

January 25<sup>th</sup>, 2015

Subject: **Development Proposal for the Pahl Tire Site by NCG**

From: Bill Gates, 125 N Hamilton St., #1203, Madison WI 53703

To Whom It May Concern:

As in previous memoranda, I offer the following observations as my personal view of the “development proposal for the Pahl Tire site”. I have participated as a member of the “Lamp House Block Ad Hoc Plan Committee” and the steering committee for the above proposal. I have previously served on the steering committee for the adjacent development on Webster known as the “Rouse project.”

In the fall the Urban Design Commission accepted (9/17/14) in a split decision the North Central Group's proposal to redevelop as a *Marriott AC Hotel* the Pahl Tire site (corner of East Washington and Webster) and one adjacent property along Webster Street. The Commission chairperson broke a three to three tie. The Planning Commission subsequently recommended against acceptance. NCG withdrew its plan.

In early January NCG began the resubmit process and initiated an aggressive review and acceptance plan that would conclude February 24<sup>th</sup> at the City Council meeting assuming UDC and Planning Commissions approve. The neighborhood “Steering Committee” met with NCG last Wednesday (1/21/15). I attended the UDC meeting the week before where NCG presented “Informational Details” so I could be somewhat better informed as to how significant the changes that NCG is now submitting really are.

I believe that NCG has acted in good faith and changed the building footprint and configuration of facilities in a manner to keep the hotel functional and operate somewhat more safely. Nonetheless the same concerns remain as expressed before in my memorandum submitted to UDC for 9/17/14.

NCG again asserts the project architecture is “*exceptional*” and having no or insignificant impact on the Lamp House Frank Lloyd Wright site. Citizen concerns that a 10-story structure is inappropriate have not truly been addressed. Neither (at least publicly) has consideration of different step-downs (Nan Fey, 1/21/15 Memorandum to UDC) and height limits of 8-stories (Pahl) and 6-stories (residential building) which would be consistent with the Lamp House Block Plan and are required to be taken into consideration.

It is imperative that the UDC consider the cumulative effects of its decisions. The Rouse site, further along Webster, will have light/shadow impacts on the Lamp House. The NCG AC Hotel will have light/shadow impacts. As yet unknown proposals along the opposing block face of Webster Street will undoubtedly be “*architecturally exceptional*” and thus at maximum height.

The cumulative effect will collectively contravene the Lamp House Block Plan.