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September 16, 2014

RE: Item 34903

I urge the Council to **support** Alder Rummel's Appeal of the Plan Commission Decision on Conditional Use (Legistar #34335) regarding 706 Williamson St.

The building is one-story taller than the five-story maximum height recommended in the 2004 Design Guidelines, with its highest point at approximately 75 feet from grade.

Height of the proposed building is greater than the maximum by 21 feet and parking is less than the minimum requirement. Residents may well bike to work or take a bus on occasion but Madison is not Manhattan and most people also need to have a car for other transportation needs.

Each building project, when viewed in isolation, is just a small bump up in mass and height and small shaving off the parking requirements. So what's the big deal? The big deal is the slippery slope as the next builder and then next after that will use the previous one as a jumping off point. The long-term effect is a Willy Street canyon with a glut of traffic and insufficient parking.

Rick Rubow


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