Matthias, Isaac L

From: Travis Arnold <travis.arnold17@gmail.com>
Sent: Monday, November 20, 2023 11:18 PM
To: All Alders
Subject: Increase Brayton Lot Height to 10 Stories

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

Hi,

I would like to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes –many of them affordable -- to get built on this great location.
The Brayton Lot is a golden opportunity for the City to shape development to fit our public needs. By allowing 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our goals for affordable housing.

We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal – regardless of how many stories it is – includes deeply affordable and workforce housing.
Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

Thank you,
Travis Arnold

Matthias, Isaac L

From: Dylan Burrell <dbenvironmentart@gmail.com>
Sent: Monday, November 20, 2023 11:45 AM
To: All Alders
Subject: Increase Brayton Height & Support Comp Plan Amendment

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

Hi,

I would like to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes –many of them affordable -- to get built on this great location.
The Brayton Lot is a golden opportunity for the City to shape development to fit our public needs. By allowing 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our goals for affordable housing.
We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal – regardless of how many stories it is – includes deeply affordable and workforce housing.
Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

Additionally, I hope you pass Item 80281 as approved by the Plan Commission. This amendment to the Comprehensive Plan would allow increased density near Campus and Regent Street, eliminate references to maintaining house-like character in certain areas in favor of something more missing-middle friendly, and allow incremental infill on arterial streets in some circumstances. This is a step in the right direction and any attempts to water it down should be resisted.

Thank you,
Dylan Burrell

Matthias, Isaac L

From: Sabine Droste <sabinedroste58@gmail.com>
Sent: Monday, November 13, 2023 2:46 PM
To: All Alders
Subject: Brayton Lot

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

Hello, In preparation for tomorrow's meeting, I would like to register my opposition to the proposal to permit 10 or even 11 stories of development on the entire Brayton lot. The existing zoning proposal which specifies a step-down to 4 stories on Main and S Hancock has taken into due consideration the effect that such a large development would have the First Settlement. Amending the zoning height to 10 or 11 stories on all sides would add little in the way of additional density, and might even reduce this development's potential for a maximum number of affordable units because of the higher cost of units in high rise buildings. 10 or 11 stories on the East Washington and Buttler frontages should allow for sufficient density to make this project financially attractive to developers. Adding additional height on the other frontages will adversely affect residents in the First Settlement and will do little to help with Madison's affordable housing problem. Thank You!

Sabine Droste
115 S. Franklin St.

Matthias, Isaac L

From: Sabine Droste <sabinedroste58@gmail.com>
Sent: Tuesday, November 21, 2023 1:53 PM
To: All Alders
Subject: Brayton Lot Item 80307

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

Good Afternoon!
I am writing to oppose the proposed increase in allowable height of the development that will occur on the Brayton lot. The height limits that were originally proposed (i.e. 4 stories along E. Main and S. Hancock) were carefully considered to take into account the unique nature of the Brayton lot's abutment against the First Settlement historic district. Increasing the allowable building height to 10 floor along those two streets is likely to create unattractive massing and and a jarring transition to the older neighborhood with its much smaller lots and buildings.
Furthermore, the additional height is very unlikely to result in significantly more affordable housing, as deeply subsidized housing is almost impossible to realize in buildings taller than 4 or 5 floors, because of the increased construction costs. While it has been argued that "just because it is allowed" the eventual design proposals may well not avail themselves of the additional permissible height, I believe that argument to be naïve: if you permit 10, they'll build 10. The stepped down design has been carefully worked out by individuals with deep connections to the First Settlement historic district, who collectively also have several lifetimes worth of experience in urban planning and design. I urge the Council to respect the vision of these Madison residents!

