

Connelly, Kristin D.

From: Crump, Clifton
Sent: Friday, October 31, 2008 8:24 AM
To: Connelly, Kristin D.
Subject: FW: 3950 N. Holton

FYI.....

Thanks,

Clifton

From: Sura Faraj [mailto:peaceiscollectivepower@juno.com]
Sent: Thursday, October 30, 2008 3:54 PM
To: LloydPL
Cc: Crump, Clifton; Coggs, Milele; ptnajera@uwm.edu; Darryl Johnson, Riverworks Development Corporation; board@my-rna.org; Dantzler, Akuwa
Subject: 3950 N. Holton

Hi Lloyd,

Thanks for your email. I've spoken to the Chair of RNA and shared your information with her. I'll also share our conversation with the RNA members and the Development Committee.

Just to be clear, I can't speak for the neighborhood or say we have no objection with your zoning application. The zoning change itself prompted a flurry of emails and inquiries and gave rise to concerns not only about design, parking, and lack of landscaping, but also potential usage.

While some of us would love to see the current zoning maintained in order to attract good jobs, it sounds like the reality is that no one is renting the space. We understand that you feel you'll have better leverage with potential tenants once you've obtained a zoning change. Given that those tenants could be either beneficial or detrimental to the neighborhood, the residents have a great stake in any new development there. Since you've owned the property for a couple of decades, you probably know this already. It would be much appreciated if you would meet with us prior to requesting your zoning change.

Regarding the current Northeast Side Plan which you mentioned in our conversation, many of us participated in its crafting. I understand that the city has incorporated the concept of mixed industrial, acknowledging the commercial reality of Capitol Dr. But this is not Capitol -- it's Holton, which leads directly into Riverwest. And the plan promotes pedestrian-friendly retail up to the street, minimized parking and greener developments with good stormwater management. With or without the plan, these are guidelines that DCD follows.

RNA would be able to support your plans if we had an agreement of what would come after. Concerns have arisen regarding the prospect of low-end shops that don't benefit the neighborhood. I know you're interested in seeing another auto parts store, and Darryl mentioned clothing stores. Those possibilities remain side by side with fast food, check cashing, dollar stores and others, which could bring a fair amount of resident objection.

Our usual way of operating is to have new projects come through our Development Committee, where we ask specific questions and get assurances. Then we make a recommendation at the next membership meeting.

The Development Committee (usually 6-8 people) meets on Nov. 18 at 6:30pm at 804 E. Center St. (rear office, enter through front door). We would love to have you and Darryl (if he's not a new daddy yet), attend that

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meeting. We are also inviting Alderwoman Coggs or someone from her office.

Sura
263.1513

LloydPL wrote:

Dear Sura,

I enjoyed our lengthy conversation yesterday. Let me repeat in writing what I promised you on the phone: I have no intention of introducing a new building plan or layout until there is a commitment on the part of users for a minimum of 50% of the space. I share your concerns for having unoccupied commercial space, especially after I have spent millions creating the new space. My plans and the reason for going ahead with the 11/10 beginning of the process is only to show potential users that a commercial orientation of the site is permitted by the City of Milwaukee.

As we discussed, having a 70% vacant building (our current condition) is certainly far less preferable than having an occupied commercial building. In addition, the commercial orientation of the site is and always has been a part of the Riverworks community plan. This has been verified by CDC, Daryl Johnson and our Alderwoman - all of whom support the zoning modification.

With regard to your concerns as to the specifics of a new building (or a substantial remodeling of the existing building), I give you my word that we will sit together and try to resolve all the concerns you and your fellow organizational members have BEFORE any plan is submitted for city approval.

I have copied Clifton Crump with this e-mail so he can share with the zoning board that there appears to be no objection to the zoning modification. This assumes that you will not be objection to this first phase given my promise that we will maintain a dialogue as the development possibilities present us realizable options.

Much thanks and I am certainly willing to be at your 10/18 meeting - please keep me posted.

Sincerely,
Lloyd Levin

In a message dated 10/29/08 11:28:08 Central Daylight Time, peaceiscollectivepower@juno.com writes:

Now you have my email address and can email me anything relevant to 3950 N. Holton.

Thanks!
Sura
263.1513