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April 11, 2007

Al Martin
City of Madison
Urban Design Commission
215 Martin Luther King Jr. Blvd.
Madison, WI 53703

Re: *1815 University Avenue*

Dear Mr. Martin:

As an owner of property in the area of this proposed development, I am writing to give my support to Steve Brown and his project. I own the apartment building at 303 N. Princeton Avenue which is located next door to Steve's property.

I have recently met with Steve and reviewed the plans for a new 64-unit, 4 story building he has proposed for this site. I have no objections regarding this project.

Sincerely,


Jim Coreoran

To: Al Martin, City of Madison

From: Troy Thiel, Current "Past President" Executive Board Member, Regent
Neighborhood Association, troythiel@yahoo.com c347-9670

Date: April 9, 2007

Re: Steve Brown and Brownhouse's proposal for the Princeton House site

Al,

Hopefully we'll get some warm weather soon so we can get out on our bikes!

I'm writing you this note (please feel free to share with the members of the UDC and Plan Commission) as a private citizen in support of the most recent proposal by Mr. Brown and the Brownhouse group for the Princeton House site. The RNA has not created an official position at this time on the project. We've not had a chance to meet since the last revisions.

Steve and his team first brought to our attention their intention to redevelop the site almost a year and a half ago and we had two public meetings with his team, the Regent Neighborhood Association and nearby residents to discuss his then eight-story proposal for the site. While the material selection and architecture were compelling it was clear that such massing was not appropriate for the site by the great majority of those in attendance at the meetings and that as the RNA Neighborhood Plan process had progressed since its inception in Spring of 2005, it was evident even at that point, that four stories on the south side of University Avenue for future projects was more in line with what the consensus sentiment of the Neighbors active in the discussion process had proposed.

Steve and his team decided to pull that proposal and returned to the RNA and Neighborhood with a much closer to what the Neighborhood perception was for appropriate massing and impact. Through another series of meets, there were revisions to set backs-front, back and side-as well as material revisions and other design modifications.

At this juncture, in my opinion, the project is now in a design mode that adequately addresses almost all of the concerns that I witnessed being raised at our public meetings and is now in a design that will truly be appropriate development for the site and an excellent improvement for our neighborhood.

Steve and his team have a long track record of excellent new build projects as well as great upkeep of their portfolio of investment properties in our neighborhood. It is apparent that the new Princeton House project will continue that record.

March 15, 2007

Steve Brown
120 W. Gorham Street
Madison, WI 53704

Re: 1815 University Avenue

Dear Steve:

I support your plans for the building in the 1800 block of University Avenue. I feel that the overall massing along University Avenue and the height complement the other properties on the street and in the neighborhood.

The exterior design also complements our building at 1801-05 University Avenue which we've owned for over twenty years. In addition, your façade indentation creates the appearance of four individual buildings when approached by automobile from either direction on University Avenue. While the 5 foot setback and verticality may initially appear tall, the borrowed open space from the UW Foundation building across the street does not leave one with the tunnel effect that occurs further west on University Avenue.

I feel you did an excellent job of the indenting in the rear to create more light for your apartments and potential for additional green space within those bays. Your residents will benefit and your neighbors behind will benefit even more.

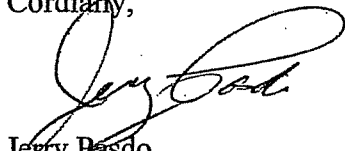
Some commendable amenity features are the under-cover trash area and guest parking incorporated beneath the structure. These help alleviate two of the neighborhood's concerns.

The use of the heavier, sandstone-appearing, lower level is attractive with the brick above. However, the minimal setback of 5 ft. should have some pedestrian-friendly landscaping or embellishment so it does not appear as if they are walking past a blank 50 ft. wall. Your staff's creative talents can come up with something to alleviate that feeling. Some of my own landscaping elements in the narrow setbacks on Capitol area projects get "yanked out" occasionally by the binge drinkers, but we just replant them. Fortunately, binge drinking doesn't occur every night and I consider this part of our cost of having a pedestrian-friendly building in the neighborhood.

Please pay attention to the detail in the handicapped ramp so it doesn't appear an unfriendly, concrete, skateboard ramp.. I forgot to ask about this at the meeting, but that ramp probably does come right up to the sidewalk line.

I think the most important point is that this is a quality product that fulfills a need for modestly dense, quality housing in the west campus area. Many of the near west residents must now drive or bus in from the neighborhoods that they chose to live because those neighborhoods have quality housing in a quiet neighborhood. Thanks for doing that close to campus.

Cordially,

A handwritten signature in black ink, appearing to read "Jerry Pasdo", written in a cursive style.

Jerry Pasdo

Cc: City of Madison Plan Commission
City of Madison Urban Design Commission
City of Madison Landmarks Commission

From: Joy Drummond [mailto:jmp4joy2003@yahoo.com]
Sent: Wednesday, April 11, 2007 11:52 AM
To: amartin@cityofmadison.com
Cc: DRUMMOND, David
Subject: Princeton House reincarnation

Al,

Dave and I are in support of the Princeton House project. The project is a considerable improvement to the neighborhood over the existing building. We have had numerous experiences at the Princeton house with an exchange student. The previous back of this complex was an eyesore and a driver's nightmare.

Steve Brown has communicated with the neighbors and the neighborhood with mailed announcements, list serve interchanges about the project and meetings. He has made a conscientious effort to address the concerns that arose in this process. We strongly believe that the input gained from this process shaped a successful venture for both the developer/landlord and the neighborhood.

Steve has a long successful track record of property ownership and management in our neighborhood. Other landlords would benefit from a course on property management from Steve. His buildings are maintained, trash receptacles are promptly removed, sidewalks are shoveled, lawns are tended and tenants do not park on the front lawn.

