

**800 Block East Washington Ave
Development Survey Results
November 3, 2004**

How desirable are the following options?	Least					Total	Percent					Weighted Average
	1	2	3	4	5		Least	2	3	4	Most	
residential	4	7	11	18	36	76	5%	9%	14%	24%	47%	3.99
hospitality	36	15	18	6	1	76	47%	20%	24%	8%	1%	1.96
personal service-related offices	9	5	26	24	11	75	12%	7%	35%	32%	15%	3.31
commercial	2	2	15	31	25	75	3%	3%	20%	41%	33%	4.00
parking	39	12	12	7	6	76	51%	16%	16%	9%	8%	2.07

If the residential housing option were pursued, how desirable are these options?	Least					Total	Percent					Weighted Average
	1	2	3	4	5		Least	2	3	4	Most	
condominiums	12	8	9	23	24	76	16%	11%	12%	30%	32%	3.51
affordable apartment homes	13	5	10	23	22	73	18%	7%	14%	32%	30%	3.49
luxury apartment homes	17	19.5	19.5	10	6	72	24%	27%	27%	14%	8%	2.56
combination of the three options listed above	13	9	10	18	22	72	18%	13%	14%	25%	31%	3.38

One option under consideration is a neighborhood retail center that would provide a defined center for the neighborhood. If the neighborhood retail center option were pursued, how desirable would it be to have the following types of businesses available to you at the location?	Least					Total	Percent					Weighted Average
	1	2	3	4	5		Least	2	3	4	Most	
retail	2	2	10	18	45	77	3%	3%	13%	23%	58%	4.32
financial	13	9	24	18	13	77	17%	12%	31%	23%	17%	3.12
restaurant	2	3	14	19	36	74	3%	4%	19%	26%	49%	4.14
tavern or bar	28	13	12	10	13	76	37%	17%	16%	13%	17%	2.57
community services	4	2	15	25	30	76	5%	3%	20%	33%	39%	3.99
personal service-related offices	6	9	22	28	12	77	8%	12%	29%	36%	16%	3.40
business offices	16	19	17	14	11	77	21%	25%	22%	18%	14%	2.81

How important are the following features or characteristics regarding this neighborhood development?	Least					Total	Percent					Weighted Average
	1	2	3	4	5		Least	2	3	4	Most	
pedestrian/bicycle access	2		7	10	58	77	3%	0%	9%	13%	75%	4.58
open space	2	7	12	24	31	76	3%	9%	16%	32%	41%	3.99
public space	2	8	18	16	33	77	3%	10%	23%	21%	43%	3.91
landscape and lighting		5	3	24	43	75	0%	7%	4%	32%	57%	4.40
unique architectural design	5	5	12	24	31	77	6%	6%	16%	31%	40%	3.92
green buildings/environmentally friendly		1	6	22	46	74	0%	1%	8%	30%	62%	4.57
building heights	3	4	14	13	42	76	4%	5%	18%	17%	55%	4.14
housing density		2	18	20	35	75	0%	3%	24%	27%	47%	4.17

Summary	
Total	Percent
Own	53 72%
Rent	21 28%
Total	74 100%

Respondents
Distribution

Summary	
Total	Percent
77	26%
300	100%

Tenney
Old Mkt
Marquette
Total

Summary	
Total	Percent
50	69%
21	29%
1	1%
72	100%

Are there any other characteristics that you'd like to see in a development adjacent to your neighborhood?

