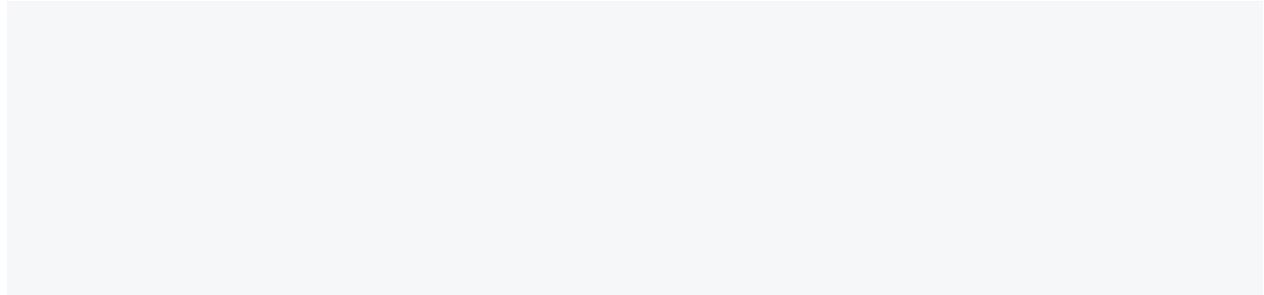


Facebook Comments from August 11, 2014:

Marsha Rummel shared a link.

17 hours ago

At Plan Commission on Monday 8/11.



Big development planned across from Harmony Bar on Atwood Avenue : Ct

host.madison.com

The busy corner of Atwood Avenue and Dunning Street is being eyed for a four-story apartment building with first floor retail space.

3 Shares Like Like · · Share

• **Deborah Burns** Ugh

17 hours ago · Like



• **Stu Levitan** What do you mean, "ugh." ? Are you commenting on the architecture? The loss of the existing building? The density? Please clarify. Thanks.

17 hours ago · Like · 1



• **Edward ThanksaMillion Kuharski** I'm surprised at the use of light-colored brick on the Atwood facade. The red-brown brick fits in much better with the surroundings. Compare to the project a couple blocks down from a few years back that is all red-brown brick.

17 hours ago · Edited · Like · 3



• **Nancy Mae** It really does seem a story too tall for the area, considering the residences around it are all 2-story houses and not apartment buildings. Over-imposing facade. Pity that it doesn't have the upper stories set back from sidewalk.

Also, I "liked" Edward's comment above, but I believe the building being replaced is light-colored, yes?

17 hours ago · Like · 1



• **Deborah Neulander** holy shit

17 hours ago · Like



•

Edward ThanksaMillion Kuharski The existing building is light-colored brick and that is part of why it looks foreign to its surroundings.

What is the cladding material on the top floor? Is it corrugated metal?

17 hours ago · Like · 1



Nancy Mae Corrugated metal is all the rage these days.

17 hours ago · Like



Edward ThanksaMillion Kuharski A little corrugated metal goes a long way, especially if you're not building in a warehouse district or rail corridor.

17 hours ago · Like · 1



Deborah Neulander I'm all for infill and supporting the n'hood but we need more infrastructure over here. Grocery store????? Jenny St, Coop are great but not big enough to support this and Union Corners. Also traffic sucks there. There are too many cars as it is.

17 hours ago · Like · 2



Bryan Johnson I just wish there was a little more emphasis on creating an interesting or attractive building. Something with a little architectural character or uniqueness. This looks to be cookie-cutter mixed use, like all the other mixed use buildings.

17 hours ago · Like · 6



Nancy Mae Edward: I loathe that aluminum-beer-can building on E Wilson...

17 hours ago · Like · 1



Edward ThanksaMillion Kuharski That upper story repeats some of the sins of the existing plain box building. I would prefer it was treated in a more integral way with the other floors in materials & form vocabulary. Nothing wrong with the step back but it looks like we're supposed to pretend it's not really there, but that doesn't really work.

17 hours ago · Like



Marsha Rummel Two grocery stores proposed, one at Union Corners (Fresh Thyme) and another one at 800 block E Wash (Festival Foods)...

17 hours ago · Like · 3



Nancy Mae When I saw the drawing above, I was sure it was something already built that I had driven by recently... nothing in specific, but it's ... meh.

17 hours ago · Like · 1



Deborah Neulander I don't see this as a necessarily bad thing for the n'hood. I just think there needs to be some thought put into how many people we're squeezing into a small community and...too many cars. And I can't wait for more grocery stores. I love the ones we have but they are always so crowded and I'm not talking woodman's.

17 hours ago · Like · 3



Edward ThanksaMillion Kuharski The Marina Condominiums aren't everyone's cup of tea, but at least they are honest and forthright about what they are. I kind of like the round balconies.

17 hours ago · Like · 1



Nancy Mae It's bold, that's for sure. "Here I am, a metal building!"

17 hours ago · Like · 1



Teresa Doyle Aesthetically, it does not fit in with the street's buildings. It's up there with the Queen of Walmart's "Crystal Bridges Museum of Art" Gauche and the dream is from people who want to be important; it gets old

17 hours ago · Like · 1



Edward ThanksaMillion Kuharski He's loud and he's proud. A cityscape can accept a few foreign objects but a whole streetscape of condominiums or blue Harvestore federal courthouses or glass banks would be pretty much awful & soul-killing.

