

From: [Jordan Allen](#)
To: [All Alders](#)
Subject: Re-zoning concerns
Date: Monday, January 16, 2023 10:04:20 PM

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Good evening,

I'm a resident of Hill Farms and am writing to express my concern related to the sudden reversal in position that occurred when the Plan Commission voted to include historic districts in the TOD overlay. My understanding was that historic districts would be excluded, as I followed the process in 2021/2022 closely.

I really don't want our neighborhood to be re-zoned for denser development. This is not in alignment with our neighborhood plan and I worry about the impact re-zoning might have on the historic character and preservation in our neighborhood.

Please do not include historic areas such as Hill Farms in the TOD overlay. Thank you for your time.

Regards,
-Jordan Allen.

Sent from my iPhone

From: [Aimee Tobin](#)
To: [All Alders](#); [Tishler, Bill](#)
Subject: NOT in favor of TOD overlay in Hill Farms neighborhood
Date: Monday, January 16, 2023 8:23:57 PM

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Madison Alders,

I am a Madison resident and I am writing to urge you to **not allow the TOD** overlay to apply to the Hill Farms neighborhood.

There are many good reasons for this, most importantly the severe lack of process and transparency on this issue. The neighborhoods affected were told there was one decision and then late in the process, the decision was changed.

Also, I don't believe that any residents are fully aware of the impact on parks. I am unclear because the maps show they are included but a city representative said they aren't.

Lastly, have all homes directly impacted been contacted directed via USPS? Communication has been almost non-existent if you aren't on social media or constantly checking city websites.

Aimee Tobin

From: annewalker@homelandgarden.com
To: [All Alders](#)
Subject: Agenda item #7- TOD
Date: Monday, January 16, 2023 3:51:52 PM
Attachments: :
:
[Legistar 74703 AW.pdf](#)

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Dear Alders,

Please see the attached PDF that I sent to the Plan Commission.

A comment made by a Plan Commission member who did not support this item is that the TOD overlay is not consistent with the *City of Madison Comprehensive Plan*. I believe that this overlay should be.

The overlay increases density in certain area's. A consideration that I believe should be a factor before increasing density in a particular location is if a property or a particular property owner has had issues before the City of Madison Building Inspection unit. While it is my understanding that state law would need to be amended to make that an option, I strongly believe its a valid concern.

I appreciate you reading the attached.

Respectfully,

Anne Walker
Winnebago and Merry St

Legistar 74703

Dear Plan Commission Members,

While I am a strong supporter of BRT, I do not support increasing the density on Merry Street at 222 Merry from 36 dwelling units per acre to 60. During the City of Madison Comprehensive Plan process, increasing the density on the river side of Merry St was specifically addressed at both Plan Commission and Common Council. Both the Plan Commission and Common Council rejected an increase in density here, and determined that the appropriate density for the area was Low Density Residential (LDR).

222 Merry is zoned as TR-U2 and is an anomaly. This is the only location in the entire city where TR-U2 exists in a Low Density Residential area. Common Council specifically lowered the amount of allowed dwelling units per acre from 60 to 36 dwelling units per acre because of this anomaly. The TOD overlay would once again raise the number to 60, an increase that Common Council did not support.

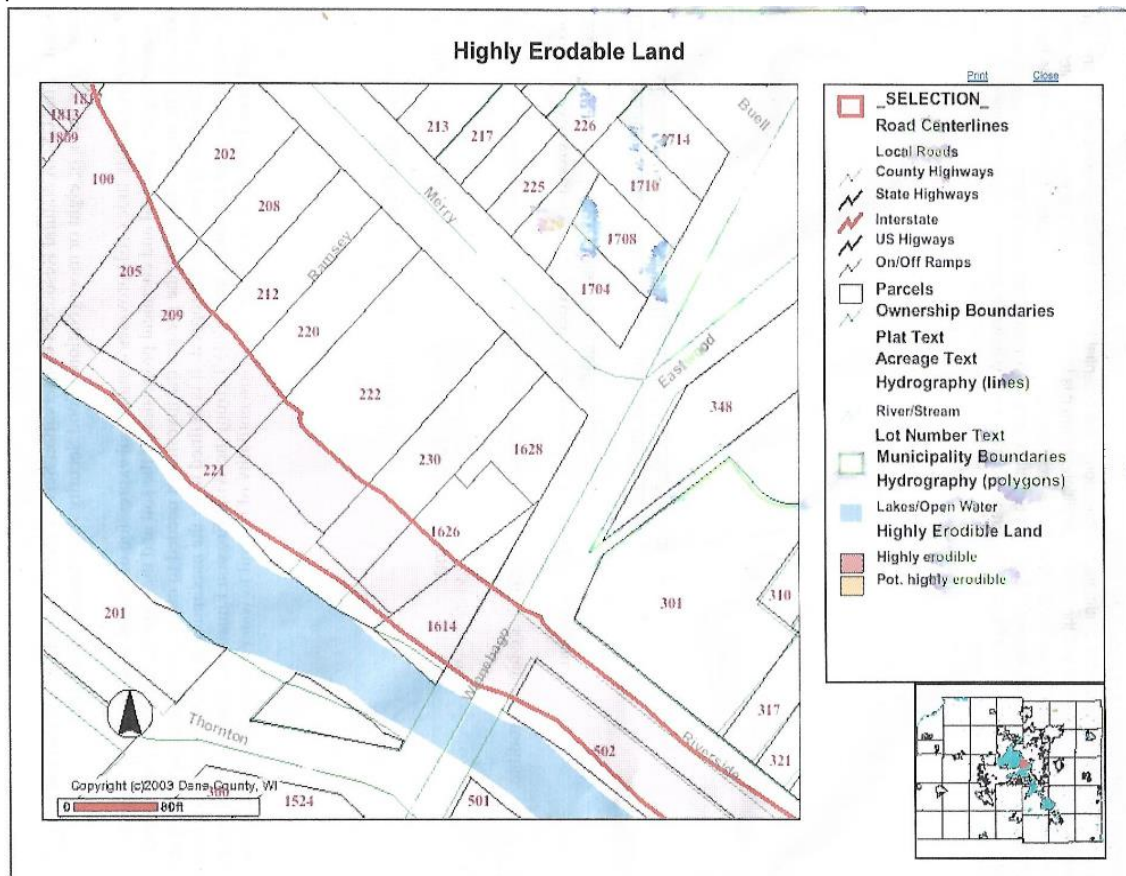
Mixed-use districts have a side and rear height transition to residential districts, TR-U2 does not. The TOD Overlay would allow for a 5-story, 68' TR-U2 building to be built within 10' of existing homes that are generally 1 1/2 story's to 2 story buildings. These transitions should also exist for TR-U2, and most especially in locations such as this. For example: "Where a TSS District abuts a residential district at the rear or side lot, building height at the rear or side yard setback line shall not exceed two (2) stories/twenty-five (25) feet. From this point, building height may increase at a ratio of one foot of rise to one foot of horizontal distance away from the property line, (a 45 degree angle) up to a maximum allowed height. Transitions exceeding this height and/or ratio limitation require conditional use approval."



704 Williamson is just 4 feet taller than what would be permitted under TR-U2. (704 Willy is .36 acres while 222 Merry is .64 acres.)

222 Merry also abuts the historic Yahara River Parkway. A building of this size, this close to the river would loom over the parkway. The Friends of the Yahara River Parkway (Ed Jepson) have consistently not supported this kind of density, so close to the parkway. The Friends group also has not supported development using the parkway as their front yard, especially in a greenspace deficient, park deficient neighborhood.

An issue that neighbors have consistently raised at both the Plan Commission and Common Council is that the Yahara River floods. The first flood I experienced was in 1993 and it has flooded many times since. In 2018, the National Guard was called in to sandbag the foundations of homes, as well as the apartment building at 222 Merry. Common sense indicates that flooding along the river is very likely to continue to be an issue. Increasing density in this location is not logical. It would also make transitioning to increased wetland/increased parkland in the future much more expensive. Quite a few neighbors on the river side of Merry can imagine a future in which their homes no longer are present.





View of 222 Merry from 220 Merry during flooding, 2018 flooding was far worse.

I would ask that 222 Merry be exempted from the TOD Overlay. I am additionally asking that the zoning for 222 Merry be changed from TR-U2 to TR-V2. While more dense than the areas Low Density Residential designation, TR-V2 is a more appropriate designation that allows for the existing apartment building as a permitted use. If this site remains TR-U2, the residential transitions need to be implemented.

Respectfully,
Anne Walker

From: ckot@azkot.com
To: [All Alders](#)
Subject: Transit Oriented Development unnoticed vote
Date: Monday, January 16, 2023 7:58:15 PM

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

I received NO NOTICE of your proposed vote tomorrow, January 17, 2023. I do not believe you have complied with the requirements for making such a zoning change. Do not vote on this unnoticed change which destroys the value of my home and investment in Madison.

Thank you

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From: [Michael D. Barrett](#)
To: [All Alders](#)
Cc: [Mayor](#); [Marc Eisen](#); [Isthmus Davidoff](#); madisonareabusadvocates@googlegroups.com
Subject: OPPOSE: TOD overlay ordinance tonight
Date: Monday, January 16, 2023 6:11:56 PM

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

To All Alders and Mayor,

We oppose Transit-Oriented Development Overlay District, Agenda #7 on tonight's agenda.

We are generally in favor of greater density as a principle--we purposefully live in one of the densest neighborhoods outside of downtown, participated in plans for greater density decades before it was the hipster thing to do. Furthermore, we are wildly in favor of BRT. However, we oppose this proposal because it unfairly targets for destruction already quite dense older neighborhoods that make Madison not Rockford.

The further density can come, but with judiciousness of conditional use. That is the way it has successfully happened within a block of my house on at least three occasions. We were the only neighbors to support the new apartment buildings, generating a lot of consternation/enmity on the part of the mass of our neighbors who opposed the new developments.

So don't lecture us about density. It's about judiciousness. Along with Tenney & Marquette our neighborhood has experienced more densification than any neighborhood outside of downtown.

And now, it is time to share the burden. There are plenty of empty, soul-sucking parking lots across the city just begging to be redeveloped into something cool. Yes, even on the isthmus (I mean, what IS up with that mostly empty Butler St. (surface) Parking lot doing in the middle of the hottest property in the Upper Midwest? Then do a property look-up on all Mullins properties--weed choked lots all across the isthmus!)

There is no reason to take the sledgehammer to our already-dense neighborhoods. You don't need skyscrapers to make quality transit work. Just look at Europe. There is a reason why people pay thousands to go there and thousands more to be there. Hint: it isn't the skyscrapers (generally banished to the banlieux); there are few. And transit is packed.

Goose? Golden Egg?

