

From: AArntsen
Sent: Thursday, August 24, 2017 3:20 PM
To: Parks, Timothy
Cc: Eskrich, Sara
Subject: FW: Peleton: 8/28 Plan Commission

Tim, I'd appreciate your forwarding this to the Plan Commission.

I support Plan Commission approval of the Peleton project at the intersection of Park St. and Fish Hatchery Road. Because I am out of town on August 28, I am providing written comments.

I live at [REDACTED] South Shore, around a block from the proposed building. I have followed this project's long and tortuous path through the neighborhood and city approval process. It seems like the developer has made a sincere effort to accommodate and balance the competing wishes and concerns of neighborhood residents, city staff and city commissions. The shape of the site and location between two major streets make this a difficult and important site to build on. The proposed building is iconic and provides reasonable density. While parking is a challenge, parking provided by this project is comparable to the recently approved 820 Park St. building and, especially if car and bike sharing infrastructure is required, is appropriate for this infill and transit friendly site. The commercial spaces will be a challenge to fill with appropriate tenants, but I appreciate the developer's willingness to include them to contribute to the rebirth of a Park Street commercial corridor. Balancing the goals of density, commercial storefronts and pedestrian and green space has been a challenge and the current plans manage this as well as likely can be done on this site.

This project has been controversial in the Bay Creek neighborhood, and many people have weighed in for and against it. There is no consensus. While the neighborhood "survey" is a useful aggregation of some peoples' views, it is not a neutral and representative sample of neighborhood opinion. Indeed, I don't believe that it limits input to neighborhood residents or prevents someone from submitting multiple responses. The most that can be said is that some Bay Creek residents support the project, some oppose it, and many are agnostic. This site has been vacant for too long and the much anticipated rebirth of Park Street remains in the doldrums. The proposed plans for this building reflect a great deal of thought and compromise and promise a signature landmark for the Park St. corridor. The proposed residential and commercial tenants will add vitality to the neighborhood, and will support transit and urban and neighborhood activities. The city, the Bay Creek neighborhood and the Park St. commercial district will benefit from this building. Please approve it.

Thanks for considering this.

Allen Arntsen

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To: Plan Commission
From: Bay Creek Neighbors
Date: August 28, 2017
Re: Proposed conditions on the revised Peloton

This letter represents the views of a majority of the 130 Bay Creek neighbors who responded to a survey about the proposed Peloton. These views are informed by formal and informal conversations among neighbors, with our alder, with T. Wall's development team, and with Planning staff, as well as hearing your concerns as Plan commissioners.

During our many conversations, neighbors have identified widely held concerns about the impact of the proposed development on Bay Creek. These concerns reiterate those shared before by 200+ Bay Creek neighbors: namely, the proposed increased density at the intersection of two major roadways poses a challenge to already dense on-street parking; neighborhood integrity/character; pedestrian and bike safety; and the health of Monona Bay.

We, therefore request that the Plan Commission support our proposed conditions on development to lessen the impact of the Peloton on Bay Creek and better integrate it into the surrounding neighborhood by resolving foreseeable problems before they occur. Some of these *conditions* were part of the city's conditions of approval for the 2015 iteration of this development. The needs addressed have not changed and we urge their resolution again now in advance of approval.

1. Parking. The proposed building has a slightly less than 1:1 parking ratio for stalls to residential units with no assigned spots. This arrangement presumes no tenants with more than one car and does not accommodate tenants' guests. It further presumes that: 1) a substantial number of domestic residents will vacate their unassigned flex parking spots by day; 2) that the owner of the building will select only low-volume business occupants; and 3) that on-street parking and/or a small less-than-10-car lot nearby temporarily rented by Wall will satisfy day-time business employee/customer needs. It offers no accommodation for a potential night-time social establishment whose possibility is introduced with the addition of the building's six floor.

We note the following facts in substantiation of our concern:

- Night-time retail parking was not considered in the 2015 parking study for Wingra Point II.
- City Planning staff has indicated to us that a proportion of tenants typically chooses not to lease a parking stalls and instead takes their chances with on-street parking.
- Neighbors west of Park Street experience problematic spillover parking on Brooks, High, and Midland Streets since the addition of Wingra Point I, which has 66 parking spots for 67 units and no business tenants.
- West Shore, South Shore, West Lakeside, Emerson, Lowell, and other cross streets east of Park Street are often filled by the cars of commuters who work downtown, and by the employees and patrons of several small restaurants located nearby along South Park Street day and night. It is common to find cars parked illegally blocking driveways.
- Nearby neighbors include tenants of existing apartment buildings, who rely on on-street parking for their cars, as well as single-family home owner/occupants, some of whom rely on on-street parking.
- The conditions of approval for Wingra Point II required that any late-night restaurant or other establishment seeking to set up shop in the development seek a conditional use permit prior to doing so. Ensuring adequate parking was to be the primary focus of the condition.

