

Neighbors,

December 13, 2016

I'd like to bring you up to date on the proposed Reinders development in our downtown Village. Almost one year ago Wangard Partners and R & R Development (Reinders) requested a meeting with Village staff to discuss a possible redevelopment of the "Reinders Property" between Watertown Plank Road, Juneau Boulevard, Elm Grove Road and the railroad tracks. Village staff and I met with the development group to discuss what regulations of development would apply and how the Village manages the process for such applications.

Following Village requirements, the developer presented a "Conceptual Proposal" at the March 2016 Plan Commission meeting. The conceptual presentation requirement is intended to inform and encourage public involvement. Many residents commented on the conceptual proposal and many specific issues were identified. The Plan Commission recommended the Wangard team continue to evaluate development concepts and conduct public outreach. Public Open House sessions and neighbor visits have been conducted by the Wangard team. Village Board members and staff have received numerous inquiries and letters.

In response to requests for more information and an opportunity to shape a possible redevelopment application the Village Board appointed an Ad Hoc Citizens Committee consisting of ten residents with professional expertise in related issues and substantial community involvement. Between May and December 2016, the Ad Hoc committee has met 10 times to cover topics such as Village budget and finance, traffic, Tax Incremental Financing (TIF) rules, WDNR regulation of contaminated soils, Village fire, ambulance and police, modified building and site proposals from the developer, and to hear public comments.

The Ad Hoc Committee made the following recommendations to the developer to consider in preparing a possible application to the Village:

- Mixed use and residential Planned Development is preferable to the existing land use and M-1 Limited Manufacturing zoning.
- Prefer that apartment buildings be limited to two stories.
- Proposed residential unit density of 21 units per acre is too high.
- Proposed rerouting of Elm Grove Road would be an improvement over the existing street configuration.
- New retail development on Watertown Plank Road is desirable.
- Traffic impacts of a redevelopment need further study.
- Proposed site greenspace, public space and pathway are positive aspects of the proposed design.
- Residential units should have two parking spaces per unit.
- TIF is appropriate for redevelopment costs which directly provide public benefits such as water and sewer, re-routing Elm Grove Road and streetscaping. The committee questioned the appropriateness of granting TIF funding for costs which might unduly enrich the owner even if allowable by law.

Overall, the Ad Hoc committee agreed that redevelopment of the site would eliminate an eyesore, enhance the Village business center, increase the tax base and improve the Village's walkability. The

committee also expressed concerns over both vehicle and pedestrian traffic safety, need for high quality design and materials and integration of multiple buildings and new residents into Village.

As of this writing, no application for rezoning or other approvals has been filed with the Village for redevelopment of the Reinders site. I am aware that the Wangard Development Partners team is evaluating all the input they have received as well as current real estate and financial conditions important to a possible redevelopment of the Reinders property.

If rezoning and development applications are filed with the Village the process can take many months and there will be numerous opportunities for you to provide input on a variety of aspects of a development plan. It is our typical approach in Elm Grove to negotiate a Development Agreement to address all issues surrounding a proposal in a comprehensive manner. Discussions and possible actions by Village committees, boards or commissions will be publicly announced in advance. I encourage all residents to observe or participate.

In the past 20+ years there have been numerous inquiries to the Village about development on the Reinders Property. The multiple land parcels include both undeveloped area and existing buildings. The area has also been the source of numerous complaints over the years generally regarding site operations and housekeeping issues. At present the site is in compliance with local and state regulations.

Please note, the Village does not have to approve a new use of these properties if we feel the proposal is inappropriate. At the same time, we can choose to embrace the opportunity to create something new, which can provide significant benefits to the entire Village.

In the last 10 months, many people have expressed opinions and offered ideas about a possible redevelopment. Sometimes the rhetoric has been heated and even insulting. If an application is filed I hope, we can all be courteous and respectful of others opinions and positions. Your neighbors serving on Village committees, boards and commissions care deeply and work hard to improve and preserve Elm Grove.

Neil Palmer  
Village President