

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

October 28, 2016

Dear Commissioners:

On behalf of Menomonee Valley Business Improvement District, BID #26, 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.

BID #26, Menomonee Valley Partners, the City of Milwaukee, 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. An array of factors were addressed when considering the IC Zoning category for St. Paul Ave, including the need to avoid conflicting uses, very limited parking stock, 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.***

We are pleased to have been able to work with the City of Milwaukee to develop the new IC Zoning category and now again to amend it to ensure our original goals to foster high-quality development and

job recruitment. 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, appearing to read "JMB" followed by a horizontal line and a small flourish.

John Brennan  
JM Brennan, Inc.  
Chairman, BID 26

cc:

Alderman Robert Bauman  
Alderman Robert Donovan  
Zoning, Neighborhoods, and Development Committee  
David Brien, Potawatomi Hotel & Casino, BID 26 Board  
Art Downey, Taylor Dynamometer, BID 26 Board  
John Jennings, Materion, Treasurer BID 26 Board  
Joyce Koker, Harley-Davidson Museum, BID 26 Board  
Jeff Morgan, Allied Insulation Supply Co., BID 26 Board  
Dan Sterk, Rexnord Industries, BID 26 Board  
Larry Stern, Standard Electric Supply Corp., Vice Chairman BID 26 Board