

July 1, 2024

Dear Ald. Brostoff and members of ZND:

I am writing to express my support for the Growing MKE plan, a critical step toward advancing economic prosperity and fair housing in Milwaukee.

As a business owner and employer in Milwaukee, I support the Mayor's bold vision to grow our city to one million residents in the coming years. Central to that bold vision is increasing the diversity of housing options in our city and increasing access to affordable housing for all.

The proposed Growing MKE plan is a thoughtful approach to increasing the range and diversity of housing options available in the city - changes that will better meet the needs of current and potential residents, increase the supply of housing units for our community and help improve housing affordability.

My family's entry point to home ownership was a duplex on a block with a mix of single-family and duplex housing. We loved that block for its mix of housing options that created opportunities for people in all phases of life. It was a place we loved that provided us with an affordable housing option for many years and served as the financial stepping stone to the next home for our growing family.

The proposed plan opens Milwaukee to many more housing options that will help create even more vibrant neighborhoods for a growing city. It will help advance a vision for our city that is more just and equitable for all.

Thank you for your time, consideration, leadership and commitment to creating a more equitable city.

Sincerely,



James Madlom
Chief Executive Officer
Mueller Communications, LLC