

AGENDA # 8

City of Madison, Wisconsin

REPORT OF: URBAN DESIGN COMMISSION

PRESENTED: July 10, 2013

TITLE: 441 North Frances Street – Mixed-Use PD
with 25,000-30,000 Square Feet of Retail
and 250-300 Residences in the Downtown
Core (“The Hub”). 4th Ald. Dist. (30040)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Alan J. Martin, Secretary

ADOPTED:

POF:

DATED: July 10, 2013

ID NUMBER:

Members present were: Richard Wagner, Chair; Tom DeChant, Henry Lufner, John Harrington, Richard Slayton, Lauren Chare and Cliff Goodhart.

SUMMARY:

At its meeting of July 10, 2013, the Urban Design Commission **GRANTED INITIAL APPROVAL** of a mixed-use PD located at 441 North Frances Street. Appearing on behalf of the project were Jeff Zelisko, Joe Antunovich, Brian Munson, Brad Mullins, Tom Harrington, Brian Neiswender and Marc. Antunovich began the presentation by talking about the importance of the streetscape and the desire to come back to retail with living spaces above. The designs show the building addressing the street with several different façades. The red color has been removed from the color scheme. Zelisko discussed the updated designs and supplemental information. Approximately 20,000 square feet of retail is proposed, possible townhomes and approximately 160 underground parking spaces on two levels. The residential entrance and leasing center will be located on Frances Street with the loading location off of Gilman Street. Because of the amount of traffic generated by this parking lot they don't see that many cars moving out and therefore feel only one entrance and exit is called for; it would also cause the loss of 1,000 square feet of retail space. Bicycle parking requirements are satisfied in the parking area as well. Moped parking will depend on how the needs arise but there is flexibility to accommodate the mopeds. They have provided an additional trash room. They have added a fifth elevator off the secondary entrance for occupants located closer to Gilman Street. Amenities for the building are along the second floor and include an exercise facility, living room, courtyard surrounded by the 12-story element of the building, outdoor volleyball and sitting areas. Forty-four market-rate units have been added. Floors 3 and 4 have residential elements extending out to State Street and the building starts to setback, with floors 5-6 providing terraces that do not extend out to the edge of the building. There is a large mix of studio and 1-5 bedroom units. On top of the building is a swimming pool and terrace and includes a mechanical penthouse. Many of the units are providing bike parking within the unit with a rack that they provide. Presently they have approximately 988 beds with the mix of different types of units. They have provided the required landscape areas for each floor using deciduous indigenous plants arranged in a very organic manner within the elements of the building. Because of the form based Zoning Code provisions, the shadows do not extend any further than the shadow lines created by the neighboring four-story buildings. Brick elements and cast brown masonry will be used with the darker colors starting at the base and lightening as the building goes up. Lighting will be a soft glow on the building with some canopy lights shining subtly on the sidewalk.

Staff noted that signage will return for a separate approval with more details provided. Based on tonight's referral of "The Constellation" and the Mayor's concerns there will have to be a staff evaluation on the consistency with the Sign Control Ordinance.

Comments and concerns from the Commission were as follows:

- I like the random pattern on the State Street façade (upper).
- On the sheer wall, I prefer Option A to keep some of the randomness with the windows.
- What's your sense of place on State Street?
 - It's a mix of bars and stores and we feel we'll fit right in. Our building is similar in size to what is already on State Street. We want flexibility too, we don't want it so broken up that it doesn't fit in terms of massing. Within our 250-feet we have six façade changes.

When you look up and down State Street it's got some grittiness to it, the building shapes have changed and it's not just size. My concern is this seems more sterile than gritty. This would be perfect around the Square, but I'm not getting the sense of place in terms of State Street; need to demonstrate that the storefront façades mesh with the feel of State Street. The other concern is part of that grittiness is the "independents" on State Street; we're going to see more chains coming here and the whole sense of place and personality of State Street is going to change. I look at your shadow patterns and I disagree; I think you're covering at 80% of State Street at times when it needs the sun, in the winter. I'm concerned.

- There's a very strong masculinity to this building. If you look at the blocks with these two pieces that just hunker down, it reminds me of the lions at the library. You've done a great job but I'm not emotionally moved yet. Did you look at something else?
 - We've gone around the block and back with the color and various elements. Once we started with the brick element we felt it was important to have a different base than what was happening above and we feel we've achieved that with lots of elements and components. We feel it's an elegant color scheme. We feel the dark brick has a "gritty" character to it too. The whole thing is going to have an incredible glow to it.
- I can appreciate the complexity of this project. It's a concrete building and you're trying to make it look like a steel frame. It's really dark. These examples look like fortresses that aren't welcoming. This part of State Street is always in the shade and this is just going to suck the life out of the streetscape; explore a lighter color. I think this could use one more level of refinement, particularly at the Frances/State Street corner. Why not a canopy that goes all the way around? On the sheer wall, are they actual windows or just spandrel glass?
 - They could be either. It's on the property line. We prefer they be vision glass. We think that the glow will add to the activity. On the ground floor, the retailer will come and as much as we try to depict how this will look; if we're successful with local retailers they'll have as much to say as we do as architects, and how we nail that together, we're setting up a framework on the first 20-feet to accommodate practically any retailer. They do want to be expressed individually with color, banners, awnings that protrude out, etc.
- I question the use of the steel frame, it's very industrial.
- I'm struggling with the corner element the most. I happen to like that aesthetic but contextually is what I'm having a hard time with. I understand you want something different and I like the other façades but something about that corner element looks out of place; look at alternatives.
- I like the quasi-randomness of the windows. I can see where money was being spent and where money was being saved. This doesn't have the style that this does.
- Maybe play with the shape and form at the top and give it some variation.

- You have the ability, instead of it all being random, get more variation by going random/variation, random/variation, random/variation.
 - Buildings don't have that transparency in the daytime. At night these buildings have to contribute something to the street and if it can contribute this playfulness and unpredictability, and maybe grit...

I'm not saying that's your model. How do you rebuild something new and at the same time integrate that personality that works on State Street.

- There's the green thumb approach too. We could allow ivy to grow up the building.

Heather Stouder of the Planning Division summarized staff's recommendations for the project. Staff recommends moving ahead with the supplemental detailing on State Street sheer wall treatment (with random concrete panels and windows); across the board staff strongly recommends the rectilinear window pattern because form follows function and in this case it's the one exception to this building. From a program standpoint there isn't a strong reason for it but staff is open to compromise for an area on the building that allows for the randomness. On the whole this is a very strong project and the Division supports it.

Harrington noted he cannot support the project. He remarked that businesses like Porta Bella will be forever changed. It's more than just what the Zoning Code allows, it's aesthetics. There is a bigger discussion that needs to be had about how this affects State Street. This isn't just "any street." Wagner sees this as being in line with the adopted plans but the City needs to have the larger discussion about a sense of place. There are a number of "high rises" in town and the City hasn't gone back to look at them and ask the question "what works here?" We never get any evaluation of what's going on the City. It's the same for the low-rises along Langdon Street; what has worked and what's the sense of place along Langdon Street. There's no evaluation once the project has been pushed through. Cnare noted that this will change State Street forever, bits and pieces of State Street as it exists now will stay, but this feels very "east coast." This is tomorrow's Madison; it's not bad but it's different. She stated the seminal moment in our City's history will happen at the Common Council and she strongly encouraged people to come for that catalytic discussion about our City and the notion of place making.

ACTION:

On a motion by Lufner, seconded by Cnare, the Urban Design Commission **GRANTED INITIAL APPROVAL**. The motion was passed on a vote of (4-2) with Harrington and Slayton voting no. The motion required address of all comments made by the Commission as noted.

After the Commission acts on an application, individual Commissioners rate the overall design on a scale of 1 to 10, including any changes required by the Commission. The ratings are for information only. They are not used to decide whether the project should be approved. The scale is 1 = complete failure; 2 = critically bad; 3 = very poor; 4 = poor; 5 = fair; 6 = good; 7 = very good; 8 = excellent; 9 = superior; and 10 = outstanding. The overall ratings for this project are 5 and 7.

URBAN DESIGN COMMISSION PROJECT RATING FOR: 441 North Frances Street

	Site Plan	Architecture	Landscape Plan	Site Amenities, Lighting, Etc.	Signs	Circulation (Pedestrian, Vehicular)	Urban Context	Overall Rating
Member Ratings	-	5	5	-	-	6	6	5
	8	6	7	7	-	7	7	7
	-	6	-	-	-	-	-	-

General Comments:

- Nice building but wrong location. Belongs on Michigan Avenue in Chicago/the Square but is too static for State Street. Let the towers have some life in the form – why a monolithic block?
- Black warehouse aesthetic out of context for State Street. Big grid too brutal. Needs more delicate detailing.
- Some awkward design elements. Don't like random windows or steel frame and black brick on corner of State and Frances.

AGENDA # 3

City of Madison, Wisconsin

REPORT OF: LANDMARKS COMMISSION

PRESENTED: April 29, 2013

TITLE: Buildings Proposed for Demolition -
2013 (28840)

REFERRED:

REREFERRED:

REPORTED BACK:

AUTHOR: Amy Scanlon, Secretary

ADOPTED:

POF:

DATED: April 29, 2013

ID NUMBER:

Members present were: Erica Gehrig, Vice Chair; Christina Slattery, Jason Fowler, David McLean, and Michael Rosenblum. Marsha Rummel and Stu Levitan were excused.

SUMMARY:

3302 Packers Avenue
665 Knickerbocker Street
431 North Frances Street
6698 Odana Road

ACTION:

A motion was made by McLean, seconded by Rosenblum, to convey to the Plan Commission that the Landmarks Commission is concerned about the encroachment of a larger development into an established vernacular neighborhood as would be the case with the proposed demolition of 665 Knickerbocker Street and to convey to the Plan Commission that the Landmarks Commission finds that the buildings at 3302 Packers Avenue, 431 North Frances Street and 6698 Odana Road have no known historic value. The motion passed by voice vote/other.



