

**Stouder, Heather**

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**From:** Olver, Aaron  
**Sent:** Friday, December 21, 2012 12:39 PM  
**To:** Stouder, Heather  
**Subject:** 1360 MacArthur Road 36-unit apartment comments

Hi Heather,

Here's my comments on this project:

In terms of economic impacts, affordable housing projects typically do not generate significant tax revenue due to the deliberately low rents. However, affordable housing is important to many in the workforce. Providing a sufficient supply of affordable housing can have a positive indirect and hard to quantify economic impact. In this case, the addition of a daycare and 6 supportive housing units could increase this impact by making work more accessible for some residents.

## Stouder, Heather

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**From:** Andrew J Statz (staff) [ajstatz2@madison.k12.wi.us]  
**Sent:** Tuesday, January 08, 2013 4:09 PM  
**To:** Stouder, Heather  
**Cc:** John Finnemore  
**Subject:** Fwd: 1360 MacArthur Road - MMSD Comments?

Hi, Heather. Nice to hear from you... it's been a while.

Sandburg is currently calculated to be at 96% of capacity (or under capacity by 15 students). For the 2017-18 school year, it is projected to be at 82% of capacity (or under capacity by 68 students). This number does not include any developments at 1360 MacArthur Rd.

These calculations are limited to the number of rooms identified as classrooms and the number of students in them. There are, however, differences among our buildings in terms of how rooms are used or simply available that have an impact on capacity. A frequent example is the conversion of a computer lab into a classroom with the computers ending up in the school's library. We are trying to figure out the best way to incorporate those differences into our formula.

Because of this, Sandburg is one of a handful of schools that administrators are scheduled to walk through to identify possible ways to ease any crowding and improve room use. These visits have been scheduled and will happen soon.

If folks are looking to the district regarding a statement that it favors or does not favor this development, MMSD does not take a stance for this development and is not in the practice of doing so for any development.

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*Andrew Statz, CIO  
Madison Metropolitan School District  
(608) 663-4946*

----- Forwarded message -----

**From:** Stouder, Heather <HStouder@cityofmadison.com>  
**Date:** Wed, Jan 2, 2013 at 4:24 PM  
**Subject:** 1360 MacArthur Road - MMSD Comments?  
**To:** "jfinnmore@madison.k12.wi.us" <jfinnmore@madison.k12.wi.us>

Good afternoon, John-

Happy New Year! I wanted to check in with you to see whether MMSD has any concerns with the proposed 36-unit apartment building on this property. (There are 14 one-bedroom units, 14 two-bedroom units, and 8 three-bedroom units, which could be marketed to families with children).

Some concerned neighbors have asserted that the elementary school (I believe it is Sandburg, for this site) is already at capacity, and that tenants in this proposed building would likely result in overcrowding. As staff to the Plan Commission, it would be helpful to me if you could provide a comment relating to this concern.

The applicant is seeking conditional use approval, and plans and other materials submitted with the application can be found at the following link:

<http://www.cityofmadison.com/planning/projects/conditional/1360mr.html>

Thank you in advance for any information you might be able to provide.

Best-

Heather

**Heather Stouder, AICP**

Planner, Planning Division

City of Madison Department of Planning &

Community & Economic Development

P: 608-266-5974

F: 608-267-8739

[hstouder@cityofmadison.com](mailto:hstouder@cityofmadison.com)

Madison Municipal Building, Ste. LL-100

215 Martin Luther King, Jr. Blvd.

PO Box 2985

Madison, Wisconsin 53701-2985

**Stouder, Heather**

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**From:** Katie [blondymadison@aol.com]  
**Sent:** Sunday, December 16, 2012 6:21 PM  
**To:** Stouder, Heather, kurtlarson@wisc.edu  
**Subject:** Fwd: Care Net New Apartment Bldg on Mac Arthr Rd

-----Original Message-----

From: Katie <blondymadison@aol.com>  
To: hstouder <hstouder@cit7yofmadison.com>; kurtlarson <kurtlarson@wisc.edu>  
Sent: Sun, Dec 16, 2012 6:18 pm  
Subject: Care Net New Apartment Bldg on Mac Arthr Rd

Hello Heather. I am writing in regards to the new 36 unit apartment building that Care Net wishes to build on Mac Arthur Rd,

We are opposed to a three story building and 36 units. We are concerned there are not enough parking spaces designated for the new building. Should the people start parking on both sides of the street it will be next to impossible for two way traffic to meet each other. We also do not want to have parking restricted on our residential side of the street.

I am looking forward to the meeting on Dec 18th. Kurt will be in Mexico and will not be able to attend.

Kay Gritzmaeker

Kurt Larson - Mayfair Park Neighborhood Association President  
[kurtlarson@wisc.edu](mailto:kurtlarson@wisc.edu),

Kay Gritzmaeker - Mayfair Park Neighborhood Association Vice President  
[blondymadison@aol.com](mailto:blondymadison@aol.com)

## Stouder, Heather

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**From:** dgerry1111@aol.com  
**Sent:** Wednesday, January 09, 2013 9:36 PM  
**To:** Stouder, Heather  
**Subject:** Re: 1360 MacArthur Rd.

January 8, 2013

City Planning Commission:

I am writing in support of the Eagle Harbor apartment building slated for MacArthur Rd.

Alder Joe Clausius and many city staff are in favor of this great idea, and so am I.

Here's why I support this project.

When I donated this parcel of land, and the land on which the Elizabeth House, now sits, (a free home and free medical clinic for pregnant, unwed young women here on Madison's east side), I personally went to visit many of the neighbors. They loved the idea of helping these young girls and little newborns.

The challenge for a non profit, like the Elizabeth House, will always be continued funding. What a disaster it would be to have it run short of money someday. Not only for the children, but especially for the neighborhood. That would leave another empty building on MacArthur Road.

The proceeds from future rents from Eagle Harbor will be used to fund the Elizabeth House, whose financial statement, by the way, is impeccable. I looked into their finances and their board before donating the \$1,200,000 for the land and their building.

City staff has assured me that no special assessment would be levied to improve MacArthur Road, so the financial impact on the adjacent neighbors would be zero.

As a developer here in Madison, I can assure you that property values do not go down when MULTI million dollar buildings are constructed adjacent to us. On the otherhand, vacant, deteriorating buildings do drive down our property values.

A brand new, well designed 36 unit, with a daycare within, is a perfect fit for this neighborhood. Young working couples will have both affordable housing and childcare. As they leave for work, they would never have to drag their children out in the cold, they can just drop them off downstairs, within the same building.

Traffic is always a concern. With only 36 units, and many of the tenants, biking or using mass transit, car traffic impact will be minimal. Walking distance to MATC/Madison College is only 3 blocks.

Vehicular speed is another concern. With the housing being in the middle of MacArthur Road verses being all the way down at the far end of MacArthur, the speed of the tenants cars will be greatly reduced.

This is another positive for our friends and neighbors when they are out walking their dogs, etc.

I personally believe this completes the original vision for this land and is a perfect fit for the neighborhood. I look forward to helping accomplish this beautiful project.

Respectfully,

Dave Gerry  
Madison Home Owner/  
President  
Princeton Clubs

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-----Original Message-----

From: Stouder, Heather <HStouder@cityofmadison.com>  
To: 'dgerry1111@aol.com' <dgerry1111@aol.com>  
Sent: Tue, Jan 8, 2013 9:03 am  
Subject: 1360 MacArthur Rd.

