

From: Cheryl Elkinton <cheryllanne100@outlook.com>
Sent: Monday, March 6, 2023 4:10 AM
To: Fruhling, William <WFruhling@cityofmadison.com>; hbaily@cityofmadiosn.com;
tylerlark@gmail.com; UDCAapplication@cityofmadiosn.com
Subject: 1617 Sherman Avenue

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

To Whom it May Concern:

I noticed when looking at the Urban Design Commission that the current plan for this property will not fit the landscape. It will change the view of the park and present dangers.

There man also be defects with the deed. The boundary lines on the maps information and the pictures that go with the it are not the same as in the Dane County Access website.

If you scroll down all the way through all of the pictures from the Urban Design Commission paperwork, entitled Timeline, attached, you will see the trees will be affected that support the edge of the river.

There are sidewalks planned.(Did I see a road?)

I read so far that the placement of the buffer was an advisory issue. Plantings are described as that they will be subplanted, as part of the buffer. There's no guarantees there.

30 feet from the edge of the property, if that can be defined, is not near enough to ensure that it will not change the landscape adversely. If you compare it to the W. Wilson building project pictured, you will find that the landscape—the groundspace itself, is more stable compared to the Sherman Avenue location.

The buildings will not safely fit a space of this size: Remember the amount of space being designed for parking must be subtracted from the total amount of actual property, and then define what it is allowable as number of units.

I thought the city had a rule about leaving grassy areas. That might have been a State Law(?) But I look at the Ab erg Avenue recent development, and it is obvious that it was overbuilt.

Of greatest concern is not only how it will affect the panoramic view of the park (see picture of view from Tenny Park parking lot), but the potential damage due to the marshy condition of that area and that part of the landscape. It is obvious that a thinning of the trees will affect the condition of the river itself, which could lead into some severe property damage after that point.

Also, I noted that the opportunity of demolition to this property for re-use has come up and has been through the city processes. I am not clear, as to if this is from the same project, or one that was given up on. In any case, I think that attempting to make more use out of that property than it can hold is a relentless waste of the public's time and money.

I am willing to apply for it to be nominated as a historical property.. I am willing to take it on as a designee, even if temporarily. I have been involving myself with a plan for Madison to go free/24 hour buses, and if that plan can come through they may be able to make use of the ample parking that is presently available. That they will most likely need.

It will take some time for me to catch up with the reading involved to apply for landmark status. Would a Landmark Trust hold onto it with a designee attached? I can also try to make contact with the Neighborhood association, look for a foundation to help, possibly a government grant that can apply for use of the building.

I strongly recommend that the wildlife area that is there be left alone. There isn't much left, after all of the buildings that have been built there in the last 30 years. Wildlife itself is all we have to regain/maintain our environmental health.

I could not find a consistent owner corporation—The information on the city's website isn't complete. There may be defects with the deed. Even if it were bought right out, the chances of a successful project like this in that location are nil.

Thank you for your attention to this matter.

Sincerely,

Cheryl Elkinton
President/CEO
Vegan Haven Central, Inc
2504 Calypso Rd. No. 3
Madison, WI
(608)419-4483

Sent from [Mail](#) for Windows

From: [Cheryl Elkinton](#)
To: [Urban Design Comments](#); tylerlark@gmail.com; [Clerk](#)
Subject: 1601 Sherman Ave. : Oppose
Date: Saturday, March 4, 2023 10:46:48 PM

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Dear Commission.

MISSION

To assure the highest quality of design for all public and private projects in the city; protect and improve the general appearance of all buildings, structures, landscaping and open areas in the city; encourage the protection of economic values and proper use of properties; encourage and promote a high quality in the design of new buildings, developments, remodeling and additions so as to maintain and improve the established standards of property values within the city; foster civic pride in the beauty and nobler assets of the city and, in all other ways possible, assure a functionally efficient and visually attractive city in the future.

Sent from [Mail](#) for Windows

I am asking that any district council people that work alone to make any claim on this project be dismissed from the decision making process. It doesn't look like they are representing anybody but their credentials are there.

A large structure replacing a natural habitat area such as this one would cause more damage than has been addressed. With the fact that the Tenny Park Bridge, (lock and dam), and the construction that has occurred on that bridge in recent decades, I would assume that this development would rip it all apart, causing more taxpayer money to reconstruct. There was one piece that tried to evaluate the traffic in the area and the volumes in the area were high. More traffic from this location, on top of the missing wildlife -effect has to say from me a definite no.

The work done on the larger pieces of input about this proposed looked like they were hired from the commission. Those that supported looked to be biased, the plans look ridiculously out of proportion, and it can't work. It doesn't match the neighborhood decour. And other input I read from neighbors at Sherman Terrace showed many concerns, mostly did not want it there.

