



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.