



**Department of City Development**  
City Plan Commission  
Redevelopment Authority of the City of Milwaukee  
Neighborhood Improvement Development Corporation

**Rocky Marcoux**  
Commissioner  
rmarco@milwaukee.gov

**Martha L. Brown**  
Deputy Commissioner  
mbrown@milwaukee.gov

March 28, 2016

Ms. Gina Stilp  
Zilber Family Foundation  
710 N. Plankinton Ave.  
Milwaukee, WI 53203

Dear Ms. Stilp:

I am writing to you regarding the City of Milwaukee's application to the Zilber Family Foundation for a grant to support the "North Avenue Streetscaping and Greenway [8<sup>th</sup> to 27<sup>th</sup> Streets]."

The Department of City Development (DCD) is part of the team working on this project, along with the City of Milwaukee's ECO Office, Department of Public Works, and Mayor's Office.

DCD is pleased to support this project by committing \$85,000 in façade and signage grants along West North Avenue in connection with the project. Grants will be made to qualified applicants in accordance with standard program guidelines, and Zilber Foundation funds will be accepted as part of the match required of each grant recipient. We understand that Zilber will provide 30% of the total façade or sign expense. For a hypothetical \$10,000 façade expenditure by a property owner, \$5,000 is sourced from a DCD façade grant, \$3,000 will be matched by Zilber funds and \$2,000 is at the owner's expense. All façade and signage grants are made on a reimbursable basis; grants are paid after work is completed and receipts are presented and verified by DCD. If grants to qualified projects do not use the full \$85,000 in calendar 2016, the balance is available for qualified projects approved in 2017.

DCD also is committing \$10,000 from its vacant lot beautification account to this effort, to be used for the beautification of City-owned vacant lots within the project area.

We are pleased to be part of this effort, and urge the Zilber Family Foundation to approve the grant request. Should you have any questions about DCD's commitment, please contact me at (414) 286-5810, or via email at [Martha.brown@milwaukee.gov](mailto:Martha.brown@milwaukee.gov).

Sincerely,

Martha L. Brown  
Deputy Commissioner

C: Ken Little, DCD  
David Schroeder, DCD  
Erick Shambarger, ECO

