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Sent: Monday, October 13, 2008 9:17:45 AM GMT -06:00 US/Canada Central
Subject: 3950 N. Holton St.

Dear Ms. Najera,

I should have copied you on the letter that I sent to Alderwoman Coggs about 3950 N. Holton St. It is below.

I am on the board of the Riverwest Neighborhood Association, and I'm the co-chair of our Development Committee. We were unaware of this project. I emailed Alder Coggs last week, when I saw the CPC agenda, and was only informed that the project was a request to switch zoning to retail. Industrial zoning would mean industrial (good-paying) jobs that retail can't offer. A strip mall is the most egregious and insulting of all retail, one that the market can't bear right now. Given that it will be harder to switch zoning back to industrial, this seems like an unwise move.

Please put this project to sleep quickly. The neighborhood, the economy and progress toward a sustainable future cannot bear this kind of development.

Sura Faraj

Dear Alderwoman Coggs,

I'm writing again about 3950 N. Holton St.
<http://www.milwaukeeworld.com/blog/2008/10/infill-office-building-planned-for.html>

I just found out that the request for a zoning change is to create an ugly, big box retail strip mall with twice the parking required by city code, and with parking along the street! This is not what this neighborhood needs. We need to foster development of local businesses, get off our automobile addiction and create walkable, livable, sustainable neighborhoods. This development is the opposite of that.

Additionally, the property is presently zoned light industrial, within the Riverworks industrial area. That zoning would provide much higher-paid jobs than retail would. Given the state of the economy, as more and more people are being laid off, and businesses are closing down, the chances of filling any retail space is greatly reduced. Creating more to sit empty would be a travesty.

As the Alder for this district, you have the power to say yes or no.
Please help us to enhance our neighborhood with appropriate development.

Once again, I would like to invite you to come to one of RNA's Development Committee meetings.

Sura Faraj
414.263.1513

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build instead of buy.
create instead of acquire.
ask instead of take.
pick up what's fallen down.
repair what's been broken.
rebuild your community piece by piece.
person by person.
make a difference.
restore hope.
ask for help from your community
- it's a gift to the giver.
build trust.

use your life as a tool,
for even one person or place
you wouldn't normally defend.
we are at war with forces of destruction
- respond with your best creation.

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