Matthias, Isaac L

From: Jessica Fierro <darklordkarp@gmail.com>
Sent: Friday, November 17, 2023 11:13 AM
To: All Alders
Subject: Increase Brayton Lot Height to 10 Stories

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

Hi,

I would like to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes –many of them affordable -- to get built on this great location.
The Brayton Lot is a golden opportunity for the City to shape development to fit our public needs. By allowing 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our goals for affordable housing.
We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal – regardless of how many stories it is – includes deeply affordable and workforce housing.
Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

Thank you,
Jessica Fierro

Matthias, Isaac L

From: Mike Friedman <mike.s.friedman@gmail.com>
Sent: Thursday, November 16, 2023 8:34 AM
To: All Alders
Subject: Support for 10 stores on Brayton Lot

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

Hi Alders,

I am writing to voice my support for Alder Bennet's amendment to raise the height limit on the southeast portion of the Brayton Lot to 10 stores.

My name is Michael Friedman, and I am a resident of the First Settlement neighborhood.

The city is in a dire housing crisis. I implore you to support this amendment. Why would the city limit the potential for **hundreds** of additional units on this site? What benefits does this have? Approve this amendment and allow developers maximum creativity in proposals.The breakdown of affordable units should be shaped **by the RFP, not the height of the building**.

Further, if the city really wants to support BRT and Metro Transit, DENSITY along the high frequency bus lines is **ESSENTIAL.**

If the city is not willing to increase density in the absolute center of the city, then where is it willing to increase density? This is the right site. A height increase to 10 stories is the right answer. Madison is growing, and there is no way to change that. The only thing we can do is help the city grow in a smart, sustainable, and equitable way. Density helps accomplish these goals.

Again, I am writing to voice my support for this amendment. Approve this zoning change.

Thank you, Alder Bennet, for your hard work and advocacy.

Regards,
Michael Friedman
149 S Hancock St, Apt 2
District 6

Matthias, Isaac L

From: Austin Griesbach <austin.griesbach@icloud.com>
Sent: Thursday, November 16, 2023 9:41 AM
To: All Alders
Cc: council; Mayor
Subject: Brayton Lot Height Limit

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

Hello,
I am a resident and homeowner in Madison, represented by Alder Verveer in District 4. I would like to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes –many of them affordable -- to get built on this great location.

Further, as the developments along the 700 and 800 blocks have shown, the advantage of building height and density helps to greatly bolster economic activity, civic livelihood, and giving Madison an actual "sense of place". This benefit comes not only to the developed lot, but to nearby parts of the city as well. I have spent time in and around Madison for a good while now. Before those developments, I used to actively avoid the entirety of East Washington whenever possible. Now, I actively enjoy those specific areas of it at the very least.

The Brayton Lot is a golden opportunity for the City to shape development to fit our public needs. By allowing 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our goals for affordable housing. We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal – regardless of how many stories it is – includes deeply affordable and workforce housing.

Please don’t settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.
Thank you,
Austin Griesbach

Matthias, Isaac L

From: Mark Griffin <chunnamark@gmail.com>
Sent: Thursday, November 16, 2023 11:55 AM
To: All Alders
Subject: Increase Brayton Lot Height to 10 Stories

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

Good day,

This is a form letter below, but I agree with it in its entirety. Madison is growing up, and it's time to stop screwing around with these dinky 4 story popups and start building enough to allow for Madison's thousands of underhoused to find places to live. The only way this is going to happen is if we build up.

Thanks and good day.

Mark Griffin
Jackson Street

Hi,

I would like to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes –many of them affordable -- to get built on this great location.
The Brayton Lot is a golden opportunity for the City to shape development to fit our public needs. By allowing 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our goals for affordable housing.
We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal – regardless of how many stories it is – includes deeply affordable and workforce housing.
Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

Thank you,

Matthias, Isaac L

From: Eric Hamilton <hamiltonerics@gmail.com>
Sent: Tuesday, November 21, 2023 9:05 AM
To: All Alders
Subject: Agenda item 80307 / Brayton Lot amendment
Attachments: Brayton Lot.pdf; Downtown Neighborhoods Affordable Housing Resolution - 2021.pdf

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

Dear Common Council,

Please see the attached letter from the Marquette Neighborhood Association in support of Alder Bennett's proposed amendment to the height limits of the Brayton Lot and the Downtown Neighborhood Coalition's joint resolution on affordable housing as reference.

