

**From:** [Kevin O'Brien](#)  
**To:** [Plan Commission Comments](#)  
**Subject:** Zion redevelopment Agenda items 10-13  
**Date:** Monday, April 25, 2022 4:05:35 PM

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I am opposed to amending our neighborhood plan in order to accommodate one project being proposed by one developer. I was surprised to learn that such an amendment is being sponsored by our alders. This project is not viewed favorably by the local residents.

I am opposed to re-zoning the Zion parcel in order to allow a 32 unit apartment building. This project has little support in the neighborhood. Most of us would prefer housing be built within the restrictions of the current zoning. For example, 5-7 owner-occupied townhouses or two-flats. This would increase density, but at a level that can be absorbed by the neighborhood.

If a demolition permit is issued I think it is imperative that much of the church building materials be carefully salvaged for reuse. The church is built of glu-lam timbers, heavy wood decking and many, many tons of still pristine brick. Thorough recycling should be a condition of granting a demolition permit. And should be enforced.

Thank you,  
Kevin O'Brien, LEED-AP  
2226 Rusk Street

City of Madison, WI  
Plan Commission  
Agenda Items 10-13  
2165 Linden Street, Madison, WI  
April 25, 2022

Testimony: Paul Lenhart  
President & CEO  
Krupp General Contractors, LLC (Krupp GC)  
16 South Allen Street  
Madison, WI

Comments below in support of Agenda Items 10-13:

1. Threshold Development and Tyler Krupp do not own or have a financial interest in Krupp GC
2. Tyler Krupp (Threshold Development) has actively for about the last 12 months expressed a strong desire for constructing new housing in Dane County, WI with a repeatable model using only green, sustainable and environmentally sensitive building techniques. In this effort he's landed on Passive House as the best means to accomplish this goal
3. Over this time, Krupp GC as a partner with Threshold, has participated in 5 sessions (1.5-2.5 hours long each) with Threshold staff and its Passive House consultant, Precipitate Architecture, Planning & Research, Minneapolis, MN. The purpose of these classes has been for all of us to learn (as a team) how to build sustainable structures according to Passive House guidelines. Four project managers and one assistant project manager from Krupp GC have been involved in these sessions
4. Threshold has stated very clearly that their goal is for all future building to be done sustainably using Passive House guidelines. Despite the fact we have provided our professional feedback and advised them of the negative cost implications they have been steadfast in their determination and commitment to build using the Passive House model
5. Through the years many of our clients have expressed a desire to build sustainably but when they learn of the significantly higher costs most retreat and choose not to spend the money. Threshold has been different and have chosen to forge ahead despite being advised by us throughout this learning process of the higher costs associated with Passive House construction
6. The overwhelming opinion in this matter is that Tyler Krupp feels that building sustainably is a moral imperative

**From:** [Ben Nerad](#)  
**To:** [Plan Commission Comments](#)  
**Cc:** [Foster, Grant](#)  
**Subject:** Comment on Zion Project: 2165 Linden Item 10-13  
**Date:** Sunday, April 24, 2022 1:41:17 PM

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Hello,

I am writing in support of agenda items 10-13, regarding the Zion redevelopment project at 2165 Linden Ave.

I purchased a home in this neighborhood four years ago because I liked the current arrangement of largely single family and duplex properties abutting higher density development along Atwood. However, it's clear that Madison's housing market (and the housing market nationally) is at a crisis point, largely because of a lack of supply of new housing ([citation 1](#), [citation 2](#), [citation 3](#)).

A review of home sales prices and current assessed value near the Zion property shows how the neighborhood has tipped from one that was once affordable to one that no longer is, with increases in home values far outpacing inflation. Many homes around the Zion site were purchased for \$50,000 - \$90,000 in the 1980s and 90s, and would be worth \$130,000 - \$200,000 today had those sales prices simply kept up with inflation.

Instead, those homes today are assessed by the city at \$300,000 - \$500,000. My own house at 209 Division St was sold for \$44,000 in 1986 and would be worth \$115,000 today had the price simply kept up with inflation. Instead, it's currently assessed by the city at nearly \$360,000. This neighborhood is no longer affordable because housing supply has not kept up with demand.

In addition, Madison's apartment vacancy rate continues to be lower than the ideal 5% which better balances tenant and landlord interests ([citation 1](#), [citation 2](#)). As a result, apartments are less affordable city-wide. This project would add to the overall supply of apartments in Madison, which on balance will improve affordability.

This project is not perfect. Personally, I would prefer a mix including owner occupied and affordable units with a slightly reduced massing. However, it's clear that the housing market is at a crisis point, and we need to add more housing units to address it. Because of this need, I support agenda items 10-13 of the April 25th Plan Commission meeting.

Thanks,  
Ben Nerad  
209 Division St., Madison

**From:** [Matt Becker](#)  
**To:** [Plan Commission Comments](#)  
**Subject:** Comment on Zion Project: 2165 Linden Item 10-13  
**Date:** Friday, April 22, 2022 3:22:01 PM

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We're writing to express support for the planned development at the Zion church property that sits directly across the street from our home.

