

**From:** [Bill Connors](#)  
**To:** [Mayor](#); [All Alders](#)  
**Cc:** [Wachter, Matthew](#); [Mikolajewski, Matthew](#); [Gromacki, Joseph](#)  
**Subject:** Common Council Agenda Items 52 and 54  
**Date:** Tuesday, May 18, 2021 11:33:57 AM

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Mayor Rhodes-Conway and Alders:

I am writing to you about items 52 and 54 on this evening's Common Council agenda: proposed amendments to TIF plans to fund, among other things, a parking structure needed to provide adequate parking for The Village on Park while surface parking lot spaces are replaced by new buildings. I understand some alders have concerns about using TIF for a parking structure because they believe the city government should encourage the use of transit and modes of transportation other than private vehicles by reducing the amount of on-site parking.

Smart Growth urges you to consider the far-reaching consequences--the precedent you might set--if you reject the Community Development Authority's recommendation and do not approve the proposed TIF plan amendments.

Redevelopment projects turn vacant or underused or blighted properties into new, productive properties which fit the current economy. Some redevelopment projects have included large amounts of new office space which has been filled by companies that offer high-paying jobs, such as software development companies.

In many cases, the costs associated with redevelopment projects are so high that the lease revenue they would generate would not be sufficient for the project to attract equity investment and loans from financial institutions. In such situations, a TIF investment is necessary to close the financial "gap" and make the project happen. Often, the part of the project selected to receive the TIF investment to fill the "gap" is the parking structure that is part of the project.

Particularly in redevelopment projects that contain large amounts of office space, the TIF assistance will not be provided (and equity investors will not invest and financial institutions will not make loans) unless the developer has business tenants committed to lease large amounts of the office space. These business tenants demand large numbers of on-site parking space for their employees, because they believe they will not be able to compete for talent if they force their employees to pay for off-site parking or use transit or other modes of transportation.

If the City Council places restrictions on TIF for parking structures in redevelopment projects that results in future redevelopment projects being unable to offer adequate on-site parking to large office tenants, those tenants will go elsewhere, and the redevelopment projects containing large amounts of office space will not happen. Such a result would harm the city's employment base and tax base. It would particularly impede ongoing efforts to make Downtown Madison more attractive and

vibrant.

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**From:** [Tom Wilson](#)  
**To:** [All Alders](#)  
**Subject:** Item 57, Please Hold on Committing Funds for Villager Mall Parking Structure  
**Date:** Wednesday, May 5, 2021 12:02:18 AM

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Good Evening Members of the Common Council,

I had hoped to speak in person on Item 57, Legistar 64975, and I know many of you likely won't have a chance to read this before the item is taken up but as we approach Midnight and given where you are on the agenda I don't think I can stick with you for what looks to be a long night (I know many of you have obligations tomorrow as well so I thank you for staying up so late and for your service).

I registered neither in support or opposition because while I support the Village on Park Redevelopment, the Black Business Hub and this investment in South Madison that is long overdue I think that the justification for the parking structure is seriously lacking in evidence based on what was presented last night at the Transportation Policy and Planning Board, on which I sit. Moving forward with the parking structure without justification for that much parking at such a high cost could have unintended consequences for other transportation initiatives such as Vision Zero, Transportation Demand Management, our goal of encouraging a shift from single occupancy vehicles to more sustainable modes and our investments in Metro and Bus Rapid Transit.

Continuing to blindly say yes to highway expansions and parking garages undermines those initiatives and I am always a little concerned when we're spending this much money on housing for cars when we could direct it to other needs of South Madison such as housing for people.

At TPPB last night, it was mentioned by staff that parking is our reality right now. That is true, many cities have been gutted by parking lots and garages and we have ceded an enormous amount of our own city to car storage over the past 100 years. This reality was created with intent and it will take intent to change it. Highway expansions and parking structures, especially when the need for them is not well founded, lock us into that reality for the next 50 years. We should be planning for transportation of 2050 not 1950.

Two motions were made and voted on last night at TPPB and both failed, resulting in no recommendation coming from the Board for this item. The first motion recommended approval of the budget amendment but that money not be spent on the parking structure until the results of a parking study could be made available so that the Board could weigh in on parking policy. The second motion was the project as presented by staff.

If a parking study demonstrates a real need for a parking structure in addition to the new surface lot, I could be convinced to support it. I don't want to slow down the rest of the project and I don't think we need to while we figure out whether we actually need a parking structure.

Building a parking structure may end up stacking the deck a bit against the success of our BRT and general transit plans for this corridor by incentivizing single occupancy vehicle use. If we do build one, I would suggest that we design it in such a way that it can be retrofitted to

more productive use if BRT and transit is successful despite what would be a prioritization of single occupancy vehicle transportation in this area.

I'm asking you to support this budget amendment and these investments in South Madison but that you require an evidence-based justification for a parking structure before committing funds for that part of this project.

Thank you,

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**From:** [Rick Orton](#)  
**To:** [All Alders](#)  
**Subject:** Agenda Item 54 64975 Madison city Council Meeting 5-18-2021  
**Date:** Tuesday, May 18, 2021 9:28:01 AM

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Madison City Council Members:

I am writing to encourage your support of Item 54. 64975 which is scheduled to appear on tonight's City Council meeting agenda. I am a frequent user of the Villager Mall area and any improvements to that general area or facility will be well worth it – including addressing the overcrowded parking situation.

Thank you very much for your attention to this issue and support of passage of the above named agenda item.

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