

**From:** Becky Koehler Pfaller [REDACTED]  
**Sent:** Tuesday, October 03, 2017 9:04 PM  
**To:** Firchow, Kevin <[KFirchow@cityofmadison.com](mailto:KFirchow@cityofmadison.com)>  
**Cc:** Rummel, Marsha <[district6@cityofmadison.com](mailto:district6@cityofmadison.com)>  
**Subject:** 131 South Fair Oaks Avenue - New Development of a 5-Story Mixed-Use Building - File 49009

Hi Kevin,

I wanted to share my opposition to the redevelopment of this lot as the plan currently stands. In short, the building is poorly suited for the site in its current state - it is simply too large, aesthetically disappointing, and will have a negative impact on an already stressed traffic area. As a home owner on Emmet Street, which faces the lot, I have a vested interest in ensuring that it is well suited for the lot and the surrounding neighborhood. My thoughts are further detailed below.

1. Scale: The building's height - 5 stories - is just too high for the site, setbacks or not, zoning or not. They mentioned that it would be roughly the same height of Kipps smoke stacks. While I understand that Fair Oaks, given its width, can hold taller buildings such as this, the truth of the matter is that if this is built, more likely than not there will not be other 5 story buildings across or on either side of it, as the site across from it is currently toxic, apparently, and one would have to tear down existing 1 1/2 to 2 story residential properties - which again most likely will not happen. This is not the same scenario as what we are currently experiencing on East Washington, where the car lots are one by one being infilled with large mixed use projects - which is what that size of street and part of town should be. 2. Aesthetic Design: I was hoping that this project would look similar to the Factory District project JLA recently completed on East Washington ( the brick building that has the first Madison location of Stone Creek Coffee ). It's a nice "background" building, unassuming with good use of materials and detailing. Given the brick warehouse-type building across of this site and of course Garver and JLA's promise to take inspiration from the surrounding architecture, I assumed that this would be the direction that they would go. Instead, it has a great number of colors and materials ( including white metal panels ) that have little if any relationship to the architectural vernacular around it. The current design could be plunked down anywhere, one could argue. 3. Good Neighborhood-ness: The least interesting facade, and the one that contains a one story stone ( or with value engineering - CMU ) wall to the Emmet Street neighbors. Enough said. I understand why the courtyard is facing Emmet Street due to solar orientation needs of a swimming pool, but begs the point as to why they would want to spend the money for a pool in this climate, but that's up to them.

4. Traffic on Fair Oak is already an issue, and 200-300 new cars zooming in and out of the lot will cause significant issues. This will undoubtedly have a significant impact on the safety of pedestrians crossing the bike path on Fair Oaks. Further, we have serious issues of cars cutting through Garrison and Emmet street at 35 mph+ in order to avoid the Fair Oaks/Atwood traffic light. As a resident of Emmet Street, I can attest to the fact that the traffic is currently unsafe and the addition of this building will worsen the situation. In conclusion, if this building would be more in keeping with the Factory District project and a smaller scale, along with a proposed traffic solution, I'd be on board. I hope your committee will take all of these thoughts into account and push JLA to make the necessary changes.

Please feel free to share this email with anyone else with a stake in this vote. And don't hesitate to reach out with any questions.

Thanks for your time,

Becky Koehler Pfaller