

November 7, 2013

Madison Landmarks Commission  
City of Madison Planning Division  
215 Martin Luther King Jr Blvd/Room LL 100  
PO Box 2985  
Madison WI 53701-2985

Ms Rummel, Mr McLean, Mr Levitan, Mr Fowler, Ms Slattery, Ms Gehrig, Mr Rosenbaum;

I would like to present you with my endorsement of Steve Brown Apartments and the current West Gillman project under consideration for the Mansion Hill Historical District.

Since the establishment of this important commission by Mayor Dyke in 1971, the Mansion Hill District has been able to protect the valuable historical assets that not only embody the historical aesthetics and social history of past Madison eras, but the commission has also made way for new and innovative living solutions that promote safety, provide well-kept exteriors and fulfill our civic duty of encouraging responsible growth and beauty in new construction projects that exemplify and align themselves with the unmatched beauty of Mansion Hill.

Steve Brown and his innovative designs compliment the downtown area, as well as the west side of Madison, without compromising the unique character of their respective neighborhood. I have been a resident living 5 years at the Henry Gilman property previously and the last 4 and a half years at Brownridge Terrace. The employees of Steve Brown care lovingly for their properties, both inside and out, and ensure a secure environment for the diverse community of responsible young professionals, like myself, who choose to live with their uncompromising standards of property management and care for the environment.

I can name every employee I have met at Steve Brown over the past 10 years and they all know me by first name. Their attention to detail and friendly living guidelines encourage responsible tenants who care for their property and encourage friendly interaction. The proposed new building will complement the Mansion Hill district by enhancing its beauty with a design that flows naturally with the surroundings, by saving an existing structure (123 W Gilman) and helping to relieve the area of a structure that may not meet current standards of historical significance, safety or utility (121 W Gilman).

Every year I have lived with Steve Brown has been a year that my standards of expectations have been met and exceeded. It would be wonderful for the Mansion Hill District and Landmarks Commission to further enhance the beauty of its existing architecture and offer other young and mid-career professionals like myself the opportunity to continue to grow and revitalize this important neighborhood and historical area of Madison.

Best regards,  
Rick Cruz  
625 N Pleasant View Rd Ap 201  
Madison WI 53562

I support this project

**Subject:** I support this project

**From:** Jeanne Hendricks <jlhendricks6@gmail.com>

**Date:** 11/21/2013 6:10 PM

**To:** "dseeley@stevebrownapts.com" <dseeley@stevebrownapts.com>

Dan, I can't attend tonight's meeting & this may not be timely, but I want to express my support for this project, It reflects careful thought and has been modified in response to neighborhood feedback. The height and appearance of the buildings seem in character within the district and a substantial improvement over the current structures. If I were looking for a change (and to be clear, I'm not!) I would definitely consider this development based on the current proposal and my positive experience living in a SBA rental property for the past 5 years.

--Jeanne Hendricks

777 University Ave, Apt 728

Madison, WI 53715

(608) 334-6969

[jlhendricks6@gmail.com](mailto:jlhendricks6@gmail.com)

Sent from my iPad

**Subject:** Steve Brown Apartments and 121, 123, & 127 W. Gilman St.

**From:** Kalista Noegroho <noegroho@wisc.edu>

**Date:** 11/21/2013 12:47 AM

**To:** dseeley@stevebrownapts.com

To Whom This May Concern,

Living in Lucky has been one of the greatest decisions I have made as a student at the University of Wisconsin-Madison. Steve Brown Apartments encompasses the many aspects of quality living, both in regards to the facility, as well as the staff. The ideals of customer service is evident in the every day operations of the building as there is always someone to assist the residents, whether it's changing a light or helping them carry their belongings, the staff makes sure their experience is a memorable one.

Knowing that Steve Brown Apartments puts their customers first and takes their values to heart, as well as puts them to action, the development proposed for 121, 123, and 127 W. Gilman St. would be an amazing opportunity for both Steve Brown Apartments and for the current and potential residents of Madison to experience what SBA has to offer. With Madison having a large population of young adults, as it is a university town, the addition of quality apartment buildings would allow for more people to live in the downtown area, potentially generating even more revenue for the city. Steve Brown Apartments has made their name known on campus, and yes, the demand for apartments on campus is high, but the demand for SBA is even higher.

