

From: [Jason Ilstrup](#)
To: [Plan Commission Comments](#)
Cc: [Laatsch, Kirstie](#); [Firchow, Kevin](#)
Subject: Downtown Madison, Inc. (DMI) 9/7/23 Plan Commission Meeting Comments
Date: Thursday, September 7, 2023 6:31:11 AM
Attachments: [DMI - Comp Plan Amendment Letter -1 - 080623.pdf](#)
[DMI Comp Plan Amendment Letter - 2 - 090723.pdf](#)
[Regent Street - Updated Height Request Map \(8.3.23\).pdf](#)

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

Good Morning Plan Commissioners:

I hope this email finds you all well. As you know, Downtown Madison, Inc. (DMI) submitted 26 Comprehensive Plan Amendments. Please find all our supporting documentation for this evening's Plan Commission meeting.

Items attached:

- DMI's Comprehensive Plan Amendment Letter – 1 – letter originally submitted with amendments on 8/6/23.
- DMI's Comprehensive Plan Amendment Letter – 2 – new and additional letter from 9/7/23.
- Regent Street: Update Height Request Map – map of all DMI's requested additional density through amendments.

Please let me know if you have any questions. Thank you for your assistance and have a great day.

Jason Ilstrup
President
Downtown Madison Inc.
122 West Washington Avenue, Suite 250
Madison, Wisconsin 53703
608.512.1330
www.downtownmadison.org



September 7, 2023

Dear Plan Commission:

Downtown Madison, Inc. (DMI) is recommending the City of Madison amend the Generalized Future Land Use (GFLU) map to the City of Madison's Comprehensive Plan for several blocks in and around the Regent Street area. DMI proposes various land use designations depending on the location with a various increased maximum height per stories for the given block. The amendments are consistent with the evaluation criteria and better support the continuing growing and changing needs of the area and the city.

The proposed amendments meet the Interim Updates evaluation criteria for following reasons:

1. The Regent Street area is *outside of an area with a neighborhood, neighborhood development, or area plan adopted after the 2018 Comprehensive Plan. The Regent Street – South Campus Neighborhood Plan was adopted in 2008.*
2. The area is *outside of an area with an in-process plan. There is no current plan in process for the Regent Street area.*
3. *The amendments are consistent with the 2018 Comprehensive Plan's Goals, Strategies, and Actions in several areas including housing, land use, transportation, growing an equitable economy, and creating cultural vibrancy and character. The proposed amendments, as discussed below, will create significantly more opportunities for the City of Madison to meet the goals of our Comprehensive Plan.*
4. *The proposed amendments fit very well with the current predominant uses in the area, housing, and commercial space. The amendments will create even more opportunities for additional housing and commercial activities. The amendments also clearly connect well with the current strong development pattern in the Regent Street area. Currently, over 600 apartment units are in construction across 3 projects, another 105 units are being planned across 2 projects, and over 800 additional units are being proposed as part of the redevelopment of Bayview and the CDA properties. Development is very strong in the Regent Street area and will only grow stronger. Allowing for more density will increase the development opportunities in and around downtown/campus.*
5. *Although each proposed amendment is one city block, less than 2 acres, the entirety of DMI's proposed amendments, running continuously together, make up well around 20 acres.*

There are several more reasons, beyond the stated evaluation criteria, why approving the proposed amendments makes sense. First and foremost, our entire area is in a housing affordability crisis. We simply don't have enough units available. To alleviate the crisis, we'll need to enact many measures but one tried and true method is to build more dense housing in and around areas people want to live, campus and downtown. The Regent Street area is ripe for redevelopment, can handle significantly more density, and any development will result in minimum displacement for current residents.

Additionally, the Regent Street area can support more commercial development, creating a network of supportive businesses for the neighborhood and city needs. The increased commercial space will create

a more vibrant and walkable community. The area is also within a quarter mile to two transit overlay districts, Park Street and Johnson Street. Building more housing near transit corridors, like the Regent Street area, is a sound policy which will significantly help create housing affordability. Additional density will also create more increment for TID 48, allowing the City of Madison to better support the area through improved infrastructure and other economic development projects.

