

**From:** [Evers, Tag](#)  
**To:** [Plan Commission Comments](#)  
**Cc:** [Ernest, Lisa](#); [Tuttle, Meagan](#)  
**Subject:** Legistar 92236 - 1100 Block of Regent Street  
**Date:** Sunday, April 12, 2026 10:08:32 PM  
**Attachments:** [Outlook-cid\\_image0.png](#)

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Dear Plan Commission members,

I have a long history of supporting residential development projects in light of our city's persistent housing shortage. I was an early supporter of the Mayor's Housing Forward initiative and remain so to this day. Since getting elected in 2019, I've been a firm advocate for more housing in District 13, with eight different projects completed or currently under construction.

My pro-housing track record notwithstanding, I find I must voice my opposition to the proposed project on the 1100 Block of Regent Street.

Planning efforts dating back to the Regent Street-South Campus Neighborhood Plan in 2008 have identified Regent as a commercial corridor. Neighborhood participation in these efforts continued in 2015 under the aegis of the Greenbush Vilas Partnership, which reinforced the local interest in seeing future projects on Regent adhere to mixed-use development. My own participation in these efforts began in 2022 as the Regent Street Group formed to elevate and amplify the priorities established in the Regent Street-South Campus Neighborhood Plan and the Greenbush Vilas Partnership.

The Regent Street Group consists of approximately 40-50 local stakeholders, including participants from Regent Street businesses, UW, the nearby hospitals, area residents in Vilas, Greenbush and Monona Bay, planning staff and elected officials. Our efforts coalesced around the idea that Regent Street should evolve beyond its current dependence on Camp Randall, with more non-student year-around housing and concomitant retail serving a diverse customer base.

It's fair to say the shared goal for Regent Street is that it become more like Monroe Street, with more variety, more engagement, and more programmed activities. It's noteworthy the preferred alternative Engineering staff have proffered for the reconstruction of Regent Street allows for wider sidewalks and easier pedestrian access, all of which is necessary if Regent is to grow into its full potential as a healthy retail district.

The Peerless project would take up the entire block, more than the length of a football field. Instead of 50% first floor retail stipulated by zoning, the project offers a mere 10%. I've asked the Peerless team to reconsider, even offered to see if I could persuade staff to go along with greater height in exchange for more retail, but those entreaties did not yield success.

I note the staff report offers a compromise of 35% first floor retail, which I support. Losing Hong Kong Cafe and Choles Florist would be reasonably compensated with 35% retail, whereas 10% is plainly insufficient.

In summary, there are legitimate concerns on the part of multiple stakeholders in the community regarding this project's relative lack of first floor retail. Regent is a commercial corridor and for the better part of two decades planning efforts have called for that element to be enhanced. The scheduled reconstruction of the street is aligned with these planning efforts. I'm deeply concerned that approving a project with so little retail would set us back, not move us forward in our vision for a healthy and thriving Regent Street.

More housing is needed in Madison, yes. But not at any cost, not at the cost of what's clearly been articulated to be in the best interests of the future development of Regent Street.

Therefore I ask that you if you do approve this project, you do so only by including staff's

recommendation of at least 35% first floor retail.

Thank you.

Tag Evers



**Tag Evers**

**District 13 Alder**

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