Instead of tearing down the neighborhoods that give Madison its character--and where a disproportionate number use transit--just REPLICATE the density, mix of use and character of the isthmus in all of those under-utilized lots marching out Mineral Point Rd, S. Park St., E. Washington, etc. Even Stoughton Rd could transform the way E. Wash (on the isthmus) has.

This war on our older hoods started with the destruction of the Greenbush hood back in the '50s. Then, building after cool building was lost on the isthmus over the last several decades to blast suburban-levels of parking into our dense, urban hoods. City Engineering still has plans to blast John Nolen through Marquette & Atwood along the Monona shoreline. E. Johnson and E. Gorham were slated for more parking and elevated expressways. It took a fight by the generations before me to put a stop to that shortsightedness.

It is hard baked into this city to destroy anything that is old & cool.

I've been told on many a local listserv that the best thing about this proposal is that it gets rid of the old people. It's green-eyed revenge against the very people who worked so hard to bring the isthmus up from the rustbelt wreck that it was. And it was intentionally a wreck by city policy.

It is a proposal deeply rooted in animus against your own neighbors.

We oppose it. And we will continue to fight it.

Sincerely,

Mike & Pam Barrett

2137 Sommers Ave.

From: [Dylan Burrell](#)
To: [All Alders](#)
Subject: Support for agenda item 74703
Date: Monday, January 16, 2023 2:48:40 PM

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Dear alder persons,

I am writing to urge you to support the second substitute to include historic districts in the Transit Oriented Development (TOD) Overlay District. Madison's BRT system is such an exciting addition to this city's transit plan that it was a deciding factor in my choosing to purchase a home, my first, in Madison.

To make sure this city remains a vibrant hub and supports the diverse range of residents that give this city its unmistakable character and charm, allowing transit oriented development to take place in historic districts will make it easier for developers and the city to create affordable housing which allows residents to more easily live a car free or car light life here in town which will benefit traffic and pollution.

Thank you for your time,

Dylan

From: [Jeremy Cesarec](#)
To: [All Alders](#)
Subject: I support Agenda Item 74703
Date: Monday, January 16, 2023 2:41:08 PM

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

Hello Alders,

I am writing to register my support for Agenda item 74703: the second substitute to include historic districts in the Transit Oriented Development (TOD) Overlay District.

Thank you,
Jeremy Cesarec
408 Sidney St, Madison, WI 53703

From: [Cailey Jamison](#)
To: [All Alders](#); [Benford, Brian](#)
Subject: Strongly Support TOD Zoning Overlay - Include Historic Districts
Date: Monday, January 16, 2023 4:58:31 PM

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hi all,

I wanted to write in strong support of agenda item 7 at tonight's council meeting. I specifically support the second substitution for the TOD overlay which includes historic districts. As we invest in BRT and other transit, it is important to have more housing density near these transit stops to maximize ridership. Our city must remain a walkable, environmentally conscious, livable place for future generations. A gentle increase in density near transit is a great step for us to take. Please support this agenda item to legalize duplexes near transit in all areas, including historic districts.

thanks
Cailey Jamison

From: [Nicholas Davies](#)
To: [All Alders](#)
Cc: planning@hillfarms.org; newsletter@hillfarms.org
Subject: Yes to TOD, incl Hill Farms
Date: Monday, January 16, 2023 1:03:13 PM

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Dear alders,

I hope to join your meeting tomorrow night. In case I can't...

The city has been working on this TOD overlay for a long time now. The last time I emailed about this was to Plan Commission last March. At that time I urged them to include Hill Farms, and I'm glad to see that's part of the current version. I'm eager to see TOD actually get passed, one way or another, because in the meantime, we are green-lighting construction of things that would not align with TOD. For instance, a new car wash next to a planned BRT stop.

As for whether TOD should include "historic districts" like Hill Farms...

I lived in Hill Farms for years, though I was in a part that the neighborhood association deliberately denies a voice to. The only thing historic about Hill Farms is the historic accident that most of it filled in around the same time. But that's equally true of the adjacent neighborhoods, or really any neighborhood in Madison.

Because of the city's failure to allow enough residential infill, we have neighborhoods rapidly filling in beyond Junction Rd and beyond I90. The further we sprawl, the harder it is to provide a usable transit system. Will we someday encase these new neighborhoods in amber, never to be improved again, just because they were built up in the 2020's? After all, they will remain exemplars of 2020's architecture until they aren't.

Aside from all that, the question before you is whether our plans for BRT should allow certain stops to be dead zones, where they cannot be well-used as the start or end of a journey. In order for mass transit to be self-sustaining and effective at getting traffic off our roads, we need its stops to be places that people might actually stop at.

In current single-family zones, the TOD overlay only enables the most incremental densification possible: replacing one housing unit with two. It literally could not be any more modest. Given the costs and the logistics and the very slim benefit of tearing down a house to build a duplex, I suspect hardly anyone will find this worthwhile.

If anything, we should be allowing more housing along the BRT corridor, where it can enable people to live car-free. We should be enabling two-up-two-down buildings, which for some, might actually be worth building. We should be allowing mixed use, to maybe get a corner store or cafe with a few apartments on top.

Much of Hill Farms for example is a broad, uninterrupted swathe of single-family housing. You can live within easy walking distance of groceries or school, but not both. It could be such a better place to live--or to hop on/off BRT--with a little diversification. And more neighbors in the neighborhood would mean more potential customers drawing businesses to

the area, particularly locally-owned small businesses.

So I don't consider the current TOD proposal to be perfect by any means, but it is an important piece of what Madison needs to do, to be sustainable in the long term.

Thank you,

Nick Davies
3717 Richard St

From: [Lorien Draeger](#)
To: [All Alders](#)
Subject: Support for TOD Overlay, including "historic" districts
Date: Monday, January 16, 2023 6:35:03 PM

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Hello Madison Alders,

I am writing to support the proposed TOD overlay to zoning (file 74703, item 7 on Jan 17th agenda). Additionally, I strongly support including historic districts in the overlay to allow them to become more dense. I do not support any restrictions related to owner occupancy as a part of this (I believe Alder Evers is proposing something along these lines). I have several reasons that I support this increased density.

Madison has enough people that single occupant vehicles are not a viable way for everyone to get around. In order for everyone to get where they need to go, we need to use other modes like transit, biking, and walking. Unfortunately, most of Madison is not dense enough to make these modes viable. We need density for transit to be efficient. Targeting density around transit is just the smart solution.

In addition to the traffic problems caused by car-dependent, undense sprawl, the environmental problems are also of serious concern. The common council has already acknowledged that we are experiencing a climate crisis. Density is sustainable. Sprawl is not.

Finally, regarding the Hill Farms area specifically, allowing duplexes there would provide important housing that is otherwise not widely available. People who want a home with a bit of yard are mostly forced into buying a detached single family home. And these types of properties have become more and more expensive. The duplexes that would be legalized by the proposed TOD overlay would enable folks to choose to rent or buy a home that feels substantially more like a house than an apartment without being as expensive.

Thank you,
Lorien Draeger

From: [Dave Tobin](#)
To: [All Alders](#)
Cc: [Dave Tobin](#)
Subject: Not in favor of TOD overlay in Hill Farms neighborhood
Date: Monday, January 16, 2023 4:27:49 PM

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

Hello -

I am a Madison resident and I am writing to urge you to not allow the TOD overlay to apply to the Hill Farms neighborhood. There are many good reasons for this, most importantly the severe lack of process and transparency on this issue.

Thank you,
David Tobin

From: [Ka"tya Fassett](#)
To: [All Alders](#)
Subject: Common Council meeting, agenda item #7
Date: Monday, January 16, 2023 12:12:14 PM

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

I strongly oppose removing the National Register Historic District exemption for rezoning in the Transit Oriented Development (TOD) overlay district.

I moved to Madison from Manhattan in 2019 and own a house on Vilas Ave near Bear Mound. A major reason I chose to live in the Wingra Park Historic District in the Vilas neighborhood is its historic district status. My house was built in 1922--I plan to stay in it for many years and I do not want this special neighborhood to lose its historic character. In an email to the Vilas Neighborhood Association, my neighbor Katharine O'Dell wrote, "It is shocking and short-sighted to consider ruining an Historic District for ever more apartments." I agree.

As someone who lived in a major US city for 10 years, I understand the benefits of increasing housing density within growing cities. But not at the expense of historic districts. There is plenty of underdeveloped land in/near the center of Madison along public transportation routes, including in vacant commercial and industrial buildings. An art historian by training, I believe in preserving pockets of old homes within all cities. Without exemptions protecting historically significant areas, over time cities lose character, becoming one-dimensional and housing unremarkable. To consider removing neighborhood protections may be politically correct in the short term, but it is civically irresponsible for all Madisonians in the long-term. For the record, I am age 40 and I do not consider myself cranky/old/disconnected from reality. I believe in preserving historical architecture, and on a personal level I think it would be unwise not to take an interest in protecting my property value.

I have been following the TOD debate via the VNA email list over the past many months; letters written by homeowners are mostly in support of retaining the exemption. Residents are concerned about protecting the Vilas neighborhood and many are concerned that the proposed zoning change would increase our already problematic parking shortage. I would ask you to please consider the example of 1011 Grant St. The owner, Emily Hall, wrote to the VNA this past summer to warn against the consequences of zoning changes. Her family's Tudor is flanked by two poorly maintained rentals that many years ago were single-family homes (1005 Grant was sold in 2005 to an out-of-state landlord). The fact that these 100-year old houses on Grant were cut into multi-unit dwellings did not increase diversity or address an affordable housing shortage — they are student rentals. The houses on either side of mine could easily be converted into duplexes in the future if zoning is changed. My property is the biggest investment of my life and this possibility concerns me. I could have chosen to buy on Monroe St where there is the expectation of being next to rental housing (and therefore student housing due to location), but I did not.

I leave you with this remarkable description of the Wingra Park Historical District in the National Register of Historic Places, found on the City of Madison DPCED Planning webpage (*):

"By 1903 [Wingra Park] was considered one of Madison's finest residential districts. The

sizeable group of houses within this area contains some of Madison's finest Queen Anne, Prairie School and period revival homes. These buildings constitute one of Madison's most important and intact architectural legacies."

* <https://www.cityofmadison.com/dpced/planning/national-register-of-historic-places/1602/>

Please protect Madison's historic districts.

Ka'tya Fassett
1528 Vilas Ave
(608) 886-6551

From: [Spencer Garrett](#)
To: [All Alders](#)
Subject: In support of the second substitute for agenda item 74703
Date: Monday, January 16, 2023 8:37:31 PM

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

Hi Common Council members,

I am writing in support of the TOD Overlay motion being considered at the Common Council meeting on January 17th. More specifically, I support the second substitute of the motion where local and national historic districts are *included* in the overlay.

