

Introduction/Summary

Below is a summary of the concerns shared by a group of Colby and Lakeside neighbors regarding Avante's proposed development. Following this summary are neighbors letters to the UDC. The group has met with Alder Evers and with Traffic Engineering, and some of the neighbors have spoken with and addressed questions to Avante. We wish to make clear that we support development of a more modest building at 133 East Lakeside; however we do not feel that the proposed development suits its neighborhood context.

- 1) Traffic congestion and pedestrian crossing at Lakeside/Sayle intersection – Plans to modify this challenging intersection are needed to manage turns into and out of Sayle, pedestrians crossing to the bus stop, and the lack of sidewalk from Sayle east to the bus stop.
- 2) The scale and design of the building may fit with the John Nolen corridor further east, but its size and its materials are out of place viewed from the surrounding community.
- 3) Street parking on Colby and nearby already congested residential streets is insufficient to handle the addition of more cars.
- 4) Traffic flow from the development will siphon off onto nearby streets where congestion and speeding is a danger to residents, and the nearby preschool.
- 5) Screening – The screening between nearby neighbors' backyards and the building is inadequate given the proximity of the building with its three proposed decks and Avante's plan to remove at least four mature trees.
- 6) Additional development on Sayle – Given Avante's vision of building additional buildings of comparable height and density on Sayle, the nearby street circulation and homes will become even more burdened.

Avante does not intend to begin construction until fall of 2021 with a completion date of spring 2023. However Avante's plans will be up for a final vote by the UDC in June or July. If approved, it will then go to Plan Commission for multiple approvals (design, conditional use, rezoning) and the Common Council in July.

Charlene Sweeney, 114 East Lakeside

I am writing this letter as a 30-year homeowner on the first block of E. Lakeside St. (114 E. Lakeside). I also am educated in Art at UW Madison, (BS Art Education 1971) so have some knowledge of the elements of design. My neighborhood, the neighborhood immediately surrounding 133 East Lakeside, is filled with a very modest, one and two story, single family homes, most lived in by owners. We have been (and continue to be) a very tolerant neighborhood—supporting the many city-wide activities that bring thousands of visitors: these include Marathons, Race for the Cure, Shake the Lakes, Beer drinking festival, Bike the Drive, County fairs, Brat Fest. We tolerate park closings, road closings, loud music, etc. without complaint. We understand that sometimes the vitality of the community brings some inconvenience.

Avante says that their building will bring new vitality to Sayle St., but they have not considered the impact of the plan on the neighborhood's existing "vitality." The Avante plan would more than double the number of housing units on Lakeside St between John Nolan Dr. and S. Park St. (There are 91 homes now, the building, as proposed, will add an additional 105 new apartments with all the related congestion).

This large increase will bring traffic congestion problems, parking problems, school drop-off issues, etc. There are many small streets intersecting Lakeside and Olin which already significantly limit on-street parking in a neighborhood where people need to park on the street due to one-car driveways. The proposed building parking is insufficient for residents, their guests, and patrons of businesses and will greatly affect the existing street parking that we, neighbors, need for those providing needed services to residents.

In addition, the design of the building is out of character for the neighborhood. The size and mass is way too large, starkly modern, and it dwarfs (and looks into the yards and windows of) the older, one and two story, modest homes immediately adjacent. The fifth story will block the light for nearby homes, and block views of one of the most historic and beautiful park entrances to our city from our neighborhood.

I would like to see a building that is no taller than three stories, has low-traffic businesses, and landscaping that enhances the "green" beauty of the park area. A three-story brick façade (like Avante's Sequoia Commons) would be a better fit by respecting the neighborhood's already established homes.

Madison has seen a huge building boom of new mixed-use high rises in all areas of the city. They are not all positive.

They house some working people in the short run, make developers money, but are not affordable for many people, and may not be what many housing seekers are seeking. They create a “sameness,” and urban ugliness that one of the most beautiful entrances to the City of Madison does not need. The natural beauty of the area leading towards the lake and downtown Madison should be respected and enhanced.

I care very much about quality and affordable housing for people. This building is neither. I care about the many people who visit and can enjoy our area by parking, hiking, biking, and driving through our streets. I care very much about safety and quality of life for myself and my neighbors—those of us who already call this area “home,” and I strenuously object to the proposed plan for the 133 E. Lakeside St.

Duncan Szarmes, 116 East Lakeside

I am the homeowner and a resident of 116 E Lakeside St, across the street from the current VFW property. I have a number of concerns with the proposed development project at 133 E Lakeside St to build a 5-story mixed-use building with 104 apartments and approximately 3100 sq ft of commercial space.

- Traffic
 - I am concerned about the increased traffic this project would add to the neighborhood. A building with 104 units will essentially double the number of residents on the entirety of Lakeside St, a street that already has traffic issues with parking and speeding. Street parking on our end of the street is extremely limited due to the number of small feeder streets nearby and the extent of the yellow-marked curb; it will likely become congested and competitive. There are also concerns with the increased traffic driving by Franklin Elementary School and Woodland Montessori School.
 - This end of Lakeside St is very car-dependent, and unless significant improvements are made to E Lakeside St’s public transit options, I imagine most new residents will have one or two vehicles.
 - This end of Lakeside St is used to access John Nolen and Park St and sees a lot of through traffic already.
 - Avante has been unclear as to whether parking will be included with rent or would be an extra charge. If it’s not included with rent, I imagine a lot of residents will opt-out and park on the street. Having one space per unit does no good if half of the residents decide not to pay extra for it.
- Building size
 - A building of the proposed size does not fit with the surrounding buildings and dwarfs the current 1-to-2-story homes nearby. The currently proposed aesthetic of the building also does not fit in with the neighborhood or the surrounding environment which showcases our city’s beautiful lakes and parks.
- The faulty claim that this development will help with affordable housing in Madison
 - Similar 1-bedroom units in the area are renting from anywhere between \$1500- 2000 per month. 1-bedroom units at the new Peloton building at the other end of Lakeside St are currently listed for \$1629 per month, not including parking. I imagine this new building would be very similar in rent. According to Avante, a “small amount of units will be rented at a 10% discount for a short period of time”. How \$1400+ per month for a 1-bedroom apartment is considered “affordable housing” is beyond me - this price point is not even close to what most would

consider “affordable”. The discount will also drop off in an undisclosed period of time, so in the long run this doesn’t help with affordable housing.

- Proposed use of the 120 E Lakeside St parking lot for commercial use
 - I am concerned with the proposed plan for overflow parking from the commercial space to be using the 120 E Lakeside St Parking lot. This parking lot is 5 feet from two of my home’s bedroom windows. If this is going to be overflow parking from a restaurant/bar, I would be negatively affected by the noise and foot-traffic this would bring during late-night hours.

From my perspective, solutions to address many of these concerns would include:

- Building a significantly smaller mixed-use building than the current proposal
- Including housing options that are more long-term and family-focused, such as 2-3 bedroom townhomes
- The building that is fewer stories, ideally three
- Adequate on-site parking for both residential and commercial use
- A design that does not look so out-of-place with the neighborhood and has a focus on the environmental aspects of the location - being so close to beautiful lakes and parks.

I strongly oppose the proposed development at 133 E Lakeside St. The concerns outlined in this letter are only a small subset of the concerns that residents in the neighborhood have raised, and I hope that this project proposal is highly revised.

Jody Clowes, 1017 Colby Street

Thank you. I’ve lived at 1017 Colby St, directly behind the southwest corner of this site, since 1994. I also feel a 5-story building is out of scale with our neighborhood. As a gardener who spends a lot of time outdoors, I am concerned that it will shade the morning light significantly.

Another concern is privacy, particularly because the proposed roof deck appears to allow people to look down into our backyards on Colby. This effect is exacerbated by a four- or five-foot grade drop between this site and the east end of our lots.

Regardless of the building’s height, I feel a substantial fence or screen will be important. I’m always surprised by the number of people leaving the VFW or cutting through the parking lot who stop to hang out on the cement platform behind the ATT substation at the far southwest, leaning on the railing and looking down into our yard – sometimes calling out to ask me about our chickens, our garden, and (when they were small) even our kids. Between bar patrons and late night wanderers, I’ve seen at least 6 people urinating off the substation platform into my backyard over the years.

These interactions with strangers are not the same as casual conversations between established neighbors, and usually unwelcome – especially at night. I want to be assured that a new development, especially if it includes a bar, will be designed to discourage uninvited visitors to our backyards.

Finally, I would strongly urge that any development on this site commit to preserving the beautiful mature trees on the strip of land below the power lines. They’re one of the reasons we’ve enjoyed living here so much.

Michelle Miller and Bob Stone, XXX Colby Street

We are writing regarding the proposed development at the VFW property on Sayle and Lakeside streets. We are decades long homeowners immediately adjacent to the proposed space. We would be directly affected by the proposed development. While we do not agree with the proposal as presented, we are not opposed to developments to create multiple use facilities that benefit our city as whole, and our neighborhood in specific. We want to take a moment to lay out specific concerns and suggest an alternative.

The Bay Creek neighborhood is unique, and a hidden gem among Madison’s neighborhoods. There is a Montessori School a block and a half away from the proposed site serving families with small children. This real-

world learning school educates children from approximately 18 months to 5 or 6 years old. Two and a half blocks in another direction is a K-2 school on Lakeside St; Franklin School has been in its neighborhood location since 1895.

The proposal as presented is comprised of studio and one-bedroom units in the \$1200-1500 range. This is designed to attract young, single, upwardly mobile individuals. Bay Creek is an attractive location for young families. It is a family neighborhood, where parents walk or bike their kids to school, and where families utilize the green space community offerings, or City facilities like the Goodman Pool and Recreational complex, or the ice rink. There is easy access to transportation options whether these are by foot, bike, bus, or car. One of the reasons that property values have risen in Bay Creek, and realtors are anxious for any properties that become available, is because of the smaller, family-friendly aspect of this cradled neighborhood.

To request zoning changes to create something that does fit with the long-term structure of the neighborhood is objectionable. As proposed, it appears that the benefits of the development accrue to one or a few private individuals, with the City receiving some ancillary benefits, such as tax revenue. The costs and the burdens are placed on the neighborhood residents, and if there are benefits to the neighborhood residents, we don't see them. Residents, and the families that use the schools, would be affected.

We personally, and our neighbors as well, would be the most heavily impacted by the proposed development. In photo 1, our house is two houses below the house with the green roof. Immediately behind the site are 3 non-owner occupied, multiple dwelling-space rental properties, a single owner occupied house, and ours. On the other side of our house are some retired homeowners, at least one of which is not even aware of the development. While the non-resident owners of the rental properties may have no personal impacts from the development, the renters and homeowners do.

The five-story building would require rezoning. While the developer would pay off their costs of development and start generating significant profit quickly if able to fill the units proposed, current residents are negatively impacted. We expect our property values to fall significantly as this would lead to similar development along all of Sayles Street. Our ability to sell our home and pass on our improvements to a new generation of ownership would be much lower. A high density, gigantic building with 106 residents would infringe on our privacy, since they would literally look into our rooms and currently semi-secluded backyard. We chose to purchase our house long ago because of the privacy afforded in the neighborhood. The proposal also has a rooftop park/recreational area planned. While I have no issues with younger folks having fun and partying, it does not fit into the family orientation of this neighborhood. Lots of noise and light pollution is inevitable. Refuse collection and people impact would increase, at different hours of the day. Again, there are already current areas of the city where this type of development would be a better fit both for the proposed resident demographic, and the communities they are situated in.

This brings us to the other area of concern. At a meeting with the developer, when requested to point out benefits for the neighborhood from the development, we heard about Madison's need to accommodate projected growth. Things were stated like "nobody wants to have development near them, but the city needs it. The edges of neighborhoods are best for development. John Nolen Dr is being looked at as a feeder development corridor."

Since no neighborhood or resident benefits were given, let's look at the city benefits from our neighborhood in the perspective of the city as a whole. One of us is a 30-year Madison resident, the other a life-time resident, and we are active community members with a deep love and caring for this place, and a shared sense of responsibility. The Bay Creek area, and especially the area immediately adjacent to the proposed development, bear an inordinate share of responsibility and sacrifice for our Madison community. We will list a few, but all could be elaborated on significantly. We also invite you to contact us for a walk around the neighborhood to view these matters first-hand.

The neighborhood bears a substantial load for the activities on Willow Island and Olin Park. Sound systems often

heavily impact the neighborhood from early until late, as do fireworks in the evening at multiple events. These events create considerable strain on traffic and street parking. Most charity walks, and various races go through the neighborhood, and some seriously affect movement for neighborhood residents as streets are closed. We have had a long-term neighborly relationship with the VFW. While many different groups rent the hall, those folks are mostly no problem for the neighborhood. The owners never let anything get too out of hand. Sometimes there is some drama outside that the residents witness, and it is sometimes fueled by alcohol, but there has never been violence or danger to our knowledge. We have had more issue with large alcohol-centric events on Willow Island or Olin Park. On multiple occasions, highly intoxicated people lean on posts or parked cars and publicly urinate at or around our house.

The neighborhood has multiple active rail lines and Olin Ave serves as a connection for emergency vehicles serving the hospitals.

The city facilities on Sayle Street are generally good neighbors. That entire area was built on land fill long after houses were constructed on Colby Street, starting with the first home in 1900, when the neighborhood was platted. The City built a drainage system to divert water to a drain on Van Duesen between Sayle and Colby streets. The city has not maintained the drainage system, which results in seasonal flooding and mosquito breeding in the back yards for most of the houses on the East side of Colby St. This was further complicated when ATT constructed a switching station that blocked the drainage ditch. We have personally hand-dug the drainage system to alleviate the issues. There have been issues regarding city facilities' snow and plant removal efforts, as well as light pollution.

Our neighborhood also bore the burden of the City's efforts to compost brush. Depending on which way the wind blows, the facility reduces air quality in the neighborhood dramatically. This increased when the City removed trees along the creek, that altered wind flow and also masked the unsightly facility at the end of Colby Street.

