

Public Comments
Public Review Draft Emerson East-Eken Park-Yahara Neighborhood Plan 2015

General Comments	
Which three recommendations are most important to you?	
<ol style="list-style-type: none"> 1. Traffic safety/bike safety measures and connectivity. 2. Maintenance/design/branding of commercial districts. 3. Consistency w/ neighboring uses/design of new proposals – avoid modern/contemporary mixes with historical sites; complement existing development. 	
<ol style="list-style-type: none"> 1. Improve bicycle and pedestrian safety and connectivity. 2. Add more affordable housing – tiny homes, rentals and owner-occupied units. 3. Placemaking and traffic calming with public art. 	
What is Missing	
– Cultural diversity, inclusion, welcoming for people from diverse backgrounds.	
– Roundabouts of primary arterial street intersections.	
– New urbanism and sustainability measures.	
– Screening of commercial with residential.	
– Designing with climate change in mind, especially for stormwater management/flooding/more extreme storms and draughts.	
– First of all, thank you to everyone, both staff and neighbors, for updating this plan. Great job also!	
What Would You Change	
– What is all the housing demand triggering all of the multi-family complexes and ‘campuses’.	
– Any incentives for energy efficiency and solar or stormwater management to property owners?	
– I know signs and banners are cheap and easy, but I’d rather resources go to more substantial changes.	
Other Comments	
– I have heard that there is some push-back from some Madison residents re Metro buses equipped with noise-makers to insure safety. I don’t know whether any of these buses are going to be in my neighborhood, but I would definitely be against anything that adds more noise to the urban soundscape.	
– I’m new to the area and lost my way in matching recommendations with associated maps.	
– Focus area maps – existing vs. proposed.	
– Focus area 1 – like parking in the back and buildings to street edge.	
– Thank you for all of this work!	
Land Use, Housing and Urban Design	
Which three Recommendations are most important to you?	
– #’s 2, 12 and 18	
<u>Focus Area 1 - Eken Park Neighborhood Gateway and East Johnson Street Commercial Corridor</u> - Pg. 17 and Pg. 35 Recommendation #10	Add Eco-land bridge (1 comment that opposed it)
	Love this idea of bringing buildings to the street.
<u>Focus Area 2 - North Street Neighborhood Mixed-Use Node and Commercial Corridor</u> - Pgs. 18-20 and Pg. 35 Recommendation #11 -	How to benefit the area from the Public Market District and Union Corners?
<u>Focus Area 3 - Public Market District and Emerson East</u>	Foster affordable food through small businesses (e.g. stands) to assist people of color.

<u>Neighborhood Gateway</u> - Pg. 21 and Pg. 35 Recommendation #12 -	Safety watch is a negative approach. Instead, lighting and programming should be used to address concerns.
	Welcoming public spaces-public market supporting neighborhood businesses.
	Coordination with Public Market District so the results of this Plan and the District work together. (2 comments)
<u>Focus Area 4 - Sherman/Yahara Neighborhood Area</u> - Pgs. 21-25 and Pg. 35 Recommendation #13	It sounds ok. It should emphasize affordable housing for both owner occupied and rental.
	Consider flipping the density to the back side.
	Having 4 story buildings seems ok.
	High rises should not be visible from Lake Mendota (WI Public Trust Doctrine) 2 comments.
	Any multiunit building must include sufficient parking spaces for residents - that might include boats, RVs, etc.
<u>Focus Area 5 - Sherman/Fordem Avenue Neighborhood Mixed-use Node</u> - Pgs 26-28 and Pg. 35 Recommendation #14	Include more bike paths.
	All housing should be affordable instead of luxury units. They should include underground parking. (2 comments)
	Love this idea - nice reconfiguration of Sherman. However, the parking lot seems too big.
	This dense housing development seems ok in this site.
	Love Burrows Park and live in a 3 story apt/condo building nearby.
	Enhance our neighborhood identity, don't destroy it!
	Urban infill is not our neighborhood's identity!
	Why does the Sherman/Fordem/McGuire triangle need 26,000 sq ft of retail? There is a shopping plaza just a few blocks down Sherman at Commercial Avenue.
	If the key area 5 plan trades park for parking lot, everyone loses!
	Who were the property owners interviewed about key area 5?
	No low-income units; concerned about increased traffic; buildings are too tall – shade existing houses.
	I am not against new development in the Fordem/Sherman area. I am concerned about the high density of development approved and allowed in this neighborhood plan. I'm concerned about parking, runoff, traffic and the damage to Burrows Park.
	I would support a two-story development with restaurants and retail on the first floor. Ideally, I'd like to see the development be condos rather than apartments. I do not think the neighborhood can support increased traffic. It will not be safe for the community.
	It was not clear to me whether there would be a signal intersection at the new intersection. I would argue against it and yet, I think traffic turning left would be very challenging.

Land Use, Housing and Urban Design, Continued	
	Good urban planning provides for appropriate transitions between infill and adjacent properties. The homes and businesses in the Burrows Park Neighborhood are 1-2 stories. A 5 -level apartment complex is not a transition!
	It is not just "key area 5" it is part of Burrows Park Neighborhood!
	"Enhancements and improvements?" or bad planning destroying a 70-year old neighborhood?
	High-rise rentals don't "embody the character" of the Burrows Park Neighborhood.
	Don't pave the park! The plan for "key area 5" is not environmentally friendly.
	Preserve existing single-family and owner occupied areas. Burrows Park Neighborhood deserves this too.
	It is missing ownership of the proposed Fish units. This looks like urban infill without much thought. Creating this high of density is going to cause a degrading of the neighborhood. We need owner vested property.
	Do not change the location of the streets. Do not include any park area in the plan. There are not any buildings along the entire length of Sherman that are that massive. The tallest on Sherman is 3 floors.
	Delete Burrows Park Neighborhood from EEPY Plan – form a representative committee to study and recommend a neighborhood plan.
	Let the sunshine in! We need low buildings and smaller footprints.
	Height of proposed building – more than 2 stories would be too high. (2 comments)
	Road reconfiguration seems to eat up Burrows Park east end where all the soccer games are held.
	Respect for current park boundaries. Consideration for the neighbors who live around the park.
	Change the number of stories and definitely the number of parking stalls.
	Housing on the site is a good idea, the style shown on the panel for “City Row Apartments E. Johnson” would be much better for the this site. There are already 3 strip malls within a mile of the site. I do not see the need for another one.
	Maximum height of 3 stories. No retail on the first floor – there is no demand for that space and we have those things on the corner of Sherman/Commercial. Do something interesting like City Row Apartments.
	Decrease residential apartment number.
	Too high dense development. I'm concerned about parking, runoff, traffic and the damage to Burrows Park. Propose two-story development with restaurants and retail on the first floor. Ideally, condos rather than apartments. It was not clear whether there would be a signal intersection at the new intersection. I think traffic turning left would be very challenging.

