



June 1, 20204

City of Milwaukee  
Zoning, Neighborhood & Development Committee  
City Hall  
200 E Wells St  
Milwaukee, Wisconsin 53202

Dear Zoning, Neighborhood, and Development Committee,

On behalf of VIA CDC, I am writing to share our support of the Pierce & Bruce Sub-District Study. Since 1995, VIA has contributed to the revitalization of many neighborhoods in Milwaukee's south side. We believe the recommendations of the Bruce & Pierce Subdistrict Study will ensure that the area remains a vibrant hub for industrial activity in the future and benefits from public infrastructure improvements planned for the area.

VIA is a partner in building strong, healthy neighborhoods where all of us can thrive. As partners of the Menomonee Valley Industrial Business Improvement District (BID), we want to see the same kind of positive changes that have happened in other areas of the Menomonee River Valley happen here, as we know the beneficial effect those changes have had on our neighbors, property owners, and business owners. Having a City-adopted plan will help leverage the resources for improvements needed in this part of the district.

We support the plan's recommendations of 1) mobilizing resources to address real and perceived safety issues in the district, 2) implementing streetscape and intersection improvements, 3) expanding public access to the Burnham Canal, and 4) pursuing minor rezoning in some areas to ensure more consistency in land use expectations throughout the district.

We encourage ZND to support the Pierce & Bruce Sub-District Study and look forward to continuing to work with and support the City of Milwaukee and Menomonee Valley Partners to

implement these recommendations, which will improve the safety, visibility, and attractiveness of our neighborhood so that businesses continue to thrive in the Bruce and Pierce Street corridor.

Sincerely,

A handwritten signature in black ink, appearing to read 'JoAnna Bautch', with a stylized flourish at the end.

JoAnna Bautch  
Executive Director  
VIA CDC