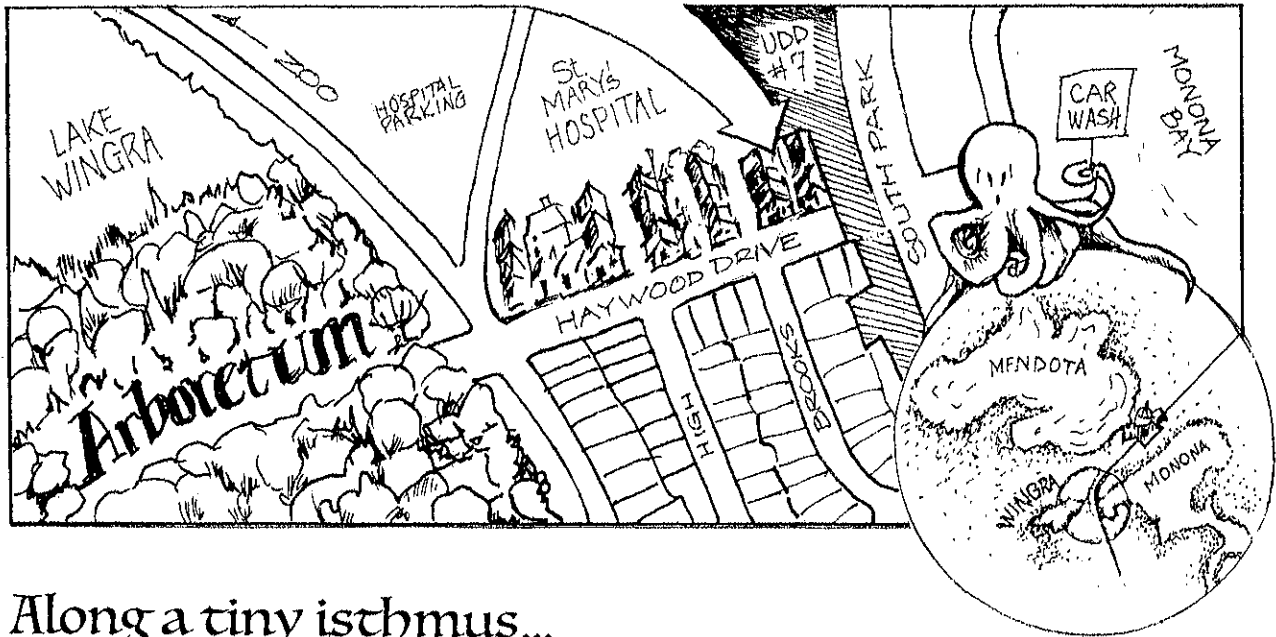


Preserve Madison's Arboretum Gateway



Along a tiny isthmus...

just south of Madison's Downtown, our three blocks of homes line the corridor, connecting Lake Wingra to Monona Bay. We form the eastern gateway from Park Street to the Arboretum, Zoo and Vilas Park. Our homes are cottages; many were built in the 1930s. We've made considerable investments to conserve and improve them; their character and scale is a fitting transition from the urbanity of Park Street to the natural landscapes of the Arboretum.

Our presence is an anchor.

We are resident sentinels and caretakers who stabilize this gateway. We observe the daily passage of bicyclists, Badger fans, moms with strollers, picnic packers, joggers, solitary fishermen and naturalists who use the Arboretum Isthmus. We pick up trash, give directions and maintain the quiet when needed. Though we are the south boundary of Greenbush, St. Mary's Hospital isolates us from Greenbush to the north. We face Bay Creek, where our neighbors are mostly tenants in two and four-units. Many change yearly. So we are the last resident homeowners. Our continued presence helps preserve a safe and stable environment for everyone who seeks the restorative power of the lakes, Wingra Creek, and the effigy mounds, paths, trees, and springs.

We urge the City of Madison to...

preserve our Arboretum gateway and support its resident homeowners through wise choices for development. We urge City planners, commissioners, alders and the mayor to maintain the best of the past and carry it forward as we develop land to serve future generations. Please see the reverse for our neighborhood consensus position on the proposed development for the block bounded by Park Street, Delaplaine, Haywood Drive and Brooks Street.