Land Use, Housing and Urban Design, Continued	
	<p>I really think the proposal put forth for the triangle area of Fordem and Sherman Ave, near Burrows Park, is worthwhile and will be a good addition to the neighborhood and get rid of what is currently a real eyesore. I hope it succeeds.</p> <p>As a teacher I know that both Emerson and Sherman schools are at capacity. Adding this urban infill with this high density of housing is going to cause overcrowding in the schools. You really need to cut back on the scale of this project to fit the character of the area.</p>
Pg. 26	<p>"Lack of nearby full service restaurants" might come as a surprise to: Banzo, Manna Café, Kavanaugh's Esquire Club, Café la Belitalia, all within a 10 minute walk!</p> <p>How will 93 rental apartment units "improve the stability and cohesiveness" of our neighborhood?</p>
Pg. 33 Table 4 Recommendation #2	<p>Push all new buildings to adopt state-of-the-art energy saving technologies (HVAC) from day 1. No substandard "average" buildings should be approved.</p> <p>Love this idea of getting rid of the Demetral fence.</p> <p>Please include fruit and nut trees (and bushes) as a multifunctional option to diversify and enrich our area when planting additional trees -- in the Pennsylvania Ave and Fordem Ave corridors, along E Johnson by East High School where nearly every tree has been removed and elsewhere.</p> <p>More affordable housing for both rental and owner occupied. (3 comments)</p>
Pg. 33 Table 4 Recommendation #3	<p>Preserve "single-family housing character" of the Burrows Park neighborhood.</p> <p>Affordable housing is a priority. Also approve mother-in-law flats on same parcel as single-family age in place.</p> <p>The Housing recommendations are somewhat conflicting. Need for affordable housing and incentivizing developers is mentioned, but most recommendations focus on owner-occupancy which is inaccessible for many.</p> <p>Plan data says 4 % of housing is affordable, but 40%+ residents carry a housing burden. This indicates that we need roughly 10x increase in affordable housing stock. We need targeted #'s and plan to increase housing security and stability for our neighbors.</p> <p>Focus on affordable housing, especially w/Public Market project coming in. The Pub. Market focuses on equitable job creation, so we need to have more places for affordable living.</p> <p>Please make housing affordability a top focus of the plan, and explicitly recognize the need for affordable housing for older adults.</p> <p>Focus homeownership programs on current residents?</p>
Pgs. 33-34 – Recommendation #6	<p>\$1000 per home buyer's class seems too expensive, especially given limited budgets.</p> <p>Encourage renewable energy (e.g. solar, wind and others), green roof, etc. (3 comments)</p>
Pg. 34 – Recommendation #7	<p>Installation of new windows for single-family homes and multi-family buildings.</p>

Land Use, Housing and Urban Design Continued	
	Please include renewable energy and stormwater management improvements, in addition to energy efficiency. All three are needed in a changing climate.
	Bring back EEEP fest? Some people could volunteer for it.
Pg. 35 – Recommendation #10	Workout and play ground equipment for young and older adults.
<u>Focus Area 9 - Emerson Elementary School Playground and Neighborhood Gathering Area</u> Pg. 36	Maintenance/Branding/Design of commercial districts
Most Important Land Use, Housing and Urban Design Recommendations	Focus Area #4 and #5
	Consistency with neighboring uses/design of new proposals – avoid modern/contemporary mixes with historical sites – complement existing development.
	#8 Pg.34 and #14 Pg. 36
General Comments	I would appreciate the zoning / density not to be set backwards from where it is now - in fact increase the density - for urban density in Green! I would hope that the density or zoning plan would reflect the current use, as in that of Sherman Terrace Condominiums, Lakewood Gardens, the apartments on Fordem Ave. If any decrease is in the draft, I hope you would notify the owners of that intention to down zone so that we may express our opposition.
Local Economic Development and Employment Opportunities	
Which 3 recommendations are most important to you? – #'s 2, 3, and 5	
Pgs. 37-38 - Goals	I like the idea of having diverse and affordable businesses and customers.
	Add supporting cooperative businesses as an explicit economic development goal.
Pg. 39 Table 5 Recommendation #2	Consider working with commercial real estate brokers to promote the area
	Please add grocery stores and other stores selling household staples (hardware, clothes, etc) to the list of new business types to encourage. Potential partners for this strategy include Mentoring Positives, Goodman Center and FEED Kitchens.
	Work on 20 minute neighborhood. Everything we need within 20 minutes walk/bike/bus.
Pg. 39 Table 5 Recommendation #5	Encourage to have more coffee houses. (3 comments)
	Consider a coffee house location along Commercial Av. Near dog park.
	The area needs more coops.
	Encourage more local-based businesses.
	Encourage more local-based businesses.

Transportation Safety and Efficiency	
Which three recommendations are most important to you? – #'s 1, 3 and 14	
Pg. 40 Issues	We will be adding to the traffic congestion as Fordem Avenue is a very busy street already. Some of the traffic gets diverted at Sherman Ave. right now but if that is blocked, cars will be backed up for miles. (3 comments) Please add to the E. Washington transit issues that bike lanes disappear in winter!
<u>Focus Area 5 - Sherman/Fordem Avenue Neighborhood Mixed-use Node Pgs. 26-28</u>	Ensure all railroad crossing are made safe for wheelchairs, strollers, bicycles, etc. The Fordem/Sherman intersection is very busy and even with the street design changes in Area #5; has traffic flow been considered if there are an additional 90+ housing units and retail? Traffic signals? Make Sherman 4-lanes again?
Pg. 42 Recommendation #1	Add a bike/ped light at 1st St. and Johnson that stops all traffic.
Pg. 42 Recommendation #3	Please get longer crosswalk times.
Pg. 43 Recommendation #6	yes, it needs bike/ped safety improvements and a better connectivity.
	Please do not make 4th and 5th St. one way. Speed bumps would help with traffic issues. (3 comments)
Pg. 43 Recommendation #9	Incorporate downward - pointing light fixtures for all future street lamps.
Pg. 43 Recommendation #11	Protect and enhance bus service. Prefer alternative to transfer stations, since they are isolated, not physically connected to other amenities.
General Comment - Madison Metro Routes and Stops	It good be great to have a transit hub in the Public Market District. (2 comments)
	The area along East Johnson and 3rd St has a bike safety issue, especially during morning commute.
General Comment - Bike Paths and Routes	Devise a bike friendly route to the East Towne mall area shopping district as E. Washington Ave. is currently unpleasant and unsafe; perhaps the route could be partially on E. Washington and partially on neighborhood streets.
	Please add more B-cycle stations (e.g. Demetral Park and Commercial Ave.)
General Comment – Land bridge	Consider adding an eco-land bridge on East Wash further east.
Most Important Transportation Recommendation	Pg. 42 Recommendation #1 - In Transportation recommendation, in conjunction with the Public Market District, evaluate impact on residential street parking (Mifflin and Dayton especially). Residential parking permits?
	Traffic Safety/Bike Safety measures and connectivity.

Parks, Recreation and Open Space	
Which 3 recommendations are most important to you? – #'s 1, 3, and 4	
Pg. 49 Recommendation #1 Demetral Park	Add public art like sculptures.
	Work with the City Police to protect the area.
	Add amphitheater near park shelter for music and other activities.
	There is a significant cost to reserve the Demetral Park shelter. Please consider lowering this to promote greater usage.
	Ensure game sites would be used by asking residents if they want them.
	This would be an excellent park for public art.
Pg. 50 Recommendation #3 Burr Jones Park	Public art is mentioned in many parts of the plan and in reference to many sites, which I appreciate. However, it is not clear to me where public art is a priority, and I am concerned that given limited budgets, encouraging public art everywhere means it may happen nowhere. Please add a short list of priority areas for public art. I encourage you to include Burr Jones Park on that list.
	Potential for motor boat landing as it would have good access to Public Market District.
	Build railroad crossing and make it safe for bicyclists and people with disabilities on Burr Jones and Yahara Parkway.
Pg. 51 Recommendation #4 Yahara River Parkway	Bike path by Yahara is large feature of my life. I walk it to Willy St. and for exercise.
	Think about other potential garden raised beds within the planning area.
Pg. 51 Recommendation #6 McCormick Community Garden	Programming for middle and high school kids would be great.
Pg. 51 Recommendation #8	Programming for middle and high school kids would be great.
Community Health and Wellness	
Pg. 53 Issues	The litter around East High is a significant issue. Can / will the city encourage the school to add more trash cans (they're almost all on the 4th St side)?
	Our neighborhood has had issues with volunteer "watch" programs in the past, and I am afraid this approach may make our area less welcoming and neighborly. Please remove the neighborhood and park watch idea from the plan, and instead focus on encouraging positive activity and amenities that enhance areas of concern.
	The worst airplane noise issues are caused by military flights. Can / will the city encourage military flights to stay further away from residential -- especially densely populated residential -- areas?
Pg. 55 Recommendation #1	Our neighborhood has had issues with volunteer "watch" programs in the past, and I am afraid this approach may make our area less welcoming and neighborly. Please remove the neighborhood and park watch idea from the plan, and instead focus on encouraging positive activity and amenities that enhance areas of concern.

