

**From:** Webb Keane  
**Sent:** Monday, March 27, 2017 5:14 PM  
**To:** Planning <[Planning@a2gov.org](mailto:Planning@a2gov.org)>  
**Cc:** Jason Frenzel  
**Subject:** 1140 Broadway

To the Planning Commission,

I and my family have been owner-residents on the 1300 block of Broadway for 19 years. We could have chosen to live in a much more expensive part of town, but selected this neighborhood for its walkability, the historical character of its architecture and streetscape, and its remarkable sense of community. The Broadway neighborhood has organically produced just what New Urban planners wish for but so often fail to achieve.

Over the years my family and I have been eager to see development come to the abandoned Kroger Lot (aka 1140 Broadway). We are excited by much of what is now proposed for 1140 Broadway. Aesthetics is a matter of taste, but I for one very much like the architectural style shown in the renderings Ron Mucha showed some of us in a meeting on March 13. I favor the way the parking structure is enclosed in a protective "Texas Donut." I am hopeful that an increase in residents will attract provisioners like Babo or the late Jefferson Market. I very much like to see some version of this project succeed.

But I urge the planners to consider the serious objections we share with our neighbors. Above all these concern the height of the proposed structures, and the implications of any change in zoning for *future* developments around us as well. The current plan is *massively* out of proportion to its immediate neighbors, which consist of two story frame houses in the historic district right next door, as well as the similarly modestly scaled apartment complex to the east. In fact, the tallest structures in the current plan are those closest to the historical district.

I urge the Commission to develop a zoning classification, such as the D2 found elsewhere in the city, that is appropriate to vital neighborhoods like ours that are transitional to the downtown core, but still retain their distinctive character. A less grandiose version of the current plan could work well in that context.

An enormous amount of care and effort went into designing a Master Plan for this community--it should not be easily dismissed.

Sincerely,

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