

## Melendez, Yadira

---

**From:** License  
**Sent:** Tuesday, January 20, 2026 4:53 PM  
**To:** Melendez, Yadira; Cox, Andrew  
**Cc:** Lopez, Faviola; Milano, Marissa  
**Subject:** FW: 4030 S Pine Ave - Light Motor Vehicle Dealer License  
**Attachments:** Horacio Letter.pdf; letter; Review Neighborhood.pdf; 2026-01-07 13-11.pdf; A Letter for the Alderwoman ; Alder letter revised.pdf; Business support letter ; HARLAN\_H AND H\_126 letter.pdf

Can you add these to the license file and LIRA respectively?

Thanks

**From:** Dimitrijevic, Marina <Marina@milwaukee.gov>  
**Sent:** Tuesday, January 20, 2026 10:32 AM  
**To:** License <LICENSE@milwaukee.gov>; harlan@hhautomotivegroup.com  
**Subject:** Fw: 4030 S Pine Ave - Light Motor Vehicle Dealer License

License office, please add the attached letters to the H and H automotive license application scheduled for a hearing next week.

Thank you,



Terri Williams  
Legislative Aide | 14th District  
She/Her/Hers/Ella  
p: (414) 286-3769  
e: [terri.williams@milwaukee.gov](mailto:terri.williams@milwaukee.gov)  
200 E Wells Street, Room 205

Use our *Click for Action* online system to report city service requests [here](#).  
Sign up for the Aldermanic District 14 monthly e-newsletter and other updates [here](#).

---

**From:** Harlan Hernandez <harlan@hhautomotivegroup.com>  
**Sent:** Tuesday, January 20, 2026 6:21 AM  
**To:** Dimitrijevic, Marina <[Marina@milwaukee.gov](mailto:Marina@milwaukee.gov)>  
**Cc:** Williams, Terri <[Terri.Williams@milwaukee.gov](mailto:Terri.Williams@milwaukee.gov)>  
**Subject:** RE: 4030 S Pine Ave - Light Motor Vehicle Dealer License

Good morning,

I am writing to follow up regarding my dealer license application. I have since spoken with several neighboring property owners, and they have indicated that they do not have any concerns with the application—particularly my neighbor

Attached, please find reference letters for your review.

I appreciate your time and consideration, and I hope to be given the opportunity to move forward.

Thank you.

Best regards,  
Harlan Hernandez



## Harlan Hernandez

### Manager

PHONE: (414)439-4700  
EMAIL: [harlan@hhautomotivegroup.com](mailto:harlan@hhautomotivegroup.com)  
Web: [hhautomotivegroup.com](http://hhautomotivegroup.com)  
ADDRESS: 4030 S Pine Ave, Milwaukee, WI 53207

To Whom It May Concern,

I am writing to express my strong support for H&H Automotive Group and its owner, Harlan Hernandez. This business consistently demonstrates excellent customer service, maintains convenient and reliable hours, and is led by an owner who is both kind and genuinely supportive.

The welcoming environment and dedication to customers set H&H Automotive Group apart. The owner takes pride in ensuring customers feel valued, respected, and well served, which has helped build trust and positive relationships within the community.

Small businesses like H&H Automotive Group play an important role in supporting the local economy and providing dependable services. Any assistance or support extended to this business would be well deserved and would help ensure its continued success and positive impact.

Thank you for your time and consideration.

Sincerely,

1/7/26

January 15, 2026

To Whom it May Concern,

I would like to share my experiences with H & H Automotive Group, and owner Harlan in particular, in light of his application to sell some cars from his business lot.

I've owned the duplex t, right up the road ars, and up until a few months ago, I lived there that entire time, as well.

During this time H & H and its owners have always proven themselves to be good neighbors as well as good, very helpful citizens of our community.

The first time I visited H & H and met Harlan was in Feb. 2024. A woman pulled out from her parking space on Norwich St, right in front of St Veronica's, and hit my car as I was driving on Norwich, heading home. It was, without a doubt, her fault, and she had car insurance, but I felt bad for her and wanted to help her minimize her costs (incl. a potential car insurance premium increase), if possible. I remembered from driving by that there was an auto body shop right up the road, so I took my car there. Harlan wrote up a couple of extremely reasonably-priced (\$1,143.60 & \$838.60), detailed estimates for my car. I also went to Gerber Collision and got an estimate for \$3,901.01. I shared all three of these estimates with the woman, but she decided she'd rather go through her insurance, so Harlan got no business for his efforts (I did buy him a fruit basket from Layton Fruit Market for helping ;) but I realize that isn't the same!)

