

HPC

100877



12300 W Center St., Ste 150
Milwaukee, WI 53222
Tel (414) 271.2021
Fax (414) 271.6126
www.CARW.com

November 22, 2010

Milwaukee Common Council
City Hall, Room 205
200 E. Wells St.
Milwaukee, WI 53202

Dear Common Council Members:


The Commercial Association of REALTORS® Wisconsin supports economic development projects that make the best use of commercial space in our area. With that in mind, we favor plans to build a new hotel near East Wisconsin Ave. and North Milwaukee St. in Downtown Milwaukee.

The area in question is one of the most visible commercial tracts in Downtown Milwaukee, and its vitality has a great deal of influence on the vitality of our city. Replacing crumbling, outdated buildings with a well designed, modern facility would enhance the area both aesthetically and economically. This site will be stronger, and neighboring businesses and buildings will be stronger. That's a good thing for Milwaukee.

The site selected for this redevelopment project is perfect – near many of the city's top businesses and attractions. It's also sorely in need of a facelift. The existing buildings are in an advanced state of deterioration and marked by graffiti and broken windows. They have stood mostly vacant for many years, and they have been significantly altered to the point where less than 10 percent of their total frontage is the original façade. Their preservation should not stand in the way of reasonable development.

Please contact me if you have any questions. I appreciate your time and consideration of this request.

Sincerely,


Jim Villa
President & CEO