

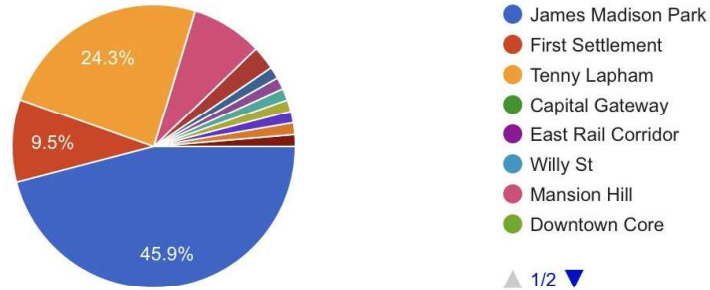
Your Vision of the James Madison Park Neighborhood.

Residents of The James Madison Park Neighborhood are gathering information to create a document that all future development will be evaluated against. Below is a list of the priorities shared from community members and answers to questions presented in our survey. We encourage you to look over the graphs and read the comments section. Thank you.

- 1) EQUITABLE DEVELOPMENT
- 2) AFFORDABILITY
- 3) ZONING- BUILDING HEIGHT
- 4) COMMUNITY BENEFIT/CITY REQUESTS

What neighborhood do you live in?

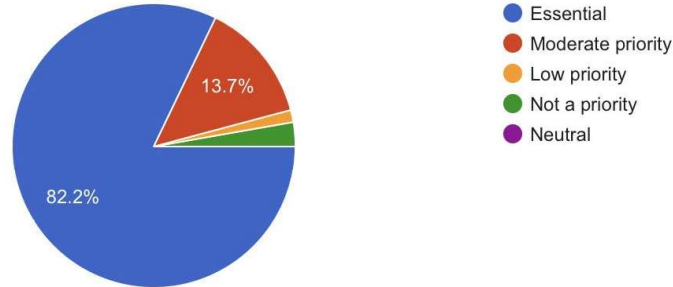
74 responses



Equitable Development

How would you prioritize equitable development in James Madison Park (JMP) Neighborhood?

73 responses



The City of Madison developed a document in 2019 called, "Equitable Development of Madison: An Assessment of Factors Contributing to Displacement and Gentrification." Many folks on our survey spoke to concerns about displacement of current residents and also further gentrification of the neighborhood. The next set of questions will relate to these concerns.

Gentrification: A market driven racial and socio- economic reconfiguration of urban communities that have suffered from a history of disinvestment.

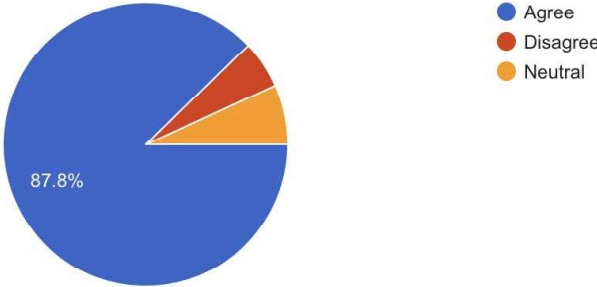
Displacement: When households are forced to move or are prevented from moving into a neighborhood due to conditions which are beyond their ability to control or prevent (e.g., rent increases).

- Occurs in all types of neighborhoods
- May be physical, economic, or exclusionary

Equitable Development: Intentionally crafted public and private investments, programs, and policies for neighborhoods that take into account past history and current conditions to meet the needs of marginalized populations.

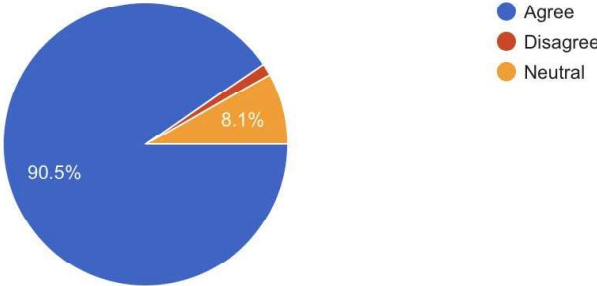
Agree or Disagree: Growth can be positive, but it is important to maintain the existing character of the neighborhood and encourage new and rehabilitated housing that is affordable for current residents.

74 responses



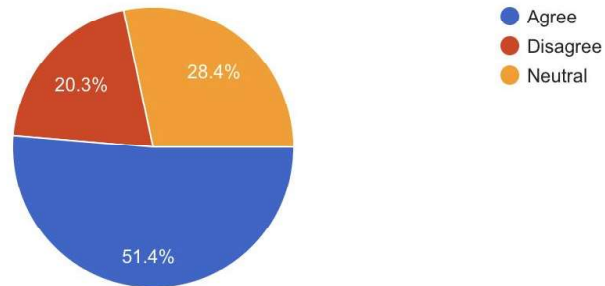
Agree or Disagree: James Madison Park Neighborhood should further expand accessible homeownership and home rehab loan programs.

