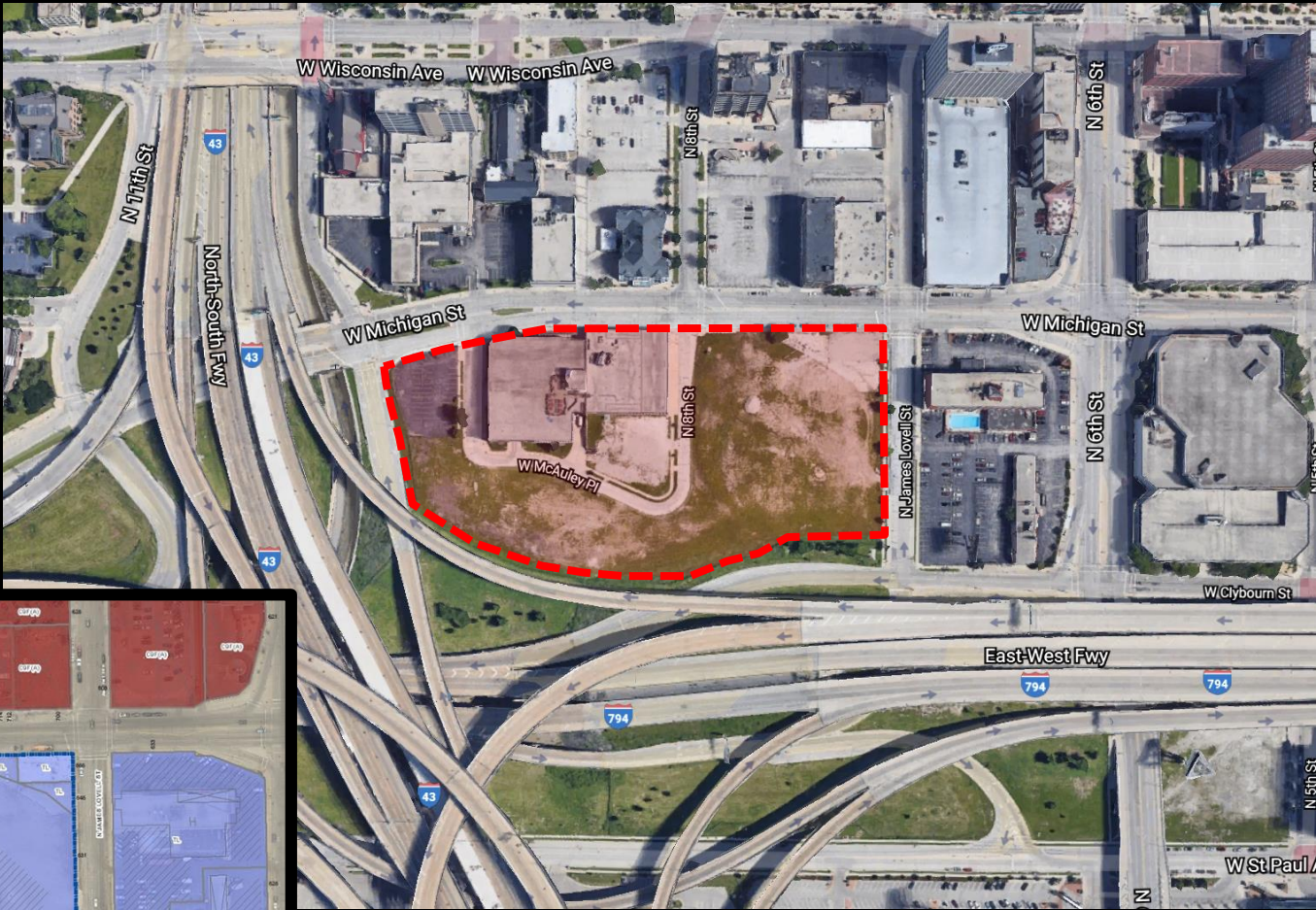


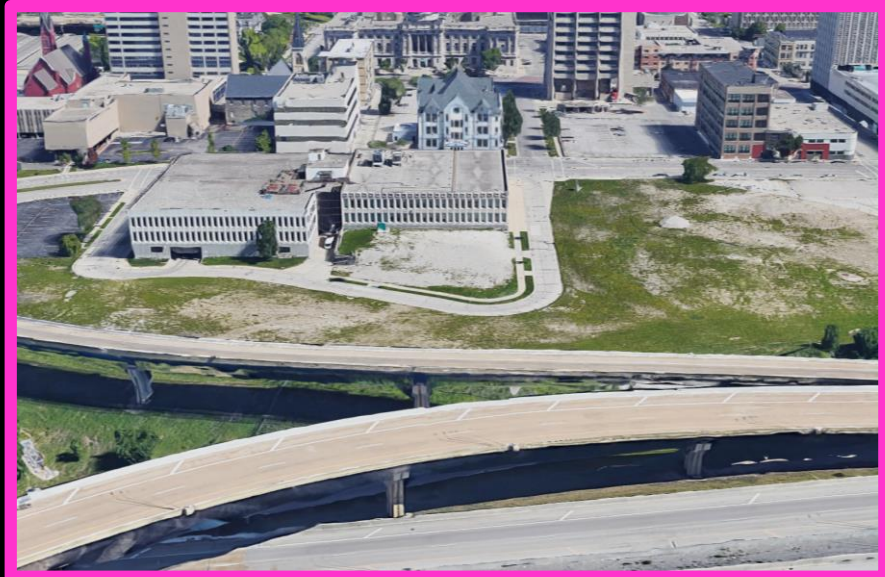
File No. 200696. A substitute ordinance relating to the change in zoning from Institutional, TL, to Downtown Mixed Activity, C9G, for the properties located on the south side of West Michigan Street, west of North James Lovell Street, in the 4th Aldermanic District.



File No. 200696. Site Context Photos.



