



June 4, 2024

Zoning and Neighborhood Development Committee
Milwaukee City Hall
200 E. Wells St.
Milwaukee, WI 53202

RE: File No.231461: Proposed Rezoning of Properties at 324 N 15th Street and 1439 W St. Paul Ave.

Dear Members of the Zoning and Neighborhood Development Committee,

On behalf of the East Capitol Business Improvement District 25 ((BID 25) formerly Riverworks BID)), I am writing in support of Menomonee Valley Partners and the Menomonee Valley Business Improvement District and their opposition to the proposed rezoning of the properties at 324 N 15th Street and 1439 W St. Paul Avenue.

The Valley 2.0 Plan, the comprehensive land use plan for the Valley, engaged all districts bordering the Valley. In focus groups with neighborhood leaders, businesses, and organizations, there was resounding agreement that the Valley best serves our residents as a job center and place of recreation.

Milwaukee is fortunate to have a thriving industrial corridor providing family-sustaining jobs in the heart of the city. The Valley 2.0 Plan recognized the potential for conflicts between industrial businesses and residential developments and, with that conflict in mind, the plan and subsequent zoning ordinances expressly prohibited residential uses. The plan instead recognized the Valley's immediate adjacency to neighborhoods with new and existing opportunities for residential developments serving Valley employees. These neighborhoods have the infrastructure that healthy residential neighborhoods rely on, and that the Valley does not provide, including public transit, grocery stores, laundromats, daycares, and schools.

This is the promise that well-considered land use planning provides our City: the ability to leverage the strengths of one neighborhood to support the growth and strengths of others.

Major deviations from comprehensive plans are undertaken only after significant public input, due diligence, and thorough weighing of the factors leading to deviations from the plans. We join MVP and its supporters in the request that decisions involving a major deviation from the adopted land use plans appropriately weigh the impacts on environmental justice, public health, business, and community concerns. This decision has the potential to set a precedent that could be felt throughout the City, upsetting the well-established and iterative process that help shape our neighborhoods.

Sincerely,

Willie Karidis

Willie Karidis, Executive Director
East Capitol Business Improvement District #25