Lisie Kitchel, 225 Potter Street

1. Massing and height of the building is too much for surrounding buildings and the neighborhood, a 3 story building has been recommended in the past for this site and would be more appropriate.
2. This section of John Nolen from Olin Drive to the causeway is NOT a developed corridor, it is primarily 2-3 story buildings and adjacent residential neighborhood on the west side and continuous park land on the east side.
3. The VFW site is setback from John Nolen drive, on the other side of the RR tracks and RR ROW and Sayle St from John Nolen, it is CONTINGUOUS with the BC neighborhood.
4. Concern about traffic safety and flow at intersection of Sayle and Lakeside and John Nolen Dr.
5. Not opposed to development, just opposed to massing of this proposed development.

Carrie Rothburd, 830 West Lakeside

As a Lakeside Street neighbor, the problem of speeding on Lakeside and Olin is an long-term and ongoing concern to me. It is also of concern to many of my neighbors who, like me, keep their windows shut and shuttered to protect themselves from the intrusion of its increased noise. But it's not just our quality of life that suffers. We also frequently find ourselves at risk from speeding cars, whether we are walking, driving, or pulling out of our driveways.

The 2002 study of traffic issues on Lakeside, the last completed, ranked it #1 out of 60 Madison Streets in need of traffic calming. That study revealed the following facts:

- 1) 90% of cars travel over the posted speed limit on Lakeside
- 2) 3,500 cars is the street's average weekday traffic load
- 3) 3 crashes per block per year occurred on Lakeside from 1998-2001.

Each new large development, such as the one Avante proposes, only adds an imperceptible new traffic burden to the neighborhood, but all the little bits add up. In the 18 years since that damning study, traffic along Lakeside has

increased. It has increased noticeably in the seven years I've lived here. To add to that number of cars without first looking for a solution to Lakeside's traffic ills and/or considering whether it is appropriate to add yet another large building to the neighborhood that will depend on Lakeside, is irresponsible to the community that lives here.

And we are not just talking about 108 new units. Avante has made clear that its vision for vitalizing Sayle Street entails acquiring the rest of the parcels along Sayles' two blocks and adding another 250 apartments for a total of 350 new units. This traffic will not only add to Lakeside's burden, but will also siphon off along Colby (home to a preschool where children load and unload daily), Van Deusen, Rowell, Lake, Lawrence, and Homer, narrow streets ill-suited to the traffic (and parking) they will be asked to support.

Cindy McCallum, 705 South Shore Drive

I registered as neither opposed or in favor of this development. I am in favor of updating this property. I am opposed to the height of this building. The height does not contribute to the design district one intent of making John Nolen visually attractive. The height will stick out starkly among the mature trees in the railroad corridor.

The massive size of this development does not blend well with adjacent properties and Lakeside and Colby streets. The property abuts a small business and for residential properties it is 170 feet from John Nolen. I feel it is important to emphasize the proximity to Lakeside and Colby Streets over its proximity to the John Nolen corridor. The developer has stated they should be allowed to build to five stories because they are providing amenities such as a business and improve connection to the bus stop on John Nolan. It's debatable whether a business will be an upgrade or an amenity. The VFW is known well in the neighborhood and I've enjoyed going there many times.

The developer stated the residents of this building will use the bus stop on John Nolen so the bus stop will be upgraded. The bus stop on John Nolen was installed with a handicap ramp and concrete pad after 2010. This city didn't extend the sidewalk along the southside of Lakeside in 2010. How is the developer going to provide this as an amenity?

I echo the sentiments of the nearby residents; why is the deck going to overlook their homes and invade their privacy when the view is on the opposite side of the building? It's ironic with the need for all the homes in Madison that the last presentation was a single-story business with no apartments.

Dave Davis, 210 Koster

While I support the concept of redevelopment of the VFW site, I'm opposed to the current. I would like to speak to the issue of building massing as it relates to the single-family residential parcels on the west side of the VFW block.

To do that, I'll refer to two previous development projects that are at least tangentially related to the applicant.

The first project is Phase 2 of the Sequoia Commons at 555 S. Midvale Blvd. and specifically the apartments that were built on the west side of Caromar Drive. Those apartments were originally proposed as 4-stories with third and fourth floor step backs but were built with three stories and no stepback. Planning staff comments justifying this lower height from 2008 said, in part:

The second building was approved in 2006 with four residential stories along the east side of the central courtyard that stepped down to two stories adjacent to Caromar Drive **in an effort to reduce the building mass and provide a better transition into the predominantly one-story single-family residential neighborhood to the east.** The amended planned unit development, however, calls for the mass of the building to be shifted to create a full third story along the eastern wall of the Phase II building, eliminating the fourth floor and the stepback above the second floor adjacent to Caromar Drive.

-- FURTHER --

Staff feels it can support the increased mass of the building adjacent to Caromar Drive, **although it continues to**

acknowledge the significant difference in scale between the Sequoya Commons development and the low-rise single-family residences to the east, which has existed since the project was first conceived...

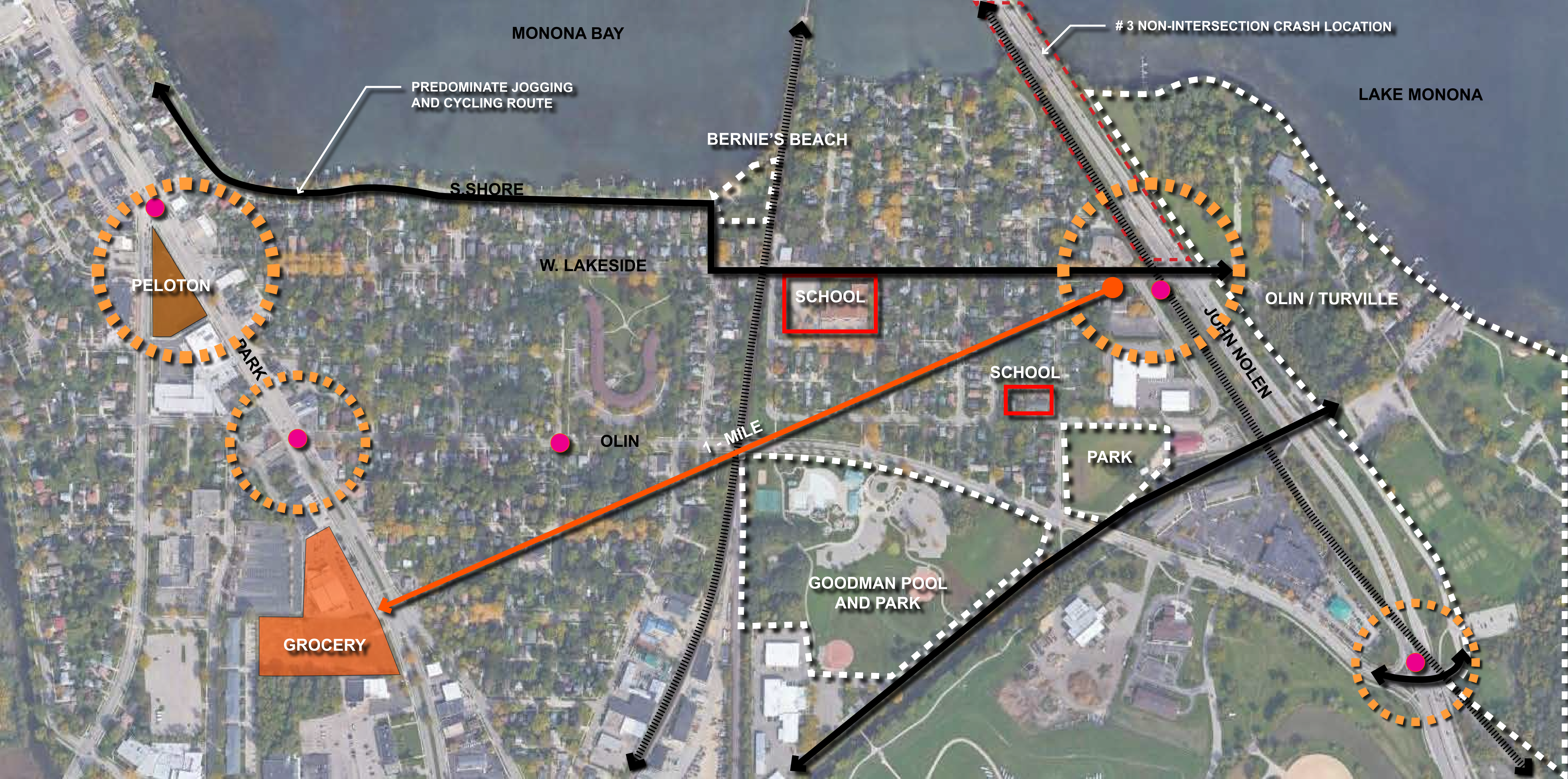
Please note that those staff comments relate to a 3-story building, not a 5-story story building, similar to what is being proposed for the VFW site. Also note that the distance from the apartments on the west side of Caromar Drive to the single-family houses on the east side of Caromar is about the same as the distance that the single-family homes on Colby Street would be from the proposed building on the VFW site.

The second proposed project, not completed, is a 2010 application to add a fourth story to the building located at 210 E. Lakeside Street, which is across the street from the VFW site. Staff's support for the proposed addition was based in part on the 2005 South Madison Neighborhood Plan, which is still in effect for this area.

No specific recommendations are included for the subject site in the 2005 South Madison Neighborhood Plan, **though the same plan includes land use and redevelopment recommendations calling for the properties south of the site across E. Lakeside Street along the John Nolen Drive frontage—including the VFW post—to be redeveloped with well designed office and/or mixed-use buildings not to exceed four stories in height** and similar in character to the subject building. **Given that the South Madison Neighborhood Plan recommends the properties south of the subject site to be developed with four-story office or mixed-use buildings, Planning staff believes it would be similarly appropriate for the subject building to also be allowed to stand four stories in height.**

I believe that the proposed building is out of scale for the site and will tower over the adjoining single-family houses. I feel that a three- or four-story building, with appropriate stepbacks, would be better suited for this site.





- NOTES:**
- 1. No speed control on Lakeside (no stop signs the entire length)
 - 2. Several official City reports dating back to 2005 suggested traffic control measures to reduce vehicular speed on Lakeside.
 - 3. 1/4 mile walk (5 minutes) is as far as most people are willing to walk before driving (Congress for the New Urbanism)
 - 4. John Nolen, within the Bay Creek Neighborhood, is ranked as the 3rd highest non-intersection crashes (City of Madison's 2018 Crash Facts)

- 5. 2025 proposed reconstruction of JN from Olin to north of causeway
- 6. Limited bicycle safety facilities or directional signage or road markings within the neighborhood

