

**From:** [Grady, Brian](#)  
**To:** [Zellers, Benjamin](#); [Laatsch, Kirstie](#)  
**Subject:** FW: Writing in support of including "agrihoods" in the Comprehensive Plan  
**Date:** Wednesday, July 11, 2018 12:59:51 PM

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**From:** Stouder, Heather  
**Sent:** Wednesday, July 11, 2018 12:59 PM  
**To:** Grady, Brian <BGrady@cityofmadison.com>  
**Cc:** Ethington, Ruth <REthington@cityofmadison.com>  
**Subject:** FW: Writing in support of including "agrihoods" in the Comprehensive Plan

Brian-

Please include the e-mail below in the materials for Monday's PC meeting. Thank you!

Heather

**From:** Ellen Barnard [REDACTED]  
**Sent:** Wednesday, July 11, 2018 12:57 PM  
**To:** AutoLogon  
**Subject:** Writing in support of including "agrihoods" in the Comprehensive Plan

Dear Heather,

I am writing in support of the proposed language submitted by the Comprehensive Plan Work Group of the Madison Food Policy Council that includes "agrihoods" (neighborhood developments that include some portion of property that is used for agriculture on some scale) as a part of the Green & Resilient Strategy 9 Action (c).

I support this language being included in the Plan:

The City should also identify locations that would be suitable for agrihoods where development is integrated with a working farm; similar to the integration of Troy Farm with the residential neighborhoods on the Northside. Agrihoods could be developed at a variety of scales, but may be most appropriate on the edge of the city where they could serve as a transition of existing rural uses.

Further, I support adding this language to the Glossary: Single family, multifamily, or mixed-use communities built with a working farm as a focus. (Source: Urban Land Institute)

This inclusion will allow for innovative development, particularly in those areas at the edges of Madison, in places like the Town of Burke, where current agriculture land would be annexed into the city at the time of development.

Please submit this to the Public Hearing on Tuesday July 16. I will also attend and be available to speak to this at that meeting.

Thank you.

Ellen Barnard

**From:** [Grady, Brian](#)  
**To:** [Zellers, Benjamin](#); [Laatsch, Kirstie](#)  
**Subject:** FW: Merry Street Comp plan  
**Date:** Wednesday, July 11, 2018 11:42:10 AM

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GFLU comment...

-----Original Message-----

From: Stouder, Heather  
Sent: Monday, July 09, 2018 9:21 AM  
To: Grady, Brian <BGrady@cityofmadison.com>  
Subject: FW: Merry Street Comp plan

Brian-

I somehow missed this one - this also needs to be added to the record. Thanks!

Heather

-----Original Message-----

From: Ali Belakhdar [REDACTED]  
Sent: Monday, July 02, 2018 2:12 PM  
To: AutoLogon  
Subject: Merry Street Comp plan

Good afternoon,

I hope you are well. I am writing to ask that Merry Street on the River side remain low density. I hope that we can come to an agreement whenever the time for discourse comes up.

Thank you for giving me the time. Have a great afternoon :-)

Ali Belakhdar ( resident on merry st)

Sent from my iPhone

**From:** [Grady, Brian](#)  
**To:** [Zellers, Benjamin](#); [Laatsch, Kirstie](#)  
**Subject:** FW: changing the land use designation for the West side of Merry Street  
**Date:** Wednesday, July 11, 2018 11:41:23 AM

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[An emailed comment on the GFLU Map...](#)

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**From:** Rummel, Marsha  
**Sent:** Sunday, July 08, 2018 7:47 PM  
**To:** Stouder, Heather <HStouder@cityofmadison.com>; Grady, Brian <BGrady@cityofmadison.com>  
**Subject:** Fw: changing the land use designation for the West side of Merry Street

Please share with Plan Commissioners.

Thanks

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**From:** LARRY J CHAPMAN [REDACTED]  
**Sent:** Sunday, July 8, 2018 5:17 PM  
**To:** Rummel, Marsha  
**Subject:** Re: changing the land use designation for the West side of Merry Street

Yes. Please do share the letter I sent you.

