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## Petition in Support of the Proposed Midvale Plaza Redevelopment

As residents of the Midvale Heights neighborhood, we have a direct interest in the redevelopment of the nearby Midvale Plaza.

We support the rezoning of the Plaza for mixed use development and support the proposed development plan, which we feel is consistent with Madison's Comprehensive Plan. In particular, we feel that the proposed height (four stories, with set-backs on Midvale Blvd. and Caromar) and the design of the buildings are appropriate for this location.

The Midvale Plaza is at the intersection of two busy streets (Midvale and Tokay), close to bus routes and to the Southwest Bike Path, making it an excellent location for a higher density, mixed use development. It is designated as such in the Comprehensive Plan.

We agree that the proposed density of apartments and condominiums is important to stimulate future transit improvements and to decrease urban sprawl. This higher density should also contribute to the success of the retail portion of this development.

We agree with the Comprehensive Plan that mixed types of housing should be encouraged, as they allow residents of different ages and needs to live in this attractive area. The availability of apartments and condominiums may allow some current residents to remain in our neighborhood when they are no longer able to care for a home and yard.

We ask the Plan Commission to approve this project as proposed. Any reduction in the density of the development to less than 30 units/acre, or restriction of the housing to condominiums would set a terrible precedent for future infill developments.

NAME SIGNATURE ADDRESS

BHARAT DWA	Bharat	606 PIPER DR
Archana Dhakhwa	Archana	606 Piper Dr.
Dimitrios Hatzopoulos	Dimitrios Hatzopoulos	527 Pipes Dr.
CHARIS KOUKAS	Charis Koukas	526 PIPER DR
Colleen O'Connor	COLLEEN O'CONNOR	526 PIPER DR.
Cheryl Bauer-Armstrong	Cheryl Bauer-Armstrong	530 Piper Dr.
Debra	Debra	530 Piper Dr.
Steve Graham	Steve Graham	534 Pipes Dr.
ED FREER	Ed Freer	457 ORCHARD PR.

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NAME	SIGNATURE	ADDRESS
LAURA BROWN	<i>Laura Brown</i>	607 Piper Dr Madison 53711
MARK SAATHAN	<i>Mark N. Saathan</i>	607 Piper Dr. Madison 53711
ROGER BANNERMAN	<i>Roger Bannerman</i>	614 Piper Dr. Madison 53711
SUSAN MORAN	<i>Susan Moran</i>	4906 Sherwood Rd 53711
<i>Gary John</i>	<i>Gary Johansen</i>	" " "
MAURICE KAHN	<i>Sharon Kahn</i>	4922 Holiday Madison 53711
<i>Brad Kahn</i>	<i>BRAD KAHN</i>	4922 Holiday Madison 53711

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***Introduction: Presented by Brandon Casto***

My name is Brandon Casto. I am a member of the Westmorland Neighborhood Association Board and the Midvale Plaza Redevelopment Steering Committee. Our committee supports transforming Midvale Plaza into a beacon of the community--with reasonable infill and increased vitality.

Westmorland and Midvale Heights residents have represented neighborhood interests regarding Midvale Plaza since June 2005 and have communicated their vision and concerns to both the developer and the city; such active citizen participation is encouraged by and characteristic of New Urbanism.

A neighborhood meeting in Fall 2005 revealed that neighbors wanted a redeveloped plaza to include:

- 2- to 3-story structures,
- Current or increased levels of retail,
- Sufficient on-site parking for residents and customers, **and**
- Owner-occupied condominiums.

The plans presented by the developer in January 2006 **did not** reflect the input of neighbors and, **instead**, included 2 four-story buildings with more than 140 residential units, less retail than currently available, and most auto entrances on Caromar Drive, a narrow residential street.

This spring, the steering committee surveyed households in Westmorland and Midvale Heights to gauge neighbors' views on the developer's proposal. More than 650 households returned the survey--a very impressive return rate of 26%.

The survey results show that:

- 85% of respondents are in favor of redeveloping the plaza,
- 84% believe the proposed development is too dense,
- 77% feel the development is too tall, **and**
- 67% have concerns about increased traffic resulting from redevelopment.
- Fewer than 23% of respondents feel the proposed plans would enhance the neighborhood,

Written comments indicate a strong desire to keep the retailers currently at the plaza.

The developer's May proposal that received initial approval by the UDC did not address many key concerns of the neighborhood. In response, the steering committee distributed a newsletter to Westmorland and Midvale Heights that asked residents to support an alternative, neighborhood-generated proposal. The proposal is:

- Expanded, accessible library that is a community focal point

- Sufficient retail space in phase I to permit the continuity of existing retail services
- Traffic flow that utilizes Midvale and Tokay Blvds, and minimizes spillover into the neighborhoods
- An ideal housing density of 57 (with an absolute maximum of 92 units)
- Building height at a maximum of three stories, with significant setbacks maintained on both the second and third stories
- Design that honors the style and scale of the neighborhood architecture

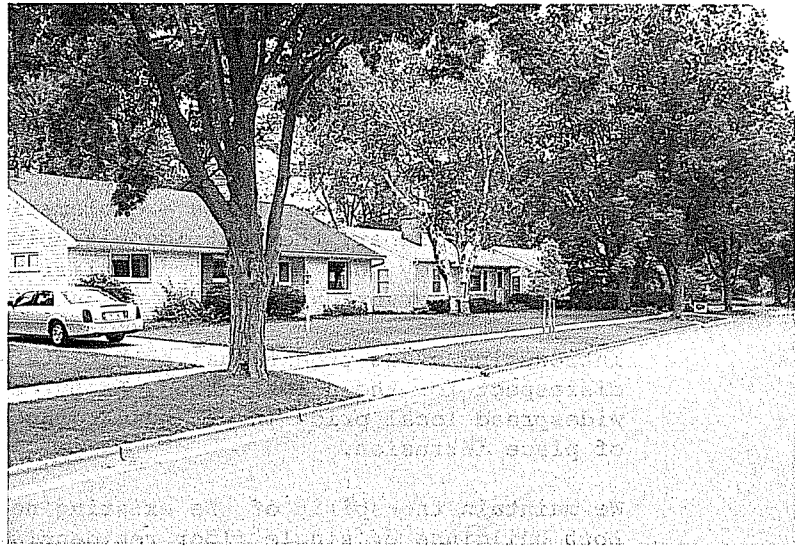
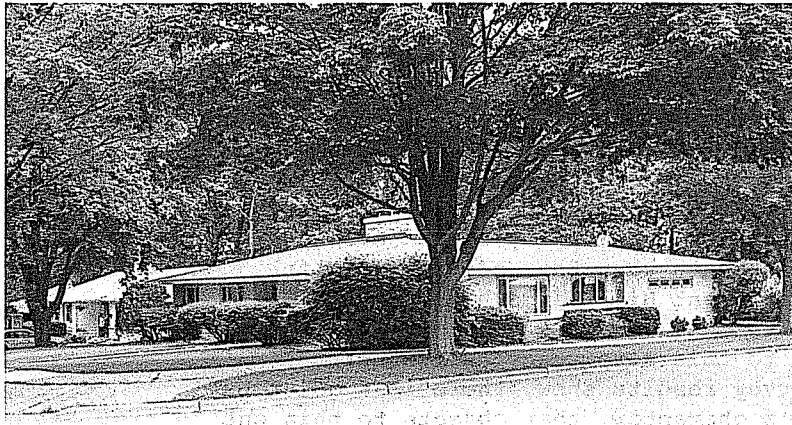
In only 10 days, the response has been **overwhelming**: over 600 residents have endorsed this neighborhood-generated proposal.

