

From: bethkool@gmail.com <bethkool@gmail.com>
Sent: Monday, September 21, 2020 12:36 PM
To: Heck, Patrick
Subject: [D2] 414 East Wash - Advocacy for Affordable housing

Recipient: District 2, Patrick W. Heck

Name: Elizabeth Kulisek
Address: 303 North Hamilton Street, Apartment 215, Madison, WI 53703
Email: bethkool@gmail.com

Would you like us to contact you? Yes, by email

Message:

Mr. Heck,

I am a constituent living in the James Madison Park neighborhood. Any future building at 414 East Wash needs to offer affordable housing. It should add low income housing, which is already scarce in Madison, in addition to normal units. Adding luxury apartments for tech workers will raise rents downtown and price out longtime residents and young people like myself, not to mention change the friendly character of the neighborhood. Although the building design in my opinion is bulky and unappealing, I think more units isn't a bad thing since it increases the amount of housing available which should lower housing costs in the area.

Thank you for your time and your hard work as alder.

From: [Heck, Patrick](#)
To: [Parks, Timothy](#)
Subject: Fw: Thanks and Support for 400 E. Washington Ave. Redevelopment
Date: Tuesday, October 20, 2020 3:37:26 PM

Tim,

Below is some input on the LZ Ventures proposal. The sender gave me permission to forward it on to you for inclusion with public comment.

Thanks,

Patrick

Alder Patrick Heck
608-286-2260

To subscribe to District 2 updates go to:
<http://www.cityofmadison.com/council/district2/>

From: Ryan Moze
Sent: Sunday, October 18, 2020 9:48 PM
To: Heck, Patrick
Subject: Thanks and Support for 400 E. Washington Ave. Redevelopment

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Hello,

First, I just wanted to say thanks for your always informative newsletters and always keeping city-wide equity in mind when thinking about the issues our community faces.

Second, I wanted to take a moment to express my support for proposed redevelopment on the 400 block of East Washington Avenue. In order to do our part to combat climate change, I believe that we need to accept more density especially along what will (hopefully) soon be a rapid transit corridor.

Thanks,
Ryan
822 E Washington Ave #728
414-397-2553

From: Julia DePalma <juliadepalma1@gmail.com>
Sent: Monday, November 2, 2020 10:40 AM
To: Parks, Timothy <TParks@cityofmadison.com>
Subject: Fwd: 414 E Washington - your contribution to the steering committee report

Forwarding the below per Bob Klebba's request for PC and UDC testimony.

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

From: **Julia DePalma** <juliadepalma1@gmail.com>
Date: Thu, Oct 29, 2020 at 5:37 PM
Subject: Re: 414 E Washington - your contribution to the steering committee report
To: Bob Klebba <bob.klebba@gmail.com>

Hi Bob,

Thank you so much for leading the Steering Committee. I hope that the developer will include the below in their proposal:

- 8 stories is a better fit for the neighborhood. I don't think 10 stories fits the character of the area and causes shading issues for surrounding homes.
- Parking spaces should be decoupled from apartment leases. The Plan Commission prefers when residents can be rewarded for not having a car. Given the area's centrality to downtown and the walkability and connection to surrounding bike paths, a parking space for every apartment is unnecessary and encourages single occupancy vehicles.
- I would like the developer to go above and beyond the state's minimal building code requirements to include more sustainable elements to their plan. This development has the opportunity to be a leader for sustainable living in Madison, and help the city achieve its goals outlined in the [Madison Comprehensive Plan](#). I encourage the developer to explore the [Net Zero Energy Building Guide](#) published by the nearby city of Eau Claire.
 - Some of the below considerations would significantly reduce the energy impact of this development in addition to the high efficiency HVAC systems that have been promised:
 - Solar ready or with solar panels
 - Green (living) roof
 - Electric Vehicle (EV) charging stations
 - Bicycle and tricycle parking stations to be made available; tricycle parking is very important for older residents.
 - Energy efficient lighting
 - Low flow appliances and water systems
 - Are affordable housing or mixed housing options available for the community?

Best,
Julia

From: [Heck, Patrick](#)
To: [Parks, Timothy](#)
Subject: Fw: LZ Ventures
Date: Monday, November 2, 2020 9:22:04 AM

Hi Tim,

My constituent below has asked that his input be entered as public comment on the 400 block E. Wash proposal.

Thanks,

Patrick

Alder Patrick Heck
608-286-2260

To subscribe to District 2 updates go to:
<http://www.cityofmadison.com/council/district2/>

From: Marcus Hawkins <marcus@misostates.org>
Sent: Sunday, November 1, 2020 7:36 PM
To: Heck, Patrick
Subject: LZ Ventures

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

Hi Patrick,

I fully support the LZ Ventures proposal for E Wash. I've reviewed all the plans and think it looks like a great project all around.

Thanks,
Marcus

805 E Mifflin

From: [Jordan Mader](#)
To: [Parks, Timothy](#)
Subject: 414 E. Wash Proposal
Date: Tuesday, November 3, 2020 8:48:13 AM

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

Good morning,

Bob Klebba (chair of the neighborhood steering committee for 414 E Wash proposal) asked me to send these thoughts to be included as testimony for UDC and PC:

I am writing to express support for the project. I think it is critical that we add housing in places where people don't need (or don't regularly need) cars, and this location provides a great opportunity to do so. I also think the developers have made some good updates to the plan to reflect community ideas. There continues to be a need for more housing units that can be affordable for lower-income folks but that's a good reason to advocate for other projects rather than to not approve this one.

Adding market rate housing through this project doesn't preclude the need for more housing of many other types, too. It may not have to be new construction that produces some units that can be offered at subsidized ("affordable") rates. For a more holistic view of housing prices in the area, we're going to need more units somewhere to become available to keep prices from rising or to push prices down, one way or another.

To put it another way, if some or most of the next 100 people who would like to move to the neighborhood choose to live in this building rather than bid up the rents on other units currently available in the area, we can keep the price from rising on other units. And hopefully we can use the tax base growth from new residents to invest in rental assistance or other policies to help folks afford a decent apartment. That seems like a better outcome than preserving a few run-down buildings so that a few people can continue to afford a place there while many others in the neighborhood slowly get priced out due to a lack of new units becoming available.

