

HENNESSY GROUP, INC.

831 W. Wisconsin Avenue, Milwaukee, Wisconsin 53233 414.350-6601 FAX 414.276-9094 hennessygroup.net

January 22, 2020

City of Milwaukee – City Plan Commission
809 N Broadway
Milwaukee, WI 53202

Subject: General Planned Development Zoning for the Southwest Corner of 27th Street & Wisconsin Avenue

To Whom It May Concern:

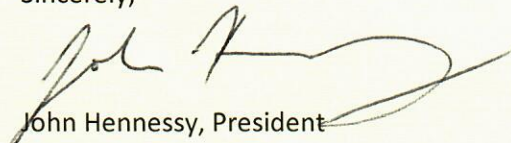
Hennessy Group, Inc. heartily supports Near West Side Partner's request for a General Planned Development to prepare the site at North 27th Street and Wisconsin Avenue for redevelopment. We understand the mission of Near West Side Partners and support the organization in sustaining and revitalizing the Near West Side of Milwaukee.

We believe that preparing the block at 27th Street & Wisconsin Avenue for an office oriented, mixed-use development will have a catalytic effect, providing a positive sign of investment and change in the immediate neighborhood. The rezoning of this site is the first of several steps towards redevelopment at an intersection that has suffered from blight and disinvestment for many years.

NWSP's work in the areas of safety, housing, commercial development and branding of the community has led to decreases in crime, new businesses and investments along commercial corridors, and a general improvement of perceptions of the area. The rezoning of this site for future development will continue to support these positive changes in a very significant way.

We believe that this site would be an ideal location for development seeking to be a catalyst for a strong community, and that approval of this General Planned Development is an important step towards this goal.

Sincerely,



John Hennessy, President
Hennessy Group, Inc.

P.S. In the Notice of Public Hearing dated January 15, 2020 the zoning change to accommodate future "mixed-use" development is discussed. The concept of mixed-use is important, e.g. assuming a catalytic development is office oriented a certain retail presence as part of the development will help it to be welcoming for employees and the public, and thus, increase pedestrian circulation and amplify the development's catalytic effect.