Good morning, Dave- I apologize for the delay. I was out sick yesterday, and am just now sending you this e-mail related to the proposed 36-unit apartment building at 1360 MacArthur Road, as per our conversation last Friday. The submitted application materials for the proposal can be found at the following link:  
<http://www.cityofmadison.com/planning/projects/conditional/1360mr.html> As I mentioned the other day, you are more than welcome to send me a written communication to be forwarded to the Plan Commission prior to their 1/14 meeting, where this proposal will be discussed. Also, please feel free to attend the meeting itself. The public hearing begins at 6:00 on 1/14, in Room 201 of the City County Building. Thanks, and please let me know if you have any other questions. Best- Heather Heather Stouder, AICPPlanner, Planning DivisionCity of Madison  
Department of Planning &Community & Economic  
DevelopmentP: 608-266-5974F:  
608-267-8739hstouder@cityofmadison.com Madison Municipal Building, Ste.  
LL-100215 Martin Luther King, Jr. Blvd.PO Box 2985Madison, Wisconsin  
53701-2985

## Stouder, Heather

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**From:** Mark Schweiger [mrschweiger@gmail.com]  
**Sent:** Wednesday, January 09, 2013 5:57 PM  
**To:** Stouder, Heather  
**Subject:** Care Net's Eagle Harbor Proposed Development

Dear Heather,

My name is Mark Schweiger and I've lived on the west side of Madison for over 20 years. I've helped start three businesses here and love this city. In the spirit of full disclosure, I also want you to know that I am currently on the Care Net board of directors.

The purpose for this note is to express my support for the proposed Eagle Harbor development. If this vision becomes reality, Care Net will build a facility that is much needed in our city. There are many people that could use affordable housing, including the graduates of Care Net's Elizabeth House.

As you may know, The Elizabeth House is a facility built and run by Care Net to assist expecting mothers in need of help. We offer complete support including training like childbirth classes, parenting classes and educational opportunities, all totally free of charge. It is in our charter that after a nine to twelve month stay, Elizabeth House residents need to find alternative housing in order to make room for new expecting mothers.

It has often broken our hearts to see these women and their babies leave. We see Eagle Harbor as a wonderful opportunity to keep them in our "family" and to continue to support them with the services they so much need. Many want to stay closely connected to Care Net and Eagle Harbor, if approved, may allow them to do so.

I hope you'll agree that Care Net has been a good Madison citizen for over 25 years. We offer pregnancy testing, ultra-sound exams, sexually transmitted infection testing, counseling and so much more, all free of any charge. All this occurs in a non-judgemental environment. (Please know that if the last condition was not the case, I would not be on the Care Net board.)

The Eagle Harbor development would not only assist our Elizabeth House graduates, but so many more. We expect only a percentage of the apartments to be rented by Elizabeth House graduates and people not connected to Care Net are very welcome. In addition, we intend to offer day care and several other services to the community. Our goal is to become an even greater asset to Madison and the immediate neighborhood.

Care Net wants to develop true community and add value to the neighborhood. As such, I want to go on record in support of this project.

If there are any questions or if you would like to further discuss, please email back or call my number below. Thank you for your time and consideration.

Very sincerely,  
Mark Schweiger

Mark Schweiger | [mrschweiger@gmail.com](mailto:mrschweiger@gmail.com) | skype: mrschweiger | 608-852-6344

## **Stouder, Heather**

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**From:** MaryJo Ulschmid [mjulschmid@charter.net]  
**Sent:** Wednesday, January 09, 2013 5:48 PM  
**To:** Stouder, Heather  
**Subject:** 1360 MacArthur Road Proposed Development site - Madison

Heather Stouder  
Dept of Planning, Community and Economic Development

We are writing to express our concern with the development that is being planned for the 1360 MacArthur Road site in Madison.

We have owned and resided at 1351 MacArthur Road since 1999. We love the neighborhood, which is a nice mix of single family homes, rental units and businesses.

We attended the December 19 meeting where the developer presented their plans for the site and we believe the intended 36 units plus daycare is too much density for the size of the lot and the neighborhood. We believe the number of parking spaces that are proposed are inadequate and will lead to substantial use of on-street parking. One member of our household requires a pick up truck and trailer for their daily work. This requires room to maneuver on the street to back in and pull out daily.

MacArthur Street currently has no curbs, but there is sidewalk on the west side of the street from E Washington past the Elizabeth House. We are very concerned that the density of the project will eventually require installation of curbs and perhaps sidewalk on our side of the street. Those additional charges would be a financial hardship to our household at a time when we are already struggling. Our neighbors are also low and fixed income retirees and young families who cannot afford to absorb those fees.

We live directly across from site. The proposed 3 story structure does not aesthetically fit with the feel of the neighborhood and we are concerned that it will keep us in continual shadow similar to the structure that was built down the road. A building of this size and density directly across the street will negatively affect our property values.

Please ask the Dept of Planning and the Planning Commission to consider our concerns when they meet on Jan 14 to approve or decline the requested conditional use permit for the site.

Thank you for your service and assistance.

Mary Jo Ulschmid  
Marylee Ulschmid  
Charles Probst



Dear Heather/City of Madison Planning Department and the Planning Commission,

My name is Sean Phillips and I live on Sycamore Avenue just around the corner from the potential Apartment complex at 1360 MacArthur Road. I have been there for 12 years now and my daughter has never known another home. I want to explain why granting a conditional use permit for that location is a bad idea. there are several reasons not to do so but the biggest issue for me is density of that project. There are only a couple dozen homes within the well defined boundaries of the Mayfair park area, and they have a distinctively family feel. There is a character to a small neighborhood like this that will be destroyed by adding such a large density of housing to such a confined space. The proposed variance they are requesting would be 6 times our current density! Just the fact that they are requesting variances from the city recommendations for both density and parking should throw up red flags for anyone.

I want to be sure that you and the commission consider those points when you decide on that permit.

I'd also like to mention:

There is no curb and gutter on any of the very narrow streets here. The excess parking (there are not enough spots to cover the tenants let alone the 10 spots needed for daycare employees) will bring that road to a standstill. This would also cause safety issues for the many pedestrians, including children, that frequent these streets as visibility gets very low when the street parking is over-utilized.

This is a low-income neighborhood as it is and adding more low cost housing is generally not recommended in such situations.

The property values in this neighborhood are significantly lower than the Madison average and studies have shown a lot of disadvantages to adding low cost housing to an already low cost neighborhood.

The school, that the kids in the complex would be going to, is already well above its recommended maximum and this will only add stress to an already strained system.

The height and design of the new build would intentionally clash with the surrounding buildings and neighborhood. It would be the biggest building on either side of Stoughton Road or even on East Washington. It is not reasonable to put such a monstrosity in a residential neighborhood.

The road it would be on (Macarthur) does not allow traffic to turn both ways at East Washington, so all traffic headed towards downtown, which is where most would be headed, would have to backtrack through the residential streets. Again, these streets are not designed to handle the current levels of traffic, let alone more traffic as they are already destroyed nearly every year. Not surprising when you realize that they are little more than dirt covered with layers of tar and pea gravel

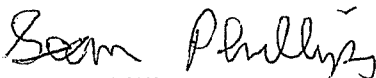
There are currently plans in the works by the City of Madison to revamp that entrance to allow for updating the intersection of hwy 51 and 151. These plans will likely eliminate that road

altogether exacerbating the problem further.

On a neighborhood wide note, you will not find any support for this project in the Mayfair park neighborhood as this is simply a poorly conceived attempt to add high density apartments to a neighborhood that can ill afford to have such a jump in population.

I would like to stress that I, like my neighbors, support Care-Net and approve of their mission. We all supported the addition of the Care-Net building that is currently in place. There was no resistance put forth and no neighborhood meetings about preventing it, because it was well designed and fit perfectly into the neighborhood. If they were to redesign with a more intelligent density level in mind I think they would find a lot more support in their endeavors.

Thank you for your time,

A handwritten signature in cursive script that reads "Sean Phillips".

Sean Phillips

1-3-12

January 4, 2013

Mary Pierick  
1361 MacArthur Road  
Madison WI 53714-1042

Heather Stouder Dept of Planning & Community & Economic Development  
Madison Municipal Building, Suite LL-100  
215 Martin Luther King Jr. Blvd  
P O Box 2985  
Madison WI 53701-2985

To the City of Madison Planning Department and the Planning Commission:

I am strongly opposed to the requested conditional use permit which would allow the development of the planned high-density apartment complex at 1360 MacArthur Road.

