

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.





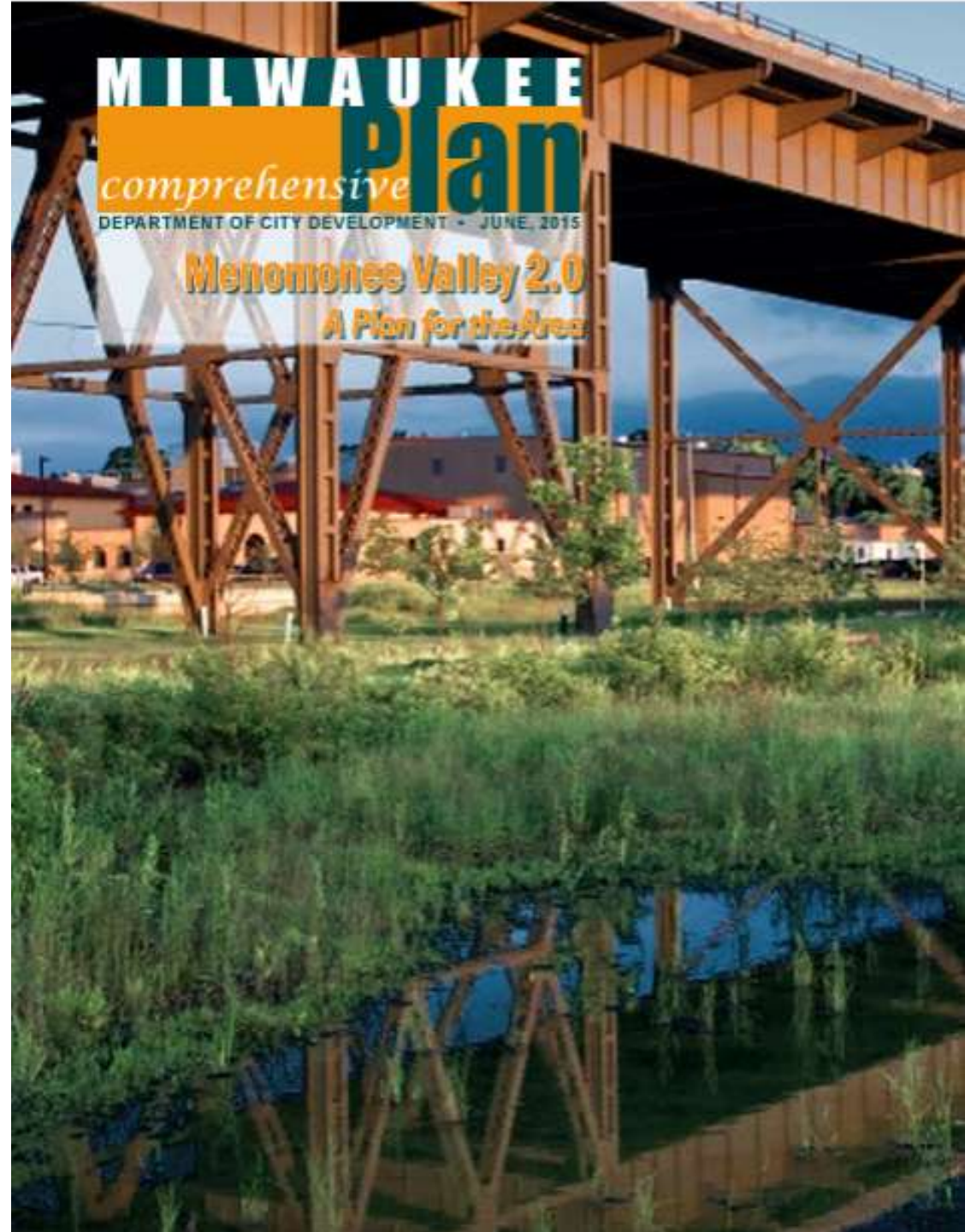
File No. 231461. Context.





