



Bay Creek Neighborhood Association

To: City of Madison Urban Design Commission

From: Bay Creek Neighborhood Association, Planning & Economic Development Committee

Re: Proposed Plans for Development at 1004 and 1032 South Park Street

Date: March 10, 2015

At its March 9, 2015 regular meeting, the Bay Creek Neighborhood Association instructed its Planning & Economic Development Committee by a majority vote to submit the following statement to the Urban Design Commission to express some of the community's concerns regarding the design of the proposed T. Wall development at South Park Street and Fish Hatchery Road.

While this proposal has improved over previous iterations, the neighborhood believes that it still has problems related to its density and height, which put it at odds with previous city-approved planning guidelines. These plans call for urban, mixed-use development for the Park Street corridor with a goal of keeping the upper limit on buildings to four stories.

Given the residential nature of the adjoining streets, the model envisioned was more that of Monroe Street than West Johnson. Notably, new developments in this area (the Wingra Health Clinic and the apartments at the 1000 block of Fish Hatchery) conform to this limit. On the east side of South Park Street in the area around the proposed development, many buildings are one and two stories, and any new developments, because they would abut single family homes (zoned residential), would most likely stay three stories and under.

The proposed development, then, would represent something of an outlier, much taller than its surrounding, out-of-scale, and lopsidedly incompatible with the lower-rise buildings to the east and west. It would not be in harmony with the vision of the master plans for the corridor. Nor would it blend with the existing reality of Park Street or likely future development. At the March 5, 2015 meeting with T. Wall, a large majority of neighbors voted that they preferred to lower the height of the buildings.

As the proposed development would increase the Bay Creek neighborhood's population by as much as 10% all at once, it also would present challenges to traffic flow and congestion around an already difficult street corner and nearby intersection. We urge, therefore, that special design considerations be implemented to mitigate these impacts.

To the city planning staff and stakeholders who developed these guidelines, four-story buildings represented the "sweet spot" for new development in this planning district, reconciling the need for growth in an urban design corridor with concerns for preserving quality of life, aesthetic harmony, and a human scale in a stable, established community. Thank you for taking these concerns under consideration.