

"The Pursuit of Perfection often impedes improvement."

This project is not perfect. But it is one hell of an improvement!

With the closure of Throstad Chevrolet and the uncertainty of the economy region wide due in part to cuts coming from state government, the future of Park Street is in real doubt.

I was very please when Alder Sue Ellingson had a meeting at the Labor Temple in May to introduce this project to the neighborhood. To my eye, it was in sync with the Wingra Build plan which I had dedicated many hours seven summers ago and continue to tout as what the future of the corridor should look like.

I believe that while this project is not perfect from every angle it does accomplish a great deal and could be the real catalyst to the creation of even better proposals through out the corridor. This is especially true for the Wingra point, which truly deserves a great landmark design.

But, we do not get there without someone stepping up as a pioneer and getting the first parcels built. I thank Chuck Ghidorzi for having that pioneering spirit.

Like pioneers of old, those who come first get a little more lead-way. That may be needed in this case. Though, when I factor in the future developments this project might spur I would rate it a very good proposal for our commercial corridor.

While I will probably address some of the specific criticisms of this proposal in my verbal remarks to the committee, I do want to share one final general thought about the "urban form" given that this project has been generally criticized as being "too suburban."

While I have no training in urban planning, I do believe that what is often overlooked about the "urban form" is that it has historically been chaotic and designed from the bottom up. The process has been inductive, not deductive. Commercial buildings that were built in Madison one hundred years ago where designed to meet the needs of the candy maker or the iron works operator.

In my opinion, while it is okay to have a default position about what concepts make up the "urban form," they need to be equally weighed against the needs of the use, the limitations of the site and the overall design goals.

I believe with that we will get the diversity of buildings that make the truly organic "urban form" that we all love.

Those are my thoughts,

Lindsey Lee
Owner Cargo Coffee and South Side promoter

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