

June 13, 2024

City Plan Commission
809 N. Broadway
Milwaukee, WI 53202

Zoning and Neighborhood Development Committee
City Hall
200 W. Wells Street
Milwaukee, WI 53202

RE: Files 231461 & 240199: Proposed Rezoning of Properties along W. St. Paul Ave.

Dear City Plan Commissioners and Members of the Zoning and Neighborhood Development Committee,

On behalf of Potawatomi Casino & Hotel, I am writing to share our thoughts on the importance of preserving areas of our city for industrial uses to continue to operate. Potawatomi Casino & Hotel has been in the Menomonee Valley since 1991 and has 2400+ employees. We have been an active partner in the Menomonee Valley as well as a member of the Valley Business Improvement District.

We are as frustrated as all our Valley neighbors with the vacant brick building on the street, but we know that converting this property to residential is not a solution. The Valley Business Improvement District and Menomonee Valley Partners have been working for 25 year with City, County, State, and Federal partners, employers, residents, neighborhood and environmental groups, and other stakeholders to develop and implement a vision for the Valley that supports Milwaukee. In that time, we have collectively developed 300 acres of brownfield land, recruited more than 70 companies with more than 5,500 family-supporting jobs, and developed 60 acres of parks and trails along the Menomonee River. Jobs, nature, and major entertainment destinations have all been part of the Valley's plan and that work has been so successful to date that it has become a national model.

The Valley supports a plan focused on creating and retaining jobs close to the available Milwaukee workforce. The vision and the work of the Valley is not the problem, this

absentee landowner's property is. We should not undo 25 years of success to support this property owner.

If residential is permitted here, there is a precedent to continue rezoning for residential throughout the Valley. In fact, there is a request on record from another property owner, requesting to be next to rezone their 12-acre property for multi-family housing. If you permit the St. Paul property, you have opened the door to undo the success to date, threaten the long-term viability of companies who have built the Valley's and Milwaukee's successes, and will lead to moving good jobs out of the city.

We encourage the City to address the issues caused by this property owner, but ask that you do not mistake this proposal as a solution, as it will only complicate things for many of the businesses here. St. Paul is now zoned Industrial-Commercial to allow a mix of uses that work well together, while keeping out those that conflict with existing uses. Residential development has never existed in the Valley throughout the history of this city and the Valley stakeholders have always recognized the importance of keeping residential separate from places that have 24/7 manufacturing, industrial, or commercial activity.

Introducing residential to St. Paul Avenue is not the solution to this problem. Residential development in the Valley would be a new problem altogether, one that stands to threaten the viability of the industrial businesses that have been here for the long haul, supporting our economy and our workforce.

We strongly encourage you to reject the proposed residential conversion. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read 'D. Ortiz', with a long horizontal flourish extending to the right.

Dominic Ortiz, CEO