



1005 Spring City Drive  
Waukesha, WI 53186

City of Waukesha  
Department of Community Development  
BOARD OF ZONING APPEALS  
201 Delafield Street  
Waukesha, WI 53188

RE: 1005 Spring City Drive

Dear Board of Zoning Appeals:

I currently own and operate a successful outdoor entertaining/casual furniture/rec room equipment retail establishment doing business as Master Z's. I purchased this business in September of 2015. I have two locations. My largest store operation and administrative office is located at 1005 Spring City Drive, Waukesha. Waukesha Wisconsin is the listed and recognized Corporate Headquarters of Master Z's. This store attracts shopping traffic and large ticket item buyers from the entire Midwest geographic region. I also own a vacant neighboring lot to this address which I purchased in the event I want or need to expand the retail operation of this business in the future. That "event" is now under my consideration.

Both the current retail operation and the vacant lot lie within a TIF District that was established prior to my purchase of the business in 2015. The current zoning of my properties within this TIF District are M3. I am fairly certain that the current retail occupancy was in operation prior to the establishment of the current TIF (but I may need to be corrected on that detail), hence, this business and other neighboring enterprises within the TIF represent positive retail precedence in this active and vibrant economic corridor in the City of Waukesha.

The dynamics of retail in the large ticket item stores that offer high quality patio furniture and premium grilling/fire pit equipment; unique, high-end recreation room games and electronics; one-of-a-kind sports memorabilia and collectables; is changing due to access and competition on the internet and areas where the next generation of consumers elect to spend their discretionary surplus dollars.

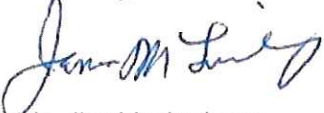
To remain on top of the competition in this market and to maintain my edge, I need to improve my street visibility and brand recognition/exterior curb appeal as well as increase my product display and access to inventory inside my retail operation. With that expansion vision, comes a need to increase the corporate administration operations within our Waukesha headquarters. The items I sell are large scale and require the consumer to test/sit in/ use/demonstrate prior to purchase. This requires space and real estate. The time for my enterprise to expand and maintain sales growth and momentum is now. With expansion comes increased sales revenues, taxes paid, job creation and consumer traffic to this area of Waukesha and the surrounding County. This is a destination retail stop for a unique buyer. The items I carry are high end retail products. While internet sales are part of the new consumer's culture, my merchandise needs to be seen, felt, and experienced prior to a transaction. My "web site" is my retail, warehouse and corporate headquarters operation.

While it appears successful retail precedence currently exists in multiple locations within this TIF, I am respectfully asking for the City's consideration to allow me the opportunity to expand the current/existing retail, office, warehouse and parking/vehicular circulation footprint on the two abutting properties I own within this TIF. Upon granting of this permission to expand at this time versus waiting for the TIF to sunset, I and the City of Waukesha will be able to take advantage of the timely interest of consumers in my product lines. My immediate future growth is dependent upon allowing needed expansion to the retail operation to take place. The benefit to the City of Waukesha and the region is that a quality, destination retailer remains vibrant in the community; I'm able to make a significant growth move which will increase retail visitors and traffic to the area; and I will continue to provide quality jobs and generate more jobs for the community. As a current operating retailer expanding in place, the variance is not permitting a new, outside operation seeking permission to deviate from a current zoning designation. It's critical that the timing be granted now versus at the sunset of the TIF so I am able to take advantage of the robust post-recession retail economy enjoyed by many at this time.

The City of Waukesha is the recognized home address of Master Z's Corporate Headquarters and Retail Store and Warehouse. We are proud to be an active member of the Waukesha business community. We are good corporate citizens and contribute to the economic success of the area. It's critical that we are allowed to expand in place at this location and address. Moving our headquarters and retail operation to a different community does not make sound economic and business sense. We've built a visible presence and customer awareness at 1005 Spring City Drive. We need to build on this established recognition.

