January 18, 2015
Subject: Development Proposal for the Pahl Tire Site
From: Bob and Patty Wood, 125 North Hamilton Street, Madison, Wisconsin

The Urban Design and Plan Commissions are faced with a difficult situation in which a decision needs to be based on subjective criteria and thus hopefully welcome neighboring resident input to help resolve.
With apologies for being out of town during upcoming important meetings, here are some considerations regarding each of the four judgement criteria outlined in Section 28 of the Zoning Code:

a) Compatibility....whether the proposed development is 8 or 10 stories, it will tower above every other building on the block. It will be seen from every angle and from near and far distances and therefore needs to be carefully designed on 4 sides.
The developers show graphics for 3 sides only and have provided only a drawing of the northwest NW elevation. Their drawing of this elevation does little to demonstrate exemplary architecture, rather a drab and institutional look is presented.

b) The requirement to demonstrate a higher quality to gain approval for added height is again subject to opinion....ours is that the design looks like a dorm-like box with a fancy lid.
Does it not mirror the Inn on the Park situation in some way....placing an 'iconic' piece on top of a massive rectangular form that must have been deemed acceptable at the time and has served to punish us all these years?

c) The case regarding implications for The Lamp House are well presented and fully supportable.

d) Have the required viewshed studies been provided by the developer (apologies if so)?
    ".....there are no negative impacts on the view shed as demonstrated by viewshed studies prepared by the applicant."
The following amateurish photo (below) is included to demonstrate the need for an illustrative and accurate study to show the impact of what is actually being proposed.

With appreciation and respect for the duties and responsibilities you are undertaking, a decision to require the developers to work within the prescribed height limits will be well supported.