4 on river
	18 b	3	-	-	-	-	4
	*18 c	-	-	-	-	-	6-8

Notes: \*Block 9 is also covered by the Emerson East-Eken Park Neighborhoods Plan and its recommendations mirror those in the Yahara River Parkway Plan so are not reflected in this table. \*18c was added by the PC Sub-committee.