

From: Bidar-Sielaff, Shiva  
Sent: Wednesday, March 26, 2014 11:32 AM  
Subject: Letter for EDC tonight

Dear EDC members,

I apologize for not being able to attend your meeting tonight.

I am writing to you to urge you to support the University Ave Corridor Plan as submitted by the Regent Neighborhood Association. As you know, the EDC staff report recommends adoption of the plan.

The plan before you is the result of 3.5 years of neighborhood residents, businesses, property owners and other stakeholder engagement led by a group of hard working Regent Neighborhood Association Board who volunteered countless of their time. They organized neighborhood meetings, businesses on the corridor were surveyed and invited to meetings, walks of the corridor were organized, numerous meetings with city planning staff and myself were held. The best word to describe the plan before you is balance. It provides a vision for a balanced approach to redevelopment and added density to this corridor. It calls for more density while acknowledging that too much added density will put too much pressure on the corridor that it will already be an extremely busy one, creating the sort of gridlock that will drive people away from wanting to live on or around the corridor and scaring away businesses. This is a corridor that is at or close to capacity. It is a huge transportation corridor, one of the busiest city corridors given the number of buses, bicyclists, pedestrians and cars that utilize it on a daily basis. We already have serious challenges in attracting businesses to the corridor- businesses have specifically mentioned lack of parking as a main reason they do not locate on the corridor. The balanced approach reflected in the plan before you is essential to the livability of the area will encourage neighborhood businesses to take root and prosper. The letter submitted by the owners of Lombardinos, one of the cherished businesses on the corridor, reflects well what we hear over and over from current and potential businesses in the corridor.

I would like to especially thank Peggy Yessa for her assistance with this plan as she helped survey and interview corridor businesses as we all wanted to make sure that their voices were part of this plan.

Again, I join the EDC staff to ask you for your support the University Ave Corridor Plan as submitted by the Regent Neighborhood Association. Thank you for your service on EDC.

Best,

Shiva Bidar-Sielaff  
District 5 Alder  
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