
Ted J. Eull

1610 Legion Drive
Elm Grove, WI 53122
(414) 465-8335

20 January 2017

Mr. Neil Palmer

President, Board of Trustees
13600 Juneau Blvd
Elm Grove, WI 53122

Dear Mr. Palmer,

It has come to my attention that Reinders/Wangard are preparing to formally submit their planned development for 3420 and 13500 Watertown Plank Road, including 174 units of mostly rental apartments.

As I'm sure you have noted, there is acute interest in the community regarding this project. The Ad Hoc Committee produced a set of recommendations, including that (a) consensus for the proposed apartment buildings be limited to two floors, and (b) that the density, as proposed, is too high. In addition, the committee fielded extensive public comment and concern about the impact of this development on neighbors and the overall community.

In spite of the extensive feedback provided, the developer has opted to propose their plan virtually unchanged. I hope that you and the Board will clearly express that the developer has not incorporated the thoughtful feedback provided by the Ad Hoc Committee.

Given the prominence of this development and deep concern about its impact, many constituents are adamant that **a referendum must be held prior to Board vote on final approval** on the ultimate PDO plan for this property. Such referendum, to be held after Plan Commission recommendation (whether in favor or against) and before the Board vote, would enable Elm Grove residents to clearly express their approval or disapproval of the plan.

By publicly affirming a commitment to hold such a referendum, the Board can inform the developer now that *constituent acceptance is important to the ultimate approval of the project*. This would strongly incentivize them to forward a proposal more likely to meet community expectations. All parties

would be encouraged to ensure that public communication and community acceptance is a major focus during the process.

As you know, there is no entitlement to have a PDO on the subject properties, and the developer could easily petition for rezoning to RM-1 (8 units per acre). Per the ordinance, the Board must ensure that a PDO plan:

- Will not be contrary to the general welfare and economic prosperity of the community; and
- Will result in an attractive and harmonious project compatible without unreasonably affecting the property values of the surrounding neighborhood.

The community wants to advise the Board on these evaluations prior to a vote, and our voice should be welcomed by our representatives.

Please support this simple, reasonable request, and give our community as much voice as possible in this very important evaluation. Both the Board and developer will benefit from making this commitment early in the process, and gaining community support before approving such a major project.

I look forward to hearing your commitment to this principle as soon as practical, preferably expressed to the developer on Monday, January 23rd.

Sincerely,

A handwritten signature in blue ink, appearing to read "Ted J. Eull". The signature is fluid and cursive, with a large loop at the end.

Ted J. Eull

cc: David DeAngelis, John Domaszek, George Haas, Patty Kujawa, Pat Kressin, Thomas Michalski, Katy Cornell, Tadeo Diaz Balderrama