Emerson Elementary School	
Emerson Playground - Pg. 50 Recommendation #2 and Pg. 36 Recommendation #15	I like the idea of all ages playground equipment. It should include pieces designed to help older adults.
	I like the idea of all ages playground equipment. It should include pieces designed to help older adults. Make the stage accessible.
Yahara River Corridor Conceptual Design	
Option #1	I like the idea of storm water/wetland. Adding rainwater harvesting and programming events regarding climate change would be great.
Option #2	Include a skate park.
	Please build permeable pavement everywhere. My experience is everyone wants an amphitheater and no one uses it.
Option #3	Direct public access to parks, the Yahara River parkway and Mendota lake must be maintained, for example not replacing parks with waterfront condos or businesses that block or limit public access, and set backs from park space for private land development.
	Direct public access to parks, the Yahara River parkway and Mendota lake must be maintained, for example not replacing parks with waterfront condos or businesses that block or limit public access, and set backs from park space for private land development.

Horvath, Linda

From: Kevin Revolinski [revtravel@yahoo.com]
Sent: Monday, June 15, 2015 4:42 PM
To: Horvath, Linda
Subject: Draft Emerson East – Eken Park - Yahara Neighborhood Plan

Hi Linda,

Just thought I'd throw my two cents in here about the neighborhood plan.

Focus Area 4 is directly behind my home at Sherman Terrace. Currently, we enjoy a nice strip of woods between us and the next property, with mature cottonwoods and a solitude unimaginable in an urban environment. Our concern is that the proposed projects would destroy this while bringing in 5-story buildings and its accompanying parking woes. Sherman Terrace already struggles to accommodate 3-story, 6 unit buildings. The building height will change the character of the entire neighborhood including Tenney Park. The expansion of the park along the riverside is great, but what this neighborhood needs is **community gardens** and this space behind CARE Wisconsin/former Sony building would be perfect for such a project. I see one of the plans (I think) leaves some space for such a thing (which is a good idea), but would that be open to the public or merely the residents of the new buildings?

We've seen how the taller residential spaces have altered neighborhoods throughout the city, especially the "shadowed canyon" effect that is growing on State Street, what once was a model of our city's charm. So the building height (listed as 4-5, which will assuredly be 5-6 when the actual developers move forward) defeats the incredible Tenney Park experience, which, thanks to tree and building height, makes one feel like there are far outside the city center.

Filling in what green space remains rather than expanding or at least preserving it, should not be our goal. While the **Focus Area Five** proposal at least calls for 3 stories in the stats, the drawing shows 5. This takeover of the front 1/5 of Burrows Park is explained in the plan as "helping to create an attractive entrance with a readily identifiable character." But rather than passing a nice lush park with a popular disc golf area, those who enter will be confronted by towering brick and mortar apartment blocks, three-stories taller than all the surrounding single homes and mature trees, plus parking lots. This is an attractive entrance? I can understand improving what's there (though one must admit the old clock shop is a charmer), but this seems just a modern step backward, which not uncoincidentally, will be highly profitable. For whom? Developers? Outside investors? Surely not residents of this marvelous neighborhood. There are ways to do this without going over the top, but they may not turn as large a profit for someone. I am concerned we've lost the modesty in this city, and are sacrificing the sweet life for a common and cluttered one driven by financial interests rather than quality of life needs. How can we be considering building into an isthmus park?

Also, Banzo, a great addition to our neighborhood that also blends in stylistically with it, would be knocked out in that proposal (judging by maps) and either run out by higher rents or end up in yet another cookie cutter project like every other single condo structure we keep seeing.

If our neighborhood is restaurant-poor, we should look at that differently. Banzo has been fantastic and offers views to a park (for now). Other restaurant ambitions on Fordem and Sherman are there. Are they doing well? If not, maybe we need better restaurants rather than just more of them. Will new commercial space under condo towers be affordable enough for a local small business or will they end up as suburban ditto-mark franchises?

Why not convert the CARE Wisconsin building to several dining spaces (with a lakefront view and top deck space), and keep half that parking lot and leave the rest for community gardens? Why not build in and around the current Banzo location with modest commercial space and/or 2-3 floor residential on the Fordem side of Sherman Ave? Blocking the park seems a horrible idea, closing it off from passersby and eliminating it as the "gateway" for which the plan calls.

That's probably more than two cents worth of thoughts, but keep in mind there are many people in this neighborhood who, like pessimistic or fatalistic voters, won't bother to express their thoughts, knowing that we are on the lower-end of income (why else live at Sherman Terrace, right?). From what we've seen time and time again, bigger wallets nearly always prevail. Feel free to stop by sometime and see how amazing our backyard is.

Kind regards,

Kevin Revolinski

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Don Lindsay
1716 Northfield Pl.
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June 22, 2015

Linda Horvath, Urban Planner, AICP
Planning Division
Neighborhood Planning, Preservation & Design Section
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I am writing to oppose the EEEPY Public Review Draft Neighborhood Plan for Focus Area 5. Building housing on the site is a very good idea, but the scale of the proposed project would adversely affect the experience of those visiting Burrows Park and the general character of the surrounding neighborhoods.

Burrows Park is one of the reasons why I moved into the neighborhood and one of the reasons why I have stayed for over 30 years. I live within sight of Burrows Park and visit it often.

When I look east from within Burrows Park, the horizon is dominated by trees and the open sky because none of the buildings east of the park are more than two stories tall. Apartment buildings four or five stories tall would dominate the horizon and degrade the natural character of Burrows Park. Any sense of privacy would be destroyed under the gaze of apartment residents. Properly scaled housing would preserve Burrows Park as a quiet and pleasant retreat.

Between Burrows Park and Warner Park, there are dozens of apartment buildings. None are more than three stories tall; almost all are one or two stories tall. If they are financially viable, similar sized units should be successful at the site of Focus Area 5. New residents on this site will have Burrows Park in their backyard, with its direct access to the shoreline of Lake Mendota. The market rate of the rents at Focus Area 5 could be at least as high as those of the any other apartment units in this area.

The proposed retail space in the project will also harm the character of Burrows Park. Delivery trucks and customers' cars will increase noise and air pollution. After dark, light pollution from store front windows, electric signs, and vehicles will flood Burrows Park. There are already three strip malls within a mile of Focus Area 5. I see no need for another one right on the edge of Burrows Park.

Incredibly, the proposed project puts all automobile access and much of the parking on the side of the site visible from Burrows Park. The proposed design maximizes the adverse impacts on the park. There should be access from Fordem Avenue. If the project generates too much traffic for safe access to and from Fordem Avenue, moving the congestion to the streets on the far ends of the site will not fix the problem. Instead, reduce the scale of the project to reduce the traffic congestion.

Here is a quote from page 18 of the Emerson East-Eken Park Neighborhoods Plan dated March 17, 1998:

N e i g h b o r h o o d G o a l s

1. Retain and maintain existing single and two-family housing stock with the exception of major redevelopment sites on/or along major transportation corridor. Promote owner-occupancy within single-family to four-unit structures.
2. Encourage minor and major upgrading of electrical, plumbing, weatherization, and energy efficiency.
3. Ensure that rehabilitation and new construction in the neighborhood is consistent with the character and integrity of the neighborhood. Retain the architectural scale of the neighborhood to reflect the predominant one to two story height of buildings, with the exception of some areas along East Washington Avenue.
4. Ensure the availability of quality, affordable housing, including housing for seniors and people with disabilities

Although this document is very old, I challenge supporters of the proposed project for Focus Area 5 to find anyone living within sight of Burrows Park who disagrees with point three.

My neighbors and I have literally bought into the idea that the Burrows Park neighborhood is a quiet area scaled to one and two story buildings. I could have bought a home or condominium downtown if I had wanted to live in a high rise area, but I did not.

Sincerely,

Don Lindsay

Don Lindsay

June 25, 2015

TO: Linda Horvath and Steering Committee Members

SUBJECT: Emerson East-Eken Park-Yahara Neighborhood (EEEP Plan)

Thank you for this opportunity to share my concerns with the EEEP Plan. I want to be clear upfront that I am in support of developing Area 5. However, I have definite concerns as to the current proposed plans.

This area has been my home for the last 30 years and I have a lot invested in this neighborhood. I wish I had known this planning was going on so I could have been at the table earlier. But I am at the table now.

