

RE: Urban Design Commission meeting May 22, 2013 Agenda item 4  
915 Haywood Drive (not Road) "Ryan Brothers Ambulance"

Although, the proposed project would look much better than what is currently on the site, I feel it could be greatly improved upon. Below are some of my concerns:

- The project address is 915 Haywood Drive not 915 Haywood Road as shown on the UDC agenda.
- The Planning Division Staff Report has a date of June 3, 2013 which has not occurred yet.
- The packet of plans available on the city website are conflicting with some of the drawings showing the proposed building and parking lot in a different location than other drawings. This should be corrected so city staff, the UDC and interested nearby residents can understand better what is being proposed.
- The building is shown with a pitched black roof. A black pitched roof is not very attractive to look at. With the colors shown for the building a roof with mottled shades of brown would look better. A flat roof would impinge less on sight lines of Monona Bay for the residential properties west of the proposed building.
- The building plans show a back door leading to a waste storage area but no sidewalk for subsequent removal of the waste from the property.
- With the current trend towards incorporation of rain gardens and surface parking lot runoff retention areas into new construction, I suggest that the proposed building roof drainage be directed to the proposed grass areas on the property and a rain garden area be incorporated into the landscaping design. Efforts should also be made to slope the parking lot so rain runoff can be partially directed towards an infiltration area in the landscaping plan.
- Because of conflicting site plans provided by the applicant it is difficult to visualize how this proposed building and parking lot will affect adjoining or nearby properties.
- Finally, but most important to me, I am concerned about how this proposed building and parking lot will affect future development of the entire city block it is on. This area of Madison is currently seeing multiple large scale development projects being proposed and constructed all along this area of Park Street. In my vision of Madison's future, I was hoping that this entire block along Park Street could somehow be designed and built as one or two large development projects. Street level business and retail could occupy the frontage along Park Street while higher density multi-story residential with underground parking could be built in phases along South Brooks Street with elevated terraces connecting the various properties in the center of the block. My thoughts were for 5 to 6 story residential towers with wonderful views of Monona Bay, the Arboretum and Lake Wingra. Ryan Brothers Ambulance could still maintain a presence on this block and be incorporated into the overall design of the Park Street business frontage along with a new Famous Dave's Restaurant.

A planned development of the entire block could do so much to beautify this historically important place in Madison. In 1834, when the Madison area was first surveyed by the

State of Wisconsin there were numerous Native American settlements in the Madison area. The proposed project site was at the base of what was once a high glacial ridge that extended from the Vilas Zoo area all the way to the new Wingra Clinic property. The ridge was dotted with many native American mounds and was higher than the isthmus hill the state capitol building was eventually constructed on. This glacial ridge was desecrated and hauled away to be used as fill material in the building of Madison during the late 1800's and early 1900's.

How nice it would be if we could replace all the worn out buildings and surface parking lots on this entire city block with something beautiful and more respectful of the people who lived here so long ago.

I hope that the UDC requests revisions on the Ryan Bros. plans and does not give initial or final approval of the project. I also hope that somehow our city leaders can see the true potential of this part of Madison and call for a planned development for this entire city block.

Sincerely,

Ron Shutvet

[REDACTED]

Madison WI

608 [REDACTED]