AS part of the MISSION stated above, if you viewed the input involved, it should be established that the present landscape and open areas are an asset of the Tenny Park area. It has economic value for it's ecological benefit. (The people living and working in the neighborhood are healthier for it). The plans were not to make them into affordable housing so it does not fit the standards of the neighborhood it's in.

I had heard that this property was going up for address to be a historical property. This action would benefit the city for it's visual attractiveness in the future.

If there has been a problem of nuisance, it would be a better option for the neighbors if the city were to help the owner with topical adjustments that can be established, rather than their having to

deal with a construction project, especially right next to the lake where there is little to no cushion for the noise, and, construction dust is nobody's friend. The extremes involved with this project just can't happen. Most people have not found their way to city meetings, or feel powerless against big corporations when they come in. I'm sure some speak for the rest, and I speak for them. I've lived in areas where construction occurred and adversities I mentioned took a long time.

If the problem is the parking lot, a locking gate or fence might be their solution. If it's certain tenants, a demographic study regarding what professional or novice personality types would be the least likely to cause a nuisance disturbance might help here, or in future problems that are similar. If the building is not secure, to get an inspection and follow through. There is always something less extreme that can be done than to demolish and rebuild.

Sincerely,

C Elkinton
Vegan Haven Central, Inc
Madison, WI 53704
(608)419-4483

From: [Kevin Revolinski](#)
To: [Urban Design Comments](#)
Subject: Comments Agenda Item 4 or 74227
Date: Wednesday, March 1, 2023 4:17:51 PM

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

To the Commission:

I'd like to express my opposition of giving preferential treatment to Vermilion in changing zoning for their 1617 Sherman Project which will ignore completely the desperate need for affordable housing, the preservation of an historical landmark, and the valuable green space that abuts surrounding properties and Tenney Park.

I hope these comments are considered. Early on in their presentations with the public, representatives of Vermilion boasted that they had been given "a green light by the city" and were instructed to "go big" with their plans. I am assuming that this has already been discussed unofficially, and when pressed they were quick to deny naming names or titles of where that pre-approval came from. Though they still maintained it to be the case.

At the end of the January discussion with City Council about listing Filene Building at 1617 Sherman as an historic building, a local real estate professional displayed a number of alternative projects that were in line with the preservation of the neighborhood and respected the neighborhood plan -- and actually offered *more* housing. This was contrary to Vermilion's claim that they cannot do the project without demolishing the building and pushing their high-rent units up front to the sidewalk to give lake and river views. They've repeatedly said they had no interest in affordable housing.

This project is entirely about profit. It does NOT address diversifying our neighborhood and offering affordable housing or even ownership opportunities. It perpetuates privilege and disparity. We can do better than this, and I hope the members of the commission, especially those who do not live in our district or neighborhood, consider this as if it were their backyard. And consider the oft stated goals of city leaders that repeat over and over again that affordable housing is our goal.

Better to serve the community than a handful of wealthy individuals who don't even need to go to a bank for financing. (This is often the excuse for developers not to consider condos -- that banks make unreasonable demands that make condo building impossible. Yet, here we are.)

Please say NO to this shameless monument to Privilege. Preserve the spirit of modesty, inclusivity and equity that you will find right over the fence at Sherman Terrace, Lakewood Gardens, and the rest of our neighborhood.

Thank you for your thoughtful consideration of this matter.

Kind regards,

Kevin Revolinski

Kevin Revolinski
17 Sherman Ter #4
1-608-575-2337

An aerial photograph of a residential neighborhood. The image shows a mix of greenery, trees, and buildings. A large, multi-story building with a dark facade is highlighted with a blue glow. The surrounding area includes smaller houses, parking lots, and streets. The text is overlaid on the right side of the image.

Adaptive Reuse of The Filene House Property

1601-1617 Sherman Avenue
Urban Design Commission
March 1, 2023
Presentation by Alex Saloutos



Emerson East, Eken Park, Yahara Neighborhood Plan

January 2016

Focus Area Four Conceptual Site Plan 1

5.61 acres of developable land with adaptive reuse of Filene House and city extractions

	ACRES
Total site	8.186
Extraction for street and 2 detention basins	1.530
Extraction for Filene House	1.044
Developable land	5.611



Village Cluster or Urban-Suburban Homes



28-35 units/acre

Village clusters or urban-suburban multifamily homes are a hybrid option between garden-style apartments and structured parking solutions.

Four Story with Central Garage Structure



45-70 units/acre

This is a four-story structure in which housing wraps around a central parking structure. This scenario⁵ provides ample parking on-site while hiding parking from the street.

Five Story with Central Garage Structure



80-95 units/acre

A five-story building with a central garage structure utilizing Type IIIA construction.

Four or Five Story over Podium Garage



90-110+ units/acre

This four or five story building places residences on top of a garage podium. It efficiently uses the site up to the maximum height for “wood” construction.

