

**Oppose the Franklin Hotel: Community Response Summary for the McGrath Property  
Management Franklin Street Hotel**

**For submission to the Urban Design Commission**

October 26, 2017

Community Response

Drafted by Steering Committee Community Member Janelle Ramsel

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## I. Executive Summary

### A. Creation of the Community Steering Committee

The Franklin Hotel Community Steering Committee was created to evaluate and advise the UDC on the community's interest or concerns regarding the Franklin Hotel Proposal.

### B. Franklin Hotel Proposal Background

The Franklin Street community is made up of largely older residential two and three story homes, grassy setbacks, and porches. The proposed hotel is five stories, stark white, minimal setbacks, and a very modern design.

### C. Community Concerns

The community believes the Franklin Hotel proposal is inadequate in the following ways:

- Insufficient Parking
- Removal of Affordable Housing
- Increased Traffic
- Increased Noise
  - Additional residents
  - Additional traffic
  - Café
  - Exhaust fan
- Design of the hotel
  - Fit with the neighborhood
- Erosion of the Neighborhood
  - Changes from homes to businesses
  - Provides the best of Madison to visitors, not residents
- Destruction of Historical Landmarks
- Environmental Concerns
  - Groundwater Remediation and Infiltrating Storm Water
  - Solar Power
- Anticipated Increased Crime
- No True Need for the Hotel
- Timeline of the Proposal

### D. Community Recommendation to Oppose the Hotel

In summary, based on the lack of fit for the surrounding community, and insufficient planning to address significant community concerns, the community recommends that the Urban Design District **OPPOSE** this proposal.

## II. Creation of the Community Steering Committee

McGrath Property Management proposed a 5-story hotel at the intersection of E. Washington and N. Franklin St. to replace residential homes located at 502 and 506 E. Washington, and 7 and 11 N. Franklin Street in downtown Madison, WI. McGrath shared their plans and designs with the community on August 21<sup>st</sup>, 2017 at a meeting organized by Alder Ledell Zellers of Madison District 2. At the meeting, Alder Zellers solicited community members interested in serving on a steering committee to evaluate the proposal and provide community input to the Urban Design Commission.

### A. Community Steering Committee Membership

The Community Steering Committee is composed of the following community members:

Bob Klebba, Madison resident (Chair)  
Janelle Ramsel, Franklin Street resident  
Mariah Renz, Franklin Street homeowner and resident  
Gary Tipler, Madison resident  
Marc Mcky, Adjoining Franklin St. property owner  
Members of the Avalon House, a Franklin Street co-op

### B. McGrath Property Management Team

Steering Committee meetings were also frequently attended by members of the McGrath Property Management team, including:

Joseph Lee, JLA Architects  
Marc Ott, JLA Architects  
Michael Metzger, McGrath Property Group

### C. Meeting Content

The first meeting's agenda was set by Alder Zellers, and subsequent meeting agendas were set by the Steering Committee Chair, Bob Klebba, with room for additions from both the community members and McGrath Property Management. Meetings discussed various aspects of the Franklin Hotel proposal, and community concerns and input. Subsequent meetings addressed the concerns raised at the previous meeting that required additional research. The group also frequently corresponded by email.

Over the course of the three community meetings and community outreach to solicit comments on the Franklin Hotel Proposal, members of the Community Steering Committee and community members raised a number of concerns about the hotel. These concerns are summarized in the following report.

### III. Franklin Hotel Proposal Background

To evaluate a hotel proposal, it is necessary to both understand the context of the neighborhood in which the hotel is being placed, and the context of the proposed hotel. The following is a brief summary of both contexts.

#### A. Franklin Street Neighborhood Context

North Franklin Street is a residential neighborhood on Madison's isthmus. It contains a mixture of residential housing, including a co-op, apartments, townhouses, and single-family homes. It is also home to a Klinker Cleaners. It is estimated there are upwards of 50 residents on the one-block span of N. Franklin St. between E. Washington and Mifflin St.

Franklin Street residents benefit from their close proximity to the center of the Isthmus, the Madison Capitol, and many of Madison's best amenities are within easy walking distance. Franklin residents can walk to a number of bars, restaurants, museums, and other assorted distances within minutes. There is also easy access to public transportation running down E. Washington at regular intervals.

The neighborhood is relatively quiet. Despite N. Franklin's close proximity to E. Washington, traffic noise is not pervasive on N. Franklin street. Franklin does not suffer from other typical residential noise either--its residents are mostly young professionals and graduate students. This differs significantly from the neighborhood makeup even four blocks away at N. Butler street, which houses many more college students and tends to be a bit louder on nights and weekends.

The majority of homes on this one-block stretch are multi-resident homes, with front porches and a green-space setback. The homes are a majority of two-story multi-resident homes, with a few three-story homes as well. Although there is one apartment complex, it takes up approximately one-and-a-half lots, and is only three stories tall. The apartment complex also incorporates the neighborhood's green space in its front lawn. The homes themselves are mostly well-maintained older homes, looking more traditional than modern, and includes some historical and architecturally significant homes.

N. Franklin Street is a one-way street from E. Washington to N. Gorham St. It has a stop sign and a roundabout at the intersection of N. Franklin and E. Mifflin to control traffic through to Blair, down Mifflin, and on towards either Johnson or Gorham. N. Franklin St. is frequently used as a cut-through for cars attempting to circumvent traffic on the square.

In this one-block area, there is room to accommodate approximately 19 full-size cars for street parking. All spaces are typically full, without significant ingress/egress over the course of the day. A few homes have small lots behind the property, but not enough to accommodate the cars of all residents. Many residents must pay for private parking spots to accommodate their

unmet parking needs. Garbage collection affects parking availability on Thursdays and Fridays when only one side of the street is available for residential parking between 8 am and 12 noon.

## B. McGrath Property Management Proposal Content

McGrath Property Management proposed a hotel to replace residential homes located at 502 and 506 E. Washington, and 7 and 11 N. Franklin Street. These homes are up for either demolition or possible removal in case they have some historical significance. The homes are currently under contract by McGrath Property Management. All homes are zoned as Urban Mixed Use in Urban Design District 4.<sup>1</sup>

The proposal specifically focuses on N. Franklin Street because of the area's close proximity to "some of Madison's most iconic and vibrant areas" within a 10 minute walk.<sup>2</sup> McGrath also cites a 2011 study that stated a need for additional hotels in the area to support the growth of the Wisconsin Memorial Union.<sup>3</sup> It intends to brand itself as a "boutique" hotel, offering in-room amenities targeted towards one week to twenty-seven day stay residents.<sup>4</sup>

McGrath alleges that the hotel intends to have consistent contact with its clients before their arrival, in order to anticipate their check-in and accommodate their parking, potentially without regular desk service staff.<sup>5</sup>

The hotel is proposed to stand five stories tall, two to three stories above the surrounding buildings.<sup>6</sup> It is a bright white color, with a modern design, and unevenly dispersed windows, in stark contrast to the more traditional design of the surrounding homes.<sup>7</sup> It has a proposed 16-foot setback from the neighboring property line.<sup>8</sup> It may also contain some walk-up rooms on N. Franklin.<sup>9</sup> The hotel will also contain a small café on the street level.<sup>10</sup>

It is not clear whether clients with cars will enter and leave the hotel via E. Washington, or via N. Franklin. The entrance to the underground parking is currently proposed for N. Franklin.<sup>11</sup>

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<sup>1</sup> McGrath Property Management Community Proposal Meeting, PowerPoint materials, Aug. 21, 2017.

<sup>2</sup> *Id.*

<sup>3</sup> *Id.*

<sup>4</sup> *Id.*

<sup>5</sup> Statement from Michael Metzger, Community Steering Committee Meeting, Sept. 6, 2017.

<sup>6</sup> See note 1.

<sup>7</sup> *Id.*

<sup>8</sup> Email communication from Michael Metzger, Oct. 17, 2017.

<sup>9</sup> Email communication from Michael Metzger, Oct. 17, 2017, "Adding 3 walk-up rooms on N Franklin St. We are still working on the design..."

<sup>10</sup> See note 1.

<sup>11</sup> McGrath Design Proposal, Distributed Sept. 6, 2017.

Despite the size of the hotel and the café, McGrath believes that 17 parking spots will be sufficient for all café residents and hotel residents.<sup>12</sup> It says it will not allow hotel employees to use the hotel parking spaces, and they will instead park at the McGrath Management property at 1228 E Washington, and be shuttled to the hotel for their shift.<sup>13</sup> The garage has parking spots underground, and require exhaust ventilation.<sup>14</sup> There are no proposed bicycle parking areas.<sup>15</sup>

## IV. Community Concerns

### A. Community Opinion Summary

The vast majority of community members oppose the hotel. The Franklin Hotel Steering Committee and the surrounding community have a number of concerns about the Franklin hotel, summarized below.

The community recommends that the UDC oppose the proposal. Members in District 2 as well as the wider Madison community were invited to participate in an online survey regarding their thoughts on the hotel. Community members were asked whether they supported or opposed the hotel proposal, and were then provided with follow-up questions to explain their answers, such as “please explain why you support or oppose the proposed hotel” and “what questions or concerns do you have about this proposal?”<sup>16</sup>

Thirty-five people participated in the survey. Of these participants, 32 opposed the hotel, with only 2 in favor. Of the opposing responses, one does not live in Madison, but the other does. All other participants lived in Madison, and the majority lived in Alder District 2, the same district as the proposed hotel.

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<sup>12</sup> McGrath comments, Community Meeting, August 21, 2017; Community Steering Committee Meeting, September 6, 2017; Community Steering Committee Meeting, Oct. 5, 2017.

<sup>13</sup> McGrath comments from Michael Metzger, Community Steering Committee Meeting, Sept. 6, 2017.

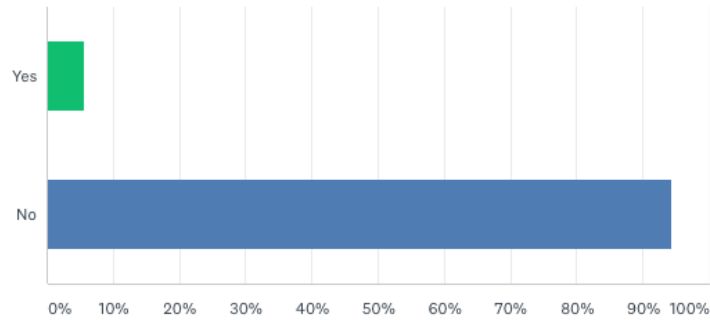
<sup>14</sup> McGrath Design Proposal, Distributed Sept. 6, 2017.