74 responses



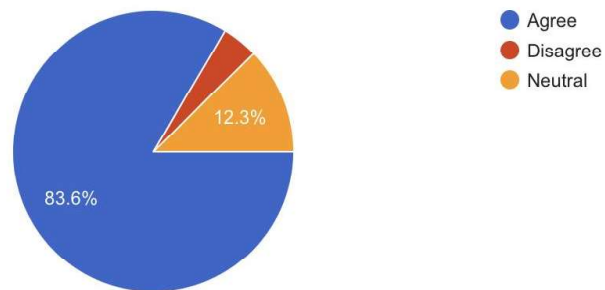
Agree or Disagree: James Madison Park Neighborhood should have density bonuses, meaning developments can be taller if affordable housing is included in the project.

74 responses



Agree or Disagree: James Madison Neighborhood requests developers to create ways to have genuine neighborhood engagement in projects.

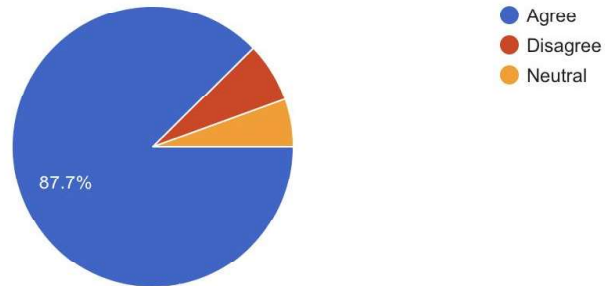
73 responses



Agree or Disagree: Prior to demolition, the city should survey JMP. The Historic Preservation plan prioritizes surveying JMP neighborhood to ensure we preserve the history of underrepresented communities including the Landmark St. Paul's AME Church associated with the first Black neighborhood, the East Dayton Street National Historic District.



73 responses

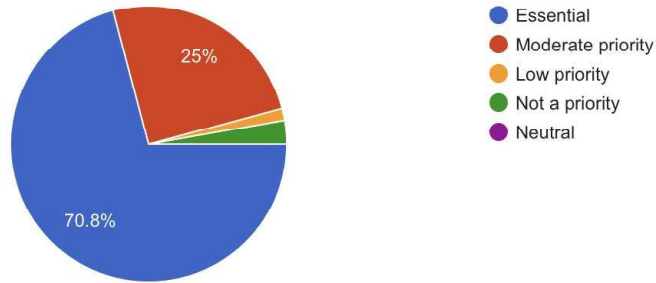


Affordable housing is one of the most important issues for the James Madison Park residence and the first thing discussed in every Steering Committee Meeting.

Affordability

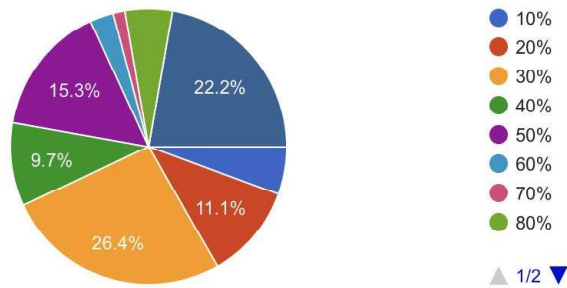
How would you prioritize building new affordable housing units in the James Madison Park (JMP) Neighborhood?

72 responses



Often a developer will offer a certain percent of affordable, below market rate housing units. What percent do you think makes sense for our neighborhood? Ex. 10% means 1 out of 10 units are affordable.

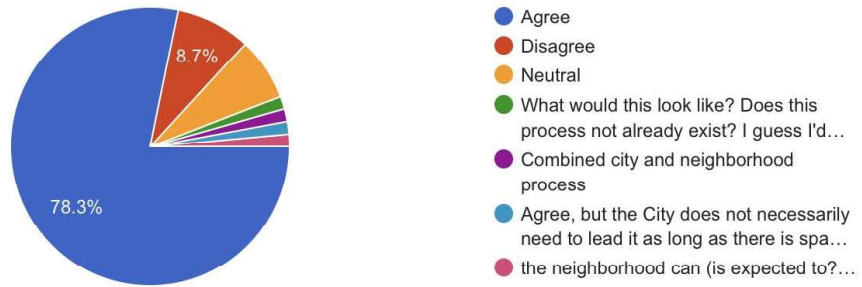
72 responses



Zoning for Building Height

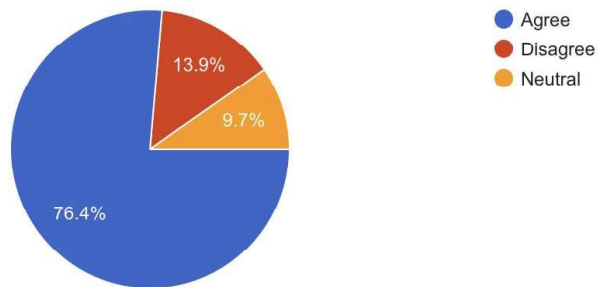
Agree/Disagree: In order to review individual development proposals, our neighborhood should first have a process led by the city to update our neighborhood plan.