Traffic Engineering and Parking Divisions

David C. Dyer, P.E., City Traffic Engineer and Parking Manager

Madison Municipal Building, Suite 100
215 Martin Luther King, Jr. Boulevard
P.O. Box 2986
Madison, Wisconsin 53701-2986
PH 608 266 4761
FAX 608 267 1158
traffic@cityofmadison.com

To: Plan Commission

From: David C. Dyer, P.E., City Traffic Engineer and Parking Manager

Date: July 15, 2013

Subject: 529-557 State Street Redevelopment-Trip Generation and Review Study

Traffic Engineering (TE) Division staff has completed its review of the Trip Generation Study completed by the applicant. Overall the Study is a good representation of the proposed development. However, there are areas where the Traffic Engineering Division believes other considerations need to be made.

The study refers to a reduction in the ITE Trip Generation rate based on the intended marketing of student apartments. The intended use as student apartments may reduce the number of trips generated, however there is no certainty that the development will continue in the future to operate in this fashion. Changes in market conditions may lead to a change in marketing of the apartments to non-students.

The study also refers to a reduction in the ITE Trip Generation Rate based on use of alternative modes. The applicant is proposing providing 162 parking spaces for 283 dwelling units- a ratio of 0.57 spaces/du. As would be expected it is anticipated that residents of the development will make good use of alternative modes of transportation. However the Traffic Engineering Division believes that this reduction is already captured by the trip generation rate. The rate is based on number of vehicles (i.e. parking spaces), and not number of dwelling units. Evaluating the building by Dwelling Units (ITE Trip Generation Code 222-High Rise Apartments) would yield approximately 1300 daily trips. It is likely the heaviest use of alternative modes will be by the occupants who do not have access to a vehicle and that the rate is accurate for the 162 parking spaces. Given this, the Traffic Engineering division believes it is in the City's interest to evaluate the project without the reductions described in the study.

The total number of trips generated from the development is not anticipated to result in major impacts to the larger transportation system as a whole. However specific impacts to intersections need to be considered. Specifically impacts to the State Street, Broom Street, and the Gilman Street intersection. State Street is the City's most important pedestrian, transit, and bicycle corridor. The current intersection configuration is skewed and crossing State Street on Gilman Street is very challenging and conflicts with the high number of pedestrians moving along State Street. Given the current street network and proposed design, it is anticipated that development related traffic destined to the east will need to cross State Street. Significant modifications, including re-alignment may be necessary to mitigate crossing issues at this intersection, possibly including forcing all northbound Gilman Street traffic to make a right turn onto Broom Street.

Traffic Engineering Recommends the applicant provide an exit only egress from the proposed development onto Frances Street. Providing this egress will provide the development direct access to the traffic signal located at University and Frances and will help to distribute exiting traffic amongst several streets rather than concentrating it at State Street. Vehicles with a destination Eastbound from the development will be able to access Johnson Street via Frances Street and are likely to use this egress to avoid crossing State Street. The secondary egress will also provide occupants of the development additional options during special events that occur throughout the year in the State Street Area.

MADISON TRUST



for Historic Preservation



National Trust
Partners Network

10 June, 2013

The Mullins Group, LLC
401 North Carroll Street
Madison, WI 53703

RE: Proposal - The Hub at Madison

Dear Project Manager-

We are writing regarding the treatment of the existing building at 529 State Street in the project area for the proposed project on that block.

First, we support the redevelopment of the underutilized surface parking area on the 500 block of the critical State Street commercial district.

The success of State Street since its conversion to a pedestrian mall in the 1970s is based on largely on its pedestrian-friendly character – fine-grained parcel division, relatively consistent low-to-mid-rise development, a permeability derived from frequent pedestrian openings to commercial retail and food-service business spaces, and architecturally interesting buildings that feature high-quality, irreplaceable materials and craftsmanship.

The commercial building at 529 State Street contributes to all of these characteristics. It was officially designated a contributing building in the State St. Historic District, determined to be eligible for the National Register of Historic places (but not officially listed in the Register). Its terra cotta façade is relatively unique on State St. and has a high degree of integrity. We were pleased to see that the renderings of the proposed development show the façade, and at least the front section of 529, intact and integrated into the proposed new construction.

We strongly recommend carrying this approach to the interior of the commercial space of 529 - retaining the relatively small restaurant/tavern space inside the building, and avoiding a dissonant experience of entering what appears to be a vintage 1920s building to find a much larger space that is belies the exterior façade. This approach would retain some of the existing fine-grained character of the district as well as the historic architectural interest of the terra cotta exterior that make the district so engaging and stimulating for the millions of pedestrians who use the street annually.

Sincerely,

Jason Tish
Director, Madison Trust for Historic Preservation

cc: Mike Verveer, Bill Fruhling, Al Martin, Amy Scanlon

Dedicated to the Preservation of Madison's Historic Places

P.O. Box 296 Madison, Wisconsin 53701-0296

608-441-8864

info@madisonpreservation.org

19-20

Stouder, Heather

From: Eleanor Lewis [REDACTED]
Sent: Tuesday, June 18, 2013 10:50 AM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd: Against redevelopment project

----- Forwarded message -----

From: Alejandro Martinez [REDACTED]
Date: Sat, Jun 15, 2013 at 12:54 PM
Subject: Against redevelopment project
To: [REDACTED]

My wife and I, residents of Fitchburg, WI, and alumni of UW-Madison, are against the redevelopment project proposed for the 500 block of State Street, for both its threatening nature against local family-owned businesses located therein, and the transformation and destruction of State Street's charm which until now it's what gives the downtown area its attractiveness for having locals and visitors spending time and money downtown.

Thank you,
Alejandro Martinez and Jessica Viesselmann.

Stouder, Heather

From: Eleanor Lewis [REDACTED]
Sent: Saturday, June 15, 2013 11:12 AM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd:

----- Forwarded message -----

From: "Emiko Ohnuki-Tierney" [REDACTED]
Date: Jun 15, 2013 11:02 AM
Subject:
To: "Eleanor Lewis" [REDACTED]
Cc:

This is a letter to oppose, in the strongest terms, the building of a 12-story luxury student apartment complex on the 500 block of State Street. The building of a high-rise apartment is an utmost anathema in several significant ways.

It will results in a drastic change to the area where the family owned restaurants have been serving the community for decades. These restaurants will most likely be unable to return to the State Street. They have been not only the favorite restaurants for the locals but also contributed to the "fame" of our State Street. Several of my colleagues at the University of Chicago come to Madison to stroll on State Street and enjoy small shops, owned by individuals and family, and dine at these restaurants.

The University is known and proud of the fact that we give the finest education not just for students from wealthy families but for the majority who must financially struggle to be with us. A luxury apartment complex right at the bottom of the Bascom Hill is even symbolically an enormous offense to this long tradition of the University of Wisconsin, Madison.

I therefore most strongly oppose to the proposal by the Mullins Group and Core Campus of Chicago.

Emiko Ohnuki-Tierney

William F. Vilas Professor

University of Wisconsin, Madison

Stouder, Heather

From: Eleanor Lewis [REDACTED]
Sent: Wednesday, June 12, 2013 10:42 AM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd: 500 block of State St

----- Forwarded message -----

From: [REDACTED]
Date: Jun 12, 2013 10:40 AM
Subject: 500 block of State St
To: [REDACTED]
Cc:

Hello,

I am very upset to hear about the planned demolition of block 500 on State Street. Husnu's is one of our family favorites restaurants for past the two decades.

I certainly would hope the Mullins group could arrive to some type of compromise, allowing the existing businesses to remain intact. I think 14 stories is overkill.

I think displacing tax paying, successful businesses that may not easily relocate/and or will probably go out of business/retire is just not business savvy.

Also, I don't think that the existing businesses will be able to afford the new rent. So what will replace them, "franchises"? No thank you. I do not eat processed foods from several that already exist in the city. I try to support "Local business" when I can, even if it more expensive.
We would hate to lose one

Stouder, Heather

From: Ethington, Ruth on behalf of Planning
Sent: Monday, June 10, 2013 8:02 AM
To: Stouder, Heather
Subject: FW: 500 block of State Street

From: Helene Androski [REDACTED]
Sent: Saturday, June 08, 2013 1:30 PM
To: Planning
Subject: 500 block of State Street

I am writing to urge you to oppose the wrongheaded Mullins Group development proposal for the 500 block of State Street. It makes no sense to displace popular, local, family owned businesses, especially Kabul, Husnus, and Buraka, to erect yet another high rise apartment building. The unique character of State Street will be further threatened and we will all lose some great places to eat.

Stouder, Heather

From: Eleanor Lewis [REDACTED]
Sent: Thursday, June 06, 2013 7:58 PM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd: Letter of support for Husnus

----- Forwarded message -----

From: "Susan Boston" [REDACTED]
Date: Jun 6, 2013 7:08 PM
Subject: Letter of support for Husnus
To: <[REDACTED]>
Cc:

Hi Eleanor,

I apologize for not getting this to you sooner and sincerely hope it's not too late.

The following is a letter we would like to add to help Husnus stay in its current location. We love this restaurant and feel very badly about what is going on in this city. Please feel free to use this in whatever way you need to.

To Whom It May Concern:

We am writing to express our anger at the idea of adding more apartments to State Street and ruining four wonderful restaurants in the process, especially Husnus - which has long been one of our favorite restaurants both to go for ourselves and to bring invited guests to the city.

First of all, Madison is teeming with apartments, and adding more buildings like this just adds to the concentration of traffic, both foot and automobile, not to mention the drain on utilities. The campus area is a bottleneck as it is, and with all the apartment building that is already going on, it seems ridiculous to ruin the character and charm these restaurants bring to State Street in favor of another monolith of cement and glass.

We request that you leave these businesses alone and stop adding to the congestion that is already too much a very negative feature of this area!

Sincerely,

Susan and Nigel Boston

Stouder, Heather

From: Eleanor Lewis [stellaanlewis@gmail.com]
Sent: Wednesday, June 05, 2013 1:46 PM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd: Development project on Sate St.