66% of 120 respondents to the Bay Creek survey (about 13% were neutral, about 21% opposed) indicated that they perceive spillover parking from the Peloton to be a foreseeable problem with current plans. They feel that the noise and congestion the extra traffic of the Peloton will bring to Bay Creek's quiet residential streets, left uncontrolled, will lead to a reduction in the quality of life for nearby neighbors. For this reason, a majority of respondents urge the Plan Commission to making finding a solution a requirement of its approving the Peloton and to lending its formal support to the following partial solutions:

- 1) *The condition of approval adopted in 2015 required that any restaurant or other high-volume night-time retail destination seeking to locate in the Peloton seek a conditional use permit. This should remain in place and should explicitly focus on parking congestion, compelling adequate off-street parking for any future proposed business's customers and staff.*
- 2) *The city should use its influence to encourage a negotiation with the owners of the medical facility for shared parking areas for businesses along South Park Street, as recommended in the South Madison Neighborhood Plan.*
- 3) *All Peloton units should have one parking space automatically included in the lease with opt-out option, and residential parking permits should not be issued by the city for the residents of the Peloton.*
- 4) *The city should develop site-specific parking rules, such as residential parking permits for the surrounding streets of West Lakeside, Emerson, West Olin, Brooks, High and South. These rules might ban overnight parking without a permit and limit daytime parking without a permit to two hours. They should be developed in consultation with*

neighbors outside of the usual CP3 petition process.

2. Traffic and Pedestrian/Bike Safety. This development proposes to add a large building to the very busy, complicated, and dangerous combined intersection of South Park, Fish Hatchery, Parr, and West Lakeside streets. There are no new pedestrian safety measures proposed at the intersection of South Park and Fish Hatchery, and Planning staff has informed us that “changes are not recommended at this time.”

We note the following facts in substantiation of our concern:

- The 3-street intersection was singled out in the South Madison Neighborhood Plan as one of 3 along South Park Street needing redesign and is the scene of repeated accidents.
- The Peloton will cause an increase of vehicular and pedestrian traffic. This includes residents crossing Park Street to gain access to bus stops on both sides of South Park and Fish Hatchery and to Franklin elementary school on West Lakeside.

70% of 120 respondents to the Bay Creek survey (14% were neutral, 16% opposed) indicated that they perceive increased risk to bike and pedestrian traffic from the Peloton to be a foreseeable problem with current plans. For this reason, a majority of respondents urge the Plan Commission to lend its formal support to the following solutions:

- 1) *The main entrance to and exit from the garage on South Street should allow for right turns only in and out on both South Park and Fish Hatchery to avoid cars going left across multiple lanes of traffic.*
- 2) *Planning staff should initiate a study of the intersection prior to the construction of the Peloton so that traffic calming features appropriate to this site and its surroundings can be instituted in the short-term.*
- 2) *Traffic calming features appropriate to this site and further down Fish Hatchery should be considered for protecting pedestrians crossing the street and cyclists biking along this street—especially given the increased flow of traffic to and from the Peloton. These might include pedestrian bridges and tunnels; mid-street islands, crosswalk stop/go and yield lights, and roundabouts and increased enforcement of traffic laws against speeding and failure to yield.*

3. Green elements. The construction of a large building on a site close to Monona Bay creates the possibility of runoff into the bay. Adequate infiltration for runoff from the construction site as well as from the Peloton once built should be a required part of this development.

We note the following facts in substantiation of our concern:

- Problematic runoff from construction along Park Street has happened close to this site in the past.
- Water diverted directly to Monona Bay needs to be filtered/treated to contain contaminants to avoid polluting the bay.
- The city of Madison has committed itself to cleaning up Monona Bay and protecting it from contamination.
- The cost of green features is warranted to offset the possible cost to the community/environment of contamination and cleanup.

Close to 66% of 130 respondents to the Bay Creek survey (19% were neutral, 15% opposed) indicated that more green elements should be a part of the Peloton than currently proposed to avoid exacerbating the neighborhood's water quality issues. For this reason, a majority of respondents urge the Plan Commission to lend its formal support to the following solutions:

- 1) *Add a green roof to capture storm water and protect the water quality of Monona Bay.*
- 2) *Add street level planters along walkways, surrounding entrances and in the courtyard increase street-level attractiveness, provide a human scale to the Peloton, and encourage pedestrian traffic. A courtyard rain garden to capture additional water should be explored and strongly considered.*

4. Other Consideration:

- Neighborhood space: As with many other large new buildings, T. Wall has agreed to include a community room for neighborhood access to be guaranteed in perpetuity. We welcome this space, which Wall's team suggested locating on the building's sixth floor at the March UDC meeting.