



**Office of the Common Council
Ald. Sheri Carter, District 14**

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June 28, 2017

To: Members of the Urban Design Commission
Al Martin, UDC Secretary and Planner
Tim Parks, Planner
Kevin Firchow, Planner
Chris Wells, Planner

Re: Agenda Item No. 8 – Legislative File #47350 | 2230 West Broadway Development Project, Mirus Partners, Inc. Movin' Out, Inc.

This project's 1.4 acres parcel is located at the northeastern corner of West Broadway and Fayette Avenue in Urban Design District 1. This location is highly visible for both the Waunona and Bridge Lake Point neighborhoods. The northeastern corner parcel demands a strong, rich and exceptional presence. The current submission is leaning towards an institutional design rather than contemporary design, which is no different from the previous design submitted by the developer.

This development project will determine the quality of future development in this area. Therefore, it is of the utmost importance that we get this one right the first time with design, landscaping, etc. I strongly suggest that the materials used set the standard for future opportunities along West Broadway and within the neighborhood. My recommendation is the color palate reflect the essence of the contemporary design movement. Rather than reflecting the image of a red velvet cake. In addition, the landscaping should be robust, without being over bearing or under whelming.

I prefer that the developer return with improvements/recommendations to the Urban Design Commission, including resolution of any other concerns that may surface during this process.

For these reasons, I cannot accept initial/final approval on this project at this time. I feel that the developer has done enough to render an initial approval but is lacking in design quality for final approval.

I am requesting that the commission cast the initial approval vote so that the developer to appear before the Plan Commission for the conditional use approval.

Alder Sheri Carter
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