----- Forwarded message -----

From: Yvonne Schofer [redacted]
Date: Wed, Jun 5, 2013 at 10:12 AM
Subject: Development project on Sate St.
To: stellaanlewis@gmail.com

Dear Eleanor Lewis,

I write to express my dismay at hearing of the proposed demolition project on the the 500 block of Sate Street that would expropriate the tenants of several well established independent restaurants in order to build a 12-story luxury high-rise student apartment complex.

Before my retirement in 2007 I worked at the Memorial Library for nearly thirty years; I am now a volunteer at the Chazen Museum and I have continued to be a regular patron of Husnu's, Kabul, and Buraka to this day, meeting with colleagues and friends at least once a week. The rest of State St. is now full of chains and fast-food eating places that do not appeal to me. The campus end of State Street would be much deprived without those good and dependable restaurants.

Quite apart from that, it is difficult to understand the need for another "luxury" student apartment building at that particular location when so many of them have already been built near campus; another example of the same drearily undistinguished architecture, completely out of scale with the other buildings, would irretrievably alter the character of that end of State Street.

Please pass on my concerns to Alderman Mike Verveer and the city's Planning Department.

Thank you,

Yvonne Schofer

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Yvonne Schofer
Bibliographer Emerita (Humanities-English)
Memorial Library
University of Wisconsin-Madison
[redacted]

Stouder, Heather

From: Gary Dahl [mailto:gary.dahl@cityofmadison.com]
Sent: Tuesday, June 04, 2013 7:57 PM
To: Fruhling, William
Cc: Soglin, Paul; Cover, Steven; Stouder, Heather
Subject: RE: Mullins Project in the 500 Block of State Street

Dear Mr. Fruhling,

Thank you very much for your e-mail and for explaining the Zoning Code for that area. Your explanations seem to address my concerns related to not reducing sunlight or creating a canyon effect on State Street due to the height of the buildings that front State Street.

However, the setbacks alone do not address my second concern, which is that the project not force the unique and popular business which have been operating for many years on that block to leave State Street. I believe that those unique and successful businesses contribute to the character of State Street and help make it one of the great pedestrian streets in the country as you said. It will lose that character if those businesses are replaced by chain stores or chain restaurants, or if new commercial space remains vacant.

In view of that, I would like to suggest that the developer try to keep the portion of the current building occupied by the businesses that front on State Street, which are mostly popular restaurants whose businesses would be seriously disrupted. Personally, I find those buildings very attractive and appropriate for State Street. The ideal solution would be to keep those portions of the current building and allow the businesses to continue operating during the construction, and build the new project behind and perhaps connected to that portion of the current building.

I understand that the Mullins' group also operates the hotel which fronts on Francis Street and may wish to replace it. If so, it appears that it would be very feasible to keep the portion of the current building occupied by the State Street businesses, but remove the hotel portion of the building or anything behind the hallway that connects the hotel with the back entrances of the existing State Street businesses.

I believe that such modifications to the project could have minimal or no effect on the total square footage of the new building(s) and would not add to the developer's costs or decrease the developer's income potential.

Such an end result would be a fantastic example of a developer creating a wonderful new project on the most important street in the heart of downtown Madison, while retaining unique and popular businesses that make that street so special. It would also show that they care about the businesses who have rented for them for many years at that location, as well as about furthering their own business interests. Driving those business out of State Street and replacing them with chain store or chain restaurants or vacant commercial space would have just the opposite effect.

Thank you for considering our opinions.

Gary and Margaret Dahl
[redacted] Kendall Ave.
Madison, WI 53726
[redacted]

From: Fruhling, William [mailto:WFruhling@cityofmadison.com]
Sent: Tuesday, June 04, 2013 9:16 AM

To: Gary Dahl
Cc: Soglin, Paul; Cover, Steven; Stouder, Heather
Subject: Mullins Project in the 500 Block of State Street

Mr. Dahl-

I was asked to respond to your email (below) regarding the height of the proposed buildings on the Mullins property in the 500 block of State Street.

The proposed new building has façade heights on State Street that are 2 to 4 stories tall. The proposed building goes to 6 stories after a 30-foot setback. There is another setback of 43 feet for floors 7-12. So, as proposed, the tallest mass of the building will be setback from State Street by 73 feet.

The Zoning Code has long allowed a 4-story façade height at the street, going up to 6-stories after a 30-foot setback, and taller buildings beyond that to maintain a smaller scale along State Street and not create the canyon effect that you are concerned about. This direction was reaffirmed with the adoption of the Downtown Plan last July, and these requirements were subsequently included in the new Zoning Code that went into effect at the beginning of 2013.

This proposal is scheduled to be considered by the City's Urban Design Commission on July 10, the Plan Commission on July 22, and the Common Council on August 6. These are all public meetings and if you have concerns, you are encouraged to attend any or all of these meeting to share your thoughts. State Street is often regarded as one of the great pedestrian streets in the country, and any new development needs to contribute to that character. Thank you.

-Bill

William A. Fruhling, AICP
Principal Planner
Neighborhood Planning, Preservation & Design Section

City of Madison
Dept. of Planning & Community & Economic Development
Madison Municipal Building, Suite LL.100
215 Martin Luther King, Jr. Blvd.
Madison, WI 53701-2985

Email: bfruhling@cityofmadison.com
Phone: 608.267.8736 ext. 214

From: Gary Dahl
Sent: Wednesday, May 08, 2013 11:03 AM
To: Soglin, Paul
Subject: Thoughts on the Mullins project for the 500 block of State Street

Dear Mayor Soglin,

I would like to share with you my concerns about the proposed Mullins Group project for the 500 block of State Street.

Having lived in Madison for about the last 43 years, we have had the opportunity to vote for you more than one time and the good fortune to see very positive changes in State Street, many of which you initiated during your terms as Mayor. We know that you care about Madison and we are happy to have you as our Mayor.

For that reason, I would like to express our great concerns that the Mullins Group project not change the character of the 500 block of State Street.

We are on State Street every week, usually multiple times. We never miss a farmers' market, even in the winter.

We go to a lot of concerts – either in Mills Hall or the Music Hall on campus, or at the Overture Center. Last Saturday, we attended the concert of Tyrone Greive (the Concertmaster of the Madison Symphony for many years) and the UW Symphony Orchestra in Mills Hall – Tyrone's last faculty concert before his retirement from the UW School of Music - and Sunday, we were fortunate to be able to attend his retirement party at the University Club on Library Mall. Afterwards, we went to Husnus for dinner, which is one of our favorite restaurants. We attend UW extension courses in the Pyle Center. We never miss a Wednesday dinner during the academic year at the French House at the end of Francis Street on Lake Mendota. We go to Michelangelo's for coffee and breakfast every Saturday.

In short, we spend a lot of time on State Street and we care a lot about what that street looks and feels like.

We are very concerned about any changes which will modify the character and atmosphere of State Street and the type of businesses that occupy it. In particular, we will be extremely unhappy if the buildings in the 500 block are 12 stories high, or even 4 stories high, at the current building fronts of that block. I have looked at those buildings several times since seeing in the State Journal about the proposed Mullins Group project. I have tried to envision what it would feel like if the store fronts and buildings on that block are any higher than they are now. I do not like what we envision. First, I would be totally against State Street being a street with tall buildings that would prevent sunlight from reaching the street. Sunlight is a big part of the atmosphere of that street. Without it, the street will not be the same. I believe that the current buildings and storefronts on State Street should be maintained. Build big (but not too big) buildings in the large parking lot behind the current store front buildings – which are mostly popular restaurants. Keep the current buildings and the businesses in that block there. Don't make those buildings higher. Let the current restaurants remain open during the construction and build the new building behind them. Perhaps fill in the parking lot space that abuts State Street east of the current buildings, but don't make those new buildings higher at the storefront than the adjacent buildings, and then step the height up behind the storefront level buildings. Make sure that the heights of the new building are set so they do not result in State Street having any less sunlight or make pedestrians feel like they are in the bottom of a canyon. Make city rules for height and height step-ups for State Street, particularly the south side of State Street, in order to keep this a pleasant street for pedestrians.

There is only one State Street. Please make sure it is not harmed.

We are not against developing the 500 block of State Street, but please be sure that it is done right.

Please forward my comments to anyone involved in planning or giving approvals, and please do not hesitate to contact me if you have any thoughts or questions.

Thanks for listening!

With best regards,

Gary

Gary A. Dahl, Ph.D.
President and CEO
CELLSCRIPT, INC.
726 Post Road
Madison, WI 53713

gary.dahl@cellscript.com

Home address:
Gary and Margaret Dahl
██████████endall Ave.

Stouder, Heather

From: Eleanor Lewis [REDACTED]
Sent: Saturday, June 01, 2013 9:15 AM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd: Husnu restaurant

----- Forwarded message -----

From: "julie smith" [REDACTED]
Date: May 31, 2013 4:53 PM
Subject: Husnu restaurant
To: [REDACTED]
Cc: [REDACTED]

Hello,

We are frequent visitors to Madison from out of town. One big draw for us is the unique restaurants and their settings. We love to come down State st and experience different food flavors while enjoying the quaintness of the unique restaurants! We understand that this is now in jeopardy! Please reconsider this move with tearing down this bit of Madison Americana and leave these buildings as is. As a business owner, I realize at times hard decisions must be made, but sometimes doing the right thing is the right choice!

Thank you for your consideration.

