

Bassett Neighborhood Meeting on Proposed Redevelopment of 425 W. Washington Ave.
Thursday, February 19, 2009

I counted about 65 people in the room last night. We had 43 sign in-- 28 Bassett residents (I've included a few people on the north side of W. Wash in this count); 10 other downtown residents; and 5 from outside the downtown. Written comments are below—I've taken the liberty of paraphrasing some of the longer comments, hopefully without compromising the concept. Jonathan

Bassett residents:

- This is a needed project! Please gift this gift to the people who want to continue to live in Madison and thrive there
- Very excited!
- I'm in favor of the project. Looks good in many ways
- Sounds good—except for the stretching of height limit to 5 stories. If that extension is allowed, soon it will be extended to 6 stories, etc.
- I am very excited about this project
- Great job & great project
- (1) Parking shared between residents and gym users—how do you get the residents to vacate their stalls, especially on weekends; (2) I'd like to hear/see a more definitive # of efficiencies, 1R, 2BR—need to see the plan
- Much needed project for Bassett: (a) apts. are basically full in area, lots of young professionals want to live in area; (b) current site is terribly underused! Land is assessed at 10x the building assessment; (c) current neighborhood retail desperately needs more people to support it; (d) 5 stories not a problem; next block east has 10, 12, 14 stories; (e) construction industry surely needs this “shovel ready” stimulus
- I'm a newcomer here. Yes I believe in improving & updating the environment here. I support the ideas and the project
- I think this would be a great project for the area. It would bring good services to the community along with a pool which would be a great asset
- Despite massing controversy (& it feels rather large in context) I feel there are many positive aspects of this project... fitness center (pool). Further, this project enhances W. Wash corridor; I'm not confident current housing stock on W. Wash is sustainable in the long term
- I came in very concerned about project being taller & more massive than comp plan and neighborhood plan recommendations. I'm leaving quite excited about the project & support. Only concern is setting a precedent on these blocks of W. Wash. I'd like to see neighborhood character retained in future projects
- Strongly support project development. No problem with size or mass of building ... We need more services downtown and this project needs to be passed
- Building being replaced does not fit the neighborhood. Proposal is an excellent design and would be a great asset to this city
- I am in favor generally. My only concern, rather than height, is material choices for the exterior. Mock-up of red brick & white masonry doesn't look to fit. A solid brick front would look better

- Really like the design of the building—great quality; appreciate multi-use; new build will improve existing site tremendously; please build it—I really like idea of gym on west side of the Square
- Replaces underutilized site; quality building; great mixed use; no TIF; compares very positively with Cap West/Metro Place in terms of quality; size should not present any problems

Other downtown residents:

- It will be a great addition to an area that's been known for bad student housing. I've been a downtown resident for 32 years and a downtown business owner for 24 years.
- Applaud proposal to reinvigorate character of Bassett in current economic downturn... Current area is underutilized and needs to be redeveloped
- This is all about neighborhood revitalization. I support it
- I'm concerned about trend to ignore neighborhood plans and use buildings which are out of scale as precedents... it's disheartening to have plans so frequently set aside. A good thing about this project is that it doesn't tear down an architecturally significant or historic building, plus it brings a good amenity to area
- Current member of Cap Fitness & am excited from that aspect. Quality housing is needed & Eric takes care of his properties. Current business will stay and we will gain more stable neighbors who care for the area. Quality design with energy efficient features
- I really hope it goes; seeing the picture of the existing building and lot really says it all. Better utilize the location. Great design
- I am in favor of reducing the number of cars, parking spaces & concrete. I support high-speed rail

Residents from outside downtown:

- I like the look & the use of the building. It would be a nice facelift to the street
- It looks to be a good building and use for the site
- Scale back apt. building to 4 stories (if that is within neighborhood plans). Even though it's costly, create more parking. Fitness center plus optometry and tenants will create a great deal of parking shortage
- Very much in favor. The plan has evolved over time & looks like a great project. Being an urban and growing downtown, I believe the project should be more dense with additional floors.
- Looks great, sounds great. We are for the project & look forward to completion
- The building should be good for all