

Glaeser, Janine

Subject: FW: 400 Block of East Washington

From: hematite.anthony <hematite.anthony@gmail.com>

Sent: Saturday, May 23, 2020 7:29 PM

To: Glaeser, Janine <JGlaeser@cityofmadison.com>

Subject: 400 Block of East Washington

Good evening,

I would like to forward this email to the Urban Design Commission as they consider the development plan by LZ Ventures on the 400 block of East Washington Ave. I live in the Tenney-Lapham neighborhood and work in one of the GEF buildings. I commute on foot past this site every day. I would like to express my guarded support for the project. I've attended or listened to each of the neighborhood meetings on this topic. Most of the people who attended the meetings were opposed to the project but my feelings on it are a bit more complex.

The site is right at the edge of the downtown development plan, so it will indeed be jarring to place a ten-story building there. I believe that more development will come, particularly to the parking lot across the street. This will make the building's height more palatable in the future. I appreciate that the architects changed the building to a more tiered design to at least acknowledge the other buildings behind it. I am not personally convinced that all ten stories are necessary, but I can understand the developer's desire to get a speedy return on their investment. I am not worried about the Capitol being blocked. There are eight streets that provide an unobstructed view. The building's shadow is a greater concern. Some of the houses on that block could lose sunlight for a significant portion of the day. While the developer provided four snapshots for different days throughout the year, it did not address where or how long the shadow would linger over the course of a single day.

A significant faction at the meetings was very interested in preserving historical buildings on the site. While I think the brick building is rather nice, I don't see it as vital to the character of the neighborhood. I would like to see the main living quarters moved to another downtown site if possible. The Frautschi house has more historical significance in theory, but it merely belonged to someone whose descendants are prominent philanthropists. I don't see it as our duty to preserve every house the Frautschi family lived in. None of the other houses struck me as noteworthy at all.

I am concerned about the effect of adding 150 cars to the neighborhood. The residents will have a difficult time turning left on East Wash and will probably have to use narrow neighborhood streets that are constantly choked with parked cars. While being on a bus route will certainly encourage people to use mass transit, many of those residents will not. A significant fraction will go to work at the edges of the city or even further.

The retail/restaurant spaces will have no dedicated parking of their own, so they must be prepared to draw customers who are willing to pay at the Capitol North ramp. As we know from Sujeo, access to East Wash is not a guarantee of success. My preferred commercial tenant is a fast food restaurant with no drive thru. There are too many places where I can spend \$20 on a burger and an in-house craft beer.

My main concern is about affordability. I realize that's not really the purview of the Urban Design Commission, but it informs my opinion on the extra two stories for exceptional design. The Near East Side is gradually filling up with condos and luxury apartments. This neighborhood needs more housing but it doesn't really need more expensive housing. I like the current design, but it's not that different from the high-rise units going up on the Near West Side. It doesn't strike me as exceptional. Furthermore, its front faces a parking lot. That's not a view that will command a high price.

My recommendation is to approve the project as it is. If possible, I'd like two floors worth of units to be rented at half the market rate. Renters interested in the Lake Mendota view could pick up the slack. While we're talking about dream scenarios, I'd also put a Culver's on the ground floor.

Thank you for your interest,

Anthony Brylski
911 E Johnson Street, #5

May 26, 2020

Staff and Members of the Urban Design Commission,

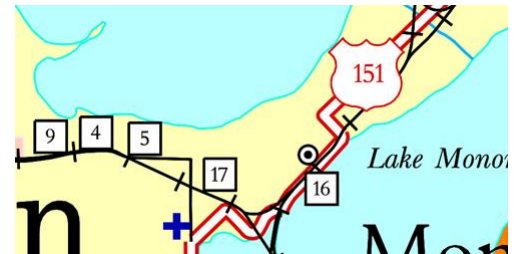
I will presume UDC will again be asked to 'stay in our lane' and not discuss demolition, but please frame commentary on aesthetic to its relationship in scale and mass to the surrounding properties. The applicant has not demonstrated any positive impact on the neighborhood to meet Conditional Use Standards 4 and 9.

