

From: Dawn Perkins [<mailto:karnerd@hotmail.com>]
Sent: Tuesday, July 10, 2012 9:03 PM
To: Martin, Al; Parks, Timothy; Ellingson, Susan
Subject: Ideal Body Shop Development - Comments to the Urban Design Commission

To all whom it may concern,

I have been a resident of the 1100 block of Emerald Street for more than 6 years after moving in with my husband who purchased our single-family house in 1998. Today I am writing to express my concerns about the Ideal property redevelopment (502 South Park Street & 917-925 Drake Street). My concerns are 2 fold: 1) height of the proposed project and 2) the parking plan for this project.

1. 5 Stories is Too High

I am very concerned about the proposed 5 story height of the Ideal property development along BOTH Park Street and Drake Street. Five stories is too tall for both Park and Drake Streets. The 5 stories proposed for this site will loom and be intrusive over the existing adjacent buildings (including owner occupied, single-family houses). I feel this project will be out of scale with the rest of the Greenbush Neighborhood and Park Street; thus will negatively impact the quality of life for the current residents.

The proposed 5 story height is also contrary with the Greenbush Neighborhood Plan (approved by the city in 2008) which states on Page 32 that redevelopment on Park Street should be, "...pedestrian-friendly, mixed-use corridors. The corridors should include mixed-use developments with buildings between two- and four-stories in height." The Ideal property redevelopment will also be located in Urban Design District # 7 (UDD7) and falls under the Park Street Corridor Urban Design Guidelines which states (on Page 13), "...that new buildings along Park Street should not be less than two stories high or taller than four stories."

In summary, The Greenbush Neighborhood Plan, the Park Street Revitalization Plan and the governing ordinance for UDD7 all call for 2 to 4 stories for this development area. The Greenbush Neighborhood Association has also expressed its opposition to 5 stories at this site. Given the current plan by the developer for a 5 story structure, I am currently opposed to this project. However, I would be in favor of the developer creating a 3 or 4 story structure along Park Street and a lower height as it extends onto Drake Street. I believe this would be more in scale with both the Greenbush Neighborhood and the Park Street corridor.

2. Parking – Issue No Residential Parking Permits

The current plan for this development includes 75 off-street parking stalls (42 in the lower level and 33 surface stalls) for the 62 apartment units, an average of 1.2 parking stalls/unit. I am concerned about the high density of apartment units in this development versus the high demand for tenant parking in this area of Madison (both off-street and on-street in the Greenbush Neighborhood). Due to the high demand for on-street parking, the City of Madison issues residential parking permits as part of their Residential Parking Permit Program. The Ideal development will be located in residential parking program Area 8.

I do not think there are enough planned off-street parking stalls in the Ideal development to accommodate the needs/demands of the tenants; thus there will be spill-over onto the already crowded on-street parking in the Greenbush Neighborhood, Area 8. Due to the already high demand for on-street parking in Area 8, I feel NO City of Madison residential parking permits should be issued for tenants of the Ideal development project. If a tenant has a car, they should utilize the off-street parking this development

provides, thus ensuring all 75 off-street parking stalls will be filled at all times. Many other residences/developments/buildings in the City of Madison have this same type of parking permit restriction placed on their conditional use approval, thus this would be consistent with other projects. Examples include the 83 units at 309-323 N. Blair Street, 609-625 E. Gorham Street and 604-630 E. Johnson Street.

Thank you for considering my comments. Please share them with the rest of the City of Madison's Urban Design Commission members.

Sincerely,
Dawn Perkins
1153 Emerald Street
Madison