

April 11, 2014

To: Kevin Firchow  
Planning Department  
City of Madison

From the start of public meetings on the 617 N. Segoe Rd. project, I have felt that recommending the appropriate size and unit density of the proposed building would be a difficult challenge for the city planning staff. At a density of nearly 200 units per acre, the developer's proposal of 115 apartment units on 11 floors plus penthouse seemed excessive.

My feelings have been strongly reinforced by new data I have compiled and present to you below. My recommendation is that **the planning staff ask of the developer -- or recommend to the Plan Commission -- that the size of the development be significantly smaller.**

The basis for this request is that I agree with the prevailing opinion among city leaders that the Hilldale area will continue to grow into a more dense, more vibrant, multi-use neighborhood. That means 617 is likely just the first of potentially 3 or 4 multi-family developments going south from 617 N. Segoe Rd. **PERMITTING A 200-UNITS-PER-ACRE PROJECT ON THIS SMALL (0.58-ACRE) LOT AT A VERY CHALLENGING INTERSECTION (SEGOE AT SHEBOYGAN) WILL SET A VERY HIGH BENCHMARK WHICH FUTURE DEVELOPERS WILL USE TO JUSTIFY SIMILARLY OR EVEN INCREASINGLY DENSE DEVELOPMENTS ALONG SEGOE.**

Here's the data, lot by lot, going south along Segoe from 617:

**\*601 N. Segoe - 1.14 acres.** Occupied by Coventry Condominiums, this lot would qualify for 228 apartments (based on the 200-units-per-acre standard) if redeveloped.

**\*601 Sawyer Terrace (corner of Segoe) - 0.81 acres.** This lot, leased by the Hilldale Mall owners to the U.S. Postal Service, is PRIME for redevelopment and would qualify for 162 apartments under the 200-units-per-acre standard.

**\*517 N. Segoe – 0.44 acres.** The all-rental community services building on this lot could be replaced with an **88-apartment development** under the 200-units-per-acre standard. If combined with the Post Office lot, 250 units could be built in one project.

**\*401 N. Segoe – 2.81 acres.** This exceptionally underdeveloped property owned by BMO Harris would qualify for a stunning **562 apartments** under the 200- units-per-acre standard.

THE KEY QUESTION: Would projects of such extreme density on those properties promote the higher quality of life that is a fundamental objective of the city?

In addition, developers will make the case that if 200 units per acre is appropriate for the challenging Sheboygan at Segoe intersection, then even higher densities are warranted for their less-crowded, less-challenging locations further south on Segoe.

Moreover, the 5 to 8 story limitation on building heights in the current draft of the new neighborhood plan will not survive as developers cite the 617 Segoe precedent of 11 stories plus penthouse.

I come at this not as a planning and zoning professional, but with 25 years of substantial civic involvement in Battle Creek, Michigan and with a master's degree in public administration (Western Michigan University, 1983).

I would argue strongly that the above data is based not on speculation, but rather on expectations for the Hilldale area that are shared widely among city leaders.

CONCLUSION: Lowering the units-per-acre density permitted at 617 N. Segoe will yield important "breathing room," not just for the immediate area of the development, but for the Plan Commission and other city entities as they weigh the merits of future projects along North Segoe Road.

Respectfully submitted,  
Richard E. Lovell

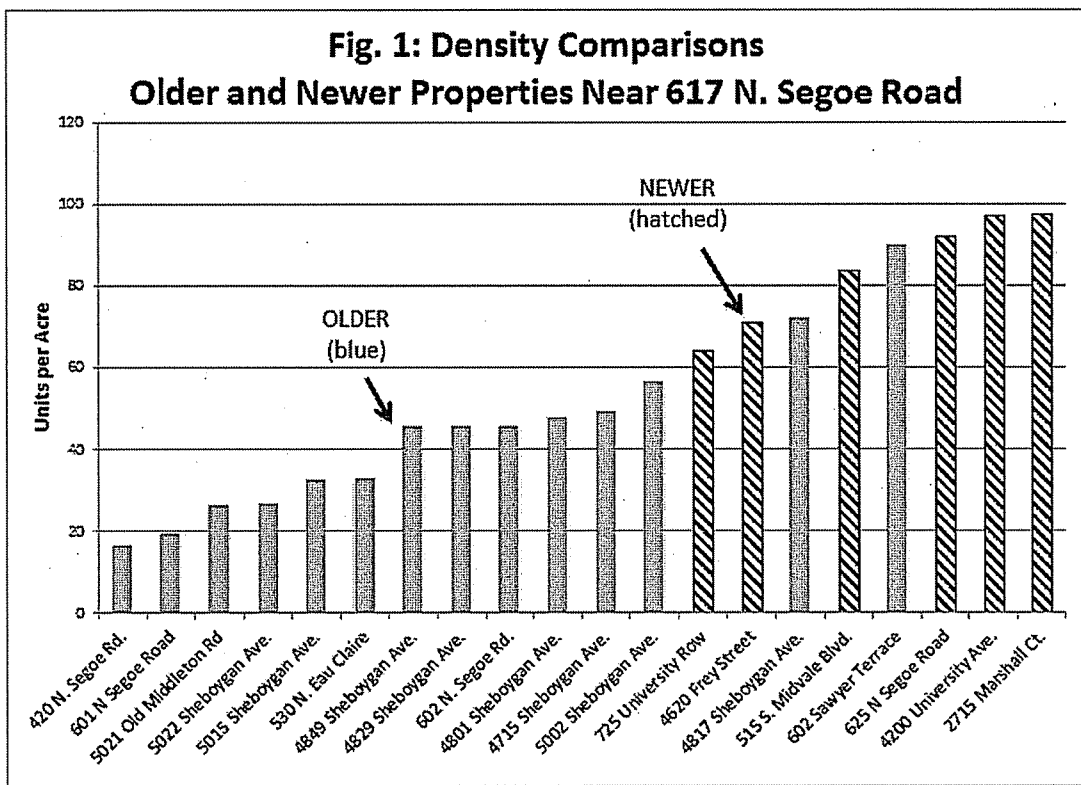
Dear Kevin,

April 11, 2014

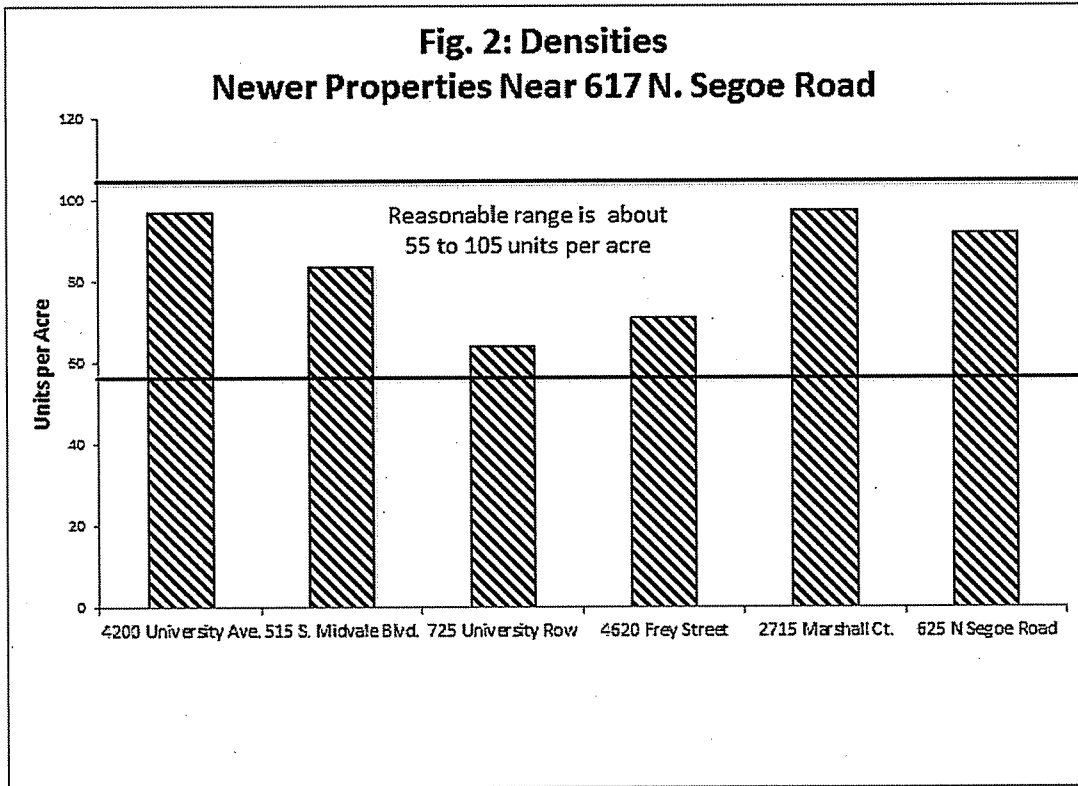
I am continuing to follow up on our discussions regarding the proposed development at 617 N. Segoe Road. As you know, while residents of Weston Place generally support development of this property, we are concerned about the proposed density of this project and how it would affect our neighborhood.

At our earlier meeting, your colleague Matt Tucker responded to our initial density concerns, noting that many of the buildings in our analysis were older, with vintages of 25 to 50 years. He suggested that newer development will be more dense than that of the older buildings, and that those buildings represent the appropriate reference point.

