

**From:** [Bridget Maniaci](#)  
**To:** [Urban Design Comments](#)  
**Subject:** Fwd: Proposed UDC conditions for American Exchange Project  
**Date:** Wednesday, December 2, 2020 6:50:38 PM

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**From:** **Bridget Maniaci** <[brmaniaci@gmail.com](mailto:brmaniaci@gmail.com)>  
**Date:** Wed, Dec 2, 2020 at 6:58 PM  
**Subject:** Proposed UDC conditions for American Exchange Project  
**To:** Glaeser, Janine <[jGlaeser@cityofmadison.com](mailto:jGlaeser@cityofmadison.com)>, <[cjharper@tds.net](mailto:cjharper@tds.net)>, <[cliffg@eua.com](mailto:cliffg@eua.com)>, <[craigweisensel@gmail.com](mailto:craigweisensel@gmail.com)>, <[shane.bernau@smithgroup.com](mailto:shane.bernau@smithgroup.com)>, <[jklehr@madisoncollege.edu](mailto:jklehr@madisoncollege.edu)>, <[lbraunoddo@gmail.com](mailto:lbraunoddo@gmail.com)>, <[tdmادتown@charter.net](mailto:tdmادتown@charter.net)>, Rhodes-Conway, Satya <[district12@cityofmadison.com](mailto:district12@cityofmadison.com)>  
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Hello UDC members,

The owners of Eno Vino have been thinking about how to approach tonight's UDC meeting. We understand the uphill nature of our concerns surrounding the building's massing placement and size, given the Plan Commission and Common Council votes regarding the project's rezoning. Given the limited nature of conditions directly included in the UDC staff report, we're hopeful that should UDC members be inclined to grant approvals, that the following conditions below be formally included, and hopeful that you can make a friendly motion to include these items, should a motion for approval on the project be made.

We think these items are common sense, practical conditions that will provide Eno Vino assurances for as minimal of operational disturbances as possible, given the proposal. Thank you for the attention you paid to the project and to Eno Vino's concerns.

Urban Design District No. 4 was established to improve the appearance of major transportation corridors east of the Capitol Square which constitute a major entrance to the City of Madison, to preserve and enhance the property values in the district, and to avoid a substantial depreciation of the property values in the district.

Should the UDC desire to approve the ULI proposal, **the following conditions are recommended to be placed on any such approval to mitigate the negative impact on the enjoyment and value of adjacent properties and to better satisfy the UDD#4 standards:**

1. The building mass shall not encroach into the above grade East Washington Avenue Right-of-Way. The building mass must step back at the 7<sup>th</sup> floor (Elevation 996'-8") a minimum of 22-feet from the East Washington Avenue Right-of-Way.

2. The rooftop mechanicals shall be fully screened and the screening materials shall be of high quality, consistent with the building façade materials. In no case should antennas be placed on the rooftop outside of the mechanical screen. ULI should strive to reduce the size of the rooftop mechanical enclosure, stairwell, and elevator overrun, and in no case shall the size of the Screened Mechanical Area exceed the limits shown on the Roof Plan (Sheet 1-10) and Elevations (Sheets 2-01 to 2-04), dated 10/22/2020.
3. The railing on the East Washington Avenue 7<sup>th</sup> floor terrace shall be transparent and no screening material shall be placed on the 7<sup>th</sup> floor terrace that will obstruct the view of the Capitol dome from adjacent buildings.
4. The louver design shall be aesthetically compatible with the quality of the surrounding building façade materials and shall not be larger than shown on the building elevations (Sheets 2-01 to 2-04), dated 10/22/2020.
5. The building mechanicals shall be designed not exceed the noise standards contained in Section 24.08 MGO (6) Maximum Permissible Sound Levels for Residential Districts, as amended (currently 65dBA).
6. The building owner shall regulate the use of window treatments for all tenant and common spaces in the building to prohibit an inconsistent and cluttered appearance. Tenant lighting should also be turned off after working hours with the exception of minimal lighting for safety and security.
7. The building lighting shall be designed using cut-off fixtures so there is no direct line of sight to the source and must not exceed levels allowed under the provisions of 10.085 MGO for general parking and pedestrian areas.
8. Given the adjacent residential uses, construction noise shall comply with Section 24.08 MGO. The permitted hours of operation of construction equipment shall not commence before the hours of 8AM any day.
9. The applicant shall provide a detailed plan for trash removal, loading and receiving. All deliveries and trash removal should occur between the hours of 9AM and 1PM.

