



Department of City Development  
City Plan Commission  
Redevelopment Authority of the City of Milwaukee  
Neighborhood Improvement Development Corporation

Lafayette L. Crump  
Commissioner

Vanessa L. Koster  
Deputy Commissioner

Ald. Stamper  
15<sup>th</sup> Ald. District

### CITY PLAN COMMISSION ZONING REPORT

**Ordinance File Nos.** [210715](#)

**Location:** 3040-56, 3100-3112 and 3112-R West Meinecke Avenue

**Applicant/  
Owner:** McClendon Capital Group (applicant); Allied Mortgage/Tierra Subida Limited Partnership (owner)

**Current  
Zoning:** Industrial Heavy (IH)

**Proposed  
Zoning:** Industrial Mixed (IM)

**Proposal:** This file relates to the change in zoning from Industrial Heavy, IH, to Industrial Mixed, IM, to allow residential and other uses on the sites located at 3040-56, 3100-3112 and 3112-R West Meinecke Avenue, on the north side of West Meinecke Avenue, east of North 32nd Street, in the 15th Aldermanic District.

This zoning change was requested by McClendon Capital Group and will allow residential and other uses on the subject sites. More specifically, the applicant plans to adaptively reuse the 5 existing buildings on the site as affordable senior housing. There will also be meeting rooms available on the site. The applicant intends to apply for WHEDA Low Income Housing Tax Credits (LIHTC) to help fund the project.

In addition to the zoning change, a use variance will also be necessary from the Board of Zoning Appeals for the multi-family residential use, as the site is within 150 feet of an Industrial Heavy-zoned site that also has a heavy or intense manufacturing occupancy permit on file.

While specific project plans are not approved as part of this zoning change file, they will be part of the BOZA file. As such, DCD Planning's Design Review Team (DRT) reviewed preliminary plans that were included in the applicant's BOZA submission, and provided initial comments to the development team that included requesting clarification on elements such as replacement of the existing

chain link fence with a higher quality, decorative metal fence on the east side of the site, parking lot landscaping, and confirming the developer's commitment to accommodate a future connection through the site to connect to the 30<sup>th</sup> Street Corridor recreational trail being proposed to run along the railway right of way on the east side of the site.

**Community Outreach:** The applicant has discussed their project plans with representatives of the Metcalfe Park Community Bridges neighborhood organization to inform them of the development plans and request their feedback. Metcalfe Park Community Bridges has submitted an email to DCD Planning in support of this zoning change, expressing their support for the proposal and citing a need for affordable senior housing in the area. The developer also provided an email from the property owner to the north (Master Lock) indicating that they don't object to the conversion of this building for housing uses.

**Adjacent Land Use:** The adjacent property to the north, which extends from West Meinecke Ave to West Center St, is zoned Industrial Heavy (IH). Across W Meinecke Ave to the south of the subject property is a building zoned Industrial Light (IL2). Surrounding properties to the west and east mostly consist of Two Family Residential (RT3), with open recreation fields and a grocery store zoned as Planned Development (PD).

**Consistency with Area Plan:**

The proposed zoning map change is within the planning area of the Fond du Lac and North Area Plan.

The Fond du Lac and North Plan was recently updated and was adopted by the Common Council on November 2, 2021. The new area plan is the result of a multi-year effort which included extensive public engagement in collaboration with several community based organizations including Metcalfe Park Community Bridges.

The 2021 Fond du Lac and North Area Plan reiterates the importance of historic buildings and supports the reuse of former industrial building for new uses. Policies in the new plan include to "Repurpose vacant commercial and industrial buildings for new uses" with a strategy to "Allow a wide-range of neighborhood supporting uses to re-occupy vacant buildings, including non-traditional uses and uses other than the initial intended use of the structure such as housing or office space in a former manufacturing building or light manufacturing in a commercial storefront." The plan also includes policies to "support new housing development that will accommodate a diversity of incomes" and to "increase the overall number and diversity of housing units in the area" with a strategy to "Support the adaptive reuse of vacant non-residential buildings for housing."

The area plan also lays out detailed recommendations for future land use on a parcel by parcel basis. The parcels proposed for rezoning are identified in the future land use table as "industrial-mixed" which allows for residential and other non-industrial uses and is compatible with the City's IM zoning district designation.

The plan also specifically identifies this site as a redevelopment opportunity in the Metcalfe Park Neighborhood and states to “Encourage the restoration and reuse of the Historic Perlick building for housing and/or makerspace. Promote the development as a live-work community or business incubator” To realize this vision for the property, a zoning change would be required.

The proposed zoning map change from IH to IM is consistent with the Area Plan and advances the implementation of several plan recommendations.

Furthermore, in September of 2021, the Common Council adopted the Industrial Land Analysis as part of the City’s Comprehensive Plan. This file was recommended for adoption by the City Plan Commission on August 23, 2021. One of the factors DCD Planning staff considers when evaluating a request to change the zoning of an industrially-zoned site, particularly Industrial Heavy (IH) or Industrial Light (IL), is whether the ILA supports the transitioning of the land uses of the subject site away from traditional industrial uses and toward uses such as residential and commercial. This site was evaluated with the Rezoning Evaluation Framework and it was determined that a rezoning away from industrial use was appropriate.

**Previous City  
Plan Action:**

None.

**Previous Common  
Council Action:**

None.

**Recommendation:**

Since the proposed zoning change to Industrial Mixed (IM) to allow conversion of the existing buildings into affordable senior housing is consistent with the recommendations of the Fond du Lac and North Area Plan and the Industrial Land Analysis, staff suggests that the City Plan Commission recommends approval of the subject file.