

**Downer Avenue True Value Hardware**  
Serving the Downer Neighborhood Since 1965

Commissioner Guare Rodman  
DCD  
809 N. Broadway  
Milwaukee, WI 53202

January 18, 2007

Dear Commissioner Guare Rodman,

Downer True Value Hardware at 2629 N. Downer Avenue is a family run business established prior to 1965. We consider our customers to be dedicated to our business with many, if not most, visiting our business on a weekly basis.

Our needs as a business have not been included in the plan represented by New Land Enterprises yet statements have been made that all businesses on Downer Avenue are supportive of the proposed Downer Master Plan with its related Detailed Planned Development rezoning.

Downer True Value Hardware is not supportive for a variety of reasons:

- We see no need to implement Detailed Planned Development rezoning which would serve as a catalyst for many more developer built high-rise condominiums.
- Our business would see few if any increased volume of customers based upon the proposed 11 story condominium.
- Increase congestion would result as a by-product of the condominium and the loss of the parking lot across from the Downer Theater thus making it more difficult for existing customers to readily access our store.
- We don't necessarily see the goals of the owner and development group as consistent with the goals of those businesses not specifically owned by the developer.

In summary, we ask the Planning Commission and the related Zoning Committee of the City of Milwaukee and the Common Council to deny the request for the General Planned Development and Detailed Planned Development before the City Plan Commission as file 060705 and 060575.

Thank you for your consideration of this matter

Dale Borneman



Owner  
Downer Hardware