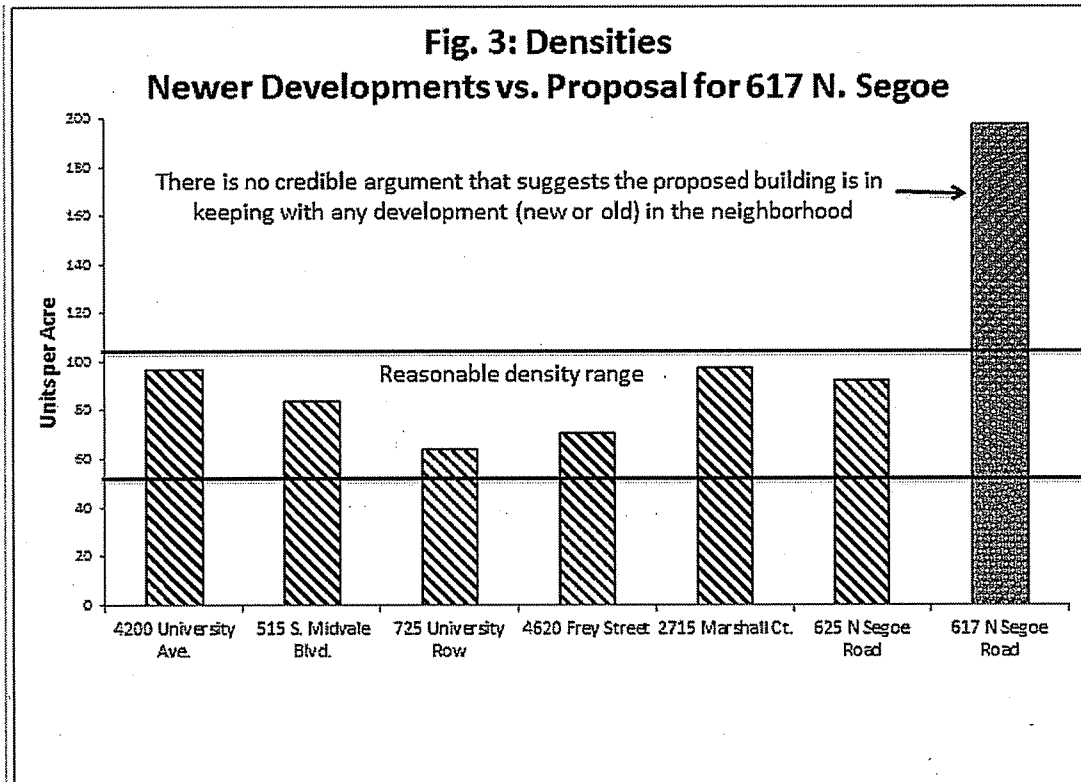
In response to Matt's proposed approach, we analyzed our data and concur with Matt as to the relationship of the densities between older and newer buildings. See Figure 1.



We accept Matt's notion that these newer buildings should form the comparison group for the 617 N. Segoe proposal. Adopting this standard leads us to Figure 2 as our reasonableness guide in terms of density for buildings in our area.



With Matt's reference point as the standard, the proposed building at 617 N. Segoe fails the reasonableness test in terms of density. See Figure 3.



The data speak loudly and unequivocally here. Using the Zoning staff's proposed standard—densities of newer developments—leads one to reject, not support the proposal for 617 N. Segoe.

The only way that the Planning Staff can support this sort of density is to suggest a new standard, i.e., that none of the densities in the neighborhood are relevant. If that is the case, then the standard becomes a moving target and is really no standard at all. It seems patently unfair to suggest to us a standard for review and then change the standard if the results do not match preconceived notions as to the result.

The proposal at 617 N. Segoe calls for an unprecedented, ultra-dense development, one that does not fit into the Hilldale area. This proposal should be revised to bring the density closer to the neighborhood standard.

Thank you for considering these comments.

Sincerely,

*Mary*  
Mary Gillham  
N. Segoe Road

April 13, 2014

Mr. Kevin Firchow  
Planning Department  
City of Madison

Dear Kevin,

I am writing as a follow-up to our recent meeting regarding the proposed building at 617 N. Segoe Road. As residents of Weston Place, many of us understand and support the development of this property. However, the proposed apartment building is too dense for the neighborhood.

Jim Stoppie has worked with residents from Weston Place and Coventry and has made some adjustments that have improved the design of the building and its relationship to ours. However, none of the changes address our main concern which is density.

The density of 617 N. Segoe is 198 dwelling units per acre, more than twice that of any building within three miles.

We understand that the State will develop the Department of Transportation (DOT) space across from our building. Plans for this space have been in development for quite some time and we expect that some type of tall office building will be built there. Our understanding, however, is that the office structure will be at the west end of this area with less dense buildings at the east end nearest our homes. When discussing the 617 N Segoe project, the Urban Design Commission noted that huge changes were coming to the Sheboygan Avenue area. We understand that the area is in flux. However, the DOT property is across a four-lane street from us, not within 48 feet of our building as is this new proposed apartment building.

We are not represented by the Hill Farms Neighborhood Association (or any other neighborhood association), but we are included in the Hill Farms Neighborhood Plan currently under development. According to meetings we have attended and the proposed plans posted on the web site, the recommended height for redevelopment and new apartment buildings is 3-8 stories with medium densities. We realize that this plan has yet to be approved; however, the fact remains that the recommended height for new residential buildings today is still 3-8 stories – obviously with much lower densities.

I have included two graphs with Weston Place and the 617 development included:

1. Graph 1. Older buildings that have been around for 20+ years
2. Graph 2. Buildings developed in or near our neighborhood within the last few years (showing a continuing density trend)

As you can see, the newer buildings continue to have the density appropriate for this type of neighborhood. We are not "campus" and we are not "downtown," and the buildings continue to reflect this. Although the Hilldale area will continue to be developed, many of our owners moved here because it was NOT downtown. We expect the area to continue to change, but this proposed development is not Urban Mixed Use, Downtown Core or Campus.

The density of Weston Place is 92 du/ac, but when it was built, it really was not much more dense than our neighbors, Segoe Terrace (602 Sawyer Terrace) at 89 du/acre or Hilldale Towers (4817 Sheboygan Ave.) at 72. See Graph 1 (with Weston Place and 617 N. Segoe at the far right). While these buildings have some height, the land surrounding them gives enough space between buildings – unlike what is proposed at 617 N. Segoe.

When we purchased our condo homes, many of us realized that the situation at 617 might change some day; however, no one dreamed that NMX (with a 5 story height maximum) could be changed to PD on such a small lot! No matter how you slice it, dwelling units/acre, bedrooms/acre, or floor area ratio, the results are the same. There are too many people on the small 617 N. Segoe lot.

When the 617 N. Segoe proposal was submitted to City Planning, the accompanying narrative described the project as "student housing." Our concern with this is not the "student" part of the description, but rather the "housing" part. Our neighborhood is diverse with many students living here in harmony so that's not the issue. Rather, it is the fact that the 617 N. Segoe proposal more accurately represents the density common to student housing projects. For example, Jim Stopples' previous building (Vantage Point at 1323 W. Dayton) with its 155 du/ac was reviewed by you in May 2012. In your report you stated, "While the density exceeds that in the recommended plans, staff note **it is not inconsistent with other campus area projects.**" (emphasis added). As shown on Graph 2, current projects within the Hilldale area and nearby are in the range of 64 to 98 du/ac. The Hilldale area is not the campus area so why would a building with 198 du/ac be seen as consistent with other projects in this area or future projects as depicted in the draft Hill Farms Plan?

The developer will charge his tenants \$100/month for one parking space. While most tenants will pay to park inside the garage, a number will not. Just as we see street parking from our Overlook neighbors, we expect to see this from the tenants at 617. This, plus the street parking from the DOT, will continue to push street parking further into the Hill Farms neighborhood – a chief complaint noted in the neighborhood plan survey.

The new 617 project will allow tenants to have dogs, but has provided no dog run. The developer's plan for dealing with this was that dog owners would walk their

dogs in the neighborhood as other families do, discounting the fact that houses in the neighborhood have yards for their pets. Other developments in the area allow dogs, but have designated dog areas with waste bags available. No such area exists for 617 N. Segoe.

As stated before, our objection to this project is one of high density with all the inherent problems high density brings: increased traffic, (both vehicular and pedestrian), increased noise level, loss of personal space, safety issues for neighbors (617, Weston Place and Coventry all share a common drive-way), etc.

The neighbors around 617 N. Segoe Rd. are supportive of the project, but not in its current density which is not in concert with the rest of the neighborhood.

I appreciate your considering these comments.

