From: Theodora Zehner [mailto:theodora@chorus.net]
Sent: Tuesday, September 04, 2012 11:54 AM
To: Martin, AI
Cc: Ellingson, Susan
Subject: UDC: Ideal & Lane's Proposals

To: Urban Design Commission

Re: The Ideal and Lane's proposals

Date: September 4, 2012

I was greatly dismayed to see the revised Ideal proposal, which goes from bad to worse having little regard for concerns many residents have about the height and massing of this structure. The owners/developers spent very little time with the neighborhood associations probably because they did not want to hear what we have to say. (None of us met with the developers regarding this current revision.) This is a computer-designed building without any notion of original thought or creativity. It's an uninspired cut and paste job. Ideal is simply not ideal.

Our neighborhood is at stake. Most of us are not opposed to development per se and can resign ourselves to **four stories.** 

The Ideal developers via a PUD zoning request have a legal excuse for making the building higher and more intrusive by aggressively asserting what they and the city think about urban development. Granting a PUD for Ideal is an automatic affirmation for Lane's to also be 5 stories. The Lane's proposal is still in its initial stages of development. While not fond of the aesthetics (another box with little architectural interest), perhaps some improvements can be made through the use of exterior materials.

## **Pedestrian Concerns**

I live almost on the corner of Park and West Washington. Whenever I attempt to cross either one of these streets, I take my life in my hands. With these two potential 5-story developments, has there been any thought about density and the increased pedestrian traffic? Brittingham Park will be the garden for these new residents with more and more people trying to cross Park Street. Good luck to them. Accidents are waiting to happen. Sometimes is seems that quality of life is sacrificed in the interest of commerce and additional tax revenues.

Please grant us four story buildings.

Sincerely,

Theodora Zehner 406 West Shore Drive Madison WI 53715