Glenn and Julie Smith
Freeport, IL

Stouder, Heather

From: Verveer, Mike
Sent: Thursday, May 30, 2013 11:25 AM
To: Stouder, Heather
Subject: FW: State St. 500 block

From: Linda Sykes [REDACTED]
Sent: Thursday, May 30, 2013 11:15 AM
To: Verveer, Mike
Subject: State St. 500 block

General Information

Name: Linda Sykes
Address: [REDACTED] Swoboda Rd.
City: Verona
State: WI
ZIP: 53593
Phone:
Work Phone:
Email:
Should we contact you?: No

Message:

I am not a Madison resident, but since my husband and I enjoy State Street and patronize the businesses there, I feel compelled to voice my opinion regarding proposed construction in the 500 block of State St. We moved here 13 years ago from out of state and were charmed by downtown Madison. The pedestrian area of State St. with its small shops and non-chain restaurants with outside seating plus the absence of 20+story high rises contribute to this charm. Now my husband has retired and we could move anywhere we wish, but we choose to stay in the Madison area. Why? Because of areas like State St. Just last night we ate outside at Husnu's and made some purchases at a local boutique nearby. If a luxury high rise for students replaces the businesses in the 500 block, there will be less to draw people to the area. Placing the apartment building in another location off State St. would not stop students from using the businesses on State St. so there would not be any impact to the existing businesses. Please keep downtown Madison the special place that it is. Don't let the University take over an area that keeps retirees in the area, despite the high property taxes. Without the charm, many will just move to some place with lower taxes and less snow!

Recipient:
Michael E. Verveer

Stouder, Heather

From: Eleanor Lewis [REDACTED]
Sent: Tuesday, May 28, 2013 11:17 PM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd: 500 Block of State St.

----- Forwarded message -----

From: "Anne Harris" [REDACTED]
Date: May 28, 2013 7:58 PM
Subject: 500 Block of State St.
To: [REDACTED]
Cc:

I live in southeast Michigan but I visit Madison every year and one of the things I look forward to on my visits is dining on State Street. Restaurants like Buraka and Husnu's offer unique dining experiences not available anywhere else. It would be a terrible shame to diminish the diversity that makes State Street special throughout the midwest.

Best,

Anne

[REDACTED]

Stouder, Heather

From: Eleanor Lewis [mailto:stella.lewis@gmail.com]
Sent: Tuesday, May 28, 2013 12:45 PM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd: Pls forward to the city officials

----- Forwarded message -----

From: Cosmic <[redacted]>
Date: Tue, May 28, 2013 at 12:23 PM
Subject: Pls forward to the city officials
To: [redacted]

I was just made aware that Mullins Group and Core Campus of Chicago have proposed a development project that would displace tenants on the 500 block of State Street--- including Husnu's, Kabul, Buraka and Roast Public House IN ORDER to build a 12 Story Luxury high-rise student apartment complex! The concern is these local family owned restaurants will not find suitable options for relocation or would not be able to pay the higher cost of staying there if offered!

This trend toward enormous and unattractive luxury student housing complexes downtown threatens these livelihoods .. and will destroy the very CHARM and CHARACTER of this area! Do we really need more chains on State Street??? I think not!

Thank you,
Carlyn Pruess
[redacted] Spaight St # [redacted]
Madison, WI 53703
[redacted]

Stouder, Heather

From: Eleanor Lewis [mailto:~~stellanorlewis@gmail.com~~]
Sent: Tuesday, May 28, 2013 9:57 AM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd: State Street proposed development project

----- Forwarded message -----

From: "Beth Lumina" [mailto:~~stellanorlewis@gmail.com~~]
Date: May 28, 2013 9:05 AM
Subject: State Street proposed development project
To: "~~stellanorlewis@gmail.com~~" "~~stellanorlewis@gmail.com~~"
Cc:

Please let Alderman Verveer know how displeased my husband Bob and I became when we heard of the project to build luxury high-rise student apartments in the 500 block of State St!... ONE of the charms of downtown Madison and the Campus is "State Street" and the fact it has wonderful shops and eating places that are not CHAINS.... I would think Mayor Soglin would feel the same??????

We have enjoyed State Street since the 60's and are very dismayed by this trend.... :-(

Thanks in Advance ~Beth and Bobby Lumina

Stouder, Heather

From: Eleanor Lewis [redacted]
Sent: Thursday, May 23, 2013 5:41 PM
To: Stouder, Heather
Subject: Fwd: 500 block of State St project.

----- Forwarded message -----

From: Phyllis Holman Weisbard [redacted]
Date: Fri, May 17, 2013 at 10:05 AM
Subject: 500 block of State St project.
To: " [redacted]"

I just sent in this letter directly o Alderman Mike Verveer, but I'm sending it to you as well, for your count of letters, etc.:

I have been a frequent customer of Husnu's (about once a week) and Kabul (about once a month) for over 15 years. These establishments – Husnu's in particular – are Madison treasures and I am very upset that the proposed project will take away these Madison-owned businesses. Besides enjoying lunches there with friends, I have been on numerous recruitment lunches and dinners for faculty and staff positions at Husnu's, as well as for invited speakers at the University, because of its proximity to campus, excellent food, service, and ambience, and very reasonable prices. Husnu's is by far the restaurant of choice for these occasions. These meals have enhanced the experience of the candidates and speakers – they show off State Street and Madison to best advantage as a welcoming and charming place with locally-owned businesses on a human scale.

I am not opposed to development, and I know that the University Inn has been run-down for some time, but I greatly fear that Husnu's will not be able to withstand closure for construction and probable increase in rents, should it even be offered a space in a new building. At very least, I assume that prices would need to rise considerably to offset higher rents, which would decrease the attractiveness of the restaurant for middle income patrons.

Before you ok this luxury high rise, please consider what it will do to the character of State Street and to existing businesses. At very least, find nearby alternative locations for the existing restaurants before construction so that they can continue to serve the many devoted local customers and visitors to our city.

Sincerely,

Phyllis Holman Weisbard, [redacted] Offshore Drive, [redacted] Madison, WI 52705.

Stouder, Heather

From: Eleanor Lewis [REDACTED]
Sent: Thursday, May 23, 2013 5:40 PM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd: 500 Block of State

----- Forwarded message -----

From: Donna Asif [REDACTED]
Date: Tue, May 21, 2013 at 2:19 PM
Subject: Fwd: 500 Block of State
To: [REDACTED]

----- Forwarded message -----

From: Donna Asif [REDACTED]
Date: Tue, May 21, 2013 at 2:16 PM
Subject: 500 Block of State
To: [REDACTED]

Greetings Ledell,

I wish to express my dismay in regard to the proposed development of the 500 block of State Street into a 12 story luxury student apartment complex.

I find alarming both the scale and the fact that it will be uprooting or even ruining well established and appreciated businesses. As well, maintaining the charm and character of the downtown is the guarantee of its appeal. The proposed deluxe towering development is not in keeping with the State Street that has been known and loved for generations.

Please do all that you can to protect State Street from such invasions that endanger small businesses and the integrity of our downtown.

With gratitude and best wishes,

Donna Asif
[REDACTED] N. Blair St. [REDACTED]
Madison WI 53703

Stouder, Heather

From: Eleanor Lewis [REDACTED]
Sent: Thursday, May 23, 2013 5:35 PM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd: Support for Husnu's

----- Forwarded message -----

From: eaazen [REDACTED]
Date: Thu, May 23, 2013 at 4:22 PM
Subject: Support for Husnu's
To: [REDACTED]

Dear Eleanor,

We trust that you will forward this letter of support to Alderman Verveer. We have been regular customers of Husnu's since the 1980's and frequent visitors to State Street. Of course, Husnu's restaurant has won many awards for excellence in Mediterranean-style dining, and our long-standing loyalty as customers is a testament to the general esteem for Husnu's restaurant. Beyond this, is the attraction of State Street for many visitors. Over the years, we and our guests from out-of-state, have always gone to visit State Street and eat at Husnu's. This attraction of State Street is due in large part to the colorful, excellent, and mainly ethnic restaurants that are located there. All of this would be severely compromised or lost if the proposed building project were to occur. So we lend our enthusiastic support for Husnu's and fervently hope that this project does not occur.

Sincerely yours,

Edwin and Amy Azen
[REDACTED] Applewood Drive
Madison, WI 53719
[REDACTED]

May 19, 2013

Dear Mayor Soglin,

We are writing in regard to the proposal for the mixed-use redevelopment of the 500 block of State Street by the Mullins Group and Core Campus. We write from our vantage point as long-term residents of the City of Madison and as the daughters of Hüsñü Atis. For the past three weeks we have been flooded with emails and comments from the public coming in to inquire about the demolition of the building and future of the site. We would like to share with you some of the recurrent themes we hear.

1) Establishments like Hüsñü's are what make State Street State Street. This building has history in it. Hüsñü's is why we've been coming down to State Street year after year. If we lose Hüsñü's, Madison will just be like every other city with no special character.

2) What about public parking? It already takes half an hour on Kohl Center event nights to get to the Francis St. parking ramp from Johnson St. on our way to State Street.

3) Buildings like the Lucky Building do not belong on State Street. It will destroy the character of the street we love. If students need another massive luxury building, it should be located at an appropriate site. Will this kind of building set a precedent for future development along State Street? Isn't anyone watching out for the best interests of our city? Or does it simply boil down to money.

4) We're not against development. But the campus end of State Street deserves a beautiful, imaginative building that would be for the public and open to the public like the Overture Center, not a massive luxury building for out-of-state students with well-to-do parents.

While we agree with the input we keep hearing from City of Madison residents and out-of-town visitors who frequent Hüsñü's, we would now like to add a few points of our own.

1) Many of the people we hear from seem stunned, and indeed, there was very little time permitted for community discussion. An article in the Wisconsin State Journal on April 21 announced a neighborhood meeting for April 29. Despite the fact that the meeting was packed, this hastily convened meeting remains the only opportunity the neighborhood and city of Madison residents have had to ask questions and express their concerns. In contrast, proposals for reconfiguring and developing Olbrich Gardens had the benefit of multiple community meetings with valuable input from the public.

2) Apparently, no one representing the City of Madison has visited any of the existing Core Campus "Hub Brand" sites nor have any of the Core Campus "Hub Brand" representatives spent more than a few of days in Madison. To "be in tune with the needs of today's college students" in terms of amenities such as hot tub for 50-60 people, tanning beds and rooftop swimming pool, is not the same thing as being in tune with the needs of our beautiful city and its iconic street.

