

*Communication to City of Madison Plan Commission Re: M&M Demolition and Development project  
2020*

July 1, 2020

To City of Madison Plan Commission:

My name is Donna Peckett. I have lived and worked in the Schenk-Atwood neighborhood, since purchasing the property at 1957 Winnebago in 1985, i.e. 35 years ago. My business is a non-profit professional arts organization founded by me and my partner, Danielle Dresden. It is zoned commercial on the bottom and residential on the top, where the two of us reside.

This neighborhood has changed a great deal over the last 35 years. Yet, at the same time, it is still a place of significant historical importance.

The current M&M Real Estate's proposal to demolish the corner at Winnebago and Atwood, from 1937 Winnebago to 1949 Winnebago and including 316 Russell Street represents a radical change to this area, an uninviting change, a thoughtless and ill-planned change.

The proposed 4-story building will create a canyon on that portion of Russell Street, which is a dead end. It is my understanding that 3-stories is the limit on new development in Madison, unless a conditional use permit is granted. The M&M development will greatly add to parking problem that already exists. The proposed entrance to M&M's underground parking is on Russell Street. The houses located on Russell have very few off-street parking spaces as it is now. The businesses on the block of Winnebago to the east now include insufficient parking for residents, business owners, and visitors, to the neighborhood.

The M&M development will make the already dangerous, frustrating, and time consuming process of finding parking even worse. In my business, people attending classes, workshops, performances have actually given up on finding parking and not attended those scheduled events. As a resident, my friends trying to visit me, especially in the winter, have also returned home in frustration due to the lack of parking. M&M's proposed development will only add to this difficult problem.

There seems to be little or no planning in the M&M development to include any sort of green building or concern for the environment in a time when we are in a catastrophic crisis of climate change. We need to change how we build and maintain small cities.

While this proposed building up puts less stress on development outside the city, there is little mention or concern to develop affordable housing here. The M&M project will unfortunately continue this disturbing reality.

I do not support this project, and I urge you to deny the conditional use requests from M&M Real Estate.

Sincerely,

*Donna Peckett*

Donna Peckett  
Co-producing Artistic Director  
TAPIT/new works, Inc.  
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608.244.2938

To Whom it May Concern,

I recently purchased the property at 325 Russell St. with my wife. We love the quiet street it is on and residential feel of the neighborhood. We are concerned with an exemption that would allow a 4 story building as we fear it would trump the smaller houses on our street and drastically change the feel of the neighborhood. Four stories would also likely mean depriving the existing houses on 325 Russell of some evening daylight.

In addition, as a LEED AP with a Master's degree in Architecture I am well acquainted with the argument and theory that more density is "greener." From my experience this is often used thoughtlessly as an excuse to build higher with outcomes that are far from sustainable or respectful of our entire ecosystem. While density can be "greener" it assumes that if these prospective tenants don't land here they would instead go build on a greenfield in the country and commute in to the city—that isn't obvious to me. It also often doesn't address the resources used to build a new building rather than repurposing existing. Perhaps that can be mitigated through sustainable materials and green building strategies, but I am not aware of that being a driver with the design and construction of this development. While I can't speak for everyone, sustainability and environmental concerns seem prominent on the street and in the wider neighborhood. Buildings don't exist in isolation and I would hope a new development that will impact this small little eco-system would be cognizant and respectful of that.

I don't oppose development on the site full stop, but would prefer it keep to three stories and work harder to mitigate its impact on the ecosystem small and large. I understand, with the latter, requesting people to fully pay the costs of their impact on current and future eco-systems is not something we have great mechanisms for, but appreciate whatever consideration you can give this.

Thank you,

Brad Wissmueller

## Punt, Colin

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**From:** Ethington, Ruth on behalf of Planning  
**Sent:** Monday, July 6, 2020 6:27 AM  
**To:** Punt, Colin  
**Subject:** FW:

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**From:** Lee Syverud <lee.syverud@gmail.com>  
**Sent:** Sunday, July 05, 2020 4:08 PM  
**To:** CPuny@cityofmadison.com  
**Cc:** gheld@knothebruce.com; Planning <planning@cityofmadison.com>  
**Subject:**

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proposed development at 1937 - 1949 Winnebago St. and 316 Russell St.