Jordan Mader
123 N. Blount St
Unit 206

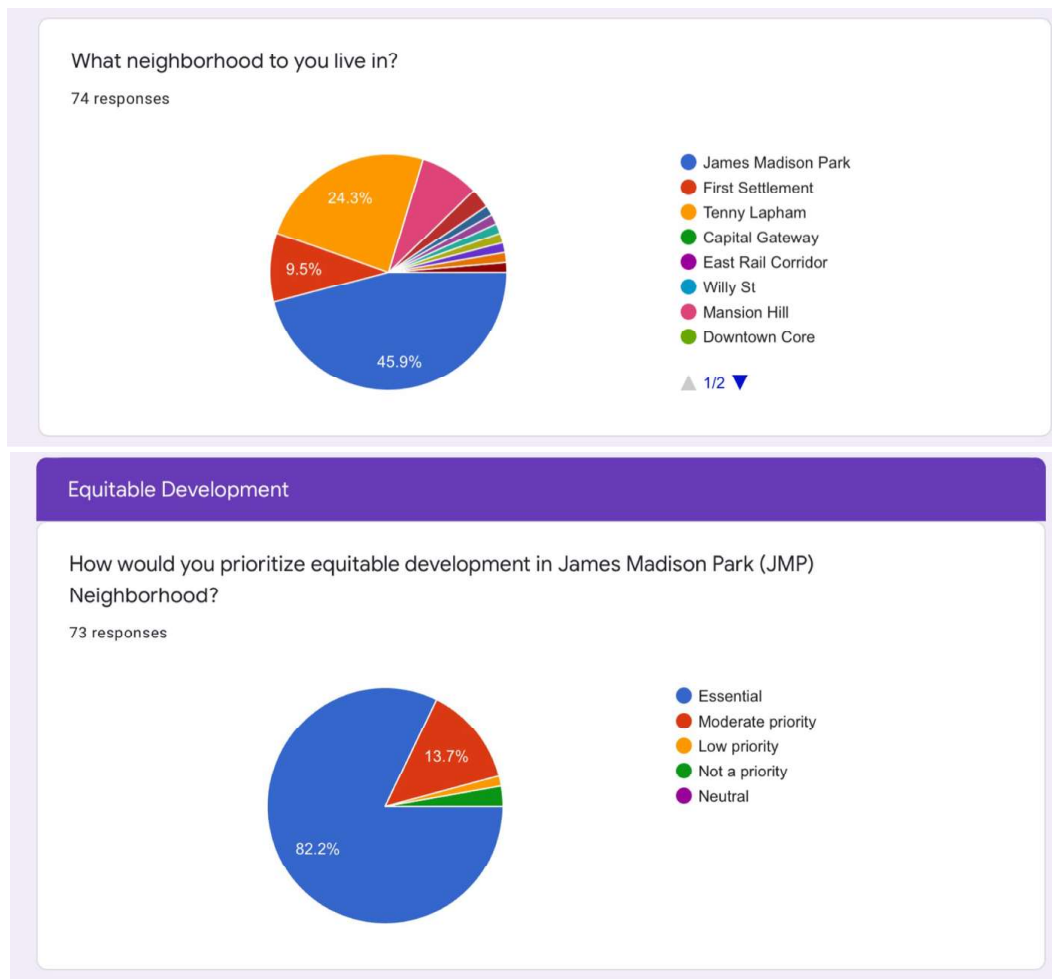
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Jordan Mader
Director of Analytics Engineering
Education Analytics Inc.
608.535.8277 | jmader@edanalytics.org

Your Vision of the James Madison Park Neighborhood.

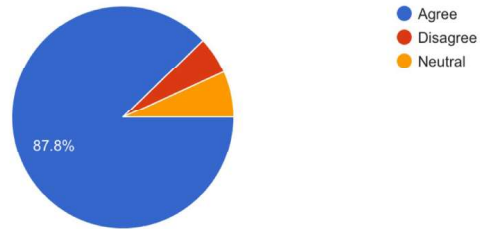
Residents of The James Madison Park Neighborhood are gathering information to create a document that all future development will be evaluated against. Below is a list of the priorities shared from community members and answers to questions presented in our survey. We encourage you to look over the graphs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

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



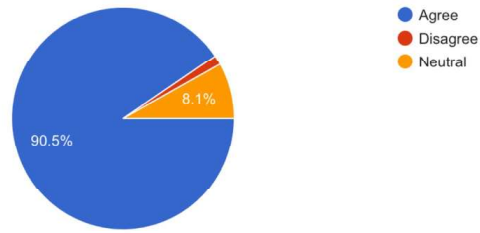
Agree or Disagree: Growth can be positive, but it is important to maintain the existing character of the neighborhood and encourage new and rehabilitated housing that is affordable for current residents.

74 responses



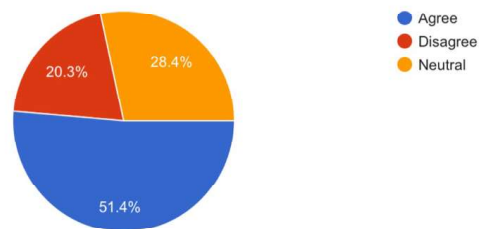
Agree or Disagree: James Madison Park Neighborhood should further expand accessible homeownership and home rehab loan programs.

74 responses



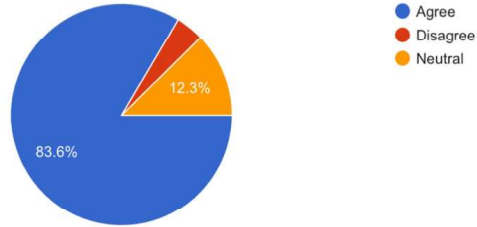
Agree or Disagree: James Madison Park Neighborhood should have density bonuses, meaning developments can be taller if affordable housing is included in the project.

74 responses



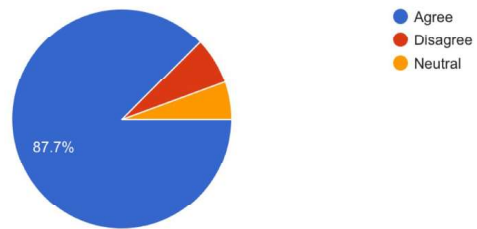
Agree or Disagree: James Madison Neighborhood requests developers to create ways to have genuine neighborhood engagement in projects.

73 responses



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

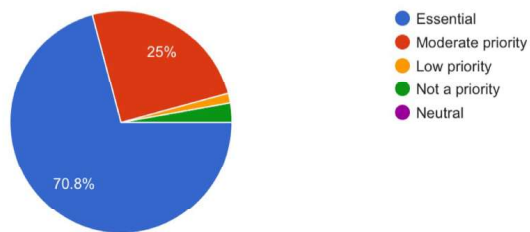
73 responses



Affordability

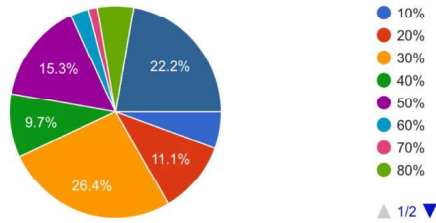
How would you prioritize building new affordable housing units in the James Madison Park (JMP) Neighborhood?

72 responses



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

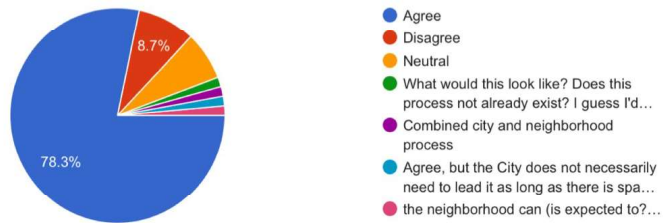
72 responses



Zoning for Building Height

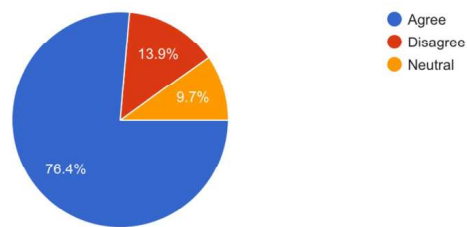
Agree/Disagree: In order to review individual development proposals, our neighborhood should first have a process led by the city to update our neighborhood plan.

69 responses



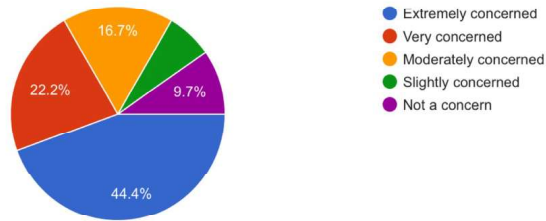
Agree or Disagree: A 10 story building is too big for the James Madison Park Neighborhood.

72 responses



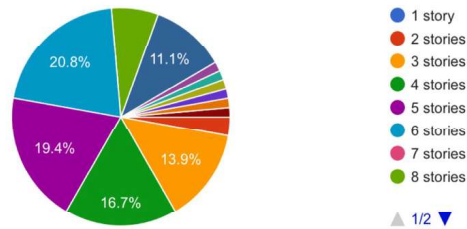
What level of concern is the scale (width/height) of a development in the James Madison Neighborhood?

