

**From:** e. o'brien  
**Sent:** Saturday, February 27, 2016 9:59 AM  
**To:** Parks, Timothy  
**Cc:** Joe Hennessy  
**Subject:** Fw: 2230 W. Broadway appeal docs for 3/1 Council meeting

Good morning Tim,

Can you please add this e-mail and the attached documents to the legislative docket (on-line attachments) for Tuesday's 2230 W. Broadway Appeals hearing?

Thanks,  
Erin O'Brien

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**From:** e. o'brien  
**Sent:** Saturday, February 27, 2016 10:56 AM  
**To:** [allalders@cityofmadison.com](mailto:allalders@cityofmadison.com)  
**Subject:** 2230 W. Broadway appeal docs for 3/1 Council meeting

Dear Alders,

Attached please find two documents related to the appeal of the Conditional Use Permit for 2230 W. Broadway that will be heard at Tuesday's Common Council Meeting.

The appeal was filed on several grounds, particularly that the Plan Commission did not give due consideration to the goals and objectives of the Bridge-Lake Point-Waunona (BLPW) TIF District Redevelopment Plan, which established a housing strategy for the neighborhood, and that the Plan Commission erred in its determination that the project met the standard of protecting public welfare.

In addition to the detail presented in our [appeal letter](#), two additional documents supporting those items are attached here. The first provides background on the extensive redevelopment investments used to achieve a more balanced and stable mix of housing stock in the BLPW neighborhood. The second is a fact sheet compiling current demographic data related to poverty, subsidized housing, and lack of access to transit and amenities in the BLPW neighborhood.

Consideration of this important demographics information has been absent from all deliberations on this project, from real estate purchases, to affordable housing grant awards, to land use approvals.

This, combined with the facts that transfer of TIF Funding was approved and used to purchase land without the required Project Plan Amendment, and that multiple committees have advanced a 'not-quite-ready' project, points to significant flaws in the City's newly established program to help developers secure WHEDA tax credits.

If the Plan Commission and Common Council are willing to accept sub-standard proposals for publicly financed projects, developers will present you with substandard projects. Our neighborhoods, our tax-payers, and the residents these projects aim to serve, all deserve better.

Links to a copy of the appeal letter, and a recent CapTimes article about the project are pasted below. Thank you for your consideration of this information, and feel free to contact me by phone or e-mail if you have questions about these materials.

Regards,

Erin O'Brien



[Link to appeal letter](#)

[Broadway development 'not quite ready' - Madison.com](#)