We have had many large apartment buildings go up around Atwood and Winnebago St. in the past few years. A few on Cottage Grove Road and I hear another is on the books for the corner of Monona and Cottage Grove, One on Fair Oaks, and several on Winnebago within a few blocks of the Monona Bank. This has caused much congestion on Atwood Ave. and you can't get out on any side street during rush hour. The only way you can get out is the light on Dunning which lets, at most, 3 cars get out. Then in the summer you have all the people at the Ice Cream shop that are stopping and crossing the street and the bike path that you have to stop for. I have almost been rear ended turning right, going North onto Jackson St., many times. People that don't know the city don't expect you to stop. There are several empty store fronts on Atwood and Winnebago and I really don't see a lot of new businesses opening up in the near future to need a lot more space. The people on Russell St. would have to put up with months of noise and shaking of very old houses with questionable foundations. Seems like the houses directly adjacent to this new construction should be given some kind of compensation at the very least.

There are many other sites farther out on the east side that could handle this new development and that need to be torn down anyway. There is an old motel, many boarded up houses, an adult store, an adult entertainment venue and other unsightly buildings that could be gone and not missed. I hope you consider not having this unit built and if it is built, to make it small.

I have lived in the Atwood area since 6th grade in 1960 and it has always been a quiet and very nice place to live. I can't say that in the last few years. You just can't keep cramming people into an area and not expect trouble and risk ruining that part of the city. Please keep Madison the pleasant place it once was as much as we can. Thank you.

## Punt, Colin

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**From:** Dee Syverud <syverudsacredspace@gmail.com>  
**Sent:** Sunday, July 5, 2020 5:30 PM  
**To:** Punt, Colin  
**Subject:** Re: Winnebago/Russell Development

**Follow Up Flag:** Follow up  
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Colin Punt & Heather Stouder,

Having had grown up in this neighborhood since 1986, my Mother still resides on Jackson Street and my grandmother lived on Dunning Street for 55 years. While also owning a business at 1915 Winnebago and residing at 320 Russell Street, I have a firm grasp on what the neighborhood needs and what it doesn't. The family feel of the neighborhood has stood the test of time, yet large scale developments like the proposed building at 1937-1949 Winnebago/316 Russell Street will undoubtedly have a negative impact on the neighborhood and its character. Please consider my valid points opposing this development.

**Addressing Development Provisions relating to proposed development at [1937-1949 Winnebago Street](#) and 316 Russell Street. (Please see Concerns listed below each provision).**

c) The PD District plan shall not adversely affect the economic health of the City or the area of the City where the development is proposed. The City shall be able to provide municipal services to the property where the planned development is proposed without a significant increase of the cost of providing those services or economic impact on municipal utilities serving that area.

(d) The PD District plan shall not create traffic or parking demands disproportionate to the facilities and improvements designed to meet those demands. A traffic demand management plan may be required as a way to resolve traffic and parking concerns. The Plan shall include measurable goals, strategies, and actions to encourage travelers to use alternatives to driving alone, especially at congested times of day. Strategies and actions may include, but are not limited to, carpools and vanpools; public and private transit; promotion of bicycling, walking and other non-motorized travel; flexible work schedules and parking management programs to substantially reduce automobile trips.

### **Concerns:**

#### Parking

The proposed building will negatively affect parking as the building doesn't have enough parking for its rental units, let alone parking for the first floor retail.

Winnebago Street and Russell Street presently lack parking due to existing businesses already owned by M&M. The proposed development will negatively impact the street parking for existing residents who already struggle to find parking.

### Economic Impact

Winnebago and Russell streets will have excess traffic due to the development which will impact the streets and intersections leading to future repaving and traffic light implementation at Winnebago and Russell, as well as Atwood and Winnebago. This is a significant impact on city funding presently contending with areas of traffic congestion from past developments on the Isthmus.

f) The PD District plan shall include open space suitable to the type and character of development proposed, including for projects with residential components, a mix of structured and natural spaces for use by residents and visitors. Areas for stormwater management, parking, or in the public right of way shall not be used to satisfy this requirement.

### **Concerns:**

#### Parking

Increased automobile traffic/exhaust in a shared driveway adversely affects the health of present residents whose back yards butt up against the driveway. Residential back yards affected by the proposed buildings increased traffic include: [1933 Winnebago Street, 320 #1 & #2](#) Russell Street, 324 Russell Street and 328 Russell Street.

Existing residential street parking is limited, the stress of already existing restaurants and traffic leaves the neighborhood desperate for parking to get children and groceries to homes. The added development and its additional traffic will put undue stress on the neighborhood.

The proposed building does not have enough parking for its future residents, let alone enough parking for its retail owners and their future customers.

#### Natural Spaces

316 Russell has an existing green space consisting of old trees and foliage to be demolished without a proper green space to make up for the loss. \*See attachment in the following email. Due to size it cannot be sent with this email.

h) When applying the above standards to an application for height in excess of that allowed in Section 28.071(2)(a) Downtown Height Map, except as provided for in Section 28.071(2)(a)1. and Section 28.071(2)(b), the Plan Commission shall consider the recommendations in adopted plans and no application for excess height shall be granted by the Plan Commission unless it finds that all of the following conditions are present:

1. The excess height is compatible with the existing or planned (if the recommendations in the Downtown Plan call for changes) character of the surrounding area, including but not limited to the scale, mass, rhythm, and setbacks of buildings and relationships to street frontages and public spaces.

