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Sent: Wednesday, July 11, 2012 2:21 PM
To: Martin, Al
Subject: Ideal Body proposed redevelopment

MacCrimmon, 1110-B Mound Street, Madison, Wisconsin 53715, (608) 260-9363, Wednesday, 11 July 2012

Memorandum, southwest corner of Drake and Park Streets, Madison, Wisconsin.

A five-storied 62-unit multi-living-unit structure recently has been proposed for the site now occupied by Ideal Auto Body on the southwest corner of Park and Drake streets on Madison's near west side. Residents of the Greenbush neighborhood have encouraged the developer of this site to improve his design.

A colored architectural painting of the proposed structure has been furnished for public inspection. My comments are based on this, perhaps-preliminary, colored architectural painting, and I have complaints about what I see :

- 1) Five stories are too many stories.
- 2) Sixty-two living units are too many living units.
- 3) The proposed structure looks like a poorly designed motel. It has the architectural attractiveness of a 55-foot-high shoebox. Its impersonal façades purport a kind of modernity, but reveal a dismal architectural banality. It is comparable in size and mediocrity to a nearby, recently erected, 'tip-up' structure, the one at 30 North Mills Street.
- 4) The proposed five storey structure appears to extend west along Drake Street, a distance of about 100 yards, to a point halfway between Park and Brooks Streets, where it would meet too-abruptly with an existing neighborhood of one and two-story single family homes – mostly frame homes.
- 5) The proposed five storey structure negates the current Greenbush Neighborhood Plan, published in 2008, and approved by the City of Madison the same year, which recommends that 'new buildings [along the Park Street corridor] should generally be limited to four (4) stories in height.'

Additional specific criticisms :

- 6) The façades proposed along Drake and Park Streets, and along the south side, but especially Drake Street, ought have 'set-backs'.
- 7) All flat, 'built-up' roofs of the proposed structure ought be green roofs and ought be planted in suitable gardens.
- 8) The tower-like structure that faces Park Street, the part that is surmounted by a noticeably-

pitched flat roof, ought be changed to conform to the otherwise horizontal quality of the design. That is, the so-called tower is ugly; it doesn't fit the rest of the scheme and ought be eliminated.

aa9) The entire building is 'too thick' from front to rear and from side to side. It needs an interior courtyard(s), one(s) that will be visible to pedestrians walking along both Park and Drake Streets, and also from the south.

10) The horizontality of all façades ought be emphasized with pentroofs and narrow overhangs.

11) The height of the entire building ought be gradated from east to west, such that that the façade along Park street be two or three stories taller than that of the west-facing façade.

12) The colored architectural painting of the proposed structure obscures the nature of the nearly 100-yard-long ground floor along Drake Street. Are retail shops planned there for Drake Street? Or alternatively are ground-floor apartments planned for Drake Street? Will there be a garage entry somewhere along Drake Street?, etc., etc.

13) Also, the colored architectural painting of the proposed structure seems to show on its west side an already-existing, directly-abutting three or four story building on Drake Street, where now there is no such structure. Since this non-existent neighboring structure seems directly to abut the proposed five-story, 62-apartment structure, does the developer of the planned 62-apartment structure intend to insert another structure as depicted, one that directly-abuts the west side of the proposed five-story structure? If this is the case, ought there not be a separation, such as an alley way between the two?

14) The colored architectural painting of the proposed structure doesn't show us where vehicular entrances are planned. Will they be somewhere on Drake Street, and if so, how far west along Drake Street? and how will increased vehicular traffic affect current neighborhood residents? It seems likely that traffic volumes on all nearby street will become more dangerous; and increased traffic on Drake and Mills Street will diminish the safety of the many elementary-age children, two of whom are my own grandchildren, who live nearby.

15) And speaking of vehicular traffic, if a garage entry is to be located on Park Street, it could safely accommodate only south-bound traffic, whether entering or exiting the proposed structure. But what would be the vehicular solution for north-bound Park Street traffic – both for entrance and exit?

16) Further, if a garage vehicular entry is to be located on Drake Street, would this not make the intersection at Drake and Park Streets – now guarded merely by two-way stop signs – even more dangerous than it is now?

Respectfully submitted,

Don MacCrimmon