

CAPITOL

NEIGHBORHOODS, INC.

MADISON, WISCONSIN

March 27, 2023

Urban Design Commission
City of Madison

Re: March 29, 2023, Agenda Item #5

131 West Wilson Street

The Bassett District of Capitol Neighborhoods, Inc., convened a steering committee which met several times with the development team for the proposed redevelopment of 131 West Wilson St. to discuss their proposal and provide feedback for the redevelopment of that property. The development team also presented their plans at several Bassett District monthly meetings and to the broader neighborhood at a city-sponsored meeting last November. The neighborhood steering committee previously submitted a statement to the Urban Design Commission on the proposed redevelopment of this property last September. Throughout the discussions on this proposal, the development team has been responsive to many of the suggestions and concerns of the neighborhood and the neighborhood steering committee, although disappointed that no affordable units are included in this proposal, is happy to support the overall concept for the redevelopment of this property.

The neighborhood appreciates the development team's commitment to sustainable aspects of the design, particularly their willingness to install solar panels on the roof and to make an adequate number of EV charging stations available. We would encourage the developer to install Level 2 EV chargers to minimize the time and expense of vehicle charging. At the recent neighborhood steering committee meeting on March 6, the development team indicated they were amenable to considering an audible signal for traffic exiting the property to increase safety for pedestrians and cyclists passing this location on West Wilson. Similarly, the developers' decision to limit trash pickups to after 9:00 a.m. is welcomed by the neighborhood.

The neighborhood steering committee still has a few concerns regarding the current proposal, a number of which are also noted in the current staff report on this proposal. As conditions of approval for this proposal, we would like the Urban Design Commissioners to consider the following:

- The Plan Commission, in approving this proposal, required that the materials used on the undersides of the balconies be consistent for all balconies. The neighborhood agrees with the Plan Commission on this point for the consistency it provides to the look of the building and suggests that a faux wood material be used on the balcony undersides.
- The placement and appearance of louvers for the wall packs is somewhat unclear in the current design renderings and it is hoped that UDC will consider the visibility of these units in making its decision at the March 29 meeting. Similarly, the location and appearance of the ventilation for both the parking garage and the retail tenant spaces is unclear. Vents should be situated so as to avoid propelling exhaust toward neighboring properties.
- The adequacy of the space allotted for deliveries and pickups remains a concern. Although the developers are committed to managing scheduled deliveries and pickups such as move-ins and outs, routine unscheduled daily deliveries and pickups will contribute to the congestion and safety on a

block that will become even more challenging with the increased traffic resulting from an additional 250+ cars as this location as well the installation of a two-way cycle track on West Wilson. The provision of a street loading zone in the public right-of-way in front of this building is of particular concern as regards the safety of cyclists and pedestrians on this block. The neighborhood does appreciate Alder Verveer's call for a city-approved traffic management plan for this area.

- City staff has expressed some concerns regarding the current lighting plan and the neighborhood would appreciate the Urban Design Commission's consideration of those concerns.
- The large stylized "M" logo on the south facade is incompatible with city signage standards; if approved, this type of branding would inappropriately commercialize the iconic downtown Madison skyline.

Again, the neighborhood very much appreciates the development team's willingness to hear our suggestions and concerns and we are happy to support the overall concept for this proposed redevelopment of the property at 131 West Wilson Street.

Thank you for your consideration.

For the neighborhood steering committee,

Jonathan Cooper
Chair, Bassett District of Capitol Neighborhoods, Inc.