2. The excess height allows for a demonstrated higher quality building than could be achieved without the additional stories.
3. The scale, massing and design of new buildings complement and positively contribute to the setting of any landmark buildings within or adjacent to the project and create a pleasing visual relationship with them.
4. For projects proposed in priority viewsheds and other views and vistas identified on the Views and Vistas Map in the City of Madison Downtown Plan, there are no negative impacts on the viewshed as demonstrated by viewshed studies prepared by the applicant.

**Concerns:**

1. The excess height is not compatible with the surrounding residential two story dwellings, or three story business; thereby dwarfing the neighborhood significantly with the excess height of four stories.
2. A high quality building can be easily achieved with 2-3 story development.
3. The design, scale and mass of the building does not fulfill the historical quality & feel of the neighborhood.
4. The mass & scale of the proposed building significantly interferes and blocks view sheds and vistas; hence blocking sunlight to the following residential buildings: 311 Russell #1,2, & 3, 321 Russell, 320 Russell #1 & #2, [1951 Winnebago](#) thereby affecting sunlight to 6 residential dwellings.

Thank you for your time.

Sincerely,

Dee Syverud  
Licensed Massage Therapist & Craniosacral

Sacred Space Studio - [1915 Winnebago](#)  
Madison, Wi 53704  
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## Punt, Colin

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**From:** Terry Cohn <terrycohn@gmail.com>  
**Sent:** Sunday, July 5, 2020 10:28 PM  
**To:** Punt, Colin; Stouder, Heather  
**Cc:** Rummel, Marsha; Yogesh Chawla  
**Subject:** M&M Proposed Development Russell and Winnebago

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

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July 5, 2020

To the City of Madison Plan Commission:

We are writing in opposition to the M&M development on Winnebago and Russell. This includes the demolition of buildings that they own and the 4 story apartment/ business development that they are proposing. We oppose this for 3 major reasons.

While we live on Linden Avenue which is 4 blocks away, we will be directly affected by it. We have lived in our home for 42 years. We have watched a dying neighborhood become revitalized with successful businesses and houses that have been restored and are now quite desirable. We don't oppose all infill. We have absorbed many apartments and condos and they continue as the one on Atwood across from the Monona Bank is just being completed and not yet filled with tenants. Unfortunately, what has replaced individual 2 story buildings, are monoculture blocks with a fourth floor metal setback. There has been the consistent excuse from the developer that to do anything less than 4 stories is not worth it. As a result the area around Schenk's corners and along Atwood has become a canyon. All of this has exacerbated these 3 major problems.

1) Parking problems.

As each new development is erected, the developer has assured the neighborhood that there will be adequate parking, assuming either one car per unit or that those who live there will use public transportation. The comment from the M&M spokesperson at a neighborhood zoom meeting was he thought the tenants would live and work in the large business space to be located in the building. The parking issues have become impossible over the years when wanting to have social events on Linden Avenue, as people have had to park at least 4 blocks away. This is due to restaurants, the Barrymore, live venues, and the increased number of people living in the units who need to park one of their vehicles on the street, or also choose to entertain and their guests take up parking places. A large office space will mean cars will be parked most of the day as close to the building as they can be. Imagine the number of cubicles that could exist on the floor designated for offices. Our personal experience is that it can be quite dense. This will place a burden on the parking available to the other businesses and residences in the area.

2) Traffic problems.

The corner where Winnebago and Atwood intersect is a difficult corner for both cars and pedestrians during the morning and late afternoon commute. Cars in the morning approach the corner going west very fast to make the light and also to avoid the bus stop that is at that corner. As they speed around the corner, it creates what is already a difficult situation --getting out of Russell onto Winnebago. This will only be worsened by tenants attempting to get onto Winnebago from Russell and those wanting to turn left onto Russell. The pedestrian

situation has been attempted to be safer, by an all walk crossing light. It is still difficult to get to the bus stop when cars are flying trying to turn left onto Winnebago or to continue west on Winnebago speeding to make it through what is already a red light.

3) M&M's properties.

