

Thomas Harrigan

From: Village President Neil Palmer
Sent: Tuesday, September 17, 2019 8:37 AM
To: David De Angelis; John Domaszek; georgepadge@hotmail.com; Village Trustee Patrick Kressin; Village Trustee Kim Irwin; katy.e.cornell@gmail.com; Village Trustee Thomas Michalski
Cc: Thomas Harrigan
Subject: FW: Downtown Master Plan

From: dennis russell <russellappraisal@wi.rr.com>
Sent: Monday, September 16, 2019 2:52 PM
To: Village President Neil Palmer
Subject: FW: Downtown Master Plan

From: dennis russell [mailto:russellappraisal@wi.rr.com]
Sent: Monday, September 16, 2019 2:50 PM
To: 'neil@nielpalmerllc.com'
Subject: Downtown Master Plan

Neal

As a downtown property owner, I was very much looking forward to the open house on the 19th. However I will be out of town and not be able to attend. As a property owner I have been following with much interest the progress of the Downtown Master Plan. Over the years I have consistently heard how the downtown area needed to be modernized, to attract better retail and be more attractive to Elm Grove residents. However it seems like every time something positive was proposed it would ultimately be turned down. Historically, the village talked progressively but acted parochially. I am in complete and enthusiastic support of the proposed master plan. However it is imperative that immediate action be taken. Now is the time, even in the face of naysayers to take bold action. I fear that if you procrastinate downtown will likely be bookended with industrial mini warehouses and an auto service garage. You will find all your hard work to have been in vain. If you look at other Milwaukee area communities, the ones that have successfully ushered redevelopment have done so by acting boldly. You must also think boldly or things will remain in the 50's. I can also assure you that relatively high density development will be required to facilitate redevelopment. Between the existing financial value of the improvements downtown, the current cost of development and the required infrastructure costs, especially water and public parking, redevelopment is going to be expensive and require high density. In other words, a building of 2 or 3 stories is not financially feasible. I think that it is important to consider that the redevelopment of the nuns property will surely include the keeping of the older existing buildings, some of which are 5 stories. This sets a precedence of 5 story height in the area of the master plan. Can you turn down development of this height knowing you ultimately will approve this height.

Further, I think it is important that you put in place a zoning that allows thoughtful, high quality development that provides benefit to the downtown and village as a whole, at the time you put the Master Plan in place. Delaying the proper zoning will only allow the naysayers a second kick at the cat.

Finally, I am sure there will be considerable interest in development once the plan is approved. You might consider a smaller owner occupant condo project as an early project for approval. This would likely meet less resistance and showcase what the Master Plan can provide to the village.

I would appreciate if you would share my thoughts with the balance of the board and any staff you think appropriate. Sorry for the length of this response, but it is a relatively complex process and proposal. Good luck in moving forward.

Sincerely
Dennis Russell
Plank Road Development

Dennis Russell Appraisal

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