View from Michigan and 10th looking south-east



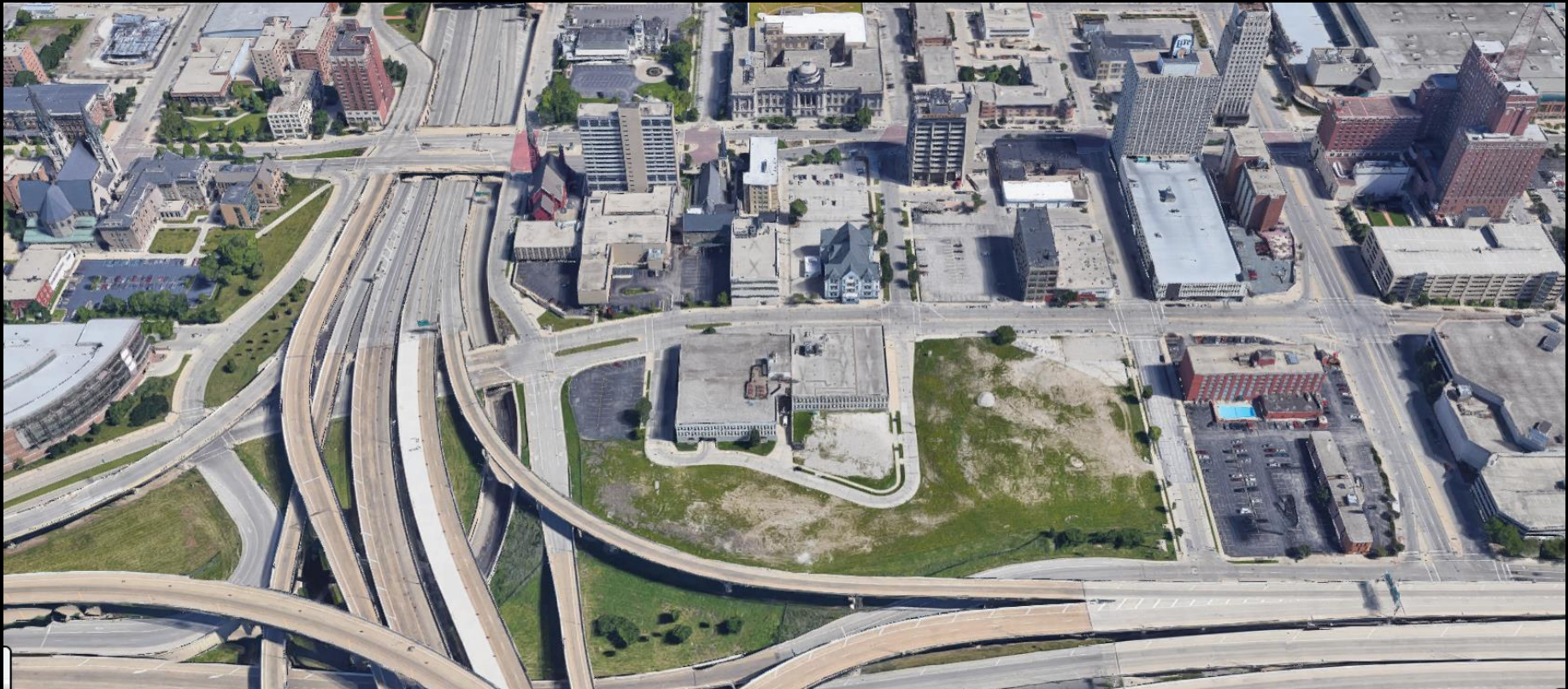
Aerial view looking north



View from North James Lovell Street looking west