- *building heights: 4-6 stories housing density: encourage density
- *A mid-range grocery store in walking/biking distance would be supported by me.
- *A grocery store. What sort of business will be part of the Mautz property project?
- *Create a space that resident want to visit & enjoy passing by on the way to school & work - we're on a main bike route here! Don't create more traffic/congestion. Don't create an eyesore.
- *We'd like to see single-family homes as a residential option
- *Architecture with a minimum attractiveness, to compensate for the overall ugliness of E. Washington
- *Practical, small, locally-owned business
- *Some of the services that Don Miller has provided should be allowed to continue because they also provide an important service to the neighborhood & city.
- *Nice design - pedestrian access
- *Be neighborhood friendly
- *Provide ample parking for whatever is developed!!
- *Provide parking!
- *Townhouses along Mifflin, 2-3 stories, single family
- *Roof garden
- *This community is in disparate need of space for performing arts, especially dance. A room, 40 X 40 X 15-20' high with rigable points in the ceiling would allow aerial dance (Cycropin) It would also be a wonderful community hall. PLEASE contact us!
- *I would like row houses on E. Mifflin--all will front screen porches. They should be built higher with steps so basement can have windows (makes sense)
- *The development should ultimately be a part of the neighborhood, not an annex to the neighborhood
- *Pleasant outdoor meeting spaces gardens? Pharmacy, median grocery store
- *Access on both E. Washington & E. Mifflin. Parking for people using services in retail center
- *Unique look & shops that are different than we already have
- *I've lived in San Francisco; it provides a useful model. Town centers are dynamic and commercially successful when pedestrian/bike friendly for it's site. Madison downtown businesses are desperate & Require going to the mall on a near-weekly basis. In towns like SF malls are unnecessary
- *Make it fit with the neighborhood style of the homes here, 2 or 3 stories - at the most!!
- *Something that encourages people to be outside
- *I think it should be developed in the fashion of a true city block, with building fronts on East Wash and Mifflin, with a alley way, different building heights and facades
- *I would like to see an apartment or condo development that would tastefully blend in with future East Washington makeover
- *Like to see a multiplex movie theater considered
- *Nice looking, not tall
- *I'd like traffic kept off of E. Mifflin to the largest extent possible. I'd like the highest density along E. Washington and the density cascading down towards E. Mifflin. I'd like the architects to take into account the ideas of Christopher Alexander in "A Pattern Language".
- *Construction should lean forward, welcoming to city via avenue. No dark "not open" after dark look. Mixed low income, even single room occupancy should be considered.
- *That it make money - No TIF! Build tall enough to allow greenery - trees especially. Consider subdividing in lots to
- *Modesty! Most newer buildings in Madison have been extremely over powering structures
- *No
- *Perhaps some of the older, practically abandoned warehouses should be used as apartment/loft space. I think there is really a market for it
- *That it not be ugly. E. Wash needs a face lift not more ugliness
- *Brick (façade) building are best
- *Make it a place where people want to live and walk around
- *Grocery (like Jenifer Street Market or Will Street Coop); condos (not apartments); bicycle shop or athletics store.
- *Mixture with commercial, service, etc. on the Washington side & Residential on the Mifflin side overlooking park. A restaurant on Mifflin w/a terrace on park is good.
- *Safe, well lit, attractive
- *Affordable housing, local, small business
- *The architecture should be in-tune with the existing historic buildings in the Old Market Plan Neighborhood
- *A rooming house for the homeless
- *Pedestrian lack way over East Wash. Old Town architecture
- *Intersperse living environment with green space. People friendly, especially for bikers, joggers & walkers. Make it
- *Of the retail options listed a dry cleaner or drug store would be less preferable relative to other options. A Walgreens, in particular would be very unfortunate. Our neighborhood already has a few locally owned restaurants it would be great to see another one or two!
- *Public art. Median sized grocery store (like Jennifer St. Market)
- *A 1 or 2 screen movie theater; an art gallery or 2? Art coop? Music store? Music venue? Ice cream? Outdoor basketball court for kids to use - no charge. As much green/garden area as possible - courtyards? A good clothing store for women & men clothes you can't find in malls, like nice dresses, suits that are not made from polyester.
- *Roof top public space
- *High quality materials; brick, stone, grass, metal no vinyl or E/FS/Dryvit/Stucco
- *Health club; neighborhood center; soccer, sporting goods, hardware; use car dealer (just kidding)
- *Attractive town houses facing Reynolds Park, bay windows, balconies, decks, fireplaces, hardwood floors, high
- *Owner occ./Family housing. Mixed use

What concerns, if any, do you have with this potential development project?

