

Punt, Colin

From: Ethington, Ruth on behalf of Planning
Sent: Monday, June 8, 2020 3:51 PM
To: Punt, Colin
Subject: FW: Comments in opposition to Item 6 on Plan Comm Meeting Agenda of June 8, 2020

FYI

From: Paul Cuta <paul@cas4arch.com>
Sent: Monday, June 8, 2020 3:35 PM
To: Planning <planning@cityofmadison.com>
Subject: Comments in opposition to Item 6 on Plan Comm Meeting Agenda of June 8, 2020

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Dear Plan Commissioners,

I'm writing this letter in opposition to the proposed construction at the SE corner of Price Place and Vernon Boulevard. I had hoped to be able to comment in person but another commitment prevents me from directly participating via the virtual meeting this evening. I feel this proposal and specific solution to a parking problem to be poorly thought out and inconsistent with planned and anticipated future development of this dynamic and changing part of our City. The recently completed Comprehensive Plan identifies this area as a place for growth, density and essentially a node destination served by multi modal transit. This proposal does nothing to support this. There has been significant development in the recent past as well as pending projects at the near by Madison Yards and even 1/2 block away at the Hampton's project by John Flad, which is currently under construction. These projects have been held to a standard of increased mixed-use density with activated public space and experiences. Turning this significant corner into a parking structure with no consideration to activation of the street or with any anticipation of the continued active and habitable growth of this area is unfortunate, misguided and poor development or land use for both the immediate and future of this neighborhood and the City of Madison. This is not a short term solution. This is not something you build and tear down in 5 years when everything else around it is improving, . . . or at least is should not be. With the newly constructed BMO branch across the street to the west, it is only a matter of time until the entire block that is kitty corner from this site will also be revisioned into something more significant, and hopefully more diverse and active. Creating a dead, parking corner on the intersection of a wide boulevard and active pedestrian connection on Price Place would be a total waste and mar the experience and environment of this place for many years and possibly even generations. My office is located on Price Place and Regent Street. Right next to a Madison Metro stop. I see the people walking back and forth to the commercial, pedestrian street of Hilldale (Price Place extended) on a regular basis. I'm also one of those people. I love our location because I can walk to so much and there is tremendous potential here to become something even more dynamic, diverse and active. This type of activated experience will only continue to increase with additional housing, density and business emerging in the immediate area. This proposal does nothing to support or encourage any of this. I would strongly recommend this proposal be rejected and instead, encourage the Owner to come back with a proposal and development that is compliant with the goals of the Comprehensive Pan, NMX zoning and can contribute to the healthy, active growth of this neighborhood and City.

Thanks for your consideration and service to the City of Madison.

Sincerely,

Paul Cuta

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