<sup>15</sup> McGrath Design Proposal, Distributed Oct. 5, 2017.

<sup>16</sup> Community Survey, see Appendix A for full text of the survey, and Appendices D and E for the full content of the community response.

## Do you support the plans for a new hotel on East Washington and N Franklin Street?

Answered: 35 Skipped: 0

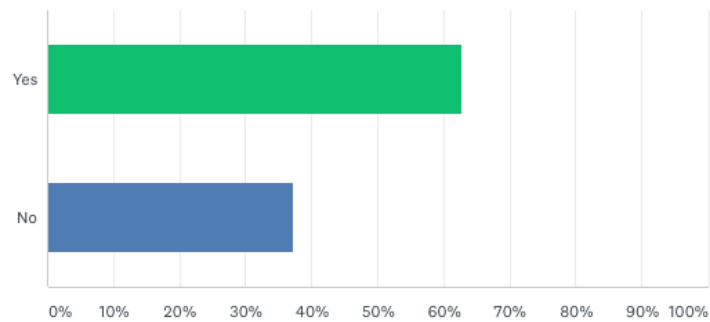


ANSWER CHOICES	RESPONSES
Yes	5.71% 2
No	94.29% 33
<b>TOTAL</b>	<b>35</b>

Figure 1: Percentage of Survey Respondents Who Oppose the Franklin Hotel

## Do you live in District 2?

Answered: 35 Skipped: 0



ANSWER CHOICES	RESPONSES
Yes	62.86% 22
No	37.14% 13
<b>TOTAL</b>	<b>35</b>

Figure 2: Percentage of Survey Respondents who are also District 2 Residents



## B. Reasons for Opposition

Members of the community and Steering Committee have cited a number of reasons for their opposition. These reasons are cited below and include community member survey responses, discussions from Steering Committee meetings, and research completed on comparison areas. These reasons for opposition support the community and Steering Committee's recommendation that the Urban Design District oppose this proposal.

### 1. Insufficient Parking

One of the most commonly cited issues with the Franklin Hotel Proposal was the lack of adequate parking in an already parking-scarce area. Community members strongly felt that it was inappropriate to have only 20 on-site parking spaces available for 45+ rooms and a café. The plan also came up short when compared to the similar boutique HotelRed, and adjacent housing required for local businessman and Steering Committee member, Rick Mcky. Lastly, McGrath's proposed parking is also not aligned with the realistic parking needs of the companies, like Epic, it purports to serve.

#### *a. Community Survey Responses*

The majority of survey respondents cited parking as one of their reasons for opposing the hotel or a concern about the proposal plans. Residents explained:

"...Franklin is a small one way street that already is strapped for parking. Additional patrons of the hotel and cafe would cut even more parking out of the street and local areas." Eric Mauer

"Parking is scarce in our district, so walking access is important to businesses like dry cleaners, bodegas, hardware stores, places to socialize, fitness centers, and banks." Caroline Hughes

When asked about concerns, cited "PARKING!!!!!" Paul Gagne

"I also strongly believe that there needs to be more parking as part of any plans for new build near downtown." Mariah Renz

"Not enough parking to support the occupants of the proposed building. This is a habitual problem Madison residents and for all the surrounding neighbors of the property." Michael Reuhl

"PARKING. Parking in this area is ATROCIOUS as it is. Some nights in the winter I have to circle these streets for hours trying to get a parking spot even remotely close to my house." Rachel Huff

“Please add enough parking to support staff and guests - I don't want our neighborhood becoming annoying with difficulty in finding downtown parking.” Tim Kubichek

“I have also heard (sic) that the project plans to limit built parking to something like 20 stalls. While I generally support building less parking for condos and the like - because the reduction in parking can be balanced/offset with TDM efforts like offering residents bus passes, better bike infrastructure, etc - I don't think I support it in a hotel, where virtually all residents will have to come by car.” Katya Spear

“The idea of tearing down historic east side homes in order to build a large hotel on a small street with insufficient parking is laughable. Not only is it a poor business model to not provide the majority of your guests with the option of parking, it will also bring further traffic to already crowded and narrow east side one-way streets.” Kaine Korzekwa

“Not enough parking.” Bridget Van Bellegham

“I oppose the proposed hotel because N Franklin does not have the capacity to take on an increased traffic and parking volume.” Carmen Bartley

*b. Insufficient Parking in Comparison to Similar and Surrounding Properties*

In addition to resident concerns about the lack of parking in the area, the proposal is also insufficient in its comparison properties. Michael Metzger has consistently compared the proposed hotel to HotelRed, a boutique hotel near Camp Randall.<sup>17</sup> However, this comparison hotel is prepared to provide parking for 75% of its hotel guests, and 15% of its banquet hall guests. If the Franklin Hotel Proposal were to match this level of parking, it would instead need 37 stalls, not 20.<sup>18</sup> Most recently, McGrath has proposed 29 parking stalls, 20 on-site and 9 off-site at area parking garages, and unfilled spaces at surrounding area McGrath lots.<sup>19</sup> However, these additional parking garages are not under contract, and all parking at the hotel is currently paid parking<sup>20</sup>, meaning that overnight hotel guests may feel incentivized to find free overnight street parking in the neighborhood instead of paying for parking either at the proposed hotel or in a neighboring garage. The current proposal also does not take parking for café guests into consideration, and McGrath has freely admitted these café patrons would need to find street parking.<sup>21</sup>

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<sup>17</sup> Metzger comments on behalf of McGrath, Community Steering Committee, Sept. 6, 2017.

<sup>18</sup> HotelRed numbers shared from McGrath hotel proposal email to the Steering Committee, Oct. 11, 2017. 37 stalls calculation reached from  $.75 \times 45 \text{ rooms} = 33.75$   
 $.15 \times 20 \text{ cafe capacity} = 3$ , Total: 37 stalls.

<sup>19</sup> McGrath proposal, Community Steering Committee, Oct. 26, 2017.

<sup>20</sup> McGrath proposal, Community Steering Committee, Oct. 26, 2017.

<sup>21</sup> McGrath proposal, Community Steering Committee, Oct. 26, 2017.

Rick Mcky, a member of the Steering Committee and the owner of much of the adjacent property to the proposed hotel, highlighted his frustration that his building proposals required him to maintain a 1:1 ratio of rooms to parking.<sup>22</sup> However, McGrath continued to maintain they have no intention of increasing the parking for this proposal.

Lastly, Franklin St. only has 19 available street parking spaces for its over 50 residents. These spots are consistently occupied by local residents, who fear what the effect will be on their ability to park near their own homes if they are also competing with 45+ hotel room residents, and the temporary parking needs of individuals visiting a café.

*c. Unrealistic Expectations of Clientele Communication and Transportation Needs*

Further, McGrath Property Management continues to make the rather confusing argument that their long-term residents will not need parking because they will taxi or Uber from the Madison airport, and be able to walk or take public transportation to their desired locations downtown.<sup>23</sup> However, this is counter-intuitive to the known behavior of residents at hotels catered to long-term business clients. Individuals at long-term stay hotels are more likely than residents at short-stay hotels to bring a car, or have a rental car, than those staying for a shorter period of time, so they can access city amenities necessary for living in a new community for an extended period of time. These visitors will need to go to work every day and buy groceries at the least, requiring a consistent means of transportation.

McGrath has specifically cited that they hope to cater to clients from Epic.<sup>24</sup> However, Epic employees would be placed in hotels closer to the Epic campus or close to their hospital clients.<sup>25</sup> The proposed hotel is not within walking distance of either the Epic campus or a nearby hospital, and is therefore unlikely to be used by Epic clients. If it is used by Epic clients, they will require a rental car to reach either their hospital site, or the Epic campus.

McGrath also believes they will be able to coordinate with their clients well before their arrival date to coordinate parking.<sup>26</sup> This assumption fails for two reasons: 1. They underestimate the number of clients they will receive through secondary booking sites, such as Hotel.com, and other low-cost booking websites, who are difficult to contact, even despite best efforts, before their arrival, and 2. The plan for overflow parking is unlikely to look very attractive to hotel patrons when the weather is very cold.

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<sup>22</sup> Rick McKy, Community Steering Committee, Sept. 6, 2017.

<sup>23</sup> See note 17.

<sup>24</sup> See note 1.

<sup>25</sup> Conversation with Epic employee regarding transportation needs for Epic Employees while traveling in another state, “When I travel the hospital is near enough to walk and some friends travel where it’s close enough and their group is large enough for a shuttle. But for smaller trips where accommodations aren’t close OR the hospital isn’t near enough, they do use rental cars.”

<sup>26</sup> See footnote 17.

McGrath has stated several times that they will coordinate with their clients before their arrival. However, when confronted by local hotel owner and Steering Committee Chair Bob Klebba's insider evidence as a local Boutique Inn owner that it is difficult to communicate with individuals booked through secondary booking sites in advance of their arrival, McGrath responded that they have no concerns about their ability to communicate with their clients in advance.<sup>27</sup> When asked why they do not have this concern, McGrath said that they don't think they will get many bookings off of secondary sites, but were also unwilling to commit to refrain from using secondary sites to ensure their ability to fully communicate with guests before their arrival.<sup>28</sup>

#### *d. Improved Parking Plan with the Community*

For several meetings, McGrath Properties would not adjust their parking plan in response to repeated community requests to improve this issue.<sup>29</sup> Their adjusted plan was proposed at the October 26th, 2017 Steering Committee meeting, after the UDC made comments that the amount of parking spaces was insufficient. The community does not feel as though McGrath is proactively responding to their complaints, and is only willing to meet the minimum stated requirements established by the UDC.

The community requested that McGrath demonstrate their commitment to working with the community by: 1. providing the hotel parking to hotel patrons for free so they are not incentivized to park on the street, and 2. that McGrath work with the city to get a "residents only" parking sign as a condition of approval.<sup>30</sup> McGrath said they would "consider" the first proposal, but that the second would "take years" and they weren't willing to do this.<sup>31</sup>

McGrath has repeatedly demonstrated they are not willing to work with the community until they face direct pressure from the UDC. For this reason, the community has no confidence that McGrath will follow through on any of their promises to work with the community unless it is put as a condition of their approval.

## 2. Removal of Affordable Housing

The most commonly cited reason for opposing the Franklin Hotel was the loss of affordable housing on the East side. The community has seen a drastic influx of luxury condos, apartments, and hotels that make it difficult for the average Madisonian to afford to live on the East side. Losing these Madison residents in favor of tourists and temporary visitors will degrade the very character of the city that makes this area so valuable in the first place. The Urban Design

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<sup>27</sup> *Id.*

<sup>28</sup> *Id.*

<sup>29</sup> Comments from McGrath Properties at Steering Committee Meetings Sept. 6, 2017 and Oct. 5, 2017.