LEGEND - EXISTING CONDITIONS


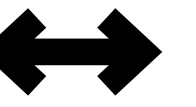


-  NEIGHBORHOOD GATEWAY
-  PRIMARY PEDESTRIAN/CYCLE CONNECTION
-  RAILROAD
-  TRAFFIC CONTROL SIGNAL



IMAGE 1



IMAGE 2



IMAGE 3

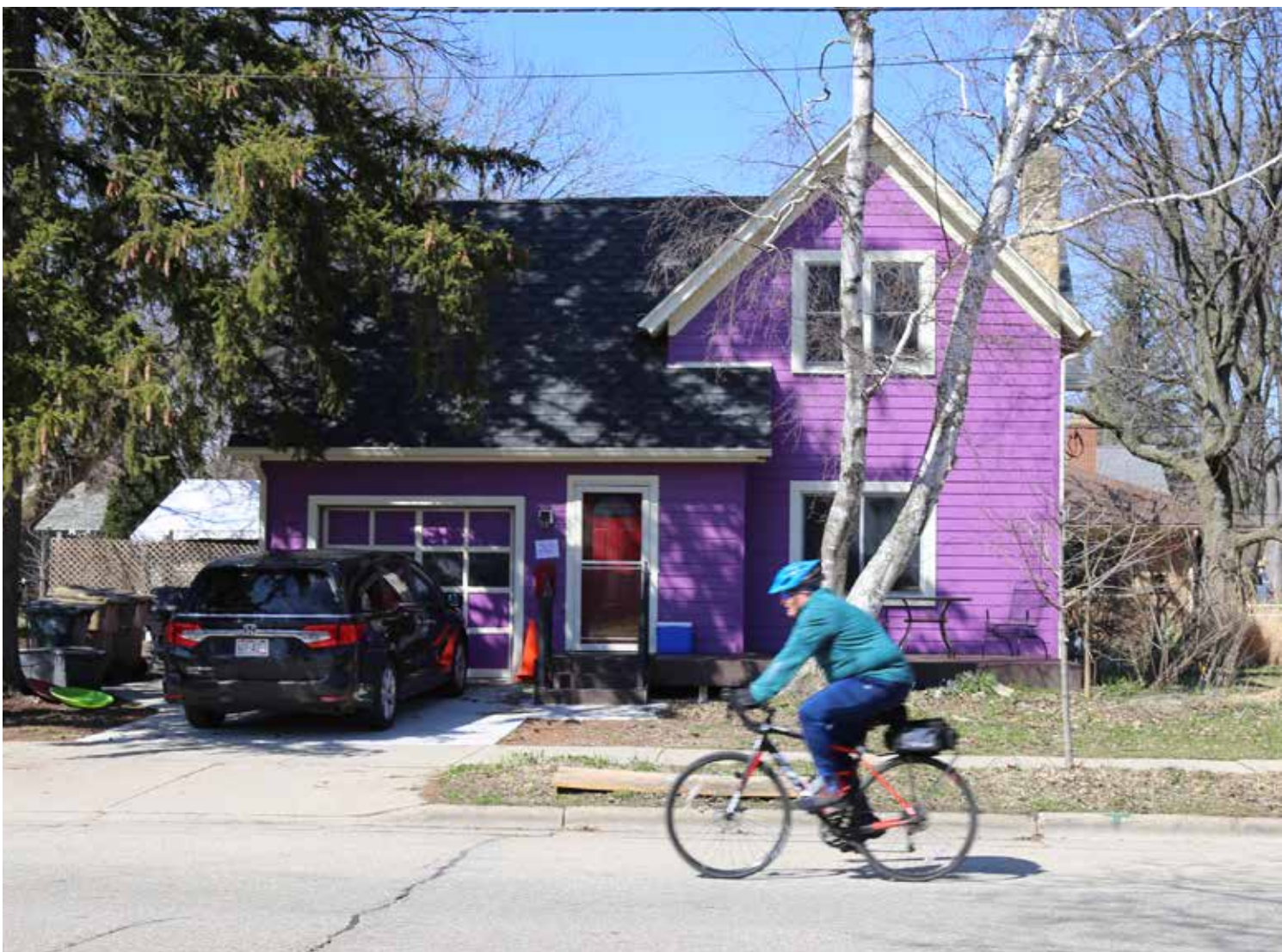


IMAGE 4



IMAGE 5



IMAGE 6

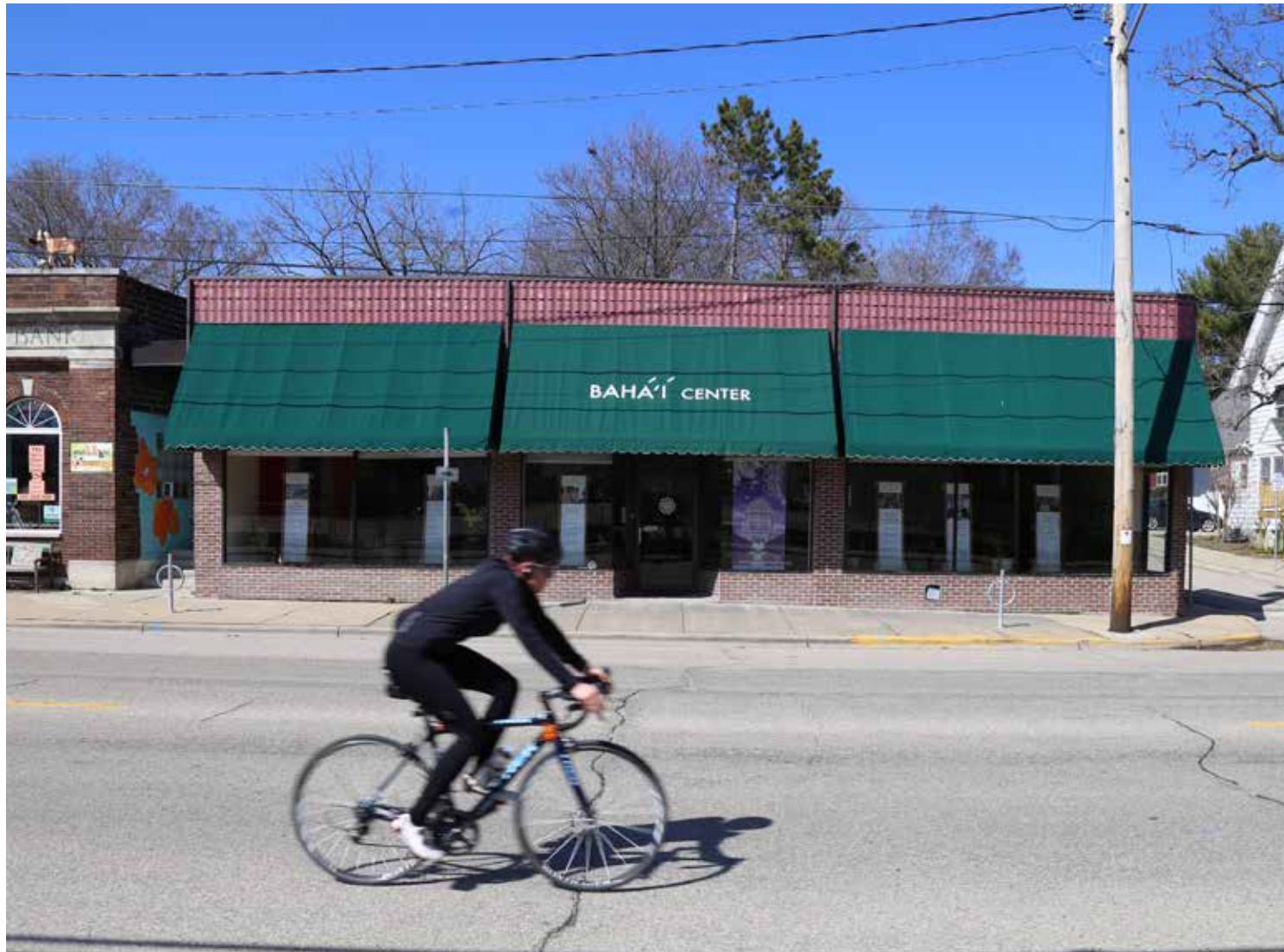


IMAGE 7



IMAGE 8



IMAGE 9



IMAGE 10



IMAGE 11

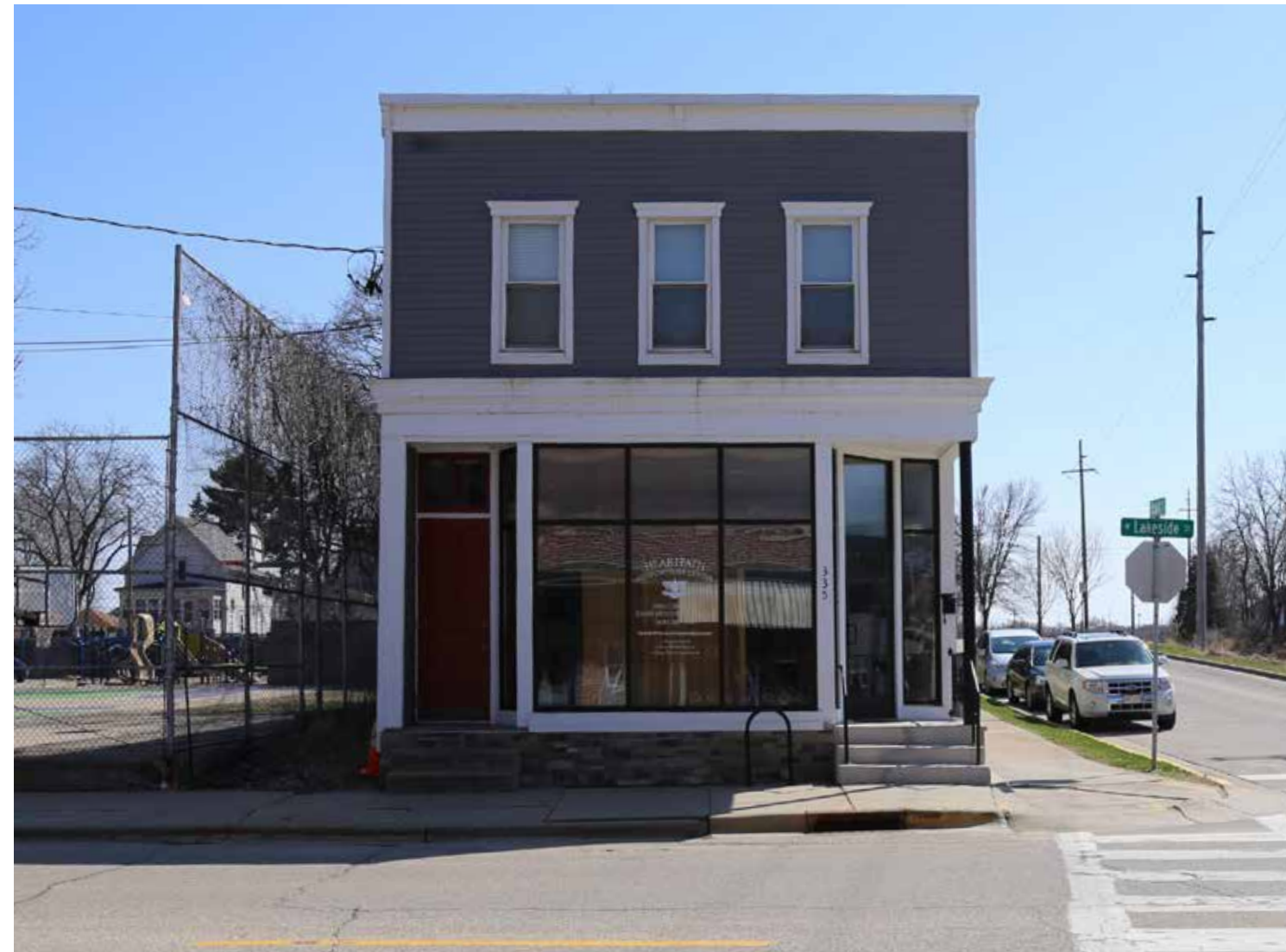


IMAGE 12



