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Ideal Project

1 message

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To: amartin@cityofmadison.com, TParks@cityofmadison.com, "Ellingson, Susan" <district13@cityofmadison.com>

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I've lived at 512 West Shore Drive for 21 years, and have enjoyed the neighborhood very much. When we moved in, I realized that this was an urban and residential neighborhood that was meant to serve both residents and business owners. When La Hacienda restaurant (behind our back yard) wanted to make some changes, the neighbors were consulted, and a plan that included their (and our) input was implemented. We were asked to sit down and explain what would be acceptable for us, and they told us what was economically feasible for them.

The Ideal project has been handled in a very different manner. Gallina Corporation came up with a plan for a project that really is unacceptable to most neighbors I've talked to. The residents in our neighborhood are used to the "hustle-bustle" of Park St, and to the occasional bit of noise that comes with living adjacent to businesses that sell alcohol and food. But, the proposed project completely changes the nature of the residential part of these blocks. There are no huge apartment buildings within two blocks of Ideal. There are no 5 story buildings anywhere in this area. Furthermore, The Urban Design District 7 guidelines that govern this development call for no more than a 4 story building. And even the larger buildings that are in this area are not adjacent to single family houses. This project will dwarf the neighboring properties, and change this area into a very different place.

What kind of place will it become? Although it's been said that this will attract "young professionals", I believe it will become primarily additional student housing. It's proximity to campus and bus lines will encourage students to move in. The project has a very large percentage of studio and one-bedroom apartments (47 of the 62 units have only one bedroom or are studios)- again the kind of places that students will want. The location on Park Street, as well as the tacky plan for this building will discourage young professionals from living there. The proximity to bars and restaurants will encourage "late night commerce", not an atmosphere that people with children or the emerging baby-boomer elders will find desirable. Although Gallina can try to attract whatever tenants they wish, the plan will radically change the feel of neighborhood, and will go against the wishes of so many neighbors.

I'm not against progress at this site. I would welcome a project that would fit in well with the current neighborhood. But this does no such thing.

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