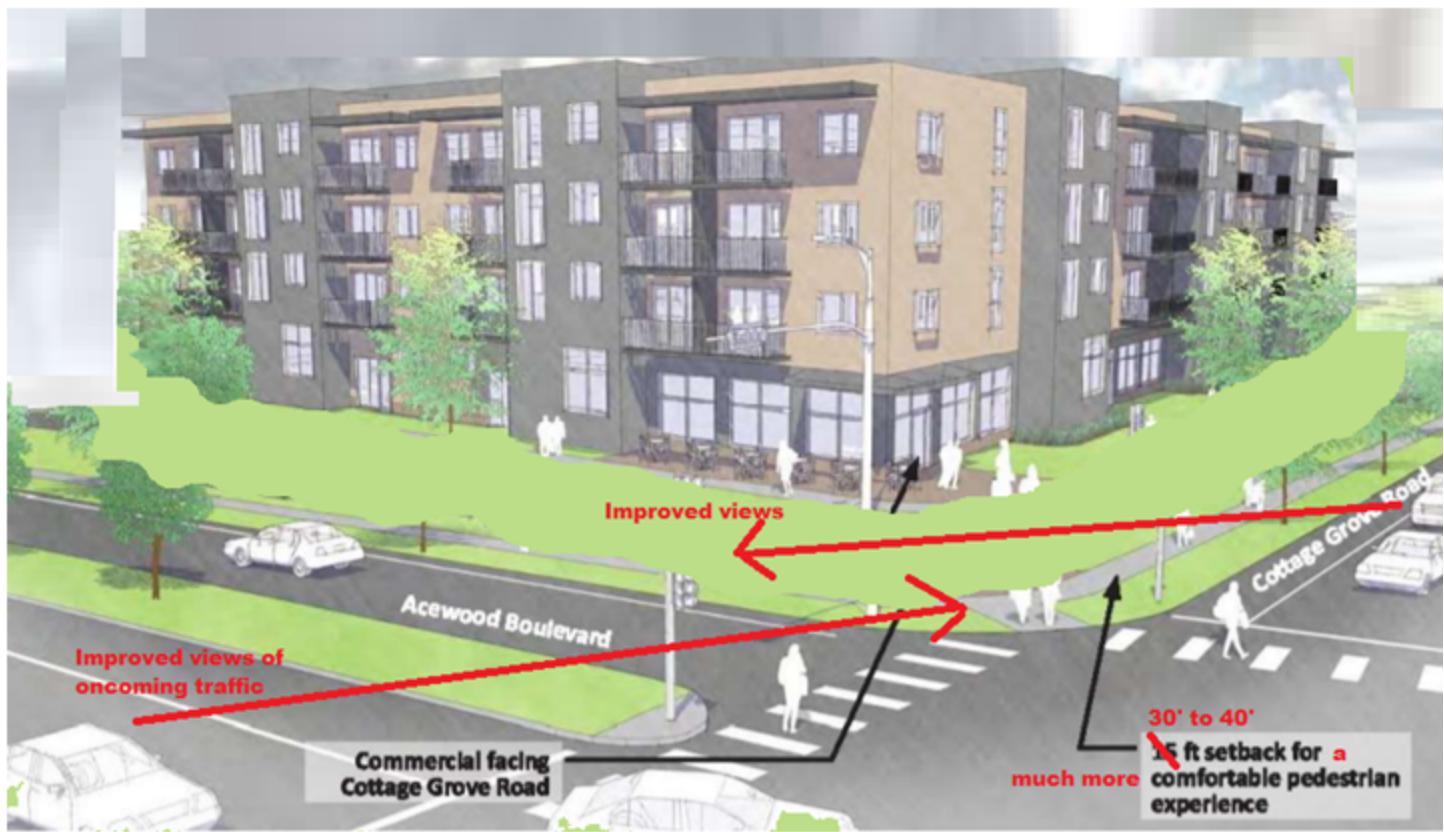


**From:** Mike Cerro <mike\_cerro@yahoo.com>  
**Sent:** Wednesday, October 16, 2019 11:45 AM  
**To:** Glaeser, Janine  
**Subject:** Ace Apartments at October 28 Plan Commission

Dear Madison Urban Design Commission,

In regard to the proposal on Madison's east side District 3 for the Ace Apartments now before you at the Plan Commission meeting, I am writing in opposition to the proposed building location being situated so objectionably close to the corners of this very busy intersection. I would ask for consideration that the building be moved north and east another 25 feet from the proposal, to allow for a setback distance of approximately 30 to 40 feet from the roadway. A photoshop sketch of what this might look like is below. Parking could be included instead of grass areas to the south and the west of the building either nearer to the sidewalk or to the building's edges.