Sincerely,

*Bev*

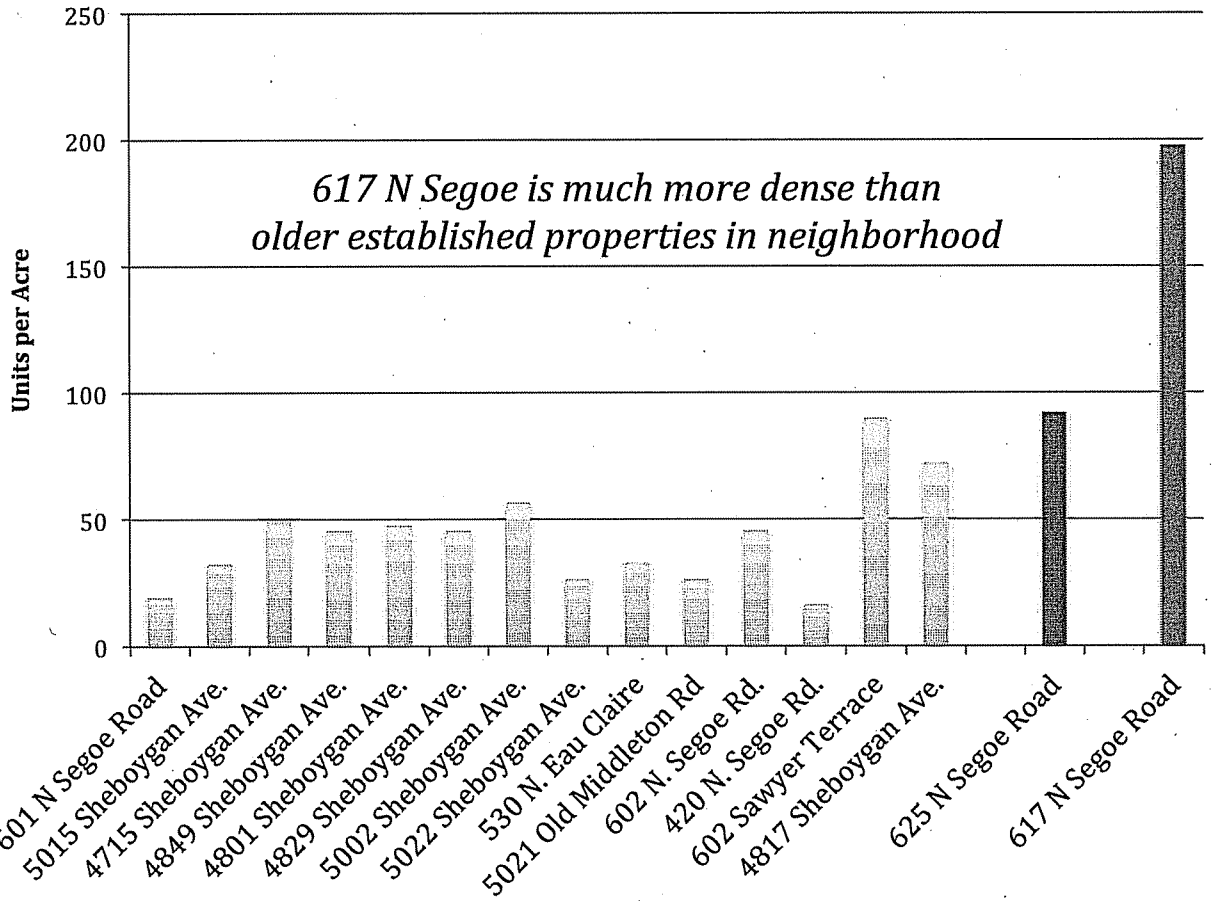
Beverly Balakhovsky

████ N. Segoe Road, █████

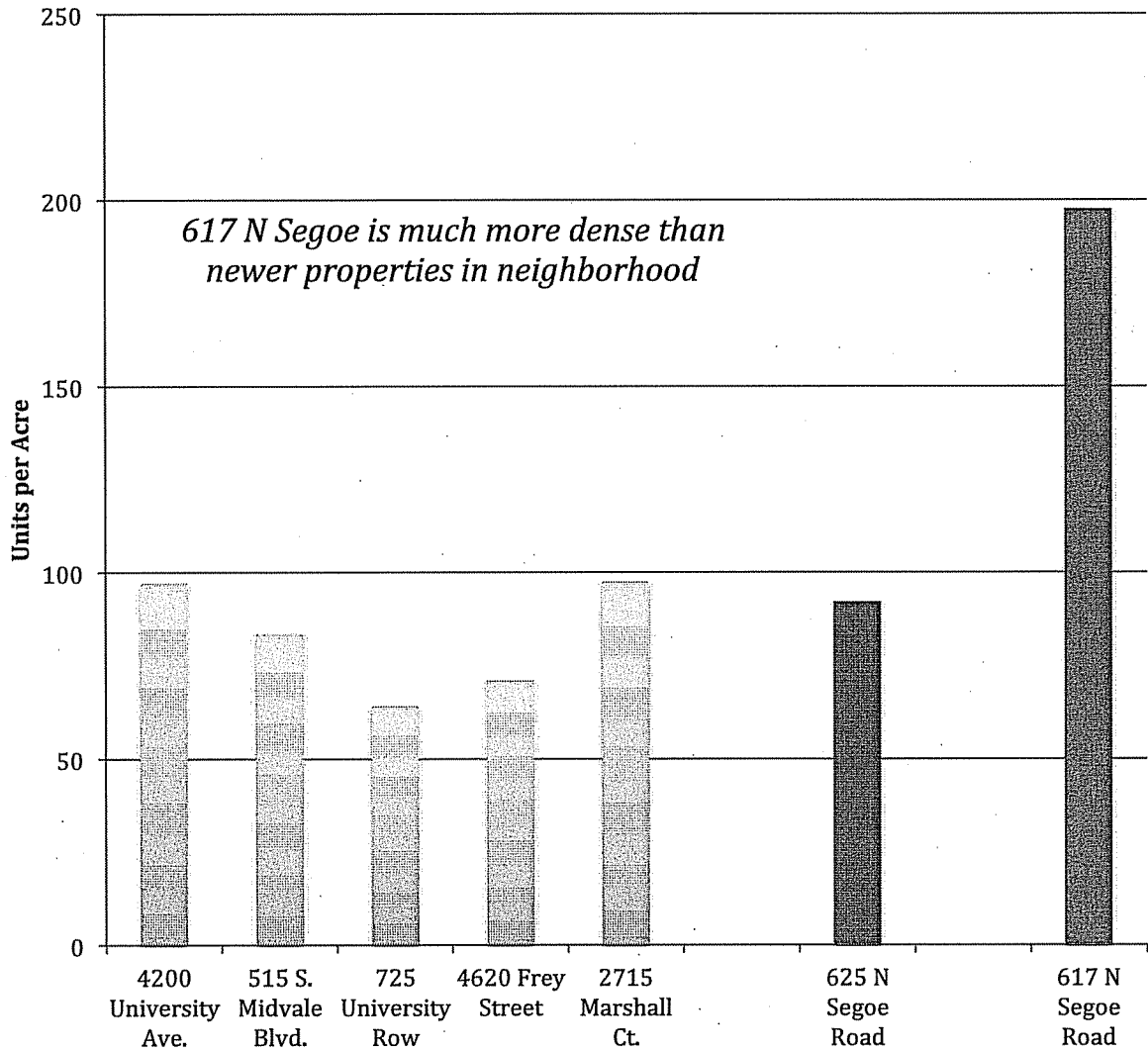
(on North side of Weston Place facing University Avenue)



# Graph 1 Density Comparisons Established Properties



## Graph 2 Density Comparisons New Properties Near Neighborhood



April 14, 2014  
Kevin Firchow  
Planning Department  
City of Madison

Good day Mr. Firchow,

I am a very new resident of 625 N Segoe Rd. The proposed development next door did not come as a surprise to me. I assumed, when we purchased, that there would be something going up there soon. However, I did not expect the incredible number of apartments, the high population density, and the close proximity to our building that the 617 N Segoe development proposes.

Unfortunately, the builder has not provided a number of necessary components within the building or its surrounding space that will surely be needed by the large number of people who will make it their home. Because of this lack of foresight, the building will, in an aggressive way, encroach upon all the surrounding dwelling places. This will ultimately promote unpleasant behavior in its tenants, and its neighbors. Mr. Stopple says he wants to be a good neighbor but this building does not promote that as a concept for his future tenants.

- There is very little to no green space for breathability around the building.
- Inexplicably, dogs will be permitted, but there is no support for helping people manage their dogs outside the building.
- There is not enough surface parking or affordable underground parking.
- The driveway will be highly compromised and congested.
- There is not adequate provision for tenants to move in or out, and the density is too high for the suggested plans.
- The actual space needed to support the inevitable service staff required for a building of this size has not been met or planned for - postal workers, FedEx, UPS, painters, construction, plumbers etc.
- Tenants will certainly have guests, and there is not any guest parking to adequately handle that load.

Since these are all necessities, people will get try to get their needs met somehow and this is where the bullying nature of this proposed development is revealed. This proposed development assumes (actually it insists), that every home owner and every building around 617 share personal resources so the proposed development can meet its own legitimate, but unplanned for, needs. Every building, and all the

people around this proposed development, will have to protect precious resources that their own developers had the good sense to provide for its tenants. If this building goes up, that means that that this aggressive and bullying new kid on the block will be given license by the city to steal and poach other homeowners precious space and pleasures. It will be granted the appalling "right" to not have to share the burdens, pay for, or meet, its own needs. We were told that we'll "just have to put up a gate" which is a very expensive project, requires that we become a gated community, makes it more difficult for us to get in and out of our home with any degree of ease and promotes a defensive attitude that is hardly what I would imagine the city would want to see happen. This scenario hardly promotes the idea of urban community development. Why would anyone risk living within an urban development if this sort of situation is the norm. It is unconscionable of the city to not be dealing with these issues.

-Tenants and guests will have to park in our lot and on the surrounding, already highly pressured, streets.

-They will have to let their dogs poop/pee in and upon our green areas and on the sidewalks.

-The UPS, FedEx, postal workers, etc are going to park in our parking area and on the overly parked surrounding streets, in order to service this proposed building.

-There will be even more traffic, vehicular as well as pedestrian, going through the back side of the already stressed entry/exit at Weston - people want to take a "shortcut" or avoid the light. This is private property.

-All the things that people need and want such as green space, gardens, places to sit, the ability to enjoy the pleasures of sunlight and nature are not provided for, on a ground level, in an amount that this proposed development demands. Tenants will probably use the garden space of the surrounding buildings, which is private property.

-There is inadequate buffering for sound, light and privacy needs. People actually really do need beauty and a sense of breathable spaciousness to be content. People behave badly and are not responsible citizens when these normal human needs are not met or provided for.

The proposed density of 617 will have unpleasant consequences for Weston Place, Coventry and the other surrounding dwellings in the neighborhood. It is cavalier/rude and irresponsible to suggest (as has happened at various city development meetings open to the public) to the existing homeowners in the area that, in essence, "it is too bad that you are going to lose the light, spaciousness, green space, and other amenities because you had the foolishness to purchase here". I understand that people have been essentially told that when "you purchased in

these areas and you should have somehow divined that the city was going to be irresponsible enough to permit a building that is going to be uncomfortably close to your home, block all light, compromise your privacy, allow aggressive noise and parking issues and profoundly disturb your quality of life". One official stated about the closeness..."well, now the two buildings will be able to talk to each other." Really? These kinds of comments and beliefs reveal a lack of respect, a patronizing attitude and the inability to actually hear the concerns of the tax paying citizenry. The tremendous developmental pressure in this area is not desirable if it is not carefully, thoughtfully, and considerately managed. It will only create a great number of unpleasant problems that the city will have to pay attention to and pay for, after the fact.

The near west side development opportunities offer the city the chance to orchestrate and create a comprehensive, attractive, desirable outcome for this region. If the city wants this area to be a place that successful people want to move to and live within, then these issues need to be addressed in a global and visionary entire neighborhood way before permitting this proposed development to proceed.

Thank you for your time and consideration,

Nancy Jane Peirce  
North Segoe  
Madison, Wisconsin 53705

Mr. Kevin Firchow  
Planning Department  
City of Madison

Re: 617 N. Segoe Road Project

Dear Kevin,

During our recent meeting I asked about "Bulk Density" as a measure. You mentioned the terminology was "Floor Area Ratio (FAR)" but that FAR hadn't supplanted dwelling units per acre as the current measurement.

The FAR for 617 N. Segoe is approximately 5.3. The FAR for 625 N. Segoe is approximately 4.3. Thus the FAR for 617 N. Segoe is 23% more than the FAR for 625 N. Segoe.

During my career as a CPA, a difference of less than 5 % was not considered significant. There was a gray area from 5% to 10% and above 10% was considered significant. This is more than double 10% and I would say this is very significant.

The developer continues to struggle making arguments or comparisons to say 617 N. Segoe is not significantly more dense than anything in our neighborhood but he continues to fail.

Thank you for your consideration of my comments,  
David

David Cloninger  
[REDACTED] N. Segoe Road

Mr. Kevin Firchow,  
Planning Department  
City of Madison

Dear Kevin,

I have lived in Madison on the far west side most of my life. In 2006, when my husband passed away after retiring from the University, I made a decision to move to a condo. At first I wanted to move to the downtown area, but felt that, as a single woman, downtown I might not feel safe walking alone after dark.

My son-in-law Joe DiStefano, is an Urban Planner in the Berkeley, CA planning firm Calthorpe and Associates, one of the founders of the New Urbanism. He has educated me in the new way of thinking about living in our cities and when I eventually I made my way to Weston Place we both loved my choice. I moved here April 7<sup>th</sup>, 2007. Since then six or seven businesses have been welcomed into our 1<sup>st</sup> floor office area, and the Overlook apartments and Target have become good neighbors across Frey Street.

