



**Brodersen Management Corp.
Brodersen Enterprises LLC
Brodersen Properties LLC**

**Corporate Office
5150 N. Port Washington Rd,
Suite 299
Glendale, WI 53217
John Brodersen, President
(414) 807-8080
john@jbbfoods.com**

January 16, 2012

**Mr. Paul Keenan
Sherman Associates
233 Park Avenue South, Suite 201
Minneapolis, Minnesota 55415**

Re: Support Letter for the Pierce Street Re-development Project

Dear Mr. Keenan,

I support your efforts to do an historic redevelopment of the Milwaukee Paper Box Building located at 1560 West Pierce Street.

I have owned and operated the Popeye's restaurant on the corner of 16th and National Avenue (one block south) since 1991. I currently own 36 Popeye's restaurants, of which 7 are in the city of Milwaukee and I have 171 employees that work in the city.

I am excited to hear there is finally interest in this building. The building has basically been sitting empty for the past 10 years. I think housing can co-exist with the industrial buildings in the area. In fact, it makes for a more stable neighborhood. This housing project will continue our effort to revitalize the neighborhood.

Seventy Two (72) affordable and market rate apartments will have a positive impact my business and other local businesses. There is a tremendous need for both affordable and market rate housing in this neighborhood. This proposed housing project will provide my employees, as well as people employed in the valley, quality housing for their families within walking distance to work.

Thank you,

A handwritten signature in black ink, appearing to read 'John Brodersen', written over a white rectangular area.

John Brodersen

Chicago

Detroit

Milwaukee

Puerto Rico

January 12th, 2012

Dear Alderman Witkowiak, Alderman Bauman, Alderman Murphy, Alderman Zielinski and Alderman Wade,

I, Helena Benton support the change of zoning from Industrial Heavy to Industrial Mixed for 1560-1568 West Pierce Street.

I live/work at 839 W. National Ave.

This will potentially allow the construction of an apartment building that consists of 72 affordable and market rate apartments. I feel there is a need for more quality housing in our neighborhood.

The re-zoning will allow for a large investment in our neighborhood, create construction jobs and a few full time positions and most importantly safe, quality housing.

As a local business owner I think this will have a **positive** /negative impact on my business.

The re-zoning will also allow the building to be used for other purposes such as office, retail or other commercial uses. The Milwaukee Paper Box Building will only help revitalize and strengthen our growing neighborhood.

I ask that you support the re-zoning of this historic property.

Thank you,

Helena Benton

January 12th, 2012

Dear Alderman Witkowiak, Alderman Bauman, Alderman Murphy, Alderman Zielinski
and Alderman Wade,

I, PABLO MACIAS support the change of zoning
from Industrial Heavy to Industrial Mixed for 1560-1568 West Pierce Street.

I live/work at 642 SA 9- ST- mil. WI-S.

This will potentially allow the construction of an apartment building that consists of 72 affordable and market rate apartments. I feel there is a need for more quality housing in our neighborhood.

The re-zoning will allow for a large investment in our neighborhood, create construction jobs and a few full time positions and most importantly safe, quality housing.

As a local business owner I think this will have a positive ~~negative~~ impact on my business.

The re-zoning will also allow the building to be used for other purposes such as office, retail or other commercial uses. The Milwaukee Paper Box Building will only help revitalize and strengthen our growing neighborhood.

I ask that you support the re-zoning of this historic property.

Thank you,

CHIVAS BAR ~~Owner~~

January 12th, 2012

Dear Alderman Witkowiak, Alderman Bauman , Alderman Murphy, Alderman Zielinski and Alderman Wade,

I, ALISETH GARDNER support the change of zoning from Industrial Heavy to Industrial Mixed for 1560-1568 West Pierce Street.

I ~~live~~/work at 1614 W WATSON ST.

This will potentially allow the construction of an apartment building that consists of 72 affordable and market rate apartments. I feel there is a need for more quality housing in our neighborhood.

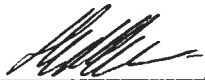
The re-zoning will allow for a large investment in our neighborhood, create construction jobs and a few full time positions and most importantly safe, quality housing.