Larry Chapman  
[REDACTED]

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**From:** Rummel, Marsha <[district6@cityofmadison.com](mailto:district6@cityofmadison.com)>  
**Sent:** Friday, July 6, 2018 8:56:02 AM  
**To:** LARRY J CHAPMAN  
**Cc:** [REDACTED] David Drapac; christopher burant  
**Subject:** Re: changing the land use designation for the West side of Merry Street

Hi Larry

Can I share your email with Plan Commissioners?

Thanks  
Marsha

Sent from my iPhone

On Jul 5, 2018, at 9:24 PM, LARRY J CHAPMAN [REDACTED] wrote:

Dear Alder Marsha Rummel:

I'm writing as a long time Madison resident (since 1971) and a long time resident of the West side of Merry Street (since 1981).

I oppose the change in designation for the West side of Merry Street from LR to LMR.

I believe that this change could fundamentally alter the character of the street and the immediate neighborhood.

Larry Chapman



Madison WI 53704

**From:** [Grady, Brian](#)  
**To:** [Zellers, Benjamin](#); [Laatsch, Kirstie](#)  
**Subject:** FW: What I Love about my Neighborhood  
**Date:** Wednesday, July 11, 2018 12:04:56 PM

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**From:** Stouder, Heather  
**Sent:** Tuesday, July 10, 2018 9:55 AM  
**To:** Grady, Brian <BGrady@cityofmadison.com>  
**Subject:** FW: What I Love about my Neighborhood

Brian-

Please include this in the comments to the Plan Commission regarding the Comp Plan. Thank you!

Heather

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**From:** Zellers, Ledell  
**Sent:** Tuesday, July 10, 2018 8:50 AM  
**To:** AutoLogon  
**Cc:** AutoLogon; [REDACTED]  
**Subject:** Re: What I Love about my Neighborhood

Heather

Please share with other Plan Commissioners.

Thank you.  
Ledell

Alder Ledell Zellers  
608 417 9521

To subscribe to District 2 updates go to <http://www.cityofmadison.com/council/district2/>

On Jul 10, 2018, at 7:02 AM, [REDACTED]  
[REDACTED] wrote:

I love that living in my neighborhood keeps me in practice for bigger cities. You see someone, dressed, pierced, or whatever and you get a glimpse of a bigger picture....the different ways we find to be ourselves. I'm a skirt/shoes that I can go "off-road" with....no heels, arch support kinda gal.

I love that on the Jenifer St Reconstruction, when the neighborhood was asked what was most important to the them, #1 response was canopy trees. I will admit to being nervous asking. Often, the response from communities all over the place is that the most important thing is parking. Our's, trees.

I love that I can go to the hardware store and ask how I can fix something....for a while....til I can get back to the job. I love that I can get favorite dresses mended, my work clothes mended and turned into a work of art at Janssens Shoe Repair. I shouldn't....but I love a huge blueberry pancake at Willaby's with butter....

I've lived in two tourist towns. Near Bayfield in Northern Wisconsin, and out west. When I lived up North, at a certain point in the season, a bunch of the shops would close. Locals were not shopping for "I Love Bayfield" t-shirts for \$50+. We didn't eat as much fudge and pie either..... Lovely quality, priced accordingly. How we afforded living there was by driving a few towns over, to a more local business district. Same in the mountains, where the business district was based on people on vacation, passing through, or folks who simply had a lot more money. What I worry about with our desire to make Madison a bigger city is that we will go a direction that does not reflect longtime values and goals. Affordability, diversity, trees, loving our lakes and streams....

I worry that I will be priced out of my home, or squeezed so hard, that I break. Traffic is increasing....quite a bit. Various types of parties, lots of alcohol....lots more noise. I hear folks show up at meetings and say "Well, cities **are** noisy places" and it kind of feels like they are saying, get over it....live with it. I don't want to hear your voice. I sometimes wonder if I hear the phrase "activate space" at another meeting, if my head will implode.