My first concern is about communication. I was told that 2 years ago postcards were sent out to inform us of this planning for the Burrows Park area. However, I do not remember getting such a card.. And if I did, it would have been addressed to Emerson East – Eken Park – Yahara community which from the point of view of the Burrows Park Neighborhood does not fit. The communication should have included the words for Sherman/Fordem and Burrows Park. Most in the neighborhood have the same opinion. Therefore the folks most directly impacted by this plan have not been at the table. That is a big concern. We are now very much engaged.

My second concern is the treatment of Burrows Park. I feel that the committee had no idea what this park was about except for some green space, not much used, and perfect for massive development. Very wrong. This area was just treated as an after thought. Each park in this city has a distinctive “energy” and purpose. Tenney Park is one of high activity—boating, fishing, tennis, basketball, swimming. Lots of folks go there and many activities happen there. Warner Park has a mix of activities from tennis, festivals, to “wild Warner” which has a very active group to protect that portion. George B. Burrows left his Baywood Property from Lake Mendota to Sherman Avenue to the Madison Park and Pleasure Drive Association “upon the express condition that they shall forever keep and maintain the same as a public park to be always called and known as the Burrows Park.” This park has a restorative nature where people can go for shade, relaxing under the trees, wind surfing and sailing, kids playing soccer, walking, biking, even cross-country skiing, and definitely one of the best places to watch the sunset. It has a lovely shelter where many people host parties or celebrations of life. It also has a most impressive effigy mound which many people come to visit and reflect on the history of this piece of land. This park helps restore the soul which is needed in our fast-paced and stressful lives.

To plan to put 93 units, 4 stories high, with tons of cars, noise, and traffic flowing into a place of quiet history and restorative history is totally unacceptable. All along Sherman and Fordem, buildings are 2 stories with an occasional 3-story building set away from the road and no 3- story buildings near the entrance of any beautiful park.

Third, I noticed that retail space was being included at this intersection. I have no idea what kind of retail space this is for. But a problem with this area is the amount of already existing vacant retail space. The retail space near Camelot has now lost several businesses, leaving open retail space which already includes parking. The area near Manna Café is now being redone and that will affect businesses there including losing the Pet store which has been heavily used by this local community. In addition, the buildings across the street from Manna have been vacated and there is yet to be any business in that retail space. (Apartments could go there??) And finally, the building right across the street from the old print shop at the corner of Fordem/Sherman/N. Sherman is losing it tenants, leaving more empty retail space that has parking. To put in more retail space which needs parking is also outrageous when there is so much vacant retail space to be filled. I feel that a solid review of what this area needs was not thoroughly researched.

Fourth is the issue of traffic. The traffic on Fordem, North Sherman, and Sherman is already problematic for the single lane streets. Currently, it is very difficult to cross the street at the intersection of Fordem, North Sherman, and Sherman which is where I need to cross the street and where the proposed development will be. There is a bus stop there and it is hard for those catching the bus to cross over unless it is before 7 a.m. or after 5:30 or 6. Many of us have dogs, and older dogs, and it is difficult to dodge cars when a dog is older. Adding all the extra parking and people will create a serious problem. And a traffic circle is NOT the correct answer for this area. This area cannot handle any more cars or parking. I don't think a traffic study has been completed to show the impact of adding retail and housing at the Fordem/Sherman intersection. This is not East Washington Ave. It is an area of single lane streets and many single family homes.

Finally, I have a serious concern over the number of units being considered and the height of the structures. Except for Camelot which was built along Johnson Street, there are no buildings higher than 2 stories along Fordem/Sherman. To put a 3- to 4-story building right in the middle of the Sherman Ave corridor makes no sense aesthetically. I feel the planners just saw a vacant spot and thought, "hey, what can we build here?" with no thought to existing retail in the neighborhood, the flow of traffic, or the beauty and use of Burrows Park. Many of us in the neighborhood enjoy the view of the sunset and the trees from our own homes, we feel like we are part of that beauty. We bought our homes here because of this quiet beauty. By adding so many more people increases environmental issues like air pollution and noise. It is important to keep the view of the park and trees available to all, not blocked by a high-rise. Therefore, any building should only be 2 stories high to keep with the design of this neighborhood, especially in front of a park.

And to conclude, to quote the existing City Plan's stated goals for this neighborhood:

1. Retain and maintain existing single and two-family housing stock with the exception of major redevelopment sites on/or along the major transportation corridor. Promote owner-occupancy within single-family to four-unit structures.
2. Encourage minor and major upgrading of electrical, plumbing, weatherization, and energy efficiency.

3. Ensure that rehabilitation and new construction in the neighborhood is consistent with the character and integrity of the neighborhood. Retain the architectural scale of the neighborhood to reflect the predominant one to two story height of the buildings, with the exception of some areas along East Washington Avenue.
4. Ensure the availability of quality, affordable housing, including housing for seniors and people with disabilities.

These are wise goals and ones that I still support. I do not support what is being proposed as it currently stands.

I would hope you would consider our concerns as the existing property owners who live here and continue to be invested in this neighborhood.

Sincerely,



Jennifer Argelander
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Madison

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PS. Just last night, I tried to cross Fordem/N. Sherman at 9:00 p.m. and had to wait for tons of traffic just to take my dog for a walk in Burrows Park. No more addition of traffic for this area.

From: [Jac B. Garner](#)
To: [Palm, Lawrence](#); [Horvath, Linda](#)
Cc: [Dan Grubb](#)
Subject: Neighborhood Plan for EEEPY
Date: Tuesday, June 30, 2015 1:45:48 PM

Larry and Linda,

I attended the neighborhood meeting last evening to discuss the John Fish plan for development on Fordem/Sherman across from Webcrafters. While the meeting's purpose wasn't to discuss the draft neighborhood plan for EEEPY, a few related questions were raised and it was stated that today is the last day to register any written comments on the plan. Dan Grubb (Web Supervisor) has represented Webcrafters throughout the planning process as a member of the steering committee. I'm sure he has shared perspective and concerns as they've arisen and he has also kept Webcrafters management updated. I would like to underscore a couple of points:

1. Webcrafters owns the parking lot on McGuire street and foresees needing that lot for employee parking (approximately 70 stalls) well into future. In other words, we prefer the current situation regarding the McGuire lot.
2. One of the possible concepts is to possibly re-route Sherman so it turns onto Fordem basically along the route of McGuire. As drawn on page 27 of the report, this would involve relocating our parking lot. The drawing shows fewer stalls than our current lot (about 60) and only has one exit which is onto Sherman. Today, there are exits to Fordem, McGuire and Sherman. These conceptual changes do not meet our needs. So, back to #1 – we prefer status quo for the McGuire lot.

Thank you for letting me share these points.

Jac Garner
President & CEO

Find us on [LinkedIn](#) | [Facebook](#) | [Twitter](#) | [Website](#)
Webcrafters Inc | 2211 Fordem Ave | Madison | WI 53704 USA

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From: [Norlin, Amy - WHS](#)
To: [Horvath, Linda](#)
Subject: EEPY Neighborhood Plan comments
Date: Monday, June 29, 2015 1:48:27 PM

I reside at 2328 Superior St. My comments reflect my interest in the west sections of the EEPY neighborhood plan.

General Comments:

Main concerns and opinions are for

Focus Areas: 5) Sherman/Fordem Avenue Neighborhood Mixed Use Node and
6) Yahara Neighborhood Gateway and Fordem Avenue Commercial Corridor

1. Which 3 recommendations are most important to you?
[Land Use, Housing and Urban Design](#)
[Transportation Safety and Efficiency](#)
[Parks, Recreation and Open Space Ch](#)
2. What's missing?
 - Improvement of existing residential in Yahara Area – Apartments from Johnson St. through Lakewood Gardens
 - Long term plan for Web Crafters location if/when the business closes.
 - Planning for Commercial Avenue from N. Sherman to Pennsylvania
 - Any planning should also take into consideration the Maple Bluff development on Commercial and N Sherman Ave.
3. What would you change?
 - Address missing issues above

Parks, Recreation and Open Space Ch 6

1. Which 3 recommendations are most important to you?
 - Burrows Park – Improve pedestrian connectivity to the lake/park, including safe crossing of Sherman/Fordem
 - Demetral Park: sidewalk along Pennsylvania AND Packers to Commercial Ave.
2. What's missing?
 - Burr Jones – Improve accessibility from north
3. What would you change?