File No. 200696. Consistency with Area Plan.

- Zoning Change From Institutional Districts (TL) to Downtown Districts (C9G)



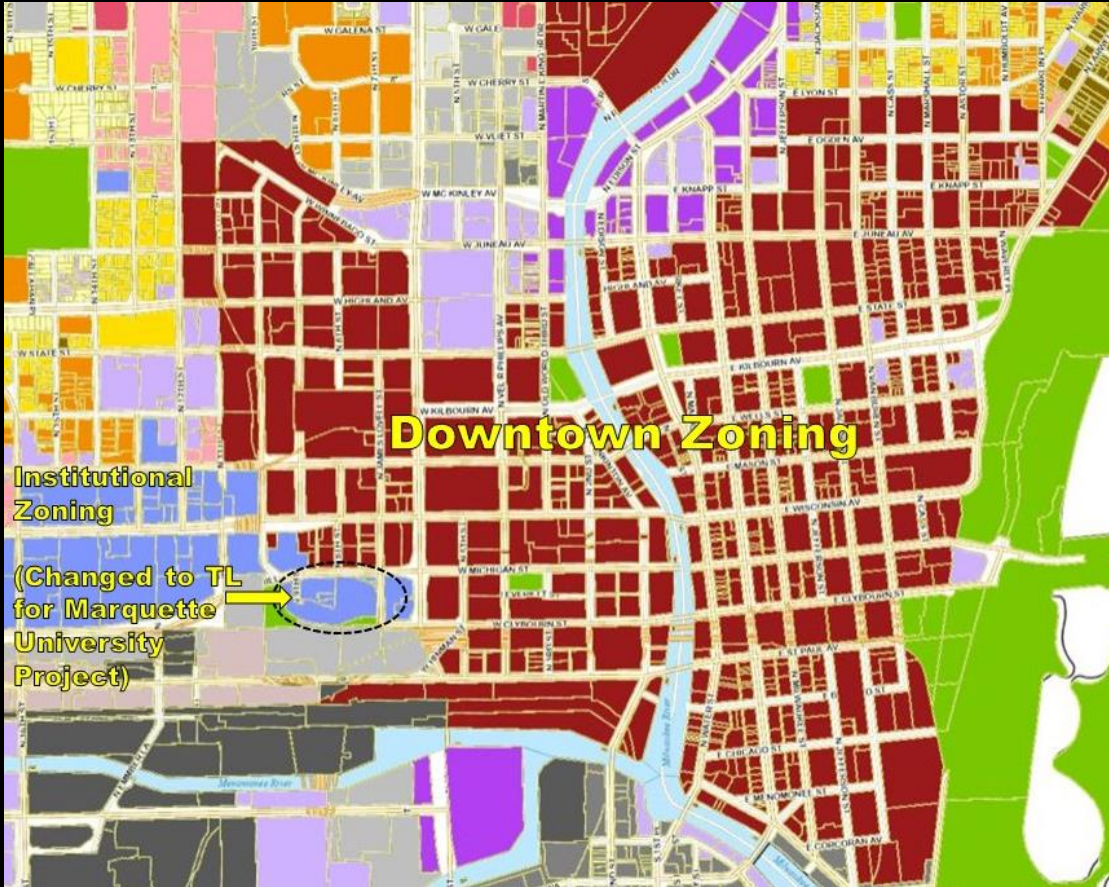
File No. 200696. Consistency with Area Plan.