It is evident from our neighborhood meetings, survey, and support for our proposal that the guidelines presented would be similar to those laid out in a Westmorland Neighborhood Plan. **Therefore, we request that you regard our findings and the involvement of neighbors with the same weight as you might a formal, city-approved neighborhood plan.**

Other steering committee members this evening will discuss our alternate, neighborhood-generated proposal **and** our objections to the developer's current plan in further detail. You will note that our concerns about the current plan **closely** reflect and **parallel** many of the constructive comments expressed by the Urban Design Commission.

Finally, we all recognize the need for intelligently-designed and neighborhood-appropriate infill as well as the important need the plaza fills as a center of commerce, culture, education and community-building.

Thank you for the opportunity to present our vision.



Testimony regarding Midvale Plaza to PC, June 19th, 2006

I am Paul Haskeew, a member of the steering committee, and would like to have been registered here in favor of this redevelopment because there is much to be admired in the concept. We agree with a two phase approach, that could permit uninterrupted service by the present tenants, except this plan doesn't. We agree with the notion of infill, but not this overfill. And we agree that this is an appropriate place for a planned unit development, but not this PUD.

Along with the objections that have already been raised, we are adding that the proposed architectural style has little in common with the neighborhood. The City of Madison Comprehensive Plan calls for architects to "balance redevelopment and development with the preservation of the unique character of Madison's existing neighborhoods (Volume II, 1-6)." The mid-century homes, schools and churches that comprise this neighborhood have nothing in common with the nondescript frontages of Phase I and the townhouse retro in Phase II that you are being asked to approve.

Four blocks from the Plaza, Frank Lloyd Wright's Jacobs I is widely regarded as

the original ranch house, and the local ranches and split levels are quintessential American homes - emblematic of the 50's, and along with the tepee and the skyscraper, the most identifiable and internationally envied American buildings. They were celebrated earlier this month when the Madison Trust for Historic Preservation organized a tour of adjacent Hill Farms homes.

Introducing a neo-traditional architecture to this site suggests further disrespect for the neighborhood. As our survey results show, there is a quiet but widespread local pride in our neighborhood's character, that objects to this out of place intrusion.

We maintain the spirit of the existing neighborhood could better be reflected in both buildings by single floor residential units, without interior staircases (saving space), and, as the UDC called for, by offering a contemporary re-interpretation of the longer, lower, wider aesthetic of the period in the exterior design. The nearby churches and school - the only local buildings of comparable size - are typical '50s buildings and we would like to see the Plan Commission insist the new Midvale Plaza honor these elements.

Additionally, the UDC called for more green space in the design, but there is no more in the latest drawings. If individual front doors in Phase II were replaced with a single entrance and the footprint reduced, more green space would be available, enough for the imaginative incorporation of hardy native trees and shrubs, with associated improvements in water retention and drainage.

We urge you to refer this plan for a *comprehensive* re-thinking that answers neighborhood objections and incorporates neighborhood input in the revisions. We would like nothing better than to come before you with the developer and ask for your endorsement of the new Midvale Plaza and Sequoya Library.

Paul Haskew, 453 Togstad Glenn, Madison, 53711  
Midvale/Westmoreland Steering Committee

## SUMMARY

My name is Bonnie McMullin-Lawton. I am the co-chair of the Steering Committee.

You have heard this evening from a group of committed volunteers who represent two very vital neighborhoods and the concerns they have expressed for a year in several neighborhood meetings, a neighborhood-wide survey, and in over 600 signatures on our proposal in just the first ten days since its release. In lieu of a Neighborhood Plan, this input is exactly what is called for by the Comprehensive Plan.

The proposal we have developed builds upon the tenets of New Urbanism and the guidelines in the Comprehensive Plan. We support a new community center development and gathering space at this site that includes a civic building, neighborhood-serving retail, more density than exists, a building that is scaled appropriately to the neighborhood architecture and traffic patterns that protect neighborhood safety and encourage pedestrian and bike traffic.

There are innumerable ways to achieve these goals - by removing a story from the building, by reducing the density and therefore the size of the building, adjusting the garage entrances and connecting the underground parking garages to utilize appropriate thoroughfares, and planning for appropriate retail space in Phase I to support our current retailers through the construction process.

This is not an urban renewal project. These neighborhoods are highly successful and have long supported the Plaza businesses at this site who have struggled under adverse conditions with the current building owners and future developers. This site has a relatively small footprint that does not justify the scale of development proposed by the developers. This is not a commercial area, like Hilldale or even Monroe Street, where this block would be surrounded by other commercial buildings that then taper to a lower scale residential neighborhood. This development will stick out like a sore thumb.

Like so many things in life, growing a city is about balance and like a boat on water, you can add a load but it has to be done carefully and with planning so that you don't upset the already existing successful balance. We ask that the Plan Commission take a leadership role in implementing the spirit of the Comprehensive Plan in this existing low density neighborhood and set a precedent for excellence in the application of its principles. In the words of the Comprehensive Plan, we ask that you "balance the preferences of residents with citywide and neighborhood planning objectives and priorities." We ask for referral.

Thank you for your consideration.



Date: June 19, 2006  
To: City of Madison  
Plan Commission members  
From: Brian Tennant  
past-President, Westmorland Neighborhood Association  
Subject: Support of Midvale Plaza redevelopment Steering Committee Proposal

I am a 13 year resident of the Westmorland neighborhood. I have been very active in neighborhood affairs, serving on the Westmorland Neighborhood Association Board of Directors for 5 years, two of those as President.

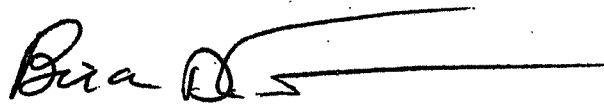
Dating back to the fall of 2005, I took a leadership role in assembling a group of neighborhood residents to get engaged in the Midvale Plaza redevelopment process. The steering committee that exists today is the byproduct of those early efforts to get organized. I commend the steering committee for their continued efforts.