Table 7 #10 Burrows Park – If Warner Drive is closed to motor vehicles and the Sherman Avenue Fordem Avenue intersection is moved to the McGuire/Fordem location, residents of Maple Bluff will not be able to easily reach their homes north of Burrows Park. Additionally Kappels Clock shop will not be accessible.

-

Transportation Safety and Efficiency Ch 5

1. Which 3 recommendations are most important to you?
 - Fordem Avenue/E Johnson/1st Street intersections.
 - No sidewalk along the east side of Fordem Ave, north of E Johnson
 - Pedestrian and bike infrastructure is lacking and paving is dangerous: Fordem and Sherman
2. What's missing?
 - Lighting and safety along Commercial Avenue from N. Sherman to Packers Ave.
3. What would you change?

Suggest Bus Route # 4 change route to include Commercial Avenue to/from N. Sherman then north/south to/from North Transfer point. This would connect the north and east sections of the EEPY neighborhood to the Williamson/Jenifer St. neighborhoods.

Table 6 Transportation Safety and Efficiency Remove #16 Over the long-term, as properties redevelop, consider additional east/west road and ped/bike connections: Connect N 6th street across Pennsylvania Ave through industrial properties, rail yard and “lakes street” residential area, and connect to Lakewood Blvd. My house, and my neighbors homes, are on Superior St. are in the residential area where it is suggested, in the long term, a road could be built. I would change that.

-

Land Use, Housing and Urban Design Ch 3

1. Which 3 recommendations are most important to you?
Goals:
 - 1 -Ensure that new infill single-family, multi-family and mixed-use development remain compatible with, and sensitive to, the existing form of the (residential) neighborhood as a whole with exception to areas designated for compact, higher density development.
 - 2 –Ensure that infill mix-use or commercial development along and/or adjacent to the major transportation corridors incorporate traditional neighborhood design elements, especially with regard to pedestrian features.
 - 3 – Create redevelopment concepts for identified mixed-use or commercial nodes. New internal circulation (e.g. streets and sidewalk systems) should connect to existing street network.
2. What’s missing?
Focus Area 5 - Mixed use node building height recommendations. Business and residential parking overflow issues.
Focus Area 6 – No mention of Connectivity or Community Interactions as in other Focus Areas

Commercial Avenue from Sherman Ave to Packers Ave. A location in dire need of an urban use and design.

3. What would you change?
Focus Area 5 - Connectivity: Redirecting traffic to McGuire Street. Agree the existing intersection is dangerous for bicycles and pedestrians, but I fear eliminating the existing N. Sherman Ave intersection would NOT further connect Burrows Park to the rest of the EEPY neighborhood and would be detrimental to Kappels Clock Shop and Banzo restaurant. Additionally many bicyclists use nearby Superior St as a route to/from the Eken Park area to Sherman Avenue toward Tenney Park and connecting bike paths. Unless a bike/pedestrian signal was included eliminating the intersection would not ease bicycle/pedestrian crossing hazards.

Local Economic Development and Employment Ch 4

1. Which 3 recommendations are most important to you?
Reinvest in Public and Private Places. Develop neighborhood identity/branding/marketing (especially for businesses along Fordem and Sherman Avenue)
2. What’s missing? Focus Areas are not specifically addressed
3. What would you change? Include the businesses along the Fordem Ave Corridor in the Public Market District.

Amy L. Norlin
Operation Program Associate
Historic Preservation-Public History
Wisconsin Historical Society
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www.wisconsinhistory.org

Collecting, Preserving and Sharing Stories Since 1846

I support a plan for reinvigorating the block enclosed by Sherman Avenue, Fordem Avenue, and McGuire Street in the City of Madison, Wisconsin, that addresses the following neighborhood concerns:

1. The number of units and anticipated occupants, and square footage and type of retail space and hours of operation must minimize the increase in traffic through and around the neighborhood and neither negatively impact the safety of roads and walkways nor introduce an excessive number of vehicles parking or merging into traffic on already-busy Sherman and Fordem Avenues,
2. The height, density, footprint, style, and intended use of the buildings must be consistent with the character of surrounding residences and the serenity and natural environment of the park.
3. The total height and footprint of the buildings must preserve the solar rights of home owners and park users.
4. The overall plan and its execution must preserve the stability and character of the neighborhood for all its residents,

Name (print)	Street Address
DANIEL DWYER	9 HARBORT DR.
<u>Signature Daniel Dwyer</u>	
Paul A THORSEN	15 HARBORT DR.
Judy THOMPSON	
Steph J...	25 Harbort Dr
CALIN	33 HARBORT.

May 13, 2015

Emerson East-Eken Park-Yahara Neighborhood Plan Steering Committee
c/o Linda Horvath
City of Madison Planning & Community & Economic Development

Dear Linda Horvath and/or steering committee -

Thank you so much for sending me information on the "Emerson East Eken Park Yahara Neighborhood Plan", Key Area #5. Those of us in our Burrows Park neighborhood were surprised to find something called Emerson East Eken Park Yahara Neighborhood Plan pertains to us. Some people might think someone was trying to sneak this development through without any of our neighbors impacted by the development knowing anything about it. So why wasn't this proposed development plan referenced as Fordem-Sherman (and Burrows Park) to accurately reflect the development area?

My concerns are twofold: development size and additional traffic.

Per documents received from you, the design containing two buildings with 93 units with the redesigned Sherman Avenue-Fordem Avenue intersection is certainly preferable to the McKenzie Place plan. I am in favor of removing Warner Drive and consolidating traffic. Both designs are too grandiose in scope for the area of development proposed, not consistent with a neighborhood of one to two story buildings.

The Emerson East-Eken Park Neighborhoods Plan from March 1998 has neighborhood goals that "ensure that rehabilitation and new construction in the neighborhood is consistent with the character and integrity of the neighborhood. Retain the architectural scale of the neighborhood to reflect the predominant one to two story height of buildings, with the exception of some areas along East Washington Avenue". The McKenzie Place plan with 5 stories especially does not appear to take that goal into consideration.

My other concern is traffic. Whether the plan is for 93 units or 50-60 units and retail, it brings too many vehicles into a concentrated area that is not equipped to handle the traffic. Anita Weier, former 18th District Alderperson, requested a traffic study of Sherman Avenue after the 2013 redesign of said road. The study found that the speeds decreased from 38.2 to 37.5 and 39.5 to 35.6 respectively, depending upon the area of N. Sherman Avenue. Vehicles do not slow down when they reach Fordem Avenue. Excuse me, but the speed limit is 30 mph. It is not enforced.

Pedestrians have the right away when we are attempting to cross the street once in a crosswalk, but the vehicles that obey the law and stop consist of Madison Metro buses. Bus drivers know what crossing the street is like, because they have to stop at Sherman Avenue to make a left turn to head north on N. Sherman Avenue. Depending on the

time of day, it's almost impossible. Perish the thought of heading South and making a left hand turn - it's a long wait for a break in the traffic heading North, and there's no guarantee the traffic heading South will stop behind you. Those same speeding vehicles don't pay attention to a stopped vehicle with their directional light on waiting to turn.

Public comments from your meeting of Wednesday, April 22 state "make plans for the area apart from political boundaries so that traffic circulation makes the most sense for people living there and using the roads. The Sherman/Fordem intersection is very dangerous . . ." So why would you bring even more vehicles into that area? Has a traffic study been conducted to determine the impact of that many more vehicles in such a small concentrated area with bike lanes on each side of a two lane road? Consider this my official written request for a traffic study for the Fordem-Sherman-N. Sherman area.

