Lake Street Garage Steering Committee Report

November 21st, 2022

The Lake Street Garage Committee convened after the neighborhood meeting for the development hosted by city staff on August 24, 2022. The proposed location of the project is the Lake Street City Parking Garage and is under the jurisdiction of District 2, currently represented by Alder Patrick Heck.

The Campus Area Neighborhood Association (CANA) led the steering committee for the Verve project and hosted public meetings dedicated to a certain topic regarding the proposal; Eli Tsarovsky of CANA convened these meetings via Zoom. Through this process, the steering committee and developer discussed: the proposed traffic plan, the impact on local businesses, design and sustainability, resident experience and affordability, and a theoretical construction plan and resident accommodation. The steering committee process included the initial neighborhood meeting, three steering committee meetings without the development team, and one steering committee meeting with the development team. These meetings were publicized through the CANA email lists, social media, and other neighborhood communications.

After extensive discussion, the steering committee opposes the overall proposed plan. The following feedback highlight parts of the project they appreciated and provides solution-oriented feedback for improving the project. Additionally, we believe the city needs to do more input with the local businesses because there has been a lack of public involvement.

The feedback on the project is organized into four categories: **Use of Hawthorne Court, Design, Resident Experience, Bus Terminal, and Sustainability**. These considerations and highlights from the steering committee can largely be considered among the Approval Standards 1, 2, 6, and 9 for Conditional Uses, and Conditions to promote the general welfare of the community for Demolition and Removal.

Use of Hawthorne Court

There is concern about businesses being impacted that use of Hawthorne court. There are emergency exits that exist on Hawthorne Court. Not being able to use emergency exits would drastically decrease a business's capacity and lead to great financial loss. The emergency exits on Hawthorne Ct are also used as a general exit for customers during big events (approx. 700 people a night). Additionally, an office entry on Hawthorne Ct. would be impacted. The loading in and out of Hawthorne Ct would be erased in the current proposal making it impossible for delivery drivers to pick up food and for music equipment to be unloaded and loaded. About 4-5 restaurants use Hawthorne Court as delivery loading zone. Currently, there are not loading zones on University Avenue, Francis Street, or Lake Street.

The steering committee considered many aspects of the current use of Hawthorne Court when evaluating the State Street Garage development. Residents expressed concerns about pedestrian safety. People were concerned about increased traffic on Hawthorne Ct and its use as one-way street for a significant amount of traffic including pedestrians, bikes, intercity buses (Badger Bus, Jefferson, Lamers, Megabus, etc.), delivery drivers, residents, city service vehicles, and people who turn the wrong way on Hawthorne Court. Due to this, the steering committee believes the current project is forcing to many different forms of traffic through the covered street off of Hawthorne Ct presenting a significant increase in risk for people who live on Hawthorne Court. Currently, people are at risk of being hit by cars when stepping out of the Hawthorne Ct businesses and apartment buildings. These cars will turn into intercity buses. Additionally, the Transportation Department memo from the city presented at the Urban Design Commission mischaracterized the volume of pedestrian traffic at this site as it only include Hawthorne Court and did not account for University Avenue pedestrian traffic that crosses the Hawthorne Court entrance. These two pedestrian flows needed to be added together and compared to the Lake Street pedestrian traffic data. Ultimately, the committee is concerned about how the proposed traffic flow will have an effect on Vision Zero efforts in Madison and the local business community.

Parking

The Steering Committee would like to understand where the loss of parking in the Lake Street structure for ~ 2 years will be placed and is concerned there was no apparent plan for the absorption of parking. Also, apartments have parking at the end of

Hawthorne. The impact of the loss of parking is not completely clear, but it will affect the surrounding businesses and residents.

Design

The steering committee considered many building aspects that factor into the resident experience when evaluating the Lake Street Garage Redevelopment. The Steering Committee wants the building to have lighter paneling to match buildings in the area. The steering committee concurs with the Urban Design Commission recommendation and suggests the building upholds the capital height limit. Worried about the effect of shadows on neighboring apartments. The Woonerf on the west side of Hawthorne Court neglects the apartment buildings that exist on the east side of Hawthorne Court.

