

From: [Tom Hirsch](#)
To: [Plan Commission Comments](#)
Cc: [Bidar, Shiva](#); [John Mankowski](#); [Ron Rosner](#)
Subject: 2208 University Avenue application for Demolition and Conditional Use
Date: Sunday, April 11, 2021 2:12:40 PM

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As a nearby resident, I welcome the proposal as one which would add mixed use and a variety of affordable housing units in the neighborhood. Most of the features of the MSP University Heights' current design are well thought through and will make a nice addition to the neighborhood. However, several features concern me, and lead me to urge the Plan Commission to require modification.

The consequences of features away from the street will borne by the occupants (and indirectly the owner in terms of market acceptance) but, more importantly, those on University Avenue will affect the public, and require modifications, in my opinion.

The features not on the Public way include;

1. The tot lot next to the driveway approach to underground parking. A childproof fence is necessary to avoid tragedy.
2. The Western setback of 6' does not allow for any landscaping, and if the neighboring property is redeveloped similarly, would result in a narrow, hard-surfaced slot devoid of sunlight.

Features on University Avenue:

Residential setback is called for in the Neighborhood Plan at 15' and this is critical for the pedestrian experience along such a busy corridor; *it is not met on any floor*. Because the building is not set orthogonal to University a "wedge of intrusion" up to 10' results, *on all floors*, more than a minor effect. With some creativity, I believe the apartments could be modified to respect the 15' setback and actually make a more interesting facade and volume presentation.

Ignoring our neighborhood plan is an insult to the hours and efforts we spent crafting it. I urge the Plan Commission to not move this proposal forward as presented with the intrusion into the residential setback along University Avenue.

Tom Hirsch
14 North Allen Street

From: [Greg Meyers](#)
To: [Plan Commission Comments](#)
Subject: Comment regarding development at 2208 University Ave. Item #14
Date: Sunday, April 11, 2021 11:29:19 AM

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I have concerns that the 6 story, 79 unit complex is too big for the lot. Underground parking spaces only allow 1 space per unit and management will charge extra for the underground parking meaning some people will not be able to afford parking and will end up parking on the street. This means that overnight parking in the neighborhood streets will be negatively affected. Proposal also does not offer enough green space for children to play or walking pets.

Development of this size might be better suited someplace with more space. Developer indicated on March 4th meeting that the project “barely works financially” at 6-stories and 79 units so reducing the development to 4 stories and 50 units is not possible. Proposing a project that “barely works financially” should be concerning to the planning commission, district Alder Bidar, and neighborhood residents/businesses.

Thank you.

Greg Meyers
332 N. Allen St

From: [Punt, Colin](#)
To: [Plan Commission Comments](#)
Subject: FW: University Ave development
Date: Monday, March 15, 2021 8:11:10 AM

From: Tom Hirsch <tehirsch@gmail.com>
Sent: Thursday, March 11, 2021 9:36 AM
To: Punt, Colin <CPunt@cityofmadison.com>
Cc: Bidar, Shiva <district5@cityofmadison.com>
Subject: Re: University Ave development

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I welcome affordable housing in our neighborhood, especially along old University Avenue with proximity to bus routes and the west campus for employment. I was not able to attend the 2nd public discussion but I note that the proposal is not respecting the neighborhood plan set backs from University Ave for both commercial (5') and residential (15').

The Plan was carefully considered (I was part of that discussion) and the proposal should not be approved as submitted on this account.

At the first meeting I expressed concerns about the proximity to West property line. If a similar side yard is subsequently permitted on the adjacent property the living units will be in a deep and dark areaway and not a healthy one (lack of direct sunlight into the apartments) and not a very welcoming.

I would appreciate hearing from you, either by telephone or email

Tom Hirsch

14 North Allen Street
tehirsch@gmail.com
608 332 7797

On Thu, Mar 11, 2021 at 8:37 AM Punt, Colin <CPunt@cityofmadison.com> wrote:

Tom,

Please let me know what your concerns are. I'll try to answer any questions you may have. If you'd like a statement included with the Plan Commission's packet of materials for this request, I can make sure it gets in there as well.

Colin Punt
Planner

Department of Planning & Community & Economic Development
Planning Division
Madison Municipal Building, Suite 017
215 Martin Luther King Jr. Blvd.
Madison, WI 53703
cpunt@cityofmadison.com | 608.243.0455

"Due to the City of Madison's participation in the Workshare program, I will be working a reduced schedule to assist with City budget constraints until March 12, 2021. As a result, responses to communications may take longer than normal during this time. Thank you for your patience."