Please help share the SBA experience with even more Madison residents!

Thank you,  
Kalista Noegroho

Hi Dan,

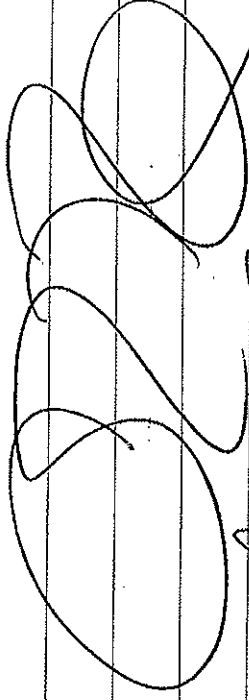
I am writing to lend my full support to Steve Brown's planned revitalization of the 100 block of West Gilman Street. I am a second year law student at UW and love living in Madison. The city's vibrant arts and entertainment, dining and cultural opportunities as well as the educational opportunities make it a wonderful place to call home. Another reason I love living in Madison is Steve Brown Apartments. Steve Brown has allowed me to live in a neighborhood that is convenient to school and the city's downtown Square. Moreover, Steve Brown has done an excellent job managing the Highlander House. I have lived in several apartment complexes and no management company has been equally friendly, responsive and dedicated toward creating a sense of community for its residents. That said, there is no doubt that the 100 block of West Gilman could use some renovation. As a graduate student, I am interested in upscale but affordable living. That includes in-unit washers and dryers, dishwashers and modern kitchens and appliances. I believe the proposed renovation would offer those amenities and be a perfect fit for an older student such as myself. Given its strategic location, were such accommodations available in the Mansion Hill neighborhood young professionals and graduate students would most certainly flock to the neighborhood. What is more, the proposed redevelopment would bring the 100 block into harmony with the rest of the neighborhood. The 10-story highlander house stands out because of its size and industrial architecture. Steve Brown's proposed redevelopment would recapture the aesthetics of the neighborhood and provide attractive housing options for an older crowd.

I would be happy to answer any questions regarding my support for the proposed project at upcoming community meetings.

All the best,

Peter Butler

I support the notion that construction of new apartments would only be moving the development of Madison in the forward direction and would not affect the historical district in a negative manner. Steve Brown Apartments is at the forefront of this movement and would only be increasing the overall value of that area.



Austin Reuter  
Resident Lucky 1434

November 20, 2013

2355 University Ave  
Apt 412  
Madison WI, 53726

To whom it may concern:

I lived with Steve Brown Apartments (SBA) at Lucky apartments for a total of four years. During that time I became we acquainted with SBA staff and facilities, all of which were excellent. From my experience in Madison, Steve Brown Apartments is model of caring and competence.

In my four years at Lucky apartments, I became friends with many of the staff. The staff was always kind and took the time to discuss anything from school to sports. This courtesy was not limited to the front desk staff or even the sales staff, the managers although busy would take their time to talk about anything that was on your mind. Management also worked fervently to make sure that if problems arose that the situation was resolved quickly. I would consider the staff of SBA as friends.

SBA also provides facilities that are unmatched in the downtown. There maintenance staff is always quick to resolve problems, common areas are clean, and the apartments are modern while maintaining the aesthetics of the surrounding area. I point to SBA's most recent development, Brown Lofts. I have been in the facility and pass it regularly. The facility although new matches the older surrounding residences.

On a personal note, I was a history major at UW-Madison, and I value the importance of downtown Madison's old look as much as any other person does. I believe that this project will help revitalize the area and supply much needed housing in the high demand downtown housing market. I also believe that the skill of SBA and the designing company Brown House will provide a building elegant enough to match the surrounding area and have a modern touch that will draw contemporary consumers.

Should there be any questions or there be need to contact me, please feel free to do so at (715)350-9403 or by email at [tbrandt@outlook.com](mailto:tbrandt@outlook.com).

