

Weston Place Resident's Concerns
Regarding Proposed Hotel Construction, Frey Street, Hilldale

January 31, 2017

+ Placement of a 12-story hotel in close proximity to Weston Place will block the view and natural light to the condo units on the second, third and fourth floors. The first three or four floors of the proposed hotel will create a solid wall nearly parallel to Weston Place and only 43 feet from the Weston Place wall. We recommend placing the hotel west wall at a diagonal to increase open space and light.

+ All buildings in the immediate area have underground parking to minimize visual building size. We suggest the hotel include some underground parking. This would reduce building height, create a cascading appearance along the slope of Frey St, increase the amount of sunlight exposure to nearby properties (including Target's solar panels), and eliminate or reduce the walled off effect for residents of Weston Place.

+ Placement of HVAC mechanicals at the back of the hotel will generate unacceptable levels of noise, fumes, water vapor, and heat directly adjacent to three multistory residential buildings to the south, southwest and west.

+ Plans for traffic flow and hotel access are not adequate considering the steep Frey St grade and the imminent increase in auto and pedestrian traffic created by DOT property development. Also site lines at the upper hotel parking exit/entrance are obstructed by electrical transformers and tight turns in and out. There is no indication that sidewalk width will be widened to accommodate hotel guests and increased foot traffic generated by DOT property development.

+ There are additional concerns with windows on the hotel west side. Light from hotel hallway windows will be on at all times and will shine directly into the bedrooms of all Weston Place southeast corner bedrooms. If hotel room windows are added on the west side, Weston Place residents will be faced with having blinds closed at all times to maintain privacy. It is recommended that wall design and window placement take esthetics and established neighborhood residential patterns into account.

+ Landscaping, green space, tree planting, and drainage/infiltration plans have not been provided. The proposed hotel is located within a flood mitigation zone where storm water infiltration structures are required. Where will they be located? How will they be coordinated with green space and neighboring property buffers with substantial additional runoff?

+ Signage. Preliminary drawings show a tall vertical sign on the north wall of the proposed hotel. This is out of keeping with established neighborhood practice. New developments on University Ave, both by ordinance and accepted practice, have restricted signs to horizontal placement, 40 feet or less above grade, low-light or no-light illumination, applying dark-sky standards.

+ The proposed hotel will be located within an already established residential urban block occupied by four multi-story residential buildings. The insertion of a commercial building into a totally residential block should take impact on adjoining residential owners and occupants into account. Conditional Use, Chapter 28.183(6) states: "The uses, values and enjoyment of other property in the neighborhood for purposes already established will not be substantially impaired or diminished in any foreseeable manner."

Mark Miede
Weston Place Resident
625 N Segoe Rd, Unit [REDACTED]



From: Norman Bair
Sent: Friday, February 03, 2017 3:50 PM
To: Martin, Alan
Cc: Vaughn, Jessica
Subject: UDC Mtg Feb 8

Hi Al,

I am writing to provide comment on a development of the Raymond Group on Frey St that is on the UDC agenda for February 8. I am a resident of Weston Place that is just west of the land for the hotel development.

Right now Target is installing a photovoltaic array on their University store just north of the proposed hotel. I would not like to see this project compromised with an 11-story hotel that would block the sunlight from the solar collectors during the best sun hours of the day. The solar project is in the range of 380 kW capacity.

The City of Madison has established major goals for sustainability and renewable energy. I would like the city to promote these goals and not allow the height of the proposed hotel infringe on the solar access needed by the Target store solar collectors. The installing contractor, H&H Solar Energy Services can do a quick modeling of a hotel on Raymond Group's property to determine what the height limit must be. Wis. stat. 66.0403(1)e and f have language that I would like to see followed whether or not other aspects of the law have been carried out. This would provide that no solar access interference occur between the hours of 9 a.m. and 3 p.m.

I will be out of town and unavailable to attend the February 8 meeting. Should you have further questions on this, please contact me or Dave Garner or Ryan Bartel at H&H Solar Energy Services, 273-4464.

Thank you for your consideration on this matter.

Norman Bair
608-██████████ cell

Attached is a picture of the solar project today at 3:08 p.m.