The neighborhood steering committee has developed a set of principles they feel should guide the redevelopment effort. I am writing in support of their proposal.

While my fellow neighbors will comment on the specifics, I would like to make one comment:

- In his book, The Rise of the Creative Class, Richard Florida introduces the concept of "third places". Most of us think of two places, namely home and work. "Third places" are those gathering spots where neighbors interact and naturally build community.
- Midvale Plaza, with its library, grocery, -bakery, ice cream shop, etc. is certainly a unique "third place" for the near west side. My concern is that current proposal's significant residential component and limited retail will diminish Midvale Plaza's standing as a viable "third place".

Thank you for your consideration of our neighborhood feedback.

  
Brian D. Tennant

My name is Tom Talerico. I'm a member of the Steering Committee and a former member of the Westmorland board.

Our proposal calls for an ideal housing density of 57 units, with an absolute maximum of 92 units. This chart shows how this guideline was developed and how it fits with the Comp Plan.

Let's start at the top, 143 units. This estimate is based on 40 units per acre—the Comp Plan's maximum for a Neighborhood Mixed-Use district. At 142 units, the proposed development is at this maximum. Interestingly, the Comp Plan does not say "shall be 40 units per acre;" otherwise, we'd be done. The Comp Plan does say, "Developments within mixed-use districts should be consistent with an adopted neighborhood plan." Unfortunately, the neighborhood has not had time since the Comp Plan adoption earlier this year to complete its plan; however, the spirit of the Comp Plan entails neighborhood input and involvement, which is what our guidelines represent. We request that you consider our input and not dismiss the neighborhood because no formal plan is yet in place.

Next is 107 units—the minimum requirement for a Transit Oriented Development (TOD). Although the Comp Plan recommends 30 units per acre or more for TODs in one sentence, the next sentence states, "these net densities may not always be feasible or desirable when the adjacent neighborhood is at a lower density." Again, deference to neighborhood context.

Now, let's look at 92 units—the maximum in our guidelines. This estimate is based on existing multi-family unit density, which is the Midvale Heights Apartments. This apartment building has no retail, allowing for more density in a smaller more compact building. The proposed development, however, includes a library and retail with its associated traffic and parking issues; thus, the residential density should certainly not exceed that of the apartments.

Now, let's look at 57 units—our ideal density. This estimate is based on the Comp Plan's 16 units per acre maximum for a Low-Density Residential neighborhood, which is the classification for the surrounding neighborhood. In addition to setting this maximum, the Comp Plan says, "Infill or redevelopment projects should be compatible with established neighborhood character and consistent with an adopted neighborhood or special area plan." So once again, neighborhood plans and existing context are key considerations.

Our rationale for this being the ideal is as follows. The site is classified as Neighborhood Mixed Use due to its access to Midvale and Tokay, an arterial and collector. The proposed development, however, does not fully utilize this infrastructure. In fact, two of the four entries/exits—and possibly a third—use Caromar, a narrow, winding, residential street. If the development is to rely on infrastructure that is intended for Low Density Residential, then the development's density should be consistent with Low Density Residential, which is 57 units.

Finally, let's talk about the other extreme, 0 units. We've heard the argument that if you can't do infill here, then where? This logic makes sense if our position were 0 units; but it's not. Our guidelines demonstrate that we're in favor of infill that is compatible with the neighborhood.

We've also read arguments that the proposed level of density is needed for economic viability. Let's assume for a moment that this is true and consider the implication for the Comp Plan. If true, then the only way for an infill project like this to be economically viable is to be right at the Comp Plan's maximum. But then why bother with deference to the neighborhood and the language on neighborhood compatibility, context, input, and plans. Instead, just give deference to the developers and say "shall be 40 units per acre." The Plan Commission has an important choice that will set precedence. On the one hand is a prescriptive application of the Comp Plan, with little to no regard to neighborhood compatibility, context, and input; on the other is a contextual interpretation that fits with the neighborhood. We respectfully request that you choose the latter and adopt our guidelines.

# of Units (Units/Acre)	Explanation
143 (40) - 142 (39.67) -	- Neighborhood Mixed-Use Prescriptive Maximum Guideline <sup>1</sup> - Current Proposal
107 (30) -	- Transit Oriented Development Prescriptive Minimum Guideline <sup>2</sup>
92 (25.75) -	- Density of Midvale Heights Apartments <sup>3</sup>
57 (16) -	- Low Density Residential Prescriptive Maximum Guideline <sup>4</sup>
0 (0) -	- No Density Whatsoever (Not in My Backyard)

Neighborhood Guidelines



<sup>1</sup> Net residential densities within a neighborhood mixed-use district generally should not exceed 40 dwelling units per acre . . . (p. 2-87 of Madison Comp Plan); Developments within Mixed-Use districts should be consistent with an adopted neighborhood plan . . . (p. 2-86 of Madison Comp Plan)

<sup>2</sup> Higher net densities of 30 dwelling units per acre or more are recommended within 1/8 mile of transit stop. These net densities may not always be feasible or desirable, especially in built up areas of the City where adjacent development is at a lower density. (p. 2-120 of Madison Comp Plan)

<sup>3</sup> 60 units / 2.33 acres = 25.75 units/acre x 3.58 acres = 92 units

<sup>4</sup> An average of less than 16 units per acre for Low Density Residential . . . (p. 2-79 of Madison Comp Plan); Infill or redevelopment projects should be compatible with established neighborhood character and consistent with an adopted neighborhood or special area plan (p. 2-79 of Madison Comp Plan)

DATE: June 19, 2006  
TO: Plan Commission, City of Madison  
FROM: Steering Committee  
RE: Westmorland and Midvale Heights Neighborhood Associations  
DENSITY Issues of the Midvale Plaza Proposed Redevelopment Project

I am Don Severson, a member of the combined neighborhoods Steering Committee.

This statement of the Steering Committee will address the DENSITY and SCALE of the proposed Redevelopment.

We believe in and support the City of Madison Comprehensive Plan and the concept of infill development on this site. Specific provisions of the Plan related to this project and the neighborhoods surrounding it provide "In general, Low-Density Residential areas should be protected from encroachments of higher density or higher intensity uses than presently exist in the neighborhood..." (p. 83) There are ZERO residents on the property now. We propose a low-density residential development on the site, 16 units per acre (3.5 acres) or 57 units, as referenced in the Comprehensive Plan.

The Comprehensive Plan continues: "Infill or redevelopment projects should be compatible with established neighborhood character..."(p. 83) These two neighborhoods are made up primarily of single story ranch homes.