- *That it will be a cookie cutter project with little interest or uniqueness
- *That underground parking is incorporated into the plans for any development.
- *Density and we need more owner-occupied
- *I worry that it will be ugly and offensive. It shouldn't be out of scale (like many new developments are.) It should not overpower the park. It should reflect the neighborhood's history in its architecture
- *That it will take not take into account the character of the neighborhoods nor the recommendations in the neighborhood plan.
- *Not car-focused
- *Primarily the increased density to an already dense area.
- *Too many apartments - not enough condos
- *Cars and vehicles traffic
- *That Reynolds park remains as is!
- *My concern is that Reynold's Park never be done away with!!
- *Height - not to exceed 6 stories on E. Wash, 3 stories on Mifflin no adverse effect on E. Johnson Business District
- *Height. Don't go over 6 stories max. 5 would be better
- *Blockage of Capital site lines
- *E. Mifflin is a designated bike path. Traffic should hopefully not increase there.
- *No more monstrous condos! We already have too many!
- *Traffic flow - directed to E. Wash not side street
- *That the new housing will create additional vacancies in the older housing
- *High cost condos will value other housing in the area to expensive for _____ to afford.
- *Parking for _____/residents should be included on-site
- *I would not want it to interfere @ the Breese Stevens Field in any way. I love this neighborhood so I don't want changes that would interfere @ the unique area
- *E. Wash businesses should be able to displace all the malls, cut down on traffic & provide a sense of community.
- *Nothing that would bring problem people to this area
- *Don't want huge parking impact, but also want well designed (not ugly) parking ramp Would prefer not to see "corporate" take over (less chains, more local)
- *It will turn into some sort of mixed use urban strip mall with too much parking more focused on bringing people into the city than those of us already here.
- *Being a business owner in the So. Johnson neighborhood, I would truly not want to see a commercial development. It would compete with our fragile East Johnson Street business community. Why duplicate? Willy Street 2 blocks away has
- *My greatest concern is that it might fail leading to a less appealing space. But then again, you can't get much
- *A litany of inconvenience
- *Whatever the property is used for there should be appropriate parking.
- *I don't want one monolithic large building like Metropolitan Place. I'm hoping that money won't take precedence
- *It must be a link - N & S of Avenues, E & W of Capital & First Street - Easy on, off for business, kid friendly
- *That the thing will look like cookie cutter "mixed use development" all across the country. "Affordability" comes in through Sec. 8 & Sec. 42
- *More high priced apartments & condos that do not realistically fulfill Madison's affordable housing needs
- *Do they rent
- *My concern would be for the current owners of that property. If it's Don Miller Dodge, that business has been there for some time. It is part of the neighborhood. But if they at dodge are fine then OK.
- *Biggest concern would be building size and height. Metropolitan Place on W. Washington is horrible. Smaller unique buildings are best for the neighborhood
- *Make sure traffic on local streets doesn't increase too much. (i.e. access off & on E. Washington
- *Population density already too high in neighborhood, too many transients and too much rental property. We have more social services houses, halfway houses etc. than any other part of town. This should be balanced with stable not-industrial retail or with ownership
- *Don't build it too tall so the soccer park (Reynolds) is in shadow all day.
- *Don't make it an eyesore like the parking lot it is now
- *I'm concerned that it will be the same ugly overpriced condos that downtown is already full of
- *If residential -Not _ enough parking spaces created for all the units this will cause more problems & ___ parking
- *Do we have too many developments?
- *No low income or high density - Family, friendly, unique shops, restaurants, ect.
- *Too much concrete would be awful. Use of wood and/or brick structures, or possible stucco. A variety could be
- *We would not like to see something more than 3-4 stories high. We would not like to see a sea of parking spaces, ___ underground and/or less. Visually obvious parking is strongly preferable. To clarify the answer to the second question (condo/apt/mixed), we would absolutely hate to see something like Metropolitan Place in this space. To successfully achieve the "street life" benefits of mixed use requires more than a single ground floor restaurant, and a much more pedestrian -friendly large scale design than Metro Place has
- *Noise. Safety, homeownership - range of prices, affordable-luxury
- *It should not be tall
- *That it won't blend in with the neighborhood, architecturally as well as philosophically; that it could be too upscale. That it will look cheap - we need excellent construction & craftsmanship
- *It must help the visual experience on your drive up East Wash creating something that others maintain will likely create an eyesore appearance.
- *Affordable housing, architecture. Good luck!
- *Traffic congestion at Mifflin - Patterson
- *My concern is that the development will look like a Westside monstrosity - chain stores, big & ugly
- *Very concerned about scale, this site mat set precedent

What specific hopes and wishes, if any, for the development would you like to express?

