

**BAY CREEK NEIGHBORHOOD ASSOCIATION  
POSITION ON DEVELOPMENT ON SOUTH PARK STREET  
BETWEEN HAYWOOD DRIVE AND WINGRA CREEK**

Bay Creek residents have actively participated in preparing planning documents to guide development in our neighborhood. These documents include the Bay Creek Neighborhood Plan, the Wingra BUILD Plan, the South Madison Neighborhood Plan, and the Park Street Urban Design Guidelines. As a neighborhood association, we support redevelopment of the Park Street Urban Corridor and look forward to the enrichment such development holds for Bay Creek, South Madison, and the city as a whole.

Bay Creek is an established residential, largely owner-occupied community bisected by South Park Street. The Park Street Corridor lies within Bay Creek's boundaries from Haywood Drive to Wingra Creek. It is thus important that development and redevelopment within the Park Street Corridor respect the life and values, integrity, and character of our community in balance with the demands and requirements of growth. Development along Park Street should not be allowed to adversely affect nearby residentially zoned areas, both those east and west of South Park Street between Haywood Drive and Wingra Creek. This is especially true for those blocks between Haywood Drive and Cedar Street where the commercial lots along South Park Street to the east have a relatively shallow and angled footprint with adjacent residential lots as immediate neighbors.

Drawing on many of the recommendations of the above-mentioned plans as a starting place and on recent conversations among neighbors, Bay Creek Neighborhood Association unanimously voted in favor of the following criteria for development along Park Street at its April 11, 2016 meeting:

- 1) Bay Creek's residential-zoned properties or parts thereof should not be rezoned for higher-density residential or commercial use. The City of Madison designates properties bordering on Park Street as Community Mixed Use, with Traditional Shopping Street (TSS) zoning from Haywood to south of Emerson to the east and with Commercial Corridor-Transitional (CC-T) zoning south of Emerson to the east and from Midland to Wingra to the west. The adjoining residential neighborhood to the east and along Midland and South streets to the west is low-density residential with TR-C2 zoning and should not be changed for purposes of development or redevelopment.
- 2) Development along Park Street should respect and protect the established uses and enjoyments of existing properties. Where a new or redeveloped building, or changed use of an existing building, would have a negative impact upon existing homes/businesses, its intrusion(s) must be remedied during the project development phase. Intrusions include shade, glare, noise, invasion of privacy (new lines of sight into yards and rooms), light pollution, smoke/fumes/noxious odors, traffic congestion, parking, etc. If remedy is not possible, then the proposed building is not appropriate for the site and should not be approved.
- 3) Building(s) located on the Park Street corridor immediately adjacent to existing homes should transition smoothly to the neighborhood. This is especially true between Emerson and

Spruce streets where Park Street rises above the other streets immediately to its east and west by up to 10 feet. New/redeveloped buildings on the east side of Park Street should:

- a. Hold to a 3-story limit. The City should not grant conditional use permits for extra height as this would not meet the criteria of added benefit to residential uses.
- b. Be of a mass and/or scale appropriate to the footprint of the lot and to the adjacent residential lots so as to not present an overwhelming presence.
- c. Step down to the height of adjoining neighborhood homes.
- d. Maintain setbacks. The City should not grant zoning variances of setback standards.
- e. Emphasize four-sided architectural design.

4) Commercial properties along Park Street should have designated loading zones along Park Street for deliveries in order not to block residential driveways or cause noise pollution to nearby residential properties. These must be established during the planning stages of a development.

5) Adequate underground or off-street parking for higher-density residential and commercial uses is critical because of a general parking shortage in the neighborhood. There must be adequate and marked ingress and egress to and from parking areas along Park Street in order not to unduly increase traffic along residential streets or disrupt traffic to or from, or along Park Street and nearby side streets.

6) Refuse storage and collection should be adequately managed and appropriately located so that garbage, garbage odors, and garbage collection do not adversely affect nearby neighbors

7) Density guidelines as set forth in the Comprehensive Plan and the Wingra BUILD Plan should be respected. Conditional use permits to allow for more residential density should not be allowed without a clear benefit to neighboring residents.

8) Conditional use permits for commercial development that will benefit the nearby neighbors and reduce traffic and parking demand should be encouraged. Conversely, commercial or other uses that will disturb neighbors' uses and enjoyments of their properties should be denied. Emphasis should be placed on making Park Street a destination street with adequate green spaces, trees, and pedestrian, public transit, and bicycle amenities rather than a high-speed corridor for commuters passing through. A balance of business types (retail, services, commercial, and restaurant) is encouraged.

9) Redevelopment of the open sites zoned CC-T along the west side of Park Street south of Olin Avenue should include an adequate street network and sufficient on-site parking, particularly if larger and higher-density buildings are planned. Such development must respect the principles and protections articulated above regarding the residentially zoned properties along South and Midland Streets.

10) The design of new developments/redevelopments should harmonize with the aesthetic character of existing homes and the community.