

To: Heather Stouder

From: Alexandria Elias, Chair P&ED, BCNA

Re: Proposed Combining of 3 parcels into 2 commercial employment lots of Gilson Street

Date: July 13, 2018

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Drawing on the recommendations of the South Madison Neighborhood Plan and the Comprehensive Plan goals and objectives, BCNA requested in March 2018 to keep the assigned land use of 1335 and 1337 Gilson Street Gilson low-density residential housing (LDR) and the land use of 1403 Gilson mid-density residential housing (MDR). We did so based on the long-term vision for the land use east of Gilson as expressed in the South Madison Neighborhood Plan (SMNP) and the city's Comprehensive Plan (CP). We support both the SMNP's and the Comprehensive Plan's long-term vision of transitioning to a residential Gilson Street.

The Plan Commission approved BCNA's request and instructed the Imagine Madison team to reinstitute the graduated plan for single-family homes on the 1200 block east of Gilson, townhomes on the 1300 block east of Gilson, and multi-family dwellings on the 1400-1600 blocks east of Gilson. It agreed with BCNA that an employment district at this location does not coincide with the guidelines for locating such districts as laid forth in the CP because: 1) it is contained within a residential area and can be reached only by driving through Bay Creek neighborhood along currently quiet and narrow residential streets, 2) it is lacking the recommended "multiple access points to help disperse traffic and provide circulation within the district," and 3) its "connections to the surrounding roadway and bicycle route system" is indirect. Locating an Employment District on Gilson Street would thus put an undue circulation burden on this residential community.

According to the South Madison Neighborhood Plan upon which the Plan Commission based its decision, "the commercial-industrial uses along Gilson Street and Wingra Drive should be...uses more compatible with the neighborhood character on the whole...This small pocket, 10.3 acres, of industrial uses is landlocked by uses that are attractive to existing and future residential type uses, with its proximity to Wingra Creek waterway and bike path, Franklin Field and Quann Park, and Franklin Elementary School. The transition of this commercial-industrial area into a residential area of single-family to multi-family dwelling units is desired."

We understand that the zoning for these lots was recently changed to employment Traditional Employment (TE) to bring zoning into alignment with the buildings currently located on the lots. We further understand that the owner of these lots has not shared any plans to modify the businesses that are located on them and that, should he desire to do so, he will need to run his plans past the city and past BCNA.