

Thomas Harrigan

From: Scott Shulick <shulick@gmail.com>
Sent: Monday, April 22, 2019 1:23 PM
To: Village President Neil Palmer; Village Trustee John Domaszek; Village Trustee George Haas; Village Trustee Patty Kujawa; Village Trustee Patrick Kressin; Village Trustee Thomas Michalski; Village Trustee Katy Cornell; kirwin@elmgrovetwi.org
Cc: David De Angelis; Thomas Harrigan; Lisa Becker
Subject: Master Plan Feedback

Greetings Trustees -

We would like to share some feedback regarding the master plan, both its current proposed plan and the process upon which it was arrived at. We saw it's on your agenda for this evenings meeting.

For the record, we own the property at 1155 Church St and am in the master plan area that was given to SEH. We border the UltraCleaners / Bigsby's / Ray's Auto Lot.

Let me start by saying I am in favor of creating a master plan and generally in favor of the following concepts:

1. Improving the quality of the downtown commercial property.
2. Infrastructure improvement (though I suggest you very carefully test Brookfield's well water for contaminants)
3. Creating more greenspace and walkability.
4. Attracting high quality, sustainable business that serve broad, not niche, village needs.

That said, we have several concerns to share as well.

1. The information shared with the public so far has been limited, lacking in transparency and for something this important, rushed. The information meeting at the Women's Club earlier this month was a prime example of this. The scheduling, cancelling and rescheduling of the information session is concerning. I subscribe to receive electronic updates on this process. The only electronic update I got was a cancelled information meeting. Electronic communication on this project been irregular.

The public deserves a much longer, more robust public input period. A minimum of 90 MORE days of public input and commentary with several more, well-communicated hosted forums possibly moderated by someone who isn't a trustee. If we were a trustee, we would want to have robust public (not just business, not just developer, not just engineering firm) input on a plan that's the "20 year development road map" for the village we were elected to serve.

2. The plan as it stands now is based on insufficient villager input. I'm certain it has plenty of business input. Focus group recruitment wasn't shared. I am a property owner in the development area. I wasn't asked to participate. This makes me wonder if any residential property owners in the area were. The survey design and the "results" shared in Women's Club presentation had elements cherry picked to support a pro-commercial landowner, large developer interest. Trustees - I suggest you read the open commentary from the residents who took part in the research, specifically what they do and don't want. Forget about the word clouds. As someone who works in strategic planning, marketing and has a robust market research background, I know exactly how to "package" data to drive a point of view. Your data presentation is anything but unbiased.

3. The plan's density projections and traffic implications are unacceptable. The narrative that businesses are struggling because there aren't apartments above them is absurd. Or even that a few hundred housing units will

magically save our business community. The businesses that struggle do so because they have a weak value proposition. No one went out of business because there weren't 16 apartments above them.

Please start being honest and saying that commercial land owners and developers want lots of dense housing because that's how they make money. Then cut the density and height of the buildings. It is not in the interest of the majority of village residents. Even that silly input survey indicated so.

4. Lastly, we'd like to keep our home. And we'd like to see the sun. So we're not in favor of (a) tearing down our own home to put up multi-family units (see concept 1 and 2) or (b) accepting a 3- or 4-story unit where the Cleaners, Bigsby's and Ray's Auto is. This level in this location is too high for that area specific lot and for the reasons stated above.

5. We would like to have some additional aesthetic criteria put into the plan. This is noticeably absent.

Thank you for your attention.

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