

To: Members of the Urban Design Commission  
From: Greenbush Neighborhood Council  
Date: November 11, 2015

Regarding the JT Klein, Inc. development proposal for 820 South Park Street, the Greenbush Neighborhood Association Council wishes to provide the following input.

First, we want to state that we see Urban Design District 7 (UDD7) as the natural boundary for development along Park Street within the Greenbush Neighborhood. Because the entire eastern boundary of the Neighborhood falls within UDD7, we have a strong interest in how the design guidelines of the district are applied, and we have a particular interest in their application "to ensure that new buildings are compatible on a city, neighborhood, and block level" (Downtown Urban Design Guidelines p. 3, as adopted by the City of Madison Common Council in December 2012).

Along its Regent Street and Park Street borders, the Greenbush Neighborhood transitions quite quickly from commercial/institutional uses to residential uses. On the neighborhood and block level, this transition occurs over the span of individual lots, not blocks, and in fact UDD7 boundaries have historically reflected that transition.

We have outlined the above position because we are concerned with what feels like piecemeal development along Park Street and the negative impact that has on a longstanding Greenbush priority of expanding homeownership. On a block-by-block level, individual developments that are allowed to extend beyond existing UDD7 boundaries permanently consume existing housing stock, reduce the total number of existing houses in the neighborhood, and generate a reduction of homeownership opportunity.

Turning to the project at hand, while we bemoan the loss of five existing homes on Haywood Drive and Delaplaine Court, we applaud the developer's plans to maintain the single-family-home nature of the South Brooks Street frontage and his commitment to improve the houses located there. In particular, we wish to acknowledge plans to retain the best houses in the development area by replacing some of the existing Brooks Street houses with structures in better condition from Haywood and Delaplaine. We strongly encourage the developer to consider a future sale of the Brooks Street homes to individual owner-occupants, an idea he mentioned being open to during a meeting with the neighborhood that took place on November 5, 2015.

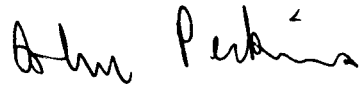
Regarding the building structure itself, we are concerned about the 4 story block facing Haywood creating a barrier on the views to the east, and we would prefer that it be broken up in some way. As currently designed, we feel that four floors on Haywood is overly imposing on the single-family homes directly west; additional step backs may be a way to address this concern.

There are some positive aspects to this project that we wish to call out. We will be very pleased to see the former church supply building on Park Street removed and for that property to put back into use. We think applying TR-C3 to the Brooks Street homes is a huge positive, and we strongly approve of that zoning. We also appreciate a widening of the sidewalk along the Park Street frontage, and we

encourage upgraded crosswalks and other enhancements to improve pedestrian safety.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "John Perkins". The signature is written in a cursive style with a small accent mark over the 'i' in Perkins.

John Perkins, GNA President

Zaccai Lewis

Cynthia Koschmann

Ryan Engel

Karen Carlson

Julie Landrie

Andrea Levy

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