Do not support the conglomeration of the parcels at 9 N Hancock Street, 408 E Washington Avenue, 410 E Washington Avenue, 414 E Washington Avenue, 8 N Franklin, and 12 N Franklin Street which offers only a footprint and height so massive that it will impede the normal and orderly development and improvement of the surrounding property uses.

In the spring of 2019 Mayor Rhodes-Conway responded to the Marquette Neighborhood Association Green Spaces and Trees Committee: "As Mayor, I will work to make sure our infrastructure and operations are prepared for our changing climate. Every new development and every policy decision should make the problem better, not worse. In this hot new world of ours, it's irresponsible to do anything less."

The size of the existing individual parcels is not the problem. This proposal makes the problem worse with a multi-parcel development so out of scale it severs a cohesive urban fabric of what is already a desirable neighborhood.

This development makes the problem worse furthering the edge caused by E Washington Avenue, between Blair and Webster at the scale of a highway, negatively impacting two sides of a historic neighborhood. Properties on the other side of E Washington are not thriving either. This DOT Highway map illustrates this section of E Washington is not HWY 151. It becomes 2 traffic lanes at Webster yet inappropriately this area has 3 eastbound traffic lanes, 3 westbound traffic lanes, plus turn lanes and on street parking through a neighborhood. This site is the thread connecting a historic neighborhood.



This context is vastly different from the 800 block of E Washington. The 800 block is located on HWY 151 and had a Special Area Plan that displayed how the immediately surrounding properties could transition the scale of redeveloping vacant lots into highrises down to the scale of the existing established neighborhood without demolishing it.

Please have a transformative impact on the urban design of Madison by not approving this project because this development does not meet UDD 4 item 4.b.iv: The architecture of new in-fill buildings, additions to existing buildings and major exterior remodelings should be compatible with that of existing adjacent buildings.

Ask the City to provide an affordable incremental plan following the precedent and proven success of removing highways to reconnect established historic neighborhoods. WHS Images show this was once a vibrant, tree lined boulevard filled with greenspace. Develop a Special Area Plan that:

1. Recreates a walkable E Washington Avenue between Blair and Webster with outdoor space for businesses.
2. Exceeds the minimum 40% tree canopy per Urban Forestry Task Force with street and back yard tree canopy.
3. Includes the Brayton lot, Lamp House view shed study and considers a Neighborhood Conservancy District.
4. Includes the historic survey of these parcels located in the top prioritized area of the Historic Preservation Plan.

Every building will always require maintenance. It is much more affordable and sustainable to continue individual parcel infill and preservation where many people have a chance to invest in affordable rental or home ownership. We need to take responsible steps now to make the problem better, not worse, by conserving what remains of this neighborhood fabric and removing the highway-like features of E Washington Avenue between Blair and Webster. Allow preservation concurrent with the continual transformation of our built form to bring a sense of history and time to place.

Thank you, Dawn O'Kroley, 646 E Gorham, a Claude and Starck designed home that the community twice saved from demolition and is now a City of Madison Landmark in a National Register Historic District.

From: [Sofia Brichford](#)
To: [PLUDCApplications](#)
Subject: 5/27 Public Hearing (Item 3)
Date: Tuesday, May 26, 2020 4:56:06 PM

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I agree with the neighborhood committee's assessment that the proposed building will block views, doesn't fit the design of the neighborhood, and will negatively affect local traffic and street parking. There should be a traffic study, but any study conducted during the Covid-19 pandemic would not reflect normal traffic patterns in the area.

There aren't many old buildings left in the city, and destroying these buildings would be a loss not only for this neighborhood but the whole of Madison. In addition, I feel the proposed new building has no architectural or aesthetic interest.

I also believe that eliminating affordable housing would have a detrimental effect on the character of the neighborhood. I do not want to live in a city where people who work downtown cannot afford to live there.

Finally, as someone who lives in one of the buildings which would be demolished if the proposed plan goes through, I am extremely dissatisfied with the fast pace at which this proposal is moving forward during the pandemic. Residents of the buildings have not been able to search for other housing because of the Safer at Home order and other public safety measures. It is highly irresponsible to assume that it will be safe to move in August when the leases expire.

