

Hello Alder Rummel and member of UDC,

This letter is concerning the proposed development by Willow Partners on the 700 Block of East Washington, and the proposed amendment to UDD 8 to allow up to 14 stories at the parcel 2b (as noted in the UDD 8 ordinance). This parcel lies within the boundaries of Tenney-Lapham, and many members of the Tenney-Lapham Neighborhood Association (TLNA) participated in the creation of both the neighborhood plan, and UDD 8, which was influenced by the neighborhood plan. Because of the location of the project and the impact the project will have on the Tenney-Lapham neighborhood, TLNA decided to gather neighborhood input using a survey. The process by which survey information was collected, and the results, are both broken down below. A link to the anonymized survey results, including free-text responses, can be [found here](#).

## Process

The survey ran from July 19 to August 11. The survey was advertised over the Tenney-Lapham list-serv, however the link was publicly available and anyone could answer. The survey was anonymous, with responses only being used to verify whether the respondent was a TLNA member. Respondents were asked whether they are TLNA members, and whether they supported, supported with reservations, or opposed amending the Urban Design District to allow for increased height beyond the current 8+2 restriction. Respondents were also asked a variety of free-text questions, and to rank the priorities of the current UDD8 bonus criteria. The complete survey can be found at [the link here](#). In total, there were 111 responses, however 3 people answered twice for a total of 108 individual responses.

After the survey closed, TLNA used the emails provided by respondents to verify whether they were TLNA members. After verifying which respondents were TLNA members, the results were broken down by membership.

## Results

| <i>Would you support amending the urban design district to allow a building up to 14 stories?</i> |           |           |                           |             |
|---|-----------|-----------|---------------------------|-------------|
| <i>Verified member?</i>   | Oppose    | Support   | Support with reservations | Grand Total |
| No  | 8         | 27        | 4                         | 39          |
| Yes   | 33        | 28        | 8                         | 69          |
| <b>Grand Total</b>  | <b>41</b> | <b>55</b> | <b>12</b>                 | <b>108</b>  |

**Table 1. Support for changing UDD 8, broken down by verified membership status**

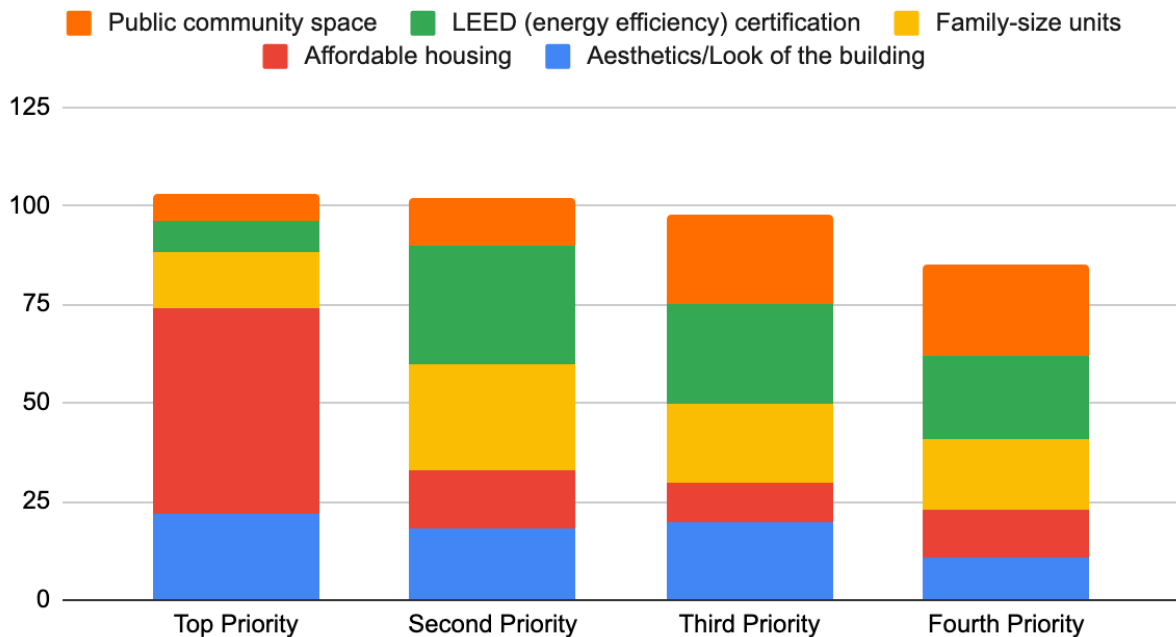
Among verified TLNA members, there was not an overwhelming consensus as to whether to support or oppose the project. However, when combining “support with reservations”

and “support”, the question is practically tied, with a slim majority (36-33) of verified TLNA members in favor of amending the height limit. Reservations among those who chose “support with reservations” will be broken down below.

Among non-members, there was a clear consensus in favor of the project, however there is no way of verifying non-members or how they discovered the survey.

