

**From:** [Charles Gervasi](#)  
**To:** [Glaeser, Janine](#); [Urban Design Comments](#); [Martin, Arvina](#)  
**Cc:** [Melinda Gustafson Gervasi](#); [Sean Roberts](#)  
**Subject:** Support Madison Yards Development  
**Date:** Monday, January 11, 2021 10:11:48 PM

---

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Ms. Glaeser, Alder Arvina Martin, and the Urban Design Commission,

I am writing to support the Madison Yards project in the Hilldale Neighborhood. My wife Melinda lived in the apartments across the street from the project from 1998 to 2008. I moved here in 2005. We have lived in the neighborhood ever since and now live at 218 S Whitney Way. We are happy with the development the area has undergone and want to see more.

As Mr. Roberts pointed out in the presentation last week, this area has excellent bus service. Most bus lines converge on Sheboygan Avenue on their way between downtown and the West Transfer Point. This has allowed Melinda and me to share one car for our family most of the time we've lived here. When we lived on Sheboygan Ave, we usually walked to Sentry for groceries. A Whole Foods across the street will make the apartments and houses in our neighborhood even more valuable.

The added residential and retail space complement the expansion in the tech park on the other side of the neighborhood, making this area appealing to tech businesses and their employees. Building more residential here, near jobs, retail, and transit, is good for the environment. As the area grows, residential space added in the city reduces the need to pave over farmland in the countryside.

Beyond the technical and environmental benefits, the renderings of the development look beautiful. Rennebohm Park always struck me as an artist's conception of an ideal park where people of all ages and backgrounds hang out. I love the thought of more modern retail and residential buildings right across the street from it.

I urge you to approve Block 2 and, when the time comes, Block 1. Both parts look good aesthetically and will be good for our area.

Respectfully Yours,

Charles J Gervasi