File No 231461. A substitute ordinance relating to the change in zoning from Industrial Commercial, IC, to Industrial Mixed, IM, for the properties located at 324 North 15th Street and 1357-1439 West St. Paul Avenue, on the south side of West St. Paul Avenue, west of North 13th Street, in the 4th Aldermanic District.

File No. 240199. A substitute ordinance amending land use recommendations in the Menomonee Valley Area Comprehensive Plan Update, part of Milwaukee's Overall Comprehensive Plan, for a portion of the St. Paul Corridor in the 4th Aldermanic District.



### File No. 231461. Context.



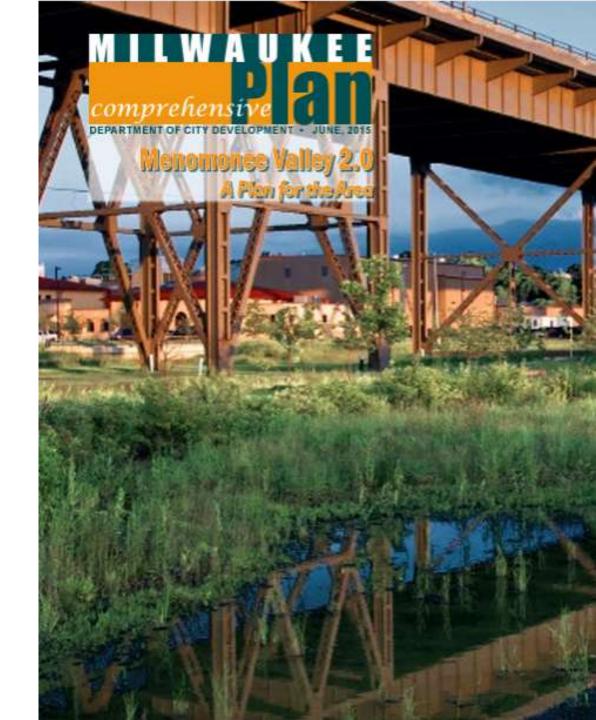








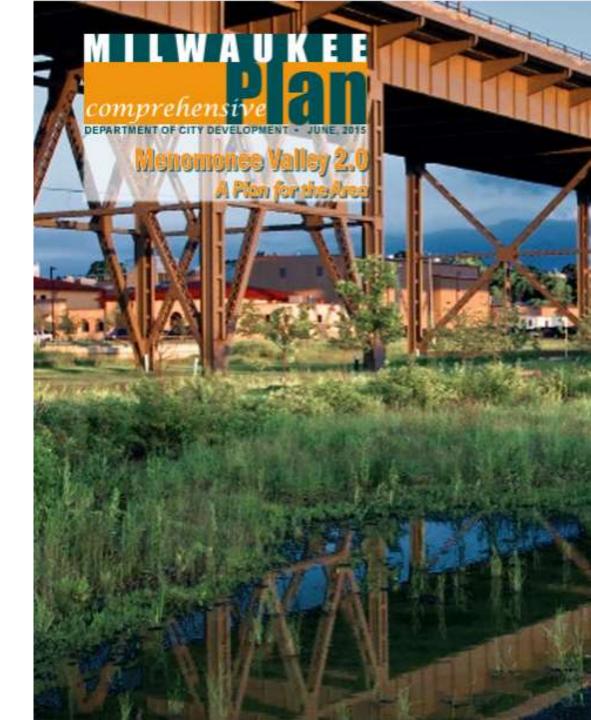
- 18-month process, adopted in 2015 as part of the official Comprehensive Plan
- Engagement included three public workshops, focus groups, and individual interviews
- Project leadership team made up of the Redevelopment Authority, major employers, and institutions in the Valley
- Consensus on the vision of the Valley being an employment-centered industrial district





