

# NAIOP

COMMERCIAL REAL ESTATE  
DEVELOPMENT ASSOCIATION

WISCONSIN CHAPTER

February 11, 2019

To the Members of the City Plan Commission  
City of Milwaukee  
809 North Broadway  
Milwaukee, Wisconsin 53202

Dear Chair Najera and City Plan Commissioners,

On behalf of our membership and the commercial real estate development industry we write to oppose Substitute File No. 181429. This file would introduce uncertainty into the approval 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.

The change in these processes proposed will cause delays in decisions for applicants, resulting in additional costs. Further, and perhaps more importantly, these changes weaken the predictability for development projects.

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

Thank you in advance for your consideration. We respectfully ask that Substitute File No. 181429 be placed on file.

Sincerely,



James C. Villa, CAE  
Chief Executive Officer