



Office of the Common Council
Ald. Sheri Carter, District 14

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October 25, 2016

To: Jessica Vaughn, Development Project Planner
City Design & Plan Implementation Section

Re: 1109 S. Park Street (4 lots)
Owner: Sue Jiang
Steve Shulfer, Shulfer Architects, LLC

Dear Ms. Vaughn

This development is located in the Urban Design District (UDD) #7 and the property is zoned Traditional Shopping Street (TSS). The developer engaged in 3 informational presentations to the Urban Design Commission on June 1, 2016, June 29, 2016, and September 21, 2016. The design has not improved nor incorporated any of the recommendations thus far. In fact, I stated that the building should be 3 stories per the neighborhood plan and the recommendations set forth in the UDD #7. It was stated by the development team that the building needed to be 4 stories with a 5th story community room in order for it to be financially profitable.

The UDC discussed the shadowing on the homes that invested in solar panels, and Steve Shulfer stated "who owns the sun." With that said, I find it necessary to repeat the Bay Creek neighborhood plan and the UDD #7 that states new buildings should not be more than 3 stories. The developer has presented the 5 story site plans on 3 occasions that clearly indicates that they are unwilling to abide by the neighborhood plan or the UDD #7. The sidewalks on Park Street are very narrow and the setback of this development should have at the minimum a setback of 10 feet to allow for the pedestrians to pass each other with ease.

This development does not become part of the fabric of the Bay Creek neighborhood. Sue Jiang, the owner stated the purpose of this development is to be a center for the Asian community with the apartments being used as an extended stay hotel (see Capital Times interview dated June 1, 2016). Furthermore, Steve Shulfer - Shulfer Architects, LLC reflected this purpose in his cover letter submitted to Planning.

The presence of this building is inappropriate for this area on South Park Street. The developer continues to ignore the comments from the neighborhood and UDC. As previously mentioned Sue Jiang and her development team requested three "information only" seeking feedback from UDC and each time there was no improvement in the design of this building. The massive blank wall adjacent to the neighborhood is an overwhelming presence to the modest one and two story single family.

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The corner of this development on Emerson and Park Street lacks architectural vision and creativity. The building materials selected for the micro townhouses are another example of the development team presenting a substandard design. Furthermore, the materials used to screen the development at the alley is an elementary use of a trellis' with greenery which will provide no screening during the long winter months, This is yet another example of presenting the bare minimum effort on this project.

This development will set the pace for future development aligning these South Park Street neighborhoods. Therefore, it is essential that this development does not become a blunder that leads to future blunders as South Park Street continues to become attractive to developers.

Sincerely,

Sheri Carter

cc: Alan Martin, UDC Secretary
Alder Sara Eskrich, District 13