### Vision of the Menomonee Valley:

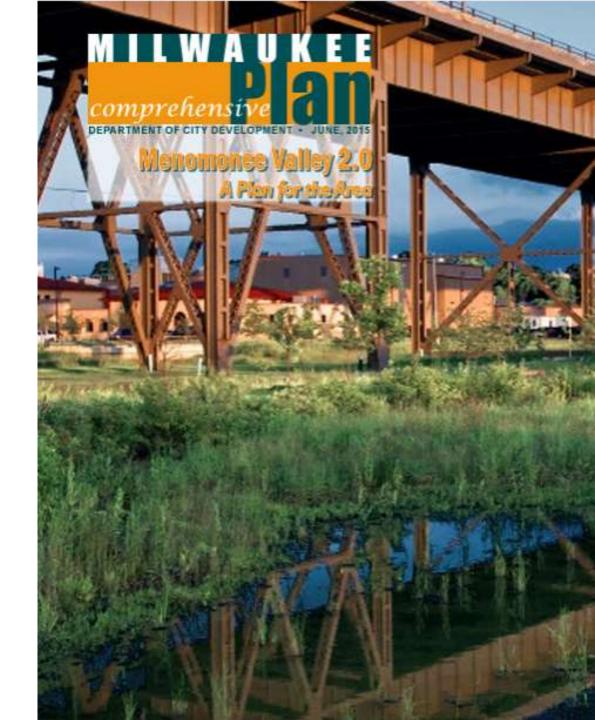
"a thriving, modern industrial district located in the heart of Milwaukee. With a combination of legacy and new generation manufacturers, the Valley is a model urban manufacturing center providing accessible employment opportunities to surrounding neighborhood residents." (page 35)





Vision for Residential Uses in the Menomonee Valley:

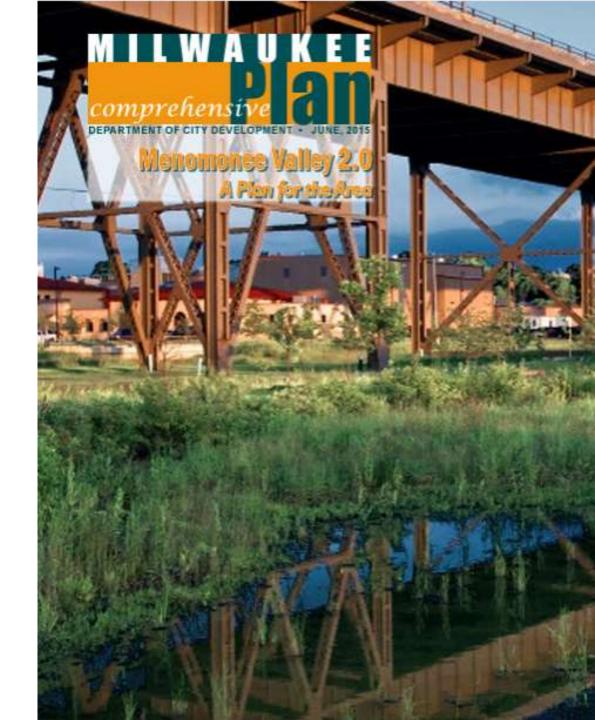
"the Valley retains its historic and current manufacturing dominated uses attracted by the absence of residential uses that would otherwise clash with the day to day industrial operations of these businesses. **Residential uses are welcome in and appropriate in many areas adjacent to the Valley planning area**" (page 45)





### Plan Recommendations for the St. Paul Avenue Corridor:

- "Rezone....to accommodate light industrial uses not otherwise permitted in the current IH classification" (page 59)
   Impetus to the creation of the IC zoning district specifically for the St. Paul Avenue corridor
- "Residential uses are not recommended in the St. Paul corridor" (page 59)



## CITY OF MILWAUKEE INDUSTRIAL LAND ANALYSIS

Building a shared understanding of Milwaukee's current industrial sector and provide a roadmap for future decision-making.