- A past re-zoning to TL, Institutional District from Downtown Districts occurred in 2016.
- Was intended to accommodate a Marquette University athletics and sports medicine facility.
- Marquette project did not move forward at this location.

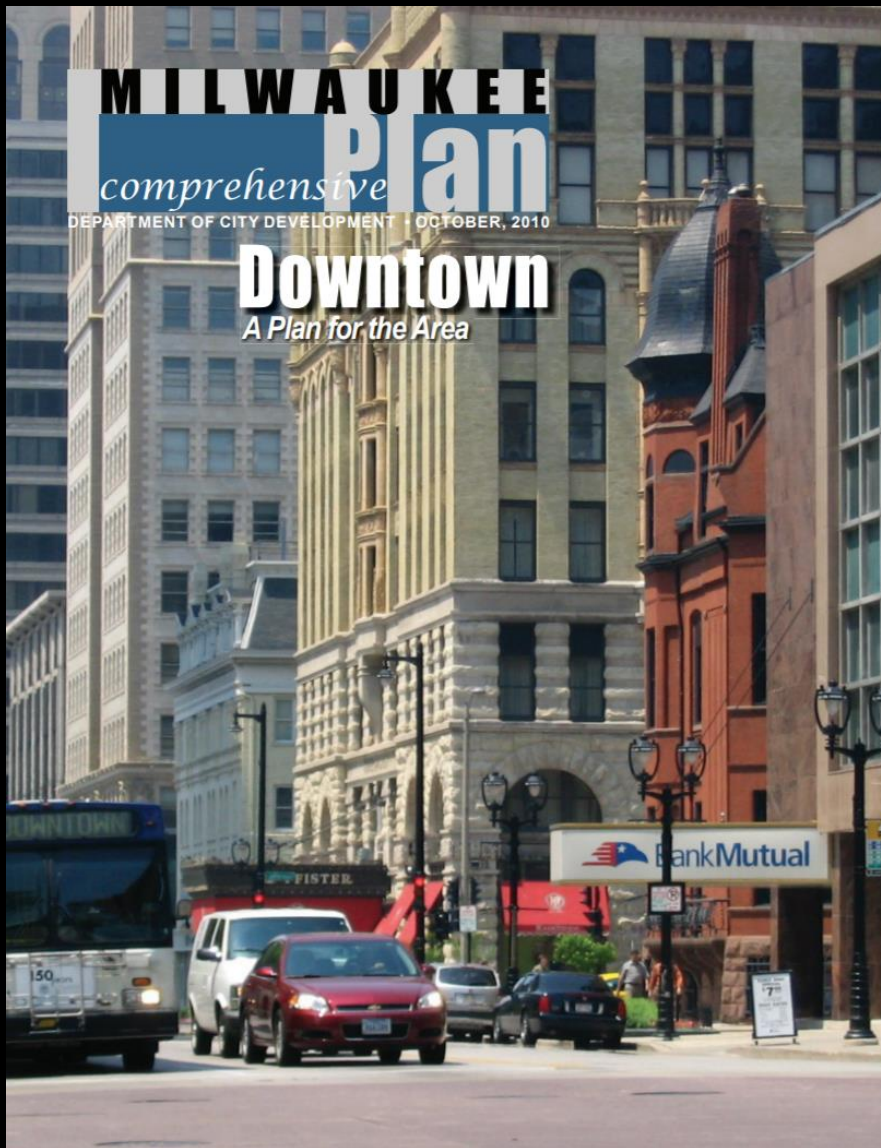


File No. 200696. Consistency with Area Plan.