Potential Dwelling Units with Adaptive Reuse of Filene House and City Extractions

	Recommended D/U Per Acre*		1601-1617 Sherman Ave DUs	
1. Village Cluster/Urban-Suburban Homes	28	to 35	157	to 196
2. Four Story w/Central Garage Structure	45	to 70	253	to 393
3. Five-Story w/Central Garage Structure	80	to 95	449	to 533
4. Four/Five-Story Over Podium Garage	90	to 110	505	to 617
Midpoint of Four Housing Concepts			351	463
Comp Plan Recommendation	20	90	164	797

*JHP Architecture/Urban Design, *Density Guide*

Filene House: An Opportunity for Adaptive Reuse with Infill Development

Presentation to Madison
Urban Design Commission
March 1, 2023

Madison Historic Preservation Plan (2020)

- Goal 3: Promote Historic Preservation as Part of Economic Development
- “Building reuse can provide an affordable alternative to new construction for both residential and commercial uses...”
- “Reuse of buildings into residential properties is usually less expensive than new construction and can reduce vacancies, provide affordable ownership and rental options, and can spur additional rehabilitation in neighborhoods.”
- “Highlight design strategies for new construction and the rehabilitation of existing buildings that have added economic, social, and environmental value to neighborhoods and the city.”

Emerson East-Eken Park-Yahara Neighborhood Plan (2016) Re Filene Site

“There is currently a long-term lease on the existing office building. Over time, it is recommended that this *building be adapted for use as a residential structure*, **or** [emphasis added] for it to be razed and new residential structures built in its place.”

Lincoln School
720 E. Gorham



Tobacco Lofts
702 Lorillard Ct.



Longfellow
School
1013 Mound St.



Longfellow
School
1015 Mound St.







From: [Espenshade Jean](#)
To: [Urban Design Comments](#)
Subject: Concerns re current development proposal for property at 1617 Sherman Ave
Date: Wednesday, March 1, 2023 3:51:48 PM

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

The current development proposal for the property at 1617 Sherman Ave has been revised in ways that begin to address the concerns expressed by the Urban Design Commission members, property owners and residents living in the neighborhood.

However, there are several concerns that remain and continue to trouble us:

The **lack of classic design elements relative to modern elements** in the proposed buildings resulting in lack of fit with the single family homes and three story condominiums and apartments in the neighborhood.

The **adverse effect of the visual intrusiveness of the proposed buildings** on the Yahara Parkway, Tenney Park, Filene Park, and the residents on Sherman and Marston Avenues.

The **adverse effect of the increased volume of traffic associated with the proposed number of residential units on Sherman Ave, Marston, Baldwin on neighborhood residents, park users, foot traffic and bikers.** Sherman Ave is a busy two lane street with bike lanes, park and boat ramp entrances and traffic calming devices. (Please also be aware of the City Traffic Engineering meeting on March 13 for review of potential changes to Baldwin St.)

Given the unique aspects of this property, especially it's proximity to Lake Mendota, the Yahara River, Tenney and Filene Parks, **it is unfortunate that none of the proposed housing is designed for resident owners,** allowing for accumulation of generational wealth, or freeing up of larger single family homes for older residents wanting to downsize. This is one property where these aspects of Madison's housing market might be effectively addressed.

Thank you for your consideration.

Jean Espenshade
1640 Sherman Ave
Madison, WI 53704

From: [Bronwyn Shiffer](#)
To: [Urban Design Comments](#)
Subject: Agenda Item 74227 1617 Sherman Ave
Date: Wednesday, March 1, 2023 3:24:11 PM

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

Dear members of the Urban Design Committee,

Thank you for your work in reviewing the Vermillion Proposal. I wish to register my concerns with the following aspects of the proposal:

1. Lack of addressing results of the traffic study and related anticipated negative traffic impacts.
2. Density of the project continues to exceed the recommended medium density of 16-40 units per acre, per the Emerson East Eken Park Yahara Neighborhood Plan.
3. There is no proposed affordable housing, which is a high priority for Madison. There is also no opportunity for home ownership which would benefit local residents.

Many thanks for your consideration of these concerns.

Best,
Bronwyn Shiffer
16 Sherman Terrace

From: [Virginia Gunderson](#)
To: [Urban Design Comments](#)
Subject: 1617 Sherman Ave
Date: Wednesday, March 1, 2023 3:23:35 PM

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

I would like to register my opposition to the current proposal for development by Vermilion at 1617 Sherman Ave. The increase in traffic around the park and through the neighborhood will make it even more dangerous for pedestrians and bicyclists traveling to and from the park.

