

Michael Morales - Strategic Planning

Wisconsin Businessman of the Year 2004

Interviewed by the Wall Street Journal and CNN

Business / Real Estate / Finance / Marketing / Business Communications

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Thursday, April 19, 2012

City of Milwaukee
Common Council

Re: 1236 W. Pierce Street, Milwaukee, WI
Request to change zoning hearing
Monday, April 23rd at 2:10 p.m.

Dear Council Members:

Today I am writing in support of the request to change the zoning of the property located at 1236 W. Pierce Street (Blackhawk Antiques) to Industrial Mixed.

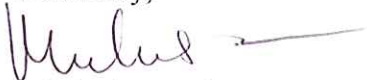
There are many properties in the Walker's Point area that have been rehabbed. They have made this is more desirable neighborhood to live and work in. At the same time, many buildings have not been improved and remain in their deteriorating condition and they are getting worse through neglect of the owner. The property at 1236 W. Pierce, fortunately is in the former group.

For more than 10 years the owner has improved the property, inside and out. The inside reminds me of rehabbed buildings in the 3rd Ward, also of similar properties in San Francisco and Silicon Valley, where I lived for many years.

Hundreds of families will be served by the change in zoning that I am supporting. This will also improve the tax base for that property. Additionally, the property is a positive incentive for other owners to take care of their properties so that they are safe and fully functional.

Families in this area and from other parts of the city will be served by this proposed change.

Positively,



Michael Morales

"Discovery is seeing what others see...

and thinking what no one has thought." We discover.