

Opposition to to current Reinders Development Plan

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To: Village President Neil Palmer <npalmer@elmgroveswi.org>;

Cc: Juliette Williams <juliette.r.williams@gmail.com>;

Hello Neil,

(Please reply when you receive this email so that I know it was received. If I don't hear from you, I will call to see what went wrong.)

My wife and I are residents at 955 Grandview Dr in Elm Grove. When we moved here 2.5 years ago, we were attracted to the small town feel, the wonderful residents including many families with children and the open park-like setting.

The current proposal by Weingard to redevelop the Reinders property undermines all three points. Specifically the plan would:

1. **create an industrial, urban feel**
2. **bring in a large group of individuals who would be largely disconnected from the community (as admitted by the developers in the last ad hoc meeting)**
3. **build a large closed enclave within Elm Grove.**

When I listened to the Ad Hoc meetings, where only board members are allowed to speak, I am baffled by the tone being so friendly to the developers and positive to the development. In contrast I and **other residents speak, I find all are adamantly opposed to anything close to the plan currently presented.** We believe it would be a net negative for the village and I cannot find anyone for the plan.

Arguments from the developer for this plan which I would like to debunk:

False - This will bring in revenue to the village without adding to the cost of services.

On the revenue side there will be no new revenue if the village board gives away the store with a long term TIFF district. On the cost side, estimates that there will be no new needs are rosy at best. I would like to see a graph of Revenue vs Time before any plan would be approved.

False - This is just like the Watermark building.

First I challenge that the Watermark is a gold standard for development. It is too big. I admit that it does have good landscaping to hide that fact. Second, the Reinders development will be nothing like the Watermark. The scale is completely different: the Watermark is much smaller.

Mostly False - The rent will be very high bringing in high income individuals.

The developers predictions about rent are ridiculous even in today's market and the rental market will only get softer by the time the development would be ready for tenants. No one is going to pay \$2000+ per month for an apartment in the middle of Elm Grove.

I propose that the current development plan be scrapped and that the property be rezoned for single family residential homes while preserving the mixed used building and rerouting of Elm Grove Road. The village has leverage here as the value of the land without rezoning approaches zero and we have time to wait for a plan that works.

To conclude, **approving any plan substantially similar to the one proposed would be a give away to the developers at the expense of the current residents.** If zoning is changed and the plan approved, I would presume that there was some conflict of interest between board members voting for and developers. This is such a massive change that the only honest way to pass it would be via referendum.

I know you are looking out for the best interests of the village and I look forward to engaging you further on this and other issues.

Best Regards,