Resident Experience

The Committee considered many aspects of management and operations when evaluating the proposed Lake Street Garage redevelopment. The project plans to bring 700 new beds to the site. There is concern about residents having to navigate Hawthorne Ct as their main parking entrance into the building due to the circulation of pedestrians at peak hours and the need to cross an unprotected bike path, a proposed BRT (Bus Rapid Transit) lane, and a pedestrian walkway in order to access Hawthorne Court. Residents could also be impeded by rogue delivery drivers and people taking a wrong turn on Hawthorne Court.

The steering committee suggests that the developer provide a detailed management plan for the property to be approved by the Planning Division and reviewed by MPD. In this plan, the steering committee suggests that the development team provide a thorough recycling and garbage plan for residents, address pets and pet amenities, a move-in and move-out plan, and a rooftop management plan. The steering committee suggests the detailed management plan contains a security plan. The steering committee recommends that the building provides adequate lighting for pedestrians on Hawthorne Court and Lake Street in the security plan. The formal plan should discuss a security system that protects the mail of residents and restricts unwanted visitors. The steering committee also suggests restricting access to parts of the building to prevent

the exploration of unwanted guests. Additionally, the committee is concerned about how exhaust and bus noise would be handled, as these aspects will decrease the quality of life in the area.

Affordability

Affordability Sensitivity			
# Affordable Units	Depth of Affordability	2022 Rent	Discount to UW Afforability ($914)
112	10%	$846	8%
100	15%	$799	14%
76	20%	$752	22%
72	21%	$742	23%
64	25%	$705	30%
52	30%	$658	39%
44	35%	$611	50%

The steering committee would like the affordability aspect of the project to most closely reflect the option that is closest to the Downtown Neighborhood Coalition Resolution on Affordable Housing.

Downtown Neighborhood Coalition Resolution - "NOW THEREFORE BE IT RESOLVED THAT the Downtown Neighborhoods Coalition has determined that residential units in a proposed development will be considered "affordable" by Downtown Neighborhoods Coalition members if a tenant's monthly rent would constitute 30% of the monthly income of an individual making 30% of the area median income of Dane County"

The committee would like this option to be open to all residents in the city of Madison who are low-income, many of whom may work in the area. If you build anything in this neighborhood, it will fill up. There is no need for extra amenities to "entice" renters. The other apartments are not affordable and push the workforce out of downtown Madison if it is not made available to others. The luxury style of student housing does not accommodate the average person living in the area.

