

City of Madison, Wisconsin

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REPORT OF: URBAN DESIGN COMMISSION      **PRESENTED:** March 22, 2017

TITLE: 4601 Frey Street – 12-Story, 275,542      **REFERRED:**  
Square Foot Mixed-Use Building

Containing 178 Guest Room Hotel and      **REREFERRED:**  
Office Tenant. 11<sup>th</sup> Ald. Dist. (45165)

**REPORTED BACK:**

AUTHOR: Alan J. Martin, Secretary      **ADOPTED:**      **POF:**

DATED: March 22, 2017      **ID NUMBER:**

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Members present were: Richard Wagner, Chair; Richard Slayton, Lois Braun-Oddo, Cliff Goodhart, Dawn O’Kroley, Rafeeq Asad, Tom DeChant, John Harrington and Michael Rosenblum.

**SUMMARY:**

At its meeting of March 22, 2017, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a new mixed-use building containing a 178 guest room hotel and office tenant located at 4601 Frey Street. Appearing on behalf of the project was Josh Wilcox, representing Raymond Management Company. Registered in support and available to answer questions were Barry Perkel and Bill White, representing Raymond Management Company. Registered and speaking in opposition were Roger Fritz, representing Weston Place Condominium Owner’s Association; and Catherine Buege. Registered neither in support nor opposition and wishing to speak was Alder Tim Gruber, District 11.

Wilcox presented changes to the project, including the primary corner detail and entry points, masonry detailing, the office mass size of spandrel glass reduced in thickness, upper wedge modified window groupings and jointing lines, along the west and south façade they have carried the same rhythm integrated cement board panels instead of EIFS in the same color as the lower level glass, pushed back the layer of louvers and reduced the amount, added row of trees, and accentuated pedestrian access points along Frey Street.

Roger Fritz spoke in opposition of the project. Catherine Buigey spoke in favor of the project, but expressed concerns about safety in terms of traffic, the steepness of the street and ice/slippery/salt.

Comments and questions from the Commission were as follows:

- I question the success of the rooftop trees along the louvers.
- Consideration should be given to something more interesting like an arbor and vine maybe; more natural.
- The objective was to give the area a softer look, more ins and outs, more openings to provide greater depth, a line of trees still provides a line. There is concern for the success of whatever is planted, an arbor with vines, broken up with trees may be another approach. It is all about having a better aesthetic for Weston Place.

- The idea of just having trees around this building is very important because of the height. But I'm not sure how well they're going to grow there. I am concerned about the shading on Frey Street.
- Why are you not doing underground parking?
  - Geotech concerns, outcroppings that come up through area that would require blasting and scraping to go deeper. There's also the realities of split uses between the office users and the hotel users and the confusion for the guests. We're trying to simplify those for the best guest experience.
- (Alder Gruber) The applicant has made good efforts to engage neighbors and the neighborhood. They envisioned the tower part of the building being narrow to make the least amount of block of those views. The trees on top of roof is a great idea, but I'm likewise concerned that they're able to thrive there. The staff report brought up the pedestrian entrances, we need to provide for them as well as auto access to and from the building. The idea of a canopy over the pedestrian entrance makes sense. On Sawyer Avenue, along the front porch is a nice addition to the building, it presents a wall; maybe there's a way to soften the wall, although I understand it's a place for stormwater detention. Traffic Engineering staff has expressed that historically there's not crash history on this street. There was one this winter having to do with the hill and ice; they have expressed that the most crash history is at University Avenue and Hilldale Way, and that exists whether there's a hotel here or not.
- An overriding concern from residents was safety when it's icy and the shadow along Frey Street. What is there to remedy the situation on icy days? Right-in/right-out only situation? Is there any discussion with Traffic to reduce the problems?
- (Alder Gruber) They haven't mentioned anything specific like that. I have had some discussions with the Streets Division, they will not be added to salt routes, and we already have a problem with too much salt in our well drinking water. Streets staff will sand and they will come out based on complaints or requests. They have said they don't want private entities (hotel operators) out there applying salt, that's against the City's policy. We need to be careful about restricting access just in the winter. We don't want to direct all the traffic in just one way or another.
- I would suggest that there is going to be a problem and remedy should be thought out before it becomes problematic. Traffic Engineering needs to get involved.
- The entrance in your rendering, you have these brick areas that define where pedestrians go into the building; if you look at the rendering going up from Frey Street you have red brick and then at the entrance it's interrupted by concrete. It almost makes the hierarchy for the car rather than the pedestrian; I would rather have you infill at the sidewalk so when cars come they see that it's a pedestrian area. The corner element of the stairs going up to the elevated plaza, they feel too small and not monumental enough. Maybe a single stair that is wider or terraced.
  - We've looked at 6 different options there. At the end of the day this option you see here is really what we feel is the most efficient by allowing the corner to still be prominent. We certainly can increase the scale of that.
- I agree that Traffic Engineering should weigh in on this. We have a lot of areas in the City like this where no matter how much you salt there are times when it's going to be bad. I wonder if there's a more proactive approach in the type of pavement on these more steep roadways.
- I think those kinds of questions are more appropriate at the Plan Commission where Traffic Engineering can respond to them.
- Create a greater zone at the street where a landing area could be more significant. The walls as shown shut the street out. Bringing the stairs back to the front, embrace the street. Changing the width and placement of the stairs will take away from what is above, but will create space at ground level.
- Spandrel glass may not be appropriate on the west elevation, adding some vision glass, so that headlights are not shining out may be appropriate. I wouldn't go with spandrel, but go with limited vision glass or stay with what you have.

- What we heard from adjacent residents was to eliminate openings on the west façade as much as possible. In addition, we would want to be above crash rail with any windows, where to start and stop becomes difficult.
- There is an issue of the tower lower portion of the building as identified in the staff comments.
  - It's my understanding staff is talking about where that component comes around the side, and not on the upper levels themselves.
  - The east and north façades, staff is referring to this area of the building not having enough articulation in what we call "the wedge." That's one item that we have talked at length about and ultimately we feel the proportions with the signage are good.
- Instead of dominant horizontal EIFS bands on the upper floor inset units, use subtle vertical ones, which would be more consistent with what is going on at the base of the building and in better proportion to the windows. The face of the EIFS on the upper wedge units is flat, the vertical lines would add texture and reflect lines expressed on the base of the building.
- Survey the trees and preserve the existing trees, which may mean impacting your first floor footprint.
  - The trees along the west and south property lines, some of those trees are actually in our building footprint so in order to do that it has a really significant impact and eliminates something like 40 parking stalls, which makes a project not viable, that's kind of a non-starter.
- You're probably going to lose the trees, but you can replace them elsewhere on the site. There is a need for big trees along streets.
- We're not approving signage at this point. You have this bump out again for signage, I'm not sure we want to have a bump out that we're not going to approve.