Sincerely,

Sofia Brichford

404 E. Washington Ave. Apt. 1

From: [O'Brien, Daniel J.](#)
To: [PLUDCAplications](#)
Subject: FW: May 27 Agenda Item 58980, 414 E. Washington-Written comments
Date: Wednesday, May 27, 2020 1:14:10 PM

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From: O'Brien, Daniel J.
Sent: Wednesday, May 27, 2020 1:09 PM
To: 'mailto:udcapplications@cityofmadison.com' <mailto:udcapplications@cityofmadison.com>
Subject: FW: May 27 Agenda Item 58980, 414 E. Washington-Written comments

Let's try this again.

From: O'Brien, Daniel J.
Sent: Wednesday, May 27, 2020 1:00 PM
To: 'mailto:udcapplications@cityofmadison.com' <mailto:udcapplications@cityofmadison.com>
Subject: May 27 Agenda Item 58980, 414 E. Washington-Written comments

FROM: Dan O'Brien
110 S. Franklin (long-time owner-occupant in First Settlement)
TO: UDC

Dear UDC:

Regarding agenda item # 58980, the development proposal for the 400 block of E. Wash and the 100 block of N. Franklin.

Please register me as STRONGLY OPPOSED to the proposed "bonus stories." Indeed, please register my opposition to the project as currently proposed with or without the "bonus stories" for the following reasons:

1. Regarding the requirements of city ordinance chapter 28, this proposal is wholly incompatible with the mass, scale, heights, and rhythm of the surrounding residential neighborhood. The neighborhood into which it would be imposed consists of low-rise homes and commercial structures four stories or less.
2. A strikingly similar proposal for the block immediately east, the 500 block of E. Wash., was rejected within the past three years for incompatibility with the surrounding neighborhood. This is the same neighborhood.
3. While high-rise development up to eight stories is allowed *along* E. Wash., this proposal is not just *adjacent* to the surrounding neighborhood; it *invades* that established, living, breathing neighborhood, displacing many residents, by removing several fully-occupied, functionally sound, and historically significant homes.
4. This is unlike the large, high-rise buildings built further east down E. Wash. Those were built on vacant lots or on little-used former industrial land, replacing surface lots or dilapidated, unoccupied structures. They did not invade an existing, fully functional,

historic neighborhood.

5. This is unlike the large AC Hotel development on Webster St., which, while it allowed for the demolition of some homes, it largely in-filled the under-utilized Pahl Tire lot. An example of a more compatible development is one block east of the AC, on Butler and E. Wash., where the portion of Butler Plaza fronting on E. Wash. is, I believe, only four stories, and fits more closely into the rhythm of the surrounding buildings and the E. Wash. streetscape as it descends down to Blair St. That height, scale and mass is closer to what might work here; 8-10 stories simply does not work here.
6. A project this height and mass is more appropriate for the site directly across the street: the city-owned surface parking lot called "Brayton Lot." As a First Settlement district resident of over three decades, I am appalled that the city continues to refuse to put out an RFP for development of this site. This, despite the fact that over 25 years ago, First Settlement residents headed by Mary Lou Muntz and Bert Stitt raised \$15,000 to hire an architect and craft a model (somewhere in city storage after we residents presented it to the city) for the proposed development of Brayton lot. The residents' proposal for the lot, with no help from the city, called for high-rise development along E. Wash., sloping down to low-rise residential development along E. Main and S. Hancock, and commercial development along S. Butler, with underground parking for several hundred vehicles. The city should not be forcing residents to move out of their affordable homes, and should not be approving the demolition of functional and historically-significant homes in one of Madison's oldest and still fully-functional residential neighborhoods, until it has exhausted such readily available in-fill opportunities with such minimal impact on their surroundings as the surface lot across the street currently provides.
7. Before you vote, please walk through the neighborhood, not just along E. Wash. Note the rhythm, mass and scale along N. Franklin and Hancock Sts., and everywhere on those streets behind the 400 E. Wash block leading down to James Madison Park. Note that the scale, height and mass mirror that of the 500 block where a similarly massive project was rejected not long ago. When you walk down E. Wash., note not only the historically significant homes that will be demolished, but also how an 8 or 10 -story building will engulf the sunlight of the homes allowed to survive behind it, and dwarf venerable St. John's Lutheran church to its immediate west. Cross the street and note how the rhythm of the buildings along Washington rises gradually as you proceed up the hill from Blair Street, entirely, consistent with their surroundings, all the way up to the AC Hotel on Webster, where higher density is compatible with the taller office buildings allowed near the Square and the massive GEF building across the street. Note from across the street in the 400 block of E. Wash how the existing landscape will be radically interrupted by such a tall, massive building.
8. A sensible alternative for this site would be removal of only the Klinke building, to be replaced with a four- to six-story building. That lot alone is sizable enough for a viable yet compatible development proposal.