Fordem and Sherman is not easy to cross, but for the most part vehicles stop at the stop sign on Sherman. Not true once you start walking in the Burrows Park area. Speed limits are again advisory only, but so are the stop signs. It's a rare vehicle that actually comes to a stop at a stop sign. Warner Drive seems to serve a useful purpose as a short track speedway, even if a soccer game is in progress

Burrows Park predates the village of Maple Bluff, when George B. Burrows left his Baywood Property from Lake Mendota to Sherman Avenue to the Madison Park & Pleasure Drive Association "upon the express condition that they shall forever keep and maintain the same as a public park to be always called and know as the Burrows Park." Burrows Park is a lovely quiet green space that should be appreciated as such. It's a wonderful place for the kids to play soccer, sailing on the lake, walking, biking, and appreciating the history of the effigy mound. Burrows Park doesn't need more traffic just like the corner of Fordem-Sherman-N. Sherman does not need more traffic.

The Fordem-Sherman area is a blighted area that needs redevelopment. But it needs a smaller scale development that would take advantage of the close proximity to downtown, the proposed market on First Street, bike lanes, bus service, and green space our area has to offer. It does not need an over-sized vehicle concentrated development that is not consistent with our neighborhood.



Annie Johnson
1714 Northfield Place

Response to EEPY Public Review Draft Neighborhood Plan for Focus Area 5

Neighborhood Description

The neighborhood surrounding the area bounded by Sherman, Fordem, and McGuire - what the Plan refers to as "Focus Area 5" - spans the boundaries of the City of Madison, Town of Madison, and Village of Maple Bluff. The neighborhood is decidedly and almost pointedly excluded by all the neighborhoods named in the Plan and is not represented on the Steering Committee, but that doesn't prevent residents from building a sense of community, one with its own unique character. What ties the various spaces and elements of the neighborhood together is the residents' relationship to and enjoyment of Burrows Park, which is how this Response will refer to the neighborhood.

Homes in the Burrows Park Neighborhood were built as far back as 1892, with many constructed in the 1920's, 1930's, and 1940's. Owners have regularly invested in their homes over the decades, and properties are well maintained. The neighborhood is active yet peaceful, and the beautiful natural setting is much valued by residents of all three municipalities. Neighbors know each other by sight, if not by name.

There is a retail plaza just a few blocks away (Sherman at Commercial Avenue) and there are four restaurants within a ten-minute walk:

- Banzo (the tallest building in the neighborhood)
- Manna Café
- Kavanaugh's Esquire Club
- Cafe La Bellitalia

Concerns

1. In contrast to statements in the Plan about public input and "interviews with . . . agencies from the . . . Village of Maple Bluff" (Executive Summary page 1), residents of the portion of the neighborhood that falls in District 12 did not receive notification that the Plan was being developed and the governing body of the Village of Maple Bluff was unaware of the planning process until April, 2015, as reported by the Village President at the Steering Committee's April 22nd meeting. Factual inaccuracies and lack of concern for preserving the character of the Burrows Park Neighborhood are evident in the Plan's recommendations for Focus Area 5.
2. The level of density, building heights, volume of retail space, and quantity of surface parking proscribed by the Plan violate the following principles the Plan purports to embrace:
 - Preserve the quiet enjoyment of homes, parks and neighborhoods (pg. 3)
 - Enhancing neighborhood identity (pg. 3)
 - Preserving single-family housing character (pg. 3)
 - Strengthen neighborhood identity and create a greater sense of place (pg. 15)
 - Improve stability and cohesiveness of residential areas (pg. 15)
 - Encourage the preservation of existing single-family and owner-occupied areas to promote housing and neighborhood stability, and encourage maintenance and rehabilitation of housing (pg. 15)
 - Promote environmentally friendly features that protect & enhance Madison's natural resources (pg. 15)
 - Increase owner-occupancy of housing (pg. 33)
3. The section of the plan document that describes Focus Area Five is incomplete and has a lack of transparency that makes it difficult for the public to assess the potential consequences.
 - The perspective drawings don't match the proposed conceptual plan.
 - The "strategy" for Burrows Park (pg. 52) indicates that parking along Warner Drive will be retained, however the Steering Committee's decision (March 11, 2015) to turn part of the park along Harbort Drive (and likely along Burrows Road, too) into a parking lot to compensate for the closing of Sherman Avenue and Warner Drive is not revealed.

4. Man-made “enhancements” and “iconic elements” will conflict with, rather than enhance, the natural beauty of Burrows Park and its “readily identifiable character” as a natural area and quiet oasis. The Burrows Park Neighborhood most thankfully is NOT Harvard Square or a plaza in San Francisco, and plans for future development should not be based on models that don’t fit the character of the neighborhood.
5. The Plan reports that those people who were able to provide input feel safe in their neighborhoods. Yet the Plan for Focus Area 5 conveys the need to “incorporate Crime Prevention” (pg. 26). The obvious conclusion is that the Plan introduces structures and uses that will bring crime to the neighborhood.
6. The conceptual plan for Focus Area 5 focuses on the curb appeal along Fordem Avenue, much of which is commercial, while leaving Burrows Park and the residents on either side of the park with a “back door” view of a parking lot.
7. The proposed building heights and massive footprints will interfere with the solar rights of existing homes and detract from the experience of those who use the park in the morning.
8. The added congestion and noise will displace wildlife and make it difficult to hear any birds that do remain in the neighborhood.
9. Large numbers of rental units with frequent turnover of occupants will detract from the stability and cohesiveness of the neighborhood. In addition, rental units are subject to the whims of absentee landlords (who may even live out of state) and seldom receive the care and ongoing investment that the homes in the Burrows Park Neighborhood do.
10. Good urban planning provides for appropriate transitions between infill and adjacent properties. The homes and businesses in the Burrows Park Neighborhood are 1 - 2 stories. A 5-level apartment complex is NOT a transition!
11. The size and shape of the retail building on the north end of the Focus Area suggest that something like a Walgreen’s is being planned. This is not at all in keeping with the character of the neighborhood and there is no evidence that so much additional retail space is needed, since there is vacant retail space just a few blocks further north on Sherman Avenue.
12. The Plan pushes virtually all the traffic to and from the Focus Area to the park side, creating a bottleneck where it accesses Harbort Drive and again where Harbort Drive joins the new road that curves to intersect with Fordem. In addition to placing the burden of congestion and noise on park users and the residents on both sides of the park, this poses a substantial safety hazard should the area ever need to be evacuated. Since a busy railroad yard is just a few hundred yards away, a chemical spill is not an unrealistic possibility.

Questions

1. The neighborhood schools are already full or over-crowded. Will this infill plan generate enough tax revenue to compensate for the influx of students that will result?
2. The water pressure in the area is barely sufficient for current demand. What will be the impact of the increased usage resulting if this infill plan is implemented? Will there be adequate pressure to operate fire hoses?
3. There are already a substantial number of rental units nearby. What data is there about occupancy rates and the need for additional units?
4. What measures will be taken to prevent the road through the lower part of the park and the very quiet Harbort Drive from becoming the new thoroughfare when Warner Drive is closed?
5. What will prevent parking intended for those using the park from being usurped by occupants of the new residential units and patrons of the retail spaces?

WHAT’S MISSING?

- Modest single-family homes facing the park.
- Consideration of the importance of a city park where natural surroundings can be enjoyed for what they are without being urbanized.
- Consideration of the importance of a quiet and uncongested neighborhood to existing property owners who have major and long-standing investments in the neighborhood.



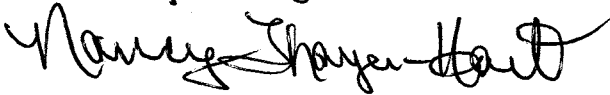
WHAT WOULD YOU CHANGE?





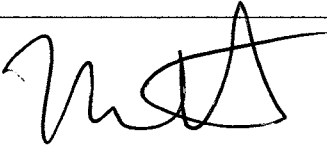
- Limit building height to one or two stories to blend with buildings in the surrounding blocks.
- Specify several smaller buildings instead of two buildings with massive footprints.
- Specify a mix of small retail shops, office space, a coffee shop, that encourage pedestrians, not a large store that draws lots of vehicle traffic.
- Provide access to retail/commercial space from Fordem Avenue only.
- Ensure that there are appropriate transitions between the infill and adjacent properties.
- Find a design that doesn't leave neighbors with a view of dumpsters and parked cars.
- Limit surface parking to just a small handful of stalls.
- On the park side of the property, specify some affordable but well-designed and high quality single-family homes to attract young families.

