01.04.10

To: Mayor Dave Cieslewicz

      Common Council

      Plan Commission

      Urban Design Commission

      Landmarks Commission

Re: Edgewater Appeal

In responding to the request for an appeal please do the right thing for Madison. Use the existing process to foster good urban design and optimize the unique opportunity befitting both the existing landmark + landmark corridor [Wisconsin Avenue, the Capitol, Martin Luther King Jr. Boulevard] .

The dialogue has become **too personal** and is misguiding the use of resources and legitimate process. The current proposal is not realizing its optimum potential or meeting a level of design excellence required of this unique site.

" Good Design . . . . Is Good Business "   *Tom Watson, IBM 1951*

An appropriately resolved design within property and entitlement limits will create a Landmark Destination which will result in the creation of a sustainable employment + tax base. [I still don't comprehend the constant references to professional football stadiums?]

Please see the attachment and have courage.

If internationally renowned Foster + Partners and developer Aby Rosen can work it out with considerably higher stakes . . . . . . So can Madison.

I am hopeful that Madison shares the same goals of any great city . . . .

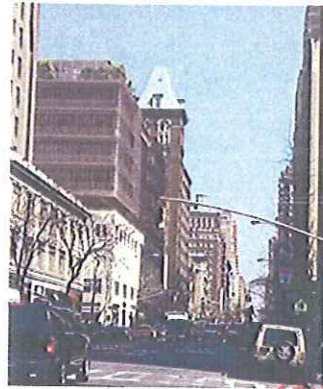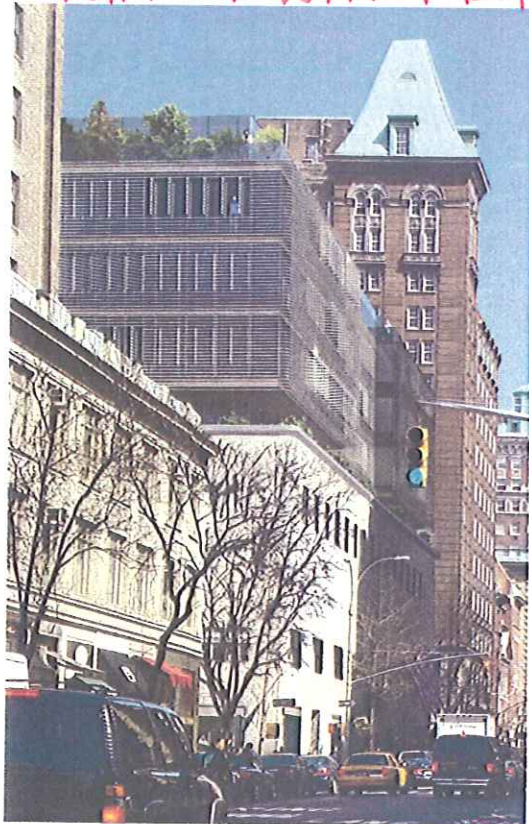   **"Build with Distinction"**

My trust is in your leadership to do the right thing. You are helping write our history and taking responsibility for the outcome of this chapter.

Thank you – A concerned Urban Advocate hoping for a Win...Win.

[Handwritten annotations at top:] FYI: DO THE THE APPROPRIATE THING — THE EDGEWATER COULD BE A WIN → WIN ! BUT IT NEEDS TO BE RIGHT.

[HISTORIC ACHIEVEMENT]

At Last, a Green Light

Foster's pared-down 980 Madison scheme gets the go-ahead

AFTER NEARLY THREE years of deliberation and modifications, a project by Foster + Partners at 980 Madison Avenue in New York City has received approval from the city's Landmarks Preservation Commission. Chris Connell, the partner in charge of the project, says he thinks they have found a "positive way" to respond to the commission's comments without compromising the design.

The proposal, an addition atop the 1950 Parke-Bernet Gallery building by Walker & Poor, has been controversial since the beginning. Initially, the developer, Aby Rosen, sought to add a pair of 30-story, intersecting elliptical glass towers (above right) to the limestone building, a scheme that stirred debate and was rejected by the commissioners. In May 2008, the architect and developer unveiled a significantly scaled-down proposal: a single, five-story, 68,000-square-foot addition clad in a brise-soleil made of bronze-colored rods (top right). The revamped design won over many, but not all, critics.

Another round of changes followed, and a new scheme was put forward this past January, but the commission decided it was still out of scale for the neighborhood. After further changes, the team finally won approval on October 13.

At 48,000 square feet, the addition (above left) will be even smaller, thanks to the elimination of one story, an increased setback for the inner glass facade (placing it 4 feet behind the brise-soleil), and the inclusion of a 4-foot setback for a glass balustrade on the top level, which includes a terrace. To mimic the shape of the existing building, the corners of the addition are now rounded. The architects also lightened the screen by spacing the rods farther apart and changing the color to a mid-tone bronze. The building's first three levels will offer retail space, and the remainder will be residential.

In a statement, Rosen said that he was "extremely grateful for the opportunity to demonstrate that you can build with distinction in an historic district if you respond responsibly and work collaboratively with the Landmarks Commission." *Tim McKeough*

[Handwritten annotation at bottom:] GOOD DESIGN/GOOD PLANNING = GOOD ECONOMICS · JOBS · TAX BASE

[OPINION]

Why the Profession Needs the AAO

IN EARLY NOVEMBER, more than 150 representatives of architecture and design organizations came to Chicago to hold the inaugural meeting of the Association of Architecture Organizations (AAO). Formation of the group culminated five years of discussions among members of a committee of design leaders led by Lynn Osmond of the Chicago Architecture Foundation. Representatives of five of the 11 AIA chapters currently operating centers of architecture in major cities met formally for the first time ever.

Why does our profession need yet another group? The AAO was founded with the recognition that organizations and associations engage not only with professionals, but the public as well. They have become incredibly important as our profession endeavors to make society understand the many ways it is improved and empowered by good design. Centers of architecture, design museums, schools, and other entities that work to improve the built environment have flourished in recent years. And our ability to reach out has never been better, particularly in increasing the profession's capacity to respond meaningfully to events like the Great Recession, 9/11, and Hurricane Katrina. These have had an impact on many lives; at the same time, they are unprecedented opportunities to create livable and sustainable communities.

But the challenges that confront the people who lead these groups have never been greater, particularly when financial support is not at levels that allow us to provide the programs and services that people, including unemployed and underemployed architects, have come to expect. The AAO will help all of us to share best practices and ideas about how to respond to events that affect our communities, as well as how to put on exhibitions and tours, communicate about our activities, and raise money. The power of architecture starts at the grass roots and grows upward and outward. *Rick Bell, FAIA, executive director of the AIANY Center for Architecture*

[ONLINE SLIDE SHOW]

Solar Decathlon Taps Brain Power

IN OCTOBER, 20 STUDENT TEAMS from the around the world descended upon the National Mall in Washington, D.C., to build energy-efficient, temporary homes for the 2009 U.S. Department of Energy Solar Decathlon. Team Germany placed first; the University of Illinois at Urbana-Champaign took second, and Team California took third.