Thank you for considering my comments.

Dan O'Brien

Urban Design Commission
Re: Item 3. 414 East Washington Avenue

Dear Urban Design Commissioners,

My personal position in my work in Madison as an architectural designer, consultant and advocate of historic preservation has been one to promote integration of development into older neighborhoods. I've worked in promoting historic preservation and development alike for over forty-five years, working with neighbors and city-wide groups in Madison and other cities to promote preservation. My professional work has been with several development companies including Alexander Company, Gorman Company and Stone House Development.

I believe that the proposed design does not merit a bonus for exceptional design. I believe that there are many problems associated with the building's design. These are some of my comments on the proposed development that best reflect my thoughts:

Proposed Building Design

Mass and Relationship with the surrounding neighborhood

The building is far too massive and is an inappropriate scale to have any meaningful relationship with the neighborhood in which it would be built.

The proposal has too little association and interaction with street life on each block front. Its broad garage entrance and exit doors near houses is a very negative component of the design.

The building would cast a vast winter shadow to make some of the houses within blocks undesirable for living and for future house hunters who may wish to live in or renovate an old house near the square.

Of great concern is how abrupt the proposal's height dwarfs nearby buildings in the James Madison Park Neighborhood. Furthermore there is nothing in the design that reflects the mostly 19th and early 20th century historic character of the downtown James Madison Park neighborhood.

Historic Preservation

The Landmarks Commissions unfortunate cursory review of the buildings was based on too little information from the consultants, yet deemed that there would be the loss of the vernacular architecture that characterizes the neighborhood. The buildings would be replaced by something entirely foreign to the context of the neighborhood in scale and relationship between the buildings and others anywhere near it. The existing residential and commercial buildings evolved over a hundred and 167 years. One has to go two blocks distant to find anything of a similar scale – a single building, the recent AC Hotel near the Capitol Square.

Two important historical vernacular buildings in the footprint of the proposed development that significantly define the neighborhood's character are esteemed by the neighborhood. The Frederick and Ida Scheibel House, the vermilion brick house at 402-408 East Washington housed an early commercial retailer and his family and notably is a rare building type in Madison. The Emil and Ida Frautschi house, at 410 East Washington Avenue, is a Tudor-styled Arts & Crafts residence, also a rare building type in downtown Madison. The design of the Frautschi house has been attributed to the firm of Claude & Starck by Katherine Rankin.

These two buildings deserve a more in-depth study to assess their true historic and architectural significance and place within downtown Madison's dwindling inventory of historic houses. Unfortunately, the consultant's report lacked information on their architectural significance as building types among the few comparable houses in downtown Madison. It also lacked information on the relative importance of Emil Frautschi and the fact that that house was attributed to the firm of Claude & Starck. As a result of too little information, they were quickly disregarded in the Landmarks Commission discussion on the proposed development.

A mitigation of the preservation of the two buildings should be a condition of the development – that they be renovated in place as part of a development, or if necessary, moved to a compatible location and renovated.

In any case, a condition preventing their demolition or move until all financing is in place should be part of an agreement.

Thank you for your consideration.

Gary Tipler
608-852-4695, garytip8778@gmail.com

From: [Rick Mcky](#)
To: [Parks, Timothy](#)
Subject: Rick Mcky
Date: May 27, 2020 10:33:22 AM

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Timmy boy read below. They cannot demolish those buildings. They are slamming .they are slamming this deal down our throats. This thing needs to slow slow slow down.
READ BELOW

Nicely done Bob on the Steering letter

1. They need to slow this proposal way way down. I'm a developer and know exactly what they are doing. They are TOTALLY taking advantage of this pandemic. The developers want to SNEAK IN under the radar while having inadequate "VIRTUAL MEETINGS" They need to wait until we can have REAL UDC and Plan commission meetings.