I have lived on MacArthur Road for 18 years and have witnessed the changes on our street over the years. Our neighborhood is a lower income, quiet and friendly place. We have supported the businesses in our neighborhood due to the city's commercial zoning and our close proximity to East Washington Avenue. I support affordable housing and our neighborhood has supported our low income apartments throughout the years in our neighborhood, however, I cannot support this increase occupancy in our neighborhood.

Our small quiet neighborhood cannot take this complex for the following reasons:

1) Density:

- a. Our narrow streets are already stretched to their limits with the amount of traffic from the low income apartments at the end of MacArthur Road, we cannot take the increase in traffic this apartment complex would bring.
- b. MacArthur Road is a one-way outlet onto East Washington Ave thus most traffic must filter through to Sycamore Avenue adding to the already taxed traffic situation.
- c. The MacArthur Road and Sycamore Avenue intersection is where the school bus picks up the neighborhood children. This intersection is already dangerous due to over traffic demands and this increase would make it even more dangerous for our children.
- d. Our school, Sandberg School, is already over populated so this increase in students would tax the school and affect all students attending there.
- e. Lack of sufficient parking in the complex design would require residents to park on MacArthur Road's very narrow two lane street. Currently it is very difficult to maneuver around any cars parked on the street, only one car can pass and the added amount of parked cars would make it virtually impossible to maneuver. Additional problems arise when we have snow. This accentuates the problem and cars end up getting stuck when trying to go around the parked cars.

2) Character of our neighborhood:

- a. The increase in cars from this complex would destroy the quiet nature of our neighborhood. Currently the business traffic ends about 9:30 p.m. and this keeps the night time quiet character of our neighborhood. The traffic from this complex would be all night thus destroying the small and quiet neighborhood we've worked so hard to keep.
- b. MacArthur Road is a traditional neighborhood with mostly single family homes of a traditional style architecture. This complex is a contemporary style building and does not fit into our neighborhood's character.
- c. We already have low income apartments at the end of MacArthur Road thus we are currently supporting low income apartments in our neighborhood. We cannot support more apartments in our neighborhood.

I am requesting that you **DENY** the request for a conditional use permit for 1360 MacArthur Road for the purposes for building Care Net's 36 apartment complex. While I support the intent of the business use of the property, I feel these are negated by the overall negative affects to our neighborhood as outlined above.

Please consider my request and the many other requests from our neighborhood in making your decision.

Thank you.

  
Mary Pierick

## **Stouder, Heather**

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**From:** Reginald Paradowski [rjpara@sbcglobal.net]  
**Sent:** Monday, January 07, 2013 7:45 PM  
**To:** Stouder, Heather  
**Subject:** Proposed High Density Development at 1360 MacArthur Road

Ms. Stouder,

I'm writing you to voice my opposition to the proposed high-density 36 unit apartment proposal at 1360 MacArthur Road. As a 17 year resident of 3910 Sycamore Ave, I believe the impact of this development as proposed would have a severe detrimental affect upon our neighborhood and if approved would be a tragic case of urban development gone wild. The increased automobile traffic and lack of parking would be more than our neighborhood roads could reasonably accommodate.

While on the surface a location bordered by two major roadways (Stoughton Road and East Washington Ave), would seem like an ideal location for such an apartment development, the reality is that the actual driving path for entering and exiting 1360 MacArthur Road was not built for handling the additional traffic that would result from this proposed development or any other additional commercial development.

Please consider that the only way to enter this location when east of Stoughton Road will be to drive through a residential area. Conversely to leave this location and head west on Washington Ave, again a drive through a residential area is necessary. Quite frankly city road planners could never have envisioned that there would some day be a 36 unit apartment on the horizon at this location.

The mixed messages that have been swirling around regarding this development are also a flag to procede with extreme caution. Our alderperson, Joe Clausius, for lack of a better description attempted to sneak this development by the residents of our neighborhood by supplying minimal information and indicating that he was in support of the proposal before receiving any feedback from affected residents.

To their credit Care Net sent out correspondence to area residents trying to alleviate any concerns, however again there were mixed messages. According to Care Net our neighborhood should not be concerned about increased traffic or inadequate parking since their claim is that it is unlikely that residents of the complex will be in a financial postion to afford cars. In the same letter Care Net indicates that there should be no fear that this is a low income subsidized housing complex since it will also have middle & high income rental units. In my view the vast majority of residents in middle to high income apartments likely will have one or two vehicles. Care Net is talking out of both sides of their mouth.

Care Net has also indicated that profits are not the driving force for this development. If that is an accurate statement then I strongly urge you to decide that Care Net should alter their plans and develop a low/middle/high rent complex that is better suited for insertion into a neighborhood setting. I would support (as I believe most neighbors would support) a compromise of a 10 unit development as opposed to the excessive 36 unit being proposed.

Thank you in advance for your consideration.

Reginald and Jacaqlynn Paradowski

3910 Sycamore Ave  
Madison, WI 53714

email: [ripara@sbcglobal.net](mailto:ripara@sbcglobal.net)

To the City of Madison Planning Department and the Planning Commission,

My name is Cathy Thompson and I have lived at 1329 MacArthur Rd in the Mayfair Park Neighborhood for over 4 1/2 years now.

I am strongly opposed to the requested conditional use permit which would allow the development of the planned high-density apartment complex at 1360 MacArthur Road.

I am opposed to this conditional use permit being granted for the following reasons:

THIS WILL CAUSE TRAFFIC PROBLEMS -  
INCLUDING PARKING PROBLEMS.

I, ALSO, UNDERSTAND THAT IN 15 YEARS THIS  
COULD DEVELOP INTO SECTION 8 HOUSING.

THERE IS SECTION 8 HOUSING ALREADY IN  
PLACE AT THE END OF MACARTHUR RD.  
AND THERE ARE MANY PROBLEMS IN THAT AREA.  
(CHECK POLICE RECORDS).

While I understand the overall intent of the proposed development and believe that Madison needs more affordable housing options in general, I am directly opposed to the proposed density of the complex due to the expected negative impacts on the local community.

THIS IS NOT IN THE BEST INTEREST  
OF OUR NEIGHBORHOOD.

Sincerely,

Catherine Thompson

To the City of Madison Planning Department and the Planning Commission,

My name is Craig Yapp and I have lived at 1212 Juniper Ave  
in the Mayfair Park Neighborhood for over 30 years now.

I am strongly opposed to the requested conditional use permit which would allow the development of the planned high-density apartment complex at 1360 MacArthur Road.

I am opposed to this conditional use permit being granted for the following reasons:

Increase of traffic. If you come off of E. Wash and are going downtown you have to go around the block, sending more traffic through the neighborhood. The building would be larger (3 stories) than anything in the area. There would not be enough parking for the building. The number of units would greatly increase the density of the neighborhood. While the intent is good, the long term effects must be taken into consideration. While these units now are said to be unsubsidized now, what says in the years to come they won't be? Large projects of this nature seem good at the time but in the end

While I understand the overall intent of the proposed development and believe that Madison needs more affordable housing options in general, I am directly opposed to the proposed density of the complex due to the expected negative impacts on the local community.

Simpson St, Vera Ct, Allie Drive come to mind.

Sincerely,

Craig Yapp



To the City of Madison Planning Department and the Planning Commission,

My name is BEATRICE KORN and I have lived at 1329 ELLENWOOD DR in the Mayfair Park Neighborhood for over 46 years now.

I am strongly opposed to the requested conditional use permit which would allow the development of the planned high-density apartment complex at 1360 MacArthur Road.

I am opposed to this conditional use permit being granted for the following reasons:

I am a senior citizen and have enjoyed the tranquility of our neighborhood for over 46 years. I am also a walker and when there is more foot traffic and more cars, I will not enjoy as much —

our property values have been declining and I can't afford much more decrease —

While I understand the overall intent of the proposed development and believe that Madison needs more affordable housing options in general, I am directly opposed to the proposed density of the complex due to the expected negative impacts on the local community.