IMAGE 1

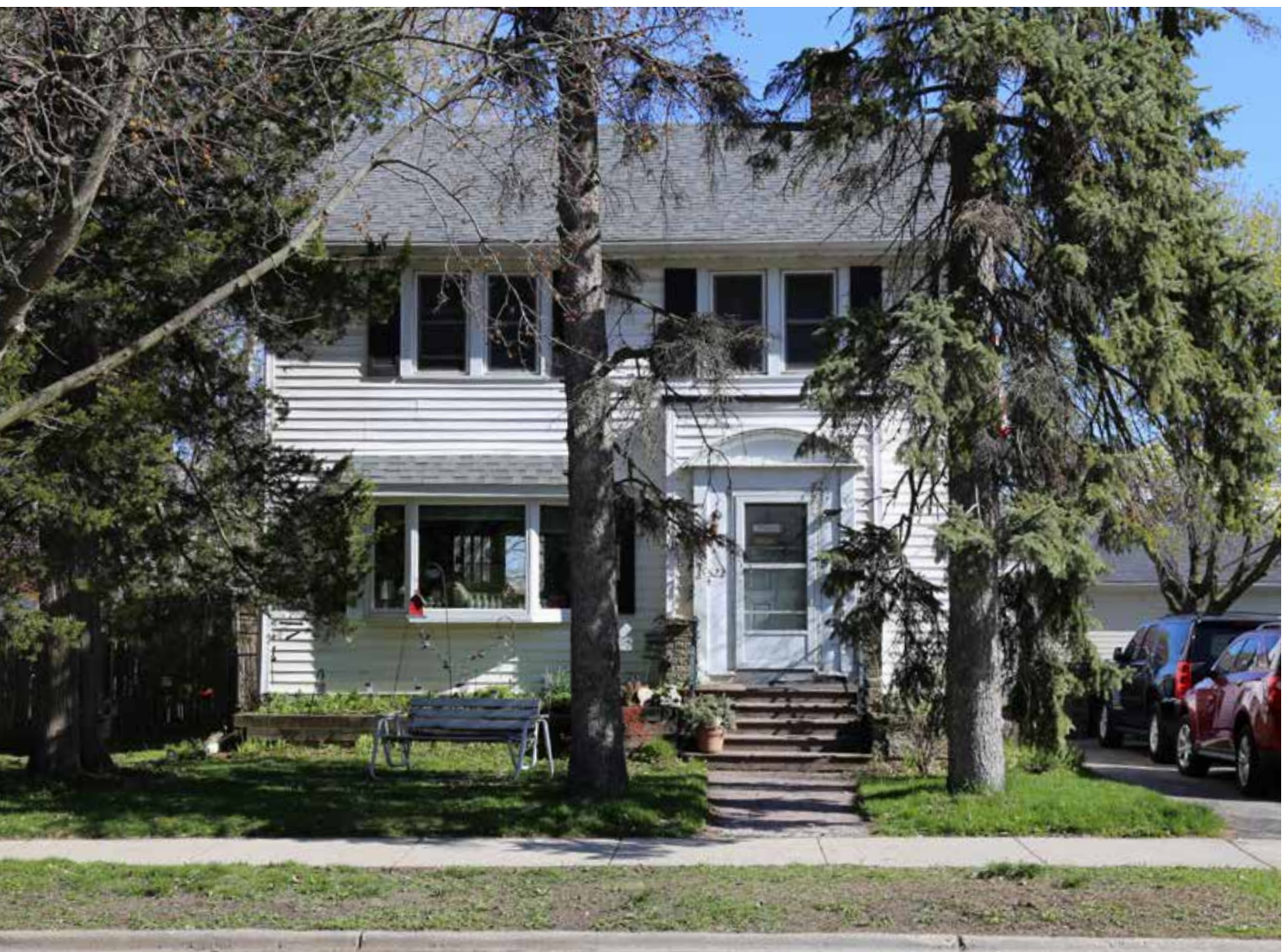


IMAGE 2



IMAGE 3

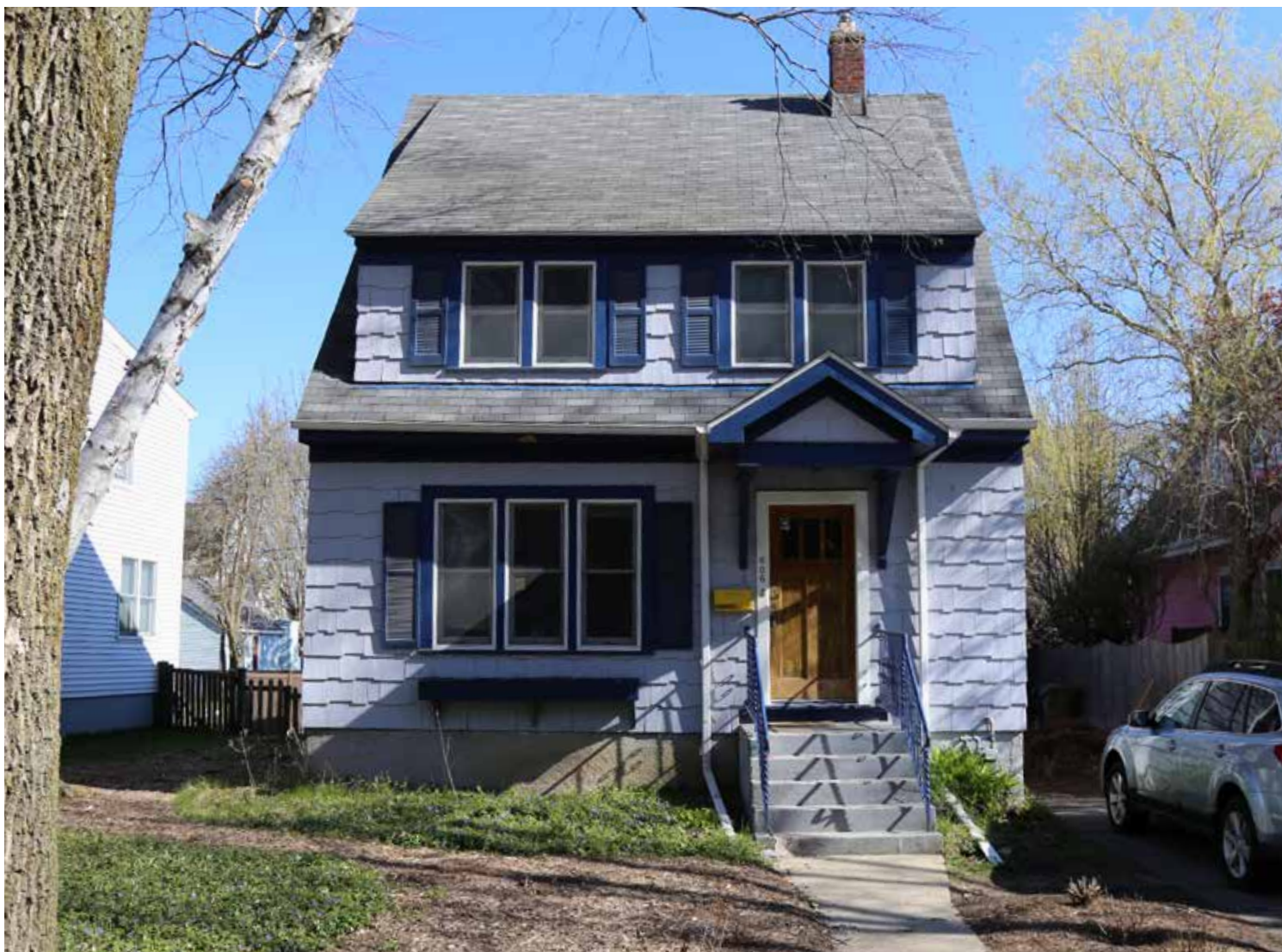


IMAGE 4



IMAGE 5



IMAGE 6



IMAGE 7



IMAGE 8



IMAGE 9



IMAGE 10



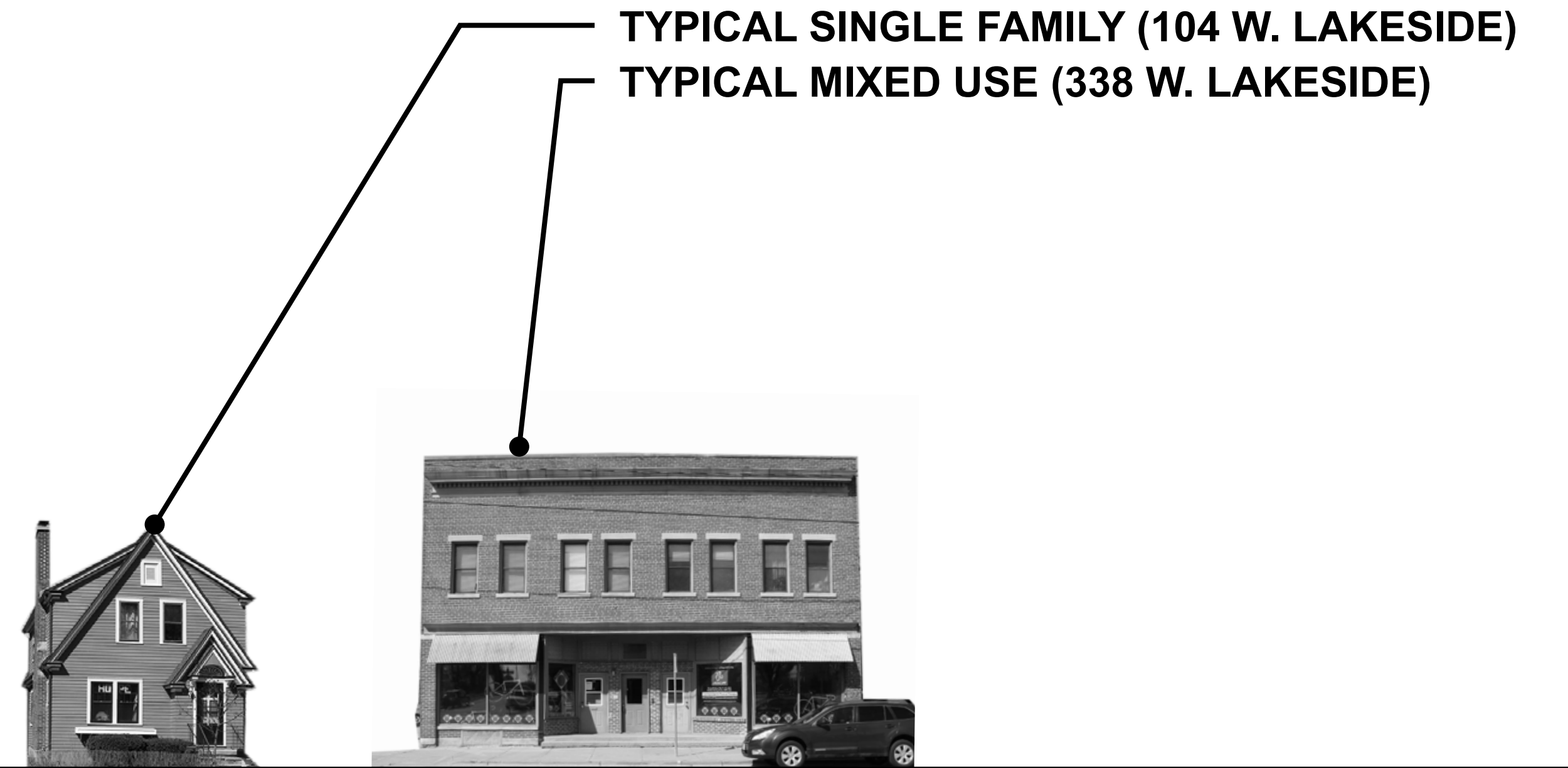
IMAGE 11



IMAGE 12



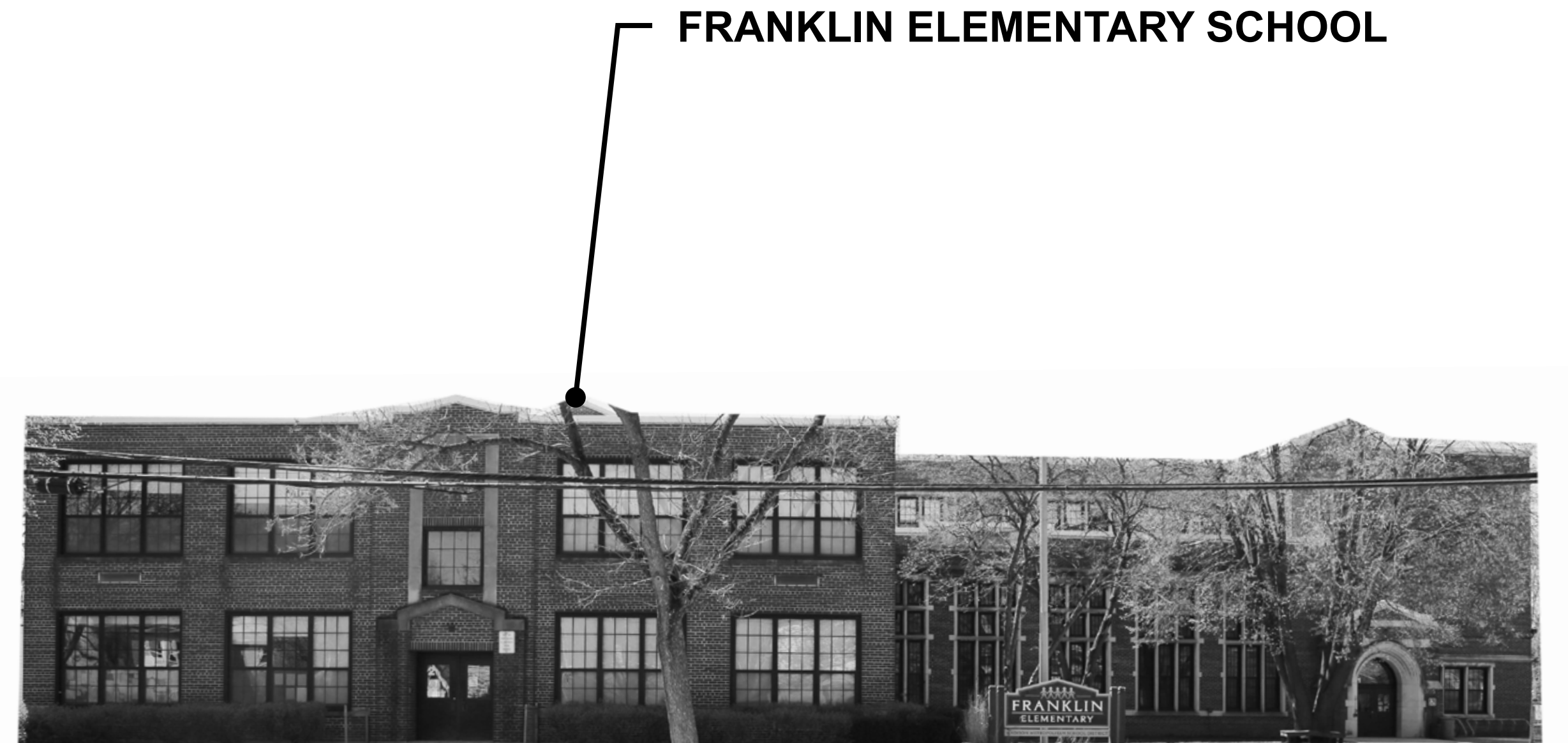
PROPOSED DEVELOPMENT



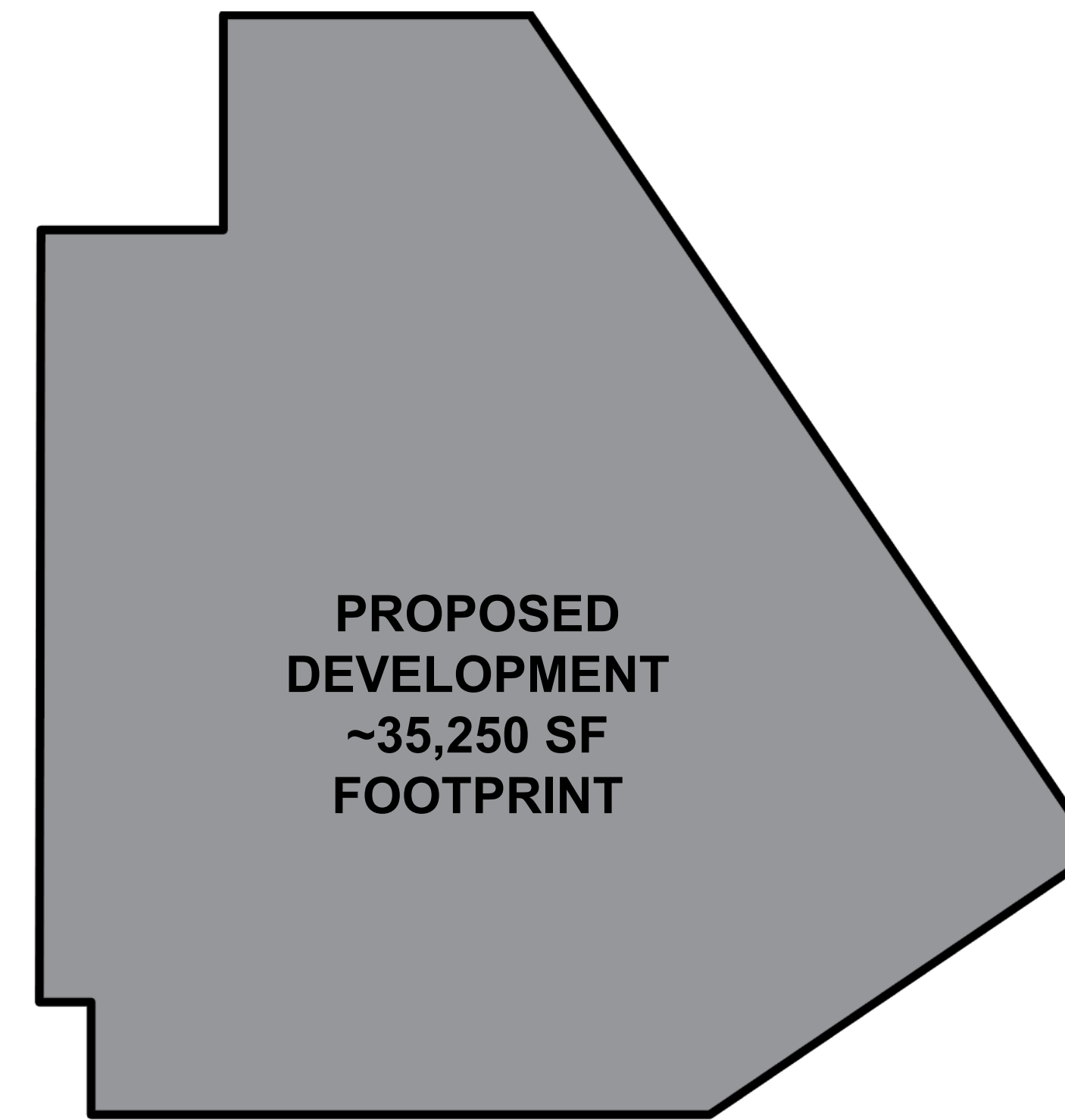
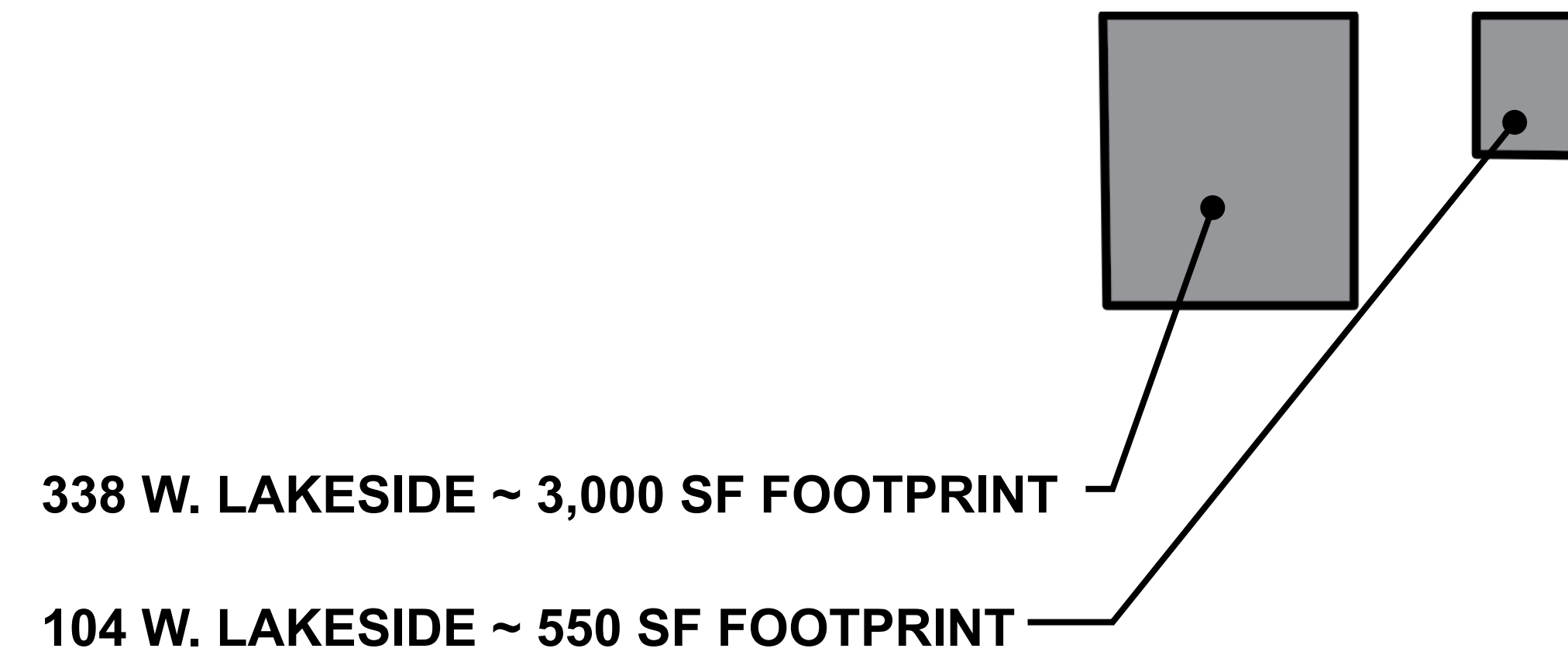
EXISTING ARCHITECTURE