<sup>30</sup> Comments from Janelle Ramsel at Steering Committee Meeting, Oct. 26, 2017.

<sup>31</sup> Comments from Metzger at Steering Committee Meeting, Oct. 26, 2017.

Commission should oppose the removal of these units of affordable housing in a residential neighborhood in favor of an unnecessary and duplicative luxury hotel.

*a. Community Response*

“I’m finally able to live in an affordable area that I feel at home in... Why do you want to keep destroying these neighborhoods by catering to a class of people that can afford and desire high end infrastructure?” Krista Marshall

Does not support the hotel because it “[r]educes supply of affordable housing and replaces with uses that do not support the existing neighborhood or future residents.” Bridgit Van Belleghem

“Landlords skyrocket rent and parking costs on older buildings to keep up with prices as they get buyout offers. This disproportionately disadvantages east side citizens, the majority of whom are students or young professionals in comparatively low paying jobs at nonprofits or the state.” Kaine Korzekwa

“Strongly oppose...[because of the proposed] [r]emoval of 9 affordable residential housing units in 4 homes.” Rosemary Spolar

“If you have issues with affordable housing trying to go in this area then a hotel should seem ridiculous.” Tim Belliveau

“I support affordable “infill” housing development. This is not that.” Gavin Eagan

“And where are the housing units going to be replaced, their probable affordability will be lost forever to the City looking to expand a “tourism” economy rather than take care of its citizens.” Jerusha Daniels

When asked why they oppose the hotel, stated “removes affordable housing.” Paul Gagne

“Development projects in this neighborhood should focus on providing affordable housing and should mimic the existing residential architecture.” Caroline Hughes

“There have been over 9 hotels put up in the last six years. I hardly see the need for another, especially in one that would demolish 4 homes and multiple units of affordable housing.” Eric Mauer

“I am concerned about the loss of affordable housing that this proposed hotel would cause. This is a pervasive problem throughout Madison as more and more affordable housing is being demolished to make way luxury housing.” Sarah Guillot

“The pace and character of new development is making Madison an undesirable place to live. I recently moved further east because the near east side and capital areas have not only become pricier in cost, but cheaper in aesthetic by all the new developments. This is a clear negative for the current residents of the district and Madison as a whole. Madison should maintain accessibility and affordability to all residents, and the downtown and near east areas should have their wonderful character maintained. The building of a hotel prioritizes tourists to residents.” Michael Billeaux

“As a life long resident of the Eastside of Madison I strongly oppose this hotel. I've seen too much development in my neighborhood over the last 2 years and it's pushing the rent up and good hard working people out that can't afford over priced housing.” Anthony Verbrick

“It is not in the spirit of Madison nor protecting our most vulnerable (sic) to remove affordable housing in order to build a hotel.” Morgan Mayer-Jochimsen

“Gentrification benefits those with power” Daniel Corral

#### *b. Removal of Affordable Rental Units*

The eleven rental units in the four properties proposed for removal or demolition rented out for about \$500 on average. This is significantly lower than the price of Madison rentals in general, at approximately \$780 for a studio, \$980 for a 1-bedroom, and \$1,184 for a 2-bedroom.<sup>32</sup> Rentals in the Capitol neighborhood are even higher than those of surrounding neighborhoods, with the average rent of all units averaging to \$1,435.<sup>33</sup>

#### *c. Addition of High-End Spaces Unavailable to Regular Madisonians*

Madison has seen a significant influx of high-end luxury residential spaces in the past few years, specifically on Madison’s East side. Recently, the East side has seen the addition of the Galaxie apartments, with studio apartment renting for ~\$1,435 per month,<sup>34</sup> The Constellation, where 1-bedroom apartments rent for ~\$1,025 per month;<sup>35</sup> Ovation, where 1-bedroom apartments

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<sup>32</sup> Rent Café, Madison, WI Rental Market Trends. Available at <https://www.rentcafe.com/average-rent-market-trends/us/wi/madison/>.

<sup>33</sup> Rent Jungle, Rent Trend Data in Madison, WI. Available at <https://www.rentjungle.com/average-rent-in-madison-rent-trends/>.

<sup>34</sup> Galaxie, Apartments for Rent. Available at <https://galaxie-madison.com/apartments/>.

<sup>35</sup> Madison Property Management, The Constellation. Available at <http://www.madisonproperty.com/constellation.aspx>.

rent for ~\$1,595 per month,<sup>36</sup> Veritas, where 1-bedroom apartments rent for ~\$1,405 per month<sup>37</sup> and Starliner Lofts condos, selling for \$249,900 for a 1-bedroom.<sup>38</sup>

Not only are rental prices increasing, but Madison has also seen the addition of several high-end hotels in the East side.<sup>39</sup> These significant additions beg the question of whether the city can realistically afford to support this many high-end establishments. It is not clear that there are enough visitors whose travel needs are unmet in this area, because there is not a current study of hotel needs in the area.

#### *d. Values the Wants of Tourists Over the Needs of Residents*

When a city allows a luxury boutique hotel to replace affordable housing, it is preserving the best of Madison for nonresidents. This is a significant issue because Madison's residents are what allowed the city to flourish in the first place—without their constant support, tax dollars, and investment in their local community, Madison's East Side could lose the very character that originally made it so attractive. Madison residents deserve to have the city protect their interests, and protecting affordable housing in an area that is otherwise gentrifying beyond the means of the average citizen's income is an important way to do so.

#### *e. Improved Affordable Housing Plan with the Community*

McGrath has not proposed any means of working with the community to replace any of the affordable housing units it has displaced. The community would like to see McGrath support the addition of the nine affordable units it has displaced elsewhere in the Franklin community. The Salvation Army, located just down the road at 630 E. Washington<sup>40</sup> houses a number of residents who would benefit from a community investment such as the addition or preservation of affordable housing.

### 3. Increased Traffic

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<sup>36</sup> Apartments.com, Ovation. Available at <https://www.apartments.com/ovation-309-madison-wi/1p8z475/>.

<sup>37</sup> Apartments.com, Veritas Village. Available at <https://www.apartments.com/veritas-village-madison-wi/cjh18nf/>.

<sup>38</sup> Realtor.com, Starliner Lofts. Available at [https://www.realtor.com/realestateandhomes-detail/800-E-Mifflin-St-303\\_Madison\\_WI\\_53703\\_M75846-96344](https://www.realtor.com/realestateandhomes-detail/800-E-Mifflin-St-303_Madison_WI_53703_M75846-96344).

<sup>39</sup> For example, see AC Hotel, <http://www.marriott.com/reservation/rateListMenu.mi>; Great Lakes Management Group, [http://host.madison.com/wsj/business/details-of-proposed-east-washington-avenue-hotel-emerge/article\\_1da244d6-28a9-5f42-83f4-7c59d40588f1.html](http://host.madison.com/wsj/business/details-of-proposed-east-washington-avenue-hotel-emerge/article_1da244d6-28a9-5f42-83f4-7c59d40588f1.html).

<sup>40</sup> The Salvation Army (2017). Available at <http://www.salvationarmydaneconomy.org/danecounty/contact>.

N. Franklin has a unique traffic pattern because it is a one-way street with a roundabout at the end of the block. Traffic to the East is halted by a traffic diversion on N. Blair, and traffic to the west is halted by the Capitol. Traffic from E. Washington to Gorham street is one-way. The additional traffic load of a hotel on this corner is likely to increase the traffic burden on all residents commuting on N. Blair, E. Washington, Gorham, Mifflin, Franklin, and Johnson because of the domino affects of an increased traffic load on Franklin and E. Washington, as well as lane closures on Mifflin.

*a. Community Comments*

“I am in opposition because it [...] adds traffic congestion [...]” Donna Asif

“I oppose the proposed hotel because N Franklin does not have the capacity to take on an increased traffic and parking volume.” Carmen Bartley

“it will also bring further traffic to already crowded and narrow east side one-way streets.” Kaine Korzekwa

Worse than the condos, this would cause an influx of people who do not live in the neighborhood and are thus more confused by the parking options, one way streets, and bike routes” Katya Spear

“It will bring a lot more traffic, safety concerns for neighbors, and more noise and nuisances of that nature.” Kat Ketterer

“I'm worried with this hotel it is going to bring unnecessary traffic and completely change a good thing madison had going on.” Lauren Bagwell

“This will affect noise, community, traffic, parking, and housing.” Morgan Mayer-Jochimsen

*b. Roundabout*

There is currently a roundabout at the intersection of N. Franklin and E. Mifflin. This roundabout serves the community by blending the flow of commuter car traffic down Franklin Street with the bicycle boulevard traffic of E. Mifflin. However, this is not an ideal setup for hotel traffic.

Currently, many people coming off N. Franklin turn left in front of the roundabout, creating a dangerous situation for traffic in all directions. Although the rules of a roundabout should be clear, mistakes occur several times every day.<sup>41</sup> Adding an additional 45 hotel clients, as well as Hotel staff and daily trash pickup traffic is likely to amplify the problem.