We have many apartments in our neighborhood now, and have our fair share of density.

Please consider the tranquility of our neighborhood, when voting — Thank you very much —

Sincerely,

Beatrice M. Korn

1329 Ellenwood Dr  
Madison, WI 53714

To the City of Madison Planning Department and the Planning Commission,

My name is Lorna Shew and I have lived at 1101 Mendota St  
in the Mayfair Park Neighborhood for over 55 years now.

I am strongly opposed to the requested conditional use permit which would allow the development of the planned high-density apartment complex at 1360 MacArthur Road.

I am opposed to this conditional use permit being granted for the following reasons:

It'll decrease the value of our homes  
The traffic will be increased substantially  
which affects me a lot. I'm a walker and  
it'll be unsafe for older people to walk  
MacArthur Road - it is already, more people  
more cars - more noise - Our neighborhood  
is peaceful and quiet now - you're going  
to wreck our lives as we know it.  
I feel I am important also!!!

While I understand the overall intent of the proposed development and believe that Madison needs more affordable housing options in general, I am directly opposed to the proposed density of the complex due to the expected negative impacts on the local community.

No density complex in our community

Sincerely,

Lorna Shew  
1101 Mendota St.  
Madison, WI 53714

Dear Ms. Stouder:

I am writing to express my objection to the new development being proposed on MacArthur Rd.

I own a home and have lived on MacArthur Road since about 1980. It has always been a very quiet neighborhood without a lot of traffic. This project (36-38 unit apartment building) would, at minimum, triple the number of people living on this very small street.

With the extra people come extra cars. Cars without sufficient parking provided. Inefficient parking means on street parking. In the summer that has people potentially parking on our front lawns, with winter and alternate side of the street parking, that guarantees parking on our lawns or worse, on the street if the lawn is covered with snow. The snow plows could not get down the street if there are cars parked on the road.

In addition, such a large building on such a small lot means kids playing in the street. There is a park on Mendota, but we both know they won't walk all the way there. Extra traffic, narrow streets, kids playing in the road - that's

an accident waiting to happen.

I believe the developers picked this location because there are only 23 houses, not enough people to put up much of a Fuss. Ald. Joe Clausius has clearly sided with them.

So, please Ms. Stouder, hear us -

We Are Here

We Are Here

We Are Here

We Are Here!!!!

Sincerely,

Marsha Bink

Marsha Bink

1417 MacArthur Rd

Madison, WI 53714

608-243-1133

TO: Heather Stouder

Dec 18, 2012

Dept of Planning and Community and Economic Development  
Madison Municipal Building RM LL-100  
215 MLK JR BLVD  
Madison, WI 53701

Dear Ms. Stouder,

I am writing to express my strong opposition to the proposed 36 unit apartment building to be located at 1360 MacArthur Rd in the Mayfair Park neighborhood. My partner and I have owned a home in this neighborhood for over 14 years. We are very concerned about the impact this project will have on our neighborhood.

MacArthur Rd is an unimproved township road. It is narrow and lacks the width needed to accommodate large emergency vehicles such as fire trucks and ambulances. The proposed apartment building calls for 36 to 38 units with only 46 surface parking stalls. This is too few stalls to accommodate the needs of future tenants. This means overflow parking on a narrow road will only get worse.

The size of this project is too big for the neighborhood. The current C2 zoning for this area would be better served by a business that brings jobs to the area. Current city development guidelines for this lot calls for 15 units per acre. This project is double

the recommended density.

This neighborhood already offers several apartment complexes and a newly opened transitional housing project run by local light on Makooosa Tr. There are also several 4 and 8 unit apartment buildings in the neighborhood. Clearly there is no lack of housing options for a variety of people and income levels.

I see no positive impacts from this project for our neighborhood. I do see a high potential for increased traffic, congestion and a building that overwhelms the physical space available to it. If this project is allowed to go forward it will permanently alter the appearance and character of MacArthur RD and make our neighborhood a poorer place for it.

I ask your department to deny the developer its conditional use permit. This project is not wanted or suitable for this neighborhood.

Thank you for your time,

Ann M. Ingolia

Wendy L. Gregg

3917 Sycamore Ave

Madison, WI 53714

To the City of Madison Planning Department and the Planning Commission,

My name is Theresa Spencer and I have lived at 1309 Ellenwood Dr in the Mayfair Park Neighborhood for over 10 years now.

I am strongly opposed to the requested conditional use permit which would allow the development of the planned high-density apartment complex at 1360 MacArthur Road.

I am opposed to this conditional use permit being granted for the following reasons:

I moved into my home in 2003. Since I've been living here it's been quiet and traffic was bearable. When Hyvee came traffic has picked up 3 times as much. The park in the neighborhood has been taken over by homeless people and drunks, I think because of the liquor store in Hyvee. Now someone wants to build an apartment building and have more traffic, I have to worry about more trash in the neighborhood because the people in the apartment don't care about the neighborhood because they have no stake in the community.

While I understand the overall intent of the proposed development and believe that Madison needs more affordable housing options in general, I am directly opposed to the proposed density of the complex due to the expected negative impacts on the local community.

I live on Ellenwood and Hoover has apartments my block my cars have been vandalized when I parked by the apartments. There's always extra garbage on the streets and soon. If this happens I will strongly think about relocating  
Sincerely,



To the City of Madison Planning Department and the Planning Commission,

My name is Sarah Daniel and I have lived at 1113 Mendota St  
in the Mayfair Park Neighborhood for over 7 ~~years~~ mo.

I am strongly opposed to the requested conditional use permit which would allow the development of the planned high-density apartment complex at 1360 MacArthur Road.

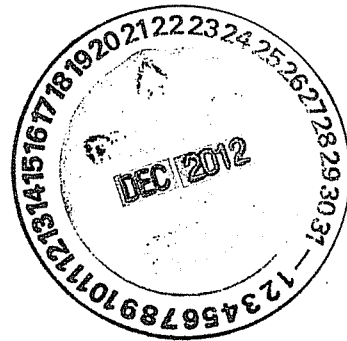
I am opposed to this conditional use permit being granted for the following reasons:

- Negative on houses  
stated in packet
- Don't want to decrease of  
my property

While I understand the overall intent of the proposed development and believe that Madison needs more affordable housing options in general, I am directly opposed to the proposed density of the complex due to the expected negative impacts on the local community.

Sincerely,

Sarah Daniel  
Sarah L Daniel





To the City of Madison Planning Department and the Planning Commission,

My name is JUSTIN GLODOSKI and I have lived at 3918 SYCAMORE AVE  
in the Mayfair Park Neighborhood for over 10 years now.

I am strongly opposed to the requested conditional use permit which would allow the development of the planned high-density apartment complex at 1360 MacArthur Road.

I am opposed to this conditional use permit being granted for the following reasons:

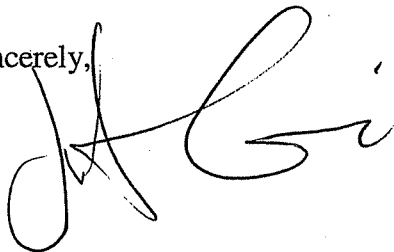
TOO LARGE

only one way to go west on E. WASH will  
create alot more traffic on Road.

MacArthur Rd is to narrow for cars to  
park on rd safely.

While I understand the overall intent of the proposed development and believe that Madison needs more affordable housing options in general, I am directly opposed to the proposed density of the complex due to the expected negative impacts on the local community.

Sincerely,



To the City of Madison Planning Department and the Planning Commission,

My name is Edward B O'Neill and I have lived at 3905 Sycamore Ave.  
in the Mayfair Park Neighborhood for over 56 years now.

I am strongly opposed to the requested conditional use permit which would allow the development of the planned high-density apartment complex at 1360 MacArthur Road.