We are not knowledgeable about the set back issues to take a position on them but hope that these issues can be resolved so the project can move forward.

Thank you,
Dave and Joy Drummond
208 Lathrop St.
Madison, WI 53726
233-3334-h, Dave cell 332-3488, Joy cell 354-6947

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David W. Drummond, Ph.D., CIH
University of Wisconsin—Madison, emeritus
Voice 608-332-3488 Fax 608-233-3488
ddrummond3@gmail.com

Sarah Reiter

From: Nancy Webster [nancywebster@worldnet.att.net]
Sent: Friday, April 06, 2007 2:47 PM
To: amartin@cityofmadison.com
Cc: sdbrown@stevebrownapts.com; nancywebster@att.net
Subject: Steve Brown's Princeton House project

Dear Alan Martin,

I own and live in my home at 1710 Hoyt St. Historically, when Steve was the owner of Lathrop St. apartment where the backyard is next to my driveway fence, he was always responsive to my concern(s) and consistently proved to be a good landlord and manager. I have always been pleased he owned property in our area due to his sensitivity to neighborhood concerns and would heartily welcome his continued business presence.

Princeton House project:

I am interested in seeing the Princeton apartment area developed in a responsible manner and applaud Steve's desire to design a building that will be commensurate with neighborhood concerns. I learned that Steve has been in the process of making many modifications to his initially proposed Princeton House development. I was not in Madison during the time of the meeting Steve scheduled with the neighbors for presentation of his modifications and did not hear the interactive dialogue. As a result I do not feel qualified to evaluate the final result and how it would effect the many neighbors on Kendall and Princeton. I defer to the concerns of the neighbors, and the effect the development would have on them, to the Urban Design Commission and to City Planning.

Nancy Webster

Nancy E. Webster, 1710 Hoyt St., Madison, WI 53726.
608-233-8410 FAX 608-265-9239, nancywebster@att.net

Sarah Reiter

From: Rodriguez, Victor [VRodriguez@rwbaird.com]
Sent: Wednesday, March 21, 2007 2:27 PM
To: district5@cityofmadison.com; amartin@cityofmadison.com
Subject: Urban Design Commission meeting; 1815 University Ave. (Princeton House)

I am writing to express my support of the project being proposed by Steve Brown at 1815 University Ave., the site of the current Princeton House. I have attended several neighborhood meetings that have been held by Mr. Brown and his design team, as well as the Landmark's Commission meeting on Monday, March 19. At all of these meetings, Mr. Brown has listened and responded to objections, concerns and suggestions raised. I feel confident that the design of the proposed building addresses the density, traffic and parking, and height issues that were initially of concern to many of my neighbors. As someone who lives close to this property (211 Lathrop Street), I am comfortable with the changes made to the proposed building and its footprint. And, I feel the proposed building fits well into the architectural style of our neighborhood and will add to our neighborhood as it replaces a rather ugly and outdated existing structure.

I also want to address issues that were raised in e-mail correspondence to city officials and others by one neighborhood resident. In this e-mail, two points were made (I feel incorrectly) that I would like to address. First, the claim was made that Stuart Levitan raised a concern at the Landmark's Commission about this as a zero lot line building. It is my recollection that Mr. Levitan stated that he did not like zero lot line buildings in general, but did not refer to this project as a zero lot line building, and in fact, he voted in favor of the proposed project (as did the rest of the Landmark's Commission who supported the project unanimously). Other than the reference that was made in this e-mail about this as a zero lot line building, that term has not been used during any public discussions (in the neighborhood or otherwise) of this project that I am aware of. Second, a reference was made that the rear of the building is a 4-story wall" up against the properties on Kendall Ave". Based on what I have seen, this is not the case and can be easily explained by the architects.

Again, as a neighbor of the 1815 University Avenue site and a member of the Regent Neighborhood Association, I am supportive of the proposed plan presented by Mr. Brown.

Victor E. Rodriguez
Senior Investment Consultant
The HGMR Group
Robert W. Baird & Co., Inc.
One South Pinckney Street, Ste. 900
Madison, WI 53703
(608) 252-5700
(800) 937-8625
(608) 252-5750 (fax)

Sarah Reiter

From: kwcorrado@juno.com

Sent: Wednesday, April 11, 2007 4:14 PM

To: bfruhling@cityofmadison.com; district5@cityofmadison.com; Sarah Reiter

Dear Members of The Urban Design Commission:

Unfortunately, I will not be able to attend today's meeting of The Urban Design Commission. I would appreciate an opportunity to share my observations related to the neighborhood input process for the Brown Lofts project at the Princeton House site.

I am the current President of the Regent Neighborhood Association (RNA). The RNA Board has not taken an official position on this proposed project, but we have been active participants in the informal neighborhood review process. Steve Brown and his associates have made three presentations to the RNA Board. More importantly, there have been four public meetings about this project. Steve Brown has significantly altered the height and other design aspects, in response to feedback from individuals at the aforementioned meetings. Steve Brown and his staff have been very attentive to suggestions and have handled communication in a very respectful and professional fashion.

Unfortunately, the RNA does not have a current Neighborhood Plan, which could have served as a valuable reference document. However, Steve Brown is one of several property owners, along with neighbors, business owners, and others who are currently serving on the Old University Avenue Corridor Plan Advisory Committee.

I am confident that the RNA, immediate neighbors, other concerned individuals, city staff, commission members, and the Common Council all want to achieve an acceptable design and a successful project at the current Princeton House site.

Respectfully,

Kevin W. Corrado, President, Regent Neighborhood Association

Home: 231-2468; kwcorrado@juno.com