69 responses



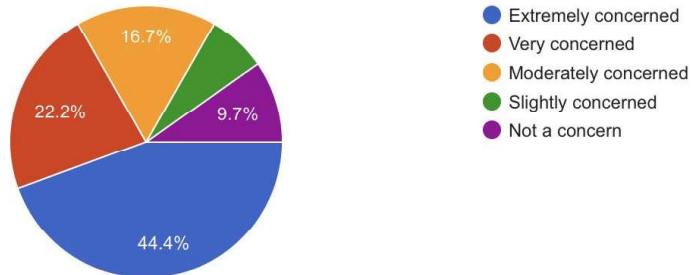
Agree or Disagree: A 10 story building is too big for the James Madison Park Neighborhood.

72 responses



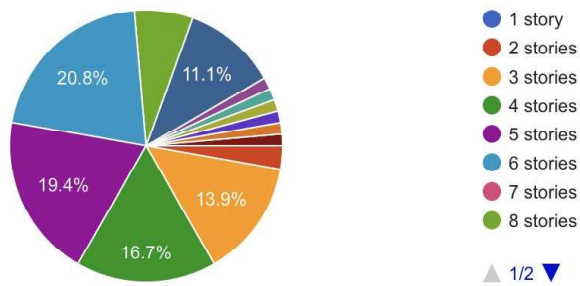
What level of concern is the scale (width/height) of a development in the James Madison Neighborhood?

72 responses



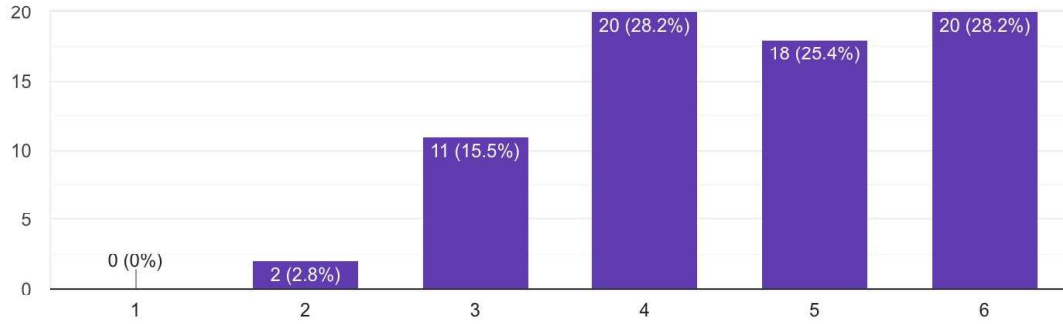
What height do you find appropriate for the East Washington border of James Madison Park Neighborhood? (the space with the 10 story building pictured above)

72 responses



The remaining block from East Washington to Mifflin Street is zoned for up to 6 stories. What height do you find appropriate for these blocks?

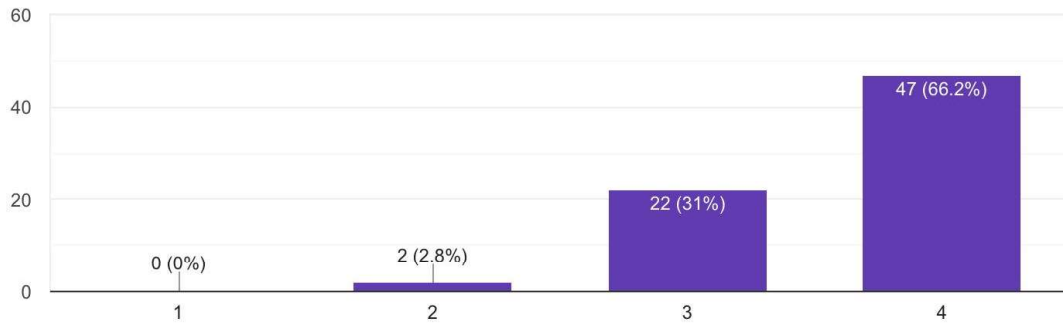
71 responses



From Mifflin Street to Gorham Street is zoned for up to 4 stories. What height do you find appropriate for these blocks?