**ACTION:**

On a motion by Goodhart, seconded by Harrington, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a unanimous vote of (8-0).

When the applicant returns for Final Approval, the Commission requested the following:

- Blow-up areas/renderings showing screening along the west side and the grades along Frey Street.
- Tree/plant list.
- Samples of the final EIFS color/finish.

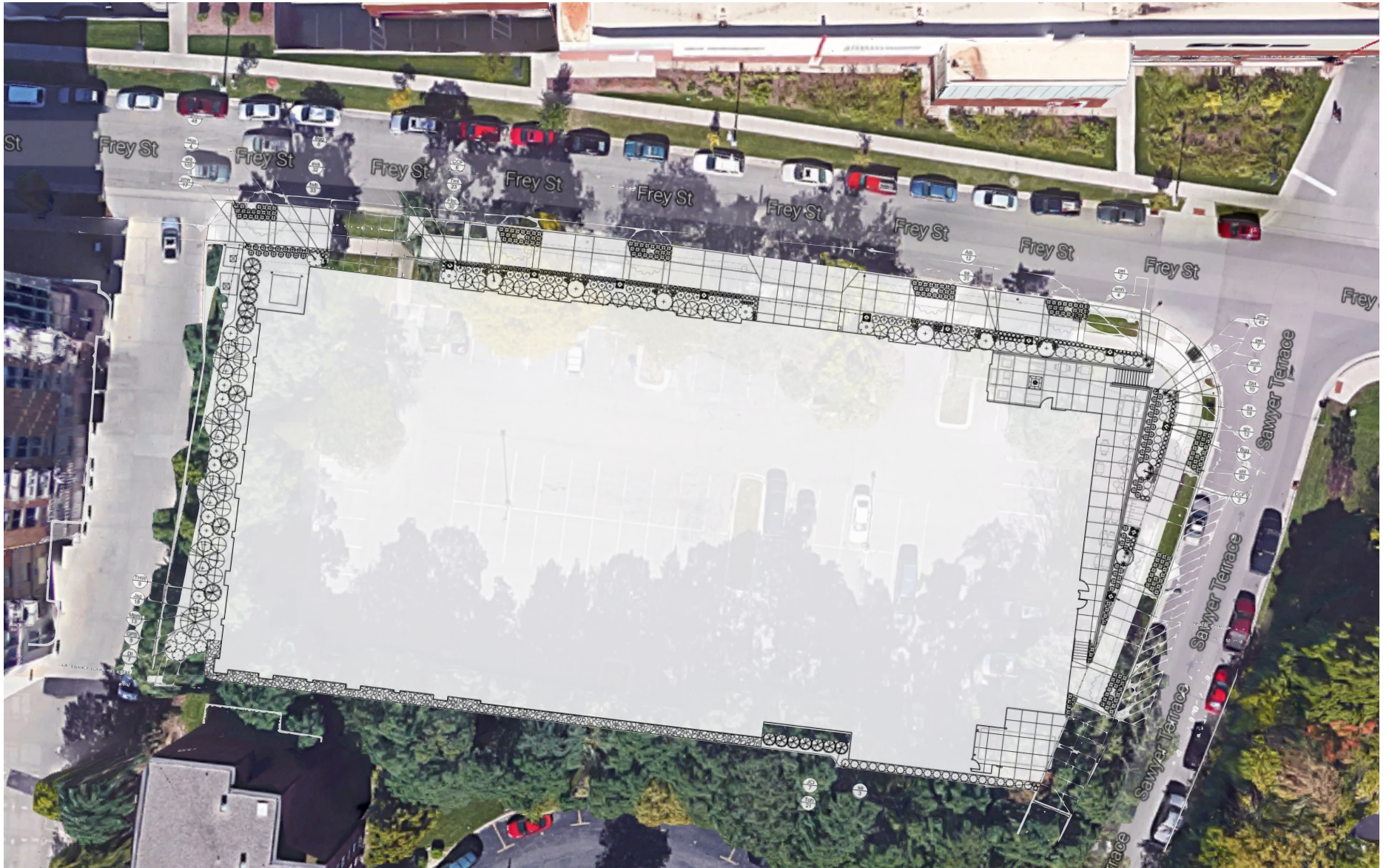
Comments to the Planning Commission Regarding Rezoning 4901 Frey St, File 46314

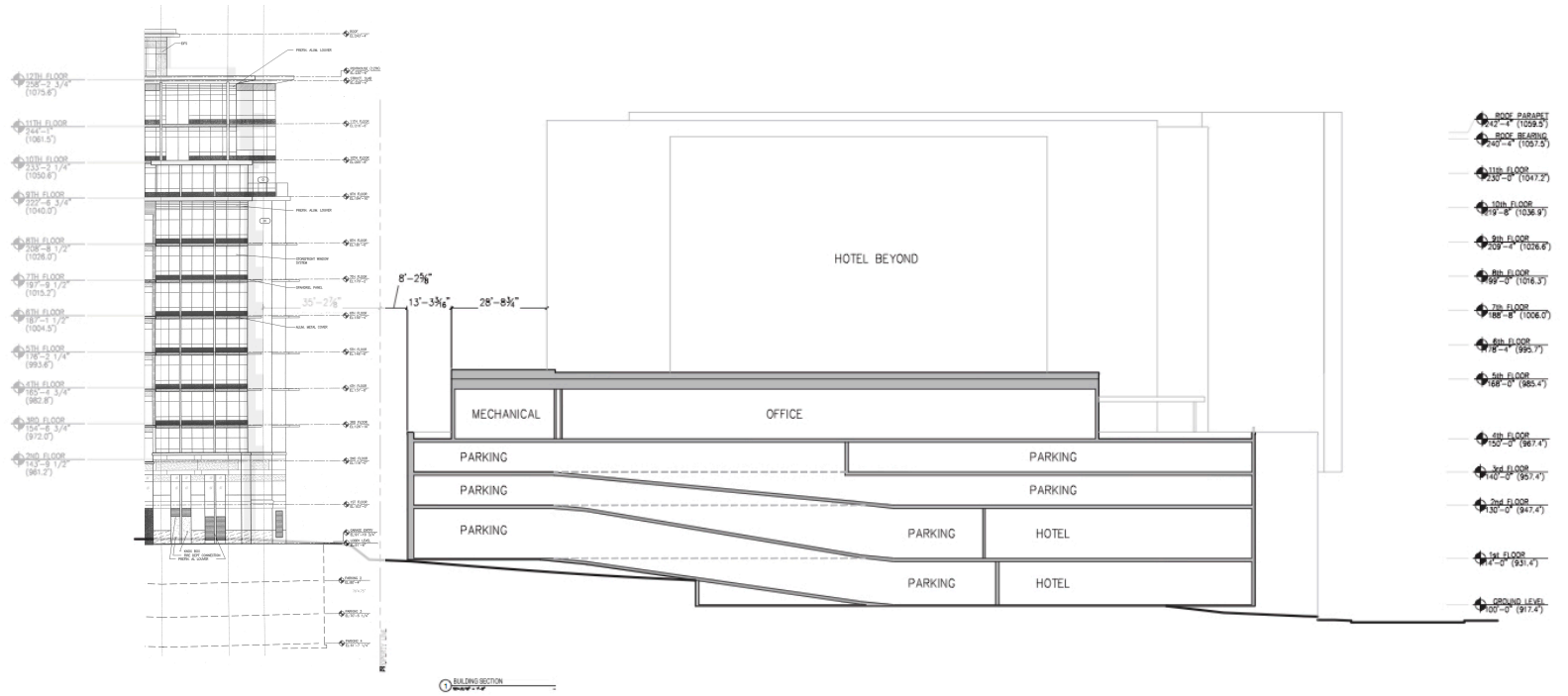
Any Development or Implementation Plan for this property should include the following limitations.

