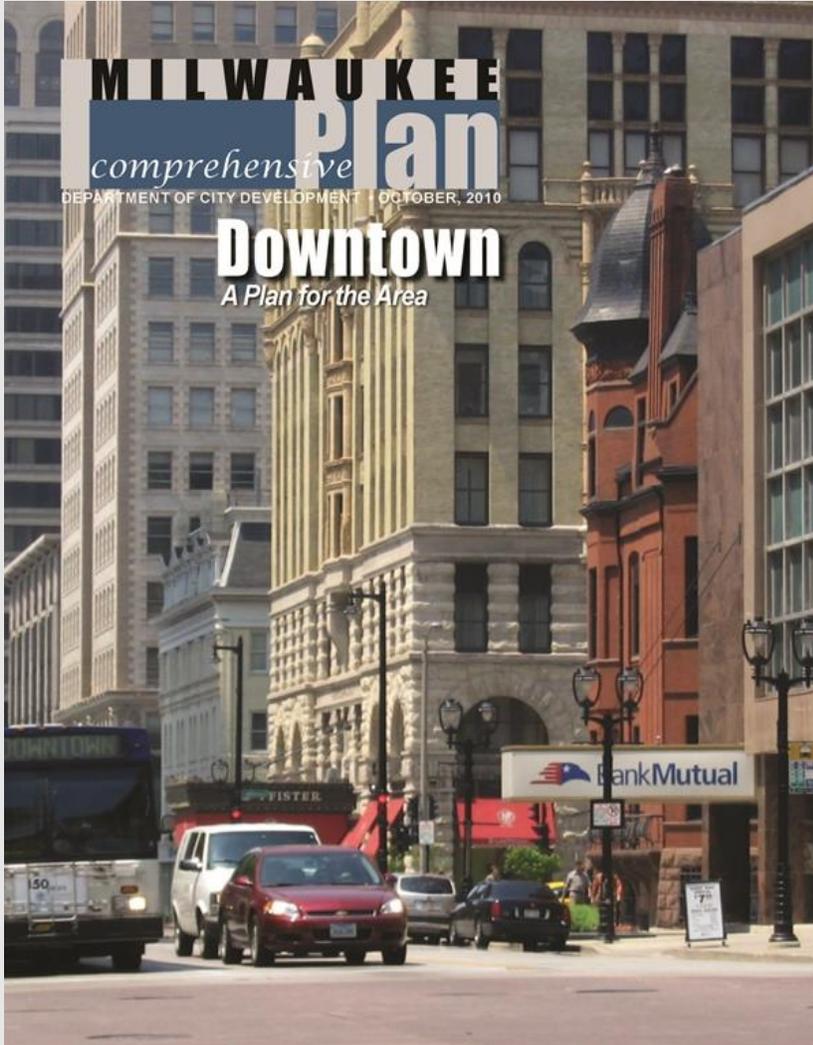




File No. 221922. Site context.



File No. 221922. Consistency with the Comprehensive Plan.



## Downtown Plan

- Adopted in 2010; update underway
- Plan addresses the ongoing changes to the southern end of the Haymarket District.
- Plan recommends zoning changes to allow a mix of uses, in particular, to support creative and cultural uses.
- Proposed change from IL2 (Industrial Light) to C9G (Downtown Mixed Activity) reflects the intent of the plan.
- Proposal is consistent with the plan recommendations.

An architectural rendering of the Milwaukee Public Museum building, featuring a modern, curved facade with horizontal ribbing. The building is set in an urban environment with trees, a yellow school bus, and a dark car. The sky is blue with some clouds. The text "Milwaukee Public Museum Zoning Change Request" is overlaid in white, and "July 2023" is overlaid in white below it.

# Milwaukee Public Museum Zoning Change Request

July 2023

Inside this iconic new complex, our future museum will embrace and represent all of Wisconsin and its diverse communities.



500,000+ visitors every year



150,000 kids inspired annually



Field Trips from 44 WI counties every year



4 million objects & specimens from every WI County to deep in space



50% Construction Workforce Local

## Major Milestones

- 2020
  - Acquired site
- 2021
  - Secured \$40M from State of WI
  - Reaccreditation tabled
- 2022
  - Secured \$45M from MKE County
  - Demolition of first building
  - Launched \$150M Capital Campaign
  - Completed conceptual design
  - Reaccreditation awarded
- 2023
  - Demolition of remaining buildings
  - Completed schematic design
- 2024
  - Groundbreaking





## Site

Bound by 6th (W), McKinley (S), Vliet (N) and We Energies Substation (E)

Three parcels:

- 1340 N. 6th St (vacant and demolished)
- 1310 N. 6th St. (vacant and demolished)
- 520 W. McKinley Ave.

