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From: Cristina Miller

Sent: Thursday, February 08, 2007 4:26 PM

To: Schiller, Lynn

Cc: mayor@milwaukee.gov

Subject: Downer Avenue Development Plans

This email is in regards to the public hearing regarding the Downer Avenue Development Plan to be held next Monday, February 12th. I will not be able to attend the meeting, but want my voice heard. I am long-standing patron of the shops and restaurants of Downer Avenue, and am weary that history will merely repeat itself.

I have read New Land Enterprises Project Description and Statement of Intent, and there is a false assessment of what the community needs. New Land fails to mention, that the current state of the properties is deliberately due to the lack of attention from first Danny Katz, but also upon New Land themselves. The parking structure on 2600 block of Downer, was not vacant 12 years ago. It's vacancy now, is from a lack of management, lack of advertising, and a deliberate disregard of paid tenant space. If New Land fails to see the economic potential of running this property, this should pay more attention to their tenants.

I no longer live along the Downer Avenue district where I grew up, but I do live on the Eastside across the street from another of New Land's vacant condo monstrosities. It's lack of residency is nothing compared to the blighted look it's unsuccessful commercial space gives to the Avenue. Katz showed that an ownership monopoly provides no benefit to the tenants or the city, only the developer. Like Katz, New Land is impartial to the economic impact it has on a neighborhood, preserving history, and does not have the record to show he will not back out of his venture.

The development of Cafe Hollander is a perfect example of what creativity and daring Downer Avenue needs to maintain it's commercial district. Since their opening, local streets have become congested with parked vehicles. Why? Because there is a business venture that has a draw across the metro area. If you build purely on an "If-you-build-it-they-will-come" mentality, you end up with bankruptcy.

Thank you,  
Cristina Miller