72 responses



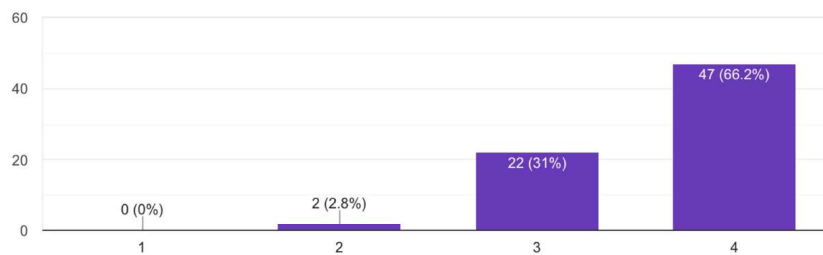
What height do you find appropriate for the East Washington border of James Madison Park Neighborhood? (the space with the 10 story building pictured above)

72 responses



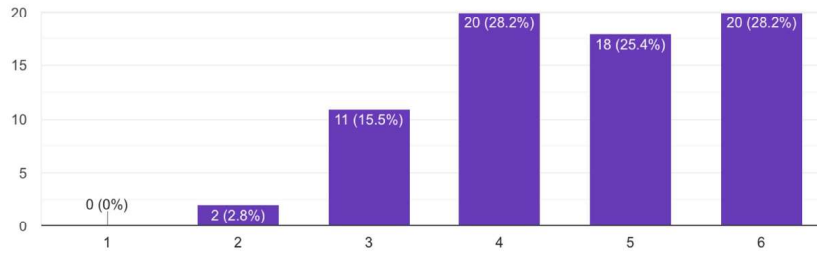
From Mifflin Street to Gorham Street is zoned for up to 4 stories. What height do you find appropriate for these blocks?

71 responses



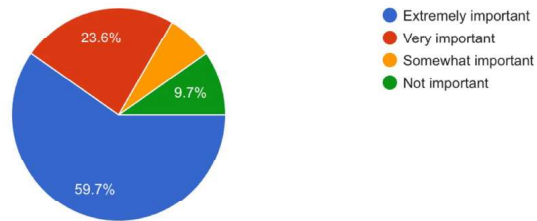
The remaining block from East Washington to Mifflin Street is zoned for up to 6 stories. What height do you find appropriate for these blocks?

71 responses



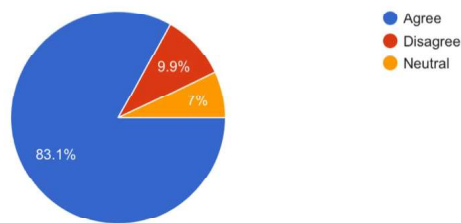
How important is it for you to have green space between the sidewalk and a building? Recommendations from the Downtown Plan suggest setbacks should reflect the areas in which a property is located. As a rule, buildings in residential areas should be set back between 8 and 18 feet from the property line.

72 responses



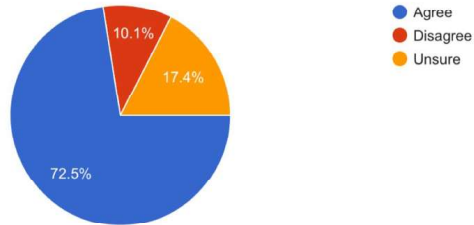
Agree or Disagree: Developments built along the East Washington Corridor should integrate and not overshadow the houses directly next to it by stepping down to a reasonable.

71 responses



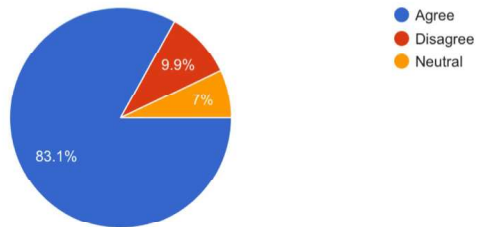
Agree or Disagree: The City of Madison should create a plan specific to the James Park Neighborhood separate from the Downtown Plan. The Madison Comprehensive Plan states that the City should, "identify ways to retain older buildings and places that contribute to the special character of an area or are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

69 responses



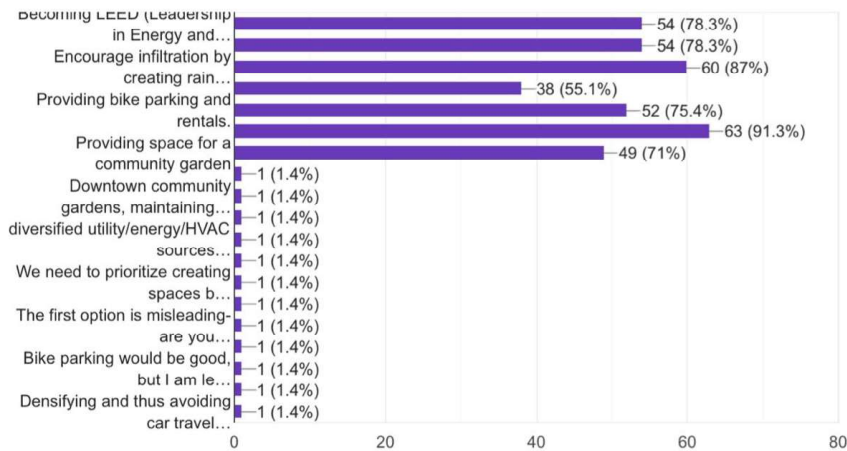
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71 responses



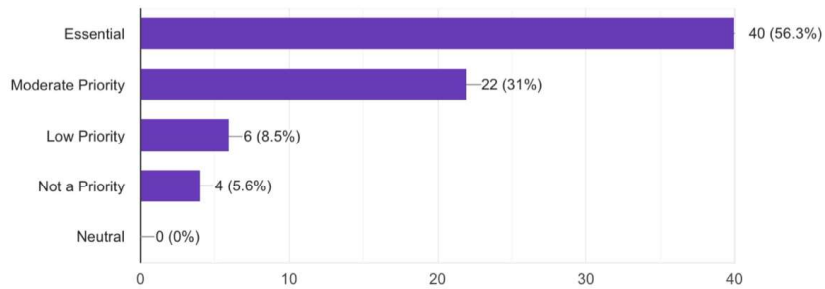
Madison prides itself in being a Green City. What steps are most important to you for insuring that future developments work towards sustainability and green development goals.

69 responses



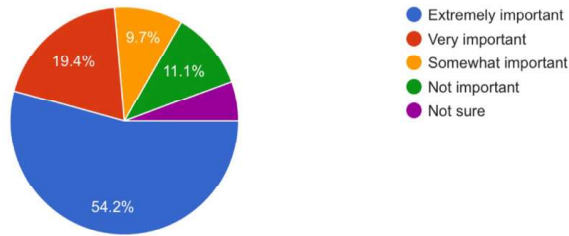
How would you prioritize the preservation of historical buildings in the JMP neighborhood?

71 responses



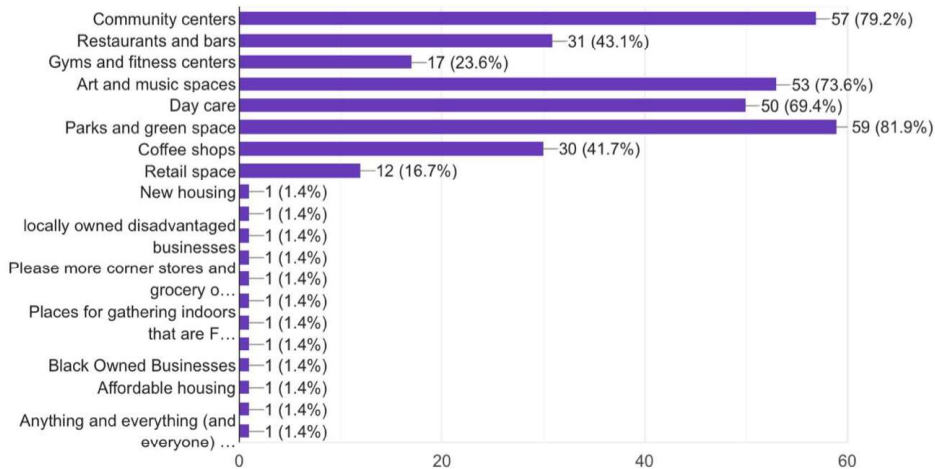
How important is it to you for the developers to use Union contractors when building their project?

