

From: Mark Bennett [REDACTED]

To: Benishek Clark, Anne

Subject: Message for Urban Design Commission

Members of the Urban Design Commission,

I am writing in regards to item 41976 on tonight's agenda: 400 West Washington Avenue Redevelopment Proposal. I am writing to strongly oppose the building's design for a number of reasons and I hope that you will recommend the project undergo significant design alterations.

My personal opinion is that this proposed design is not attractive from an aesthetics standpoint. The exterior materials and slim windows create a menacing and heavy structure. Beauty though is, of course, subjective.

But from a planning perspective, this design clearly fails at widely accepted modern principles of sidewalk and pedestrian activation as well as neighborhood cohesion. It's a design that is concerned only about itself, not the surrounding space and people, and I think allowing the construction of those types of buildings is a big mistake. Specifically, the raised ledge at sidewalk level puts the building on a pedestal, indicating to people walking by that they are not welcome. I encourage the design too to adhere to the downtown plan recommendations and incorporate additional entrances and porches along the long face. This design also fails at any attempt to be part of the neighborhood and overall cohesion of the surrounding urban area. This is a mistake.

I hope you take these comments into account and recommend significant design revisions. At the least, in its present state, this building certainly does not earn its bonus stories.

Best,
Mark Bennett

--

Mark Bennett

Madison, Wis.

Pedestrian, Bicycle and Motor Vehicle Commission Member