



June 21, 2007

City Planning Commission
809 N. Broadway
Milwaukee, Wisconsin 53202

Re: Potential Rezoning of Commercial Parcel at 91st & Brown Deer Road

Attn: Al Franitza

On behalf of the Granville-Brown Deer Chamber, we would like to go on the record as emphatically supporting the spirit of the original North Meadows Planned Development and also request that the City of Milwaukee enforce the current requirements of a Neighborhood Shopping Zoning District (NS1-NS2), which clearly states: "These districts provide for residential uses as well as commercial uses that serve the neighborhood. Such commercial uses are necessary to satisfy basic shopping and service needs that occur frequently and must, therefore, be located close to residential areas. The character of these districts is intended to be compatible with that of surrounding residential neighborhoods."

Our Chamber's mission is to lead the effort to improve the quality of life and general prosperity of residents, businesses, and employees of the Historic Granville and Brown Deer neighborhoods. It is our opinion that an adult retail establishment does not enhance the quality of life and prosperity of surrounding homeowners and residential tenants; nor does it provide a quality business environment for commercial, industrial, or community stakeholders in the area. It is also NOT a commercial use 'necessary to satisfy basic shopping and service needs' for area residents.

The Granville-Brown Deer Chamber is a new group of businesses and community leaders working together to benefit its members and the community. Our support of the current zoning reflects our mission of community and economic revitalization.

Thank you for your time and consideration of this matter.

Sincerely,

Alvin C. Hill, Jr.
Granville-Brown Deer Chamber President

cc: Mayor Tom Barrett
Rocky Marcoux