I love my neighborhood. Grocery stores, banks, pharmacies, places to eat, a wonderful movie theatre, the post office and good shopping in Hilldale mall are just some of the places that are in walking distance, and I have little fear at night alone because of all the activity in this area.

I ride the bus more, walk more and drive less. I want others to have what I have and I believe, as Joe has gotten me to see, that an apartment on the site next to us can be a nice addition to our neighborhood. However our site is not without its problems, and this apartment will make some of these problems worse if it goes in as proposed, a massive building with very high density squeezed onto a very small lot in a very busy area.

The first and most important problem is pedestrian safety. Our parking lot and driveway have understandably become a short cut for many people after they cross Segoe from the south side of Sheboygan. In our parking lot we have only a small sidewalk for our residents, guests and clients to use as they come and go from our lobby. Our narrow private driveway off of Frey Street where our garage traffic exits is dangerous because pedestrians compete with cars. The Princeton Club has as many as 200 members coming and going each day from our lot and underground parking. Joe has visited many times and in his opinion we have very poor traffic/pedestrian circulation safety around our building. A city of Madison traffic engineer, Bob Arseno, after examining our traffic flow, agreed that it is a dangerous area for bikers and walkers. 115 new apartments will add many more pedestrians to the area as well as more cars.

The second concern is about neighborliness and parking. Mr. Stopple has said many times that he wants his building to be a good neighbor to Weston Place. Because we are a new urbanism building, which Madison is promoting, we require a good, accessible parking lot for the clients of our businesses as well as guests of residents. Even though during certain hours, our underground parking is also available for our businesses, what we have now is barely adequate. At the same time, our condo still has almost fifty unsold units. We would like to see them purchased, bringing in the substantial tax dollars of a luxury new urbanism condominium. What is the problem? The residents of this new and very dense building are not required to rent parking spaces in the building, just as the residents of Overlook are not required to. Right now Overlook tenants and bus riders often fill up the north side of the street parking on Frey Street. This is not a problem for Weston Place at this time, but it makes me wonder about the parking consequences of the new development. Where will these residents park if they cannot afford or do not wish to pay for parking? Look at the streets surrounding our building, Segoe, Frey and Sawyer Terrace, each having limited and also distant parking from 617 Segoe. Finding a parking place will become a problem for many of the residents and the guests of this apartment. The simple answer for many of them will be to use our lot or Coventry's, making it more difficult for our businesses that depend on this parking, and could hurt the sale of new units.

Is this development going to be the good neighbor that Jim proposes, or is it the beginning of parking strife? Certainly the city knows about human nature and parking. A gate has been proposed, but people will quickly learn how to work around it, and unless you have monitored parking, it will be difficult to tell who is rightly parking in our small lot. In my opinion this development project as proposed is detrimental to the uses, values and enjoyment of the existing residents of our block and also endangers pedestrian safety. I would like to know what the city's plan is to solve the safety issue and potential harm to our valued business neighbors.

Thank you,

Catherine Buege  
Weston Place Condominiums

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**COMMENTS OF THE WESTON PLACE CONDOMINIUM ASSOCIATION  
ON THE PROPOSED DEVELOPMENT AT 617 N SEGOE ROAD**

**DECEMBER 5, 2013**

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Weston Place Condominium is located at 625 N. Segoe Road (corner of Segoe Road and Frey Street) in Madison. The Weston Place Condominium Association (Weston Place), which is the governing body for our facility, offers the following comments regarding the proposed development at 617 N. Segoe Road, a property contiguous to ours.

Weston Place supports reasonable, well-planned development in our neighborhood as means of making it a more vibrant community for those who live and work here. Having pride of place is important to us not only with respect to our building, but to the surrounding area as well. The recent addition of our newest neighbors—Overlook at Hilldale and Target—has increased the economic value of our area and has done so in an aesthetically-pleasing manner.

The 617 N. Segoe Road site currently contains a two-story building that formerly housed an Associated Bank branch office and that continues to be the home of some smaller commercial establishments. James Stoppie owns the site and the building at that location.

In September 2013, Mr. Stoppie informed Weston Place of his plans to demolish the existing structure and replace it with a 12-story, 120-unit apartment building at that location. If constructed as proposed, rather than contributing positively to the area, the neighborhood would suffer from this development. Reasonable modification to the proposed structure could remedy the problems so as to provide a better fit for our area, making its construction a productive step in the City's continued development.

**Current Zoning**

The proposed building could not be constructed under current zoning requirements. The City established those conditions with considerable thought as a means of promoting planned rather than haphazard development. Great care therefore should be taken in considering whether to grant exceptions to those conditions.

That does not mean that zoning requirements should trump any market-based proposal, but it also does not mean that market-based proposals should trump zoning requirements. Exceptions to current zoning requirements should be granted where appropriate to serve some greater purpose.

So why does Mr. Stoppie wish to build his proposed structure at this site? In response to this direct question, he informed us that his proposed 12-story structure would yield a better return



than would a smaller building. We understand Mr. Stopple's argument in that regard. He is a developer and he is attempting to maximize the value of the property.

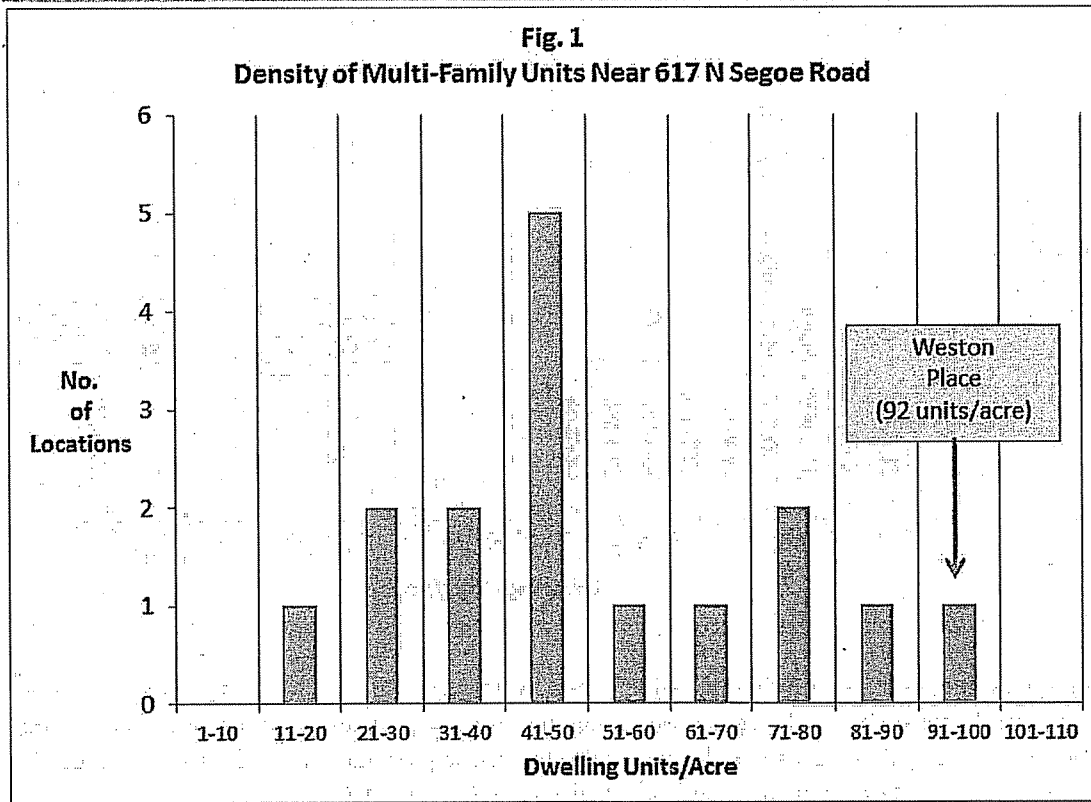
Nevertheless, while project economics matter, if there is no other purpose served than creating a higher return for the developer it is unclear that the case has been made for a zoning exception. If any economic-based argument is sufficient to overturn the current requirements, then zoning would have little effective force—the market alone would ultimately be dictating development. That is not consistent with the notion of planned urban development, which provides a thoughtful balance between private interests and neighborhood concerns.

So what else might Mr. Stopple's proposed building bring to our neighborhood, other than a more-profitable venture for him? He informed us that his building is being designed to attract those looking for luxury apartments. If that were true, perhaps he would have an argument in support of a zoning exception. There are no large-scale luxury apartment complexes in the area.

But as we show next, Mr. Stopple's design will not attract those looking for luxury living—the building will consist largely of small apartments, hardly the type that would attract high-end dwellers. We are more likely to support a well-thought-out, luxury apartment building design, but to achieve that end would require something other than squeezing 120 units into a building with a fairly small footprint.

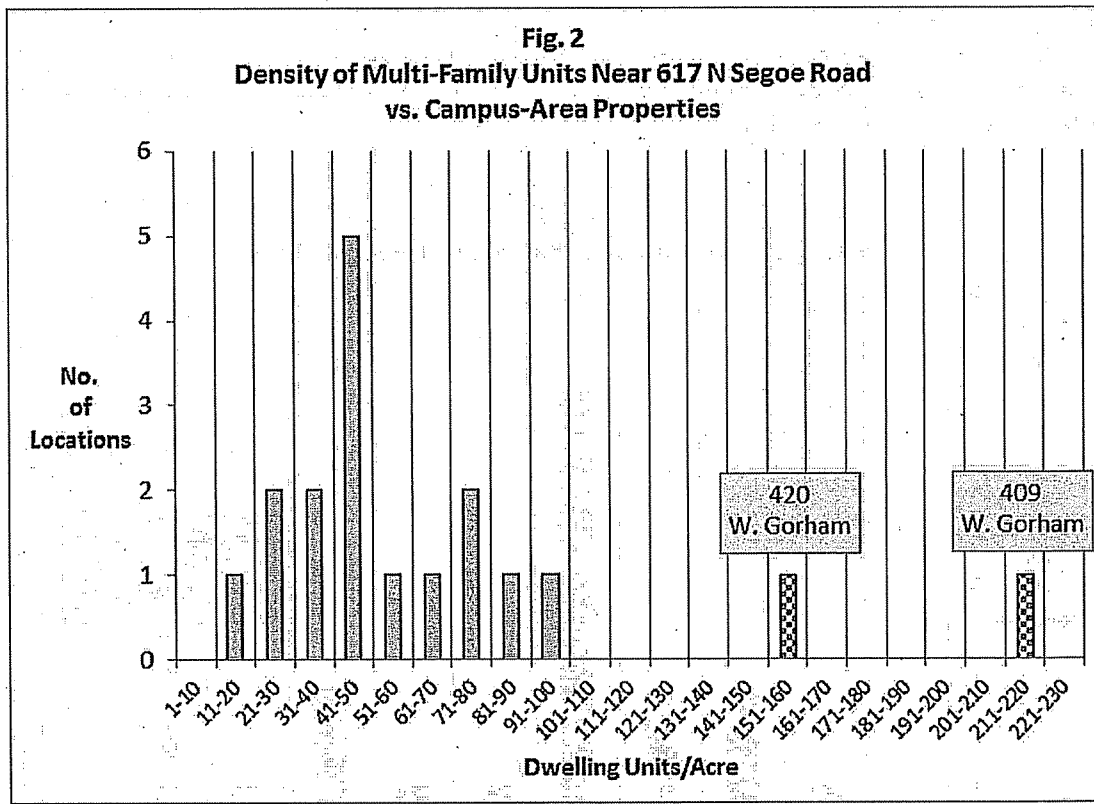
### Appropriate Density

Mr. Stopple's proposed design leads to a discussion of the important issue of density. Fig. 1 shows the density for residential multi-family units in the area. We believe we have included all such complexes in the immediate area.



