



Member Johnson Financial Group

December 7, 2010

Ms. Ann Pieper-Eisenbrown  
Chair  
Milwaukee Historic Preservation Commission  
City Hall, Room 205  
200 E. Wells St.  
Milwaukee, WI 53202

Dear Ms. Pieper-Eisenbrown:

I wish to express support for plans to build a world-class hotel next door to Johnson Bank-Milwaukee in downtown Milwaukee. This proposed project has the potential to continue the revitalization of an important downtown business district. The new building would be a great economic asset.

Our bank building was built in 1867, and I appreciate and share the desire to preserve Milwaukee's architectural treasures. There is, however, a major difference between "historic" buildings worthy of renovation and "old" buildings that are holding back progress. The buildings at the proposed hotel site are clearly the latter.

The hotel proposal offers all of us who care about Milwaukee a tremendous opportunity. Besides the significant economic benefits, the planned building is respectful of the scale of our building and others in the area. It will add excitement, new energy and increased vibrancy to Downtown.

I encourage HPC to vote on this project when it meets on Dec. 13 – not delay it any further. I and many others believe that vote should be positive. But even if it isn't, HPC has a responsibility to take concrete action rather than throw up additional roadblocks. Political games and layers of government red tape are an affront to the progressive spirit that built our great City.

I request that my letter be included as part of the official file on the proposal and posted online. Thank you.

Sincerely,

Brad Quade  
President, Johnson Bank – Milwaukee

cc: Mayor Tom Barrett  
Milwaukee Common Council

JOHNSON BANK

333 E. WISCONSIN AVENUE MILWAUKEE, WI 53202 PHONE: 414.287.6450 FAX: 414.287.6455