As a whole, TOD overlay will move the City toward a more sustainable future focused on walkability and transit rather than car ownership. Not only that, but the downward pressure that this will create on rents as more development becomes possible cannot be understated in it's importance to help people to continue to afford to live in this beautiful city. Including local and national historic districts in the overlay goes a much needed step further by allowing duplexes to be built in many detached single-family only areas such as Hill Farms. This would help increase housing choice and fill in the "missing middle" housing gap present today in Madison.

As a final note, I would like to add that I do not support adding an owner-occupancy requirements for single-family houses that are converted to duplexes. If an owner-occupancy requirement was put in place, this would ultimately lead to less duplexes being built and more renters would be locked out of these neighborhoods. While the intent of such a requirement would be to encourage home-ownership, the ultimate effect would drive down diversity (as renters tend to be more racially diverse) and lock lower-income residents out of these neighborhoods.

Best,
Spencer

From: [L Goldstein](#)
To: [All Alders](#)
Subject: TOD overlay proposal
Date: Monday, January 16, 2023 1:04:23 PM

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Alders,

I live in University Hill Farms. I am not opposed to infill or increasing density. We need to do so to maintain open and green space and to provide housing. I support BRT, I support Madison Yards and the Hilldale redevelopment.

To include historic districts in the new TOD proposal at essentially the last minute, after saying they would not be, seems like a betrayal to many of my neighbors and I wouldn't disagree with that characterization.

Your process was slimy.

I watched the recording of last week's public meeting and the impression I got was that historic districts were being included to provide some kind of "equity." I don't see how taking something important away from one group results in equity for another, in this case.

What I heard was, "why should we protect those neighborhoods and not others?" Is this a zero sum game, pitting neighborhoods against each other? How about protecting ALL neighborhoods?

Are people of lower income going to be able to afford to live in this neighborhood because of this? I doubt it and if you think they'll be able to, please show me some supporting data.

The fact that realtors and developers are enthusiastic about this idea should make you think again. When I asked at a different public meeting, for Madison Yards, why they weren't building 3- bedroom apartments for families, the answer was that they don't make enough money on them. They are not that interested in providing the kind of housing many people need.

Maybe the council should pay more attention to the lack of equity in mortgage lending practices instead. Fixing that would really provide true equity.

Thank you,

Louise Goldstein

From: hamiltonerics@gmail.com
To: [All Alders](#)
Subject: [All Alders] TOD Support
Date: Monday, January 16, 2023 3:35:33 PM

Recipient: All Alders

Name: Eric Hamilton
Address: 1613 Rutledge St, Madison, WI 53704
Email: hamiltonerics@gmail.com

Would you like us to contact you? No, do not contact me

Message:

Hello, I would like to register my strong support for the TOD overlay, including historic districts. Our city badly needs more housing units, and density is an excellent way to accomplish this. Unfortunately, historic districts have additional protections beyond zoning that prohibit much of what opponents of TOD would like to avoid. Thus, there is no reason not to include them, to ensure that certain edge cases can benefit from the upzoning. Please do not let a vocal, privileged minority stop the city from welcoming new residents with places to live. Respectfully, Eric.

From: [Drew H](#)
To: [All Alders](#)
Subject: TOD overlay district
Date: Monday, January 16, 2023 6:10:38 PM

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

Madison City Council members,

I am a homeowner in District 11 and I support the TOD overlay district you will be discussing as item number 7 on January 17.

For several very good reasons, Madison needs greater urban density especially along bus routes.

Thank you.

Drew Hanson
4426 Rolla Lane

From: [Alexander Harding](#)
To: [All Alders](#)
Subject: SUPPORT the Transit Oriented Development Overlay District (#74703)
Date: Monday, January 16, 2023 3:20:04 PM

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Alders,

I am very happy to see the TOD overlay include historic districts, and I fully and wholeheartedly **support** that plan.

My home is included in the proposed TOD overlay.

I urge you to support this sensible plan to help address the city's climate emergency, equity, Vision Zero, and affordable housing efforts.

Have a nice day.

Alexander Harding
3602 Wyota Ave

From: [Will Hardt](#)
To: [All Alders](#)
Subject: Include historic districts in TOD
Date: Monday, January 16, 2023 9:46:30 AM

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

Dear alders,

Please make sure that historic districts are included in the Transit Oriented Development Overlay District. Our city desperately needs more housing, especially near transit. We need to ease rent burdens and house prices and give people greater access to transportation. My rent went up 12% this year and it's in part because my landlord knows that there are plenty of other renters to take my place if I am priced out of my home. More housing supply = shifting power balance more in renters' favor.

Historic districts can change with the times — in fact they must if their value is to be preserved.

Sincerely,

Will Hardt
District 6

From: [Heather Vandehaar](#)
To: [All Alders](#)
Subject: Opposition for item 7 (Legistar 74703)
Date: Monday, January 16, 2023 8:51:43 PM

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

Good evening Alders,

I oppose item 7 (Legistar 74703) SECOND SUBSTITUTE: Amending Sections within Chapter 28 of the Madison General Ordinances to implement the new Transit Oriented Development Overlay District. The University Hill Farms Neighborhood Plan (Legislative File 39335, Adopted January 5, 2016) was developed by a committee who worked in concert with City staff to accommodate density required by future housing demands and to maintain the nature of the National Historic District. Through that process, Hill Farms planned for the addition of 2,000 apartments on the Bus Rapid Transit Route or within about a block of it within the Hill Farms neighborhood. Currently, Madison Yards is being completed with about 500 apartments, Flad Development has completed The Hamptons with 59 apartments and is building The Manchester with 72 apartments. Hilldale Phase 3, with about 600 apartments, will be getting City approvals in the next couple of months. The remaining apartments are in the conceptual phase. This massive development will help address the forthcoming housing need. However, the addition a few duplex conversions contemplated in this ordinance will be of little help. Thus, high density development along a high-capacity bus route is already taking place in Hill Farms without zoning rule change.

Thank you for you time,

Heather

From: ianjamison@gmail.com
To: [All Alders](#)
Cc: [Benford, Brian](#)
Subject: Strongly Support Agenda Item 7 - Legalize Duplexes
Date: Monday, January 16, 2023 4:22:58 PM

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

Hello,

I would like to register my strong support for agenda item 7 at the Jan. 17 Council Meeting – the second substitute for TOD overlay. This initiative is so important overall, but this version is the best, most equitable one I have seen.

We’re making a much-needed investment in transit with the new BRT system. But transit without density & the increased ridership it brings only solves half the puzzle. The TOD overlay is a great step towards creating that density.

In a city growing as fast as Madison is, density and improved public transit are exciting, critical developments. Together they keep rent and housing costs under control. They allow people working in Madison to live in Madison, rather than forcing them out to suburbs, where the added housing comes at the expense of untouched green space and polluting/congesting SOV trips into work. The question is how to accomplish this goal. I think we should center equity – everyone, in every neighborhood within the TOD overlay accepts the *option* for gentle density in exchange for the improved transit they enjoy. No carve-outs for affluent, insular areas with histories of exclusion and discrimination. Allowing some areas to “opt out” will concentrate development pressure on less politically powerful communities – a key component of the gentrification we see across the country. Everyone doing their part together allows small changes applied evenly across all communities to compound into something greater, all without gentrifying marginalized communities. It’s a win-win. It's also important to note that what’s asked of areas like Hill Farms is not earth-shattering. Duplexes have existed in these areas historically. The “historic” nature of them ties back to a time where cars were less prevalent. In many respects, allowing gentle density and strong transit actually brings them closer to their genesis than they are today.

The fear-mongering from many of these communities is misplaced. As a resident of the Marquette neighborhood, I am often unable to tell from the street level which houses are duplexes vs triplexes, quadplexes, or single family homes. The appearance of the neighborhood remains strong. If that’s what this is about, support item 7 and don’t look back. If, as I suspect, this debate reeks of social engineering and an impulse to exclude “undesirable” neighbors – that’s all the more reason to reject that divisive outlook and pass agenda item 7.

Lastly, I ask that you weigh the written comments as strongly as the spoken ones. I am unavailable to speak but I care deeply about this issue. The spoken comments come from richer, older, Whiter groups (on the whole) with more time to dedicate on weeknights. Their voices matter just as much as mine, but should not outweigh either my voice nor the voices of written comments from working class folks working a night shift or getting off of work late.

Thank you for all you do, thank you to the alders who introduced this improvement to an already strong TOD overlay proposal, and please have the courage to pass agenda item 7 for the good of our city *as a whole!*

Ian Jamison
District 6

From: [Ros1emary Jones](#)
To: [All Alders](#)
Subject: TOD rezoning for Hill Farms neighborhood
Date: Monday, January 16, 2023 2:32:17 PM

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

Greetings,

I appreciate all of the hard work you do as a council.

I am quite confused about the TOD zoning and the speed with which this decision is being made; seemingly with very little input from the neighborhood. There seems to be a rush to make a decision, with the boundaries decided on in November and the vote being mid January. It has the appearance of trying to sneak it under the radar.

I have lived in the neighborhood for 40 years, both in a duplex and in a house; we purchased and have improved our house based on a neighborhood of single family density. So have many of our neighbors. This is a risk to our investments, regardless of the "opportunity" presented at the meeting on January 10th.

Our neighborhood has two large high density projects on its periphery- Madison Yards and Westgate redevelopment (HyVee area). We also have a fairly large apartment building going up on Midvale Blvd at Vernon. We welcome this density and the thought put into improving density of housing in Madison, however, these are all going to impact traffic flow, as is the BRT itself. Also, there may end up being a reason to reroute the BRT which would also negate the benefits of this rezoning. I think the Council should delay this rezoning until we can see what changes these developments bring to traffic and school enrollment. A few duplexes are not going to impact density in a very meaningful way, unless it is a first step to allowing apartments to be built on this property.

The other issue is with parking in the neighborhood. The state has built a large building on University with both insufficient and expensive parking, causing state employees to park in the neighborhood. Areas of the neighborhood have had to have the parking limited so that cars are not parked in front of houses all day. This causes problems for guests of the owners and for service workers who are working for the residents. We also have people parking in the neighborhood so that they can take the bus. The city wants to de incentivize cars by limiting the parking at these duplexes, which will only make this problem worse; there may have been some idea that the state workers would be motivated to take the bus which created the problem near the state office building.

Please postpone this decision, hopefully for at least a year, so that we can see how the changes already in place affect the amenities of this neighborhood as it stands.

Rosemary S Jones, DDS

From: [Jason Vandehaar](#)
To: [All Alders](#)
Subject: Opposition to 74703
Date: Monday, January 16, 2023 8:57:42 PM

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

Hello!