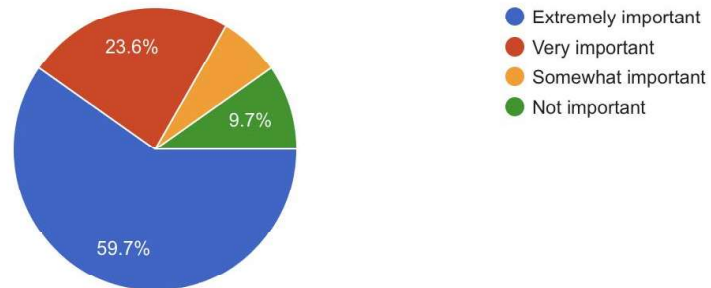


71 responses



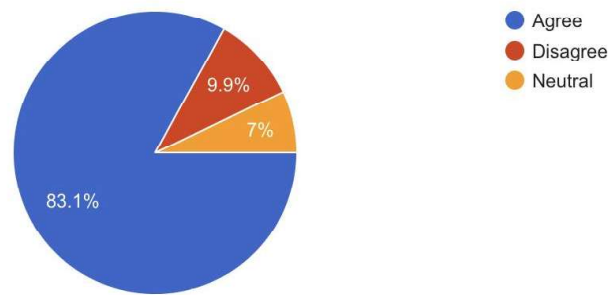
How important is it for you to have green space between the sidewalk and a building?
Recommendations from the Downtown Plan suggest setbacks should reflect the areas in which a property is located. As a rule, buildings in residential areas should be set back between 8 and 18 feet from the property line.

72 responses



Agree or Disagree: Developments built along the East Washington Corridor should integrate and not overshadow the houses directly next to it by stepping down to a reasonable.

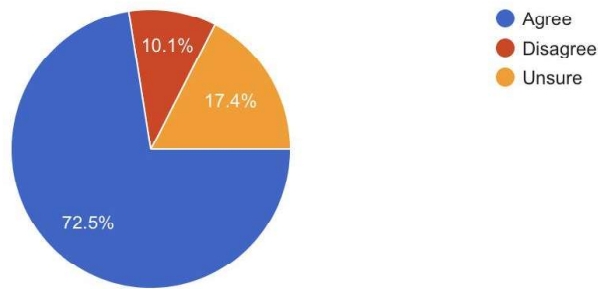
71 responses



Agree or Disagree: The City of Madison should create a plan specific to the James Park Neighborhood separate from the Downtown Plan. The Madison Comprehensive Plan states that the City should, "identify ways to retain older buildings and places that contribute to the special character of an area or are associated with diverse cultures, through the adoption of sub-area plans prior to redevelopment pressures."

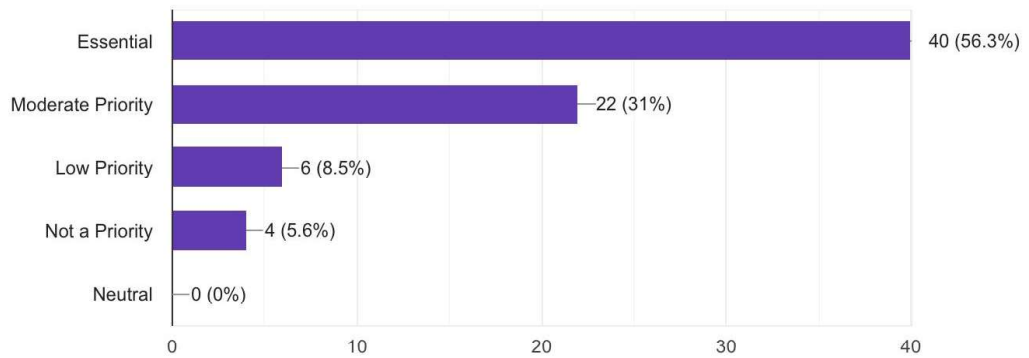


69 responses



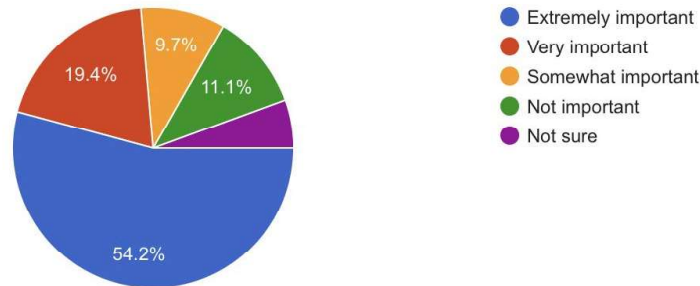
How would you prioritize the preservation of historical buildings in the JMP neighborhood?