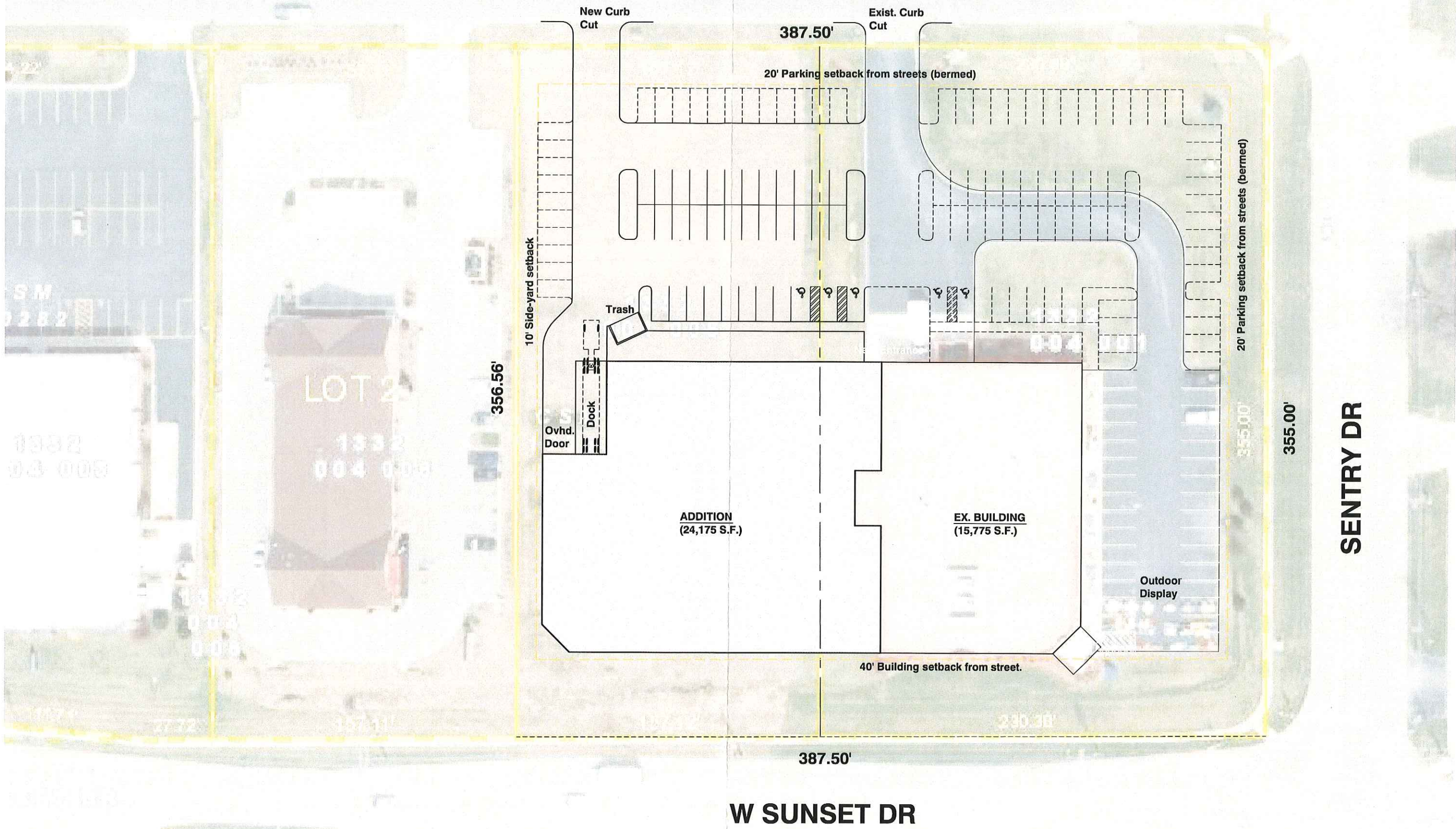
Thank you for your respectful consideration.

Sincerely,

A handwritten signature in blue ink, appearing to read "Jim Lindenberg".

Mr. Jim Lindenberg  
President  
Master Z's  
1005 Spring City Drive  
Waukesha, WI 53186

# SPRING CITY DR



# W SUNSET DR

# SENTRY DR

Site Plan OPTION 'A'  
1" = 50'

August 26, 2016



Master Z's Proposed Expansion  
Conceptual Site Plan  
Waukesha, Wisconsin



2122 West Mount Vernon Avenue | Milwaukee, WI 53233 | zastudios.com