I am writing to inform you that I oppose item 7 (74703) SECOND SUBSTITUTE: Amending Sections within Chapter 28 of the Madison General Ordinances to implement the new Transit Oriented Development Overlay District. The University Hill Farms Neighborhood Plan committee worked in concert with City staff to accommodate density required by future housing demands and to maintain the nature of the National Historic District (Legislative File 39335, Adopted January 5, 2016). Through that process, Hill Farms planned for the addition of 2,000 apartments on the Bus Rapid Transit Route or within about a block of it within the Hill Farms neighborhood. Currently, Madison Yards is being completed with about 500 apartments, Flad Development has completed The Hamptons with 59 apartments and is building The Manchester with 72 apartments. Hilldale Phase 3, with about 600 apartments, will be getting City approvals in the next couple of months. The remaining apartments are in the conceptual phase. This massive development will help address the forthcoming housing need. However, the addition of a few duplex conversions contemplated in this ordinance will be of little help. Thus, high density development along a high-capacity bus route is already taking place in Hill Farms without zoning rule changes. It does not seem to make economical sense to develop a duplex in this historic district. The costs to do so alone will prevent rent rates to be affordable to most families. It seems efforts being made already are a better solution toward battling the housing crisis in Madison. Redevelopment of the Copps/PicknSave at West Gate mall that has been vacant for a few years now, could offer a better housing solution to many people and families that is right on the bus line, rather than rezoning for duplex housing.

Thank you for your time.

Jason Vandehaar
4726 WAUKESHA STREET
Madison, WI 53705

From: j_kemp@charter.net
To: [All Alders](#)
Subject: [All Alders] Oppose rezoning in historic districts
Date: Monday, January 16, 2023 9:37:23 AM

Recipient: All Alders

Name: Jay Kemp
Address: 9 Calumet Cir, Madison, WI 53705
Phone: 608-206-5248
Email: j_kemp@charter.net

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

Message:

We have contacted you in earlier correspondence. This message is intended to list the reasons that you should oppose the change to the plan that would change zoning in historic districts:

The proposed change will remove existing, relatively affordable single-family housing stock in built-out areas such as Hill Farm and replace it with high-end development: the equity argument does not hold up.

The new residents of this housing will have cars- increasing not decreasing congestion. And while they may enjoy a subsidized commute-there is no assurance they will ride the bus,

The proposed change puts the City intentionally in conflict with deed restrictions creating conflict and confusion.

The process required by Federal law to supersede protections in National Historic Districts has not been followed by the City.

The zoning change will carve up a popular and cohesive neighborhood.

City staff indicated that the proposed change would have minor impacts: so if you're not going to get a lot of bus riders why do the change ?- since it causes so many problems.

In short, the zoning change will not accomplish what the Plan Commission says they are after eg "equity" Its a bad proposal introduced in a less than transparent fashion. Please oppose this change to the plan.

Thank You,

Dana and Jay Kemp

From: j_kemp@charter.net
To: [All Alders](#)
Subject: [All Alders] Cap Times Article on Zoning change
Date: Monday, January 16, 2023 9:39:38 AM

Recipient: All Alders

Name: Jay Kemp
Address: 9 Calumet Cir, Madison, WI 53705
Phone: 608-206-5248
Email: j_kemp@charter.net

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

Message:

https://captimes.com/opinion/paul-fanlund/opinion-proposed-zoning-changes-may-shock-madison-homeowners/article_29d4193f-c2a0-5ed8-b32a-86a42fcae44e.html

This article summarizes our thoughts. Read it.

From: [Keyes, Joe R.](#)
To: [All Alders](#); [Mayor](#)
Subject: Opposition to Transit Oriented Development Overlay District
Date: Monday, January 16, 2023 1:01:38 PM

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

Mayor Rhodes-Conway and Madison Alders,

I oppose item 7 (Legistar 74703) SECOND SUBSTITUTE: Amending Sections within Chapter 28 of the Madison General Ordinances to implement the new Transit Oriented Development Overlay District. I was chairperson for the University Hill Farms Neighborhood Plan (Legislative File 39335, Adopted January 5, 2016). Our committee worked in concert with City staff to accommodate density required by future housing demands and to maintain the nature of the National Historic District. Through that process, Hill Farms planned for the addition of 2,000 apartments on the Bus Rapid Transit Route or within about a block of it within the Hill Farms neighborhood. Currently, Madison Yards is being completed with about 500 apartments, Flad Development has completed The Hamptons with 59 apartments and is building The Manchester with 72 apartments. Hilldale Phase 3, with about 600 apartments, will be getting City approvals in the next couple of months. The remaining apartments are in the conceptual phase. This massive development will help address the forthcoming housing need. However, the addition a few duplex conversions contemplated in this ordinance will be of little help. Thus, high density development along a high-capacity bus route is already taking place in Hill Farms without zoning rule changes.

Respectfully submitted,

Joseph Keyes
5117 Regent Street
Madison, WI

From: jlabella@aol.com
To: [All Alders](#)
Subject: Fwd: NO to TOD in Hillfarms which is an Historic District.
Date: Monday, January 16, 2023 3:51:27 PM

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Hello Alders of the City of Madison,

I vote NO to TOD in historic Hillfarms.

My family and I have been single family homeowners in the Hillfarms neighborhood for almost 35 years. Our home is in the area that is directly impacted by the Bus Rapid Transit (BRT) and Transit Orientated Development (“TOD”). I am vehemently opposed to the plan to amend sections within Chapter 28 of the Madison General Ordinances to implement the new Transit Orientated Development (“TOD”) Overlay District including Hillfarms.

NO to TOD in Hillfarms which is an Historic District.

Patricia J. LaBella
115 Marinette Trail
Madison, WI
53705
608-238-6757

1. The bus redesign focused on ridership, on putting bus service where there are denser residential densities. Now the TOD is focused on adding more density in those already denser areas. This ignores the whole point of the Comprehensive Plan ("CP") – determining where the City should grow.
 - "The Growth Priority Areas Map on the following page shows Activity Centers and corridors prioritized for mixed-use infill development and redevelopment." (CP, page 15)
 - "The Growth Priority Areas in the Growth Framework Element identifies major corridors and activity centers ... it is anticipated that much of the growing demand for walkable urban living will be met within the identified areas." (CP, page 36)
 - "Redevelopment should be integrated into corridors and established and transitioning Activity Centers identified on the Growth Priority Areas map, consistent with this Plan and adopted sub-area plans." (CP page 39)
 - "Concentrate the most intense development *close to high-capacity transit stops* (such as BRT stations)." (emphasis added, CP, page 122, Transit-Oriented Development Principles)
2. There is overlap between the CP's growth priority areas and bus routes, but areas not identified for growth are also brought under the TOD.
 - "Some major streets in the city, like Whitney Way and North Sherman Avenue, have planned BRT, but are primarily lined with Low Residential land use in the GFLU Map and are therefore not designated as corridors." (CP, page 15)
 - o During the CP process, a proposal was made to include Sherman Avenue, then the potential BRT route, as a corridor. Staff's recommendation: "Designating N. Sherman as a mixed-use community or regional corridor should be accompanied by a change to the GFLU map to allow for mixed-use redevelopment along the length of the corridor."
 - o During the CP process, staff's response to a proposal regarding making Monroe a corridor: "Designating the entire length of these [Monroe, Midvale and N Sherman], and other, streets as "Community Corridors" would require substantial changes in the GFLU map to accommodate additional housing. Such changes could technically be made, but would be a substantial change this late in the process."
 - "All corridors, with the exception of Williamson Street and portions of the Monroe/Regent corridor, are (or will be) transitioning from their current auto-oriented development to more transit-, walk-, and bike-friendly styles of development." (CP, page 15) During the CP process, Williamson Street was specifically removed from the list of corridors named "Growth Priority Areas." The Plan Commission, and ultimately the Common Council, decided that Williamson Street was not a street on which to focus for future housing needs, in part (perhaps in whole?) because of its historic designation.
3. Madison Metro, in its presentation materials for the Transportation Commission's public hearing, included a document addressing start/stop times (document #13 of Legistar 74248). This document included bus frequency during peak times and during base times. A footnote states: "Peak Frequencies are subject to change pending our ongoing overload and ridership analysis." So what happens on non-BRT routes if there is not enough

ridership to support buses every 15 minutes and frequency drops to 20 or 30 minutes? Will the TOD overlay be adjusted? Or will the TOD remain the same in the hope/dream of increasing density someday in the future to support more frequent bus service?

4. TOD prioritizes mixed-use development in the NMX, TSS and CC-T zoning districts. In each of these districts the by-right number of units is increased, as is height in NMX and TSS, but only for mixed-use buildings. For example, a mixed-use CC-T building could have 100 units while a purely residential CC-T building would remain at 36 units. Developers will, obviously, opt for a mixed-use building. On East Washington, this could result in a series of buildings having a small commercial space all along the 3-mile corridor. This is not as conducive to meeting the shopping and service needs of residents as would be a cluster of commercial uses. Nor is East Washington an attractive street on which to walk a number of blocks.
5. This density comes without any usable open space for residents. Nor is there any plan to expand local parks.
6. East Washington has the potential to add a lot of residents. Has the availability of water been considered? Water is already being pumped from other well(s) to this area. When Well 15 goes back on line (after PFAs treatment), it is only expected to operate at half capacity due to the treatment process.
7. CC zoned properties are being given an additional story in height. CC is located at East Towne, West Towne, and along the Beltline (roughly the Park-Fish Hatchery area and the Odana area). CC zoning does not provide housing, other than live/work units. If this is being proposed to increase employment opportunities, has consideration been given to whether the outskirts of the City is the right place to focus on employment?
8. The traditional shopping streets, Williamson, Atwood, South Park and Monroe, could all see substantial infill of 4 story/60 foot buildings. These areas are filled with 2-story buildings, and some 3-story, with many small local businesses benefiting from affordable rents. These small businesses are unlikely to be able to afford space in a new building. For example, rent in a 1981 building on S Park is \$15/sq.ft., while across the street in a 2020 building the rent is \$20/sq.ft. (comparable terms and sizes). Nor will the ambience remain the same.
9. Where is it actually possible for growth to occur? Many parcels within the TOD have zero possibility for growth.
 - For example, SR-V2 is primarily composed of (1) properties too small to increase up to 36 units, or (2) properties too large (now filled with multiple buildings) to ever redevelop at just 36 units.
 - For example, TR-V2 requires a lot width of 50' for more than 3 units, and in the isthmus (where most TR-V2 is located) only about 24% of the parcels meet this requirement. Add to that the requirement of 1500 sq.ft./unit, and none of the TR-V2 parcels can add units to the level the TOD provides (the properties could have, at most, 9 units).
 - There are a lot of condos which are almost certain to not redevelop.
 - There are a lot of properties covered by restrictive covenants (most are single-family areas limiting the use to single-family).

