

**Elmer, Linda**

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**From:** D'Amato, Michael  
**Sent:** Thursday, July 05, 2007 5:43 PM  
**To:** Elmer, Linda  
**Subject:** FW: Forward letter to Mayor from Dick Hobbs regarding Rivianna  
**Importance:** High

Michael S. D'Amato  
Alderman, 3rd District  
Milwaukee, WI.  
mdamat@milwaukee.gov

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**From:** Mary Hertel [mailto:dchertel@hotmail.com]  
**Sent:** Mon 02-Jul-07 2:18 PM  
**To:** D'Amato, Michael; Bauman, Robert; Wade, Willie; Murphy, Michael; Hamilton, Ashanti  
**Subject:** Forward letter to Mayor from Dick Hobbs regarding Rivianna

Dear Aldermen D'Amato, Bauman, Wade, Murphy and Hamilton,

Dick Hobbs asked me to forward to you his letter to Mayor Barrett regarding the Rivianna Project so you would be able to read it before the ZND meeting tomorrow.

Thank you,  
Mary

The Honorable Tom Barrett  
Mayor of Milwaukee

Dear Mayor Barrett,

My wife and I moved to the Third Ward in the City of Milwaukee 3 1/2 years ago from the suburbs. We are owners of a condominium home in the Marine Terminal Lofts, where I serve on the board. We love it here and are enjoying the great array of activities in the city and the excitement of the ongoing development on the river. We are worried right now, however, about the irresponsible project being proposed across the river from Marine Terminal Lofts.

Initially, we were excited to hear that a mixed use building would be going into the vacant parcel. Then, as we learned more about the "Rivianna" project, we became very concerned. The developer is planning a building nearly 20 stories tall, with a multi-level parking structure on the first several floors. The height is twice what is permitted in the current zoning limits, so the developer is asking for a zoning variance. Our concerns are:

- . The height of the building will create a canyon affect for the river, which will totally destroy the river environment that is attracting people like my wife and me into the city.
- . If this variance is approved, that will set a precedent for the entire river basin. We'll end up with other developers building these tall buildings and the river will look like a dark tunnel.
- . A multi-level parking garage, on the river, is an extremely poor way to utilize a natural water

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resource. If more public parking is needed, there are plenty of parcels, not on water, that could be utilized.

. This project is being rushed and we don't understand why. We don't understand why City of Milwaukee planners aren't taking the time to look at the potential for developing the whole river basin responsibly before rushing ahead on what one of our residents described as a "Las Vegas style project".

Alderman Witkowiak, recently held a meeting to gauge public reaction to the Rivianna project. Of the approximately 100 people in attendance, I estimated that about 50 were involved in the project and about 50 were residents. There was 1 person in favor of the project (he lives on First Street) and about 49 opposed. With 98% opposition, we hope that the City of Milwaukee will take a more critical look at this project. We don't want to hold up development, but in this case we would appreciate anything that you can do to make sure that this zoning request isn't approved before concerns raised by riverfront residents are addressed.

Dick Hobbs, CPA  
Board Member, Marine Terminal lofts Condominium Association  
Member, Milwaukee Riverfront Residents Group

cc: R. Bauman  
M. D'Amato  
R. Greenstreet

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