We urge the visual scale of two-story buildings and the continued use of significant setbacks for not more than three stories throughout the project. Ways by which to achieve 57 units AND to achieve lower density and smaller scale include some combination of the following:

- a) removing the current second story throughout the proposed project, thereby eliminating 50 units;
- b) removing the current fourth story throughout the proposed project, thereby eliminating 25 units;

- c) replacing currently proposed residential units on the Midvale side of Phase II with additional retail spaces;
- d) Converting some units to three bedrooms as suggested by the UDC on May 3;
- e) Lowering to fully underground the parking garage for Phase II.

Here (see attachment) are comparative illustrations of scale that demonstrate the significant negative impact of high density on this site. The comparison shows the relative sizes of the proposed 4-stories, the existing single-story plaza, an existing street light pole, and a typical ranch house.

We are supportive of “infill” and NOT “overfill” (40 units per acre) as is currently proposed. The Comprehensive Plan provides differentiation between higher and lower density neighborhood areas. Now, the Plan Commission and the City Council can continue its leadership by applying the contextual guidelines of the Comp Plan with regard to scale, density and intensity to what “new” urban infill should look like within well-established, successful, historical, low-density, residential neighborhoods such as Westmorland and Midvale Heights.

***A summary of our position relative to SCALE AND DENSITY is:***

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**Goals as stated in the Comprehensive Plan**

- Infill projects should be compatible with neighborhood character
- The scale of the project should be appropriate in relationship to the scale of the neighborhoods

**Current Context of the Neighborhoods**

In addition to other statements made by the Steering Committee

- These neighborhoods exist now as a successful model supporting “new” urban infill
- Retail establishments are successful now with significant support by the neighborhoods without adding high density residential units

**What We Propose (Our Guidelines)**

The Steering Committee Proposed Guidelines delineated in the areas of traffic, retail and design are clearly impacted and significantly driven by the high density and large-scale issues of the proposed project.

**Benefit of Our Guidelines**

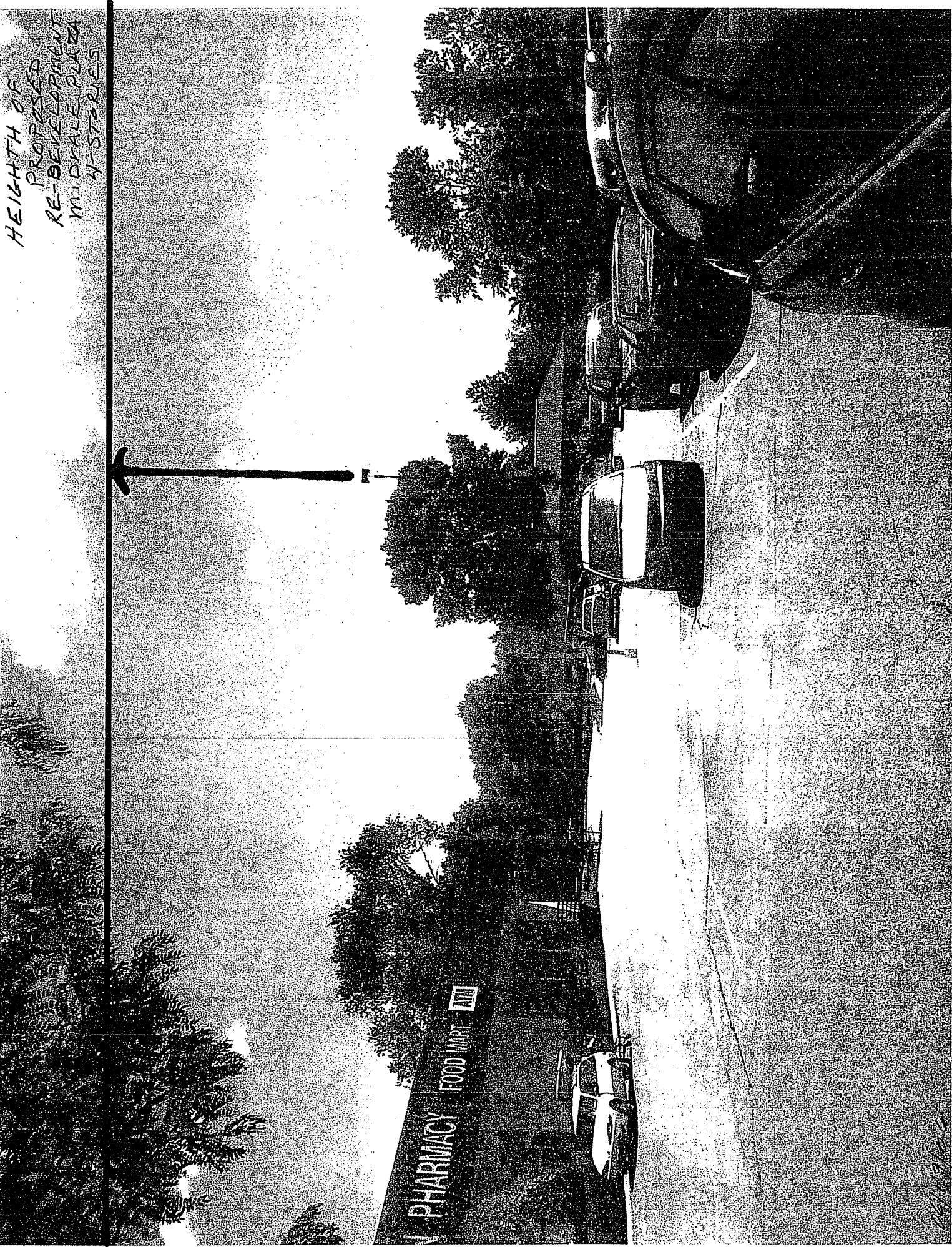
- Successful lower density mixed-use contributes to the existing vitality of the neighborhoods and protects low-density residential neighborhoods like ours from higher-density encroachments

Finally, the Steering Committee respectfully requests the Plan Commission to invoke the solutions we propose for the project as conditions for approval.

Thank you for your considerations.

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HEIGHT OF  
PROPOSED  
RE-DEVELOPMENT  
MIDVALE PLAZA  
4-STORIES



ZYTA LIMENT





Good evening. My name is Paul Baker, and I am on the Board of the Midvale Heights Community Association. I have been asked to speak for a Steering Committee member who could not be here tonight. Along with the Steering Committee, I support the proposed new library and some residential infill at this location, as well as local retail.

I will examine how the current retail at Midvale Plaza aligns with the tenets of New Urbanism and the goals of the Madison Comprehensive Plan. A subsequent speaker will detail the detrimental effect we believe the proposed redevelopment will have on the current retail outlets at this location.