10. How much naturally occurring affordable housing will be put at risk of redevelopment?
- A lot of naturally occurring affordable housing is in small older buildings, 8 units or less, but what is being built as affordable housing is large buildings. The CP speaks to having a range of housing types: "The growing diversity among residents in Madison requires a wider range of housing choices, and Madison's neighborhoods should include options beyond single-family detached houses and large apartment buildings to meet the changing needs of residents across their lifespan." (page 49)
 - That mix of housing is specifically supported in high transit areas: "Support the integration of a mix of housing types and neighborhood amenities near existing transit corridors and shared use paths." (CP, page 48)
 - Sheboygan Avenue is an example of an at-risk naturally occurring affordable housing area. This is an affordable area, with many 2-bedroom units. The City's 2019 Equitable Development in Madison report (accepted by Council, Legistar 56845) said this area should be preserved: "While home values in Hill Farms are relatively high, rentals are quite affordable and host a very diverse population. This tract has excellent transit access and is walking distance to multiple grocery stores, making it a very easy and affordable place to live without a car. This naturally occurring affordable housing is major asset for the City and efforts should be taken to preserve it." (emphasis added)
 - The CP encourages the retention of existing housing stock: "Further, in addition to adding new affordable housing, it is often more cost-efficient to preserve the existing affordable public and private housing stock." (page 52) "Reinvestment in existing housing stock, in conjunction with development of new housing, should create a range of housing choices for residents of all ages, income levels, and abilities, and contribute to the development of safe, healthy, and welcoming neighborhoods for all residents. ... the City should continue to track data to help identify opportunities to preserve affordability. ... housing conservation and rehabilitation will help achieve the City's sustainability goals, as the most sustainable housing stock is that which already exists." (CP, page 55)
 - The RESJ analysis is presented in Legistar 70576, document #4, pages 21-23. (It appears this may have been a "fast-track" RESJ analysis.)
<https://madison.legistar.com/View.ashx?M=F&ID=10991657&GUID=6C225333-2740-4FFA-A98E-2B9C4105FDCA>
 Of particular note: "the most vulnerable ... may also be most negatively impacted by TOD policy changes if accompanying measures are not implemented.
11. The TOD creates the possibility of entirely inappropriate development. For just one example, 505 W Olin is a one-story warehouse, zoned NMX, set amongst single-family zoning. (Across the street is a 10 acre CDA lot.) A 4-story, 60-foot tall building with 26 units (if all residential) or more (if mixed-use) could be built by-right on this site under TOD. (For a second example, see point #13 below.)
- CP page 75: "Use the City's development review standards and processes to ensure that redevelopment and infill projects result in interesting, high-quality buildings and spaces and *harmonious design relationships with older buildings.*" (emphasis added) There are 38 instances in the CP where context-sensitive design (or an analogous phrase) is used.
 - The CP spoke to the creation of new Urban Design Districts to ensure appropriate development: "Establishment of new [Urban Design] districts should be considered for redeveloping corridors such as Monroe Street and Atwood Avenue." (page 75.)

12. The zoning categories most likely to redevelop are the mixed-use buildings with a range of 48 to 100 units, with no usable open space. These are unlikely to be family-friendly housing. With the zoning categories that have traditionally held missing-middle housing all being increased (SR-V1, SR-V2, TR-V1 and TR-V2), the opportunity for families to live in smaller buildings with access to a yard may well be diminished.
13. When mixed-use buildings abut residentially zoned lots, a height transition to residential areas is required: building height at the setback line can only be 25', building height may increase at a ratio of one foot of rise to one foot of horizontal distance. TOD increases height to 52' for SR-V2 and TR-V2 and to 68' for TR-U2. This height would be allowed even when the building abuts small homes. City ordinances, should TOD be adopted, need to be amended to impose a height transition with respect to SR-V2, TR-V2, and TR-U2.



222 Merry could be 5 stories/68' and is sited next to a one-story home with a height of perhaps 25' at the peak of the roof.

14. In the isthmus area, per footnote #4 to the GFLU: "The "house-like" residential character of this LMR area should be retained, and any limited redevelopment should generally maintain the current single-family/two-flat/three-flat development rhythm."
 - These isthmus LMR areas contain most of the TR-V1 and TR-V2. Even the 8 units for TR-V1 exceed the required development rhythm, and TR-V2 at 24 units is far outside the development rhythm.

15. Historic Districts

BRT funding

The issue of including historic districts in the TOD had been discussed prior to last month, but no recommendation was made until after the date had passed for filing a legal challenge to the Section 106/environmental review. At both TPPB and Plan Commission, the recommendation to include local and national historic districts came after a discussion of the deadline.

Tom Lynch told the Plan Commission, upon being asked whether we are 100% confident that the inclusion of historic districts would not trigger a FTA review, jeopardizing funding or delaying the BRT, said: "My communication with the person responsible for this at FTA has said that they're not inclined to reopen the Section 106. That being said, that doesn't mean that there might not be other people, perhaps higher in the food chain, that might have different opinions. But my contacts with FTA have said they're not inclined to reopen 106." (minute 5:26, 12/12/23 Plan Commission meeting)

Although the argument can be made that BRT and TOD are entirely separate projects, the alternative argument, that the two are linked, can also be made. Is it worth risking federal funding, or creating a delay?

Comprehensive Plan

The CP values more housing, but also values historic preservation: "Madison's history, and the places that contribute to that history, are important to preserve for residents, visitors, and future generations to experience." (CP page 76, under "Preserve historic and special places that tell the story of Madison and reflect racially and ethnically diverse cultures and histories")

Staff told the TPPB that the Plan Commission's original intent in excluding historic districts was to minimize conflict between zoning and historic ordinances. And that is what the CP requires: "The City was drafting a Historic Preservation Plan (HPP) and modifying its historic preservation ordinance as this Plan was written. Both the HPP and the ordinance have elements that relate to the City's zoning code. The zoning code should be reviewed with respect to the new HPP and the revised historic preservation ordinance and modified as needed to ensure that the provisions of the code are consistent with the HPP and the historic preservation ordinance." (CP, page 77)

Impact on historic districts

How many historic properties the TOD could affect is unknown (e.g., properties with lots too small for an increase in density, properties with restrictive covenants limiting use to one single-family dwelling).

However, TOD encourages the possibility of redevelopment. That redevelopment potential has been recognized by the Preservation Planner: "It could also increase development pressures that result in demolitions rather than adaptive reuse of existing structures."

<https://madison.legistar.com/View.ashx?M=F&ID=11508046&GUID=38507F06-5742-432A-8D8D-56C8D07B09F6>

Even a few redevelopments can impair the historic fabric of a district. For just a few examples:

- With the increase to 4 stories, the TR-V2 properties on the 700 block of E Gorham could be redevelopment targets. More housing might not be created, but some of those properties, particularly at 4 stories/52 feet, could provide a nice view of the lake and James Madison Park (and tower over their 30-foot neighbors). For example, 637 is 6 units, and could be redeveloped up to a maximum of 5 units. The purchase price might be a little high, \$637K, but for a luxury condo/apartments with lake/park views, the numbers might work. Or 739 recently sold for a mere \$350K. That site could support 3 units, and with stories of 15+ feet, could make a very nice luxury location.
- Of course, a developer could buy multiple contiguous properties (which has already been done) and develop something bigger with a mere land combination.

Respectfully Submitted,
Linda Lehnertz

From: [Kevin Luecke](#)
To: [All Alders](#); [Mayor](#)
Subject: Support TOD Zoning Everywhere
Date: Monday, January 16, 2023 12:53:12 PM

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

Alders,

I am writing today to urge you to support the second substitute to include historic districts in the Transit Oriented Development (TOD) Overlay District (Agenda item 74703). We are in the midst of a housing availability and affordability crisis in Madison and should be doing everything we can to increase densities in all areas of the City. Starting with areas near transit (including historic districts) is a great first step.

As a long time resident (and homeowner) in the Tenney-Lapham neighborhood we need more density and housing availability. Please support this motion to include historic districts in the TOD Overlay District.

Thank you,
Kevin Luecke
121 N Ingersoll St

--

Kevin Luecke
kluecke1@gmail.com

From: [Jordan Mader](#)
To: [All Alders](#)
Subject: Support TOD & Include Historic Districts
Date: Monday, January 16, 2023 4:42:37 PM

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

I would like to express my support for the second substitute to include historic districts in the TOD Overlay district on tomorrow night's Common Council agenda (item 74703).

The city is investing a lot in building a modern BRT system and making it successful requires cooperation from all parts of the city. Creating a precedent for disproportionately wealthy neighborhoods to opt out of adding (extremely modest) additional density sets a bad precedent. These neighborhoods will benefit from the city's investment in BRT and they should be included in the TOD Overlay district.

Jordan Mader
123 N. Blount St. Unit 206
Madison, WI 53703

From: [Jeremy Manheim](#)
To: [All Alders](#)
Subject: Common Council Meeting 1/17 Agenda #7
Date: Monday, January 16, 2023 1:07:09 PM

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

Dear Alders,

Please consider exempting Merry St from the TOD. As it stands, Merry St has a long standing struggle to balance the TR-U2 zoning of 222 Merry St with the needs and limits of the surrounding LDR homes and the sensitive and flood-prone banks of the Yahara. My understanding is that TOD would raise the size of the development permitted and would therefore only exacerbate the dissonance of having a single TR-U2 lot in an area which was explicitly determined to be LDR according the Comprehensive Plan. Many thanks for your consideration.

Jeremy Manheim
& Sonam Yangchen
209 Merry St

From: [Wes Marner](#)
To: [All Alders](#)
Cc: [Tishler, Bill](#); [Mayor](#)
Subject: Support for TOD being considered on 1/17/2023
Date: Monday, January 16, 2023 9:22:01 PM

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

I am a resident of District 11, in the Hill Farms Neighborhood. I'm a homeowner, and my property will be impacted by the TOD proposal.

I am strongly encouraging you to vote in support of including the historic districts in the TOD.