Milwauke

FINAL REPORT AUGUST 2021

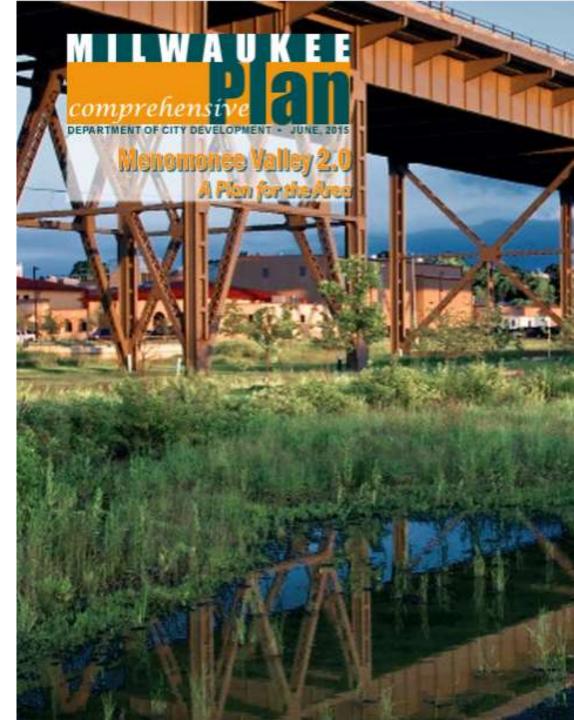
- Adopted in 2021
- Affirmed the recommendations in MVP 2.0 to support jobs and prohibit residential





### Proposed Minor Plan Amendment (File No. 240199):

- "Notwithstanding other land use recommendations contained elsewhere within the Plan, if the building at 324 North 15th Street is no longer feasible for industrial, office or other commercial uses, the land uses for this building should be permitted to transition to residential uses if such a transition is required to preserve the historic structure."
- "…reaffirms the vison of the Menomonee Valley as an employment center and a thriving modern industrial district"



## 324 N. 15<sup>th</sup> St. Kendall breunig p.e.

St Paul

FOR SALE O 414-271-

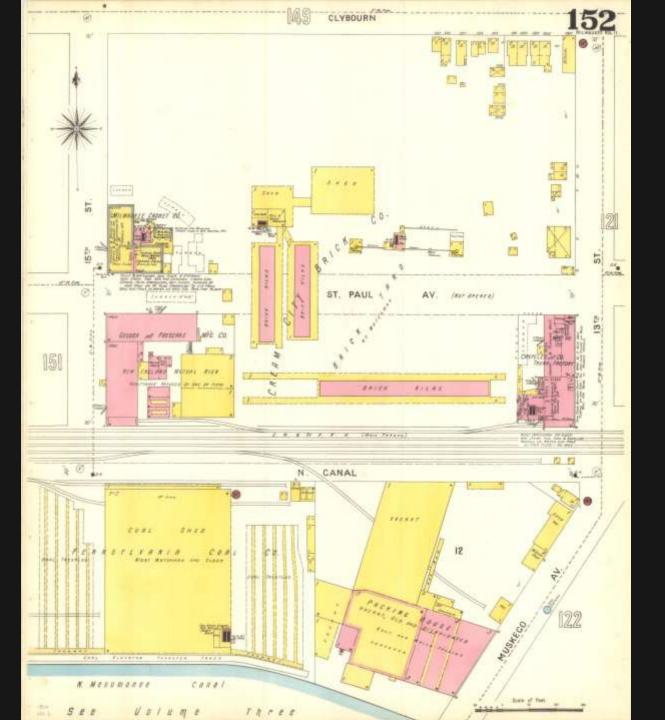
Vacant lot to East 1357-1439 W. St. Paul