72 responses



What do you consider beneficial additions to our neighborhood?

72 responses



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

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

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

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

Immediate neighbors who would be shadowed should lead this discussion

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

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

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

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

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

Nothing to add

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

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

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

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

No more new huge apartment buildings!!!

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

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

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

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

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

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

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

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

Comments, questions, concerns related to equitable development

We need to maintain affordable housing

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

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

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

We should establish more cooperative housing.

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

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

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

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

Nothing more to add

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

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

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

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

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

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

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

Don't let big business change our community

Don't let big business change our community

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

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

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

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

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

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

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

Affordable housing is already included in many developments.

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

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

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

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

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

Limit development to 4 stories

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

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

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

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

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

Affordable housing can be had close to a public park.

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

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

Walkability, closeness to capitol square and the lakes.

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

Historic homes, sustainable.

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

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

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

The architecture, the public green spaces and gardens

Historic buildings and the park itself.

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

Tree lined streets and James MADISON Park

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

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

"Its residential character and park

"

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

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

Historical feel, open space, sidewalks, limited traffic

Tree lined streets and James MADISON Park

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

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

The lake!

Welcoming, green, eclectic

Mix of green spaces, small businesses, and historical architecture

Mix of green spaces, small businesses, and historical architecture

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

The old houses and young adult + family vibes mixing.

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

Community

The variety of architecture and the green space.

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

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

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

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

The vibe

Mix of green spaces, small businesses, and historical architecture

Mix of green spaces, small businesses, and historical architecture

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

From: [Dli Rojas](#)
Cc: [abbycrn@gmail.com](#); [adawley71@gmail.com](#); [ajacobs8@wisc.edu](#); [ajmital@gmail.com](#); [alandry2015@gmail.com](#); [Alexander Einsman](#); [alexcouts18@gmail.com](#); [Allison Baldwin](#); [Parks, Timothy](#); [alyssa3ivy@gmail.com](#); [amagnusgalas@gmail.com](#); [anatalia26@gmail.com](#); [andrewkeeleyyonda@gmail.com](#); [Angie Black](#); [Ann Sullivan](#); [annakayf10@gmail.com](#); [anthonyverbrick@gmail.com](#); [ardelvoye917@yahoo.com](#); [ascott96@hotmail.com](#); [athibs93@gmail.com](#); [Avalon House](#); [B98303091@gmail.com](#); [Becca Schober](#); [bemistessa@gmail.com](#); [Bert Stitt2](#); [ann@hancockcenter.net](#); [brelhnaemeka@gmail.com](#); [Konkel, Brenda](#); [brj1292@gmail.com](#); [brynna.lunde@gmail.com](#); [Carol Crossan](#); [camiller25@wisc.edu](#); [Cari.lynn.sims@gmail.com](#); [cbrunstein@brandeis.edu](#); [chhetri.aes@gmail.com](#); [christina.n.alvarez@gmail.com](#); [claud.kaiserr@gmail.com](#); [Cliff Fisher](#); [cnelsonlifson@gmail.com](#); 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[Susan Lubar](#); [steve.ohlson@wisc.edu](#); [Duane Johnson](#); [petenow@mail.com](#); [John Johnson](#); [Abbas, Syed](#)
Subject: Re: 414 E Washington at Plan Commission Monday 7 November 5:30 pm
Date: Sunday, November 8, 2020 7:25:23 PM

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PLEASE SHARE WITH EVERYONE YOU KNOW! We need all hands on deck against gentrification

Register to speak if you are able to as well

REGISTER OPPOSING Item 23 by Monday Nov 9 at 530pm

(Item 23. 62096 402-414 E Washington Avenue, 8-12 N Franklin Street, and 9 N Hancock Street; Urban Design Dist. 4; 2nd Ald. Dist.: Consideration of a demolition permit to allow seven buildings to be demolished; consideration of a conditional use in the Urban Mixed-Use (UMX) District for a multi-family dwelling with more than eight (8) dwelling units; consideration of a conditional use in the UMX District for outdoor recreation; consideration of a conditional use in the UMX District for a new building greater than 20,000 square feet and more than four stories; and consideration of a conditional use to construct two additional stories in Area H of the "Additional Heights Area Map" in MGO Section 28.071(2) (b), all to allow construction of a ten-story, mixed-use building containing 1,200 square feet of

commercial space and 148 apartments.)

On Sat, Nov 7, 2020 at 8:47 AM Bob Klebba <bob.klebba@gmail.com> wrote:

Hi All,

You may remember that the proposed development was reviewed at the Urban Design Commission on Wednesday. Since UDC approved the previous application, it was unsurprising that this iteration was approved. The motion was basically to "approve the excess height because it is under the maximum height" (an attempt at a tautology?). It passed 7-0. You can read the UDC report here: <https://madison.legistar.com/View.ashx?M=F&ID=8900504&GUID=CE0E7FF6-3047-4AC2-987F-FDDA78F4F72E>

The application now goes to the Plan Commission on Monday. City Planning has put together a comprehensive report for this proposed development that documents the issues of concern to PC. Tim Parks' reports are very readable. You will learn about the development process by taking the time to review it. You can view the Planning Division report here: <https://madison.legistar.com/View.ashx?M=F&ID=8902585&GUID=95EE6B32-249C-4B46-B37A-3341ABD2BA94>

The legistar record for the application (with plans) is here: <https://madison.legistar.com/LegislationDetail.aspx?ID=4634353&GUID=9DDB5744-B1FE-4653-ABAA-582E49670BB0>

Of particular interest in the report are:

- p9 - Demolition of Existing Structures: it needs to be noted that the Landmarks Commission used their strongest language allowed to recommend against the demolition of the 2 buildings on E Wash (option "b").
- p11 - (top): Consideration of excess height as a function of the existing or planned n'hood. The steering committee has raised many times that the proposed building does not fit with the JMP N'hood and that the adjacent buildings may remain at 2-3 stories for another 20 years.
- p11 - (middle): The previous application was rejected for being too tall. The new application is only 8.8' shorter.
- p13 - Conclusion, Recommendation: Planning Division recommend that this application be approved.

You will notice that affordability does not appear anywhere in the report. It is not a criterion that PC needs to review in their decision. However, it is important that PC and the Planning Division hear from the SC members about the replacement of affordable housing with market-rate apartments. They have the power to change the zoning for future developments.

For the previous application, the SC emphasized that the proposed building was too large and too tall. The current application has a building that is 6.5% shorter (less than one story). In the disposition letter for the previous application, reasons for denying the previous application follow.

[T]he Plan Commission found that your conditional use request did not meet the following standards in MGO Section 28.183(6)(a):

#4, "The establishment of the conditional use will not impede the normal and orderly

development and improvement of the surrounding property for uses permitted in the district;”

#9 (excerpt), “When applying the above standards to any new construction of a building or an addition to an existing building the Plan Commission shall find that the project creates an environment of sustained aesthetic desirability compatible with the existing or intended character of the area and the statement of purpose for the zoning district;” and

#14, When applying the above standards to an application for height in excess of that allowed by Section 28.071(2)(a) Downtown Height Map for a development located within the Additional Height Areas identified in Section 28.071(2)(b), the Plan Commission shall consider the recommendations in adopted plans, and no application for excess height shall be granted by the Plan Commission unless it finds that all of the following conditions are present:

a. The excess height is compatible with the existing or planned (if the recommendations in the Downtown Plan call for changes) character of the surrounding area, including but not limited to the scale, mass, rhythm, and setbacks of buildings and relationships to street frontages and public spaces.