2. Those houses at 402 East Washington and 410 East Washington need to be saved. I remember in 1985 I tried to buy 402 East Washington Avenue. I ultimately did buy it BUT I remember the owner telling me that a past President from the early 1900's lived in the property. Very interesting stuff. They cannot demolish those buildings

3. I've been an acquaintance of the developers for many years. Their game is to build the building, fill it up and then sell it to an out of State REAL ESTATE INVESTMENT TRUST.. They

never hold on to any buildings. PACKAGES THEM AND THEN FLIP THEM FOR BIG PROFIT. Examples in Madison are Grand central and a building called XO all on UW Madison Campus

THESE GUYS DO NOT GIVE A CRAP ABOUT OUR NEIGHBORHOOD. They want to walk make as much money as they can and then walk out (Sell to an Out of State REIT)

Bob, what time is the Urban design virtual meeting tomorrow ??? How do you hook up to the meeting. I AM NOT GOOD WITH COMPUTERS

Rick Mcky 608-345-1709

From: [Mariah Renz](#)
To: [Parks, Timothy](#)
Cc: [Heck, Patrick](#)
Subject: 414 E. Washington proposal / UDC Meeting
Date: May 27, 2020 9:54:00 AM

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To whom it may concern:

I'm Mariah Renz owner / occupant of 23 N. Franklin St. which is a 1000sq foot two story home with magnificent gardens and a very special spot in this downtown neighborhood. I manage a bar and am cofounder of Spirited Women, a group of women in the Madison service industry who support our community through educational events, charitable fundraising and social gatherings for social change. I will not be able to speak during the UDC meeting because of work. There is a need for our restaurant to keep a small staff in order to stay safe and open during these unprecedented times.

I want to first say that during the lock down and the fear of connecting in person with those around you, I am very surprised there hasn't been a delay in the UDC meeting on this project. There are so many people who live directly in the shadow of the proposed development who don't even know that it's happening. There hasn't been a lot of effort from the steering committee to share notes from meetings or upcoming timelines from the developer and city. Without the ability to easily meet in person and the lack of communication from those who volunteered to head the steering committee it has been nearly impossible to have the voice of the neighborhood is be heard.

I have owned my home for almost 10 years. I love this neighborhood because of the diversity of people who live, work, study, eat, drink, walk and enjoy all the amenities of being close to our state Capital and downtown. When a development like this goes up I believe we need to be very careful how it integrates into our community.

We are lucky to have a vibrant downtown but that relies on keeping affordable housing available for wage workers, service industry professionals, students and renters who in turn support local downtown business. Another high end development with a focus on small apartments, exclusive amenities and luxuries such as a rooftop pool excludes those who have historically lived in this neighborhood. Are these developments pushing out diversity and creating a downtown that is only for those with means instead of those who keep the whole system running?

Plopping a huge building into a neighborhood that is mostly 2 stories houses feels so inappropriate. Even though this spot has been zoned to have up to 10 stories it doesn't mean we have to sacrifice a neighborhood to accommodate it. I do NOT believe the extra

two stories are of exceptional design. It feels like they just added two McMansion style homes on top of a fairly well designed brick building.

The city has consistently offered loans to people converting rentals to single family homes in the downtown neighborhoods. I have personally taken advantage of these loans to uplift my home that was built in 1882. It seems weird to encourage families to move into these historic areas and then build huge structures that would discourage home owners from living in their shadow.

I do want to say that there are parts of the development that I appreciate.

- The building's parking entrance on Franklin / exit on to Hancock to help eliminate traffic on Franklin st and the bike boulevard is a nice consideration.

- I like the way the building is set back from the sidewalk. I would like the developers to consider rain gardens, rooftop green spaces or other ways of responsibly dealing with stormwater collection.

- The softer rounded edges on the front of the building are attractive and feel unique from the other newer high rises.

