

To: Urban Design Commission  
From: Bay Creek Neighbors  
Date: June 21, 2017  
Re: Proposed conditions on T. Wall's Peloton development

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This letter represents the views of Bay Creek neighbors in the vicinity of the proposed Peloton. Our views are the result of a year and a half of information-sharing among neighbors and with our alder and of large and small meetings with T. Wall's development team and with City of Madison Planning staff.

During the course of many conversations, we have identified neighborhood concerns about the impact of the proposed development on Bay Creek. These concerns reiterate those shared before by 200+ Bay Creek neighbors: namely, the increased density at this location poses a challenge to already dense on-street parking; neighborhood integrity/character; and pedestrian and bike safety at the merging of two major roadways.

We, therefore request that you support our proposed **conditions on development** as a means of lessening the impact of and better integrating the Peloton into the surrounding Bay Creek neighborhood by solving foreseeable problems in advance of their occurrence. Some of these conditions were part of the city's conditions of approval for the 2015 iteration of this development. The need has not changed and we urge their acceptance again now.

*NOTE: We recognize that some of our conditions are not entirely within the purview of the UDC; however given the unique location and arrangement of the Peloton, it is impossible to dissociate such issues as parking and density from design in this case.*

**1. Parking.** The proposed building has a slightly less than 1:1 parking ratio of stalls to residential units. The accommodation for day-time commercial customers presumes that enough residents will vacate their unassigned parking spots by day and that the owner of the building will select only low-volume business occupants. These flex spots will revert to resident-only use at 8 p.m. In addition, recent suggestions have been made to include a night-time restaurant or other high-volume destination on the top floor. Night time retail parking was not considered in the parking study on the impact of the retail spaces on Bay Creek which only measured the availability of spaces during daytime hours.

We anticipate a substantial increase to this congestion with the addition of the Peloton's residential units, many of whose households could come with one or two cars and guests. The noise and congestion the extra traffic of the Peloton will bring to Bay Creek's quiet residential streets, if uncontrolled, will lead to a reduction in the quality of life for nearby neighbors.

**We note the following facts in substantiation of our concern:**

- City Planning staff has indicated to us that a proportion of tenants will choose not to lease a parking stall and instead take their chances on finding street parking.
- Neighbors west of Park Street have identified spillover parking on Brooks, High, and Midland Streets as a constant problem since the addition of Wingra Point I, which has 66 parking spots for 67 units.
- West Shore, South Shore, West Lakeside, Emerson, Lowell, and other cross streets east of Park Street are currently filled by the cars of commuters who work downtown, and by the employees and patrons of 2 small restaurants located in the 1000 block of South Park.
- Nearby neighbors include tenants of existing, long-established small apartment buildings in Bay Creek who rely on on-street parking for their cars as well as long-time single-family home owner/occupants, some of whom rely on on-street parking. Neighbors report already experiencing on-street parking congestion.
- The 2016 conditions of approval for Wingra Point II included barring a restaurant from among potential commercial tenants until such time that the current overflow parking problem is resolved.

**For this reason, we propose that:**

- 1) *The condition on approved of 7/15 that no restaurant or other high-volume night time retail destination be allowed to lease the commercial space at the Peloton should remain in place.*
- 2) *The city should use whatever influence it may have to encourage a negotiation with the owners of the medical facility for shared parking areas for businesses along South Park Street, as recommended in the South Madison Neighborhood Plan.*
- 3) *All Peloton units should have one parking space automatically included in the lease with opt-out option and city residential parking permits should not be issued for the residents of the Peloton.*
- 4) *Residential permits for parking should be instituted for surrounding streets (West Olin, Emerson, West Lakeside, Lake, Brooks, Midland, etc.). Overnight street parking without a permit should not be allowed and daytime street parking for those without a permit should be limited to two hours.*

**2. Height at the Point.** While neighbors appreciate the importance of the iconic nature of the site, in recognition of which they submitted a proposal to the city to work with the developer to promote linkages between the new development and the site's history, we believe the height of the point at 6 stories is excessive and out of character with the community.

**We note the following facts in substantiation of our concern:**

- The development approved for this site in July 2015 was 5 stories at the point. It came down from an earlier discussed 6-story version.
- Given the impossibility of ensuring adequate parking for the entire development because of the unfeasibility due to natural constraints of two-level parking, T. Wall Enterprises proposed a four-story point structure and lowered the height of the southern-most building of this development in 2016.
- Neighbors expressed public support to Alder Eskrich at the January 2017 BCNA meeting for the three- and four-story 2016 development plan, albeit with a willingness to go to a five-story point building.

**Thus we request that:**

*1) The building at the point on this site be limited to a compromise height of 5 stories.*

**3. Traffic and Pedestrian/Bike Safety.** This development proposes to add a large and dense building in a very tight space at the very busy, complicated, and dangerous intersections of South Park, Fish Hatchery, Parr, and West Lakeside streets. The relocation to South Street of the garage door is essential for pedestrian and traffic safety. There are no new pedestrian safety measures proposed at the intersection of South Park and Fish Hatchery and Planning staff informs us that "changes are not recommended at this time."

**We note the following facts in substantiation of our concern:**

- The 3-street intersection was singled out in the South Madison Neighborhood Plan as one of 3 along South Park Street needing redesign and is the scene of repeated accidents.
- West Lakeside has scored "highest" on criteria (speeding and accidents) related to the need for traffic-calming measures.
- New large developments along other major roads such as East Washington place their main garage doors on side streets.
- Peloton residents will cause a measurable increase in vehicular and pedestrian traffic, particularly during the morning and evening rush hours. This includes residents crossing Park Street to gain access to bus stops on South Park and Fish Hatchery and to Franklin elementary school on West Lakeside.

**Therefore we urge that:**

*1) The main entrance and exit to the garage remain on South Street at the south end of the proposed development with a right turn only from and onto South Park and Fish Hatchery.*

*2) Traffic calming features more appropriate to this site and its surroundings for protecting pedestrians crossing the street and cyclists biking along this street—especially in light of the increased flow of traffic to and from the Peloton—prior to construction.*

**4. Other Concerns:** Neighbors have raised several other issues that have also drawn considerable attention and support during the past two years:

- Shed lighting of stairwells and the apartments at the point: The necessity of providing adequate interior building lighting for safety in addition to lighting from glass-walled living and common spaces should not be "shared" with neighbors. We request adequate light-shielding features to prevent light from spilling over into adjacent streets and restrictions on the sorts of lighting allowed inside and out.
- Commercial space: The building should be an asset to the community, adding local businesses for shopping and gathering spaces for neighbors and neighborhood groups. We support inclusion of the live/workspace model. We request establishing a committee that includes representatives from BCNA and local business to explore and vet suitable sustainable businesses for the building's commercial spaces.
- Neighborhood space: As with many other large new buildings, it is appropriate to include a community room for neighborhood access and regular use for BCNA and other neighborhood meetings and business in perpetuity. We request such a space, currently needed in Bay Creek.
- Water Quality: We have witnessed the impacts of poorly planned storm water management at this site on repeated instances in the past. Given the importance of the long-term sustainability of a building on this site, we urge that adequate and best-practice storm water management measures including additional green space and features be a part of this plan.