# MVP 2.0

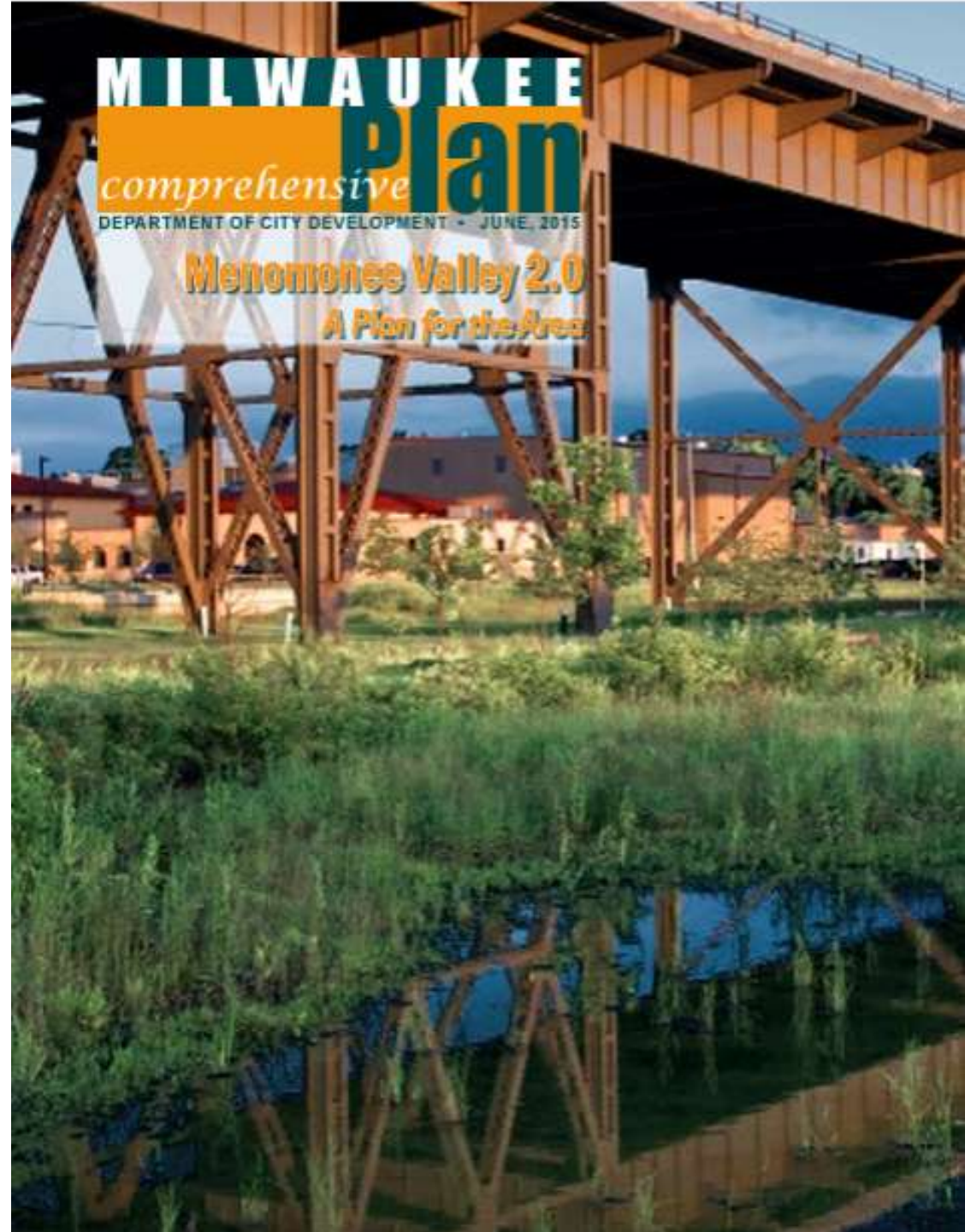
- 18-month process, adopted in 2015 as part of the official Comprehensive Plan
- Engagement included three public workshops, focus groups, and individual interviews
- Project leadership team made up of the Redevelopment Authority, major employers, and institutions in the Valley
- Consensus on the vision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