- Landmarks and Plan Commission already review all demolition permits, which provides protections to these districts
- In most of these districts, TOD allows someone to build a duplex. This is a very gentle change, and not one that is likely to affect the historic integrity of these neighborhoods
- Many of these historic districts had development that was enabled or accelerated by street car lines. Look at the city website, and at least four of the national historic districts mention street cars, and many others, such as the King Street and Dayton historic districts, were served by streetcars even if it isn't mentioned in their description. TOD changes like focusing on public transit and eliminating parking minimums are more of a return to the historical conditions that created these districts than the current zoning
- The pattern of single-family zoning that dominates many of the historic districts is also linked with a history of exclusion. Opening up lots in these districts to building types other than detached single-family homes will also give more people an opportunity to live in these areas, and can help address historic inequalities
- BRT is a multi-million dollar investment that has the potential to change our city. It simply makes sense to make it easier to build housing near the BRT line
- The city needs more housing, and building housing near public transit is one of the most effective ways the city can combat climate change.

In cases where someone proposes demolishing or altering an existing historic structure in a historic district, there are protections for that structure. But there are also buildings and lots in these areas that could be redeveloped to increase housing, and excluding these structures out of a duty for historic preservation is misguided. Historic preservation is about building community by linking people in Madison living today with our history. And people living in Madison today need places to live, and ways to move around. Building housing near transit will make it possible for us to achieve abundant housing and a better city. Please vote to include historic districts in TOD.

Thank you,

Wes Marner

From: [Jonathan Mertzig](#)
To: [All Alders](#)
Subject: Fwd: TOD Overlay - Hill Farms Association doesn't speak for everyone
Date: Monday, January 16, 2023 8:17:15 PM

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

Forwarding this to All Alders in regard to the TOD overlay, in light of recent objections emanating from Hill Farms and other neighborhoods.

The objections to the TOD overlay coming from Hill Farms do not represent the interests of all of District 11--they don't even represent the interests of purported "starter home" buyers who might want to establish themselves in the neighborhood, as affordable "starter homes" are no longer a thing that exists in that area. The TOD overlay is actually the sort of initiative that could unlock the potential for new ownership opportunities in the vicinity. I urge you to all vote in favor of including historic districts in the TOD overlay.

Zooming out at city wide level, there has been a lot of hyperbole about what the TOD overlay will do... I've heard some wild claims that this will somehow result in bulldozing the isthmus and erasing our history, and even force established elderly residents out of their homes. All it does is give greater flexibility of choices to people who may want to redevelop their properties. It's not urban renewal coming to plow through neighborhoods. It will give us more options to accommodate more people with "gentle density" that leverages our best transit resources, and it does not significantly change the nature of existing historic protections or preservation incentives.

Please do not let the benefits of transformational investments in mass transit be squandered.

Sincerely,
Jonathan Mertzig - District 11 resident

----- Forwarded Message -----

Subject: TOD Overlay - Hill Farms Association doesn't speak for everyone
Date: Sat, 14 Jan 2023 18:15:42 -0600
From: Jonathan Mertzig
To: District 11 Alder

Dear Alder Tishler,

I am writing in regard to the current debate around inclusion of historical districts in the new TOD overlay districts.

I'm disappointed to see the strident resistance coming from our district to inclusion of areas like Hill Farms in the TOD overlay. Quite frankly, I see it as an abuse of the intent of National Historic District designations. As a fan of "midcentury modern" architecture, I've been supportive of the Hill Farms NHD since its inception, but with full awareness of what that sort of designation actually means. National Historic Districts are intended to provide financial incentives for property owners to preserve and restore properties of significant historic or

architectural significance if they choose to do so. They are *not* meant to freeze a neighborhood in time or permanently cement a particular character of development.

I've lived in areas of what comprise the current District 11 for 15 years now, always as a renter, and I can't help but notice a constant exclusionary tone coming from the neighborhood association. If you're taking your cue on what's right to do from the Hill Farms association, keep in mind that they do not represent the interests of your whole district. In fact, the dense area of rental properties adjacent to the Hill Farms Neighborhood association have always been distinctly left out from the association territory. It's long been clear to me that the nature of this organization is to exclude the interests of anyone but wealthy single-family home owners, and that is quite apparent in their choice to try to weaponize the NHD designation to obstruct a reasonable tweak to zoning designations to allow more efficient land use around a transformational upgrade to our transportation infrastructure. It's worrisome to hear in comments thrown around at recent meetings that there's even some talk of challenging BRT funding because of nebulous impacts on the NHD—it would be the ultimate demonstration of exclusionary selfishness for the neighborhood association to destroy a city-wide project to defend their status quo.

Nobody will be forced to give up their single-family home, Hill Farms won't be bulldozed en masse for skyscrapers... this is simply enabling a minor increase in density for those who may choose to redevelop their lots. It is within the purview of property owners in an NHD to still develop their properties as they choose—the NHD simply provides resources to preserve significant properties at the option of the owner. If such redevelopment for “gentle density” occurs, it may enable the creation of more affordable starter units enabling ownership in the neighborhood at accessible price points.

Under the status quo, even as a relatively wealthy young person, I can't afford to buy into this neighborhood I love. I don't think the residents of Hill Farms realize they've created an exclusive enclave deep in the city that is unwelcoming—even to those who have lived in it for years as renters--due the stagnating land use focused on extremely high valued single-family homes. Or maybe that is exactly their intent. The message the vocal members of the neighborhood association send to folks like me is that they don't want further investment in the neighborhood from transit-using neighbors like me, which is ironic, considering years ago I would have been one of the biggest supporters of the historical designation they're abusing to defend their exclusionary character.

Thank you,
Jonathan Mertzig

jmmertzig@uwalumni.com

District 11 / current Midvale Heights (+past Sheboygan Ave) resident

From: [Anna Meyer](#)
To: [All Alders](#)
Subject: include historic districts in TOD
Date: Monday, January 16, 2023 10:01:38 AM

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

Dear Alders,

Please make sure that historic districts are included in the Transit Oriented Development Overlay District. Our city desperately needs more housing, especially near transit. My rent is going to go up 12% this summer. I can't afford that without making other sacrifices, but I'm debating staying anyways because I am unsure if I will be able to find *any* other apartment (near transit and work) to move to, given the fierce competition and landlords' market.

More housing supply = shifting the power balance towards renters' favor.

Historic districts can change with the times — in fact they must if their value is to be preserved.

Sincerely,
Anna Meyer
District 6

From: [Judy Middleton](#)
To: [All Alders](#)
Subject: Zoning changes
Date: Monday, January 16, 2023 9:35:30 PM

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

VOTE NO on zoning changes!

VOTE NO on family definition change!

Judy Middleton
3913 Plymouth Cr.

From: [Wade Moder](#)
To: [All Alders](#)
Subject: In support of agenda item #74703
Date: Monday, January 16, 2023 10:24:52 AM

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Hello Madison City Council,

I wanted to voice my support for the second substitute to include historic districts in the Transit Oriented Development (TOD) Overlay District. As a homeowner within the overlay, I think it's important for all who live in this corridor to be part of the movement towards mass transit. It's a great chance for the council to go all in on BRT and an opportunity to be progressive thinking on this issue.

Thank you,
Wade Moder
2618 Commercial Ave, Madison, WI 53704

From: [Katie O'Brien](#)
To: [All Alders](#)
Subject: Support the TOD Overlay District
Date: Monday, January 16, 2023 5:55:55 PM

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

Hello!

I am writing to ask you to support the second substitute to include historic districts in the Transit Oriented Development (TOD) Overlay District. It's a small ask to be able to continue to strive to make our city a welcoming and affordable place to live.

Best,
Katie O'Brien

From: [Deb Palm](#)
To: [All Alders](#)
Subject: Please rethink this rezoning
Date: Monday, January 16, 2023 8:21:23 PM

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

Please rethink this rezoning! We were born in Madison and have been residents of the city our entire lives. 60 plus years. So many family members and friends have worked so hard for their homes - home values will be negatively impacted if this rezoning goes through. We were careful in choosing where to buy our homes only to have our neighborhoods changed without any say in the matter. Does federal funding enter into this decision by the city.

Please reconsider- thank you. Deb Palm

Sent from my iPhone

From: Pierce@christopherwilliampierce.com
To: [All Alders](#)
Subject: [All Alders] Historic District Overlay
Date: Monday, January 16, 2023 1:09:53 PM

Recipient: All Alders

Name: Dr. Christopher Pierce
Address: 329 Robin Parkway , Madison , Wi 53705
Phone: 608-358-3839
Email: Pierce@christopherwilliampierce.com

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

Message:

“I oppose item 7 Legistar 74703 SECOND SUBSTITUTE: Amending Sections within Chapter 28 of the Madison General Ordinances to implement the new Transit Oriented Development Overlay District.
Our neighborhood is absorbing huge development already - Madison’s largest development, EVER, Madison Yards. Our tiny streets are groaning under the weight of the construction vehicles alone, and residents haven’t even moved in yet.
Build up Madison before density. This is a dirty, last-minute move. You’re not prepared.

From: [Mary Pustejovsky](#)
To: [All Alders](#)
Subject: support TOD
Date: Monday, January 16, 2023 12:05:06 PM

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

Hello

I am writing to express my support for the TOD ordinance as presented to you tomorrow. In particular, I support the inclusion of historic districts in the ordinance. Local historic districts already have specific protections to preserve the historic character of the neighborhood. Redevelopments must go before commissions already. That will not change with this ordinance. As for Hill Farms, I am appalled at the rhetoric I've seen from some members of that neighborhood. They claim they need "protection". Protection from whom? Or what? No one is coming to force them to change their homes. Are they worried about certain types of people? People who may not be able to afford a large lot single family home? On MLK Jr day, I find this type of language about "protection" from some to be abhorrent. In the 50s, when Hill Farms was created, racist deed restrictions were no longer allowed. From reading "The Color of Law" by Richard Rothstein, I learned that once racist deed restrictions were outlawed, neighborhoods turned to zoning to do the discriminating for them. By requiring large lots and preventing anything but a single family home from being built, they could keep out those who could not afford that. They have been very successful. [Please review the data here](#). It shows that the average household income in this area is DOUBLE that of the rest of Madison. This is by design. It also shows that 86% of residents here own their homes, while the average in Madison is 49% homeowners. This is what they want to protect--an exclusionary area full of wealthy (and mostly white) homeowners.

At the top of every agenda, there are the questions: "Who benefits? Who is burdened? Who does not have a voice at the table? How can policymakers mitigate unintended consequences?"

I think it is pretty clear who benefits when we prevent change to our city. Those who already have privilege. On MLK Jr day, I ask you to consider what he would have thought. What would bring about more justice and equity in the city of Madison? How many renters have you heard from? How will they be burdened by continued exclusionary zoning?

Thank you for your time, and your service to the city.