A building setback of 30 to 40 feet allows for improved viewing of traffic and a much less congested 'feel' to the very busy intersection. No building in this area sets this close to the sidewalk and intersections. Setting the building back improves the building access for vehicles and pedestrians. Setting the building back to the north and east clears the viewing angles and provides greater traffic visibility improving safety.

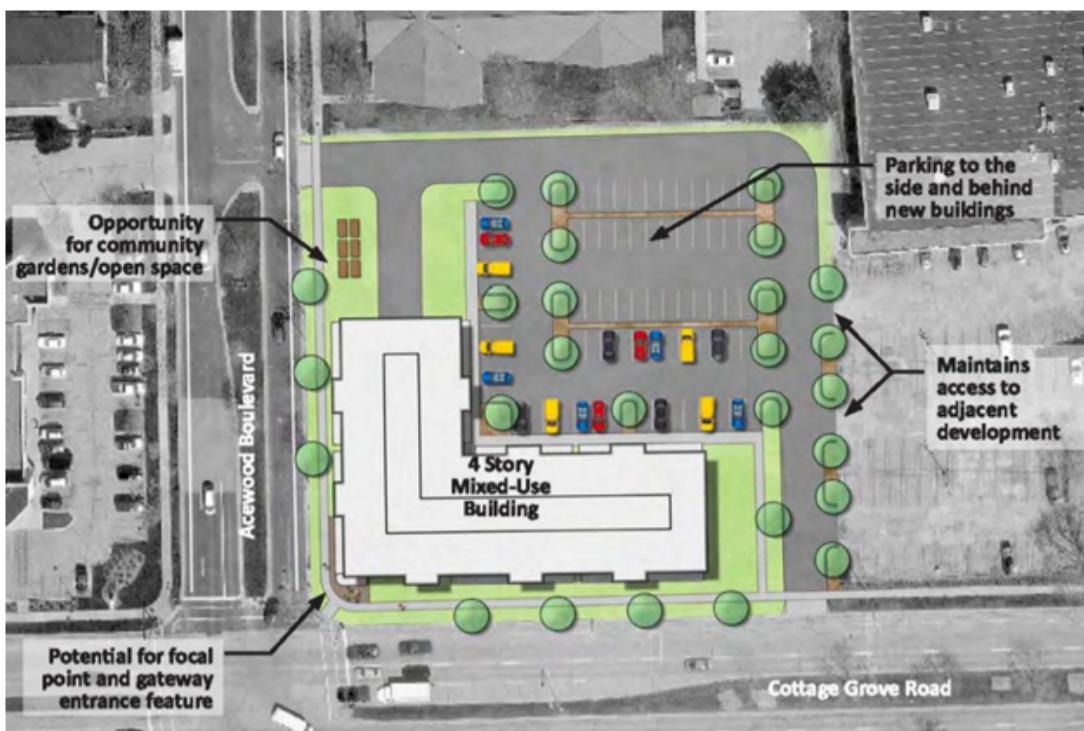
A building setback allows for in the future, should traffic needs increase, the addition of a dedicated turn lane from Cottage Grove Road onto the north bound Acewood Blvd. Without such consideration, there will never be the ability for Traffic Engineering to ever add a turn lane. There presently is none.

Or even perhaps in the future adding a bus stop turn out area, to allow for a stop anywhere along the building on either CG Rd or Acewood in this area without encumbering the flow of traffic.



The existing proposal jams the building right up to both Acewood and Cottage Grove Road, limiting viewing around the corner to traffic and pedestrians. It also changes the character of the entire area from one of larger vistas and viewing to a congested and overtly dense corner without necessity. There is abundant space to move some of the parking to the south and west and open up the viewing angles from Acewood to Cottage Grove Road and vice versa. It also limits all future needs to Traffic Engineering or Madison Metro to assist traffic flow.

Toward the East of the building an access lane may need to either be reduced slightly, or some of the building square footage on the East side trimmed down, to accommodate the bi-directional traffic flow north and south.



Thank you for your consideration.

