



VULCAN
GLOBAL MANUFACTURING SOLUTIONS

May 6, 2024

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

Dear members of the Milwaukee Zoning and Neighborhood Development Committee,

On behalf of Vulcan Global Manufacturing Solutions, which has operated in Milwaukee on W. Pierce Street since 1978, I am writing to share our experience and concerns with the committee. Since its founding in the Menomonee Valley with only three employees, Vulcan has grown to more than 100 employees at several locations and evolved into aerospace, security, and medical diagnostics business lines. Our products are sold around the world and employ Milwaukee residents in the heart of the City.

Our business has worked hard to grow our local economy and support good jobs within the City. However, we know first-hand the impact of permitting residential development close to active manufacturing, and we caution the City in making the same mistakes on St. Paul Avenue as it made on Pierce Street. If we want to continue supporting the manufacturing economy in this city, and the jobs that come with it, policy makers need to understand moving residential into these areas, where it has not existed before, is a clear signal that these companies and these jobs are undervalued.

Since the City permitted a residential property across the street from our operations in 2016, we have experienced significant challenges to our business operations. We have witnessed firsthand the conflicts that arise when residential moves into an active manufacturing area. We have had neighbors wander onto our property, children come through open bay doors, playing around loading docks, and many incidents that pose risks for our ability to effectively conduct our business and that compromise the safety of both residents and our employees.

Residents complain about our operations, including truck traffic, truck deliveries that temporarily block the street, noise, etc. While families living across the street may feel these things as inconveniences, they are critical components of our day-to-day operations. In addition, the lack of greenspace and other infrastructure to really support residential living in our area, much like St. Paul Avenue, has led to issues for us, such as

PROTECTING WHAT MATTERS



kids playing in unsafe areas, parking conflicts, pet waste management, and maintenance issues that strain resources of businesses and property owners.

It is crucial for the city to recognize that industrial areas are not conducive to residential living. These areas are designed for and have long been used for manufacturing and logistics operations, and our experience shows that this is not very compatible with residential development.

Housing can be built in nearly every area of this city, but manufacturing is left with few areas in the city close to the available workforce. Decisions like Pierce Street and the one pending for St. Paul are hampering even these locations where manufacturing has thrived for generations.

Manufacturers in this area play a vital role in the local economy by providing stable, family-supporting jobs to the community and bringing outside funding to our local economy through our exports. Manufacturing has always been, and still is, important to the prosperity of Milwaukee. By safeguarding the space for industrial and commercial activities, the city can ensure continued investment and growth in the area, benefiting both businesses and residents alike.

We urge the city to reconsider the proposed rezoning and to learn from the lessons of this area of the Valley. Our experience underscores the importance of maintaining a clear distinction between industrial and residential areas to foster a safe, thriving and sustainable urban environment for everyone.

Thank you for considering our concerns.

Sincerely,

A handwritten signature in black ink, appearing to read "Tori Morrow". The signature is fluid and cursive, with a large initial "T" and "M".

Tori Morrow
President
Vulcan Global Manufacturing Solutions, Inc.

Lee, Chris

From: Brostoff, Jonathan
Sent: Thursday, May 2, 2024 8:32 PM
To: Valerie L
Cc: Lee, Chris; Jackson, Benjamin (CC)
Subject: Re: Objection to rezoning property in Menomonee Valley from industrial-commercial to residential

Thank you, noted.

In service,

Jonathan Brostoff
Alderson District 3
City of Milwaukee
200 E. Wells St. Room 205
Milwaukee, WI 53202
(414) 286-3765
[Facebook](#) [Twitter](#)

On May 2, 2024, at 16:40, Valerie L <vlangston2330@gmail.com> wrote:

The building at 324 North 15th Street and 1357-1439 West St. Paul Avenue has been vacant for nearly 40 years. A developer has proposed rezoning it from industrial-commercial to allow it to be developed as 45 units of housing.

I stand with the Menomonee Valley Partners who are trying to protect the "Industrial Land in the Valley from Residential Conversion".

Please record my objection to this parcel of land being zoned for residential use near chemical manufacturers and other such businesses in the Valley.

Thanks for your attention.

Ms Valerie Langston
201 N 36th Street
Milwaukee, WI 53208



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 30th 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.

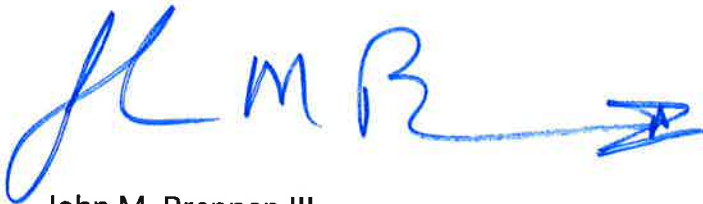
Most importantly, if residential is permitted here, there is a precedent to continue rezoning for residential throughout the Valley. In fact, there is a request on record from the property behind us to rezone all the way to 25th Street for multi-family housing, which would create serious issues for the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



May 28, 2024

Zoning and Neighborhood Development Committee
Milwaukee City Hall
200 E. Wells St.
Milwaukee, WI 53202

Re: File #231461

Dear Members of the Zoning and Neighborhood Development Committee:

On behalf of BID 31, I am writing to convey our opposition to the current proposal to rezone the properties on 324 N. 15th Street and 1439 W. St. Paul Avenue for residential purposes. The City of Milwaukee in collaboration with the Industrial Business Improvement Districts has gone to great lengths to develop policy that will determine the future of industrial land and manufacturing in Milwaukee. It is crucial that we as a City stay the course and remain disciplined in preserving industrial land.

