



MENOMONEE VALLEY PARTNERS, INC.
301 W. Wisconsin Ave. Suite 400B, Milwaukee, WI 53203

August 19, 2009

Honorable Members of the Zoning, Neighborhoods and Development Committee
Milwaukee Common Council
200 E. Wells Street
Milwaukee, WI 53202

Dear Committee Members:

On behalf of Menomonee Valley Partners, Inc. (MVP), I am writing to convey our support for the City's Reed Street Yards tax increment financing district proposal and encourage the Committee to approve the creation of this TIF district in order to facilitate high quality redevelopment of the Reed Street Yards and surrounding properties, with a focus on water research and technology.

The TIF district's infrastructure improvements have the ability to generate catalytic development in the surrounding area. As the 6th Street Viaduct and Canal Street improvements have demonstrated, the ability of new infrastructure to catalyze development is undeniable. The internationally renowned Harley-Davidson Museum would not be at its current location – immediately across the Menomonee Canal from the Reed Street Yards – if not for the 6th Street Viaduct coming to grade at Canal Street in 2002. The Menomonee Valley redevelopment effort, which has generated some 4,200 new jobs in the past ten years, would not be at the pace and caliber it is if not for the Canal Street project. The Reed Street Yards project provides similar opportunities for new investment, opening 15 acres of prime real estate for development, creating new access to 300,000 square feet of existing buildings, and providing public access to the Menomonee River and Canal. With appropriate infrastructure improvements, this property could be the Valley's next great success.

The Reed Street Yards property was one of the priority redevelopment opportunities identified in the Menomonee Valley Land Use Plan, which envisioned an intensive waterfront-oriented redevelopment relating to Downtown, Walker's Point and the Historic Third Ward. The plan included the extension of the existing street grid and creation of public access to the waterfront. At the time of the 6th Street Viaduct project, the DNR secured a Congestion Mitigation and Air Quality grant for the purpose of extending the off street Trail from the viaduct, across the Reed Street Yards property, and into the Historic Third Ward. With the proposed roadway improvements, we anticipate the creation of this long awaited leg of the Hank Aaron State Trail and public access to the Menomonee Canal.

MVP looks forward to working with the City of Milwaukee and the Reed Street Yards development team as plans develop. MVP is particularly interested in integrating the Menomonee Valley Sustainable Design Guidelines into this project. The development of this key site is another important step in fulfilling the potential of the Menomonee Valley to serve as a model of sustainable economic development.

Sincerely,

A handwritten signature in cursive script that reads "Laura Bray".

Laura Bray
Executive Director

cc: Rocky Marcoux, DCD
Dan Casanova, DCD