



Honorable Members of the Zoning, Neighborhoods, and Development Committee  
City Hall  
200 E Wells Street  
Milwaukee, WI 53202

February 14, 2016

Dear Aldermen:

On behalf of Plum Moving Media, 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 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 6<sup>th</sup> and 25<sup>th</sup> 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.

After seeing the Valley's transformation over the past decade and learning about the Valley 2.0 planning process and focus on St. Paul Avenue, Plum Moving Media purchased three buildings at 1418 W. St. Paul Avenue in March 2015. We are looking forward to the street's continued revitalization and believe that the proposed zoning changes will benefit current businesses on the street and attract uses that complement one another.

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 property owner and 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 [Rich@PlumMovingMedia.com](mailto:Rich@PlumMovingMedia.com) or 414-271-6650.

Sincerely,

A handwritten signature in black ink that reads "Richard P. Schmig".

Richard Schmig  
President, Plum Moving Media

cc: Alderman Robert Bauman  
Alderman Robert Donovan  
City Plan Commission