V. Gunderson
Madison

From: [Carrie Jakob](#)
To: [Urban Design Comments](#)
Subject: Vermillion building plans
Date: Wednesday, March 1, 2023 2:16:21 PM

I think many realize the need for more housing however many including myself don't agree with the large complexes that are being planned. I would be quite interested to know how many of you would like to live in or near them. I feel smaller complexes provide a sense of community that 400+ units don't. 5 stories seriously yuck. When visiting someone in these larger places you quickly find out how cheaply they are thrown together as you can hear things you would rather not, then a few years down the road you have created a tacky dump. There should be a balance between what you need right now and what you are creating for the future. If you allowed people to have a say in the matter they would overwhelmingly opt for smaller complexes and even neighborhoods created with small/tiny homes, townhomes etc. You talk of the needs of elderly and low income and I can tell you the housing you're proposing is not in their best interest as I am sure you know. Outside money is making this happen not the voters of this city. It is my suggestion that you listen to them & think about quality of life for the residents you plan to put in these situations. Sincerely Carrie Jakob

Sent from my iPad

From: [Thistle Pettersen](#)
To: [Urban Design Comments](#)
Subject: Sherman Terrace resident opposed to Vermilion project
Date: Wednesday, March 1, 2023 2:04:05 PM

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Good afternoon,

I'm not able to make the meeting tonight, so I wanted to send this email to register my opposition to the Vermilion project.

Madison needs low-income housing, not the privilege project that is this proposal. All of the units proposed are for middle-high income people. Plus, there will be too many units in this project leading to parking, traffic and land use problems in the neighborhood.

Please join me in opposing this proposal.

Thank you,
Thistle Pettersen
Building 25 # 6
Sherman Terrace

Sent from my iPhone

From: [Mary Spoerke](#)
To: [Urban Design Comments](#)
Subject: Opposition to 1617 Sherman Avenue development
Date: Wednesday, March 1, 2023 1:58:33 PM

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Greetings, Urban Design Commission members,

I am writing to state my opposition to the Vermillion development proposed for the site at 1617 Sherman Avenue. I submitted a statement in opposition earlier last fall, as well. Many of us in the neighborhood and throughout the city are opposed to a development of this scale plunked down in the middle of a residential neighborhood.

We have expressed our opposition to numerous committees and in various meetings to little or no avail. A project of this magnitude by an outside developer from Chicago completely ignores the wishes and concerns of our east side community. Simply, this proposal is too huge for the size of the lot and our residential neighborhoods on both sides of the Yahara. The new development on the corner of East Washington and First St has 290 units and it's huge! Add another 40 units and five townhouses to that and then picture it on Sherman Avenue! I pity the residents of Sherman Terrace who would be forced to live in the shadow of this development.

We have expressed our concerns:

- 330-plus apartments and townhouses will create traffic congestion in the narrowest part of the isthmus;
- * no one seems concerned about the water issues and flooding those of us in the neighborhood have experienced. Why is this not an issue for a development that proposes underground parking and which would remove what little natural area still exists to absorb rain and runoff?
- there are no “affordable” housing options even being considered in this development. Who but the privileged will be able to afford rents in these units?
- With high rents, also, how can young people save enough to place a downpayment on a home? This seems to run contrary to the words of the mayor about providing a pathway to first time homeownership.
- There is no consideration of the adverse effects a building of this magnitude will have on the natural beauty of the area. The site borders an historic park and locks which provide habitat for urban wildlife, a resting place for migrating birds and year-round avian residents, and a much valued green space for residents from all over Madison, How peaceful or uplifting a walk will park goers experience with a behemoth cement structure staring down on them? .

These are just a few of the many reasons why my neighbors and I oppose this development. Yes, Madison is growing and needs housing. Yes, developers do not want to mess with personal tastes for condos nor the vetting process required for “affordable” housing applicants.

Madison is growing but we need to approach that growth with a look to the future. What will these box units look like in five, ten years? Why concentrate so much development on the fragile Isthmus? Surely there are areas of Madison that could use a boost in development and an influx of residents. And, equally important, what is Vermillion's track record on building housing of this magnitude? Where have their designs improved a neighborhood?

We also owe it to our thoughtful city fathers and mothers who worked to preserve places like Tenney Park so everyone in the city can enjoy them. Tenney Park, Madison's first city park, was designed by O.C. Simonds and John Nolen who took a naturalist approach to designing the park with lagoons, playgrounds, bridges and beach. Their work, as a park plaque noted, “triggered an era of park philanthropy with residents contributing to additional park development.”

Let us take their lead and consider how the 1617 Sherman property can be used to enhance the beauty of the park and surrounding area, not blight it with yet another boxy concrete structure.

Feel free to read my statement at your meeting tonight. I trust you will make the right decision. Thank you.

From: [Karen Miskimen](#)
To: [Urban Design Comments](#)
Subject: Opposed to proposal #74227
Date: Wednesday, March 1, 2023 1:51:34 PM

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

As a resident property owner at Sherman Terrace Condos since 2002, and new president of its association - and as a member of a credit union for decades - I oppose the development project as proposed. The traffic study reported problems with the increased vehicular numbers resulting from the development. Also it greatly exceeds the recommended density (40-90u/acre vs the 16-40u/acre per EEEPY).

