

MIDVALE PLAZA NEIGHBORHOOD STEERING COMMITTEE

July 7, 2006

An Open Letter to City of Madison Alders and Mayor Dave Cieslewicz:

The Westmorland/Midvale Heights Neighborhood Steering Committee, representing more than 800 neighborhood taxpayers, is a champion of the Madison Comprehensive Plan. We believe in infill as a strategy to control urban sprawl and we believe that adding density to this site, along with well-planned retail, will be an improvement to our neighborhood. We also believe in the Plan's stated goals to encourage citizen participation, and to build developments that fit with the scale and character of the neighborhood.

Therefore, in compliance with the guidelines of the Madison Comprehensive Plan and to set a precedent for excellence in the application of its principles, we ask you to take a leadership role to implement the following appropriate guidelines in this existing low-density neighborhood:

- Expanded, accessible library that is a community focal point
- Sufficient retail space in Phase I to permit the continuity of existing retail services
- Traffic flow that utilizes Midvale and Tokay Blvds. and minimizes spillover into the neighborhoods
- An ideal housing density of 57 with an absolute maximum of 92 units
- Building height at a maximum of three stories with significant setbacks maintained on both the second and third stories
- Design that honors the style and scale of the neighborhood architecture

In the words of the Comprehensive Plan, we ask that you *"balance the preferences of residents with citywide and neighborhood planning objectives and priorities."*

The Steering Committee has discussed some achievable solutions and considerations that would further the discussion and move the process forward toward implementation.

Within the next few days, we will be contacting you to discuss our proposal and how we can assist you in meeting the challenge of future development in Madison.

Sincerely,

Bonnie McMullin-Lawton and Don Severson
Co-chairs, Westmorland/Midvale Heights Steering Committee

TABLE of CONTENTS

Midvale Plaza Redevelopment Project Neighborhoods' Steering Committee Modification Proposal & Rationale

Modification Proposal.....	1
Modification Rationale.....	2
City of Madison, Comprehensive Plan: Relevant References.....	7
Planned Unit Development: Approval Criteria Applied to Project.....	11
Appendices	
A. Neighborhood Opinion Survey	
<hr/>	
a. Background Information.....	13
b. Summary of Results.....	15
c. Results Graphic.....	22
B. Steering Committee Presentations to Plan Commission	
a. Introduction.....	23
b. New Urbanism and Comprehensive Plan.....	25
c. Retail 1.....	27
d. Retail 2.....	29
e. Traffic 1.....	33
f. Traffic 2.....	35
g. Density 1.....	37
h. Density 2.....	40
i. Design.....	43
j. Conclusion.....	44
C. Steering Committee Newsletters	
a. Mission Statement.....	45
b. Committee Members and Contact Information.....	46
c. Proposal Guidelines.....	47

MIDVALE PLAZA REDEVELOPMENT

The Westmorland/Midvale Heights Neighborhood Steering Committee Modification Proposal

The neighborhood steering committee, representing at least 800 neighborhood taxpayers, is a champion of the Madison Comprehensive Plan. We believe in infill as a strategy to control urban sprawl, and we believe that adding density to this site along with well-planned retail will be an improvement to our neighborhood. We also believe in the Plan's stated goals to encourage citizen participation, and to build developments that fit with the scale and character of the neighborhood.

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- Building height at a maximum of three stories with significant setbacks maintained on both the second and third stories
- Design that honors the style and scale of the neighborhood architecture

In the words of the Comprehensive Plan, we ask that you *"balance the preferences of residents with citywide and neighborhood planning objectives and priorities."* We ask for your vote to reject the request for rezoning and this project until such time as the project meets the stated goals.

This proposal has been endorsed by 800 residents and counting.

Madison Comprehensive Plan as it relates to the Midvale Plaza Redevelopment

The residents of Westmorland and Midvale Heights have worked for over a year to gather neighborhood input and convey the results to the developer and owner of Midvale Plaza, as well as to the Urban Design and Plan Commissions.

We believe our efforts to influence the redevelopment project and our proposed guidelines are entirely consistent with the goals of the Madison Comprehensive Plan

We support urban infill that more closely mirrors the scale of the neighborhood and the neighbors' point of view.

We believe several goals of the Comprehensive Plan, as noted below, are being ignored

(All italics are direct quotes from the Madison Comprehensive Plan):

NEIGHBORHOOD INPUT

“Energize and empower City residents by providing meaningful opportunities for participation in decisions that affect their neighborhoods and the City as a whole.” and “Changes in established neighborhoods should be carefully planned in collaboration with neighborhood residents, businesses, owners and institutions.”

- Despite three public meetings, a survey of all neighborhood residents and 700+ signatures on an alternative proposal, all of which express strong reservations about the current plan, the project remains essentially what was proposed last January – 142 residential units, four-story sections on both buildings, traffic flow onto neighborhood streets rather than arteries, and reduced retail.

NEIGHBORHOOD CONTEXT

“Redevelopment scale and density should be compatible with the established neighborhood” and “preserve and enhance established neighborhood character and design.”

- Too tall – *“Specific height should be compatible with the scale and intensity of the adjacent neighborhood.”* Because it is being built on some of the highest land in the city and will be 4.5 stories tall to accommodate semi-underground parking, this project will tower over the neighborhood. The vast majority of structures within a mile of the site are small, one- and two-story residences.

- Too dense – *“Low-Density Residential areas should be protected from encroachments of higher density or higher intensity uses than presently exist in the neighborhood.”* The proposed plan is at the maximum limit outlined in the Comprehensive Plan, and does not consider the context of the neighborhood. The development will increase the population of Westmorland by 16%.
- Inappropriate design – *“factors such as architectural character and scale including building height, size, placement, ...traffic generation...are important.”* The Urban Design Commission and Plan Commission expressed serious criticism of the architecture yet no new design has been made available.

SUPPORT FOR LOCAL RETAIL

“Maintain and enhance economically viable neighborhood business centers as a source of local employment, a focal point for neighborhood activities, and a centralized convenience shopping and service center for area residents.” (2-32)

- Phase I contains insufficient retail space to house current retail tenants (6,356 vs. 14,000 sf)
- No viable space for signature retailers—Bergmann’s and La Brioche—in Phase I.
- ~~Total retail space is reduced in redeveloped plaza.~~
- No retail study has been done.
- Loss of local retail will increase, not decrease, amount of car traffic in the neighborhood.

TRAFFIC FLOW

“Respect the neighborhood’s positive characteristics related to such factors as the level of activity, intensity of use, building size and design, and parking and traffic conditions.” and *“Neighborhood street networks should be designed to discourage cut-through non-local traffic and excessive travel speeds.”*

- Large majority of traffic routed onto residential side street, rather than collector streets.
- Design of underground garages does not make most flexible use of entrances and exits.
- Street design does not include hardscape means to funnel traffic onto appropriate streets.

Objective 31: Foster the creation of engaging and visually attractive neighborhoods, each with a distinctive sense of place.

Policy 1: Create a strong sense of place in neighborhoods by carefully coordinating the types and functions of buildings; the design of streets, the placement of buildings in relation to the street or sidewalk; the use and design of the areas between building facades and lot lines; the placement and visibility of garages and parking areas, and the design of public streetscape features such as landscaped terraces, sidewalks, street trees, street lights, and street furniture such as benches or trash baskets.



Outdoor cafes, umbrellas attractive storefronts, and other high quality street furnishings help make memorable places.

Policy 2: When designing new neighborhoods, seek opportunities to establish and preserve defining views and visual references that contribute to neighborhood identity and character.

Location and Design Characteristics

Neighborhood Mixed-Use districts typically form activity centers located along relatively important streets within or adjacent to residential districts. Most neighborhood mixed-use districts are relatively compact, often consisting only of several buildings on one or more corners of a street intersection; but neighborhood mixed-use districts also may be stretched out for several blocks along a local business street.



Small retail and office development on Madison's west side is adjacent to senior and condominium housing.

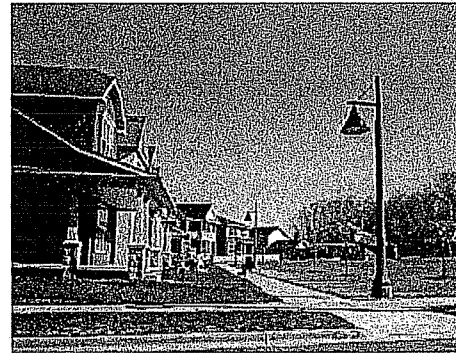
Development in Neighborhood Mixed-Use districts should be consistent with the design standards for mixed-use areas recommended in City plans, and should provide a pedestrian-oriented "urban" environment generally characterized by:

- Well-designed buildings placed close to the sidewalk and street.
- Parking located primarily behind the buildings or underground. On-street parking is recommended where sufficient right-of-way is available. Buildings that are more than one story, with maximum building height compatible with the size of the district and surrounding structures and land uses. Specific height standards may be recommended in an adopted neighborhood or special area plan.
- Pedestrian-friendly design amenities, such as decorative paving and lighting along sidewalks and paths, plazas, benches, and landscaping.

Low Density Residential (LDR)

Low Density Residential districts are characterized by relatively low densities and a predominance of single-family and two-unit housing types. Some Low Density Residential areas, particularly in the older neighborhoods, may include many “house-like” structures that were built as, or that have been converted to multi-unit dwellings. Smaller two, three and four-unit apartment buildings may be compatible with the Low Density Residential designation at locations specified in an adopted neighborhood or special area plan, but large apartment buildings or apartment complexes are not.

In general, Low-Density Residential areas should be protected from encroachments of higher density or higher intensity uses than presently exist in the neighborhood, and future conversions of housing in older mixed-housing type neighborhoods from single-family to multi-unit should be discouraged. Infill or redevelopment projects should be compatible with established neighborhood character and be consistent with an adopted neighborhood or special area plan.



Grandview Commons in the Sprecher Neighborhood

Net Density Range

Recommended Land Uses

- Neighborhood-serving commercial buildings and uses. While primarily intended to serve the adjacent neighborhoods, neighborhood mixed-use districts may also include specialty businesses serving wider markets, provided the size of establishment and scale of building is consistent with the character of the district and the surrounding neighborhood.
- Housing types similar to Low-Density Residential districts, but with no fixed maximum number of apartment or row house dwelling units in a building, provided the building scale is appropriate. Generally, this will be a relatively small building when the adjacent neighborhood is low density.
- Mixed-use buildings.
- Non-commercial residential support uses similar to Low-Density Residential districts.



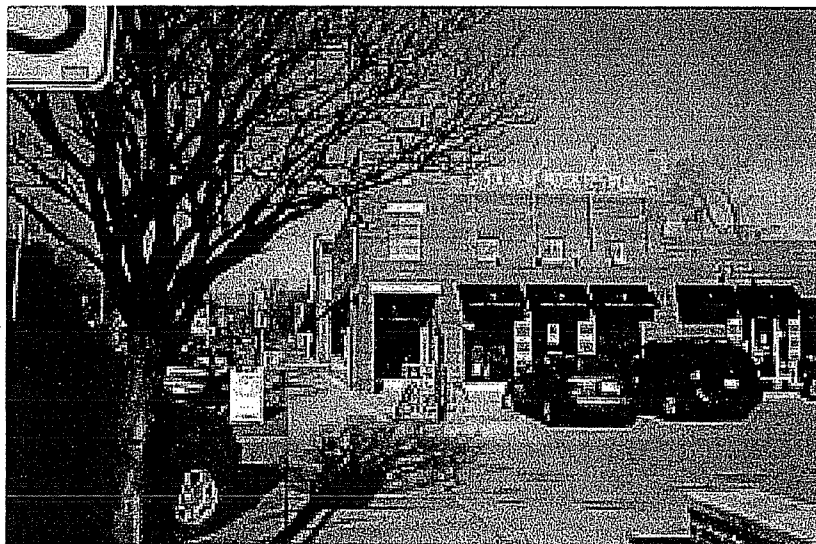
This coffee shop and cafe on Allen Street is part of a Neighborhood Mixed Use District at the corner of Regent and Allen Streets.