Hello,

We'd like to voice some concerns about the planned hotel development. Please take these points into consideration or pass them along to any decision makers.

We welcome the addition of a hotel to the area and hope it contributes to the vitality, aesthetics and economic stability of the neighborhood. We want to be sure it fits in to the existing and future development in the area.

A list of concerns are:

- 1.) Size and capacity. We think this relates to and impacts many things. Safety, traffic congestion and livability being some of the main ones. Those issues are covered in more detail below.
- 2.) To be honest we are mainly concerned with the height of the building. This is somewhat self serving. We reside on the 11th floor of Weston Place which is situated on the lot next to the planned development just to the west. Plans as shown to us so far indicate the hotel will potentially block most if not all of our view of the Capital building and downtown. We paid a premium for that view. We know it's typically not the concern of the city or developers if an individual's views are affected by development that meets the zoning requirements of an area. But please appreciate how disappointing it is that living in what is likely one of the highest elevations in the city we're at risk of losing a major marketable part of our view. It's almost comical that in Madison, with all of it's restrictions on height of building relative to the Capital that we, who are probably at a height even with the top of the Capital dome, will have or view blocked by a commercial development. We think this can be avoided if the hotel puts a portion of their parking underground. While that may cost more initially we assume that cost can be recovered over time. If they block views those are gone forever.
- 3.) The livability for people on lower floors of Weston Place. While in the worst case scenario we on the 11th floor will lose our downtown view at least the hotel building will be 90 feet away and 60 feet wide. Only blocking a fairly small percentage of our overall view and compromising our privacy to a small degree. The poor residents of Weston Place on floors 2 thru most likely 4 or 5 will have almost their entire view blocked by the hotel at that level where the hotel is probably 140 feet wide and only 40 feet away. Again we think this can be remedied by the hotel putting just some of its parking underground. This would likely put the wide part of the hotel only up to where the Weston Place residential floors begin. This most likely be accomplished because the elevation of the first floor of the hotel, down by Sawyer Terrace, is likely 30 feet lower than the ground floor elevation of Weston Place. Allowing them 2 levels of above ground parking and/or a commercial floor before their height begins to affect the livability of Weston Place residents in regards to blocking sunlight, privacy and views. Privacy for these floors is probably one of the major concerns. Having transient hotel guests with windows only 40 feet away is a major concern.
- 4.) Safety on Frey street. The slope of Frey Street, the amount of traffic, especially when the DOT development is done, and the city's proven inability to keep the street clear of snow and ice are a recipe for safety hazards. The shade from Weston Place in the winter already makes Frey Street hazardous. Adding a tall hotel building will only make it worse. Any parking will or should be removed from the street affecting the parking capacity obviously being used by the residents of The Overlook apartments. We also understand bike lanes should be present, etc. The

planned car entrance to the hotel on the upper part of Frey Street is too close to an already cramped entrance to Weston Place parking and by a set of electric transformers that severely reduce visibility. We already have constant foot traffic thru that area as people from Sheboygan Ave and the new 11 story apartment building right next to Weston Place cut through to walk to the mall.

5.) Reducing the height of the hotel will not materially affect it's aesthetics. As mentioned above we believe the height of the hotel can be reduced by putting some parking underground. This would not necessarily affect it's capacity and the developer's return on investment in the long run. In some opinions they are 'shoe-horning' a big high rise building into a small area. It is not a particularly aesthetically appealing lot. It's behind Target, behind the mall and right next to 2 other large residential buildings. We assume the current design of the hotel is intended by the developers to provide a dramatic entryway and atrium on the Northeast corner of their building. This is enhanced by putting all of their parking above ground and providing a lot of space to to up vertically and create a big impressive space. This seems wasted somewhat in a location that is nothing more than a fairly small lot situated as described above. Especially when it results in blocking the views of permanent residents of the area at the expense of providing views to hotel guests. We believe they can design an aesthetically pleasing building for their guests without ruining the aesthetics and livability for permanent residents of the area.

Thanks,

Richard and Mari Johnson

■■■■ N Segoe Rd #■■■■

Raymond Group Hotel Project.

