

From: [Hannu Andersson](#)
To: [Urban Design Comments](#)
Subject: Regarding 86816, 3535-3553 University Avenue + 733-737 N Meadow Lane - New Mixed-Use Building
Date: Wednesday, May 28, 2025 4:44:03 PM

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Regarding Public Hearing Item: **86816**
3535-3553 University Avenue + 733-737 N Meadow Lane - New Mixed-Use Building in
Urban Design District (UDD) 6. (District 5)
Owner: University 3000, LLC
Applicant: Patrick Terry, JLA Architects
Final Approval is Requested
UDC is an Approving Body

Hi!

I would like this comment to be added to other area resident's comments about this project.

I have looked at the plans and the beautiful 3D-renders of the new 6 story building, and this came to mind.

I have lived on 3530 Lucia Crest for almost 24 years, pretty close to the new project area. I have however always avoided to walk the stretch of University Ave that is part of this project. In fact I have always dreaded going there as this stretch is absolutely pedestrian unfriendly: noisy, full of car exhaust most hours, generally dismal and off putting, and to be avoided as much as possible.

I have noted over the years though, that all the businesses in the two existing brown buildings have come and gone with frequent intervals, and that the open, for rent spaces, often sat empty for long periods of time. All new renters disappeared elsewhere sooner or later. Nobody walks that sidewalk if they can avoid it, and as for most drivers, they just zoom by and probably never notice the businesses. The project area is and has always been a dead space nobody cares for.

Now the alluring 3D-renders show street life and big lit up shop windows - all very nice - but I have a hard time believing any of that future will become reality. This stretch of road is noisy and inhospitable, and will remain so if the sidewalk isn't made really wide to invite pedestrians, and if the traffic isn't choked down substantially, something the traffic planners never will agree to in the next fifty years or so. So the 3D-renders are fiction in my opinion, and no planning decisions should be based on those. People will most likely continue to avoid this stretch of University Avenue as the brutal traffic corridor it is. Cars will zoom by as usual in the future, the shops will have high turnover rates, and pedestrians will avoid it as best they can.

Thank you,
Hannu Andersson



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Hannu Andersson
3530 Lucia Crest
Madison, WI 53705

From: [David Minden](#)
To: [Urban Design Comments](#)
Subject: 3535-3553 University Avenue + 733-737 N Meadow Lane
Date: Wednesday, May 28, 2025 5:04:07 PM

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Dear Shane Bernau,

Thank you for raising your concern at the planning meeting about pedestrian experience on the building on University and Meadow. I'd suggest stepping back the top 1-3 floors would be a huge relief to pedestrians. Set-backs are the most commonly used way to relieve pedestrian experience of tall buildings, going back to at least the 1930s with the construction of the Empire State Building and other really tall skyscrapers. Please raise this and please do not accept 'more apartments' as the answer the developer falls back on.

Sincerely,

Dave Minden

May 28, 2025

To whom it may concern at the Urban Design Commission,

My name is Kate Johnson, I am a resident of Sunset Village, 513 N. Meadow Ln, Madison. I am writing, along with my neighbors listed below, to voice our concern about neighborhood impacts resulting from the development at 3575 University Avenue proposed by Apex Investment Group VIII, LLC (currently located at 3535-3565 University Ave. and 733-737 N. Meadow Ln).

We are concerned about how the city will safely manage the increase in traffic created by the proposed 140+-unit building. This includes increased vehicular traffic and parking needs to serve the building, construction traffic, and heavy equipment on residential streets, and once the project is complete, increased Amazon trucks, and food delivery vehicles servicing those units.

The walkability of this neighborhood is one of its greatest assets, along with access to public transit, and proximity to UW Hospitals, Campus, and Downtown. These are features that we want to see maintained as the surrounding area develops.

There are many children on bikes and foot in our neighborhood, including our own children, as well as families visiting Lucia Crest Park. The significant increase in traffic presented by the proposed building creates real safety concerns for our residents unless we implement thoughtful short- and long-term mitigation strategies.

We request that the Traffic Engineering Department consider the following measures:

- During the construction phase, require construction traffic (equipment, deliveries, etc) to use Midvale Boulevard and University Avenue (both classified as principal arterial roadways) rather than residential streets. This could be included in the construction permit.
- Require a right-turn only from the proposed building onto University Ave. This was granted when the U.S. Bank building was constructed at 3609 University Ave., near the proposed new site.
- Perform significant traffic calming redesign at the intersection of N. Meadow Ln and Lucia Crest (e.g., a small roundabout, stop signs, and/or curb extensions or bump-outs as appropriate), like those on S. Owen Dr. and Hillcrest Terrace.
- Install speed bumps on N. Meadow Ln and Lucia Crest.
- Prohibit residents of the proposed building from obtaining residential parking permits on N. Meadow Ln.

- Install a sidewalk on the west side of N. Meadow Ln, at least from the pedestrian throughway to University Ave.

We believe the proposed mitigation(s) will address neighborhood concerns regarding pedestrian safety and increased traffic during and after construction. Additionally, they are achievable and affordable

Thank you for your time and attention to this matter.

Sincerely,

Kate & Adam Johnson (+2 children), 513 N. Meadow Ln.

Jamie MacAlister & Dan Lindner (+1 child), 601 N. Meadow Ln

Mike & Holly Pomraning (+5 children), 609 N. Meadow Ln

Brad & Marie Nordeng (+3 children), 606 N. Meadow Ln

Ben & Liz Ringle (+2 children), 3557 Lucia Crest

Rich & Claudia Kedzior (+1 child), 3521 Lucia Crest

Dave Waters & Sara Beachy Waters, 709 N. Meadow Ln

Andie Bensky & Joe Peters (+2 children), 717 N. Meadow Ln