

-----Original Message-----

From: Kara Murphy []
Sent: Thursday, May 05, 2016 8:13 AM
To: Firchow, Kevin
Subject: Development of 400 W. Washington Ave

Kevin,

I am contacting you in regards to the development of the 400 W. Washington Avenue building. I have lived in Madison since I went to school and graduated from UW-Madison in 2011 and have since been working at EatStreet, a start-up company founded and located in Madison. Since I began my employment about 4.5 years ago, we have expanded the business from 1 to over 100 employees, all of which are located at our headquarters which is currently at 131 W. Wilson St. We are in the process of building out our new office on the 7th & 8th floor of 316 W. Washington Ave.

It has been an exciting time for us to grow this business and see the development of the Madison community since I have gone to school here. With the recent influx of start-up companies and growth of companies such as Epic, which is bringing so many new young professionals into Madison, it only makes sense to continue to provide upscale housing opportunities for employees to live downtown to help retain these bright people in our city.

I just wanted to express EatStreet's support for this development as we are hoping to continue to bring in more employees to the Madison area. With all of the work that we are putting into building a new office to appeal to the start-up vibe of the city, we think that expanding this development to the surrounding areas is going to be a great asset for us as well.

Please let me know if you have any questions.

Thanks for your time,
Kara Murphy

--

EatStreet
VP Operations
(414) 241-0504

From: Robert Lewin
Sent: Monday, May 02, 2016 12:02 PM
To: Firchow, Kevin
Subject: Fwd: Broom St at West Washington

I am forwarding a copy of the email I sent last week to my alder, after attending a neighborhood meeting about the proposed improvement for the corner of W. Washington Ave at Broom St. I really was impressed with the presentation, and would like to see this new building erected. I support improved and denser housing for a vibrant Capitol Square area.

Sincerely,
Robert Lewin
■■■ W. Washington Ave, Unit ■■■
Madison, WI 53703
608-■■■■■■■■■■

----- Forwarded message -----

From: Robert Lewin <
Date: Fri, Apr 29, 2016 at 3:23 PM
Subject: Broom St at West Washington
To: district4@cityofmadison.com

I attended the recent neighborhood meeting, as I am interested in the development in my neighborhood. (I moved from the West Side, to ■■■ W. Washington Ave last July, though I returned to this area nearly 30 years ago)

The current proposal as presented looks excellent to me, for these reasons:

- 1) Replaces decrepit apartment homes with modern, denser housing.
- 2) Appeals to urban professionals, who shop and entertain, and possibly also work, downtown.
- 3) Appeals to mass-transit users.
- 4) Serves as another "new landmark" in the downtown area.

The more negative comments brought at the meeting had me amazed. For example, Fred Mohs, after re-telling all of his great real estate acumen, insists there isn't enough car parking. IF he's right, then the developers will have to deal with the consequences of their poor decision, not Fred Mohs. What concern is it to him, unless he's an investor?? I personally think Mr. Mohs's perception is incorrect in 2016, where many young people are proudly forgoing car ownership. I personally believe that a building like this could rent out completely, with even less parking spaces! Not every future building, perhaps, but this one could.

The steering committee member who was obsessed with the 20 foot set-back the new Capitol Fitness building was held to... I don't see what that accomplished, other than there is un-used "patio space" in front of the building? I can understand why you wouldn't want a tall building hugging the curb, but from the illustrations shown that night, I feel that the corner-entrance, and the W. Wash facing all seem to "fit" with the "boulevard" look on the block.

To the steering committee member who complained that a taller building would obstruct her own view, I am sorry for that. I am guessing her own building obstructs someone else's former view.. This happens when one building is constructed, after an older one is standing. I look East out of my condo onto the Capitol Building and grounds... And, if anyone ever knocks down the Home Savings Building to erect a high-rise on Carroll St, I will lose my view. (I hope it doesn't happen anytime soon... but I don't own the view, I just enjoy it.)

To those who were concerned about this building's height... I think six stories fits in fine there. The Metropolitan Place one block east is perhaps 10 stories, and my own building, the Loraine, one more block east is 10 stories as well. I am certain the economy of scale in two additional floors of rental units makes the whole plan feasible... though I am not personally an expert in residential housing...

In closing, I support this sort of improvement in our neighborhood. I mentioned at the Monday night meeting that, as a student in 1971, I lived in an apartment house on the odd-side of 400 W. Washington (at Bassett Street): It was old and tired, then, and probably has not had much in the way of modern improvements since then. Replacing old non-historic rentals, with a newer, better, denser (in-fill) project will improve that corner, and help the value of all buildings near it.

Thank you for taking the time to read this!

Robert Lewin