- **The building line of the Frey St property should be similar in offset distance and orientation to neighboring Target and Weston Place** (as shown on page 2, the building line of neither Target nor Weston Place is parallel to the street). This would retain the spaciousness and character of the neighborhood. Frey St will be a significant corridor for pedestrian traffic between the Hilldale shopping area and the upcoming development of the Hill Farms site. A greater building offset distance to the Frey St property line will let this area feel less confining.
- **The parking and office levels should not be allowed to rise into the residential levels at neighboring Weston Place.** Mixed use is fine, but keep commercial space below residential space levels. Parking and office levels with elevations similar to neighboring Target and Weston Place would keep the current stratification of parking and commercial space near ground level. Options include the following:
  - Use of underground parking to lower the parking and office elevations. Note that Weston Place and the nearby high rise residential unit, Venture, both use underground parking. Page 3 compares the parking level elevations of Weston Place and the proposed hotel/office complex.
  - Not cramming so much office, hotel and related parking facilities into this small site. Consider using surplus parking from Target to meet parking needs, or **limit development to either a hotel or a corporate headquarters** for this site, but not both.
- **The building offset distance to the west property line with Weston Place should be greater to provide more space for a thriving vegetative buffer.** The distance shown on page 3 is 8 feet. 20 feet would be more appropriate. Also refer to page 2 to see the proposed separation of the buildings in plan view.
- **No driveway should be allowed onto Frey St from the western half of the property.** As shown on page 4, the steep slope during icy conditions is dangerous. Traffic turning uphill onto Frey St in this area of steepening slope spin out of control during icy conditions.

Roger Fritz  
██████n Segoe Rd  
Madison, WI 53705











**From:** Catherine Buege  
**Sent:** Wednesday, March 22, 2017 12:49 PM  
**To:** Parks, Timothy  
**Cc:** Catherine Buege; Roger Fritz; Thelma Wells; David Cloninger  
**Subject:** Questions for the Urban Plan Commission regarding traffic and the Hilldale Hub

Mr.Parks,

We have talked recently regarding the concerns some of us at Weston Place have about future traffic density and safety in our area. I have talked with neighbors and we have put together some questions we have that we would like to have addressed at the upcoming meeting on April 3.

We also want you to know that we are **excited** to be a part of the transformation of this area into a vibrant mixed use hub, but we want to know how the city is planning to address circulation and mobility for **everyone's safety** in the short, mid and long term.

1. What is the city's plan to address traffic circulation in the Hilldale Hub area? Given that this area is slated to substantially increase in density and mix, we would like to see your comprehensive multi-modal plan that addresses the needs of all kinds of users in this area: pedestrians (including the elderly and handicapped who live in Segoe Terrace), bicyclists, automobiles, emergency vehicles, and especially trucks, which can include trucks as large as semi trailers that supply the Metcalf Market and use the steep Frey Street hill. Circulation on the site is already becoming stressed in the winter and as residents we see a number of safety issues that could get worse if they are not addressed proactively.

2. I'm sure there has been a long term study related to the proposed hotel. How does the hotel, including its placement of driveways, impact local and arterial traffic loads and safety? Does the city have larger plans to reduce auto trips to and from the hub that will lessen the impact of increased density? (Are you working on providing for increased safety regarding foot traffic in the hub **and** from Sheboygan and the DOT site?)

3. Has the city looked into shared parking options? My condo looks down on the back of the Target parking area which sits empty for large parts of the day, especially at night when hotel parking lots are typically full. Can the total area dedicated to parking and parking loads generally be reduced through a shared parking strategy?

I want to thank you for your patience and continued attention to this issue. I believe that with careful planning and attention to detail we can make the Hilldale Hub area an exciting and also safe place to live and a destination which Madison can be proud of.

A brief response to this email will acknowledge its arrival to you.

Thank you,

Catherine Buege  
[REDACTED] N. Segoe Rd  
[REDACTED]  
Madison, WI 53705  
[REDACTED]

**From:** Jude Dereszynski []  
**Sent:** Monday, March 13, 2017 3:31 PM  
**To:** Parks, Timothy  
**Cc:** Gruber, Tim  
**Subject:** Frey Street Hotel

I am writing to comment on the proposed Hotel for Frey Street.

I realize you have had many comments on this project, so some of mine may be redundant.

My husband and I live on the sixth floor of Weston Place. Our condo has an eastern exposure and will be greatly impacted by this massive building.

Our first concern is the traffic on Frey and the congestion and danger to pedestrians that having two additional exits from the building will cause. Right now due to the snow, I am watching cars trying to maneuver the narrow passage created by parking on the North side of the street. Even in the best weather conditions cars are often backed up near the entrance trying to get into our underground parking. Large trucks and vans going into Hilldale make this congestion worse as they sometimes idle on Frey trying to get into loading zones. As you are aware there are a large number of pedestrians and will be more with the new larger DOT and greater attractions of Hilldale. Perhaps underground parking with only one exit closer to Sawyer Terrace would improve safety?

Our second concern is with our personal privacy. We have certainly had neighbors, when we owned a home, who were this close and could look into our home. But these were neighbors, who we could talk to should there be any concern, not people who were in transit. This is not a good situation for anyone. Our lives will be greatly impacted by these sight lines. Is it possible for the Hotel to put screening of some sort on those windows that would block the view into our homes and yet still let in light?