From: Bidar, Shiva <district5@cityofmadison.com>

Sent: Thursday, March 11, 2021 8:26 AM

To: Tom Hirsch <tehirsch@gmail.com>

Cc: Punt, Colin <CPunt@cityofmadison.com>

Subject: Re: University Ave development

Hi Tom

Are you referring to MLP proposal? If so I am cc'ing Colin. I would appreciate being included in the conclusions of your conversations so I have context and info as this proposal goes before the Plan Commission. Shiva

On Mar 11, 2021, at 8:05 AM, Tom Hirsch <tehirsch@gmail.com> wrote:

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Please connect me with city staff person in planning working on Milo's proposal

I would like to discuss the incroachment on residential setback on University Ave

Thanks Tom

From: [Hayley Tymeson](#)
To: [Plan Commission Comments](#)
Subject: Item #64364: 2208 University Avenue
Date: Sunday, April 11, 2021 1:51:45 PM

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Hi there,

I would like to send a brief comment in support of the planned development at 2208 University Avenue. The project is a mixed-use development with affordable housing built in, which is awesome! Madison needs more affordable housing, and it needs to continue undoing a history of separating housing from business and retail through mixed-use development.

As a more personal note on the need for affordable housing in this area - I will be moving from my two-bedroom apartment in Greenbush neighborhood to a (slightly larger) two-bedroom apartment very close to 2208 University Ave in August. My current two-bedroom costs \$950 a month in rent. The very-slightly-larger two-bedroom I'll be moving into on Kendall Ave costs ~\$1400 a month, an almost 50% increase for a very small amount of extra space. I wouldn't even be able to afford it if I wasn't moving in with a roommate. While looking for apartments in the area, I realized that *all* the equivalent apartments were more expensive on this stretch of University Ave than in my current neighborhood, by quite a lot. Considering the type of people who might like to live close to the university - ie students and all manner of university staff - a range of affordable options seems both especially important, and especially lacking.

Last, the proposal shows that the developers are seeking the *minimum amount* of parking spaces required, which I applaud. In a neighborhood with great access to public transportation, walking, and biking infrastructure, there is far less need for car ownership. And each added parking space reduces the amount of space available for other city goals - more housing, more businesses, more parks and bike lanes. Added parking spaces just means more cars on the road, more traffic, and more pollution to our city and planet. If anything, it's time to lower, or straight eliminate, minimum parking requirements - we should be discouraging car ownership within the city, not mandating space for cars.

In short, I'm in strong support of a building that offers so many benefits to the neighborhood through affordability, mixed-use offerings, and minimal parking. Thanks for your time and thought!

Best,
Hayley Tymeson
1209 Chandler St

From: [Bidar, Shiva](#)
To: [Plan Commission Comments](#)
Cc: [Mark Hammond](#); [Punt, Colin](#); [Lemmer, Lindsay](#); [Heck, Patrick](#); [Rummel, Marsha](#); [Regina Vidaver](#)
Subject: Legistar 64364- 2208 University Ave
Date: Saturday, April 10, 2021 11:35:28 AM

Dear Plan Commission members,

We are writing to you in reference to legistar 64364 (Agenda item #14, [April 12](#) meeting). The applicant is requesting demolition and conditional use approval for a mixed used building at [2208 University Ave.](#)

Alder Bidar held two neighborhood meetings regarding this proposal. The meeting recordings and information about the proposal were shared a number of times on the Regent Neighborhood listserv.

We would like to express our support for this application and ask for your approval with the conditions in the staff report. We are excited to see appropriate increased density that follows the recommendations of the University Ave Corridor Plan.

Unfortunately both of us have conflicts [on April 12](#) and may not be able to join the PC meeting. Thus we wanted to be sure to provide you our recommendation in advance of your meeting.

