

To: Grant Foster, District 15 Alder
CC: City of Madison Common Council (All Alders)

From: Eastmorland Community Association

Date: January 25, 2021

RE: Ordinance 62174: Rezone properties located at 3614-3700 Milwaukee St. and 102-122 West Corporate Dr.

We write to you today in support of Ordinance 62174. The parcels in question are part of Eastmorland, and therefore development of this area directly affects our residents. In 2018, the City adopted the Milwaukee Street Special Area Plan (SAP) which includes these parcels. This plan was the product of over six months of neighborhood meetings, online surveys, stakeholder meetings, and informational sessions organized by Planning Department staff. Moreover, this plan also achieved consensus with residents and civil servants from the Town of Blooming Grove.

This process of consensus building revealed a general desire to have more neighborhood focused retail and services—a shift from the industrial history of our historically underserved neighborhood. Other fundamental shared visions included continued concern about affordability, a high priority for the preservation of greenspace, and a call for connectivity that will accommodate multiple modes of transportation (e.g. bike, bus, pedestrian access).

As stated in the SAP, “the land use plan developed for this study is intended to guide future development and provide predictability to residents and potential developers.” In this spirit, we now support the ordinance to rezone properties located at 3614-3700 Milwaukee Street and 102-122 West Corporate Drive, 15th Aldermanic District, from CN (Conservancy District), TR-C1 (Traditional Residential-Consistent 1 District), SE (Suburban Employment) and IL (Industrial-Limited District) to TSS (Traditional Shopping Street) District,; creating Section 28.022 - 00462 to rezone portions of those properties from CN, TR-C1, and IL to TR-U1 (Traditional Residential-Urban 1) District. ***This rezoning should have occurred at the time of SAP approval, and so completing this action now will serve as a course correction that will align zoning districts with proposed uses in the SAP.***

Residents of our neighborhood invested hours of personal time and energy to participate in the robust public engagement process associated with the SAP development, and we are disheartened to learn that the voice of an individual property owner might now impede the implementation of a plan that we, alongside members of other nearby neighborhoods in City of Madison and Town of Blooming Grove, applied so much energy towards visioning. Quite frankly, a rejection of this ordinance would serve as a signal to Eastmorland neighbors that our collective voices do not count in comparison to those of a wealthy business owner. ***Failure to apply this zoning course correction would exhibit a lack of commitment on the part of the City that will not only erode the SAP directly but will erode public engagement and trust in future planning efforts.***

While our neighbors are diverse and may not always agree on planning goals, we have demonstrated a commitment to compromise throughout the SAP process. We now expect this same good faith action from Common Council. ***Without approval of this ordinance, the SAP is merely a piece of paper, and our collective efforts at building a vision for the future of our community will have been in vain.***

Sincerely,



Kathy Soukup
President, Eastmorland Community Association
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