

January 23rd, 2005

Dear Alderman Donovan:

I was pleased by the decision of the City Planning Commission to oppose the Development of a new Walgreens Big Box at the site of National Liquor Bar, etc., as proposed. I hope you support their reasoning in not imposing a suburban style development on a historic Milwaukee neighborhood in spite of city zoning and development guidelines.

As I have said, Walgreens has little respect for the "urban edge," design standard which has been established (and touted) by the City of Milwaukee to insure street friendly development, and walkable neighborhoods. The corporate standard is Walgreens' wish - everywhere. They have no concern about fitting-in.

Again, the present streetscape is under-appreciated. With attention it could be groomed to reveal its charms. The National Liquor Bar certainly has irreplaceable local color. Taken together the buildings provide variety and human scale, and opportunities for small business.

Clearly, a large Walgreens of the sort that is proposed is out of scale and character with the neighborhood. Think of the bright lights and expanse of pavement at the gateway to historic Layton Boulevard. Consider the encouragement of car traffic and a situation quite unfriendly to, and increasingly hazardous for old and young walkers. Think of the increased litter (as shown with other Walgreens stores). Then too, there is the elimination of a number of small independent businesses to consider, while only a very few truly family supporting jobs are offered, and the bulk of profits are sent out of state.

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Our city's zoning regulations and design standards are thoughtful and have been established for good reason. If they are to make a difference for the city, the principles must be consistently applied, whether we are arguing for an East Capitol location or one with even more character, on W. National Avenue. We should not be so quick to "give away the store" in a functioning old city neighborhood, and with it yet another piece of our Milwaukee's character and life blood.

Regards,

Geoff Grohowski  
Sherman Park Historic Council

Cc: Zoning, Neighborhoods & Development Committee:  
Alderman D'Amato, Chair,  
Alderman Wade, Vice Chair,  
Alderman Baumann,  
Alderman Hamilton,  
Alderman Murphy.

Header

Subject: Support PLAN COMMISSION on Walgreens on National in ZND  
To: rdonov@milwaukee.gov  
MIME-Version: 1.0  
Content-Type: multipart/alternative; boundary="-----1108320446"  
X-Mailer: 9.0 for Windows sub 5116

Dear Alderman Donovan,

I am writing again, following the delay in ZND consideration, to remind you of my opposition to the proposed Walgreens on National -and in agreement with the PLAN COMMISSION.

This overscaled, out of character, suburban-type development is unlikely to be the shot-in-the-arm needed to revitalize this area. Such development will **only** serve to undercut nacent efforts to highlight and restore assets like historic Layton Boulevard, Frank Lloyd Wright designed properties nearby, and the complementary character of National Avenue itself.

Sometimes our best shot at the future is not found in the reckless newness of so-called "progress," but in working respectfully with what has been passed to us.

Regards,

Geoff Grohowski  
Sherman Park Historic Council, Sherman Boulevard Task Force.

Ps: a copy of my original letter of 1-23-'05 is found below. G.

Cc: Zoning, Neighborhoods & Development Committee:  
Alderman D'Amato, Chair,  
Alderman Wade, Vice Chair,  
Alderman Baumann,  
Alderman Hamilton,  
Alderman Murphy

Subj: **Regarding ZND: Keep National Ave. Buildings**  
Date: 2/12/05 3:39:59 PM Central Standard Time  
From: *lisach@piusxi.org (Lisa Christopherson)*  
To: *mdamat@milwaukee.gov, rdonov@milwaukee.gov, mmurph@milwaukee.gov*

Dear Aldermen:

Although I am unable to attend the Feb. 15th ZND meeting, I would like to voice my concerns about the proposal to demolish the buildings on National Ave. between 26th and 27th Streets to allow the construction of a new Walgreens. While I am not a resident of the area in question, like many people in Milwaukee I often drive this stretch of National Avenue in my travels. It is obvious that this area could use some revitalization, but I question if erecting yet another Walgreens is the answer, particularly if the price is the loss of buildings with substantially more character and individuality than a national chain pharmacy. Please vote against this proposed demolition. Yet another Walgreens is not a sufficient reason to lose this unique block of commercial buildings.

Thank you,

Lisa Christopherson  
President, East Village Association  
1314 E. Hamilton St.  
Milwaukee WI

February 15, 2005

Zoning, Neighborhoods and Development Committee:  
202 E. Wells Street  
Milwaukee, WI 53202

Dear ZND Committee Members:

SUBJECT: PROPOSED ZONING CHANGE ON THE SOUTH SIDE OF W. NATIONAL AVE., 2600 BLOCK

I am writing to ask that you support the City Plan Commission in their opposition to the change in zoning necessary to allow a proposed Walgreens development on the above-mentioned block on Milwaukee's South Side.

Locally-owned businesses are already in existence in this block, providing family supporting jobs to business owners and employees. Studies show that for every \$100 spent at a locally-owned business, \$45 in local spending is generated in the form of inventory, supplies and services from other local business. That same \$100 spent at a 'big box' retailer generates \$14 in local spending, the rest being sent out of state, flowing to suppliers or back to corporate headquarter. How many locally-owned businesses, providing family supporting jobs, will be dispossessed in order to support a business headquartered in, and profiting, Deerfield, IL? The Andersonville Study, done in Chicago, looked at the economic impact of locally-owned business vs. chain retailers. One policy implication taken from that study is that "Great care must be taken to ensure that public policy decisions do not inadvertently disadvantage locally-owned businesses. Indeed, it may be in the best interests of communities to institute policies that directly protect them." I encourage the city of Milwaukee to, as many other communities have done, take steps to protect our locally-owned businesses, rather than line the pockets of corporations located in other states.

Walgreens is opening a new store somewhere in the US every 19 hours. One of their corporate goals is to have a Walgreens within 1 mile of each household in an urban area. Is this type of growth good for the city of Milwaukee? Is it our responsibility to support them in this effort when they've already been shown to be destructive to local economy? Why should we be helping them to funnel \$\$ out of our city?

The buildings on this block, while not necessarily Historically Significant in the traditional sense, have contributed much to the history in the city of Milwaukee. With support from the city, they have the ability to play a major role in the revitalization of this community. This block of buildings could easily become the eastern anchor to the Silver City district directly west of Historic Layton Boulevard and deserve to be restored. Destruction of these buildings and construction of a Walgreens on that spot will also negatively impact the National Historic Layton Boulevard District directly west. This impact could very well have a ripple effect, destroying another Old Milwaukee neighborhood. Can we afford to lose much more? Without some kind of planning and protection, the city of Milwaukee will soon look like Anywhere, USA, rather than the beautiful, vibrant city we love.

Respectfully,



Virginia Cassel

cc: Mayor Tom Barrett