Sincerely

Tyler T. Brandt  
Master's Candidate (MPA)  
University of Wisconsin-Madison  
La Follette School of Public Affairs

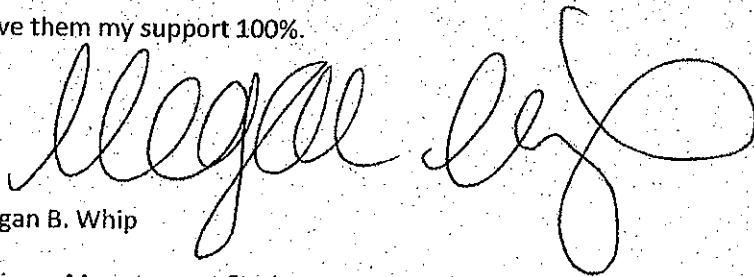
To whom it may concern:

I understand Steve Brown Apartments is currently pursuing redevelopment of a current property on Gilman Street and I fully support their goals. SBA has had and continues to have a reputable vision for their property management in the Dane County area and I have confidence that the ethics that drive their company will enhance their solvency and create a wonderful turn around for this deteriorating property.

As a previous resident and now current part time employee, I have experienced on different levels the amount of care and pride they take in their apartment buildings and business they run. I have been trained the "SBA Way" and regardless of where I go in the future, they have helped to create a solid foundation of exceptional customer service as well as empathy for the customer. As a resident, I was treated with great respect especially during a time of conflict. The property manager at The Lucky building worked with my family and I to help us find a solution regarding roommate conflict.

Regardless of the issue at hand, the conflict management skills as well as the pride they exude from behind the front desk gives me confidence that SBA is a great company and should be fully supported as they continue to grow.

I give them my support 100%.

A handwritten signature in black ink, appearing to read "Megan Whip", written in a cursive style.

Megan B. Whip

Business Management Student at UW-Madison

November 15, 2013

Madison Landmarks Commission  
Department of Planning & Development  
215 Martin Luther King, Jr. Blvd.  
P.O. Box 2985  
Madison, WI 53701-2985

Dear Commission Members:

Please allow this letter to serve as a substitute for my comments that would have been presented at the upcoming meeting regarding Steve Brown's proposed development in the Mansion Hill District. I urge you to share this correspondence, or insert its contents into the meeting minutes.

As someone who has lived and worked in downtown Madison for many years, I have a special affinity for the Mansion Hill neighborhood. While it is true that the neighborhood has many fine examples of gorgeous 19th century Victorian mansions, the properties involved here would never be confused as such. The Landmark Commission was established in 1971 to preserve beautiful and historic buildings. While beauty is often said to be in the eye of the beholder, being historic is more clearly defined. To be historic; the buildings need to (or potentially) be famous, or important to history. The Highlander apartment is neither beautiful, nor historic, and the same can be said for 123 and 127 W. Gilman Street. None of the buildings involved fit the criteria to which the Landmark Commission was established to protect.

Steve Brown is a well-known, trusted developer that has substantially contributed to increasing the appeal of the Mansion Hill neighborhood for decades. If you take a look at 134 West Gorham Street or the renovated property at 141 West Gilman, you can see that Mr. Brown has a commitment to quality. Mr. Brown also takes preservation of the neighborhood seriously, as evidenced by his willingness to relocate the 123 West Gilman property. There is no reason to expect that the proposed development would be anything but a great addition to the neighborhood.

The proposed development was intentionally designed to fit well into the neighborhood. It replaces buildings that are either a severe aberration, such as the Highlander, or are so mundane and commonplace that their existence is inconsequential. A new development will reinvigorate the excitement for the neighborhood. It will attract new residents, such as me, and visitors that will enjoy the beautiful and historic buildings that this commission has preserved for nearly half of a century.

The commission and neighborhood could not ask for a more suited development to be proposed or a more like-minded developer to partner. I urge the commission to work with Mr. Brown and welcome his quality development to the neighborhood. To do otherwise would hinder the very attributes this commission was established to protect.

Sincerely,

Jesse M. Patchak