Mike Cerro

Resident District 3  
4910 Goldfinch Drive  
Madison, WI 53714

## Glaeser, Janine

**From:** Mike Cerro <mike\_cerro@yahoo.com>  
**Sent:** Wednesday, October 16, 2019 1:45 PM  
**To:** Glaeser, Janine  
**Subject:** Re: Ace Apartments at October 28 Plan Commission

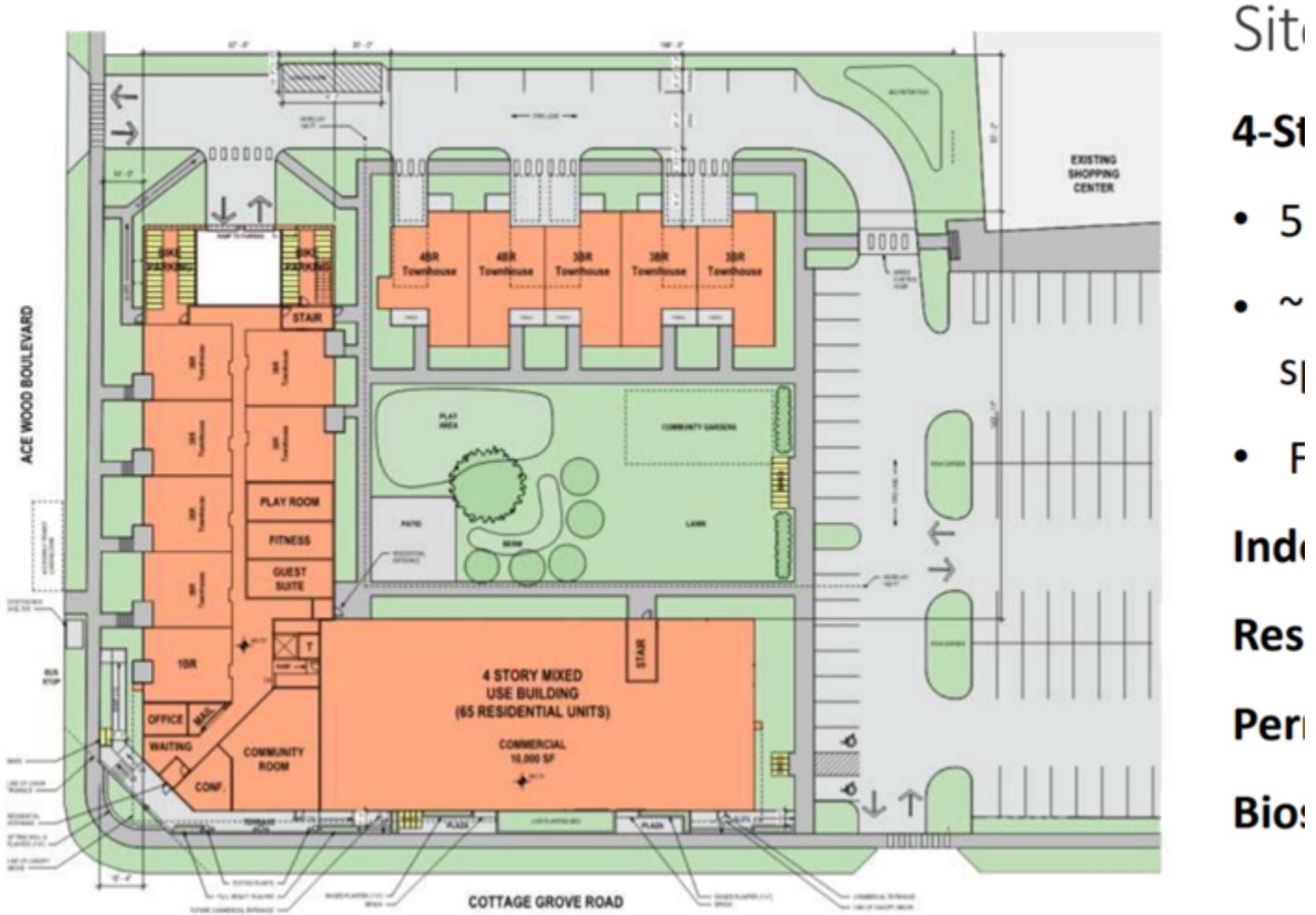
Dear Madison Urban Design Commission,

I must apologize in that I was using graphics and depictions that Movin' Out included in their August 20, 2019 pdf presentation, pages 20 and 21, which were from their 2017 design. Link to the proposal attached

here [https://www.cityofmadison.com/council/district/districtfiles/district3/documents/2019\\_08\\_20%20-%20Neighborhood%20Meeting%20-%20Presentation%20Final.pdf](https://www.cityofmadison.com/council/district/districtfiles/district3/documents/2019_08_20%20-%20Neighborhood%20Meeting%20-%20Presentation%20Final.pdf)

My use of the older depiction is from their presentation, Movin Out presented to the citizens at this meeting on Aug. 20th and within it depicted in the two different plans; which one are they actually proposing now was not clear within it.

I am led to understand that the more up to date proposal is August 2019, shown below.



My general concerns are still valid with this August depiction above, the building is overtly close to the road, sidewalk and blocks any and all future lanes being added for turning, any potential for a turn-out for Madison Metro buses, and pushes the building unnecessarily close to the edge of the sidewalk on two sides.