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<sup>41</sup> Personal observations as a N. Franklin Resident.



c. *One-Way Street*

Franklin is also a one-way residential street. However, often confused drivers coming off Mifflin will make an inappropriate turn the opposite way of traffic.<sup>42</sup> This issue is again likely to be amplified when hotel guests are driving around and attempting to find the location of their hotel in an unknown city. This will increase the hazards to residential citizens, as well as hotel guests.

d. *Lane Closure on E. Mifflin and North Blair*

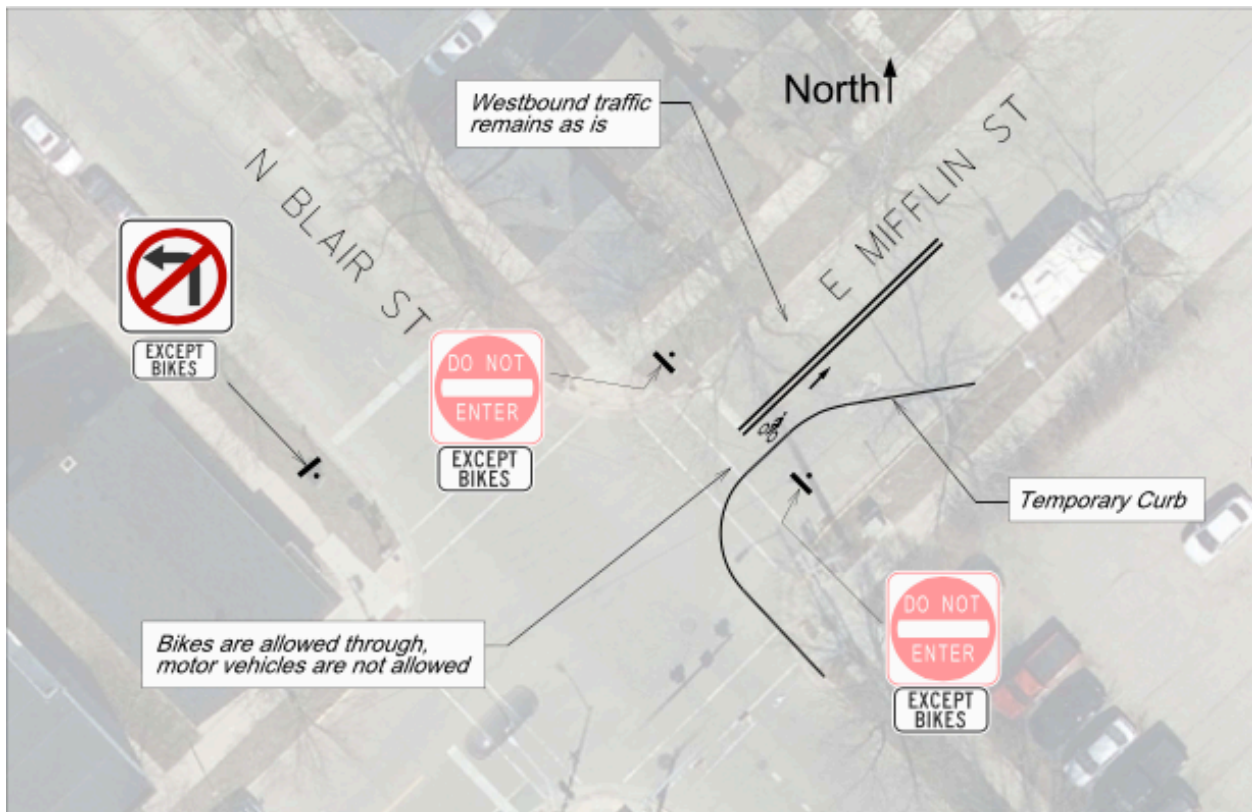


Figure 3: City of Madison Traffic Engineering Route Diversion

One block away, at one of the very few traffic access points to E. Washington, East Mifflin is undergoing a partial closure of E. Mifflin at N. Blair street.<sup>43</sup> This limits the current access to traffic diversion routes, such as the option to drive East on Mifflin, instead of connecting to E. Washington to continue East. There are typically substantial backups at the intersection of E. Mifflin and N. Blair for the lights to continue on to E. Washington. With the closure of this route, the traffic situation has continued to worsen. Now all E. Mifflin traffic heading east must

<sup>42</sup> *Id.*

<sup>43</sup> City of Madison Traffic Engineering, (2017). E. Mifflin St. & N. Blair St. Diverter Test. Available at <http://www.cityofmadison.com/trafficEngineering/blairMifflin/>.

wait to turn onto Blair before entering E. Washington, affecting traffic coming down E. Johnson, N. Gorham, and Mifflin, who all use Blair to access John Nolan or E. Washington.

*e. Improved Traffic Plan with the Community*

McGrath has not offered any proposals to work with the community to improve the traffic situation. The community would like to see McGrath offer a potential solution to this issue, such as a designated setback area for drop off that is easily visible from E. Washington, routing traffic for the hotel down E. Washington instead of down N. Franklin, and also a partnership between McGrath and the city to remove the Traffic Engineering Route Diversion currently limiting access down Mifflin.

**4. Increased Noise**

The proposed hotel will increase noise levels on N. Franklin to an amount that will be unpleasant for residential neighbors. Not only will the construction sounds be disruptive for the months it takes to build, but it will also continue to be too noisy for comfortable residential living because of the addition of the hotel patrons, the additional traffic load, the café, and the garage exhaust fan.

*a. Community Comments*

“I believe the proposed hotel would disrupt the quiet residential neighborhood” Sarah Guillot

[The hotel will cause] “[i]ncreased noise from: Additional hotel residents and cafe patrons  
Garage exhaust fan” Rosemary Spolar

“It will bring a lot more traffic, safety concerns for neighbors, and more noise and nuisances of that nature.” Kat Ketterer

“I am concerned about putting hotels in quiet residential areas. This will affect noise [...]”  
Morgan Mayer-Jochimsen

“I typically sleep with the windows open. I doubt this will be possible with the increased noise from the café, hotel patrons, and ventilation fans for the underground parking garage.” Janelle Ramsel

*b. Additional Residents*

This hotel is displacing eleven low-cost residential units with 45 hotel rooms, which will greatly increase the noise on the block. Not only will the hotel patrons increase the noise through their daily activities of commuting to and from work, entering and leaving the property, talking and

working with friends, but also their weekend activities that may include returning to the property later at night.

### *c. Additional Traffic*

In addition to the daily noise of typical residents, the hotel patrons will also add their vehicle noise with 45 cars versus eleven. This is a substantial increase in the noise from motor vehicles on the street.

Beyond hotel patron traffic, there will also be the increased traffic of individuals using the café, and deliveries to support the hotel operations, dropping off hotel staff, and supporting the café operations.

Further, the proposed driveway for the hotel delivery trucks is not wide enough to allow for delivery trucks to turn around in the dropoff area.<sup>44</sup> This means that large trucks will sound off with a beeping warning every time they enter and leave the driveway. Because McGrath currently proposes that trash pickup will occur daily,<sup>45</sup> this noise will be a daily nuisance.

### *d. Café*

The café is also likely to increase the noise for N. Franklin residents. Patrons using the café will need to park their cars, perhaps using an automatic locking feature that has a horn sound, and their conversations will add to the residential noise. In addition, the noise of the traffic from all the patrons and delivery trucks for the café will add to the overall disruption of the street.

### *e. Exhaust Fan*

In order to support underground parking, the Franklin Hotel must have a fan capable of displacing at a minimum 0.75 CFM per square foot of the property.<sup>46</sup> McGrath believes that they can get a exhaust fan capable of meeting this requirement at 60 dBa,<sup>47</sup> but the calculation that this supports does not include the height of the garage. The calculations for the volume of the area were clearly calculated from the square footage of the garage, and not the volume, as is necessary for CFM calculations.<sup>48</sup> McGrath instead insists that it only needs 4,500 CFM. Lower

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<sup>44</sup> McGrath Handouts, Steering Committee Meeting, Oct. 26, 2017.

<sup>45</sup> Comments from Michael Metzger on behalf of McGrath, Steering Committee Meeting, Oct. 5, 2017.

<sup>46</sup> SPS 364.0404(1)(c), Wisconsin Admin. Code

<sup>47</sup> McGrath Handouts, Steering Committee Meeting, Oct. 26, 2017.

<sup>48</sup> McGrath square footage of the garage is approximately 6,200 square feet. The height is 9-10 feet. CFM is calculated by volume/frequency of airflow. The proper calculation based on Wisconsin minimums is  $(6200*9)/7=7,923$ . 7 is taken from the typical airflow appropriate for a

CFM requires smaller fans, and produce less noise. The McGrath plans are not large enough, and are therefore underestimating the noise produced from the venting fan. Lastly, dBa are not linear. A dBa of 70 is exponentially louder than a dBa of 60, so a small change in dBa can substantially affect the standard of life.<sup>49</sup>

#### *f. Decreasing Noise through Community Collaboration*

For many of the above concerns, there is no middle ground between the anticipated noise of this type of development and the level of noise currently in an otherwise quiet, residential neighborhood. It is not possible police the noise level of hotel guests, so residents are left without recourse to protect their quiet neighborhood. This reinforces that this hotel is simply inappropriate in this community.

McGrath has offered to run the exhaust fan at 10-12:30am, and 2-4:30 pm, and has invited community comments for suggestions of other appropriate times, as well as incorporating other measures to attempt to dampen the sound of the fan. As this is one of the only ways McGrath has proactively offered to work with the community to reduce the noise of the hotel, this is appreciated. However, since the CFM calculations were incorrectly estimated, and the vent fan is only one of the many noise-contributing components, these efforts are not enough to fully address the community's concerns.

### 5. Design of the hotel

The hotel does not incorporate any design elements seen in the Franklin St. neighborhood. Although community members and business owner Rick Mcky has asked repeatedly for McGrath to take the design of all of the block of E. Washington where the hotel has been proposed, McGrath has held fast to its stark modern design.

#### *a. Community Comments*

"I don't think it will fit in with the neighborhood." Jacob Mohr

"I believe the proposed hotel [...] would be unsightly amongst the small homey houses of N Franklin, [...] On a personal level, I love the local, residential nature of the street I live on - it is why I chose to live here, and I would be saddened if it lost this character." Sarah Guillot

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garage, see [IndustrialFansDirect.com](http://www.industrialfansdirect.com), Fan CFM Calculator, <https://www.industrialfansdirect.com/pages/exhaust-fan-cfm-calculator>.

<sup>49</sup> Department of Transportation, California (2017). Loudness Comparison Chart (dBa), available at <http://www.dot.ca.gov/dist2/projects/sixer/loud.pdf>.

“[P]ersonally, a large hotel that dwarfs the next door houses would be an eyesore. This proposal does not seem to have local residents at its heart, but rather an aim to make profits.”  
Eric Mauer

“Development projects in this neighborhood [...] should mimic the existing residential architecture.” Caroline Hughes

“That is the wrong placement. It is a strictly Residential neighborhood. The design looks like a straight up hotel that does not play off neighborhood character, the essence of a boutique hotel.” Jerusha Daniels

I don’t want to see a five-story hotel towering over my neighborhood. That erodes the neighborhood feel.” Janelle Ramsel

*b. Fit with the Neighborhood*



Figure 4: Proposed Hotel Design



Figure 5: Current View of Franklin St. Neighborhood



The hotel's stark white modern design does not reflect or complement the residential nature of the homes on North Franklin, mimic their substantial green spaces, or their large porches. None of the homes on N. Franklin have a modern design or are white. All Franklin homes have aligned windows, and many have either siding or brick exteriors. The proposed hotel does not incorporate any of these elements.

### *c. Improved Design with Community Input*

McGrath has not been responsive to the repeated requests of the community to create a comprehensive plan with existing properties,<sup>50</sup> but did slightly alter their plans to include some walk-up rooms after meeting with the UDC in which the UDC commended that the design was too stark of contrast with the surrounding area.<sup>51</sup> This again echoes that McGrath is not willing to work for the best of the community until it receives direct pressure from the UDC.