3) Part of what makes Madison so special is that there are still family-owned businesses throughout the city and we NEED these businesses. They're what make Madison, Madison. Madison should not turn into a generic city with only national fast food or chic chain eateries able to afford to remain in prime locations.

In closing let us point out that our father has had two meetings with Core Campus representative, Tom Harrington, whose responsibilities involve the site identification and acquisition process as well as market analysis, due diligence process and entitlement. At the second meeting Mr. Harrington provided some figures including an amount to offset to a limited extent the expense of re-establishing Hüsnu's in the "white box" of a new, smaller space. While this gesture is to be appreciated, it is in no way sufficient, nor does it take into account the fact of being put out of business for a year and a half and all that involves for our dedicated workers.

We think the Mullins group and Core Campus Group should do the right thing. Offer a reasonable amount for the transition and provide a long-term lease for the same spot at the rate that has enabled Hüsnu's to survive since opening in 1979. We also believe that the design of a new building should fit the needs and the landscape of downtown Madison.

Thank you for your attention.

Sincerely,

Resmine Ann Atis and Esenbahar Atis

cc Alder Michael E. Verveer

district4@cityofmadison.com

Stouder, Heather

From: Eleanor Lewis [REDACTED]
Sent: Wednesday, May 15, 2013 12:42 PM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd:

----- Forwarded message -----

From: Ronald Kent [REDACTED]
Date: Wed, May 15, 2013 at 11:59 AM
Subject:
To: [REDACTED]

To Whom It May Concern: We are writing to oppose the high-rise idea for the 500 block of State Street. There has been no showing of a need for this housing-a feasibility study has not been done. The current small businesses are a vital part of the downtown culture and serve our city well. We call on all alderpersons and the mayor to oppose this development project. More high-rise density makes little sense. Thank you and Peace,
Ronald Kent, [REDACTED] Bruce Ct. Madison, WI 53705

Stouder, Heather

From: Eleanor Lewis [REDACTED]
Sent: Tuesday, May 14, 2013 11:41 AM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd: Development Project

----- Forwarded message -----

From: "Sarah A" [REDACTED]
Date: May 14, 2013 11:25 AM
Subject: Development Project
To: [REDACTED]
Cc:

This letter is to voice my opposition to the proposed development project slated for the 500 block of State Street. Not only will this project displace tenants who have been in residence for many years, but tenants who have become an important part of State Street's heritage.

Finding new and affordable locations within the area for these restaurants would be extremely difficult and also extremely heart-wrenching for those who have found this location to be a secure home for their businesses.

A new, luxury high-rise student apartment complex is the last thing State Street needs to see. It ruins the feel and façade of the street that is composed of older, unique buildings by creating an atmosphere where students are being divided quite obviously by their financial means.

Being a UW-Madison alum, I find these luxury high-rises quite awful and am sad to see the more modest student housing being torn down to build such structures.

I have also heard that the development group has no plan to make this building LEED certified. If there were to be such a hulking structure on this spot, the least they could do is be somewhat environmentally conscious.

I appreciate your consideration in this matter.

Sincerely,

Sarah Alt
Madison, WI Resident and UW-Madison Alum

--
Sarah Alt

Whatever you can do, or dream you can, begin it. Boldness has genius, power, and magic in it.
-Johann Wolfgang von Goethe

Stouder, Heather

From: Eleanor Lewis; [REDACTED]
Sent: Monday, May 13, 2013 11:04 AM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd: 500 Block of State St

----- Forwarded message -----

From: Denial [REDACTED]
Date: Mon, May 13, 2013 at 10:23 AM
Subject: 500 Block of State St
To: [REDACTED]

I am saddened by the news of the proposed development project on the 500 block of State St. The 500 block is the home to the most unique and longest-lived iconic restaurants (Husnu's, Baraka, and Kabul). I've suggested the newly opened (and meticulously re-modeled at great expense) Roast Public House to nearly everyone I know. Unfortunately, this new development would be far higher priced, ensuring these restaurants would be replaced with more fast food chains or other bland commercial alternatives.

It seems the very character of State Street is under attack-- The quaintness and uniqueness of State Street is its main attraction. It would be a disservice to customers and business owners alike to change it into just another mall, tailored toward the temporary residents living in an unsightly highrise apartment complex next door.

Please reconsider.
Thank you,
Daniel Murach

Stouder, Heather

From: Eleanor Lewis [mailto:ellenerl@...]
Sent: Saturday, May 11, 2013 8:37 PM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd: Proposed development for 500 North State

----- Forwarded message -----

From: "Alan Shackelford" <[mailto:ashack@charter.net]>
Date: May 11, 2013 6:03 PM
Subject: Proposed development for 500 North State
To: <[mailto:ellenerl@...]>
Cc:

My name is Al Shackelford, former Senior VP at Lands' End and a Madison resident for 23 years. Husnus has been a favorite restaurant of my family and I for many years, and I am outraged that it may soon be displaced by yet another high-rise student apartment building. This is yet another example of developers running roughshod over the great indigenous establishments that give Madison so much of its unique character. Seems like these days, it's all about the do re mi, and damn the little guy who's been serving great food to people for over thirty years. Do any of our alderman or our used-to-be-progressive mayor have the guts to stand up and say, "Enough!" We'll see. But I will certainly applaud them if they do. In the meantime, I'm going to eat all the kabak dolmasi I can.

Stouder, Heather

From: Eleanor Lewis [REDACTED]
Sent: Saturday, May 11, 2013 8:36 PM
To: Vervæer, Mike; Stouder, Heather
Subject: Fwd: luxury student housing

----- Forwarded message -----

From: "Michael Yee" <[REDACTED]>
Date: May 11, 2013 2:10 PM
Subject: luxury student housing
To: <[REDACTED]>
Cc:

Hi Eleanor,

The proposed luxury student housing complex on the 500 block of State Street is such a bad idea. It will worsen traffic and congestion beyond belief. I'd hate to see the area at the beginnings and endings of the school year - just forget about parking.

More importantly, it will destroy the unique, international quality of State Street. I visited Madison for the first time about a year ago, and I never expected the city to be so culturally rich. I like being able to "eat my way around the world" while having to walk only a few blocks. And, I just return from my fourth trip where dining at Husnu and Buraka were some of the highlights of my visit. And, I will probably have dinner in these restaurants when I return in June for more Epic training.

I hope that the Mullins Group and Core Campus of Chicago can be convinced to build elsewhere. Doing so is the right choice. They should provide students what they really need -- inexpensive housing near campus and an area like State Street where they can explore world culture through exotic restaurants.

Best regards,

Dr. Michael Yee, Pharm.D., M.S, M.S

To Alderman Mike Verveer,

My name is Heather Schmitt, and I am writing in regards to the Mullens Group and Core Campus of Chicago development on State Street. I am a graduate student at UW-Madison, and I have lived in the community for five years. Recently, I was able to attend the community meeting regarding planning and development for the 500 block of State Street. I was unable to stay for the entirety of the meeting, but I do want to offer some feedback if possible.

I am a member of the recruitment committee for the Cellular and Molecular Pathology PhD program for which we attract many international students. Much of the attraction to Madison resides in its multicultural atmosphere where these students are able to comfortably dine, shop, and be entertained. Our community is enriched by the presence of restaurants such as Kabul, Husnus, and Baraka. The design for the new building is undoubtedly attractive and functional, however, the currently established restaurants would be uprooted from their locations in the hub of student activity. If there is any room for compensation for these businesses to move elsewhere on State Street, I think the community would be grateful to the Mullens Group and Core Campus of Chicago for protecting their tenants. In the meeting I attended, there was no proposed plan for the fates of the current restaurants. I hope that in future meetings we can expect to hear some proposals for retention of these local businesses in the State Street area.

Thank you for your time in reading this, and I hope to remain involved in this process.

Sincerely,

Heather Schmitt

██████████ Washington Ave. Apt. ████
Madison, WI 53703

Hello, Mr. Verveer. [L
SEP]

First let me thank you for holding the neighborhood meeting, bringing the developers to Pyle Center, for recruiting an excellent facilitator, and for your honest, thoughtful statements before and after. [L
SEP]

Two points I did not make at the meeting, as there were many attendees who needed to speak: With current rents of perhaps 10,000+ per month, and the nearly assured increase in rents, I believe there is a disconnect on the part of the City regarding alcohol. Most people understand that there is very little money in food, no matter how fresh, local, organic, gourmet, or just plain good it is. Everyone knows it's the beverage that pays the piper. That means alcohol. So on the one hand, the City says it wants to do something about the drinking culture, and on the other, it facilitates development, rents, and enforces fees that make alcohol a necessary and growing piece of the pie.

[L
SEP] Point two: I wonder how many of the "retailers" that returned post-construction to the Campus Core

developments were restaurants. The development team consistently used the term "retail" and "retailers". Just curious, as there are critical differences between restaurants and other businesses. Perhaps a list of State Street restaurants that have come and gone failed in the last few years could be compiled, it would be informative. Tourists see it as there are always new ones popping up on State Street. The flip side of that is frequent failure. [L SEP] I realize the importance of development, and there are good aspects to this one. I realize they have no legal need to consider the current restaurant owners. However, I hope the developers will do the right thing in helping to sustain the restaurants through relocation assistance, rent considerations, etc. It will be a loss to State Street and perhaps a gain for another area of Madison or a surrounding community. Too bad, a real shame.

Sincerely,

Ann Combs

I spoke at the meeting regarding vandalism and throwing objects from balconies.

Stouder, Heather

From: Eleanor Lewis [eleanorlewis@unh.edu]
Sent: Friday, May 10, 2013 11:43 AM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd: Husnus

----- Forwarded message -----

From: Jeffrey Williamson [jeff@econ.harvard.edu]
Date: Wed, May 8, 2013 at 6:16 PM
Subject: Husnus
To: [redacted]

To whom it may concern:

Like many other UW faculty, I have been meeting students and colleagues at Husnus for more than 30 years. I am distressed to hear that the recent ugly over-development sprawl now threatens historic State Street and wonderful neighborhood institutions like Husnus. Where do we meet to eat if places like this disappear? All alone with a brown bag in my office? At home, staying away from campus?