Finally, there is a great concern by everyone on this block about density. When Venture was built we were told that building was already violating city density guidelines for the area. Now even more density is acceptable? We always accepted that someone would build on the Frey Street property, it is just the sheer massiveness that is so disturbing. We feel the City has lied to us again. Surely underground parking and a lower profile are in order, if this is not the case.

Thank you for your time in reading this and forwarding it on to the proper Committees, Tim.

Jude Dereszynski

Please accept this comment on the proposed hotel/office complex on Frey St. I believe these comments would be useful for both the Urban Design Commission and the Planning Commission as it relates to the location of the westernmost driveway for the complex. Changes to the driveway location would affect the architectural design.

Neighbors have complained about traffic accidents and congestion at the proposed driveway for the complex. A traffic study was conducted for the developer which focused on the nearby intersections but not the actual driveway location. The developer acknowledges the problem, but concludes that the slope and road conditions are no different than elsewhere in the city and therefore nothing can be done. Alder Tim Gruber has worked with City crews to assure good maintenance, but salting is limited due to salt contamination in nearby municipal wells. A few days after presenting the traffic study information to neighbors, the accident shown in the attached photo occurred (February 24, 2017). The proposed driveway is to be located about where the pedestrian is walking in the photo. While there may be similar sloped and icy streets in Madison, a large parking structure and driveway is not being proposed to be constructed on them, and probably no similar parking structure and driveway currently exist at such dangerous locations, at least not with traffic turning up an icy hill.

While the developer is not responsible for the hazardous traffic conditions, adding traffic to a known problem area should not be permitted. The driveway and related traffic should be located further downhill away from the steep slope area.

Roger Fritz

██████ N Segoe RD, Unit ██████  
Madison, WI 53705





Subject: File # 45165 Frey Street

Thank you for the opportunity to comment on the proposed hotel/office complex on Frey Street. As neighbors to the proposed project we are concerned with the development and the effect on our membership. We presented our concerns in previous correspondence and would like to focus those concerns for the Urban Design Commission's consideration.

We have discussed the traffic concerns on Frey Street, the lack of green spaces between our buildings, and the excessive height of the parking structure and office space. The elevation and close proximity of the offices and the mechanical room mars the view of residents on the lower floors of Weston Place. Stacking the office space on top of a parking structure and not taking into account neighboring uses and terrain seems to be the root cause of all these concerns. The resulting building is not compatible with existing and proposed functions.

We appreciate mixed use when it is store front businesses at street level with residential above. However, floating an office space on top of a parking structure seems like a bizarre interpretation of "missed use". These uses would be more compatible with its surroundings if the parking is placed underground like the parking for neighboring Weston Place and Venture. Underground parking would lower the office space below the residential level at Weston Place and relieve the traffic issues on Frey Street by making traffic flow more compatible with the use of the lower driveway to Frey Street where the slope is more gradual. The use of underground parking may even open options for greater green space between the buildings.



We believe the building would be safer for the neighborhood and more compatible with Weston Place if it used underground parking. The traffic flow pattern could be made safer and the building height would be less of an issue. Please consider these suggestions to make the building form more compatible with its functions and those of its surroundings.

Thank you.

Thelma Wells, Board President, Weston Place Condominium  
Owners Association, Inc

To Whom it may concern:

We live on the 4th floor of Weston Place and will soon be looking directly at the west wall of the hotel to be built next door to us, as will many other units on our side of the building. We ask that the hotel be good neighbors by challenging their architects and landscape designers to provide a pleasant view of the building for those of us who are losing our city and capitol views. Creative use of trees and climbing vines (eg. Boston Ivy) to produce a green space have been used in other buildings throughout the city.

Many of us at Weston Place have friends and family visiting and would like to be able to recommend the planned hotel as a place to stay. The hotel's efforts to address our expectations would make that possible.

Sincerely,  
Sharon and Oliver Goldsmith  
Unit [REDACTED]

**Weston Place Resident's Concerns**  
**Regarding Proposed Hotel Construction, Frey Street, Hilldale**

*January 31, 2017*

+ Placement of a 12-story hotel in close proximity to Weston Place will block the view and natural light to the condo units on the second, third and fourth floors. The first three or four floors of the proposed hotel will create a solid wall nearly parallel to Weston Place and only 43 feet from the Weston Place wall. We recommend placing the hotel west wall at a diagonal to increase open space and light.

+ All buildings in the immediate area have underground parking to minimize visual building size. We suggest the hotel include some underground parking. This would reduce building height, create a cascading appearance along the slope of Frey St, increase the amount of sunlight exposure to nearby properties (including Target's solar panels), and eliminate or reduce the walled off effect for residents of Weston Place.

+ Placement of HVAC mechanicals at the back of the hotel will generate unacceptable levels of noise, fumes, water vapor, and heat directly adjacent to three multistory residential buildings to the south, southwest and west.

+ Plans for traffic flow and hotel access are not adequate considering the steep Frey St grade and the imminent increase in auto and pedestrian traffic created by DOT property development. Also site lines at the upper hotel parking exit/entrance are obstructed by electrical transformers and tight turns in and out. There is no indication that sidewalk width will be widened to accommodate hotel guests and increased foot traffic generated by DOT property development.

+ There are additional concerns with windows on the hotel west side. Light from hotel hallway windows will be on at all times and will shine directly into the bedrooms of all Weston Place southeast corner bedrooms. If hotel room windows are added on the west side, Weston Place residents will be faced with having blinds closed at all times to maintain privacy. It is recommended that wall design and window placement take esthetics and established neighborhood residential patterns into account.

+ Landscaping, green space, tree planting, and drainage/infiltration plans have not been provided. The proposed hotel is located within a flood mitigation zone where storm water infiltration structures are required. Where will they be located? How will they be coordinated with green space and neighboring property buffers with substantial additional runoff?

+ Signage. Preliminary drawings show a tall vertical sign on the north wall of the proposed hotel. This is out of keeping with established neighborhood practice. New developments on University Ave, both by ordinance and accepted practice, have restricted signs to horizontal placement, 40 feet or less above grade, low-light or no-light illumination, applying dark-sky standards.

+ The proposed hotel will be located within an already established residential urban block occupied by four multi-story residential buildings. The insertion of a commercial building into a totally residential block should take impact on adjoining residential owners and occupants into account. Conditional Use, Chapter 28.183(6) states: "The uses, values and enjoyment of other property in the neighborhood for purposes already established will not be substantially impaired or diminished in any foreseeable manner."