Thank you,

Eric
MNA Board Member

MARQUETTE NEIGHBORHOOD ASSOCIATION
A Place for All People - Established 1968

PO Box 8474
Madison, WI 53708

Board of Directors

Jen Plants, President
Lance Lattimer, VP
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Dav Roizin
Wynona Pyrtel
Emily Zwebert

November 21, 2023

City of Madison Common Council
210 Martin Luther King, Jr. Blvd. Rm 201

Re: Agenda item 80307 / Brayton Lot amendment

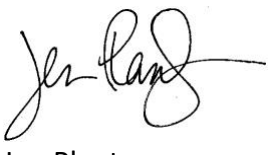
Dear City of Madison Common Council:

In 2021, the Marquette Neighborhood Association signed a joint resolution on affordable housing as part of the Downtown Neighborhood Coalition. The coalition includes the MNA, the Campus Area Neighborhood Association, the Capitol Neighborhoods and the Tenney-Lapham Neighborhood Association. The joint resolution defined affordable housing and called for at least 15% of all units built in the downtown area to meet this definition. The resolution is attached for reference.

In support of this joint resolution, on Nov. 20, 2023, the board of the Marquette Neighborhood Associated voted to support Alder Bennett's amendment to allow for ten stories on the Brayton Lot with the caveat that the future RFP includes deeply affordable and workforce housing in line with our joint neighborhood association resolution calling for affordable housing.

We hope that increasing the height limit allows for more affordable housing in the RFP and final development.

Sincerely,



Jen Plants
President, Marquette Neighborhood Association

CC: MNA board, MNA P&D Committee, Alder Marsha Rummel, Alder Juliana Bennett.

Promoting Affordable Housing: Neighborhood Guidelines for Affordability of New Rental Construction

WHEREAS, the Campus Area Neighborhood Association, Capitol Neighborhoods, Marquette Neighborhood Association, and Tenney-Lapham Neighborhood Association (together, the "Downtown Neighborhoods Coalition") believe that a lack of affordable housing downtown is one of the greatest threats currently facing the area's vitality, enjoyability, and desirability, and

WHEREAS, the Downtown Neighborhoods Coalition has convened a special work group to identify possible initiatives and policy suggestions that might, in part, help address housing affordability and access for all people, regardless of race, ethnicity, disability, sexual orientation, etc., and

WHEREAS, the Downtown Neighborhoods Coalition jointly holds that while the downtown desperately needs additional residential units to keep pace with the growing nature of our city and local economy, we must collectively ensure that deference to unchecked growth does not effectively exclude low income residents and many from historically underrepresented communities from considering downtown as a place to live,[1] and

WHEREAS, the Downtown Neighborhoods Coalition hopes to encourage the construction of sufficient additional affordable housing while avoiding a net loss of affordable housing downtown, and

WHEREAS, the Downtown Neighborhoods Coalition understands that providing joint guidance regarding the type of affordable units our collective neighborhoods hope are offered in new developments will help remove uncertainty and delay in the development process.

NOW THEREFORE BE IT RESOLVED THAT the Downtown Neighborhoods Coalition has determined that residential units in a proposed development will be considered "affordable" by Downtown Neighborhoods Coalition members if a tenant's monthly rent would constitute 30% of the monthly income of an individual making 30%[2] of the area median income of Dane County, and

BE IT FURTHER RESOLVED THAT the Downtown Neighborhoods Coalition strongly holds that affordable units in a development should not be segregated from market rate units in the same development, either by floor or separate partition of the proposed project, and

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[1] https://www.cityofmadison.com/dpced/planning/documents/191102_NhoodRoundtable_Final.pdf (Slides 42-43)

[2] Reports.nlihc.org/oor/wisconsin (Notable statistic: in Madison at minimum wage, it takes 110 hours of work per week to afford a one bedroom apartment/94 hours for a studio. At the average wage ($17.24/hour), it takes 46 hours to afford a one bedroom. Service industry averages are around $10.30/hour)

BE IT FURTHER RESOLVED THAT the Downtown Neighborhoods Coalition expects that units designated as affordable maintain the same quality as market-rate units, including the use and installation of non-toxic materials and furnishings, new and sustainable appliances and fixtures, and appropriate space, daylight (e.g. windows), and balconies where applicable.