I think there are many in the neighborhood who believe that now is a really great time in history to take nature into account in the design process. However you slice the "what's happening with the weather" question, the urban heat island effect is very real as is flooding.

In the new Comprehensive Plan, how are these issues being addressed? In our goal to create density.....in addition to saving land on the edge of town, how are we moving forward with passive cooling..... thoughtful use of a resource, water? How are we working with the problems we have right now? Using land wisely.....loving tree's, that's what I love about my Neighborhood.

Anne

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**From:** Julianne Dwyer  
**To:** [Imagine Madison](#)  
**Subject:** Technical correction request  
**Date:** Saturday, July 07, 2018 2:40:36 PM

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Hello,

We're writing with a technical correction to a PC memo regarding the City's new Comprehensive Plan. It's in the Discussion column of the Additional Generalized Future Land Use Map Comments dated 6/8/18 on Line 11. In the memo it says, "The area described at left is **not** specified for 16-25 DU/ac in the Hoyt Plan." This area relates to parcels along Harvey Street between Schmitt Place and Hill Street.

The Hoyt Plan does specify the area as 16-25 DU/ac. On page 20 of the Hoyt Plan, in the Future Land Use Map, the area is designated as "Medium Density Residential." That designation is defined on page 15 of the Hoyt Plan, under Land Use Definitions, as "16 to 25 dwelling units per acre." So we are requesting that the first sentence of the memo discussion be corrected.

In addition, the building forms listed in the Hoyt Plan for this designation (also on page 15) better match the forms described in the new Comp Plan under LMR. It's important to note that the scale and character of this area of the neighborhood is marked by a quick transition to single-family homes and nearby Quarry Park (prized for its "unimproved" nature). Given this context, the LMR form of "small multifamily" seems to be the most intense form that would be allowed under the Hoyt Plan's specifications on form and density for this area. For these reasons, a designation of LMR for this area seems more appropriate in terms of form and density than MR in the new Future Land Use Map of the Comp Plan.

Thank you,

Julianne Dwyer and Toby Lathrop



**From:** [Grady, Brian](#)  
**To:** [Zellers, Benjamin](#); [Laatsch, Kirstie](#)  
**Subject:** FW: Rezone of Merry Street  
**Date:** Thursday, July 12, 2018 10:47:33 AM  
**Attachments:** [Rezone Merry St. - Rich Felsing.pdf](#)

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Another email (and associated attachment).

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**From:** Stouder, Heather  
**Sent:** Thursday, July 12, 2018 10:09 AM  
**To:** Grady, Brian <BGrady@cityofmadison.com>; Firchow, Kevin <KFirchow@cityofmadison.com>  
**Cc:** Ethington, Ruth <REthington@cityofmadison.com>  
**Subject:** FW: Rezone of Merry Street

Brian and Kevin-

Can you please make sure these comments are included in the PC packet associated with the Comp Plan?

Thanks!

Heather

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**From:** IBEW Local 2304 [REDACTED]  
**Sent:** Thursday, July 12, 2018 9:50 AM  
**To:** AutoLogon  
**Cc:** AutoLogon  
**Subject:** Rezone of Merry Street

Dear Ms. Stouder,

My name is David Poklinkoski and since 1990 I have lived at [REDACTED] Ramsey Court – which is on a dead-end court off of the dead-end Merry Street, on its west side. From 1978-1979 I lived on Merry Street. It is my understanding that there has been a last-minute proposal to change the zoning of this area on Future Land Use Maps. I am, by far, no expert on zoning issues and have typically left that up to others of wisdom and good will. However this proposed change must be addressed. In the past this matter was discussed and resolved on more than one occasion; attached please find an excellent letter from Rich Felsing, who used to live on the west side of Merry Street and, also, the Marquette Neighborhood Association has also weighed in opposing changes at least twice. They are far more knowledgeable and eloquent than me.

I'm not opposed to "infill" or "density" changes in Madison, if fact, we are working on those very issues at the Labor Temple on South Park Street where I'm a Board member.