As a local business owner I think this will have a positive / ~~negative~~ impact on my business.

The re-zoning will also allow the building to be used for other purposes such as office, retail or other commercial uses. The Milwaukee Paper Box Building will only help revitalize and strengthen our growing neighborhood.

I ask that you support the re-zoning of this historic property.

Thank you,



December 15, 2011

Mr. Paul Keenan
Sherman Associates
233 Park Avenue South, Suite 201
Minneapolis, Minnesota 55415

Re: 1560 W. Pierce Street - The Milwaukee Paper Box Lofts

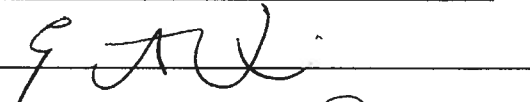
Dear Mr. Keenan,

The letter is to confirm that I am in support of the re-development of the Milwaukee Paper Box building located at 1560 W Pierce into multifamily housing. We are excited that the proposed development will consist of a mix of approximately 74 market rate and lower-income housing apartment units.

I believe a historic housing project will be a good fit for the neighborhood.

Sincerely,

Name ERNESTO VILLARREAL Address: 916 - S Cosa-Chavez

Signature 
EL Rey

January 12th, 2012

Dear Alderman Witkowiak, Alderman Bauman , Alderman Murphy, Alderman Zielinski and Alderman Wade,

I, Chelsea Foote support the change of zoning from Industrial Heavy to Industrial Mixed for 1560-1568 West Pierce Street.

I live/work at The National Café.

This will potentially allow the construction of an apartment building that consists of 72 affordable and market rate apartments. I feel there is a need for more quality housing in our neighborhood.

The re-zoning will allow for a large investment in our neighborhood, create construction jobs and a few full time positions and most importantly safe, quality housing.

If I lived there I would / ~~would not be~~ concerned about traffic.

If I lived there I would / ~~would not be~~ concerned about noise.

If I lived there I would / ~~would not be~~ concerned about safety for myself, kids or family.

If I lived there I would / ~~would not be~~ concerned about environmental hazards that may exist in the area.

The re-zoning will also allow the building to be used for other purposes such as office, retail or other commercial uses. The Milwaukee Paper Box Building will only help revitalize and strengthen our growing neighborhood.

I ask that you support the re-zoning of this historic property.

Thank you,

Chelsea Foote

January 12th, 2012

Dear Alderman Witkowiak, Alderman Bauman, Alderman Murphy, Alderman Zielinski and Alderman Wade,

I, Mary Maloney support the change of zoning from Industrial Heavy to Industrial Mixed for 1560-1568 West Pierce Street.

I live/work at The National.

This will potentially allow the construction of an apartment building that consists of 72 affordable and market rate apartments. I feel there is a need for more quality housing in our neighborhood.

The re-zoning will allow for a large investment in our neighborhood, create construction jobs and a few full time positions and most importantly safe, quality housing.

If I lived there I **would / would not be** concerned about traffic.

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The re-zoning will also allow the building to be used for other purposes such as office, retail or other commercial uses. The Milwaukee Paper Box Building will only help revitalize and strengthen our growing neighborhood.

I ask that you support the re-zoning of this historic property.

Thank you,

Mary Maloney

January 12th, 2012

Dear Alderman Witkowiak, Alderman Bauman, Alderman Murphy, Alderman Zielinski
and Alderman Wade,

I, Mario Mares support the change of zoning
from Industrial Heavy to Industrial Mixed for 1560-1568 West Pierce Street.

I live/work at club International.

This will potentially allow the construction of an apartment building that consists of 72 affordable and market rate apartments. I feel there is a need for more quality housing in our neighborhood.

The re-zoning will allow for a large investment in our neighborhood, create construction jobs and a few full time positions and most importantly safe, quality housing.

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The re-zoning will also allow the building to be used for other purposes such as office, retail or other commercial uses. The Milwaukee Paper Box Building will only help revitalize and strengthen our growing neighborhood.

