

Before continuing to the developer survey, please fill out this one page neighborhood add on survey
Please place a check mark on your choice.

What kind of housing should be on E. Mifflin street?	* townhouses/ rowhouses (single family ground to roof)	* condo	* apartments	* single family (detached)	* mixture
How important is building height?	* very important	* somewhat important	* not important	* no opinion	
What should be the maximum building height?	* 1-4 stories	* 4-6 stories	* 6-8 stories	* 8-10 stories	* 10 or more
If a grocery was desired, how large?	* large-similar to Copps	* medium-similar to Whole Foods	* small- similar to WillySt. Co-op	* very small- similar to Regent St. Market	*
Should retail be locally owned?	* very important	* somewhat important	* not important	* no opinion	

What would be some examples of desired retail:

Please continue with the survey that follows below.



Dear Tenney-Lapham/Old Market Place Neighbor,

Gorman & Company is a recognized leader in adaptive reuse of historic structures, a trusted partner for community leaders seeking to revitalize urban neighborhoods, and a leading builder of high-quality affordable multifamily housing and owner-occupied condominium communities.

Gorman & Company has an option to purchase the block southwest of Breese Stevens Field, an area that is presently used for car sales.

Based in part on initial conversations with City leaders and representatives of the neighborhood, we envision a substantial housing and commercial development. Consistent with City planning efforts, the development would involve multiple stories and density.

We would like your input to help the development process, so we've enclosed a survey that should take about 5 minutes to complete. Your feedback will be strongly considered in Gorman & Company's design plans for the block.

Please complete and return to Gorman & Company before October 18, 2004 in the pre-addressed return envelope.

We greatly appreciate your assistance in this process.

Sincerely,

Gary J Gorman



DEVELOPMENT SURVEY

800 EAST WASHINGTON AVE.

We'd like your feedback regarding development options for the block southwest of Breese Stevens Field, an area that is currently used for car sales. Please read and rate each development option listed below, indicating the how desirable that option is to you as an Old Market Place or Tenney-Lapham neighbor.

After reading each question below, please circle the appropriate number indicating your response, where "1" means that development option is "NOT AT ALL DESIRABLE" and "5" means that development option is "VERY DESIRABLE."

How desirable are the following redevelopment options?	NOT AT ALL DESIRABLE					VERY DESIRABLE
residential (i.e. apartments, condominiums, or a combination of these housing options)	1	2	3	4	5	
hospitality-related (i.e. hotel or motel)	1	2	3	4	5	
personal service-related offices (i.e. dentist office, massage therapy clinic)	1	2	3	4	5	
commercial (i.e. retail stores, professional services offices, restaurants)	1	2	3	4	5	
parking (i.e. parking lot)	1	2	3	4	5	

If the residential housing option were pursued, how desirable are these options?	NOT AT ALL DESIRABLE					VERY DESIRABLE
condominiums	1	2	3	4	5	
affordable apartment homes	1	2	3	4	5	
luxury apartment homes	1	2	3	4	5	
combination of the three options listed above	1	2	3	4	5	

One option under consideration is a neighborhood retail center that would provide a defined center for the neighborhood. If the neighborhood retail center option were pursued, how desirable would it be to have the following types of businesses available to you at that location?	NOT AT ALL DESIRABLE					VERY DESIRABLE
retail (i.e. bakery, coffee shop, florist, drug store, dry cleaner)	1	2	3	4	5	
financial (i.e. bank, credit union)	1	2	3	4	5	
restaurant	1	2	3	4	5	
tavern or bar	1	2	3	4	5	
community services (i.e. day care center, library)	1	2	3	4	5	
personal service-related offices (i.e. medical office, dental office)	1	2	3	4	5	
business offices (i.e. insurance office, real estate office, accounting office)	1	2	3	4	5	

PLEASE CONTINUE SURVEY ON OTHER SIDE

Please circle the appropriate number indicating your response, where "1" means "NOT AT ALL IMPORTANT" and "5" means that option is "VERY IMPORTANT."

How important are the following features or characteristics regarding this neighborhood development?	NOT AT ALL IMPORTANT		VERY IMPORTANT		
pedestrian/bicycle access	1	2	3	4	5
open space	1	2	3	4	5
public space	1	2	3	4	5
landscape and lighting	1	2	3	4	5
unique architectural design	1	2	3	4	5
green buildings/environmentally friendly	1	2	3	4	5
building heights	1	2	3	4	5
housing density	1	2	3	4	5

Are there any other characteristics that you'd like to see in a development adjacent to your neighborhood? **Please respond in the space below.**

What concerns, if any, do you have with this potential development project? **Please respond in the space below.**

What specific hopes or wishes, if any, for the development would you like to express? **Please respond in the space below.**

Please tell us a bit about yourself: **Please check (✓) one.**

Do you

_____ Own _____ Rent _____ Own Rental Property in the Neighborhood

Do you belong to

_____ Old Market Place Neighborhood _____ Tenney/Lapham Neighborhood

Would you like someone from Gorman & Company to contact you? **Please check (✓) one.**

_____ No _____ YES! **Record your contact information below. Please contact me at:**

Name: _____ Address: _____

Home Phone: _____ Work Phone: _____

E-mail address: _____

Print this document and mail to:

Chris Laurent
Gorman and Company
1244 South Park Street
Madison, WI 53715