From a practical standpoint the west side of Merry Street was swamp 100 years ago before I moved there. Today the swamp keeps doing its best to come back. Myself and several neighbors can attest to the "swamp" reclaiming itself. The river level is, essential, the water table back there.

Development in this swampland would be highly problematic. Traffic and pedestrian safety are already difficult issues at the intersection of Merry/Eastwood/Winnebago/Bike Path/Sidewalk and inserting additional “density” traffic on the west side of Merry Street would further exacerbate these public safety issues.

As a side note, this particular area has a rich history – as Blackhawk retreated right through the area (and it was gnarly swamp back then). Perhaps enhancing this green space and “developing” that history along the Yahara River is a better course of action...

Please retain the current Low Density designation for future use in this area.

Thanks,

DAVE

David Poklinkoski  
[REDACTED] Ramsey Court

Cell: [REDACTED]

Email: [REDACTED]

**From:** [Martin, Al](#)  
**To:** [REDACTED]  
**Subject:** FW: For public input/comment --- Apex Proposal at Merry St & Winnebago  
**Date:** Wednesday, May 05, 2010 1:55:39 PM

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**From:** Rich Felsing [REDACTED]  
**Sent:** Wednesday, May 05, 2010 12:27 PM  
**To:** Martin, Al  
**Subject:** For public input/comment --- Apex Proposal at Merry St & Winnebago

Dear Mr. Martin,

Some brief comments regarding the Apex proposal for Merry Street and Winnebago.

The Apex proposal violates the Comprehensive Plan, violates the Marquette Neighborhood Association Plan, violates the Yahara River Corridor Plan, and violates the letter and the spirit and letter of the zoning ordinances for Low-Density Residential districts.

I contributed extensively -- as did fellow residents -- to the Comp Plan, Neighborhood Plan & Yahara River Plan precisely to prevent this 'misinterpretation' of ordinances & plans.

I did so specifically to preclude any future 'confusion' about development opportunities in the Merry Street area (bounded by Yahara River/Winnebago/RRtracks/First Street).

The MNA Neighborhood Plan EXPLICITLY defines other areas --- "industrial lands to the west of Thornton Avenue would provide THE opportunity to construct higher density residential buildings that would have the nearby amenities of the Yahara River and ... bike path." The Merry Street neighborhood is *not* identified as a suitable receiving area for dense apartment buildings---and the Comp Plan and Low-Density Residential District designation of the Winnebago/First Street/Yahara River/Railroad Tracks area makes this explicit.

I remind Michael Waidelich & the City that this language was included precisely to prevent any confusion about where higher density residential would be permitted---and that such density would not be permitted on the Merry Street side of the Yahara River. In fact, this language was repeated 3 times, to ensure no one could read any ambiguity into the Plan, or pretend it was a single-instance after-thought: rather, that aspect was the main point of this text. And both I, our alder and Mr. Waidelich, were in the room for multiple meetings at which this was point was made, agreed to by the City, and made explicit in the MNA Neighborhood Plan.

In addition, there are deed restrictions &/or past development agreements prohibiting the development of one of the parcels included in the Apex site. (This is the so-called 'vacant' strip to the east of 222 Merry.)

The zoning change from R-3 to R-5 is not consistent with, and violates, the LD-R District Comp Plan designation. We question whether that rezoning was conducted in accordance with defensible methods.

Further, the Comprehensive Plan states explicitly that pre-existing multi-family buildings may NOT be used to rationalize additional high-density buildings in Low-Density Residential Districts. Therefore, the presence of the 222 Merry Street apartment building MAY NOT be used to 'justify' an overly-dense proposal, such as the Apex project. The Low-Density District designation, and the zoning that protects & implements the Comp Plan holds sway.

Note well that the context and character of the Williamson-to-Winnebago stretch is residential, w/o multi-family apartment buildings. The context and character of the Riverside-to-Merry Street stretch is residential, without multi-family apartment buildings. In both directions---across Winnebago parallel to the River, and across the River up Williamson & Winnebago, existing context dictates that dense development proposed by Apex is not consistent with the neighborhood, nor with the Plans defining what buildings are permitted by law.