17 hours ago · Edited · Like · 2



Margaret Bergamini Rounded facade on top floor reminds me of Grainger Hall; yellow brick reminds me of 21 N Park, Smith Hall, etc., etc., etc.. Tedious.

16 hours ago · Like · 1



Edward ThanksaMillion Kuharski Kind of like wearing white after Labor Day.

16 hours ago · Like



Linda Jameson Yikes. Don't keep pushing the population density, City of Madison.

16 hours ago · Like · 2



Lavender Arabesque what a terrible idea!

16 hours ago · Like



Joshua Clements This looks like an excellent addition to the neighborhood; corridor; city. I hope the developer does a good job with excellent design, quality materials.

16 hours ago · Like · 3



Lavender Arabesque that's already such a horrible pedestrian intersection; I can see it only getting worse.

16 hours ago · Like



Teresa Doyle Joshua Clements I looked on your page to see if you were a republican. It says you live in Dubuque. Dubuque is one of the best city's at keeping in touch with the historic while being modern. Clearly if you do live there it is not affecting your sense of taste.

16 hours ago · Like · 1



Joshua Clements Thank you Teresa. I lived in Madison for 13 years (up until May), 5 years in the Marquette Neighborhood. Moved to Dubuque for work, and it was very difficult to leave Madison (hopefully temporarily). I agree Dubuque has generally been doing a pretty good job the past several years. While no development

proposal is perfect (as this one certainly is not), no neighborhood is either, and if we (as a community) want to embrace sustainability (fiscal, environmental, etc), then strategic infill is crucial. Where I generally draw the line personally is if a project is clearly way out of bounds for the context, or the design and/or materials are not up to par. At this point in a proposal, it is difficult to judge these merits...

16 hours ago · Like · 2



Joshua Clements The key is working *productively* with developers interested in investing in the neighborhood to get the best possible project, rather than saying "NO!" as soon as something comes through the door

16 hours ago · Like · 2



Dave Leucinger It seems to be very close in design to the building on the NW corner of Park and Regent - where Josie's Spaghetti House once stood. Scanning up, I see others have that same point of reference. For design, I don't have a problem with the color; I like variety. But the design seems too close to other structures in the city. I would also favor more storefronts facing Atwood.

Others have noted the building mass it too much - and that density keeps going up. Well, that's what the prosperity of Epic and the other medical/bioscience firms has generated - demand inside the city for higher-quality units. The city isn't pushing the density upward - the economy and change in workforce are pulling it upward.

For the past three decades, we as a greater community have opposed the notion of sprawl - to the point of trying to keep separation between communities outside of Madison and the outward-expanding city limits. Transit supporters know that for service to become more frequent, density will need to be raised where it makes sense. With the improved bike-friendly turn signal at that intersection, I think this concept generally makes sense for that site. It is in keeping with the planning documents for the area, including those prepared with resident input during the comprehensive planning process of the late 1990s.

However, I will add one caveat: The neighborhood plan is close to 15 years old and is in need of being revised with a new residential steering committee - so that the surge of infill/higher density developments that are on the horizon can be properly planned for and accommodated.

14 hours ago · Like · 4



Teresa Doyle It's interesting ready the feedback from people with an Urban planning degree, now if developers could get an architect who is schooled in urban planning, that might prove to be useful .

11 hours ago · Like · 1



Scott Jones It looks great. Sick of the nimbyism. Population density going up in the city is a good thing for the environment, especially when the buildings are "human-scale" (2-6 stories).

9 hours ago · Like



Deborah Burns I'm all for the building...I'd live there....just don't like the architecture.

8 hours ago · Like · 2



Scott Jones The architecture leaves something to be desired... but that's just how virtually all new buildings look now: a jumble of styles & paints then throw on some corrugated steel. I'll take a classic-looking building any day.

8 hours ago · Edited · Like



Teresa Doyle Nymbyism = the voice of democracy; Imbyism = the voice of lobbyists/developers. Not all density has to happen in one area. That's the problem in Madison. Sprawling density in one area from the downtown to this area adds to more garbage, more use of well water.

7 hours ago · Like



Teresa Doyle and more gas exhaust and noise

7 hours ago · Like



Tom Powell Don't mind the development there at all, but the architecture is uninspired. The light brick color is a regrettable choice.

6 hours ago · Like · 1



Lance Green I agree with Dave L above - yes, city sustainability includes increasing density, accessibility and supports biking and mass transit. As I watch this process, I see that public input has indeed modified what the builder first wanted. I would switch the brick colors - brown in front, tan in back, to help the front fit in with other buildings on the block, and to help the rear look less massive. Yes, THE NEIGHBORHOOD PLAN IS TOO OLD, NEEDS UPDATING to help guide us as more developers eye our neighborhood....