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P C

Rear of Building Approx. 280 Windows 560 Sashes Approx. 30 still intact

1883. 12-



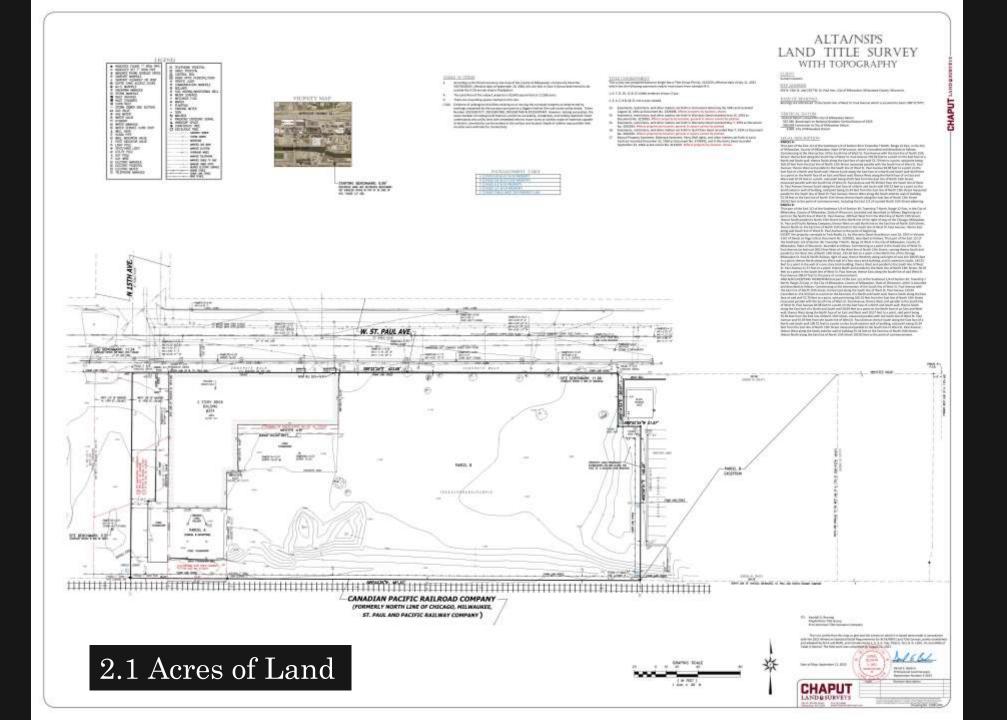
### Origins

Original location of the Cream City Brick Co. 324 building constructed in 1890 for Geuder Paeschke & Frey Co.



<u>Geuder Paeschke &</u> <u>Frey Co.</u>

- Did Galvanizing, japaning, & enameling
- Stamping done in other buildings to the West



## **WS**

MILWAUKEE SENTINEL Page 5, Part 2 Friday, December 31, 1982

## GPF petitions to reorganize

#### **By Kent Krauss**

The Geuder, Paeschke & Frey Co., a 102-yearold manufacturer of metal stampings, has petitioned the US Bankruptcy Court for reorganization under Chapter 11 of the Bankruptcy Code.

It was forced to make the move, according to the company's legal counsel, after the Harris Trust and Savings Bank of Chicago, Ill., the firm's largest creditor, cut off GPF's flow of operating capital.

A ruling by Federal Bankruptcy Judge James E. Shapiro after a preliminary hearing was held Dec. 23 restored the flow of funds until a final hearing can be held on the matter Jan. 15.

Harris Trust holds between \$2.7 million and \$3 million in loans to GPF, secured by mortgages on real estate and liens on accounts receivable, inventory and equipment, it was reported.

Accounts receivables are normally channeled through a lock box at the bank to GPF, Patrick Howell, attorney for the company, explained. Howell is affiliated with Frisch, Dudek and Slattery Ltd.

Officials of Harris Trust declined comment on the case, citing confidentiality of customer relationships.

"Their response was that their secured position

was eroding," Howell replied when asked why the bank had cut off the funds.

The bank's action was "very much of a surprise" to the company, he said.

GPF's plant, at 324 N. 15th St., is closed for a three-week Christmas period and will reopen next Monday. The company employs 100 to 120 people, with another 120 on layoff.

The firm went through a strike by the International Association of Machinists union from July 1, 1980, to Jan. 1, 1981.

The company continued to operate, at a reduced level, during the strike. However, the combined effects of the strike and the poor national economy have prevented GPF's sales from reaching prestrike levels, Dennis L. Wenger, president, said.

Current annual sales are \$12 million, Howell said.

The company's stampings are used in the truck, computer and appliance industries, Wenger said, and all three areas have been affected by the recession.

Officials hope the reorganization will allow the company to continue to operate and return to profitability, Wenger said.

When Harris Trust cut off the company's flow

of funds, Howell explained, it left GPF without operating funds, including money to pay employes. All employes have received the money due them following the preliminary court ruling a week ago, Wenger said.

