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TO: Commissioner Rocky Marcoux FAX NO: 414-286-5467

TO: Alderman Nik Kovac FAX NO: 414-286-3456

ACTION INFORMATION COPIES TO: Brown

FROM: Attorney Jonathan Feldbruegge

DATE: May 15, 2014

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May 15, 2014

VIA FACSIMILE - 414-286-5467

Commissioner Rocky Marcoux
809 North Broadway
Milwaukee, WI 53202-3617

Re: Common Council File Numbers 140045 & 140046

Dear Mr. Marcoux:

As an owner of property adjacent to the proposed development site, I am writing this letter to express my concern and ultimate disapproval for the plans outlined in common council file numbers 140045 and 140046. It is my feeling that the approval of these plans by the City Counsel would have unnecessary and avoidable negative impacts on not only the immediate neighborhood, but the overall surrounding community. With natural green space already at a premium in the City of Milwaukee, I would ask that the counsel deny proposals 140045 and 140046.

First and foremost, as a resident of 2174 N. Commerce St., I have a firsthand view of the public's use of the green space that currently constitutes the proposed development site. It is a rare moment in the day that someone is not engaged in recreational activities that hinge on the space remaining open and green. Students from the nearby dorms regularly partake in football, baseball, and frisbee; residents of the neighboring condos frequently exercise or play with their dogs, while members of the community sun bathe or enjoy ice cream on hot days after walks along the river. Perhaps most of all, the existing green space serves as source of beauty and fresh air in an otherwise industrial, polluted, and overly-developed downtown community. I would ask, does North Avenue really need another development, when so many of the existing storefronts have become abandoned and blighted in the recent past? Perhaps a more suitable location for this rock climbing facility is one of the many rundown warehouses or abandoned buildings that have become all too common in our downtown area. By allowing the construction of yet another 4-story development, the City Commission would be depriving the neighborhood of our much appreciated source of natural beauty and recreation, something that is already so sparse in the North Ave. and Riverwest committees.

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In addition to depriving the community of the natural beauty and recreational area of the Humboldt Yards, I am also concerned about the negative impact the building itself will have on our neighborhood, especially the construction itself. The construction process will be a large nuisance to the community. Traffic flowing through Commerce St. will undoubtedly be constrained by the swarm of heavy construction vehicles that will be working and parked along the road when idle. Not to mention, the overall eyesore the construction site will be and the excess noise/pollution it will generate while disturbing the relatively quiet neighborhood that has grown up in the River Crest community. I realize that these concerns are "temporary," in that eventually the project would be completed, but it is a large price to pay when the result of such a annoying process is neither desired nor beneficial to the neighborhood.

While I have expressed my concern, along with many others in the neighboring community, I realize that the approval of this development is a realistic proposition. If this committee chooses to "green light" this development, I would ask that the committee impart stringent environmental requirements to ensure that the natural beauty of the bluff and river are not compromised by this unnecessary addition to our community. I would ask that the committee consider this building's proximity to the bluff line and whether the set-back from that bluff line is adequate. An increase in the set-back from the bluff would go along way to ensure that the habitat of all the existing plants and animals are not disturbed and that a fraction of the natural beauty of this space is in some way preserved. Further, an adequate setback would prevent fragmentation of the plant life and ensure that the water quality - which is already poor - continues to improve and the work of so many of this city's wonderful environmental organizations are not compromised over the addition of a couple undesired rock climbing walls.

It is my hope that the City Planning Commission thinks long and hard about their decision to green light this development. It is my belief that the addition of indoor rock climbing walls adds very little to the overall neighborhood and there are far better locations for this development than the rich green space which has become the "Humboldt Yards." It is my belief that nothing needs to be done to this space for the city to realize its maximum benefit - we are already doing so by doing nothing. I think it would behoove

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Commissioner Rocky Marcoux

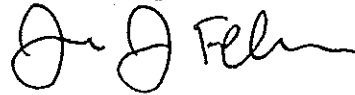
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the city planning commission to seek to rehabilitate and restore blighted developments, rather than permit yet another development to destroy rich green space that the city, and most importantly, the surrounding community values and desperately needs. Once the space is developed, it will be lost.

I truly appreciate your consideration of my opinions and those of my neighbors in rendering this difficult decision. I trust that you and your constituents will do what is best for this city.

Sincerely,



Jonathan J. Feldbruegge, Esq.

JJF

cc: Alderman Nik Kovac - via facsimile - (414)286-3456

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Alderman Nik Kovac - via facsimile - (414)286-3456