I hope Alder Verveer and Mayor Soglin can intervene to deflect this anti-social urban plan.

Jeffrey G. Williamson

Laird Bell Professor of Economics, Emeritus, Harvard University

Honorary Fellow, Department of Economics, University of Wisconsin

[redacted] South Hamilton Street

tel: [redacted]

Apartment [redacted]

fax: [redacted]

Madison, WI 53703 USA

email: [redacted]

Current working papers (mostly NBER) and CV can be found at the Harvard

Economics Department emeritus faculty website

Stouder, Heather

From: Eleanor Lewis [mailto:el@stouder.com]
Sent: Friday, May 10, 2013 11:47 AM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd: Keep 500 block of State Street

----- Forwarded message -----

From: Sybil Pressprich <[mailto:sybil@stouder.com]>
Date: Tue, May 7, 2013 at 5:23 PM
Subject: Keep 500 block of State Street
To: [mailto:el@stouder.com]

I just heard about the high rise development proposed for the 500 block of State Street. I do not believe we need additional luxury housing for students. This development would destroy the character and interesting features of State Street. I fear that the current, locally owned businesses would be replaced by more chain restaurants and shops that are not locally owned and do not truly represent the best of Madison. I do not support this development and pray you will not allow this to happen.
Sybil Pressprich

Stouder, Heather

From: Eleanor Lewis [mailto:stallan@wisc.edu]
Sent: Friday, May 10, 2013 11:47 AM
To: Stouder, Heather; Verveer, Mike
Subject: Fwd: 500 block of State Street
Attachments: 500 Block of State Street.odt

----- Forwarded message -----

From: RALPH ANDREANO <rlandrea@wisc.edu>
Date: Wed, May 8, 2013 at 9:39 AM
Subject: Fwd: 500 block of State Street
To: [mailto:stallan@wisc.edu]

I would like to add my name to the comments attached from Professor Donald Hester. Remaking State Street is one thing, but putting out of business establishments that I have enjoyed for over a quarter century seems not a step forward for State Street. I thoroughly support and endorse the comments of Professor Hester. Ralph Andreano

Begin forwarded message:

From: Donald D Hester <dhester@wisc.edu>
Subject: 500 block of State Street
Date: May 7, 2013 4:00:36 PM CDT
To: [mailto:stallan@wisc.edu]

Please find the attached file as a response to your request of May 6, 2013.

RALPH ANDREANO
rlandrea@wisc.edu
Professor of Economics (Emeritus)
[redacted] Vilas Avenue
Madison, WI 53711
Phone: [redacted]
Mobile: [redacted]

Fruhling, William

From: Gail Geiger [mailto:glgeiger@wisc.edu]
Sent: Wednesday, May 08, 2013 5:29 PM
To: Fruhling, William; Parks, Timothy
Subject: FW: Proposal for development project 500 block of State Street

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Bill Fruhling and Tim Parks,

I understand from my colleague Anna Andrzejewski that the two of you in the Planning Division might be helpful in distributing the concern expressed below. Many of us feel there is considerable danger the new project development for the 500 block on State Street will have for three restaurants many of us frequent. Both the cost of finding an interim location as well as the cost of new quarters could well cause these long-serving businesses to end their offerings.

Thank you for any help you may provide on this matter.

Sincerely,

Gail L. Geiger
Professor
Department of Art History
University of Wisconsin-Madison
226 Conrad A. Elvehjem Building
800 University Ave.
Madison, WI 53706
glgeiger@wisc.edu
608-263-2287

From: Gail Geiger [mailto:glgeiger@wisc.edu]
Sent: Wednesday, May 08, 2013 3:21 PM
To: [redacted]
Cc: 'Anna Andrzejewski'
Subject: Proposal for development project 500 block of State Street

Dear Eleanor Lewis,

Please pass along my strongly opposed position on the redevelopment project of the 500 block of State Street that would impact Husnu's, Kabul and Buraka [as well as Roast Public House]. I often take visitors and colleagues to Husnu's and cannot imagine restaurant fare in this area without it, Kabul and Buraka. The proposal for still more luxury student housing and the cost of property change to these wonderful restaurants is truly very disturbing.'

Sincerely,

Gail L. Geiger
Professor
Department of Art History
University of Wisconsin-Madison
226 Conrad A. Elvehjem Building
800 University Ave.
Madison, WI 53706
glgeiger@wisc.edu
608-263-2287

May 7, 2013

To whom it may concern:

I am writing with respect to the proposed development project for the 500 block of State Street by the Mullins Group and Core Campus of Chicago. I have been a very satisfied customer at Husnus Restaurant for the past 34 years and of Kabul and Buraka for shorter periods of time. These establishments provide a very congenial set of dining opportunities that are extremely attractive to the UW campus. I often take international visitors and students to them. While these restaurants are tenants in a commercial building and subject to terms of leases, they also have credibility as stake holders, which I believe should be recognized in the proposed redevelopment. These restaurants have made a notable contribution to the pleasant ambiance of the campus. Restaurants in Madison often are forced to close when they are displaced by developers or, when they move to new areas, have serious declines in business volume, as in the case of LuLu's a former Palestinian restaurant that was displaced by another Mullin's development. (That University Avenue development has vacant commercial space which apparently is too dearly priced to attract clients, like other residential properties in that area with vacant commercial space.)

I propose that a good strategy for maintaining the desirable ambiance of the campus and the restaurant owner stakeholder status would be for the developers to provide a continuing stipend to the displaced restaurants to facilitate their relocation and exposure to likely much higher rents in the State Street area. Such a policy would also increase the attractiveness of the proposed development.

I don't have the expertise or information necessary to analyze the proposed development as a business proposition, but in a time of vast continuing student indebtedness a luxury 12-story luxury high rise does seem to threaten the social cohesiveness of the University community. I do believe that faculty, students, alumni, and the greater Madison community would benefit considerably by the maintenance of a set of good moderately priced ethnic restaurants at the campus end of State Street.

Sincerely yours,

Donald D. Hester
Professor of Economics, Emeritus

Stouder, Heather

From: Eleanor Lewis [eleanorlewis@gmail.com]
Sent: Friday, May 10, 2013 11:45 AM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd: Please stop your crazy development on State street!

----- Forwarded message -----

From: Zeinab Bolandnazar <zeinab@bolandnazar.com>
Date: Wed, May 8, 2013 at 1:22 PM
Subject: Please stop your crazy development on State street!
To: "Eleanor Lewis" <eleanorlewis@gmail.com>

Please stop your crazy development on State street! We still need husnus as a great place to have afun!
Thanks,

Zeinab

Stouder, Heather

From: Eleanor Lewis [mailto:stella@wisc.edu]
Sent: Friday, May 10, 2013 11:43 AM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd: Proposal for development project 500 block of State Street

----- Forwarded message -----

From: Gail Geiger [mailto:ggeiger@wisc.edu]
Date: Wed, May 8, 2013 at 3:21 PM
Subject: Proposal for development project 500 block of State Street
To: stella@wisc.edu
Cc: Anna Andrzejewski <avand@wisc.edu>

Dear Eleanor Lewis,

Please pass along my strongly opposed position on the redevelopment project of the 500 block of State Street that would impact Husnu's, Kabul and Buraka [as well as Roast Public House]. I often take visitors and colleagues to Husnu's and cannot imagine restaurant fare in this area without it, Kabul and Buraka. The proposal for still more luxury student housing and the cost of property change to these wonderful restaurants is truly very disturbing.'

Sincerely,

Gail L. Geiger
Professor
Department of Art History
University of Wisconsin-Madison
226 Conrad A. Elvehjem Building
800 University Ave.
Madison, WI 53706
ggeiger@wisc.edu
[608-263-2287](tel:608-263-2287)

Stouder, Heather

From: Eleanor Lewis [redacted]
Sent: Friday, May 10, 2013 11:41 AM
To: Vervæer, Mike; Stouder, Heather
Subject: Fwd: Husnus!

----- Forwarded message -----

From: Devin Inabinet [redacted]
Date: Thu, May 9, 2013 at 3:30 PM
Subject: Fwd: Husnus!
To: [redacted]

----- Forwarded message -----

From: Devin Inabinet
Date: Thursday, May 9, 2013
Subject: Husnus!
To: [redacted]

To Whom it May Concern:

My name is Devin Inabinet and I have been working at Husnu's for well over a year. Working for Husnu has been a wonderful experience for me, he is a kind and understanding boss and treats his employees and patrons alike as family. As the second longest standing restaurant on State Street, he has many local regulars as well as people who visit from out of town, depending on the consistency of his location, food and presence.

Tearing down the block would not only be detrimental to Husnu's financial well-being, but that of his long standing employees, customers and the general Madison community. Husnu's happens to neighbor two of the only other ethnic restaurants on State Street, Buraka and Kabul, and to remove these rare cultural dining destinations would greatly impact the well being of the future Madison community.

The block that you are planning to convert has the most character on all of State Street. No one wants another huge apartment on this historic street that will only block views, attract negative attention and most importantly, replace one of the pivotal cultural epicenters of not only this street but this city.

Money holds a lot of power, usually more than words, but I hope that if all of these plans do go through, your corporation will show compassion to the local businesses who have been working so hard to retain authenticity in this city and bring it to the people. There are plenty of places for students to live in Madison, but only one where they can go to eat a legitimate, and affordable, Turkish meal.

So, again, if these plans do go through, compassion must be shown. I suggest covering moving costs of these businesses-since it was not their intention to move any time soon, or offer them a similar rental cost as they pay now to move into the new building when it is finished.

It would be a great tragedy for this town to lose such distinctive and well run businesses, and I hope that you consider the consequences of your actions and act in accordance with the needs of Madison-a town with character and charisma who loves their local businesses.