I am opposed to this conditional use permit being granted for the following reasons:

It would further seriously aggravate the serious  
congestion we are currently experiencing

While I understand the overall intent of the proposed development and believe that Madison needs more affordable housing options in general, I am directly opposed to the proposed density of the complex due to the expected negative impacts on the local community.

  
Sincerely,

To the City of Madison Planning Department and the Planning Commission,

My name is Sonja A. Fjelstad and I have lived at 1409 MacArthur Rd in the Mayfair Park Neighborhood for over 49 years now.

I am strongly opposed to the requested conditional use permit which would allow the development of the planned high-density apartment complex at 1360 MacArthur Road.

I am opposed to this conditional use permit being granted for the following reasons:

The high density, contemporary, building proposed would not be a good fit for our neighborhood. A building 3 stories high with 36 units, would not blend in with the character of our small, quiet, older community.

Mayfair Park is already made up of lower income homes. Lowering the value of our properties would be the result of a high density apartment complex.

On the street parking is a safety concern of everyone on MacArthur Rd and Sycamore Ave.

While I understand the overall intent of the proposed development and believe that Madison needs more affordable housing options in general, I am directly opposed to the proposed density of the complex due to the expected negative impacts on the local community.

The planning commission studied and made plans for our city. The requirements drawn up and suggested by the commission should be followed. 15 units per acre. The planning was done to provide and ensure the quality of the neighborhood. Please do not grant the conditional use permit.

Sincerely,

Sonja A. Fjelstad

Don E. Fjelstad

To the City of Madison Planning Department and the Planning Commission,

My name is Delane Henley and I have lived at 1225 Mendota Street.  
in the Mayfair Park Neighborhood for over 12 years now.

I am strongly opposed to the requested conditional use permit which would allow the development of the planned high-density apartment complex at 1360 MacArthur Road.

I am opposed to this conditional use permit being granted for the following reasons:

I bought this house because of the small neighborhood and only a few apartment building in the neighborhood, also I am opposed because of the High Density and would like to maintain the character and quality of life and I feel that this would be a negative impact on our neighborhood.

While I understand the overall intent of the proposed development and believe that Madison needs more affordable housing options in general, I am directly opposed to the proposed density of the complex due to the expected negative impacts on the local community.

Sincerely,

Delane W. Henley 12/19/12.

To the City of Madison Planning Department and the Planning Commission,

My name is Gina Richard and I have lived at 1302 MacArthur Rd. in the Mayfair Park Neighborhood for over ~~10~~ 8 years now.

I am strongly opposed to the requested conditional use permit which would allow the development of the planned high-density apartment complex at 1360 MacArthur Road.

I am opposed to this conditional use permit being granted for the following reasons:

- 1.) high density of low income apartments in neighborhood.
- 2.) Traffic - at all times
- 3.) Too high density for our street
- 4.) parking / driving on our street.
- 5.) Sandburg elementary is already at / over capacity.
- 6.) too many apartments in a small area.
- 7.) 3 story building.

While I understand the overall intent of the proposed development and believe that Madison needs more affordable housing options in general, I am directly opposed to the proposed density of the complex due to the expected negative impacts on the local community.

Sincerely,

Gina Richard

Dec 17, 2012

To the City of Madison Planning Department and the Planning Commission,

My name is Wayne + Fita Landers and I have lived at 3906 Sycamore Ave in the Mayfair Park Neighborhood for over 36 years now.

I am strongly opposed to the requested conditional use permit which would allow the development of the planned high-density apartment complex at 1360 MacArthur Road.

I am opposed to this conditional use permit being granted for the following reasons:

1. Way too many apartment for our small area. Look around at what is there now, and how many people are living in those units, even though the lease may say different.
2. The traffic and parking is already too high for our narrow street. Many times McArthur Rd is a one lane to get thru. Winter is especially bad they even park up and down our street making it also a one way street at times. Making it very bad for our older people to see and back out of their driveways.
3. Take a look at Mendota St. This is where they have to come to get out on F. Ward McArthur Rd - Sycamore Ave. to Mendota St. Sycamore Ave and Mendota corner is already a race track by our park. Think of how much more traffic you will be putting on our streets. The traffic is already backed up from the light on Mendota St past HyVee grocery store at times more often than we like.
4. Crossing Mendota St. to get to our little park is already dangerous for our children, grandchildren and our older adults.
5. We say no to this for the future of our little neighborhood, which we have loved and kept us here all these year. Keep 42 units out of here.

While I understand the overall intent of the proposed development and believe that Madison needs more affordable housing options in general, I am directly opposed to the proposed density of the complex due to the expected negative impacts on the local community.

6. It has been very bad at our little park all year, which the homeless has occupied, living in our park swearing and drinking alcohol never leaving. They stay there all day and all night. Plus car parking and taking them food and alcohol. Try getting around that little island of traffic never slow down coming and going on that hill.

Sincerely,

Wayne + Fita  
Landers

Enough is Enough NO More  
Apartments. 4

To the City of Madison Planning Department and the Planning Commission,

My name is Eileen McCarroll and I have lived at 3822 Sycamore Ave. in the Mayfair Park Neighborhood for over 50 years now.

*We*

I am strongly opposed to the requested conditional use permit which would allow the development of the planned high-density apartment complex at 1360 MacArthur Road.

*We*

I am opposed to this conditional use permit being granted for the following reasons:

36 units for our neighborhood is an outrageous - overly-ambitious plan. The traffic pattern for this neighborhood cannot handle this density problem.

We could support a smaller unit for the clients of CarNet and Elizabeth House. 36 units for this neighborhood is just an impossible situation. Parking is already a problem - especially in the winter. There is no outlet for cars going into the city except for using Sycamore Dr.

While I understand the overall intent of the proposed development and believe that Madison needs more affordable housing options in general, I am directly opposed to the proposed density of the complex due to the expected negative impacts on the local community.

We have a homeless people problem in the summer. We've had problems with "drug houses" on Sycamore Ave. and MacArthur Rd. Our neighborhood doesn't need anymore density problems.

Sincerely,

Eileen and Jim McCarroll

## Stouder, Heather

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**From:** carroll gray [carroll.gray@sbcglobal.net]  
**Sent:** Monday, December 17, 2012 10:31 AM  
**To:** Stouder, Heather  
**Subject:** Mayfair Neighborhood Project

Hi Heather:

We are the Gray's who have lived at 3921 Sycamore Ave. for 53 years. When we bought our home we had only a gravel street, no sidewalks. Over the years we have seen improvements to the street (curb and gutter), which we were not ready for the added expense of but got it anyway. After it was all in and paid for we were happy because our children had sidewalks to ride their bikes and play on.

Then came the apts. at the end of MacArthur Rd., which we had no say in at all. For the first 5 years or so they were nice, well kept and managed well. However, over the years they have deteriorated to the point none of us really want to go down there even to deliver the newsletter. We have tried very hard to get help in "cleaning them up," to no avail. Now we have been faced with a 36 unit apt. bldg. in the vacant lot net to Care Net. We were let know about the project after the fact, it sounds like a done deal. The density of the project is more then our area can take, simple as that. We live at the corner of Sycamore Ave. and Mendota St. and unless you sit on our porch and watch the traffic you wouldn't believe what I am trying to convey. And, can you assure us that it will be managed in a way that we will not have the problems that we have with the apts. "down in the hole" as we call them.

We have tried very hard to keep our property up but as we age it gets harder and harder but we still do it. Please convey to the Planning Commission that we do not need a 36 unit bldg. on an acre of land to exacerbate the traffic alone.

Thanks for listening.

Pat & Carroll Gray  
3921 Sycamore Ave.  
Madison, WI 53714



## Stouder, Heather

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**From:** Mary jo Pierick [mjpierick1950@icloud.com]  
**Sent:** Sunday, December 16, 2012 3:03 PM  
**To:** Stouder, Heather  
**Subject:** Mayfair park neighborhood proposed development

Hi Heather,

First I want to thank you for attending the initial meeting at Care Net earlier this month.

