

From: Zimmerman, Kurt [<mailto:Kurt.Zimmerman@zastudios.com>]
Sent: Wednesday, January 14, 2015 8:32 AM
To: Mayor Tom Barrett
Subject: Milwaukee Streetcar

Dear Mayor Barrett,

I'm in full support of the proposed Milwaukee Streetcar and I urge the Common Council to vote in favor of moving the project forward on January 21st. In my role as a leader of our state architectural association, the American Institute of Architects (AIA), I've had the happy privilege of traveling all over this great country in my role as advocate for issues that affect the practice of architecture. I've made overtures to our legislators in Washington and Madison on behalf of the AIA and many times our requests include some form of support for public transportation. I've also observed first hand, the direct benefit a downtown rail system affords our sister cities.

Although planning and implementation of a streetcar line may not necessarily include direct work for architects, the reverberating energy that emanates from this type of project include the phenomenon of transit oriented development in order to take advantage of increased traffic for retail, residential and office uses; all the things that make for a vibrant city center. Milwaukee is making strides to keep up appearances of a strong urban core, but I think we struggle. I think the streetcar can accelerate this kind of dynamic growth that will resonate outward into the neighborhoods surrounding the lines.

Milwaukee is a globally significant city, and the emergence of the Global Water Center and world class civic offerings have positioned our city as a magnet. Frankly, I think we are deserving of the attention we are garnering. For years we've been minding our own business, quietly incorporating best practices and are now seen a role model for other cities. Architecturally, Milwaukee is a solid leader in the field of sustainable design, with significant examples of early adoption of LEED with Johnson Controls, Brengel Technology Center (one of the first 12 buildings in the world to be certified) and The Brewery one of the first neighborhoods to be certified. The streetcar project aligns with the sustainable sensibilities we've been cultivating, building off of and supporting an already strong foundation. Please support the Milwaukee Streetcar project.

Respectfully submitted,

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