Under Chapter 11 of the Bankruptcy Code, the company filing the petition obtains a Federal Court order freeing it from the threat of creditors' lawsuits until it can develop a plan to reorganize its finances.

While the reorganization proceeds, activities of the management must be approved by the court. The final reorganization plan must be accepted by court and the creditors' committee.

While bankruptcy proceedings now are in doubt because of congressional inaction on a Supreme Court order, Howell said that should not affect this case.

Geuder, Paeschke & Frey was founded as Geuder, Paeschke & Co. in 1880 at the present site of Mader's Restaurant on N. 3rd St. It began as a tinware manufacturer.

Through the years, the firm's products have included consumer items, tools and dies, steel shipping containers, auto parts and military goods.

GPF is owned by Edwin F. Gordon, Hillsboro Beach, Fla. Gordon is the firm's chairman of the board.

## <u>Geuder Paeschke &</u> <u>Frey Co.</u>

- Filed bankruptcy in 1982
- Sold to Monitor Properties in 1984
- Mostly vacant for 40 years

NPS Form 10-168 (Rev. 6/2023) Netional Park Service OMB Control No. 1024-0009

#### HISTORIC PRESERVATION CERTIFICATION APPLICATION PART 1 – EVALUATION OF SIGNIFICANCE



18	nstructions. This page must beer the applicant's original s based on the descriptons in this application form. In the	event of any discrepancy between the	application form and other,					
5	upplementary material submitted with it (such as architect recodence. A copy of this form will be provided to the Inte	tural plans, drawings and specifications email Revenue Service.	i), the application form take	5				
		chke & Frey Company			-			
	Street 324 N. 15th Street							
	CHy Milwaukee	County Milwaukee	State	NI Zm 53233-2650				
	Name of Historic District or National Register property	West St. Paul Avenue	Industrial Hist	cric District	-			
	National Register district 🔲 certified stat	te or local district 🔲 potential d	district 🗌 National	Register property				
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#### NPS Official Use Only

The National Park Service has reviewed the Historic Preservation Certification Application - Part 1 for the above-named property and has determined that the property

- contributes to the significance of the above-named district or National Register property and is a "contribut historic structure" for rehabilitation purposes.
- ophylicity ophylicity of the sequence of the above-nerved district and is a "certified historic structure" for a charitable contribution for conservation purposes.
- does not contribute to the significance of the above-named district or National Register property.

#### Preliminary Determinations:

- sppears to meet the National Register Criteria for Evaluation and will likely be listed in the National Register of Historic Places if nominated by the State Historic Preservation Officer according to the procedures set forth in 36 CPR Part 50.
- does not appear to meet the National Register Criteria for Evaluation and will likely not be listed in the National Register.
- appears to contribute to the significance of a potential historic district, which will likely be listed in the National Register of Historic Places if nominated by the State Historic Preservation Officer.
- appears to contribute to the significance of a registered historic district if the period or area of significance as documenter. In the National Register nomination or district documentation on file with the NPS is expanded by the State Historic Preservation Officer.
- does not appear to qualify as a certified historic structure.

#### ELIZABETH PETRELLA Digitally signed by ELIZABETH PETRELLA Date: 2023.12.11 16:14:33 -05'00'

National Park Service Authorized Signature

#### Cate NPS Comments Attached

### Historic Part I Approved

Fire Damage (Recent)

Fire Damage

Major fire in about 2000 South 50' demolished







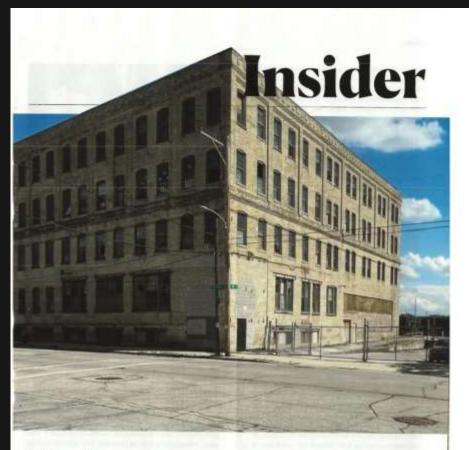
Floor Settlement

Calin

New South Wall

5

### STEP 1 AFTER PURCHASE: Board up windows, until new windows are installed



### The Lousy Neighbor

This long-idle factory, might be the best redevelopment target in the Menomonee Valley. It's also become the target of vandals.

