

From: Patricia Murphy [<mailto:mightyfleacrash@gmail.com>]

Sent: Tuesday, July 10, 2012 12:22 PM

To: Martin, Al

Cc: Parks, Timothy; Ellingson, Susan

Subject: Opposition to Redevelopment of the Ideal Property in the Greenbush Neighborhood

Dear Alan Martin,

My partner and I are unable to come to the upcoming public meeting regarding the redevelopment of the Ideal property in the Greenbush neighborhood because we are working.

Would you please share my letter below with the Urban Design Committee and at the Public Meeting on Wednesday, July 11th @ 4:30pm?

I am writing you today to express my strong opposition to the Ideal property redevelopment plan. I have been a resident of 520 South Brooks Street for 17 years, and I am a member of the Greenbush Neighborhood Council.

I bought my home in this neighborhood because I appreciated the diversity, style and character of a pedestrian friendly neighborhood. I also noticed a growing trend in the neighborhood of the small homes that were once occupied with student rentals changing back into single family, owner occupied housing. My home was also a student rental before I bought it and raised my 2 children here. I was also aware of the Greenbush Neighborhood plan that called for smart growth that would preserve the unique characteristics of the Greenbush neighborhood and it is the reason I chose to purchase my home.

In particular, *"The Greenbush Neighborhood Plan (approved by the City in 2008), highlights the diversity of styles, character, and pedestrian friendly nature of the Greenbush neighborhood as traits that should be preserved. It specifically recommends development of the Park Street corridor stating that it "should include mixed use development with buildings between TWO & FOUR STORIES in height" (p.32). The UDD7 guidelines also state that "new buildings should generally be limited to FOUR (4) stories in height."*

Therefore, I am NOT in support of the Ideal property redevelopment of 5-stories. This project is extremely out of scale with the surrounding and existing neighborhood and is not in accordance with the Greenbush Neighborhood Plan that was approved by the City of Madison in 2008. I fear that by allowing this project to move forward as is, that the City of Madison will be setting precedence for future multi-story rental properties. Based on the Greenbush neighborhood plan, this project is in total opposition of the City of Madison's approved plan for our neighborhood. The Ideal property redevelopment is NOT smart growth and I ask that you would vote against the redevelopment of the Ideal property plan.

Thank you for your time and the opportunity to express my concerns.

Best regards,

Patricia Murphy
& Pat Gaffney
520 South Brooks Street

Madison, WI 53715