

Milwaukee Common Council  
City Hall  
200 E. Wells Street  
Milwaukee, WI 53202

August 9, 2017

Dear City of Milwaukee Aldermen:

As business owners, we understand and appreciate the things that make Brady Street vibrant and successful. New apartment living options bring new residents and potential customers to the area, mainly Millennials and young professionals, directly benefiting all the businesses on Brady Street. These customers often travel to our store on foot, often leaving their car, if they own one, behind.

We are writing to encourage your support of Palisade Property Management's proposed new development at 1550 N. Prospect Avenue. Increased density in and around Brady Street benefits our businesses, especially when that added density does not put additional strain on parking resources. Developments that attract people who want to walk our neighborhood and patronize local businesses are the kind of developments we support. Additionally, the new development will add to our area's historic attractions by preserving the Goll Mansion.

These are just a few of the reasons that we continue to support the efforts to redevelop the property at 1550 N. Prospect Ave. and restore the historic Goll Mansion. We hope you will consider the businesses along Brady Street and support this development.

Sincerely,

A handwritten signature in black ink, appearing to read "Joe Megna & John Piette". The signature is stylized with large, flowing loops and a prominent "J" at the end.

Joe Megna & John Piette  
Famous Smokeshop  
1213 E Brady St  
Milwaukee, Wisconsin, WI 53202

CC: Jim Owczarski, City Clerk  
Chris Lee, Staff Assistant, Zoning, Neighborhoods and Development Committee  
Milwaukee Common Council