Best,
Devin Inabinet

Stouder, Heather

From: Verveer, Mike
Sent: Wednesday, May 08, 2013 5:27 PM
To: Stouder, Heather
Subject: FW: State Street Development

From: Ann Combs [REDACTED]
Sent: Wednesday, May 01, 2013 12:05 PM
To: Verveer, Mike
Subject: State Street Development

General Information

Name: Ann Combs
Address: [REDACTED] Chamberlain Avenue
City: Madison
State: WI
ZIP: 53705
Phone: [REDACTED]
Work Phone: 608-263-4414
Email: [REDACTED]
Should we contact you?: No

Message:

Hello, Mr. Verveer.

First let me thank you for holding the neighborhood meeting, bringing the developers to Pyle Center, for recruiting an excellent facilitator, and for your honest, thoughtful statements before and after.

Two points I did not make at the meeting, as there were many attendees who needed to speak: With current rents of perhaps 10,000+ per month, and the nearly assured increase in rents, I believe there is a disconnect on the part of the City regarding alcohol. Most people understand that there is very little money in food, no matter how fresh, local, organic, gourmet, or just plain good it is. Everyone knows it's the beverage that pays the piper. That means alcohol. So on the one hand, the City says it wants to do something about the drinking culture, and on the other, it facilitates development, rents, and enforces fees that make alcohol a necessary and growing piece of the pie. Look at who's expanding Cooper's? It's alcohol with bar food. A great place, and it's alcohol.

Point two: I wonder how many of the "retailers" that returned post-construction to the Campus Core developments were restaurants. The development team consistently used the term "retail" and "retailers". Just curious, as there are critical differences between restaurants and other businesses. Perhaps a list of State Street restaurants that have come and gone failed in the last few years could be compiled, it would be informative. Tourists see it as there are always new ones popping up on State Street. The flip side of that is frequent failure.

I realize the importance of development, and there are good aspects to this one. I realize they have no legal need to consider the current restaurant owners. However, I hope they developers will do the right thing in helping to sustain the restaurants through relocation assistance, rent considerations, etc. It will be a loss to State Street and perhaps a gain for another area of Madison or a surrounding community. Too bad, a real shame. Sincerely, Ann Combs I spoke at the meeting regarding vandalism and throwing objects from balconies.

Recipient:
Michael E. Verveer

Stouder, Heather

From: Verveer, Mike
Sent: Wednesday, May 08, 2013 5:27 PM
To: Stouder, Heather
Subject: FW: Thoughts on the Mullins project for the 500 block of State Street

From: Gary Dahl [mailto:gdahl@mcgill-simulink.com]
Sent: Wednesday, May 08, 2013 2:36 PM
To: Verveer, Mike
Subject: Thoughts on the Mullins project for the 500 block of State Street

Dear Alder Verveer,

I would like to share with you my concerns about the proposed Mullins Group project for the 500 block of State Street.

Having lived in Madison for about the last 43 years, we have had the opportunity to see very positive changes on State Street, which, together with the Square, symbolizes downtown Madison to us.

Since we know that you are very active in trying to protect and improve Madison and the downtown, I would like to express our great concerns that the Mullins Group project not change the character of the 500 block of State Street.

We are on State Street every week, usually multiple times. We never miss a farmers' market, even in the winter. We go to a lot of concerts – either in Mills Hall or the Music Hall on campus, or at the Overture Center. Last Saturday, we attended the concert of Tyrone Greive (the Concertmaster of the Madison Symphony for many years) and the UW Symphony Orchestra in Mills Hall – Tyrone's last faculty concert before his retirement from the UW School of Music - and Sunday, we were fortunate to be able to attend his retirement party at the University Club on Library Mall. Afterwards, we went to Husnus for dinner, which is one of our favorite restaurants. We attend UW extension courses in the Pyle Center. We never miss a Wednesday dinner during the academic year at the French House at the end of Francis Street on Lake Mendota. We go to Michelangelo's for coffee and breakfast every Saturday.

In short, we spend a lot of time on State Street and we care a lot about what that street looks and feels like.

We are very concerned about any changes which will modify the character and atmosphere of State Street and the type of businesses that occupy it. In particular, we will be extremely unhappy if the buildings in the 500 block are 12 stories high, or even 4 stories high, at the current building fronts of that block. I have looked at those buildings several times since seeing in the State Journal about the proposed Mullins Group project. I have tried to envision what it would feel like if the store fronts and buildings on that block are any higher than they are now. I do not like what we envision. First, I would be totally against State Street being a street with tall buildings that would prevent sunlight from reaching the street. Sunlight is a big part of the atmosphere of that street. Without it, the street will not be the same. I believe that the current buildings and storefronts on State Street should be maintained. Build big (but not too big) buildings in the large parking lot behind the current store front buildings – which are mostly popular restaurants. Keep the current buildings and the businesses in that block there. Don't make those buildings higher. Let the current restaurants remain open during the construction and build the new building behind them. Perhaps fill in the parking lot space that abuts State Street east of the current buildings, but don't make those new buildings higher at the storefront than the adjacent buildings, and then step the height up behind the storefront level buildings. Make sure that the heights of the new building are set so they do not result in State Street having any less sunlight or make pedestrians feel like they are in the bottom of a canyon. Make city rules for height and height step-ups for State Street, particularly the south side of State

Street, in order to keep this a pleasant street for pedestrians.

There is only one State Street. Please make sure it is not harmed.

We are not against developing the 500 block of State Street, but please be sure that it is done right.

Please forward my comments to anyone involved in planning or giving approvals, and please do not hesitate to contact me if you have any thoughts or questions.

Thanks for listening!

With best regards,

Gary

Gary and Margaret Dahl

██████████ Kendall Ave.

Madison, WI 53726

Work e-mail: gary.dahl@cellscript.com

Stouder, Heather

From: Eleanor Lewis [redacted]
Sent: Thursday, May 02, 2013 6:25 PM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd: Letter to Alderman Verveer

----- Forwarded message -----

From: "R Atis" [redacted]
Date: May 2, 2013 1:27 PM
Subject: Fwd: Letter to Alderman Verveer
To: "Ellie Husnus" [redacted]
Cc:

This is a great one! No charm to new tall bldgs...

Sent from my iPhone

Begin forwarded message:

From: Jared Hinkley [redacted]
Date: May 2, 2013, 10:23:25 AM PDT
To: [redacted]
Subject: Letter to Alderman Verveer

Dear Alderman,

My name is Jared Hinkley and I am writing in protest of the new development that would displace three great Madison institutions located on the 500 block of State Street.

I was born at St. Mary's hospital in 1979 and have lived in Madison my whole life. I remember when St. Street still had gravel parking lots, and a "high rise" was a 4 story walk up.

I realize the importance of making Madison more accommodating to our growing population but displacing businesses like Husnus, Kabul, and Buraka without giving them a clear and easy transition into new space is unethical, and irresponsible. The owners of these businesses make Madison what it is. Without them we lose the flavor and culture of our downtown area.

I also disagree with putting more tall buildings on State st. These new buildings have no charm and they block the sunlight from the street, both figuratively and literally.

Please consider a way to keep State Street special, and try not to turn it in to just another "Core Campus HUB" built by developers who only care about how much money they have in their bank account and have no real connection to our great city.

Please save Husnus, Kabul, and Buraka.

Sincerely,
Jared Hinkley
[redacted] Clarence Court
Madison, WI 53715

--

Jared Hinkley

[redacted]

Stouder, Heather

From: Eleanor Lewis [mailto:elleanorlewis@gmail.com]
Sent: Wednesday, May 01, 2013 11:04 AM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd:

----- Forwarded message -----

From: Claire Long [mailto:clairelong@seattleu.edu]
Date: Mon, Apr 29, 2013 at 7:02 PM
Subject:
To: Eleanor Lewis [mailto:elleanorlewis@gmail.com]

[REDACTED] Vine St [REDACTED]
Seattle, WA 98121

To Whom it May Concern:

I am writing in regards to the proposed redevelopment of 500 block of State Street by Mullins Group and Core Campus of Chicago. I deeply saddened and shocked by this recent proposal, which would oust staples of the Madison restaurant scene including, but not limited to: Buraka, Kabul, and Husnu's. These restaurants have acted the cornerstones of Lower State Street being in business for a combined total of 69 years. Moreover, they all feature charismatic owner/proprietors who are there day-in and day-out to provide the highest quality of food and drink and unmatched customer service.

For several years while working towards and after obtaining my Bachelors of Science in Zoology at the University of Wisconsin-Madison, I was lucky enough to be employed as a server at Husnu's. I stress again how *lucky* I was to be employed by Husnu Atis, the owner and proprietor of Husnu's restaurant. Without a doubt, I learned more about customer service through watching his example. I relegate anecdote after anecdote about how Husnu, himself, would prepare a special soup for a woman with highly sensitive food allergies or about the dozens of flowers Husnu has sent to regular customers to celebrate in their joys or to console their pains. Honestly and truly, Husnu's is a home to so many individuals.

Please do not take away these Madison institutions. They add incredible depth and character to Lower State Street and the University of Wisconsin-Madison's campus. I want my children to be able to visit the State Street as I know it.

Regards,

Claire Long

April 30, 2013

To Whom It May Concern:

I am a long-time fan of Husnu's on State Street. During college it was a destination restaurant – I actually DROVE the hour and a half from Milwaukee just to go there for dinner. Now that I live in L.A. I have bought the olive oil they import, just for the memories!

It really upsets me that you are considering raising a part of state street that is there for all to enjoy – just to replace it with more commercial development that will likely end up being condos or apartments. I understand that a growing city like Madison needs to build in order to accommodate the increasing population, but it makes no sense that they would pre-empt businesses that bring joy to the community in order to do so. Surely there are other places to build.

