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From: Peter Swimm [<mailto:plswimm@facstaff.wisc.edu>]

Sent: Wednesday, September 05, 2012 3:00 PM

To: Sue Ellingson

Cc: Martin, Al

Subject: Re: [greenbushneighborhood] My thoughts on Ideal and 5 stories on Park

Hi Sue,

Thank you for letting us know your thoughts on the Ideal proposal and the issue of how many stories is appropriate on Park St. We are out of town but wish to let you know our thoughts on these subjects.

Yes, we share a vision for Park St. of building a place that people come to and not just drive to. And yes, we agree that increasing density and motivating landlords/owners to fix up rundown and vacant buildings will add to the vitality of our neighborhood. But for us, building more buildings that are 5 stories and over will make the area far less appealing for pedestrians than if buildings are kept to 4 stories and under. 5 stories on Park Street do not respect the character and vitality of the single and 2 & 3 unit housing in the neighborhood that is directly west of it. You use Monroe St as an example, and we agree it is a good example. But we feel that if developments on the east side of Monroe would have been allowed to all go as high as Monroe St Commons, Monroe street AND the abutting neighborhoods would have lost a lot of appeal as pedestrian friendly areas. And quite frankly, it's rare that I choose to walk on the Monroe Commons side of Monroe St because of the looming nature of the building, compared to the more pedestrian friendly nature of the east side of the street (ie lower buildings).

We also wonder why, and are a bit frustrated by the fact that so many developers feel they should propose buildings that are taller than city planning documents recommend for various neighborhoods. Many people have spent a lot of time and thought coming up with these documents so that Madison neighborhoods could remain and develop as places where people want to live. It seems quite disrespectful when developers want to continually override these planning documents.

Thank you for listening. We appreciate the fact that you seem to listen to all sides. And also that you keep the neighborhood informed of what is going on.

Laurie and Lee Swimm