I ask that you support the re-zoning of this historic property.

Thank you,

Mario Mares

January 12th, 2012

Dear Alderman Witkowiak, Alderman Bauman, Alderman Murphy, Alderman Zielinski and Alderman Wade,

I, Alicia Alvarez support the change of zoning from Industrial Heavy to Industrial Mixed for 1560-1568 West Pierce Street.

I live/work at Job Interactions.

This will potentially allow the construction of an apartment building that consists of 72 affordable and market rate apartments. I feel there is a need for more quality housing in our neighborhood.

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The re-zoning will also allow the building to be used for other purposes such as office, retail or other commercial uses. The Milwaukee Paper Box Building will only help revitalize and strengthen our growing neighborhood.

I ask that you support the re-zoning of this historic property.

Thank you,

Alicia Alvarez

January 12th, 2012

Dear Alderman Witkowiak, Alderman Bauman, Alderman Murphy, Alderman Zielinski and Alderman Wade,

I, Laura Garcia support the change of zoning from Industrial Heavy to Industrial Mixed for 1560-1568 West Pierce Street.

I live/work at Club International 721 SO. Cesar Chavez Dr

This will potentially allow the construction of an apartment building that consists of 72 affordable and market rate apartments. I feel there is a need for more quality housing in our neighborhood.

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The re-zoning will also allow the building to be used for other purposes such as office, retail or other commercial uses. The Milwaukee Paper Box Building will only help revitalize and strengthen our growing neighborhood.

I ask that you support the re-zoning of this historic property.

Thank you,

Laura Garcia

January 12th, 2012

Dear Alderman Witkowiak, Alderman Bauman, Alderman Murphy, Alderman Zielinski and Alderman Wade,

I, SERGE BALLINA support the change of zoning from Industrial Heavy to Industrial Mixed for 1560-1568 West Pierce Street.

I ~~live~~/work at 3621 W ROGER'S ST.

This will potentially allow the construction of an apartment building that consists of 72 affordable and market rate apartments. I feel there is a need for more quality housing in our neighborhood.

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The re-zoning will also allow the building to be used for other purposes such as office, retail or other commercial uses. The Milwaukee Paper Box Building will only help revitalize and strengthen our growing neighborhood.

I ask that you support the re-zoning of this historic property.

Thank you,



January 12th, 2012

Dear Alderman Witkowiak, Alderman Bauman, Alderman Murphy, Alderman Zielinski and Alderman Wade,

John Collins support the change of zoning from Industrial Heavy to Industrial Mixed for 1560-1568 West Pierce Street.

I live/work at 1720 S. 29th St.

This will potentially allow the construction of an apartment building that consists of 72 affordable and market rate apartments. I feel there is a need for more quality housing in our neighborhood.

The re-zoning will allow for a large investment in our neighborhood, create construction jobs and a few full time positions and most importantly safe, quality housing.

If I lived there I **would / would not** be concerned about traffic.

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The re-zoning will also allow the building to be used for other purposes such as office, retail or other commercial uses. The Milwaukee Paper Box Building will only help revitalize and strengthen our growing neighborhood.

I ask that you support the re-zoning of this historic property.

Thank you,

John Collins

January 12th, 2012

Dear Alderman Witkowiak, Alderman Bauman, Alderman Murphy, Alderman Zielinski and Alderman Wade,

I, Edy Bayardo Matute support the change of zoning from Industrial Heavy to Industrial Mixed for 1560-1568 West Pierce Street.

I live/work at 1538 W. Harrison.

This will potentially allow the construction of an apartment building that consists of 72 affordable and market rate apartments. I feel there is a need for more quality housing in our neighborhood.

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The re-zoning will also allow the building to be used for other purposes such as office, retail or other commercial uses. The Milwaukee Paper Box Building will only help revitalize and strengthen our growing neighborhood.

I ask that you support the re-zoning of this historic property.

Thank you,

Edy Bayardo Matute

January 12th, 2012

Dear Alderman Witkowiak, Alderman Bauman, Alderman Murphy, Alderman Zielinski
and Alderman Wade,

I, SILVANO GOVANI support the change of zoning
from Industrial Heavy to Industrial Mixed for 1560-1568 West Pierce Street.