Preserve Madison's Arboretum Gateway

We **SUPPORT** affordable housing on the block bounded by Park Street, Haywood Drive, Brooks and Delaplaine, but **within current zoning**.

We **OPPOSE** the re-zoning request by Developer JT Klein and Company, Inc. in its proposal entitled "8Twenty Park Street."

We **SUPPORT** the vision of the Greenbush/Vilas Revitalization Plan of 2010 that, in order to increase density, recommends medium scale townhouses, and cluster, courtyard housing. (Part I, P. 1-3)

We look to Arboretum Co-Housing and St. James Court as models.

We **OPPOSE** a four-story building on Haywood Drive and the precedent it would set.

"The existing housing stock should be preserved and rehabilitated, and South Park Street should be redeveloped to create more cohesion between homes and Park Street." (p.33, Greenbush Neighborhood Plan 2008)

We **OPPOSE** that portion of a five-story building on Delaplaine Court that expands beyond the current zoning boundary for Urban Design District 7.

We **SUPPORT** the 2010 Greenbush Revitalization plan to "Provide high quality housing choices including rehabilitation of existing housing stock and new construction in general scale and historic character with the neighborhood."(p.42)

We **SUPPORT** the Plan for our residential blocks (as designated on p. 1-3 of its Summary) to, "Encourage and support owner-occupied opportunities by facilitating single families and duplex conversions" through these four actions:

"Create multiple and affordable paths to ownership;
"Support the needs of existing homeowners;
"Maximize the efficiency & productivity of single-family lots, and;
"Reclaim the existing housing stock."

We **SUPPORT** amending TID#43 to include the three residential blocks along the Haywood Corridor, to offer renters an incentive to purchase their homes.

We **OPPOSE** the Developer's acquisition of single family homes for the purpose of massing high-density in our neighborhood.

We **OPPOSE** massed building design that defies the current plan (Greenbush Revitalization Plan of 2010), which calls for "transition from large to small."

Memo

Date: December 5, 2015
To: Members of the City of Madison Plan Commission
From: Kitty Kocol
RE: Proposed 8Twenty Park Development

I live at 1010 Haywood Drive, the block adjacent to the proposed development. It has been my home for 17 years. Recently, I completed service on District 13 Alder Sara Eskrich's Steering Committee for 8Twenty Park Street. In attending and hosting numerous meetings with neighbors on the project, I have listened to the arguments, asked dozens of questions of the Developer, studied public documents, including Madison General Ordinances known as the Zoning Code. I have helped my neighbors evolve a position on the project as it evolved, and on our behalf I have presented their position to the South Madison Planning Council, the Bay Creek Development Committee, to the public neighborhood meeting regarding the project, at the Urban Design Commission the Board of Examiners. I communicated with the Alder, Developer and Architect, met with a real estate attorney, and corresponded with St. Mary's Hospital as well the non-profit agency slated to make housing referrals. Here are my conclusions.

I and the Near Neighbors most affected by this proposal unanimously agree that an affordable housing project — done right — would be welcome for Madison and in our neighborhood. We see a well-designed, human-scaled housing development on a portion of that block (bounded by Haywood Drive on the south, Park Street on the east, Delaplaine Court on the North and Brooks Street on the east). Disappointingly, human-scaled neighborhood housing is not what is being proposed for this block of homes and businesses 1.5 stories tall.

Mr. Klein proposes to build at a density of 106 units per acre on land that held 12 units. This is in direct contradiction of the Greenbush Neighborhood Plan (2008 and 2010) which, now that the St. Mary's campus is complete, calls for low-density residential in this area.

I believe Mr. Klein seeks an incorrect application of the zoning code — if not in the letter of the law, certainly in spirit and intent.

Here are issues that I believe have a fundamental bearing.

