



C. NO. 1  
FILE NUMBER 230959  
OFFICIAL NOTICE  
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Common Council of the City of  
Milwaukee

Office of the City Clerk

Notice is hereby given that an ordinance that was introduced at the October 31, 2023 meeting of the Milwaukee Common Council, the essence of which is as follows:

An ordinance approving the Bruce and Pierce Sub-District Plan and amending the Menomonee Valley 2.0 Area Plan as part of Milwaukee's Overall Comprehensive Plan, in the 12th Aldermanic District.

Whereas, On June 2, 2015, the Common Council of the City of Milwaukee ("Common Council") approved File No. 150029 that adopted the Menomonee Valley Area Comprehensive Plan Update ("MVP 2.0") as an element of the City of Milwaukee Comprehensive Plan; and

Whereas, On September 27, 2021, the Common Council approved File No. 210587 that adopted the Industrial Land Analysis as an element of the City of Milwaukee Comprehensive Plan; and

Whereas, Section 66.1001, Wisconsin Statutes, requires that all cities adopt a comprehensive plan and specifies that comprehensive plans shall be updated no less than once every 10 years; and

Whereas, The Industrial Land Analysis was undertaken in coordination with the seven industrial business improvement districts within the City, including the Menomonee Valley Partners ("MVP"); and

Whereas, The Industrial Land Analysis recommends additional analysis for the Bruce and Pierce area of the Menomonee Valley to identify future development opportunities, evaluate zoning adjustments, and capitalize on upcoming infrastructure improvements; and

Whereas, On July 12, 2022, the Common Council adopted Common Council File No. 220308, directing the Department of City Development ("DCD") to develop a Sub-District Plan for the Bruce and Pierce District to amend the MVP 2.0, part of the City of Milwaukee's Overall Comprehensive Plan, in the 12th Aldermanic District; and

Whereas, The City's procedures for comprehensive planning call for the creation of plan updates, based on emerging land use issues and opportunities, neighborhood input and other factors; and

Whereas, The Bruce and Pierce Street Sub-District Plan updates the portion of the MVP 2.0 specific to the portion of the Plan pertaining to the Bruce and Pierce Street Industrial District in the Catalytic Projects chapter; and

Whereas, The Bruce and Pierce Sub-District Plan planning area is entirely within the twelfth aldermanic district and is generally bound by the Burnham Canal to the north, 16th Street to the west, the south side of Pierce Street to the south, and 9th Street to the east; and

Whereas, The Bruce and Pierce Street Sub-District Plan provides recommendations related to zoning, infrastructure improvements, and connectivity to guide decision-making by City departments, the Common Council, and community partners such MVP; and

Whereas, Public participation in the planning process is critical to ensure that the Bruce and Pierce Street Sub-District Plan reflects the goals of the local community and considers issues identified by key stakeholder groups; and

Whereas, Pursuant to the update and amendment procedure for comprehensive planning adopted by Common Council File No. 161076, the planning process has involved extensive community engagement and public participation; now, therefore, be it

Resolved, That the Common Council of the City of Milwaukee approves the Bruce and Pierce Street Sub-District Plan, as recommended by the City Plan Commission, and amends the MVP 2.0 as part of Milwaukee's Overall Comprehensive Plan; and, be it,

Further Resolved, That the amended MVP 2.0, as approved, shall include a text reference to consult the Bruce and Pierce Sub-District Plan as a supple-

ment to provide further guidance and serve as the basis for decision-making by the Common Council in its consideration of matters related to land use and development; and, be it

Further Resolved, That DCD, the Department of Neighborhood Services, the Department of Public Works and other appropriate City departments and agencies are directed to work toward implementation of the Bruce and Pierce Sub-District Plan and, be it

Further Resolved, That the Commissioner of DCD is authorized to send copies of the Bruce and Pierce Sub-District Plan to the parties identified as having responsibility for implementation of said Bruce and Pierce Sub-District Plan for their reference and use.

Notice is hereby further given that the foregoing matter will be given a public hearing by the Committee on Zoning, Neighborhoods and Development in Room 301-B, City Hall, 200 East Wells Street, Milwaukee, Wisconsin, on Tuesday, June 4, 2024, at 9:00 A.M., pursuant to the provision of Sub-Section (7)(d) of Section 62.23 of the Revised Statutes of the State of Wisconsin. Those wishing to view the proceedings are able to do so via the City Channel-Channel 25 on Spectrum Cable or on the Internet at <http://city.milwaukee.gov/citychannel>.

The full text of the proposed amendment will be available for viewing in the subject Common Council File and the draft plan is also posted on the website <https://city.milwaukee.gov/DCD/Planning/PlansStudies/AreaPlans/MenomoneeValley>. Questions or comments about the amendment should be directed to Monica Wauck Smith, City of Milwaukee - Department of City Development; 809 North Broadway, Milwaukee, WI or via email to [mwauck@milwaukee.gov](mailto:mwauck@milwaukee.gov). Written comments should be submitted no later than May 22, 2024.

Those wishing to provide oral testimony will be asked to do so in-person, by phone, or Internet. Those wishing to provide oral testimony by phone or internet are asked to contact the staff assistant, Chris Lee, [claa@milwaukee.gov](mailto:claa@milwaukee.gov), (414) 288-2232 for necessary information. Please make such requests no later than one business day prior to the start of the meeting. Alternatively, those wishing to provide testimony relating to this matter can do so in writing by mail to Office of the Common Council - City Clerk, 200 E. Wells St., Room 205, Milwaukee, WI, 53202, or by e-mailing the staff assistant of this committee at the address listed above.

PLEASE NOTE: a) Members of the Common Council, and members of its Standing Committees who are not members of either Committee, may attend this meeting to participate or to gather information. Therefore, notice is given that either meeting may constitute a meeting of the Common Council or any of its Standing Committees, and must be noticed as such, although they will not take any formal action at this meeting.

b) If you have difficulty with the English language, you may bring an interpreter with you, at your own expense, so that you can answer questions and participate in the hearing.

c) Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language, interpreters or other auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at 286-2998, (FAX) 286-3456, (TDD) 286-2925 or by writing to the ADA Coordinator at Room 205, City Hall, 200 E. Wells Street, Milwaukee, WI 53202.

d) Limited parking for persons attending meetings in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in Room 205, (City Clerk's Office) or the first floor Information Booth in City Hall.

e) This meeting will be web-cast live at [www.milwaukee.gov/channel25](http://www.milwaukee.gov/channel25).