

Mr. Neil Palmer
Village President
Elm Grove Village Hall
13600 Juneau Blvd.
Elm Grove, Wisconsin 53122

October 23, 2016

I'm writing in regard to the Reinder Property Development.

I am excited to see this property developed, but like many other residents, I'm concerned that the proposed development will change the character of the Village, and not to the betterment.

More changes need to be made before approval with regards to:

- Density
- Ownership of units – rental vs. condo
- Public use component
- Division between the development and residential neighbors
- Traffic

Density continues to be my greatest concern at 17.9 per acre.

I don't understand how the effective residential density (ERD) was calculated and how it pertains to the current code for PDO's. This seems to be a point that is discretionary if you're at 174 units for 9.71 acres. If the village simply re-zoned the undeveloped part to Multifamily, then I believe the allowable density by code would be 8 units per acre not the proposed 17. Just because there was an exception made for the Watermark doesn't guarantee that an exception should be made for this property. My understanding is that there is no requirement that the village allow the same or similar densities in different PDO's on different properties with totally different scale and composition. Each project is independent of the others.

Ownership and a vested interest in our quality of life here is my second concern.

I'd like to see a proposal that is more along the lines of mostly condos or townhouses with maybe a small 20-30 unit apartment building. These should be extremely high quality with patios for the first floor and more open green space. I'm also unsure of who you think will want to live in a 1054 sq. ft. space at a cost of \$15,600 - \$27,600 per year. When I sell my house of 30+ years, I want a larger space with attached enclosed parking and space for my dog. My 26 year old son wouldn't want to live in this type of building either. He'd want to be where there is activity like the Third Ward.

Public Use Component –

I believe the long range village plan had shown a public use component for this area. What about a town center or gateway to the village park to connect the two? I see a lot of surface parking and more shops that we won't be able to support.

Division of Public & Residential Land –

I am encouraged that you have moved the entrance to flow better from the existing Elm Grove Road from the South with a controlled intersection. But, I don't see that there will be any division now between the Mixed Use building # A and the residential property of Don Didio at 13550 Watertown Plank Road. This needs to be addressed with more than just a small planting of trees.

Traffic –

We experienced a lot of inconvenience with traffic flow when the bridge was being rebuilt. I don't believe that you can make any traffic analysis for this project without data. It was reported that both of the traffic counters that were on Elm Grove Road during the bridge project malfunctioned and provided no data to analyze.

Lastly, I'd like to see you actually publicize the November 11th Open House in the papers. You did more to promote Oktoberfest than the October 5th meeting at the Woman's Club. Everyone I've asked knew nothing about that event, so please don't base your limited feedback of 34 surveys from one public meeting and conclude that everyone is in favor of this project. So much more needs to be done before approval. Maybe a referendum would be in order?

As you were quoted saying recently, "We don't get to learn by too many mistakes." And I think the general population feels the current revised proposal is still a mistake for our #1 rated community in America.

Regards,

A handwritten signature in cursive script that reads "Barb Wiederhold". The signature is written in dark ink and is positioned above the typed name.

Barb Wiederhold