(Note on Point #9: that window of time for deliveries is included as terms to the AC Hotel property's operations at the time they received approvals. Additionally, deliveries prior to 7am is a conflict with residential neighbors, and 7-9am affects rush hour traffic on the capitol square outer and inner loops).

**Relevant UDC UDD-#4 Standards:**

Sec. 33.02(11)(4)(a)– Building Design

“Mechanical elements mounted on the roof or on ground pads shall be screened from views from adjacent properties and roadways in a manner consistent with requirements of public utilities.”

Sec. 33.02(11)(4)(b)– Guidelines

(i.) Structures should be designed to be compatible with the structures that are adjacent to them.

(ii.) Large unbroken exterior facades should be avoided.

(iii.) All building elevations are of importance and should be carefully designed. When visible from roadways or adjoining properties, roof surfaces should be considered as part of the

overall design.

Thank you so much. Happy to discuss in greater detail this evening during questions of speakers.

Warm regards,

Bridget Maniaci

UX Community Consulting

on behalf of Eno Vino Downtown

(608) 516-3488

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On Wed, Nov 25, 2020 at 5:20 PM Bridget Maniaci <[brmaniaci@gmail.com](mailto:brmaniaci@gmail.com)> wrote:

Mark & Brad,

As the City Council has granted their approval to the zoning changes for the American Exchange project, we're looking forward to a collaborative and informative **UDC** presentation next Wednesday on the **UDD #4** standards and final design approvals.

Jose, John and Sara have spent some time going over their thoughts on the project as it will relate to their daily operations and customer experience. As was stated in our previous testimony, in 2019 there were over 170,000 individuals that looked out of the windows of their establishment. We'd like to make sure that your project will be harmonious and complementary to the existing uses and experience of the restaurant and its patrons.

Several design items we're particularly interested in that we'd like to see presented in full and with great detail at **UDC** next week are the following:

(1) We'd like to see detailed renderings (different than technical schematics) that demonstrate the view towards the capitol square as will be experienced from the perspective of someone sitting at the bar and within the internal restaurant space of **Eno** Vino. Please let us know if you need access to photos of those spaces. We're happy to assist with providing those.

(2) We are very sensitive to what the building materials and screening plan will be for rooftop **mechanicals**. We'd like you to spend some time on Wednesday talking about what that space will look like and consist of, and ensure that no unseemly views of rooftop **mechanicals** are present and do not affect the experience and use/enjoyment from the **Eno** Vino Downtown restaurant and bar space.

(3) 5G telecoms placement is just around the corner. Equipment is [starting to be installed in other cities](#). We'd like to know if you are considering any telecommunications equipment leases, and where any potential placement would be, and the contract terms of those telecoms items are. Needless to say, we'd like to ensure that any rooftop telecoms infrastructure will be limited to the mid-block of the site design, out of the vantage point of the **Eno** Vino users, and off of the E Washington Avenue corridor.

(4) We'd really like to see renderings of what the building will look like at night. This is the heaviest time that the **Eno** Vino space is used. We'd like to understand your **nightscape** and lighting plans, and would like to know -for both visual and environmental considerations-

when and how office lights are turned off/handled outside of traditional office hours. Are you considering tenants that would have overnight use needs? (Like a call center?) How would you screen or mitigate nighttime light pollution from any such tenants, or from office cleaning crews that face out to the AC Hotel or to the apartments next door on N Webster Street?

(5) As so many people will be directly looking out at your building's top floors, we'd like to make sure that equal attention to design goes into the choices of building materials and rooftop **mechanicals** that are being considered for the sidewalk level and pedestrian experience. We'd like some detailed presentation time spent understanding the design choices being proposed, and including solar reflectiveness of the building materials that will face out to N Webster Street.

Construction period impact concerns:

(1) We'd like to ensure that no impacts will be had to the loading zone in front of the AC Hotel on N Webster Street. Delivery drivers for our food and beverage service consistently use this space. We understand that there may be requests to close some lanes of traffic on N Webster Street, and would like as a staff condition that the AC on-street loading space will not be impacted.

(2) What is your staging and operations plan regarding construction cranes? What would be a likely timeline, where would they be installed? What would be their hours and days of operation? You can understand that if you were holding a wedding or reception in our space, you'd like to know if there would be a crane simultaneously swinging overhead.

We look forward to a productive meeting next week, and are looking to your team to collaboratively provide design and operational solutions to the impacts 2,000 potential employees would bring into this space. Any materials you can share prior to the meeting would be most helpful.

Sincerely,

Bridget **Maniaci**, Principal  
**UX** Community Consulting, on behalf of:

Jose & Sara **Granados** & John **Smithe**  
Owners **Eno** Vino Downtown