

From: **Benji Timm** <benjittimm@gmail.com>
Date: Thu, Feb 2, 2012 at 1:08 PM
Subject: Re: Proposed Trinitas Development - 634 E. Keefe Ave.
To: nkovac@milwaukee.gov, mcoggs@milwaukee.gov

Alderman Kovac & Alderwoman Coggs:

I attended the meeting last night at the Holton Youth Center regarding the proposed Trinitas Development. The meeting provided great information about the project and how other neighbors are feeling.

Overall, my feelings for the project have not changed and the four concerns I identified in an earlier e-mail still stand. My concerns about parking impacts from the development have intensified. The Trinitas representatives stated that approximately 40% of their residents in other facilities have cars. If they are proposing a 690 bed development that means there may be 276 additional cars introduced into the surround neighborhoods. This will certainly put a strain on area home owners, renters, and businesses, especially in Winter. Trinitas indicated that they have language in their lease that precludes most residents from having cars. There is no way Trinitas can adequately monitor this or (legally?) enforce this provision. The tenants will also have visitors and guests parking in the area.

I have spoken with area business owners and they are not necessarily comfortable with the project. If this project moves forward it will radically change the immediate area and it would be a shame to alienate existing, longstanding businesses. The city needs these businesses and the jobs they provide.

During the meeting the Trinitas representatives also referenced their projects in Richmond, Virginia and Lafayette, Indiana as being a similar to the Milwaukee project. While the actual development and business model may be similar, the community and campus environments are completely different. I am familiar with both campuses and disagree with their statement.

To reiterate, this project is too large and out of scope for this location. This project does not comply with the City's area plan. The transportation and commercial amenities in the area do not support their intended resident population. This project takes viable industrial space out of use and creates possible conflict with existing neighbors and businesses.

Thanks,
-Benji Timm

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From: **Benji Timm** <benjittimm@gmail.com>
Date: Wed, Feb 1, 2012 at 1:30 PM
Subject: Proposed Trinitas Development - 634 E. Keefe Ave.

To: nkovac@milwaukee.gov, mcoggs@milwaukee.gov

Alderman Kovac & Alderwoman Coggs:

I am writing in regard to the proposed residential development at 634 E. Keefe Ave. by Trinitas Ventures. I have a number of concerns about this project and would like to share them with you:

1) The proposed development does not conform with the City of Milwaukee's Northeast Side Area Plan. This plan is meant to act as the guiding document and provide direction in situations exactly like this one where a significant zoning change is being considered. Here are a few key areas of the plan where the plan addresses maintaining the integrity of viable industrial area and UWM housing alternatives: Page 94 of the plan speaks to maintaining the industrial nature of the Riverworks area and avoiding land use conflict. This development, in this location, creates a conflict. Page 148 also discusses creating and maintaining a cohesive and functional industrial district. Page 209 addresses planning for UWM housing alternatives. The plan recommends locating housing with "high quality amenities and good transportation connections to UWM..." This area does not have strong consumer or entertainment amenities; nor does it have good connections to UWM.

2) The proposed development is out of scale with the surrounding residential neighborhood which is made up of one and two-family dwellings. This is a very large development for a relatively quiet neighborhood. Other recent developments that have had similar density and scale (eg., Cambridge Commons) were placed in a more suitable location and designed with a specific user in mind. This development is being marketed as student housing but is not supported or managed by UWM.

There is inadequate parking (170 spaces for 700 beds) for the residents. This will certainly create issues with neighboring homes and businesses. I am usually an adamant supporter of dense development in the city, however this development is not a catalytic project and does not build off existing amenities or a long-range plan for the area.

3) The proposed development is surrounded on three sides by industrial users whose operations, activities, and processes may create conflict with new residents. Particularly if the adjacent business owners made investments in their property that assumed the zoning code would change. Businesses often locate their ventilation systems, driveways, loading docks, machines, etc. away from residential dwellings to avoid conflicts with noise, air quality, or olfactory issues. The north side of Keefe is an industrial area with growing companies that have been in the area for many years. Some of these companies have multiple shifts that operate on a 24-hour cycle and have industrial outputs from extruding plastics or fleet operations.

Complaints from adjacent residents will take precedent over the business operations and may jeopardize existing jobs or job creation as these businesses grow.

4) Industrial land preservation is something near and dear to my heart. From this standpoint it is not acceptable to change the zoning on a five acre parcel in the Riverworks business district and convert it to residential. Even if the existing industrial building is not viable in its current state, five acres is a marketable piece of industrial land in viable area of the city. The city leaders should not be shortsighted and sacrifice valuable land for this development. Large industrial parcels are at a premium in the city and they need to be preserved. Once this property is re-zoned it will not return to industrial. A zoning change will disrupt the integrity in the area.

Bottomline, this project does not fit the character of the neighborhood. It creates land use conflicts in a viable industrial district, and sets a dangerous precedent by not following established long-range plans. I ask you to oppose the zoning change for this project.

Thank you for your consideration. Feel free to contact me with questions.

-Benji Timm

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