Objectives and Policies for Established Neighborhoods

Objective 34: Guide the processes of preservation, rehabilitation and redevelopment in established City neighborhoods through adoption and implementation of neighborhood plans, special area plans and major project plans consistent with the Comprehensive Plan.

Policy 1: In established neighborhoods identified in the Comprehensive Plan as recommended locations for near-term or longer-term transition to different or more-intensive land uses, prepare and adopt a detailed neighborhood plan that clearly defines the locations where redevelopment, changes in use and/or increased density are recommended, the areas where no significant changes in use or intensity are recommended, and the essential character, scale and design elements that are critical to ensuring that new development is compatible with existing development.

Note: Where only relatively limited portions of a neighborhood are identified as areas where redevelopment is recommended, a detailed plan for just those areas may be prepared as a substitute for, or supplement to a complete neighborhood plan. These plans should cover an area larger than the proposed redevelopment site in order to address issues such as land use and density transitions between the redevelopment site and adjacent neighborhoods and districts and traffic impacts.



Knickerbocker Place is a small-scale pedestrian friendly neighborhood infill project.

COMPREHENSIVE PLAN, CITY OF MADISON
Relevant References for Midvale Plaza Proposal

As noted above, refined recommendations applicable to individual properties will be provided through preparation and adoption of detailed neighborhood and special area plans. The City zoning ordinance may be amended as necessary to implement the recommendations of the Comprehensive Plan and adopted neighborhood and special area plans. (2-77)

Smaller two, three and four unit apartment buildings may be compatible with the Low Density Residential designation at locations specified in an adopted neighborhood or special area plan, but large apartment buildings or apartment complexes are not. (2-79)

The references below are a part of the Low Density Residential discussion:

In general, Low Density Residential areas should be protected from encroachments of higher density or higher intensity uses than presently exist in the neighborhood, and future conversions of housing in older mixed housing type neighborhoods from single family to multiunit should be discouraged. Infill or redevelopment projects should be compatible with established neighborhood character and be consistent with an adopted neighborhood or special area plan. (2-79)

The references below are a part of the Neighborhood Mixed Use discussion:

Developments within Mixed Use districts should be consistent with an adopted neighborhood plan or special area plan, which may also provide detailed land use or design standards. (2-86)

Generally, buildings should be between two and four stories in height. Specific height standards should be established in neighborhood or special area plans, and should be compatible with the scale and intensity of the adjacent neighborhood. One story buildings may be appropriate in limited circumstances but are not encouraged. (2-87)

The maximum development intensity (floor area ratio) for commercial uses should be established in a detailed neighborhood or special area plan.

The references below are a part of the Transit Oriented Development discussion:

The standards listed below are intended to serve as general guidelines for TODs. It is expected that more-specific TOD standards will be provided in detailed neighborhood development plans, special area plans, and the City's zoning ordinance. (2-118)

Recommended land use allocations within TOD core areas are listed below. Not all of the uses listed below will be located in most TODs, and these recommendations are intended to serve as general guidelines to be refined in the detailed City neighborhood development or special area plans prepared for each TOD

COMPREHENSIVE PLAN, CITY OF MADISON
Relevant References for Midvale Plaza Proposal

scale (including building height, size, placement and spacing) block and street patterns, landscaping and traffic generation are also important. (2-36)

Objective 45: Continue public and private efforts to beautify Madison's neighborhoods. (2-37)

Policy 1: Adopt and enforce urban design principles, standards, and guidelines for infill and redevelopment projects in established neighborhoods. These guidelines should address building design, height, setback, materials and orientation to street. (2-37)

The references below are a part of the Generalized Future Land Use discussion:

The Generalized Future Land Use Plan Maps illustrate a conceptual recommended land use pattern for the City of Madison and its future growth areas as a whole, but the maps are usually not sufficiently detailed to address the many nuances and specialized planning objectives of specific locations. For this reason, the Comprehensive Plan recommends that future changes in land use should be guided by the more detailed recommendations of an adopted neighborhood plan, neighborhood development plan, or special area plan. It is also recommended that such a plan be prepared and adopted for all areas where future land use changes are recommended or anticipated, and that these plans be maintained current. (2-73)

No significant changes to the character of existing neighborhoods will be initiated by the Comprehensive Plan. In areas where the Comprehensive Plan's recommendations differ from the existing conditions, future changes in land uses, if any, will be carefully planned and guided by the detailed recommendations of an adopted neighborhood plan or special area plan. The City will continue to work with neighborhoods as neighborhood plans and special area plans are prepared or revised and ensure that neighborhood residents have opportunities to participate. (2-75)

Although the future character of these neighborhoods or districts may be quite different from what exists today, the transition to different uses or development densities should be orderly and guided by the recommendations of an adopted neighborhood or special area plan. New development also must be reasonably sensitive to surrounding developments that have not made the transition, including any historic structures or other uses that are expected to continue indefinitely. More typically, the land use recommendations for established areas may identify more limited areas for potential infill or redevelopment with different uses or densities. (2-75)

Introduction of new uses into an established neighborhood should be considered only at locations identified in City adopted detailed neighborhood or special area plans and must respect the neighborhood's positive characteristics related to such factors as the level of activity, intensity of use, building size and design, and parking and traffic conditions. Appropriate performance and architectural standards should be included in the adopted neighborhood or special area plan. (2-76)

COMPREHENSIVE PLAN, CITY OF MADISON
Relevant References for Midvale Plaza Proposal

Policy 4: Balance the preferences of residents with City wide and neighborhood planning objectives and priorities when determining the acceptability of changes to parcels of land in or adjacent to existing residential development. (2-31)

Policy 5: Adopt regulations and design standards to protect the desired street and block patterns, land use patterns, and development characteristics of the City's established neighborhoods, such as building size and height, building setbacks and placement on the lot, density, parking, landscaping, and streetscape improvements. (2-31)

Objective 35: Maintain and enhance economically viable neighborhood business centers as a source of local employment, a focal point for neighborhood activities and a centralized convenience shopping and service center for area residents. (2-32)

Policy 1: Support the retention of neighborhood based businesses and employers and public uses as centers of neighborhoods. (2-32)

Policy 2: Actively promote Madison's existing neighborhood commercial centers as a neighborhood amenity and destination for residents. (2-32)

Objective 41: Maintain a balance between redevelopment and preservation in established neighborhoods that recognizes the general satisfaction of many residents with their neighborhoods as they currently are and focuses redevelopment activity on selected areas and sites within the neighborhood where the objectives of increased density and a wider range of uses will be most supportive of objectives to maintain existing neighborhood character and quality. (2-35)

Policy 2: General locations where a transition into a denser neighborhood or district is appropriate should be identified in the Comprehensive Plan and in detailed neighborhood development plans and other special area plans. (2-35)

Objective 42: Ensure that new development is compatible with the existing and planned design and development characteristics of the neighborhood and minimize land use conflicts between infill or redevelopment projects and existing neighborhood development. (2-35)

Policy 1: Infill development or redevelopment in existing neighborhoods should be designed to incorporate or improve upon existing positive qualities such as building proportion and shape, pattern of buildings and yards, building orientation to the street, and building materials and styles. (2-36)

Policy 2: Recognize that infill development is not inherently "good" simply because it is infill, or higher density because it is higher density. Where increased density is recommended, it is always only one among many community and neighborhood objectives, and other factors such as architectural character and

COMPREHENSIVE PLAN, CITY OF MADISON
Relevant References for Midvale Plaza Proposal

The City understands the importance of maintaining its existing neighborhoods as a means of providing a range of attractive, safe, affordable, and quality living and working environments. Many of Madison's existing neighborhoods, especially the older neighborhoods, are well served by mass transit. In addition, preservation of services and shopping in existing neighborhoods helps strengthen the livability and quality of life in these areas. To achieve these ends, the City allocates substantial efforts and resources into maintaining and enhancing Madison's older neighborhoods. Implementation of neighborhood goals, objectives, policies and implementation recommendations will help the City achieve and maintain consistently high quality neighborhoods. (2-5)

Objective 2: Continue to involve citizens in City of Madison planning and plan implementation and decision-making processes. (2-12)

Goal: Energize and empower City residents by providing meaningful opportunities for participation in decisions that affect their neighborhoods and the City as a whole. (2-24)

Objective 24: Continue to promote and strengthen Madison's tradition of active neighborhood associations and organizations. (2-24)

Policy 2: Foster neighborhood involvement in all development decisions that will impact the neighborhood. (2-24)

Objective 25: Continue to promote neighborhood identity as a means of creating a sense of belonging to the community. (2-24)

Objective 34: Guide the processes of preservation, rehabilitation and redevelopment in established City neighborhoods through adoption and implementation of neighborhood plans, special area plans and major project plans consistent with the Comprehensive Plan. (2-31)

Policy 1: In established neighborhoods identified in the Comprehensive Plan as recommended locations for near-term or longer-term transition to different or more-intensive land uses, prepare and adopt a detailed neighborhood plan that clearly defines the locations where redevelopment, changes in use and/or increased density are recommended, the areas where no significant changes in use or intensity are recommended, and the essential character, scale and design elements that are critical to ensuring that new development is compatible with existing development. (2-31)

Policy 3: Changes in established neighborhoods should be carefully planned in collaboration with neighborhood residents, businesses, owners and institutions. (2-31)

PLANNED UNIT DEVELOPMENT

Criteria for Approval

(Midvale Plaza Proposal: Suggested Non-compliance Rationale)

Criteria For Approval.

As a basis for determining the acceptability of a planned unit development district application the following criteria shall be applied with specific consideration as to whether or not it is consistent with the spirit and intent of this ordinance and has the potential for producing significant community benefits in terms of environmental and aesthetic design. For Planned Unit Development Districts With Residential Components in Downtown Design Zones, the Design Criteria adopted by the Common Council shall be used as guidelines for determining whether the following criteria are met.

(Am. and Renumbered by Ord. 12,866, 8-7-01)

1. Character And Intensity Of Land Use.

In a planned unit development district the uses and their intensity, appearance and arrangement shall be of a visual and operational character which:

- a. Are compatible with the physical nature of the site or area.

The site is bordered by one-way traffic lanes and a residential street. The plan calls for greatly increased traffic directed to the residential street that already carries all the traffic generated by the paired school a block away.

- b. Would produce an attractive environment of sustained aesthetic desirability, economic stability and functional practicality compatible with the general development plan.

As planned, the design is aesthetically discordant. The town houses and prairie style facades are at odds with the surrounding mid century ranches and split levels. The plan will disrupt and most likely put out of business the valued present retailers. The high rent retail space that is proposed is unlikely to meet neighborhood needs as the existing businesses do quite satisfactorily.

- c. Would not adversely affect the anticipated provision for school or other municipal service unless jointly resolved.