The second time I visited Harlan it was after a fender-bender in South Milwaukee due to construction going on at that time. The other woman who was involved in the accident took her car to H & H and Harlan (or his employees) fixed her car for FREE!!! It was a relatively minor repair, but I believe it took him/them at least two or three hours, and we were extremely grateful that he/they did that.

The third time I visited H & H was for my boyfriend Matt to get an estimate for body work needed on his 2014 truck (rust, etc). Harlan wrote up several separate estimates, one for each repair (very helpful!), and while Matt is still thinking about getting that work done, he hasn't started yet.

So Harlan has been very helpful to me and others that I am aware of THREE separate times, and has not made even a dime from any of us!

H & H has also always been a quiet, unobtrusive business presence (unlike their neighbors Arteaga, but that's a separate subject 😊). I wouldn't have even noticed that they were there if not for their sign.

I hope you have found this helpful. Feel free to reach out to me if I can be of further assistance.

Sincerely,

01/13/2026

To Whom It May Concern,

I am writing this letter as a neighboring resident to express my support for the opening of a dealer at 4030 S Pine Ave.

I've been living at the above property for about 7 years. So I got to know the few problems that 4030 S Pine Ave had at some point. Before H&H Automotive, there were always issues with hours of operation, overflow of parking, nuisance, and other issues. However, since H&H Automotive started working from the location, I can see how things have been turned around.

I have not experienced any issues related to noise, traffic, safety, or other concerns, and I do not anticipate any problems as the business begins or continues operations. I believe this business will be a positive addition to the area.

I am familiar with the proposed business activity and have no objections or concerns regarding its presence in the neighborhood. I don't see how it should cause any disturbance, nuisance, or negative impact to surrounding the houses.

Please feel free to contact me if additional information or clarification is needed.

Sincerely,

To: Alderwoman Marina Dimtrijevic,

I live on the northeast side of the City of Milwaukee, in the Riverwest neighborhood. I am writing this letter to you in support of H & H Automotive Group, located at 4030 S. Pine Ave., Milwaukee, WI 53207. I am familiar with this neighborhood and some other neighborhoods to the south. I once worked for Federal Express on S. Howell Ave. I also worked for First Transit on S. 13<sup>th</sup> Street. And I was once a Lyft driver as well. I still spend quite a bit of time on the south side for various reasons, one of which is the quality of service H & H provides. Before H & H Automotive Company took over, another company was more of an eyesore for the neighborhood and the area. The present company, H & H, has really cleaned up the place. I have never been disappointed or dissatisfied with their services. I have always received professional, good customer service. The prices are fair and reasonable. As a female consumer, I have never felt cheated or uncomfortable. I feel as if I can trust this company, and I do share their information with other women. Most importantly, they are not trying to rip me off by charging me extra for unnecessary repairs.

# H&H Automotive Group

4030 S Pine Ave, Milwaukee, WI 53207, United States

[Write a review](#)

5.0  18 reviews ①

Sort by

[Most relevant](#)

[Newest](#)

[Highest rating](#)

[Lowest rating](#)



Jennifer Sixty

2 reviews · 2 photos

⋮

 2 weeks ago [NEW](#)

After a reckless driver took out both of my passenger side doors, I had no idea who to turn to for an estimate, and I was worried I might be forced to take her to the overpriced dealership or worse, live with the damage.

I can't tell you how happy I am that I decided to stop by H&H and have Harlan take a look at my car. He was straightforward and detailed about what needed to be done and why, which I appreciated, and he gave me several options to choose from in order to ease my financial burden.

He gave me an itemized estimate right away and reached out through every step of the process.

I couldn't be happier with the outcome. Not only did they replace my doors, reinstall the hardware from my old ones, and match the paint perfectly, they took the time to fix the window mechanisms that were broken so now I can roll down my window again!

Harlan and his team at H&H are amazing! A pleasure to do business with and an asset to the community. I'm so fortunate to have them in my neighborhood, and I look forward doing business with them in the future.

Highly recommend!

