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From: **Bob Klebba**

Date: Mon, Sep 17, 2018 at 10:07 AM

Subject: Ascendant Hotel

To: Stouder, Heather

Cc: Verveer, Mike <[district4@cityofmadison.com](mailto:district4@cityofmadison.com)>, Zellers, Ledell  
<[district2@cityofmadison.com](mailto:district2@cityofmadison.com)>

Ms Stouder, would you please forward my email to the Plan Commission? thanks, Bob

Dear Plan Commission:

This year has defined a turning point for locally owned businesses in Madison's hallmark retail area. Hospitality is dominating and retail is receding. Both generate income for the city, but the decrease in economic diversity is bad for the downtown business district and bad for the soul of Madison. We do not need a hotel development on this landmark block.

Furthermore, the proposed development does not conform to the Comprehensive and Downtown Plans. These plans were designed to maintain character and economic viability and must not be discounted. We cannot disrespect all the people who worked on these plans just because a developer has acquired rights to prime real estate.

Lastly, I testified at UDC last year that this development was not significant enough to maintain the historic character of the first block of State St. While the design has been improved, I feel it still does not meet this standard.

I ask you not to approve this proposed development.

Sincerely, Bob Klebba

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Bob Klebba

█ E Gorham St

Madison WI 53703-1522

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