



January 14, 2015

The Honorable Tom Barrett  
City of Milwaukee – Office of the Mayor  
200 East Wells Street  
Milwaukee, WI 53202  
[mayor@milwaukee.gov](mailto:mayor@milwaukee.gov)

Alderman Bob Bauman  
200 E. Wells St.  
Room 205  
Milwaukee, WI 53202  
[rjbauma@milwaukee.gov](mailto:rjbauma@milwaukee.gov)

Dear Mayor Barrett and Alderman Bauman:

I am writing to indicate my support for the current plan to move forward with The Milwaukee Streetcar project.

My company owns the Mitchell Building, located at 207 E Michigan St, the Mackie Building, located at 225 E Michigan St., and the surface parking lot located at 511-531 N Broadway. I support the proposed Milwaukee Streetcar project for its many anticipated benefits for improving downtown economic development, transportation, and connectivity.

I anticipate that the Milwaukee Streetcar will directly result in economic development along Broadway between Clybourn Street and Wisconsin Avenue. This corridor currently consists of under-utilized historic buildings and surface parking lots. I have recently announced plans to renovate the Mackie Building, which is currently only 32% occupied, into a Class A mixed-use historic building offering an activated ground-level retail presence, office space, event facilities at the Grain Exchange, and 25 high-end multifamily units. I believe that the Milwaukee Streetcar will help us to attract and retain tenants to make the catalytic Mackie Building renovation financially feasible.

I also fully anticipate that the Streetcar will help one of our anchor tenants, media firm Laughlin/Constable, which employs nearly 220 creative professionals in the Mitchell Building, to attract and retain creative class talent here in downtown Milwaukee. Many of Laughlin's employees live in the Third Ward and the East Side. Many more also live in Chicago and frequently travel to Milwaukee via the Intermodal station. I am confident that the residents and employees in our buildings will be among the most frequent riders on the Streetcar.

Sincerely,

A handwritten signature in black ink, appearing to read 'Joshua Jeffers'. The signature is fluid and cursive, with large loops and a long tail that extends to the right.

Joshua Jeffers

Cc: Council President Michael Murphy