1. All parties unilaterally and mutually stipulate that affordable housing is a valued goal.
2. Objectively, 8Twenty Park is a **residential** project.
 - 98.3% residential (113,500 sq ft)
 - 1.7% private office (2,000 sq ft)
3. The Developer pursues expansion for **mixed use** with the Traditional Shopping Street (TSS) zoning that now applies only to the eastern portion of the block in question (about 25%) along the Park Street Corridor. He wishes to bring it over two thirds of a low-density residential block.

4. The Developer failed to purchase property zoned TSS in the urban corridor on the block (the parcel 832 and 834 Park street parcels on the southeast corner of the block belonging to Renuzit Auto).
5. The Developer disregarded the Neighborhood Plan and purchased single family homes and duplexes with the intention of demolishing them and replacing them with massed buildings.
6. The Developer shared no plans or intentions related to acquisition of the corner lot on a block he will otherwise control completely.
7. Unless the Plan Commission and the Common Council require the Developer to build affordable housing as a condition of rezoning (of any kind), the Developer could obtain the zoning and then develop the property at market rate.
8. Excessive requests for Conditional Use Permits on a TSS Map Amendment suggest that TSS is NOT logical zoning for the Developer’s concept. Legislative intent of Conditional Use **is to enable other USES, not primarily to simply increase mass, height and density**. The Developer’s application of Conditional Use Permits adds mass, height and density but it does not enhance **use** of the property (“*purpose or activity for which the land or building thereon is occupied or maintained*”). Consider the Developer Conditional Use requests:

Conditional Use Requested	Why	The Impact
Have less than a minimum of 75% non-residential (2 issues): <ul style="list-style-type: none"> - on the 1st floor - on a 1st floor that has street-facing widths greater than 40’ 	The CU actually reduces the actual use in this case. It enables the Developer to call the building “mixed use” while skirting the intent of the zoning	A negative USE impact. The Developer wants to REDUCE commercial space and lessen the “mixed”. There is no retail or shopping offered the neighbors.
Allow square footage exceeding 25,000 square feet (4.5x size for standard TSS)	Greater mass and density; no change in actual use	Residents packed in at 106 units per acre on a lot that now contains 10 small houses
Allow five stories on Delaplaine; allow four stories on Haywood	Greater height and greater mass; no change in actual use	2.5x to 3x the height of any other building except the Hospital Outpatient Center
Allow greater than 8 units (12x the units for standard TSS)	Greater mass and density; no change in actual use	Greater mass and height than fist the Neighborhood Plan

9. Among building types, “**multi-family building complex**” is an apt description of this building type, purpose and process. Code describes “*A group of two or more multi-family buildings on a single parcel or tract of land, developed under single ownership and common management.*” This form fits the Developer’s Land Use Application to:
 - build two buildings sequentially on the same parcel;
 - lease them sequentially;
 - potentially have different targeted groups as affordable housing occupants;
 - connect the buildings by an underground garage and an adjoining wall;
 - have residents share surface visitor parking and a courtyard; and
 - have non-residential use — one private office for the Developer.

- 10. **The Code does not permit TSS conditional use permit for a “multi-family building complex”**(Traditional Shopping Street; Chapter 20.061). But there are lower density residential buildings that DO provide for this building form; TR-V2, for example, which allows a height of up to three stories with conditional use and a lot coverage of 70%.
- 11. Legislators who have written and contributed to the code very clearly intended to provide Madison residents with **Usable Open Space** in grass, green areas, gravel surfaces, walkways, flower beds, courtyards and other places. Space is an essential part of a healthy, safe and enjoyable Madison living experience and by intent is reflected in the Code:

Urban Residential Zoning Description	Usable Open Space Required per dwelling
Low density TR-V1 (currently on the block)	500 square feet per dwelling unit
Medium density TR-V2	500 square feet per dwelling unit
Higher density TR-U1	320 sqft/du: up to 75% balcony or roof terrace
Highest density TR-U2	140 sq ft/du; up to 75% balcony or roof terrace
TSS	None

TSS requires **zero** Usable Open Space for residential dwelling units.