Your testimony to PC is important. Instructions on how to participate in person and/or to send an email are included below. Written testimony submitted by early Monday morning will be included in the Legistar record for PC members that afternoon.

Please don't hesitate to get in touch with me if you have any questions.

best, Bob

1. WRITTEN COMMENTS: You can send comments on agenda items to pccomments@cityofmadison.com

2. REGISTER BUT DO NOT SPEAK: You can register your support, opposition, or neither support or opposition to an agenda item without speaking at <https://www.cityofmadison.com/MeetingRegistration>.

3. REGISTER TO SPEAK or TO ANSWER QUESTIONS: If you wish to speak to an agenda item at the virtual meeting in support, opposition, or neither support or opposition, you MUST register.

You can register at <https://www.cityofmadison.com/MeetingRegistration>. When you register to speak OR answer questions, you will be prompted to provide contact information so that you can be sent an email with the information you will need to join the virtual meeting.

4. WATCH THE MEETING: You can listen to or watch the Plan Commission meeting in several ways:

- Livestream on the Madison City Channel website:

- <https://media.cityofmadison.com/mediasite/showcase>

- Livestream on the City of Madison YouTube Channel:

- <https://www.youtube.com/user/CityofMadison>

- Television: Watch live on Charter Digital 994 and AT&T U-Verse 99

- Listen to audio via phone: (877) 853-5257 (Toll Free) | Webinar ID: 952 4296 5040

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Bob Klebba he him his
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From: [John Johnson](#)
To: [Parks, Timothy](#); [Heck, Patrick](#); [Rummel, Marsha](#); [Bottari, Mary](#)
Subject: Opposition to project #62096 high-rise at 402-414 E. Washington Avenue
Date: Sunday, November 8, 2020 10:12:45 PM

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Please forward to all Planning Commission members.

Dear Plan Commission Members,

In almost 30 years as a home-owner in the Tenney Park neighborhood, I have never opposed a building project like this. However, this high-rise luxury apartment complex is totally wrong for our community on many levels.

The developer is back with a barely changed proposal from one that the Plan Commission rightly rejected last summer. It is still a massive high rise that permanently casts a shadow across a residential neighborhood, composed of a mix of low-rise houses and apartments, that offers affordability and has increasing numbers of owner occupied homes. This proposed high-rise still destroys those fine East Washington Ave historic houses, and is fully at market rates for apartments (so a big loss of affordable housing in all those destroyed apartments in those current houses). This neighborhood full of vitality and life is fundamentally threatened by this high-rise and the others that will no doubt follow along this stretch of East Washington. This project on many levels will darken our downtown community.

I have supported all the development of towers in brownfields and other parts of the East Washington corridor. High-rises on the 300, 400, and 500 blocks of the north side of East Washington Ave are not appropriate. Approving this tall tower now will lead to towers on the other two blocks and creation of a massive wall that shadows and negatively impacts that whole downtown residential neighborhood.

This plan for a high-rise tower of luxury apartments should be rejected again. More importantly, the Plan Commission should review and revise the current flawed zoning that allows potentially ten story towers on the 300, 400, and 500 blocks of the north side of East Washington Ave. That is the biggest flaw in zoning on the whole Isthmus. It seems to be the downtown plan errors by letting the 300, 400, and 500 East Washington blocks (really half of those blocks) be zoned for 8 + 2 stories. They should be six stories due to their place across from First District Historical area, on the rise up hill toward the Capitol, and with the neighborhood with lower zoning to the north and west down to James Madison Park (a neighborhood in which the goal is for more affordable housing and more owner occupied housing).

Tall towers there cast massive shadows and damage the low rise neighborhood of historic buildings and affordable housing north and northwest of those parcels. Dropping the maximum zoning to six stories there would support the spread of owner occupied housing going down the hill to James Madison Park, and not cast affordable housing units into permanent shadows.

Major considerations:

1. High-rise towers on these three blocks are wholly out of proportion with existing surrounding residential neighborhood and will dwarf and shadow all of it. Change the zoning to six stories max or approve this at six stories on the East Washington frontage with it decreasing to five and then four stories at the rear of the property. Or, at a minimum do NOT approve the “bonus” stories to further dwarf existing surroundings, and save the couple of houses on East Washington from demolition (make developer move them).

2. Historic houses at 402 East Washington and 410 East Washington. There are four buildings at this corner that are important parts of the history of Madison. All four are listed on the Wisconsin State Historical website (and, alas, not landmarked). The house at 402 East Washington, a fine red brick victorian, was built by this first florist in Madison in the early 1860s. He also built the house behind it for his daughter. The house at 410 East Washington was built by Madison business and civic leader Emil Frautschi for his family. He was patriarch of the Frautschi family and a founder of MATC (Madison College). His children were raised here. In building that house he moved the original 1850s farmhouse to the rear of the property (hidden from the street), and it is still there. All four of these houses should be saved whether or not this project is approved.

3. large loss of existing affordable housing plus the lack of affordable units in the proposal;

4; This luxury apartment high-rise will further negatively impact parking in this area. Parking is already at a crisis level for residents

This is a decision with large implications for the future of the James Madison Park neighborhood and the near eastside of the Isthmus. Do the right thing again and reject this ten story luxury high-rise apartment building that will forever negatively impact the future of our city, and immediately negatively impacts the lives of residents who are currently living in affordable housing there and nearby.

Madison must be a city for all, for the many and not for the few in luxury towers with pools and the wealthy developer profiteers who do not reside in the darkness they create.

Regards, and be well,

John W. Johnson, PhD
409 Sidney St.
Madison, Wisconsin

From: [Becca Schober](#)
To: [Plan Commission Comments](#)
Subject: Plan commission item 23
Date: Monday, November 9, 2020 9:45:47 AM

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Hello,

I live at 16 N Franklin next door to the proposed development site.

Any development on the proposed site will essentially block all sunlight from my apartment, as all the windows in the shared living spaces are on the SE side of the building, the side with a 10 story building being proposed. This is a matter of concern for me personally, as I am clinically depressed and need extra sun not only for myself, but for my plants which are a part of my therapy.

I also feel that although this design is slightly shorter, it still needs to be scaled back to allow for light to reach the rest of the block. In the light shadow studies, the rest of the block is in shade a good part of the year. This is obviously an issue.

I think the additional 2 stories the developers are requesting should be out of the question. I feel 6 stories would be the absolute maximum height to transition nicely into the neighborhood.

I'd also like to go on record as being against any project on this site that is not affordable housing. This project is blatant gentrification of an underprivileged area of madison that I find intolerable. We are already missing voices we had the first time around due to relocation in connection with this project. Please don't just bulldoze the voices of the people here.

As I told the steering committee and developers, in my eyes this design is a turn to face the right direction, but far from what any final design should look like. It is still far too tall for the neighborhood, and I believe any future plans should be affordable as well.

Thank you,
Becca Schober

[Sent from Yahoo Mail for iPhone](#)

From: [Juli W](#)
To: [Parks, Timothy](#); [Plan Commission Comments](#); [Heck, Patrick](#)
Cc: [Marsha Rummel](#); [Bob Klebba](#); [Verveer, Michael](#)
Subject: 11/09/20 PC Item 23- 62096 - 414 E Washington
Date: Monday, November 9, 2020 11:01:02 AM

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

Please accept my comments for consideration of agenda item 23, file number 62096, concerning 414 East Washington Ave.