Lastly, the City of Madison should better support the strong development trend currently happening in the area through more additional density. Since the last Comprehensive Plan adoption in 2018, development has sprouted up all along Regent Street area. The City of Madison needs to prepare for future development, as was done in the East Washington corridor. Strong planning along public and private collaboration on East Washington Avenue created a wonderful, vibrant, and economically strong place to live, work and visit. With a strong public and private collaboration already happening in the area, the same can happen in the Regent Street area, creating another Madison area street of which we can all be proud.

Sincerely,

A handwritten signature in cursive script, appearing to read "Jason Ilstrup".

Jason Ilstrup
President – Downtown Madison, Inc. (DMI)

September 7, 2023

Dear Plan Commission:

Downtown Madison, Inc. (DMI) submitted 26 separate Comprehensive Plan amendments all proposing additional density in and around the Regent Street area. DMI wholeheartedly believes the Regent Street area is one of the few central corridors remaining that can handle the increased density needed to achieve the Comprehensive Plan's goals and objectives. Increased density will help deliver more desperately needed housing units and housing affordability in an area people are clamoring to live. We believe, with appropriate setbacks and step-backs, all objectives can be met in the Regent Street area without detrimental impacts to surrounding lower density, primarily student-oriented development.

After several meetings with City Planning staff, DMI clearly understands the objective of this Comprehensive Plan update did not envision the micro scale of change as proposed in our amendments. Yet, we are certainly thankful for the staff's recommendation for approval of several of DMI's amendments, and the recommendation to continue discussions on several more.

DMI urges the Plan Commission to approve all staff recommendations including making necessary modifications to the discussion items, so these amendments are approved as well. DMI also asks the Plan Commission to consider approving several other proposed amendments including amendment 29 (block bounded by Monroe Street, Randall, and the Southwest Path), amendment 20 (block bounded by Regent Street, Mills, College, and Brooks) and the two amendments with employment land use designations, 36 and 37 (blocks on the southside of Regent Street bisected by Park Street).

For the reasons stated in our submittal (letter sent), DMI believes amendments 20 and 29 are ripe for more density and are key opportunities to build more housing. Both blocks are actively being developed and we must signal to developers our community's desire to add much needed density.

DMI also urges more density in the employment section of Regent Street, at the intersection with Park Street. For over a decade, a public-private partnership has been working on building a medical corridor along Park Street. It is clear from the partners involved that the blocks covered by amendments 36 and 37 will be redeveloped and could be the center of this new, desired, Park Street medical corridor, adding hundreds of new jobs and more medical services to the central city.

Due to the significant market forces rapidly affecting the Regent Street area, DMI also urges the City of Madison to accelerate the creation of the Near West Area Plan, updating the height/urban design standards of the existing plan. It is our understanding that the Near West Area Plan's process will start in around 4 years. With the market forces as strong as they are, including the powerful demand for housing, DMI believes the Near West Area Plan should be completed sooner, allowing for even more housing and employment development to continue in this important central corridor.

Lastly, DMI would like to thank the Plan Commission, the City's Planning Department, and the local Alders for all their help with this process. For the last several years, DMI has administered the Regent Street Group, a team of public and private leaders working to build an economically strong, equitable, inclusive, and vibrant Regent Street. The City of Madison is strongly represented within the Group and



has made significant contributions to our work. I would also like to thank Kirstie Laatsch, Kevin Firchow, and Brian Grady in particular for their assistance. All went above and beyond to help DMI throughout this Comprehensive Plan amendment process.