The properties that M&M owns on Atwood and Winnebago have been allowed to deteriorate and problems have either not been addressed or fixed in a shoddy cheap manner. As a result, their tenants have had to move. As owners of structures that make up the character of our neighborhood, they waited until they believed they were in too ill of repair and not worth their investing in the upkeep. Those of us who own 100 year old homes in the neighborhood are required to keep them up. We are required to pay the assessments on the streets, the sidewalks, and the lighting. Why do these property owners who have not been good landlords or neighbors deserve to demolish some of the last buildings with character in our neighborhood and erect a building that does not fit in the space, has not provided green space in the proposal, and does not have enough parking for both its residents and its office working space. Those attempting to go to the businesses already on Atwood and Winnebago have difficulty finding parking.

Thank you for your consideration,  
Terry Cohn and Michael Johns  
2135 Linden Ave



I live at 1933 Winnebago Street Apt 2--right next to the proposed project.

I believe in infill that builds in density in Madison's isthmus. This is because the denser a city is, as long as you build in green spaces, the lesser the impact on the environment. Density supports public transportation, and if infill increases the number of rental units, it should also bring down the costs of said units. I strongly believe these are the directions Madison needs to go in to become a better, more affordable and environmentally greener community. But we also have to balance these development projects against maintaining existing properties that are ALREADY affordable and the historic character of our neighborhood.

Our city officials need to walk a line between encouraging infill and new developments and making sure the current owners of housing and retail buildings keep up their properties. If we don't do the latter, then speculators can buy up buildings, run them down, and then claim they should be torn down.

The buildings that are being torn down for this project created affordable spaces for retailers and renters and epitomize the character of the Schenk's Corner. Along with the 4 story apartment building recently built a block away on Atwood Ave, this new development, also 4 stories high, will increase the pressure to redevelop the rest of Winnebago Street east of Atwood. Both the commercial and housing units along this further section of Winnebago provide many businesses and renters affordable live and work space. New developments are not likely to include such cheap rents.

I also feel that Schenk's Corner, represented by the intersection of Winnebago and Atwood Avenue, has a history worth preserving, with a unique flavor given the current one story buildings that run along this corridor. You know where you are when you are in this area--a working class neighborhood with small businesses. If we start replacing these 1 story buildings with huge buildings like the latest one on Atwood, or Kennedy Place apartments further down Atwood, we will no longer recognize this neighborhood.

I might support this project if it had some green components in it or if it included some affordable live/work spaces. But it is neither green nor affordable. But it still means losing the historic nature of the Schenk's Corners neighborhood.

Please consider demanding more of this project.

## Punt, Colin

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**From:** Ethington, Ruth on behalf of Planning  
**Sent:** Monday, July 6, 2020 7:29 PM  
**To:** Punt, Colin  
**Subject:** FW: Public Comment: Demo Pmt & Cond Use - 1937-1949 Winnebago St and 416 Russell Street

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**From:** George Hofheimer <george@hofheimer.org>  
**Sent:** Monday, July 6, 2020 12:56 PM  
**To:** Planning <planning@cityofmadison.com>  
**Subject:** Public Comment: Demo Pmt & Cond Use - 1937-1949 Winnebago St and 416 Russell Street

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Greetings,

In regards to Demo Pmt & Cond Use - 1937-1949 Winnebago St and 416 Russell Street I enter this public comment.

I'm always in favor of more people joining the community/neighborhood with the following considerations:

- \* Does the project meet city zoning and planning requirements?
- \* Does the project encourage a safe environment (e.g. traffic) for the neighborhood?
- \* Does the project generate more tax revenue than demolished properties for the city to support public education and other municipal services?

I will be at the July 13 meeting to hear answers to these questions.

Best / George

--

George Hofheimer | 330 Russell Street, Madison, WI

## Punt, Colin

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**From:** Donna Peckett <danielledresden@gmail.com>  
**Sent:** Tuesday, July 7, 2020 12:27 AM  
**To:** Punt, Colin; Firchow, Kevin  
**Cc:** Rummel, Marsha  
**Subject:** Comment on Proposed Development 1937-1949 Winnebago St and 316 Russell Street

**Follow Up Flag:** Follow up  
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TO: City of Madison Planning Division and Plan Commission Members  
Heather Stouder, Director, Planning Division, City of Madison Dept of Planning,  
Community & Economic Development  
Colin Punt, [CPunt@cityofmadison.com](mailto:CPunt@cityofmadison.com)

RE: Proposed Development 1937-1949 Winnebago St and 316 Russell Street

CC: Marsha Rummel <[district6@cityofmadison.com](mailto:district6@cityofmadison.com)>

Dear Planning Commission & Staff –

My name is Danielle Dresden and I have lived at 1959 Winnebago Street for 35 years. I have seen the neighborhood transform in that time, from what some considered a bad neighborhood to one of the most desirable locations in Madison.