The community would like McGrath to provide a more comprehensive plan to incorporate the feel and design of the neighborhood into the design of the hotel. This could occur by incorporating more similar design elements that reflect the nature of the neighborhood—large porches, green space, and traditional instead of a contemporary design.

McGrath has asked for community input on the wall between their entrance to the parking garage, and the neighboring property.<sup>52</sup> However, they are not willing to provide a setback to make this transition natural and a flow with the neighborhood. Instead, McGrath has requested that the neighboring property manager, Rick Mcky, provide a natural transition on his own property. This again highlights that McGrath is not truly attempting to work with the local neighborhood, but is rather looking for ways the neighborhood can accommodate their own plans.

Lastly, McGrath should show that it is dedicated to being a part of the neighborhood long-term by investing in the Franklin community improvements, such as upkeep for the roundabout, shared green spaces, providing a natural boundary transition to surrounding areas on its own property, and providing and protecting green spaces on their property.

## **6. Erosion of the Neighborhood**

This proposal erodes the residential feel of the Franklin neighborhood specifically, and the East Washington areas more generally. By prioritizing hotels and other large businesses, the residents are given the leftovers, when they sustain the majority of the resources that are intended to benefit residents and tourists alike. The residents have nothing to gain from this proposal, and the UDC should oppose it.

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<sup>50</sup> Rick McKy, Steering Committee, Sept. 6, 2017 & Oct. 5<sup>h</sup>, 2017.

<sup>51</sup> Comments cited from notes taken at UDC meeting, Oct. 5, 2017; Design from Email communication from McGrath Properties, Oct. 26<sup>th</sup>, 2017.

<sup>52</sup> Comments from McGrath, Steering Committee Meeting, Oct. 26, 2017.

*a. Community Comments*

“I am in opposition to this plan as it diminishes (sic) the feeling of neighborhood” Donna Asif

“Usage (temporary lodging) and style of structure (5 stories) is very different from immediate surroundings.” Robert Green

“This is not the kind of forward thinking that will keep Madison a desirable place to live with attention to quality of life. I strongly oppose this proposal.” Oliver Bendorf

“This is a lovely residential neighborhood in a great location that should be preserved for permanent residents who will build the Madison community as opposed to stopping in for a weekend.” Carmen Bartley

“People escape the hustle and bustle of downtown Madison and the University system by coming to this side of town. If we keep constructing new infrastructure it will take away from the relaxing, community feel this neighborhood brings its residents.” Krista Marshall

“Reduces supply of affordable housing and replaces with uses that do not support the existing neighborhood or future residents. Rather they support people from out of town who have no investment in the neighborhood.” Bridgit Van Belleghem

“It’s not what I want to see in my neighborhood. There are so many buildings going up right now. It’s not the time nor the place.” Meghan McCormick

“I would like to learn more, but am wary of the proposal being a net negative to both resources and aesthetic for the area it is targeting.” Fredrick Hanson

“The city’s east side is a wonderful and quaint place to live and building projects such as this proposed hotel are quickly changing that. We have already seen areas farther east be overtaken by high rise apartments — with rent just as high. These projects send a rippling effect across the city. Landlords skyrocket rent and parking costs on older buildings to keep up with prices as they get buyout offers. This disproportionately disadvantages east side citizens, the majority of whom are students or young professionals in comparatively low paying jobs at nonprofits or the state. North Franklin Street and the east side as a whole should be kept residential.” Kaine Korzekwa

“-Design is in stark contrast to the rest of the neighborhood -Hotel is close to the street vs. neighborhood looks and feels residential with porches -Hotel is 5 stories tall hotel vs. surrounding 2 story residential homes -Erodes the neighborhood from residential to commercial properties.” Rosemary Spolar

"I live in the neighborhood and am just generally concerned that this will continue to change the feel of the neighborhood, which has been happening more and more with the rise of a multitude of condos." Katya Spear

"I support affordable "infill" housing development. This is not that." Gavin Eagan

"I feel it is too close to a residential neighborhood where family and private residents live." Kat Ketterer

"That is the wrong placement. It is a strictly Residential neighborhood. The design looks like a straight up hotel that does not play off neighborhood character, the essence of a boutique hotel. It sets the wrong precedence in preservation of homes. And where are the housing units going to be replaced, their probable affordability will be lost forever to the City looking to expand a "tourism" economy rather than take care of its citizens." Jerusha Daniels

"I believe there is a better use of that space that would keep this area feeling like a neighborhood." Mariah Renz

"Changes residential neighborhood." Paul Gagne

"Erodes the neighborhood from residential to commercial properties." Luke VandenLangenberg

"Other areas of downtown Madison would be more appropriate for this hotel, such as the large surface parking lot across the street." Caroline Hughes

"[P]ersonally, a large hotel that dwarfs the next door houses would be an eyesore. This proposal does not seem to have local residents at its heart, but rather an aim to make profits." Eric Mauer

"I believe the proposed hotel would disrupt the quiet residential neighborhood, would be unsightly amongst the small homey houses of N Franklin, and is an unnecessary addition to meet the commercial needs of the area. On a personal level, I love the local, residential nature of the street I live on - it is why I chose to live here, and I would be saddened if it lost this character." Sarah Guillot

"Madison should maintain accessibility and affordability to all residents, and the downtown and near east areas should have their wonderful character maintained. The building of a hotel prioritizes tourists to residents." Michael Billeaux

"McGrath should look at building at the Messner building. That's more ideal. It's not so close to residential like the current project is." Anthony Verbrick

"I don't think it will fit in with the neighborhood. It will turn a quaint residential neighborhood, so close to the Capitol, into a commercial zone." Jacob Mohr



“I value the neighborhood as a residential neighborhood and putting in a hotel takes away from this. Additionally, I’m concerned that continuing to offer the opportunity to tear down old rentals will encourage landlords to not invest in keeping up their property.” Miriam Barcus

“I [oppose the hotel because I] like the residential nature. It's community-oriented and dog friendly. I'm worried with this hotel it is going to bring unnecessary traffic and completely change a good thing madison had going on.” Lauren Bagwell

“It is not in the spirit of Madison.” Morgan Mayer-Jochimsen

#### *b. Changes from homes to businesses*

N. Franklin is a predominantly residential street. With the exception of the corner properties, the rest of the neighborhood is zoned only for residential use.<sup>53</sup> This has created the unfortunate opportunity for a proposed development to capitalize on this disadvantageous zoning for their monetary benefit, instead of serving the needs of the Franklin street community, and the goals of the Madison community more generally.

The zoning for the remainder of the block signals that the intent of the area is to serve as a residential neighborhood. While there is room for this area to serve as a business, it does not seem appropriate for a hotel to creep so deeply into a residential community, and it does not even attempt to work with the residents of the street.

#### *c. Provides the best of Madison to visitors, not residents*

Creating a boutique hotel in a residential community only benefits the visitors and owners of the hotel. All residents, and the greater Madison community, only receive the downsides of such a proposal—the increased traffic, the loss of affordable housing, the loss of parking, increased noise, and environmental damage. Madison’s near East side has a unique community and focus that is eroded when visitors are prioritized over members of the community.

Madison residents should be prioritized in any building proposal that encroaches on residential areas. McGrath has not showed a current or future commitment to protecting resources for Madison residents generally, or Franklin residents specifically.

#### *d. Decreased Erosion with Community Input*

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<sup>53</sup> McGrath Property Management Community Proposal Meeting, PowerPoint materials, Aug. 21, 2017.

There is not a way to maintain the area for the Madison residents who invest in the area with their presence and tax dollars and incorporate a hotel. However, the community has recommended several ways that the impact on the surrounding community can be reduced.

The community has shared several ways it would like to see McGrath invest in the property long-term, such as replacing the displaced affordable housing units,<sup>54</sup> working with the Madison parking authorities to keep Franklin street parking available only to residents,<sup>55</sup> and environmental investments discussed below.<sup>56</sup> However, McGrath has not been receptive to these suggestions.

## 7. Destruction of Historical Landmarks

Several of the homes proposed for demolition have historical value for the State of Wisconsin generally, and to Madison and the Capitol Neighborhoods specifically. For these reasons, the community feels that McGrath should work to protect and preserve this history, instead of demolishing the homes for a hotel. Although ideally these homes would also preserve their historical location, the community has unsuccessfully tried to influence McGrath to commit to moving the homes instead of destroying them.

### *a. Community Comments*

“[I oppose this because of the] [d]estruction of historical landmarks including two homes built by the first Governor of Wisconsin.” Luke VandenLangenberg

“It sets the wrong precedent (sic) in preservation of homes.” Jersuha Daniels

“Strongly oppose [because of the] [d]estruction of historical landmarks including two homes built by the second Governor of Wisconsin.” Rosemary Spolar

“The idea of tearing down historic east side homes in order to build a large hotel on a small street with insufficient parking is laughable.” Kaine Korzkewa

“It is unthinkable to demolish affordable housing and historic buildings in a residential area for another hotel.” Oliver Bendorf

“I oppose the removal of two historic homes and the demolition of 9 affordable housing units in downtown Madison on Franklin street due to the construction of this project.” Wally Graeber

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<sup>54</sup> See section on affordable housing above.

<sup>55</sup> See section on parking above.

<sup>56</sup> See section on environmental concerns below.

## *b. Homes*

The Leonard J. Farwell House and Farwell Income House are likely the only two buildings known to remain to have been built by Leonard J. Farwell. He built these both in 1853, while he was serving his term as Wisconsin's second governor, 1852-1854. He may have lived in the larger one at 506 East Washington Avenue, or may have built it for a family member, friend, contractor or someone with whom he did business.

Farwell had operated a successful business in Milwaukee prior to coming to Madison in 1847. He speculated in land and had built a mill on the Yahara, prior to the construction of these houses. During the construction of his large stone octagon house on the 900 block of Spaight Street in 1854-55, he lived in David Atwood's house on Monona Avenue. He was a great promoter of the early development of Madison, and was a founder of banks and historical organizations and planted street trees on the east side in a grand scale. In 1860, he was elected to serve in the State Assembly.

### **506 East Washington Avenue**

The house at 506 East Washington Avenue may be associated with Leonard Farwell, so stated previously by several historians. The building is among the oldest remaining in Madison. (City planning staff notes indicate an 1849 date of construction).

[Street View](#)

Leonard J. Farwell house built 1853.  
Wisconsin Architecture and History Database.  
<https://www.wisconsinhistory.org/Records/Property/HI114923>



### **7 North Franklin Street**

The Wisconsin Historical Society lists the building at 7 North Franklin as the Leonard Farwell investment building that was built circa 1853 by Farwell during his term as Wisconsin's second governor.

