

## **Campus Area Neighborhood Association Urges Urban Design Commission To Reject Hub II Proposal**

June 29, 2020 - At the last Plan Commission meeting, the commissioners referred the Hub proposal back to the Urban Design Commission. They requested for there to be a review of the scale of the front facade and vehicle circulation of the building. Following this, the Campus Area Neighborhood Association (CANA) was created to organize around similar city-county issues for residents in this majority student-populated neighborhood.

CANA was looking forward to seeing an improved proposal from Hub II's developer, Core Spaces. However, after a review of the submitted meeting materials in file #57757 on [Legistar](#), CANA is disappointed by the lack of effort and consideration on the part of Core Spaces in adhering to the plan commissioners' referral. As such, CANA requests that members of the Urban Design Commission reject Core Spaces' most recent proposal and not recommend it to the Plan Commission as stands.

In line with the 126 Langdon Steering Committee's July 1 report to the Urban Design Commission, CANA agrees that the Hub II proposal violates the standards of MGO 28.183(6)14 and Downtown Plan Objective 3.3 and Appendix C.

Specifically, CANA would like to point out the following:

- When considering the approval of a conditional use permit to grant excess height, it must be "compatible with existing or planned character of the surrounding area, including but not limited to the scale" (MGO 28.183(6)14a). Just by looking at the proposed design, one can reasonably conclude that a building of this scale would significantly change this neighborhood. CANA has heard direct testimony from residents that this development would tower over their existing housing. Langdon Street is largely absent of high priced luxury apartments. Hub II will dramatically alter the historic nature of Langdon Street and traditions that Greek life offers the area. A property of this design does not coincide with the nineteenth century style lakefront mansions and significantly alters the historic skyline of this neighborhood.
- For a conditional use permit to be granted, the excess height must allow "for a demonstrated higher quality building than could be achieved without the additional stories" (MGO 28.183(6)14b). CANA would like Core Spaces to answer how the additional two stories would accomplish this when close to 2,000 students signed a petition saying that this would simply not be the case. The fact that CANA even exists is a direct result of Hub II's lack of empathy to our neighborhood.
- Further, the increased scale of the building must "positively contribute to the setting of any landmark buildings within or adjacent to the projects and create a pleasing visual relationship with them" (MGO 28.183(6)14c). CANA reaffirms that building a high priced

luxury development will add to the trend of gentrification in Madison and continue to price students farther away from their previously occupied neighborhoods.

- Finally, for a conditional use permit to be granted, there are to be “no negative impacts on the viewshed as demonstrated by viewshed studies prepared by the applicant” (MGO 28.183(6)14d). The proposed design of Hub II clearly demonstrates that not only will Madison’s historic skyline be impeded, but light pollution could potentially have negative impacts to the natural ecosystem in Lake Mendota.

The proposed two lane driveway for refuse collection is inadequate. This shows how out of touch Core Spaces is with the neighborhood, as just by taking a trip up Langdon Street, one can reasonably observe the already strained vehicular traffic system. CANA is concerned that the additional residents inhabiting Langdon Street in Hub II will present an undue traffic burden. An increase in rideshare, food delivery, and personal vehicles is potentially dangerous to the neighborhood. CANA fears that fire lanes, traffic flow, and pedestrian access will be overburdened.

The role of the Urban Design Commission is to preserve the integrity of our neighborhoods, while also allowing the city to grow sustainably. As demonstrated by the clear residential opposition to the abhorrent scale and lack of safety in vehicle circulation in the proposed Hub II development, Core Spaces is attempting to alter the special fabric of our community all in the name of profit.

If the following changes are made, CANA is more inclined to accept the proposal to the Urban Design Commission:

- **If Core Spaces removes the excess two stories, keeping the proposal at a maximum of five stories.**
- **If Core Spaces scales back the massing of the building to allow for a larger horseshoe-shaped driveway.**
- **If Core Spaces presents an Environmental Impact Report that states there will be no light pollution, noise pollution, or harm to the natural ecosystem of Lake Mendota and the lakefront.**
- **If Core Spaces conducts a traffic study and submits a traffic report to the relevant city bodies prior to any approval of this project.**

CANA respectfully requests that the Urban Design Commission deny Hub II’s poorly put together proposal and not recommend it to the Plan Commission as stands.