Thank you to the development team for its collaborative actions in hearing out all constituents providing comments and feedback. The building and design itself I find well done overall and will be an asset in a suitable location.

The project as proposed lacks scale and integration with adjacent properties and the character of the neighborhood. The project is imposing rather than integrating. While the current proposal has shaved some height, it remains a high rise in disproportionate scale to the neighboring properties and neighborhood while demolishing structures that could be a part of the solution for projects that do integrate into the neighborhood, address the “missing middle” of housing and lean towards housing that is affordable to those city wishes to support who work downtown while reducing travel congestion:

- Use height in the center 30-40% of the East Washington face, while STEPPING down to integrate with the surrounding fabric, respecting space and light for other neighbors and properties.
- Use height on the corner of E Wash and N Hancock, while stepping down to integrate with the fabric of the adjacent neighborhood, similarly to improve integration.
- The project isn't integrating into the neighborhood as much imposing on the neighborhood, while demolishing structures that could become a part of an amazing improvement.
- Use transitions between properties to enhance community spaces and uses that integrate and connect the neighborhood, rather than the “gated” feel of such high rises.
- Scale units in a way widens what is affordable to a wider pool of potential renters.
- Convert to a condo project encouraging ownership.

I disagree that this project can be compared to the large projects easterly of Blair Street and how the projects coexist and “work” with the adjacent neighborhoods, offered as support for the 414 E Wash project and discussed at UDC per UDC meeting notes draft. The lots and city block configurations on the former car lots are NOT the same as being adjacent to property lines of adjacent residential properties. The projects such as the Galaxy, the Constellation and the high-rise neighbors largely have city streets and some additional green space in spots to reducing the impact to neighboring homes and residents, while recognizing there are impacts to low density units directly across a street. It's still across a street providing some separation.

The observation has been shared during comments for this project that published plans describe goals supporting neighborhoods and their unique character and livability that are at odds with development goals. Many neighbors want healthy, livable, unique neighborhoods to thrive are constituents and a part of the community, many long term.

On affordability: the phrase “affordable housing” is a repeated concern among many as shared in previous public comment and submissions, recognizing this is not part of this decision gate in the

process. There have been comments and discussion calling for the “missing middle” of housing noting the need for options besides market rate high rises. The proposal properties would seem great candidates for designs targeting the “missing middle”. “Affordable” speaks to incomes: wages of jobs posted for downtown for the state or for local businesses nearby can be \$10-20 an hour or \$40k a year (at \$20/hour gross). Building another high rise with “market rate” excludes the teachers, state workers or service industry employees (as examples) who want to live near their work. While it is said these units are targeted at individuals working downtown, it’s likely many of these individuals actually work on the far west side or in Verona (for the electronic medical records company there). Companies start downtown however they also move away from downtown. In addition, at this time, the pandemic is leading to a substantial shift in what work will look like and we could actually see a reduction in demand as individuals have options to live where they want while working remotely and companies change office real estate strategies.

The development team has submitted an excellent project and taken steps the team deems sufficient to address concerns. This project is an excellent candidate for the lot across the street, the Brayton lot, which has seen a worthy plan calling for just such a project. This project is not a great candidate for the slim section of properties in a neighborhood rich with qualities the city claims it wants to embrace and build on. The density issue will likely be addressed with smaller contributions across the city and county. This group of lots can be a smaller contribution to the total unit county. Yes, this group of lots is ripe for improvement and this is an opportunity to do it well. It’s just not this current project design.

While city plans have indeed published max heights for the James Madison Park neighborhood that envision 4-6 stories with a max of 10 on the E Wash side, perhaps we can consider this may have been overreach and that in fact a plan enhancing the residential aspects in the low to medium density would better serve this area.

Thank you for receiving neighbor comments and doing the challenging work that you do for the city.

Regards,

Juli Wagner
First Settlement District
S Franklin St owner

Sent from [Mail](#) for Windows 10

From: [Dawn O'Kroley](#)
To: [Parks, Timothy](#)
Cc: [Bob Klebba](#)
Subject: 402-414 E Washington, 8-12 N Franklin and 9 N Hancock
Date: Monday, November 9, 2020 9:57:53 AM

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Members of the Plan Commission,

Before you are inconsequential changes to the previous proposal which again fails to meet Conditional Use standards 4, 9 and 14a. This proposal is inconsistent with the existing and intended character of the surrounding area.

The footprint of this proposal is so massive and incompatible it will impede the normal and orderly development and the improvement of the surrounding properties in all directions.

The conglomeration of the parcels 9 N Hancock Street, 408 E Washington Avenue, 410 E Washington Avenue, 414 E Washington Avenue, 8 N Franklin and 12 N Franklin Street is not a presumption of the 2012 Downtown Plan height map amended and reduced by the Lamp House special area plan.

The 2018 adopted Comprehensive Plan strategies to conserve the character of this neighborhood are evidenced in the support of the Common Council through forgivable loans to owner-occupants for purchasing and renovating existing rental units.

The 2020 adopted City of Madison Preservation Plan prioritizes this as the first area to independently survey to ensure we preserve the history of underrepresented communities. Down the hill, in what will be the shadow of this block, is the Madison Landmark St. Paul's AME Church, long associated with Madison's first Black church and first Black neighborhood.

Only the current highway-like characteristic of E Washington sits between these existing parcels and the similar scale parcels of the Madison Landmark First Settlement District. This is not HWY 151. This context is vastly different from the 800 block of E Washington recommendations in the BUILD plan. The city holds control of the design of this once tree lined pedestrian boulevard to foster civic pride, retain the parcel scale and meet the 2020 adopted Urban Forestry Task Force recommendations.

This proposal negatively impacts an already sustainable, walkable neighborhood and there is no precedent in recent City approvals supporting only 2 entrances to private residences the entire length of the E Washington street frontage. Note that bird's-eye perspectives are presented because this development is not designed from, or in support of, a pedestrian's perspective.

The premise and pressure of this for-profit development remains not to conserve the special character of the neighborhood or build equity in our community. Please consider the many community member concerns voiced in the survey, testimony and in creating the recently adopted planning documents in your evaluation of Conditional Use standards 4, 9 and 14a. Thank you, Dawn O'Kroley 646 E Gorham Street

From: [Gay Davidson-Zielske](#)
To: [Plan Commission Comments](#)
Subject: 414 East Washington
Date: Monday, November 9, 2020 11:59:59 AM

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

Hello, as a 35- year resident and small-time rental property owner (two two-flats next door and across the street from our home) of the nearby TL neighborhood and as a person who really loves the quirky and inclusive nature of our city, i want to stand opposed to the 10-story proposed development for the following reasons:

- 1) it would displace a lot of people during the “most dangerous” phase of the Coronavirus pandemic so far—even if actual building started much late, there is no scientist who is willing to predict how long we will be living under this threat
- 2) the destruction of structures that are fully restorable or functioning
- 3) the chaos that always and has been continuously disrupting traffic, daily affairs, and noise and water issues since the massive development began and has spread down E. Wash in the last few years. My water has been brown and unusable because of new construction many many days in the last years, rendering it undrinkable and staining good laundry. One cannot enjoy one’s yard many days because construction noise of one kind or another is constantly present.
- 4) the height discrepancy diminishes both air patterns and sunlight for adjoining neighborhoods
- 5) aesthetics. It’s too tall if over five stories to fit into area appearance
- 6). Green space is frequently eaten into with these projects, along with removal of trees and vegetation. (I am just citing similar projects)

I am too vulnerable health wise to attend any live discussions and dont do very well with Zoom, but hope you will count this as my vote OPPOSED to this too large and just too much development.