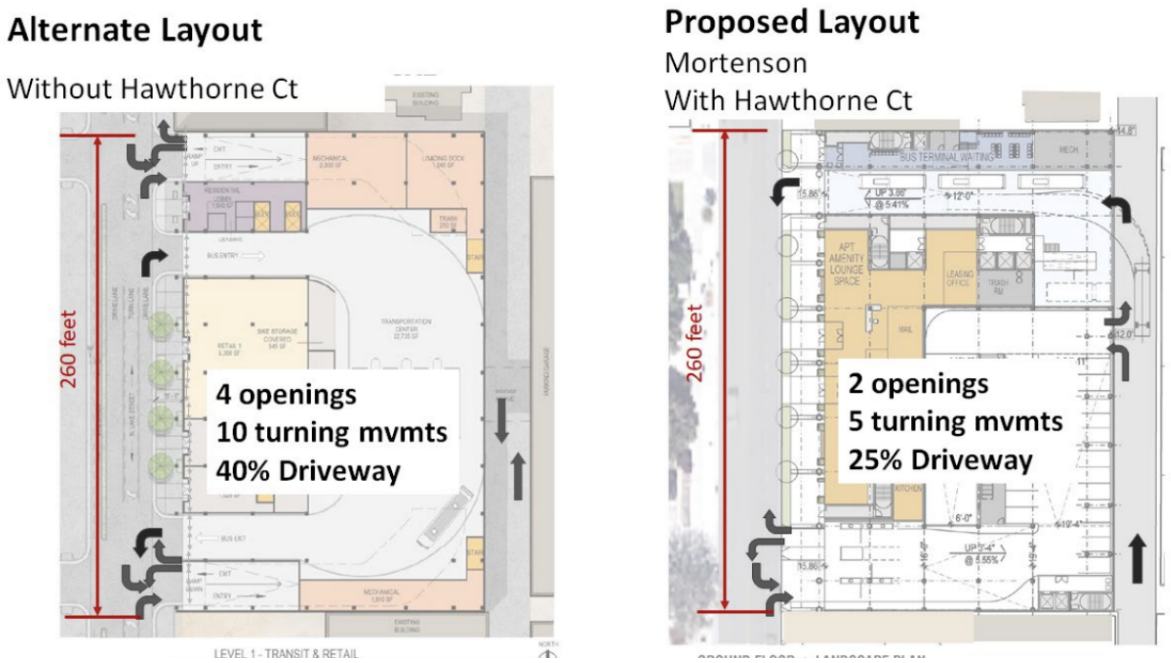
Bus Terminal

Residents provide feedback on the bus terminal that covered topics of rider amenities and bus parking. People were concerned about the opening to Hawthorne that could be used by people as a cut-through to bars during gamedays and other events. There were no clear amenities described for riders and how the bus terminal would be managed. The development team should anticipate parents and children using the terminal and consider how the project will provide adequate safety measures and security for riders. There are families that use the bus and having kids around so much traffic presents a safety issue. Also, having the bus terminal open on Hawthorne Ct invites drunk people to cross here on their way from bars and does not provide a good experience for people waiting for the bus. This is problematic for pedestrian traffic of riders going to and from the bus terminal. The steering did not enjoy the transparency of understanding why this site was chosen for the bus terminal and what other locations were studied.

The traffic flow of the current proposal requires intercity buses to cross important, busy lanes of traffic that include **the Major BRT (Bus Rapid Transit) Lane, the unprotected Bike Lane,** and **the Major Sidewalk.** This is a major logistical flaw as this presents lots of opportunities for major backups on University Ave due to buses not being able to cross the lanes of traffic and a higher risk of accidents due to the Hawthorne Ct functioning as an alleyway and not being a controlled intersection. Not to mention University Ave is a much faster street than Lake Street and increases the risk of accidents like fender benders and bikers being hit during rush hour traffic. The development needs to use Lake Street for buses because it is a controlled intersection with a stoplight as compared to the Hawthorne Ct entrance which has no traffic signals. Additionally, the East Campus Mall BRT Spot can be inferred as a major bus stop for students commuting across campus. The three major residence halls are within a couple of blocks of this spot. Blockages at the Hawthorne Ct entrance will disrupt this major BRT system hub.

The three spots for buses seem inadequate and are shortchanging the intercity bus station potential. The bus terminal ought to have five bays like the old bus terminal and there needs to be a better plan for staging. They are trying to do too much at once and seem to be modeled after La Crosse without consideration of the unique challenges of this area. The Bus terminal is different and you can drive straight through it. This design

seems too complex at the moment. The proposal does not seem to completely address everything. The entrances for residential parking are on the same side as the Van Galder Bus entrance. This mix of traffic seems problematic with bus schedules and the residential experience. If there is a queue that wraps around the corner, this will affect the BRT lane and Metro Bus lane. There is also a need for more entrances and exits to accommodate queues during special events.



The alternative layout provided by the City of Madison Transporation Department

Sustainability

The steering committee considered many aspects of sustainability when evaluating the Lake Street Garage redevelopment. The steering committee encourages the project to reach a LEED Gold Standard rating. The steering committee appreciates the developers planting new street trees and encourages the addition of a green roof. Additionally, the steering committee feels the proposed pool is excessive and is not an essential component of this project. The steering committee encourages the team to

provide a plan on how moped and bicycle parking will be incorporated into the project. The steering committee would ask the developer to provide sorted trash for electronics, clothes, and furniture during Move-in and Move-out.

Recommend Solutions to Consider Include:

- Moving the entrances to the bus terminal and parking to Lake Street
- Creating a Transportation plan that considers all modes of transportation on the site
- Using this project to activate Hawthorne Court with public art, lighting, and cameras
- Make the bus terminal part of a covered part of Lake Street.
- We need a complete Traffic/Environmental Study that considers the impact on local businesses, existing apartments, and all current modes of traffic circulating through this site.

Acknowledgments

The steering committee would like to thank everyone who participated in the Steering Committees. Your voice matters.

Additional Information

Notes

State Street Garage Neighborhood Meeting (8.24.22)
10.6.22 First Steering Committee Meeting Notes Doc
Copy of 10.20.22 - Steering Committee #2
Copy of 11.1.22 Steering Committee #3
11.3.22 CANA Meeting Notes and Development Team Responses 110622 (1).pdf

Pedestrian Vision for Hawthorne Ct.
Ideation of Hawthorne from students at the UW-Madison School of Sociology and Human Ecology.

Affordable Housing Petition
https://chng.it/h9TpKnMqrj