I feel this is a very poor location for a large hotel to be constructed. Frey St. and Sawyer Terrace are designed as neighborhood streets. They are not main roads. This is a residential neighborhood not a commercial district. There are many older residents living here and there is much pedestrian traffic in the area with the senior centers and condo buildings in the vicinity. I think you should realize that hotel guests really don't care too much about the neighborhoods they are staying in. They generally use a hotel as a get away from their neighborhoods. I also think that the potential for traffic problems are great! Especially on "game" days when out of town people are drinking and driving after the game. They don't know the area and many potential problems exist. Many of the older people here do their shopping at Target and Metcalfe's on foot and I sure can see the potential for an elderly resident pedestrian to have an accident with a vehicle. Guess who loses in that conflict?

A hotel that was originally planned on University Ave. where the old Psi R Square building was, would have been a much wiser location choice. But the planning commission obviously can be bought like the rest of the city politicians. Please reconsider approving this project. Thank you.
sincerely,

Christopher Malin

█ N. Segoe Rd.

Madison, WI 53705

To: City of Madison, Urban Design Commission, Plan Commission, City Council, & Tim Gruber, District II Alderperson

Re: Raymond Company proposed construction on Frey Road across from Target

From: Vernon and Annetta Barger, residents of Weston Place ([REDACTED]), 625 N. Segoe Road, Madison, WI 53706

We are writing in **strong opposition** to the proposed hotel/commercial development on Frey Street, for the following reasons:

1) The City has not developed a comprehensive plan on the impact of the construction of large buildings in the immediate neighborhood of the Hilldale Mall that will severely affect the lives of permanent residents there, including the Weston Place condominiums, apartments for the disabled, and senior living accommodations. Surely, such a study should take place before further irreversible changes in the character of this area are made.

2) Why should City first approve developments like Weston Place with expansive windows and then permit the construction of tall buildings that block those views? We moved to Weston Place from outside the City about 10 years ago and enjoy living here. However, if the emphasis on transients continues to the detriment of permanent residents, we will return to the suburbs. The proposed hotel and business offices are not consistent with a conducive urban living environment.

3) Heavy traffic on Frey Street, associated with Target and the Hilldale Mall, is already making the area pedestrian unfriendly. Many shoppers from the Sheboygan Avenue and Venture apartments walk along this road, wheel-chairs are common, and dog walkers are frequent users.

4) The parking lot where the proposed hotel is to be located was envisioned to be a park under the Freed plan, ten years ago, when we moved here. That would have been a wonderful asset to the area, which now faces further loss of green area.

We urge the City staff to take these concerns about the fate of our neighborhood seriously.

Sincerely,

Vernon Barger

CITY OF MADISON

FEB 14 2017

Planning & Community
& Economic Development

I believe that the developer should file an environmental impact statement prior to project approval. The usage of water and the burden of sewage removal and treatment, among other things, should be considered.

Carl K. Yorita, M.D.

To: City of Madison, Urban Design Commission, Plan Commission, City Council, & Tim Gruber, District II Alderperson

Re: Raymond Company proposed construction on Frey Road across from Target

From: Amy Barger, resident of Weston Place ([REDACTED]), 625 N. Segoe Road, Madison, WI 53706

I am **strongly opposed** to the proposed enormous hotel development on Frey Road that will be located directly in front of Weston Place. I live in Weston Place on the south side where the apartment building Venture was built a few years ago just 40 yards away from Weston Place. I can therefore speak from personal experience that it is very depressing to wake up every morning to the sight of a massive building right outside my windows.

Madison has a reputation for being a liberal city where quality of life matters. This makes it all the more shocking that the city is allowing large buildings to be built so close to one another in the non-urban center of the Hilldale neighborhood – closer even than downtown, where there is at least a city street separating one building from another!

There is a reason why many of us choose not to live in downtown Madison: We do not want to live in a dense urban environment. We want to have the convenience of condo living while also being able to see from our windows the rising of the Moon and to take walks in a residential neighborhood with trees and grass. We do not want to live next door to an enormous hotel in a too-tiny lot with heavy car traffic, which makes our walking route to the grocery store dangerous and unpleasant and removes the tiny bit of greenery that we enjoy. This is also very unfair to the large number of other residents in the neighborhood – mostly university students, low-income people, and disabled residents – who rely on getting many places by foot, which is good for the environment and should be encouraged rather than discouraged by massive construction and dramatically increased car traffic.

