



Department of City Development

Housing Authority  
Redevelopment Authority  
City Plan Commission  
Historic Preservation Commission

**Julie A. Penman**  
Commissioner  
**Michal A. Dawson**  
Deputy Commissioner

March 12, 2003

Alderman Marvin E. Pratt  
President, Common Council  
City Hall, Room 205

Dear Alderman Pratt:

We have received a copy of the February 19, 2003 communication from the Good Jobs and Livable Neighborhoods coalition to numerous public officials. The Department of City Development has met with representatives of this coalition on several occasions to discuss their interests. Further, we are also aware that the Common Council's Steering and Rules Committee meeting of March 13, 2003 has an agenda item related to the February 19, 2003 communication.

The City of Milwaukee and the Department of City Development have a long history of promoting the many needs of our community through development opportunities. We have used techniques that include a combination of mandates, incentives and encouragement. These techniques have focused on a wide range of issues ranging from minority business development, prevailing wage requirements, the creation of affordable housing and linking City residents with employment opportunities.

We believe that several successful strategies currently exist and others can be developed that will maximize the community benefits of the redevelopment of this former freeway corridor. We would encourage the members of the Common Council to develop a detailed understanding of the impacts of the coalition's proposal, given the historic, long-term impacts of this project on the city. This impact analysis should include social and fiscal components. At your direction, we could assemble a working group made up of a variety of interested entities that could guide this analysis.

The redevelopment of this former freeway corridor will be a significant part of our city's future. We look forward to assisting our community's policy makers in crafting policies that will maximize this project's impact on the broad spectrum of our community's goals and the constituencies they affect.

Sincerely,

Julie A. Penman  
Commissioner

c: Members of the Common Council