



The Honorable Paul Soglin
Mayor City of Madison
City County Building
210 Martin Luther King BLVD
Madison, WI 53703

September 6, 2016

Dear Paul:

The last time we discussed this subject we were in your conference room. You had recently returned from a trip to Baltimore and we were looking at your large Google Map screen while sharing some of your visions for Madison's future. We both were in consensus that our City parks as well as Madison's lakes were two of the key ingredients that defined our City as an extremely desirable place to locate both businesses as well as families as any place in the United States. Now, more than a year later, I am more convinced than ever that City parks play a vital role in that differentiation.

Which brings us to the current City Park's newly proposed impact fee structures as outlined in the recent needs assessment up for discussion at the September 6, 2016 Common Council meeting. Over the past several months I have had the opportunity to review the analysis quite thoroughly both with our internal finance team as well as several of our key consultants. While no one that I know prefers to pay increases in taxes or municipal fees, I find it hard to find fault in the work product contained in that study. And since our company has accounted for 50-60% of the total single family building permits issued in Madison in the past three years, the proposed increase is not insignificant to us personally as I suspect we will be paying more of that fee than any other local builder.

That takes us back full circle to our discussion regarding the value of existing and future parks in Madison. As we also discussed at our previous meeting, the ability for Madison to grow as a city is quite restricted due to current geographical boundaries and inter-governmental agreements. With the incorporation of Fitchburg to the south, Waunakee and Westport to the north and Middleton/Verona to the west, there are very few opportunities, other than our eastern neighborhoods, for us to grow. That restriction further amplifies our need as a City to insure that those new communities are well designed with the best planning principles available. And those plans must include a strong and viable Parks Department as well as a well-designed and integrated park system for us to remain complete with the other municipalities in Dane County as well as the State of Wisconsin.

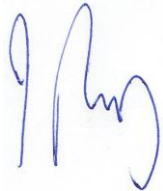
Fortuitously, we have a high quality Park's Department put into place that is quite different than we have experienced in the recent past. The philosophical changes led by director Eric Knepp are significantly different than those of his predecessors. Taking nothing away from the commitment of the previous department leaders in the past, the collaborative approach to parks now instilled by Eric, Kay Rutledge and newly hired Janet Schmidt, shows how well partnerships can flourish in environments when we all are forced to do more with less. Those partnerships, as evident in our three most recent Madison neighborhoods, have

led to the development of some of Madison's greatest new facilities. All because of the new philosophical leadership changes introduced by Eric and his team.

On a final note, while I support the changes in fees as well as the changes in the proposed four receiving districts, I caution the Council to look very carefully at the timing of the implementation. Many of us affected by the proposed increase, have projects currently well into the entitlement process, many of which have bank and financing approvals based on the old fee structure. The immediate implementation of the proposed increases might adversely impact those already approved and financed projects and for that reason I would support a three year phase in approach to that increase.

Thank-you again Paul, as always, for listening to the voices of the stakeholders and the community. I am sure we will be discussing these new ideas in the future, as always, in your office conference room.

Sincerely,



Jeff Rosenberg
President
Land Acquisition and Development