I support protecting the Filene House and dedicating it as a historical site. I and many others view the proposed development of high-end apartments as blight to our historical and beautiful park community.

If a developer were to propose to build condominiums and/or affordable housing, there would be much more goodwill from the community. Such developments would allow for residents to build intergenerational wealth, and revitalize the local economy. The only winners in this proposal are the developers who'll collect hefty rents ad infinitum.

In partnership,

Kären (park the "car in" the garage) Miskimen
She/Her/Hers
[608-617-5909](tel:608-617-5909) (talk/text)
K09L06M04@gmail.com
Minnie on [Facebook](#)
[Rustic Crumb](#) flourshares

Unless someone like you
cares a whole awful lot,
nothing is going to get better.
It's not.
Dr. Seuss

--

In partnership, Kären Miskimen Put your "car in" gear 608-617-5909 (talk/text)
K09L06M04@gmail.com Minnie on Facebook Rustic Crumb flourshares Unless someone like
you cares a whole awful lot, nothing is going to get better. It's not. Dr. Seuss

From: [Douglas Buege](#)
To: [Urban Design Comments](#)
Subject: 1617 Sherman Avenue proposed development
Date: Wednesday, March 1, 2023 1:44:48 PM

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

Hello,

I'm unable to attend the meeting concerning 1617 Sherman Avenue. Though I would like to see this site developed, I oppose the proposals put forward by Vermilion Development. The proposal does not include ANY affordable housing, let alone units that can be purchased by families. Our housing crisis involves a shortage of affordable housing; Vermilion offers Luxury Rentals while claiming that they cannot afford to build affordable housing.

I don't want gentrification. I want housing that educators like me can afford. I want housing that my students' families can purchase and build equity in.

Sincerely,
Dr. Douglas J. Buege

--

Dr. Douglas J. Buege
15 Sherman Terrace, #1
Madison WI 53704

(608) 441-9833 djbuege@gmail.com

From: [Ed Jordan](#)
To: [Urban Design Comments](#)
Cc: [Melissa Coons](#)
Subject: Agenda Item 74227 (1601-1617 Sherman Ave.)
Date: Wednesday, March 1, 2023 1:19:01 PM

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

Hello,

We are writing in opposition to Vermillion's project at 1617 Sherman Avenue because it only includes market rate housing. We believe the project should include affordable housing. That would be a better tribute to Filene House and the efforts of the credit union movement than a plaque or a meditation area.

Thank you,

Ed Jordan & Melissa Coons
22 Sherman Terrace #6

From: [Paul and Donna Janquart](#)
To: [Urban Design Comments](#)
Subject: #74227
Date: Wednesday, March 1, 2023 11:59:26 AM

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

Urban Committee Members,

I strongly oppose the rezoning of the proposed residential building complex at 1617 Sherman. This property is across from Lake Mendota and adjacent to Tenney Park which provides a quiet respite for the community.

The neighborhood doesn't have any other structure that complements the proposed structure. This is a residential neighborhood that consists of 37 buildings that all have a three-story structure along with single family homes.

To replace this building with a medium density housing complex completely offsets the aesthetic nature that promotes a respite from higher density neighborhoods. The reuse of the Historic Filene House could be used to architecturally complement the area and would afford more residential space without diminishing the neighborhood. If this option isn't approved I strongly recommend that the project NOT have more than a three-story structure.

Thank you,
Donna Janquart
Owner of #37-4 Sherman Terrace

From: don.jones1318@gmail.com
To: [Urban Design Comments](#)
Subject: 1617 Sherman Ave project
Date: Wednesday, March 1, 2023 12:07:54 PM

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

This project is the subject of considerable neighborhood concern.

IF the project were to be approved to proceed, it is important the commission members address the fact the project has three public-facing sides:

- Sherman Avenue and the residential properties and Filene Park across that street.
- Tenney Park and Marsden properties across the Yahara River and boat occupants on the River.
- The newly proposed public right of way through the project.

The design of the structures and style and color of the exterior materials should be in keeping with the natural site and the two parks so the buildings recede in appearance. This not a site for “statement” design.

Thank you for your consideration

Don Jones
1640 Sherman Ave
Madison Wi 53704

From: [Dan Wiltout](#)
To: [Urban Design Comments](#)
Subject: Opposed to Over development of the 1617 Sherman Ave property
Date: Wednesday, March 1, 2023 8:30:45 AM

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

Destruction of a landmark building, Filene House seems an unnecessary waste. Moreover the developers continue to ignore the traffic study we heard that reported a problem with the amount of new traffic with the proposed development and they continue ignoring the EEEPY plan definition (on page 77) of Medium Density being 16-40 units per acre, much less than the 40-90 units stated. The approved neighborhood plan calls for a much smaller unit per acre development.

