

NAIOP

COMMERCIAL REAL ESTATE
DEVELOPMENT ASSOCIATION

WISCONSIN CHAPTER



March 15, 2019

Honorable Members
Committee on Zoning, Neighborhoods, and Development
Milwaukee Common Council
City Hall
Milwaukee, Wisconsin 53202

Dear Council Members,

On behalf of our membership and the commercial real estate development industry we write to you regarding File No. 181429. As you know, this file would change the approval and deviation process for developments within the Neighborhood Conservation (NC), Development Incentive Zone (DIZ), Site Plan Review Overlay Zone (SPROZ), and Master Sign Program (MSP) zoning districts, citywide.

Our members have raised concern that these changes may cause delays in decisions for applicants that will almost certainly result in additional costs. Further, and perhaps more importantly, these changes weaken the predictability for development projects which is crucial to their success.

The current processes provide a clear guidpath to developers, are fair, and transparent. Additionally, they provide the residents and taxpayers of Milwaukee with more than adequate oversight and due diligence.

For these reasons we ask that you reject File No. 181429. Doing so will allow the author and supporters, as well as the industry to engage in a dialogue to determine what mutually agreeable avenue could be pursued that will not place unnecessary barriers on development in the City of Milwaukee.

Thank you in advance for your consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "James C. Villa".

James C. Villa, CAE
Chief Executive Officer

cc: Milwaukee Common Council Members
Mayor Tom Barrett
Commissioner Rocky Marcoux