- The back U shape with common ground floor outdoor spaces gives the tenants a chance to be on the same level as the neighbors next to them.

In conclusion I think the design is headed in the right direction but feel that the scale of the building does NOT integrate onto my street. The views below are of my house and from the vantage of my home. I am currently against this development.

Mariah Renz
23 N. Franklin St.







From: [Bailey, Heather](#)
To: [Parks, Timothy](#)
Cc: [Heiser-Ertel, Lauren](#)
Subject: FW: East Washington development
Date: May 07, 2020 11:05:15 AM

-----Original Message-----

From: Henry Doane <hdoane@gmail.com>
Sent: Monday, May 04, 2020 4:20 PM
To: PLLCApplications <landmarkscommission@cityofmadison.com>
Cc: Rummel, Marsha <district6@cityofmadison.com>
Subject: East Washington development

I oppose the demolition of a civil war era house. This brick and sandstone building with its ocular widows is a fine example of Italianate architecture. I actually think that the storefront additions add to the history and make the structure more architecturally interesting.

I also think it's wrong to tear down the fine Claude and Stark house. It's still a very useful apartment building and the interior has many original features still intact.

As Madison grows we are losing so much of our historic architecture. These old buildings are an important piece of the feel and sense of place of are city. They help define Madison and represent our past.

These old buildings are what helps keep us from morphing into a mono cultural anywhere USA.

I'm afraid that there's just not very much left. We should be making it a little harder for these structures to be raised.

At the very least more emphasis on preservation should be included in these types of developments. Moving or salvaging buildings can also be options.

In these uncertain times do we know that there will be construction as proposed or will we have lost something special for a vacant lot?

Sincerely,
Henry Doane

Sent from my iPhone

Please find my written comment in opposition to the project as proposed. I am a resident in neighboring First Settlement district, adjacent to the proposed project.

The project is in a distinctly historic, residential neighborhood and does not integrate with block or adjacent blocks. The scale and mass clearly overpower the block and neighborhood, shown in the proposal visuals. The nearby AC Hotel is comparable in height, style and scope however it is located with other larger scale structures and does not disrupt character or fabric of area in it's location. Newer buildings of similar scale further down E Washington generally integrate with area and nicely rejuvenated an under-utilized core of E Washington. These are not the characteristics of the 400 block and the project currently proposed.

I share concerns about impacts to traffic, design for safe and accessible pedestrian and non-car transportation modes, and parking in the project vicinity.

As in other developments, small businesses seeking affordable locations seems to be displaced as rents become unaffordable. Similarly, there is existing affordable housing that will be impacted. Additionally, this project I understand does not address the affordable housing issue that continues in downtown Madison. This project does not seem to encourage longer term ownership, but shorter term rentals notwithstanding long term renters.

I support improvement and evolution of the block and neighborhood and would seek an alternative more consistent with residential and historic character of the block and area. Additionally, the empty street lot ("Brayton lot") owned by the city is a much more suitable location for such a project and in fact there has been a neighborhood plan done to support such a development.

I oppose the project as is and request UDC guide the project team to come back with a win-win proposal that respects all stakeholders.

Respectfully,

Juli Wagner
Resident, owner
S.Franklin St.
CNI EC (speaking on my personal behalf and not for CNI or FSD)

Sent from [Mail](#) for Windows 10

From: [Henry Doane](#)
To: [PLUDCAplications](#)
Subject: Agenda item number 3, 414 East Washington
Date: Wednesday, May 27, 2020 6:02:13 PM

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As a long time resident of the James Madison Park Neighborhood, I oppose this development in this location. Too many historic buildings have be lost. Good houses that could be preserved and restored are going to the landfill. These properties and others like them have helped define Madison as a great place to live. They now offer an affordable place to live and maybe a future home for a urban adventurous family. These old houses add an authentic and historic anchor that helps define our city. These house tell a story, they are sentinels of the past but are also are a part of the present and should be here for the future. Old houses built from locally quarried stone, hand made brick and old growth lumber. These houses made by craftsman and artisans, they cannot be replaced or reproduced. We should go out of our way to save them.

Sincerely,
Henry Doane.

Sent from my iPhone