From: Angela Lopez
To: Urban Design Comments
Cc: Hawthorne Neighborhood Association Madison, WI; Zach Robinson; Jackie Cuellar; justyn.huck@gmail.com; Dee Braaksma; CATHERINE COUTURE
Subject: 87242 - E Washington_N Fair Oaks UDC
Date: Wednesday, March 5, 2025 3:58:32 PM

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Dear Urban Design Commission-

As President of the Hawthorne Neighborhood Association and representative of the community, I would like to express our thoughts and reservations about the proposed development that Volker is planning for the corner of East Washington and N. Fair Oaks Avenue.

We embrace the idea of housing and growth. We understand the needs and changes that are set to happen in and around our neighborhood. However, we also want to implore that the proposed development needs more consideration towards aesthetics and more commercial space for businesses in which our area of the city is lacking. It was our understanding that this area "is intended to provide a more intensive mix of residential, commercial and civic uses, including mixed use buildings". "The plan further identifies the corner of E Washington Avenue and N Fair Oaks as a Commercial Core, which are areas where ground floor commercial uses intended to provide goods and services to the surrounding residential development".

Many of us attended the January meeting that our Alder organized with Volker, at Hawthorne Library; We expressed our concerns about increased traffic/parking issues on Fair Oaks Avenue, almost zero commercial space for businesses in their plan, aesthetics and how the building connects to the overall neighborhood. We expressed the need for a coffee shop or a collaboration with a nonprofit general restaurant/feed store. Since this development is intended for public transportation, then it needs to reflect the needs of those that will be using this service. Our Community Liaison Cathy Couture, was in contact with the city about getting TIF funding to help make this happen. She was able to connect Travis from Volker to the necessary individual. I'm not sure if Travis explored TIF funding because, looking at the "updated" plans, it seems like they've only dedicated a small corner of the first floor to a commercial space. The development is replacing four businesses and should be making accommodations for space for four new businesses.

Aesthetically, the development looks like all of the other buildings we're seeing which are being built. I recommend that Volker applies for TIF funding, returns to the drawing board, gets creative in their design by including first floor commercial space with parking along E. Washington(similar to downtown) and invents a new facade that melds with The Rise development but better reflects Madison and its history. I wonder if Volker would do some research into our 1950's community and let that reflect the aesthetic of their design.

Our neighborhood appreciates your consideration of our needs and requests.

Best Wishes,

Angela Lopez
President- Hawthorne Neighborhood Association

From: Gilda
To: Urban Design Comments
Subject: 03.05.25 Meeting agenda items 87242 and 87243
Date: Tuesday, March 4, 2025 3:24:34 PM

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I urge the committee members to press "pause" on agenda items 87242 and 87243.
The city of Madison's reckless pursuit of affordable warehousing is a social experiment we've seen before and it was an abject failure: Most cities called this affordable housing "the projects".

People don't need warehousing: People need affordable homes. The city should build neighborhoods, not stackable storage cubes. Squeezing as many people into the least amount of space does not promote quality of life or create a tax base that can sustain the city.

These new developments are not opportunities for socio-economic parity or upward mobility. They will not provide a good quality of life or provide a path to home ownership.
Squeezing as many people into the least amount of space isn't good planning: It's a recipe for disaster. We've seen this before and we know how it ends and then begins, again. But it doesn't have to happen in Madison.

Don't re-create the mistakes of the past and destroy neighborhoods that have evolved over time into green vibrant communities. Challenge these builders to provide affordable homes that add to these communities instead of overwhelming them.

Send the city back to the drawing board: We can and must do better.

Gilda Smith