The Developer’s design has a density of 106 units per acre, with 77 sq ft of usable open space per dwelling unit. Compare above. *It is about half of the City’s minimum standard for the densest buildings.* **Misapplication of TSS zoning for residential use deprives future residents and adjacent neighbors to an appropriate amount of living space and contributes stress to life. Zero green space is a substandard condition the City clearly did not intend for residents.** It speaks to public health, safety and wellness. It diminishes the the existing neighborhood’s ability to enjoy the uses and value of their properties when outdoors space at a residence is insufficient. **There is a substantial body of scientific evidence that humans and animals are stressed by living in conditions of insufficient space.**

- 12. TSS expansion is also inappropriate for this project because increasing retail and commercial space is not among this project’s goals — objectively, not from anyone’s perspective. **St. Mary’s has been unsuccessful in attracting and retaining retail tenants in the adjacent property.** Without sufficient or visible parking, those retail spaces languished largely unoccupied (except for an apparently successful home health equipment provider/retailer). The neighborhood does not need more empty retail on Park Street in the TSS district. **It needs affordable housing.**
- 13. **There is strong opposition to the proposal — and little sign — if any, of support.** My neighbors, Neighborhood and on the Alders’ Steering Committee oppose this project. (See the attached “Preserve Our Arboretum Gateway” paper that represents the unanimous position of my active neighbors on the adjacent blocks along Haywood. See the Greenbush Neighborhood Association letter.) The mail you receive on this project will certainly tell.

Below is the entirety of the written comments cards by people who chose to write the District 13 Alder a message as they exited the public meeting on September 10, 2015:

- “I would like to hear from the developer about how he is incorporating our concerns, his thought and effort. He needs to respond as most of the concerns are all the same.”
- “Courtyard will get little light and will not be a place the residents want to use to sit outside. The façade along Haywood gets good light. The side of the senior and family building walkouts should also be along Haywood to facilitate areas for residents to sit outside on the porch and to keep it more neighborhood friendly and aesthetically pleasing. Bottom levels should all have walk out porches/steps to courtyard or street level. Consider rooftop greenspace.”
- “Not enough greenspace. Many issues surrounding parking and safety for pedestrians, residents, bikers etc. Need to reduce stories. Loss of owner occupied on S. Brooks. Any chance to extend TIF to these homes for conversion from rented to owner occupied?”
- “I fear that this process/plan is being rushed through in order to facilitate Mr. Klein receiving the \$1 million grant. This feels like it is shortsighted and poor decisions could be made in the process.”
- “Given everything neighbors wrote about not feeling the process as is reflects their concerns and their desire to slow things down to plan better, what can the development team do to work more slowly?”
- “I’ve worked in government and nonprofits for nearly 30 years, and I’ve never seen a project that seemed so lacking in clear vision with a price tag this high. The three-block strip along Haywood that ties the two lakes together is a very small scale neighborhood. This density and scale is way too big. We’ve restored our 85 year old house to better than original condition. We’ve lived there 16 years. We’d like to grow old there. What we want is stable neighbors who can be successful in their homes and lives. This is moving way too fast for something that will last 30-50 years. I hope for more thoughtfulness.”

In closing, I urge you to consider the adverse impact of the zoning change on the future and place this request on file so that the Developer may effectively address the reasons that it:

- a) does not fit the intended use of the development;
- b) does not fit the clear legislative intent for “use” and for usable open space;
- c) that does not fit the intended character of this area by its mass density, height and lack of greenspace and sunlight;
- d) will impede the future use and value of the corner property on Haywood and Park;
- e) will impede my and my neighbors enjoyment of our properties with shadow, height, and density that will be 5 to ten times the number of people on our adjacent block.

We neighbors are willing to work with the Developer on a better solution.

We did that 15 years ago when we worked with St. Mary's Hospital to keep its height and density on Park Street instead of moving it deeper into the neighborhood with a higher building on Mills and a higher parking structure on Lake Wingra.

For the greater good, we then supported the loss of two residential blocks of property **immediately to the north** of the the Developer's chosen block. We compromised for greater good.

It was the right thing to do at the time.

But look now. That very compromise — the five stories of St. Mary's expansion on the corner of Delaplaine and Park— seems to be the very basis for the Developer's height and scale argument for this proposal.

