



Office of the Common Council

Ald. Sara Eskrich, District 13

City-County Building, Room 417
210 Martin Luther King, Jr. Boulevard
Madison, Wisconsin 53703-3345
Phone (608) 266-4071
Fax (608) 267-8669
district13@cityofmadison.com
www.cityofmadison.com/council/district13

To: Members of the Urban Design Commission

From: Sara Eskrich, District 13 Alder

RE: 1004 & 1032 South Park Street

Date: May 20, 2015

Thank you for your thorough review of the Wingra Point II proposal before you this evening. As you know, this project has garnered much attention from this Commission, neighbors, and city staff. The process for neighborhood input began prior to my tenure as alder, and I want to thank the development team and the neighborhood leaders for their deep and responsive work.

Much of the concerns I have heard regarding this project are within the purview of the Plan Commission. We will be talking with them about issues such as parking, traffic flow impacts – for cars, bikes, and pedestrians, and environmental impacts.

As you all have noted, this is a critical intersection and focal point for the city. The staff report well-documented the design and general planning elements from the various plans covering this area, and finds consistency with the proposal. I can support the project only with specific conditions relevant to Plan Commission recommendations.

With regard to UDC's design review, I encourage you to continue to push to achieve an extraordinary design on this site. The proposal has attempted to incorporate many disparate views for this site, and has done an adequate job but does not yet qualify as exemplary and creative building design, in my opinion. The following are particular design and design-related elements that I believe warrant further attention:

- Greenspace – This is a priority and should be emphasized with greening landscaping elements that will be accessible (even just visibly) to the neighborhood, as well as the private greenspace for residents.
 - Setbacks – As noted in the staff conditions, these should be required and landscaped to increase the greening of this project.
 - Stormwater management – Addition of bioswales and/or rain gardens would be beneficial.
- Masonry and Materials – The neighborhood has supported the use of significant masonry elements of this building, as it fits with the character of the neighborhood and provides a less reflective surface. Any additional elements and materials should be non-reflective as to minimize light and noise pollution for adjoining neighborhoods.
 - If metal paneling along the top is included, I support the UDC's past recommendation

for consistency throughout the buildings, and encourage non-reflective or minimally reflective metal.

- The Point – The Trojan-like metal upside-down element on the point is not visually appealing. An alternative design by a member of the neighborhood includes a visually appealing step-up at the point, with additional greening that adds value and design strength to this important point.
 - Neighbors have commented on their appreciation of the setback of the point from the intersection based on safety, visual appeal, and greenspace perspectives.
- Balconies – These do add value and have the potential to negatively affect the visual character of this intersection.
 - Generally, members of the neighborhood appear to be split on the balconies.
- Encouraging Transit – The building is on a major transit corridor and should encourage the use of Metro by rebuilding a visually appealing and beneficial bus stop with transit amenities, with the minimum of trash receptacles and seating amenities. Greening of this transit space could encourage use.
- Size – Limit to five stories as proposed.

Thank you again for your thorough review of this project. I look forward to continuing to work together. Please do not hesitate to contact me directly with any questions.