As planned, it will add another level of stress to the paired school that already puts more traffic on the residential street than was planned for it. The parking for the new, expanded library will be less than the present lot, which is frequently full and spills onto the street.

- d. Would not create a traffic or parking demand incompatible with the existing or proposed facilities to serve it unless jointly resolved. A traffic demand management plan and participation in a transportation management association may provide a basis for addressing traffic and parking demand concerns.
(Am. by Ord. 13,422, 10-24-03)

The Plaza presently sees more traffic than the new plan provides parking for. Random surveys frequently find over 100 cars in the present lot. Only 93 are in the new plan, and seven of those encroach dangerously on the main entrance to the lot. The developer wants access to the underground parking to be on Caromar Drive, the neighborhood street that carries all the Midvale School traffic and much of the traffic for Queen of Peace School.

2. Economic Impact.

Planned unit development district shall not adversely affect the economic prosperity of the City or the area of the City where the planned unit development is proposed, including the cost of providing municipal services.
(Am. by Ord. 12,415, 7-23-99; Am. by Ord. 13,012, 2-26-02)

Existing well functioning and valued retail has not been provided for in the new plan, and there is every indication it will go out of business. Note: The developer has repeatedly said that renting retail is increasingly difficult, so he has designed a "mixed use" project that will be profitable regardless of whether the stores are rented. The development would then become a housing project with a library. Much neighborhood opposition would be muted by contractual provisions that would keep the present retail on site.

3. Preservation And Maintenance Of Open Space.

In a planned unit development district adequate provision for the improvement and continuing preservation and maintenance of attractive open space shall be made.

The plan meets this requirement by default, as the present site is all hardscape. The redevelopment, however, is not an environmentalist's dream: less density, green roofs and a permeable parking lot would help.

4. Implementation Schedule.

A planned unit development district shall include suitable assurances that each phase could be completed in a manner which would not result in an adverse effect upon the community as a result of termination at that point.

It might be technically possible to complete a version of Phase I of this project and leave Phase II hanging.

OPINION SURVEY
BACKGROUND INFORMATION
Midvale Plaza Redevelopment Proposal

The boards of directors of the Westmorland Neighborhood and Midvale Heights Community Associations have approved a steering committee to coordinate and represent neighbors' views of the Proposed Midvale Plaza redevelopment project.

The background information has been obtained from the following sources:

1. Sequoia Public Library, 513 South Midvale Blvd. Available for review is a copy of the architect's presentation report about the project to the City Urban Design Commission, February 22, 2006. The report includes drawings and renderings.
2. Krupp General Contractors, Madison
3. City of Madison
 - a. Urban Design Commission
 - i. Architect's submission:
<http://legistar.cityofmadison.com/attachments/3453.pdf>
 - ii. Urban Design Report:
<http://legistar.cityofmadison.com/attachments/3647.pdf>
 - b. District Alder: Tim Gruber, district11@cityofmadison.com

BACKGROUND INFORMATION

The following background information is listed below in the same order as the items are listed in the Opinion Survey.

- Visit the actual site of the Plaza at the intersection of Tokay and Midvale Boulevards.
- Commercial space in the existing shopping center building is 38,657 square feet, including about 11,000 square feet occupied by the existing Sequoia library. Commercial space proposed for the ground level of the Phase 1 building is 28,000 square feet, including 20,215 square feet for the new library. Commercial space proposed for the Phase 2 buildings is 10,000 square feet.
- The number of proposed rental units for the four (4) stories of the Phase 2 buildings is 99.
- The number of proposed residential condominiums for the three (3) upper stories of the Phase 1 building, above the library and the retail space, is 42.
- The total number of proposed stories for both the Phase 1 and Phase 2 buildings is four (4).
- Sketches of the proposed architectural design and facades of the buildings are available at the Sequoia Library and by visiting the Urban Design web site.

Continued on Back...

OPINION SURVEY
BACKGROUND INFORMATION

Midvale Plaza Redevelopment Proposal

- The City Traffic Engineering Department has stated the Plaza redevelopment will create 1400 additional auto trips per day, with most of the traffic on Midvale and Tokay Boulevards and Caromar Drive.
- Traffic flow in and out of the Plaza property will result from: the placement of driveways from the residents' underground parking onto Caromar Drive; the placement of a driveway from the surface parking aligned with Owen Drive on the east and the current driveway on the west adjusted 30 feet to the north onto Midvale Blvd. for north bound traffic; a proposed cut-through the Midvale Blvd. median for south-bound traffic to make a left turn into the Plaza; and, no traffic driveway for the property with Tokay Blvd.
- No specific pedestrian and bike safety information has been made available. See the renderings for the property layout at Sequoya Library or at the Urban Design Commission web site.
- The current number of surface parking spaces for public parking for the commercial outlets and the library is over 200. The proposed number of surface parking spaces for commercial outlets and the library is 98. Proposed underground parking for residents of Phase 1 is 85 stalls, for an average of 2.0 stalls for each unit; and, 139 parking stalls for residents of Phase 2, for an average of 1.4 stalls per unit.
- The developer is discussing with the Friends of Lake Wingra various options to mitigate storm water run-off from the site. The site currently contributes the largest volume run-off in the Lake Wingra watershed. The developer intends to use pervious surface techniques in paving the parking lot and by utilizing green roof technology in the courtyard of Phase 2 and on the second level of Phase 1. Water filtering technologies may also be considered.
- Considerations for assessing whether the project contributes to the quality of the neighborhoods might include: an expanded library; retail space; 140 additional housing units; four-story buildings; 1400 additional auto trips per day; public parking spaces; auto, bike and pedestrian safety; etc.
- Considerations for whether the project "fits" the character of the neighborhoods might include: style and type of current housing stock and public buildings in the surrounding area; ratio of rental units to owner-occupied residential units; architecture; use of green space; accessibility; etc.

Please complete and return the Survey in the enclosed envelope no later than April 7th. You can also drop the Survey off at Sequoya Library.

SUMMARY OF OPINION SURVEY RESULTS

RE: MIDVALE PLAZA REDEVELOPMENT PROPOSAL

Distributed to Westmorland and Midvale Heights Neighborhoods, April 2006

GENERAL INFORMATION

1. "Opinion Surveys" Mailed **2,451**; "Surveys" Returned **646**; Percentage Returned **26.4%**
2. Responses received from virtually every street in both neighborhoods.
3. An average strength of opinion of 7.50 and above is statistically significant.
4. Verbatim "Comments" provide context for the objective responses.
(See page 7 for addresses to access documents for all "Comments" submitted)
5. See the "Comments" documents for details by respondents on issues & recommendations.

DATA RESULTS AND COMMENT SUMMARIES

[The following bullet points are representative of the comments submitted for each response category and are not listed in any particular order.]

1. An upgrade and modernization of the existing Midvale Plaza is

- a. **Desirable** 515/609 Responses = 85% 8.58 Strength of Opinion

▪ Presently an eyesore, looks neglected and rundown ▪ Detracts from neighborhood, unattractive-blighted look and dilapidated ▪ State of deterioration is unacceptable ▪ Underutilized ▪ No housing ▪ Fully-vibrant retail space only needed for existing Plaza ▪ Don't push out current businesses, keep local business ▪ Expand library ▪ A unique neighborhood resource central to neighborhoods ▪ Add green space ▪ Need to protect watershed

- b. **Questionable** 64/609 Responses = 10% 7.38 Strength of Opinion

▪ Update, but not at 4-four stories ▪ Only if it fits neighborhood ▪ Proposed change too extreme ▪ Environmental and safety concerns ▪ Commercial ok, residential expansion undesirable

- c. **Undesirable** 30/609 Responses = 5% 9.23 Strength of Opinion

▪ Parking problems ▪ Expansion = pollution ▪ Enough retail now, need for more library space

2. The amount of proposed commercial space is

- a. **Too much** 70/571 Responses = 12% 8.54 Strength of Opinion

▪ Other commercial close by at Hilldale and Westgate ▪ Adds to parking and traffic problems ▪ Trouble now with vacancies

- b. **About right** 295/571 Responses = 52% 7.01 Strength of Opinion

▪ Not likely to change, keep existing mix and keep locally owned ▪ Keep neighborhood, residential, service, walk-in oriented ▪ Affordable services, not specialty/trendy ▪ Make retail space flexible for change in kind and size

- c. **Not enough 206/571 Responses = 36%** **8.17 Strength of Opinion**
▪ Don't reduce from present, maintain current level at least ▪ Expand variety ▪
Keep locally owned ▪ Ratio of commercial to residential should be higher ▪
Save driving and fuel use ▪ Serve as more of a neighborhood draw

3. The number of proposed rental apartments is

- a. **Too many 504/598 Responses = 84%** **8.86 Strength of Opinion**
▪ Too many in a compact area ▪ Too many for neighborhoods ▪ Too dense ▪
Too many floors ▪ There are already apartments next door ▪ Causes traffic,
parking, congestion, noise pollution and environmental problems ▪ Lack of
demand with high vacancy rates in city now ▪ Not congruent with
neighborhood tradition and history ▪ Reduce the stories ▪ Make more condos
and less apartments ▪ Renters don't take a stake in neighborhood, need owner
occupied ▪ Questions of affordability ▪ Changes demographics and creates
transient population ▪ No rental units ▪ Has impact on park usage ▪ Not in
balance with neighborhoods ▪ Negative impact on property values ▪ Problems
with height of buildings ▪ Nothing added to livability of current residents ▪
Inconsistent with scale of neighborhood

- b. **About right 90/598 Responses = 15%** **6.80 Strength of Opinion**
▪ More condos, less rentals ▪ OK, nice higher density ▪ Like mixed-use
development ▪ Owner-occupied a plus ▪ Helps prevent sprawl

- c. **Not enough 4/598 Responses = 1%** **8.75 Strength of Opinion**
▪ Must be redeveloped to avoid sprawl

4. The number of proposed residential condominiums is

- a. **Too many 360/585 Responses = 62%** **8.82 Strength of Opinion**
▪ Madison is overbuilt, too many already downtown and Hilldale ▪ Increased
traffic and parking problems ▪ Should be no condos, only retail ▪ Changes
character of neighborhood ▪ Crammed into a very limited space ▪
Overemphasis in relation to retail ▪ City-wide vacancy rate is high ▪ Too dense
and too many stories for space and scale ▪ Overpowering for site ▪ Need to
retain friendly and comfortable neighborhood feel
- b. **About right 193/585 Responses = 33%** **6.59 Strength of Opinion**
▪ Adds value to neighborhood ▪ No more than 50
- c. **Not enough 32/585 Responses = 5%** **8.69 Strength of Opinion**
▪ Owner occupied makes them desirable for the neighborhoods ▪ Prefer all
condos ▪ Opportunity for older residents to stay in neighborhood ▪ All
residential should be owner-occupied, the best asset ▪ Provides vested interest
in neighborhood

