



5th Ward Development Association, Inc.

PO Box 744
Milwaukee, WI 53201

Committed to diligently make the area a better, more vibrant place to live, work and prosper.
(Established 2003.)

July 9, 2007

RE: Rivianna, 236 South Water Street, Milwaukee, WI

Dear Hon. Mayor and Common Council,

As a nearby property owner of the proposed Rivianna development and for the Association representing the area, this note is to express our full support of the Rivianna proposal going before the Common Council on Weds. July 11, 2007. We also ask for your full support on the matter of Rivianna, located on the north side of South Water Street, east of Pittsburgh Ave. at Broadway, and directly adjacent to the Milwaukee River.

We ask that this project be considered on its merits rather than on the emotions of neighbors or competing developers that currently happen to either oppose or not have sufficient information to support it. We ask you, in your public role, to support the approval of this development based on any of following qualifications and benefits that this development will offer our community for many years to come.

- Community Benefits: Community Arts Programs, Live/Work spaces, new neighborhood services and retail for area traditionally long underserved.
- Neighborhood Catalyst: Significant residential and commercial uses attracts others. Major investment at the gateway entry into Historic Walkers Point helps to establish character of the neighborhood and provide incredible momentum to turn the area around.
- NO New Height Precedent: 15 story proposal, directly adjacent to existing 20-story Kurth Malting tower (17 stories plus three penthouse levels), near First Place on the River at 12 stories and Teweles Seed building at approx. 14 stories. If the Third Ward height criteria of 130% of adjacent buildings were incorporated, that would permit 130% of 20 stories, or a new development of 26 stories. Only 15 are being proposed.
- Investment/Property Taxes: \$90 to \$100 million in private investment, No TIF request for the current project proposed, new Property Taxes appropriate to investment made.
- TIF-FREE Public Infrastructure: 50 Public Parking stalls, Two Level-River Walk, Public Arts partnerships and programming, new streetscaping, etc.
- Construction Jobs/Permanent Employment: New Permanent Employment for ongoing commercial users creates jobs and fills area apartments and restaurants, creates Construction Jobs for approx. two years.
- Eliminates Blight with Improvements: New residential eliminates existing outdoor storage yards, adds value to ALL surrounding tax base.

-- Delays Likely Will Kill Proposal: Private-sector developers live deal to deal. Delaying or downsizing a project does little to maintain the momentum of previous approvals, leasing commitments, condo presales, financing commitments, or encourage a developer to fund indefinitely the effort to stay committed to a particular development over an extended period of time.

-- Send the RIGHT MESSAGE on Development: Please don't KILL DEVELOPMENT IN WALKERS POINT & THE 5TH WARD. While the Historic Walkers Point and 5th Ward area has seen nominal investment and redevelopment recently, following decades of neglect and blight, we DESPERATELY NEED NEW INVESTMENT IN OUR NEIGHBORHOOD like this catalytic, gateway development in hope of ATTRACTING FURTHER HIGH-QUALITY DEVELOPMENT and investment.

Our Association represents in excess of 150 of some of the areas most influential property owners, residents and businesses, in addition to their many employees, vendors, tenants and other direct/indirect beneficiaries, totaling many, many hundreds of area residents. These are the business owners looking to grow, expand operations and add new jobs. Those that have waited years for investment of this magnitude, new condo-ownership of this scale and new commercial tenants in this area in order to finally begin the turn around and, ultimately, a better City for all. Please support Rivianna for the betterment of our neighborhood.

Please take your position in support of this project and join us, as our Association's motto proclaims: **We are committed to diligently make our neighborhood a better place to live, work and prosper.** This is your opportunity to support our mutual goals and objectives as well. Please vote in favor of Rivianna.

Thank you for your attention and consideration,

Sincerely,
Randy Nass, President
5th Ward Development Association, Inc. (Non-Profit)

cc: Mayor T. Barrett, Milwaukee Common Council Members

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