

Connelly, Kristin D.

From: mnooyen@bbclighting.com [michael.nooyen@gmail.com] on behalf of Michael Nooyen [mnooyen@bbclighting.com]
Sent: Tuesday, February 02, 2016 2:30 PM
To: planadmin
Cc: Donovan, Robert; Lee, Chris
Subject: St Paul Avenue IC Zoning



BBC Lighting & Supply

Division of Dash Enterprises, Inc.

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

February 2, 2016

Dear Commissioners:

On behalf of BBC Lighting & Supply, 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.

My company has been located on St Paul Avenue since 1985 and I am looking forward to its continued revitalization and subsequent contributions to the City. This street has suffered high rates of vacancy for decades, but the attention brought to the street during the Valley 2.0 planning process has been promising. I support the IC zoning of St. Paul Avenue between 6th and 25th streets because IC zoning:

- Allows desirable uses of the St. Paul Avenue Design and Décor Showroom District as outlined in the Valley 2.0 plan.
- Expands uses (commercial, office, and business) that complement businesses on the street and allow current manufacturing businesses to continue to thrive.
- Prohibits uses (educational, daycare, residential) that would pose conflicts with current manufacturing operations.
- Prohibits uses (motor vehicle, salvage, storage) that would deter the kinds of businesses that would help revitalize the street.

BBC Lighting has enjoyed our location on St. Paul Avenue for over 30 years and we support IC zoning in part because it will bring complementary uses that could help to build Milwaukee's design and décor district on St. Paul Avenue. We bring hundreds of customers to the street each week, and the new IC zoning category will help attract even more retail and commercial operators that complement current businesses. Current zoning leaves open too many doors for uses that would be the wrong direction for future redevelopment of the street.

This street has high visibility in the center of our city and IC zoning will help it to fulfill its potential by encouraging the redevelopment of vacant properties, while supporting businesses currently in operation. I took part in reviewing the proposed zoning code with City staff and Menomonee Valley Partners, Inc in January and, as a business on St. Paul Avenue, I encourage the new IC zoning category and the rezoning of St. Paul Avenue. If you have any questions, please do not hesitate to contact me at mnooyen@bbclighting.com or (414) 933-0808 X220.

Sincerely,

Michael L. Nooyen
General Manager
BBC Lighting & Supply