

From: Michael Herring [REDACTED]
Sent: Monday, October 22, 2018 4:10 PM
To: Glaeser, Janine <JGlaeser@cityofmadison.com>
Subject: Fwd: Proposed development @555 W. Washington Ave.

Ms. Glaeser: I am writing, as a member of the Steering Committee, which met for several months with the developers of the above-referenced project, and as resident of 4th Ward Lofts, located at Bedford and West Main, to express my **FULL ENDORSEMENT** of this proposed development. Due to out-of-town travel plans, I will, unfortunately, not be able to attend Wednesday's meeting. With that in mind, I would ask that a copy of this email be forwarded to all members of the UDC and entered into the record, Wednesday evening.

In support of my endorsement, I would like to offer the following observations:

---As you'll recall, the Steering Committee, Chaired by Ron Luskin, voted unanimously to endorse this proposed development. Even though the Committee fully supported the ORIGINAL design, I appreciate the efforts being made by the Development Team to address concerns/questions from members of the UDC and support this revised proposal.

---It was my understanding that, as soon as the development team was prepared to return to the UDC, they would do so, with a goal of appearing before the Plan Commission, ASAP. The developer has shared details of the changes being proposed, with the Steering Committee. In my opinion, the proposed changes do not, in any way, conflict with the Steering Committee's original endorsement and required no further interaction with our committee.

---The unanimous endorsement, noted above, was made with the knowledge/understanding that this proposed development would be one story taller than the base zoning for this site. I continue to support this design feature and agree, completely, that this project is of a significant higher quality, to allow for this. The existing "Heartland Credit Union" building is, in my opinion, an eyesore and, along with the building materials being proposed, the height of this proposed construction will create symmetry with The Depot development, on the west side of Bedford.

As proposed, this development will create a "gateway", south of West Washington, showcasing all of the development that has taken place, in recent years. It will also create a standard by which future developments, on the other corners of West Washington and Bedford and/or elsewhere on West Washington, should be judged. I repeat my **FULL ENDORSEMENT** and urge the UDC to do the same, at Wednesday's meeting.

Sincerely,

Michael G. Herring
[REDACTED] W. Main, [REDACTED]