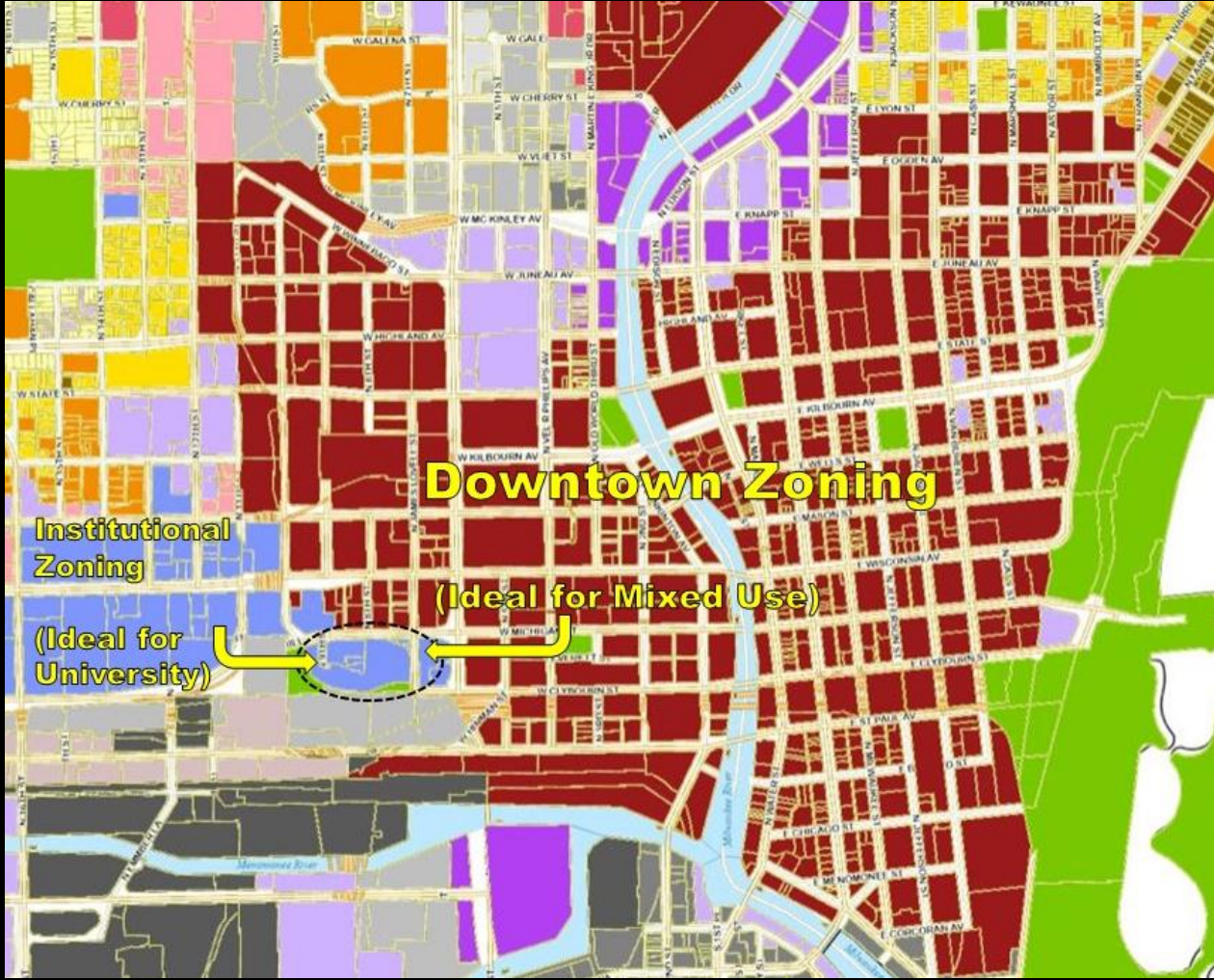
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File No. 200696. Consistency with Area Plan.