5. The number of proposed stories for the buildings is

- a. **Too many 452/585 Responses = 77% 9.11 Strength of Opinion**
▪ 2 stories at most to fit neighborhoods ▪ 3 and 4 stories unacceptable ▪ Plans change the feel of whole neighborhood ▪ Make all buildings 1 story to fit neighborhoods ▪ Too high for these neighborhoods, this area is not Hilldale ▪ Developer benefits, neighborhoods adversely affected ▪ Impact on value and sale-ability of homes in the area ▪ Another Hilldale not needed and that is only 3 stories ▪ Out of sync and out of scale with neighborhoods ▪ Plans too dominant and imposing ▪ Poses variety of problems, including traffic ▪ Too much shade and obstruction and too little green space ▪ This is not an urban neighborhood, it is a residential home area ▪ Not of human scale or pedestrian, child or elderly friendly
- b. **About right 129/585 Responses = 22% 7.13 Strength of Opinion**
▪ A second story is OK ▪ Helps reduce sprawl ▪ Must be advantageous to developer AND neighborhoods ▪ OK assuming upper stories are set back ▪ Alignment can offset feeling of mass ▪ Good use of prime real estate ▪ Infill better than sprawl ▪ A neighborhood center-good location for more height
- c. **Not enough 4/585 responses = 1% 8.25 Strength of Opinion**
▪ Could be a high rise
-

6. The proposed architectural design and facades of the buildings are

- a. **Desirable 217/472 Responses = 46% 6.83 Strength of Opinion**
▪ Nothing to get excited about ▪ Nice for another location ▪ Well done, good overall look in design, color and texture ▪ Varied facades help with scale ▪ Good improvement ▪ Garden design is nice ▪ Looks nice, just doesn't belong in this spot ▪ Average contemporary design
- b. **Needs modifications 172/472 Responses = 36% 7.73 Strength of Opinion**
▪ Should change it with fewer stories ▪ Could soften it a bit ▪ Somewhat generic/ boring, too much like others in Madison ▪ Needs to blend with homes in neighborhoods ▪ Too much housing and too urban ▪ Needs more modern/progressive/prairie style look ▪ Suggests congestion ▪ Library identity needs improvement ▪ Seems like a hulk, not in keeping with neighborhoods ▪ Respect the ranch style neighborhoods ▪ Doesn't integrate well and should complement the predominant architectural style of the surroundings
- c. **Undesirable 83/472 Responses = 18% 9.19 Strength of Opinion**
▪ Looks out of place ▪ Too generic ▪ Too big, doesn't fit, out of scale ▪ Should complement and not distract ▪ Keep small town feel ▪ Looks like pseudo row houses

7. The impact of traffic on the neighborhoods is of

- a. **Great concern 396/594 Responses = 67% 9.48 Strength of Opinion**
 - Too many cars-unfriendly to children and elderly ▪ Traffic belongs on Midvale and not on Caromar ▪ Concern about proximity to Midvale Elementary school ▪ Too much noise and other pollution ▪ Impact of traffic on streets and street parking ▪ Owen Dr. and Caromar shouldn't become main thoroughfares ▪ Midvale/Tokay intersection extremely unsafe ▪ Safety all around is compromised ▪ Traffic problems are the biggest threat to neighborhoods ▪ Big impact on Caromar-narrow street and on-street parking ▪ Pedestrian/child crossing Plaza driveways and school cross-walks in neighborhoods will be more dangerous ▪ Heavy congestion during rush hours ▪ Speeders on Midvale, Tokay and Owen are problems ▪ Inhibits user friendly neighborhoods
- b. **Some concern 172/594 Responses = 29% 6.89 Strength of Opinion**
 - School cross-walks affected ▪ Impact on side streets ▪ Tokay not a good arterial street ▪ Traffic on Midvale a concern to elderly, pedestrians and bikers
- c. **No concern 26/594 Responses = 4% 7.46 Strength of Opinion**
 - Encourages more pedestrian and bike use ▪ Attraction to live there

8. Traffic flow in and out of the Plaza property is

- a. **Poorly designed 273/490 Responses = 56% 8.71 Strength of Opinion**
 - Need entry/exit access on Tokay ▪ No left turn cut through Midvale median—dangerous, poor placement and too close to traffic light ▪ Needs much more work ▪ Too much feeding onto Caromar ▪ Needs lane markings for traffic and bikes on Tokay and Midvale and intersection ▪ Possible backups when queuing at turns ▪ Too much congestion ▪ Volume of traffic and crossing of traffic on Caromar ▪ Child safety issues ▪ Greatly reduced density will help traffic flow ▪ Design won't handle increase in traffic ▪ No good way to design for too much traffic
- b. **Adequate 188/490 Responses = 38% 6.21 Strength of Opinion**
 - Not busy enough to be a serious issue ▪ Needs traffic engineering refinement ▪ Good to align east exit with Owen Dr. ▪ Adequate for present, but not for planned project ▪ Needs more study ▪ Leave current accesses alone
- c. **Well designed 29/490 Responses = 6% 6.59 Strength of Opinion**
 - Cut through on Midvale should prevent excessive use of Caromar ▪ An improvement over existing flow

9. Pedestrian and bike safety issues have been addressed

- a. **Satisfactorily 86/467 Responses = 18% 6.44 Strength of Opinion**
▪ Not enough information ▪ Unsure ▪ Don't know ▪ Pedestrians feel safe now ▪ Shouldn't change much from now
- b. **Unsatisfactorily 381/467 Responses = 82% 8.46 Strength of Opinion**
▪ Dangerous for cars, pedestrians, bikers, elderly and all ▪ Problems of accessibility ▪ Too congested ▪ Driveways and streets crossings too dangerous ▪ Design has done nothing to change anything yet ▪ Less density would help ▪ Should be the number 1 issue to be addressed ▪ Safety of pedestrians, bikers, elderly is compromised ▪ Neighborhoods have not been considered ▪ Access is limited ▪ Forces pedestrians, bikers, etc. to cross through internal traffic ▪ Needs more input by neighborhoods and parents ▪ Access to library limited ▪ Proximity to elementary school adds safety concerns ▪ Just what is the safety plan? ▪ Cut through the median on Midvale is dangerous ▪ Buildings too close to sidewalks ▪ How is lighting addressed?

10. The number of spaces for public parking for commercial outlets and the library is

- a. **Not enough 357/533 Responses = 67% 8.46 Strength of Opinion**
▪ Library expansion will necessitate more parking ▪ Proposed stalls insufficient unless development is downsized ▪ Less than half of current number of spaces and the library is doubling in size ▪ Will force more street parking which is already a limited quantity and will create more of a safety issue ▪ No room for guests to residential units ▪ Where will employees park? ▪ Madison ordinance is 1 stall per 300 gross square feet of building ▪ Will create a lot of congestion if not expanded ▪ Crams too much into too little space ▪ No parking, no shopping on library visits
- b. **Enough 164/533 Responses = 31% 6.66 Strength of Opinion**
▪ Reduce the number of apartments/condos, then enough ▪ Will be a lot of foot traffic from neighborhoods ▪ Will encourage alternatives ▪ Larger surface lot undesirable ▪ Don't make cars the focus ▪ Enough if renters don't use it
- c. **Too Many 12/533 Responses = 2% 7.92 Strength of Opinion**
▪ Plaza is on bus line, add another line ▪ Reduction is good, meets goal to discourage autos ▪ Add more bike parking

11. Provisions for storm-water run-off are

- a. **Well-designed** 191/351 Responses = 54% 6.26 Strength of Opinion
▪ Not enough specific information to evaluate ▪ Not enough data to make suggestions ▪ Green roof idea a good one ▪ Needs more study, analysis and planning ▪ Developer should show more leadership ▪ Pervious surfaces necessary
- b. **Inadequately-designed** 160/351 Responses = 46% 8.08 Strength of Opinion
▪ Need specific useful proposal ▪ Developer discussions with Friends of Lake Wingra for real input and action is a must ▪ Environmental impact of this project should be taken very seriously ▪ Encourage pervious surfaces ▪ Can't afford more pollution of the lakes ▪ Should be no storm-water run-off with proper design ▪ Green space important ▪ Non-binding promises not good enough ▪ Include water filtering system

12. The proposed project will contribute to the quality of the neighborhoods

- a. **Positively** 184/543 Responses = 34% 8.22 Strength of Opinion
▪ Library expansion ▪ Updating and rehabilitation of the retail outlets ▪ Can be a benefit if done right ▪ Only if housing units are reduced ▪ Will help avoid urban blight in the neighborhoods ▪ Anything is an improvement from the current condition of the property ▪ Proper design would integrate better with the neighborhoods
-
- b. **Negatively** 241/543 Responses = 44% 9.11 Strength of Opinion
▪ Too much traffic ▪ Buildings too tall ▪ Would seem to ruin what is now a wonderful and good looking neighborhood ▪ Definitely too tall, massive in scale, too dense, short on parking as proposed ▪ Adverse impact on property values of nearby residences in particular ▪ Safety of pedestrians, bikers and elderly, as well as traffic safety compromised ▪ Environmental impact ▪ Creates congestion ▪ Turns nice residential neighborhood into mini downtown ▪ Apartments promote transient dwellers typically with less stake in the neighborhoods and little sense of 'belonging' ▪ Overwhelms ▪ Changes the residential values of the neighborhoods ▪ Questionable social responsibility ▪ This project should not be another Hilldale nor Nakoma area ▪ More and bigger doesn't mean better
- c. **Unsure** 118/543 Responses = 22% 7.29 Strength of Opinion
▪ A mixed bag—depending upon traffic and safety issues, density and scale, library expansion, availability and mix of retail stores, etc. ▪ Depends upon design, scale and tenants ▪ Fewer stories and units ▪ Needs to be understanding that "quality of life" in the neighborhoods matter ▪ Not sure of how pluses and minuses will balance ▪ Shopping center needs to change, but why so drastically?

13. The proposed re-development project “fits” the character of the neighborhoods

- a. **Positively** 119/540 Responses = 22% 7.88 Strength of Opinion
▪ Helps meet need for urban infill and less sprawl ▪ Preserving and expanding the library ▪ May be opportunity for older residents to stay in the neighborhoods when ready to leave their homes ▪ It would diversify the neighborhoods ▪ “Fits” does not mean “replicate” ▪ Denser, urban design is forward-thinking ▪ Has positive sustainability features
- b. **Negatively** 266/540 responses = 49% 9.29 Strength of Opinion
▪ Not in keeping with character of neighborhoods in style, height or housing demographics ▪ Not needed with all the apartment and condo building going on in city, especially close by at Hilldale and downtown ▪ Undesirable consequences with traffic, safety, environment and “quality of life” issues ▪ Size, scale and density do not fit nor add to the character of the neighborhoods ▪ These are single-family neighborhoods for a mile in every direction ▪ Disruptive ▪ Not “friendly” to the neighborhoods ▪ Too urban ▪ Changing a good thing ▪ Overpowering to the neighborhoods ▪ Impact on movements of children, pedestrians and elderly, of whom there are plenty
- c. **Mixed** 155/540 Responses = 29% 7.18 Strength of Opinion
▪ It could fit, but will it? ▪ 2 stories best, 3 stories possibly, 4 stories detrimental ▪ Library plans are great, but serious concerns about the rest of the project ▪ Looks ok, but it is too big ▪ Concerns about adding rentals and loss of retail ▪ Face-lift much needed ▪ Architecture is nice but scale is big issue ▪ Depends on the mix of retail and dealing with traffic, parking, etc.
-

A complete compilation of the verbatim response “Comments” to questions on the **Opinion Survey** is available at:

