



## LA LUNE COLLECTION

February 4, 2012

Alderman James Witkowiak  
Zoning, Neighborhoods & Development Committee City Hall, Room 205  
200 East Wells Street  
Milwaukee, WI 53202

RE: Trinitas student housing on Keefe Avenue

Dear Alderman Witkowiak:

Unfortunately, I am not able to attend the City Planning Commission hearing on February 6, 2012 due to previous business commitments. However, I am writing this letter to express our strong support for the student housing development on 634 East Keefe Avenue, as proposed by Trinitas Ventures.

Since 1986, my wife Cathy and I have owned a furniture factory in Riverwest named La Lune Collection. Cathy and I, and our son Nick, also own residential property in Riverwest. During the last 25 years, Cathy and I have been very involved in helping to restore Riverwest. In 1989, for example, I co-founded the Holton Youth Center where I still serve as board chair. In 1998, at the request of Mayor Norquist, I negotiated the purchase by the city of the CMC land in order to develop the Beerline bike trail and the building addition to the Fratney School. In 2008, Cathy and I built the Florentine Opera Center in our building which now houses the Florentine Opera. I write these things only to convey our strong commitment to Riverwest during the last 25 years.

Cathy and I and the Holton Youth Center board have met with the Trinitas people and have studied the Trinitas proposal. We wholeheartedly support the project and encourage the committee to approve their request for rezoning.

As you may know, UWM currently has a severe housing shortage and can only house 14% of their students. This severe housing shortage has a negative impact on the development of UWM and has created significant problems for the surrounding east side neighborhoods. This project will benefit Riverwest, the local economy, and UWM, and without the need for any public funds.

If we ever hope to restore our central city neighborhoods, then we need to encourage more developers like Trinitas Ventures to provide unique, quality developments such as the Keefe Avenue student housing. I encourage you to join us in supporting this project to ensure the long-term strength of Riverwest, UWM, and our local economy.

Please call me directly if you have any questions or would like to discuss this in more detail.

Sincerely,

Mario Costantini

La Lune Collection, President - Holton Youth and Family Center, Board President