BE IT FURTHER RESOLVED THAT the Downtown Neighborhoods Coalition strongly encourages all residential property developers considering new proposals in our neighborhoods to examine the viability of affordable units in all new proposals, regardless of size or location, and requests that at least 15% of available units be qualified as affordable, and

BE IT FURTHER RESOLVED THAT the Downtown Neighborhoods Coalition expects developers to seek out financial assistance from the City of Madison, Dane County, federal, and/or other local funding partners, if necessary for the construction of affordable units prior to indicating to neighborhoods or development approval bodies (like the Plan Commission) that affordability was not an option for the given project,[3]

BE IT FURTHER RESOLVED THAT the Downtown Neighborhoods Coalition expects that units designated as affordable when the given project is developed shall continue to be affordable for the lifetime of the unit's use; as an example, units originally designated as affordable should not have the affordability only extend for a period of years - or until transferred to a new owner - prior to transforming to market priced units,

BE IT FURTHER RESOLVED THAT the Downtown Neighborhoods Coalition members will take steps to actively encourage and recruit neighbors in underrepresented communities and from populations that would benefit from greater access to affordable units to participate in developmental steering committees, and

BE IT FURTHER RESOLVED THAT the Downtown Neighborhoods Coalition members will, individually and collectively, advocate for affordable housing units in every new development to come before neighborhood steering committees as developers seek input and feedback from neighborhoods as they embark upon the City of Madison project approval process.

[Signatory neighborhoods page follows]

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3 https://cityofmadison.com/dpced/communitydevelopment/funding/2020-affordable-housing-fund-tax-credits/150/; https://madison.com/wsj/news/local/govt-and-politics/nonprofits-cooperatives-to-tap-citys-affordable-housing-fund-in-new-way/article_befa8ce2-a324-5874-a8fe-cec0268d1add.html; https://www.cityofmadison.com/mayor/blog/millions-of-dollars-to-support-affordable-housing-in-madison

Adopted and agreed to by each member of the Downtown Neighborhoods Coalition as provided herein:

Campus Area Neighborhood Association	Adopted: January 10, 2022
Capitol Neighborhoods	Adopted: November 23, 2021
Marquette Neighborhood Association	Adopted: November 15, 2021
Tenney-Lapham Neighborhood Association	Adopted: January 13, 2022

Matthias, Isaac L

From: Will Hardt <hardtwill@gmail.com>
Sent: Thursday, November 16, 2023 8:35 AM
To: All Alders; Rummel, Marsha
Subject: Increase Brayton Lot Height to 10 Stories

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

Dear Alders,

I am a District 6 resident of Madison and am writing to express my support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes –many of them affordable -- to get built on this great location.

Alder Rummel — I recall that your campaign centered on affordable housing and you wrote that "I will prioritize scaling up affordable housing efforts." So I expect this is the kind of project you would support? Please let me know if that's the case or if not, why not.

The Brayton Lot is a golden opportunity for the City to shape development to fit our public needs. By allowing 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our goals for affordable housing.
We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal – regardless of how many stories it is – includes deeply affordable and workforce housing.

Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

Sincerely,
Will Hardt
District 6

Matthias, Isaac L

From: Scott Jamison <skjbiz@hotmail.com>
Sent: Sunday, November 19, 2023 6:22 PM
To: All Alders
Subject: Increase Brayton Height & Support Comp Plan Amendment

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

Hi,

I would like to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes –many of them affordable -- to get built on this great location.
The Brayton Lot is a golden opportunity for the City to shape development to fit our public needs. By allowing 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our goals for affordable housing.
We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal – regardless of how many stories it is – includes deeply affordable and workforce housing.
Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

Additionally, I hope you pass Item 80281 as approved by the Plan Commission. This amendment to the Comprehensive Plan would allow increased density near Campus and Regent Street, eliminate references to maintaining house-like character in certain areas in favor of something more missing-middle friendly, and allow incremental infill on arterial streets in some circumstances. This is a step in the right direction and any attempts to water it down should be resisted.