# MVP 2.0

## 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)

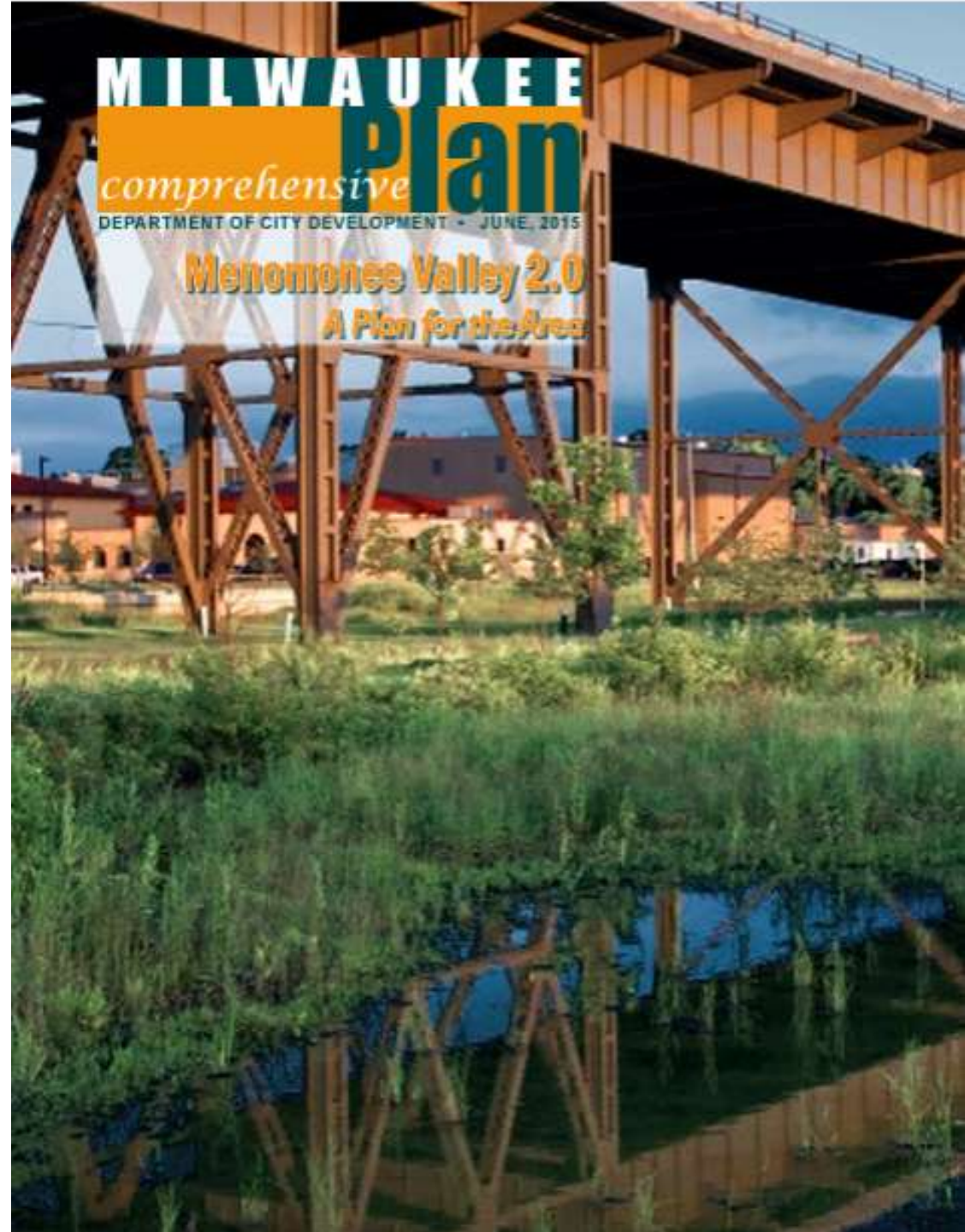




# MVP 2.0

## Vision for Residential Uses in the Menomonee Valley:

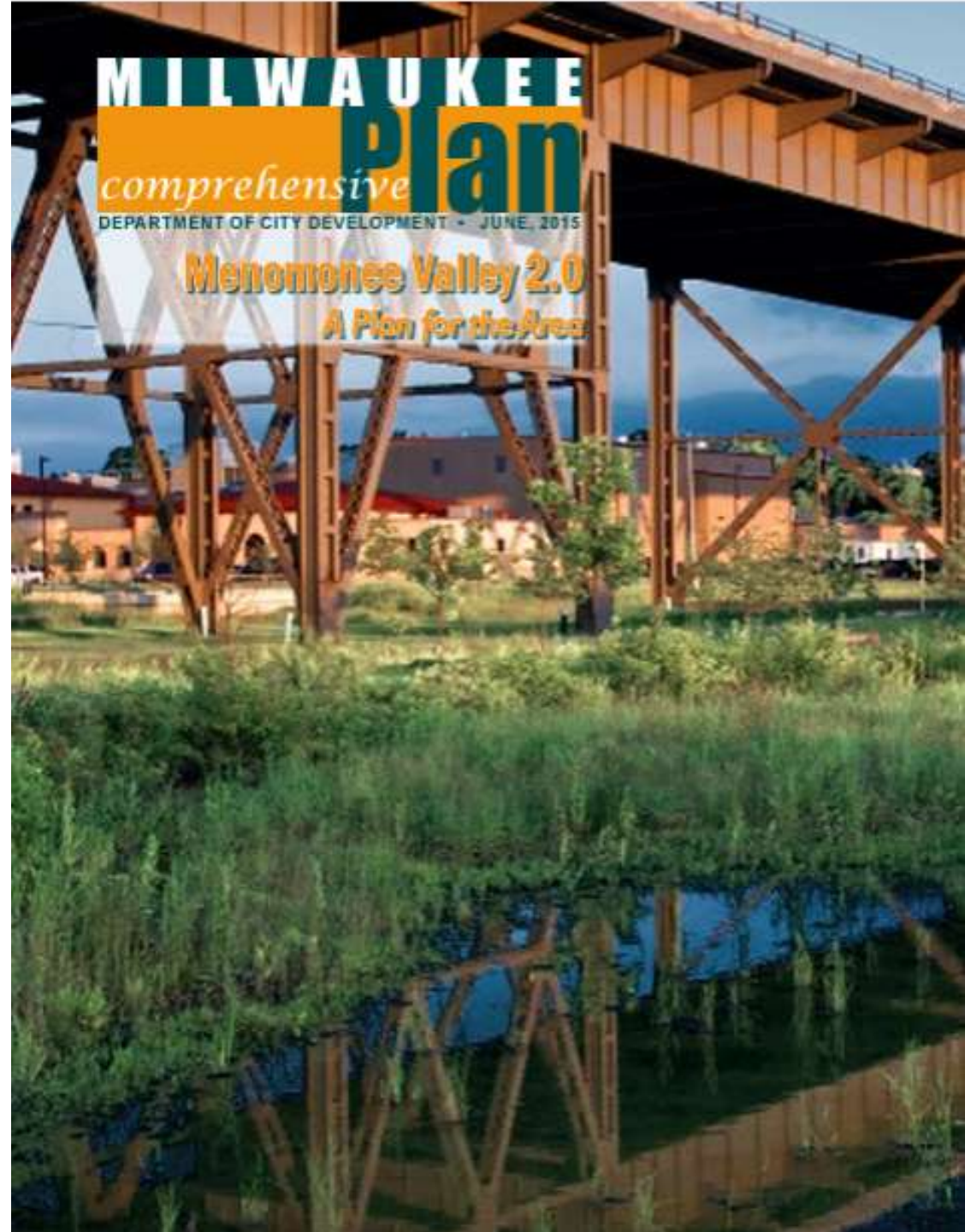
“the Valley retains its historic and current manufacturing dominated uses attracted by the absence of residential uses that would otherwise clash with the day to day industrial operations of these businesses. **Residential uses are welcome in and appropriate in many areas adjacent to the Valley planning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



