

From: Judy Cooper
Sent: Tuesday, August 08, 2017 10:18 AM
To: Carter, Sheri; Parks, Timothy
Subject: Re: 2230 W Broadway

Good morning:

I will not be able to attend the upcoming meeting on August 16 and I would like my comments recorded in the minutes.

Comment:

My plea is that the Urban Design Committee **not change** the plans from the original design to accommodate the desires of "several residents" amongst the mass of many. The excuse is used that "several residents" want low density/residential but in my opinion it is "several homeowners" that want low residential because of their own self interests. They have fought this battle and lost on all fronts, to the potential benefit of many, so please don't allow them to change the course of progression. Sending e-mails and meeting invites can never replace the groundwork it takes to reach grass root levels to gain the voice of the majority but I can assure you that the desire for more housing is greater than the consistent "several."

Last, the several homeowners trying to diminish this project ultimately will not be part of the beneficiaries directly and in my opinion they feel there is nothing to gain. However, I think that we all have something to gain when we embrace projects that will enhance the lives of others - that's what community is about.

Thanks for your time and consideration.

Judy Cooper
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[REDACTED]

From: e. o'brien []
Sent: Wednesday, August 16, 2017 2:21 PM
To: Martin, Alan; Carter, Sheri
Subject: tonight's UDC meeting - 2230 W. Broadway

Hi Alan,

I can't make tonight's UDC meeting, but want to submit these comments about the Madison on Broadway project (2230 W. Broadway).

We respectfully request that the UDC require the developer to preserve the existing mature hardwoods in the designated green spaces, particularly the one adjacent to the eastern border of lot 14. These trees provide screening and shade to the property owners to the north and are aesthetically pleasing as well.

We believe this request is consistent with the standards required for an urban design corridor and a lot zoned commercial corridor transition. The "transition" portion is intended to help the development blend into the adjacent neighborhood. The construction of a 4 story 48 unit building adjacent to very modest 1-story single family homes makes for a stark contrast. For context, this project will include nearly 70,000 sq ft of above ground construction adjacent to homes that range between 700-1200 sq feet. My home is ~800 sq feet...this building includes 85 x the square footage of my home. Even with the required setbacks, the Madison on Broadway building will tower over its neighbors.

We also believe this request is also consistent with the requirements of the state of Wisconsin's construction site erosion control standards. This project is subject to those standards because the construction site is greater than 1-acre. NR 151.11(6m)(c)(1) requires maintenance of existing vegetation.

Finally, as discussed with our Alder, Sheri Carter, we would like for the developer to be responsible for maintenance (mowing) of the alleyway on the north side of the parcel.

Thanks in advance for incorporating these comments into the record and sharing them with the committee.

Regards,
Erin O'Brien