We were torn on this decision, and we see both pros and cons. A neighborhood vision for the Zion site was developed last summer that included elements related to parking/traffic, townhouse style design, height of no more than 2 stories with 3rd story stepback, affordable housing, fewer than 20 units, and sustainability features among other elements. In a perfect world, we would prefer a development meeting all these criteria. However, over the past months there have been multiple rounds of negotiation with the builder that we think resulted in significant and meaningful improvements to the original design, such that we feel comfortable with the project.

The future of this site involves a process of negotiation and compromise in which the neighborhood has some voice to influence but not final decision rights. To that end, we want to use our influence to maintain the gains achieved over the past months that align to neighborhood feedback:

1. Traffic impact has been mitigated by routing to Atwood/Dunning and away from the neighborhood
  - Placing the exit/entrance on Division or Dunning would channel greater traffic through the neighborhood. Instead, the builder will put a "no left turn" sign on the Dunning St exit to funnel traffic towards Atwood and encourage use of the direct Atwood exit
  - The builder has promised to lobby with us for ongoing traffic mitigation improvements
2. It's fully parked with underground parking
3. The scale is lessened by setbacks from the curb and a stepback on the 3rd story
4. Townhome entrances provide an opportunity for neighborhood interaction
5. Related to sustainability, the builder intends to pursue "passive house" net zero ready standards. This represents a 'first-of-its-kind' endeavor by a for-profit developer in Madison on a multifamily project and would lead to similar future projects throughout the city. This sustainability aspect of the development is very special and presents a significant opportunity to positively impact the broader community now and in the future.

### **Density/Housing Shortage**

There's a housing shortage in Madison; adding to the housing supply positively impacts that problem. We've reflected on this shortage when considering the new development. We listened to [this podcast](#) that talks about how current residents impact local housing availability. To summarize the most relevant point: A key driver of our current housing shortage is opposition to higher density development from existing neighbors. Nearby opposition to this project exists as well.

Many people in our neighborhood have lived here a long time, buying homes during times of much different economic and housing market conditions. Those of us in that situation are quite lucky, and we've heard many people express concern that they couldn't live in the neighborhood today due to prices or availability. Decreasing available housing units in the neighborhood doesn't help remedy that situation and works to the opposite. Adding density on this site beyond the current zoning offers only minor relief to the broader housing issues, but we are open to doing our part in that.

As we look across the street and see an apartment building in the future, we hope to view that as a group of people who now have the opportunity to join our neighborhood—in the same way that existing neighbors like us have had the privilege to join the neighborhood previously.

### **The Past and The Future**

As mentioned, there have been ongoing discussions with the developer to try and shape the building to the varied preferences and needs of the neighborhood. Different people have very different perspectives about the process and dialogue that occurred between the developer, neighbors, alders, and the neighborhood association. From what we observed, everyone involved was working with good intentions through a very challenging situation. We have appreciated the ongoing, good-faith efforts of all parties—even when we might reach different conclusions on complicated topics.

Although we negotiated improvements, we didn't fully achieve our goal as we didn't reach a consensus around support for the development.

Some hope to see a building (or buildings) that align to the existing lower density zoning specifications with additional features incorporated like affordable housing. Others worry that if this proposal is declined the site will be purchased, held vacant until zoning laws relax, and then something worse developed without the opportunity for the neighborhood to influence. Either could happen. Most of us would likely cheer the first outcome and be very disappointed by the latter.

Those possibilities aside, we have a proposal today that can be evaluated on its own terms. As described above, we feel the proposed building provides many positive features that align to neighbor input, were achieved as a result of mutual compromise, and work in service of the greater community. Therefore, we offer our support.

Matt and Erica Becker  
246 Division St  
Madison, WI 53704

**From:** [Paul Johnson](#)  
**To:** [Plan Commission Comments](#)  
**Subject:** 2165 Linden Ave  
**Date:** Wednesday, April 20, 2022 6:21:20 PM

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I oppose this plan as it appears at this time. This is a residential neighborhood with old homes and single family homes as well as a few 2 to 3 flats. This building is not congruent with the neighborhood, and will likely increase traffic dramatically on residential streets. Most development like this is best limited to busy thoroughfares such as Atwood ave, Winnebago, and Willy St.

Paul Johnson, owner , 238 Dunning St.

**From:** [Tom Liebl](#)  
**To:** [Plan Commission Comments](#)  
**Cc:** [Foster, Grant](#); [Benford, Brian](#)  
**Subject:** Fw: Item 699837, SASY NP Amendment, 4/25 meeting  
**Date:** Thursday, April 21, 2022 8:06:14 AM

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Dear Plan Commission members,

Up until the late sixties, the parcel now referred to as the Zion site was, in fact, occupied by at least two residences and a small church. For the next fifty years it was home to a larger church and its parking lot. All this time it was a well-recognized part of the Hawthorne Park residential neighborhood, by the residents, the SASY Neighborhood Association, and many years of professional City planners.