The figure reveals that Weston Place has the highest density of the 16 multi-family locations in the area. That said, we note that there are several other buildings with density close to that of Weston Place.

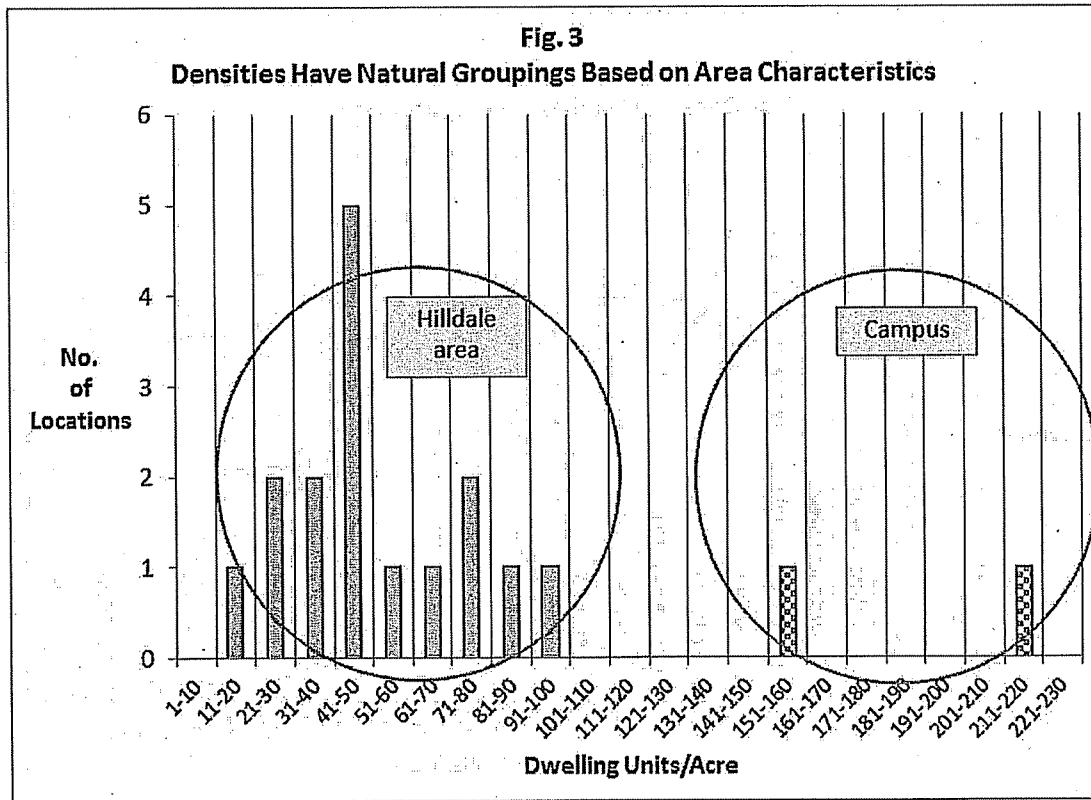
The key point is that our neighborhood densities, even that of Weston Place, are a mere fraction of the density one finds for typical student housing closer to campus. We see that by adding to the chart two multi-family near-campus developments (shown in checkerboard) that are either owned or operated by Mr. Stopple or his firm. See Fig. 2. As we will see in a moment, in terms of density Mr. Stopple's experience with those buildings appears to be his reference point for his proposed development at 617 N. Segoe Road.



These data suggest that building density varies by location, just as real estate theory would suggest (bid rent theory). The more congested the area, the greater the natural density. Thus, buildings in the Hilldale area should, per real estate principles, have less density than those in the more-congested campus area. Fig. 3 labels the groupings as such.

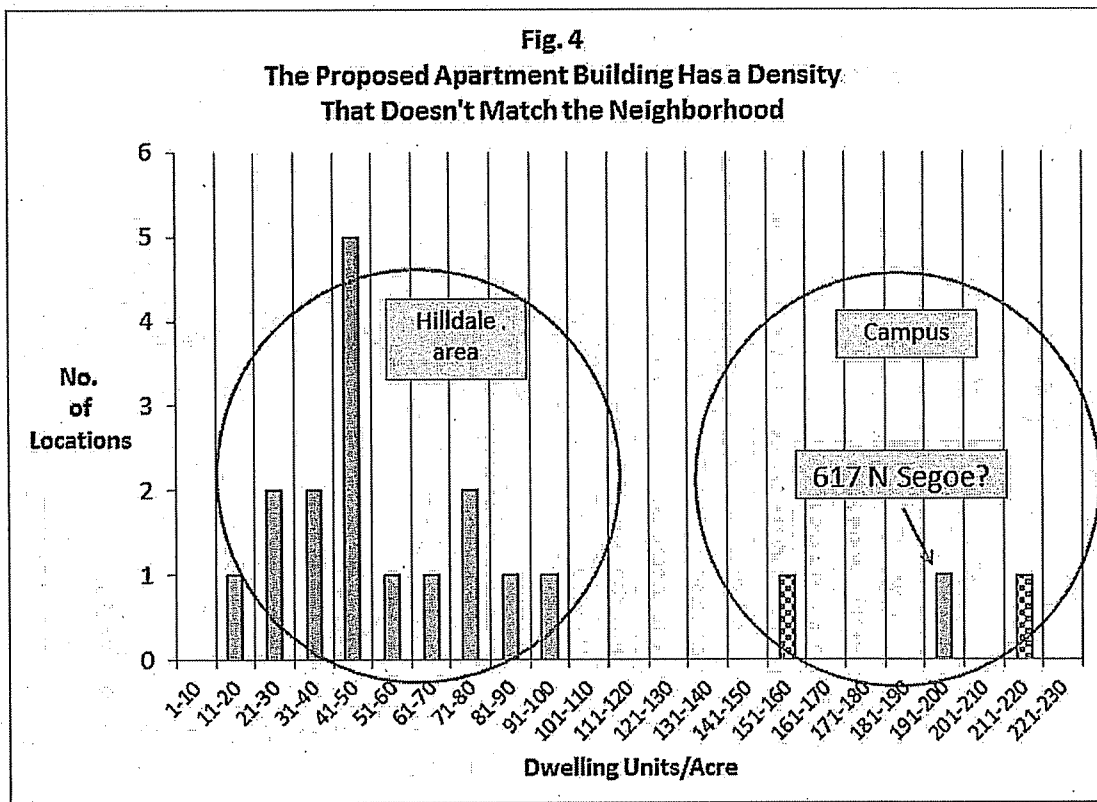
Under neighborhood-focused urban design, the density of a multi-family building at 617 N. Segoe Road should fit into the Hilldale area mold, and not that of buildings closer to campus. Contrary to these expectations, the proposal for the 617 N Segoe site lands in the wrong region in this regard. See Fig. 4.

These images speak loudly to the significance of the problem with the density of the building proposed for the 617 N. Segoe site. It would have about four times the density of the typical multi-family building in our area, and more than twice that of Weston Place.



The density for the proposed building is inconsistent with Mr. Stopple's stated intent of offering luxury apartments. Given the small footprint of the lot, the only way to achieve such density is to have small units. But small apartments will, by definition, not meet the needs of residents looking for luxury space.

This evidence suggests that Mr. Stopple's design will not produce luxury apartments; it will yield the sort of campus-style student housing with which he is most familiar. To be clear, we have no opposition to student housing in the abstract. In fact, the Hill Farms neighborhood has a substantial amount of student housing. But true to their location, the density of those student-focused buildings is significantly lower than the density of student housing on campus.



Whether Mr. Stopple wishes to build luxury apartments or student housing, the density of the building should conform within reason to neighborhood norms. Yet, his proposal would have a density that is well in excess of that of a luxury apartment building, or even that of student housing appropriate for our area. As such, the proposal is simply a mismatch in terms of reasonable non-campus neighborhood development.

**Development Consistent With Neighborhood Standards**

We suggest that Mr. Stopple's proposal should be modified to bring the structure closer to the neighborhood density characteristics. As noted earlier, Weston Place has the highest density in the region. We are not suggesting that Mr. Stopple's building cannot have a higher density than Weston Place. We are suggesting that the new building should not have a density that is more than twice that of ours. As such, we suggest a compromise that moves up the bar in terms of density, but in a much more measured manner.

Some mathematics are in order to make our point. We start with Weston Place's density of 92 dwelling units per acre. If Mr. Stopple's density were increased from that level to 105 units per acre, that would be almost a 15 percent increase relative to the maximum density in the area.