New Urbanism seeks to create the advantages of “old” urbanism—walkable neighborhoods with denser housing and small nearby shops that serve the immediate area. We believe the commercial outlets currently at Midvale Plaza meet these goals; we fear they will be lost if the current project goes forward as designed. Briefly, New Urbanism advocates:

- **Commercial centers that create a town square atmosphere by including civic buildings.** Midvale Plaza now contains the Sequoia Branch Library, which provides community meeting space and varied programs.
- **Neighborhood shops that provide day-to-day needs and are accessible by foot.** Current shops, including a pharmacy/grocery/post office; bakery and ice cream store, both of which have outdoor seating; a pizza shop, and other stores serve local neighborhood needs and serve as gathering spaces. The grocery and bakery allow neighbors to walk rather than drive to buy a few items, while the pizza shop and ice cream store provide nearby destinations for youngsters and teens.
- **Local employers.** All but one of the current businesses is locally owned.

- **Retail development that thoroughly understands its customer base.** Current retailers do not try to compete with Hilldale or big box stores, instead providing day-to-day goods and services and creating a true neighborhood commercial district.

Furthermore, although advocating for residential infill, the Comp Plan also includes goals for current neighborhood businesses. These include:

- **Retain neighborhood-based businesses and employers as centers of neighborhoods.** We would like the local businesses at the Plaza to remain and believe the proposed plans would make this virtually impossible.
- **Promote existing commercial centers as a neighborhood amenities and destinations for residents/ Support small-scale retail in low-density residential areas.** The current merchants provide convenience shopping and neighborhood gathering spots.
- **Incorporate or improve on existing positive qualities when infilling existing neighborhoods.** The current retail mix is a positive quality that is valued by neighbors and should be incorporated into the redevelopment plans.

Thank you for your attention.

Good evening. My name is Denise Lamb. I am a member of the Midvale Heights Community Association Board and the Steering Committee. You have heard that both New Urbanism and the Comprehensive Plan recommend support of locally owned retail that serves neighborhoods' day-to-day needs. Midvale Plaza's retail is already a model of New Urbanism—providing a variety of shopping within walking distance of many neighbors. We believe this desirable mix of retailers will be lost in the current attempt to over-fill this site with 143 residential units while reducing the amount of retail.

The Planning Unit Report notes that the remodeled plaza will “increase shopping opportunities.” This is inaccurate, as the current plan will reduce retail space by 50 percent. Un-rented space in the current plaza has been cited to support this reduction. We believe that the vacancies result from poor management and poor maintenance; the last two tenants left because the roof leaked several times and was not repaired.

The nearness of Hilldale is also cited as a reason to reduce retail, but none of the current stores compete with Hilldale, a more upscale regional shopping center. We are not aware that any market study has been done to clearly determine the best retail approaches for Midvale Plaza.

We have been told for over a year that all current tenants would have an opportunity to remain in the new Plaza. All those tenants have told us that they want to stay.

However:

- Current retailers estimate they will need a combined 13,000-15,000 sq ft to continue doing business in the redeveloped space.
- Only 6,356 sq ft of retail space will be available in Phase I when the current plaza is demolished.

- Although 10,000 sq ft will be available in Phase II, renting this space will likely require closing shop for a year.

Retail spaces in Phase I currently have one entrance, on the street side, at the request of the Urban Design Commission. However, retailers tell us they would prefer more flexibility; some believe they need the door on the parking lot, while others prefer two entrances.

In conclusion, supporters of New Urbanism repeatedly stress the importance of viable retail as part of any mixed-use project. We therefore propose the following requirements for granting this PUD:

- Retail space in Phase I for all current tenants who want to stay.
- Affordable rents for current tenants.
- Flexible retail space that can easily and inexpensively accommodate individual tenant needs.
- A market survey to determine appropriate current and future services.
- A Citizen Retail Committee to work with the property manager in locating/retaining appropriate merchants.

**The Hoover Company**

**Has: 1,500 sq ft**

**Needs: 1,500 sq ft**

**Total needed by current tenants: 13,100-14,600 sq ft**

**Total retail space in Phase I:**

**6,356 sq ft**

**Total retail space in Phase II:**

**10,000 sq ft**

**Total retail in new Plaza:**

**16,356 sq ft**

**Total retail space in current plaza: 33,000 sq ft**

**La Brioche Bakery**

**2,640 sq ft**

**3,500 sq ft**

**Rosy Cheeks**

**900 sq ft**

**900 sq ft**

**The Chocolate Shoppe**

**Buck's Pizza**

**Bergmann's**

**Has: 2,000+ sq ft**

**700 sq ft**

**9,000+ sq ft**

**Needs: 1,500-2,000 sq ft**

**700 sq ft**

**5,000-6,000 sq ft**

**Current Library Space:**

**approx. 12,000 sq ft**

**Future Library Space:**

**approx. 20,000 sq ft**

**Current Combined Space:**

**45,000 sq ft**

**Future Combined Space:**

**36,300 sq ft**

Hello, my name is Steven Welch. I am a homeowner in Westmoreland and a member of the Steering Committee. We are strong supporters of The Madison Comprehensive Plan and see Midvale Plaza as perfect opportunity to execute the plan in a way that enhances our city and our neighborhood.

The area around Midvale Plaza is a vital, active and successful neighborhood, not a blighted area in need of salvation. We already have what every New Urbanist planner seeks: a viable commercial and social center within walking and biking distance of most neighbors. This center is a hive of activity and provides us with groceries, a pharmacy, a post office, a library and a bakery. However, this property is also an eyesore. It's run down, and clearly underutilized. The Comprehensive Plan correctly recognizes this as a prime opportunity for neighborhood mixed use and for residential infill. We all want Midvale Plaza to better reflect the pride we take in our neighborhood.

However, along with at least 600 of our neighbors, we do not think the proposal before you achieves these goals. Objective 22 of the Comprehensive Plan clearly states that: "*Redevelopment scale and density should be... compatible with the established neighborhood*" and that it *should "Preserve and enhance established neighborhood character and design."* This important language is repeated throughout the document. Relationship to the existing structures is critical to any analysis of appropriate development. The developers proposed four-story row house design is inappropriate in both scale and design. Even with its setbacks, it would dominate the landscape and it draws nothing from the classic mid-century architecture of the surrounding neighborhood. The scale proposed is dramatically larger than anything within a mile in any direction. Every home in sight of the Plaza is a 1 to 1 1/2 story ranch, and along with a handful of cape cods and bungalows, the small ranch home is the predominant structure. Even the 60-unit, two-story apartment building to the north is lower than the existing single-story Midvale Plaza building due to the grade of that site. And the current neighborhood landmark, Midvale Lutheran church would be dwarfed. The proposed new structures would dominate the landscape and simply not fit in. It may be appropriate for larger downtown locations, but not for this classic, small scale, mid-century neighborhood.