Thank you,

Sent from my iPhone

Matthias, Isaac L

From: Dominique Jamison <jamoballer23@hotmail.com>
Sent: Sunday, November 19, 2023 2:55 PM
To: All Alders
Subject: Increase Brayton Height & Support Comp Plan Amendment

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

Hi,

I would like to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes –- many of them affordable -- to get built on this great location.

The Brayton Lot is a golden opportunity for the City to shape development to fit our public needs. By allowing 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our goals for affordable housing.

We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal – regardless of how many stories it is – includes deeply affordable and workforce housing.
Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

Additionally, I hope you pass Item 80281 as approved by the Plan Commission. This amendment to the Comprehensive Plan would allow increased density near Campus and Regent Street, eliminate references to maintaining house-like character in certain areas in favor of something more missing-middle friendly, and allow incremental infill on arterial streets in some circumstances.

This is a step in the right direction and any attempts to water it down should be resisted.

Thank you,

Dominique Jamison
District 6

Matthias, Isaac L

From: Cailey Jamison <cailey.jamison@gmail.com>
Sent: Sunday, November 19, 2023 12:20 PM
To: All Alders
Subject: Support for agenda items 80307 and 80201

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

Hi,

I would like to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes –many of them affordable -- to get built on this great location. Given the proximity to transit and many low to moderate wage jobs, it's extremely important that we maximize the number of units available to folks who wish to live downtown, especially affordable and workforce housing.

The Brayton Lot is an important opportunity for the City to shape development to fit our public needs. By allowing 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our goals for affordable housing. We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal – regardless of how many stories it is – includes deeply affordable and workforce housing.

Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

I Also would like to share my support for the comprehensive plan updates in item 80201 as passed by plan commission. I am especially hopeful that it allows increased density on the west side of campus and changes language to be more explicit about the city's need for missing middle housing. Please do pass this item as is.

Thank you,
Cailey Jamison

Matthias, Isaac L

From: Ian Jamison <ianjjamison@gmail.com>
Sent: Sunday, November 19, 2023 3:26 PM
To: All Alders
Subject: Increase Brayton Height & Support Comp Plan Amendment

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

Hi,

I would like to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes –many of them affordable -- to get built on this great location.

The Brayton Lot is a golden opportunity for the City to shape development to fit our public needs. By allowing 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our goals for affordable housing.

We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal – regardless of how many stories it is – includes deeply affordable and workforce housing.

Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

Additionally, I hope you pass Item 80281 as approved by the Plan Commission. This amendment to the Comprehensive Plan would allow increased density near Campus and Regent Street, eliminate references to maintaining house-like character in certain areas in favor of something more missing-middle friendly, and allow incremental infill on arterial streets in some circumstances.

This is a step in the right direction and any attempts to water it down should be resisted.

Thank you,

Ian Jamison
District 6

Matthias, Isaac L

From: Stephen Kennedy <stephenjameskennedy@gmail.com>
Sent: Thursday, November 16, 2023 9:26 AM
To: All Alders
Subject: Increase Brayton Lot Height to 10 Stories

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

Hi Madison City Council,

I would like to share my adament support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes –many of them affordable -- to get built on this great location.

The Brayton Lot is a golden opportunity for the City to shape development to fit our public needs. By allowing 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our goals for affordable housing.

We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal – regardless of how many stories it is – includes deeply affordable and workforce housing.

Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

Thank you,
Stephen Kennedy

Matthias, Isaac L

From: Lindsey Lee <cargocoffee@yahoo.com>
Sent: Tuesday, November 21, 2023 11:34 AM
To: All Alders
Subject: Baryton lot—please support the building of a new successful diverse community

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

Dear Members of the City of Madison Common Council,

The sixth district alder argues that it is important to limit the height in the back third of the Brayton Lot because affordable housing is unlikely to be built in taller buildings using “post-tension concrete construction methods." She argues that it is more financially feasible to create affordable housing in “stick-built, wood-constructed" developments.