The current Comp Plan did not make a mistake when it upheld the separation line between the TR-VI zoning and the commercial zone along Atwood Ave. The size of this parcel does not automatically entitle the owner to construct a commercial scale apartment building totally out of context with its neighbors. This parcel can be easily and appropriately developed within the limits of TR-VI zoning, thus maintaining the essential look and feel of our unique and livable neighborhood.

Predictable zoning boundaries are fundamental to the preservation of neighborhoods. Any modification to the Neighborhood Plan requires an open process on a neighborhood-wide basis, and only after due consideration of the potential impacts, with ample opportunity for Public input. None of which occurred in this case. In fact, the SASYNA board declined to vote on this NP Amendment.

There is no significant community support for this Amendment. It would appear to only benefit a few special interests, and on that basis alone should be rejected out of hand.

Thank you for your attention.

Tom Liebl  
Anne Reynolds  
2139 Linden Ave

**From:** [Howard Landsman](#)  
**To:** [Plan Commission Comments](#)  
**Subject:** Comments on Zion Lutheran Church Redevelopment Project  
**Date:** Wednesday, April 20, 2022 3:01:50 PM

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Dear Plan Commission members: I am a 40+ year resident of the SASY neighborhood who's writing in support of the proposed demolition permit, rezoning, and Schenk-Atwood-Starkweather-Worthington Park Neighborhood Plan amendment needed to advance redevelopment of the property at 2165 Linden Avenue by the Threshold Development Group.

Before moving elsewhere in the neighborhood, I lived for about 10 years (in the 1970s and 1980s, when the Barrymore was an X-rated movie theater) within a block of this project's Linden Avenue site. I know the area well, and have delighted in the many positive developments that have occurred in the Atwood corridor over the past 30 years, esp. from Dunning Street to Schenk's Corners and beyond to South First Street. This has included several excellent infill projects developed by Threshold President Joe Krupp and managed by Prime Urban Properties, also owned by Mr. Krupp.

I first learned about this latest Threshold project, and the issues raised by some of its neighbors, via articles in the Cap Times ([1/31/22](#)) and Wisconsin State Journal ([1/21/22](#)), and I attended the SASYNA meeting on 4/12/22 to participate in discussions about the remaining concerns. At this meeting, I learned that the project has undergone multiple redesigns to address prior concerns from the neighborhood and from City officials. I also learned that, while largely favorable toward the latest redesign, several neighbors were still upset about (a) the project's density and its impact on traffic and pedestrian safety, (b) the 20+ year-old neighborhood plan being outdated and not reflective of the area's recent development history and current desires of its residents, (c) insufficient communications with the project's immediate neighbors by SASYNA, and (d) the process used by the City (including our new alderman, Grant Foster) to craft the proposed neighborhood plan amendment. By the end of the 4/12 meeting, I had concluded that:

1. the Linden Avenue project will extend Threshold's record of creating attractive, well-built, well-managed, and environmentally sensitive infill projects that are in scale with their surroundings,
2. as have so many of Threshold's projects in the SASY neighborhood and elsewhere around town, the Linden project will help address Madison's housing shortage in a way that's far superior to the fringe area developments that contribute to urban sprawl,
3. being located close to the Capital City Bike Trail, a bus line slated for significant upgrading under Madison Metro's system redesign, and within walking distance of shopping, restaurants, and entertainment venues, it is far less likely to generate traffic and pedestrian safety risks in the Atwood corridor than would a project of similar scale located on the urban fringe, e.g., along the County Highway BB corridor east of I-90,
4. the project will generate more customers for neighborhood businesses than would the lower-density development favored by the few neighbors who still object to a 32-unit building,
5. the objecting neighbors who claim to have just now found out about the project apparently don't read our local newspapers or follow information regularly distributed by SASYNA throughout the neighborhood and posted on their [Facebook page](#),



6. the outdated-ness of the current neighborhood plan is no reason to halt an otherwise desirable development, and our alderman and City staff crafted revised language for the pending amendment that minimizes the risk of unwanted developments occurring in the neighborhood prior to the plan's next updating.

I'd also like to note that [Mr. Krupp](#) and his team at Threshold and Prime Urban Properties have been excellent corporate citizens, both in the SASY neighborhood and elsewhere in Madison. For example, I was a co-producer (through the Greater Madison Jazz Consortium) of a new neighborhood-based series of jazz festivals ("[Strollin' Schenk's Corners](#)") that debuted in the neighborhood in 2014. Helping us expand this series to neighborhoods all around town, Prime Urban Properties was an early financial supporter and promoted our events to their tenants. The Linden Avenue project can't help but enhance the company's commitment to the SASY neighborhood, and that will be a good thing for us going forward.

At that 4/12 neighborhood meeting, I was happy to learn that SASYNA's Preservation and Development Committee voted in support of this project, and I hope you will do the same.

Sincerely yours,

Howard Landsman  
318 Elmside Boulevard  
Madison, WI 53704  
(608) 469-2951