



May 29, 2024

Zoning and Neighborhood Development Committee
City Hall
220 North Wells Street
Milwaukee, WI 53202

Dear Chairman and Alders of the Zoning, Neighborhoods and Development Committee,

On behalf of the Milwaukee Harbor District and BID 51, I am writing to express our firm opposition to the current proposal to rezone a property on St. Paul Avenue for residential purposes. This decision directly contradicts the collaborative efforts undertaken by the Industrial Business Improvement Districts and the city to determine the future of industrial land, crucial for preserving essential spaces for industrial uses ranging from small makers to large manufacturers.

Our collective involvement in the Milwaukee Industrial Land Analysis, which engaged businesses, employees, residents, workforce agencies, and various stakeholders, resulted in the clear adoption of city policy: the preservation of existing industrial land to ensure the availability of spaces for manufacturing in close proximity to our workforce. These manufacturing entities not only provide jobs but also opportunities for skill development and advancement across all levels. As our city expands, the demand for such employment opportunities will only increase. Thus, displacing manufacturing and industrial businesses in favor of housing when there are significant opportunities in adjacent neighborhoods would have detrimental long-term consequences for our community.

Planning processes are deeply rooted in community input and consensus-building efforts that span across decades, reflecting the collective aspirations and needs of residents, businesses, and stakeholders. These deliberations result in carefully crafted policies and zoning regulations aimed at fostering sustainable growth, preserving unique land opportunities, and enhancing quality of life. It is imperative to uphold the integrity of these long-standing planning frameworks, which serve as guiding principles for responsible development. Reconsidering such plans solely to accommodate the

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interests of a single developer undermines extensive community engagement and compromises the integrity of the decision-making process. Sustainable development should prioritize the long-term well-being of the community over short-term gains, ensuring that the vision for the city remains steadfast and resilient in the face of evolving challenges and opportunities.

Therefore, we urge you to prioritize the broader perspective and the long-term needs of our city over the interests of a solitary development project.

Sincerely,

A handwritten signature in black ink that reads "Tia Torhorst".

Tia Torhorst
CEO
Milwaukee Harbor District and BID 51