Second, I would like to register my objections to this project.

I have lived on MacArthur Road for 18 years and I know the size of this apartment building will significantly change the density and character of our neighborhood which will put a strain on our residents.

There are approximately 25 homes on MacArthur Road. This 36 apartment building will more than double the number of units and consequently the number of residents and traffic. This will increase our density by 150 percent in one fell swoop!

Also, since our street has only a one-direction outlet onto Washington Avenue, our neighborhood cannot handle the significant increase in traffic not only on MacArthur Road but throughout the neighborhood and at the intersection of Mendota street.

We are a small and quiet neighborhood especially after the businesses close each night. We cannot handle this kind of increase in resident and traffic which will change the quiet neighborly character we have worked so hard to develop.

Please convey my objections to the members of the Planning and Community and Economic Development Commission.

Thank you.

Mary Pierick  
1361 MacArthur Rd  
Madison WI 53714  
608-577-3937  
[mjpierick1950@att.net](mailto:mjpierick1950@att.net)

Sent from my iPad

**Stouder, Heather**

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**From:** Don Fjelstad [donfjelstad@yahoo.com]  
**Sent:** Thursday, December 13, 2012 7:04 PM  
**To:** Stouder, Heather  
**Subject:** 1360 MacArthur Road development

Please deny the conditional use permit at 1360 MacArthur Road. As a long time resident and property owner, I feel the high density development would not be a good thing for our neighborhood. 36 units would cause parking problems, and lower property values. We have struggled to maintain a quiet neighborhood with character and appeal, made up of affordable homes. A high density development does not fit into our neighborhood. Thank you Don Fjelstad

## Stouder, Heather

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**From:** Joanne Yapp [yapper929@yahoo.com]  
**Sent:** Monday, December 10, 2012 8:28 PM  
**To:** Stouder, Heather  
**Subject:** Proposed Development at 1360 MacArthur Road, Madison, WI

Ms. Stouder:

We am writing to you concerning the proposed development of a 36 unit building mainly for low income residents in our neighborhood. We have been homeowners on Juniper Avenue for nearly 35 years and have a vested interest in this neighborhood.

We are adamantly opposed to such a development for the following reasons:

- A development of this density of out of the question for this neighborhood. It would definitely change the quality of life for the homeowners in this area.
- There isn't nearly enough parking being proposed for this building, putting numerous vehicles parked on the road, not to mention the enormous increase in traffic. We can't even imagine the difference this would make in this neighborhood.
- The character of our neighborhood would be turned around, from a quiet residential neighborhood, to one with drastically increased traffic, at all hours of the day and night as well as increased foot traffic.
- Decreased property values would be the next issue. Our neighborhood consists of moderate and low income properties and adding 36 units for low income residents would affect our property values. A large development of this sort should be located in a moderate to high income area to balance out the property values.

We stand as very opposed to this development in our neighborhood. We already deal with homeless people taking over our neighborhood park...we can only imagine what will happen to our neighborhood with such a high density low income development as is being proposed.

Craig and Joanne Yapp  
1212 Juniper Avenue  
Madison, WI 53714

**Stouder, Heather**

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**From:** kschuele@wisc.edu on behalf of Kathryn L Schueler [kschuele@facstaff.wisc.edu]  
**Sent:** Sunday, December 09, 2012 7:43 PM  
**To:** Stouder, Heather  
**Subject:** proposed high rise apartment on MacArthur Rd

Hi Heather-

I live on MacArthur Rd right next to CareNet and I wanted to express my concern over the proposed apartment complex slated for the empty lot. I was at the informational meeting at CareNet just over a week ago (I was sitting next to you) and much of what I heard at the meeting does not bode well for our quiet little neighborhood. As you heard at the meeting we are all in favor of CareNet and the work that they do, and a much smaller building to meet their needs would be a great idea but something that size can only be a negative. More than doubling the population of our street with low income housing in an already poor neighborhood will decrease the property values and create a parking nightmare.

I hope that the planning committee will take into consideration the fact that the entire neighborhood is against this project.

Thanks for your time.

Sincerely, Kiki Schueler

Heather Stouder

Dept. of Planning + Community + Economic Development

We have lived on MacArthur Road for 48 years. This is a small, quiet neighborhood, in spite of being bordered by Hwy. 51 and E. Washington Ave. Our Mayfair Park Neighborhood association listens to, and addresses problems and complaints by residents. Often the complaints are about parking from the existing apartments on MacArthur Rd. The proposed development would cause a huge parking problem, since 36 units don't even have the number of stalls recommended by the city.

The people living here are low to moderate income, but try to keep their homes attractive and in good repair. We would be against anything that would potentially lower our property value.

A contemporary high density development would not be in keeping with our small, older community.

They've moving into the empty K-mart building was a welcome business, and now the winery

is occupying another vacant building. Both are a plus to our neighborhood. A high density 36 unit apartment development, would not be. Please take into consideration our concerns.

Sincerely  
Sonya A. Fjelstad

## Stouder, Heather

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**From:** Jones, Hilton [Hilton.Jones@covance.com]  
**Sent:** Wednesday, December 26, 2012 11:58 AM  
**To:** Stouder, Heather  
**Cc:** hmjones3@gmail.com  
**Subject:** RE: Letter in opposition to Conditional Use permit for 1360 MacArthur Road, Madison, WI  
**Attachments:** Concluding statements from UW and furman articles.pdf

Hello Heather,

I hope you had a nice vacation and holiday.

The last time we had met, you requested that I provide you with a PDF of the conclusion/ summary statements from the Academic articles I had previously requested to be provided to the planning commission. I have attached a PDF with just the concluding remarks from each of the below linked articles. Please kindly provide this to the planning commission along with my letter of opposition and email correspondence.

It is important to note that these articles are directly applicable to the situation at hand. Our neighborhood is largely made up of affordable housing (relative to Dane County and Madison) with ~50 single family homes and duplexes (on MacArthur Road and Sycamore Ave.) that are well below the Dane County/ Madison average housing sales prices. These homes are also occupied largely by families that are well below the Dane county median income levels with some being below the poverty line (data can be verified in the census reports and neighborhood plan data along with assessors data). In short, our neighborhood is already predominately a high concentration of low to moderate income!

It is worth noting that there are also ~66 apartments at the end of MacArthur Road and from my research currently 8 of these units are earmarked for subsidized housing. I have been told by the manager of the subsidized apartments that 2 of these units are currently not occupied, demonstrating that we currently have unfilled subsidized housing in our neighborhood. It is also worth noting that some of the non-subsidized apartments in these 2 complexes are currently available for much less than 30% of the monthly income for the Dane County median family income level. The general rule of thumb is that 30% of monthly income is an acceptable amount to spend on housing. In other words, our neighborhood does not currently have a need for a greater concentration of low to moderate income housing, especially at the proposed density!

Conclusions from the entire body of research on section 42/ low income housing suggest the best ways to avoid/mitigate potential/likely negative impacts on already established areas are to avoid high concentrations of poverty and to make the new development blend with the architectural style of the neighborhood. The proposed project for 1360 MacArthur Road is in direct opposition to these 2 conclusions and hence will likely have a substantial negative impact on our already established use, enjoyment, and value of our quite neighborhood. It is too high of a density and its 3 story tall contemporary architecture does not blend with the surrounding traditional residential neighborhood in any way.

I implore you and the planning commission staff to please recommend against the proposed conditional use for this property.

On a side note, I know you had originally mentioned that your team liked how close the parcel was to the Washington bus route. When your team is evaluating the appropriateness of this site please take a minute to see how difficult and dangerous it is to get on a bus going downtown from the parcel. There is no crosswalk on the NE corner of 51/151 which means that the vast majority of walking traffic illegally crosses East Washington Ave from the North end of MacArthur Road to the bus stop in front of Walgreens in order to ride the bus downtown. This intersection is already one of the most dangerous in all of Madison and I can not foresee how adding ~70 people that will supposedly be riding public transportation on a daily basis is a good decision. I do understand that legally, foot traffic should walk to a suitable crosswalk, but the reality is that it does not happen and is not easily enforced.