# MVP 2.0

## 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.



FINAL REPORT  
AUGUST 2021

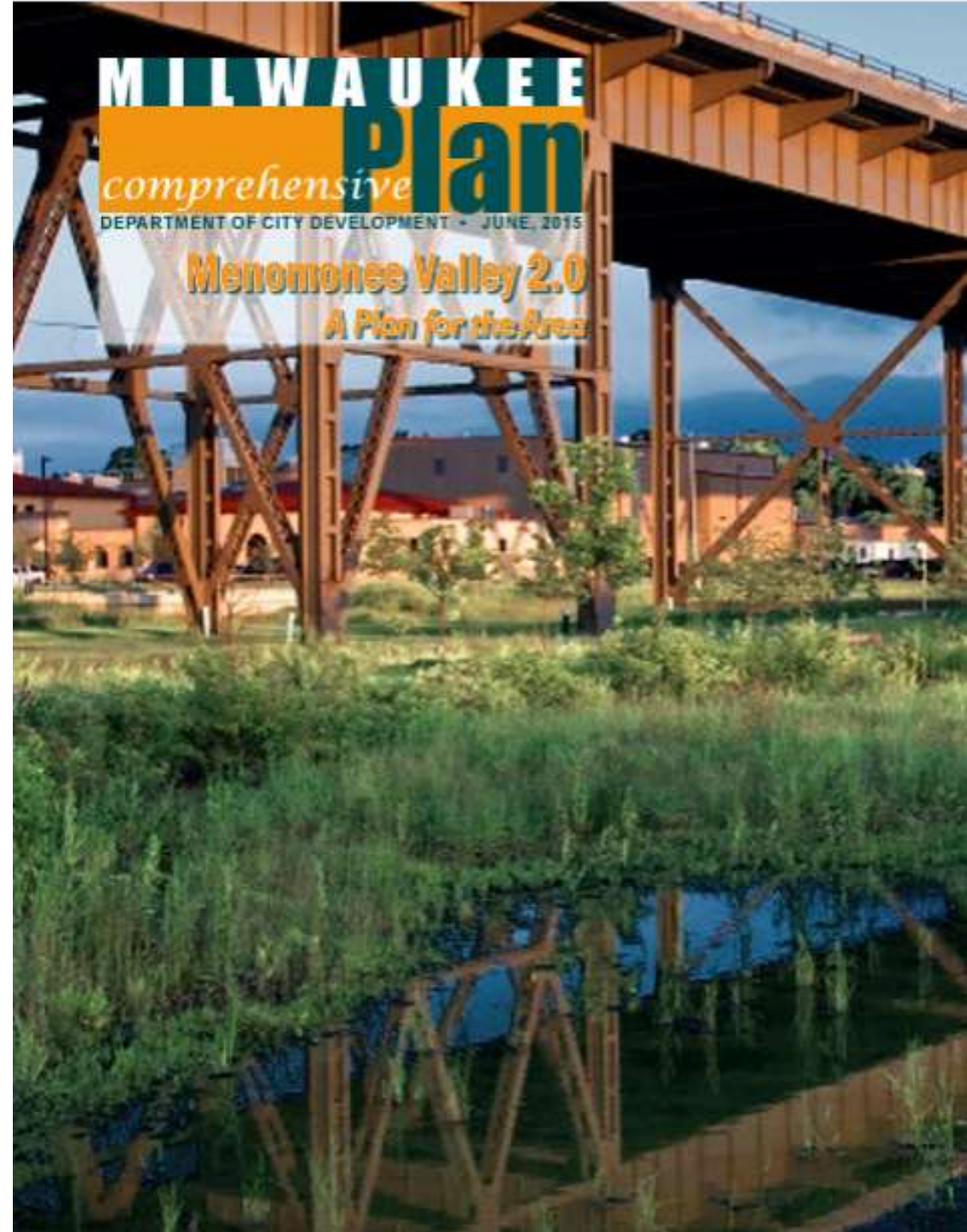
- Adopted in 2021
- Affirmed the recommendations in MVP 2.0 to support jobs and prohibit residential



# MVP 2.0

## 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 vision of the Menomonee Valley as an employment center and a thriving modern industrial district”







BARRY  
FOR SALE  
414-271-0

St. Paul 15

324 N. 15<sup>th</sup> St.

KENDALL BREUNIG P.E.





