



November 4, 2020

Dear Urban Design Commission:

Every year Downtown Madison, Inc. (DMI) creates a new Civic 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. As the context of our downtown and Madison as a whole has changed and evolved, so has our Civic Agenda. The proposed project located at 1-19 N. Pinckney St., file numbers 62137 and 60545 (item numbers 4 and 5), promotes many of the goals and the vision for the downtown set forth in DMI's current Civic Agenda, and promises to continue to transform our downtown into a more robust, vibrant, inclusive, and equitable downtown.

Retaining, encouraging, and promoting a variety of commercial uses and employment opportunities impacting downtown are key goals in our Civic Agenda. The proposed project on North Pinckney will help to create greater commercial density on the Capitol Square. This density will create more economic opportunities for the downtown, add significant employment, and increase sustainability, all while providing great access to multi-modal transportation options through several dedicated bike paths, numerous Metro Transit bus lines, and a possible Bus Rapid Transit station next to the site.

The density of this project will help to ensure that the power of proximity thrives in downtown Madison. With its unique mix of commercial and retail spaces, created partially within one of Madison's oldest historic landmarks, this project will help our downtown to continue to serve as the economic engine for our entire region. More density will create more jobs, help sustain our local retail stores, restaurants, and arts/entertainment options, generate additional tax revenue, and further strengthen and sustain our urban core.

Overall, the project at 1-19 N. Pinckney St. fulfills many of the goals of the 2020 DMI Civic Agenda and will help add needed density, sustainability, and amenities to the Capitol Square and downtown Madison. DMI supports ULI's project.

Sincerely,

A handwritten signature in black ink, appearing to read "Jason Ilstrup".

Jason Ilstrup  
President  
Downtown Madison, Inc. (DMI)