I am excited and energized by most of the changes I have seen, despite the noticeable increases in traffic, congestion, and parking problems.

And that is one of the main reasons I am writing in opposition to the proposed project at 1937-1949 Winnebago St., because bringing a four-story mixed residential and commercial building into this area would effectively break the traffic infrastructure in this neighborhood.

I am co-founder and producing artistic director of TAPIT/new works, a professional performing arts organization based at 1957 Winnebago Street since 1985. The scarcity of current parking options is already affecting our business – students arrive late for classes and say they were considering turning around and going home. Actors are fit to be tied when they finally make it to rehearsal and we routinely have to delay the start time of performances to allow those circling the neighborhood a chance to park.

These problems affect neighborhood businesses and residents across the board.

The proposed construction would make all these problems much, much worse, because it does not even have enough parking planned to meet the needs of the people who would live there, let alone anyone visiting the businesses that would move in.

At a virtual public meeting to discuss the project, the developers did not describe plans for handling the parking problem. They seemed downright surprised when attendees brought up the difficulties people would face trying to turn from Russell Street on to Winnebago Street, particularly at busy times.

The parking and traffic flow problems are leading indicators of a project that does not fit in the neighborhood as currently designed. It would loom over existing buildings, dwarfing them, and blocking their access to natural light. I urge you to reject the proposed development at 1937-1949 Winnebago St and 316 Russell Street in its current form.

Sincerely,  
Danielle Dresden

## Punt, Colin

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**From:** Courtney Byelich <byelich@gmail.com>  
**Sent:** Tuesday, July 7, 2020 7:43 PM  
**To:** Punt, Colin; Rummel, Marsha  
**Subject:** Proposed Development 1937-1949 Winnebago St and 316 Russell Street

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Dear Planning Commission,

My name is Courtney Byelich, and I am a former resident of the Kennedy place apartment building (5 years) and now current resident of Sommers Avenue. As I have benefitted from the 'building up' of this neighborhood -- I'm not against apartment buildings being built here. Apartment living in this neighborhood afforded me the opportunity to enjoy from all of the wonderful local businesses we have to offer within walking distance, and provided me with a great community of folks -- without the longer term commitment of home ownership.

The proposed building though, seems like it requires more care in order to fall into the character of the neighborhood, and be absorbed by our existing infrastructure.

We are walking a fine line of continued development and preservation of character, and this building seems to tilt a bit too far over towards the development side. Parking, traffic, and height -- as many of our neighbors have noted in greater detail than I, ought to be re-considered as the design of the building continues.

all my best to the great work you all do for our city,

- Courtney Byelich

## Punt, Colin

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**From:** annewalker@homelandgarden.com  
**Sent:** Tuesday, July 7, 2020 12:47 PM  
**To:** Punt, Colin  
**Subject:** proposed Winnebago,Russel Dev

**Follow Up Flag:** Follow up  
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I am writing to let you know I do not support the proposed development at Winnebago and Russel. The building does not compliment the existing massing and volume of buildings or the adjacent homes. In the *Schenk Atwood Business District Master Plan*, of which Pedder Moran and Connie Maxwell (M & M) were a part of the steering committee, the buildings in question for demolition were recommended to be refurbished. In addition, on page 46, the location is described as having " a stock of well-made urban buildings that are architecturally significant. About a dozen of these existing street-front buildings all share essentially the same architectural pattern:

1. 2-3 stories overall height
2. Mixed-use retail uses below at street level office or housing above on upper floors
3. Attractive, well-proportioned detailing
4. Quality materials
6. Distinctive entrances located immediately onto the sidewalk
7. Traditional proportions of fenestration"

There is value in what exists in the location, and the massing that exists at present.

I also strongly support, especially in this rather tree-free location, that there is enough space for canopy trees.

Thanks much

Anne Walker

Charlie Luthin  
540 N. Main Street  
Lodi WI 53555  
608-358-7120  
charluthin@gmail.com

July 6, 2020

City of Madison Planning Division & Plan Commission  
215 Martin Luther King, Jr. Blvd., Suite 017  
Madison WI 53703

RE: Proposed Development 1937-1949 Winnebago St & 316 Russell Street

Dear Planning Division & Plan Commission:

Since 1998 I have owned—and lived in for some years—a 2-flat rental property at 321 Russell Street. Ours is one of the centennial homes in the neighborhood, constructed in 1903. I have some concerns about the proposed development across the street from my property.

Let me begin by saying I am not opposed to well-planned in-fill development in our neighborhood and throughout Madison. I am not opposed to development at this location *per se*, but this particular proposed development, at least as presented, seems ill-suited to both the neighborhood and the site. To me it seems the developer is trying to fit a size 11 foot into a size 8 shoe. I think, since in this case the shoe size can't be changed, they need to find a smaller sized foot, or none at all.

