

From: Blair Williams <blair@wiredproperties.com>
Date: October 19, 2011 2:17:40 PM CDT
To: "nkovac@milwaukee.gov" <nkovac@milwaukee.gov>
Subject: 1530 Jackson Apartments

Nik,

I'd like to express my strong support for the proposed development at 1530 N. Jackson St. As you may know, I originally purchased that property nearly 5 years ago and we received approvals for a condominium development on the site. As the broader markets deteriorated, we chose not to execute on that plan. During that time, Elan Peltz and I dissolved our business partnership and no longer work together.

That said, I have seen the renderings and understand the plan as proposed. I believe the proposed development is a terrific fit for the neighborhood, and it is a testament to the developer that he is able to get it done in this environment. I understand there may be some opposition to density and parking. I can speak from my own personal experience when I say that without density and some economies of scale, development in this financial climate can be untenable.

That said, I believe the proposed development is appropriate under any economic conditions. It represents a very high level of design and will offer extremely high quality housing in a neighborhood that merits that level of investment. Its assessed value will add substantially to the tax rolls, and its new occupants will bring their disposable income and emotional investment in the neighborhood to bear on the immediate community. I also believe it is scaled appropriately.

In short, I urge the Council to approve the development.

Thank you for your consideration.

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