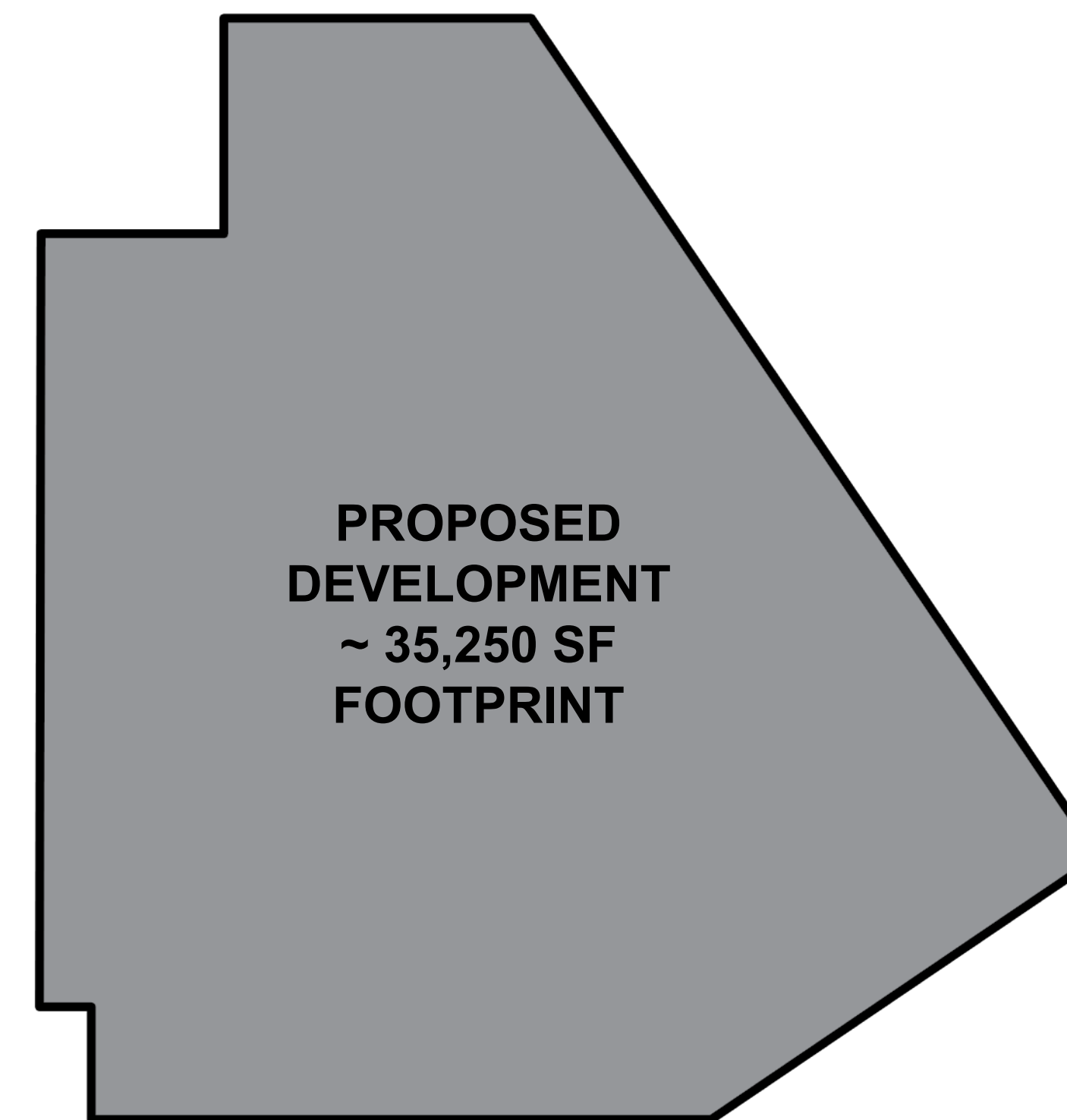
PROPOSED DEVELOPMENT



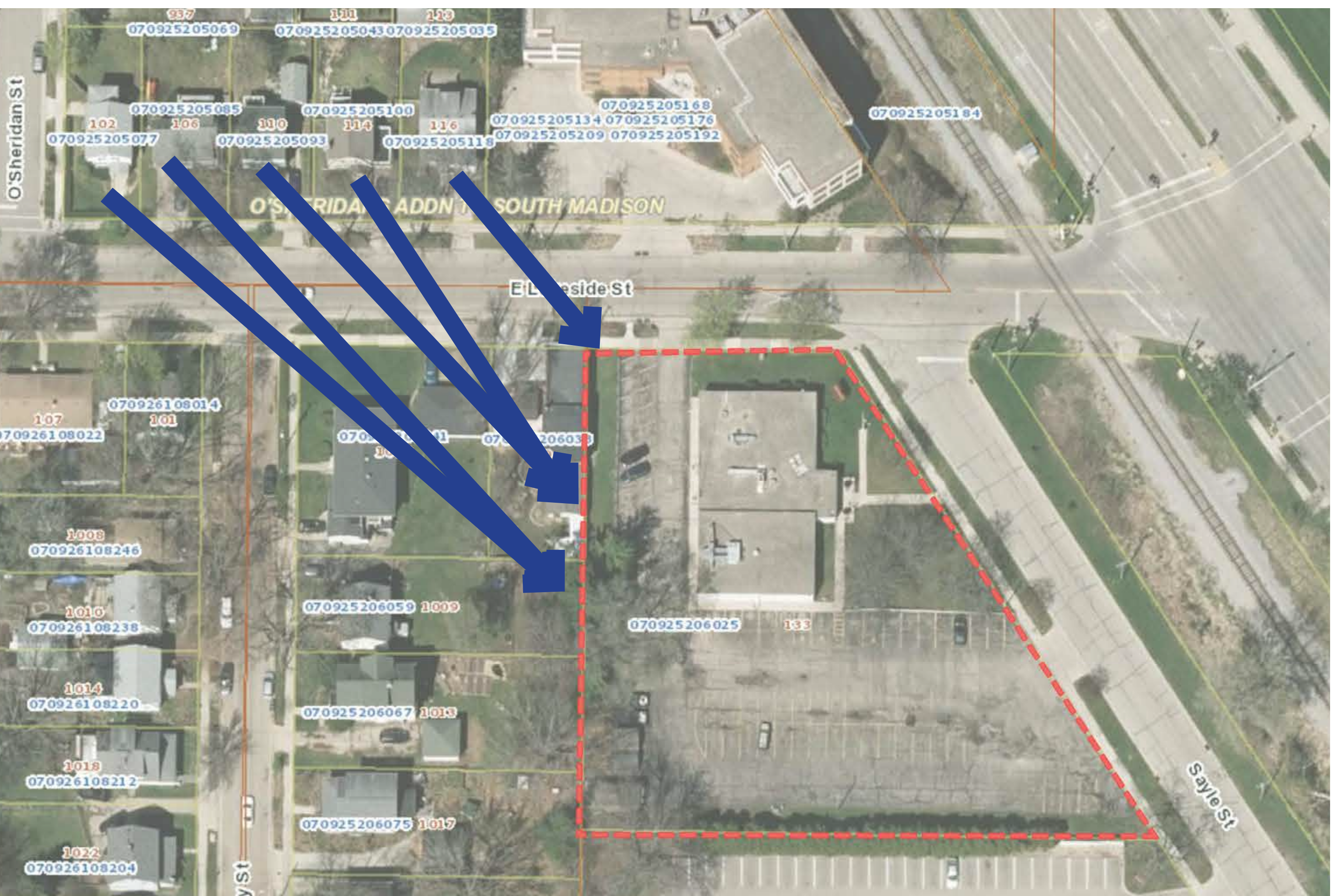
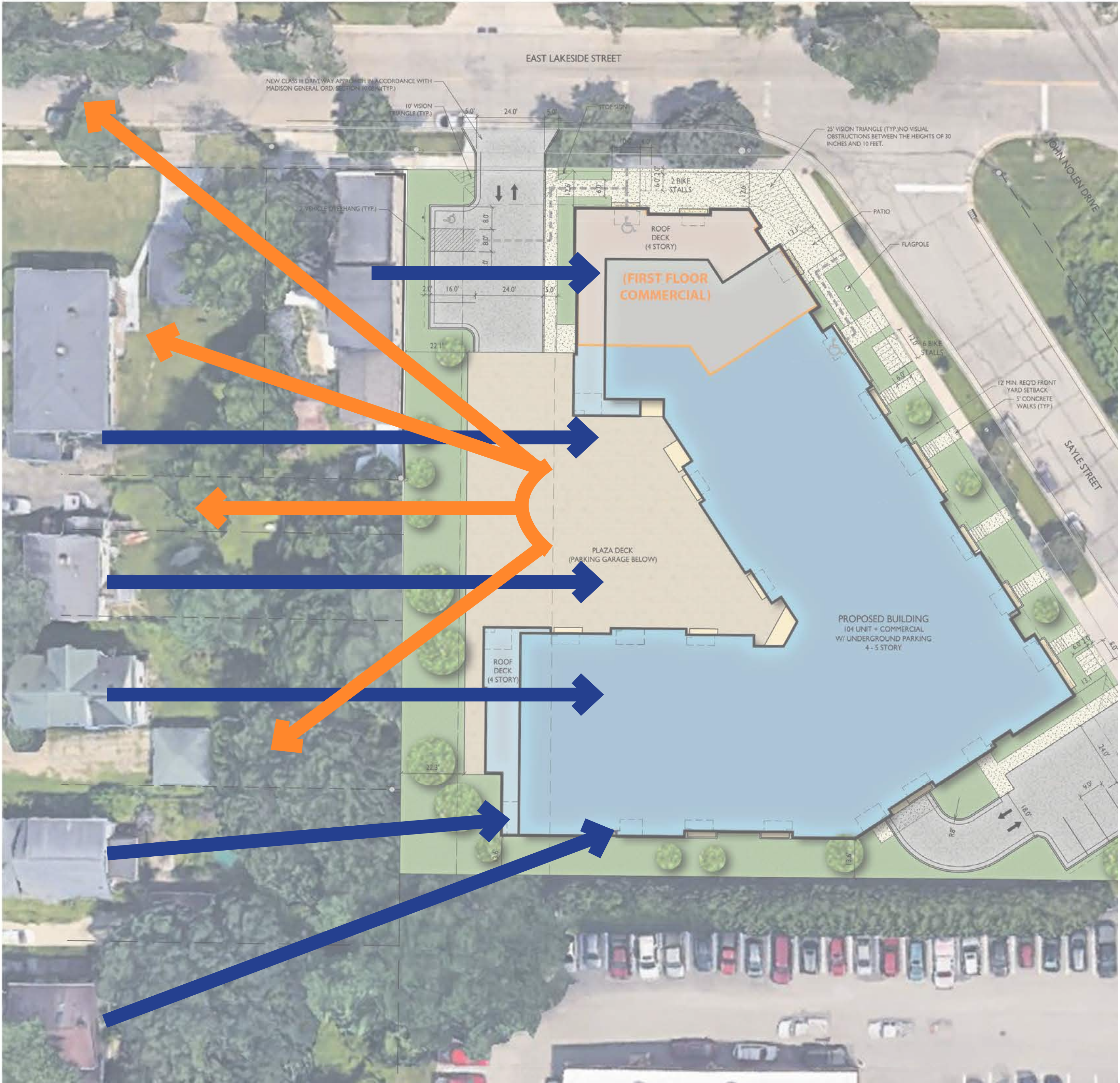
EXISTING ARCHITECTURE





PROPOSED FOOTPRINT IS
APPROXIMATELY 60 TIMES
LARGER THAN THE AVERAGE
SINGLE FAMILY HOME IN THE
NEIGHBORHOOD



LARGER THAN THE EXISTING
ELEMENTARY SCHOOL



LEGEND - REQUESTED VIEWSHED STUDIES

-  3D VIEW FROM ADJACENT PROPERTY
-  3D VIEW FROM ROOF DECK

NOTES:

- VIEWS SHALL BE RENDERED IN WINTER AND SUMMER
- SECTIONS SHALL BE PROVIDED AT ALL VIEWS FROM ADJACENT PROPERTY ON COLBY STREET AND INCLUDE DIFFERENCE IN ELEVATION BETWEEN PROPOSED DEVELOPMENT AND EXISTING HOMES AND LOT LINES.





