

From: <bswitzky@charter.net>

Date: April 11, 2019 at 2:31:10 PM CDT

To: <amonks@cityofmadison.com>

Cc: <nstevens@cityofmadison.com>

Subject: Proposed Development - East Wash - A Problem you Can't Take Back?

Hello,

I apologize if you are not the individual I should be sending this message to, and ask that if you are not, could you please forward it on, perhaps to the Urban Design Commission, if you're not.

I live just outside of Madison near American Family Insurance and though I am not a resident, I have many business and personal ties with your great city and have a concern that I think the City should absolutely address before building this proposed 11 story project.

I read the article about the possible reflections of this glaring building and highly recommend that the City take *one more* important step before building – the reflective qualities that will cause birds to fly into the building and die. Once constructed, it will be too late to address.

I spent many years working at the Wisconsin Reinsurance Building in Madison, a much smaller three story building, a glass reflective construction, and it was heartbreaking as an employee to watch this happen – often. Frequently birds that didn't die would fly exhausted into the building over and over again, either trying to fly away or because they were seeing what they perceived to be another bird flying back at them.

Dead birds WILL end up outside around the building, more so during certain times of the year, and there may well be (and probably should be) adverse publicity to the City and the owners because it's a problem that could be prevented and is right out there to be seen. A building this size is going to have local and migrating birds flying into it regularly. Many birds are becoming endangered.

If you do a little research you will see that these reflective glass building are a major problem and national organizations, such as the National Audubon, have science-based figures for you. Many cities are dealing with the challenges created with existing buildings and addressing new construction to avoid finishes that attract birds, including a more expensive glass. On a larger scale, think of the adverse publicity and bird fatalities Minneapolis is getting because of their new stadium and the little they can do about it now. I believe Milwaukee and Chicago also have study statistics.

I strongly believe that Madison is a leader in accomplishing life styles for residents that are in concert with, not adverse to, our valuable environment. It's a much farther

reaching matter than just the City's. I respectfully request the Commission look at all angles of this project and the ramifications when making decisions.

Thank you so very much.

Barb Switzky

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