



MENOMONEE VALLEY PARTNERS, INC.
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February 20, 2007

The Honorable Members of the Zoning and Neighborhood Development Committee
City Hall
220 E. Wells Street
Milwaukee, WI 53202

Dear Committee members,

On behalf of the Management Committee of Menomonee Valley Partners, Inc. (MVP), I write to you regarding Mallory Properties proposed “City Light” development for the property between 25th and 17th Streets and a request before you for a zoning amendment from Industrial Heavy (IH) to a General Plan Development (GPD) for the 24.8 acre site. We would like to thank Mallory Properties for briefing us on the project and presenting at the Menomonee Valley Business Association meeting last week. As you will read, MVP supports the overall use and site layout plan submitted for your consideration. We would also support the historic designation of the five brick structures on the east end of the property through the Historic Plan Commission.

Our support at this time is based on the following reasons. First, MVP is supportive of the plan to redevelop the signature group of five historic red brick buildings. Designed by renowned Milwaukee architect Alexander Eschweiler and built in 1895, these buildings have become a Milwaukee landmark. Mallory Properties has indicated a desire to restore the buildings in accordance with Department of the Interior standards and to seek Historic Tax Credits. MVP believes these buildings merit historic restoration done in accordance with Department of the Interior standards. We hope that Mallory Properties includes this intention in its Detail Planned Development submission. We also encourage the City to use its powers to seek local historic designation through the Historic Preservation Commission.

Second, we are pleased to see approximately 13 acres of the eastern portion of the site remain a viable option for light industrial/manufacturing uses, reflected in the GDP submission. Through our work recruiting industrial companies to the Canal Street Commerce Center and the Menomonee Valley Industrial Center, we know that there is a demand in the city of Milwaukee for quality industrial sites.

We are also encouraged that they will make every effort to incorporate the Menomonee Valley Sustainable Design Guidelines. While they have not included this explicitly in the GDP submission, they have stated this goal to us and we have offered our assistance in attaining this achievable and important goal. These Guidelines are practical, cost-effective, “green” development methods help businesses achieve higher returns on their upfront investment and improve the aesthetic quality and environmental performance of the Valley.

Furthermore, MVP is supportive of City Light's proposed Riverwalk along the Menomonee River. We view this as an amenity not only to employees at the City Light complex, but also to users of the newly completed Hank Aaron State Trail as well as canoers and kayakers who will be making use of the Menomonee River from the new canoe launch at 37th Street or the planned launch at Emmer Lane.

Based on the information available at this time, MVP is pleased to offer our support for City Light's preservation of valuable industrial land in the Menomonee Valley, the historic preservation of the only historically significant buildings in the Valley, and the creation of public access along the bank of the Menomonee River.

Sincerely,

A handwritten signature in cursive script that reads "Laura Bray".

Laura Bray
Executive Director