In addition, section 2-9 of the Comprehensive Plan states: "*The City understands the importance of maintaining its existing neighborhoods... Preservation of services and shopping in existing neighborhoods helps strengthen the livability and quality of life in these areas.*" New Urbanism studies have repeatedly shown that attracting retail stores and other small-scale commercial activity to these projects is vital to future success. This proposal actually decreases the square footage allocated to retail. To succeed we must keep the goods and services that currently make this Plaza so valuable to the neighborhood. It is critical that the retail component of this plan be carefully studied to ensure it attracts the type of tenants that will fulfill the goals of the Comprehensive Plan. If we redevelop this area, but lose the vibrant commercial and social center of the neighborhood, we have failed. If we add density, but diminish the quality of life for both new and existing residents, we have failed.

We have studied the Comprehensive Plan, we have studied the developer's plans and we have worked tirelessly to get neighborhood input. As a result, we have developed a well-reasoned proposal that fits the scale and style of the neighborhood while taking advantage of an opportunity to add infill, services and a library and community center we can all be proud of. Please consider our alternative, which is endorsed by an impressive number of residents and by virtually every property owner who will be in the shadow of this development.

We have an opportunity to get this right and build an even more vibrant hub in an already vibrant community. A community gathering place that fits the context of its surroundings and meets the needs of current and future residents. Please don't let the idea of maximum density overshadow these important considerations and undermine the delightful nature of this attractive, successful neighborhood.



My name is Clove Lilienthal and I am a Westmorland community member. For eleven years I have lived at the corner of Caromar and Owen Drives, directly across the street from the Midvale Plaza.

I am actually very excited about this redevelopment project, and if it were clear to me that this current design proposal truly intended, first and foremost, to enhance the local community, I would not be here today. But here I am, and I am hopeful that the Plan Commission can help in achieving a more equitable relationship between the two main components, which appear to be at odds i.e. profitable development and true community enhancement

Though the community has made heroic attempts to establish and maintain an ongoing dialogue with developers since August of 2005, it has been evident from the onset, that developers have given only minor consideration to the well-organized and well-intended community input

Since the Fall of 2005 up to the present, the talent, effort and commitment put forth by the Steering Committee, and so many other community members has been stellar. Community-wide response has been overwhelming. Through several means, including meetings, the Neighborhood Survey, the Open Letter and now the most recent Steering Committee Proposal, hundreds of neighborhood voices have made themselves heard.

I believe that redevelopment including urban infill, and multi-use are key to the growth of the Midvale Plaza area. I would like to see this redevelopment follow the guidelines of New Urbanism meaning: substantial local retail, less car traffic, and more compact mixed- use development to name a few. It is also imperative that the aesthetics keep in harmony with the surrounding structures and show foresight in relation to the long-term plans for the local region and for the City.

Some neighborhood concerns have been addressed, small changes have been made and for that I am grateful, yet some very key and interrelated concerns are still being overlooked; density, height, traffic influx and ratio of local retail to residential units, continue to be of great concern. I ask that you, the Plan Commission, carefully consider this design plan, it's impact on our two surrounding neighborhoods and the precedent it will set for future Madison neighborhood development projects.

Thank you for your consideration.

To: Planning Commission

Date: June 19<sup>th</sup> 2006

From: Anna Strenski / Midvale Plaza Steering Committee

Good Evening, I'm Anna Strenski, and I am on the neighborhood steering committee. We are strongly in favor of redevelopment, urban infill and an expanded library. But, this development, as it is currently laid out, will cause major traffic problems in a Low Density Residential Neighborhood.

This request for a Neighborhood Mixed-use development is predicated on the availability of Midvale and Tokay as major streets – a primary arterial and a collector. Yet, the development places 50%-75% of the traffic burden on Caromar, a small winding residential street with an elementary school a half a block away. Caromar and the surrounding residential streets are **not** designed for the amount of traffic that will be generated by retail traffic, library traffic and these 143 residential units. The residential streets in the neighborhood would support classifying this development for Low Density Residential Use (16 units/acre).

Again the level of density has to fit the capacity of the infrastructure. The density that is proposed is not appropriate for local residential streets. There is a primary arterial street available at this site, which is why the site is rated for **this** scale of development. But, the proposed project makes almost no use of Midvale, and no use of Tokay; instead it puts high-density traffic on low flow streets. We are pleased that the UDC has made approval of this redevelopment contingent on moving the Phase 2 garage to Midvale Blvd.

The Phase 1 entrance/exit garage should also be relocated to Tokay, utilizing a collector street instead of Caromar a residential street. In addition, the surface parking that exits onto Caromar should be forced to turn right, with hardscape control so the traffic is routed to the Tokay/Midvale intersection.

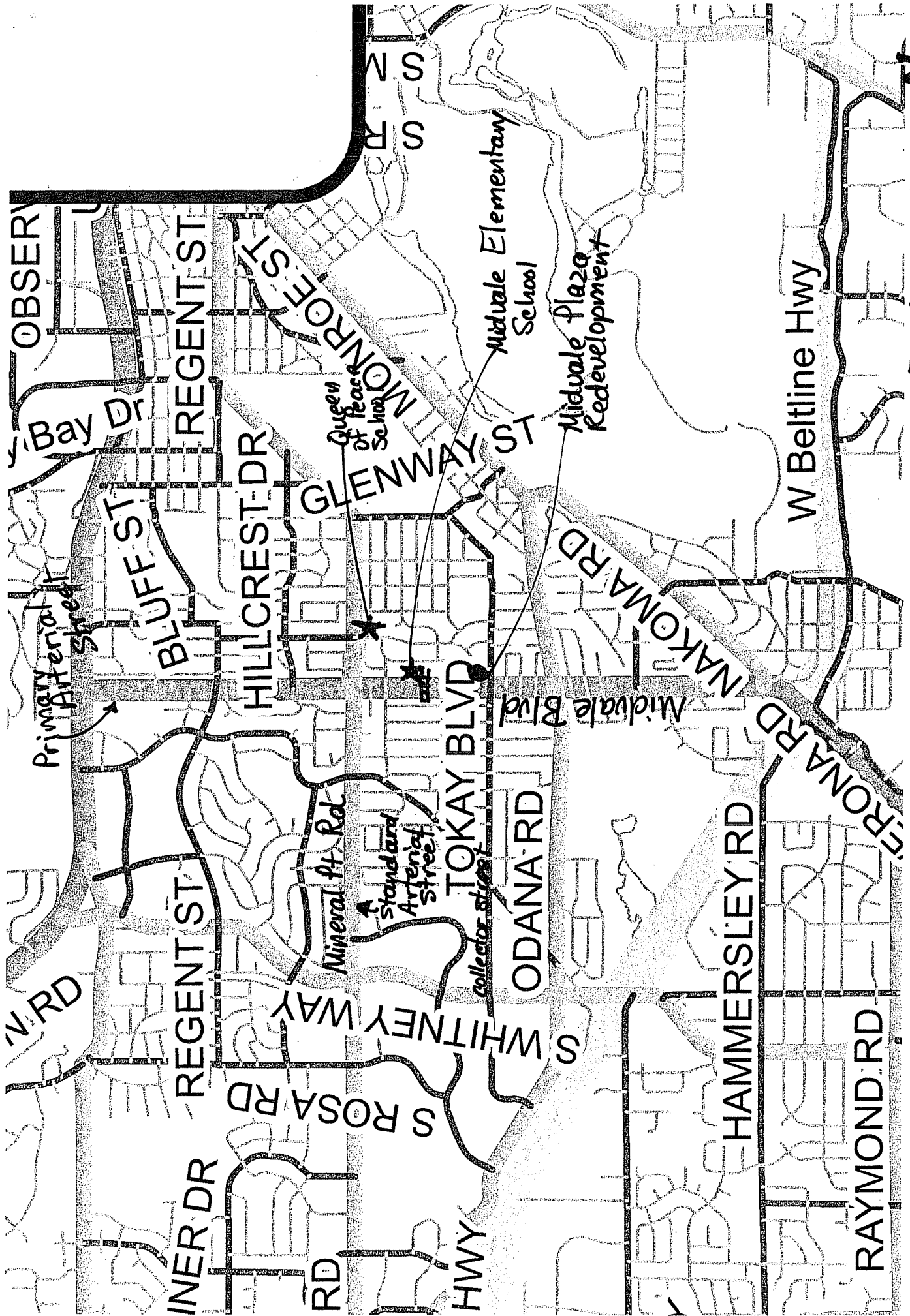
Our neighborhood is experienced with cut-through traffic. This development, will significantly add to that problem. People who exit to Tokay will still attempt short cuts through neighborhood streets to get to Mineral Point Rd., Odana Rd, and Glenway St.

