

From: Satya Rhodes-Conway [<mailto:satya.vadia@gmail.com>]
Sent: Wednesday, January 22, 2014 10:35 AM
To: Martin, Al; Palm, Larry; Rummel, Marsha
Subject: Union Corners

Al - Please share this email with UDC. Thanks.

UDC Members -

Today you will see Gorman's proposal for the storied Union Corners site. While I was initially enthusiastic about Gorman's selection for the site, words cannot express how disappointed I am in what they are proposing. My disappointment centers around two issues: Density and surface parking. In short, there is not enough of the first and too much of the second.

In a development environment that includes the Constellation, it's hard for me to imagine why we would settle for a two story medical clinic at Union Corners. We should be looking at 5 stories along E. Washington, at least. Further, all past plans have shown the tallest buildings at the E. Wash edge, with height and density stepping back to be sensitive to the neighborhood context. This plan rings a bunch of parking in too-short buildings - about as suburban as a development could get. This is not suburbia. This is the East Isthmus. We deserve - and demand - better.

And the parking. The sea of parking. Why? Where's the woonerf that was originally shown? Where's the pedestrian plaza? Where's the recognition that customers and residents will walk and bike and bus to and from the site? At a neighborhood meeting, the development team said UW refused to consider shared parking. In this day and age, that's ridiculous. This site is ideal for shared parking. Again, we don't want suburban style development here. This site is an ideal opportunity to build the most sustainable, interesting, innovative development in Madison. Every meeting has indicated neighborhood support for something like that. Why, then, are the plans presented so boring?

Please do your best to impress upon the development team the importance of getting density and parking right; the importance of being sensitive to the neighborhood context; the importance of being innovative and even visionary. And please don't hesitate to use your authority to send them back to the drawing board to get this right. They have failed to listen to the neighborhood. Perhaps they will listen to you.

Thank you for your service to the City.

Satya

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