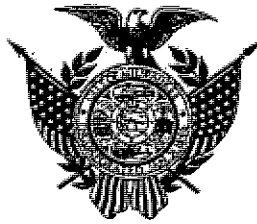


**MICHAEL J. MURPHY**  
ALDERMAN, 10TH DISTRICT

City Hall, Room 205  
200 East Wells Street  
Milwaukee, WI 53202

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**CHAIR:**  
Employees' Retirement System Investment Committee  
Finance & Personnel Committee  
Housing Trust Fund Advisory Board  
Milwaukee Arts Board

**MEMBER:**  
Steering & Rules Committee  
Zoning, Neighborhoods & Development

February 14, 2011

Dear 10<sup>th</sup> District Residents,

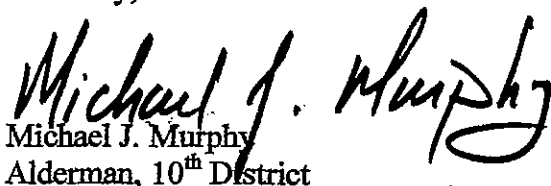
As you may recall, several years ago I was approached by a developer who was interested in building a Wal-Mart Super Centre in the vacant lot located from S. 70<sup>th</sup> to S. 76<sup>th</sup> along W. Main Street. At the neighborhood meeting concerning this proposal there was much opposition to the project. Residents were worried about the size of the building and the increase of traffic that would enter the area. I opposed this project at that time because your concerns as residents in this area are my priority.

Recently I was approached by a different developer from McClure Engineering Associates, Inc. and I would like to share their proposal with you. This development would still be a Wal-Mart, but is substantially different from the proposal you heard four years ago. This time the proposal would be a grocery store, although still under the Wal-Mart label. In 2007 the building was designed to be 150,000 square feet. The new proposal reduces the square footage by over two thirds to 39,000 square feet. There is a spec sheet included in this mailing to detail the new and different plans for the proposed development.

I will be holding a neighborhood meeting on **Monday, February 28<sup>th</sup>** in the auditorium of **Juneau High School, 6415 West Mount Vernon Avenue**, at 6pm to discuss this new proposal. Once again your input will be the sole determinant on whether I support this development or not. There will be representatives from McClure Engineering Associates, Inc. and Wal-Mart to answer any of your questions. In addition, representatives from the Department of City Development and the Department of Public Works will also be in attendance.

Thank you again for your attention to and participation in this important issue.

Sincerely,

  
Michael J. Murphy  
Alderman, 10<sup>th</sup> District

Attachment

**MICHAEL J. MURPHY**

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Employee Retirement System Investment Committee  
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Milwaukee Arts Board

**MEMBER:**  
Steering & Rules Committee  
Zoning, Neighborhoods & Development  
Deferred Compensation Plan Board

April 6<sup>th</sup>, 2011

Re: Wal-Mart Proposal

Dear 10<sup>th</sup> District Resident,

As promised, a follow-up neighborhood meeting is scheduled to discuss the proposed Wal-Mart Development located from S. 70<sup>th</sup> to S. 72<sup>nd</sup> along W. Main Street. The meeting will be held on **Monday, April 18<sup>th</sup>** in the **auditorium of Juneau High School, 6415 West Mount Vernon Avenue, at 6:30 pm**. At this meeting developers will share their response to concerns/suggestions that were brought up at the last meeting. We will also discuss the findings of the Traffic Impact Analysis.

Many concerns and questions were raised at the meeting on February 28<sup>th</sup> concerning traffic and street lighting conditions that merited an immediate response. As such, I requested that the Department of Public Works investigate and provide a detailed analysis of a number of resident concerns so that I may include their findings in this mailing. Please see enclosed letter.

After this meeting, the developers are tentatively scheduled to go before the City Planning Commission on April 26<sup>th</sup> and then the Zoning and Neighborhood Development Committee on May 17<sup>th</sup>. All City Plan Committee Meetings are held in the First Floor Boardroom of the Department of City Development, 809 North Broadway, and begin at 1:30 pm. For more detailed information concerning when this specific development will be heard, please visit the City Plan Commission website at:

<http://city.milwaukee.gov/CityPlanCommissionCPC.htm>

All of the information that has been submitted to the City Plan Commission relevant to this development can be viewed at the website:

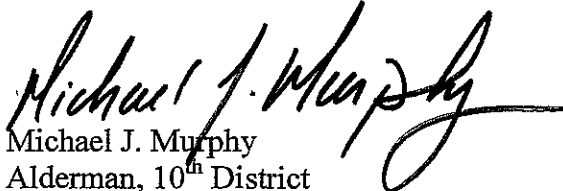
<http://city.milwaukee.gov/CityPlanCommissionCPC/70thandMainZoning.htm>

Before April 26<sup>th</sup>, many of you will receive a communication from my office asking if you support or oppose the development. You will receive this request if you:

- 1) Attended the meeting on February 28<sup>th</sup> and/or the meeting on April 18<sup>th</sup> and signed the attendance sheet; or
- 2) Sent a correspondence to my office either via email, letter or telephone call and left your name and address.

I want those of you who have been engaged in this process to have the final say. Your response will be the determining factor towards whether or not I will support this development.

Sincerely,

  
Michael J. Murphy  
Alderman, 10<sup>th</sup> District

Enclosure

**MICHAEL J. MURPHY**

ALDERMAN, 10TH DISTRICT

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Zoning, Neighborhoods & Development  
Deferred Compensation Plan Board

April 19, 2011

Re: Wal-Mart Development

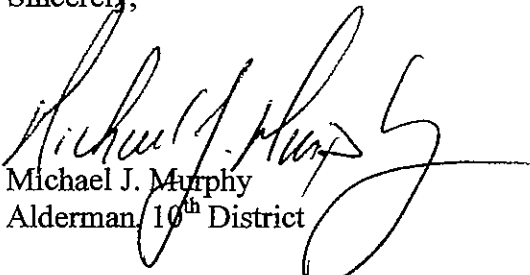
Dear 10<sup>th</sup> District Resident,

Thank you for your participation in this Wal-Mart proposal. Your involvement is a true testimony to your commitment to the neighborhood and I appreciate it.

As I have stated numerous times, your input will be the sole determinant on whether or not I support this development. As such, please respond to this postcard survey either in favor or in opposition to the Wal-Mart development on S. 70<sup>th</sup> and W. Main Street. Your timely response is appreciated so that I may best represent area residents at the City Plan Commission on April 26<sup>th</sup>. The next steps after the City Plan Commission will be a public hearing before the Zoning, Neighborhoods and Development Committee on May 17<sup>th</sup> followed by a hearing at the Common Council meeting on May 24<sup>th</sup>.

If you have any further questions on this subject, or any other concerns with city government, please feel free to contact me at 286-3763.

Sincerely,

  
Michael J. Murphy  
Alderman, 10<sup>th</sup> District