MAIN AND BEDFORD



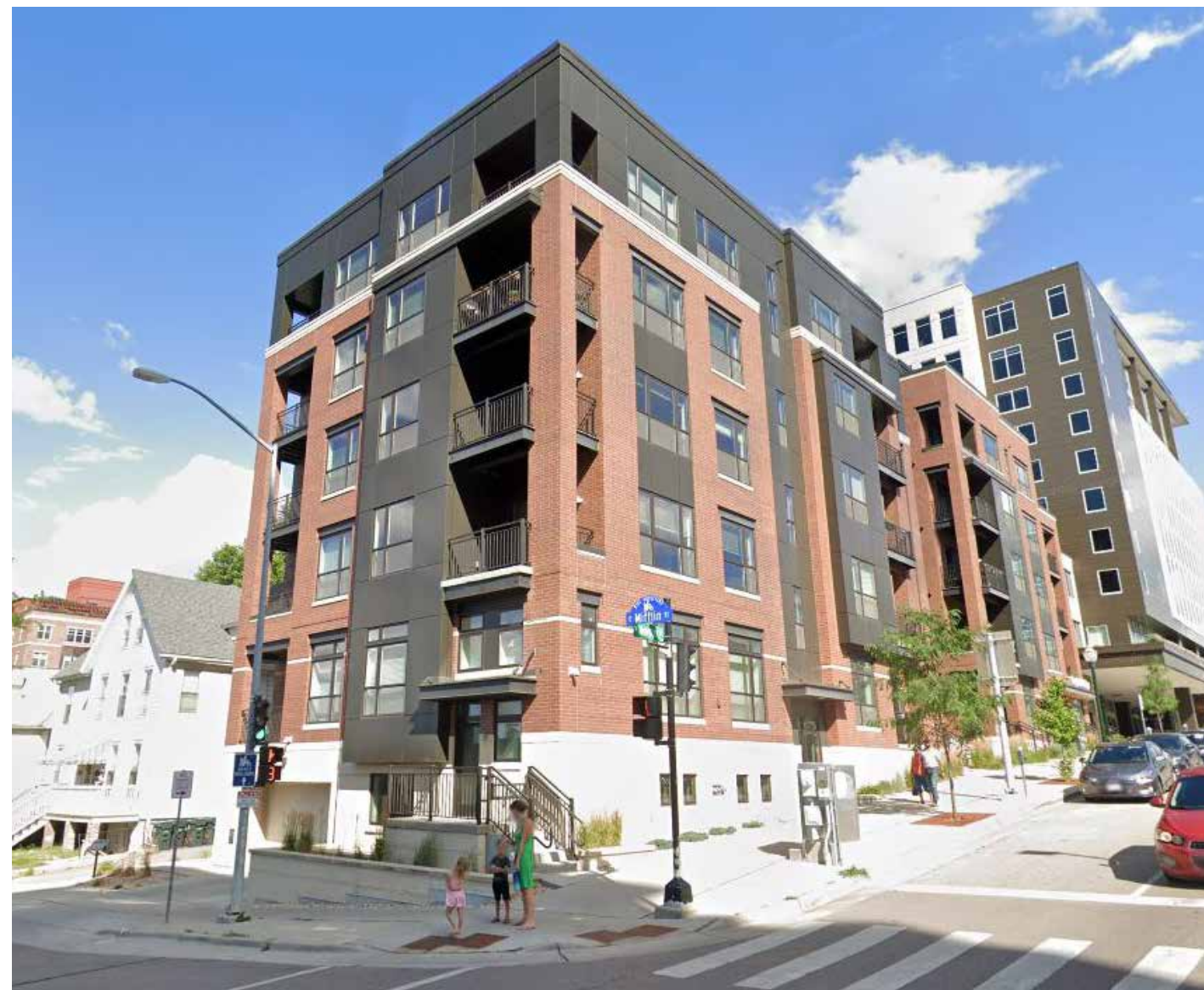
ATWOOD



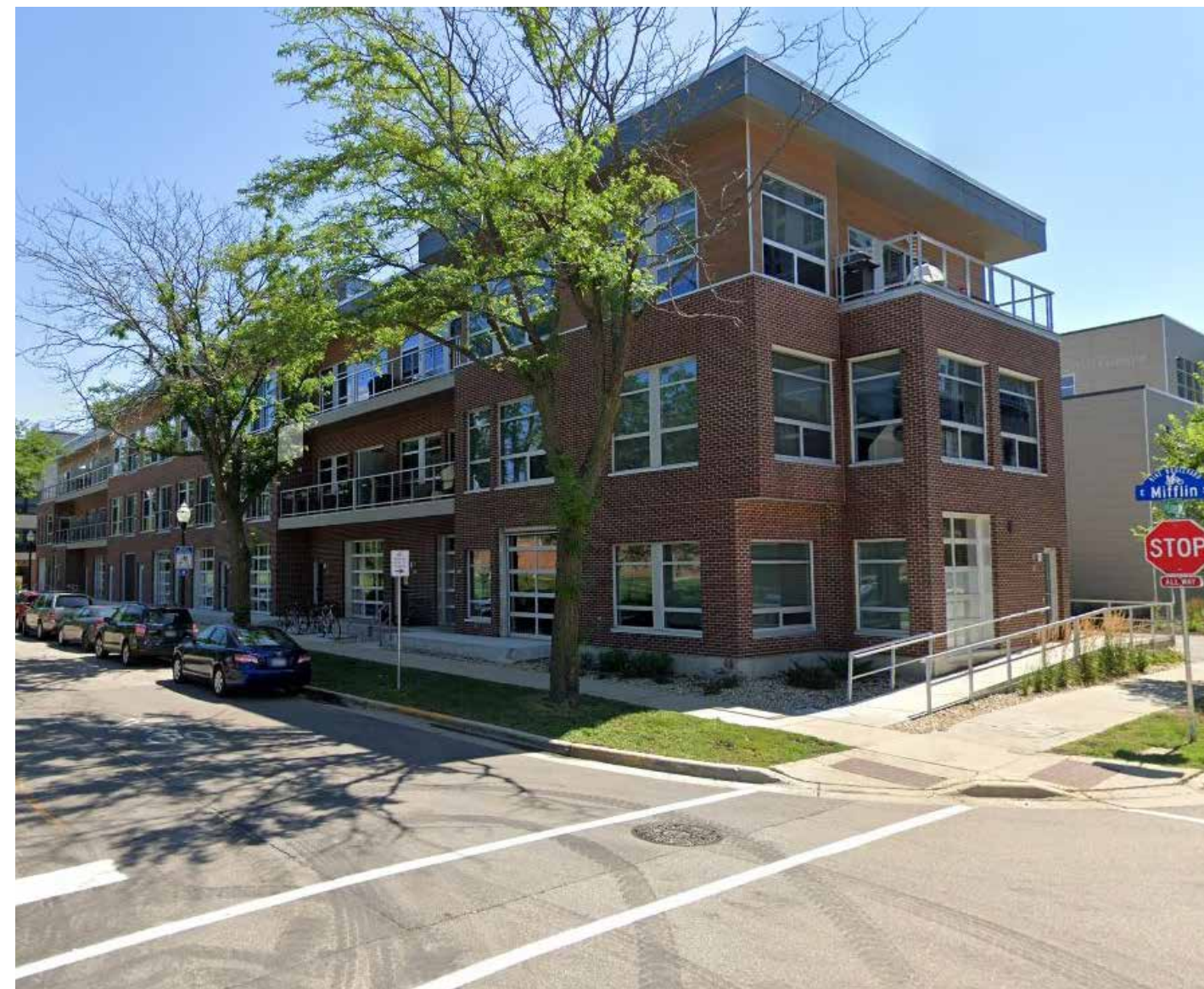
PROPOSED BAY VIEW BUILDING (NEIGHBORHOOD)



E. WASHINGTON AND FEW



E. MIFFLIN AND WEBSTER



MIFFLIN AND LIVINGSTON



MONROE AND HARRISON



DRAKE AND PARK



PROPOSED 1109 PARK STREET (REAR BUILDING)



PROPOSED 1109 PARK STREET (FRONT BUILDING)



PROPOSED 1109 PARK STREET (FRONT BUILDING)



PROPOSED 113 E. LAKESIDE (FRONT BUILDING)