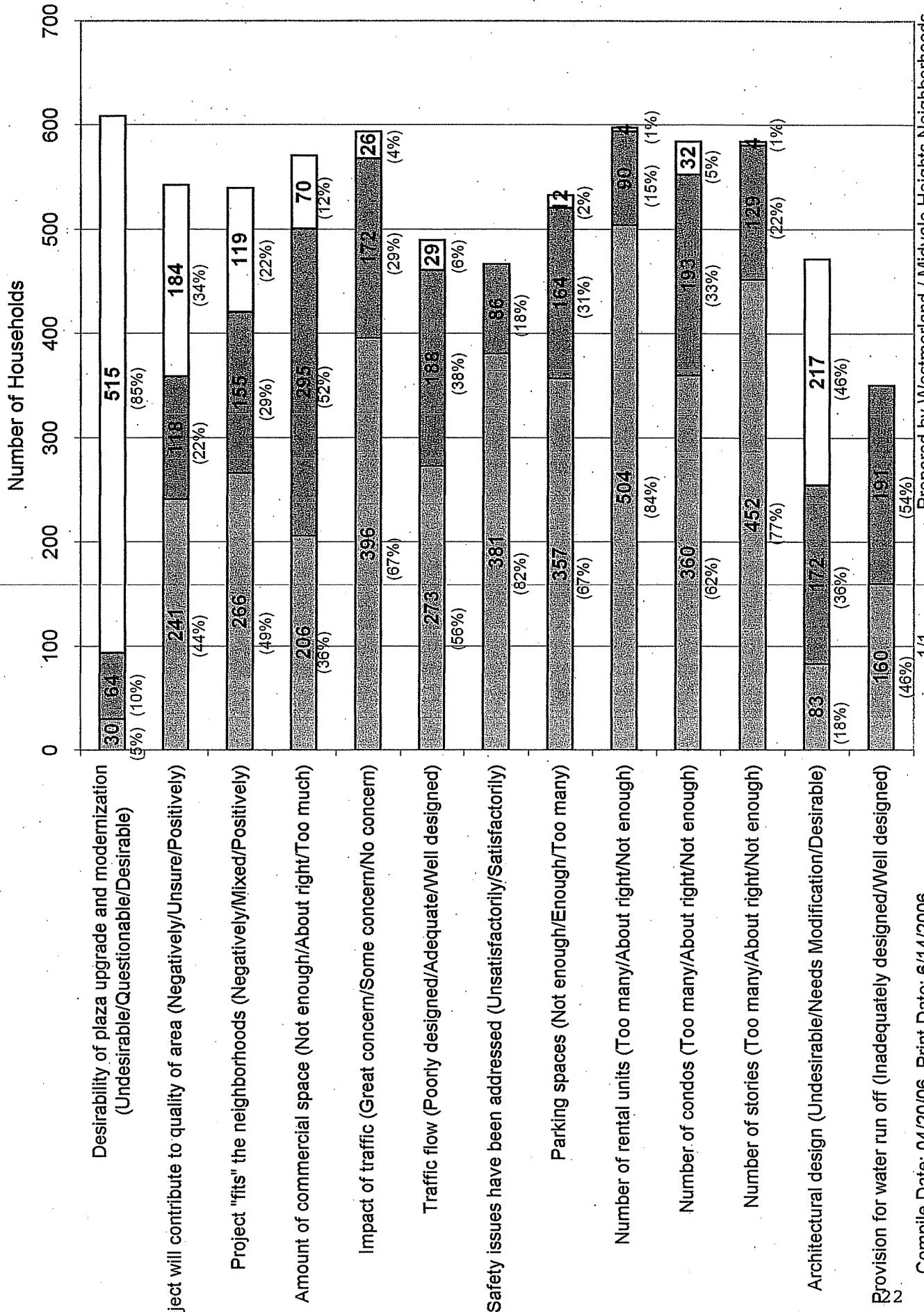
<http://Midvale.wordpress.com> - A blog site established expressly for the Midvale Plaza Redevelopment project.

www.westmorland-neighborhood.org - The official website for the Westmorland Neighborhood Association, with a link to the blog site listed above.

www.midvaleheights.org -The official website for the Midvale Heights Community Association, with a link to the blog site listed above

Sequoia Library, 513 South Midvale Blvd., has hard copies of the compilation of verbatim response “Comments” sorted by neighborhood street name and block and by Survey topic and response choices.

RESULTS of APRIL 2006 OPINION SURVEY RESPONSES (646 of 2451 Neighbors = 26.4%) RE: Midvale Plaza Redevelopment Plans
Neighborhood Survey Results Summary-Graphic



Introduction by Brando Casto

My name is Brandon Casto. I am a member of the Westmorland Neighborhood Association Board and the Midvale Plaza Redevelopment Steering Committee . Our committee supports transforming Midvale Plaza into a beacon of the community--with reasonable infill and increased vitality.

Westmorland and Midvale Heights residents have represented neighborhood interests regarding Midvale Plaza since June 2005 and have communicated their vision and concerns to both the developer and the city; such active citizen participation is encouraged by and characteristic of New Urbanism.

A neighborhood meeting in fall 2005 revealed that neighbors wanted a redeveloped plaza to include:

- 2- to 3-story structures,
- Current or increased levels of retail,
- Sufficient on-site parking for residents and customers, **and**
- Owner-occupied condominiums.

The plans presented by the developer in January 2006 **did not** reflect the input of neighbors and, **instead**, included 2 four-story buildings with more than 140 residential units, less retail than currently available, and most auto entrances on Caromar Drive, a narrow residential street.

This spring, the steering committee surveyed households in Westmorland and Midvale Heights to gauge neighbors' views on the developer's proposal. More than 650 households returned the survey--a very impressive return rate of 26%.

The survey results show that:

- 85% of respondents are in favor of redeveloping the plaza,
- 84% believe the proposed development is too dense,
- 77% feel the development is too tall, **and**
- 67% have concerns about increased traffic resulting from redevelopment.
- Fewer than 23% of respondents feel the proposed plans would enhance the neighborhood,

Written comments indicate a strong desire to keep the retailers currently at the plaza.

The developer's May proposal that received initial approval by the UDC did not address many key concerns of the neighborhood. In response, the steering committee distributed a newsletter to Westmorland and Midvale Heights that asked residents to support an alternative, neighborhood-generated proposal.

The proposal is:

- An expanded, accessible library that is a community focal point
- Sufficient retail space in phase I to permit the continuity of existing retail services
- Traffic flow that utilizes Midvale and Tokay Blvds, and minimizes spillover into the neighborhoods
- An ideal housing density of 57 (with an absolute maximum of 92 units)
- Building height at a maximum of three stories, with significant setbacks maintained on both the second and third stories
- Design that honors the style and scale of the neighborhood architecture

In only 10 days, the response has been **overwhelming**: over 600 residents have endorsed this neighborhood-generated proposal.

It is evident from our neighborhood meetings, survey, and support for our proposal that the guidelines presented would be similar to those laid out in a Westmorland Neighborhood Plan. **Therefore, we request that you regard our findings and the involvement of neighbors with the same weight as you might a formal, city-approved neighborhood plan.**

Other steering committee members this evening will discuss our alternate, neighborhood-generated proposal and our objections to the developer's current plan in further detail. You will note that our concerns about the current plan **closely** reflect and **parallel** many of the constructive comments expressed by the Urban Design Commission.

Finally, we all recognize the need for intelligently-designed and neighborhood-appropriate infill as well as the important need the plaza fills as a center of commerce, culture, education and community-building.

Thank you for the opportunity to present our vision.

New Urbanism and Comprehensive Plan by Steven Welch

Hello, my name is Steven Welch. I am a homeowner in Westmoreland and a member of the Steering Committee. We are strong supporters of The Madison Comprehensive Plan and see Midvale Plaza as perfect opportunity to execute the plan in a way that enhances our city and our neighborhood.

The area around Midvale Plaza is a vital, active and successful neighborhood, not a blighted area in need of salvation. We already have what every New Urbanist planner seeks: a viable commercial and social center within walking and biking distance of most neighbors. This center is a hive of activity and provides us with groceries, a pharmacy, a post office, a library and a bakery. However, this property is also an eyesore. It's run down, and clearly underutilized. The Comprehensive Plan correctly recognizes this as a prime opportunity for neighborhood mixed use and for residential infill. We all want Midvale Plaza to better reflect the pride we take in our neighborhood.

However, along with at least 600 of our neighbors, we do not think the proposal before you achieves these goals. Objective 22 of the Comprehensive Plan clearly states that: *„Redevelopment scale and density should be compatible with the established neighborhood% and that it should „Preserve and enhance established neighborhood character and design.%* This important language is repeated throughout the document.

Relationship to the existing structures is critical to any analysis of appropriate development. The developers proposed four-story row house design is inappropriate in both scale and design. Even with its setbacks, it would dominate the landscape and it draws nothing from the classic mid-century architecture of the surrounding neighborhood. The scale proposed is dramatically larger than anything within a mile in any direction. Every home in sight of the Plaza is a 1 to 1 1/2 story ranch, and along with a handful of cape cods and bungalows, the small ranch home is the predominant structure. Even the 60-unit, two-story apartment building to the north is lower than the existing single-story Midvale Plaza building due to the grade of that site. And the current neighborhood landmark, Midvale Lutheran church would be dwarfed. The proposed new structures would dominate the landscape and simply not fit in. It may be appropriate for larger downtown locations, but not for this classic, small scale, mid-century neighborhood.

In addition, section 2-9 of the Comprehensive Plan states: *„The City understands the importance of maintaining its existing neighborhoods% Preservation of services and shopping in existing neighborhoods helps strengthen the livability and quality of life in these areas.%* New Urbanism studies have repeatedly shown that attracting retail stores and other small-scale commercial activity to these projects is vital to future success. This proposal actually decreases the square footage allocated to retail. To succeed we must keep the goods and services that currently make this Plaza so valuable to the neighborhood. It is critical that the retail component of this plan be carefully studied to ensure it attracts the type of tenants that will fulfill the goals of the Comprehensive Plan. If we redevelop this area, but lose the vibrant commercial and

social center of the neighborhood, we have failed. If we add density, but diminish the quality of life for both new and existing residents, we have failed.

We have studied the Comprehensive Plan, we have studied the developer's plans and we have worked tirelessly to get neighborhood input. As a result, we have developed a well-reasoned proposal that fits the scale and style of the neighborhood while taking advantage of an opportunity to add infill, services and a library and community center we can all be proud of. Please consider our alternative, which is endorsed by an impressive number of residents and by virtually every property owner who will be in the shadow of this development.

We have an opportunity to get this right and build an even more vibrant hub in an already vibrant community. A community gathering place that fits the context of its surroundings and meets the needs of current and future residents. Please don't let the idea of maximum density overshadow these important considerations and undermine the delightful nature of this attractive, successful neighborhood.

Retail (Part 1 of 2) by Paul Baker

Good evening. My name is Paul Baker, and I am on the Board of the Midvale Heights Community Association. I have been asked to speak for a Steering Committee member who could not be here tonight. Along with the Steering Committee, I support the proposed new library and some residential infill at this location, as well as local retail.

I will examine how the current retail at Midvale Plaza aligns with the tenets of New Urbanism and the goals of the Madison Comprehensive Plan. A subsequent speaker will detail the detrimental effect we believe the proposed redevelopment will have on the current retail outlets at this location.

New Urbanism seeks to create the advantages of "old" urbanism—walkable neighborhoods with denser housing and small nearby shops that serve the immediate area. We believe the commercial outlets currently at Midvale Plaza meet these goals; we fear they will be lost if the current project goes forward as designed. Briefly, New Urbanism advocates:

- **Commercial centers that create a town square atmosphere by including civic buildings.** Midvale Plaza now contains the Sequoya Branch Library, which provides community meeting space and varied programs.