When Weston Place was developed, there were no plans in place for it to be boxed in by other large buildings. If there had been, then Weston Place would not have been built with floor to ceiling windows in the upper units, and the units would not have been priced so high – with the price increasing by floor. We pay very high taxes, and it seems eminently reasonable that upstanding, tax-paying professionals (many of whom are retired and spend much of their days in their units) should get to enjoy a view of the Capitol of the city of which they are so proud. To take that view away to give to hotel guests who would spend very little time in their units – and most of that time at night to sleep – seems grossly unfair to the city's citizenry.

Sincerely,

Amy Barger

This memo relates to the plans that are being submitted to build a Hotel at the corner of Sawyer and Frey west of Hilldale.

My home is in Weston place, facing east, with a view of the capital dome. This hotel plan will give me a view of a parking garage wall about 30 feet from my windows. It will change completely the outstanding feature of my home. Property values will decrease as well as property taxes.

Other concerns include traffic. We have looked out at the Frey street hill for over eight years and its slippery conditions in winter. Two apartment buildings and Target have since added to the traffic numbers as well as cars parked out on Frey Street. There are potentially dangerous conditions with this mix. Mostly this involves people living in the neighborhood. The plan to add more traffic by drivers not familiar with these potential dangers is a concern. Losing street parking will also cause hardships for many people, like visitors to the apartment buildings.

Overall, the hotel plan seems too large for the lot that has people living on more than two sides of it. It feels like something stuffed between a lot of peoples' homes.

On the west side of Weston Place is acres of property and far more than 30 feet from the Weston Place building.

Thank you for your attention to this matter.

Donna and Reginald Destree
625 N Segoe Rd [REDACTED]
Madison, WI 53705
[REDACTED]

I am submitting a replacement comment on Item 45165, 4601 Frey Street, on the UDC agenda for February 22, 2017.

I am a resident of Weston Place with a fifth floor unit facing this proposed development. I will be impacted by this proposed development.

Target has installed a 272 kW capacity photovoltaic solar array on their University store directly north of the proposed hotel. I would like the UDC to know what the impact of the proposed hotel would have on this installation before approval of this proposed 12-story hotel.

The installer on the solar array on Target, H&H Solar Energy Services, can and is willing to provide such an analysis. If the hotel will block the solar array between the hours of 9 a.m. and 3 p.m., I think the hotel height should be reduced to eliminate any such blockage. This is in the spirit of Wis. Stat. s. 66.0403, Solar and wind access permits, whether or not all aspects of the law have been carried out by Target or H&H Solar Energy Services to secure the solar rights. If the notification aspects of the statute establishing the solar rights for Target were not properly fulfilled, I believe the city bears a responsibility for not informing H&H Solar Energy Services of the requirements for securing those solar rights at the time of a permit application.

The City of Madison has established major goals for sustainability and renewable energy. Informing solar and wind permit applicants of the statutory requirements for securing their solar and wind rights should be a natural part of the city's efforts towards these goals. I would like the city to promote these goals and not allow the height of the proposed hotel to infringe on the solar access needed by the Target store solar collectors.

As a hotel is being considered for development on the Hill Farms property, I feel that to be a much better location for a hotel in this area. Target changed their proposed plans to have trucks enter from Frey Street when it was pointed out at a neighborhood meeting presentation that this would be very treacherous in the winter. The same is true for proposed hotel parking entrances from Frey Street. Since the Hill Farms neighborhood presentation on the hotel, during both winter storms, there were numerous cars sliding on the hill and spinning around as well as parked cars unable to get out without assistance. Madison neighbors were very good in helping those stuck. It will be impossible to provide for safe entering and exiting of the proposed hotel parking garage during snow storms that can last more than one day as happened this winter.

Residents on the east side of Segoe north of Regent Street are not in a neighborhood association that can help with considering neighborhood development. It would be nice if there were one to consider this development and the development of the Hill Farms transportation property. I would like to see such an association representation be created before there is further development in this Hilldale/Hill Farms no-mans land so that there is adequate representation and input from those impacted by the developments.