These may be the only houses associated with Leonard J. Farwell that still stand. A possible residence east of the mouth of the Yahara where the Tenney Park locks are today, as well as, the stone octagon on the 900 block of Spaight Street have long been demolished.

[Street View:](#)



Leonard J. Farwell Investment house built  
1853.

Wisconsin Architecture and History Database.  
<https://www.wisconsinhistory.org/Records/Property/HI97573>

Both of these buildings as well as the other two buildings proposed for demolition should have extensive searches done to determine their relative historical and architectural worth prior to committing them to demolition.

- There are no other known remaining buildings in Madison that are directly associated with Leonard Farwell.
- There are approximately 150 remaining antebellum structures in Madison.
- There are even fewer that predate the arrival of the railroad here in 1854, meaning that all the construction materials were local, or carted overland.

[1855 Harrison Map View.](#) Current buildings on 506 E Washington Av and 7 North Franklin St visible on lot 4. Farwell printed 10,000 copies of this map of Madison to promote the Village.



### *c. Decreased Destruction with Community Input*

A member of the Franklin Hotel Community Steering Committee, Gary Tipler, has requested that McGrath invest in moving the historic homes, rather than demolishing them.<sup>57</sup> McGrath

<sup>57</sup> Gary Tipler comments at Community Steering Committee Meeting, Sept. 6, 2017; Oct. 5, 2017.

has continuously said that they will “consider” it, but have refused to officially commit.<sup>58</sup> This is yet another example of how McGrath refuses to invest in the community or be responsive to the desires of the community, or its history.

## 8. Environmental concerns

McGrath has not demonstrated any effort to create an environmentally responsible hotel. They have the opportunity to incorporate well-known environmentally-friendly practices to offset the environmental impact of their hotel, but they have not engaged in those practices. The community requests the UDC oppose the hotel, and require any future proposals to incorporate environmentally responsible practices.

### *a. Community Comments*

“[T]hey are not accounting for infiltrating storm water (sic) correctly.” Gavin Eagan

“I would like to see an uncompromising commitment from McGrath to mitigate the environmental impacts of this hotel, and a plan for 2027 as much as 2017—including an investment in solar power, natural groundwater rerouting plans, or the incorporation of a groundwater cistern. The fact that these measures have not been considered highlights that McGrath isn’t thinking about the long term effects of such a proposal on the area or its residents.” Janelle Ramsel

### *b. Groundwater remediation and Infiltrating Storm Water*

The community would like to see a more responsible plan to afford for groundwater remediation. Current Wisconsin code requires that any substances in groundwater must be minimized.<sup>59</sup> However, this runs in contrast to the minimum state building codes, which requires that storm water is linked to a storm drain.<sup>60</sup> However, directly linking storm water or groundwater to a storm drain draws sediment from winter road salting/sand directly into the lake—the water does not get cleaned before it is dumped in the lakes. The addition of this sediment and other contaminants to the Madison lakes will make those who use the lakes sick. A hotel of this size is displacing considerably more space than the previous units, and McGrath Developers need to think about how that fits, and the increased environmental impact of this proposal.

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<sup>58</sup> Metzger comments on behalf of McGrath properties, Community Steering Committee, Sept. 6, 2017; Oct. 5, 2017; Oct. 26, 2017.

<sup>59</sup> NR 140.22(1) Wisconsin Admin. Code.

<sup>60</sup> SPS 382.36 Wisconsin Admin. Code.

This proposal could also incorporate several design elements that would better handle storm water, such as a cistern or other manner of water collection. Madison is always at the forefront of environmentally conscientious endeavors, and the programs at Badger Rock<sup>61</sup>

### *c. Solar Power*

The community wants a proposal that is energy sustainable, such as incorporating solar power. Although solar power is originally more costly for developers, it pays for itself very quickly.<sup>62</sup> Because the hotel will supposedly run for a long time, it makes sense that this sort of proposal would incorporate a neighborhood investment, such an investment in solar power.

### *d. Decreased Environmental Impact with Community Input*

The McGrath Developers have not incorporated any plans to mitigate the environmental impact of their hotel. The community would like to see environmentally forward-thinking plans incorporated in any proposals. This would show that McGrath is invested in working with the community—that they are creating a plan for 2027 as well as for the upcoming fiscal year.

## 9. Anticipated Increased Crime

Crime is known to increase when permanent residents are replaced with transient ones. A hotel in a residential neighborhood will bring an increase in crime to an otherwise low-crime area. For this reason, the UDC should oppose this proposal.

### *a. Community Comments*

“[I strongly oppose the hotel because of the] increased crime common to increased numbers of non-residents.” Rosemary Spolar

When asked why he opposes the hotel, cited “Increased crime common to increased numbers of non-residents.” Luke VandenLangenberg

“If residents are replaced with tourists, the research is clear that we can expect an uptick in crime in the area. That is not an appropriate fit for a residential area.” Janelle Ramsel

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<sup>61</sup> Center for Resilient Cities, (2017). Badger Rock Center Reflects the Ideas of a Madison Community, available at <https://www.resilientcities.org/projects-programs/badger-rock-center/>.

<sup>62</sup> EnergySage.com, Understand Your Solar Panel Payback Period (2017), <https://www.energysage.com/solar/cost-benefit/how-long-do-solar-panels-take-to-pay-for-themselves/>.



### *b. Research on the Link Between Urbanization and Crime*

The research is very clear that an increase of tourism or non-resident economy leads to an increase in crime.<sup>63</sup> Whereas Franklin residents invest in the community through their participation on community committees, with neighborhood organizations, voting to affect local change, campaigning, lobbying for neighborhood interest, and community outreach and organizing, a tourist economy does not engage in these practices. Beyond tourist and hotel clients lack of engagement in these issues, these developments are also typically hosts to greater instances of crime.<sup>64</sup>

### *c. Decreased Crime with Community Input*

The community requests the UDC oppose this proposal because there is no way to compromise between a decreased or increased crime rate, and there is no way to remediate a crime once it has occurred. However, McGrath has not proposed any matter of maintain security for the hotel or the neighborhood residents, such as security cameras or security personnel.

Additionally, any measures that would typically serve as a crime deterrent, such as leaving on the lights on the bottom floor at all hours or alarms, would also create a nuisance to area residents in the form of light pollution and noise concerns.

## 10. No True Need for the Hotel

There is currently no research to show that there is a customer base to support this proposed hotel. Until such a need is proved, the UDC should oppose this proposal.

### *a. Community Comments*

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<sup>63</sup> Jerrell, S. and Howsen, J. (1990). Transient Crowding and Crime, available at <http://onlinelibrary.wiley.com/doi/10.1111/j.1536-7150.1990.tb02476.x/full>; Park, M and Stokowski, P. (2009). Social Disruption Theory and Crime in Rural Communities: Comparisons Across Three Levels of Tourism Growth, available at <http://www.sciencedirect.com/science/article/pii/S0261517708001945>; Rephann, T. (1999). Links Between Rural Development and Crime, available at <http://onlinelibrary.wiley.com/doi/10.1111/j.1435-5597.1999.tb00751.x/full>.

<sup>64</sup> Jerrell, S. and Howsen, J. (1990). Transient Crowding and Crime, available at <http://onlinelibrary.wiley.com/doi/10.1111/j.1536-7150.1990.tb02476.x/full>; Park, M and Stokowski, P. (2009). Social Disruption Theory and Crime in Rural Communities: Comparisons Across Three Levels of Tourism Growth, available at <http://www.sciencedirect.com/science/article/pii/S0261517708001945>; Rephann, T. (1999). Links Between Rural Development and Crime, available at <http://onlinelibrary.wiley.com/doi/10.1111/j.1435-5597.1999.tb00751.x/full>.

“What kind of demand is there for another hotel just off the square?” Jacob Mohr

“I believe the proposed hotel [...] is an unnecessary addition to meet the commercial needs of the area.” Sarah Guillot

“Why is there a need to put a hotel on Franklin? This seems like a bid to pick up property in a rustic, residential area for cheap to turn around and make a profit. There have been over 9 hotels erected in downtown in the last 6 years. Is the need that dire to add another in an area with no parking? I don't see the logic.” Eric Mauer

Opposes the hotel because of its “Reliance on outdated statistics to artificially describe the true need for Madison hotels (9+ built since 2011).” Luke VandenLangenberg

“There's no need for a hotel there, Ruby Marie is two blocks away with plenty of parking or AC hotel is available.” Tim Belliveau

“Strongly oppose [because of the] [r]eliance on outdated statistics to artificially describe the need for Madison hotels (9+ built since 2011, including one in the past year only a few blocks away).” Rosemary Spolar

#### *b. Need for Additional Research*

McGrath Property Developers cited a 2011 study to argue that there is a need for an additional hotel spaces in Madison.<sup>65</sup> However, since 2011, at least 9 hotels have gone up in the area, with other area proposals currently being approved.<sup>66</sup>

There is no good current data that a hotel of this nature and size is appropriate given the local boom. If a hotel is built, and the rooms cannot be used, it not only irreparably destroys the residential neighborhoods, but adds an unsustainable blight to the corner of a prominent street on the way to the Capitol. Further information is necessary to ensure that a hotel of this size is appropriate given the 6 other hotels in the Capitol neighborhood.<sup>67</sup>

#### *c. Does Not Meet the Needs of the Companies it Purports to Serve*

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<sup>65</sup> McGrath Property Management Community Proposal Meeting, PowerPoint materials, Aug. 21, 2017.

<sup>66</sup> Barry Adams, *Hotel Market Booms with Hotel Development in Dane County*, (Feb. 26, 2017), Wisconsin State Journal, available at [http://host.madison.com/wsj/business/hotel-market-booms-with-development-in-dane-county/article\\_aa504f60-3f64-5b86-9e61-78bafdf8b287.html](http://host.madison.com/wsj/business/hotel-market-booms-with-development-in-dane-county/article_aa504f60-3f64-5b86-9e61-78bafdf8b287.html).

<sup>67</sup> AC Hotel at 1 Webster Street; Hilton at 9 E Wilson St; The Livingston Inn at 752 E Gorham St; Mendota Lake House at 04 E Gorham St; Best Western Premier Hotel at 141 S Butler St; and the proposed hotel at 901 E. Washington.



