



10/16/2008

City of Ann Arbor
C/O
Mayor John Hieftje
City Council
Planning Commission
100 N. Fifth Avenue
Ann Arbor, MI 48104

Dear Mayor John Hieftje, City Council Members and Planning Commission Members,

I am writing to express my support for The Madison and to encourage you to approve this project. It will increase workforce affordable housing options in the downtown area, provide housing opportunities attractive to young professionals which are currently lacking in the downtown and it will increase the supply of sustainable/green housing options. The Madison will also bring approximately one hundred badly needed construction jobs to Ann Arbor. The Madison is appropriately located in a mixed use neighborhood, close to downtown, and provides a number of important community benefits in addition to those mentioned below.

Benefits of the Madison:

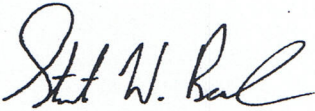
- **Brownfield Redevelopment:** This contaminated site will be address and an appropriate due care plan will be implemented at no cost or loss of tax revenue to the City of Ann Arbor.
- **Remove Blighted and Obsolete Industrial Building:** The elimination of this neighborhood eyesore will enhance the quality and appearance of the area.
- **Preservation of Downtown Residential Neighborhood:** The Madison will eliminate the threat of commercial expansion into the adjacent residential areas posed by these industrial zoned properties.
- **Downtown Housing:** The addition of new downtown housing units is needed to maintain and enhance the vitality of the downtown area.
- **Rental Housing:** The Madison will provide greater supply of downtown rental units which will increase the diversity of downtown residents.
- **Customers for Downtown Merchants:** The creation of more downtown housing will significantly enhance the customer base for downtown merchants and provide the critical mass necessary to attract retailers that serve the everyday needs of downtown residents.
- **Affordable Housing:** At least 25% of The Madison will be restricted as workforce affordable housing in perpetuity.
- **Sustainability:** The Madison will be submitted to the US Green Building Council for LEED certification.

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- **Floodplain Mitigation:** The Madison is designed to increase the floodplain storage capacity by over 75%. This is a significant improvement in an area noted for flooding issues.
- **Reduced Vehicle Trips Into the City:** Increasing in town housing, particularly in this walkable location, will reduce commuter vehicle trips into the City each day.
- **Alternative Transportation Options:** The Madison will include a vehicle sharing program and is working to arrange subsidized bus passes for residents.
- **Public Open space:** The Madison will create a public park space on site which is important in this area of the city that lacks public openspace.
- **Private Outdoor/Openspace:** Numerous other outdoor openspaces will be provided for the residents of The Madison, including terraces, balconies and rooftop patios.
- **Increased Tax Revenue:** The Madison will increase the tax revenue to the City by nearly \$1,000,000 annually.

In closing I greatly urge you to approve this project to help preserve both the housing options and the economic strength of Ann Arbor.

Thank you,



Stewart W. Beal, President
Beal Properties, LLC