Mary Pustejovsky
Midvale Heights

From: [Brad Ricker](#)
To: [All Alders](#)
Cc: [Evers, Tag](#); [VNA President](#)
Subject: TOD Overlay proposal
Date: Monday, January 16, 2023 12:01:27 PM

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

Dear Alderpeople (including Tag),

I want to express my opposition to the inclusion of such a WIDE SWATH of Madison in the upcoming Transit-Oriented Development overlay vote that you face at the upcoming council meeting. (Item #7, I think.) Almost no one can argue with the intentions of this, but by including some segments of Madison in this overlay - particularly Historic Districts, but more generally any residential area like mine near large housing pressures such as the UW-Madison - this legislation paints with too broad a brush, and I think will lead to very bad, unintended consequences. For this reason, I ask you to vote against the proposed legislation.

Sincerely,

D. Bradford Ricker
1815 Adams Street

From: [Amy Robertson](#)
To: [All Alders](#); [Tishler, Bill](#)
Subject: Support of TOD overlay amendment agenda item 74703
Date: Monday, January 16, 2023 4:03:26 PM

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

Hi

I am a Hill Farms resident writing in support of the amendment to include historical districts on the TOD Overlay I don't understand why downtown is excluded but as that is not the specific issue at hand, I wanted to provide my comments as it pertains to my neighborhood.

Low likelihood of REAL impact (It's a "gentle change": As it stands in Hill Farms both deeds and economics are a huge barrier to converting a single family to duplex. Realistically we are looking at a few mother in law suites getting a legally separate entrances. If we think it impacts historical integrity in, we can adjust our covenants to provide residents with greater structure and support to take legal action against developers. Being an exception to the city's general policy is political posturing over practical impact.

Property Values: I support this change because lower property values related to ADU is one of the myths of city planning. I expect this change (if anyone executes on it) will further raise property values. The census and Harvard agree:
https://www.jchs.harvard.edu/sites/default/files/rr07-14_obrinsky_stein.pdf.

Low inventory of correctly sized housing for couples and young families: I thought the city offered compelling evidence of the need now (and increasingly in the next 25 years) for mid level housing like duplexes and townhomes. We've got loads of expensive single family and luxury mid rise 1bdm apartments but little in the middle. I know this from experience because I ended up buying in this neighborhood not because I knew anything about Hill Farms but because we couldn't find a townhome (our preferred structure for our small family). In my case this was not an issue of affordability; it was one of availability.

Many of my neighbors oppose this because they oppose BRT. While related, conflating the two seems fundamentally problematic. A rapid bus will be coming down the street; duplex zoning or not.

Single family zoning is a source why housing is, overall, unaffordable and I don't think anyone can deny the evidence that it hurts on particularly racial lines. Certainly no one wants to hear their opinion is racist and I don't think this specific zoning will make a dent (I would support evaluating ADU zoning Citywide which seems more likely to help), but morally I think we have to check our tendency to keep the status quo (and its oppressive peace) against how we "vote." Many of the alders on the council were voted in on the backs of supporting equity and/or affordable housing so I assume the relationship between our current residential zoning and those beliefs is not lost on you.

I hope these quick notes on my support reach you in good health and spirit and help provide some more nuance to the complex feeling around zoning

Best

Amy Robertson
217 Richland Ln
Madison, WI 53705

From: [Craig Robida](#)
To: [All Alders](#)
Subject: TOD/historic district issue
Date: Monday, January 16, 2023 10:08:53 AM

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

What makes Madison unique?

Its neighborhoods. Plain and simple.

I implore you to **not** include the historic districts in the TOD plan. Your own city staff have not included the historic districts in planning, until recent transactions within city committees. Quite honestly, the actions have not been fully transparent (especially) during the holidays, have not engaged true community interaction appropriately, and as it stands now the plan is not equitable across the entire city of Madison. Why only ¼ mile from the proposed BRT? How is that equitable? I understand that density and low-income housing is a priority to the city, but you are not going to accomplish this by “destroying” current single-family neighborhoods, that make Madison unique. I chose to live here with my family for specific reasons. If I wanted to live next to multi-family units, etc, I would have chosen that. I live in Hill Farms and we already have duplexes and quite honestly, LOTS of housing development happening around us – ie. Madison Yards, HyVee, Research Park, etc. Why must we bear the brunt? Additionally, I don’t know if parking, school considerations, etc. have been fully developed leading up to this proposal.

Please EXCLUDE historic districts, redraw your maps and listen to the voices of the community members – many from across the city who do not even know what is happening.

Honor the legacy of Madison and the significance of its respective neighborhoods. Please don’t destroy history or neighborhood pride. Please do not.

Thank you.

Craig Robida
5426 South Hill Drive
Madison, WI 53705

From: [Rita Ruona](#)
To: [All Alders](#)
Cc: [Anne Walker](#)
Subject: Merry Street
Date: Monday, January 16, 2023 7:04:49 PM

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

Dear Madison alder persons,

Please visit Merry Street which is a dead end street running parallel to the Yahara right off Winnebago. See for yourselves the peaceful green neighborhood we have called home in the 222 apartment building since 1991-July.

Development plans for another gigantic apartment complex for this small piece of Madison land is unwise. So many massive complexes have sprouted up along East Washington and Winnebago. Does the city not have enough (hopefully affordable) housing in this part of town?

Who will be booted out? What sort of monstrous building will pollute the peace and landscape of this precious section of Madison? Can the land itself support such a structure?

Think carefully, please, before siding with the developers about a Merry Street apartment complex. More development here is not the answer.

Thank-you for your time and consideration.

Sincerely,
Rita Ruona
ruonari29@gmail.com
608-438-0664

From: [Louise Schoggen](#)
To: [All Alders](#)
Subject: Support Agenda Item 74703
Date: Monday, January 16, 2023 3:09:04 PM

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

Dear Alders,

I am writing to urge you to support the second substitute to include historic districts in the TOD Overlay District, agenda item 74703.

This proposal makes common-sense zoning changes along the BRT corridor. As a Hill Farms homeowner I have always thought of our neighborhood as vibrant and welcoming—qualities that additional BRT-accessible housing would only enhance.

Madison prides itself on its progressive reputation. Zoning that increases access to housing and mass transit is entirely consistent with those ideals. A small but vocal minority of residents, many of whom became homeowners before prices skyrocketed out of reach, would now like to close the gates behind them. Caving to these exclusionary voices would be an embarrassment for our city and a betrayal of our values.

Please support agenda item 74703 for a more affordable, inclusive, and livable Madison.

Sincerely,
Louise Schoggen

From: [Rebecca Shields](#)
To: [All Alders](#)
Subject: Hill Farm resident in support of TOD overlay to include my neighborhood
Date: Monday, January 16, 2023 9:06:10 PM

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

Hello Madison alders,

I am writing to express my support for the proposed TOD overlay, which would increase occupancy allowances in areas along BRT. I support the expansion of this overlay to historic neighborhoods, including my own neighborhood of Hill Farms.

I am a Hill Farm resident of over 10 years (living in a single family home on Marathon Dr.). I use public transit to commute to work, and am super excited about the new BRT route which I think will make commuting by bus even easier, especially outside of traditional rush hour commuting times, which is a limitation to the current system.

I am very much in favor of planning for development in our growing city which improves public transportation accessibility, reduces sprawl, and makes our neighborhoods more walkable, bikable, equitable, green, and livable in a less car-dependent way. I applaud city planners' attention to environmental issues and issues of housing equity across our city, including in my own wonderful neighborhood of Hill Farms.

Hill Farms is a designated historic district, which certainly means that any new development should respect the unique architectural character and family-friendly feel of the neighborhood. I don't see any issue with single family homes being converted to duplexes as would be allowed with the TOD, and think it would be great to have more people living in Hill Farms along convenient transit corridors. I see no reason to exclude residents who might not be able to afford (or may not want) single family housing from certain districts, just because those districts have been designated as "historic." Many larger apartment buildings are being built in Madison right now, but we also need to roll back single family zoning from areas, to make possible a full range of housing options, including "missing middle" housing types like duplexes, triplexes, and townhomes.

I would be in favor of going further and doing away with single family zoning areas throughout the city - a progressive change that was made in Minneapolis recently. The current TOD overlay proposal would be a small step in the right direction, and I urge you to vote in favor of it, as well as to pursue similar changes in remaining single-family zoned areas in Hill Farms and other neighborhoods.

Thank you for your service as alders!

-Rebecca Shields
4922 Marathon Dr.

From: [James Shulkin](#)
To: [All Alders](#)
Cc: [Tishler, Bill](#)
Subject: Opposed to Transit Oriented Development Overlay
Date: Monday, January 16, 2023 2:50:54 PM

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

Hello,

I am a resident of the University Hill Farms neighborhood, an historic district on Madison's near-west side.

I am writing to ask you to reject the current Transit Oriented Development Overlay District that includes a 1/4 mile radius along Whitney Way. University Hill Farms had been exempt from previous incarnations of this plan. I believe this overlay that includes the broad geography would compromise the historic nature of the neighborhood.

Also, I believe the initiative has unfairly been put forward with little opportunity for residents to express their opinions.

Please reject the TOD plan as it stands.

Thank you,

James Shulkin
5027 Marathon Drive
Madison 53705

From: [William Taylor](#)
To: [All Alders](#)
Subject: Support TOD
Date: Monday, January 16, 2023 9:13:31 PM

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

Alders,

I am writing to express my support for the proposed Transit Oriented Development Overlay District and to respectfully ask for your support as well. I also support the inclusion of historic districts in the proposal. Preserving the city's architectural history and "neighborhood character" should *not* take priority over allowing more housing to be built while we're in the midst of an unprecedented housing crisis.

- William Taylor

From: [P Wehrle](#)
To: [All Alders](#)
Subject: Vote against High Density Housing along Monroe Street
Date: Monday, January 16, 2023 5:53:13 PM

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

I am writing to object to High density housing in the Lower Monroe Street Area. As an attender of the Madson Friends Meeting on Roberts Court I have seen first hand the way developers like Urban Land Interests have run roughshod over the wishes of community members, including my faith community. I don't think one member of the neighborhood (Anne Neujahr in that case) should have been able to ram through a redevelopment without having to consider the needs of people who live and worship in the community. I fear the same will happen again if the planned High Density corridor plan is put in place. This could endanger landmarks like the Arbor House. I know that Madison is growing but we should not be writing blank checks to developers to ruin our neighborhood with poorly designed and quickly built apartment complexes to meet the "demands" for housing from special interests in the Reality and property development sector. If Anne Neujahr didn't listen to the Meetinghouse before, I think this will only give her and her ilk an ever-increased sense of entitlement. And that's not something I'm comfortable with being written into law.

