



June 7, 2024

City Plan Commission  
809 Broadway  
Milwaukee, WI 53202

Zoning and Neighborhood Development Committee  
Milwaukee City Hall  
200 E. Wells St.  
Milwaukee, WI 53202

RE: Files 231461 & 240199: Proposed Rezoning of Properties along W St. Paul Ave.

Dear City Plan Commissioners and Members of the Zoning and Neighborhood Development Committee,

On behalf of Near West Side Partners (NWSP) and Business Improvement District 10 (BID 10), I am writing in support of Menomonee Valley Partners and the Menomonee Valley Business Improvement District and their opposition to any proposed rezoning that would permit residential uses along West St. Paul Avenue.

NWSP and BID 10 have been engaged in the City of Milwaukee's comprehensive planning processes throughout the years, supporting the highly engaged and thorough reviews that create a blueprint for our neighborhoods. The Valley 2.0 Plan, the comprehensive land use plan for the Valley, engaged all districts bordering the Valley, including the Near West Side. In focus groups with neighborhood leaders, businesses, and organizations, there was resounding agreement that the Valley best serves our residents as a job center and place of recreation.

Milwaukee is fortunate to have a thriving industrial corridor providing family-sustaining jobs in the heart of the city. The Valley 2.0 Plan recognized the potential for conflicts between industrial businesses and residential developments and, with that conflict in mind, the plan and subsequent zoning ordinances expressly prohibited residential uses. The plan instead recognized the Valley's immediate adjacency to neighborhoods with new and existing opportunities for residential developments serving Valley employees. These neighborhoods have the infrastructure that healthy residential neighborhoods rely on, and that the Valley does not provide, including public transit, grocery stores, laundromats, daycares, and schools.

As the major residential neighborhood to the north of the Valley, NWSP and BID 10 see the potential for this thriving job center to support expanded family-supporting investments in our neighborhood, as well as those south and east of the Valley. This is the promise that well-considered land use planning provides our City: the ability to leverage the strengths of one neighborhood to support the growth and strengths of others.

Major deviations from comprehensive plans are undertaken only after significant public input, due diligence, and thorough weighing of the factors leading to deviations from the plans. We join MVP and its supporters in the request that decisions involving major deviations from the adopted land use plans appropriately weigh the impacts on environmental justice, public health,

business, and community concerns. This decision has the potential to set a precedent that could be felt throughout the City, upsetting the well-established and iterative process that help shape our neighborhoods.

Sincerely,

*Lindsey St Arnold Bell*  
Lindsey St Arnold Bell, Executive Director  
Near West Side Partners, Inc.