The Milwaukee Industrial Land Analysis brought together a collective community voice to include businesses, employees, residents, and workforce development professionals to take a thoughtful and intentional look at the future of manufacturing in Milwaukee. This collective community voice realized the need for having family sustaining jobs within the heart of our City and in turn adopted the policy to preserve industrially zoned land.

This land use debate stretches beyond the disciplines of city planning and zoning. It is an equity issue. In short, while our national unemployment rate for Black Americans has decreased to a record 5.2%, Wisconsin (with Milwaukee being a significant player in the State's economy), remains at 8.3%. Our State of Wisconsin is consistently ranked one of the lowest desirable States for Black prosperity. A new study by [24/7 Wall St.](#) collected the following data to demonstrate this point:

"According to the study, the median household income for Black individuals in Wisconsin is \$38,732, only 51.1% of the \$75,803 median household income for white individuals, representing the widest income gap among all states. The homeownership rate for Black residents stands at 26.5%, compared to 71.9% for white residents. Additionally, the unemployment rate for Black residents, who make up 6.1% of the state's population, is 8.3%, while the unemployment rate for white residents is 3.0%."

With the announced efforts of new housing policies in Milwaukee, our city's density continues to increase and the need for jobs will also increase. Diminishing manufacturing and industrial businesses in favor of housing when there are exciting and new housing policies being implemented in areas across the City, could have long term negative consequences on our local job market and tax revenues.



If we want to continue to engage stakeholders in meaningful planning processes, it is important to listen to their voices and stay the course that they charted. If we do not maintain the integrity of the community planning model, trust and credibility can be lost. The MVP plan, adopted by the City of Milwaukee is the embodiment of the needs and desires of the stakeholders in the surrounding communities. Ignoring the MVP plan that has been in place for decades and proven to be very successful, is an affront to the residents, businesses, and practitioners that have worked diligently to make Menomonee Valley the inspiration that it currently is. Altering the course of history to accommodate one developer and/or property owner negates two decades of planning discipline.

We urge you to prioritize the greater good and long term future of Milwaukee and the families that need economic opportunity for generations to come.

Sincerely,

Stephanie Harling
Executive Director,

Havenwoods Neighborhood Partnership/ BID 31



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

**600 E GREENFIELD AVE, ROOM 124
MILWAUKEE, WISCONSIN 53204
HARBORDISTRICT.ORG**



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

600 E GREENFIELD AVE, ROOM 124
MILWAUKEE, WISCONSIN 53204
HARBORDISTRICT.ORG



June 4, 2024

Zoning and Neighborhood Development Committee
Milwaukee City Hall
200 E. Wells St.
Milwaukee, WI 53202

RE: File No.231461: Proposed Rezoning of Properties at 324 N 15th Street and 1439 W St. Paul Ave.

Dear Members of the Zoning and Neighborhood Development Committee,

On behalf of the East Capitol Business Improvement District 25 ((BID 25) formerly Riverworks BID)), I am writing in support of Menomonee Valley Partners and the Menomonee Valley Business Improvement District and their opposition to the proposed rezoning of the properties at 324 N 15th Street and 1439 W St. Paul Avenue.

The Valley 2.0 Plan, the comprehensive land use plan for the Valley, engaged all districts bordering the Valley. In focus groups with neighborhood leaders, businesses, and organizations, there was resounding agreement that the Valley best serves our residents as a job center and place of recreation.

Milwaukee is fortunate to have a thriving industrial corridor providing family-sustaining jobs in the heart of the city. The Valley 2.0 Plan recognized the potential for conflicts between industrial businesses and residential developments and, with that conflict in mind, the plan and subsequent zoning ordinances expressly prohibited residential uses. The plan instead recognized the Valley's immediate adjacency to neighborhoods with new and existing opportunities for residential developments serving Valley employees. These neighborhoods have the infrastructure that healthy residential neighborhoods rely on, and that the Valley does not provide, including public transit, grocery stores, laundromats, daycares, and schools.

This is the promise that well-considered land use planning provides our City: the ability to leverage the strengths of one neighborhood to support the growth and strengths of others.

Major deviations from comprehensive plans are undertaken only after significant public input, due diligence, and thorough weighing of the factors leading to deviations from the plans. We join MVP and its supporters in the request that decisions involving a major deviation from the adopted land use plans appropriately weigh the impacts on environmental justice, public health, business, and community concerns. This decision has the potential to set a precedent that could be felt throughout the City, upsetting the well-established and iterative process that help shape our neighborhoods.

Sincerely,

Willie Karidis

Willie Karidis, Executive Director
East Capitol Business Improvement District #25