

**From:** [Jeff Eaton](#)  
**To:** [Parks, Timothy](#)  
**Cc:** [John Seamon](#)  
**Subject:** 7718 Mineral Point Road  
**Date:** April 28, 2020 8:57:15 AM

---

Tim:

I am going to test run a few zoom meetings today to find out what caused my microphone issue last night. I am so sorry about the technical mess-up.

Now that the meeting is over, I guess all I can do is officially state that our client (Bankers Bank) has 3 concerns.

1. The glass tower feature proposed for the front of the building is ugly and too tall. We had hoped the Urban Design Commission would review the project to weigh in on the matter. That is why I was registered in opposition to the project.
2. The exterior signage is excessive (as you stated, the signage will be reviewed by another committee).
3. Can a bit parking lot visual screening be added to the east property line?

Is it possible that someone at the city can respond to items 1 and 3?

Thanks

Jeff

**Jeff Eaton AIA Leed AP**

DESIGN PROJECT MANAGER  
ICONICA | D: 608.664.3551 | C: 608.516.4725  
901 DEMING WAY, SUITE 102  
MADISON WI 53717  
[www.iconicacreates.com](http://www.iconicacreates.com)

---

**From:** Jeff Eaton <[jeff.eaton@iconicacreates.com](mailto:jeff.eaton@iconicacreates.com)>  
**Sent:** Monday, April 27, 2020 6:15 PM  
**To:** Jeff Eaton <[jeff.eaton@iconicacreates.com](mailto:jeff.eaton@iconicacreates.com)>  
**Subject:** Re: 7718 Mineral Point Road

For some reason I could not be heard. Should I try a phone in

Jeff Eaton  
Senior Architect  
Iconica

Sent from my smartphone

---

**From:** Jeff Eaton  
**Sent:** Monday, April 27, 2020 12:03:50 PM  
**To:** John Seamon <[john.seamon@iconicacreates.com](mailto:john.seamon@iconicacreates.com)>  
**Subject:** FW: 7718 Mineral Point Road

See Tim's response below to the client concerns. I did not ask about when UDC gets involved, I think that is a separate conversation.

**Jeff Eaton AIA Leed AP**

DESIGN PROJECT MANAGER  
ICONICA | D: 608.664.3551 | C: 608.516.4725  
901 DEMING WAY, SUITE 102  
MADISON WI 53717  
[www.iconicacreates.com](http://www.iconicacreates.com)

---

**From:** Parks, Timothy <[TParks@cityofmadison.com](mailto:TParks@cityofmadison.com)>  
**Sent:** Monday, April 27, 2020 11:43 AM  
**To:** Jeff Eaton <[jeff.eaton@iconicacreates.com](mailto:jeff.eaton@iconicacreates.com)>  
**Cc:** Wells, Chris <[CWells@cityofmadison.com](mailto:CWells@cityofmadison.com)>; Stouder, Heather <[HStouder@cityofmadison.com](mailto:HStouder@cityofmadison.com)>  
**Subject:** RE: 7718 Mineral Point Road

Jeff,

The link to register is here: <https://www.cityofmadison.com/clerk/meeting-schedule/virtual-meetings/register?meeting-id=48335>. Note that the Plan Commission doesn't have purview over signage, so while you are free to bring it up, they won't be able to do much with that aspect of your concerns.

If you have any issues registering, please let me know.

Cheers,  
TIM

---

**From:** Jeff Eaton <[jeff.eaton@iconicacreates.com](mailto:jeff.eaton@iconicacreates.com)>  
**Sent:** April 27, 2020 11:25 AM  
**To:** Parks, Timothy <[TParks@cityofmadison.com](mailto:TParks@cityofmadison.com)>  
**Subject:** RE: 7718 Mineral Point Road

Tim:

I found out on Friday last week that the client has 3 concerns.

1. Excessive signage.
2. Thinks the tall glass stairway at the front of the building is an eyesore.
3. Would like a higher barrier between the proposed parking lot and adjacent parking lot.

I will probably be registering to voice these concerns at tonight's Plan Commission meeting.

Jeff

**Jeff Eaton AIA Leed AP**

DESIGN PROJECT MANAGER

ICONICA | D: 608.664.3551 | C: 608.516.4725  
901 DEMING WAY, SUITE 102  
MADISON WI 53717  
[www.iconicacreates.com](http://www.iconicacreates.com)

---

**From:** Parks, Timothy <[TParks@cityofmadison.com](mailto:TParks@cityofmadison.com)>  
**Sent:** Monday, April 13, 2020 1:46 PM  
**To:** Jeff Eaton <[jeff.eaton@iconicacreates.com](mailto:jeff.eaton@iconicacreates.com)>  
**Cc:** Wells, Chris <[CWells@cityofmadison.com](mailto:CWells@cityofmadison.com)>; Malloy, Sean <[SMalloy@cityofmadison.com](mailto:SMalloy@cityofmadison.com)>  
**Subject:** RE: 7718 Mineral Point Road

Jeff,

The Associated Bank project is scheduled for the April 27 Plan Commission meeting. By copy of this message, I am including Chris Wells and Sean Malloy into the discussion; Chris is the reviewing planner for the Planning Division, and Sean is reviewing the project for Traffic Engineering. It may be helpful for them if you can share more specifically what your client's concern is about the traffic for the project.

If I may be of further assistance, please let me know.

Regards,  
TIM



**Timothy M. Parks**  
Planner  
Department of Planning & Community & Economic Development  
Planning Division  
Madison Municipal Building, Suite 017 (Level Zero "0")  
215 Martin Luther King Jr. Blvd.  
Madison, Wisconsin 53703  
[tparks@cityofmadison.com](mailto:tparks@cityofmadison.com)  
T: 608.261.9632

*Due to the COVID-19 public health crisis, the Planning Division offices are closed to the public. More information on City services during this time may be found at: <https://www.cityofmadison.com/health-safety/coronavirus>. For more information on Planning Division development review operations, please see <https://www.cityofmadison.com/dpced/planning/development/437/>.*

---

**From:** Jeff Eaton <[jeff.eaton@iconicacreates.com](mailto:jeff.eaton@iconicacreates.com)>  
**Sent:** April 13, 2020 10:52 AM  
**To:** Parks, Timothy <[TParks@cityofmadison.com](mailto:TParks@cityofmadison.com)>  
**Subject:** 7718 Mineral Point Road

Tim:

This project is for a new bank on a corner lot with High Point Road. Has it entered your review pipeline?

The project is currently listed as an "upcoming matter" for the 4/27/2020 Plan Commission meeting.

A client of mine is concerned about vehicular traffic at the intersection and is wondering if a traffic study will be done.

Thanks,

Jeff

**Jeff Eaton AIA Leed AP**

DESIGN PROJECT MANAGER  
ICONICA | D: 608.664.3551 | C: 608.516.4725  
901 DEMING WAY, SUITE 102  
MADISON WI 53717  
[www.iconicacreates.com](http://www.iconicacreates.com)