

The majority of the Greenbush neighborhood has expressed concern that the proposed building is too tall and does not fit with the character of the existing neighborhood. Both UDD7 and Park Street Design Guidelines indicate a lower building height is in order.

Height to Street Width ratio: Rule of thumb indicates that the building at this site on Park and Drake would most comfortably be 3 three stories or 35' high – one third the width of Park Street. See General Design Guidelines, p. 13. ¹

Height to Adjoining Buildings Relationship:

“New infill buildings should not vary by more than one (1) story from the average building height in the block when that block exhibits a concentration of existing buildings and a well-defined blockface.” See UDD7 guidelines ²

Building design should “complement the scale and character of adjacent buildings.”³ Average building height in the 500 block of Park Street, as indicated in the picture distributed today, is two stories. Average height on the south side of Drake Street, as indicated in the pictures provided the Commission on March 7, 2012, is likewise well defined at two stories. This would indicate a three-story building would be appropriate for the site.

“New buildings should generally be limited to four (4) stories.” ⁴ . . . “Bonus stories serve as an incentive for creative building design and *should not be viewed as the permitted height.*”⁵

Bonus stories, up to two additional floors, “may be allowed depending on the quality of the design, the affect of the development on the adjoining neighborhood, and the contribution of the project to: the use mix and activity in the vicinity, and the character of the street.”⁶

Affect of the development on the adjoining neighborhood includes creating visual dissonance, a non-integrated disruption of the height, look and feel of the Greenbush neighborhood. The neighborhood comprises largely single family houses, with an occasional 3 story apartment building, and green space in front, back and on the sides of the residences. In addition, the proposed development’s affect includes casting shadow on a number of individual homes during the winter months as displayed at <https://picasaweb.google.com/105700001311832095190/IdealBodyShadowMaps> .

Character: “New buildings . . . should complement the character of adjoining buildings in the blockface.” ⁷ The proposed development does not complement or contribute positively to the

¹ Park Street Corridor: Main Street for the Southside Urban Design Guidelines for Private Property Improvements and Public Streetscape Design, (“Park Street Design Guidelines”) Joint Project of Park Street Partners and City of Madison, March 30, 2004

² Madison City Ordinance 33.24(14)(d)3.b.iii. See also Park Street Design Guidelines 2.5 at page 15.

³ Park Street Design Guidelines, page 12

⁴ City Ordinance, op cit., bi.

⁵ Ibid., italics added

⁶ Ibid.

⁷ Park Street Design Guidelines, Guideline 2.1 at page 14.

commercial character of this area of Park Street, which is pedestrian scaled with a variety of small businesses in one- or two-story buildings.⁸ Likewise, it does not contribute positively to the character of Drake Street which has a small scale residential character of one-, two-, and an occasional three-story residence, mostly with gabled roofs, yards and green space between buildings.

As the proposed building does not have a positive affect on the adjoining neighborhood and does not fit the context or contribute positively to the character of the neighborhood, we believe additional stories on the development are inappropriate and the building should be limited to a maximum of four stories.

We want to note that with the exception of the building height issue, the developer has been largely responsive to feedback sought and received from the neighborhood on the original and revised proposals. We look forward to continued dialog as the development moves forward.

Thank you for your time and consideration of the neighborhood concerns and the Park Street Urban Design Guidelines referenced by UDD7.⁹

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⁸ We note that Meriter and St. Mary's campuses are governed by other design guidelines

⁹ Madison City Ordinance 33.24(14)(d) Basis for Design Review.