

**From:** Steve Carbin  
**Sent:** Wednesday, October 04, 2017 3:06 PM  
**To:** Firchow, Kevin <KFirchow@cityofmadison.com>  
**Cc:** Parks, Timothy <TParks@cityofmadison.com>; Rummel, Marsha <district6@cityofmadison.com>  
**Subject:** Kessenich's Development Concerns

Dear Kevin,

I used to be resigned to this project happening, but the more I have thought about it the more I just feel that this project as it stands now wrong for this particular site in this particular part of town. I say this reluctantly as I work in the field of architecture and want other firms to get projects and be healthy, and that I am not against development in my back yard and do not feel that the current site is what one would consider currently its "best use"

1. Scale: The building's height - 5 stories - is just too high for the site, setbacks or not, zoning or not. They mentioned that it would be roughly the same height of Kipps smoke stacks. While I understand that Fair Oaks, given its width, can hold taller buildings such as this, the truth of the matter is that if this is built, more likely than not there will not be other 5 story buildings across or on either side of it, as the site across from it is currently toxic, apparently, and one would have to tear down existing 1 1/2 to 2 story residential properties - which again most likely will not happen. This is not the same scenario as what we are currently experiencing on East Washington, where the car lots are one by one being infilled with large mixed use projects - which is what that size of street and part of town should be.

2. Aesthetic Design: I like a number of JLA's ( the architectural firm ) projects, and was hoping that this project would look similar to the Factory District project they recently completed on East Washington ( the brick building that has the first Madison location of Stone Creek Coffee ). It's a nice "background" building, unassuming with good use of materials and detailing. Given the brick warehouse-type building across of this site and of course Garver, I just assumed that this would be the direction that they would go. Instead, it has a great number of colors and materials ( including white metal panels ) that have little if any relationship to the architectural vernacular around it. The current design could be plunked down anywhere, one could argue.

3. Good Neighborhood-ness: The least interesting facade, and the one that contains a one story stone ( or with value engineering - CMU ) wall to the Emmet Street neighbors. Enough said. I understand why the courtyard is facing Emmet Street due to solar orientation needs of a swimming pool, but begs the point as to why they would want to spend the money for a pool in this climate, but that's up to them. In conclusion, if this building would be more in keeping with the Factory District project, a smaller scale and façade that faces Emmet Street was more respectful of its inhabitants, I'd be all for it.

Best,

Steve

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**Steve Carbin, LEED AP BD+C**