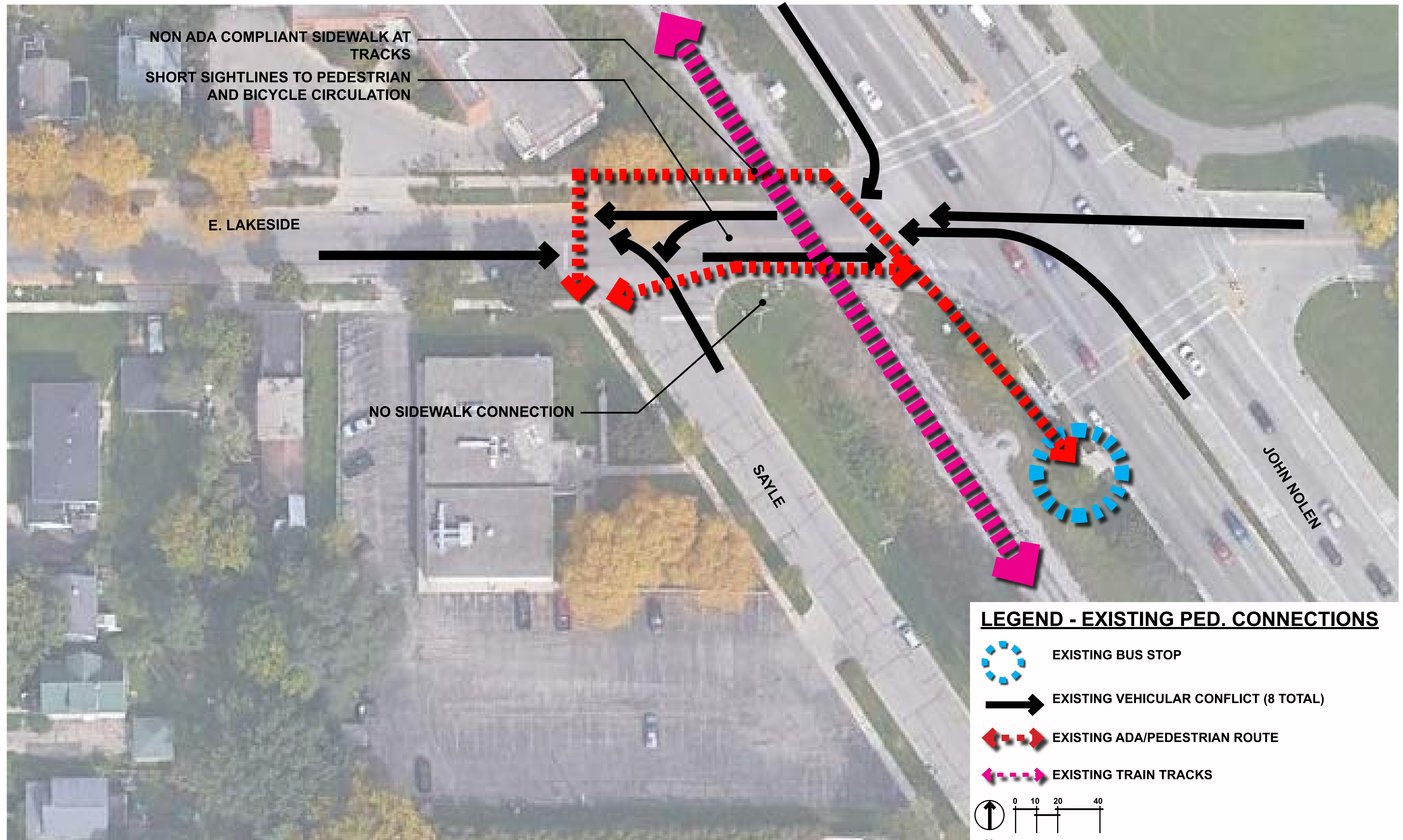




IMAGE 1: SAYLE AND E. LAKESIDE



IMAGE 2/3: NON COMPLIANT ADA SIDEWALK AT TRACKS

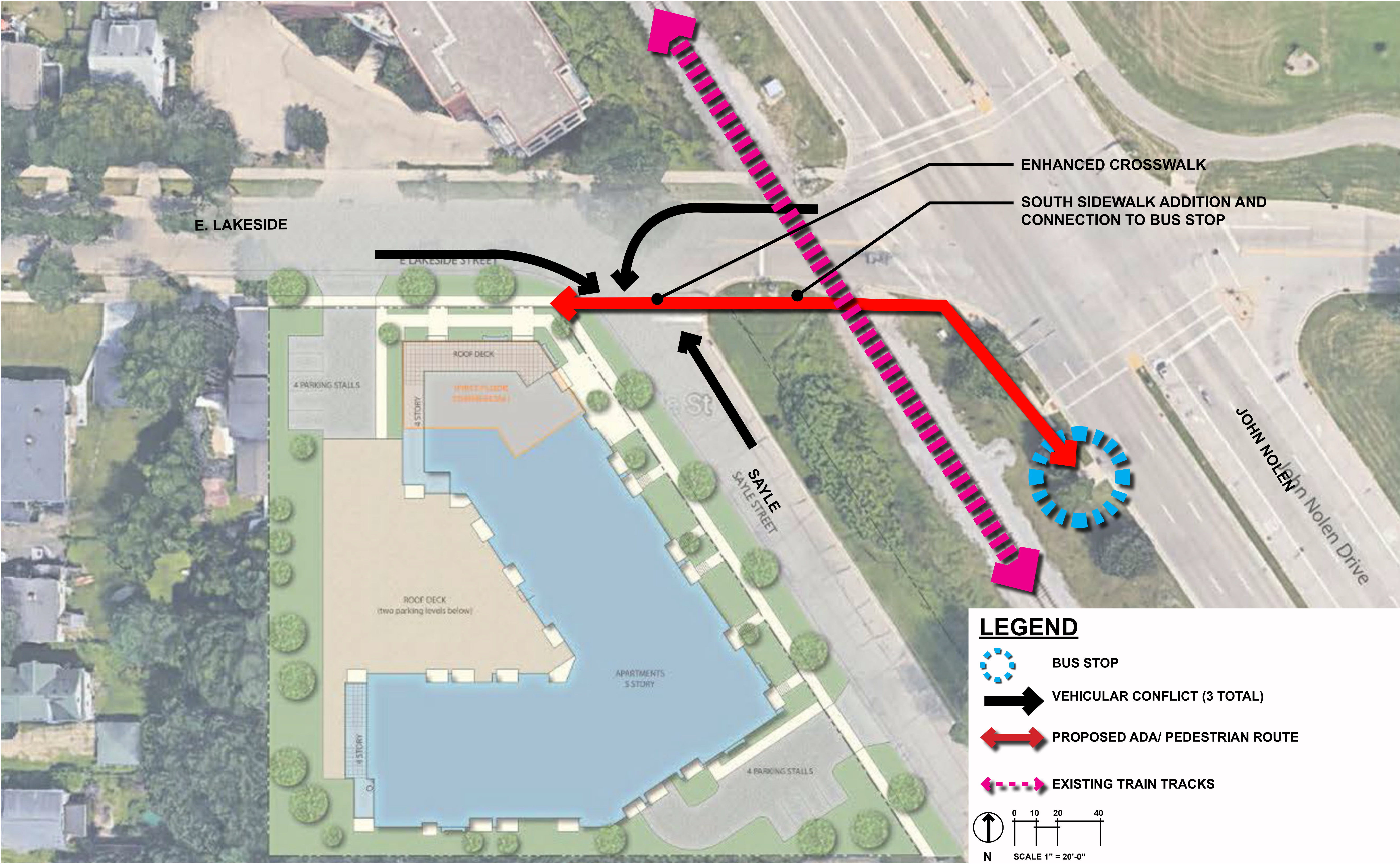


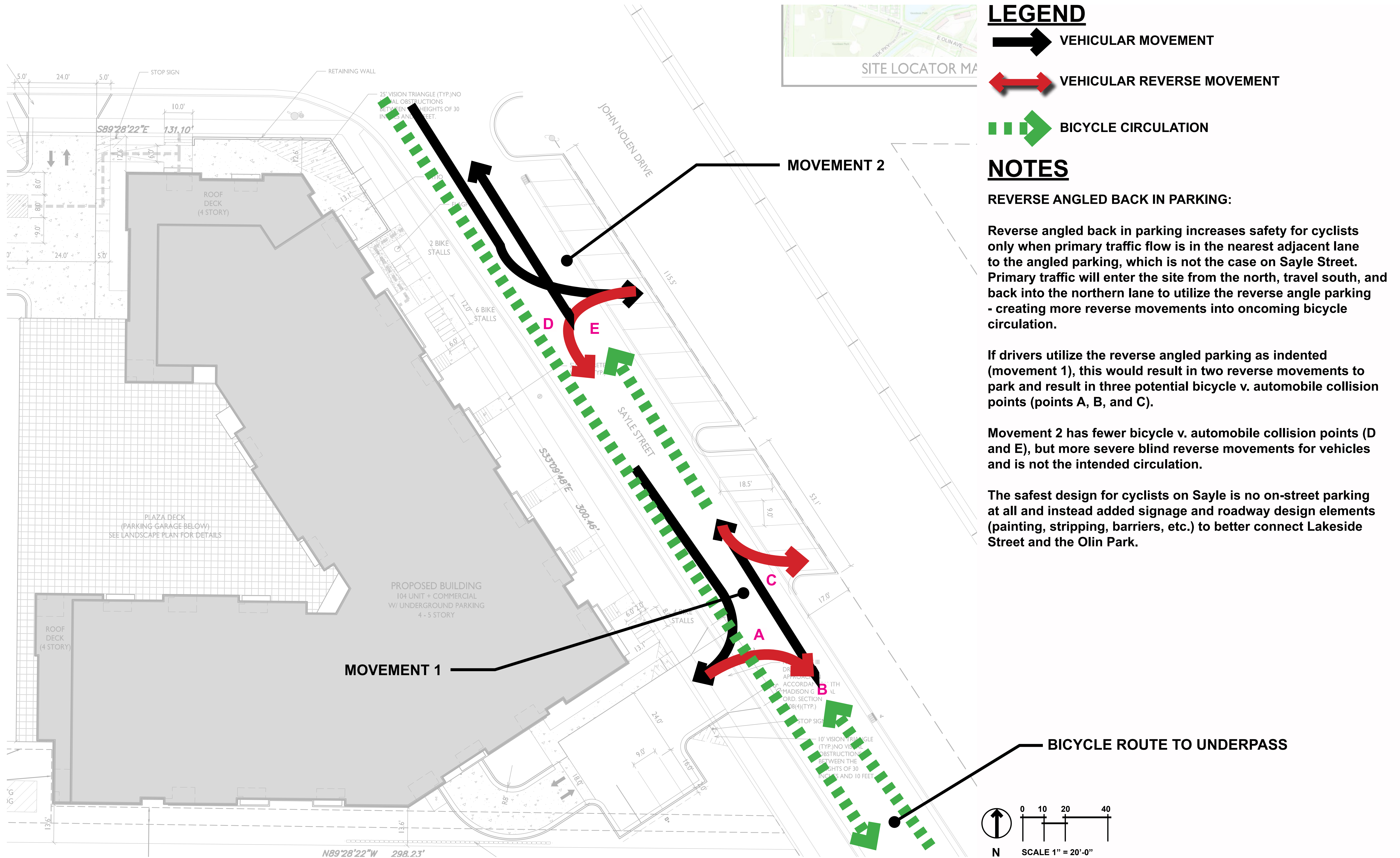
IMAGE 4: EAST BUS STOP



IMAGE 5: WEST BUS STOP







TO: Urban Design Commission
FROM: Lisie Kitchel, Bay Creek Neighborhood
DATE: June 26, 2020
SUBJECT: 113 Lakeside St. (VFW site) Proposed Development

Members of the Urban Design Commission;

Let me say first that I support the redevelopment of the VFW site, it would be an improvement from the existing structure that is presently on the site. However I do not wholeheartedly support the Avante project as presently proposed and feel it would be improved with modifications to better suit the aesthetics of the community in which it will be built. The concept is good, but the mass of the proposed building immediately adjacent to residential houses in a residential neighborhood is not appropriate, and does not fit at all with the character of the neighborhood.

For reference, other buildings by Avante have been more appropriately scaled to better match the nature of their adjacent neighborhoods (i.e. Sequoya Commons). I request that you seriously consider revisions to the proposed plans for 113 Lakeside to reflect this same consideration, as was done at Sequoya Commons. The building at Sequoya Commons is a three-story structure that aesthetically fits with their residential neighbors, as would a similar sized structure at 113 Lakeside.

Development is occurring throughout Madison, and this site will be developed, but there are other sites better suited than this one for a structure as large as presently proposed for this site, especially considering the surrounding neighborhood. I am not opposed to Avante developing the site, I am just requesting that it be designed to better complement the scale of the surrounding houses of this neighborhood.

Thank-you for your serious consideration of modifications to the project as proposed to better match the surrounding neighborhood.

Overall exterior appearance of this proposed redevelopment

According to city planning documents new buildings in this area can be up to four stories tall with the exception that a building having exceptional design elements can be up to 5 stories tall. I don't see the design details currently shown in the plans as being exceptional in any way. The building is mostly a basic 5 story wood framed building sitting on top of a concrete parking structure. A concrete and steel five story or higher building would typically have design elements that would push the structure into an exceptional design category. However, developers often chose to build 5 story wood framed buildings because that is the maximum number of floors currently allowed for any wood framed building containing a fire suppressing sprinkler system and wood framed buildings are much less costly to construct than concrete and steel framed buildings. And because keeping building costs down directly increases profits, most 5 story buildings being built in this country are constructed with the cheapest components allowed by law.

The plans state that the brickwork is a brick veneer. A thin brick veneer makes the building look cheap. To help this building stand out more as something special, all brick work should be real brick not a thin fake brick veneer.

Glad to see these plans show fewer all white areas as part of the exterior of the building compared to the original plans. However, I would prefer no white and to use earth tones of tan, brown, and reddish brown for the exterior. Not a fan of white or gray bricks or buildings that are mostly shades of white and gray. Most bricks with some history behind them are cream to brown to reddish brown in color.

I am also not a fan of the many buildings being proposed and approved in Madison lately that have entire exteriors in shades of white, gray, and black. This makes the building look stark and cold. We should go back to warm earth tone colors. I don't want to live in a world that is all shades of gray. There is a reason why movies went from black and white to color. Warm earth tones make a place seem warm and alive but gray tones have a cold and dead look.

The proposed building areas that have exterior siding that looks like fake varnished wood grain are ugly. Please choose siding styles that blend with the character of this neighborhood. There are numerous other styles of durable metal siding for urban buildings that are attractive. As the son of a carpenter and woodworker myself, I can't stand all the fake woodgrain that is being used in the world today. Fake painted wood siding with an imprinted wood grain is more tolerable but the proposed fake varnished woodgrain siding for a building exterior just screams fake and cheap.

Windows and doors

Please clarify the color of the exterior of all windows and doors. Some of the pages of the newest plans available show the exterior color of the window and doors as white and some show it as black. I far prefer black or a darker color for the windows than white. Also, if black or a darker color is chosen for the windows and doors, composite windows with aluminum clad exteriors would be much more

durable. Dark colored composite exterior windows can be more prone to accelerated deterioration due to solar radiation. For that reason, aluminum clad composite windows hold up better in the long run compared to composite windows having fiberglass and resin based exteriors. Some cheaper composite windows even have a vinyl exterior cladding and should be avoided.

Rooftop Lookouts

Why are there lookouts on the roof of the 5th floor? To my knowledge the 5th floor rooftop is not designed for use by tenants. I don't even see a stairway or elevator to this rooftop on the plans. These lookouts serve no use other than to accent the corners of the building and unnecessarily make the building about 6 feet taller in these areas. These lookouts and support structure should be eliminated to lower the maximum height of the building as much as possible. I am sure the upper floor tenants of an inevitable future mixed use building on the Traffic Engineering property would appreciate a better view of downtown Madison without those lookouts blocking their view.

Patio area and greenspace

I certainly hope that the restaurant is not allowed to use the patio space on top of the parking structure as outside seating space. This patio faces the back yards of single family homes on adjoining lots and is not an appropriate location for commercial outdoor dining or entertainment. The patio area over the parking structure is also much higher in elevation than the adjacent homes allowing any noise from the patio area to carry further.

The usable greenspace for this project is practically non-existent. The greenspace along the west property line is isolated and has no walkway leading to it or any type of path along the length of this greenspace to make it useable in any way except to be able to look down on it from the patio area above on the roof of the parking structure.

Most of the remaining greenspace consists of groupings of tiny shrubs and bushes set in beds covered with 1-1/2 inch diameter stone as a ground cover. This is your typical sterile commercial landscaping. The plaza space on the north end of the fourth floor is OK but I can't help but think of how great it would be to have even more useable outdoor space on the rooftop of the upper floors to enjoy the views of the city and Lake Monona. If the fifth floor roof is not going to be used for anything but HVAC units I recommend filling the rest of this rooftop with solar panels to provide electricity for the building.

Off Street Parking

The proposed surface parking areas on the property are too small for the proposed commercial area of the building. The developer's offer of free parking across Lakeside Street from the proposed redevelopment at 120 E. Lakeside Street should not be relied on as a potential overflow parking area. There is no guarantee that this arrangement will work in the long term or even the short term for that matter. For instance, a restaurant would need ample parking for a noon time crowd but that is when the parking lot across the street is most heavily used.

How will motorists and bicyclists navigate the parking structure safely? How wide is the ramp between floors? Is there a room for two cars to approach and pass each other on the ramp or even a car and a bicycle at the same? Seems like a lot of twists and turns within the parking ramp to navigate to your assigned parking stall. Are the driver sightlines in the parking area adequate to prevent collisions? I predict a good number of scratches and dents on vehicles navigating around in this two level parking garage if the turn radius and sightline distances are not adequate.

There seems to be unutilized space on the upper floor in the southeast corner of the parking structure. Please consider putting in more bicycle parking as the current 104 bike stalls only provides enough space for one bike per unit and many one and two bedroom units will likely have two bikes if two or more people live in those units.

If dogs are allowed in this building please put dog waste stations near the main and secondary entrances. A dog washing station in the parking structure would be a great addition and are becoming a standard feature in new multi-unit residential buildings. Consider the water damage that could result if all the dog owners use their bathtubs or shower stalls for dog baths instead.

Where will the parking exhaust fans be located? Please find the quietest parking garage fans known to mankind to install here. These fans should not be audible to building tenants or nearby neighbors who choose to have open windows during nice weather. Same advice goes for the HVAC units on the building roof. Low noise units are more expensive but worth it for both the building tenants and neighbors.

The John Nolen Drive Corridor needs a new master plan to guide redevelopment in this area

The design and construction of any proposed building at 133 E. Lakeside should be postponed until the city finalizes a new master plan for the JND corridor. The city is proposing to reconstruct JND from Law Park over the causeway and as far as the Olin Avenue intersection and perhaps further south in the near future. Piecemeal redevelopment over the past 15 years has already compromised the potential redevelopment of this gateway to Madison. I ask that the developer postpone redevelopment of this land parcel until a new master plan for the corridor is completed.

The Lakeside Street intersection of JND needs to be completely re imagined. It is dangerous for people traveling by motor vehicle, and for pedestrians and bicyclists. The south side of Lakeside Street needs sidewalk access to the bus stops on JND. I propose that when JND is redesigned that the grade of Lakeside Street be raised slightly from the railroad crossing to about the west end of the 133 E. Lakeside property. The grade of Sayle Street could then also be raised from Lakeside Street to the south end of the 133 E. Lakeside property. While this would only be a slight raising of the grade by as much as two feet, it would help with improving the visual appeal of the area by eliminating the open ditch along the west side of the rail corridor and creating a more attractive and usable greenspace in between Sayle Street and the rail corridor.