71 responses



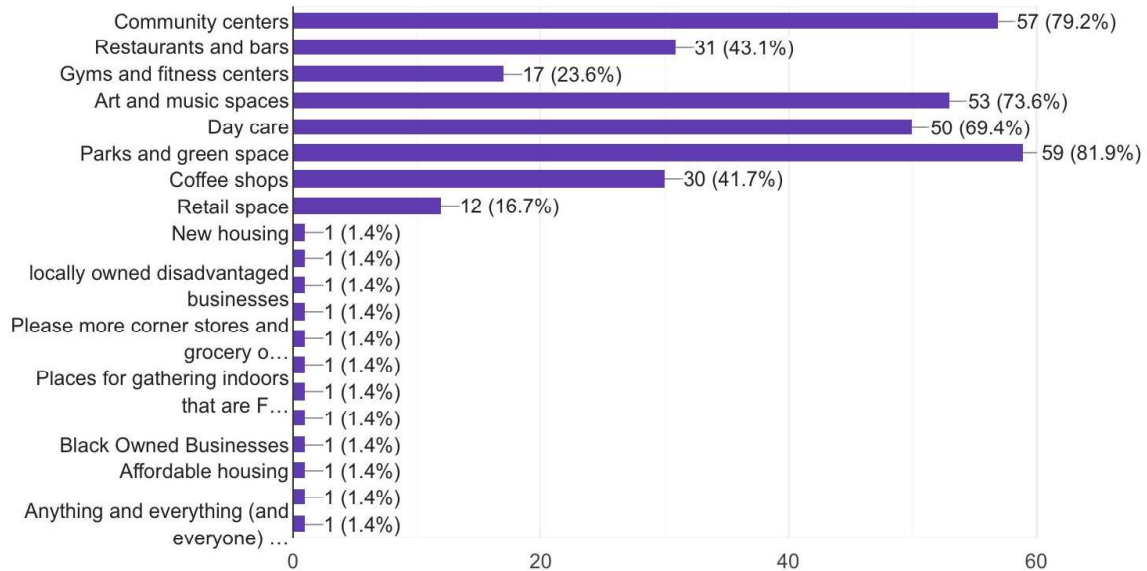
How important is it to you for the developers to use Union contractors when building their project?

72 responses



What do you considerer beneficial additions to our neighborhood?

72 responses



Comments, questions, concerns about scale, height, mass, setbacks and/or setbacks

Transition between commercial development on E Wash and existing residential in JMP is important.

"Due to the hill, shorter buildings closer to the capital are appropriate.

If anywhere in madison should be densifying it should be close to the capitol in the urban core... It is the responsible thing to do from an environmental and congestion standpoint.

Immediate neighbors who would be shadowed should lead this discussion

Front lawns are intensely wasteful uses of space. Backyards are more comfortable, private, and useful. As for the scale, ideally the city should set height limits that gradually increase over time to make sure other buildings aren't overshadowed by new development. That said, I'm extremely hesitant to support an outright moratorium on building taller buildings. Higher density is not a bad thing.

These diagrams presented by the developer do not reflect the adopted Lamp House Plan reduced heights.

This is challenging because it makes sense to not want a 10 story building next to a small residential house. At the same time wanting limited height *can* (depending on how the building is designed and laid out) impact the number of units, impede the price point at where they can be rented out and still provide reasonable cash flow, and conflict with the goal of more moderate and affordable housing options.

I live right by the elementary school on e mifflin and with all of the construction and new developments my neighborhood has little sunlight for anything to grow and has been overrun with dust

The 400 block is not a block for height as an established low density residential area and adjacent to First Settlement historic district. Parts of 500 block on E Wash may absorb some height, well done design can go a long way. The church site is a strong candidate, and for affordable housing, consistent with church intent. The Klinkes corner could absorb an appropriately designed mixed use with suitable integration into residential stock not on E Wash., with a taller component.

Nothing to add

"I am not married to a particular height or ""neighborhood feel"". Designs should take into account that JM is on one of the darkest parts of the hill."

Access to natural light important for all beings and would be affected by taller building structures.

"The existing ""plan"" is a disaster in the making that will destabilize some of these blocks with a crushing effect. Only a very few years ago, the city subsidized home ownership and renovation. There should be a justifiable, measured and reasonable plan to add or replace housing without thwarting individual investment in existing buildings."

