



Office of the Common Council

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To: Members of the Urban Design Commission

From: Sara Eskrich, District 13 Alder

RE: 1004 & 1032 South Park Street

Date: June 24, 2017

Thank you for your thorough review of the revised Peloton proposal before you on Wednesday, June 28. As you know, this project has garnered much attention over the past two years from this Commission, neighbors, and city staff. The process for neighborhood input began prior to my tenure as alder, through original approvals, and continued through the revised plans submission and changes. However, I will note the comments emailed from “Bay Creek Neighbors” to you were not shared with me, nor did I see any mention of public meetings where they were crafted or discussed on the Bay Creek listserve. I am therefore not sure of how representative they are. They are generally reflective of the past public engagement on the design approved in 2015. The general comments I have received on the new proposal include concern about height and density, but also include strong support for height and density. There has not been as much focus on the details, likely because this project continues to be such a moving target. Nevertheless, I will attempt to summarize comments as I have heard them below.

As you all have noted, this is a critical intersection and focal point for the city. With regard to UDC’s design review, I encourage you to continue to push to achieve an extraordinary design on this site and continue to pay attention to the details required for approval. The proposal has attempted to incorporate many disparate views for this site, and is the best iteration I have seen so far. The following are particular design and design-related elements that I hope you will consider, as you did during original approvals:

- Greenspace – This is a priority and should be emphasized with greening landscaping elements that will be accessible (even just visibly) to the neighborhood, as well as the private greenspace for residents (perhaps enhancing the rooftop patio with green elements).
 - Setbacks –These should be required and landscaped to increase the greening of this project.
 - Stormwater management – Addition of bioswales and/or rain gardens would be beneficial. A green roof was a required condition previously.
- Masonry and Materials – The neighborhood has supported the use of significant masonry elements of this building, as it fits with the character of the neighborhood and provides a less reflective surface. Any additional elements and materials should be non-reflective as to minimize light and noise pollution for adjoining neighborhoods.
- The Point – The current point element is one of my personal favorite iterations. The amount

of glass will necessitate appropriate screening elements.

- Neighbors have commented on their appreciation of the setback of the point from the intersection based on safety, visual appeal, and greenspace perspectives. Please consider whether the current design accommodate this.
- Encouraging Transit – The building is on a major transit corridor and should encourage the use of Metro by rebuilding a visually appealing and beneficial bus stop with transit amenities, with the minimum of trash receptacles and seating amenities. Greening of this transit space could encourage use.
- Size – The pervious approval focused on a five story project. The fifth story elements of this current proposal are minimal, and the sixth story element is even smaller. I appreciate the aesthetic of the point being higher, without creating many extra units, as the concern on height I often hear is a reflection of density and more people/parking-related impacts. Resident comments as part of the Imagine Madison process have focused on the east side of Park Street being smaller in height, as it abuts single family homes. I believe it is more appropriate to have height on this side of Park Street, and am therefore comfortable with the minimal fifth and sixth floors of this proposal.

Thank you again for your thorough review of this project. I look forward to continuing to work together. Please do not hesitate to contact me directly with any questions.