Thank you for your service,

Alder Bidar
Alder Elect Vidaver
District 5

From: [Punt, Colin](#)
To: [Plan Commission Comments](#)
Subject: FW: 2208 University Ave Redevelopment proposal
Date: Thursday, March 11, 2021 9:02:04 AM

From: Bidar, Shiva <district5@cityofmadison.com>
Sent: Thursday, March 11, 2021 8:42 AM
To: Punt, Colin <CPunt@cityofmadison.com>
Subject: Fwd: 2208 University Ave Redevelopment proposal

Please include this in PC legistar file per Juliet's request. Thanks

Begin forwarded message:

From: Juliet Page <julietpage@gmail.com>
Date: March 10, 2021 at 12:09:53 AM CST
To: "Bidar, Shiva" <district5@cityofmadison.com>
Subject: **2208 University Ave Redevelopment proposal**

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Dear Shiva:

Thanks for inviting comment on the proposed project at 2208 University. I am supportive of this much needed affordable housing. The corridor and neighborhood will be strengthened by diversity, and I appreciate the thoughtful transit-oriented urbanism. It's very much in line with the plan for Old University and I hope the project advances, even if losing the mechanic is a total bummer

Warm regards,
Juliet Page
2137 Chadbourne Ave
Madison, WI 53726

From: [Ron Rosner](#)
To: [Plan Commission Comments](#)
Cc: [Bidar, Shiva](#)
Subject: Plan Commission item no. 64364
Date: Sunday, April 11, 2021 3:00:57 PM

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Re: item 64364, 2208 University Avenue

To the City of Madison Plan Commission

I raise an objection to the proposal for 2208 University Avenue. I object to the proposal because of the deceit in labeling it a mixed-use development, and use of that deceit to circumvent the Neighborhood Corridor Plan's recommended set back.

The appellant chooses to characterize this project not as residential, which it is, but rather as mixed-use. To effect this deceit the appellant proposes inclusion of a token 750 square feet of commercial space, less than 1% of the building's total floor space. Why the deceit? Perhaps because "mixed use" elicits a more favorable neighborhood response than straight housing. Perhaps as a subterfuge to circumvent the intent of the Neighborhood's Corridor Plan?

The appellant is keen to emphasize the project's fidelity to the Corridor Plan, yet that Plan recommends a 15 foot setback for residential property but only a 5-foot setback for commercial property. The drawings presented by the appellant show the set back is 16 feet at the western edge of the proposed building, narrowing to 5 feet at the eastern edge. Effectively, 95% of the facade, including 2 floors of housing, are set back less than is recommended by the Corridor Plan.

I also object to the scale of the proposal relative to its location on University Avenue and to its density.

Regarding scale, at the proposed height of 73 feet this would be one of the tallest buildings on what is referred to as "Old University Avenue". As if to emphasize its height it would be sited between properties which are among the shortest on the Avenue.

Regarding density, the project would locate 79 dwelling units on a 0.56 acre parcel, equal to 141 units per acre. This is greater density than any existing property on Old University Avenue. In consequence there is almost no useable green space associated with the development.

In summary, the project proposed here is too large for the site, in particular at this location, and it fails to honor the front set-back recommendation of the Neighborhood as stated in the Corridor Plan. I urge this body to reject the proposal in its current form.

respectfully submitted,

Ron Rosner
1819 Summit Avenue

From: [Marie Weinstein](#)
To: [Plan Commission Comments](#)
Subject: 2208 university proposal
Date: Friday, April 9, 2021 11:38:27 AM

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I understand the need to make progress in The realm of living and commerce.

I have one major plea..as a member of the neighborhood that is most effected by this building(university heights and Mercer addition to University Heights) I want to make an ardent plea that whatever is built has ample parking space (most likely subterranean) to accomodate ALL of the needs of the tenants. I do not think it is fair to continue to build and expect our neighborhood parking to be available to ANY of the tenants of this building. We have enough problem parking in our own neighborhood without additional demand.

I realize that 2 hour parking cannot be curbed , but I strongly object to ANY University Heights and University Heights Mercer Addition parking stickers issued to anyone occupying this building or any other new building project. This is only fair. We pay premium taxes because of our location..which increases property value and do not think new building should occur if it cannot accommodate its own parking requirements.

Marie R Weinstein,MD

From: John McGuigan <mcguigaj@gmail.com>

Date: March 9, 2021 at 10:45:39 AM CST

To: "Bidar, Shiva" <district5@cityofmadison.com>

**Subject: Re: TheGreen: 2208 University Ave Redevelopment proposal- March 4 2021
Niighborhood Meeting Recording**

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Hi Shiva,

Thank you for sharing this and for all your work in the neighborhood. My one objection to the plan is the size of the building, especially the height. I'd say two stories too tall; another reference was that it shouldn't be taller than the Tudor apartment/condos across the street from it. Four stories max in my mind. Just my thoughts on it—appreciate your communication with the neighborhood.

Have a good week,

John McGuigan

2532 Chamberlain Ave