

Revised July 30, 2018

Bassett District Neighborhood Steering Committee
Project Development of 555 West Washington Street

The Bassett District Neighborhood Steering Committee endorses this project and urges its approval. Through several meetings, we are convinced this project offers a positive outcome for the neighborhood bringing that piece of real estate to a higher and better use. Moreover, the project meets the guidelines set forth for project development and improves density in our downtown residential area.

ACCESSIBILITY OF DEVELOPMENT TEAM – The development team, led by members of the Baxter family and Knoche & Bruce Architects, engaged the community and made themselves accessible to us. They were present for each of five meetings held to review the project: once for the monthly Bassett Neighborhood meeting, three Bassett Neighborhood Steering Committee meetings, as well as an Alder Neighborhood meeting. Each time the development team was responsive to questions and open to suggestions.

DENSITY & PARKING – We are pleased the site will offer about 45 new residential living units to the neighborhood with an off-street automobile parking stall for each unit, with all parking either enclosed or underground.

PROJECT MASSING – We are comfortable with the height of the building at five stories including step backs on the fourth and fifth floors.

DESIGN – While most aspects of design are subjective, and other aspects rooted in the fundamentals of good architecture, we are pleased with the manner in which the design of the building fronting West Washington will differ from the Bedford Street side. We have determined the design is well conceived, is contextual with the neighborhood and is a good complement to the buildings in the surrounding area.

STREETScape and LANDSCAPING – This new residential living space will further enliven the neighborhood and activate the streetscape for both pedestrians and those residents living in street level apartments. In fact, we believe this project will better engage the street and provide a better experience for individuals than other recent projects in the neighborhood. The individual entrances and stoops for the ground level units will enhance both the livability of these units and the pedestrian experience.

ENERGY EFFICIENCY and LANDSCAPING – Of great importance, the design team has convinced us of their commitment to be responsible stewards of the environment. The developers have committed to retaining the large tree on the West Washington terrace, protecting it during construction, and another mature tree at the back lot line. The landscaping plan appears rich in its plantings. Units will be equipped with energy efficient appliances. There will be LED lighting throughout. The site will be prepared to potentially house solar panels for future conversion to solar energy and plug-ins for charging stations will be provided in the parking area with plenty of stalls for storage of bicycles.

CONCLUSION – Again, the neighborhood endorses this project and encourages its approval.

Respectfully submitted,
Ron Luskin, Chair of the Bassett District Steering Committee

Committee members: Alexander Bhasavanich, Rick Broughman, Jonathan Cooper Jacqueline Freidel, Mike Herring, Tim Kamps, Larry Warman, Samantha Negrin and Alder Mike Verveer.

From: Glaeser, Janine
Sent: Tuesday, October 23, 2018 9:27 AM
To: 'Michael Herring'
Cc: Cleveland, Julie; Punt, Colin
Subject: RE: Proposed development @555 W. Washington Ave.

Follow Up Flag: Follow up
Flag Status: Flagged

Good morning Michael, thank you for your email with public comments. We will share these with the UDC at the 10/24/18 meeting.

Feel free to contact us with any questions.
Thank you,



Janine Glaeser, AIA, LEED AP
Planner, Urban Design Secretary
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We have moved back into the Madison Municipal Building.
Please note our current address and suite location in the lower level.

From: Michael Herring [<mailto:casadeherring@gmail.com>]
Sent: Monday, October 22, 2018 4:10 PM
To: Glaeser, Janine <JGlaeser@cityofmadison.com>
Subject: Fwd: Proposed development @555 W. Washington Ave.

Ms. Glaeser: I am writing, as a member of the Steering Committee, which met for several months with the developers of the above-referenced project, and as resident of 4th Ward Lofts, located at Bedford and West Main, to express my **FULL ENDORSEMENT** of this proposed development. Due to out-of-town travel plans, I will, unfortunately, not be able to attend Wednesday's meeting. With that in mind, I would ask that a copy of this email be forwarded to all members of the UDC and entered into the record, Wednesday evening.

In support of my endorsement, I would like to offer the following observations:

----As you'll recall, the Steering Committee, Chaired by Ron Luskin, voted unanimously to endorse this proposed development. Even though the Committee fully supported the ORIGINAL design, I appreciate the efforts being made by the Development Team to address concerns/questions from members of the UDC and support this revised proposal. ----It was my understanding that, as soon as the development team was prepared to return to the UDC, they would do so, with a goal of appearing before the Plan Commission,

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ASAP. The developer has shared details of the changes being proposed, with the Steering Committee. In my opinion, the proposed changes do not, in any way, conflict with the Steering Committee's original endorsement and required no further interaction with our committee.

----The unanimous endorsement, noted above, was made with the knowledge/understanding that this proposed development would be one story taller than the base zoning for this site. I continue to support this design feature and agree, completely, that this project is of a significant higher quality, to allow for this. The existing "Heartland Credit Union" building is, in my opinion, as eyesore and, along with the building materials being proposed, the height of this proposed construction will create symmetry with The Depot development, on the west side of Bedford.

As proposed, this development will create a "gateway", south of West Washington, showcasing all of the development that has taken place, in recent years. It will also create a standard by which future developments, on the other corners of West Washington and Bedford and/or elsewhere on West Washington, should be judged. I repeat my FULL ENDORSEMENT and urge the UDC to do the same, at Wednesday's meeting.

Sincerely,

Michael G. Herring
615 W. Main, #208