



Office of the Common Council

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To: Common Council Alders
From: Sara Eskrich, District 13 Alder
RE: 1004 & 1032 South Park Street
Date: June 14, 2015

Thank you in advance for your review of the 1004 & 1032 S. Park Street (often discussed as “Wingra Point II”). As you know, this project has garnered much attention from the Plan Commission, Urban Design Commission, neighbors, and city staff. The process for neighborhood input began prior to my tenure as alder, and I want to thank the development team and the neighborhood leaders for their deep and responsive work from late January until now.

The process within the neighborhood with regard to this project has been swift and strong. It has activated many neighbors to broader involvement in the community and greater awareness of the larger policy issues that affect the city. Bay Creek Neighborhood Association (BCNA) has reinstated its planning and economic development (P&ED) committee. The neighborhood turned out in large numbers at 3 alder-sponsored and 3 BCNA-sponsored neighborhood meetings. The P&ED committee met regularly. I also fielded a survey of neighborhood concerns (a summary of results from this non-scientific survey is attached). Neighbors continued their activism by going door-to-door to gain signatures for a petition regarding condition for development of this project.

The vast majority of neighbors have chosen not to oppose the project, but to articulate and advocate for specific changes that would in their experience of their community allow it to fit better into Bay Creek. I believe that most of those concerns have been addressed, though the concern about overall height and density has not been reduced to a size that some neighbors would like to see. I believe that five and three stories are appropriate for this site.

The Plan Commission reviewed and made a unanimously supportive recommendation to the Common Council regarding a proposed zoning map amendment from a Planned Development General Development Plan (GDP) to Specific Implementation Plan (SIP). For the most part, the proposed SIP fits within the parameters of the approved GDP for 1004-1032 South Park Street. Please note that much of the neighborhood’s concern over general elements of this proposed development site were appropriate to the original GDP discussion. This is unfortunate, as many neighbors are frustrated over that past GDP process.

I believe that the recommendation from staff and the Plan Commission – **to support this project with the recommended conditions** – is the right one. Below I highlight the main issues that were brought up by neighbors, and how they have been addressed:

- **Parking:** Though parking continues to be a concern to many neighbors, I believe that the added density on this traffic corridor and potential future improved transit route will minimize the need for multiple cars per rental unit and encourage the use of alternative modes of transit – something that we value as a city. We further addressed parking, commercial use concerns, and construction concerns with the below conditions of approval at Plan Commission.
 - **Conditional Use for Future Food and Beverage Uses:** Any proposed Brewpubs, Nightclubs, Restaurants, Restaurant-nightclubs, and restaurant taverns operating after 6pm for this development must obtain separate conditional use approval. This is to limit high-traffic businesses from occupying the commercial space without further discussion, particularly emphasizing the need to pursue shared parking arrangements with some of the daytime business parking in the area (ex. Clinic parking lot on same site).
 - **Ride Share Car:** Will be provided in the development for tenant use.
 - **Construction Parking:** That construction laborers shall not park on streets when working on the site and that the developer attempts to work out a solution with the University of Wisconsin for shared parking and explore the possibility of providing a shuttle service for construction workers during the construction of this project.
 - **Residential Parking Permits:** Condition 43 in the staff report acknowledges the limitations on commercial and residential parking for this development and notes that residents will not be granted residential parking permits for the area. This should be adopted.
- **Stormwater Management:** Conditions in the staff report ask that this project be as robustly sanctioned as city allows with regard to construction runoff and storm water management. Note that this is a place of high environmental impact due to proximity to Wingra Creek and Monona Bay, and the Urban Design Commission should continue to work with the development team on additional storm water management improvements on the site. The project must go back to UDC for final approval.
 - **Green Roof:** The applicant will add a green roof over the townhouses, along with the originally proposed green roof/terrace.
 - **Stormwater Condition:** That the applicant works with City Engineering to maximize stormwater infiltration in the terrace to the extent practicable and permitted by the City.
- **Left Turn on South Park Street out of Development:** Neighbors, Traffic Engineering, the development team, and I are still working on the best way to physically eliminate the ability to turn left out of the development onto Park Street. The current approval insists on a right turn only sign, but neighbors would like to see something more prohibitive.
- **Additional Condition for Good Neighbor Standards:** That there shall be no exterior facade illumination on street-facing facades above the first floor. (This does not prohibit balcony illumination or patio illumination.)

Broader Policy Issues & Concerns: This project also reinforces that there are many broader policy issues and concerns that need to be addressed in the Bay Creek Neighborhood and at the Park and Fish Hatchery intersection. Though these issues and concerns will not all be solved through

conditions of approval on this particular project, I want to highlight that they need to be addressed as soon as it is feasible by our city. I look forward to being involved.

- Pedestrian and Bike Safety: The intersection of Park Street and Fish Hatchery continues to be a problem. This problem extends beyond the intersection of Park Street and West Lakeside, especially during high traffic volume periods. Traffic Engineering should continue to work with the neighborhood and myself to improve the pedestrian crossing where traffic merges from Park Street onto Fish Hatchery and where pedestrians will increasingly cross at West Lakeside and Emerson across Park Street.
 - Traffic Engineering has noted that they will create bike share arrows where the bike lane ends on Fish Hatchery to allow bikes to cross the intersection at South Park more safely.
 - Traffic Engineering should continue to work with the alder and north-end Bay Creek residents to improve Fish Hatchery pedestrian crossings, paying particular attention to Brooks Street and the potential for a raised island there.
 - Traffic Engineering should continue to work with the alder and residents in the vicinity of West Lakeside Street to improve South Park pedestrian crossings.
- Parking: The city needs to continue exploring solutions to residential parking challenges beyond our current commuter RP3 program. The impact of increased density should be an asset to our neighborhoods. In order to do this, it needs to balance increased parking needs with the encouragement of multi-modal transit and limited car ownership. Of particular concern are visitors to apartment buildings with 1:1 residential unit:parking ratios and commercial spaces without adequate on-site parking. Our current residential parking program does not address the evening and overnight impacts of development in residential streets.
- Traffic: Lakeside Street residents have been in contact with me about the need for traffic calming to reduce speeds. Past attempts to calm the problems along this street have not been successful and new solutions need to be sought. This is something I will help the neighborhood to explore with Traffic Engineering.
- Environmental Sustainability: Our interaction with Monona Bay needs to be continuously monitored and improved. The stormwater management conditions for this and all future projects must be accountably followed. Increased attention to sustainable infill that mitigates environmental impact is critical to this area.
- Viable commercial space: The Park Street plans emphasize a reemergence of this artery as a place where people live, work, and play. This means that commercial space must be vibrant and responsive to the needs of the neighborhood. Residents have been in contact with me about many community business needs and we should use this and future projects to encourage commercial space uses that will add value to South Madison. This includes planning for parking impacts from new businesses.
- Continued Development along South Park/Neighborhood Plan: It has been 11 years since the city engaged with Bay Creek on the development of a neighborhood plan. Given the focus on South Park as the next area for development in the city it is crucial to engage with residents of this community now to solicit their on-the-ground knowledge of the needs and workings of and to include their vision in the plans for this neighborhood's future.

My comments are expansive, but I think it's important to put projects like this into broader context. I encourage you to *support* this project provided that the conditions recommended by staff and the Plan Commission are included.

I look forward to continuing to ensure that projects garner robust public input in advance so that neighbors can work with developers to build the best projects possible for their neighborhoods and our entire community. Please do not hesitate to contact me directly with any questions.