Spending a lot of time in Washington DC these days. Some of the most cozy, walkable, residential neighborhoods have limited (20 feet deep or less.)/no front yard space and are 4-6 stories in height. Thinking of Dupont Circle, Shaw, Capitol Hill. Midwesterners really struggle with planning efficient, beautiful buildings in tight spaces. Don't try for suburban values in urban areas. Embrace the urban density. Invest in shared amenities, good materials, and enlightened design. Also, don't fear modern design aesthetics, but given the lack of local design firms who can handle such well, perhaps embracing tried and true design forms isn't the worst idea. I'm partial to City Row, and hate the design of the building on the 700 block of E Johnson Street. (the building directly next to the Caribou is forgettable and middling in its design, which only slightly is an improvement for the design of the apartments constructed next to it). Also, learn from Jane Jacob's mistakes... low density construction in highly urban areas is functionally the opposite of affordable housing (which is also completely a functionally different concept than equitable access to housing.. that's a separate conversation and a human systems problem, not a design problem). JMP is going to shift and change, and buildings are at or are coming to the end of their functional lives, unless you have people with Monopoly money to invest in restoring the existing structures and find it acceptable to take a financial loss... which will eliminate the affordability component. That's where I feel like the small cap program (or a program similar to it) to allow for homeowners to live there and also receive rent/investment income is a novel and special consideration to making the numbers work to keep a number of the existing structures in good repair and financially sound, while inhibiting whole blocks to be assembled by commercial property holdings and investment interests that encourage mass-tear downs. Regarding density and height, I disagree with E Johnson Street at JMP being capped at 4 stories, and would support up to 5-6, depending on design considerations, so that by the time you reach the 600 block/Blair Street, it steps down to 4. In the interior of JMP: go up to 4 and allow for some mid-block ground floor commercial. The neighborhood is awesome that it already has some of that. It will also assist the project financials/cash flow projections and rebuild long-destroyed community-supporting retail/services. I'd also recommend looking at increasing density by removing sideyards. The most important part is to have functional activity coming out of multiple front doors vs. a centralized lobby to create activity and eyes/ears on the street. Build front yard-facing porches! Also, fight overbuilding parking. 0.8 for a parking/apartment ratio is fine and will definitely help keep the project financials in check.. so long as you can ensure the bank will underwrite the limited parking. Build quality housing that supports working adults and seniors, not college students. If you want families then really spend time and \$\$ doing your market research. I don't think families are your target market. Trying to shoe-horn that demographic into the existing neighborhood is going to be tough and definitely affects the design and massing questions. Good design is critical for the use and effectiveness of setbacks and/or stepbacks.

No more new huge apartment buildings!!!

Not only do I think that it's completely fine for a development to be as tall as the zoned maximum, I think that there shouldn't be height restrictions.
whatever works best

Any development beyond the scale of the rest of the neighborhood should be granted *only if* those additional stories are proportionately used for affordable housing

I am more concerned about pedestrian and bicycle safety and accessibility. I want to make sure that the physical environment we are creating is accessible to folks with disabilities and that we are building spaces that prioritize walking, biking, and public transportation as a means of transport to get to the location.

The best part of my backyard is standing in the shade of the looming oak trees. The presence of a large building would not only undermine the beauty of these living relics, it will limit the amount of sunlight that filters into the house. This diminishing light would have immeasurable effects on the mental well-being of residents.

"We should focus on preserving our traditional housing and neighborhoods and encourage owner occupancy with incentives for owners to add appropriately scaled and affordable housing. ""Walling"" in traditional neighborhoods by surrounding them with large tall structures is a poor design especially in our narrow isthmus!"

Building height is about far more than aesthetics! It's about having a community and neighborhood feel, it's about a sense of home and personalized space. It's amazing to me that I can live so close to the downtown and still feel I'm a part of a neighborhood. This would be destroyed if taller buildings displaced current structures.

"Requiring setbacks will just end up causing developers to seek taller buildings. If you want shorter buildings the easiest way to make that feasible is to reduce setbacks. All the walkable commercial districts in Madison have no setbacks and people love these areas (Atwood, Willy, East Johnson). Setbacks also just end up reducing backyards on houses/apartments which are typically much more useful to residents than the token required front yards that setbacks mandate.

Additionally, there are already plenty of 3-4 story buildings between Gorham and Mifflin so I don't see how revising that would help anything. "

Comments, questions, concerns related to equitable development

We need to maintain affordable housing

It's long past time to have a proper neighborhood plan and historic property assessment of the neighborhood.

Equitable housing should consider low wage workers who work in restaurants downtown. They often make less than \$500 a week.

Height of building should be in keeping with surrounding buildings. We need affordable housing, but there should be lots of it, not just a few units as an excuse for a ridiculously tall building. We can't have everything. We can't have preserve historical buildings, restrict to only single family/duplex/triplex style housing, and maintain affordability given this is such a desirable neighborhood. So my preference is allow as much development as the market desires but encourage/require affordable units set aside (inclusionary zoning).

We should establish more cooperative housing.

Building affordable housing does not mean developers and property owners have to forego earning money on their investments. We live near the city center, and building taller buildings is entirely appropriate. We cannot, however, use that as an excuse to remove poorer citizens from their homes, and it is flagrantly immoral to do so, not to mention the second and third-order effects it would have on the city's economy would certainly be detrimental. The people living in these neighborhoods are not just students, but workers at local businesses. There can be enough space for everyone to live here, and I cannot for the life of me figure out why wealthy people insist on separating themselves from the rest of society. You live in a city for Christ's sake, try and act like it.

