

From: Clare Christoph [mailto:clare.christoph@gmail.com]
Sent: Wednesday, November 04, 2009 1:24 PM
To: Martin, Al
Subject: Edgewater Opposition

Mr. Martin,

I'd like to register in opposition to the proposed Edgewater redevelopment project, and I planned to attend the UDC meeting tonight, but my flu-stricken three year old has waylaid my plans. Is there a way to register my opposition without being in attendance?

Sincerely,
Clare Christoph

From: Clare Christoph [mailto:clare.christoph@gmail.com]
Sent: Wednesday, November 04, 2009 4:28 PM
To: Martin, Al
Subject: Re: Edgewater Opposition

Mr. Martin,

Thank you for allowing me the opportunity to speak out against the proposed Edgewater redevelopment project. I fear that this large-scale, out-of-scale, and unnecessary redevelopment of a commercial site within a local and national historic district will set several disturbing precedents.

From an economic standpoint, I challenge the claim that any significant amount of job growth could result from this project. What is needed is an investment in companies that create sustainable, living wage jobs rather than the handful of hospitality and customer service positions that stand to be generated by this project. The \$16 million public investment of TIF funds would be better allocated elsewhere.

The issue of historic preservation is an equally serious concern. If approved, this expansion will significantly alter the character of the Mansion Hill community. The Edgewater is a historic building in a historic neighborhood. Hammes' stated goal of "bringing it up to the 21st century" exemplifies the basis for the neighborhood's historic district protections: older buildings and neighborhoods should be honored and protected, rather than seen as disposable and in need of replacement.

Preserving Madison's architectural history is more than simply the right thing to do; it's economically auspicious. Respectful treatment of historic neighborhoods like Mansion Hill encourages more residents to consider investing in the downtown area, both as home buyers and as patrons of downtown businesses. If the city wants to promote urban living, it should divert its efforts from condo development to incentives that encourage residents to purchase and protect the thousands of existing homes downtown, many of which are historically significant.

Support of the proposed Edgewater redevelopment projects sends the message that the city responds better to monetary incentives than to the long-term preservation of its historic neighborhoods and the concerns of its residents. I would like to add my name to the list of many concerned citizens who are justifiably opposed to this project.

Sincerely,
Clare Christoph
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Madison, WI 53705