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November 1, 2016

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

Dear Commissioners:

On behalf of Menomonee Valley Partners, Inc. (MVP), I am writing in support of the proposed amendment to the Industrial Commercial (IC) Zoning category which is in place on W St. Paul Avenue between 6<sup>th</sup> Street and 25<sup>th</sup> Street.

The City of Milwaukee, Menomonee Valley Partners, BID #26, and St. Paul Ave business and property owners worked together over a number of years to envision a future for St. Paul Ave. This vision was laid out in the Valley 2.0 Plan and recommends a concerted effort to revitalize the street, which is one of the five catalytic projects detailed in the Valley 2.0 Plan adopted last year.

To move forward with the St. Paul Avenue plan, a new zoning category, Industrial Commercial, was created and applied to the street in March. Numerous factors were addressed when considering the IC Zoning category for St. Paul Ave, including the existing building stock and **St. Paul Avenue's position as a gateway to Milwaukee** due to its visibility, two highway interchanges, Intermodal station anchoring one end, and proximity to Downtown and the Third Ward. IC Zoning eliminated uses in the street's former IH zoning that the property owners, City, and other stakeholders agreed did not fit the Valley 2.0 Plan's vision for the street, including outdoor contractors' yards and industrial salvage; however, the **IC zoning as adopted did not address self-storage facilities, which would also be a detrimental use.** The proposed amendment addresses this by permitting indoor storage only when it is accessory to a business's operations.

**St. Paul Ave is experiencing momentum and high-quality development**, as demonstrated by a number of developments already occurring within five blocks: Third Space Brewing opened in September; Plum Moving Media will break ground this year on a building renovation for their new office and studio space; 1635 W St. Paul Ave, a 5-story building that was vacant for decades, is currently being renovated; Tec Foods, Inc purchased 2033 W St. Paul Ave and is completing renovations; and JM Brennan recently added a 35,000 square-foot expansion and remodeled their offices. In addition, St. Paul Ave business and property owners have met and conversations are underway to enhance the streetscape. **This IC Zoning amendment ensures a predictable development environment for new businesses while allowing current businesses to thrive.**

MVP worked closely with City staff to develop the IC Zoning category and to amend it with the needs of businesses and stakeholders in mind while also encouraging high-quality development and job recruitment. MVP believes that amending the IC Zoning category will benefit St. Paul Avenue's continued revitalization as well as other commercial corridors where it will be implemented in the future. We hope that you will look favorably upon this request. If you have any questions, please do not hesitate to contact me directly.

Sincerely,

A handwritten signature in black ink that reads "Corey Zetts". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Corey Zetts  
Executive Director

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