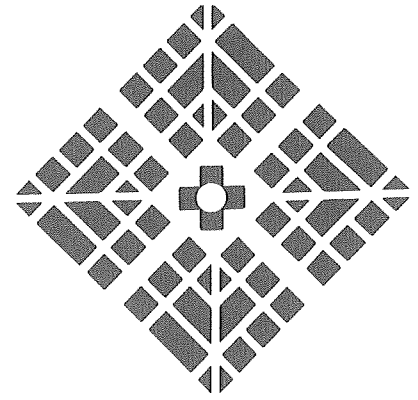


Mar.13 2014

TO: ALL ALDERS

RE: 149 E. Wilson development



Here is a summary of the attached:

= The McGrath should NOT be approved Why?

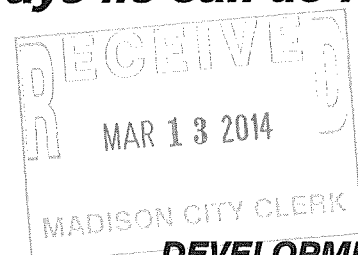
**it violates, conflicts with, and ignores four of the
nine KEY OBJECTIVES of the NEW DOWNTOWN
PLAN; numbers 1,2,3,5**

**= Approval would create a paradox that could call
Ccouncil judgement into question**

**= that paradox is; the project meets what is a
faulted ZONING CODE but violaes the NEW DOWN-
TOWN PLAN. Is then the PLAN VOID?**

**= I support developing that site but not the building
McGrath poposes. It is not appropriate for that site**

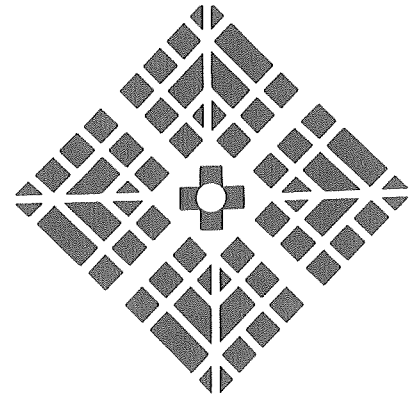
**= There are alternative ways to successfully devel-
op that site. Why not see other ways he can do it**



March 13, 2014

To: All Alders

Re: 149 E. Wilson development



To: the Ladies and Gentlemen of the Council

Approval of this project would create a precedent setting, disquieting paradox that could call the judgment of the Council into question. Please consider the following:

- 1. The Council has before it a "legal" project for approval. It conforms to the new zoning code except for a minor problem with the rear yard set back.**
- 2. However, if approved as proposed, this project violates, and conflicts with and disregards the provisions of the new, DOWNTOWN PLAN, which along with the new Zoning Code, the Council approved just a year ago.**
- 3. The project does not conform to the provisions of the NEW PLAN as it is in conflict with 4 specific "KEY" objectives specified therein; specifically:**

KEY #1 Celebrate the Lakes, Embrace the Lake.

This project obstructs and blocks the choice location as identified by the City, for a PUBLIC LAKE ACCESS.

KEY #2 Strengthen the Economic base of Downtown:

By introducing small, lower cost, rental units into an Owner occupied area, R.E. values will be lowered, | weakening not improving the local economy.

KEY #3 Create a Quality Urban Environment:

The obese mass of this building, squeezed into a narrow Site, creates forbidding, dark voids on each side,insulting

ting the urban space normally shared with neighboring structures, thereby diminishing the appeal , hence the value of both properties.

KEY # 4 Strengthen Neighborhoods

This is currently a strong neighborhood of homeowners, of middle age and seniors; yet diverse with 112 young people and “workforce” units just across the street. It is well balanced. Introducing the constituency and numbers of the new project, is divisive not diverse and will be destructive of the cohesion and compatibility that now exists. The proposed project would have an effect similar to moving Maple Bluffers into Willy Street.

KEY #5 Assure Livability

***Where 1/3 of residents will see no sunlight;
Where residents must enter thru a crowd of Strangers eating and drinking , just to get to their home; and once there, few have any way to take a breath of fresh air; where parking is inadequate, 127 spaces for 200 residents; and access and egress is soon congested;***

In many respects, these drawbacks are NOT Indications that this project creates or even enhances to a modest degree, the LIVEABILITY for those inside or in the urban environment surrounding this building. Downtown is not enhanced.;

***Thus, the PARADOX that confronts the Council.
While “legal” in one respect is it “illegal” in others***

if. it does not conform to the NEW PLAN . If the Council approves it, does the PLAN become impotent and meaningless, or ignorable? Is this wise after the City spent 4 years and \$5 million in staff time, consultant fees and publishing costs to prepare it. Do you really wish to toss it into the dust closet to join the five other "Do nothing" plans that preceded over the past century?

Is not the judgement that the project does not conform to the New Downtown Plan sufficient to ask that it be referred so it can be modified TO CONFORM. Such as, insuring a PUBLIC ACCESS TO THE LAKE: the #1 priority of that Plan.

There are attractive alternate plans available that may in your judgement, better fit this situation. Why not ask the developer to present some.? In this regard may I ask:

Who among you would when making a major purchase, a house , a car, even a coat or a suit, not look at other offerings before making your purchase? Why then should the City "buy" the only product offered and it even has shortcomings. ?

'Alders,, there are other solutions. Would it not be reasonable to ask McGrath to present an alternate that conforms to the NEW PLAN for your comparison ?

however, two provisions should be a part of any resolution. (1) a generous public access to te LAKE. (2) the site should be in a TIF district..

I hope you will give this offering ,your serious consideration. It may be a good way to ccure a PARADOX.

Respectfully submied,by : KENTON PETERS ARCHITECT