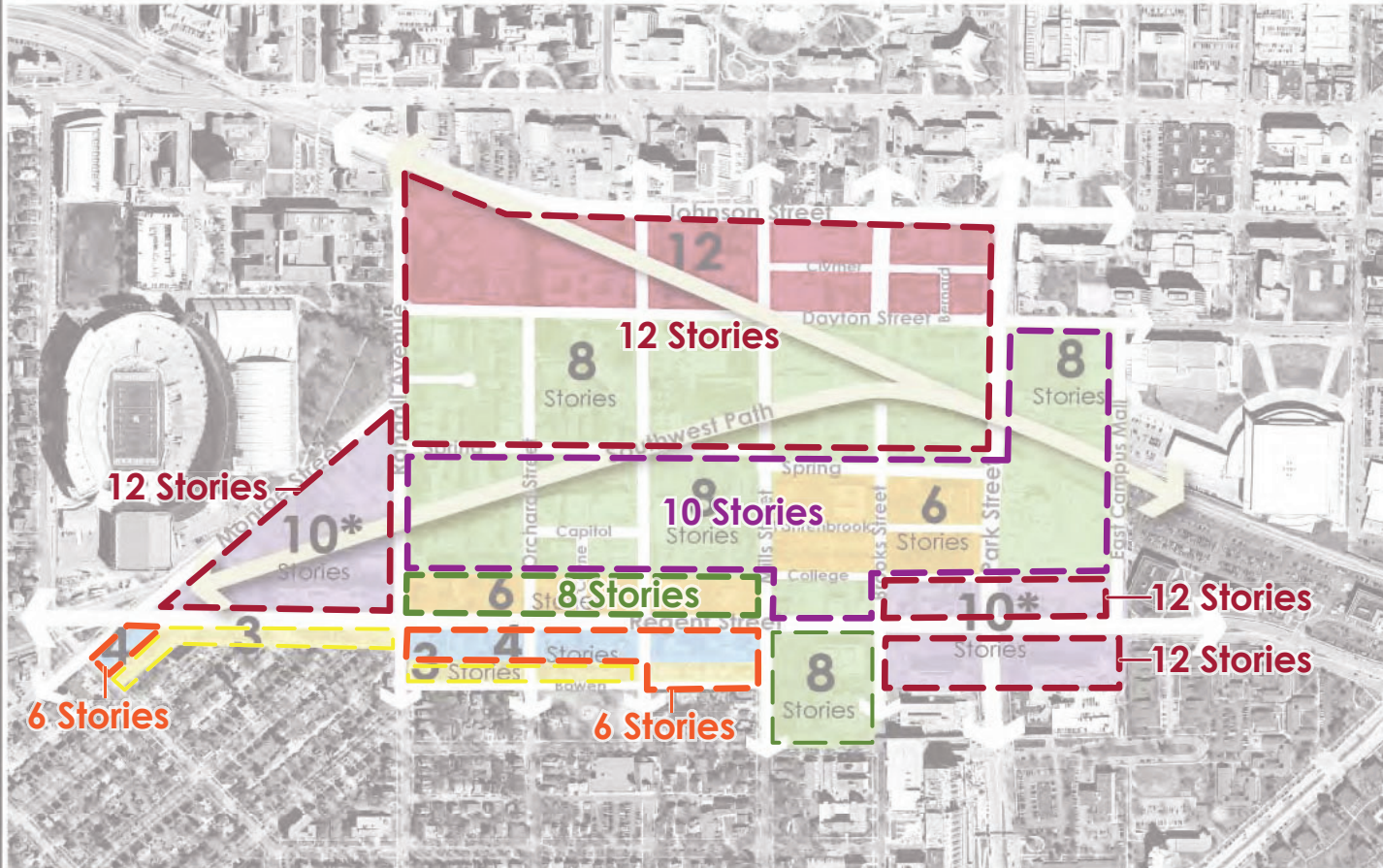
Sincerely,

A handwritten signature in dark ink, appearing to read "Jason Ilstrup". The signature is written in a cursive, flowing style.

Jason Ilstrup
President – Downtown Madison, Inc. (DMI)

Recommended Building Heights

August 3, 2023



Key	
	3 Stories/ 46 Feet
	4 Stories/ 60 Feet
	6 Stories/ 88 Feet
	8 Stories/ 116 Feet
	10 Stories/ 144 Feet
	12 Stories/ 172 Feet
	* Includes two 'bonus' stories for LEED Silver Certification

Maximum building heights were determined based on a first floor height of 18' and upper floor heights of 14'. Although different floor heights are permissible, buildings may not exceed the indicated maximum number of stories or height in feet (whichever is less) indicated on this map.

The 10-story maximum height areas shown on this map at the Park St./ Regent St. intersection and in the triangle formed by Regent Street, Monroe Street, and Randall Avenue include two 'bonus' stories above the maximum height of 8 stories for environmentally-friendly development. See plan document for further details on requirements for bonus stories.

Base graphic is Map 4.4
Maximum Building Heights
from Regent Street - South
Campus Neighborhood Plan
Adopted July 1, 2008