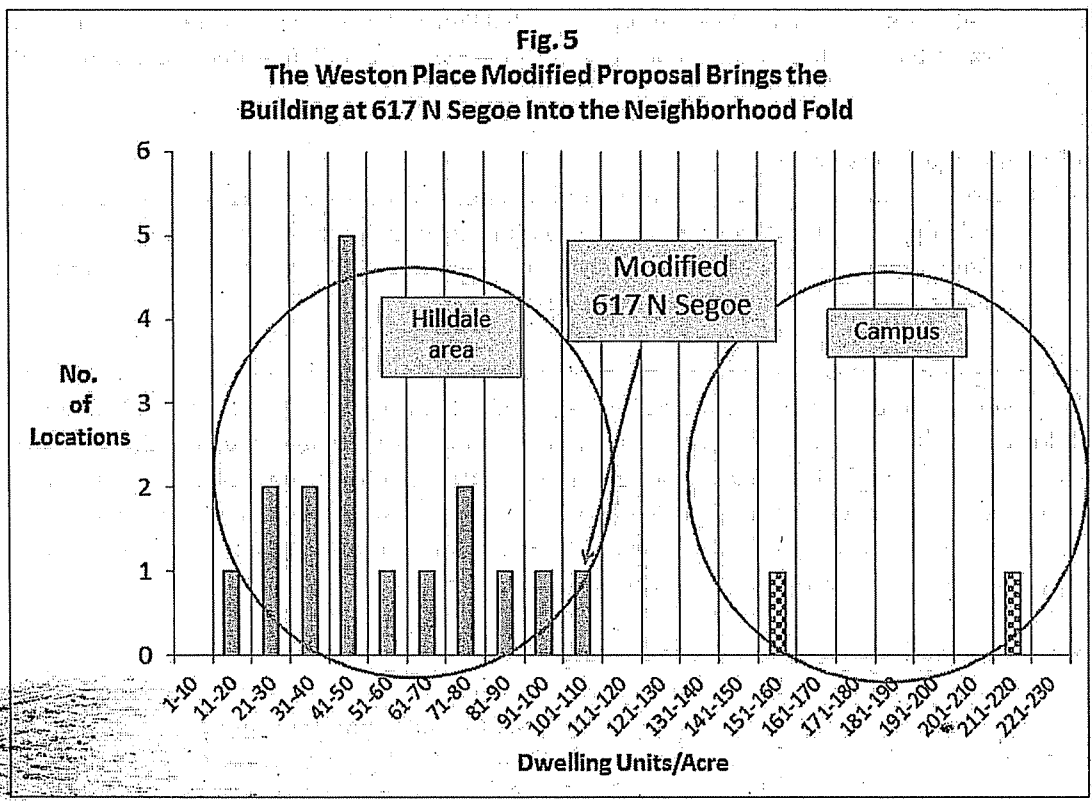
Such a density increase though represents progress that is evolutionary, not revolutionary. This allows for neighborhood adaptation, which will make future growth in the area more palatable.

The 617 N. Segoe Road property contains 0.58 acres. We now have the information necessary to determine the maximum number of residential units for the site.

$$\text{max units} = 105 \text{ units per acre} \times 0.58 \text{ acre} = 61 \text{ units}$$

This result reveals just how far from reasonable the initial proposal for the site is. We suggest that the new building be allowed a significant increase—15 percent—in density relative to that of the building in the area that currently has the highest density. Even with that reasonable accommodation, Mr. Stoppie would have to reduce the number of units to about half the number he is currently proposing.

Fig. 5 shows that the modification suggested by Weston Place would put the density of the 617 N. Segoe Road site at least within close proximity to that of the neighborhood. The key is that the building would look like a Hilldale-area development, not one that belongs on campus.



While the density issue is our primary concern, we have concerns about other aspects of the proposed structure, all of which can be addressed with reasonable modification.

#### **Appropriate Apartment Size**

If reasonable density is to be achieved, and if the building is going to attract those looking for luxury living, as we have been assured by Mr. Stopple is the intended market, efficiency apartments should not be part of the mix. We recommend a minimum unit size of 800 ft<sup>2</sup>. (The smallest units at Weston Place are about 1,000 ft<sup>2</sup>.) Such a revision would help to keep the density within neighborhood norms, especially given the location of this development somewhat shoehorned between The Coventry and Weston Place (both Condominium developments)

#### **Reasonable Amount of Commercial Space**

The City wishes to promote mixed use of buildings such as that proposed for the 617 N. Segoe Road site, a notion we strongly support. The initial proposal calls for only 4,700 ft<sup>2</sup> of commercial space. This may meet the letter of the mixed-use requirement (since there is no actual measurable minimum standard), but it certainly falls short in terms of spirit.

The proposed building would have a footprint of 10,000 ft<sup>2</sup>. A proper mixed-use structure for the site should have 10,000 ft<sup>2</sup> of commercial space—that is, a full first-floor of commercial activity.

#### **Sufficient Large Truck Parking**

Weston Place has three stalls that are restricted to large trucks for loading and unloading of furniture and appliances (no other vehicles can park in those stalls at any time). This facilitates the move-in/move-out process, as well as delivery of major items. It also prevents large vehicles from blocking traffic or taking up surface parking.

Those living in apartments relocate far more often than condominium residents, so this sort of activity will be more frequent for the 617 N. Segoe site than it is for Weston Place. Therefore, such loading and unloading space will be even more critical for the new structure than it is for us—and it is quite important in facilitating our moves. We, and our neighbors, do not want to be subjected to the awful mess that is August 15<sup>th</sup> of each year when the downtown apartments turn over. We suggest that the building at 617 N. Segoe have at least one dedicated large truck loading area for every for 40 residential dwelling units.

#### **Ample Resident, Guest, and Employee Parking**

If the building at 617 N. Segoe Road doesn't have sufficient parking for residents, their guests, and commercial employees, there is a high likelihood that some will attempt to park and thereby create a nuisance in the Weston Place or Coventry surface lots, those designed to serve our guests. The proposed building should pull its own weight in this regard.

We suggest that the new building have at least 1.1 underground stalls per residential dwelling unit (Weston Place has about 1.4 stalls per residential condo). If employees of the commercial space have underground parking, we suggest that the building have a minimum of 3 stalls for per 1,000 ft<sup>2</sup> of leasable commercial space (at least one of those three should be surface parking). Weston Place has 4.5 stalls of underground parking per 1,000 ft<sup>2</sup> of leasable commercial space plus 1 per 1,000 ft<sup>2</sup> of surface parking. We suggest that there be 10 surface stalls for guests and customers (this is in the same proportion to that of Weston Place) and the rest underground.

#### **Sufficient Green Space and Preservation of Existing Landscaping**

Density works aesthetically only if there is sufficient green space. When Weston Place was developed, we added substantially to the green space of the area (the former property owner had surface parking in essentially all areas where we have green space today). If the new building is to provide green space proportional to that provided by Weston Place, it will need 6,700 ft<sup>2</sup> (contiguous) of such area. There is also a large tree near the property line that would maintain an environmental aesthetic if it could be saved.

#### **Positioning the Building to Maintain Solar Access**

Any structure on the 617 N. Segoe Road site that is taller than the existing structure will affect the solar access of some residents on the south side of Weston Place. Care can be taken to minimize this impact by positioning the building so that the distance between the new structure and Weston Place is as large as possible. Lowering the height and positioning the building so that it is as far south as possible would help to meet this objective.

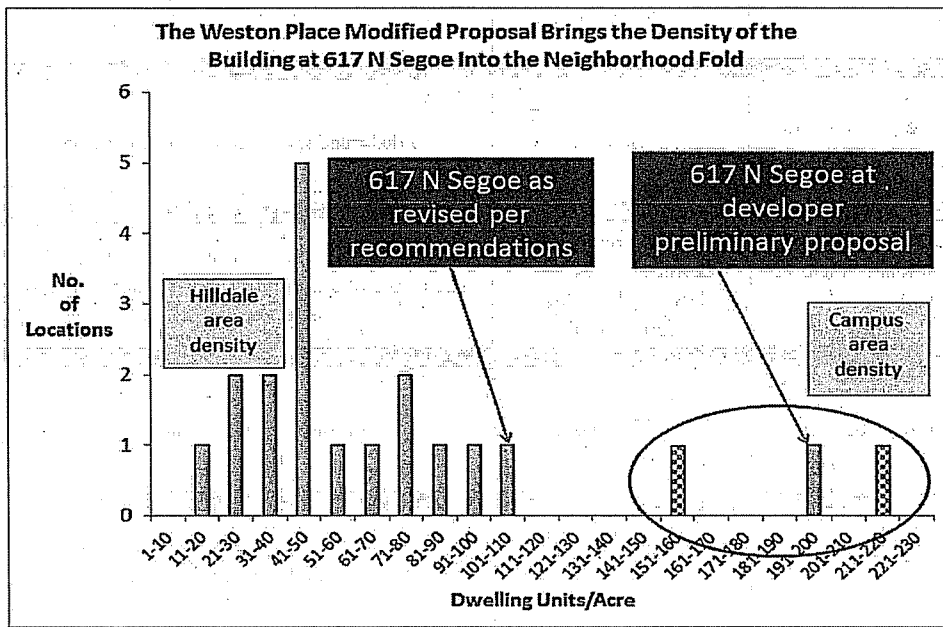
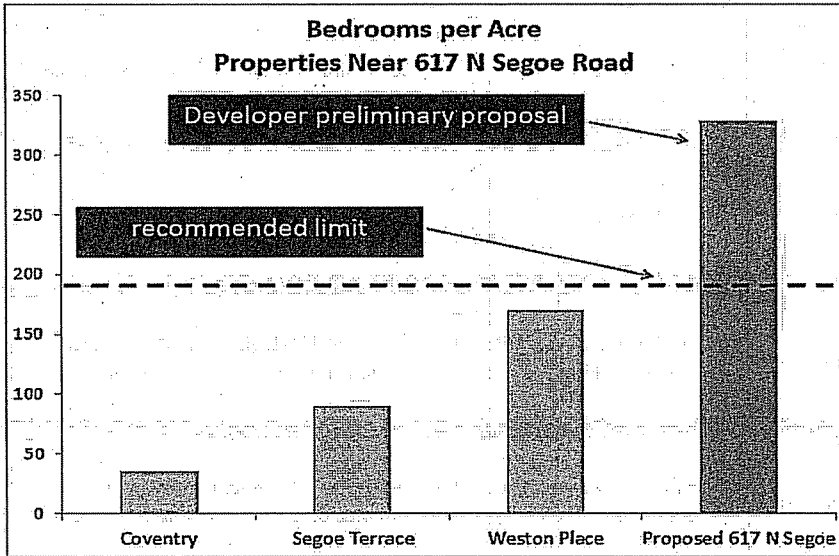
Mr. Stopple has suggested that he is willing to have additional setback distances on the upper floors of his building to reduce the loss of solar access. We strongly support such a design regardless of the ultimate height of the structure.

#### **Conclusion**

We offer these comments in the hope that any building developed at 617 N. Segoe will be a good fit for the neighborhood. The Hilldale area is headed in a very positive direction in terms of development. In turn, the development of 617 N. Segoe Road could help in that regard if its impact and suitability for the neighborhood is carefully considered. If the current proposal is modified along the lines we suggest, it can achieve those ends.



