

IAN'S PIZZA ON STATE



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City Of Madison Common Council
210 Martin Luther King Blvd.
Rm 417
Madison, WI 53703

11/22/21

Dear Alders

I am writing to express my support for the proposed development at 341 State Street. My name is Nick Martin and I am the owner and Managing Partner at Ian's Pizza on State, located at 100 State Street.

I have been working in downtown Madison for 20 years, and I have had the privilege of owning a business on State Street since 2008. In that short time I have seen both the ups and the downs of the area. When we first operated our business on the south side of the 100 block, there were times that State Street was a desolate, scary place to be at the wrong time of the day. But I have also seen the ebbs and flows and the wonderful vitality that can pop up throughout the year. In my opinion, this vitality comes from density. We want people to live and work in the area. We want people to spend their free time walking State Street. We want housing density that can put residents on our street for more than just their lunch break or for special events. If people live on State Street, it keeps the area active throughout the day and night. In turn, the presence of more people also keeps our street a safer place.

A unique part of the 341 State project that particularly draws my attention and support is the commitment to affordable housing as part of the project. Affordable student housing is sorely needed. And offering it on State Street brings a needed level of diversity and income levels to the downtown. As a formerly (very) broke UW student, I think this is an incredible initiative and I very much hope to see it come to fruition.

Finally, I do believe the building height restrictions in the downtown area are a wonderful guide for development. My first job in Madison was to drive guests into downtown, and the ability to see the capital building from miles away is a truly unique and exciting thing. We should not change that. But we should also allow for development that doesn't threaten this ideal. If we can preserve our old buildings and the historic look of State Street, as well as keep our capital views intact, while at the same time allowing for development that increases density — we should be all-in! I believe the design of the 341 State Project accomplishes this in exactly the right way. And for all of these reasons, I urge you to recommend this project move forward.

Thank you for your time and please don't hesitate to contact me if you have any questions.

Sincerely,

Nick Martin
Managing Partner / Owner
Ian's Pizza on State





November 22, 2021

Dear Plan Commission:

Every year Downtown Madison, Inc. (DMI) creates a new Civic Engagement Agenda outlining a set of civic priorities that helps guide and drive DMI's commitment to sustaining, planning for, and growing downtown Madison as a vibrant regional economic engine that offers best in-class quality of life for everyone. The oLiv project located at 341 State Street, file numbers 67120, 66109, and 66600 (item numbers 15, 16, and 17), meets several of DMI's goals within the Civic Agenda, thereby helping create a more robust, vibrant, and welcoming downtown.

Supporting greater housing density and diversity, while encouraging and promoting a variety of commercial uses are key goals within our Civic Agenda. The project on State Street helps create greater density on an important downtown street. This density will create more housing opportunities, increase sustainability and affordability, all while providing great access to multi-model transportation options through several dedicated bike lanes and numerous Metro Transit bus lines next to the site. The project will also continue much needed commercial usages on State Street, thereby helping to create a more vibrant and sustainable downtown through additional amenities and services.

Overall, the project at 341 State Street fulfills many of the goals of the 2021 DMI Civic Engagement Agenda and would help add needed density, sustainability, and amenities to an important section of downtown Madison.

Sincerely,

A handwritten signature in black ink that reads "Jason Ilstrup". The signature is written in a cursive, flowing style.

Jason Ilstrup
President
Downtown Madison, Inc. (DMI)

From: Elisabeth Mcdonald <emcdonald5@wisc.edu>
Sent: Monday, November 22, 2021 2:50 PM
To: Plan Commission Comments <pccomments@cityofmadison.com>
Subject: Items 15-17

Caution: This email was sent from an external source. Avoid unknown links and attachments.

To whom it may concern,
Please add the following to the public record ahead of tonight's Planning Commission meeting.

"To the Madison Planning Commission,
I am an unpaid community activist who has gathered (at the time of this email) 463 signatures on a Petition opposing the Core Spaces Development at 341 State Street, 317-321 West Gorham Street and 322 West Johnson Street. The Petition has been shared primarily on UW Madison Student Social Media groups on Facebook. The full petition can be found at <https://bit.ly/hubiii> and is linked at the bottom of this letter.

I, Elisabeth McDonald and the other the signers of this petition, urge the Planning Commission to vote no on this proposal.

In no uncertain terms, the City of Madison Planning Commission SHOULD NOT approve the building because its design fails to meet the following standards of review of MGO § 28.09(2)(a-i).

- Standard of Review #2: - MGO § 28.09(2)(b): Development of the neighborhood, according to the Comprehensive Plan.
 - A picture is worth 1000 words. The architecture of this building fails to reflect the historical, charming, and unique architecture of State Street and downtown Madison. Core Spaces is a national developer with the same building "Oliv" in FOUR other college towns across the United States. They are trying to copy/paste a building into Madison's unique, historical district.
- Standard of Review #3: MGO § 28.09(2)(c): Economic Health
 - Already, Core Spaces has forced out several downtown decades' old businesses. While we applaud the "proposed incubator space," Core Spaces is, again, predicating this detail on the additional height. If Core Spaces were committed to the economic health of Madison, they wouldn't hold this program (and other key elements) hostage. Further, Core Spaces has not been transparent about the cost to rent these retail spaces. In the Hub and the James, large corporate chains such as

Dollar General (DGX) and Raising Caine's occupy retail space, (an alarming stark contrast to the small, local business feel of State Street) while other retail spaces within the building have sat empty since the building's construction.