Sincerely, Gay Davidson-Zielske, 1011 E. Gorham St. Madison, WI. 53703

Sent from my iPad

From: [Jen Mann](#)
To: [Plan Commission Comments](#)
Subject: Agenda 23 Opposition
Date: Monday, November 9, 2020 1:42:13 PM

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Hello,

I am unable to attend tonight's meeting due to work tonight, but I felt compelled to send in my comments on this agenda item. I don't know how this meeting will be run, but if comments are read at all I would not like my name mentioned.

I strongly oppose the new construction being referenced in agenda item 23 for tonight's meeting. While I agree that Madison needs more housing units, I feel more strongly that Madison is in a housing *crisis*. This means that Madison needs more units that are affordable to everyone, especially the people whose current homes would be destroyed in this process.

Affordable housing is more than just having a certain ratio of subsidized units available within a luxury building. As a matter of fact, the non-subsidized, non-affordable units in these buildings seem to be inflated to make up for that "loss" of monthly rental income to that company. Madison rents are skyrocketing because of new constructions like this. Cheaper landlords can upcharge for old, rundown buildings because luxury high rises set the market rate. If a luxury high rise can charge \$1600 for a small one bedroom without utilities included and hundreds of these flood the market, "market rate" jumps up, and other landlords take advantage of that.

My partner and I were so excited to move to the east side of Madison this year, but we are being priced out of "our" own neighborhood. I am a tech employee, and I cannot (and will not) pay the exorbitant rents of this neighborhood whether they are for luxury new constructions or run-down historical buildings. We as a community must preserve our neighborhoods.

This construction (and others similar) need to have a more thorough plan of rent control for *all* of the units that will be available, in addition to subsidized explicitly affordable housing.

Jen

From: myrealibrary@yahoo.com <myrealibrary@yahoo.com>

Sent: Monday, November 9, 2020 9:33 AM

To: [Various Recipients]

Subject: Re: 414 E Washington at Plan Commission Monday 7 November 5:30 pm

Dear Bob and all,

Below are my comments that I just emailed to planning commission. I hope they are received and read. I'm sorry I cannot participate in the zoom meeting tonight. Feel free to read from my letter at the meeting if useful. Thanks again for keeping us informed.

Tracy

Dear Planning Commission members,

Regarding Item 23. 62096 402-414 E Washington Avenue, 8-12 N Franklin Street, and 9 N Hancock Street

Wow. Really? Are you going to approve tearing down buildings dating back to 1866, 1879, 1890, 1894, 1900, 1900, 1907, 1924? Are you willing to approve losing all this history, diversity and affordability and approve replacing these with a massive planned 10 story building with 148 apartments plus commercial space that could be anywhere USA?

And during a pandemic?

I have lived in Madison for more than 30 years. Often I hear newcomers to Madison comment that they really appreciate the diversity of old and new buildings in Madison. It makes made Madison, Madison. Once these buildings are gone, not only are the buildings but the voids and the shape of the sky around them are also gone forever.

If this proposal fits the comprehensive plan, then the plan needs changing to fit the times! We are in a pandemic, maybe for years to come. Why is displacing people now a good idea? Why is approval for more empty business spaces and a mega building a good idea? We need plans for and to retain affordable, human scale housing downtown. We need to keep diversity of the Madison urban landscape and it's peoples, not gentrification.

I respectfully urge each and every member of this commission to vote against approval of this project.

At the top of your agenda for tonight are these words: "Consider: Who benefits? Who is burdened? Who does not have a voice at the table? How can policymakers mitigate unintended consequences?"

Sincerely,

Tracy Dietzel
515 S. Paterson
Madison, WI, 53703

From: [Susan Millar](#)
To: [Plan Commission Comments](#)
Cc: [Kathryn Pensack](#); [Julia DePalma](#)
Subject: Regarding #62096 (414 East Washington St) for Nov 9 2020 Plan Commission meeting
Date: Monday, November 9, 2020 2:31:21 PM

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

Dear Members of the Plan Commission,

I strongly affirm this proposal for two reasons.

1. I commend Knothe & Bruce Architects (working with Wash Haus Development on the apartment building proposed for 414 East Washington) for providing the Plan Commission with their quite extensive list of [Sustainable Design Features](#). This kind of attention to strategies for reducing CO2 emissions and for managing water are essential for new buildings going up in Madison during this and future decades. This architecture firm and development group are helping lead the way by ***voluntarily going beyond the minimal building standards to which the state has constrained our city.***

2. Given that:

- the population of Madison will continue to grow;
- the City's Comprehensive and neighborhood plans strongly seek to meet the demand for more housing through dense infill designs;
- this proposed building provides dense infill while also voluntarily taking a lead with respect to sustainability features;
- existing neighborhoods almost always resist change, in part, because change is just difficult; and
- this proposed building very likely will help create a more vibrant and liveable downtown Madison, once the dust is settled,

I believe the Plan Commission should approve a proposal.

Thank you,
Susan Millar
2233 Rowley Ave., 53726
Member, 350 Madison

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I was born when CO2 PPM was 310.5.
When my youngest grandchild was born, PPM was 393.1.
At current rates, when he is 20, PPM will be 423.

See the attached data file from

NASA: <https://data.giss.nasa.gov/modelforce/ghgases/fig1A.ext.txt>

From: [Michael Lutz](#)
To: [Plan Commission Comments](#)
Subject: Comments Re; proposal
Date: Monday, November 9, 2020 3:18:29 PM

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It was been brought to my attention regarding the proposed demolition along East Washington. I cannot stress too strongly how I disagree with this! I have watched with growing alarm and gathered information about the (so-called) demolition and the attempted eyesore such a housing shortage would create! All in an attempt a rental unit would create. I protest; I protest most strongly.

From: [Abigail Ryan](#)
To: [Plan Commission Comments](#)
Subject: Oppose lack of affordable housing in agenda item 23
Date: Monday, November 9, 2020 3:16:09 PM

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I write, disappointed, that there is minimal mention of affordability of replacement living units in the plans for the Demolition and Conditional Use Permit for **402-414 E Washington Avenue, 8-12 N Franklin Street, and 9 N Hancock Street**. I understand that affordability is not a requirement for the Planning Commission to consider, but I do urge you to look closely at the questions at the top of your meeting agenda: "Consider: Who benefits? Who is burdened? Who does not have a voice at the table? How can policymakers mitigate unintended consequences?"

I realize that you may still vote to approve this project, but I hope that you will use every tool in your toolkit to actively make sure that affordable housing continues to be an option in the downtown area and East Washington corridor.

Thank you for your time,
Sincerely,
Abigail

--

Abigail Ryan
1418 Packers Ave
Madison, WI 53704
she / her / hers

From: [Gary Tipler](#)
To: [Plan Commission Comments](#)
Cc: [Heck, Patrick](#); [Rummel, Marsha](#); [Bob Klebba](#)
Subject: 414 E Washington, Plan Commission, Item 23
Date: Monday, November 9, 2020 4:49:26 PM
Attachments: [Historic Buildings of 400 Block East Washington.docx](#)

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

Re: 414 E Washington Avenue proposal. Item 23

Dear Plan Commissioners and staff,

I believe that the proposal as is should not be approved.

The building proposed for the 400 block of East Washington still does not meet the standards outlined by the Commission to the applicant for the previous, yet very similar proposal. I will only name the first point, a critical one that must be considered, otherwise the building would have a seriously deleterious effect on that downtown residential neighborhood.

The "Plan Commission found that your conditional use request did not meet the following standards in MGO Section 28.183(6)(a):"

#4, "The establishment of the conditional use will not impede the normal and orderly development and improvement of the surrounding property for uses permitted in the district;"

I believe that the approval and construction of this building as proposed will have a crushing effect on the neighborhood in which it would be built. The homeowner incentives offered by the city only a few years ago for the same blocks will have been tossed aside, the investments and lives of homeowners and tenants snubbed in favor of the latest prospect for taxable development.

