

From: David Deemer <daviddeemer12@gmail.com>
Sent: Friday, May 17, 2024 9:05 AM
To: Vaughn, Jessica L <JV Vaughn@cityofmadison.com>
Subject: Statement in Support of 3575 University Ave Development

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Hello Ms Vaughn,

My name is David Deemer. I'm a resident of Madison/Shorewood Hills and live on Marshall Ct near the University Hospital. I'm writing to express my support for the 3575 University Avenue development proposal presented at the 5/8/24 meeting of the Urban Design Committee.

I live in an apartment building of similar design to the 3575 Uni Ave proposal. I work at the hospital and love that my apartment building is located within walking and biking distance to multiple grocery stores, a mall, restaurants, and several parks. I also take advantage of the nearby bus stops, particularly when commuting to the Capitol square or downtown for sporting events. I've seen that the area between the hospital and Hilldale is growing quickly and with good reason— it may be the best location in all of Madison for its proximity to amenities.

The 3575 Uni Ave proposal would add critically needed housing in a high-demand location in a responsible manner that fits in with the local area and nearby structures. Multiple nearby buildings approximate its proposed five-story height, with proposed redevelopments on the North side of University in Shorewood projected to be as high as 8 stories. It sits along a major thoroughfare and close to bike paths and amenities; you couldn't pick a better location to walk or bike in the city, so I am not concerned about major traffic impacts to the neighboring single family housing neighborhoods. Overall, I don't think you could pick a better area for a mixed use development in Madison at this time.

I also want to express my specific disagreement with my neighbors who oppose this project. Resistance to development in West Madison has grown over the past years, and is not consistent with liberal values of inclusion, affordable housing, or economic development. As the members of the UDC know, the quality of development matters much more than the height or mere presence of the building. I appreciate the UDC's careful review of the many proposals it sees, and I ask that it approve the development at 3575 University Avenue because of the community need for additional housing, its design congruence with the area, its proximity to amenities and non-car based modes of transportation, and its adherence to current applicable zoning codes.

Respectfully,

David Deemer