I ~~live~~/work at 1614 W WATKINS AVE.

This will potentially allow the construction of an apartment building that consists of 72 affordable and
market rate apartments. I feel there is a need for more quality housing in our neighborhood.

The re-zoning will allow for a large investment in our neighborhood, create construction jobs and a few
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The re-zoning will also allow the building to be used for other purposes such as office, retail or other
commercial uses. The Milwaukee Paper Box Building will only help revitalize and strengthen our
growing neighborhood.

I ask that you support the re-zoning of this historic property.

Thank you,



January 12th, 2012

Dear Alderman Witkowiak, Alderman Bauman, Alderman Murphy, Alderman Zielinski
and Alderman Wade,

I, ANDREW MARTINEZ support the change of zoning
from Industrial Heavy to Industrial Mixed for 1560-1568 West Pierce Street.

~~I live~~/work at 1614 W WATKINS AVE.

This will potentially allow the construction of an apartment building that consists of 72 affordable and market rate apartments. I feel there is a need for more quality housing in our neighborhood.

The re-zoning will allow for a large investment in our neighborhood, create construction jobs and a few full time positions and most importantly safe, quality housing.

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The re-zoning will also allow the building to be used for other purposes such as office, retail or other commercial uses. The Milwaukee Paper Box Building will only help revitalize and strengthen our growing neighborhood.

I ask that you support the re-zoning of this historic property.

Thank you,



January 12th, 2012

Dear Alderman Witkowiak, Alderman Bauman, Alderman Murphy, Alderman Zielinski
and Alderman Wade,

I, Miguel Villegas support the change of zoning
from Industrial Heavy to Industrial Mixed for 1560-1568 West Pierce Street.

I live/work at 709 S. Cesar Chavez Dr.

This will potentially allow the construction of an apartment building that consists of 72 affordable and market rate apartments. I feel there is a need for more quality housing in our neighborhood.

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I ask that you support the re-zoning of this historic property.

Thank you



January 12th, 2012

Dear Alderman Witkowiak, Alderman Bauman, Alderman Murphy, Alderman Zielinski and Alderman Wade,

I, Maria - E Frejoso support the change of zoning from Industrial Heavy to Industrial Mixed for 1560-1568 West Pierce Street.

I live/work at 709 S Cesar Chavez Dr.

This will potentially allow the construction of an apartment building that consists of 72 affordable and market rate apartments. I feel there is a need for more quality housing in our neighborhood.

The re-zoning will allow for a large investment in our neighborhood, create construction jobs and a few full time positions and most importantly safe, quality housing.

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The re-zoning will also allow the building to be used for other purposes such as office, retail or other commercial uses. The Milwaukee Paper Box Building will only help revitalize and strengthen our growing neighborhood.

I ask that you support the re-zoning of this historic property.

Thank you,

Maria E Frejoso

January 12th, 2012

Dear Alderman Witkowiak, Alderman Bauman, Alderman Murphy, Alderman Zielinski and Alderman Wade,

I, Roy Kosanke support the change of zoning from Industrial Heavy to Industrial Mixed for 1560-1568 West Pierce Street.

I live/work at 79 S. Caser & Chaves.

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The re-zoning will also allow the building to be used for other purposes such as office, retail or other commercial uses. The Milwaukee Paper Box Building will only help revitalize and strengthen our growing neighborhood.

I ask that you support the re-zoning of this historic property.

Thank you,

Roy Kosanke

January 12th, 2012

Dear Alderman Witkowiak, Alderman Bauman, Alderman Murphy, Alderman Zielinski and Alderman Wade,

I, Jose Lopez support the change of zoning from Industrial Heavy to Industrial Mixed for 1560-1568 West Pierce Street.

I live/work at 719 S. Cesar E. Chavez Dr.

This will potentially allow the construction of an apartment building that consists of 72 affordable and market rate apartments. I feel there is a need for more quality housing in our neighborhood.