The center court area could be reduced slightly and the building moved north and east. Providing more green space and visible areas to the south and west of the proposed building.

Further, any resident gardening space on the south side would be more benefiting of the predominant sunshine on the southside, rather than any garden areas to the north of the building, or center court area which will be shaded by a solid building 40 to 50 feet high.

My suggestion is to move the building north and east 15 to 25 feet creating usable space for the city should it ever be needed, and usable green space for plantings and gardening. Also, opening up the corner for better visibility. Shown in the sketch photosim below, parking would be needed to be considered.



Thank you for your consideration.

Mike Cerro

**From:** [Mike Cerro](#)  
**To:** [Glaeser, Janine](#)  
**Cc:** [Cleveland, Julie](#)  
**Subject:** Re: Ace Apartments at October 28 Plan Commission  
**Date:** Wednesday, October 16, 2019 2:26:49 PM  
**Attachments:** [image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)

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Janine,

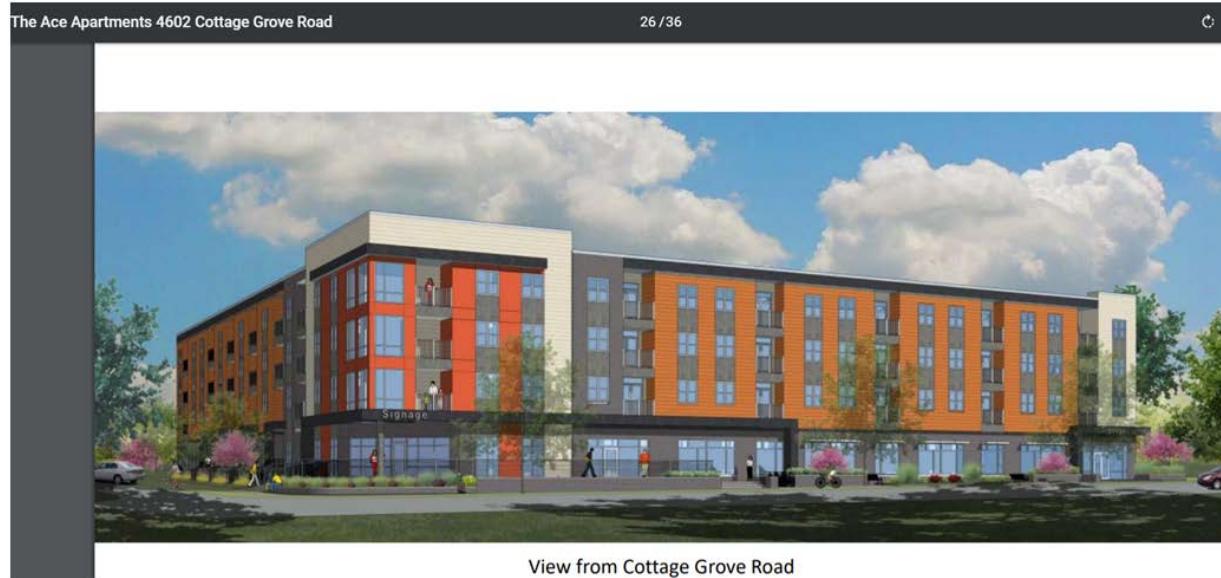
I would also like to submit the following to the Commission as part of my objection:

The photo simulations that Movin' Out has used to depict how this might look appear to show the building set **way** back from the edge of the street with the artful use of larger grey areas in front and to the sides of it; this leads one to believe the plan is set back from the roadway, when it is not.

In fact, the photo sim view is artfully erroneous and somewhat fictionalized showing the building further back from the road and sidewalks than it really will be. This is artful deception in regard to the setback and space in front of the building from the roadway.

Further, the significant use of shading as if from trees is non-existent and is being used to sub-consciously trick the viewer to assume a building far back from the road. All tricks a good photo-simulation is designed to do.

A look at the Google Earth view below, shows clearly there will not be any shadows along the south or west of the building from any large trees. The only trees would be the small pink ones shown below, and none of the larger and none of the shadows on is lead to believe are trees.



Below, this overhead view with my super-imposed building Movin Out proposes actually shows more clearly how significant the encroaching building is to Cottage Grove Road and Acewood Blvd. There is little if any space for trees of any significant size, maybe dwarf fruit trees, or the pink ones above, to grow with a building so close to the edge of the sidewalks.

Note how far back **all** the other buildings are in this entire neighborhood from the edges of the sidewalks.

Shown in red squares, the encroachment from the status quo of the Movin Out is shown in the green highlighted square.



arly

This proposal presented in front of this Commission at this time is a complete departure from providing all people in the neighborhood some open views at intersections.

Thank you for your consideration.

Mike Cerro