

From: Troy Freund

Sent: Tuesday, February 13, 2007 9:51 AM

To: rjbauma@milwaukee.gov; ahamil@milwaukee.gov; wwade@milwaukee.gov; mmurph@milwaukee.gov; RACMInfo; HistoricPreservation; Schiller, Lynn; planadmin

Subject: Downer Ave. proposed development

Hello

I have heard about the proposed development for the Downer Ave. area and I gotta admit that I'm feeling more than a little trepidation about this proposal. It seems like this proposal will irrevocably and not-in-a-good-way change the vibe and feel of Downer Ave. I really enjoy going to Downer Ave, visiting the Schwartz Bookshop, catching a movie at the Downer and then walking over to look at the lake. The possible addition of a 11-story condo tower, removal of the surface parking lot across from the Downer Theatre and the considered building of a 4-story building for parking all seem short-sighted and rather ugly. PLEASE work on developing a plan for Downer Ave that is considerate of the way the space already is and works to preserve the unique and attractive aspects of Downer Ave. I'd hate to see these proposed developments come to fruition. I can only imagine that it would make me less likely to come to the Downer Ave area.

So, please:

- 1) Do not allow the sale of the city-owned parcel at 2574 N. Downer Ave.,** (Downer Ave. and Belleview Place), to New Land Enterprises or any other developer, in order to keep the footprint and identity of the historical Downer Ave. commercial district intact.
- 2) Deny rezoning of the Downer Ave. commercial district to General Planned Development** to New Land Enterprises or any other developer.
- 3) Put the full General Planned Development (GPD) Downer Avenue Master Plan rezoning proposal submitted by New Land Enterprises ON HOLD** for more study and input from the community and so the **Historic Preservation Commission** can meet to consider the proposal before any action is taken.

Thank you all very much for your time and thought,
Troy Freund
824A E. Wright St.
Milwaukee/Riverwest

www.troyfreund.com