Accepting Alder Rummel's formulation will mean that the affordable, below-market-rate units, will be located to the back of the block, segregated from the new housing to be built on the East Washington Ave. side which will have much taller buildings.

That is not what we need on the city-owned Brayton block.

Instead of segregating people with limited income from everyone else on this very large site, we need to blend the units to create a diverse community that is made up of different income levels.

It is very important for the city council to understand that we are quickly losing the confidence of our citizens in our ability to build affordable housing. As you are well aware, there are several relatively new affordable housing developments that are currently in crisis. Their troubles and tragedies are well reported. The common thread between these housing developments is that there is not the income diversity that helps to create diverse stable communities.

If you accept Alder Rummel's analysis that the city council needs to place lower limits on the height of the back third of the Brayton lot in order to build affordable housing then that is what the city will get from developers in the RFP process. The result will be that there will be a cleavage between the haves and the have nots which will be a detriment to both communities.

So, I strongly encourage you to support the ability to create an RFP that allows for the most flexibility for designing a new vibrant community that is not segregated by income but instead, one that is blended and diverse.

Lindsey Lee
731 Williamson Street

Matthias, Isaac L

From: Kevin Luecke <kluecke1@gmail.com>
Sent: Monday, November 6, 2023 7:50 AM
To: Rummel, Marsha
Cc: All Alders; Mayor
Subject: Brayton Lot Redevelopment Amendment

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

Alder Rummel,

I am writing to express my strong support for increasing the allowed building heights for the Brayton Lot to 10 stories (if not taller). Unfortunately I cannot make the meeting you are hosting this evening. This block presents an amazing opportunity to provide a large amount of housing and other amenities just a block from the Capitol Square. Let's not squander this opportunity.

Please support the amendment to increase the height limit to 10 stories and let's keep building more housing for Madisonians.

Thank you,
Kevin Luecke
121 N Ingersoll St

--
Kevin Luecke
kluecke1@gmail.com

Matthias, Isaac L

From: Lauri Luosta <lauri.luosta@gmail.com>
Sent: Thursday, November 16, 2023 2:53 PM
To: All Alders
Subject: Increase Brayton Lot Height to 10 Stories

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

Hello,

I want to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307.

More housing supply is desperately needed in Madison to meet the rising demand, to prevent housing prices from skyrocketing even further. If more housing supply fails to be built in Madison, prices will rise since there is no foreseeable decline in demand. Madison is a quickly growing city, and if housing demand grows faster than housing supply, it is most likely the most vulnerable and the poorest of residents that will get priced out of the city and replaced by the more rich and powerful. The only way to prevent this from happening, is to meet housing demand with new housing supply, so that housing prices remain stable (or even fall) so that Madison can be an inclusive and diverse community.

Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

Thank you,
-Lauri Luosta
PhD student in Consumer Behavior and Family Economics
https://www.lauriluosta.com/

Matthias, Isaac L

From: Jacob Marling <cobberjmar94@gmail.com>
Sent: Sunday, November 19, 2023 12:56 PM
To: All Alders
Subject: Increase Brayton Lot Height to 10 Stories

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

Hi,

I would like to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes - many of them affordable - to get built on this great location.

The Brayton Lot is a golden opportunity for the City to shape development to fit our public needs. By allowing 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our the City's goals for affordable housing.

We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal, regardless of how many stories it is, includes deeply affordable and workforce housing.

Please don't settle for four stories of downtown housing. Increase the height limit to 10 stories and create more, affordable homes for Madison.

