



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

**Rocky Marcoux**  
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December 8, 2015

To the Honorable Members of the  
Zoning, Neighborhoods and Development Committee  
City of Milwaukee  
City Hall, Room 205

Dear Committee Members:

File No. 151011 relates to the change in zoning from Local Business to Commercial Service on land located at 4623 West Lisbon Avenue, on the south side of West Lisbon Avenue and west of North 46th Street, in the 15th Aldermanic District.

This zoning change was requested by Highland Development Ventures, LLC, and will allow indoor storage as a permitted use on the site. Under the current (LB2) zoning, indoor storage is a Special Use, as the limited use standards (gross floor area of the building devoted to storage as a principal use shall not exceed 3,600 sq ft) would not be met based on the applicant's proposal, which includes construction of a 3-story, self-storage building on the site.

The site is physically between the on and off ramps of the 175 freeway (former I-41). While CS zoning exists to the east of this site, LB2 zoning was deliberately placed along Lisbon Avenue at this point and westward. The BID boundary begins at North 44th Street and Lisbon and extends west and north along Lisbon and North Avenues. The commercial service zoning district is intended to provide areas where businesses and personal service establishments can be accommodated, but where extensive retail activities are not warranted by city plans. The purpose of the CS zoning district is contrary to the goals and recommendations in the comprehensive area plan whereas the existing LB2 district purpose to provide a wide range of goods and services to a large consumer population coming from an extensive area is appropriate and consistent with the comprehensive area plan recommendations.

This property falls within the Washington Park comprehensive area plan, and the West Side comprehensive area plan boundary is immediately north of the site. The recommendations made in both plans for this area call for pedestrian-friendly development and improved streetscape, as well as the creation of a Gateway Zone to the Uptown Crossing commercial corridor to the west. The recommendations made in both plans for this area would not support a change in zoning to CS to allow for self-storage at this site. Specifically, the Washington Park plan calls for the area around the Lisbon and North intersection to be made more pedestrian friendly and have an improved streetscape to support this retail corridor. The plan also refers to the West Side Plan for additional analysis of this intersection and business district. The West Side Plan identifies supporting the Uptown Crossing business district that this property falls within as a Catalytic Project. The goal of the plan is to enhance this local business district as a vibrant neighborhood shopping areas. The plan does not make detailed recommendations for the parcel in question, though does call for additional traffic calming in the area to help the viability of the business at 4623 W Lisbon. Based on the plan language, it appears retaining the current LB2 zoning would be most appropriate. A larger self-storage facility than allowed under the LB2 limited use standard would not contribute to the goals of fostering neighborhood retail in this area.



On December 7, 2015, a public hearing was held and at that time, representatives from the Uptown Crossing Business Improvement District (BID) and Washington Heights Neighborhood Association spoke in opposition to the proposed zoning change. The BID representative stated that the BID had not been approached by the applicant about his proposal, and that this site should be utilized as a gateway to the BID. Additionally, the current configuration and access situation is complicated and this development would not improve the situation. The representative from Washington Heights Neighborhood Association stated that he is opposed for man of the same reasons as the BID, and reiterated that this site needs better pedestrian access and the Dept. of Transportation needs to improve the configuration of this area and access to/from the highway. Commissioner Marcoux made a presentation at the meeting, stating the case that this proposed rezoning is in conflict with the comprehensive plan recommendations, and that significant public investment by the City and private investment by the BID has been made to this area. Development on this site needs to be in concert with plan recommendations and the investment that has already been made. Since the zoning change is inconsistent with the Washington Park and West Side Comprehensive Area Plans, the City Plan Commission at its regular meeting on December 7, 2015 recommended that the subject file is placed on file.

Sincerely,

Rocky Marcoux  
Executive Secretary  
City Plan Commission of Milwaukee

cc: Ald. Russell Stamper II