Please consider this letter a vote of no for the development by The Mullins Group and Core Campus of Chicago

Sincerely,

Stephanie McCanles

Stouder, Heather

From: Eleanor Lewis [REDACTED]
Sent: Wednesday, May 01, 2013 10:57 AM
To: Stouder, Heather
Subject: Fwd: Letter for Husnu's

----- Forwarded message -----

From: Hillary Ohlmann [REDACTED]
Date: Mon, Apr 29, 2013 at 11:58 AM
Subject: Letter for Husnu's
To: [REDACTED]

Hey Ellie!

Here's my letter for you to bring to the meeting. Hopefully it will tug at a few heartstrings! Let me know how it goes.

Cheers,
Hillary

To the City of Madison and the Urban Design Commission:

I'm writing this letter to you all the way from Cartagena, Colombia, to urge you to rethink the proposed development of the 500 block of State Street.

I lived in Madison from 2002 to 2009, attending and later graduating from the UW. I worked at Husnu's from 2005 until 2009, starting out as a part-time server and eventually working there full time after graduation. I probably spent more time in that restaurant than I did in my own apartment. I can tell you that Husnu's, and along with it Kabul and Buraka, are local businesses that make Madison, *Madison*.

Husnu's has been around for over three decades, a spectacular feat for a place like State Street that has seen businesses come and go, rise and fall at the whim of the market and changing consumer preferences. It has become a true staple on State Street. As a server, I waited on parents helping their children move into the dorms. They would tell me that Husnu's had been their favorite restaurant when they were students at UW, and they wanted to share that with their children. I waited on business travelers who would make a point of eating at Husnu's every time they were in town. We would have customers who would eat there weekly, some even daily. Muslim students would come in for halal food. And I would also get to see the joy spread across someone's face the first time they tried lamb or hummus. Although I no longer live in Madison, I hope to move back soon - and I hope Husnu's will be there to share with my loved ones.

Husnu's, Kabul and Buraka are not just businesses; they are livelihoods. The men who founded these restaurants are perfect examples of the American dream. They are immigrants who have dedicated decades of their lives to creating a place for themselves on State Street, and in turn, have become well-loved by students, professors, tourists, government employees and community members. Where else in Madison can you get Turkish, Afghani, and Ethiopian food within the same block? And where else besides Madison could they have found such an accepting community?

I hope you realize what closing these businesses will do to the character of State Street. The world will go on, and new arrivals to Madison will never know what they're missing. But those of us who know will long to for the past, for what State Street used to be. Please help keep State Street diverse and support these local business owners.

Sincerely,
Hillary Ohlmann

Stouder, Heather

From: Eleanor Lewis [redacted]
Sent: Wednesday, May 01, 2013 10:56 AM
To: Stouder, Heather
Subject: Fwd: That State Street Proposal

----- Forwarded message -----

From: Lisa Kohli [redacted]
Date: Mon, Apr 29, 2013 at 10:35 AM
Subject: That State Street Proposal
To: [redacted]

Hi fellow friend of Vanessa's, Vanessa said to said e-mail to you if you attend the meeting tonight so here was my "letter" or thoughts on the proposal to redevelop the 500 state street block. Thanks for representing!

-Lisa Kohli

Hi,

I am writing to voice my opposition to the proposed redevelopment of the 500 block of State Street. The locally owned restaurants are one of those irreplaceable facets of Madison's iconic State Street. State Street is known for both its history and colorful variety of shops, bars, and restaurants. To me, having restaurants such as Husnu's Turkish restaurant, Kabul Afghani and Mediterranean restaurant, and Buraka East African Cuisine represent what I go to State Street for: an experience I can't find anywhere else on campus.

Student apartments, however, are something found on any campus, in any city in the Country. Just in the last year, three major apartments were resurrected very much on campus. Several businesses in the 500 block area are in themselves an experience, not just a bite to eat. If State Street continues to lose exciting, unique businesses to be replaced by a generic overpriced apartment, I cannot fathom how it will economically succeed as I know that I, and many of my peers, will not have a good reason to explore the State Street area and if it does not give us that "State Street Experience", that feeling of pride and wonder as we get to experience all the variety of food and life that Madison has to offer.

Thank you,

Lisa Kohli

Stouder, Heather

From: Eleanor Lewis <[REDACTED]>
Sent: Wednesday, May 01, 2013 10:55 AM
To: Stouder, Heather
Subject: Fwd: Letter to save husnu's!

----- Forwarded message -----

From: vanessa ohlmann <[REDACTED]>
Date: Fri, Apr 26, 2013 at 10:34 PM
Subject: Letter to save husnu's!
To: Eleanor Lewis <[REDACTED]>

The proposal says, that by demolishing the 500 block of State Street, and rebuilding with various projects, they would achieve their goal of "bringing people together." However, I would argue that it would do the exact opposite. Uprooting longstanding restaurants like Hüsnü's would destroy an integral part of the State Street community. Hüsnü's Turkish Restaurant, in particular, has been an important part of my life for the past eight years. My older sister worked there while attending undergrad at UW-Madison and then when I attended the UW, I worked there for three years. I can attest to the tight-knit community of customers who meet there to socialize and eat amazing food. Countless times I would wait on a table, only to find out that one of the customers worked at Hüsnü's in 1982 and still remembered the delicious food or that it was their favorite restaurant while doing graduate research in the 90s. It's a place people treasure. Although I no longer live in Madison, Hüsnü's Turkish Restaurant is the first place I go to, and clearly, I am not alone. Hüsnü's is the second oldest restaurant on State Street. Removing it and rebuilding would be like cutting off a limb and offering a prosthetic instead. If forced to relocate, I fear that Hüsnü's would not be able to survive due to the cost and loss of certain customers like the student and UW employee demographic. And if offered a situation in the new structure, most likely the rent would skyrocket and push the restaurant out of business. I know that Buraka and Kabul are in similar situations and they too, would most likely not survive such a proposal.

Additionally, part of what makes Madison great is the diverse cuisine. Getting rid of Turkish, Afghan, and East African restaurants just to replace them with fancy apartments is an absolute shame. So, please do not pass this proposal.

Sincerely,
Vanessa Ohlmann

Stouder, Heather

From: Eleanor Lewis [redacted]
Sent: Wednesday, May 01, 2013 10:52 AM
To: Verveer, Mike; Stouder, Heather
Subject: Fwd: State Street Building Project

----- Forwarded message -----

From: Allison Berg <[redacted]>
Date: Tue, Apr 30, 2013 at 2:56 PM
Subject: State Street Building Project
To: [redacted]

Hey Eleanor,

Hope this letter helps! Thanks for the info on this.

Allison Berg
English 635

To Whom It May Concern,

I am writing to express concern over the project taking place on the 500 block of State Street. The development of high-rise residence buildings brings many concerns to the people of this town and those trying to make their living through small businesses located on State Street.

The proposition for a four-floor building facing State Street and expanding to twelve stories in the middle of the block will be a detriment to the local economy that thrives on small businesses that have invested decades of their lives to the success of their business. First, it is unfathomable that the friends and families of Madison residents that are running small businesses currently located on the 500 block of State Street would be driven out with the unreasonable rent requirements of the new commercial space. Not only would this get rid of the ethnic restaurants that State Street is renowned for, but it would invite big corporate chains who can afford the rent. The shift from unique, quality restaurants to commercialized, standard chains like Jimmy John's, Subway, and the like takes away from the experience of visiting State Street. Consumers are not interested in eating at yet another fast food or restaurant chain, and at the rent the building would require, no local restaurant or business would be able to make any profit off their business. At the very least, there needs to be a plan in place where these businesses can maintain their current rent or stay as close to it, so as not to displace these businesses that have been proudly serving customers for up to 34 years.

Second, the rising prices of student tuition and living expenses is not conducive to yet another "luxury" high-rise for student occupation. Not only would these deem it acceptable to set extremely high rates of rent, but it would also affect how other buildings, landlords, and companies view their own rent plans and would adjust accordingly. Rising rent paired with sky-rocketing student tuition

makes for ten of thousands of dollars in student loans that will not get paid off until many students are in their 30s and 40s. Student debt is a major issue, and this is yet another reason that adding more buildings with higher rents would negatively affect the Madison community.

These are not the ideals that have attracted students such as myself to Madison, and it certainly isn't the ones that I expect my aldermen and community leaders to accept. I ask that you look past an easy profit and look what will benefit the most people in this community. If you want Madison to maintain its reputation as a unique, eclectic city with a small-town feel, then adding a high-rise apartment building at the expense of small business owners is not the way to do so. In a town that already has more housing than occupants, an addition of a luxury apartment building will impact independent landlords that are trying to fill their homes. The more expensive apartments get downtown, the more students will live outside the city and commute to class, which would work against the "ultimate plan" of making as much money off of State Street as possible.

This isn't just a concern for those affected business owners. Voting community members who are interested in the welfare of Madison and preserving those businesses that make Madison an attraction that is frequented by millions of visitors each year. After moving from outside Chicago to Madison and becoming a voting member of the community, I have come to realize that these are the places that people remember from their time in Madison. That cannot be said about a apartment high-rise that tailors to only those who can pay thousands of dollars in rent each month. These businesses should be upheld, supported, and encouraged to have the most optimal location for their business to thrive.

Thank you for your time. I hope you consider these points and rethink your decision to displace multiple businesses on the 500 block of State Street and disrupt the face of Madison as it stands.

Best,

Allison Berg
UW-Student
Class of 2015

Stouder, Heather

From: Eleanor Lewis [mailto:stouderlewis@gmail.com]
Sent: Wednesday, May 01, 2013 10:51 AM
To: Stouder, Heather
Subject: 500 block State Street- community support

Heather Stouder-

I work for Husnu's restaurant, one of the businesses that would be displaced if the development plan goes through for the 500 block of State Street. I have been in touch with Ald. Mike Verveer, and he asked me to forward the letters of support I have been collecting on behalf of Husnu's and our neighboring local businesses to you.

Please find the letters forwarded via subsequent emails. We hope that they will be considered seriously by yourself and the rest of the Planning Department.

Thank you,
Eleanor Lewis