From: [Becky Leidner](#)
To: [Urban Design Comments](#)
Subject: WisCares/Filene redevelopment
Date: Wednesday, March 1, 2023 9:46:51 AM

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

Dear Commission members,

This project is a mistake of major proportions and should have been returned to the drawing board when the developer first proposed it. Somewhere along the way, City planners seem to have gone all-in on a bigger-is-always-better philosophy when it comes to adding housing stock. Appropriate neighborhood scale, aesthetics, environmental preservation, and issues of crowding and traffic are all secondary to the goal of cramming as much built environment as possible into every available space. This monstrosity is a stone's throw from the Yahara River and overlooks Tenney Park and Lake Mendota. While it gives residents great views, it also gives park, river, and lake users unavoidable and unwelcome views of a huge residential development. The current natural environment will be destroyed and the river will receive more runoff. It will pour more traffic onto Sherman Ave and E Johnson St. Please reconsider your obligations and priorities as the arbiters of APPROPRIATE urban design in our city.

Thank you.

Rebecca Leidner
1915 Spohn Ave.
Madison, WI 53704



Tenney-Lapham Neighborhood Association
P.O. Box 703, Madison, WI 53701
<http://tenneylapham.org>

Dear Urban Design Commissioners, Plan Commissioners, and members of the Common Council,

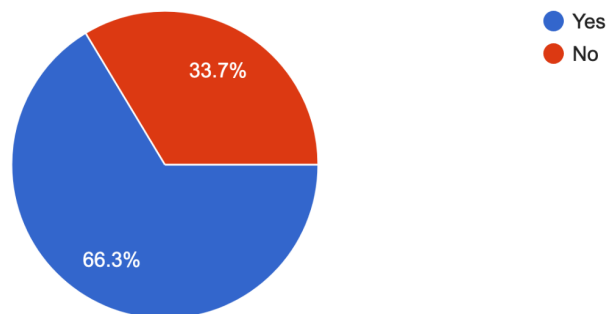
One of the goals of the Tenney-Lapham Neighborhood Association (TLNA) is to inform the neighborhood and represent their needs and concerns to the City. In furtherance of this goal, TLNA held meetings and gathered input for the 1617 Sherman Avenue Development proposed by Vermillion Development. Although this development is not within the boundaries of TLNA, it is directly adjacent to the neighborhood. Concerns about traffic that could be caused by the new development prompted TLNA to hold a meeting with the developer and City of Madison Traffic Engineering on November 17. Further inquiries prompted the creation of the survey to gather feedback from both TLNA and non-TLNA residents. You can [view the survey questions here](#).

The survey ran from February 8 through February 20. In total, we had 108 responses. The survey was sent over the TLNA-listserv, so respondents are more likely to be those who live in TLNA. Some of these questions may have less than 108 responses because only the 1st question, which asked whether the respondent supported or opposed the project, was required. Respondents could select any number of responses to the questions asking about positive and negative impacts of the project, regardless of their overall opinion of the project.

1. Who Responded?

Are you a TLNA member?

104 responses

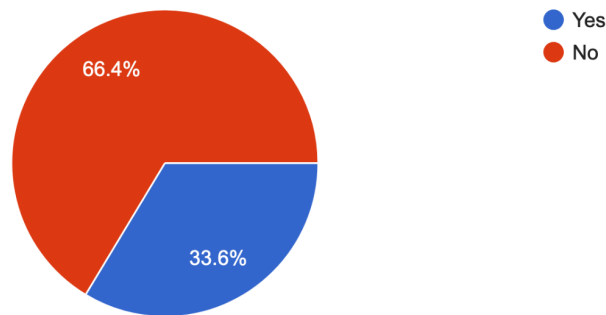




Tenney-Lapham Neighborhood Association
P.O. Box 703, Madison, WI 53701
<http://tenneylapham.org>

5) Were you able to participate in any of the meetings hosted by the city, the developer, or the Tenney-Lapham Neighborhood Association?

