

To the Urban Design Commission and Plan Commission:

Comments on 1004 & 1032 South Park Street Proposed Revised Plans Submitted for the November 9, 2016 UDC Meeting

- Not enough commercial space for this important block on Park Street! The whole block will be a dead zone for pedestrians. I can't even imagine living in a first floor unit of this proposed building. Horrible traffic noise at this intersection of two busy major streets. I lived on a second floor apartment in the 600 block of South Park Street recently for a year. Believe me, the traffic noise is horrendous! This entire proposed project looks like a four story triangular sardine can. Many of the residential units seem awfully small. The plans do not even show a square foot total per unit. I thought all plans submitted for approval were supposed to provide that information. Almost all the bedrooms show the bed against the outside wall to better be able to hear the deafening traffic from the busy street outside. I can't think of this as an enjoyable and happy place to live. The enclosed courtyard is not enough open space for all the people who will be living here. The developer is proposing too many residential units per acre for this tiny parcel of land.
- The fourth floor rooftop of this proposed building will be perhaps one of the most wasted building potential opportunities ever in Madison. It will sit there empty, with no greenspace, no rooftop patio with a view, no solar collectors. I have long envisioned a master plan for a larger area of this important Madison transportation intersection that would include most of the properties across the street from this flatiron land parcel. Portions of this master planned area of Park Street would have an elevated ped/bike corridor that would cross Fish Hatchery Road and Park Street through the flatiron parcel with two overpasses on the second or third floor roofs of portions of all the buildings to provide a safe ped/bike corridor across this busy intersection. Multiple commercial areas would tie to the elevated ped /bike corridor with rooftop patio areas overlooking Monona Bay and Madison's isthmus. Think, restaurants and coffee shops with some of the best views in Madison. It would kind of replicate the view experience the Native Americans had as they traveled across this Madison's second isthmus by walking along the top of the Dividing Ridge that once existed here. With the potential for at least two floors of parking at the lower levels portions of these buildings could extend to six or more floors with impressive views of Madison from the offices and apartment units on floors five and higher. There would be plenty of parking for the residents and guests of this interconnected building complex.
- The UDC and Plan Commission really messed up big time when they approved the Wingra Clinic complex next door. So much wasted potential on the Wingra Clinic parcel. Too much underutilized urban space. An underutilized parking ramp that could have been made twice as big with two floors below grade and with an added residential structure above the ramp.
- Why do Downtown and East Washington Avenue areas of Madison get these nicely designed buildings made of concrete and steel with durable and beautiful exteriors but South Madison gets these four and five story crappy wood framed structures finished with fake brick, fake stucco, and basically cheap exterior coatings of every kind?
- The proposed buildings are still too close to the Park Street ROW. Should be set back similar to Wingra Clinic setback. No real green space on entire property. Just a bunch of box shaped planters sitting on the sidewalk next to the buildings all around the property. Set back buildings more to create real green space. The median green space on Fish Hatchery Road looks nice on paper but long term plans for Fish Hatchery Road is to widen the roadway towards the new buildings. Set back the buildings from the ROW more to create more real green space.
- Parking entrance/exit is horrible with two hairpin U-turns and poor visibility for pedestrians and other vehicles navigating in this area. Previously approved plans had a straight approach in and out of the parking areas.
- No off street parking provided for the commercial area. Patrons of Barriques across the street have to park on South and West Shore Drives to access Barriques because their off street parking area is too small. Where are

the commercial area customers going to park? The underground parking will be controlled access so customers can't park there.

- Not enough off street parking for residents of proposed buildings. Neighboring streets are already experiencing problems with too much demand for on street parking from existing residents in nearby apartments. Only 157 parking stalls are proposed for 166 residential units with a possible estimated 196 or more residents with cars.
- Not enough bike parking provided. Only 72 bike parking stalls are proposed for 166 residential units with a possible estimated 196 or more total residents. The potential of 154 additional hanging bike locations is of no help for people who may have difficulty lifting their bike to any height. And where are these locations located and how easy is the access to them? The previously approved plans had 207 bike parking stalls.
- No trash storage area for commercial area. Closest trash area is way on other side of building.
- No handicap accessible entrance to the buildings on the Park Street Side of the building. The proposed courtyard does not have a handicapped accessible entrance/exit on the Park Street side of the buildings. How would handicapped people get easily outside the perimeter of the connected structures in case of an emergency or fire?
- Does not seem to be any logical place for trash pickup trucks to park and have easy access to the dumpsters. The plans show that the trash pickup trucks will probably have to block one of the two lanes of a very narrow private street shared with Wingra Clinic. It will greatly complicate all access to and from the proposed two hairpin turn ramp to the under building parking area. Bad planning!
- Does not seem to be any logical place for moving trucks or delivery trucks to park with easy access to the lobbies and elevators without blocking on street parking or active lanes of traffic on Park Street and Fish Hatchery Road. The developer improved this problem slightly with this plan but there is still a problem. All large deliveries will still have to be hand carried up a stairway to get to the elevators.

Please reject this redevelopment project. The already approved plans were a bad compromise and should have been rejected, too. The drop in building height from 5 stories max to 4 stories max is not a good trade off as all the issues detailed above have been made the proposed building an even worse development proposal for this property.

I still believe the best thing that could happen for this property is for the developer to give up and put the property back on the market for a responsible developer to purchase and create a development proposal that is acceptable to the neighborhood and the city. The neighborhood and Madison deserves better than this.

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