In pitching the hotel, McGrath suggests that they will serve local Madison companies like Epic.<sup>68</sup> However, Epic does not have a local housing need beyond its Verona campus or near hospitals.<sup>69</sup> It is not logical to propose a hotel in downtown Madison to serve a community that lives in the community, works in Verona, or has hotel needs close to area hospitals. There are no hospitals within walking distance of the proposed hotel.<sup>70</sup>

#### *d. Address Research with Community Input*

McGrath has been asked to begin a study to determine the need for this type of hotel, and a hotel of this scale, but has not committed to even consider the idea.<sup>71</sup> McGrath should need to prove that there is a need for this scale of a hotel in a residential neighborhood through a new housing study before they are allowed to irrevocably alter the character of the Franklin neighborhood with a hotel that may not otherwise be supported with a customer base. Because McGrath has not promised to work with the neighborhood in this capacity, the UDC should oppose their proposal.

### 11. Timeline of the Proposal

The timeline between the introduction of this proposal and its submittal is too quick to get a meaningful coordination with community members and McGrath. The UDC should oppose the hotel until and only if McGrath begins to meaningfully incorporate community comments, and their promises are incorporated into a conditional use agreement.

#### *a. Community Concerns*

“[T]his development needs to slow down!!!! [...] I believe the developer has to address the numerous issues outlined in the attachment. I do not think one meeting with the neighborhood and submit to the City is enough. [...] Being a developer for the past 32 years in Madison and having built over 6 different buildings in downtown Madison over the last 15 years, I have an understanding of how it works. The developers want to get the neighborhood

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<sup>68</sup> McGrath Property Management Community Proposal Meeting, PowerPoint materials, Aug. 21, 2017.

<sup>69</sup> Conversation with Epic employee regarding Epic housing while traveling: “If this hotel is being put up in Madison, why would Epic people be there? You’re supposed to live in Madison” and “when I travel the hospital is near enough to walk.”

<sup>70</sup> The nearest hospital is 2.5 miles away from the proposed hotel, whereas there are currently 16 hotels closer to the UW Hospitals. See <https://www.google.com/maps/place/Fluno+Center/@43.0685932,-89.4036222,15z/data=!4m8!1m2!2m1!1shotel!3m4!1s0x0:0x386d703cc70b7fd9!8m2!3d43.0728398!4d-89.3965539?hl=en>.

<sup>71</sup> Metzger comments on behalf of McGrath Developers, Community Steering Committee Meeting, Oct. 26, 2017.

process over as quick as they can so they can submit to City Planning. [...] It often seems like the neighborhood does not get fully heard and these type of developments get approved. Once this building is built the City of Madison residents will see this building for the next 100 years. If we are going to see this building for the next 100 years, let's get it "RIGHT!" Lets both take the appropriate time. Often times you see the "developers profit" take precedent over the "safety" and "well being" of the neighborhood." Rick Mcky

"The pace and character of development in Madison's central neighborhoods is unhealthy."  
Oliver Bendorf

"There are so many buildings going up right now. It's not the time nor the place." Meghan McCormick

### *b. Research*

The timeline for this proposal has been incredibly fast. The community first heard about the hotel proposal on August 21, 2017, and has only had the opportunity to comment on McGrath's plans three times since.<sup>72</sup> McGrath has not been receptive to community comments,<sup>73</sup> and did not alter any designs in response to community comments until the same comments were made by the UDC.<sup>74</sup> A project of this size, that encroaches on a residential neighborhood, requires significant neighborhood buy-in. This project does not have this level of support, and should be slowed until the project has been altered to be something the residents can live with.

### *c. Slow the Timeline in Response to Community Input*

The UDC should oppose this proposal because McGrath has not demonstrated a meaningful commitment to working with the community to adjust their plans in response to community concerns. By slowing the timeline of this proposal, the community hopes that more members of the community will have the opportunity to engage in a meaningful review of the proposal, and

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<sup>72</sup> Community Meeting, August 21, 2017; Community Steering Committee Meeting, September 6, 2017; Community Steering Committee Meeting, Oct. 5, 2017; Community Steering Committee Meeting, Oct. 26, 2017.

<sup>73</sup> Comments from Steering Committee member Janelle Ramsel to McGrath Developers, Oct. 26, 2017; "I'm frustrated that you aren't taking citizen concerns seriously. We have asked for you to change your plans to benefit the neighborhood, and be forward-thinking in addressing the needs of our residents, and in response you have continuously said, "It's off the table;" in response to McGrath's comments to adjacent business owner and steering committee member Rick Mcky's question about the grading of the garage he thought was dangerous, quoted as saying addressing the grading is "off the table" and previous comments of McGrath that increasing the number of parking stalls are "not up for discussion" (direct quotes).

<sup>74</sup> McGrath Developers redesign after UDC comments, Community Steering Committee, Oct. 26, 2017.

mobilize in creating a more appropriate proposal for this space. McGrath should not be rewarded with a UDC approval for rushing this project, and ignoring community comments.

## 12. Comments in Favor of the Proposal

Although the vast majority of the community comments opposed the hotel,<sup>75</sup> two individuals made statements in favor of the hotel. However, these comments do not appear to have a deep understanding of the neighborhood context or the effect of the proposal. For this reason, although there are 2/35 comments in support of this proposal, the UDC should still oppose this proposal.

### *a. Community Comments*

“I'd feel safer walking through that area after dark if it was bustling with people and business. I worry about parking, the place has to build it's own parking lot. I also would worry about rental rates spiking due to increase in the overall property value of the area...although that's probably going to happen either way.” Sara Carrizal

“Need more options within walking distance for large events downtown to east traffic.” Victor Toniolo

### *b. Response to Comments in Favor*

Although all members of the community are encouraged to participate, these comments do not reflect the feelings of the majority of the community members surveyed. Further, the first commenter seems to believe a hotel would make the area safer, despite substantial research that urbanization actually makes residential areas less safe.<sup>76</sup> The second commenter is not a resident, and is improperly conflating the addition of a hotel with additional housing options for downtown events. Because the proposed hotel is a long-term stay hotel, patrons cannot make a short visit and lessen the traffic, but will instead add to the daily traffic burden with their egress and ingress to and from work or other daily obligations.

## V. Community Recommendation to Oppose the Hotel

For the many reasons above, the community respectfully requests that the UDC oppose the McGrath hotel.

## VI. Appendices

### Appendix A: Community Survey

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<sup>75</sup> See Appendix E and Figure 1.

<sup>76</sup> See Crime section above.

Name	Address	Email	District 2?	Support the hotel?	Reasons for support/opposition	Concerns/questions
Donna Asif	[REDACTED]	[REDACTED]	Yes	No	I am in opposition to this plan as it deminishes the feeling of neighborhood, reduces affordable housing, adds traffic congestion, replaces residents with transients, replaces residential with commercial...	See previous
Wally Graeber	[REDACTED] Madison, WI 53715	[REDACTED]	No	No	I oppose the removal of two historic homes and the demolition of 9 affordable housing units in downtown Madison on Franklin street due to the construction of this project.	I do not believe that the scale of the project fits the neighborhood and would like to see a proposal that takes a higher consideration to parking, traffic, affordability, & noise.  I worry about parking, the place has to build it's own parking lot. I also would worry about rental rates spiking due to increase in the overall property value of the area...although that's probably going to happen either way.
Sara Carrizal	[REDACTED] MSN 53703	[REDACTED]	Yes	Yes	I'd feel safer walking through that area after dark if it was bustling with people and business.	
Daniel Corral	[REDACTED] Street	[REDACTED]	No	No	Gentrification benefits those with power Plan does not include enough parking.	Why not another space
Robert Green	[REDACTED] Madison, 53703	[REDACTED]	Yes	No	Usage (temporary lodging) and style of structure (5 stories) is very different from immediate surroundings.	See previous answer.
Oliver Bendorf	[REDACTED] Madison, 53703	[REDACTED]	No	No	The pace and character of development in Madison's central neighborhoods is unhealthy. It is unthinkable to demolish affordable housing and historic buildings in a residential area for another hotel. Parking is already abysmal. This is not the kind of forward thinking that will keep Madison a desirable place to live with attention to quality of life. I strongly oppose this proposal.	I'm concerned about the priorities this proposal reflects, given Madison's dire affordable housing crisis.

Kate knutsen	E Johnson, Madison, 53703	[REDACTED]	Yes	No	There's not enough parking, already a dearth of affordable housing in the area and this will exacerbate both. I oppose the proposed hotel because N Franklin does not have the capacity to take on an increased traffic and parking volume. This is a lovely residential neighborhood in a great location that should be preserved for permanent residents who will build the Madison community as opposed to stopping in for a weekend.	How else can we prevent this? What are the other proposals?
Carmen Bartley	[REDACTED], Madison, 53703	[REDACTED]	Yes	No	People escape the hustle and bustle of downtown Madison and the University system by coming to this side of town. If we keep constructing new infrastructure it will take away from the relaxing, community feel this neighborhood brings its residents. Additionally, I'm finally able to live in an affordable area that I feel at home in.	There seems to be a lot of space where high-rise, high-end apartment buildings are being built farther out on East Washington. Could this hotel not be built in a different, still as convenient location without packing it into a residential neighborhood and displacing long-time residents?
krista marshall	[REDACTED] Street, Madison, 53703	[REDACTED]	Yes	No	Reduces supply of affordable housing and replaces with uses that do not support the existing neighborhood or future residents. Rather they support people from out of town who have no investment in the neighborhood. Not enough parking.	Why do you want to keep destroying these neighborhoods by catering to a class of people that can afford and desire high end infrastructure?
Bridgit Van Belleghem	[REDACTED] Madison, 53703	[REDACTED]	Yes	No		Can they do mixed use with residential instead of hospitality?
Meghan McCormick	[REDACTED] Madison 53073	[REDACTED]	Yes	No	It's not what I want to see in my neighborhood. There are so many	Parking. Population in the neighborhood. Traffic. It's not how I want my Neighborhood to function.

buildings going up right now. It's not the time nor the place.

Frederick Hanson

St. Apt 403

Yes No

I would like to learn more, but am wary of the proposal being a net negative to both resources and aesthetic for the area it is targeting.

Parking, overall size, demand, aesthetic.

This proposal is a clear encroachment on downtown Madison's neighborhood values. The idea of tearing down historic east side homes in order to build a large hotel on a small street with insufficient parking is laughable. Not only is it a poor business model to not provide the majority of your guests with the option of parking, it will also bring further traffic to already crowded and narrow east side one-way streets. The destruction of four historic homes with nine units is unacceptable and only erodes the look and feel of the east side that attracts people to visit and contribute to our thriving city. The city's east side is a wonderful and quaint place to live and building projects such as this proposed hotel are quickly changing that. We have already seen areas farther east be overtaken by high rise apartments — with rent just as high. These projects send a rippling effect across the city. Landlords skyrocket rent and parking costs on older

How does the hotel expect most of its guests to get around the fact they cannot park a vehicle at the hotel? What are the benefits of this hotel for the citizens of the east side? What will the hotel do to ensure it does not disrupt life for those who live on the east side?

