

VIA ELECTRONIC MAIL

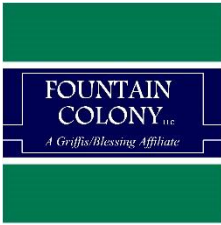
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From: Gary H. Feffer
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Date: December 3, 2018

RE: Mill Street Plan / Boundaries



Pursuant to our conversation yesterday regarding the aforementioned plan, I wanted to provide you a summary of why I believe that the boundaries for the Mill Street Plan should be adjusted.

- To include any of the area north of the Union Pacific Railroad Lines (UP) into the proposed plan will cause:
 1. Confusion Most of the public do not associate Mill Street with the area north of the UP. (There is a significant topographic change between the two areas as well as the rail lines that create a natural separation.)
 2. Conflict While the proposed plan recommends that the Downtown Master Plan is “Senior” to the Mill Street Plan, by including the area north of the UP allows for the Mill Street Plan to have a “voice” in future decisions, direction, development of the area. Reference the Gazette Editorial dated 11/12/18, which raises concerns about dead spots potentials replacing the existing landscape. This area has seen significant changes that definitely call into question the lack of compatibility between the Mill Street plan and Downtown Master Plan.
 3. Mill Street supporters (Joanne Ziegler) indicated that she has lived in Mill Street for over twenty-five (25) years and while the current Mill Street north boundary goes to Fountain Boulevard, these residents have never participated in any Mill Street activities even though they have been included in all invitations. Ms. Ziegler indicated that the neighbors have not “pushed” for the expanded boundaries.
 4. Pressure from Downtown Affordable Housing This is a critical need for our city, while South Tejon and South Cascade currently has a make-up of mixed use



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residential, commercial, and industrial use, the pressure of higher and best use in this area is coming from the adjacency to the CBD

- Griffis Blessing / Norwood Apartment Project
- City Gate
- Food Hall (524 South Cascade)
- Trolley Block
- Coquettes
- Switchback Stadium
- Wiedner Apartment Project
- Mullyville Urban Development (South Cascade)

The above examples are the projects that are in the “pipeline” now. We all would agree that there will be more to follow as some of these projects go from paper to shovel in the future.

Addressing the affordable housing: Instead of north of the UP, I would suggest that the Mill Street boundaries go east from Nevada Avenue and Las Vegas. This area seems to have been left out of the process. It’s adjacency / association to Mill Street is much more logical. This area includes a large amount of undeveloped land (Campers Village) and very old M-1 and M-2 zoned land that could be repurposed for affordable housing with associated land values being much lower than the land north of the UP. The Mill Street area south of the UP and the area east of Nevada will continue to be affordable due to its proximity to Springs Rescue Mission Campus. This adjacency acts as a natural “governor” on values that allows for the housing stock to be “affordable” now and into the future and not being affected by the growth/development that comes from the north (CBD).

I believe downtown is on the cusp of the renaissance that all of us have been predicting for the last 40 years. To include North of the UP in the Mill Street plan will only create conflict, hard feelings, delays, and potential devaluation of property.

I am in total support of the Mill Street plan. It is only the boundaries I take issue with.

Thanks Steve for letting me vent both on the phone and now in writing. If you would like to discuss this further with me, I would be happy to do so.

Respectfully,

Gary H. Feffer

P.S. Full Disclosure:

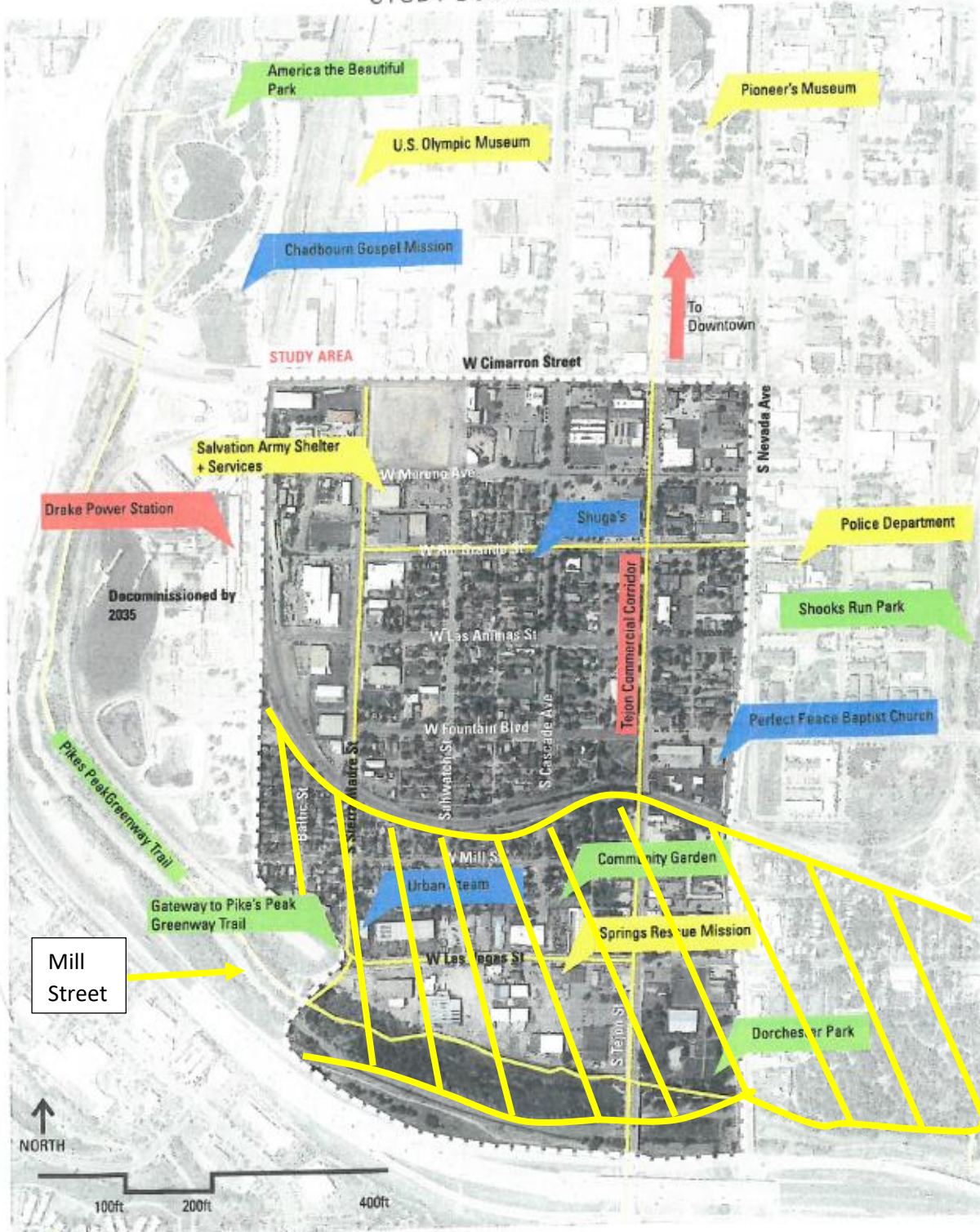
1. I office and own the building known as The Boys Club, 105 E Moreno Avenue (within proposed boundary).
2. I represent the Steve U. Mullens family who have extensive ownership interests within the proposed Mill Street boundaries.



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MILL STREET NEIGHBORHOOD PLAN STUDY BOUNDARIES



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