



Urban Land Interests

November 18, 2021

Dear Plan Commission Members,

I am writing to support Core Spaces' proposed redevelopment in Block 55 (bounded by Gorham, Johnson, State and Broom Streets). I am one of five partners who have owned the properties that comprise Core's site since the early 1980's.

In 1981 we purchased the Shell service station at 341 State Street to create a two-story retail building to strengthen the street in the face of competition. It worked for a while, but suburban stores continued to proliferate, and Amazon began to gobble up market share. Then came COVID and the May 2020 rioting. The disappearance of pedestrians led to business failures and the 30+ vacancies on the street.

Retailing had kept this block alive. No longer. It is time for land use succession. The Core site is occupied by former (1920's) auto dealerships, our State Street retail building and parking lots. The second floors of three buildings have been chiefly vacant for several years. There is only one elevator in the entire block. The largest retail spaces are a couple steps above the sidewalk. The two-story structures are a serious under-improvement of the site. They deprive Madison of potential tax base.

Core has taken many months to meet with City staff, City commissions, neighborhoods, the University and interested parties. It has done an excellent job of listening and incorporating their suggestions. It is seeking City approval to go up to 10 stories at the back of the block, rather than the 8 stories permitted by the height map. In return it is committing to provide 30- to 40-percent discounts to 111 low- and moderate-income students every semester for at least 30 years. It is holding its State Street building element to three stories, rather than the four stories permitted. It is almost doubling the width of the alley and widening adjacent sidewalks. It is creating extensive landscaped roof terraces.

At the request of the Landmarks Commission, the project will recreate the facades of three buildings on Gorham and Johnson Streets. We will keep Fire Station No. 2, which we adaptively reused in 1980.

We have worked carefully with our tenants in the affected properties. Five are open in new locations. One has retired. Two have moved to Florida and New York. Two are staying open until later this year, when they will receive generous relocation payments. It is testimony to our proactive assistance that these tenants survived COVID and last year's plywood. Our tenants have received over \$1 million in forgiveness of rent that was due under their leases.

Core's project will create positive life for the neighborhood. It will bring 1,100 new residents to the midpoint of State Street. More importantly, it can be the economic engine that supports the street's revitalization. The project will generate major incremental taxes, yet Core is seeking no financial help from the City. Its investment will help others to rise and thrive.

Tom Neujahr

From: Jacob <webmaster@jumpem.com>
Sent: Sunday, August 8, 2021 2:21 PM
To: Community Oliv Madison <Community@olivmadison.com>
Subject: I respectfully urge your support for oLiv Madison

Dear Planning Commission Members,

Please count my strong support for the oLiv Madison mixed-use proposal. This proposal creates quality residential opportunities that improve access to accessible housing and critically needed rental inventory for anyone seeking contemporary living in the Downtown core.

The Entrepreneurial Incubator included in this proposal will be a tremendous asset to the community as it will be open to the public to foster innovation and creativity to launch new businesses.

Now more than ever, private investment is needed to ignite economic recovery, especially as states and localities are cutting back. This proposal will revitalize a key block on State Street, which has been hit hard by the pandemic, while creating jobs, foot traffic for local businesses and approximately \$2 Million per year in tax revenue to support the community at-large.

I respectfully urge your support for The oLiv Madison proposal.

Sincerely,

Jacob Harris
1010 E Washington Ave Apt 407
Madison, WI
53703

jbharris87jb@gmail.com
IP Address: 162.199.146.152

From: Connor <webmaster@jumpem.com>

Sent: Friday, July 30, 2021 1:08 PM

To: Community Oliv Madison <Community@olivmadison.com>

Subject: I respectfully urge your support for oLiv Madison

Dear Planning Commission Members,

Please count my strong support for the oLiv Madison mixed-use proposal. This proposal creates quality residential opportunities that improve access to accessible housing and critically needed rental inventory for anyone seeking contemporary living in the Downtown core.

The Entrepreneurial Incubator included in this proposal will be a tremendous asset to the community as it will be open to the public to foster innovation and creativity to launch new businesses.

Now more than ever, private investment is needed to ignite economic recovery, especially as states and localities are cutting back. This proposal will revitalize a key block on State Street, which has been hit hard by the pandemic, while creating jobs, foot traffic for local businesses and approximately \$2 Million per year in tax revenue to support the community at-large.

I respectfully urge your support for The oLiv Madison proposal.

Sincerely,

Connor Hansen
526 West Wilson Street Apartment 208
Madison, WI
53703

chansen896@gmail.com

IP Address: 71.8.154.212

From: Dimitri <webmaster@jumpem.com>
Sent: Friday, July 30, 2021 12:25 AM
To: Community Oliv Madison <Community@olivmadison.com>
Subject: I respectfully urge your support for oLiv Madison

Dear Planning Commission Members,

Please count my strong support for the oLiv Madison mixed-use proposal. This proposal creates quality residential opportunities that improve access to accessible housing and critically needed rental inventory for anyone seeking contemporary living in the Downtown core.

The Entrepreneurial Incubator included in this proposal will be a tremendous asset to the community as it will be open to the public to foster innovation and creativity to launch new businesses.

Now more than ever, private investment is needed to ignite economic recovery, especially as states and localities are cutting back. This proposal will revitalize a key block on State Street, which has been hit hard by the pandemic, while creating jobs, foot traffic for local businesses and approximately \$2 Million per year in tax revenue to support the community at-large.

I respectfully urge your support for The oLiv Madison proposal.

Sincerely,

Dimitri Vranas
316 State St Parthenon Gyros
Madison, Wisconsin
53703

6087700690
djvranas@gmail.com
IP Address: 174.241.72.173