Thank you,
Jacob

Matthias, Isaac L

From: Jake McClanahan <jaketmcclanahan@gmail.com>
Sent: Thursday, November 16, 2023 10:39 AM
To: All Alders
Subject: Increase Brayton Lot Height to 10 Stories

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

Hi,

I would like to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes –many of them affordable -- to get built on this great location.
The Brayton Lot is a golden opportunity for the City to shape development to fit our public needs. By allowing 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our goals for affordable housing.
We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal – regardless of how many stories it is – includes deeply affordable and workforce housing.
Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

Thank you,
Jake McClanahan

Matthias, Isaac L

From: Anna Meyer <annapmeyer95@gmail.com>
Sent: Thursday, November 16, 2023 8:24 AM
To: All Alders
Subject: Increase Brayton Lot Height to 10 Stories

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

Hello,

I'm reaching out to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. The Brayton Lot is a golden opportunity for the City to shape development to fit our public needs. By allowing 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our goals for affordable housing. We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal – regardless of how many stories it is – includes deeply affordable and workforce housing. Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison. We desperately need the housing, and the Brayton Lot location is close to jobs, entertainment, and transit.

Thank you,
Anna Meyer
Madison resident, district 6

Matthias, Isaac L

From: Melinda Morang <melindamorang@gmail.com>
Sent: Thursday, November 16, 2023 7:18 PM
To: All Alders
Subject: Increase Brayton Lot Height to 10 Stories

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

Hi,

I would like to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes –many of them affordable -- to get built on this great location.

The Brayton Lot is a golden opportunity for the City to shape development to fit our public needs. By allowing 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our goals for affordable housing.

We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal – regardless of how many stories it is – includes deeply affordable and workforce housing.

Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

Thank you,

Melinda Morang
District 6

Matthias, Isaac L

From: Sofia Nitchie <nitchie.sofia@gmail.com>
Sent: Thursday, November 16, 2023 8:44 AM
To: All Alders
Subject: Increase Brayton Lot Height to 10 Stories

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

Hi, I would like to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307.

Please support the amendment to change the housing limit zoning for the lot. It really doesn't make sense given that plenty of buildings in the area are taller than 4 stories. It's not on a cornfield.

We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes –many of them affordable -- to get built on this great location.

The Brayton Lot is a golden opportunity for the City to shape development to fit our public needs. By allowing 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our goals for affordable housing.

We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal – regardless of how many stories it is – includes deeply affordable and workforce housing.

Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

Thank you,
Sofia Nitchie, Madison resident

Matthias, Isaac L

From: Benjamin Noffke <bnoffke3790@gmail.com>
Sent: Thursday, November 16, 2023 9:04 AM
To: All Alders
Subject: Increase Brayton Lot Height to 10 Stories

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

Hi,

I would like to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes –many of them affordable -- to get built on this great location.
The Brayton Lot is a golden opportunity for the City to shape development to fit our public needs. By allowing 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our goals for affordable housing.
We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal – regardless of how many stories it is – includes deeply affordable and workforce housing.
Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

Thank you,
Ben Noffke

Matthias, Isaac L

From: Emmett Nolan <emmettnolan04@gmail.com>
Sent: Thursday, November 16, 2023 9:29 PM
To: All Alders
Subject: Increase Brayton Lot Height to 10 Stories

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

Good evening,

I would like to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes –many of them affordable -- to get built on this great location.
The Brayton Lot is a golden opportunity for the City to shape development to fit our public needs. By allowing 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our goals for affordable housing.
We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal – regardless of how many stories it is – includes deeply affordable and workforce housing.
Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

Thank you,

Emmett Nolan

Matthias, Isaac L

From: William Ochowicz <willochowicz@gmail.com>
Sent: Thursday, November 16, 2023 1:59 PM
To: All Alders
Subject: Increase Brayton Lot Height to 10 Stories

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

Hi,

I would like to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes –many of them affordable -- to get built on this great location. The Brayton Lot is a golden opportunity for the City to shape development to fit our public needs. By allowing 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our goals for affordable housing. We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal – regardless of how many stories it is – includes deeply affordable and workforce housing. Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

Thank you,
Will Ochowicz

Matthias, Isaac L

From: Josh Olson <jo.olson03@gmail.com>
Sent: Monday, November 20, 2023 10:06 PM
To: All Alders
Subject: Increase Brayton Height & Support Comp Plan Amendment