Sincerely,

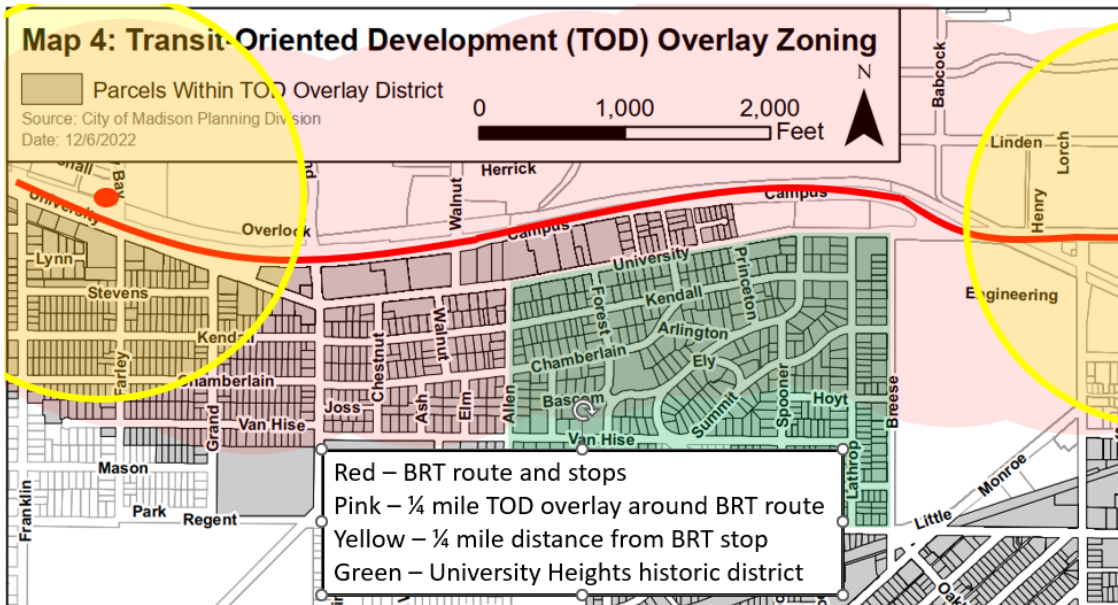
Peter Lawrence-Wehrle
3310 Cross Street
Madison WI 53711

From: [Craig Weinhold](#)
To: [All Alders](#)
Subject: Agenda item 7: Transit Oriented Development ("TOD") Overlay District
Date: Monday, January 16, 2023 2:15:56 AM
Attachments: [image.png](#)

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

The TOD overlay district seems to be an end run around City zoning and landmarks. If the Common Council wants to allow duplexes or AUDs, why not do it properly by updating the zoning code?

I also feel the TOD overlay district covers far too many properties that won't benefit from public transit. For example, the map below shows most of the Regent neighborhood falling within the TOD overlay district, despite very few properties being anywhere near a BRT bus stop.



Finally, the proposed rules were only first brought up two months ago, and the Common Council is now voting to adopt them. Doesn't that seem rushed?

Sincerely,

-Craig Weinhold
Madison, WI

From: [Charlie Wills](#)
To: [All Alders](#); [Mayor](#)
Subject: Opposition of the Current TOD plan
Date: Monday, January 16, 2023 8:03:59 PM

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

Hello all of our alders and Mayor,

I am going to share from my quick review and opposition of the TOD as it is stated and defined. Its original intent sounds like something we all want, housing density as the city grows. I am all for development and density when it is planned out correctly.

I oppose item 7 (Legistar 74703) SECOND SUBSTITUTE: Amending Sections within Chapter 28 of the Madison General Ordinances to implement the new Transit Oriented Development Overlay District. I was chairperson for the University Hill Farms Neighborhood Plan (Legislative File 39335, Adopted January 5, 2016). Our committee worked in concert with City staff to accommodate density required by future housing demands and to maintain the nature of the National Historic District. Through that process, Hill Farms planned for the addition of 2,000 apartments on the Bus Rapid Transit Route or within about a block of it within the Hill Farms neighborhood. Currently, Madison Yards is being completed with about 500 apartments, Flad Development has completed The Hamptons with 59 apartments and is building The Manchester with 72 apartments. Hilldale Phase 3, with about 600 apartments, will be getting City approvals in the next couple of months. The remaining apartments are in the conceptual phase. This massive development will help address the forthcoming housing need. However, the addition of a few duplex conversions contemplated in this ordinance will be of little help. Thus, high density development along a high-capacity bus route is already taking place in Hill Farms without zoning rule changes.

Many neighborhood plans, a comprehensive plan of the city and other major projects are already helping our city grow in the way we need to grow as we add more and more people to our population.

The current TOD proposed misses the mark in several key areas that I will share below:

- The preliminary vote and approved TOD excluded historic neighborhoods.
- Recently, with little notice to the public in which you all serve, there was a change by many bodies in the city government and boards that serve the government and its people, made changes to the TOD plan that now included historical neighborhoods and ignored many neighborhood plans that were done in collaboration with city zoning and planning.
- The TOD does not exempt over a dozen parks in the westside area of the TOD. It was stated in many meetings that it is not the intent of the city or any department to allow any development in the TOD and by making too many definitions would be too confusing. What is confusing is the lack of details in this plan and if something is not intended to be included then it should be explicitly removed. A lot of the park land in the TOD was given from the UW to the city for parkland only, and many families via their foundations gave that land for the city's use for park and recreation for the masses and if removed from parkland would be taken out of the city's control.
- Coming into areas, like the historic neighborhoods, violates the historic preservation act and is against that law.
- Instead of focusing on open lands, if they exist, reusing commercial zoned lots for redevelopment would be the appropriate areas to do more development for housing. When you come into any single family lot and home district and overlay or bonus or whatever cute language is being used to basically change the zoning of the single family neighborhoods, you need to consider the economics of those choices.
 - If you take a median priced home in the west district of the TOD at \$500,000 and the TOD was approved, then the potential use is a duplex. When said single family home is torn down (approximately \$20,000 to do that properly) then redevelopment to a duplex, it will cost around \$600,000 or more to build a duplex in today's numbers and could easily be more. That is a total investment of over \$1.1M. That won't create more housing and won't create affordable options as many on the city staff, council and other places in the TOD plan commissions. Understanding the sheer economics would make this plan not only not possible but grossly overwhelming for the

families and people you want to use the bus systems.

- The discussion for TOD or any zoning or land use plans need to be long discussions and something that is supported in the majority by its citizens. We do not and can't support the TOD unless massive changes are made.
- What evidence, locally, do you have to make housing more affordable?
- There are over 2000 units being planned and added as we speak with more to come in the area of just the west area development plans.

o **Planned or Built Apartments in University Hill Farms Planning Area**

Project	Location	Units
Madison Yards	University Ave. & Segoe Rd.	500 Units
Hilldale Shopping Center 3 rd Phase	Midvale Blvd & University Ave.	600 Units
The Hamptons (Flad)	Regent St. & Segoe Rd.	59 Units
Manchester (Flad)	Midvale Blvd & Regent St.	72 Units
Additional Redevelopment	Vernon Blvd./Price Pl.	110 Units
Senior Housing	Sawyer-Segoe	90 Units (planned)
American Red Cross Site	Sheboygan Ave.	170 Units (planned)
University Triangle	N. Whitney Way/Sheboygan	480 Units (planned)

I will vote in opposition to this and frankly be pretty upset on how this was handled in secret sessions and meetings. We all deserve better. We are a republic and deserve to have these items in the open for public forum.

CW



Charlie Wills

Broker | Owner

Charlie Wills Team - First Weber Inc.

m. 608-220-3282

e. charlie@charliewills.team

w. charliewills.team

Property Management Front Porch Properties



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From: Andrea@myparish.com
To: [All Alders](#)
Subject: [All Alders] Historic District Overlay
Date: Monday, January 16, 2023 1:12:23 PM

Recipient: All Alders

Name: Andrea Wiltzius
Address: 329 Robin Parkway , Madison , Wi 53705
Phone: 608-515-9492
Email: Andrea@myparish.com

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

Message:

“I oppose item 7 Legistar 74703 SECOND SUBSTITUTE: Amending Sections within Chapter 28 of the Madison General Ordinances to implement the new Transit Oriented Development Overlay District.
Our neighborhood is absorbing huge development already - Madison’s largest development, EVER, Madison Yards. Our tiny streets are groaning under the weight of the construction vehicles alone, and residents haven’t even moved in yet.

This move is only going to make predatory realtors and house flippers richer. This will do NOTHING for affordable housing, accessibility. Concentrate on that.

From: [Mike Z](#)
To: [All Alders](#)
Subject: Support of item 7, Jan. 17 meeting
Date: Monday, January 16, 2023 1:43:39 PM

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

I am writing in support of agenda item 7 (Jan. 17 meeting), the second substitute of the TOD Overlay District (#74703, V3). I've been supportive of all versions of the TOD overlay that have been discussed, but I think this version is the only one that is fair to all neighborhoods in the city.

The rule is simple. If you live near a high-frequency transit line, which the city is spending a lot of money on, then your area should be zoned in a way that can better create the ridership needed to support that transit line. As a resident of Eken Park, I will gain the benefit of high-frequency service, and I am happy for my neighborhood to play its part in providing additional density.

Notably, this rule mentions nothing about the historical character of a community, because density and historical character are separate concepts. For instance, the University Hill Farms National Historic District is characterized by its 1950s-'60s suburban construction, but this can be easily accommodated at the higher levels of density specified by the TOD overlay. After all, there were duplexes in 1960s suburbia just as there were in the 1930s and '40s when most of my neighborhood was developed.

It might seem like a small thing to exclude local and national historic districts from the TOD overlay, but I think it would seriously detract from the plan's basic fairness. In particular, excluding the Hill Farms neighborhood would take a huge chunk out of the TOD overlay along the BRT path. It would be the most glaring exclusion of all the historic districts. Given that the neighborhoods along the east-west corridor of the BRT have the privilege of being the first to receive BRT infrastructure and buses, I don't see how excluding neighborhoods in this path could be justified to other parts of the city.

Just imagine how residents living on the north and south sides of Madison must feel seeing that they will be subject to increased densities of the TOD overlay even though they won't have the benefit of BRT infrastructure for many years (if ever).

I think a basic lack of fairness has been well demonstrated by some of the tactics by opponents of this version. For months some residents in Hill Farms have been threatening to use their historic district status to stop funding of BRT if their neighborhood is included in the TOD overlay. The message seemed to be, "That sure is a nice BRT over there, wouldn't want anything bad to happen to it..." And just today a prominent editor of a local newspaper, and Hill Farms resident, seemingly used his position to publish a very one-sided piece against Hill Farms' inclusion. For those in the city who don't have powerful friends or the ability to use the federal government to do their bidding, this sort of influence seems basically unfair, and I don't think the Common Council should be swayed by these tactics. They should treat all neighborhoods equally.

Sincerely,
Michael Zenz

2609 Dahle St.
District 12