The MNA Neighborhood Plan clearly states:

"The top five housing recommendations are highlighted in bold:"

"5. New construction should be compatible with the surrounding environment in terms of bulk, scale, and style of nearby buildings to ensure that the architectural and historical character of the neighborhoods is retained."

The Apex proposal fails to fit into "the surrounding environment," and breaks with neighborhood character (in terms of bulk, scale & style), damaging legally applicable Plans on several levels. The Winnebago/Merry/Yahara is a micro-site, but it is a keystone parcel that will damage the integrity of residential areas across the River/across Williamson, across Winnebago, in addition to the Merry/Buell area.

All that doesn't even touch on the 80 cars entering at the convergence of the bike path & bus stop the project would bring--the auto traffic & driving behavior is dangerous & unpredictable in and of itself right there. Ped & bike travel patterns have already created problems: though the Mayor vowed publicly only yesterday to make it safer for bikes, this project would do the opposite.

We intend to hold the City, and the process, to the requirements of the process and the legal designations of the Comprehensive Plan, the MNA Neighborhood Plan, and the Yahara River Corridor Plan.

Correspondence between Archie Nicolette and Si Widstrand document the intention of City staff, during the Yahara River Corridor Plan process, to maintain the existing land uses and character on the Merry Street side of the Yahara River, explicitly stating that "Existing or proposed developments along the river should be designed and landscaped to minimize their visual impact on the natural character of the corridor." The elevations Apex provided for this project are 4 stories tall, and entirely out of scale with the size and character of the site. No attempt was made to mitigate the impact on the Yahara River Corridor.

Those elevations of the latest Apex proposal were not shown to the neighborhood during any meeting. Rather they were emailed to residents last Saturday by Alder Rummel. Despite PR statements by Mr. Yoder that Apex "is working with the neighborhood" this is not accurate: residents stated the proposal was too big for the site, which is a micro-site, in a very

urban micro-neighborhood that happens to have a lots of vegetation. Mr. Yoder's references to the "Bohemian feel" of Merry Street comes across as a somewhat or nearly derogatory approach: we are homeowners, business owners, blue-collar workers and professionals. We are diverse, and we benefit from a highly urban setting, and a highly urban level of social cohesion: we know each other, and we look out for each other. Some of us have lived on Merry Street for generations.

Most importantly, we have invested our time, labor and money to create exactly the kind of dense, sustainable, socially inclusive and livable neighborhood that the rest of Madison (& much of the country) has begun to aspire to in recent years. This occurred while the City allowed the infrastructure across the River to deteriorate into an at-best blighted condition (prior to Thornton St reconstruct & adjacent Commonwealth devt).

My suggestion is that the City of Madison honor and capitalize on the neighborhood strengths and quality of life created by Merry Street residents in recent decades. Homeowners and renters alike have labored to to create an unmatched and sustainable quality of life.

**Please note:** I volunteered for the East Washington BUILD process --- I went to every meeting. Residents went on record as *staunch proponents of density* in the main corridors where such density is appropriate. Our response to the Apex proposal cannot be labeled a NIMBY-esque reaction. Our position is strongly reinforced by existing, legally enforceable City of Madison plans, ordinances and related documents. Where Apex's projects meet with code, they'll encounter no resistance.

We trust you'll understand that our confidence in the planning process has not been misplaced. This letter should clarify why that faith is justify, and that we understand what steps must be taken to ensure the integrity of the Comprehensive Plan, the MNA Neighborhood Plan, and the Yahara River Corridor Plan.

In addition, we write to support the work of City Planning staff --- who spent many long hours to craft these plans, and to implement them. That work and dedication is undermined if Apex wins approval at Merry & Winnebago

despite their refusal to meet explicit requirements of applicable plans and ordinances.

Thank you.

Rich Felsing