To permit for more flexible and safer traffic flow, the underground parking lots should be connected. This will allow residents to use the Phase 1 garage exit when going South on Midvale and Phase 2 garage exit when going North on Midvale. It also avoids the need for a cut-through of the median on Midvale Blvd.

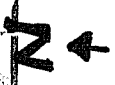
We want to ensure that Tokay remains clear of parked cars in front of the library so that traffic can proceed in two lanes to Midvale Blvd and then allow drivers to turn right or left. We also want 'No Parking' on either side of Caromar.

Parked cars make crossing streets visually challenging, especially for children and our elderly. As noted in the book *Suburban Nation*, you do not want to create the vicious cycle of residents feeling the streets are unsafe, and then having fewer people walking and biking, and more residents driving.

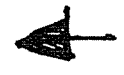
Westmorland is currently a distinctive, vibrant neighborhood, populated by walkers, bikers, the elderly, families and children. Westmorland contributes significantly to the character and identity of Madison and should be protected.



Functional Class  
City of Madison



Queen of Peace  
Elementary  
School & Church

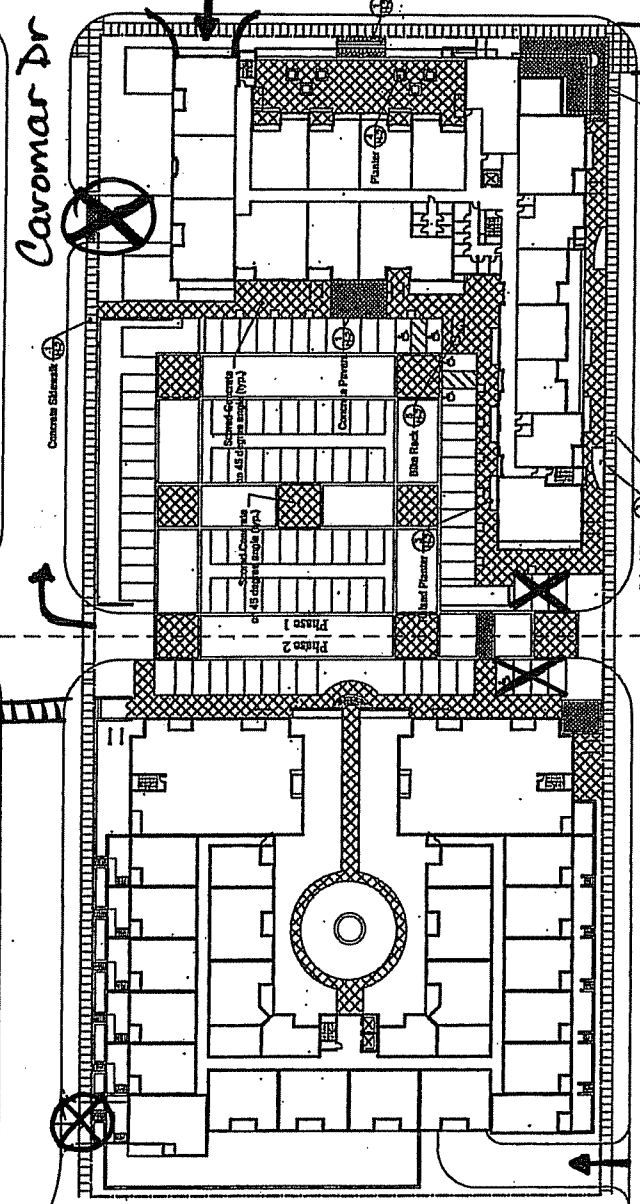


S. Owen Dr

Cross  
walk

Midvale  
Elementary  
School

raised crosswalk  
at  
Midvale  
Elementary  
School



Caromar Dr

Tokay Blvd

Lutheran  
Church

Midvale Blvd

Cross  
walk

Scale: 1" = 30'-0"