Mark Miede  
Weston Place Resident  
625 N Segoe Rd, Unit [REDACTED]  
[REDACTED]  
[REDACTED]

**From:** Norman Bair  
**Sent:** Friday, February 03, 2017 3:50 PM  
**To:** Martin, Alan  
**Cc:** Vaughn, Jessica  
**Subject:** UDC Mtg Feb 8

Hi Al,

I am writing to provide comment on a development of the Raymond Group on Frey St that is on the UDC agenda for February 8. I am a resident of Weston Place that is just west of the land for the hotel development.

Right now Target is installing a photovoltaic array on their University store just north of the proposed hotel. I would not like to see this project compromised with an 11-story hotel that would block the sunlight from the solar collectors during the best sun hours of the day. The solar project is in the range of 380 kW capacity.

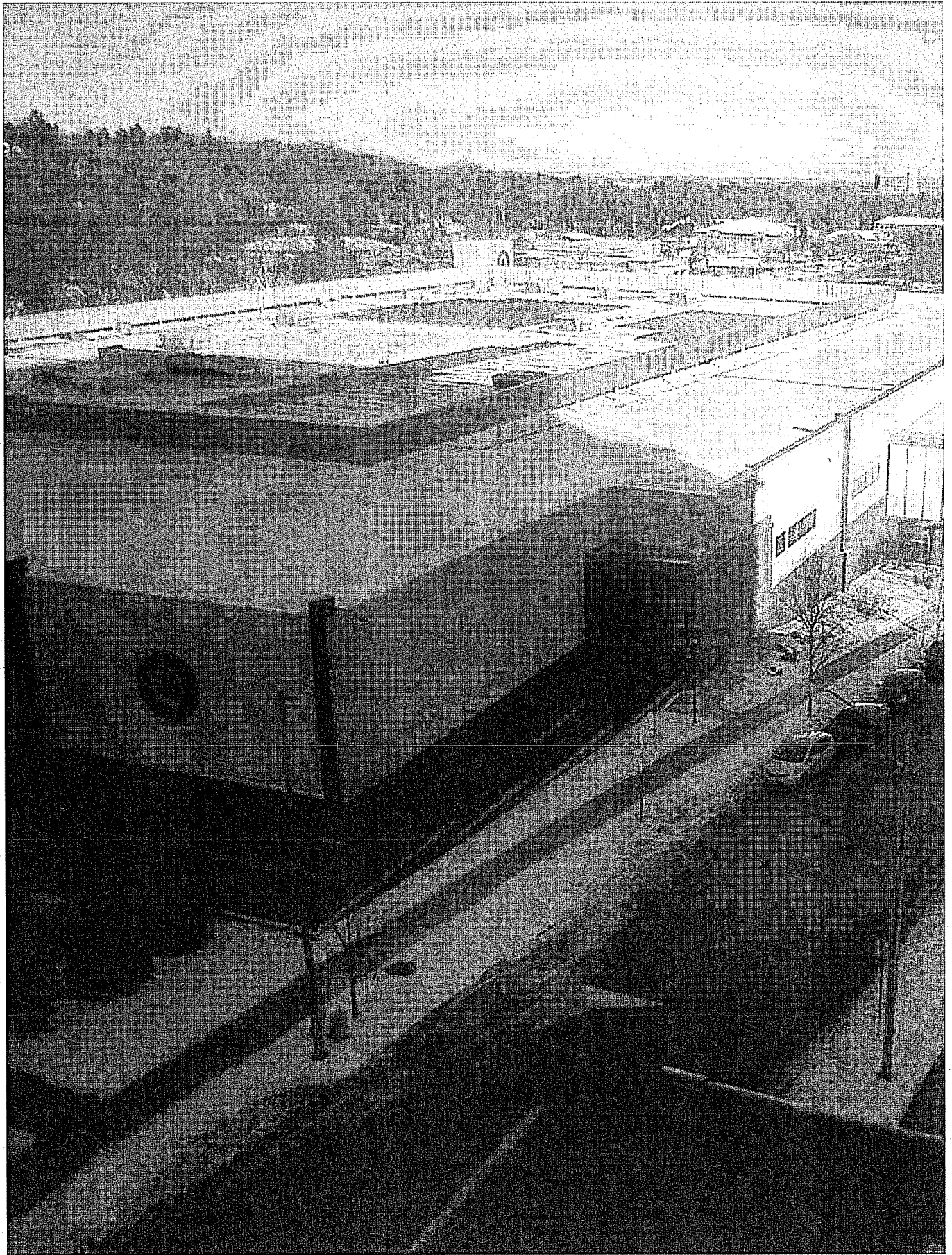
The City of Madison has established major goals for sustainability and renewable energy. I would like the city to promote these goals and not allow the height of the proposed hotel infringe on the solar access needed by the Target store solar collectors. The installing contractor, H&H Solar Energy Services can do a quick modeling of a hotel on Raymond Group's property to determine what the height limit must be. Wis. stat. 66.0403(1)e and f have language that I would like to see followed whether or not other aspects of the law have been carried out. This would provide that no solar access interference occur between the hours of 9 a.m. and 3 p.m.

I will be out of town and unavailable to attend the February 8 meeting. Should you have further questions on this, please contact me or Dave Garner or Ryan Bartel at H&H Solar Energy Services, 273-4464.

Thank you for your consideration on this matter.

Norman Bair  
608-██████ cell

Attached is a picture of the solar project today at 3:08 p.m.



Hello,

We'd like to voice some concerns about the planned hotel development. Please take these points into consideration or pass them along to any decision makers.

We welcome the addition of a hotel to the area and hope it contributes to the vitality, aesthetics and economic stability of the neighborhood. We want to be sure it fits in to the existing and future development in the area.

