

From: Craig Stanley [<mailto:cstanley@sg-re.com>]

Sent: Tuesday, September 04, 2012 10:57 AM

To: Martin, Al

Cc: Ellingson, Susan

Subject: Ideal Body shop - UDC

Al,

I wanted to pass along my thoughts for the UDC committee's review. I outlined my support to Sue Ellingson (my alder) and she suggested I forward on to your attention for the committee.

As both a neighbor and a member of the real estate community at large. My opinion is personal only. (For disclosure purposes, I do not have any professional conflicts regarding this project)

I'm not sure where things stand regarding the Ideal Body Shop redevelopment but I am generally in support of this scale for this development, in fact I believe even six stories on Park is appropriate. My support is based primarily on the scale and does not address specific architectural details (not my expertise). I am also looking at this project econpmically from a Macro / greater good for both the neighborhood and the city at large.

I believe greater mass on major streets like Park Street is the right type of infill. I do not know the Gallina folks and so I'm not sure how they handled process, so I am looking at this project with just an objective real estate eye only. Additionally, I believe overall investment in a project like this will create additional investment in the rest of the neighborhood. In my experience, I do not see any negative market forces with this project or the density proposed. I see this project and its impact to have a positive long term effect on continued reinvestment in the Greenbush Neighborhood.

If you need further clarification, please advise.

Best Regards, Craig Stanley

Craig Stanley, CCIM

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