The St. Mary's five-story building adjacent is an office and a garage. **It is not an apartment building.** The people who come and go are patients and visitors, not neighbors. We are challenged by parking and traffic and low-flying helicopters. We have Badger fans and packs of bike riders heading for the Arboretum just two blocks away. We work pretty hard to balance these things and to maintain our properties well.

The City's Planning Division Staff Report foreshadows future development of the same size and scale across the street on Haywood. Whatever happens on this block will be used to further encroach on the interior of this tiny, unique neighborhood.

We'd like to share our quality of life with a manageable number of new neighbors who don't tower over us and who will live alongside us as stewards of this place.

Please honor the Greenbush Neighborhood Plan and require a project to scale.

Thank you for your attention and consideration.

Sent: Friday, December 04, 2015 9:54 AM

Subject: 8Twenty Park Development

I have deep concerns about this proposed building in my neighborhood, and how it will negatively impact my use of my property. I live on Haywood Drive, on the block next to the project and I have lived here for 17 years. Like most every single family home here, everything is small. My house and garage are on a lot that is literally the size of a tennis court (40'x80'). We are a two-vehicle family and I require a night parking space for my truck. I use this truck everyday to operate my remodeling construction business. I depend on street parking as I use my garage to store my tools.

As you know, alternate side parking for snow and cleaning limits street parking. Since the development only has a parking ratio of 0.8 for all units, the demand for street parking will absolutely increase. I believe that between the Klein project and the coming Wingra Point II just two blocks away, parking will move from being a challenge to becoming an insolvable problem. As my livelihood depends upon my truck, it appears likely that I will be required to carve 20% out of my backyard – 160 square feet -- for a reliable place to keep it. This is a very real concern and it will decrease my ability to use and enjoy my property – in this case, a home that I have spent years restoring to original condition.

I support affordable housing on the adjacent block, within current zoning.

Barry Stoner
1010 Haywood Drive
Madison Wi 53715

To the Plan Commission,

We are homeowners on High St. and have lived here for 20 plus years. We want to express our opposition to the rezoning for the Affordable Housing project at 820 South Park St. due to the density of the building and because it does not blend with the scale of the current single family homes in our neighborhood. We also oppose a 4 story structure on Haywood Dr. for the same reason. There have already been new, large apartment buildings constructed nearby and it is a great concern to us how this is affecting our neighborhood, its stability and its character. The South Park St. initiative only intensifies our feelings and concerns due to its' size.

In addition, we are deeply concerned on how a structure of this size with affect the traffic and parking. Finding street parking in this area is already a major problem. (even with excluding the day time restricted parking, the Alternate parking and the spaces that were lost as a result of a Curb & Gutter street improvement project on High St.) To have a building with 103 units and just 84 underground parking stalls is going to make this more of an issue and just does not make sense. Considering there are 2 & 3 bedroom units, there could potentially be more than 1 vehicle owned, per unit.

To support this project, we feel the building needs to be scaled down and there needs to be more adequate underground parking.

We sincerely hope the Plan Commission will take our concerns to heart as we would hate to see our unique neighborhood affected negatively by this project.

Sincerely,

Tom and Martha Cash
Property Owners High St.

I am a neighbor to this project on High St. I am submitting this email/letter to comment on aspects of this project. Many of my concerns I am aware are shared with other neighbors living in this vicinity.

The density/# of units for this project is quite high. I am very concerned that this density will not allow the project to achieve desirable characteristics for this neighborhood.

Issues of concern with this density include:

1. adequate green space and light. example: the height proposed would block sunlight most of the day from the center courtyard making it a minimally desirable useable space for communing, children to play etc. rooftop gardening could be incorporated to effectively use space and sunlight and encourage gathering).
2. facades of buildings along sidewalk friendly and including walk out porch/steps in line with the existing neighborhood and Greenbush plan and spirit to encourage neighborly, community interaction.
3. parking/traffic flow- ensuring adequate temporary parking and pull in spaces including for handicapped/elderly/disabled persons as well as permanent parking. This is already an area where parking is limited and with the proposed density the street parking and traffic would increase substantially.

Thank you,
Michele Wensman