These are my concerns:

1. Traffic flow. Because Russell Street at that location is a one-block *cul de sac* that empties exclusively onto Winnebago Street (and only 100 feet away from the Atwood/Winnebago intersection), it can be hell trying to turn both right and especially left onto Winnebago from Russell. When the stoplight on Winnebago at Atwood for eastbound traffic is red, there is no way a vehicle can emerge out of Russell onto Winnebago due to backed up traffic at the light. With accelerating traffic coming westbound onto Winnebago from both Atwood and Winnebago, a turn onto Winnebago from Russell at that corner is already a tense – if not dangerous—proposition.

The proposed 4-floor development, with its 13 apartments, a whole floor dedicated to office and four retail stores on the first floor will significantly increase traffic into and out of Russell Street at Winnebago, especially during peak traffic times when residents head to or return from work, not to mention business hours when retail stores are open. What is currently a very difficult traffic situation will quickly become untenable with so many more vehicles anticipated using that intersection.

Atwood was already deemed a high traffic street back in 2000: “Atwood Avenue is subject to heavy daily traffic - 11,450/day (p. 50, ***Schenk-Atwood-Starkweather-Worthington Park Neighborhood Plan*** (March 2000).” Combined, Atwood and Winnebago streets today carry the heaviest traffic in the entire area, save for East Washington. Where the two heavily trafficked streets meet, it is a LOT of traffic... and that is just a handful of meters from Russell Street intersection.

2. Parking. Let me be frank. The whole Shenk’s Corner area is chronically short of adequate parking, both for residents and for visitors to the burgeoning number of commercial enterprises. Many of the older homes in the neighborhood have off-street parking only for residents. When the current parking stress for area residents is added to the future demand for parking by new employees and shoppers, it will become nightmarish. Imagine adding the need for parking by some 50 more people (apartment residents, office workers, retail store employees and shoppers) on any given day. Sure, the developer has included the “minimum number of parking spaces required” (developer) for a project of its size, but that is simply inadequate for the anticipated bump in needed parking spots. I have sympathy for the future retail owners in that development who can’t attract customers due to the limited parking for them, not to mention the current and future residents of the area.
3. Zoning. This site is zoned TSS and, as I understand, that allows only for a 3-story development without a conditional use modification. In light of the serious limitations of this site mentioned above, why allow for that fourth floor? What good is zoning if not adhered to? Not all sites are capable of carrying that extra “layer” of humanity (i.e., fourth floor) on its back, and this is one of those.
4. Historic neighborhood. Sure, the Shenk’s Corner neighborhood doesn’t currently have “official” historic recognition, although it should. Back in 2000, the area was actually recommended for historic preservation. From the ***Schenk-Atwood-Starkweather-Worthington Park Neighborhood Plan*** (March 2000):

“Encourage the neighborhood and business community, in conjunction with the Planning Unit, to develop a Neighborhood Conservation or Historic District in the Schenk-Atwood business area.”  
(Map 10, p. 37)

Neighborhood Recommendations [from the Plan]:

“16. Encourage the neighborhood and business community, in conjunction with the Planning Unit, to develop a Neighborhood Conservation or Historic District in the Schenk-Atwood business area to encourage the adaptive reuse and historic preservation of buildings; maintain and develop historic-looking building facades (brick and/or stucco); upgrade storefronts; and develop design standards to encourage new commercial development and rehabilitation of existing commercial structures to stay in character with such standards. (P. 53)”



Clearly the area has important historic content and value. The buildings slated for demolition with this project could be part of a thoughtful historic district, were the City to have the foresight and wherewithal to make it happen. We'd all benefit from that, especially the current residents/homeowners in the area.

5. Environmental considerations. I was personally shocked to hear from the developers that they have included no innovative strategies to mitigate increased runoff from the increased hard surfaces they add to the existing site, nor creative energy-saving features to their building. Really? In this day and age, with so many creative techniques and opportunities to reduce run-off and a building's carbon footprint, it is simply thoughtless and irresponsible of the developer to not include such environmental considerations in their plan. It seems like a plan from three decades ago, not 2020.
6. Aesthetics. This is a admittedly a personal bias, but I still wish to share it. I think we often forget the importance of aesthetics when we consider development, especially in-fill. I do not consider what is proposed as aesthetically pleasing nor imaginative in any way to address that. Furthermore, I don't want my property to lie in the shadow of a four-story complex across the street from me. But then, that's my sense of aesthetics; maybe others differ from me.