- **Neighborhood shops that provide day-to-day needs and are accessible by foot.** Current shops, including a pharmacy/grocery/post office; bakery and ice cream store, both of which have outdoor seating; a pizza shop, and other stores serve local neighborhood needs and serve as gathering spaces. The grocery and bakery allow neighbors to walk rather than drive to buy a few items, while the pizza shop and ice cream store provide nearby destinations for youngsters and teens.
- **Local employers.** All but one of the current businesses is locally owned.
- **Retail development that thoroughly understands its customer base.** Current retailers do not try to compete with Hilldale or big box stores, instead providing day-to-day goods and services and creating a true neighborhood commercial district.

Furthermore, although advocating for residential infill, the Comp Plan also includes goals for current neighborhood businesses. These include:

- **Retain neighborhood-based businesses and employers as centers of neighborhoods.** We would like the local businesses at the Plaza to remain and believe the proposed plans would make this virtually impossible.
- **Promote existing commercial centers as a neighborhood amenities and destinations for residents/ Support small-scale retail in low-density**

residential areas.. The current merchants provide convenience shopping and neighborhood gathering spots.

- **Incorporate or improve on existing positive qualities when infilling existing neighborhoods.** The current retail mix is a positive quality that is valued by neighbors and should be incorporated into the redevelopment plans.

Thank you for your attention.

Retail (Part 2 of 2) by Denise Lamb

Good evening. My name is Denise Lamb. I am a member of the Midvale Heights Community Association Board and the Steering Committee. You have heard that both New Urbanism and the Comprehensive Plan recommend support of locally owned retail that serves neighborhoods' day-to-day needs. Midvale Plaza's retail is already a model of New Urbanism—providing a variety of shopping within walking distance of many neighbors. We believe this desirable mix of retailers will be lost in the current attempt to over-fill this site with 143 residential units while reducing the amount of retail.

The Planning Unit Report notes that the remodeled plaza will "increase shopping opportunities." This is inaccurate, as the current plan will reduce retail space by 50 percent. Un-rented space in the current plaza has been cited to support this reduction. We believe that the vacancies result from poor management and poor maintenance; the last two tenants left because the roof leaked several times and was not repaired.

The nearness of Hilldale is also cited as a reason to reduce retail, but none of the current stores compete with Hilldale, a more upscale regional shopping center. We are not are aware that any market study has been done to clearly determine the best retail approaches for Midvale Plaza.

We have been told for over a year that all current tenants would have an opportunity to remain in the new Plaza. All those tenants have told us that they want to stay. However:

- Current retailers estimate they will need a combined 13,000-15,000 sq ft to continue doing business in the redeveloped space.
- Only 6,356 sq ft of retail space will be available in Phase I when the current plaza is demolished.
- Although 10,000 sq ft will be available in Phase II, renting this space will likely require closing shop for a year.

Retail spaces in Phase I currently have one entrance, on the street side, at the request of the Urban Design Commission. However, retailers tell us they would prefer more flexibility; some believe they need the door on the parking lot, while others prefer two entrances.

In conclusion, supporters of New Urbanism repeatedly stress the importance of viable retail as part of any mixed-use project. We therefore propose the following requirements for granting this PUD:

- Retail space in Phase I for all current tenants who want to stay.
- Affordable rents for current tenants.

- Flexible retail space that can easily and inexpensively accommodate individual tenant needs.
- A market survey to determine appropriate current and future services.
- A Citizen Retail Committee to work with the property manager in locating/retaining appropriate merchants.

▪

The Hoover Company

La Brioche Bakery

Rosy Cheeks

Has: 1,500 sq ft

900 sq ft

Needs: 1,500 sq ft

900 sq ft

Total needed by current tenants: 13,100-14,600 sq ft

Total retail space in Phase I: 6,356 sq ft

Total retail space in Phase II: 10,000 sq ft

Total retail in new Plaza: 16,356 sq ft

Total retail space in current plaza: 33,000 sq ft

The Chocolate Shoppe

Buck's Pizza

Bergmann's

Has: 2,000+ sq ft

700 sq ft

9,000+ sq ft

Needs: 1,500-2,000 sq ft

700 sq ft

5,000-6,000 sq ft

Current Library Space:

approx. 12,000 sq ft

Future Library Space:

approx. 20,000 sq ft

Current Combined Space:

45,000 sq ft

Future Combined Space:

36,300 sq ft

Traffic (Part 1 of 2) by Anna Strenski

Good Evening, I'm Anna Strenski, and I am on the neighborhood steering committee. We are strongly in favor of redevelopment, urban infill and an expanded library. But, this development, as it is currently laid out, will cause major traffic problems in a Low Density Residential Neighborhood.

This request for a Neighborhood Mixed-use development is predicated on the availability of Midvale and Tokay as major streets – a primary arterial and a collector. Yet, the development places 50%-75% of the traffic burden on Caromar, a small winding residential street with an elementary school a half a block away. Caromar and the surrounding residential streets are **not** designed for the amount of traffic that will be generated by retail traffic, library traffic and these 143 residential units. The residential streets in the neighborhood would support classifying this development for Low Density Residential Use (16 units/acre).

Again the level of density has to fit the capacity of the infrastructure. The density that is proposed is not appropriate for local residential streets. There is a primary arterial street available at this site, which is why the site is rated for **this** scale of development. But, the proposed project makes almost no use of Midvale, and no use of Tokay; instead it puts high-density traffic on low flow streets.

We are pleased that the UDC has made approval of this redevelopment contingent on moving the Phase 2 garage to Midvale Blvd.

The Phase 1 entrance/exit garage should also be relocated to Tokay, utilizing a collector street instead of Caromar a residential street. In addition, the surface parking that exits onto Caromar should be forced to turn right, with hardscape control so the traffic is routed to the Tokay/Midvale intersection.

Our neighborhood is experienced with cut-through traffic. This development, will significantly add to that problem. People who exit to Tokay will still attempt short cuts through neighborhood streets to get to Mineral Point Rd., Odana Rd, and Glenway St.

To permit for more flexible and safer traffic flow, the underground parking lots should be connected. This will allow residents to use the Phase 1 garage exit when going South on Midvale and Phase 2 garage exit when going North on Midvale. It also avoids the need for a cut-through of the median on Midvale Blvd.

We want to ensure that Tokay remains clear of parked cars in front of the library so that traffic can proceed in two lanes to Midvale Blvd and then allow drivers to turn right or left. We also want 'No Parking' on either side of Caromar.

Parked cars make crossing streets visually challenging, especially for children and our elderly. As noted in the book Suburban Nation, you do not want to create the vicious

cycle of residents feeling the streets are unsafe, and then having fewer people walking and biking, and more residents driving.

Westmorland is currently a distinctive, vibrant neighborhood, populated by walkers, bikers, the elderly, families and children. Westmorland contributes significantly to the character and identity of Madison and should be protected.

Traffic (Part 2 of 2) by Kyle Friedow

Hello, my name is Kyle Friedow, and I am a member of the Steering Committee. We are in favor of redeveloping Midvale Plaza to include a larger Sequoya Library. Yet, we are concerned about the traffic and parking impact on the neighborhood if current plans are approved unchanged.

Our neighborhood survey shows that nearly 70% of respondents are concerned about the project's impact on Traffic. City engineers estimate that the current proposal will add 1400 round-trip car excursions daily from the proposed residences alone. Certain changes will improve this project by making it less invasive to the neighborhood and improving pedestrian and bicycle safety and access to the site.

At this location, the reality of Midvale and Tokay Boulevards belies their designations as an arterial and a collector. Although Midvale Blvd. is classified as an arterial street, and we are pleased that the Phase II garage parking enters and exits onto Midvale, we still have many concerns about pedestrian safety, especially of elementary schoolchildren, on this street.

Along with the school foot-traffic, pedestrians also must cross Midvale Blvd. to access the plaza and the library. We happily note that Tokay Blvd. currently sees heavy use by bike traffic. Most of Tokay is designed for one-lane traffic and residential parking. Increasing the traffic on these streets requires careful planning. Part of this planning should include:

- 1) installing a raised school crosswalk across Midvale Blvd.;
- 2) lengthening the pedestrian stoplight at the intersection of Midvale and Tokay Boulevards, to allow easier crossing of Midvale Blvd.; and
- 3) installing a raised crosswalk on Caromar Dr. at S. Owen Dr., to allow safe crossing to the library for children and senior citizens walking from Westmorland.

Careful planning also is needed for parking on and around this site. We are pleased with the underground vehicle parking and with the underground and surface bicycle parking. We are glad to see that the developer has agreed to put speed bumps between the Midvale and Caromar surface parking entrances. We look forward to the advent of the Community Car.

However, the plans do not provide enough surface parking to accommodate library employees, library users, retail employees, retail customers, and residential guest parking. We encourage the developer to explore increased underground parking for library and retail employee parking, especially since employees cannot park in the Lutheran Church lot. Given that Sequoya now is the busiest branch library in Madison, we question whether 99 parking spaces will suffice for the expanded library, as well as retail, needs.

We also are concerned with the seven parking spaces at the Midvale Blvd. entrance; they need to be removed in order to avoid the hazard of backing up incoming traffic.

Along with more surface parking, we want to make sure that the city maintains the current location of the bus stop on Tokay Blvd. We want the bus stop close to the library and retail shops to invite increased usage.

Ultimately, we need a comprehensive traffic study completed before any plan is finalized.

We hope that the Plan Commission refers this redevelopment plan in order to improve the flow of traffic and pedestrians before this worthy project proceeds. As the authors of *Suburban Nation* warn, we want to prevent residential streets from turning into "traffic Sewers."

of Units (Units/Acre)

Explanation

143 (40) - Neighborhood Mixed-Use Prescriptive Maximum Guideline¹
142 (39.67) - Current Proposal

107 (30) - Transit Oriented Development Prescriptive Minimum Guideline²

92 (25.75) - Density of Midvale Heights Apartments³

Neighborhood Guidelines

57 (16) - Low Density Residential Prescriptive Maximum Guideline⁴

0 (0) - No Density Whatsoever (Not in My Backyard)

¹ Net residential densities within a neighborhood mixed-use district generally should not exceed 40 dwelling units per acre . . . (p. 2-87 of Madison Comp Plan); Developments within Mixed-Use districts should be consistent with an adopted neighborhood plan . . . (p. 2-86 of Madison Comp Plan)

² Higher net densities of 30 dwelling units per acre or more are recommended within 1/8 mile of transit stop. These net densities may not always be feasible or desirable, especially in built up areas of the City where adjacent development is at a lower density. (p. 2-120 of Madison Comp Plan)

³ 60 units / 2.33 acres = 25.75 units/acre x 3.58 acres = 92 units

⁴ An average of less than 16 units per acre for Low Density Residential . . . (p. 2-79 of Madison Comp Plan); Infill or redevelopment projects should be compatible with established neighborhood character and consistent with an adopted neighborhood or special area plan (p. 2-79 of Madison Comp Plan)

Density (Part 1 of 2) by Tom Talerico

My name is Tom Talerico. I'm a member of the Steering Committee and a former member of the Westmorland board.

Our proposal calls for an ideal housing density of 57 units, with an absolute maximum of 92 units. This chart shows how this guideline was developed and how it fits with the Comp Plan.