- *A mix of ownership with rental that is affordable. I would like it to incorporate retail lower level, on site parking, be an asset/compatible set the standard for future E. Wash development. Former owner, still
- *That it adds to the local community and still honors guests on their way to the capitol.
- *I have a Suburban and hope Don Miller service can stay in the neighborhood
- *A public-use space for mtgs & performances would be great. Our own community center (ala WilMar & Atwood). It is very important that this development be part of the neighborhood & not just take advantage of E. Wash commuter/visitor traffic for retail at the expense of our community. PLEASE DO NOT BUILD A "MINI-
- *We hope the development will reflect "what's best for the neighborhood" rather than "what's financially best for the developer."
- *Grocery store! Retail for the neighborhood-not just boutique-like things for suburban visitors.
- *The development should also address concerns that have been worked out in neighborhood plan.
- *To be kept informed on decisions being made concerning this block
- *That we nearby residents are kept informed of all facts related to the development of this city block!
- *This project should set a high aesthetic, architectural standard for the E. Wash. Gateway Build projects to come. Not just another faux-prairie wannabe.
- *Put parking underground
- *Restaurants, post office, a library branch would all be wonderful.
- *parking structure to be built near breeze Stevens to accommodate that entity during off business hours. Architecture style is extremely important for this a
- *As a member of a small nonprofit arts group left behind by the Overture Center design and development, I would greatly support a community arts space
- *See attached letter
- *Hoping that with additional shops & services more people will find this neighborhood desirable. That the buildings will "upgrade" the neighborhood, but will also fit in.
- *Public art
- *Provide varied housing options
- *We need: (on E. Wash): Drug store, Deli, French bakery (upscale) **Dry-cleaning (Klinke destroys clothing), clothing stores for professionals (not students) the only place to go is West Towne Mall (Ann Taylor, Banana Republic) There are many professors living in the near East who need clothing for lecturing & hate going to malls. There are about - 5 professors on my street. Tailor, cafes, natural (organic) food store, hardware store.
- *A few nice restaurants or taverns, maybe an adult nightclub. A credit union or bank would also work.
- *Would really like a good grocery store/market
- *As the first step in the redevelopment of East Wash, this project needs to set the standard with true urban design, not some mildly passable mixed-use 1 block neighborhood
- *Post Office annex, or DMV included, bakery plenty of parking
- *Low cost living or parking would be nice a non-"dive" bar would be awesome!
- *the mayor just expressed his desire for green architecture for Madison & it would be nice for the buildings to
- *Business should enhance current Johnson Street business not complete - Business should be open after 5:00 p - Not asking much am !!
- *Come in with a design that is self-sufficient. If the NA or the design pros at the city force you into subsidies that will be on their heads
- *A specialty useful "link between the 800 block retail area at E. Johnson & Williamson Street via combination parking & affordable housing
- *Do they rent
- *1) That it not block the view of the Capital from the lake. 2) That it be attractive in a lasting way and improve the look of E. Wash 3) That it be accessible to people of low to middle incomes and to persons with disabilities
- *Brick, green, open, smaller buildings (2-3 stories)
- *Aesthetic, crowding, bringing yet more low income/transient populations into neighborhood. Increased traffic on Paterson, Mifflin streets
- *I would like to see an alley running parallel to Mifflin the length of the whole block providing service access to commercial parts (south half) and rear access to homes/apartments/condos on the north half of the block
- *Well lit & safe
- *It would be nice to have a commercial center for the neighborhood with a café & shops but it should be
- *No low income housing - it's not obviously helping diversity & integration. It's only attracting tenants who move in & out with very low since of community respect and responsibility
- *Affordable housing. Apartments < \$500/month
- *Safe, people friendly, green unique, architecture, home owners
- *would like a grocery store. It wouldn't have to be a Woodman's or a Cubs. Aldi type store, or a Sentry for people to walk or bike to e.g.. Capitol Center Foods
- *This is a very exciting opportunity for the neighborhood! Right across the street from the old Buy-Sell shops
- *That it match the eclectic nature of the east downtown neighborhood. That it draw neighbors as well as provide services fro the tenants/owners. Thanks for considering the neighborhood's input.
- *Can your concept incorporate or respond to the green parks a block away to West.
- *Encouraging pedestrian (bicycle/mass transit options)
- *Whatever is built will have a substantial effect on neighborhood character. Good luck in your endeavor.
- *I like the idea of it being a destination, not just highway wallpaper
- *I hope for locally-owned shops and a library branch
- *Dramatic businesses - deli? Café? Bakery bookstore, drycleaner pharmacy
- *Please no fake historic looking bldg. Modern design! Can use affordable material in unique way