

# BEITLER

July 11, 2017

Honorable Paul R. Soglin  
Mayor  
City of Madison  
210 Martin Luther King Jr. Blvd.  
Room 403  
Madison, WI 53703

## Re: Judge Doyle Square UDC Final Approval Reconsideration

Dear Mayor Soglin:

We understand that Alder Hall will be filing for reconsideration of the final approval of the Judge Doyle Square project at the next UDC meeting on July 12, 2017.

By way of background, our team had made two detailed and lengthy presentations to the UDC prior to the UDC meeting on June 28, 2017. Following our second meeting, the UDC granted Initial Approval to the project subject to our answering the following items outlined in the UDC report dated April 5, 2017:

- Details on planters, width and dimensions; minimize as much as possible.
- Explore increasing the sidewalk width.
- More detailed planting plan.
- Parking staff should be prepared to address parking and aisle/opening widths at the next meeting.

Each of the four items above was addressed in writing along with detailed drawings that were submitted on June 14, 2017, two weeks prior to the June 28<sup>th</sup> UDC meeting. The developer and the architect also presented responses to these four items in person at the June 28<sup>th</sup> UDC meeting.

Final UDC approval was ultimately rejected at the June 28<sup>th</sup> UDC meeting based upon four new items:

- Location of an Elevator (Public Ramp)
- A Green Roof
- The Pedestrian Experience
- Tree Species

In order to assist Alder Hall's reconsideration for final approval, please find our feedback to the four new items:

### **1. Location of an Elevator (Public Ramp) – Cliff Goodhart**

The location of the public elevator within the public ramp is designed for maximum public safety within the lower levels of the ramp. The elevators were designed and approved by the parking staff. Any modifications would need to be directed to the Parking Utility.

**2. A Green Roof – John A. Harrington**

Each roof of the buildings includes a green roof. We believe Mr. Harrington supports our efforts to be the first and only private development in Madison to introduce this concept; it appears Mr. Harrington is seeking clarification on the type of green roof system contemplated for each roof.

Our project contemplates a green roof system that will function to reduce heat gain (as is the intent of green roofs) and will not be a landscaped building amenity area as the roofs will not be accessible to occupants of the buildings.

While the final selection of the green roof brand and type will be identified when we bid and construct the project, the system as contemplated by the architect will be similar to the attached Live Roof brochure.

**3. The Pedestrian Experience – Dawn O. O’Kroley**

As the UDC Chairman previously pointed out to the Commission, our project is designed around the demands of the City’s RFP which include a new below grade public ramp, a new 250-room hotel and a public bike center.

We have designed a project that incorporates each of these requirements by the City and believe the project provides the best possible pedestrian experience in light of the City’s RFP requirements. Any further modifications to the design will require changes to the City’s RFP requirements.

**4. Tree Species – John A. Harrington**

As previously stated, the landscape plans call for a simple one-tree-type design to establish a uniform look with a tree species that is dynamic and changes color throughout the seasons – a significant improvement from the City-standard tree.

Notwithstanding the above, the UDC Chairman and Planning Division have stated that the finalization of any trees for the project ultimately resides with City Forestry.

We trust that this letter further addresses UDC’s most recent concerns and better assists Alder Hall with her reconsideration efforts.

Yours truly,

**BEITLER REAL ESTATE SERVICES LLC**



J. Paul Beitler  
President



John Paul Beitler III  
Vice President

Attachment

cc: Natalie Erdman  
James DeStefano, Mary Ann Van Hook