



To: City Planning Commission Members

From: The South University Area Association

RE: 1320 S. University Proposed Conditional Rezoning Request From D2 to D1

In 2009, in the face of mounting opposition to increased building height and density in the South University area, we urged the Planning Commission to honor its original vision to promote economic development in the South University area within the boundaries defined when our zoning was changed to C2A. The 1320 S. University property was included within those boundaries. Since higher density and mixed-use development are the key components that foster vibrant and sought after downtown environments it was unfortunate that the City Council and Planning Commission changed course midstream to appease persons who protested against increased density for the South University Area. Development in the area validates SUAA's position and the recent return of student housing to single family use in one of the near neighborhoods similarly points to the validity of the SUAA/DDA study which led to the initial request for zoning change.

The City made a mistake when it down-zoned 1320 S. University from C2A to D2. The City diminished the redevelopment potential one of the largest core parcels with prominent frontage along South University as a means to protect non-existent "stable" and "adjacent" residential neighborhoods.

We support the conditional rezoning of 1320 S. University to D1 because it will continue the momentum for meaningful residential development and mixed uses in the South University Area. It will provide more housing opportunities closer to campus and the City's main activity generators. South University is uniquely situated with easy access to Campus, cultural attractions, the medical center, and regional transportation nodes. More compact development will increase walking and other non-motorized trips and decrease reliance on automobile travel. The rezoning will also increase the City's tax base, utilize existing infrastructure and provide more support for convenience retail services that require dense populations.

We urge you to return 1320 S. University to the densities approved in 2006 and for which it is much better suited to help the reasonable and needed redevelopment of the South University Core Area.

Respectfully,
Maggie Ladd,
Executive Director

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