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

Hi,

I would like to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes –many of them affordable -- to get built on this great location.
The Brayton Lot is a golden opportunity for the City to shape development to fit our public needs. By allowing up to 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our goals for affordable housing.
We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal – regardless of how many stories it is – includes deeply affordable and workforce housing.
Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

Additionally, I hope you pass Item 80281 as approved by the Plan Commission. This amendment to the Comprehensive Plan would allow increased density near Campus and Regent Street, eliminate references to maintaining house-like character in certain areas in favor of something more missing-middle friendly, and allow incremental infill on arterial streets in some circumstances. This is a step in the right direction and any attempts to water it down should be resisted.

Thank you,
Josh Olson

Matthias, Isaac L

From: Camden Powell <camden.powell@protonmail.com>
Sent: Friday, November 17, 2023 8:47 AM
To: All Alders
Subject: In Support of: Brayton Lot Height Limit Increase

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

Hello Alders,

I'd like to make my support known for increasing height limits on the entire block to 10 stories. I believe that this is an appropriate change given the need for housing in Madison and the context of the surrounding built environment.

Best regards,
Camden Powell
14 Farwell St.

Sent with Proton Mail secure email.

Matthias, Isaac L

From: Will Stedden <willstedden@gmail.com>
Sent: Thursday, November 16, 2023 8:24 AM
To: All Alders
Subject: Increase Brayton Lot Height to 10 Stories

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

Hi,

I would like to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes –many of them affordable -- to get built on this great location.

For me, the reality of the situation is more people are going to move to this area as other parts of the world become less inhabitable. We need to create the densest city we can. If we don't put as much housing as possible near the downtown area we are going to be bulldozing more prairie and forest on the outskirts of our city to build. That's why I support dense housing in the heart of the city.

We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal – regardless of how many stories it is – includes deeply affordable and workforce housing.
Please don’t settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

Thank you,

Matthias, Isaac L

From: Leo S <strandl2004@gmail.com>
Sent: Thursday, November 16, 2023 11:29 AM
To: All Alders
Subject: Increase Brayton Lot Height to 10 Stories

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Hi,

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The Brayton Lot is a golden opportunity for the City to shape development to fit our public needs. By allowing 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our goals for affordable housing.
We should allow the maximum creativity (up to 10 stories) in the proposal process and use the RFP process to ensure that any proposal – regardless of how many stories it is – includes deeply affordable and workforce housing.
Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

Thank you,
Leo Strand

Matthias, Isaac L

From: Bianca Whitney <biancawhitney.m@gmail.com>
Sent: Tuesday, November 21, 2023 10:49 AM
To: All Alders
Subject: Increase Brayton Height & Support Comp Plan Amendment

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

Hi,

I would like to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes –many of them affordable -- to get built on this great location.
The Brayton Lot is a golden opportunity for the City to shape development to fit our public needs. By allowing 10 stories, we will get more proposals for housing on the lot, and those proposals can be more creative in meeting our goals for affordable housing.
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Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

Additionally, I hope you pass Item 80281 as approved by the Plan Commission. This amendment to the Comprehensive Plan would allow increased density near Campus and Regent Street, eliminate references to maintaining house-like character in certain areas in favor of something more missing-middle friendly, and allow incremental infill on arterial streets in some circumstances. This is a step in the right direction and any attempts to water it down should be resisted.

Thank you,

Bianca Whitney

Matthias, Isaac L

From: Jake Winkler <trappedinink@gmail.com>
Sent: Friday, November 17, 2023 12:49 PM
To: All Alders
Subject: Increase Brayton Lot Height to 10 Stories

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

Hi,

I would like to share my strong support for increasing the height limit on the Brayton Lot to 10 stories as proposed in File 80307. We desperately need more housing in Madison and increasing the limit from 4 to 10 stories will allow more homes –many of them affordable -- to get built on this great location.
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Please don't settle for four stories of downtown housing – increase the height limit to 10 stories and create more, affordable homes for Madison.

Thank you,
Jake Winkler