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From: Bruce Luecke [mailto:blformsa@tds.net]

Sent: Monday, December 19, 2011 9:03 PM

To: Martin, Al; lufler@education.wisc.edu; Rummel, Marsha

Subject: Proposed Movin' Out Inc. project at 22046 and 2100 Winnebago Street

Dear Members of the Urban Design Commission :

My name is Bruce Luecke. My wife Susan Freiss and I live across Winnebago Street from the proposed monstrous building at 2046 through 2100 Winnebago Street. Our paid for home is a well cared for 1928 home with many of the features of the later arts and crafts design. Its landscaping incorporates many native and prairie planting in the sunny front yard and more shaded back yard.

There are currently no commercial structures in the area from Schenk's Corners to the end of New Winnebago Street which consist of more than a small business format in width or length and two stories in height. The longer former Anderson Thomas building, while only two stories high is set back nearly a hundred feet off Winnebago Street.

At the first Movin' Out Inc. meeting with the neighborhood, the developer spoke of the concept of the construction project as two buildings, one an office building located at 2046 Winnebago Street then a space between the office building and a second building further east which would be housing designed for the disabled. The developer indicated that there would be underground parking for these structures accessible through Sutherland Court, immediately west of the 2046 office building. There was discussion from several individuals concerning the massing of the residential building of uncertain size on Winnebago Street proper. The developer indicated that the relative location of the residential structure was flexible and could be set farther off the street with landscaping in the area of the street and sidewalk. The neighborhood was receptive to the building functions proposed, but concerned about how this construction would fit in the neighborhood. The developer indicated that efforts would be made to incorporate the design of the buildings into the existing neighborhood.

At a second neighborhood meeting with the developer were presented with a photograph of Winnebago Street taken from in front of the TPS printing service building looking across the street and eastward to show the block massing of their proposed structure, now a single structure located right at the edge of the sidewalk . This depiction shows the proposed building to be lower in height than power poles on the north side of Winnebago Street though that is not possible with a 4 story building. In fact, the power poles and trees at that stretch of street would be right up against the building face as they overhang portions of the current Winnebago Studio building. The new layout of the building, no longer a two structure project more typical of the neighborhood small businesses, was far out of scale with anything in the neighborhood and a big change from the set back residential building we understood to be amenable for the project plan.

As it came to light during questions of the developer, the neighborhood was not invited to a third interim meeting with some members of the SASNYA neighborhood group.

In this meeting the group, none of whom live on these several blocks of the neighborhood, recommended siting the building, which now was conceived to have lower level business locations, closer to the street and apparently to also mass the building as one structure much like the oversize United Way and/or Kennedy Place buildings on Atwood Avenue. This stretch of Winnebago has neither the more highly urban feel of Atwood Ave. where there only one rental home in the Division Street to Schenk's Corners segment, nor the very high traffic volume also found there. Four stories of building massed at the sidewalk on Winnebago is inconsistent with the neighborhood as it largely residential with buildings separated by small green spaces and set back from the street by green space as well. The developer does not seem to be familiar with working with a neighborhood to formulate planning that works with several parties to reach a consensus positive in ways that accommodate both the business and the neighborhood.

In order to address the lower level business rental locations apparently proposed in, what used to be a second building, it must be understood that on-street parking on Winnebago disappears after 8:00 A.M. occupied by local business workers. There might be one or two parking spaces available for lower level business customers at best. Thus, it makes some sense to set this segment of the structure back somewhat and align it North/South so that parking is still located at the business face of the building. Appropriate signage would work as it does for Ford's Gym, Sector 67, and Nessalla Combucha.

My approach toward this proposed structure would be more along the lines of the Nelson building in its street-side two story unit backed by some greater massing of the structure away from the more residential neighborhood street side. One further regrettable aspect of the project is that the developer has not shown the neighborhood any possible outward plans or designs for his structure. A very tasteful piece of condo architecture also can be found in the neighborhood at the north face of Atwood and Division Streets.

I will be in attendance at the Urban Design meeting on Wednesday the 21st. Bruce Luecke