In conclusion, using my shoe analogy, perhaps a size 8 "foot" will fit into this size 8 "shoe" (footprint!). That would limit this development to the requisite 3 stories under current zoning. Better yet, you don't need a new shoe at all for the site, since everything seems to "fit" nicely right now, save for the pervasive existing traffic and parking issues.

I encourage the city planners and Plan Commission to give serious consideration to the constraints and limitations of this proposed development at this site. Please ask tough questions of the developers and listen attentively to their responses. Before making a decision, visit our neighborhood, come by around 8am, and try your hand at wrangling cross traffic from Russell Street onto Winnebago. That will be instructive, I assure you!

Please be mindful that our neighborhood's future is in your hands. Thank you for your thoughtful consideration of my and my neighbor's concerns. We're not just blowing smoke here! I'd be happy to discuss my concerns with any folks from the City of Madison or Plan Commission.

Sincerely,

*Charlie Luthin*

Charlie Luthin

1933 Winnebago St. #2, owner & resident for 30 years. Formerly on SASY council, Schenk Atwood Revitalization Assoc., .....

I am opposed to the project in its present form. I will state why it falls short for Conditional Use Standards by the Planning Division, dated 1/2018. Then I will focus on the shared driveway problems.

Zoning Code Section 28.183 states that there are 16 conditions to meet for the conditional use. Not just some of them, but all 16 of them. There are 5 of the 16 that fall significantly short of passing muster.

1. Detriment of health, safety, & welfare
5. Access road, parking supply
6. Adequate ingress and egress
10. Parking reduced, other parking
12. Excess heights and the view

Other people are covering the lack of parking and it does not seem wise to allow a larger building(more parking) and the increase in traffic.

The shared driveway makes worse 4 of the 5 conditions stated above--1. Health, safety, & welfare; 5. Access road, parking supply; 6. Adequate ingress and egress; 10. Parking reduced, other parking. The shared right of way was created in 1901, the horse and buggy days. Soon afterward 316 Russell St. was parceled off, taking the driveway right of way with it. For the 30 years I have been on Winnebago Street, there has been no connection between 1937-49 Winnebago St. and the shared driveway. There is a parking lot behind 1937-49 Winnebago and it is fenced in. The obvious user of the shared driveway is the house. All other users should have a say in changing the use from 3 houses(5 units) and a small restaurant(their lot narrows to 5 feet in back and 1 foot of the right of way). The large multiuse building proposed is a radical change from the existing use, traffic, and ingress/egress.

320 Russell has a door within 5 feet of the driveway and the new proposed entrance to the underground parking would have vehicles brushing near the door. This is not a safe situation and new construction would not allow it. 3 adults and a child use that door. Drivers have been seen "goosing the engine" exiting the driveway or entering. The driveway is not just a road for vehicles, it is also a sidewalk. It is unique for this purpose. The 3 houses have used it as a sidewalk and the Mint Mark uses it to get the 16 trash/recycling containers out to Russell St. Normally I am around & gardening(turning 70 soon) and I recognize friends that are passing through and people that shouldn't be trespassing. I don't notice all damages but there are a couple of dings in the expensive garage door, occasional missing items, and seeing strangers from a distance. We can tolerate some of the infractions. The new development at 4 stories and the parking entrance off the driveway will make all of these things worse.

And I fear the encroaching construction and pollution.  
Thanks for your attention.

# Jim Rogers

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Russell St. • Madison, Wisconsin 53704 • [JimRogers111@gmail.com](mailto:JimRogers111@gmail.com)

July 6, 2020

TO: City of Madison Planning Division and Plan Commission Members  
Heather Stouder, Director, Planning Division, City of Madison Dept of Planning, Community & Economic Development  
Colin Punt, [CPunt@cityofmadison.com](mailto:CPunt@cityofmadison.com)

RE: Proposed Development 1937-1949 Winnebago St and 316 Russell Street

CC: Marsha Rummel <[district6@cityofmadison.com](mailto:district6@cityofmadison.com)>

As a 300 block Russell Street resident and across the street from the proposal, this is to note opposition to this project as currently proposed to the City of Madison. If changes cannot be made, I recommend this proposal *not* be approved.

I believe this proposal does not meet the review standards in the following ways:

- Zoning Code Sec. 28.183 for Conditional Use
  - (6)(a) Approval Standards
    - 1. *The establishment, maintenance or operation of the conditional use will not be detrimental to or endanger the public health, safety, or general welfare.*

With creating *significantly* increased traffic flow with this proposed **4-story**, vs 3 story, building for 15 additional units of people, and multiple businesses, this proposal will absolutely decrease safety as cars must attempt, even more aggressively, to dart out from Russell St. to make a west/left turn onto Winnebago dodging a stream of cars from Atwood on the right, and cars on Winnebago which stop at a red light and then turn right onto Winnebago.