107 responses

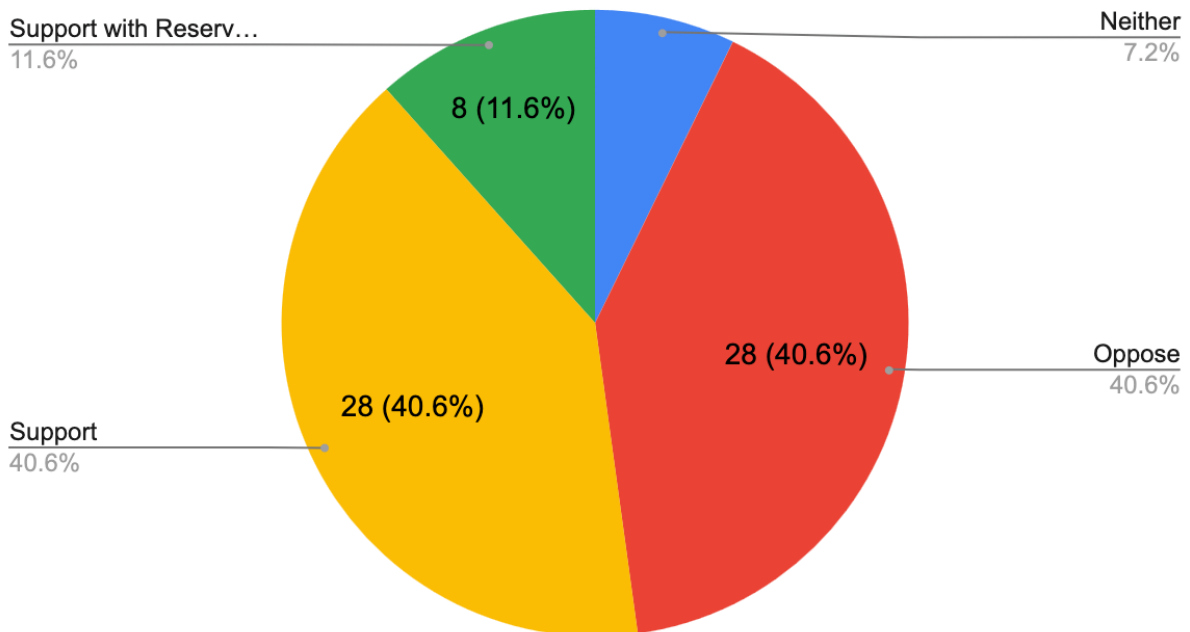


About 2/3 of respondents indicated that they were TLNA members. Also around 2/3 of respondents did not attend any of the neighborhood, city, or developer led meetings.

2. How did people respond?

The responses below are split into two separate pie charts, one for respondents who indicated they are TLNA members, and one for those who indicated they are not TLNA members

Do you support or oppose the project - TLNA members

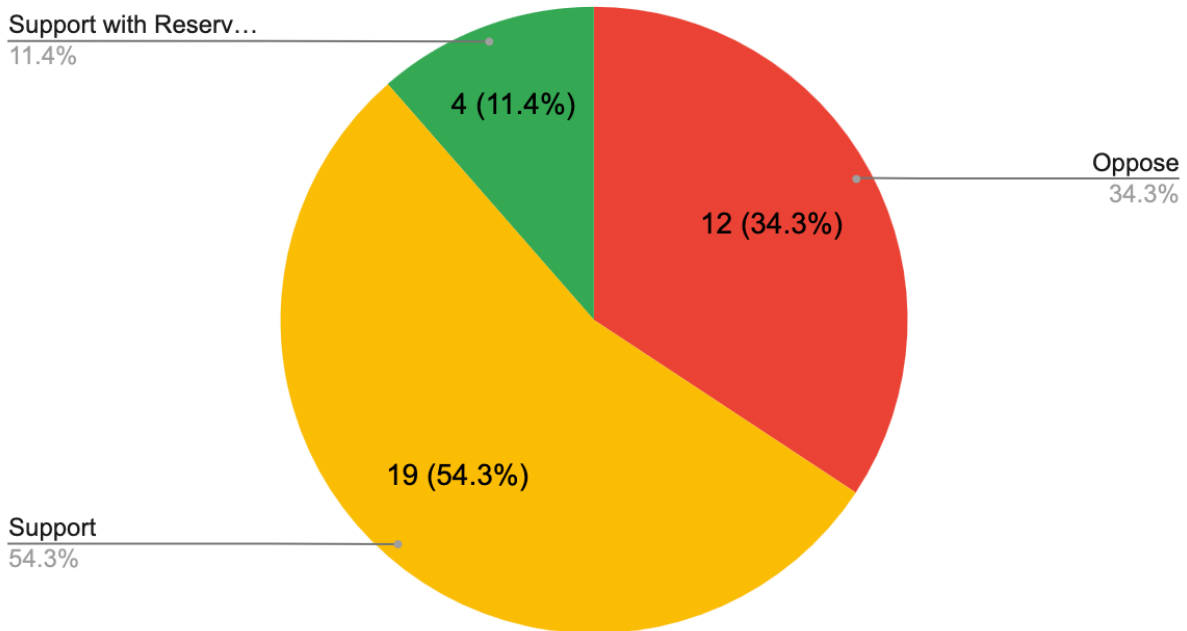




Tenney-Lapham Neighborhood Association
 P.O. Box 703, Madison, WI 53701
<http://tenneylapham.org>

Among TLNA members, opinion was split roughly 50-50. 28 people supported, 8 people supported with reservations, 28 people opposed, and 5 chose neither. Considering the “support” and “support with reservations” answers together, 51% supported, 41% opposed, and 7% chose neither (percentages don’t add to 100 due to rounding).