617 N SEGOE ROAD PROPOSED DEVELOPMENT (December 17, 2013)		
ISSUE	DEVELOPER PRELIMINARY PROPOSAL	WESTON PLACE COMMENTS
general building purpose (residential)	luxury apartments	agree-would add diversity to neighborhood
commercial space	4,000 sq. ft.	at least 80% of first floor footprint
density (dwelling units per acre)	205 dwelling units/acre; 119 units in total	limit density to 15% higher than Weston Place (106 dwelling units per acre; 61 units in total)
density (bedrooms per acre)	329 bedrooms per acre; 191 bedrooms in total	limit density to 15% higher than Weston Place (196 bedrooms per acre; 114 bedrooms in total)
unit size	half of the units less than 850 sq. ft.	increase median unit size to match intended luxury apartment market
parking for large trucks (for loading and unloading)	none	1 dedicated space per 40 residential units
resident, guest and employee parking	115 underground stalls (assumes 2.5 levels of underground parking); 15 surface stalls	1.1 underground stalls per residential unit; 3 stalls per 1,000 sq. ft. of commercial space; 10 surface stalls for guests and customers
green space	as shown in plan	increase to at least 6,700 sq. ft.
solar access for Weston Place and Segoe Terrace	restricted by development	lower building height; position building to the southwest with setbacks on upper floors; need a shadow study
rooftop (13th floor)	firepit/lights	no firepit or lighting that would encourage noisy nighttime activity



617 N Segoe Road  
Impact on Property Taxes and Assessed Values

Unit	Sq'	2014 Assessed Value	2013 Assessed Value	2013 Property Tax	Full Property Tax if All Units Sold @ 2013 tax rate
100	9,924	\$2,080,000	\$1,380,000	\$34,254.19	\$34,254
200	2,553	\$135,000	\$135,000	\$3,282.45	\$12,674
201	1,620	\$82,900	\$82,900	\$1,986.37	\$7,663
202	1,444	\$226,000	\$233,000	\$5,720.39	\$5,720
203	1,444	\$241,800	\$249,300	\$5,996.57	\$5,997
204	1,462	\$75,200	\$75,200	\$1,794.81	\$6,613
205	1,938	\$384,800	\$396,700	\$9,792.74	\$9,793
206	1,561	\$273,200	\$281,700	\$6,931.89	\$6,932
207	2,002	\$110,600	\$110,600	\$2,675.46	\$9,868
208	1,216	\$67,600	\$67,600	\$1,605.75	\$6,193
209	1,033	\$182,500	\$188,100	\$4,603.41	\$4,603
210	1,039	\$60,000	\$60,000	\$1,416.68	\$5,439
211	1,721	\$89,500	\$89,500	\$2,150.55	\$8,293
212	2,115	\$369,300	\$380,700	\$9,394.71	\$9,395
300	2,553	\$137,300	\$137,300	\$3,339.67	\$13,228
301	1,620	\$114,300	\$114,300	\$2,767.50	\$7,873
302	1,444	\$78,300	\$78,300	\$1,871.93	\$7,424
303	1,444	\$223,300	\$229,500	\$5,633.32	\$5,633
304	1,462	\$78,600	\$78,600	\$1,879.39	\$7,453
305	1,938	\$147,000	\$147,000	\$3,580.97	\$10,288
306	1,561	\$359,400	\$370,500	\$9,011.65	\$9,012
307	2,002	\$396,000	\$408,200	\$9,949.51	\$9,950
308	1,216	\$231,600	\$238,800	\$5,864.67	\$5,865
309	1,025	\$62,000	\$62,000	\$1,466.44	\$5,859
310	1,039	\$188,000	\$193,800	\$4,745.21	\$4,745
311	1,721	\$120,100	\$120,100	\$2,911.79	\$8,398
312	2,115	\$116,700	\$116,700	\$2,827.20	\$11,128
400	2,553	\$185,800	\$185,800	\$4,546.20	\$13,648
401	1,620	\$271,600	\$280,000	\$6,889.60	\$6,890
402	1,444	\$80,700	\$80,700	\$1,931.64	\$7,663
403	1,444	\$80,300	\$80,300	\$1,921.69	\$7,621
404	1,462	\$80,700	\$80,700	\$1,931.64	\$7,663
405	1,938	\$151,500	\$151,500	\$3,692.92	\$10,624
406	1,561	\$328,900	\$339,100	\$8,359.83	\$8,360
407	2,002	\$157,200	\$157,200	\$3,834.72	\$10,918
408	1,216	\$220,600	\$227,400	\$5,581.08	\$5,581
409	1,025	\$63,200	\$63,200	\$1,496.29	\$5,975
410	1,039	\$63,300	\$63,300	\$1,498.78	\$5,983
411	1,721	\$325,000	\$335,100	\$8,260.32	\$8,260
412	2,115	\$120,000	\$120,000	\$2,909.30	\$11,443
500	2,553	\$465,400	\$479,800	\$11,730.70	\$11,731
501	1,620	\$121,500	\$121,500	\$2,946.61	\$8,398
502	1,444	\$82,900	\$82,900	\$1,986.37	\$7,873
503	1,444	\$82,700	\$82,700	\$1,981.39	\$7,852
504	1,462	\$83,900	\$83,900	\$2,011.24	\$7,970
505	1,938	\$405,900	\$418,500	\$10,335.05	\$10,335

617 N Segoe Road  
Impact on Property Taxes and Assessed Values

Unit	Sq'	2014 Assessed Value	2013 Assessed Value	2013 Property Tax	Full Property Tax if All Units Sold @ 2013 tax rate
506	1,561	\$307,200	\$316,700	\$7,802.58	\$7,803
507	2,002	\$383,800	\$395,700	\$9,767.86	\$9,768
508	1,216	\$235,000	\$243,000	\$5,969.16	\$5,969
509	1,025	\$65,500	\$65,500	\$1,553.51	\$6,193
510	1,039	\$65,500	\$65,500	\$1,553.51	\$6,193
511	1,721	\$310,000	\$339,300	\$8,235.49	\$8,235
512	2,115	\$432,100	\$445,500	\$11,006.73	\$11,007
600	2,553	\$489,900	\$505,100	\$12,489.39	\$12,489
601	1,620	\$327,700	\$335,100	\$8,260.32	\$8,260
602	1,444	\$312,900	\$142,700	\$3,474.00	\$6,571
603	1,450	\$135,200	\$135,200	\$3,287.43	\$7,453
604	1,462	\$320,100	\$330,000	\$8,133.45	\$8,133
605	1,938	\$414,700	\$414,700	\$10,111.21	\$10,111
606	1,561	\$319,300	\$329,200	\$8,113.55	\$8,114
607	2,002	\$406,700	\$419,300	\$10,354.95	\$10,355
608	1,216	\$233,600	\$240,800	\$5,785.12	\$5,785
609	1,025	\$205,200	\$211,500	\$5,185.53	\$5,186
610	1,039	\$103,300	\$103,300	\$2,493.85	\$5,668
611	1,721	\$322,100	\$332,100	\$8,185.69	\$8,186
612	2,115	\$509,300	\$525,000	\$12,984.44	\$12,984
700	2,553	\$207,300	\$207,300	\$5,081.05	\$14,593
701	1,632	\$310,000	\$325,000	\$8,009.06	\$8,009
702	1,444	\$113,700	\$113,700	\$2,752.57	\$8,986
703	1,450	\$310,400	\$320,000	\$7,884.68	\$7,885
704	1,462	\$114,300	\$114,300	\$2,767.50	\$8,064
705	1,938	\$423,500	\$436,600	\$10,785.32	\$10,785
706	1,561	\$362,200	\$373,400	\$9,083.79	\$9,084
707	2,002	\$470,900	\$485,500	\$12,001.80	\$12,002
708	1,236	\$123,900	\$123,900	\$3,006.32	\$6,823
709	1,033	\$103,300	\$103,300	\$2,493.85	\$5,668
710	1,039	\$230,400	\$237,500	\$5,832.33	\$5,832
711	1,721	\$369,800	\$381,200	\$9,277.83	\$9,278
712	2,115	\$500,000	\$500,000	\$12,362.52	\$12,363
800	2,596	\$684,000	\$684,000	\$16,939.87	\$16,940
801	1,632	\$134,400	\$134,400	\$3,267.53	\$9,343
802	1,444	\$372,600	\$372,600	\$9,193.20	\$9,193
803	1,444	\$327,000	\$327,000	\$7,929.51	\$7,930
804	1,473	\$363,300	\$363,300	\$8,961.85	\$8,962
805	1,938	\$460,000	\$460,000	\$11,238.13	\$11,238
806	1,561	\$399,000	\$399,000	\$9,849.95	\$9,850
807	2,002	\$475,000	\$475,000	\$11,740.60	\$11,741
808	1,236	\$131,400	\$131,400	\$3,192.89	\$7,264
809	1,033	\$110,000	\$110,000	\$2,660.53	\$6,046
810	1,046	\$107,000	\$107,000	\$2,585.90	\$5,878
811	1,721	\$398,300	\$398,300	\$9,703.23	\$9,703
812	2,115	\$539,100	\$539,100	\$13,205.90	\$13,206

617 N Segoe Road  
Impact on Property Taxes and Assessed Values

Unit	Sq'	2014 Assessed Value	2013 Assessed Value	2013 Property Tax	Full Property Tax if All Units Sold @ 2013 tax rate
900	2,866	\$260,200	\$260,200	\$6,397.04	\$18,898
901	2,008	\$139,000	\$139,000	\$3,381.96	\$13,255
902	1,993	\$500,600	\$500,600	\$12,377.45	\$12,377
903	2,707	\$218,200	\$218,200	\$5,352.21	\$20,893
904	1,118	\$317,500	\$317,500	\$7,822.49	\$7,822
905	2,371	\$645,700	\$645,700	\$15,987.08	\$15,987
906	1,727	\$114,600	\$114,600	\$2,774.96	\$10,918
907	1,193	\$260,000	\$81,200	\$1,944.07	\$5,460
908	1,719	\$480,300	\$480,300	\$11,872.45	\$11,872
909	2,144	\$147,300	\$147,300	\$3,588.44	\$14,068
1000	2,553	\$195,300	\$195,300	\$4,782.53	\$14,488
1001	2,008	\$575,800	\$130,900	\$3,180.46	\$3,180
1002	1,990	\$130,900	\$130,900	\$3,180.46	\$12,493
1003	2,351	\$685,000	\$685,000	\$16,964.75	\$16,965
1004	1,118	\$370,000	\$370,000	\$9,128.52	\$9,129
1005	2,110	\$690,000	\$690,000	\$17,089.13	\$17,089
1006	1,723	\$110,200	\$110,200	\$2,665.50	\$10,498
1007	1,191	\$102,300	\$102,300	\$2,468.98	\$7,516
1008	1,719	\$469,000	\$469,000	\$11,591.34	\$11,591
1009	1,862	\$528,300	\$528,300	\$13,066.54	\$13,067
1100	2,606	\$824,900	\$184,400	\$4,511.37	\$17,323
1101	2,008	\$137,000	\$137,000	\$3,332.21	\$13,081
1102	1,989	\$542,900	\$542,900	\$13,429.74	\$13,430
1103	2,351	\$211,700	\$211,700	\$5,190.51	\$20,263
1104	1,118	\$302,800	\$302,800	\$7,327.49	\$7,327
1105	2,110	\$161,500	\$161,500	\$3,941.69	\$15,433
1106	2,914	\$192,100	\$192,100	\$4,702.92	\$18,373
1107	1,719	\$171,500	\$171,500	\$4,190.46	\$12,598
1108	1,884	\$595,000	\$139,700	\$3,399.37	\$3,399
1200	3,503	\$327,400	\$327,400	\$8,068.77	\$31,395
267 parking spaces at \$15,300 each		\$4,085,100	\$4,085,100	\$76,629.00	\$76,629