I am also critical of the report by Legacy Architecture, the historic consultants for the developer regarding two historic buildings on the site. Unfortunately, the report was incomplete and erroneous about the historic architectural significance of the buildings at 402 and 410 East Washington Avenue. My reasoning is noted below.

Architectural Significance of 404 East Washington

The house is significant as a rare, but once more common type of house in downtown Madison. Of the several dozen that once stood, there are only a scarce few. The locally made vermilion colored brick and the hand-hewn local stone was used in this substantial house. It was built as the home for Frederick and Ida H. Scheibel whose floral business was also on the property.

Architectural Significance of 410 East Washington Avenue, the Emil Frautschi House

The Emil Frautschi house was designed by the prominent local firm of Claude & Starck, Architects, and is worthy of preservation. The house was attributed by Katherine Rankin and Tim Heggland in their inventory of historic buildings in the office of the historic preservation planner in the 1980s. When asked recently about this attribution, Ms. Rankin explained that the article in which the note of the construction of the Emil Frautschi house was named, it was within a paragraph of other houses designed by Claude & Starck, just completed or in the works. One of the partners had the annual tradition of contacting the newspaper for the

interview, other architects' projects were subsequently added to the story.

"Building is High, Madison Booms". 12/3/1907, WSJ, Page 4.

Claude & Starck named houses for clients: Emil Frautschi house at \$6000. Lougee and Geo. Miller houses, Wm. Beecroft remodel 349 W Mifflin. E.W. Eddy store. Ralph Richardson, 745 Jenifer. Widow of Nils O Starcks, 518 S Paterson. Frank Wootton, 120 W Gorham.

At the very least if the city is to proceed with permitting this development, the two historic buildings should be removed and renovated at another compatible historic area downtown.

I've copied more information on the houses and a couple photos.

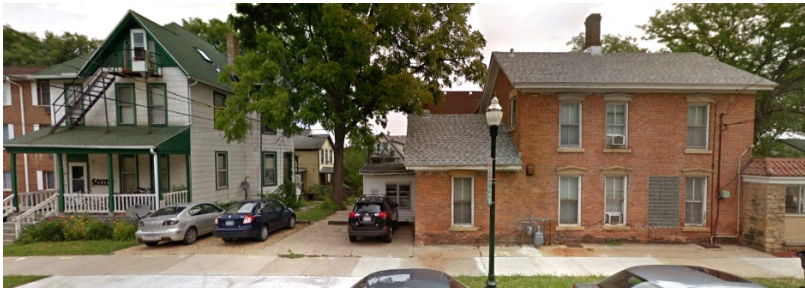
Thank you for your consideration.

Gary Tipler

807 Jenifer Street, Madison

Historic Buildings, 400 Block of East Washington

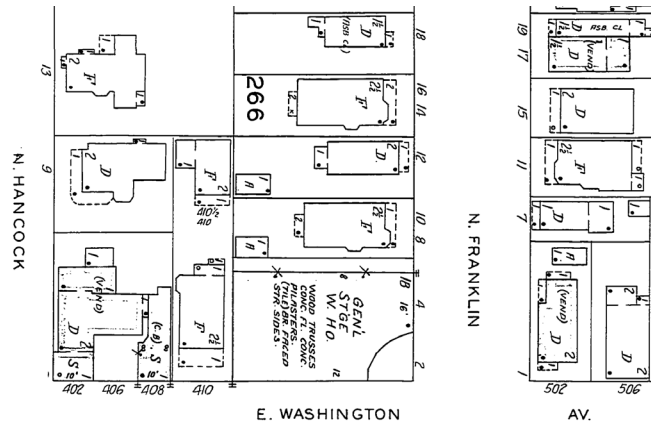
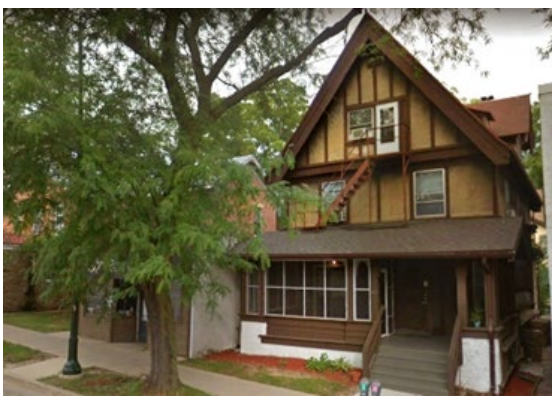
Notes by Gary Tipler. 1/31/2020



402 East Washington

The Frederick and Ida H. Scheibel house and floral business building at 402 East Washington Avenue, built around 1875-6 until his death in 1892. His family also building the house behind it on Hancock.

The house is a rare type of late 19th Century residence in Madison. It has locally-made vermilion-colored bricks and sandstone window and door lintels and sills. The house had a commercial business in it from the day it was open. The two shops added around it in the early 1920s reflect its layered history as the downtown area further developed as the commercial hub of the region.



410 East Washington

The Emil and Ida Frautschi house at 410 East Washington was built 1907 in a half-timber-and-stucco Tudor styled house, attributed to the Madison firm of Claude & Starck, Architects by Katherine Rankin. Emil Frautschi was the treasurer and manager of Madison Fuel Company and was an officer in early downtown business associations. The house is a soundly built house by a prominent architecture firm and deserves to be retained.

410-1/2 East Washington

The little house behind the Frautschi house at 410-1/2 East Washington, was likely built in the 1860s by the Purcell family who were teamsters. It was moved to the rear of the lot for the construction of the Frautschi house.





From: [Jeanne Strickland](#)
To: [Plan Commission Comments](#)
Subject: #62096
Date: Monday, November 9, 2020 5:09:07 PM

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

This development project doesn't help make housing accessible.

Project building is too tall for the location and just adds to high rental properties. Please consider the urgent need for fair price housing in the city center. And keep Madison green without high story buildings!

Thank you,
Jeanne Strickland
Madison

From: [ERIK MINTON](#)
To: [Plan Commission Comments](#)
Subject: November 9 Plan commission item #23 Klinke Cleaner site/ housing project
Date: Monday, November 9, 2020 7:10:14 PM

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

City of Madison Staff:

I have followed the progress of this building proposal and I like it very much.

I live and work immediately adjacent to this site for the past 30 years. I have raised my children in this neighborhood during this period. I operate 4 retail/service type businesses in this neighborhood with dozens of staff and customers living in this neighborhood. Our downtown needs more people and more quality projects like this, now more than ever. This neighborhood is vibrant, active and engaged in "all things" downtown. It is appropriate. It is good looking and it will ultimately add a lot to our neighborhood.

Sincerely,
Erik Minton
21 North Butler
Madison, Wisconsin

Eminton111@aol.com
608-345-3456

From: [Alexander Galas](#)
To: [Plan Commission Comments](#)
Subject: Agenda Item 23: East Wash Construction Opposition
Date: Monday, November 9, 2020 9:29:21 PM

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

This building has a number of flaws that lead me to oppose its construction. The building needs to be referred for further modification.

The building height requires extra floors reserved for exceptional designs that contribute to the community. This building contributes nothing of the sort- **tax money alone is not justification for 'exceptional design.'**

There has been little consideration for affordable housing, and while the developers claim that some apartments will be affordable they refuse to commit to any details such as number or type.

There has been little concern for architectural beauty. As a young transplant to Madison, one of the significant appeals to me was the historic aspect of the area. Buildings such as the former American Exchange Bank on the capitol square, the Saint Paul's Methodist Church, or even the building housing the Pinkus McBride market made the area stand out as unique and beautiful. This building uses modern construction with little regard to the ornamentation and details that make architecture exceptional.