2010: Downtown Area Plan

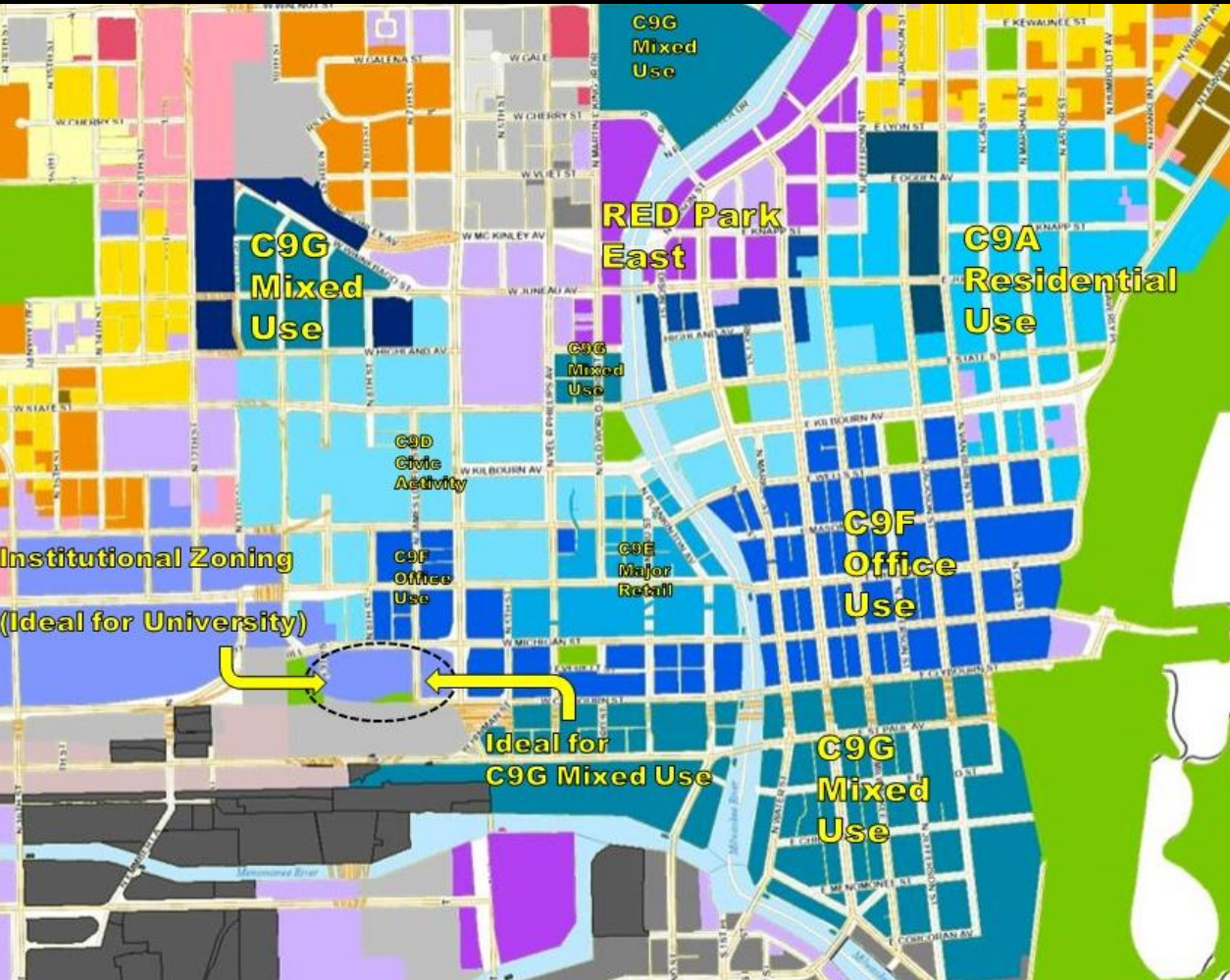
- The properties are within the boundary of the Downtown Area Comprehensive Plan.
- The plan identifies these properties as susceptible to change and recommends that the properties “could be a catalyst for a new Library District neighborhood, centered at 8th and Michigan”.
- Rezoning these properties back to a Downtown District allow for future mixed-use development is consistent with the recommendations of the area plan.



Rezone Back to Downtown Districts

- Zoning Change From Institutional Districts (TL) to Downtown Districts (C9G).
- Rezoning these properties back to a Downtown District allow for future mixed-use development is consistent with the recommendations of the area plan.

File No. 200696. Consistency with Area Plan.



- C9G is the most logical sub-district which to zone the property.
- Similar zoning to locations such as Historic Third Ward or the Brewery (Pabst).

• C9G Sub-district definition: The mixed activity district is designed and intended to permit a wide range of retail, service, light manufacturing and residential uses. Because of their operational characteristics, many of the uses allowed in the mixed activity district should be relegated to the peripheral portions of the downtown district.

File No. 200696. Consistency with Area Plan.



- Zoning Change From Institutional Districts (TL) to Downtown Districts (C9G)