A list of concerns are:

- 1.) Size and capacity. We think this relates to and impacts many things. Safety, traffic congestion and livability being some of the main ones. Those issues are covered in more detail below.
- 2.) To be honest we are mainly concerned with the height of the building. This is somewhat self serving. We reside on the 11th floor of Weston Place which is situated on the lot next to the planned development just to the west. Plans as shown to us so far indicate the hotel will potentially block most if not all of our view of the Capital building and downtown. We paid a premium for that view. We know it's typically not the concern of the city or developers if an individual's views are affected by development that meets the zoning requirements of an area. But please appreciate how disappointing it is that living in what is likely one of the highest elevations in the city we're at risk of losing a major marketable part of our view. It's almost comical that in Madison, with all of it's restrictions on height of building relative to the Capital that we, who are probably at a height even with the top of the Capital dome, will have or view blocked by a commercial development. We think this can be avoided if the hotel puts a portion of their parking underground. While that may cost more initially we assume that cost can be recovered over time. If they block views those are gone forever.
- 3.) The livability for people on lower floors of Weston Place. While in the worst case scenario we on the 11th floor will lose our downtown view at least the hotel building will be 90 feet away and 60 feet wide. Only blocking a fairly small percentage of our overall view and compromising our privacy to a small degree. The poor residents of Weston Place on floors 2 thru most likely 4 or 5 will have almost their entire view blocked by the hotel at that level where the hotel is probably 140 feet wide and only 40 feet away. Again we think this can be remedied by the hotel putting just some of its parking underground. This would likely put the wide part of the hotel only up to where the Weston Place residential floors begin. This most likely be accomplished because the elevation of the first floor of the hotel, down by Sawyer Terrace, is likely 30 feet lower than the ground floor elevation of Weston Place. Allowing them 2 levels of above ground parking and/or a commercial floor before their height begins to affect the livability of Weston Place residents in regards to blocking sunlight, privacy and views. Privacy for these floors is probably one of the major concerns. Having transient hotel guests with windows only 40 feet away is a major concern.
- 4.) Safety on Frey street. The slope of Frey Street, the amount of traffic, especially when the DOT development is done, and the city's proven inability to keep the street clear of snow and ice are a recipe for safety hazards. The shade from Weston Place in the winter already makes Frey Street hazardous. Adding a tall hotel building will only make it worse. Any parking will or should be removed from the street affecting the parking capacity obviously being used by the residents of The Overlook apartments. We also understand bike lanes should be present, etc. The

planned car entrance to the hotel on the upper part of Frey Street is too close to an already cramped entrance to Weston Place parking and by a set of electric transformers that severely reduce visibility. We already have constant foot traffic thru that area as people from Sheboygan Ave and the new 11 story apartment building right next to Weston Place cut through to walk to the mall.

5.) Reducing the height of the hotel will not materially affect it's aesthetics. As mentioned above we believe the height of the hotel can be reduced by putting some parking underground. This would not necessarily affect it's capacity and the developer's return on investment in the long run. In some opinions they are 'shoe-horning' a big high rise building into a small area. It is not a particularly aesthetically appealing lot. It's behind Target, behind the mall and right next to 2 other large residential buildings. We assume the current design of the hotel is intended by the developers to provide a dramatic entryway and atrium on the Northeast corner of their building. This is enhanced by putting all of their parking above ground and providing a lot of space to to up vertically and create a big impressive space. This seems wasted somewhat in a location that is nothing more than a fairly small lot situated as described above. Especially when it results in blocking the views of permanent residents of the area at the expense of providing views to hotel guests. We believe they can design an aesthetically pleasing building for their guests without ruining the aesthetics and livability for permanent residents of the area.

Thanks,  
Richard and Mari Johnson  
■■■■ N Segoe Rd #■■■■



Raymond Group Hotel Project.

I feel this is a very poor location for a large hotel to be constructed. Frey St. and Sawyer Terrace are designed as neighborhood streets. They are not main roads. This is a residential neighborhood not a commercial district. There are many older residents living here and there is much pedestrian traffic in the area with the senior centers and condo buildings in the vicinity. I think you should realize that hotel guests really don't care too much about the neighborhoods they are staying in. They generally use a hotel as a get away from their neighborhoods. I also think that the potential for traffic problems are great! Especially on "game" days when out of town people are drinking and driving after the game. They don't know the area and many potential problems exist. Many of the older people here do their shopping at Target and Metcalfe's on foot and I sure can see the potential for an elderly resident pedestrian to have an accident with a vehicle. Guess who loses in that conflict?

A hotel that was originally planned on University Ave. where the old Psi R Square building was, would have been a much wiser location choice. But the planning commission obviously can be bought like the rest of the city politicians. Please reconsider approving this project. Thank you.

sincerely,

Christopher Malin

■ N. Segoe Rd.

Madison, WI 53705

To: City of Madison, Urban Design Commission, Plan Commission, City Council, & Tim Gruber, District II Alderperson

Re: Raymond Company proposed construction on Frey Road across from Target

From: Vernon and Annetta Barger, residents of Weston Place ( [REDACTED] ), 625 N. Segoe Road, Madison, WI 53706

We are writing in **strong opposition** to the proposed hotel/commercial development on Frey Street, for the following reasons:

1) The City has not developed a comprehensive plan on the impact of the construction of large buildings in the immediate neighborhood of the Hilldale Mall that will severely affect the lives of permanent residents there, including the Weston Place condominiums, apartments for the disabled, and senior living accommodations. Surely, such a study should take place before further irreversible changes in the character of this area are made.

2) Why should City first approve developments like Weston Place with expansive windows and then permit the construction of tall buildings that block those views? We moved to Weston Place from outside the City about 10 years ago and enjoy living here. However, if the emphasis on transients continues to the detriment of permanent residents, we will return to the suburbs. The proposed hotel and business offices are not consistent with a conducive urban living environment.

3) Heavy traffic on Frey Street, associated with Target and the Hilldale Mall, is already making the area pedestrian unfriendly. Many shoppers from the Sheboygan Avenue and Venture apartments walk along this road, wheel-chairs are common, and dog walkers are frequent users.

4) The parking lot where the proposed hotel is to be located was envisioned to be a park under the Freed plan, ten years ago, when we moved here. That would have been a wonderful asset to the area, which now faces further loss of green area.

We urge the City staff to take these concerns about the fate of our neighborhood seriously.

Sincerely,

*Vernon Barger*

CITY OF MADISON

FEB 14 2017

Planning & Community  
& Economic Development

I believe that the developer should file an environmental impact statement prior to project approval. The usage of water and the burden of sewage removal and treatment, among other things, should be considered.

Carl K. Yorita, M.D.

To: City of Madison, Urban Design Commission, Plan Commission, City Council, & Tim Gruber, District II Alderperson

Re: Raymond Company proposed construction on Frey Road across from Target

From: Amy Barger, resident of Weston Place (██████), 625 N. Segoe Road, Madison, WI 53706

I am **strongly opposed** to the proposed enormous hotel development on Frey Road that will be located directly in front of Weston Place. I live in Weston Place on the south side where the apartment building Venture was built a few years ago just 40 yards away from Weston Place. I can therefore speak from personal experience that it is very depressing to wake up every morning to the sight of a massive building right outside my windows.

Madison has a reputation for being a liberal city where quality of life matters. This makes it all the more shocking that the city is allowing large buildings to be built so close to one another in the non-urban center of the Hilldale neighborhood – closer even than downtown, where there is at least a city street separating one building from another!

