

**From:** [Joanna Rouse](#)  
**To:** [All Alders](#)  
**Cc:** [Fred Rouse](#); [Dawn Richwalski](#)  
**Subject:** Common Council 12/10/24 Meeting - Item 85964  
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Dear Alders,

Thank you for taking the time to discuss the redevelopment plan for the Park/Badger area.

First, we would like to thank the entire development team for taking the time to present information on the proposed Park street development.

The southside is seeing some really great additions to our neighborhood ( Centro Hispano, The Hub, Access Health, Madison College, The public library building and senior housing) and we are excited to see investment being made in this area of Madison.

We are very concerned about how this project will affect our neighborhood. We need to get this really right, so it has a positive and lasting impact on the southside. Affordable housing that is safe and provides residents with solid amenities and a supportive management team should be the most important part of this development.

We appreciate that comments/ideas from the previous meetings have been heard and implemented into the projected park street development. This being said we still have two main concerns with this project.

### **Parking**

Currently parking is very tight in our neighborhood.

Everywhere you look Madison College, Fountain Court Apartments, Villager Mall, The Hub, Access Health, etc.. have extremely full parking lots.

There is no above ground parking on this development. Where will apartment and public health visitors park?

There is a ramp being built but I am not sure the capacity will be enough to meet all of the neighborhood parking needs.

### **Height of Buildings**

We took a drive down Park Street and noticed that new buildings were anywhere from 3-5 stories with step backs. Building A being 8 stories is too high and will take away from

all the beautiful buildings that surround it. We need it to blend in and be a part of the surrounding architecture, not be the main focal point. Park street is also one of the main gateways to Madison. If I am understanding the purpose correctly for this development, it is to provide affordable housing. If this is the case, then it may not be feasible to try and incorporate so many different things into this development. Sometimes when one tries to do too much it doesn't become the best it can be ...less is more... and if you are going to do something focus on what is really important and do it well.

This may also set precedence for future projects being able to build 8 stories.

We completely understand as you get closer to downtown the height of buildings goes up.

Having developer experience, we know how crucial it is to get things really right from number of units, unit mix, amenities, parking availability, on-site management, etc.

There are so many factors that go into making a development successful.

We have all seen what happens when all of these things don't come together well.

(Example-Tree Lane)

We are grateful to have so many community partners. The southside has always been a resilient and a culturally diverse community. Continued investment and support will continue to enhance our neighborhoods and create a stronger sense of belonging where everyone can thrive and grow!

We look forward to continuing the dialogue and developing a strong sustainable plan for Burr Oaks Neighborhood and all the residents that call it home.

Thank you for your time, understanding and commitment.

Sincerely,  
Joanna Rouse

Rouse Managment



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