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January 2, 2020

Milwaukee Public Works Committee
c/o Jodi Lemmer
Milwaukee City Hall
200 East Wells Street
Milwaukee, WI 53202

RE: 700 Block of North Plankinton Avenue

Dear Milwaukee Public Works Committee,

I would like to add another perspective to issues my neighbors and friends have raised relating to city-living along Plankinton Avenue in Milwaukee.

I moved to Milwaukee in March of 2008 after years of living in mostly small (and quiet) towns. I chose to live in downtown Milwaukee because I wanted a lively and vibrant neighborhood. I lived in the 3rd Ward my first few years in Milwaukee – and for the last 4 years have happily lived (and owned) at Riverfront Lofts at 730 North Plankinton Avenue.

I chose Riverfront Lofts for the same reason I chose downtown Milwaukee nearly twelve years ago – I wanted a lively and vibrant neighborhood. I chose to live next to a live music venue, multiple restaurants, bars, bus lines, etc. All were in place prior to me making my investment decision – and in fact were part of my reason for making my investment.

I will not say that I have never been inconvenienced by living in the heart of Milwaukee. Certainly during popular events – logistics can be a challenge. Vibrant activities such as live concerts, St. Patrick's Day (including parade), Fiserv Events, hosting NCAA tournaments, many runs (including recent re-routing of the Milwaukee Marathon), and upcoming DNC can provide challenges for sure. But inconvenience does not equal unexpected. I knew fully well where I was buying and the challenges that at times comes with this location. I would describe the inconveniences as infrequent.

I do not have a parking space in 730 N. Plankinton – so I cannot speak to any issues with the alley use. I do park across the street in the 2nd and Plankinton garage managed by Impark – and have very few logistic issues coming and going – other than the current blockage due to Milwaukee Symphony construction, which I am happy to endure for further neighborhood improvement.

In regards to street parking, the use by both Mo's valet and Riverside trucks/busses can be a nuisance. The same can be said for beer and food delivery trucks, UPS/FedEx/Amazon, etc. All are part of living in the city. We have the advantage of being across the street from a large parking garage (another reason for my choice of investment). I believe the cost of parking in the garage is \$2.00/hour vs. \$1.50/hour metered street parking. Of course that \$0.50 / hour premium gives you covered parking in a monitored/secure garage.

I walk the neighborhood as much as anyone – I have never witnessed any blockage of the Riverwalk, or public sidewalks. I have also never had any uncomfortable experiences with crowds at any of the events I noted previously. In fact, I have been more inconvenienced by bridges going up and down every 10 minutes, Wells and Michigan bridges being completely out of service for over a year at a time, and numerous runs and parades blocking city blocks for hours at a time. I don't mention these as a complaint – as they are all part of city living.

I'll add a quick story before I close. In October I returned after 17 hours of travel from Europe for business. I wanted nothing more than to crawl into bed and go to sleep. As my Uber turned on to Plankinton Avenue, I realized Riverside was having their Widespread Panic weekend. My first thought was I will never be able to get a peaceful rest. I settled back into my condo – and honestly heard nothing that night. Granted – this was October and my windows were closed – but I face Plankinton Avenue and heard nothing.

I cannot speak to any zoning / other violations of our neighbors. But I would hope that we can find a way to peacefully coexist. Part of the reason our property values are going up is because people are WANTING to live in the city. And part of the reason city living is appealing is the vibrancy of our Riverfront neighbors. As I have said – this is why I chose to live in this neighborhood.

Sincerely,

A handwritten signature in black ink, appearing to read "Joel M. Shields". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Joel M. Shields