

To: City of Madison Plan Commission and Staff

FROM: Susan Millar, 2233 Rowley Ave., Madison, 53726

SUBJECT: Application for Approval of SIP for Blocks 3 & 6, Madison Yards

DATE May 11, 2020

Regarding Item 9 on the Plan Commission's May 11, 2020 agenda (Creating Section 28.022 -- 00439 of the Madison General Ordinances to change the zoning at property located at 702 Gardener Road...), I affirm how this proposal, in its general conception, fits into Madison's policies to promote compact and mixed-use development served by public transit. I agree with the reviews by various city departments, which focus on weaknesses in the proposal's attention to transportation issues. I note that staff reviews resulted in 58 "Recommended Conditions of Approval," including many "major/non-standard conditions."

Of the recommended conditions of approval, I write to strongly support the major/non-standard conditions listed below:

These 3 requirements submitted by the Planning Division:

1. *The applicant shall receive final approval of the Transportation Demand Management Plan by the City Traffic Engineer and Director of the Planning Division prior to approval of final plans and issuance of building permits.*
2. *Prior to final approval and issuance of building permits, the final Specific Implementation Plan for Lot 3 shall be revised to include a breakdown of the 189 dwelling units by type and a final count of the automobile and bicycle parking proposed to serve the building.*
3. *That the final plans demonstrate how the minimum 40 square feet of usable open space required per residential unit by the Madison Yards at Hill Farms General Development Plan.*

All the requirements submitted by the Traffic Engineering Division, and especially items 27 and 28:

27. *Due to the proposed development's scale and density and significant negative impacts to the surrounding transportation network, potentially limiting the redevelopment of future site(s) adjacent the same transportation network, stronger consideration for multi-modal transportation must be addressed. Additionally, the community values multi-modal transportation, as demonstrated in the community's Complete Streets Policy and the Madison in Motion Transportation Plan. Madison is regarded as one of the most walkable communities and enjoys the status as a Platinum Bicycle City. Traffic Engineering requires additional improvements to the surrounding transportation network to help facilitate the movement of all modes of transportation to/from this site including:*
  - The developer shall install traffic calming devices, such as tabletops, raised crossings and bumpouts at strategic locations across the site, to improve the walkability and the biking environment throughout the site.*
  - The developer shall install sidewalks with minimum width of 10 feet on all proposed internal streets.*
28. *The applicant shall continue to work with the Traffic Engineering Division on finalizing their Traffic Demand Management Plan (TDMP), which is intended to be a continuing conversation between this development and the City with the mutually beneficial goal of reaching a reduction in single occupant vehicle trips. A critical component to understanding which TDMP measure(s)*

*are not only successful but economically sustainable is the collection of data on those measures. As such, the applicant shall perform an engineering study and mode share survey, on an annual basis, for a minimum of five years (after which the frequency may be reduced by Traffic Engineering to a frequency of no less than every four years); approval of methodology to be approved by the City Traffic Engineer. The TDMP shall be approved prior to signoff of the SIP.*

In addition, I strongly agree with all 5 requests made by the Hill Farms Association Planning Committee (HFAPC) in their May 6, 2020 memo to the Plan Commission. That said, I add to the points made in the HFAPC memo as follows:

Pertaining to HFAPC Point 3 (the need for more sustainability features), I remind you of goals identified in the *Madison Sustainability Plan* and the *100% Renewable Madison* plan, and ask that:

- Solar panels be installed not only on the roofs of the proposed apartment buildings but also on the roof of the proposed one-story 5,000 square-foot “white box” commercial building.
- The proposed parking areas include EV charging, for both cars and bicycles. EVs will be rapidly replacing gasoline-powered vehicles, and to help foster this transition, major new apartment buildings should provide EV charging capacity for apartment renters.
- Highly efficient, all-electric heating, cooling, and appliances should be used.
- In addition to providing “*a final count of the automobile and bicycle parking proposed to serve the building,*” provide information about charging stations for occupant-owned battery-powered bicycles.

Pertaining to Point 5 (the need for workforce/affordable housing), I bring to your attention that the 2018 *Comprehensive Plan*, and the *Madison Sustainability Plan* explicitly state that affordable housing should be provided in new housing projects. For example, in the *Sustainability Plan*, the section called “Affordable Housing” states, among its goals: “3. Locate affordable housing near transit and employment hubs.” Madison Yard is most surely near a transit and employment hub! In order to make the affordable housing apartments more affordable, we request that the developer include cooperative resources for the residents of these units, such as shared laundry rooms, and mini-apartments that people visiting renters of affordable 1-bedroom or studio apartments can rent on a daily basis.