Total Assessed    \$36,454,100    \$34,969,600            \$833,942            \$1,258,766

Additional taxes when sold out                                    \$424,824

**Firchow, Kevin**

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**From:** connie mccabe [REDACTED]  
**Sent:** Tuesday, May 06, 2014 1:39 PM  
**To:** Firchow, Kevin  
**Subject:** Planning Meeting May 6, 2014 RE: 617 N Segoe

Dear Kevin, I live at [REDACTED] Sawyer Terrace [REDACTED]. My name is Connie McCabe. I wish to be included in any comments at this evening's Planning Meeting. I could not believe that anyone would want to construct a 115 unit, 12 story apartment building right out my window on the small property where a bank once stood at 617 N. Segoe. My privacy would be impacted very much. Something smaller, I was sure, would be produced. What in the world are these people thinking? No way could a large apt complex on a very small piece of land benefit anyone here, even those living in it. I am 77 years old and do not want the congestion that would arise from the building of this very large apt. complex right out my window. Many of my neighbors feel this same way. We are old and disabled for the most part. Do I need to get a petition together from them like I did for the building of the Whole Foods development many years ago? I can no longer attend the Council Meetings or the Planning Meetings. Please advise me! Respectfully, Connie McCabe

**Proposed change of zoning from NMX to PD at 617  
N.Segor Rd.**

**To The Planning Commission**

**For many reasons we are asking you not to amend the zoning map at 617 N.Segoe Rd. from NMX to PD. Under PD a proposed 12 story building could be built. We are not objecting to a 4 story building allowable under NMX zoning.**

**Staff recommendation**

**The most important part of the staff report is found at the bottom of page 12. It is important to repeat it here.**

**“The development request should be reviewed carefully against the Zoning Map Amendment, Planned development, and Demolition Standards. Although the proposed project is large, and larger on its site , Planning Division Believes IT MAY BE POSSIBLE TO FIND THE APPLICABLE STANDARDS ARE MET .**

**Staff is aware that considerable opposition to this request has been expressed , and these comments and related information should be carefully considered along with this report and testimony provided at the public hearing.”**

**Personal Issues of over 70 people**

**Over 70 registered voters have signed petitions**

asking that the current zoning not be changed from NMX to PD. Varying reasons have been expressed by these folks including quality of life issues as well as fear of loss of property value. The Comprehensive Plan recognizes quality of life issues and defines that in the glossary. Your Land Development material states "The zoning code assures you and your neighbors that any new development or design changes to your or adjacent properties will not adversely affect your enjoyment and use of your or your neighbors property. "Conservation of property values" is recognized under Sec. 28.182 Text and Map Amendments.

#### No "Need" identified

A "need" for a 12 story extremely high density building has not been identified in either the staff report or in the proposed plan. The most recent residential buildings have not exceeded 4 stories. Why upset the present balance of the community which enjoys good transportation, commercial, business, housing, park and even a great farmer's market by building an unwanted 12 story building?

#### Zoned for a 4 story building

There is an offer to purchase the 617 property, still on the table, from another developer who will build a 4 story building which he considers will be profitable. Why rezone just to enable a developer to make more money possibly at the expense of present residents who are concerned about life issues and loss of property value.



The developer makes a claim of generating a certain amount of tax dollars. Neither he nor staff have noted how this zoning change might affect the value and tax revenue of adjacent properties. The proposed building is not compatible with the surrounding area.

### University Hill Farms Neighborhood Plan

The Plan has not been completed but it does identify three areas to be considered for redevelopment. The property at 617 is not identified as one of the three. Many residents in the study have said they do not want anymore large residential buildings. There are no specific plans for the D.O.T. property but we have been told many times that we can expect many more and taller buildings will be built there. That should fill any need arising in the future.

### Public Hearing

Staff has commented several times that the decision concerning a zoning change by the Planning Commission is subject to change depending on the information from the public at the Hearing. We are thankful for that because it indicates that the public input is important and will be considered. It is almost impossible for the general public to critique or understand the staff report, especially when references are made to ordinances or documents but the references are not specific enough. So the public loses out. We do not believe it to the intent of the Common Council that the public have to hire experts or

attorneys to be able to read or research the Planning report.

Please do not amend the zoning map . Keep the zoning as NMX.

Thank you,

Grace and Bruce Frudden  
625 N. Segoe Rd.  
Madison, Wi

City of Madison, Wisconsin

**REPORT OF:** URBAN DESIGN COMMISSION**PRESENTED:** May 7, 2014**TITLE:** 617 North Segoe Road – Rezoning from  
NMX to PD – 12-Story Apartment  
Building. 11<sup>th</sup> Ald. Dist. (32843)**REFERRED:****REREFERRED:****REPORTED BACK:****AUTHOR:** Alan J. Martin, Secretary**ADOPTED:****POF:****DATED:** May 7, 2014**ID NUMBER:**

Members present were: Richard Wagner, Chair; Dawn O’Kroley, Cliff Goodhart, Tom DeChant and Melissa Huggins.

**SUMMARY:**

At its meeting of May 7, 2014, the Urban Design Commission **GRANTED FINAL APPROVAL** of a rezoning from NMX to PD for a 12-story apartment building located at 617 North Segoe Road. Appearing on behalf of the project were Randy Bruce and James Stopple. Registered and speaking in opposition were Ms. Balakhovsky, Karen Schwarz and Belle Frink. Revisions to the project include rotating the building and elimination of a drive with on-grade parking, the mixed-use component has been removed in favor of an all residential building. The rotation of the building is occurring because of the proposed roundabout that is going to occur at Sheboygan and Segoe Roads, and it allows them to orient themselves towards the circle. It also opens up some of the view lines for Weston Place. One of the conditions in the staff report is the provision for guest parking and loading/unloading. A loading zone is located at the back of the building for larger vehicles, with the potential for having three parking spaces off of the drive. It may take some work with the neighbors over this shared access point. The base of the building is cast stone with some variation in color for richness, with some rough faced stones to give it a rusticated base. Buff colored standard (utility) sized brick is proposed for the upper floors.

Ms. Balakhovsky spoke in opposition. There are two exits on the east side of the building that come up as hallways. My question is are those emergency exits only or are they for daily use? And in earlier designs you had a retaining wall along the east side. What are you planning on doing now because there is a significant grade different between there and the greenspace that belongs to Weston Place. Right now there’s a row of arborvitaes that present erosion and prevent people walking through. What are you planning on to prevent the erosion there?

- They’re really emergency exits that lead from the stairwells and have to connect directly to the outside.
- Our plan would be to expose portions of that lower level, almost the entire lower level is exposed, it’ll taper up into the corner to no exposure and that takes up much of that grade differential. There will be a slope coming off of that that will match into your yard there. Obviously when construction occurs that will be disturbed and replanted, that’s part of our discussion with the condominium association.

And how does that exposure interact with the patios of people living on the first floor?

- They're going to be really restricted to that patio area up top.

If you look at the wedge between Weston Place and the north edge of your building you can see that it's funnel shaped. Right now with the two-story building there and without the funnel shape there's a significant wind velocity already existing, to the point when the winds are high it opens our doors. When you factor in a funnel shape and a 12-story building that wind velocity is only going to increase. Is there anything we can do in terms of plantings or walls or barriers or something to cut that wind velocity down. I'm not just talking about people walking. We appreciate that you moved the bike racks but we were wanting, since it's a high end building, if there's any possibility of moving all of the bikes to the side, that would improve the look of the building. Is the metal going to reflect sun? Or is the zinc finish more dull and just reflects the color?

- It's a metal that will have some reflection but because of its weathered texture and variation, it's not like a smooth shiny surface. As far as the bicycles go, we do have 16 bicycles inside, we do have about 6 outside.

But they end up being out of character with the rest of the neighborhood. There are no outside ones at Coventry, Weston Place or the senior center. The ones that are outside at Overlook end up looking like trash heaps all winter long. It's bike parking, not bike racks.

Karen Schwarz spoke in opposition. From the standpoint of compatibility of other structures with adjacent properties this proposed building is a much greater intensity and far exceeds what is considered reasonable by the City's Comprehensive Plan. The building setbacks are minimal, the Sawyer Terrace building is 60-feet from us but that's corner to corner, this proposal has an 11-story exposure to Weston Place at all residential levels, which significantly diminishes quality of life due to limited natural light and extreme closeness of the buildings. It should be noted that the Sheboygan Avenue apartments are adjacent to a large open space and the building façades are greatly separated, where this is an extremely close distance between buildings. The lack of adequate parking has a negative effect on the function and access for everyone in this immediate area. A smaller physical envelope in terms of height, density and physical separation would address most of our major concerns which are function, access, compatibility with immediate surroundings and most importantly quality of life.

Belle Frink spoke in opposition. Are there any examples around town where we could see the type of glare from metal panels? Being so close (45-feet) from this proposed building, all the residential buildings will suffer from sun glare. I wasn't clear about the exits, can those doors be locked or are they alarmed?

- We did not plan on locking them. We hadn't thought about that as a need. We can talk to Jim Stoppole about whether he wants to lock them or alarm them.

If they use them it seems they will be going out through our greenspace. Presently people come down all the time over our hill. With 115-units that's a lot more people. Aesthetically it would be helpful if the bike racks were internalized.

Comments and questions from the Commission were as follows:

- What is the window material?
  - To match the metal, that's the idea. Same color everywhere.
- The louver near the garage door, it'd be nice if you could have it align with something above, even if you're making it larger than it needs to be.
- Some of the issues we've heard tonight are not design issues, they're Plan Commission issues.

 DRAFT

**ACTION:**

On a motion by Huggins, seconded by Goodhart, the Urban Design Commission **GRANTED FINAL APPROVAL**. The motion was passed on a unanimous vote of (4-0).

No rakings were provided for this project.