

From: Laurie S [<mailto:laswimm@gmail.com>]
Sent: Wednesday, July 11, 2012 6:34 AM
To: Ellingson, Susan; Martin, Al; Parks, Timothy
Subject: Ideal Property redevelopment opposition

We are writing to express our opposition to the proposed design of the Ideal property redevelopment. Unfortunately we cannot attend the meeting taking up this proposal this evening.

My husband and I have been residents of the Greenbush Neighborhood for 20 years come September. We have raised 2 kids here, and have eagerly watched as the city of Madison has shown support for trying to make our neighborhood more viable and attractive for families. We have also been encouraged by the Greenbush Neighborhood Plan and the UDD7 guidelines limiting (generally, in the latter document) new development height to four stories along Park Street. We believe these two plans give plenty of room for increased development in the area while maintaining the pedestrian friendly feel to the neighborhood.

So it is with dismay that we find the current Ideal Body site proposal to reach to five stories on Park Street and three stories in the adjoining residential portion of the area. There are no other buildings of this size on Park Street between St Mary's and Meriter (except for the hospitals) and it will spoil the current small business scale of that part of the street and neighborhood. The building will loom over the surrounding area and will serve to reduce its current pedestrian friendly nature.

We are very much in favor of infill development, both in our neighborhood and others nearby. The Depot at West Washington and the two developments currently being built on Monroe St. come to mind as attractive, and fitting the scale of their surrounding blocks. They also maintain the pedestrian friendly nature of the vicinity immediately surrounding each building. I believe the two new developments on Monroe Street also have underground parking and have managed to remain economically viable with only four stories.

The Ideal redevelopment as it currently exists, will permanently alter the character of the Greenbush neighborhood and does not support or fall in line with the city efforts to make our neighborhood more appealing and attractive to families. For this reason we oppose the current design and hope that a design that blends into the neighborhood less obtrusively will be proposed.

Thank you for your consideration.

Sincerely,

Peter and Laurie Swimm