

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

January 28, 2016

Dear Commissioners:

On behalf of Menomonee Valley Business Improvement District, BID #26, I am writing in support of the newly developed Industrial Commercial (IC) Zoning category and the rezoning of designated parcels on W. St. Paul Avenue to IC zoning.

This section of St. Paul Avenue has had high rates of vacancy for decades, despite adjacency to downtown, the Third Ward, Menomonee Valley, the Intermodal Station, and two I-94 exits. The current zoning – a mix of Industrial Heavy (IH) and Industrial Light (IL) – is a significant factor in the stagnation of the street. IH zoning does not allow commercial, office, or general services – uses that could fill several, large multi-story buildings on the street that no longer serve modern manufacturing needs. IH zoning does, however, allow uses we do not want to see, such as storage, motor vehicle, and salvages uses. These uses are contrary to the vision of the Valley 2.0 Plan, a plan which has had significant input from the Valley community, and such uses would hamper further revitalization on the street. We also do not want to open the street to residential, schools, daycares, or other uses currently allowable under the city's Industrial Light (IL) and/or Industrial Mixed (IM) zoning because they would conflict with many of our businesses that operate 24/7, work with hazardous materials, and often have service trucks that temporarily block street traffic. As no existing zoning categories fully meet our desires for the street, we are pleased to have been able to work with the City of Milwaukee in developing the new IC zoning category.

The new IC zoning category would allow opportunities for office, commercial, and business service uses that are not permitted in the current zoning, while restricting the currently allowable but undesirable uses for the street, such as motor vehicle, storage, and salvage uses. **IC zoning accommodates the types of retail, commercial, and manufacturing uses that would help this street realize its potential.**

There is momentum on St. Paul Avenue now and BID #26 believes that rezoning designated parcels on St. Paul Avenue to IC zoning will attract complementary businesses to the street, while allowing current businesses to thrive. We hope that you will look favorably upon this request. If you have any questions, please do not hesitate to contact me directly.

Sincerely,



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