By RICH ROVITO

he rebirth of Milwaukee's Menomonee Valley has been, by almost any measure, a major success. But a few dilapidated old industrial eyescores remain, none more noticeable than the vacant four-story former nortalwork factory at North 15th Street and West St. Paul Avenue. Much to the chagrin of its newcomer neighbors, the Cream City brick building has been a repeated target of vandals who have covered the lower portion of its east wall in graffiti. Many of the building's windows are shattered, missing altogether or boarded up.

The empty building, which at 124 N. 15th St. sits immediately east of the sharply renovated Third Space Brewing, "remains the biggest opportunity" in the St. Paul Avenue corridor, says Corey Zetts, executive director of Menomonee Valley Partners, the nonprofit formed in 1999 that has led the valley's redevelopment. "MVP has always believed that the four-story Cream City brick property holds so much potential," says Zetts. "We have toured it several times over the years with potential tenants but, unfortunately, no plans yet had enough traction to redevelop this property."

#### Insider

Across the street sits Plum Media, which has brought life to a building that once housed the offices of the Milwaukee Casket Co. "I see a lot of activity happening there that shouldn't be. I see a lot of kids breaking in there and others that I can only suspect aren't there to do nice things to the building," says Plum Media President Rich Schmig. "It's very sad. When I bought our building, that building had all new windows on all sides and now you see all of them are busted out."

The 63,000-square foot building once housed Geuder, Paeschke & Frey Co., a manufacturer of cooking utensils and household items, according to the Wisconsin Historical Society. The company operated there in the valley's industrial heyday, from 1890 until 1984, when General Press & Fabricating Co., a neighboring metal-stamping operation, took over the remaining operations. It's unclear how long the building has sat vacant.

The building is owned by Readco, a holding company run by the Read family that purchased it in 2000, according to city records. Members of the family are also partners in Cream City Yards LLC, a development group that also includes Steve Looft, that bought and renovated the single-story, 12,000-square-foot building that houses Third Space.

While the city has nised residential development in the area, Looft believes the property could be transformed into a corporate headquarters office because of its proximity to Downtown and the Marquette Interchange, though demand for office space has softened sisce the pandemic hit. "It's a signature landmark industrial property in a city that's known for industry, and it's a cool building," Looft says during a conversation on Third Space's expansive new patio, the vacant structure looming in the background. "This is the kind of area where you can do fursky, historic renovations and do it cheap enough that you can make it work and still be close enough to an urban center."

Looft is a developer whose partners own the troubled building; could he be the developer the building's neighbors are looking for? "Yes and no," Looft says of his interest. "At this point in time, it's a hig project. It's a 60,000-square-foot historic rehab. That's harder than new construction."

The building has attracted young vandals who have shared their malicious mischief on social media, Looft says. He estimates that the Reads have spent \$50,000 to \$100,000 to board up windows over time, only to have vandals continue to target the property, using crowbars to break in. "It's a real problem," says Looft.

Multiple attempts to reach the Read family, directly and through Looft, were unsuccessful.

The situation with the vacant building deeply troubles Christopher Kidd, who co-owns the former factory of Milwankee Casket at 422 N. 15th St. It's now home to Kidd's architectural firm as well as River Valley Historic Venue, a wedding and event spot operated by his wife. "One of the issues is the security and safety of our employees





"It keeps going from bad to worse. The unfortunate thing is that it doesn't seem like anybody cares." - CHINATOPHER KODD

and our guests, and that building across the street has steadily gone downhill since we purchased our building in 2017," Kidd says. "It keeps going from bad to worse. The unfortunate thing is that it doesn't seem like anybody cares."