5 hours ago · Like



Marsha Rummel The staff report for the project also comments on the brick and asks for a reduction from 3 to 2 colors. Please read if interested, page 4-5 have the brick comments. <https://madison.legistar.com/View.ashx?M=F&ID=3209979...>

5 hours ago · Like



Marsha Rummel Thanks for all the thoughtful comments BTW

5 hours ago · Like · 2



Angela Richardson Here's the bldg at Park & Regent (via G**gle stret view) to which Dave L refers above. Five stories and six on the rounded section, so larger than we'll be getting at Dunning & Atwood but it looks similar to the proposed design. I'm not crazy about it but I don't like what's there right now either.



5 hours ago · Like



Angela Richardson Dunning and Atwood currently:



5 hours ago · Like



• **Angela Richardson** And combo of the two images (remember the proposed bldg is 4 stories, not 5/6) just for the sake and fun of imagining.



5 hours ago · Edited · Like · 3



• **Teresa Doyle** It would be interesting to show a aerial view, because this corner moves into Atwood quietly so that the history of the street is kept. The current building taken alone is not exceptional but taken within the whole street/neighborhood it's appropriate. The proposal is going to invite more like buildings and if it doesn't; it's going to look out of place.

5 hours ago · Like



• **Michael Lemberger** I agree with some other commenters that the light brick is sort of an odd choice, but I'm in favor of the size and location. Honestly, there's another building about the same size at the other corner of this block (Division and Atwood) and it looks fine.

Traffic and water use are the arguments against? Really? What, should we pave over some more cornfields to add value and livability to our city? Because for me, this beats the snot out of the current questionable-land-use sludge factory and its adjacent parking lot.

5 hours ago · Like · 1



• **Angela Richardson** Division and Atwood 3-story condos of which **Michael** speaks.



5 hours ago · Like



• **Angela Richardson** The 4-story United Way bldg on Atwood at Rusk.



4 hours ago · Like



• **Michael Lemberger** Also, Kennedy Place.

In fairness, the Division & Atwood building is a little smaller and all residential.

4 hours ago · Edited · Like



• **Angela Richardson** And 4-story Kennedy Place apartments on Atwood.



4 hours ago · Like



Angela Richardson Another view of Kennedy Place, coming from the other direction.



4 hours ago · Like



Nancy Mae Kennedy Place has felt too oppressive in its height for the street. Same with United Way. Too tall, too much shadow, no plants. We're not THAT urban.

4 hours ago · Like · 2



Linda Jameson The key is not for neighbors to work productively with developers. The key is for the City to work productively or at least sweetly with the backbone of these city neighborhoods- long-term residents. The City is supposed to be serving OUR interests and long-term residents are not supposed to think only of themselves. Developers ARE supposed to think only of themselves. Anything else from them is gravy.

4 hours ago · Like · 2



Linda Jameson Increasing density- "in-fill" is not a well thought out value. it is a kind of imperialism:regular people, the "natives," build a neighborhood and profiteers use that capital gradually & collectively built to prosper personally and to marginalize the "natives." Then the scale becomes inappropriate for the little people and they die off or move on. Nothing new. Increasing density past a certain tipping point is a very ecologically unfriendly approach. Madison's old neighborhoods have been deemed highly "livable" so developers and realtors skim the profit out of that and make a place with too many people for the land. People with money to invest should really take a chance and move on to other locales- such as North Madison. Sustainable use of the land by human animals needs to be the measuring stick.

3 hours ago · Like · 1



Susan De Vos Why is Bruce designing everything everywhere that requires everyone to live on a second story or above? I don't think he appreciates that some people, not just ones in wheelchairs, cannot use stairs and that it is wrong to expect that elevators don't break down. Why does the Plan Commission continue to approve his plans? We need a real disability advocate on the Plan Commission!

2 hours ago · Like · 3



Mark Thomas We have a choice between increased increased density and sprawl. I'd rather put up with the density than see the destruction that comes from sprawl,

2 hours ago · Like · 1



• **Marsha Rummel** Hey Plan Commission members [Ken Opin](#) and [Ledell Zellers](#) and [Scott Resnick](#) check out the comments and concerns about 2158 Atwood from my FB page.

2 hours ago · [Unlike](#) · [3](#)



• **Dan Cornelius** While it's not going to win any architecture awards, I feel this is a decent design for this space, although my biggest concern is the apparent lack of vibrancy in connection with the streetscape. Sidewalk seating and a better articulation of the reta...[See More](#)

about an hour ago · [Like](#)



• **Linda Jameson** The decision NOW is not between density and sprawl IMHO. That was the decision in the 70s and 80s. Sprawl was chosen. Individuals who were more community-minded went with living in and developing existing neighborhoods or towns built on a human scale. Now their work is being exploited.

about an hour ago · [Edited](#) · [Like](#)



• **Linda Jameson** Sprawl has spawned livable communities in some instances, not in others. But because we've never faced our geography, we do not have the necessary transportation to in-fill without dragging more vehicles through a narrow space, the Isthmus.

about an hour ago · [Like](#)



• **Linda Jameson** In-fill, as a concept, has replaced gentrification. But it is no better, in fact worse. More people on the same land with less open space is a good deal for developers and certain profitable market segments but not the existing community or the future of self-creating villages.

58 minutes ago · [Edited](#) · [Like](#)