

May 4, 2020

Pinckney Street Development Project – Urban Land Interests (ULI)

I come before you today to speak in support of the project known as 7-11 North Pinckney Street, the American Exchange Bank redevelopment.

I am speaking as an individual downtown resident on my own behalf.

I ask that you grant the applicant a variance or Certificate of Appropriateness and authorize the demolition of the Centre Seven building which is necessary to allow for the construction of underground parking adding much needed parking as many as over 800 parking spots to our evolving downtown.

- This will be a transformative project for our city and downtown particularly for a very underutilized piece of valuable real estate.
- It will add much needed jobs to a contracting economy suffering from the Covid-19 virus.
- It will significantly activate the street and bring more jobs to the downtown.
- It will add substantially to our local tax base.
- It will help improve density and create more demand for our planned Bus Rapid Transit System. Plus, many more people who live downtown will likely be able to work or bike to work.
- This project will also be catalytic in generating more opportunities for successful retail spaces in the downtown area.
- The record of investment shows we can trust Urban Land Interests to produce a high-quality project and maintain it for years to come in their real estate investment portfolio as demonstrated by their pattern of past practices.

My perspective, my point of view is informed over many years of living downtown and my commitment to community service and civic engagement.

- When moving to Madison I chose to live downtown and have resided at 4th Ward Lofts for the past 16 years.
- I have been a member of the board of director of Downtown Madison Inc. for 10 years.
- I have been a member of Porchlight's board of directors for almost six years. And, I am also, since its opening, the chair of The Beacon's Community Advisory Board.
- I have sat on and chaired numerous Bassett Street Neighborhood project development steering committees and am a current member of Capitol Neighborhoods Inc. (CNI)
- Lastly, I served for about three years on the Urban Design Commission.

Please allow this project to move speedily along the development approval process by granting the request for a variance this evening.

Please allow this project to enable this property to be brought to a "higher and better use" for the benefit of all in downtown Madison, the City of Madison and Dane County. Thank you.

Ronald Luskin

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