

January 31, 2006

Mr. Rocky Marcoux, Commissioner
Department of City Development
City of Milwaukee
809 N. Broadway
Milwaukee, WI 53202

Dear Rocky:

As you know, Menomonee Valley Partners, Inc. (MVP) worked during 2006 to develop a series of recommendations for appropriate land use and development standards at the Valley's east end, to include the four properties adjacent to Canal Street between the High Rise Bridge and the Harley Davidson development site. These properties are owned by or have been referred to as the St. Mary's Cement, Lone Star Cement, Allen Edmonds and We Energies sites. MVP initiated this work in response to a request it received in late 2005 from the City of Milwaukee, related to the downtown rezoning process that has affected the zoning and allowable use of these properties.

MVP assembled a committee comprised of local land use and zoning experts, Valley business and property owners and other important Valley stakeholders to assist MVP in developing its recommendations, and the process was strengthened by the thoughtful participation of DCD staff. I am pleased to report that the enclosed land use table recommends a series of changes to the existing IL zoning classification that would make the zoning of these properties more consistent with the Common Council-adopted "Market Study, Engineering and Land Use Plan for the Menomonee Valley," and the principles for redevelopment that guide the work of MVP and its many partners.

In addition to the recommendations contained in the enclosed land use table, I am enclosing a series of design objectives that the Committee and MVP feels should be incorporated into future development at these properties. Importantly, these objectives are based on the Menomonee Valley Sustainable Design Guidelines, developed in partnership several years ago between the City of Milwaukee, Menomonee Valley Partners and the Sixteenth Street Community Health Center, and have been tailored specifically for the properties in question. Similar design criteria have been successfully employed at the Sigma Group's corporate headquarters, the Menomonee Valley Industrial Center and in the redevelopment taking place at the Milwaukee Stockyards Property, and will add significant long-term value to new development at the Valley's east end.

Throughout their work on this project, the members of MVP's Land Use & Planning Committee paid close attention to the need to maximize the value of

development at the Valley's east end for existing and potential property owners and developers, while providing the flexibility necessary to meet the current and anticipated needs of the private sector. We are confident that the committee's recommendations meet these important needs.

With MVP's committee work complete, we understand that the City of Milwaukee will initiate a rezoning process for the properties identified above, and will use the enclosed materials as a foundation for a Development Incentive Zone that will help guide future development at the Valley's east end. Please feel free to contact me or any member of MVP's staff if you have questions or comments about the enclosed materials, or if the City should need additional assistance from MVP as it moves forward with the rezoning process.

Sincerely,

A handwritten signature in cursive script that reads "Julie Penman".

Julie A. Penman
Vice President, Board of Directors
Chair, Land Use and Planning Committee

Cc: Vanessa Koster, Department of City Development
Laura Bray, Executive Director Menomonee Valley Partners
Members of the Menomonee Valley Partners Land Use and Planning
Committee