



May 10, 2024

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

RE: Opposition to St. Paul Avenue Residential Rezoning

Dear members of the Milwaukee Zoning and Neighborhood Development Committee,

On behalf of JM Brennan, a mechanical contractor founded in Milwaukee at 30<sup>th</sup> and Clybourn in 1932, I am writing to share our thoughts on the importance of preserving areas of our city for industrial uses to continue to operate. JM Brennan has been in the Menomonee Valley on St. Paul Avenue since 1979 and has undergone several major expansions in that time. We now have over 550 employees based out of this location and a fleet of 220 trucks, the largest mechanical fleet in Milwaukee. We have been an active partner in the Menomonee Valley since the beginning and a founding member of the Valley Business Improvement District.

We are as frustrated as all our neighbors with the vacant brick building on the street, but we know that converting this property to residential is not a solution. We have enough parking challenges already on the street. Several active companies have daily truck shipments in and out, which block the street periodically. Noise, backup alarms, trucks, etc. are all part of day-to-day operations in the Valley, including on St. Paul Avenue, and introducing residential development into this mix is going to be problematic for many long-term businesses.

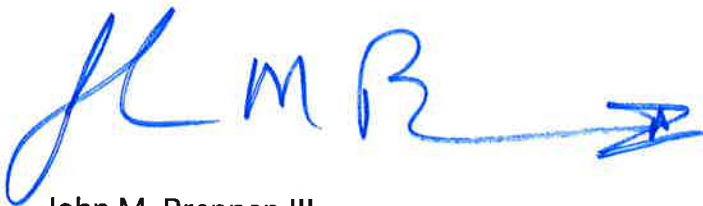
**Most importantly, if residential is permitted here, there is a precedent to continue rezoning for residential throughout the Valley. In fact, there is a request on record from the property behind us to rezone all the way to 25<sup>th</sup> Street for multi-family housing, which would create serious issues for the future of our business.**

We encourage the City to address the issues caused by this building, 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 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 blue ink that reads "J M B" followed by a stylized flourish that ends in a horizontal line with a small arrowhead pointing to the right.

John M. Brennan III

Co-President

J.M. Brennan, Inc.