

11/20/2019

City of Madison Plan Commission

City of Madison Planning Division  
Attn: Heather Stouder, Director  
215 Martin Luther King Jr. Blvd, Suite 017  
Madison, WI 53703

Re: 636 West Washington Avenue Redevelopment

To Whom It May Concern:

My company, Paradyme Productions, LLC, has enjoyed an amicable and prosperous 14-year tenancy at 636 West Washington Avenue with the owner of this property and is grateful to have been contributing factor in this evolving part of our community. The owner has ably operated and managed the property throughout the term of my lease, improving and maintaining the building sufficient to serve the tenants and neighborhood. I have long been a proponent of well-planned increased housing density for multiple reasons including more efficient land use, creating walkable neighborhoods linked to transit systems, and providing city services more efficiently. I see this redevelopment project to be a net positive for the community.

I have reviewed the plans for the redevelopment of the property. The appearance of the building itself will be a welcome addition to the appearance of the block. Attracting new residents, along with an influx of people who will live, recreate and shop downtown, to this downtown location will create a positive economic impact and serve to invigorate and complement beneficial growth in the area.

I am in support of this project, and would like for my support of this redevelopment project to be registered, and I encourage the plan commission to move forward with approval of the project.

Sincerely,



Jake Johnson

Owner/Senior Producer  
PARADYME PRODUCTIONS, LLC