Hardscape Plan

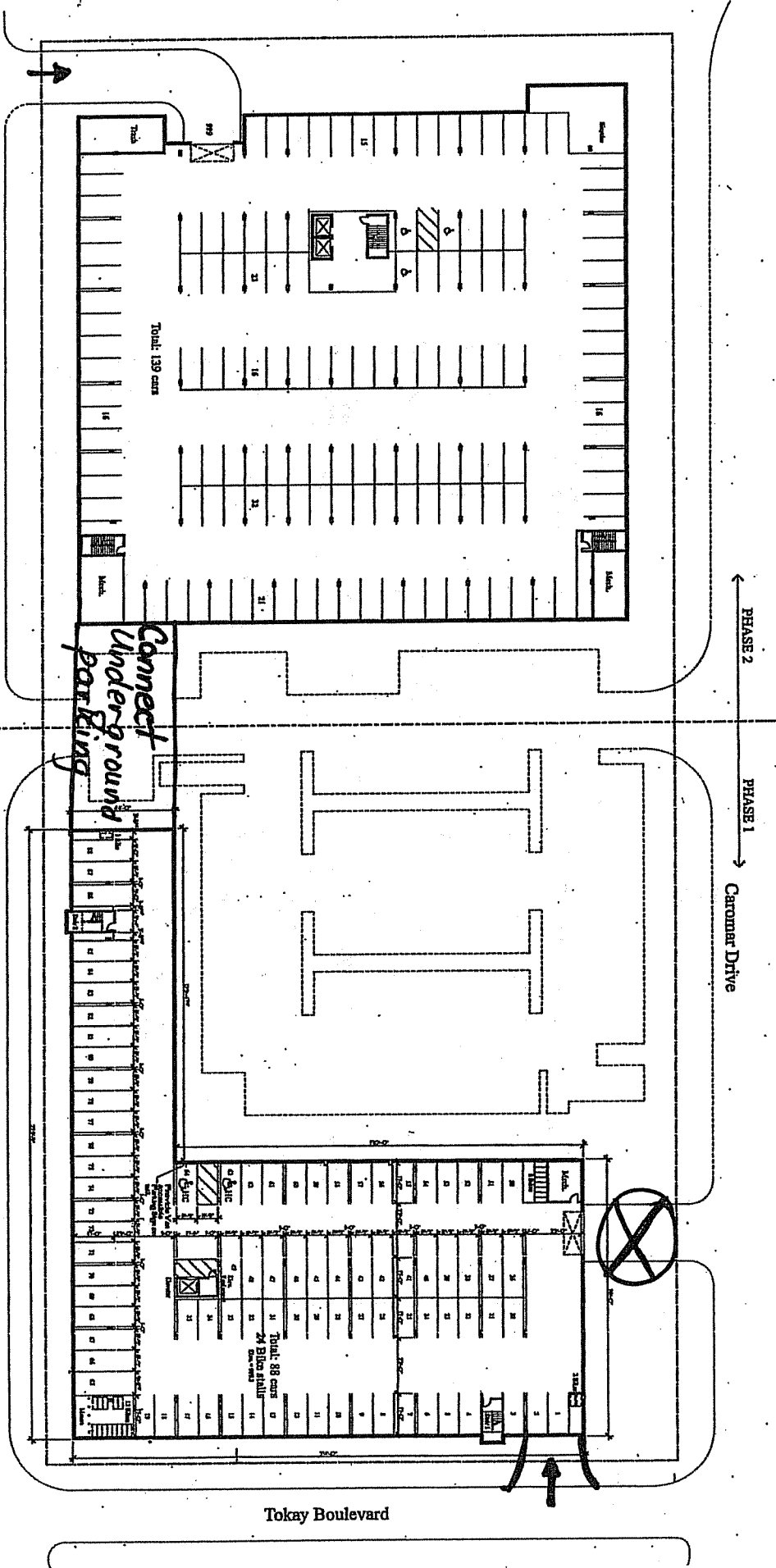
A JOINT VENTURE

SGN+A and MSTSD  
Planning

# Midvale Plaza Redevelopment

Madison, Wisconsin

H1



### Parking Level Plan

Scale: 1" = 20'-0"

MIDVALE PLAZA JOINT VENTURE

Apr 11, 2006

## Midvale Plaza Redevelopment

Madison, Wisconsin

SGN+VA and MSTSD

Strategic Growth, Redevelopment & City Planning Associates, Inc.

A2.1

## Midvale Plaza Development - Opposed

I'm Doug Yanggen and I live at 4014 Winnemac Avenue. I oppose the present version of the Midvale Plaza Plan for the following reasons:

1. It puts four-story buildings in a small neighborhood shopping center which is surrounded by predominantly single story residences. Let's look at nearby comparisons. The Hilldale Center residential infill consists of three-story condos in a large shopping center surrounded by largely commercial uses. Avalon Village is also located in a former large shopping center. The residential units there are two to three stories tall. The Midvale Plaza Development, proposed as four stories, is completely out of scale with its surroundings. It is not infill; it is overkill.
2. Putting residences over the new library is inviting disaster. What will happen if someone forgets a pot on the stove and a fire breaks out in the dwelling units? The Fire Department will arrive to pour thousands of gallons of water on the flames. This water will cascade into the first floor library ruining the books.
3. There is another important problem. The city is reviewing a proposal to which it is a party. The tentative agreement between the library and the developer appears to cause a conflict of interest. This proposal looks like the developer saying "You let me develop at the four-story maximum and I'll give you a good deal on a library site." Courts in some states have said that planning commissions must avoid even the appearance of a conflict of interest.

Does this mean the Sequoia Library must move? No. Madison should acquire land in the shopping center for the library. It should build it's own freestanding library with room for eventual expansion. It need not be a fancy building. If necessary, the

(over)

City should use eminent domain to acquire the land for the library. The price of acquiring the land should be based on a realistic assessment of the value of the property. It is at best a moderately successful neighborhood shopping center. It has potential for continued commercial uses with two-story residential infill.

I'm retired now, but I've had experience as the developer of the City of Fitchburg Commerce Park. I served on the Village of Shorewood Hills Planning Commission and have degrees in planning and law which I used as Land Use Planning Specialist for UW Extension. The experience I've gained in over forty years leads me to believe that rezoning proposals of this type should be based upon tough arms length negotiation between the municipality and the developer. The developer's focus is on maximizing profit. We depend on you to protect our neighborhoods and the public interest.



Please Circulate & Return  
to Jim Parks

TO: Plan Commission  
Common Council of the City of Madison

FROM: Josephine Cerro & Patricia Gaitan  
565 Caromar Drive  
Madison, WI 53711

Josephine Cerro  
Patricia Gaitan

RE: 505-555 South Midvale Boulevard  
Midvale Plaza Joint Venture

DATE: June 16, 2006

As residents of 565 Caromar Drive, corner of Caromar Drive and Tokay Boulevard directly across from the Phase I portion of this project we have a number of concerns:

1. More traffic being routed to Caromar Drive which is already extremely busy and is within 2 blocks of an elementary school.
2. We foresee additional parking on the street which may block our driveway as well as our view when attempting to exit our driveway.
3. A 4-story building directly in front of our ranch style home will most definitely block our view. This neighborhood primarily consists of one and two story homes with the convenience/luxury of a pharmacy with a small grocery and gift area, plus a bakery and a library which we would like to see remain. This project does not guarantee this will happen.
4. Finally we feel this will negatively impact the selling value of our home.

We do not see this as a condominium or apartment building neighborhood. We especially do not embrace the idea of a 4-story building and would hope the Plan Commission and the Common Council of the City of Madison will take this into consideration in reviewing this project. The only apartment building in the area at 501 Midvale is two stories.