If this **4-story proposal** goes forward, it is anticipated that the City will be forced to ameliorate increased resulting accidents and potential personal injury at some point in the future. It is recommended this be handled at the same time with approval of a modified proposal.

- 2. *The uses, values and enjoyment of other property in the neighborhood for purpose already established will not be substantially impaired or diminished in any foreseeable manner.*
- 3. *The uses, values and enjoyment of other property in the neighborhood for purposes already established will not be substantially impaired or diminished in any foreseeable manner.*
- 12. *When applying the above standards to an application for height in excess of that allowed in the district, the Plan Commission shall consider recommendations in adopted plans; the impact on surrounding properties, including height, mass, orientation, shadows and view; architectural quality and amenities; the relationship of the proposed building(s) with adjoining streets, alleys, and public rights of ways; and the public interest in exceeding the district height limits.*

This **4-story** proposed development will send an evening shadow over much of the 300 block of Russell St. This eliminates the possibility of sitting out on the porch during workday summer nights and enjoying an evening of sun hitting the porches, yards, and flowers. ***Being in the shadow of a 4-story building*** diminishes enjoyment currently established, along with diminishing light for the growth of currently established gardens and plants. With the elimination of the house on Russell St, and a tall building being placed fully visible as part of the significant new view of Russell St. houses, this will reduce the enjoyable feeling of this being a residential street where many people know faces and greet each other and switch to more of a feeling of a diminishing residential street, adjacent to a 4-story building.

- 10. *When applying the above standards to an application for a reduction in off-street parking requirements, the Plan Commission shall consider and give decisive weight to all relevant facts, including but not limited*

*to, the availability and accessibility of alternative parking . . . .*

Although this proposal does *not request to specifically* diminish off-street parking spaces currently, it is anticipated that multiple resident units will often have more than the one vehicle per unit currently provided. This **4-story proposal** *will* further increase parking demand in the neighborhood. When the rate of accidents increase and/or truck drivers, to the shared driveway, make a wide turn potentially damaging parked vehicles, then it is anticipated the City will subsequently reduce the off-street parking spots available due to this **4-story proposal**. It is recommended this be handled at the same time a modified proposal may be approved.

If this point is not considered as the 4-story proposal does not technically request a “reduction in off-street parking” at this time, even though it very likely may be needed in the future, than this standard needs to be modified to meet common sense expectations of its intent.

- 14. When applying the above standards to an application for height in excess of that allowed . . . all of the following conditions are [must be] present:
  - b. The excess height allows for a demonstrated higher quality building than could be achieved without the additional stories.

This standard in describing “a higher quality building” is believed, by this writer, to ideally mean a higher *quality building*, and not stretched reasoning such as providing more office space or housing as a definition of “higher quality building.” The **4-story proposal** should be not be given an exception for height.

The aesthetics of another brick rectangle building, going straight up from the sidewalk and streets, are not high. The replacement building likely, though, will adequately last another 30 to 50 years.

Although I believe there are significant safety concerns with having almost all building employee and resident traffic of **this 4-story proposal** being placed in a single driveway *newly* on Russell St needing to exit through a high-traffic road, I believe all concerns above are *significantly* diminished with a non-exception 3-story development being approved.

Thank you for the consideration of my comments.

Sincerely,

***Jim Rogers***

**From:** Josh Napravnik <josh.npravnik@gmail.com>  
**Sent:** Thursday, July 09, 2020 1:32 PM  
**To:** Planning <planning@cityofmadison.com>  
**Cc:** Evers, Tag <district13@cityofmadison.com>  
**Subject:** Items 60480, 58786, 60173, and 60477

Hello members of the Plan Commission,

Madison is a City with a housing crisis. We know that we need to add density in the City to help address this. Projects that demolish single story buildings or single family homes in favor of larger density will always be helpful. We can quibble about the cookie-cutter designs (and we should!), but we shouldn't lose the forest for the trees. Everyone wants more housing and cheaper housing until it means there will be a change *within* their neighborhood. Seeing proposals across the entire City to add housing with each having their local neighbors say that it needs to be elsewhere shows that NIMBYish doesn't work as everything within a City is in someone's backyard.

I hope that you will approve the demolition for all of the above items.  
I hope that you will take the entire city's needs into account over the near neighbors.  
Don't give in to conditional uses that would raise rents and lower units like more parking or fewer floors.

And please, ask the developers to design something that won't seem extremely dated in five years. Every new building has the same, cheap "McUrbanism" or "fast-casual" design.

Thanks,  
Josh Napravnik  
Crandall St.  
Madison WI