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**From:** Sweet William [REDACTED]  
**Sent:** Wednesday, September 27, 2017 2:49 PM  
**To:** Glaeser, Janine <[JGlaeser@cityofmadison.com](mailto:JGlaeser@cityofmadison.com)>  
**Subject:** 2901 University Avenue Proposed Project

Dear Ms. Glaeser,

Thanks so much for your time this morning and for promptly returning my call. I have made a list, below, of the many concerns that I have regarding this project. Please convey to the Urban Design Commission. Thank you.

As University Heights area develops, it is of great importance that all of the areas be used wisely, with beauty as a priority.

**- BEAUTY AND CHARACTER:**

My main concern is that the proposed project has no character. It is a mall. It is unattractive. It has no setbacks and no green space. It is more apartments that look like all of the other apartments up and down University Avenue. I prefer quality architecture that is visually attractive and in keeping with the historic nature and scale of our neighborhood. Make no mistake that it is hard to have anything meaningful and distinctive for our neighborhoods when everything is made to look the same and to look disposable. They have a choice to improve the design NOW before we are stuck with another ugly out of scale building eating up the sky. This is so completely unfair to residents whose back yards not become a view of a too tall apartment building.

**-QUALITY DOESN'T COST IT PAYS** as evidenced by quality, human scale buildings with character that exist in our neighborhood that rent /sell year after year. The modern styles have no place here. Residential views are being used by the apartment dwellers as attractive, while the home resident gets a view of an ugly cheap looking too tall apartment complex. This is very bad planning.

A good example of excellent integration is at Old University Ave and Grand Ave - dark brick, attractive detailing of a long standing architectural style that fits in well, with quality stone detailing, yet modern interiors. Three stories tall is plenty. Or the Bedford Street apartments, both of which are far more attractive and of a style lasting into the future than Flad/Knothe Bruce have considered for our neighborhood.

- As a member of this neighborhood for 30 years I do not like

the architectural direction that is being hastily chosen for our beautiful and historic neighborhood. Basically, due to the many developments up and down University Avenue, we now have mall area after mall area after mall area, from Highland Ave to Segoe Road, that's all it is, on either side of Hilldale Mall, backed by too tall apartment buildings with rabbit hutch looking balconies, all of an inexpensive architectural style that have no character, and no GREEN SPACE. Some are brown, some are green, some are grey and that's the only distinction of the building. There's no set back, no trees, no plantings, no gardens or green space.

Target's parking lot is an example of a complete waste of space as there is tons of room above the parking area that was allowed to be completely wasted.

- The proposed apartment building is far too tall, This is a residential neighborhood, and the commercial businesses such as Whole foods, Smokies Steak House, Century House, are attractive, human scale. Quarry Arts building is a great example of how to integrate into a residential neighborhood. The too tall apartment building stands out because it has no character. I have watched the Westen and other apartment buildings sit empty for years. We don't need more too tall apartments and malls at 2901 University Avenue - there are enough already. We need green space, trees and public use areas, attractive residences there, as the areas around picnic point are being devoured with UW practice fields and student housing.

- NOISE AND TRAFFIC:

Our neighborhood is already burdened with too much traffic and far too much on going construction noise. This year U Ave, Regent Street and Langdon Street were all under construction at once. **A nightmare for traffic.** And recently further burdened with Football Game traffic, Iron Man Traffic, the weekly festival traffic. Traffic jams are increasingly heavy on University Ave at all times of day now, not just rush hour. We don't need more traffic. We need human scale projects that include lots of green space to balance this already overpopulated area. I am concerned that all of these factors affect property values ongoing

It is too noisy, day and night. Trucks arrive creating noise at 6am here, waking me every morning, although noise restrictions are until 7am - they are not enforced.

Five times this month construction trucks parked in front of my driveway, blocking my car so I could not exit and

get to work. When I asked them to move their vehicle I was ignored. One person even said "I can't hear you, the truck is running -" yes the truck was parked, running, with no one in it, 6:10 am I called the construction company, no answer, no receptionist, no return call to date, no way to escape the imposed noise. We/our neighborhoods have been over exposed to construction noise ongoing for years, to constant noisy hospital helicopters and ambulance noise day and night, and noisy UW football tail gating and traffic that begins most Saturdays before 7am, drunk drivers after the game, and motorcycles loudly proceeding to work and home at 2am bar times. Again, no police monitoring noise restrictions that people are aware of but do not follow. Overpopulation has brought increased crime to University Avenue, increase in commercial and residential burglaries and parking problems throughout. If I have a guest visit on a football weekend there is no where for them to park and I often have to pick them up due to lack of parking. This project would further burden the neighborhood with construction noise, bike, car and pedestrian traffic ongoing. There's already not enough parking.

People driving cars on University Ave, Old University Ave, Highland neighborhood struggle to stop for pedestrians on bicycles and walking, because the pedestrians are generally students and generally looking at their phones, with headphones as they walk out into traffic right in front of moving cars, paying no attention at all, and can't hear horns, etc, on a daily basis.

Yesterday a person on a bike stopped right in front of me, in the middle of the road in 25 mph traffic, to take a call. They did not pull over, they did not care who was behind them. They feel they have the right of way because of the bike boulevard, yet how am I supposed to go around them as they sit there? There are no police patrolling these ongoing occurrences. This pedestrian figures that they have the right of way regardless of the fact that there is moving traffic all around them and cars cannot stop when you walk right out in front of them. It is frightening. And it is happened far too often.

Bike trails were suggested during the Highland Ave project, and completely ignored. Instead they further burden car traffic by making streets into bike boulevards. It's not working. There are too many people already. This proposed project would further burden the neighborhood without a doubt.

Because of the lack of convenient dog parks, green space and increase in housing/population, I now live in a dog's bathroom. Although I ask often, dog owners don't think that they have to curb their dogs, clean up after them, and that my yard, and my garbage cans are open to their use for dog feces disposal. What ever happened to dog owners using their own yards for their dog's multi daily dog waste? Along with people comes pollution, noise pollution, visual pollution, pet pollution. We don't need it, it's already increased so very much. A lot of though needs to

be given to this project before yet another mall and apartment building is thrown up in our neighborhood, yet again. We have all been burdened repeatedly with these exact same sort of projects with no character, no beauty, no consideration to our future. Enough is truly enough. I'm certain Mr. Flad has a lot of resources at his disposal to do something far more beneficial to our community, and should follow through in his actions to display an overwhelming care for our neighborhood, instead of sticking us with more ugly mall developments and too tall apartments that are out of scale with our neighborhood.

I have further thoughts about this project that I will share at a later date as you've expressed time constraints today. Thanks again Ms. Glaeser, for bringing my concerns today to the Urban Design Commission. Please follow up with me as to the progress of this project.

Thank you.  
Very Truly Yours,  
Ms. Thackray