



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

CITY PLAN COMMISSION --

Resolution approving the request to deviate from the performance standards established by the Port of Milwaukee Sub Area B (North) Development Incentive Zone (DIZ) to allow an assembly hall use within the existing building located at 1120 South Barclay Street, on the east side of South Barclay Street, south of East Washington Street, in the 12th Aldermanic District.

- Analysis -

This resolution approves a request to deviate from the performance standards established by the Port of Milwaukee – District B overlay for the property located at 1120 South Barclay Street, on the east side of South Barclay Street, south of East Washington Street, in the 12th Aldermanic District.

Whereas, The City of Milwaukee has established a permitted use list and design standards for the review of new developments and site work on properties located within a Development Incentive Zone, generally located on the east side of South 1st Street, south of East National Avenue and north of East Bay Street, and established by Section 295-1007(2)(b).0020 of the Milwaukee Code; and

Whereas, The intent of the overlay zone is to promote attractive and efficient use, or reuse of land and/or buildings in the Port of Milwaukee Redevelopment Plan area in a manner that provides high quality sites for commercial and industrial development, while benefitting the surrounding community; and

Whereas, The DIZ use list prohibits an assembly hall use and in 2019, the previous occupant of the subject building, Foamation Company, received an approval from the City Plan Commission to deviate from the use list and allow a 200-300 person event space (assembly hall) that would be accessory to the light manufacturing company; and

Whereas, Foamation Company left the building in May 2022 and subsequently closed permanently in 2023, and the event space known as The Factory on Barclay continued to operate as a principal use within the building with a maximum capacity of 400 people; and

Whereas, The applicant/owner of the building has worked with the Dept. of City Development's Planning staff and Harbor District, Inc. for the past year to create a plan that reserves space within the building for uses that align with the goals and vision of the Water and Land Use Plan (WaLUP) and the Port of Milwaukee DIZ for this section of Barclay Street to be a light industrial and maker corridor, and complements the assembly hall use; and

Whereas, The applicant has signed leases for 3 of the 8 non-event spaces within the building, one being a long term office tenant and 2 are arts-focused businesses who recently signed 2-year leases, and the applicant has also secured a 3-year lease for the use of a portion of the adjacent property at 1132 South Barclay Street, which is also owned by the applicant and will be used as an artist studio; and

Whereas, The applicant has committed to continuing to recruit similar maker-type businesses for the remaining non-event space within the building, or other uses that are allowed by the DIZ overlay and supported by the WaLUP; and

Whereas, A detailed Plan of Operation for the assembly hall, including a parking plan, is available in Exhibit A that is attached to this file, and it is anticipated that the maker and arts-focused building tenants will also use the assembly hall space occasionally to display and sell their products; and

Whereas, The proposed deviation request meets the four criteria set forth in the zoning code, including the purpose of the overlay being met, the deviation improves the aesthetics of the site, the deviation addresses one or more unique site factors that make application of the standard impractical; and the deviation is consistent with the comprehensive plan; and therefore, be it

Resolved, By the City Plan Commission of Milwaukee that the deviation from the performance standards in the Development Incentive Zone known as Port of Milwaukee – District B to allow the existing assembly hall use to continue to operate as a principal use for a period of 2 years is hereby approved conditioned on the applicant applying for a longer term deviation approval for this use prior to the 2 year expiration date and informing DCD Planning and Harbor District, Inc. of any changes to the plans presented in Exhibit A attached to this file; and, be it

Further Resolved, That the owner, or their assignees, are responsible for maintaining site improvements in accordance with approved plans; and, be it

Further Resolved, That the Department of City Development is authorized to review and approve minor modifications, such as building and site signage of said building deemed necessary to complete the development and which are consistent with the approved design standards and the Milwaukee Code.

CPC 09/30/24