**Census Tract 141:** NRSA 1  
Geographic Priority in CDBG  
Consolidated Plan

**Haymarket District:** Priority in 2010  
Downtown Comprehensive Plan

**Zoned:** IL2

## Future Museum

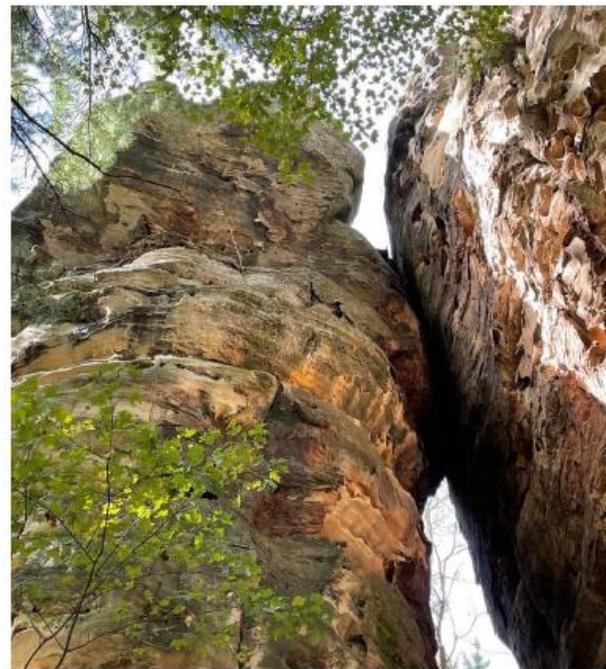
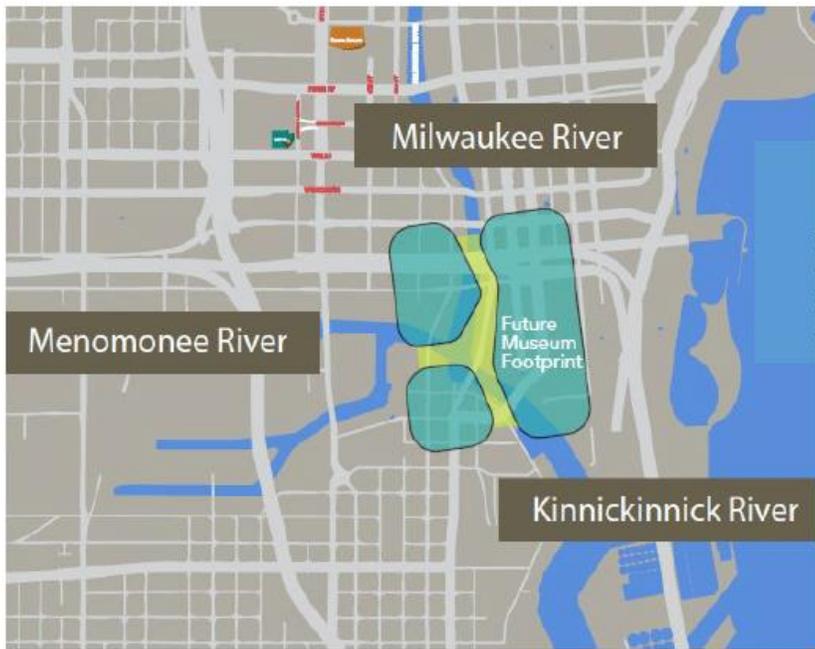
Zoning change: C9G

Transforms underutilized site in alignment with 2010 and 2040 Downtown Comprehensive Plans

### Supports:

- Complete Streets Policy
- MLK Bid
  
- \$200M+ Investment in Haymarket neighborhood
- 500+ construction / fabrication jobs
- 6th St. traffic calming and bike plans
- Significant stormwater retention and sustainability features
- Green space for community gathering; welcoming and inviting
- Café, retail and educational amenities to the neighborhood

















FUTURE MUSEUM  
PARKING ENTRANCE



FUTURE MUSEUM  
PARKING ENTRANCE

An architectural rendering of a modern, curved building at dusk. The building features a textured, light-colored facade with horizontal lines and large glass windows. A prominent feature is a large, curved glass entrance at the base, illuminated from within, showing a blue and white pattern. The building is surrounded by a street with a few cars and pedestrians. The sky is dark with some stars visible. The text "Thank you" is overlaid in the center of the image.

Thank you