I do not have time to address all my and other's concerns in this email, but thank you for your consideration of my expressed thoughts on this matter.

Norman Bair







Roger Fritz

625 N Segoe Rd, Unit [REDACTED]
Madison, WI 53705

February 17, 2017

Timothy Parks
PO Box 2985
Madison, WI 53701-2985

Re: Urban Design Commission - Comments on File 45165, 4601 Frey St Proposal

Dear Mr Parks,

Please accept these comments for the Urban Design Commission meeting on the Frey St proposal. I plan to attend the Commission meeting on February 22 and hope to present these comments in person.

As the following attachments will explain, the submitted drawings of the project do not provide a realistic view of how the project will be viewed from the west. From my viewpoint, **the lower floors containing office, parking and mechanical spaces rise too high above grade and should be lowered by one story.** I understand that the project has been modified somewhat to address some of my concerns, but as you will see, it is not enough.

The West Elevation is not realistic in that Weston Place, which is located west of the proposed project, blocks the view. I live at Weston Place on the lowest residential floor with all of my windows facing east, and nearly dead center on the proposed building. The attached drawings are my best estimate of my view of the project. I modified the West Elevation to provide depth perspective, and screened that image to simulate the range of my view through my dining room patio doors. These views take the recent project changes into consideration.

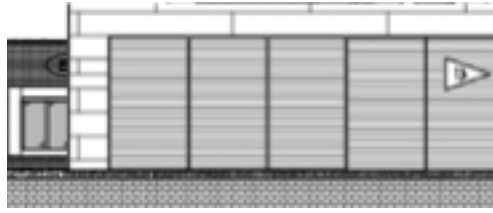
Thank you for your consideration,

Roger Fritz

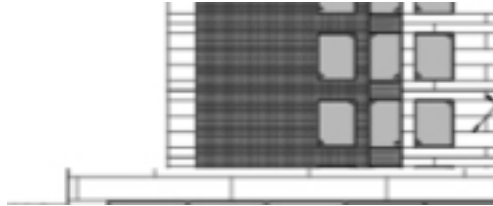
Attachments:

- Expected view from my dining room
- Preferred view accomplished by reducing the floors
- West Elevation modified for depth perspective
- Section 2 with view angles
- Field of view from my condo