I am concerned about the back-in diagonal parking that is proposed for the east side of Sayle Street. I believe this will cause an increase in traffic that will use Colby Street to access Sayle Street mainly from

the south end to be facing the right direction to be able to use these diagonal parking stalls. Also, there are a high number of users of the Wingra Creek ped/bike trail who access or leave this trail at the south end of Sayle Street and travel on Sayle Street as their preferred route to and from the Wingra Creek route and the Capital City Trail on the east side of JND. I worry about conflicts between ped/bike and motor vehicle traffic on Sayle Street. I strongly believe that a separate ped/bike corridor be created on the east side of the Sayle Street ROW from Wingra Creek to Lakeside Street to separate the modes of travel.

I believe a much better redeveloped Sayle Street area could materialize if the developer could be patient and wait for the city to relocate the traffic engineering operations on Sayle Street to another location in the city. The potential of both parcels joined together as one planned development is huge. Picture a grouping of multiple mixed use buildings of various heights from three stories up to 8 stories or more all utilizing one larger and more efficient parking structure this is incorporated into the mix of buildings. The taller buildings would be constructed of concrete and steel and rest on steel piles that would be driven into the sandstone bedrock that lies about 30 feet below the ground surface in this area. The taller part of the complex would be located near the intersection of Sayle Street and Van Duesen to be further from the single family homes on Colby Street. The traffic engineering storage building along the creek could be converted into a canoe, kayak, and bicycle rental facility.

It is important to include a mix of housing in this area that includes both affordable housing and market rate housing. Madison needs to do better at providing affordable housing and developers need to help make that happen. I believe a larger planned redevelopment that utilizes both properties on Sayle Street would be far superior to the current redevelopment plans in reaching that goal.

The biggest problem facing the current redevelopment proposal is that the building is too tall and too large for the lot that it sits on. It adversely affects nearby single family residential properties. There is no usable ground level greenspace because of lack of accessibility and too much of the greenspace that is shown in the plans is covered with 1-1/2 inch stone instead of grass or any appreciable amount of green vegetation. Furthermore, the proposed parking is inadequate for the needs of the building and all the streets surrounding this building will be lined with vehicles day and night. During snowy winters with parking on both sides of the street, Colby Street will become a 'one way at a time' street because the parked cars will be blocking part of each driving lane due to piles of snow at the edge of the road.

The bottom line is that any building on the 133 E. Lakeside property needs to be only three or four stories tall to fit better with the lower density residential properties that adjoin it. Parking issues need to be fully addressed to assure that area streets don't become clogged with cars that fully line the curbs day and night.

Thank you for your time to review my concerns,
Ron Shutvet
Madison WI
June 30, 2020

From: [Sharon Paukert](#)
To: [Cleveland, Julie](#); [Glaeser, Janine](#)
Subject: Project # 60406, 133 E Lakeside St
Date: Wednesday, July 01, 2020 1:32:12 AM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

To: Urban Design Commission

My name is Sharon Paukert. I own and have lived at 110 E Lakeside St since 1998. I am unable to attend the July 1 virtual meeting and wish to express my thoughts and concerns regarding this development.

This neighborhood was largely built in the 1920's and 1930's. It is comprised of modest two-story family homes. There has been a significant revitalization of the neighborhood of late, with many homes undergoing remodeling at significant expense. It is a wonderful family neighborhood and has been so for nearing 100 years. Commercial buildings and even Franklin School are no higher than 3 stories, most 2 stories.

The proposed development is not compatible with the neighborhood, in design or scale. It is a massive 5-story building looming over its neighbors, and esthetically has nothing in common with its neighbors.

Representatives of this development, in previous virtual meetings with the neighborhood, repeatedly stated they wanted Sayle St to be "vibrant." Upper East Washington is "vibrant" at bar time (at least prior to Covid, perhaps even now). This kind of vibrancy is also not compatible with our family neighborhood.

The proposal of 104 apartments is greater than the total number of single family homes on the whole of Lakeside St. [It is noted that the developers also have plans to develop the adjoining property with another 250 apartments.] This lack of balance between the size and density of the development and the neighborhood has many consequences, including, but not limited to, traffic, parking, lack of sunlight and privacy of surrounding neighbors, and peace and quiet.

The proposal of 104 one-bedroom and studios would seem to be designed for young adults, would certainly not be family oriented.

This proposal has reportedly been in discussion for 10 years, but is being fast-tracked during a time of crisis when face-to-face meetings have been unavailable. I ask that you seriously consider the neighbors' concerns and slow down this process. While I, and all the neighbors I have had contact with, understand the need for more housing in Madison, this is an unappealing, outsized building with nothing to benefit the existing neighbors.

Sincerely,

Sharon Paukert

July, 24, 2020

icleveland@cityofmsdison.com

To: Urban Design Committee:

Re: 133 E. Lakeside St. Item # 60406

From: Jody Clowes, Bob Stone, Michelle Miller Carrie Rothburd, Jenelle Munns, Lisie Kitchel, Andy Meessmann, Charlene Sweeney, Dave Davis--Neighbors of the 133 E. Lakeside St. site

We wish to express our thanks to the design team at Avante for meeting with the near neighbors to discuss their revised plans for 133 East Lakeside and to Alder Evers for helping to facilitate this meeting.

We feel that this redesign takes into account many of our concerns about massing, density, and proximity to Colby neighbors' backyards. We are pleased that the building has four floors instead of five, and some fewer apartments and parking stalls. In addition, we appreciate how the design uses the space closest to the adjacent homes. The commercial space has also been made smaller, and Avante has expressed willingness to talk with neighbors about the sorts of businesses that might represent an amenity to the neighborhood. Avante Properties has done a nice job in listening to the neighbors regarding their concerns.

The matter that has not yet been addressed to our total satisfaction is the visual "fit" with the neighborhood. The exterior of the building is still quite contemporary—using materials and colors that do nothing to relate visually to a modest, traditional, and historic neighborhood. While we recognize that the UDD#1 Guideline #1 Call for contemporary architecture of "High quality, considering the importance of the district as a principal gateway to the city". "Structures should be designed to be compatible with the structures that are adjacent to them..." and "any building of exceptional height or prominence shall be integrated with the surrounding development and topography."

The space the building will occupy 133 E. Lakeside Street is not a part of the John Nolen corridor. It is a part of Bay Creek. In fact it is at the entrance to our older, residential neighborhood of modest homes and historic small businesses and should reflect the character of what lies just beyond it. The site is, moreover, located adjacent to an incredible greenspace (Olin-Turville Park), the lake and the park. The surrounding area is not part of a modern, downtown, urban neighborhood of contemporary architecture.

We believe the stark, contemporary façade of the proposed building is not a good visual fit with either the natural setting to the east, or the older homes and businesses to the west. We have discussed the importance of four-sided architecture in this location and would like to see—at the very least—some visual transition from the north and east faces of the proposed building that look out on the park and John Nolen Drive to the west and south faces of the building that look over Bay Creek.

With this change in exterior treatment, we would consider the building an acceptable fit with Bay Creek and a good compromise between the neighbors' perspectives and that of the developer.

We also would like to thank the Urban Design Commission for the time and care you have spent on this matter. It is important to feel like the neighbors have been listened to and heard.

From: [Carrie Rothburd](#)
To: [Cleveland, Julie](#)
Subject: Registering for tonight's UDC meeting -- My only registration here
Date: Wednesday, July 29, 2020 1:16:05 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hi Julie,

I want to register to be included among neighbor's weigh-in on Item 11 at tonight's UDC meeting. I will likely not attend and do not wish to speak.

I want to Support the proposed development, but go on note, as we did in our joint neighbors' letter, as wishing to see the exterior design of the building modified to fit better with the immediately adjacent buildings and the surrounding Bay Creek community. This fit is stipulated by Urban design District #1 guidelines.

I cannot Support the building without saying this, but I do not want to Oppose the building either. Avante's adjustments after meeting with neighbors represent a major and much appreciated change to their initial design. Please add my comments to tonight's roll call of registrants wishing input on Item 11, Avante's proposed development at 133 East Lakeside.

Carrie Rothburd
830 West Lakeside Street
Madison, WI 53715

Representing only myself and not any organization.

The recently revised plans are an improvement over the original plans however I still have the following concerns:

Overall exterior appearance of this proposed redevelopment

Glad to see these plans show fewer all white areas as part of the exterior of the building compared to the original plans. However, I would prefer no white and to use earth tones of tan, brown, and reddish brown for the exterior. Not a fan of white or gray bricks or buildings that are mostly shades of white and gray. Most bricks with some history behind them are cream to brown to reddish brown in color.

I am also not a fan of the many buildings being proposed and approved in Madison lately that have entire exteriors in shades of white, gray, and black. This makes the building look stark and cold. We should go back to warm earth tone colors. I don't want to live in a world that is all shades of gray. There is a reason why movies went from black and white to color. Warm earth tones make a place seem warm and alive but gray tones have a cold and dead look.

I do not like the look of the fake varnished wood metal panels on this building. Would prefer siding styles that blend with the character of this neighborhood. There are numerous other styles of durable metal siding for urban buildings that are attractive. As the son of a carpenter and woodworker myself, I can't stand all the fake woodgrain that is being used in the world today. Fake painted wood siding with an imprinted wood grain is more tolerable but the proposed imitation varnished wood siding just screams fake.

Windows and doors

The design calls for composite windows but does not specify the type of construction. Composite windows with aluminum clad exteriors would be much more durable. Dark colored composite exterior windows can be more prone to accelerated deterioration due to solar radiation. For that reason, aluminum clad composite windows hold up better in the long run compared to composite windows having fiberglass and resin based exteriors. Some cheaper composite windows even have a vinyl exterior cladding and should be avoided.

Rooftop lookouts

Why are there lookouts on the roof of the 4th floor? This rooftop is not designed for use by tenants. I don't even see a stairway or elevator to this rooftop on the plans. How do maintenance workers get up there? My guess is these lookouts serve no use other than to attempt to accent the corners of the building. But I feel these fake lookout areas and support structures are ugly and unnecessarily make the building about 6 feet taller in these areas. I suppose these lookouts could be used someday to mount machine gun nests to protect this building from marauding criminals when this country decays into anarchy and civil war due to the incompetence of our current leaders. But really, I feel these lookouts are totally unnecessary and should be eliminated.

Patio area and greenspace

I certainly hope that the commercial area is not allowed to use the patio space on top of the parking structure as outside seating space. This patio faces the back yards of single family homes on adjoining lots and would not be an appropriate location for commercial outdoor dining or entertainment. The patio area over the parking structure is also much higher in elevation than the adjacent homes allowing any noise from the patio area to carry further.

The usable greenspace for this project is improved slightly from the previous plans. The greenspace along the west property line should have a walkway leading from the back plaza area rear stairway to the surface parking lot and also from this stairway southward and around the southwest corner of the parking structure to the parking ramp entrance. This will allow tenants to actually access the rear greenspace and walk around without causing muddy foot trails in the grass. If this apartment complex allows dogs then this area will be heavily used. Also, if dogs are allowed, please put dog waste stations near the main and secondary entrances.

The greenspace along Sayle Street consists mostly of groupings of tiny shrubs and bushes set in beds covered with 1-1/2 inch diameter stone as a ground cover. This is your typical sterile commercial landscaping. Not much green about it at all at ground level. For all proposed tree and shrub plantings please use sufficient black topsoil over a permeable clay subsoil to provide sufficient soil structure for the growth of healthy plants. I prefer real grass or shredded bark mulch as ground cover instead of 1-1/2 inch stone along Sayle Street.

The 8 massive stairways to heaven, I mean main entrances to the 7 first floor apartment units and one stairwell on the Sayle Street side of the building, are overpowering in their presence and height. It looks like the architect made a mistake and built the basement level too high and they just decided to add the massive stairways and call it good enough. But consider this. If the developer and the city could work together to master plan this entire block of Sayle Street and regrade the street along with the intersection with Lakeside Street the huge stairwells could be eliminated or reduced to one or two steps. If the grade of Lakeside Street would rise from elevation 850 at the northwest corner of the VFW property to elevation 854 at the railroad tracks more quickly so that most of the regraded sidewalk along the north property line is around elevation 852 or higher and around 854 or higher along the east property line then the stairways don't need to be so tall. This regrading of the surrounding area and streets could make the area look less like a rural railroad crossing with a hump at the tracks. The weed filled ditch on the east side of Sayle Street could be filled and replaced with a culvert and this whole area would look more appealing to the eye.

Parking Structure

If pets will be allowed, a dog washing station in the parking structure would be a great addition and are becoming a standard feature in new multi-unit residential buildings. Consider the water damage that could result if all the dog owners use their bathtubs or shower stalls for dog baths instead.

Where will the parking exhaust fans be located? Please find the quietest parking garage fans known to mankind to install here. These fans should not be audible to building tenants or nearby neighbors who choose to have open windows during nice weather. Same advice goes for the HVAC units on the building roof. Low noise units are more expensive but worth it for both the building tenants and neighbors.

The John Nolen Drive Corridor needs a new master plan to guide redevelopment in this area

The design and construction of any proposed building at 133 E. Lakeside should be postponed until the city finalizes a new master plan for the JND corridor. The city is proposing to reconstruct JND from Law Park over the causeway and as far as the Olin Avenue intersection and perhaps further south in the near future. Piecemeal redevelopment over the past 15 years has already compromised the potential redevelopment of this gateway to Madison. I ask that the developer postpone redevelopment of this land parcel until a new master plan for the corridor is completed.

I believe a much better redeveloped Sayle Street area could materialize if the developer could be patient and wait for the city to relocate the traffic engineering operations on Sayle Street to another location in the city. The potential of both parcels joined together as one planned development is huge. Picture a grouping of multiple mixed use buildings of various heights from three stories up to 8 stories or more all utilizing one larger and more efficient parking structure this is incorporated into the mix of buildings. The taller buildings would be constructed of concrete and steel and rest on steel piles that would be driven into the sandstone bedrock that lies about 30 feet below the ground surface in this area. The taller part of the complex would be located near the intersection of Sayle Street and Van Duesen to be further from the single family homes on Colby Street. The traffic engineering storage building along the creek could be converted into a canoe, kayak, and bicycle rental facility.

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Thank you for your time to review my concerns,
Ron Shutvet
Madison WI
July 29, 2020