There is a reason why many of us choose not to live in downtown Madison: We do not want to live in a dense urban environment. We want to have the convenience of condo living while also being able to see from our windows the rising of the Moon and to take walks in a residential neighborhood with trees and grass. We do not want to live next door to an enormous hotel in a too-tiny lot with heavy car traffic, which makes our walking route to the grocery store dangerous and unpleasant and removes the tiny bit of greenery that we enjoy. This is also very unfair to the large number of other residents in the neighborhood – mostly university students, low-income people, and disabled residents – who rely on getting many places by foot, which is good for the environment and should be encouraged rather than discouraged by massive construction and dramatically increased car traffic.

When Weston Place was developed, there were no plans in place for it to be boxed in by other large buildings. If there had been, then Weston Place would not have been built with floor to ceiling windows in the upper units, and the units would not have been priced so high – with the price increasing by floor. We pay very high taxes, and it seems eminently reasonable that upstanding, tax-paying professionals (many of whom are retired and spend much of their days in their units) should get to enjoy a view of the Capitol of the city of which they are so proud. To take that view away to give to hotel guests who would spend very little time in their units – and most of that time at night to sleep – seems grossly unfair to the city's citizenry.

Sincerely,

*Amy Barger*

This memo relates to the plans that are being submitted to build a Hotel at the corner of Sawyer and Frey west of Hilldale.

My home is in Weston place, facing east, with a view of the capital dome. This hotel plan will give me a view of a parking garage wall about 30 feet from my windows. It will change completely the outstanding feature of my home. Property values will decrease as well as property taxes.

Other concerns include traffic. We have looked out at the Frey street hill for over eight years and its slippery conditions in winter. Two apartment buildings and Target have since added to the traffic numbers as well as cars parked out on Frey Street. There are potentially dangerous conditions with this mix. Mostly this involves people living in the neighborhood. The plan to add more traffic by drivers not familiar with these potential dangers is a concern. Losing street parking will also cause hardships for many people, like visitors to the apartment buildings.

Overall, the hotel plan seems too large for the lot that has people living on more than two sides of it. It feels like something stuffed between a lot of peoples' homes.

On the west side of Weston Place is acres of property and far more than 30 feet from the Weston Place building.

Thank you for your attention to this matter.

Donna and Reginald Destree  
625 N Segoe Rd [REDACTED]  
Madison, WI 53705  
[REDACTED]

I am submitting a replacement comment on Item 45165, 4601 Frey Street, on the UDC agenda for February 22, 2017.

I am a resident of Weston Place with a fifth floor unit facing this proposed development. I will be impacted by this proposed development.

Target has installed a 272 kW capacity photovoltaic solar array on their University store directly north of the proposed hotel. I would like the UDC to know what the impact of the proposed hotel would have on this installation before approval of this proposed 12-story hotel.

The installer on the solar array on Target, H&H Solar Energy Services, can and is willing to provide such an analysis. If the hotel will block the solar array between the hours of 9 a.m. and 3 p.m., I think the hotel height should be reduced to eliminate any such blockage. This is in the spirit of Wis. Stat. s. 66.0403, Solar and wind access permits, whether or not all aspects of the law have been carried out by Target or H&H Solar Energy Services to secure the solar rights. If the notification aspects of the statute establishing the solar rights for Target were not properly fulfilled, I believe the city bears a responsibility for not informing H&H Solar Energy Services of the requirements for securing those solar rights at the time of a permit application.

The City of Madison has established major goals for sustainability and renewable energy. Informing solar and wind permit applicants of the statutory requirements for securing their solar and wind rights should be a natural part of the city's efforts towards these goals. I would like the city to promote these goals and not allow the height of the proposed hotel to infringe on the solar access needed by the Target store solar collectors.

As a hotel is being considered for development on the Hill Farms property, I feel that to be a much better location for a hotel in this area. Target changed their proposed plans to have trucks enter from Frey Street when it was pointed out at a neighborhood meeting presentation that this would be very treacherous in the winter. The same is true for proposed hotel parking entrances from Frey Street. Since the Hill Farms neighborhood presentation on the hotel, during both winter storms, there were numerous cars sliding on the hill and spinning around as well as parked cars unable to get out without assistance. Madison neighbors were very good in helping those stuck. It will be impossible to provide for safe entering and exiting of the proposed hotel parking garage during snow storms that can last more than one day as happened this winter.

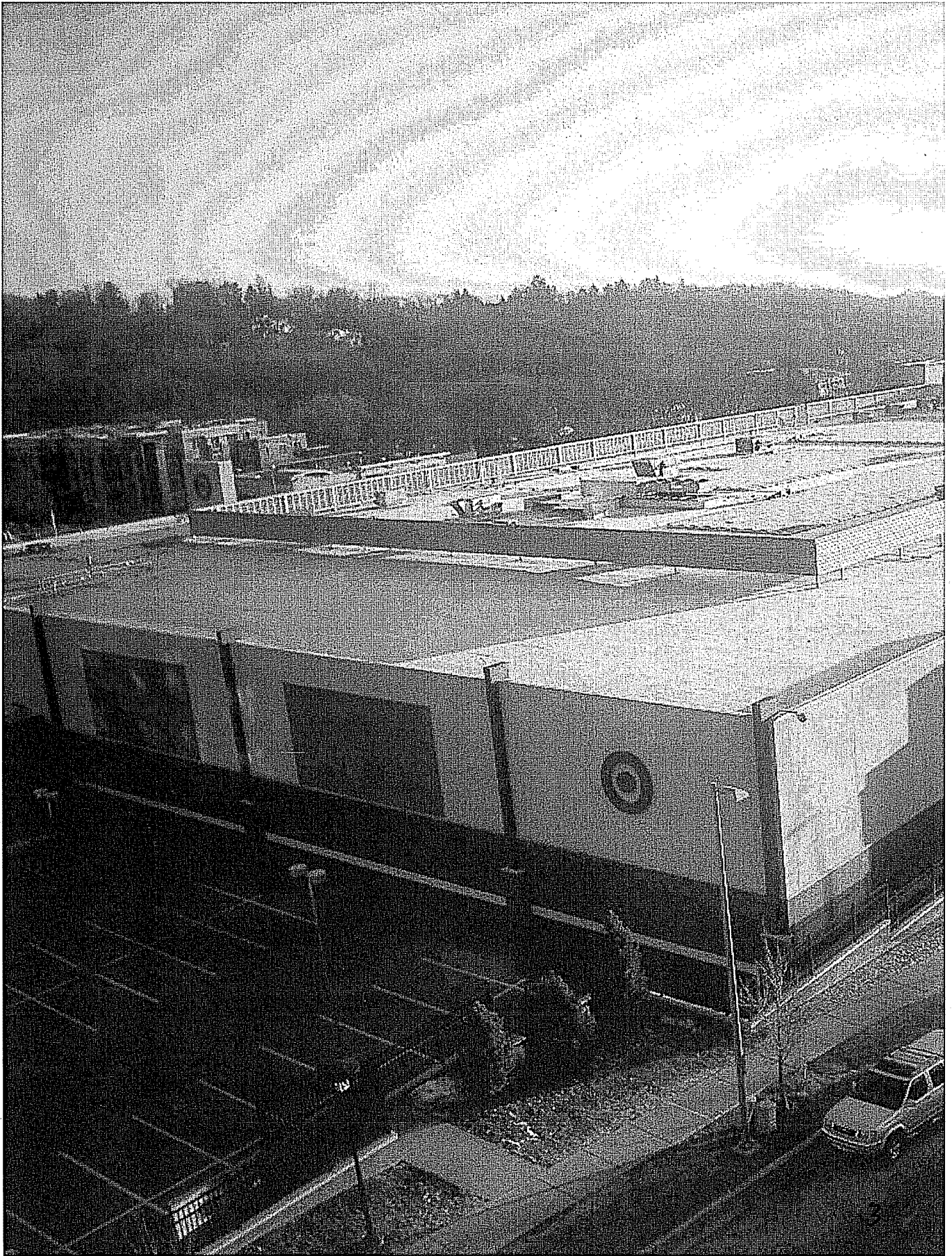
Residents on the east side of Segoe north of Regent Street are not in a neighborhood association that can help with considering neighborhood development. It would be nice if there were one to consider this development and the development of the Hill Farms transportation property. I would like to see such an association representation be created before there is further development in this Hilldale/Hill Farms no-mans land so that there is adequate representation and input from those impacted by the developments.