Do you support or oppose the project - non-TLNA members

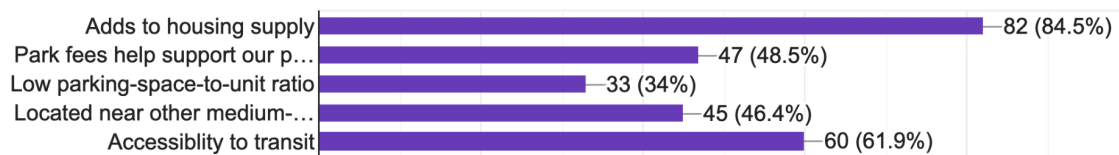


Among non-TLNA members, they were more clearly in support of the project.

3) What reasons did people give?

2) What do you think are good qualities or impacts of the project?

97 responses

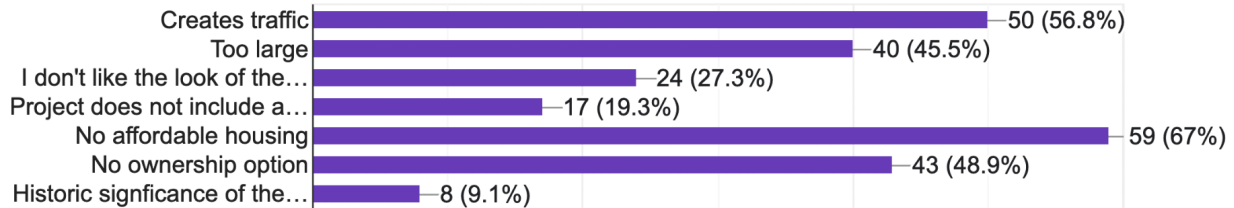




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Association
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3) What do you think are bad qualities or impacts of the project?

88 responses



The answers above only show the pre-written answers. A number of people also added their own answers, which I will try to summarize as well, and which are included in the attached appendix. For question 3, the wording was changed partway through the response period from "Historic significance of the Filene House" to "Project does not include adaptive reuse of the Filene House", in order to clarify the purpose of the response.

The primary negative effect chosen was that the project did not create affordable housing, followed by concerns about traffic. The primary positive effect chosen was that this project increases the supply of housing.

Many of the other themes that came out from the free-text responses were:

- Most people, including many in support of the project, would have preferred to have seen affordable housing included
- Some people were concerned about the impact that the development would have on Tenney Park, both visually and by increasing the number of nearby residents
- Some people would have preferred taller buildings with more units, less surface parking and more greenspace
- Some people noted that they supported the project as a means of preventing sprawl
- Some people noted they felt that this amount of density was not appropriate for the neighborhood
- Many people, both in support and against, identified this lot as a unique site because of its proximity to Tenney Park
- Virtually everyone who expressed an opinion would have preferred less parking

From: [B.E. Smith](#)
To: [Urban Design Comments](#)
Cc: [Benford, Brian](#); [Heck, Patrick](#)
Subject: Filene House - Save the trees, restore bus service
Date: Tuesday, February 14, 2023 6:37:54 PM

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

Greetings,

The Filene House project (1617 Sherman Ave.) will come before the UDC soon.

SAVE THE TREES

Please pressure the developer to save as many of the large trees on this parcel as you can. Trees enhance the aesthetics, reduce erosion, encourage wildlife, and reduce the urban heat island effect. The surrounding area has lost a great many larger trees in the past few years. Please do not allow all the trees to be cut down! The ecological role of vegetation is more important beside water such as the Yahara River that is adjacent to this site.

RESTORE BUS SERVICE

If this development is viewed favorably as a move toward density & transit, this logic is undercut by the fact that bus service on Sherman Ave. will be shrinking to almost nothing. Although robust bus service has been on Sherman Ave. for decades, it was slated to be eliminated entirely until the last few months. In a compromise, full cuts will be replaced with peak bus service ONLY starting in June. So a large, dense new housing development is slated for this parcel right after the bus service will be severely cut back.

As a decades-long bus rider on Sherman Ave., I believe it will be quite difficult to get new residents from the Filene House development to trek back to Fordem Ave. to get the bus in significant numbers. It is not convenient. Bus riders need significant fortitude and motivation (including financial) to do this. I believe residents of these higher end housing units may very well end up deciding just to drive everywhere. This development may not contribute to the benefits of density we are trying to realize as a city, if we are not careful.

Proposed new parking spaces on this parcel need to be viewed in light of this. I do not wish to see a lot of new parking spaces built as they are a blight of concrete, out of line with future green aspirations of this city, and could artificially drive up housing prices. Please reduce the number of parking spaces constructed to the minimum actually needed.

Knowing what we do about the climate crisis coming, and the need to get off fossil fuel yesterday, I would like to see brand new developments like this go in a radically different direction than in the past. Why build for the world of yesterday?

Sincerely,
Barbara Smith
456 N. Few St.
Madison WI 53703