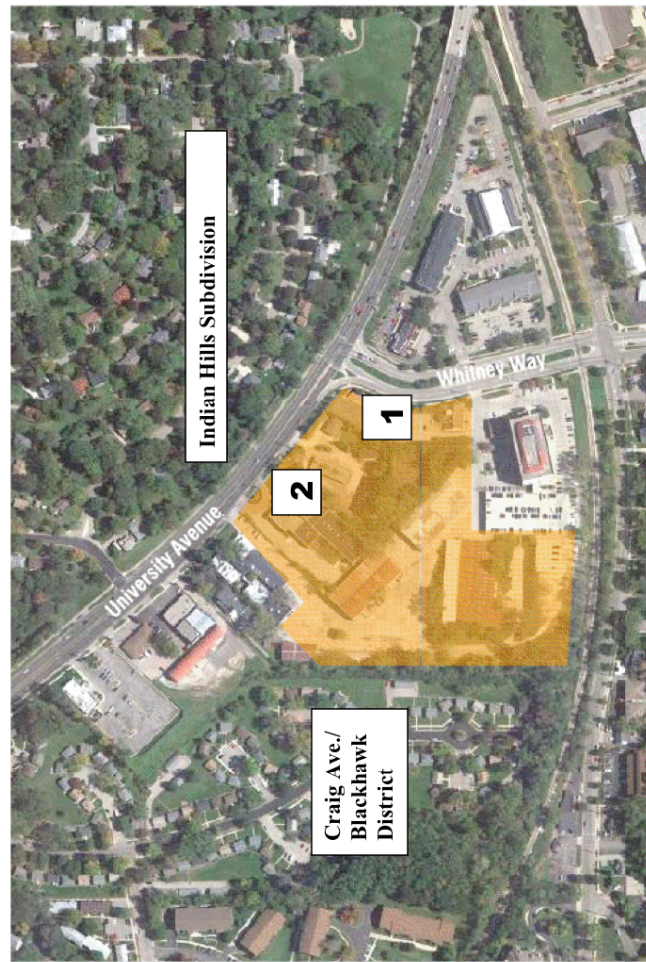


From: Amy Kinast, 5018 Tomahawk Trail, Indian Hills, Spring Harbor
To: Urban Design Commissioners, Madison, Wis., June 8, 2011
Re: University Ave/Whitney Way redevelopment of old Erdman headquarters

Krupp 2011 proposal overlaid with 2010 balloon trial launch sites 1 & 2. By A. Kinast.



University Avenue/Whitney Way Development
Krupp Construction + Potter Lawson Inc.

From: Amy Kinast, 5018 Tomahawk Trail, Indian Hills, Spring Harbor
To: Urban Design Commissioners, Madison, Wis., June 8, 2011
Re: University Ave/Whitney Way redevelopment of old Erdman headquarters

Direct Krupp to provide a viewshed impact study

What

A viewshed impact study identifies a viewshed resource with the goal of preserving viewsheds for residents and travelers.

Viewshed defined

Viewshed is the natural environment that is visible from one or more viewing points. Blue sky, sunshine, and sunsets out our windows count.

Example

A six-story hotel across the street from my house would encroach on my view of the sunset and degrade my viewshed, thereby diminishing my quality of life.

Who is affected?

More than 200 single-story, mostly owner-occupied homes in Indian Hills to the north and on Craig Avenue to the west border the proposed redevelopment site. Many affordable residential rental units are neighbors too.

Up to 50,000 or so cars daily traverse the two major roads. Motorists deserve some beauty too.

Why

Scale, elevations, height, and views of new, larger buildings on the parcel should be pre-planned and those plans shared beforehand with affected residents.

The City should not allow home values and quality of life to diminish. Otherwise, developer should balance minuses with positive impacts for overall neutral effect.

Building for zero infiltration on this wellhead protected zone is sure to sacrifice existing aesthetic amenities there like greenspace and softscape.

My 2010 Resident Balloon Photo Study demonstrates need for Viewshed Impact Study. View it at:

<http://legistar.cityofmadison.com/attachments/1850aaa9-f977-4b96-b46f-8759398c4168.pdf>

Background (spoken comments from Amy Kinast at 6/8/11 meeting)

Indian Hills

Appx. 100 owner and/or architect built or contracted median value ranch homes built on rolling hills supporting urban forest and edible and decorative home gardens. Homes leverage solar, geothermal, wind and shade. Multi-modal.

Craig Avenue

Appx. 140 prefab economical single story detached homes (now condos) within planned community potentially of national historic significance as the Blackhawk District. Egress issues.

2010 Balloon Trial

- Purpose: Determine height, mass, and sight line impacts of redevelopment on nearby residents

- 95 feet (appx. six stories) of string on balloons that blew down and around from two launch sites:

 - Site 1 = old Irish Waters parking lot along Whitney Way

 - Site 2 = near Erdman red and blue iconic sculpture along University Ave.

- Photographed from Indian Hills subdivision on North side of University Ave.

 - View my entire 2010 "Resident Balloon Photo Study" at

 - <http://legistar.cityofmadison.com/attachments/1850aaa9-f977-4b96-b46f-8759398c4168.pdf>

 - Blow up the photos (click photo repeatedly to enlarge) online at

 - http://www.silurian.org/d/view_shed/index.html