

Dear Plan Commisioners,

I am writing you as the new alder for District 20 in support of the item regarding 677 Segoe Rd. Due to another neighborhood meeting I will not be able to attend tonight's meeting but wanted to let you all know how I feel about the matter. I believe the proposed development at 677 S. Segoe Rd is a sound project that deserves the City's approval.

I recognize that this has been a long and sometimes contentious process between the development team, the neighborhood association and city staff. However, from my perspective, all sides have been working in good faith to create a proposal that fits the neighborhood, the City's plans and makes sense economically. The project, as proposed, is much different today than it was at the beginning of this process. Two of the most contentious issues were height and density. Both have been addressed by the developers and now you see a building that is three stories rather than four and less dense. The Midvale Heights Community Association has done its due diligence to require that the development meet its guidelines as enumerated in their neighborhood plan. For their part, the development team has done their best to meet those demands, if not as completely as some of the neighbors would want.

The fact that no one seems to be completely happy about where we are at today, probably says all you need to know. As you know all too well, the development process is about compromises made between the stakeholders. That has happened with this project to the point that we now have a proposal that has gotten approval from the neighborhood association and is supported by the alder.

On top of that, this project will fit nicely as the area is revitalized. It is the neighborhood and City's intention to see the Westgate Mall upgraded and I believe this new apartment building will help assist in an economic turnaround in the area. The building will also act as a buffer between the enhanced Westgate Mall and the entrance to the neighborhood. Of course, a new development will also provide temporary jobs and increase the city's tax base; nothing to sneeze at in these times.

Again, I am in full support of this proposed development and urge the Commission to grant approval when the time comes. If you have any questions or concerns, please don't hesitate to contact me.

Sincerely,

Ald. Matt Phair

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