**From:** Julia DePalma <juliadepalma1@gmail.com>  
**Sent:** Monday, May 11, 2020 10:27 AM  
**To:** Planning <planning@cityofmadison.com>  
**Subject:** Comment- Items 9 Plan Commission Meeting Monday May 11

Hello,

I am writing to submit a comment regarding Application for Approval of SIP for Blocks 3 & 6, Madison Yards, Item 9 on the Plan Commissions May 11 agenda.

I am in agreement with the 3 requirements submitted by the Planning Division:

1. *The applicant shall receive final approval of the Transportation Demand Management Plan by the City Traffic Engineer and Director of the Planning Division prior to approval of final plans and issuance of building permits.*
2. Prior to final approval and issuance of building permits, the final Specific Implementation Plan for Lot 3 shall be revised to include a breakdown of the 189 dwelling units by type and a final count of the automobile and bicycle parking proposed to serve the building.
3. *That the final plans demonstrate how the minimum 40 square feet of usable open space required per residential unit by the Madison Yards at Hill Farms General Development Plan.*

I also strongly support the requirements by the Traffic Engineering Division, specifically items 27 and 28:

27. Due to the proposed development's scale and density and significant negative impacts to the surrounding transportation network, potentially limiting the redevelopment of future site(s) adjacent the same transportation network, stronger consideration for multi-modal transportation must be addressed. Additionally, the community values multi-modal transportation, as demonstrated in the community's Complete Streets Policy and the Madison in Motion Transportation Plan. Madison is regarded as one of the most walkable communities and enjoys the status as a Platinum Bicycle City. Traffic Engineering requires additional improvements to the surrounding transportation network to help facilitate the movement of all modes of transportation to/from this site including:

- The developer shall install traffic calming devices, such as tabletops, raised crossings and bumpouts at strategic locations across the site, to improve the walkability and the biking environment throughout the site.
- The developer shall install sidewalks with minimum width of 10 feet on all proposed internal streets.

28. The applicant shall continue to work with the Traffic Engineering Division on finalizing their Traffic Demand Management Plan (TDMP), which is intended to be a continuing conversation between this development and the City with the mutually beneficial goal of reaching a reduction in single occupant vehicle trips. A critical component to understanding which TDMP measure(s) are not only successful but economically sustainable is the collection of data on those measures. As such, the applicant shall perform an engineering study and mode share survey, on an annual

basis, for a minimum of five years (after which the frequency may be reduced by Traffic Engineering to a frequency of no less than every four years); approval of methodology to be approved by the City Traffic Engineer. The TDMP shall be approved prior to sign off of the SIP.

In addition, I support the 5 requests made by the Hill Farms Association Planning Committee.

I would also like to point out goals laid out in the *Madison Sustainability Plan* and *100% Renewable Madison Plan*, which is why I believe that:

- Solar panels should be installed on the roofs of the apartment buildings and also on the roof of the proposed one-story 5,000 square-foot “white box” commercial building.
- The proposed parking areas must include EV charging, for both cars and bicycles.
- Highly efficient, all-electric heating, cooling, and appliances should be used.
- In addition to providing “*a final count of the automobile and bicycle parking proposed to serve the building,*” provide information about parking for tricycles, and charging stations for occupant-owned battery-powered bicycles and tricycles. (Tricycles are important alternate means of transportation for older people.)

Thank you for your attention.

Julia DePalma  
7701 Radcliffe Dr  
Madison, 53719

**From:** Judy <[ja\\_stadler@att.net](mailto:ja_stadler@att.net)>

**Sent:** Monday, May 11, 2020 12:22 PM

**To:** Planning <[planning@cityofmadison.com](mailto:planning@cityofmadison.com)>

**Subject:** Comments on plans for Madison Yards at Hill Farms, on May 11 Agenda

Planning Commission,

Within the next year, my husband and I plan to move out of our Fitchburg home and into a rental apartment in the area of the proposed Madison Yards at Hill Farms. We are in our late seventies and no longer want the responsibility of a yard and larger home.

The area in question is ideal for us since it is close to our children and grandchildren, close to medical offices and shopping, and has widely available public transportation. We do have an electric vehicle which we will use for out of town trips. But we plan to use mostly public transit once we move to Madison.

We are concerned about the potential for huge traffic impacts in the area. University Avenue at Segoe Rd. is already a traffic bottleneck at some times. For that reason, we support having a very strong traffic management plan in place before any further development of Madison Yards at Hill Farms is approved by the planning commission. We support disincentives for single occupancy vehicles and support incentives for bus transit, bicycle and e-bike travel wherever possible. We support facilitating ride sharing services if they use EVs. And, of course, we support walkability. Staff input to this point has been very encouraging to us as prospective residents or neighbors.

This area has the potential to be a wonderful example of a well managed high density living and working area. Thank you for the opportunity to give input.

Judith Stadler  
5629 Nutone St.  
Fitchburg WI 53711