



allied insulation supply company inc

January 28, 2016

Honorable Members of the City Plan Commission
809 N. Broadway
Milwaukee, WI 53202

Dear Commissioners:

On behalf of Allied Insulation Supply Co., Inc., I am writing in support of the newly developed Industrial Commercial (IC) Zoning category and the rezoning of designated parcels on W. St. Paul Avenue to IC zoning.

My company has been located on St Paul Avenue since 1976 and I am looking forward to its continued revitalization and subsequent contributions to the City. This street has suffered high rates of vacancy for decades, but the attention brought to the street during the Valley 2.0 planning process has been promising. I support the IC zoning of St. Paul Avenue between 6th and 25th streets because IC zoning:

- Allows desirable uses of the St. Paul Avenue Design and Décor Showroom District as outlined in the Valley 2.0 plan.
- Expands uses (commercial, office, and business) that complement businesses on the street and allow current manufacturing businesses to continue to thrive.
- Prohibits uses (educational, daycare, residential) that would pose conflicts with current manufacturing operations.
- Prohibits uses (motor vehicle, salvage, storage) that would deter the kinds of businesses that would help revitalize the street.

This street has high visibility in the center of our city and IC zoning will help it to fulfill its potential by encouraging the redevelopment of vacant properties, while supporting businesses currently in operation. I took part in reviewing the proposed zoning code with City staff and Menomonee Valley Partners, Inc in January and, as a Business and Property Owner on St. Paul Avenue, I encourage the new IC zoning category and the rezoning of St. Paul Avenue. If you have any questions, please do not hesitate to contact me at jmorgan@alliedinsulation.com or 414-347-1600.

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Sincerely,

A handwritten signature in black ink, appearing to read "Jeffrey L. Morgan". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Jeffrey L. Morgan

Vice President & General Counsel

cc: Alderman Robert Bauman
Alderman Robert Donovan
Zoning, Neighborhoods, and Development Committee