- Standard of Review #4: MGO § 28.09(2)(d): Traffic and City Planning:
 - Core Spaces fails to be honest about the impact this building will have on Downtown parking, traffic and congestion. It is providing only 200 parking spaces in a building of 386 units and five additional short term parking spaces for student pick-up/drop off and food delivery. In a building with 1,111 beds, the math simply does not work. Further, the proposal fails to address legitimate neighborhood and city concerns over student moving days and sustainability goals. It does not include recycling facilities to prevent inadequate disposal of Student items. For the location, size and neighborhood, several more facilities must be included. While "Hippie Christmas" and increased downtown density is to be celebrated, city resources won't be able to keep up. The City already needs to make accommodations for the heavy traffic and limited parking in the area, recently hearing proposals up to \$140 proposals by developers (including Core Spaces) for a mixed use development on Lake Street.
- Standard of Review #5: MGO § 28.09(2)(3): The architecture and building form shall complement the character and aesthetic of the surrounding neighborhood.
 - Again, we believe a picture is worth a thousand words. This building is, bluntly, an architectural eye-sore. It is another three-colored, High Rise "PowerPoint Building" in historic Madison that we do not need, especially on State Street. Further, as shown in Core's State Presentation, the height of the building will greatly create a "canyon effect" directly, negatively impacting sun exposure on all three streets in the neighborhood. This building simply does not fit the neighborhood. As one Mifflin Neighborhood resident put it, this building is aptly named 'Oliv' because it's giant, arguably gross and has a giant hole in the middle.

Further, supporters of the petition have left additional comments on this proposal, please also add them to the public record.

Dan Cappabianca:

"This is dumb nobody wants this"

Angela Ablaberdieva

"Madison doesn't need more fancy apartments for rich kids."

Anna Stamborski

"Alum who believes in making UW as accessible to all students as possible, and over priced housing ain't it."

Alexis Steuart

As a long time resident of Madison as well as a student at the university projects like this are pricing students like myself from lower socioeconomic standing from living near to the university we attend. As a student from this group it already makes attending the university difficult, while projects like this exacerbate this very real issue. Students, Madison residents, and locals are sick of the way housing development companies have inflated the rental market in our beloved city. It's time to stop.

Hannah Belay

"Affordable housing is necessary. These developments are ruining Madison & other great cities."

Adrienne Barberg

"Affordable housing matters. Nobody needs another Hub."

Jensen Trotter

"This is not affordable housing"

Aaron Lopez

UW Housing is ruining Madison

Ally McNeive

"700-1200 is not affordable housing"

AnnaBeth Hermann

Madison does not need another high rise. We need to fix up old houses and make them affordable.

Elisabeth Trenta

"Alderman says they won't approve height without commitment for affordable housing. So, Core Spaces presents vague plan calling average prices "equitable" amongst very

high standard prices.

This feels performative and disrespectful to students, Madison residents, and everyone who will be impacted by how this will disrupt downtown."

Emily Pyszora

"This is adding to inequities. More than just rich student deserve to live here."

Lariisa Steward

"We need AFFORDABLE housing, not more luxury high rises."

Emily Johnson

"Affordable housing needs to be a priority in Madison and every other city!"

The timing of this proposal during a pandemic has made it incredibly difficult to include everyone in the Greater Madison Community. Please vote no on this proposal.

Sincerely,
Elisabeth McDonald

MADISON TRUST



for Historic Preservation

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June 22, 2021

Brian Munson [bmunson@vandewalle.com]
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120 East Lakeside Street
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Mark Goehausen [markg@corespaces.com]
Core Campus Manager, LLC
1643 North Milwaukee Avenue
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Re: Oliv development proposal

Dear Sirs:

The Madison Trust for Historic Preservation works to promote and support the continued viability of Madison's historic places and traditional neighborhoods. To this end, we commend your proposed development on Block 55 in Madison for preserving existing facades on West Gorham and West Johnson Streets.

We strongly encourage the preservation of buildings that define a moment in time, especially those that complement the architectural rhythm and flow of a historic neighborhood. The existing buildings on the site of the proposed development help passersby visualize the richness of Madison's early automobile culture and contribute significantly to the pedestrian experience in the area. The remaining facades help to explain how and where early automobile dealerships entered Madison's commercial sphere.

The Trust feels it is important to preserve this experience and we encourage your careful consideration of the adjacent contemporary facades to be sympathetic to the rhythm, proportion, materials and scale of the historic facades and to retain as much original character defining material and detail as possible as the historic facades are reconstructed.

Dedicated to Preserving Madison's Historic Places

A local partner of the National Trust for Historic Preservation

We intend to continue to advocate for the preservation of the existing facades in your proposed development. Please feel free to contact Kurt Stege, co-chair of our Advocacy Committee, if you have any questions.

Sincerely,

Patti Epstein

Patti Epstein
President

c. Kurt Stege [kurt.stege@gmail.com]