

Vanessa:

I hope that the letter of support below can be included in the public comment file for the Adventure Rock / Mandel project when it is presented to the City Plan Commission.

Thank you,  
Sam Leichtling  
2354 N Weil St.

----- Forwarded message -----

From: **Sam Leichtling** <[leichtls@gmail.com](mailto:leichtls@gmail.com)>  
Date: Thu, Apr 24, 2014 at 8:14 PM  
Subject: Adventure Rock / Mandel Project - Letter of Support  
To: "Kovac, Nik" <[nkovac@milwaukee.gov](mailto:nkovac@milwaukee.gov)>  
Cc: "Williams, Amanda" <[Amanda.Williams@milwaukee.gov](mailto:Amanda.Williams@milwaukee.gov)>

Alderman Kovac:

Thank you for organizing last evening's community meeting for neighbors to learn more about the proposed Adventure Rock / Mandel Group development at the corner of North Avenue and Commerce Street.

After a chance to see the presentations last night, I wanted to email you to express my strong support for seeing this development move forward. I believe that the Adventure Rock business is one that would be a great asset to the City and am thrilled that they have selected Riverwest as the neighborhood they wish to locate. Additionally, I think that the housing proposed by the Mandel Group would positively impact the neighborhood by bringing added density in what I believe to be an appropriate location and context.

My wife and I have lived within two blocks of this site for the past nine years so I frequently navigate the intersections of Commerce and Humboldt, North and Humboldt, and Commerce and North by car, foot, bicycle, and (I only mention this because of some of the jokes made at last night's meeting about ways people may get to the development) while pushing my canoe on handcart to the river. I don't believe that the proposed development would have anything more than a de minimis impact on traffic or parking issues on these three intersections which surround the site.

One concern about the development that was raised last night that I am very sensitive to is the impact the building itself may have on the river bluff and the river corridor below. It is imperative we protect these areas and I would not support a development that posed significant risk to the health of the corridor. However, I believe that the lengthy public process that led to the Milwaukee River Overlay District created a strong framework for determining where development near the river may be appropriate and this project is located in such an area. While I know that this is not a universally held belief among my neighbors, I think that there are areas near the river where high density development that does not infringe on the bluff or primary environmental corridor is desirable, including this particular location south of North Avenue.

During the meeting last night, representatives of Mandel indicated they would share information with the City and neighbors to support their conclusion that the building did not pose a risk to the integrity of the neighboring bluff and assuming that is forthcoming, I hope you will support this proposal when presented to the City Plan Commission and Common Council.

This project would bring a very unique business and high quality housing to the area which I believe would attract visitors and residents to the City and Riverwest. Over the long run, added density in this area will allow us to more effectively advocate for improved mass transit options to our neighborhood and create an environment where local business can thrive, which will continue to position Riverwest to grow as a vibrant Milwaukee neighborhood.

Thank you,

Sam Leichtling

*2354 North Weil St.*

*Milwaukee, WI 53212*

[\(414\) 241-0091](tel:(414)241-0091)

[leichtls@gmail.com](mailto:leichtls@gmail.com)