I'm in favor of affordable housing, moderate income housing, and expanding diverse paths to homeownership. My concern is that sometimes lengthy processes drive up the cost of development by increasing the timeline and amount of resources that have to be invested on the front end - sometimes making the end goal of more affordable & moderate income housing more difficult to achieve

Future development needs to provide affordable housing. I also question the need for more empty retail space in new developments.

Exchange height for AH? Take a holistic look at the neighborhood and planning goals.

Nothing more to add

I am less interested in what type of housing is built. I care more that people of backgrounds have a chance to move in.

"In relation to the question ""Agree or Disagree: James Madison Park Neighborhood should have density bonuses, meaning developments can be taller if affordable housing is included in the project."" - I believe that there should be incentives to including affordable housing and that the allowance for increased height should be done with a critical understanding of the impact within the context."

Thank you for the survey Mariah. I bought my first property in 1984 on 16 North Blair Street. I lived there while attending UW-Madison; I was 19 years old. The neighborhood was mostly UW Madison Students and some MATC Students. There were NO High rise buildings in those days so the near Eastside was kind of a student ghetto. It was student sprawl at best. The

week after I graduated from UW-Madison I could not go downtown. I was too old and not a college student. If I did go downtown people would ask me why wasn't living in Lincoln Park in Chicago like every other College graduate. I was treated like a loser downtown and eventually did all my social activities on the West Side of Madison. In those days there were no YUPPIES (They all moved out of State) There were now empty nesters living in downtown Madison re-living their college days. I boxed for the UW - Badgers and was a bouncer at the Dangle Strip club on East Main Street. The area was full of drugs and prostitution. Downtown especially the near East side was not a desirable place to live. It was a place that a college kid could get cheap- cheap rent. Today downtown we have empty nesters living in condos ; We have Yuppies living and working downtown. We also have the new salvation army being developed along with the Beacon day shelter. The demographics all share the same area. It's a million times better than the early 1980's. Everybody know matter who you are gets a place at the table!!!!!! I have seen families that have lived at the Salvation Army ending up renting from me. They situated their children and then when on to college; earning a degree. They earned the right to upscale their living situation. They were not GIVEN THE RIGHT!!! they earned it!!!!!!! I asked the lady who lived in my new building in 2009. She said she promised herself 3 things 1. She had the DESIRE to do better for herself and kids. 2. She had the DRIVE!! to do better. And finally she developed the DISCIPLINE it would take to increase her living standard. She said if she had some government handout her life would be no better. She said she had a great support group to help her. But in the END SHE EARNED IT AS A SINGLE MOM WITH 2 KIDS FROM CHICAGO. I believe our neighborhood should offer support; mentoring, tutoring. Not a free government handout which took no work to get. Handouts do not provide any incentive to do better. Mariah in the early 1980'S there was no Tax Base whatsoever downtown. The Monona terrace was just a failed dream. The children's museums

Future development needs to provide affordable housing. I also question the need for more empty retail space in new developments.

I think renovation and new construction should take place in some inner blocks at a scale to complement the existing character, rather than reward the highrise development. There must be housing for elderly people, as well.

I don't think any "development" project on a big scale can maintain/further the existing character of the neighborhood

Don't let big business change our community

Don't let big business change our community

It is essential any future development in this neighborhood is affordable, equitable, and centers the demands of the historically oppressed folks whose voices are not traditionally included in these spaces.

Affordable housing is my number one concern. The city of Madison should be obtaining property so build public housing that can be rented out at actually affordable prices.

The City of Madison has made equitable development a priority, yet we haven't seen much follow through. I would like to see the city, developers, and the neighborhood work together to create something that works for everyone. It's been really frustrating to feel like developers can come into the neighborhood and do what they want without engaging those who live here. I would like things other than profit to be considered in development.

Madison is long overdue in providing adequate affordable housing to homeless and low income people. This should be our top priority as more people are homeless or facing eviction.

The issue with surveys is you can sway data in favor of the surveyers biases, and allow the surveyed honest responses to be misconstrued.

Neighborhoods already have input on developments. Some demolition is warranted. Height limits should be more strictly enforced, get rid of bonus floors that every developer tries to get.

Prime real estate on the isthmus or on the lakes is expensive, therefore rents are high.

Affordable housing is already included in many developments.

We should also prioritize and incentive new construction that is LEED Certified, and uses local and reclaimed materials. LEED also has the added benefit of helping keep energy bills down for tenants.

The character of Madison's downtown neighborhoods is a key factor in the uniqueness of our city. Development should focus on those sites that are vacant and not demolish our city's long-established and historic housing, which provides affordable housing! The city should encourage homeownership and allow multiple dwelling units in owner occupied homes in the downtown neighborhoods. This will provide more affordable housing while protecting our city's neighborhood assests.

New developments should have rent caps. Even if a luxury building has a certain number of "affordable" units, 1) there are very few, 2) the exorbitant price of a \$1400+ one bedroom brings up the regular rent everywhere else. Apartments that were under \$1000 a year ago are \$1200+ now. Affordable housing is about much more than just specific dedicated affordable housing units.

