

## **Urban Design Commission Meeting 3-22-2017 Agenda Item 10**

### **1004 and 1032 South Park Street Redevelopment Plan Comments**

I like the look the proposed building at the flatiron tip of the proposed redevelopment more than any of the previous plans. However, with the slanted glass and the massive awning over the first floor, how is the glass exterior going to be cleaned on a regular basis without having to totally block one lane of traffic on both Fish Hatchery Road and Park Street as well as the public sidewalks in order to bring in a large cherry picker type vehicle that will have to set up in the blocked lane of traffic to be able to reach the upper floor windows?

Both the previously approved 2015 plans for this property and the already built apartment building across the street have building setbacks of 5 or 6 feet from the public sidewalks along Fish Hatchery Road. The current proposed plans show absolutely no setback of the buildings from the public sidewalks. The parking ramp for the Wingra Clinic has about an 11 foot setback from the public sidewalk. The proposed buildings must have a setback from the public sidewalk to allow for appropriate green space along Fish Hatchery Road. The city will one day widen this section of Fish Hatchery Road by taking away much of the existing terrace area on the east side of the road. Without an appropriate building setback along this street frontage the building will look like a stark wall along a narrow sidewalk with an occasional flower pot or two at the proposed stairwell areas cut into the building face.

Also, on the south side of the project site along the shared private road, the previously approved 2015 plans for this project had a building setback of 15 feet from the road, comprised of a 5 foot wide sidewalk and a 10 foot wide terrace area with real grass and trees shown growing there as landscaping. But the building now proposed is only five feet from the road, the width of the sidewalk, with the green terrace totally eliminated. This shared private road is only 21 feet wide and has no sidewalk at all on the other side, just a 3 foot wide landscaped space between Wingra Clinic and the road. This stark, narrow corridor will become the only entrance to the secured parking area for this project for both vehicles and bicycles. It will be a difficult and often congested area to navigate through, especially when the trash and recycling trucks are blocking half of that road to empty the dumpsters. The double hairpin turns required of both vehicles and bicycles to enter and exit the ramp to the below ground parking area will definitely add to the mix of problems getting in and out of this location. There are not adequate sightlines for safe travel to and from the parking area. I fear accidents will be common at this location as a result.

The math does not realistically add up with the ratio of one parking stall per residential unit. There are 157 units and 157 parking stalls however, there are 205 bedrooms, many of which will be occupied by one or more adults with transportation needs. There are only 72 bicycle parking stalls yet with 205 bedrooms one would expect there should be at least 205 bike stalls. A previous version of this project approved by the UDC in 2015 had a total of 173 vehicle parking stalls and 207 bicycle stalls. I want to add that the developer has previously indicated he may consider putting in additional hanging bicycle storage. However, most hanging bicycle storage areas are located within a vehicle stall area and may require moving the vehicle out of the way each time the bicycle needs to go up or come down. Also, even with a multiple pulley system, raising and lowering the bike is cumbersome and time consuming compared to the convenience of a lockable bike stall or locker at ground level.

This project needs to have a large commercial presence at street level to help create a vibrant and pedestrian friendly corridor. However, there is zero off street parking provided for employees and visitors to the

commercial areas of this redevelopment project. All of the provided parking is in the basement secured parking facility and is reserved for tenants of the residential units. The previously approved 2015 plans had 10 visitor parking stalls and 54 shared parking stalls at ground level that were available for use by employees and customers of the proposed 11,000 square feet of commercial and live-work space during the day. The current plans show 12,287 SF of commercial space and 11,301 SF of live-work space with NO off street parking provided at all.

I strongly believe the developer and the city need to rethink what is wanted and what is necessary to make a large multi-use building or set of buildings work at this location.

- There needs to be significant commercial space at the pedestrian level to help create a vibrant and walkable Park Street corridor.
- There needs to be adequate off street parking for residents of the proposed residential units and visitors to this area coming by personal vehicle or bicycle. On street parking is very limited in this area and already imposing on many of the streets of the nearby residential areas.
- Every effort must be made to create adequate green space at the first floor pedestrian level. I am talking about real green space here not some pots with plastic plants and wood chips in them.
- Pedestrian/bicycle safety must be a top priority here and along the entire South Park Street corridor. Both Park Street and Fish Hatchery Road are extremely difficult to cross as there is a lack of safe pedestrian crossings. Even the few intersections controlled by traffic lights are dangerous during the rush hours. The [2006 Wingra BUILD Plan](#) called for safer east-west pedestrian and bicycle connections across these major arterial roadways. The Wingra BUILD Plan also called for better internal pedestrian-bicycle connections within the Wingra BUILD Plan boundaries. These priorities are being ignored with the current proposed project plans.

I believe that the developer is trying to put too much into the limited land area of this triangle of property facing two of the most heavily traveled streets in Madison. I do not believe this density is doable with a 3 to 5 story set of buildings. To accomplish the density the developer is proposing, a portion of this land area needs to be devoted to higher buildings as high as 7 or 8 stories. This would free up land area at street level for more parking. The pedestrian level needs to provide a safe environment for pedestrians with plenty of green space.

Why not separate the pedestrian-bike level from street level by ramping up the sidewalks on Park Street and Fish Hatchery Road along this property to create a pedestrian level high enough to connect with the other side of Park Street and Fish Hatchery Road with pedestrian/bike overpasses at the tip of the flatiron property that would connect to new development on the nearby properties on the other side of these streets, also accessing those new development projects at the overpass level rather than street level thereby eliminating the dangerous street level crossings at this busy intersection. these elevated pedestrian levels would then ramp down to street level on the other side of the road. There is room to do this on the SSM parcel at 999 South Park Street and along the West side of Park Street in the 1000 and 900 blocks. Much of the 1000 and 900 blocks of the west side of Park Street are in blighted condition and could be acquired under a single ownership to create a similar multi story mixed use structure on that side of Park Street. This would allow for additional room for parking at street level in this entire area. The elevated commercial/pedestrian/bike level would be an inviting environment above the hustle and bustle of the busy roads below and would have views of Monona Bay and Madison's isthmus. I believe tiered multi-story structures interconnected by ped/bike overpasses in

this area would be the best way to solve the existing issues of lack of vehicle parking and the lack of a safe and enjoyable pedestrian corridor through this area.

I think the best way to accomplish a multi parcel concept like I am proposing is for the city to purchase the subject properties at 1004 and 1032 South Parks Street as well as all the other properties needed and master plan the entire area as a unified redevelopment project. This area is within the boundaries of TID #42 and TIF funding could be utilized to help fund a large multi-parcel master-planned redevelopment like I am proposing. And the newly approved [Connect Madison economic development strategy](#) calls for projects like I am proposing here. The Madison Department of Planning, Community, and Economic Development needs to do a better job of planning for the future of this city as it continues to grow. Less piecemeal redevelopment and more master planning of larger blocks of properties for redevelopment is sadly needed.

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