

From: [Marissa Adams](#)
To: [PLUDCAplications](#)
Subject: Feedback on Item 13 on the July 1st 2020 Urban Design Commission virtual meeting agenda
Date: Tuesday, June 30, 2020 9:52:21 PM

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Marissa Adams

526 W. Washington Ave, Apt 2B

Madison, WI 53703

June 30th, 2020

City Clerk's Office

Madison Urban Design Commission

Regarding Item 13 on the July 1st 2020 Agenda: 60100 502-518 W. Washington Avenue - PD in the Mifflin Planning Area. 4th Ald. Dist.

As a resident of the 500 block of W. Washington Avenue, I thank you for this opportunity to give feedback on the Keller Real Estate Group's proposed development at 502-518 W. Washington Avenue. I understand that increased density in downtown Madison is an inevitability, but I am highly apprehensive about the proposed mass and design of this project in addition to its potential impact on affordable housing in the area. I have outlined my concerns below:

Affordability:

I am not alone in my concern that the vintage houses proposed to be razed will result in a loss of affordable housing in my neighborhood. A popular positive talking point for new developments in downtown Madison is the need for "increased density," but increased density for whom? Over the last decade, new mid and high-rise buildings in the downtown area are

more often than not marketed and priced as “luxury” housing, and with absolutely no language on proposed rents or reserved affordable housing units in this development, I worry that once erected this building will join the ranks of nearby structures such as the James, Equinox, Domain and countless others: yet another housing option closed off to working and lower class students, adults and families.

Mass/Size:

I fail to see how design elements such as articulation, modulation or setbacks do anything to actually address the disproportionate mass and height of this structure in relation to the existing neighborhood as a whole. I particularly feel sorry for the owner and residents of 518 W. Washington Ave, the cute little house with its charming gingerbread porch trim will be absolutely dwarfed and shaded in its position just a few feet away from the new building’s proposed six stories and deep footprint.

Design/Architecture:

I selfishly admit that the design of this project is my greatest concern. With the City of Madison’s enthusiasm for the cutely-named Mifflandia Neighborhood Plan and the financial gain new construction provides developers, it is abundantly clear that a transformation of this neighborhood is inevitable; but must the turn of the century vernacular architecture we will surely lose in the coming years all be replaced with depressingly similar boxy contemporary structures?

The clearly contemporary proposed design would fit in well with the 21st century apartment buildings added to the growing East Washington corridor, but does not appear to even try to compliment the existing late 19th and early 20th century homes on the 500 block of West Washington.

Yes, many of the homes which will be replaced by this project have been greatly altered, and many have been sadly neglected by their absentee landlords, but others on this block are well-maintained examples of housing available to working and middle class people during the Edwardian and Victorian eras. Many residents live here specifically because we enjoy the craftsmanship and detail of turn of the century architecture and the history of our neighborhood.

I do appreciate the herringbone brickwork depicted beneath some of

the windows on the first four stories of the proposed development, but the dark, lightweight paneling of the six story portion of the structure with its vertical lines, flat texture and lack of any sort of ornament sticks out like a 21st century sore thumb.

I worry that mine is not the only older neighborhood in Madison (and throughout the US as a whole) being overtaken by various combinations of articulated rectangular boxes that are almost always partially or fully clad in flat, unadorned and above all boring and ugly lightweight paneling. Newer Buildings like the Depot which tastefully incorporates design elements reminiscent of Craftsman and Greek Revival architecture prove it is possible to erect contemporary structures which maintain their own style while complimenting and integrating well with the historic neighborhoods around them. It is indeed possible, I just wish it were more common.

I wish I could believe that the voices of myself and others who live in this neighborhood and love this neighborhood had any significant sway on the decisions of folks of greater means and influence who strive to transform it; but for what it is worth I thank you for your consideration and for at the very least allowing me to have a voice.

Sincerely,

Marissa Adams

From: [Robert and Lisa Cleary and Thurrell](#) on behalf of [Lisa Thurrell](#)
To: [PLUDCApplications](#)
Subject: support for Urban design - #60100
Date: Wednesday, July 01, 2020 2:56:45 PM

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I am a resident of Metropolitan Place and I support the development of 502-518 W. Washington. #60100

502-518 W. Washington Avenue - PD in the Mifflin Planning Area. 4th Ald. Dist.

Owner: David Keller, Keller Real Estate Group

Applicant: Doug Hursh, Potter Lawson, Inc.

Lisa Thurrell

From: [Robert and Lisa Cleary and Thurrell](#)
To: [PLUDCApplications](#)
Subject: support for project #60100
Date: Wednesday, July 01, 2020 3:01:33 PM

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Dear Urban Planning Committee

I am a resident/owner of Metropolitan Place Condominiums - and have been since 2004.

I support project 502-518 W. Washington. #60100

502-518 W. Washington Avenue - PD in the Mifflin Planning Area. 4th Ald. Dist.

Owner: David Keller, Keller Real Estate Group

Applicant: Doug Hursh, Potter Lawson, Inc.

Thank you
Robert Cleary

From: [Firchow, Kevin](#)
To: [Cleveland, Julie](#)
Cc: [Prusak, Sydney](#)
Subject: FW: Keller Project at West Washington & North Bassett
Date: Monday, July 06, 2020 9:38:48 AM
Attachments: [image001.png](#)

Can you make sure these are uploaded to the Legistar. Thanks!

From: John Koffel <john@delta-properties.com>
Sent: Monday, June 22, 2020 8:45 PM
To: Firchow, Kevin <kfirchow@cityofmadison.com>
Cc: David Keller <david@kellerrealestategroup.com>
Subject: Keller Project at West Washington & North Bassett

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Good Morning Kevin,

I have reviewed the plans for the Keller project and I believe it is leading example of strong architecture for the West Washington gateway to downtown Madison. The project is sponsored by a family that has been committed to the Bassett neighborhood for decades. I do have questions that I would ask that you address in the context of the zoom meeting for the neighborhood.

Plan review demonstrates that the project has been carefully designed to meet nearly all of the numerous criteria set forth in the Mifflandia planning documents-criteria for number of floors, set backs, and respect for existing mature trees. Some have questioned the projects need for a curb cut on West Washington Avenue. I ask if this 100 unit project and the surrounding neighborhood will be well served by limiting this project to a single vehicular entrance?

Will a single entrance on a one way street with a unique bike lane and the goal of a pedestrian friendly crossing at North Bassett and West Washington adequately serve the project? Will a single building entrance on a one way street create repeated conflicts between vehicles, bikes and pedestrians several hundred times a day as tenants leave and return from work and as deliveries by UPS, FEDEX, and Amazon attempt to reach the building? Will a congested vehicular access point conflicting with bikes, pedestrians, and automobiles serve the varied interests of the neighborhood?

Notwithstanding the concerns of some individuals, is the addition of a second vehicular entrance a reasonable design element given the fact that the project overwhelmingly conforms to all other design criteria set forth in the Mifflandia neighborhood plan? Will the second vehicular entrance on West Washington greatly reduce the multi-use traffic conflicts that come from a single access design on North Bassett? Do other recent projects on West Washington Avenue include both north south street access combined with a West Washington curb cut (CVS Pharmacy is an example and likely there are others.

Thank you.

John Koffel

Delta Properties
612 West Main Street
Madison, WI 53703

608.251.3337
608.279.8884 (cell)
john@delta-properties.com



www.delta-properties.com