



January 20, 2020

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

To Whom It May Concern:

Penfield Children's Center is proud to support Near West Side Partner's request for a General Planned Development to prepare the site at North 27<sup>th</sup> 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 27<sup>th</sup> Street & Wisconsin Avenue for the development of an office building 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.

Through Penfield's own experience in rezoning and redeveloping the lot at 27<sup>th</sup> and Kilbourn, we know the positive impact that neighborhood revitalization can have on a community.

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.

Penfield Children's Center and its board and staff 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,

A handwritten signature in black ink that reads "Christine P. Holmes". The signature is written in a cursive style.

Christine P. Holmes  
President and CEO  
Penfield Children's Center  
833 N. 26<sup>th</sup> Street  
Milwaukee, WI 53233