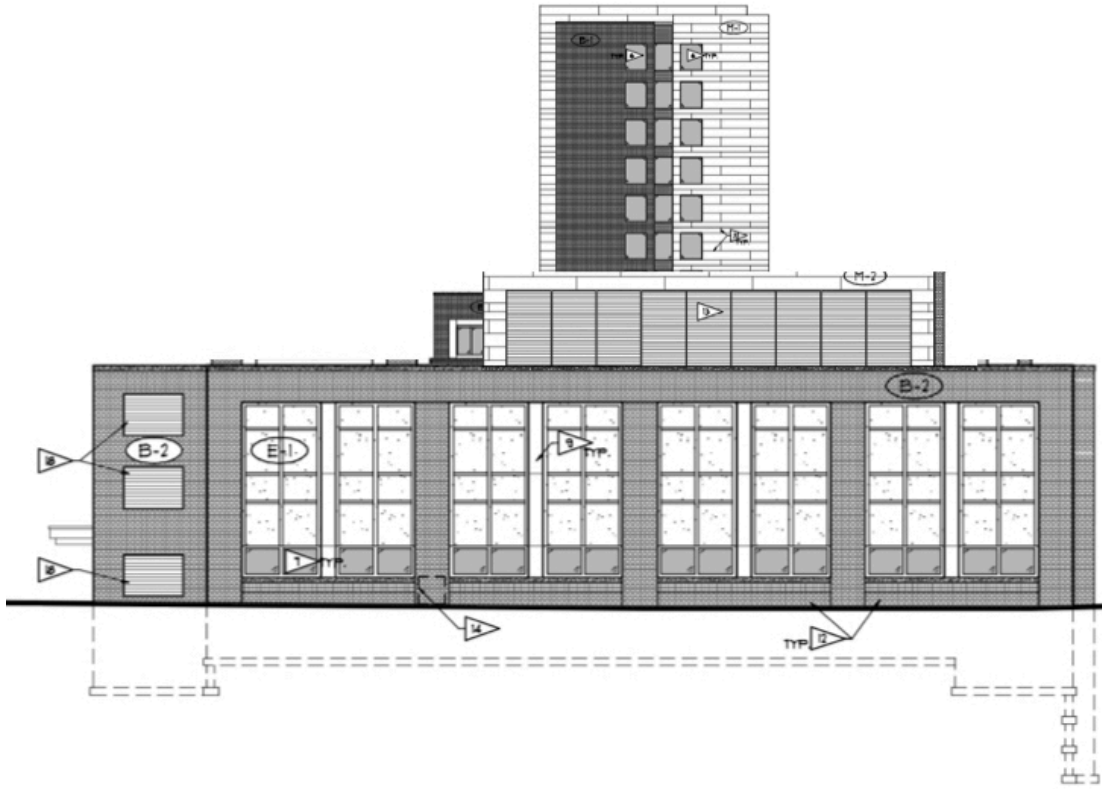
Expected view from my dining room



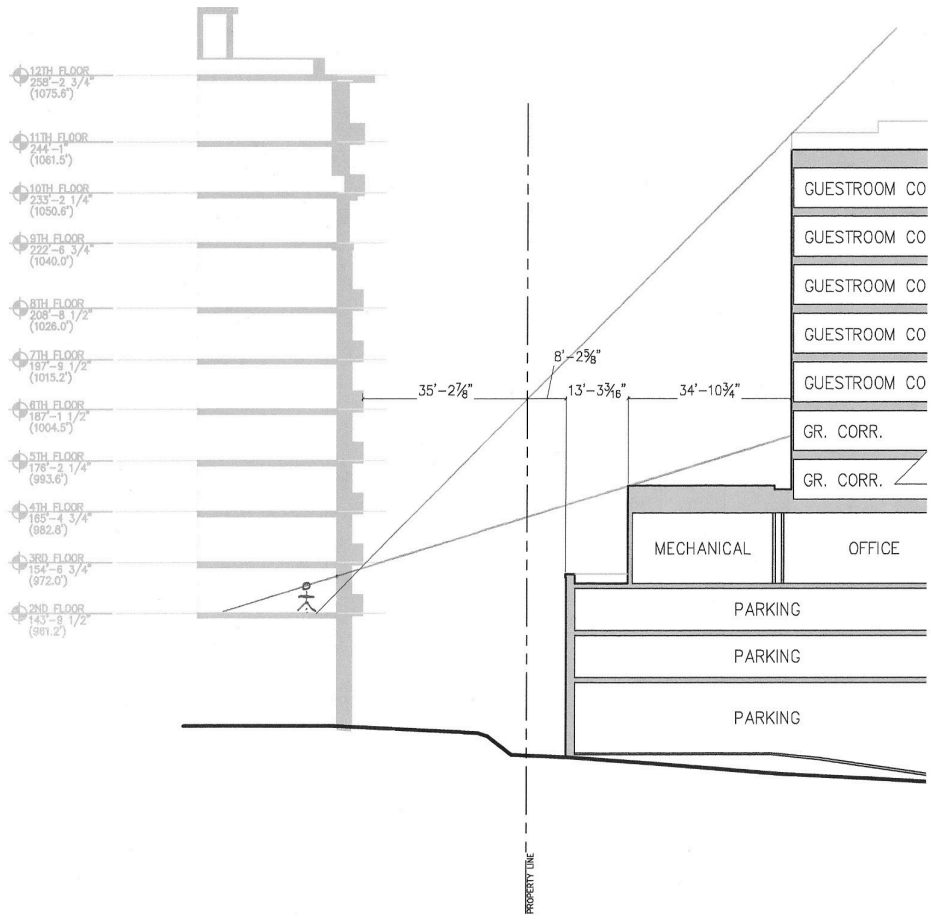
Preferred view from my dining room



West Elevation modified for depth perspective



3 ELEVATION:
WEST ELEVATION
SCALE: 1/16" = 1'-0"



2 BUILDING SECTION
SCALE = 1/4"

