

**From:** Amanda Soelle  
**Sent:** Wednesday, September 21, 2016 3:24 PM  
**To:** Martin, Alan  
**Cc:** Eskrich, Sara  
**Subject:** Comments regarding the Jade Garden development

Good afternoon, Mr. Martin,

I am a resident of the Bay Creek neighborhood. My home is located kiddie-corner to Jade Garden at ■■■ Emerson Street. It has been brought to my attention that the Urban Design Commission will be voting on the proposed Jade Garden development this afternoon. Regretfully, I will not be able to attend the meeting due to prior commitments. As such, I would like to share a few comments via email, for your consideration.

I agree that the Jade Garden lot is in need of improvement. The neighborhood could greatly benefit from an appropriate redevelopment of this space. I appreciate that Ms. Jiang has held listening sessions to better understand the community. However, I am not confident that sufficient changes have been made to the proposal to address the concerns expressed by those who will be directly impacted by the development (i.e. the neighbors). These include, but are not limited to:

- **The height of the building.** This structure is set to be 5 stories, if you include the rooftop garden. I recall correctly it is the design district guidelines that allow for no more than 3 stories. I have to believe that the standards were set to preserve the integrity of the neighborhood. In addition to violating the code, the height of this building will cast a shade on some of the homes directly surrounding it from noon on in the winter months. This is quite problematic for the residents who have made a substantial investment in installing solar panels on their homes – an initiative that Madison and MG&E continue to promote.
- **Large increase of traffic through a residential neighborhood.** There is currently only one entrance to accommodate all of the traffic entering and exiting the parking lot for both the retail space and residential units. This entrance is currently located on Emerson Street. The intersection of Park Street and Emerson does not have a stoplight, which can make turning left from Emerson onto Park somewhat difficult. This inevitably will lead to the traffic turning right out of the development's parking lot onto Emerson and then taking Lowell to get to either Olin or Lakeside. When cars are parked on both sides of Emerson, which is often the case, there is only room for one car to travel down the street in between. I would ask the Commission to consider whether our small street is capable to handle this amount of traffic. Is the Commission concerned with how this will work with snow removal/plowing?
- **Residential units being rented by the month.** I have been told that several of the units in the building, specifically the several efficiencies, will be month-to-month rentals and

marketed to parents visiting their children attending the UW. This is of great concern to me, as such short term renters would likely not take an interest in our community or the preservation of our neighborhood. Also, discrimination laws would prohibit such rentals only being available to a certain population, such as UW parents. Along those lines, is there that great of a demand for month-to-month rentals? How long then before the multitude of efficiencies becomes low-income housing or student housing? It has been said that this building will set a precedent for other new development along Park Street. Is this the type of development Madison is looking to attract?

Park Street is a main corridor to get to downtown. I am confident that this lot will be an attractive investment to many developers and hope that the Commission takes its time to select the appropriate proposal for the neighborhood and the City. We can do better than what is currently being proposed to meet the needs of this longstanding community and our shared objective to improve it. As such, I ask the Commission to not approve the development as it is currently drafted.

Thank you in advance for your consideration.

Amanda