



Historic Water Tower Neighborhood

December 2, 2010

Re: Mercy Housing Project

Alderman Kovac,

I am writing on behalf of Historic Water Tower Neighborhood. HWTN's Board of Trustees approved a motion, at our June 2010 meeting, to oppose the Mercy Housing project on the grounds that the project is not consistent with the City of Milwaukee's very recently adopted Northeast Side Area Plan.

Specifically, the development goes against several important parts of the plan, including the plan's

- Vision of a boutique hotel or condos for the proposed project's site, not rental housing.
- Calls for any new development to provide commercial-to-residential transitions where possible, for example: form-based transitions such as houses or **small scale buildings used for commercial purposes (such as Paddy's Pub, Murray Hill Pottery Works, Cory the Bike Fixer in Greenwich Village)**; use of transitions such as multi-family sandwiched between single-family residential and commercial; or **scaling transitions such as a gradual stepping up in height from residential to commercial districts**.
- Goal of improving overall neighborhood stability by increasing owner-occupied housing and absentee landlord accountability.

Mercy Housing has responded to some concerns of stakeholders in the area, much to their credit. At this point, it is not the developer; it's the project that is of concern. Despite some improvements to the plan, we believe that the city should not sell the land to Mercy Housing or approve the requested zoning. Area residents would be well served by the city seeking, and waiting if necessary for, a more suitable project for this site.

We respectfully ask you to oppose the rezoning and land sale requests and to work for their defeat.

Thank you,
Dawn McCarthy
Secretary, President-elect
Historic Water Tower Neighborhood