

From: Dan Lee <dlee@vanburenmanagement.com>
Sent: Tuesday, April 15, 2014 8:48 AM
To: Bohl, James; Perez, Jose; Bauman, Robert; Kovac, Nik; Wade, Willie;
Lee, Chris
Cc: Zielinski, Tony; Lee, Chris
Subject: Bay View

Dear Aldermen:

My partners and I purchased properties in “downtown” Bay View several years ago, and, have since invested heavily in those properties, as have our tenants. To date, the collective investment is several million dollars.

When we first looked to invest in Bay View versus other parts of the City, you told us it was your vision was to create a “downtown” Bay View with a concentration of apartments, retail shops, restaurants and entertainment. The goals behind your visions were two-fold: (1) to create a dense “downtown” that would be gathering place for Bay View residents and that would also attract people from across Milwaukee; and (2) focusing these uses in the “downtown” part of Bay View would minimize having islands/clusters of apartments, retail shops, restaurants and entertainment venues amidst traditional less-dense, residential Bay View neighborhoods thereby avoiding the inevitable issues that arise when these uses are located amidst traditional singles-family homes (e.g., noise, smell, parking issues, etc.). We chose Bay View for this reason. And, to date, this approach is working, being implemented and “downtown” Bay View is on its way to becoming one of the premier dining and entertainment districts in the City, while preserving the traditional less-dense residential neighborhood in a very organized, efficient and positive manner.

I recently have become aware of a new project, Dover Street development, which intends to create a lot of residential density in a less-dense residential neighborhood. This project does not fit the approach that to date has worked so well for growing and attracting investment to Bay View. Such a dense project would better serve Bay View and be compatible with the above-approach if located in the “downtown” area and not in a less-dense residential neighborhood. If located in the downtown, this project would provide prospective tenants/renters with the “urban” feel they seek located near to amenities, which in this would foster additional sales for local business. If this project truly seeks to attract young professionals as prospective tenants, the project belongs adjacent to the “downtown” area. As such, my partners and I are opposed to this project based on its projected location.

Regards,
Daniel Lee