The building's deteriorating condition has cost the venue business. Kidd says. "One of the great things about the wedding venue is that it really activates the street on the weekends," he says. "We'll bring in 100 or 150 guests. The challenge for us, though, is as that building has slowly been destroyed and people have been breaking in, my guests or potential clients see that, and it scares them," he said. "They'll ask us if the neighborhood is safe." Kidd responded by spending \$50,000 in December on

security cameras for his property. "That's how hig of a deal it is for us," he says.

With the building's future uncertain at this point, concerns about its effect on other businesses in the Menomonee Valley continue to heighten.

"It's just a matter of time until something horrific happens over there. I truly believe this," Kidd says. "That building is affecting everybody down here."

PHOTO CHELSEA MANEROW

## <u>324 N. 15<sup>th</sup> St. Issues</u>

- 1) Vandalism isn't even that large of an issue
- 2) Environmental
- 3) Settlement
- 4) Structural
- 5) Zoning & Use

Mr. Kendall Breunig Sunset Investors 10700 W Venture Dr, Suite G1 Franklin, WI 53132

#### RE: 324 N 15<sup>th</sup> Street, Milwaukee, WI

Mr. Breunig:

At your request, Spire Engineering, Inc. ("Spire) has analyzed the existing timber framing at 324 North 15<sup>th</sup> Street in Milwaukee, Wisconsn because of concerns over its capacity.

You had the wood species identified as Red Pine by the Forest Products Lab in Madison, Wisconsin. Then you hired Wood Science Consulting of Millbrook New York to advise us on design values to use for the Red Pine. Using those structural properties, we have analyzed the floor joists, beams and the roof for use as both residential and commercial. Per Section 1607 of the 2015 International Building Code, the design load for Residential use is 40 pounds per square foot; for Office use it is 65 psf; and for Retail it is 100 psf. Because the floors are very unlevel, we have added 15 psf of dead load for a system of Styrofoam and 2° of gypcrete for leveling the floors.

The building is L-shaped. The main north building area facing St Paul Ave is about 8,500 sf, and the southern portion is about 4,400 sf. The framing spans are different in the two areas, so there are separate calculations for each area. The floor joists are uniform in size on all floors, but the beam sizes get smaller as you go up higher in the building. Also, there was a fire on the south side of the building in about the year 2000. About half of the floor joists have been replaced with wood truss joists (TJIs). Visual grading of the original wood joists will still be done, but based on the knots in the beams, they will not be graded any higher than No 1, which is what we have used for our analysis. Additionally, there are water damaged beams and joists that will require further evaluation.

#### The results are:

	North Side	Residential Use	Office Use	Snow Loads
Use				
	Floor joists	Pass	Pass	
	1 <sup>#</sup> floor beams	Pass	Fail	
	2 <sup>nd</sup> floor beams	Pass	Fail	
	3 <sup>rd</sup> floor beams	Pass	Fail	
	4 <sup>th</sup> floor beams	Pass	Fail	
	Roof beams	n/a	n/a	Fail

**Residential Use** Office Use Snow Loads South Side Floor joists Pass Fail TJI floor joists Pass Fail 3rd floor beams Fail Pass 4th floor beams Fail Pass Roof beams n/a Fail n/a

No areas of the building capable of supporting Office floor loads, including the areas rebuilt with TJI's after the fire on the south side of the building. All floors of the building are capable of supporting Residential use. At one time, the building probably was capable of supporting an office load using a historical value of 50 psf for Live Load instead of the current required loading of 65 psf (50 psf Live Load plus 15 psf for Partitions per Section 1607.5). All of the roof framing beams will need to be reinforced.

There are no floor design loads that are less than residential.

Sincerely,

Spire Engineering, Inc.

alanT. Pent to

Alan T. Rentmeester, P.E. President | Senior Structural Engineer

ATR:bef 2024-03-12 timber structural analysis muulis docs



## My Qualifications

# Commission House



### Pritzlaff Building 260,000 SF Timber Frame

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## Pritzlaff Building

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## Plankinton Building

150,000 SF Floors 3-4-5 125 Apts. 46 Offices



### 1633 E. North Ave 17 Apts. 35,000 SF

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