Kaine Korzekwa

Madison, WI, 53703

Yes No

buildings to keep up with prices as they get buyout offers. This disproportionately disadvantages east side citizens, the majority of whom are students or young professionals in comparatively low paying jobs at nonprofits or the state. North Franklin Street and the east side as a whole should be kept residential. Make the choice that's best for Madison's own citizens — do not build this poorly planned hotel.

Strongly Oppose Summarized Community Concerns: Insufficient parking (17 proposed spaces for 45+ rooms and a cafe) -Removal of 9 affordable residential housing units in 4 homes -Increased traffic on a one-way residential street with a turnabout -Increased noise from: Additional hotel residents and cafe patrons Garage exhaust fan (minimum 72 decibels. 70 decibels is as loud as a car driving 65 mph) -Design is in stark contrast to the rest of the neighborhood - Hotel is close to the street vs. neighborhood looks and feels residential with porches -Hotel is 5 stories tall hotel vs. surrounding 2 story residential homes -Erodes the neighborhood from

Why do we need another hotel in this neighborhood? Why don't you think we need to prioritize affordable housing? Why aren't we focusing on and supporting residents that already live here and help our downtown community thrive?

Rosemary Spolar

Ave 53705

No

No

residential to commercial properties -  
Destruction of historical landmarks  
including two homes built by the second  
Governor of Wisconsin -Increased crime  
common to increased numbers of non-  
residents -Reliance on outdated statistics  
to artificially describe the need for  
Madison hotels (9+ built since 2011,  
including one in the past year only a few  
blocks away)

There's no need for a hotel there, Ruby  
Marie is two blocks away with plenty of  
parking or AC hotel is available. If you  
have issues with affordable housing trying  
to go in this area then a hotel should  
seem ridiculous.

I live in the neighborhood and am just  
generally concerned that this will  
continue to change the feel of the  
neighborhood, which has been happening  
more and more with the rise of a  
multitude of condos. Worse than the  
condos, this would cause an influx of  
people who do not live in the  
neighborhood and are thus more  
confused by the parking options, one way  
streets, and bike routes. I have also hear  
that the project plans to limit built  
parking to something like 20 stalls. While I  
generally support building less parking for  
condos and the like - because the

Why do you think this is a good idea?

What is your plan for parking? What is your plan for  
the first floor? Will you have dining options? (the only  
benefit I could see to the neighborhood is to increase  
traffic to local restaurants in the area)

Tim Belliveau  
[Redacted]  
Madison  
WI 53703  
[Redacted] Yes No

Katya Spear  
[Redacted]  
[Redacted] Yes No



reduction in parking can be balanced/offset with TDM efforts like offering residents bus passes, better bike infrastructure, etc - I don't think I support it in a hotel, where virtually all residents will have to come by car.

Tim Kubichek	[Redacted] Madison Wisconsin 53703	[Redacted]	Yes	No	Please add enough parking to support staff and guests - I don't want our neighborhood becoming annoying with difficulty in finding downtown parking. PARKING. Parking in this area is ATROCIOUS as it is. Some nights in the winter I have to circle these streets for hours trying to get a parking spot even remotely close to my house. Also there is already another hotel 2 blocks away, closer to the Capitol. There is absolutely no reason to put ANOTHER hotel over here.	Please add enough parking to support staff and guests.
Rachel Huff	[Redacted] Madison, WI 53703	[Redacted]	Yes	No	I support affordable "infill" housing development. This is not that. Also they are not accounting for infiltrating stormwater correctly.	There's no room for a big parking lot, and street parking is already horrible. Where do you expect your hotel patrons to put their cars?
Gavin Eagan	[Redacted] st	[Redacted]	No	No	I feel it is too close to a residential neighborhood where family and private residents live. It will bring a lot more traffic, safety concerns for neighbors, and more noise and nuisances of that nature.	See six
Kat Ketterer	[Redacted] Madison, WI, 53703	[Redacted]	Yes	No		None at this time

Jerusha Daniels	[Redacted] Madison 53504	[Redacted]	No	No	That is the wrong placement. It is a strictly Residential neighborhood. The design looks like a straight up hotel that does not play off neighborhood character, the essence of a boutique hotel. It sets the wrong precedence in preservation of homes. And where are the housing units going to be replaced, their probable affordability will be lost forever to the City looking to expand a "tourism" economy rather than take care of its citizens.	Poor placement, design. See 6
Victor Toniolo	[Redacted] St 53703	[Redacted]	No	Yes	Need more options within walking distance for large events downtown to ease traffic	When is there going to be a meeting? I do not live in district 2 but do own property there and would like to attend
Michael Reuhl	[Redacted] Ave	[Redacted]	Yes	No	Not enough parking to support the occupants of the proposed building. This is a habitual problem Madison residents and for all the surrounding neighbors of the property. I believe there is a better use of that space that would keep this area feeling like a neighborhood. I also strongly believe that there needs to be more parking as part of any plans for new build near downtown.	Not enough parking to support the occupants of the proposed building. This is a habitual problem Madison residents and for all the surrounding neighbors of the property.
Mariah Renz	[Redacted] Madison WI	[Redacted]	Yes	No	Changes residential neighborhood, removes affordable housing, creates even worse parking situation	Parking
Paul F Gagne	[Redacted] Madison WI 53703	[Redacted]	No	No		PARKING!!!!

Luke VandenLangenberg	[Redacted] Madison WI 53713	[Redacted]	No	No	<p>Erodes the neighborhood from residential to commercial properties Destruction of historical landmarks including two homes built by the first Governor of Wisconsin Increased crime common to increased numbers of non-residents Reliance on outdated statistics to artificially describe the true need for Madison hotels (9+ built since 2011)</p> <p>Hotels take away commercial space for neighborhood amenities that residents need. Parking is scarce in our district, so walking access is important to businesses like dry cleaners, bodegas, hardware stores, places to socialize, fitness centers, and banks. Other areas of downtown Madison would be more appropriate for this hotel, such as the large surface parking lot across the street.</p> <p>Development projects in this neighborhood should focus on providing affordable housing and should mimic the existing residential architecture.</p> <p>There have been over 9 hotels put up in the last six years. I hardly see the need for another, especially in one that would demolish 4 homes and multiple units of affordable housing. Plus Franklin is a small one way street that already is strapped for parking. Additional patrons of the hotel and cafe would cut even</p>	Why does Madison need another hotel?
Caroline Hughes	[Redacted] Madison, WI 53703	[Redacted]	Yes	No	<p>Development projects in this neighborhood should focus on providing affordable housing and should mimic the existing residential architecture.</p> <p>There have been over 9 hotels put up in the last six years. I hardly see the need for another, especially in one that would demolish 4 homes and multiple units of affordable housing. Plus Franklin is a small one way street that already is strapped for parking. Additional patrons of the hotel and cafe would cut even</p>	How will this development help address the shortage in affordable housing in Madison?
Eric Mauer	[Redacted] Madison, 53703	[Redacted]	No	No	<p>Development projects in this neighborhood should focus on providing affordable housing and should mimic the existing residential architecture.</p> <p>There have been over 9 hotels put up in the last six years. I hardly see the need for another, especially in one that would demolish 4 homes and multiple units of affordable housing. Plus Franklin is a small one way street that already is strapped for parking. Additional patrons of the hotel and cafe would cut even</p>	Why is there a need to put a hotel on Franklin? This seems like a bid to pick up property in a rustic, residential area for cheap to turn around and make a profit. There have been over 9 hotels erected in downtown in the last 6 years. Is the need that dire to add another in an area with no parking? I don't see the logic.

Sarah Guillot	[REDACTED] Madison, 53703	[REDACTED]	Yes	No	<p>more parking out of the street and local areas. And personally, a large hotel that dwarfs the next door houses would be an eyesore. This proposal does not seem to have local residents at its heart, but rather an aim to make profits.</p> <p>I believe the proposed hotel would disrupt the quiet residential neighborhood, would be unsightly amongst the small homey houses of N Franklin, and is an unnecessary addition to meet the commercial needs of the area. On a personal level, I love the local, residential nature of the street I live on - it is why I chose to live here, and I would be saddened if it lost this character. The pace and character of new development is making Madison an undesirable place to live. I recently moved further east because the near east side and capital areas have not only become pricier in cost, but cheaper in aesthetic by all the new developments. This is a clear negative for the current residents of the district and Madison as a whole. Madison should maintain accessibility and affordability to all residents, and the downtown and near east areas should have their wonderful character maintained. The building of a hotel prioritizes tourists to residents.</p>	<p>I am concerned about the loss of affordable housing that this proposed hotel would cause. This is a pervasive problem throughout Madison as more and more affordable housing is being demolished to make way luxury housing.</p>
Michael Billeaux	[REDACTED] Madison, 53704	[REDACTED]	No	No	<p></p>	<p>My concerns are stated above. This project should not proceed.</p>

Anthony Verbrick	[Redacted] Madison, Wi 53703	[Redacted]	Yes	No	As a life long resident of the Eastside of Madison I strongly oppose this hotel. I've seen too much development in my neighborhood over the last 2 years and it's pushing the rent up and good hard working people out that can't afford over priced housing. McGrath should look at building at the Messner building. That's more ideal. It's not so close to residential like the current project is. I don't think it will fit in with the neighborhood. It will turn a quaint residential neighborhood, so close to the Capitol, into a commercial zone. Although I don't live in the area, I live close by and walk through frequently. I value the neighborhood as a residential neighborhood and putting in a hotel takes away from this. Additionally, I'm concerned that continuing to offer the opportunity to tear down old rentals will encourage landlords to not invest in keeping up their property. I like the residential nature. It's community-oriented and dog friendly. I'm worried with this hotel it is going to bring unnecessary traffic and completely change a good thing madison had going on.	Traffic is a motherfucker already. It's going to get worse.
Jacob Mohr	[Redacted] Madison, 53703	[Redacted]	Yes	No		Will any of the rooms,be apartments? What kind of demand is there for another hotel just off the square?
Miriam Barcus	[Redacted]	[Redacted]	No	No		No questions
Lauren Bagwell	[Redacted] Madison Wi 53703	[Redacted]	Yes	No		Traffic, construction time-period, why can't this hotel go somewhere else?

Morgan Mayer-  
Lochimsen

[REDACTED]  
Madison wi  
53715

[REDACTED]

No

No

It is not in the spirit of Madison nor  
protecting our most vulernable to remove  
affordable housing in order to build a  
hotel

I am concerned about putting hotels in quiet  
residential areas. This will affect noise, community,  
traffic, parking, and housing