

From: **Laura Bray** <laurawakebray@gmail.com>
Date: Fri, Feb 3, 2012 at 2:07 PM
Subject: RE: Keefe Avenue student development
To: mcoggs@milwaukee.gov, nkovac@milwaukee.gov
Cc: kristin.connolly@milwaukee.gov

Thank you to you both for your serious consideration of the proposed development on Keefe Avenue. As a resident on the 900 block of Townsend, I took the time to attend the neighborhood meeting this week to understand the proposal and gain more information on Trinitas as a company and consider the impacts of this development on my neighborhood and the city as a whole.

While I do not oppose Trinitas considering an investment in our city, I do oppose this location choice. After the battery of questions and answers provided by Trinitas - I have concluded the could be a very good partner to alleviate and address student housing issues / opportunities for UWM students. It seems they know their population and target customer. They have developed the internal systems to address staffing levels, neighborhood impacts, property management, and quality of life for their students.

However - this is the wrong site. They should be given the message that Milwaukee does want investment. Trinitas should find a location that makes sense for them - and for us as a city; one that provides the best context for having a 275-unit development support surrounding development - not devalue it.

This Keefe Street site would **negatively impact a residential community** that currently has nearly all single family and two-family homes. The density of this development isn't in line with the existing land use from a residential side. It would bring a host of problems including on street parking, noise levels and others that would disturb the wonderful quiet, neighborly area where I have invested along with my neighbors.

On the industrial side, this site goes against building the economic base and jobs in the Riverworks district. The gentlemen at the meeting from In-Place Machining said it best. To paraphrase his concerns.....It is a slippery slope when you rezone from industrial to residential. This would change the character of the neighborhood. Voting yes to this DPD would send a message to companies like his that this area is trending large-scale residential and trending away from light-industrial. Currently, there is a VERY clear delineation of residential and industrial in this area....and Keefe is the clear dividing line. The City reinforced this delineation with recent policy decisions in the city's comprehensive planning process. The conclusion was to save land on the north side of Keefe for light-industrial to promote economic development and job creation. That policy decision is an important one to uphold to ensure that employers in our community have a signal Milwaukee IS open for business and companies can count on the City to up hold this policy and offer predictability as they contemplate their future investment on plant, equipment and hiring in this area.

We see great future for the stability and strength of this area of Riverwest -- and want to have the City of Milwaukee back up our investment with sound decisions on land use and guiding future development.

Thank you for your serious consideration and openness to gain input.

Sincerely,

Laura Bray
900 block of East Townsend Street