It is unacceptable to demolish multiple historic buildings and affordable housing solutions in the name of a development which will include no affordability or connection to the community in which it's built

Growth can be possible without building huge buildings. Smaller scale builders can still have affordable housing units.

Limit development to 4 stories

What do you consider the unique characteristics of James Madison Park Neighborhood?

eclectic mix of 19th and early 20th century housing within 4 blocks of the capitol

2-3 story houses built in the late 1800s and early 1900s of varying designs and characters - not cookie cutter

Diverse population united by access to affordable (in the very literal sense) housing

The architecture of older homes, the public park with lakefront footage

Affordable housing can be had close to a public park.

Very affordable urban living. Other areas around the capitol are more expensive because they are closer to campus.

Historic homes and buildings, diversity, the shared community Use of the park.

Walkability, closeness to capitol square and the lakes.

Without the park it would not have a single distinguishing feature.

Historic homes, sustainable.

Right now, not much. It feels like there's a fight between homeowners and renters about whether or not we can force a suburb into the the downtown area, and a fight between developers and everyone else on whether or not we should let anyone earning less than 60k a year into the area at all. It's a pretty area, but feels out of place considering the location.

This is original fabric of Madison with a sense of time and place where underrepresented community members have continuously invested and existing original lot sizes have been conserved.

The mix of naturally occurring affordable housing is a blessing in a rapidly gentrified community. With that said, the city needs to promote (via low-interest loans, grants, tax credits, etc. real investment in maintaining that housing stock as much of it needs structural improvement and repair. It may also be possible for the city to partner with Sustain Dane & Focus on Energy to increase funding / options for weatherization, as well as partner with students from MATC's construction program to increase the number of skilled in working in older homes and buildings and preserving their unique charm.

The architecture, the public green spaces and gardens

Historic buildings and the park itself.

I think James Madison Park is one of the most diverse spaces in the whole city--people of all backgrounds gather there. I think our Neighborhood should take its cue from that--our demographics should also represent the peaceful and positive gathering of people from all walks of life. Clearly there are so many people from all walks of life who want to gather in our Neighborhood.

Tree lined streets and James MADISON Park

Lots of green space and gardens. Setbacks don't really mean much if they aren't used by the residents- like the woodchipped areas down Mifflin street in front of the really big apartments on the 700 block. The gardens in front of the apartments on the 600 block are always wonderful to walk by, and I often see residents out there talking or enjoying the sun. Porches also contribute to this feeling- maybe having an outside area dedicated to a café might be nice.

Livability, historic fabric, diversity, opportunity for affordability, walkability, JM park, the historic site off Butler(?).

"Its residential character and park

"

Many of the rental units in the area are relatively affordable and it isn't completely dominated by students.

The connection to Lake Mendota, the access to downtown, the older homes (some in need of exterior improvements), and the access to the bike trail.

Historical feel, open space, sidewalks, limited traffic

Tree lined streets and James MADISON Park

Older and very early buildings, a variety of 19th Century houses, walkability, the lakeside park.

sloping topography from Capitol Square. Inherent walkable nature to its streets. Mix of retail/commercial and residential in a pre-war fashion. Prince Albert Hall... note on your union question: there's significant racial barriers and discrimination within union vs. non-union labor in Madison. (Union labor not very racially diverse..)

The lake!

Welcoming, green, eclectic

Mix of green spaces, small businesses, and historical architecture

Mix of green spaces, small businesses, and historical architecture

Houses with character, few apartment complexes, tree lined streets and lake access

The old houses and young adult + family vibes mixing.

The James Madison Park itself & the variety of activities that one can participate in there. The centrality of its location; public transit is accessible and one can easily get to the east or west side from our neighborhood. The buildings! We have so many old buildings that were built in the early 1900s that retain that unique character. I appreciate the diversity of the neighborhood although it's clear that the near east side neighborhoods are quickly becoming gentrified; we need to prioritize affordable housing.

Community

The variety of architecture and the green space.

It's got a decent amount of black folks living here, preserving the cultural heart.

It is the look and feel, the human scale, the rhythm of built and open spaces of the traditional housing and other structures built long ago in the neighborhood.

Close to the square, beautiful, calm, quiet, full of vibrant community

Green space, historic buildings, being downtown while maintaining a neighborhood feel, being more than a space for students and Epic employees. This neighborhood can do so much better than gentrify!

The vibe

Mix of green spaces, small businesses, and historical architecture

Mix of green spaces, small businesses, and historical architecture

James Madison Park Neighborhood is home to many of my coworkers, friends, people who are long time renters and new homeowners. These people, like me, have chosen to live here because it is a charming, affordable neighborhood close to work, a grocery store, the park and the amenities of a walkable downtown.