



EL REY GROCERY, LLC

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February 3, 2026

President José G. Pérez,
President of the City of Milwaukee Common Council
Alderman of the 12th District

Re: Letter of Support – Zoning Change Application and Children's Wisconsin's planned parking lot expansion.

Dear President José G. Pérez

On behalf of El Rey Foods, I am writing to express our support for the requested zoning change for the properties at 1722 and 1726 South 15th Street.

As a business serving families and residents in this neighborhood, we value the mission of Children's Wisconsin and the critical pediatric services provided at the Forest Home Clinic. Since opening in 2022, the clinic has become an essential healthcare resource for a growing population of children in the surrounding community.

We understand that clinic volumes have increased significantly, already exceeding early projections, and that this growth has created real and pressing parking challenges for patients, families, and staff. Like many businesses in the neighborhood, we also experience similar parking constraints and recognize how limited parking can be, particularly during school hours. This parking lot expansion will benefit not only Children's Wisconsin but also Forest Home Avenue School and other surrounding businesses.

For these reasons, El Rey fully supports ICAP Development's rezoning request and encourages the City of Milwaukee to approve this application. We appreciate the City's continued efforts to promote access to healthcare and support responsible neighborhood-serving development.

Thank you for your consideration.

Sincerely,



Ernesto Villarreal