Last thing worth mentioning is that I do have a meeting planned with the CEO of the CLA (Todd Costello) and from initial conversations they are also opposed to the proposed development at 1360 MacArthur Road and they are currently at

capacity for their office space. I believe this demonstrates that a permitted commercial use (office building) is a very viable and likely alternative use for the parcel.

Please let me know if you have any follow up questions for me.

sincerely, Hilton

[http://givehousingavoice.com/downloads/whitepapers/uw\\_study.pdf](http://givehousingavoice.com/downloads/whitepapers/uw_study.pdf)

[http://furmancenter.org/files/media/Dont\\_Put\\_It\\_Here.pdf](http://furmancenter.org/files/media/Dont_Put_It_Here.pdf)

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**From:** Stouder, Heather [mailto:HStouder@cityofmadison.com]

**Sent:** Thursday, December 06, 2012 2:54 PM

**To:** Jones, Hilton

**Subject:** RE: Letter in opposition to Conditional Use permit for 1360 MacArthur Road, Madison, WI

Thank you, Hilton-

I received your e-mail, and will make sure the members of the Plan Commission have your letter prior to the meeting, as well as the references to both articles so that they can access them. Your letter and the articles will also be provided electronically on the city's Legislative Information Center website when the January 14 Plan Commission agenda is posted.

I'll see you next Friday.

Best-

**Heather Stouder, AICP**

Planner, Planning Division  
City of Madison Department of Planning &  
Community & Economic Development

P: 608-266-5974

F: 608-267-8739

[hstouder@cityofmadison.com](mailto:hstouder@cityofmadison.com)

Madison Municipal Building, Ste. LL-100  
215 Martin Luther King, Jr. Blvd.  
PO Box 2985  
Madison, Wisconsin 53701-2985

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**From:** Jones, Hilton [mailto:Hilton.Jones@covance.com]

**Sent:** Thursday, December 06, 2012 11:18 AM

**To:** Stouder, Heather

**Cc:** [hmjones3@gmail.com](mailto:hmjones3@gmail.com)

**Subject:** Letter in opposition to Conditional Use permit for 1360 MacArthur Road, Madison, WI

Hi Heather,

I have attached my letter of opposition to the conditional use permit for 1360 MacArthur Road.



I have also provided a small subset of Academic Articles denoting likely negative impacts of high density affordable housing in concentrated areas similar to the characteristics of our neighborhood (also hyperlinked below). Articles denote impacts can be exacerbated by developments with architecture that does not blend with the established community. I would like to request that copies of these articles be provided to all staff and planning commission members along with my letter of opposition.

[http://furmancenter.org/files/media/Dont\\_Put\\_It\\_Here.pdf](http://furmancenter.org/files/media/Dont_Put_It_Here.pdf)  
[http://givehousingavoice.com/downloads/whitepapers/uw\\_study.pdf](http://givehousingavoice.com/downloads/whitepapers/uw_study.pdf)

I look forward to discussing these in more detail with you (and any other staff members that may be pertinent to the issue at hand) next Friday at 1:00pm.

Please do not hesitate to email or call if you have any questions in advance of our meeting.

I have carbon copied my home email address as that is my primary form of communication for personal matters. Telephone is still the best way to contact me in most cases.

sincerely, Hilton Jones

1353 MacArthur Road  
309-838-2156  
home email: [hmjones3@gmail.com](mailto:hmjones3@gmail.com)

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## Conclusions

In this report, we have investigated the impact of Section 42 developments on surrounding property values. Past work has suggested that low-income housing in general, and Section 42 developments in particular, do not generally have a negative influence on surrounding property values. We sought to find whether these results applied to Wisconsin cities.

To this point, we have indeed found that the findings apply to Wisconsin as well. In the cities of Madison and in Waukesha and Ozaukee Counties, we have been able to produce no evidence that Section 42 developments have a negative impact on property values. When we look at Milwaukee County, our story changes—there does indeed seem to be a negative—albeit small—impact on appreciation rates. If the results from this study suggest anything, it is that it may well be better to site Section 42 developments in areas that lack concentrations of poverty. This is consistent with the view that it is better for communities for housing developed for low to moderate income households to be scattered, rather than concentrated.

## MACARTHUR

The John D. and Catherine T. MacArthur Foundation

Policy briefs in this series are prepared by the Center for Housing Policy for the John D. and Catherine T. MacArthur Foundation. The Foundation's grantmaking is intended to raise the priority and profile of affordable housing policy by investing in the creation of new knowledge about the supply and demand for rental housing and affordable housing's connection to other social policy issues. This series presents key findings from affordable housing research supported by the Foundation.



As the research affiliate of the National Housing Conference (NHC), the Center for Housing Policy specializes in developing solutions through research. In partnership with NHC and its members, the Center works to broaden understanding of the nation's housing challenges and to examine the impact of policies and programs developed to address these needs. Combining research and practical, real-world expertise, the Center helps to develop effective policy solutions at the national, state, and local levels that increase the availability of affordable homes.

For more information, contact us at:  
Center for Housing Policy  
and National Housing Conference  
1801 K Street, NW, Suite M-100  
Washington, DC 20006-1301  
Phone: (202) 466-2121  
Fax: (202) 466-2122  
[www.nhc.org](http://www.nhc.org)

# Accentuate the Positive, Minimize the Negative — Lessons for Practitioners

Many Americans, even those who support the development of affordable housing, may nonetheless object when such a development is proposed in their own neighborhood. Fears about property values are often — although not always — misplaced. Taken together, the body of research on this subject suggests concrete ways to minimize both the negative effects and neighborhood opposition to such developments:

- **Design** — Affordable housing that is attractively designed and blends with the surrounding neighborhood may be more likely to have no effect or even a positive effect on nearby property values. An attractive design also may be helpful in allaying community concerns about the aesthetics of a proposed development.
- **Management** — Not surprisingly, poorly maintained housing — whether privately owned or subsidized — has been shown to depress nearby property values. Affordable housing that is well-managed and well-maintained is more likely to have a neutral or even positive effect on surrounding properties.
- **Revitalization** — Rehabilitation of distressed properties for affordable housing has proven beneficial to neighboring home values. Neighbors are likely to view quality, affordable housing as preferable to vacant lots or dilapidated buildings.
- **Strong Neighborhoods** — As long as it is not overly concentrated, locating affordable housing developments in strong neighborhoods with high home values and low poverty rates is unlikely to have adverse effects on nearby property values. These findings provide support for the emerging trend toward mixed-income housing and communities.
- **Concentration** — Research suggests that distressed areas may benefit from new affordable housing developments that are large enough to overcome surrounding blight. In other neighborhoods, large concentrations of affordable units are best avoided in favor of more moderately sized developments that may limit the negative effects associated with concentrations of poverty. What exactly constitutes a large concentration of affordable housing? Unfortunately the answer so far seems to be "it depends." This, researchers agree, is an important outstanding question.

Clearly, more work needs to be done. However, a greater understanding and appreciation of the evidence to-date could prove helpful in increasing community support for affordable homes.

**Stouder, Heather**

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**From:** Jones, Hilton [Hilton.Jones@covance.com]  
**Sent:** Thursday, December 06, 2012 11:18 AM  
**To:** Stouder, Heather  
**Cc:** hmjones3@gmail.com  
**Subject:** Letter in opposition to Conditional Use permit for 1360 MacArthur Road, Madison, WI  
**Attachments:** Letter to planning commission.doc; Dont\_Put\_It\_Here.pdf; uw\_study.pdf

Hi Heather,

I have attached my letter of opposition to the conditional use permit for 1360 MacArthur Road.