I do not have time to address all my and other's concerns in this email, but thank you for your consideration of my expressed thoughts on this matter.

Norman Bair  
[REDACTED]









Roger Fritz

625 N Segoe Rd, Unit [REDACTED]  
Madison, WI 53705  
[REDACTED]

February 17, 2017

Timothy Parks  
PO Box 2985  
Madison, WI 53701-2985

Re: Urban Design Commission - Comments on File 45165, 4601 Frey St Proposal

Dear Mr Parks,

Please accept these comments for the Urban Design Commission meeting on the Frey St proposal. I plan to attend the Commission meeting on February 22 and hope to present these comments in person.

As the following attachments will explain, the submitted drawings of the project do not provide a realistic view of how the project will be viewed from the west. From my viewpoint, **the lower floors containing office, parking and mechanical spaces rise too high above grade and should be lowered by one story.** I understand that the project has been modified somewhat to address some of my concerns, but as you will see, it is not enough.

The West Elevation is not realistic in that Weston Place, which is located west of the proposed project, blocks the view. I live at Weston Place on the lowest residential floor with all of my windows facing east, and nearly dead center on the proposed building. The attached drawings are my best estimate of my view of the project. I modified the West Elevation to provide depth perspective, and screened that image to simulate the range of my view through my dining room patio doors. These views take the recent project changes into consideration.

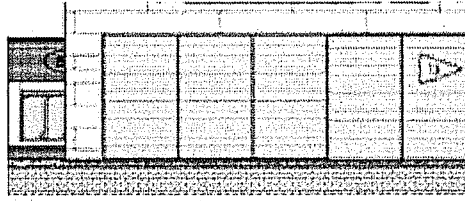
Thank you for your consideration,

Roger Fritz

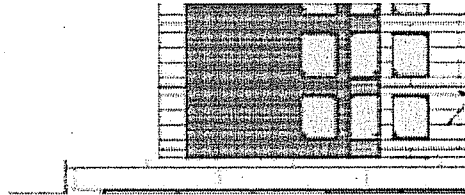
Attachments:

Expected view from my dining room  
Preferred view accomplished by reducing the floors  
West Elevation modified for depth perspective  
Section 2 with view angles  
Field of view from my condo

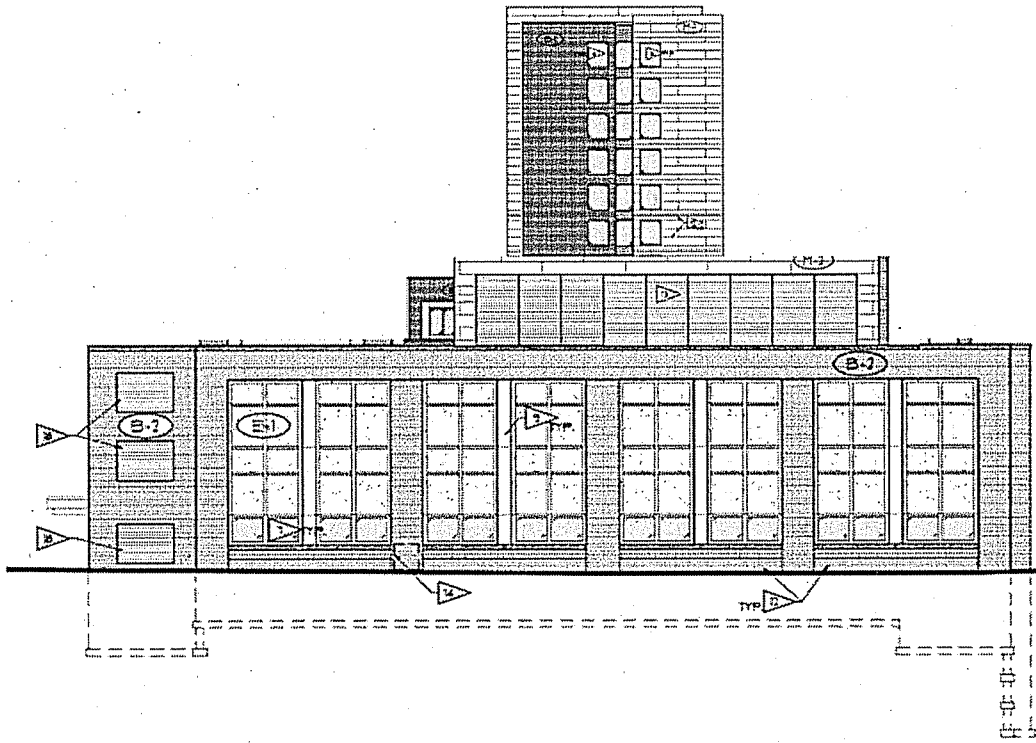
Expected view from my dining room



Prefered view from my dining room



West Elevation modified for depth perspective



3 ELEVATION:  
WEST ELEVATION  
SCALE: 1/4" = 1'-0"