OTHER COMMENTS

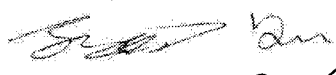
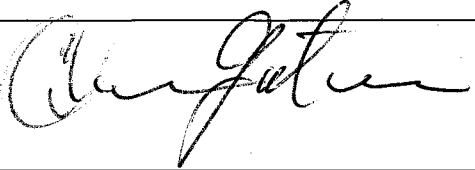

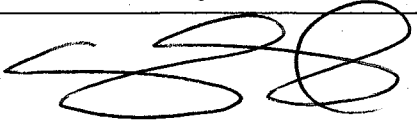
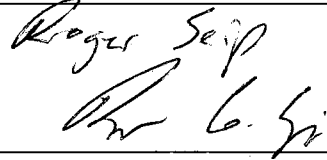

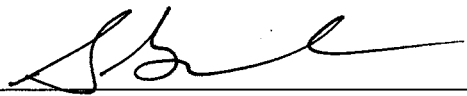


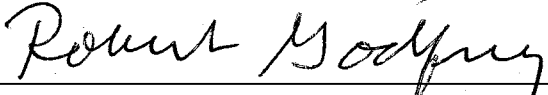
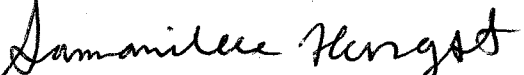
- Delete Burrows Park Neighborhood from the EEPY Plan. Form a representative committee to study and recommend a true neighborhood plan.

Signatures of those in agreement with the contents of this response begin on the following page.

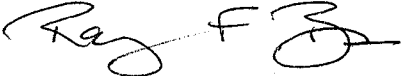
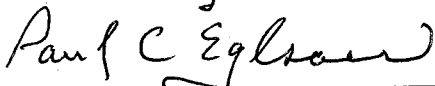
Name (print) Signature	Street Address Comments
<p>Jim Taylor</p> 	<p>89 Fuller Dr We strongly object. This Plan will destroy the character of the Neighborhood.</p>
	<p>89 Fuller Dr. See Above. Strongly object.</p>
<p>Jim McGinn</p>	<p>21 HARBORT Drive Oppose as well</p>
<p>Nancy Thayer-Hart</p> 	<p>traffic congestion in this area is a real concern! And this plan does not fit the needs & character of the neighborhood. 11 Harbort Dr.</p>

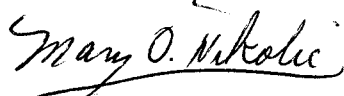

Name (print) Signature	Street Address Comments
Dianne Fisher 	23 Bayside Dr. Madison
Ellen Fisher Ellen Fisher	15 Bayside Dr Madison
Tyler Piddington 	23 Bayside Dr. Madison
Mark Cholliso Mark Cholliso	23 Bayside Dr.
Paul Rusk County Board Supervisor District 12	1422 Wylde Wood Drive Madison 53704
	43 Burrows Rd Madison, 53704
	43 Burrows Rd. Madison WI 53704
	51 Burrows Rd 53704
Nancy Knight	51 Burrows Rd 53704
Denis Vogel DENIS VOGEL	4 Bayside Dr, 53704
Laura L. Vogel Laura L. Vogel	4 Bayside Dr. Madison WI 53704

Name (print) Signature	Street Address Comments
Cynthia C Sugar <i>Cynthia C Sugar</i>	912 Magdalen R Madison
SUZANNE HATCHISON <i>Suzanne Hutchison</i>	39 Paget Rd Madison
DAVID C. SUGAR <i>MSugar</i>	913 MADELINE DR. MADISON 53704
Trevor Stubbins <i>Tr #5</i>	330 Woodlawn Madison 53704
Jacqueline Ross <i>Jacqueline Ross</i>	201 Kensington, Madison
JAM HANSON-STEWART <i>Jam Hanson-Stewart</i>	17 Harbort Dr. 53704 Limit scope of project - ^{up scale} shoo _{condo's} Maintain integrity of neighborhood.
RENATE MADSEN <i>Renate Madsen</i>	24 Fuller Ct Madison 53704
James E Sugar <i>Jim E S</i>	419 Coleman Road Madison, WI 53704
ELIZABETH C. SUGAR <i>Elizabeth C Sugar</i>	419 Coleman Rd. Madison, WI 53704
Joe Doolen <i>Joe Doolen</i>	77 Fuller Drive Madison, WI 53704
PAUL LANE <i>Paul Lane</i>	77 Fuller Drive Madison WI 53704

Name (print) Signature	Street Address Comments
Jingwei Yu 	201 Warner Dr. Madison, WI 53704
	37 Old Shaw Rd Madison, WI 53704
Susan Stratton 	37 Old Shaw Rd Madison, WI 53704
	8 Bayside, Madison, WI 53704 make park more accessible & limit height of development
Roger Seip Ph 6. 51 	" "
CNP ELLEN REYERSON 	22 Burrows Rd. Maple Bluff, WI 53704
Sarah Grossl 	27 Bayside Dr. Maple Bluff, WI
Jeff MASCIOLO 	" " "
IRIS HENGST 	228 LAKEWOOD BLVD MADISON, WI - MAPLE BLUFF 53704
ROBERT GODFREY Robert Godfrey 	SEE ABOVE " "
SAMANIKE HENGST Samanike Hengst 	SEE ABOVE

Name (print) Signature	Street Address Comments
Heidi Meyer <i>Heidi Meyer</i>	19 Paget Rd Very concerned about the removal of 2 major roads/connectors to Maple Bluff
Jeffrey C. Meyer <i>Jeffrey C. Meyer</i>	19 Paget Rd Madison, VT 53704

Name (print) Signature	Street Address Comments
RAYENNA RHYS 	2036 SHERMAN AVE MADISON, WI 53704
Paul C Eglisier 	2036 Sherman Ave Madison, WI 53704

Name (print) Signature	Street Address Comments
MARY O. NIKOLIC 	81 FULLER DR. MADISON, WI. 53704
DEJAN B. NIKOLIC 	81 FULLER DR. MADISON, WI. 53704

Name (print) Signature	Street Address Comments
<p>Julie Evans <i>Julie Evans</i></p>	<p>85 Fuller Dr. Madison, WI 53704</p>
<p>Steve Evans <i>Steve Evans</i></p>	<p>85 Fuller Dr. Madison, WI 53704</p>

footprints.


- Specify a mix of small retail shops, office space, a coffee shop, that encourage pedestrians, not a large store that draws lots of vehicle traffic.
- Provide access to retail/commercial space from Fordem Avenue only.
- Ensure that there are appropriate transitions between the infill and adjacent properties.
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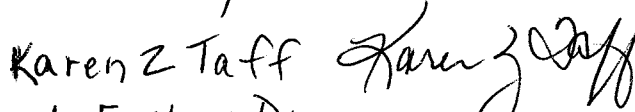
OTHER COMMENTS

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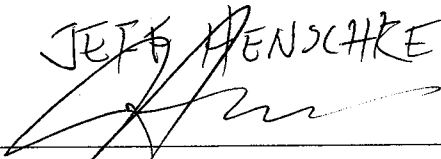
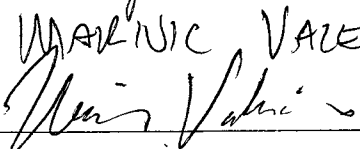

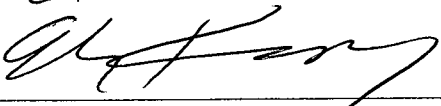
Name (print) Signature	Street Address Comments



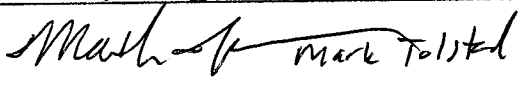


 Larry Taff
 6 Fuller Dr
 Madison, Wis.