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If I lived there I **would** / ~~would not~~ be concerned about noise.

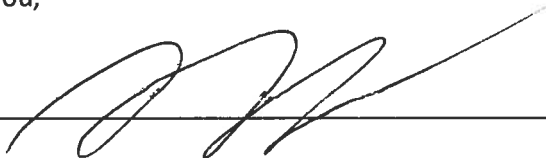
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I ask that you support the re-zoning of this historic property.

Thank you,



January 12th, 2012

Dear Alderman Witkowiak, Alderman Bauman, Alderman Murphy, Alderman Zielinski
and Alderman Wade,

I, Amazilio Sold support the change of zoning
from Industrial Heavy to Industrial Mixed for 1560-1568 West Pierce Street.

~~live~~/work at 1614 W. Wirtman Av.

This will potentially allow the construction of an apartment building that consists of 72 affordable and
market rate apartments. I feel there is a need for more quality housing in our neighborhood.

The re-zoning will allow for a large investment in our neighborhood, create construction jobs and a few
full time positions and most importantly safe, quality housing.

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commercial uses. The Milwaukee Paper Box Building will only help revitalize and strengthen our
growing neighborhood.

I ask that you support the re-zoning of this historic property.

Thank you,



January 12th, 2012

Dear Alderman Witkowiak, Alderman Bauman, Alderman Murphy, Alderman Zielinski
and Alderman Wade,

I, FELINE LOPEZ support the change of zoning
from Industrial Heavy to Industrial Mixed for 1560-1568 West Pierce Street.

~~He~~ work at 1614 W. NATIONAL AVE.

This will potentially allow the construction of an apartment building that consists of 72 affordable and
market rate apartments. I feel there is a need for more quality housing in our neighborhood.

The re-zoning will allow for a large investment in our neighborhood, create construction jobs and a few
full time positions and most importantly safe, quality housing.

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commercial uses. The Milwaukee Paper Box Building will only help revitalize and strengthen our
growing neighborhood.

I ask that you support the re-zoning of this historic property.

Thank you,



From: Rob Ruvin [rob@ruvindevelopment.com]
Sent: Tuesday, January 17, 2012 11:10 AM
To: Black, Tobie
Subject: Fw: zoning change
Hi Tobie:

Please include this with the other items you scanned for Pierce Street.

Thank you,

Rob
Rob Ruvin
Ruvín Consulting / MSI General
Mobile/TXT 414-688-3706
rob@robertruvín.com

From: "Steve Fendt" <sfendt@socmilwaukee.org>
Date: Sat, 14 Jan 2012 14:55:51 -0600
To: 'Witkowiak, James' <jwitko@milwaukee.gov>; <jwitkowiak@witkowiak.com>
ReplyTo: <sfendt@socmilwaukee.org>
Cc: <ccoakley@ccoakley.com>; <rob@robertruvín.com>; <rkeimen@sherman-associates.com>; 'Jason Cleereman' <jason.cleereman@gmail.com>; 'Juan Carlos Ruiz' <juancarlosruiz4@gmail.com>
Subject: zoning change

Alderman Witkowiak,

Thank you for the opportunity to speak at the meeting you arranged yesterday regarding the proposed development project at 16th and Pierce. As we have gathered more information about the proposed project for the parcel, the question before the Common Council Zoning and Development Committee, and the WHEDA tax credit allocation process, SOC believes there is not an immediate need to hold a community meeting about the proposed project as suggested at yesterday's meeting. SOC, in fact, supports the proposed zoning change that is before the Zoning and Development Committee as we think this change will open up the possibilities for this key parcel in our community. Opening up the zoning for this parcel to mixed use development will increase the level of interest in the parcel by outside parties and will increase the likelihood that a development for this parcel is most responsive to the needs of our community.

Should the zoning be changed for this parcel and the developer be interested in

meeting with the community prior to the WHEDA decision on tax credits, SOC would be pleased to work with your office to help facilitate such a community meeting.

Sincerely,

Steve Fendt



1300 South Layton Boulevard

Milwaukee, Wisconsin 53215

414-672-8090