## Priorities

### Priorities based on UDD 8 bonus allowances



**Figure 1. Priorities chosen by respondents**

The top priority for respondents was affordable housing. This was also clear in the free text responses filed by many of the respondents. 89 out of 108 respondents (82%) chose affordable housing as a priority.

The most selected second priority was LEED certification, however more people chose aesthetics as combined first and second priorities than chose LEED.

## Free Text responses



**Figure 2. Word cloud of reservations among people who chose “support with reservations”**

Among those who chose support with reservations, a common concern was affordable housing. This matches with all of the free-text responses, where a common theme was including affordable housing in any new development. This was not a common theme among people who chose “support”, who instead requested less parking in the development.



Many respondents requested both more and less retail space, although there was not a clear consensus. A majority of those in favor of the project were in favor of having less parking. Many noted the proximity of the building to the future BRT line as a reason for including less parking. Many respondents also requested that EV ready charging spaces be included. Respondents also requested that whatever retail space is built should be leased out, rather than remain vacant for extended periods of time.

Another concern raised by many respondents was how the development would affect cars going on the East Mifflin Bike Boulevard. If the parking egress is located along Blount, then the easiest way for cars to go East on East Washington would be for them to drive down the bike boulevard to Paterson, then turn left at the light on Paterson. This would cause increased traffic and conflicts on the bike boulevard.

Because the survey was only advertised on the list-serv, the results may not be representative of everyone who lives in the neighborhood. Additionally, approximately 7,000<sup>1</sup> people live in the Tenney-Lapham neighborhood, and care should be taken to suppose that the ~70 responses from TLNA members is representative.

## Conclusion

To summarize, overall, Tenney-Lapham neighbors are closely divided on the issue of raising the height limit. When adding in “support with reservations”, there is a slim majority in support. The Tenney-Lapham Neighborhood Association has not yet taken an official position.

Of all respondents, including non-members, a majority supports raising the height limit. Additionally, the number one concern for the neighborhood is affordable housing. If UDC considers raising the height limit, there should remain a pathway to bonus stories by including affordable housing. However, that need not be the only path. Respondents also care about buildings that provide neighborhood amenities, including retail, that interact well with the local environment, and that support a happy neighborhood.

Thank you,  
Will Ochowicz  
TLNA Development Chair

---

<sup>1</sup> From ACS 5-year estimates for census tracts 18.02 and 18.04

**From:** [Mary Lang Sollinger](#)  
**To:** [Urban Design Comments](#)  
**Cc:** [Rummel, Marsha](#); [William Ochowicz](#)  
**Subject:** Today's Urban Design Commission agenda: Testimony for item 79239---  
**Date:** Wednesday, August 16, 2023 9:44:07 AM

---

Caution: This email was sent from an external source. Avoid unknown links and attachments.

For today's Urban Design Commission meeting at today at 4:30pm.  
Can you confirm receipt of arrival of the email below?

Please include my testimony below for Public Speaking at the meeting:

My name is Mary Lang Sollinger.

I have been a resident in the Tenney Lapham neighborhood for over 40 years and one of early members of the Tenney Lapham Neighborhood Association.

Currently, I live at The Lyric at 1010 East Washington Avenue where there are 65 units of affordable housing at The Breese and  
and 138 units of high end apartments at The Lyric.

We all share the same parking garage, the dumpster area/recycling area, the lobby's complimentary coffee machine and the rooftop amenities.

It all works very well.

I also own a "mix use" building on State State with retail space on the street level and two levels of residential student housing for over 30 years.

Over the years, I have been active with State Street's events and city issues.

The proposal for the 702 and 734 East Washington is essential for affordable housing because of the need to retain the working class in Madison.

They are an important part of our infrastructure in keeping our city functioning.

Also, the city has made a commitment to the new rapid metro bus boulevard on East Washington Avenue with construction in the near future.

Many of the occupants who need affordable housing do not have cars and would be using this new bus service. Many of them are in the working at lower wages in our restaurants, day cares, stores, etc.

With the retail trends, numerous retail fronts in the newer developments remain vacant, including this developer's building in the 700 block on East Johnson Street.

It may take the developer a longer time fine retail occupants at this location as well.

The Tenney Lapham Neighborhood continues to be a desirable place to live, to rent and to buy homes for families. It is a close knit organization that does a tremendous amount of projects and events that improve and sustain our neighborhood.

All are fueled by volunteers who care about their neighbors and our city.

I urge the Commission to make affordable housing mandatory according to the Urban Design No. 8 Section 12c i. "Inclusion of at least 15% of the dwelling units for families with incomes not greater than 60% of the Area Median Income (AMI) for rental units and/or an income not greater than 80% AMI for owner-occupied units."

Thank you.

Respectively submitted,  
Mary Lang Sollinger  
1010 East Washington Avenue, The Lyric  
608-212-6889