 Karen Z Taff
 6 Fuller Dr
 Madison WI 53707


Name (print) Signature	Street Address Comments
<i>David Dwyer</i>	
<i>Paul A Thomsen</i>	<i>15 Harbert DR.</i>
<i>Judy Thomsen</i>	<i>15 Harbert Dr</i>
<i>Axel Lorenzsonn</i>	<i>33 HARBOUR</i>
<i>Axel Lorenzsonn</i>	<i>7 Harbert</i>
<i>Jim Thayer-Hort</i>	<i>11 Harbert, Maden, WI</i>
<i>Nandini Lorenzsonn</i>	<i>7 Harbert Dr</i>

Name (print) Signature	Street Address Comments
Jennifer A. Grandeau <i>Jennifer A. Grandeau</i>	1704 Northfield Pl, Madison 53704
	I feel that we do it need Another apartment complex in the neighborhood. I moved to
	this area because the area is relatively quiet, with a park setting nearby. Also,
	I like the wildlife, I would, like many of my Neighbors, would like to see
	a smaller "footprint".

Name (print) Signature	Street Address Comments
JEFF HENSCHKE 	2215 Superior St
MARIAN VALENCIA 	2215 Superior St
Don Lindsay	1716 NORTHFIELD
Michelle Gonzalez 	2229 Superior St
Elizabeth Kiesling 	2229 Superior St.

Name (print) Signature	Street Address Comments
DAN TOMMET 	2317 SUPERIOR ST
HEIDI MEIER	2307 Superior St.
Gwen Hardie-Bauer 	2225 Superior St.
	1713 Erie Court
Kara Tolsted KARATOLSTED	1713 Erie Ct.
Michelle Martin 	2217 Superior St

Name (print) Signature	Street Address Comments
Colleen Mann	Ride 2221 Superior St. Madison 53704
Scott Capper	1712 ERIE CT MADISON, WI 53704
Zhe Song Zhe Song	1712 Erie Ct, Madison, WI 53704
William Clark	
William Clark	1711 Erie Ct
Joe Radach	1709 ERIE ct. Mad.
Mark Radach	1709 ERIE CT.
Jeff Lutz	1700 Erie Ct

Name (print) Signature	Street Address Comments
Vali Consoles	1713 Northfield Pl Madison, WI 53704
Cory R	1709 Northfield Pl Madison WI 53704
Shirley Aason	1708 NORTHFIELD PL MADISON, WI 53704
 ERIN TODD	2311 SUPERIOR ST MADISON, WI 53704
Laura Jeske	2311 Superior St Madison, WI 53704

From: dakester@sbcglobal.net [<mailto:dakester@sbcglobal.net>]
Sent: Wednesday, July 08, 2015 8:31 AM
To: Linda Horvath (lhovath@cityofmadison.com)
Cc: LARRY PALM (district12@cityofmadison.com); PAUL RUSK (Paul.rusk@alzwissc.org); psoglin mayor (mayor@cityofmadison.com); KCrawley@cityofmadison.com; Ledell Zellers; Lesleigh Luttrell
Subject: EEEPY Planning Process and Sherman Neighborhood Association

Hello Ms. Horvath:

I am sending you this email as an individual, and not in my capacity as co-chair of the Sherman Neighborhood Association (SNA). I want to express a few concerns about the city's planning process involved in the "EEEPY planning process." The views expressed herein are solely my own.

Our Sherman Neighborhood Association (SNA) and I learned about this process last May, in a general update on the blog of Alder Larry Palm who represents District 12 on the City Council. At that time, we contacted you and Ald. Palm and received assurances that our SNA was not directly affected by this planning process because the southern portion of our neighborhood had been covered under the Northside Plan approved by the City Council in 2009. (In your EEEPY materials online, a big line is drawn around that portion of our neighborhood purportedly not impacted by the EEEPY planning process.) Because of your office's decision that our neighborhood association was not affected, we did not have a seat at the EEEPY planning table from the outset, although I do appreciate being placed on your email list as of May of 2015 and have received your updates since that time. Your updates have been shared with our SNA membership by email, along with the public comments on the draft EEEPY plan which have also been read and studied by a number of our SNA members. Our SNA per se has not yet taken any formal action in response to these updates, which is why I am now responding to you only in my individual capacity, prior to the final meeting of your EEEPY workgroup this evening, July 8th.

First, I want to bring to your attention that several aspects of the draft EEEPY plan clearly directly impact upon homeowners, residents, and businesses within the southern area encompassed by the perimeter of the Sherman Neighborhood Association. Examples include:

- (1) The parking area on McGuire (EEEPY planning area) used by Webcrafters (which is within the perimeter boundaries of our Sherman Neighborhood Association) is directly affected by suggested reconfigurations of the streets and traffic patterns at the Fordem/Sherman Ave/N. Sherman Avenue triangle. A letter from Webcrafters' CEO pointing this out is included among your plan comments.
- (2) The EEEPY plan draft regarding "Plan Area 5" and specifically Table 6, illustrated by Map 4, states as follows:

"PLANNING AREA 4 ITEMS NO. 16

Over The long term, as properties redevelop, consider creating additional east west road and ped/bike connections (Map 4, following page) ♣
Connect N. 6th St. across Pennsylvania Ave., through industrial properties, Rail yard, and lakes street residential area, and connect to Lakewood Blvd."

♣

MAP 4 within the draft EEPY plan clearly shows a location for a future road that would actually bisect the Great Lakes neighborhood near the intersection of Fordem Avenue, Sherman Avenue, and N. Sherman Avenue.

I submit to you that this suggested new road is a direct and quite invasive plan for the southern "Great Lakes" region of our Sherman Neighborhood Association. None of this was included in the 2009 Northside Plan.

- (3) Numerous comments and a lengthy petition from residents located with the southern or "Great Lakes" area of our Sherman Neighborhood Association's perimeters have been submitted to your EEPY workgroup. (Residential streets listed in the comments/petition include Erie and Superior Streets and Northfield Place which are within SNA boundaries.) These comments/petition raise thoughtful, serious and detailed concerns about the impact of the draft EEPY plan. They also raise similar concerns about a separate development proposal for construction of a 5-story apartment building at the Fordem triangle which would directly impact on the commenters' quality of life and their satisfaction with the existing characteristics of the area of the City of Madison in the vicinity of their residences.

Once again it appears that the EEPY plan and the proposed multi-plex construction on the triangle has a direct and invasive impact on individuals residing the southern part of our Sherman Neighborhood Association, none of which changes were included in the 2009 Northside Plan.

In other words, the southern area of our Sherman Neighborhood Association is hugely impacted by this EEPY planning process. We are neighbors and we are directly affected by this planning process. Many parts of the EEPY draft plan encroach on concerns of residents and business interests in the southern part of our SNA's perimeters.

It was wrong for the city not to include us in this planning process from its inception. It is incontrovertible that our interests are hugely affected by this EEPY plan draft. Please don't leave us out of planning processes that directly affect us.

I realize it is not possible to turn the clock back at this point. However, I submit to you that the thoughtful and serious concerns raised by the numerous commenters and petitioners within our SNA perimeters should be given due respect and consideration within this planning process, and that every effort should be made to accommodate those concerns by the EEPY planning workgroup and by the city's planning office. It is my personal belief that our neighborhood should have had a seat at the planning table from the very beginning and that it was inappropriate for all the concerns arising from the occupants of our SNA perimeters to have been "roped off" and excluded from this formal planning process. Again: we are neighbors. Our interests are directly affected by this planning process. Please don't leave us out of planning processes that directly affect our interests and concerns.

Finally, like many of the commenters/petitioners on the draft EEPY plan, I am asking you and city hall to show some respect for neighbors' concerns as your office deals with planning processes and development proposals within this and other areas of Madison. Is it too much to ask that the city should promote development which enhances and conserves the good qualities of our neighborhoods that have historically made Madison a desirable place to live? Or is city hall determined only to continue to chant the mantra of "density" and to promote "high rises" like those which have filled so many "redeveloped" areas of our beloved city with featureless buildings and spaces which have all the charm of a Stalinist gulag?

Please, listen carefully to the thoughtful and serious concerns of the neighbors of these planning areas and proposed developments. We live here. Our concerns are valid. Please take the time and make the effort to include us in the conversation.

Thank you for your time and attention.

Dolores Kester
1818 Winchester Street
District 12