



Capitol Neighborhoods is the neighborhood association that represents most of the downtown core of Madison. When a development of any significance is proposed in our neighborhood, we will typically form a steering committee to help provide neighborhood feedback to both the developers and, ultimately, members of city commissions and the Common Council. The Capitol Neighborhoods steering committee for the proposed ULI project on the capitol square (“SC”) has met multiple times in addition to the public neighborhood meeting held by Ald. Mike Verveer in August. The SC is composed of downtown neighbors and other interested Madison residents from other parts of the city. Given the impact, size, and location of this project, Capitol Neighborhoods was happy to allow input from all Madisonians that signaled interest in the steering committee process.

To summarize the conclusion of the SC, our group has unanimously held that ULI’s proposal for the American Exchange Bank project is an attractive, appropriate, and well-designed submission to the important capitol square architectural tapestry. The SC agrees that the scale of the project is appropriate in relation to the surrounding buildings and, from an urban design perspective, fulfills the requirements of the adopted Downtown Plan, downtown urban design guidelines, and the specific urban design district at play for this proposal. The SC also indicated its approval of the materials used from an aesthetic standpoint and applauded ULI’s efforts to maintain the variety in building heights on the Pinckney side of the project, holding that it is in line with the historic variety seen on that portion of the square. The SC indicated its approval of the dramatic improvement the project will bring to one of the most important, and underdeveloped, gateways to the capitol square.

The SC did discuss the proposed height of the project and the possibility that it may impede on the view of the neighboring AC Hotel and its rooftop restaurant and bar, Eno Vino. While some members of the group did indicate that they were sympathetic to the possible loss of view from Eno Vino, the vast majority of the SC felt that recent efforts by ULI to adjust their proposal to preserve more of Eno Vino’s view (by curving the E. Washington side of the building and stepping back part of the top few floors) was sufficient to address remaining concerns. It is the SC’s opinion that the proposed plan has sufficiently been adjusted to reasonably accommodate Eno Vino and the AC Hotel and the project does not need to have its height lowered or massing changed for that reason.

The SC would like to publicly applaud the neighborhood outreach efforts of ULI. ULI has been a true partner in the feedback process, has swiftly and comprehensively addressed issues raised

by neighbors, and has frequently anticipated issues before they would have otherwise caused concerns. The SC has agreed that ULI's neighborhood outreach efforts are a demonstration of a "gold standard" that the SC hopes other developers with development proposals in Madison emulate in the future.

Finally, the SC would also like to take the opportunity to indicate that the environmental elements of the project were a significant point of discussion during our meetings. We understand that conservation and energy efficiency efforts that a project might take are not necessarily in the direct purview of the UDC if not related to the visual qualities of the structure. However, the SC did want to express that it requested and received details of the energy efficiency efforts that ULI will be making for this project which the SC appreciated. Some SC members wished to express that, because sustainable urban design is becoming a mainstream expectation across the United States, it is their hope that all future developers follow ULI's lead in providing a list of environmental preservation efforts that their projects are expected to employ. The SC intends to express this same sentiment to the Plan Commission and Common Council when this project is before those bodies.

Respectfully submitted,

The Capitol Neighborhoods Steering Committee