I have also provided a small subset of Academic Articles denoting likely negative impacts of high density affordable housing in concentrated areas similar to the characteristics of our neighborhood (also hyperlinked below). Articles denote impacts can be exacerbated by developments with architecture that does not blend with the established community. I would like to request that copies of these articles be provided to all staff and planning commission members along with my letter of opposition.

[http://furmancenter.org/files/media/Dont\\_Put\\_It\\_Here.pdf](http://furmancenter.org/files/media/Dont_Put_It_Here.pdf)  
[http://givehousingavoice.com/downloads/whitepapers/uw\\_study.pdf](http://givehousingavoice.com/downloads/whitepapers/uw_study.pdf)

I look forward to discussing these in more detail with you (and any other staff members that may be pertinent to the issue at hand) next Friday at 1:00pm.

Please do not hesitate to email or call if you have any questions in advance of our meeting.

I have carbon copied my home email address as that is my primary form of communication for personal matters. Telephone is still the best way to contact me in most cases.

sincerely, Hilton Jones

1353 MacArthur Road  
309-838-2156  
home email: [hmjones3@gmail.com](mailto:hmjones3@gmail.com)

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If you have received this e-mail transmission in error, please reply to the sender, so that we can arrange for proper delivery, and then please delete the message from your inbox. Thank you.

To the City of Madison Planning Department and the Planning Commission,

I am strongly opposed to the requested conditional use permit which would allow the development of the planned high-density apartment complex at 1360 MacArthur Road.

I am opposed to this conditional use for the following reasons:

- Proposed increase in residential density will have a negative impact on use, enjoyment, and value of surrounding properties
- Permanent change in the character of the neighborhood
- Permanent change in the enjoyment and quality of life already established in the area
- Increased concentration of low-income households in an already low to moderate income neighborhood is likely to have a negative impact on value of surrounding properties, based on numerous academic studies (see provided articles)
- Proposed development does not fit within the City of Madison Comprehensive Plan for this lot (current plan calls for only up to 15 units per acre)
- Inadequate parking proposed to sufficiently meet the demands of the proposed density (only 46 surface parking spaces for 36 apartments; 14 one-bedroom, 14 two-bedroom, and 8 three-bedroom). This is 17 fewer parking spaces than the zoning code recommends. In conjunction, MacArthur Road is not suitable for increased density of on street parking due to undeveloped and narrow characteristics of the road
- Inadequate management plan for the long-term success of this proposed complex
- Current plan provides no opportunity for good economic development; local, well-paying jobs; or a more livable and pedestrian-friendly neighborhood, as would be expected with most C2 permitted uses on this parcel
- Current height (3 stories) and architectural style (contemporary) of the proposed building does not blend with the traditional character/styles of the established neighborhood and, based on scientific research, is in direct opposition of recommended ways to potentially mitigate negative impacts on property values (see provided articles)
- There is no proven need for this type of development as an infill for this specific neighborhood. The neighborhood already provides a diversity of affordable housing options (both owner-occupied and rental) that are already under utilized

My name is Hilton Jones and I have lived with my wife, Heidi, at 1353 MacArthur Road in the Mayfair Park Neighborhood for over 6 years now. When we moved to Madison, we specifically settled in this neighborhood because we desired the low residential density, pedestrian-friendly nature, great traditional character, and the overall quality of life offered by this area, combined with the affordable housing options that already exist in the neighborhood.

MacArthur road has a unique character and quality of life that is offered by an already established low density of predominately single-family homes on the NE side of the road and 5 light commercial (C2) properties on the SW side of the road. Our neighborhood functions mainly as a low-density residential area after 5 p.m. on weekdays and for the majority of the weekend when the businesses are closed and associated traffic is light. This proposed high-density residential apartment complex does not meet the guidelines set forth in the comprehensive city plan and is in direct opposition to many of the zoning ordinance requirements which the planning commission must ensure prior to approval of a conditional use permit.

While I am in favor of the overall intent of the proposed development and believe that Madison needs more affordable housing options in general, I am directly opposed to the proposed density of the complex due to the expected negative impacts on the local community.

I would challenge that without thorough market research for the surrounding area, it is impossible for the planning commission to properly conclude that the use, value, and enjoyment of the property in the already established low-density residential neighborhood will not be substantially impaired or diminished by the development of this high-density and low-income apartment complex [City of Madison zoning Code sec. 28.12 (11)(g)]. There are numerous examples of peer-reviewed scientific publications which conclude that it is better to site section 42 developments in areas that lack concentrations of poverty. It is worth noting that the average property value on MacArthur Road and the surrounding Mayfair Park neighborhood is below the Madison average and these homes are occupied by individuals that are typically well below the median Dane County income; low to middle income levels. Academic research shows that it is better for communities if housing for families with low to moderate income is scattered rather than concentrated. The large public opposition has already demonstrated that residents of the neighborhood share the opinion that this proposed development will have a negative impact on our use and enjoyment in direct relation to the increased density that our neighborhood would be subjected to. Negative impacts on enjoyment and quality of life will be exacerbated by the lack of adequate parking for this development leading to more on-street parking. More on-street parking causes increased concern for public safety due to the undeveloped and narrow conditions of MacArthur Road.

At this point there is also concern that the developer has not provided an adequate management plan to ensure the long-term economic success of this project for decades to come. Lastly, the developer has ignored independent research (see provided articles) that specifically shows that housing designed to blend in with the traditional architecture of

the surrounding area has a greater chance of mitigating potential negative impacts on those surrounding property values. Instead, the developer has opted to design a property to specifically stand out with a contemporary style that is in direct juxtaposition from the established properties.

I am requesting that the planning commission DENY the request for a conditional use permit for 1360 MacArthur Road for the purposes of building a high-density residential apartment complex. While the intent of the proposed development may be positive in nature, any hypothetical positives are far outweighed by the realistic negatives associated with the excessive density. Please listen to the concerns of the residents of this neighborhood and uphold the requirements established when considering a conditional use for any property.

I have provided a small subset of academic articles along with this letter, which are more applicable to the specific details surrounding this current development and the location/characteristics of the MayFair park neighborhood, but please note that there is a large body of academic research which primarily concludes that high density and low income housing has the greatest chance for long term negative impacts when situated in high concentrations with already established low to moderate income/housing neighborhoods.

Sincerely,  
Hilton Jones  
1353 MacArthur Road  
Madison, WI 53714

**Stouder, Heather**

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**From:** Kevin Page [kevin@kotherep.com]  
**Sent:** Thursday, January 10, 2013 6:46 PM  
**To:** Stouder, Heather  
**Cc:** liz osborn  
**Subject:** FW: Care Net Proposal

Hi Heather,

I wasn't sure if you received this email from Barbara Leslie so I'm forwarding it on to you (she sent it to Joe Clausius).

Kevin

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**From:** Barb Leslie [mailto:bleslie@goodwillscwi.org]  
**Sent:** Tuesday, January 08, 2013 11:24 AM  
**To:** lizo@carenetdane.org  
**Subject:** FW: Care Net Proposal

Below is the message I sent to Joe.

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**From:** Barb Leslie  
**Sent:** Tuesday, January 08, 2013 11:23 AM  
**To:** 'district17@cityofmadison.com'  
**Subject:** Care Net Proposal

Happy New Year, Joe!

I've been following Care Net's proposal for a 36 unit affordable housing apartment building to be developed on Mac Arthur Road. As you know, this is similar to our intentions for this property before learning that HUD dollars for new construction had been discontinued. For that reason, I was really happy to learn that Care Net found the resources to make this project a reality.

I'm aware that there are some neighbors opposing this project (there always are), but I believe it will be a great asset to the east side community. There are many workers, including Goodwill employees, who need affordable housing. An added (and significant) benefit will be the day care services and support that Care Net intends to provide! The location gives great access to local services and is within walking distance to grocery store and bus line.

Care Net is a reputable organization and a good neighbor. They deserve our support. For that reason, I want to go on record in support of this project.

Thanks for what I know will be your fair consideration for support of this project.

Hope to see you soon!

Warm Regards,

Barbara Leslie