

From: Joe Massian jmassian@yahoo.com
Sent: Wednesday, May 18, 2011 3:22 PM
To: Murphy, Brad; Waidelich, Michael; Soglin, Paul; Monks, Anne
Subject: Fw: GVC- Re-zoning

FYI...

From: Joe Massian jmassian@yahoo.com
Sent: Monday, May 16, 2011 6:44 PM
To: district3@cityofmadison.com
Subject: Re: GVC- Re-zoning

Thank you... and yes, this is the first time you heard from me. I moved here in August 2010 and live on Dominion Dr. Love the area, love the proximity to the capital.

I think people need to realize the value in building sustaining development and more importantly how blending zones helps all parties. Development where businesses contribute to the planned community concept and where they can reduce the budget dependencies traditional housing developments require for basic services, through neighborhood sponsored events. Let Great Dane, Roundy's, Kwik Trip or whom ever contribute to a neighbor cleanups, repaving as needed, sidewalk repair, street lights, parks for our children, farmers markets for all, etc., so the city of Madison can fund other needy areas. Our government can no longer support our way of living or desired lifestyles, so we need to be creative. We need to take advantage of profitable business and help them guide donations to the people that made them profitable and the communities those people live in.

If we listen to those opposed to the business sector and parties interested in coming in, we will have done nothing but place a large amount of mixed race people in a defined space with nothing to do other than live their own lives as they choose, establishing pockets of togetherness, and also individualism or isolation. Not sure about you, but to me, that sounds like a prison, which is not where I want to live or thought this community would end up. We need healthy business owners and entities willing to adhere to strict guidelines and keep our neighborhoods fresh, new and safe. Businesses that want to know the faces of their neighbors and customers. Most importantly, with the future in mind, which I believe to be two simple things:

1- The Earth (or nature around us) 2- Our children (who will choose to stay or leave Madison one day).

As for the fear of crime increases and for that matter prejudice, it saddens me to think there are people in this community that fear the neighbors down the street in lower income communities. Case study after case study has shown, business revitalization brings positive impacts to all sectors and a great modern example is NYC's Broadway. 42nd street is a place you wouldnt walk your worst enemies down in the 80's and now the revenue it makes per day surpasses the budgetary needs we will have in the years ahead in GVC. I suggest those with such fear and prejudice find a piece of farm land while its cheap, and make way for the positive, adaptable people to modern economics and socializing (or we bring in a coffee shop so more cops visit the area from down the road, deterring criminal minds for venturing over.. lol).

Lets re-invest in tomorrow, and once again, say YES to the business zoning and well established businesses like Roundys and other family oriented businesses willing to learn more about their surroundings and customers, and most importantly willing to give back.

Thanks Joe Massian

From: "Alder Cnare, D3" <district3@cityofmadison.com>
To: Joe Massian <jmassian@yahoo.com>; District 3 Alder <district3@cityofmadison.com>
Sent: Monday, May 16, 2011 4:43 PM
Subject: Re: GVC- Re-zoning

Joe-I think this is the first time I have heard from you. What a great writer you are! Thanks for the new twist and insight. Lauren Cnare Alder D3 226-0987 Lauren Cnare Alder, District 3 608-226-0987 district3@cityofmadison.