Let's start at the top, 143 units. This estimate is based on 40 units per acre—the Comp Plan's maximum for a Neighborhood Mixed-Use district. At 142 units, the proposed development is at this maximum. Interestingly, the Comp Plan does not say "shall be 40 units per acre;" otherwise, we'd be done. The Comp Plan does say, "Developments within mixed-use districts should be consistent with an adopted neighborhood plan." Unfortunately, the neighborhood has not had time since the Comp Plan adoption earlier this year to complete its plan; however, the spirit of the Comp Plan entails neighborhood input and involvement, which is what our guidelines represent. We request that you consider our input and not dismiss the neighborhood because no formal plan is yet in place.

Next is 107 units—the minimum requirement for a Transit Oriented Development (TOD). Although the Comp Plan recommends 30 units per acre or more for TODs in one sentence, the next sentence states, "these net densities may not always be feasible or desirable when the adjacent neighborhood is at a lower density." Again, deference to neighborhood context.

Now, let's look at 92 units—the maximum in our guidelines. This estimate is based on existing multi-family unit density, which is the Midvale Heights Apartments. This apartment building has no retail, allowing for more density in a smaller more compact building. The proposed development, however, includes a library and retail with its associated traffic and parking issues; thus, the residential density should certainly not exceed that of the apartments.

Now, let's look at 57 units—our ideal density. This estimate is based on the Comp Plan's 16 units per acre maximum for a Low-Density Residential neighborhood, which is the classification for the surrounding neighborhood. In addition to setting this maximum, the Comp Plan says, "Infill or redevelopment projects should be compatible with established neighborhood character and consistent with an adopted neighborhood or special area plan." So once again, neighborhood plans and existing context are key considerations.

Our rationale for this being the ideal is as follows. The site is classified as Neighborhood Mixed Use due to its access to Midvale and Tokay, an arterial and collector. The proposed development, however, does not fully utilize this infrastructure. In fact, two of the four entries/exits—and possibly a third—use Caromar, a narrow, winding, residential street. If the development is to rely on infrastructure that is intended for Low Density

Residential, then the development's density should be consistent with Low Density Residential, which is 57 units.

Finally, let's talk about the other extreme, 0 units. We've heard the argument that if you can't do infill here, then where? This logic makes sense if our position were 0 units; but it's not. Our guidelines demonstrate that we're in favor of infill that is compatible with the neighborhood.

We've also read arguments that the proposed level of density is needed for economic viability. Let's assume for a moment that this is true and consider the implication for the Comp Plan. If true, then the only way for an infill project like this to be economically viable is to be right at the Comp Plan's maximum. But then why bother with deference to the neighborhood and the language on neighborhood compatibility, context, input, and plans. Instead, just give deference to the developers and say "shall be 40 units per acre." The Plan Commission has an important choice that will set precedence. On the one hand is a prescriptive application of the Comp Plan, with little to no regard to neighborhood compatibility, context, and input; on the other is a contextual interpretation that fits with the neighborhood. We respectfully request that you choose the latter and adopt our guidelines.

Density (Part 2 of 2) by Don Severson

I am Don Severson, a member of the combined neighborhoods Steering Committee.

This statement of the Steering Committee will address the DENSITY and SCALE of the proposed Redevelopment.

We believe in and support the City of Madison Comprehensive Plan and the concept of infill development on this site. Specific provisions of the Plan related to this project and the neighborhoods surrounding it provide "In general, Low-Density Residential areas should be protected from encroachments of higher density or higher intensity uses than presently exist in the neighborhood..." (p. 83) There are ZERO residents on the property now. We propose a low-density residential development on the site, 16 units per acre (3.5 acres) or 57 units, as referenced in the Comprehensive Plan.

The Comprehensive Plan continues: "Infill or redevelopment projects should be compatible with established neighborhood character..."(p. 83) These two neighborhoods are made up primarily of single story ranch homes.

We urge the visual scale of two-story buildings and the continued use of significant setbacks for not more than three stories throughout the project. Ways by which to achieve 57 units AND to achieve lower density and smaller scale include some combination of the following:

- a) removing the current second story throughout the proposed project, thereby eliminating 50 units;
- b) removing the current fourth story throughout the proposed project, thereby eliminating 25 units;
- c) replacing currently proposed residential units on the Midvale side of Phase II with additional retail spaces;
- d) Converting some units to three bedrooms as suggested by the UDC on May 3;
- e) Lowering to fully underground the parking garage for Phase II.

Here (see attachments) are the comparative illustrations of scale that demonstrate the significant negative impact of high density on this site. The comparisons show the relative sizes of the proposed 4-stories, the existing single-story plaza, an existing street light pole, and a typical ranch house.

We are supportive of "infill" and NOT "overfill" (40 units per acre) as is currently proposed. The Comprehensive Plan provides differentiation between higher and lower density neighborhood areas. Now, the Plan Commission and the City Council can continue its leadership by applying the contextual guidelines of the Comp Plan with

regard to scale, density and intensity to what "new" urban infill should look like within well-established, successful, historical, low-density, residential neighborhoods such as Westmorland and Midvale Heights.

A summary of our position relative to SCALE AND DENSITY is:

Goals as stated in the Comprehensive Plan

- Infill projects should be compatible with neighborhood character
- The scale of the project should be appropriate in relationship to the scale of the neighborhoods

Current Context of the Neighborhoods

In addition to other statements made by the Steering Committee

- These neighborhoods exist now as a successful model supporting "new" urban infill
- Retail establishments are successful now with significant support by the neighborhoods without adding high density residential units

What We Propose (Our Guidelines)

The Steering Committee Proposed Guidelines delineated in the areas of traffic, retail and design are clearly impacted and significantly driven by the high density and large-scale issues of the proposed project.

Benefit of Our Guidelines

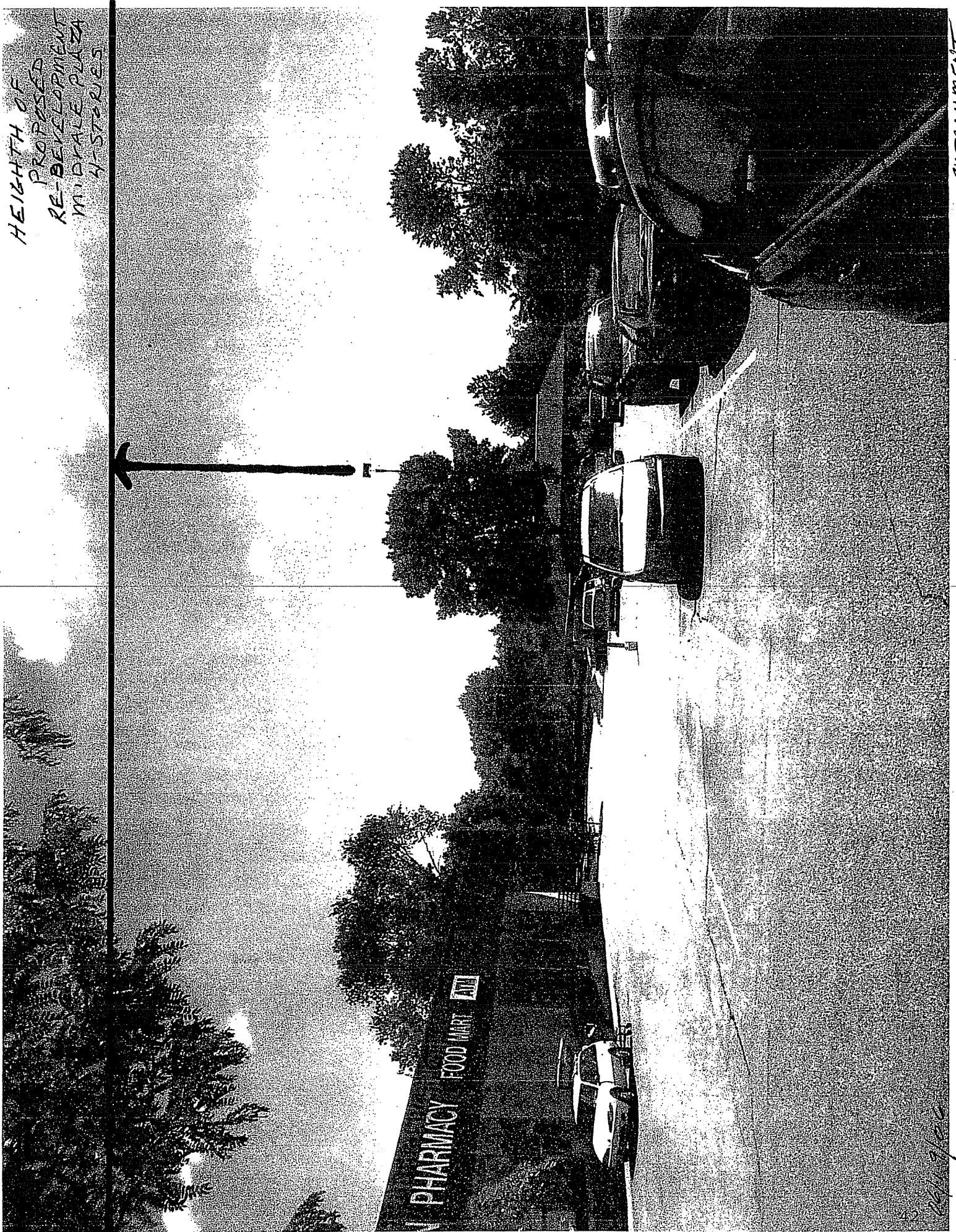
- Successful lower density mixed-use contributes to the existing vitality of the neighborhoods and protects low-density residential neighborhoods like ours from higher-density encroachments

Finally, the Steering Committee respectfully requests the Plan Commission to invoke the solutions we propose for the project as conditions for approval.

Thank you for your considerations.

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HEIGHT OF
PROPOSED
RE-DEVELOPMENT
MIDDALE PLAZA
4-STORIES



2-11-1960

2-11-1960

Design by Paul Haskew

I am Paul Haskew, a member of the steering committee, and would like to have been registered here in favor of this redevelopment because there is much to be admired in the concept. We agree with the two phase approach, that could permit uninterrupted service by the present tenants, except this plan doesn't. We agree with the notion of infill, but not this overfill. And we agree that this is an appropriate place for a planned unit development, but not this PUD.

Along with the objections that have already been raised, we are adding that the proposed architectural style has little in common with the neighborhood. The City of Madison Comprehensive Plan calls for architects to "balance redevelopment and development with the preservation of the unique character of Madison's existing neighborhoods (Volume II, 1-6)." The mid-century homes, schools and churches that comprise this neighborhood have nothing in common with the townhouse retro that you have been asked to approve.

This neighborhood is home to the Frank Lloyd Wright's Jacob House, widely regarded as the original ranch house, and the local ranches and split levels are quintessential American homes — emblematic of the 50's, and along with the tepee and the skyscraper, the most identifiable and internationally envied American buildings. They were celebrated earlier this month when the Madison Trust for Historic Preservation organized a tour of adjacent Hill Farms homes.

Introducing a neo-traditional architecture to this site suggests further disrespect for the neighborhood.

We maintain that the character of the existing neighborhood could better be reflected in a multi-story building by single floor residential units, without interior staircases (saving space), and, as the UDC called for, by offering a contemporary re-interpretation of the longer, lower, wider aesthetic of the period in the exterior design. The nearby churches and school — the only local buildings of comparable size — are typical '50s buildings and we would like to see the new Midvale Plaza honor these elements.

Additionally, the UDC called for more green space in the design, but there is no more in the latest drawings. If individual front doors were replaced with a single entrance more frontage for green space would be available, and it would be big enough for the imaginative incorporation of hardy native trees and shrubs, with associated improvements in water retention and drainage.

We urge you to refer this plan for a *comprehensive* re-thinking that answers neighborhood objections and incorporates neighborhood input in the revisions. We would like nothing better than to come before you with the developer and ask for your endorsement of the new Midvale Plaza and Sequoya Library.

Conclusion by Bonnie McMullin-Lawton

My name is Bonnie McMullin-Lawton. I am the co-chair of the Steering Committee.

You have heard this evening from a group of committed volunteers who represent two very vital neighborhoods and the concerns they have expressed for a year in several neighborhood meetings, a neighborhood-wide survey, and in over 600 signatures on our proposal in just the first ten days since its release. In lieu of a Neighborhood Plan, this input is exactly what is called for by the Comprehensive Plan.

The proposal we have developed builds upon the tenets of New Urbanism and the guidelines in the Comprehensive Plan. We support a new community center development and gathering space at this site that includes a civic building, neighborhood-serving retail, more density than exists, a building that is scaled appropriately to the neighborhood architecture and traffic patterns that protect neighborhood safety and encourage pedestrian and bike traffic.

There are innumerable ways to achieve these goals - by removing a story from the building, by reducing the density and therefore the size of the building, adjusting the garage entrances and connecting the underground parking garages to utilize appropriate thoroughfares, and planning for appropriate retail space in Phase I to support our current retailers through the construction process.

This is not an urban renewal project. These neighborhoods are highly successful and have long supported the Plaza businesses at this site who have struggled under adverse conditions with the current building owners and future developers. This site has a relatively small footprint that does not justify the scale of development proposed by the developers. This is not a commercial area, like Hilldale or even Monroe Street, where this block would be surrounded by other commercial buildings that then taper to a lower scale residential neighborhood. This development will stick out like a sore thumb.

Like so many things in life, growing a city is about balance and like a boat on water, you can add a load but it has to be done carefully and with planning so that you don't upset the already existing successful balance. We ask that the Plan Commission take a leadership role in implementing the spirit of the Comprehensive Plan in this existing low density neighborhood and set a precedent for excellence in the application of its principles. In the words of the Comprehensive Plan, we ask that you "balance the preferences of residents with citywide and neighborhood planning objectives and priorities." We ask for referral.

Thank you for your consideration.

BREAKING NEWS!

New Proposal Circulating

The Steering Committee has prepared a set of guidelines (see Page 2) for the redevelopment of Midvale Plaza. This document summarizes the concerns noted in the survey that was completed by 650 households and in the Open Letter that was signed by 250+ neighbors. The guidelines reflect what the SC believes are achievable goals as we work with the developer and city officials.

We hope that everyone who shares our concerns will support the new guidelines. The Open Letter Committee has thrown its support behind these guidelines and encourages everyone who signed the letter to also sign in support of the guidelines (a copy has been posted on the Open Letter website at www.midvaleplaza-openletter.org.) As with the open letter, people can sign the guidelines electronically at the website.

You can also sign the back of this newsletter and return it to anyone on the steering committee or to the library. We will also be going door-to-door collecting signatures.

Attend the June 19th Plan Commission Meeting

Members of the SC will appear at the Madison Plan Commission meeting on Monday, June 19, to make the case for the project guidelines outlined on Page 2. The Plan Commission meets at the City-County Building, 215 Martin Luther King Jr. Blvd., in Room 201 at 5:30 P.M.

If you have concerns about the project as it is proposed, please circle the date and plan to attend. It is critical that all neighbors who support additional changes to the developer's plans appear at the meeting. City staff have told us that a large contingent can make a difference in the Plan Commission's decision.

We will be presenting the signatures we have gathered in support of our guidelines, so **please sign the proposal on Page 2 to make your voice heard.**

Midvale Plaza

NEIGHBORHOOD STEERING COMMITTEE

JUNE 7, 2006 UPDATE

The formal mission statement regarding our work on the Midvale Plaza redevelopment reads as follows: **The mission of the Midvale Plaza Redevelopment Steering Committee is to gather and disseminate information and represent the interests of the neighborhoods to achieve an appropriate Plaza redevelopment that enhances the neighborhoods and serves the needs of the community.**

Project Update

Westmorland and Midvale Heights residents have been representing neighborhood interests regarding Midvale Plaza since June 2005. Although the membership of the Steering Committee has evolved, our goal remains to learn neighborhood concerns and address those concerns with the developer and the city.

Following a meeting with the developer and owner of the property, the SC organized an October 2005 workshop to learn what the neighborhoods wanted in a redeveloped Plaza that included a larger library, retail space, and residential units. Neighbors said they wanted two- or three-story structures, current or increased levels of retail, sufficient on-site parking for residents and customers, and owner-occupied condos.

The developer's proposal presented in January 2006 included:

- Two four-story buildings (Phase I and Phase II) with setbacks on the third and fourth floors
- Forty-three condo units and ninety-nine apartments
- Less retail space than is currently available
- Three of four auto entrances/exits on Caromar Drive

Neighbors' reaction at two public meetings was overwhelmingly negative, and in early April, the SC mailed a survey to all households in Westmorland and Midvale Heights to gauge neighbors' sentiments. More than 650 households returned the survey; while 85 percent expressed a desire to see Midvale Plaza remodeled, fewer than 23 percent of respondents felt the proposed plans would enhance the neighborhood.

Based on survey results, our goal has been to reduce the residential density, provide better ways to handle the increased traffic, advocate for a design that complements area architecture, and ensures that critical retail outlets remain available. Following the SC's presentations to the Urban Design Commission, the commission voted to require the following changes to the plans:

- The library has two entrances; one on the parking lot and one on Tokay Blvd.
- Retail spaces in Phase I will have one exit door, located on Midvale Blvd.
- The Phase II parking garage will enter and exit on Midvale Blvd, rather than Caromar Drive.
- The four-story sections of Phase II have been set so that the tallest parts of the structure are located on the center courtyard rather than the street.

At the upcoming Plan Commission meeting on June 19, the SC will continue to support the redevelopment and the new library, but also present the rationale for reducing the residential density, designing better traffic flow, and ensuring that necessary retail services remain available throughout the construction process.

No Guarantees for Current Retail Tenants

Most current tenants of Midvale Plaza are interested in renting space in the redeveloped Plaza. SC members have spoken with the owners of Bergmann's, Buck's Pizza, The Chocolate Shoppe, Rosy Cheeks & Co., and Hoover Vacuum, as well as staff at La Brioche. All expressed a desire to stay, but none have a signed contract for the new retail space. The developer has told the SC that all current tenants will have an opportunity to stay, but Phase I of the project, which will include the new library, contains 6356 sq ft of retail space. Tenants we have talked to would require 14,150 sq ft of retail in Phase I to maintain continuity of service, as the building currently housing both the library and retail will be demolished in order to build Phase II of the project.

Midvale Plaza Neighborhood Steering Committee Proposal

Based on the provisions of the Madison Comprehensive Plan and input gathered through a neighborhood-wide survey, the Steering Committee has developed the following guidelines which we believe are achievable goals for the Midvale Plaza redevelopment:

- Expanded, accessible library that is a community focal point
- Sufficient retail space in Phase I to permit the continuity of existing retail services
- Traffic flow that utilizes Midvale and Tokay Blvds. and minimizes spillover into the neighborhoods
- An ideal housing density of 57 (with an absolute maximum of 92 units)
- Building height at a maximum of three stories, with significant setbacks maintained on both the second and third stories
- Design that honors the style and scale of the neighborhood architecture

I agree with the above guidelines for the Midvale Plaza Redevelopment and I urge the Urban Design Commission, Planning Commission and Common Council to adopt these guidelines for this development.

Name

Name

Address

Address

Signature

Signature

*Please sign and return to any member of the Steering Committee or drop off at the Sequoia library.
Contact any Steering Committee member with your questions or comments.*

Steering Committee Members

Bonnie McMullin-Lawton Westmorland, Co-chair	555 Chatham Terr.	233-5109	tagatz@charter.net
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Denise Lamb Midvale Heights	4409 Mineral Pt. Rd.	233-3755	deniselamb@sbcglobal.net
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Michelle Quinn Westmorland	544 Chatham Terr.	238-1623	maquinn@wisc.edu
Brandon Casto Westmorland	1 Frederick Cir.	204-9013	bcasto@tds.net
Astrid Newenhouse Westmorland	3814 Winnemac Ave.	231-2622	astridn@wisc.edu

Websites to visit for more information

- | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| http://midvale.wordpress.com/ (Midvale Plaza blog) | www.midvaleplaza-openletter.org (Midvale Plaza open letter) |
| www.midvaleheights.org (Midvale Heights Neighborhood Assoc) | www.madisonplan.org/plan.html (Madison Comprehensive Plan) |
| http://www.westmorland-neighborhood.org/ (Westmorland Neighborhood Assoc) | |
| http://www.ci.madison.wi.us/planning/projects/rezoning/505smb.html (City Planning/Midvale Plaza Project) | |

Midvale Plaza update: Your voice can still be heard!

On June 19, the Madison Plan Commission (PC) approved the current Midvale Plaza Redevelopment Plan, despite many neighborhood objections and 650 signatures on alternative guidelines proposed by the Steering Committee (SC) (see below).

The PC vote is advisory, and the Common Council must approve the current plan at its July 18th meeting before work can go forward. Because immediate neighbors of the project have filed Protest Petitions, the Council must approve the project with a 3/4 majority of those present. Until then, the SC will be:

- Meeting with individual alders to enlighten them on the merits of the neighborhoods' alternative guidelines.
- Gathering more signatures (we now have more than 800 and hope to have 1,000 by July 18th).

Our main concerns continue to be the high density of the project (143 residential units) and resulting scale and traffic issues, as well as the loss of retail (there is insufficient space in Phase I to house current retailers while the present mall is demolished, and neither Bergmann's nor La Brioche had a contract for space in the new Plaza when we last spoke to them).

If you have not signed the guidelines/proposal outlined below and support the SC position, please sign now. And, attend the Common Council meeting on July 18th to voice your concerns.

Midvale Plaza Neighborhood Steering Committee Proposal

Based on the provisions of the Madison Comprehensive Plan and input gathered through a neighborhood-wide survey, the Steering Committee has developed the following guidelines which we believe are achievable goals for the Midvale Plaza redevelopment:

- Expanded, accessible library that is a community focal point
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- An ideal housing density of 57 (with an absolute maximum of 92 units)
- Building height at a maximum of three stories, with significant setbacks maintained on both the second and third stories
- Design that honors the style and scale of the neighborhood architecture

I agree with the above guidelines for the Midvale Plaza Redevelopment and I urge the Urban Design Commission, Plan Commission and Common Council to adopt these guidelines for this development.

Name	Address	Signature
Name	Address	Signature

Please sign and return to the Sequoia library (or to any member of the Steering Committee)

Steering Committee Co-chairs

Bonnie McMullin-Lawton, Westmorland	555 Chatham Terr.	233-5109	tagatz@charter.net
Don Severson, Midvale Heights	534 S. Midvale Blvd.	238-8300	donleader@aol.com

Websites to visit for more information

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www.midvaleheights.org (Midvale Heights Neighborhood Assoc)	www.madisonplan.org/plan.html (Madison Comprehensive Plan)
http://www.westmorland-neighborhood.org/ (Westmorland Neighborhood Assoc)	
http://www.ci.madison.wi.us/planning/projects/rezoning/505smb.html (City Planning/Midvale Plaza Project)	