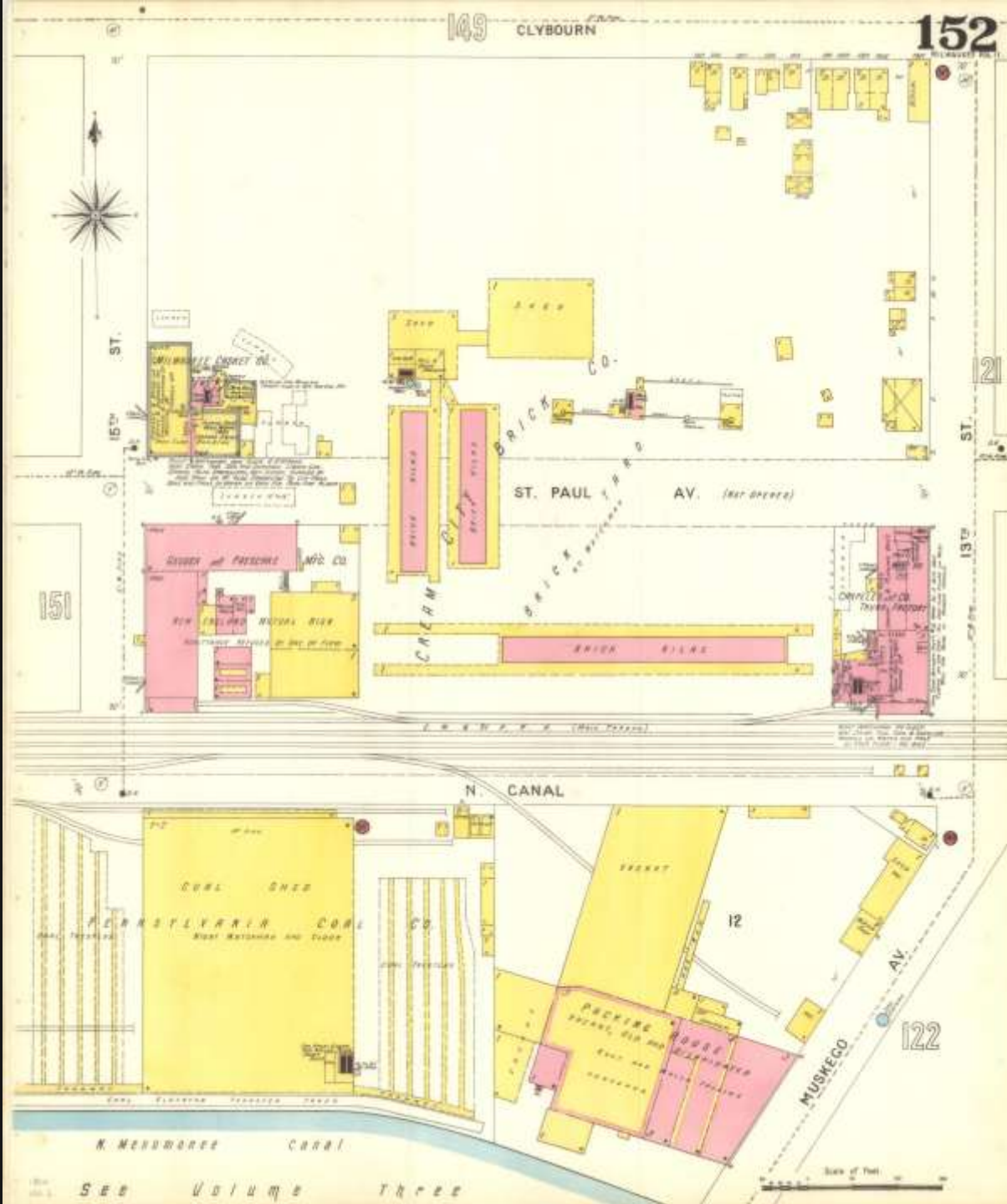
Vacant lot to East  
1357-1439 W. St. Paul





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

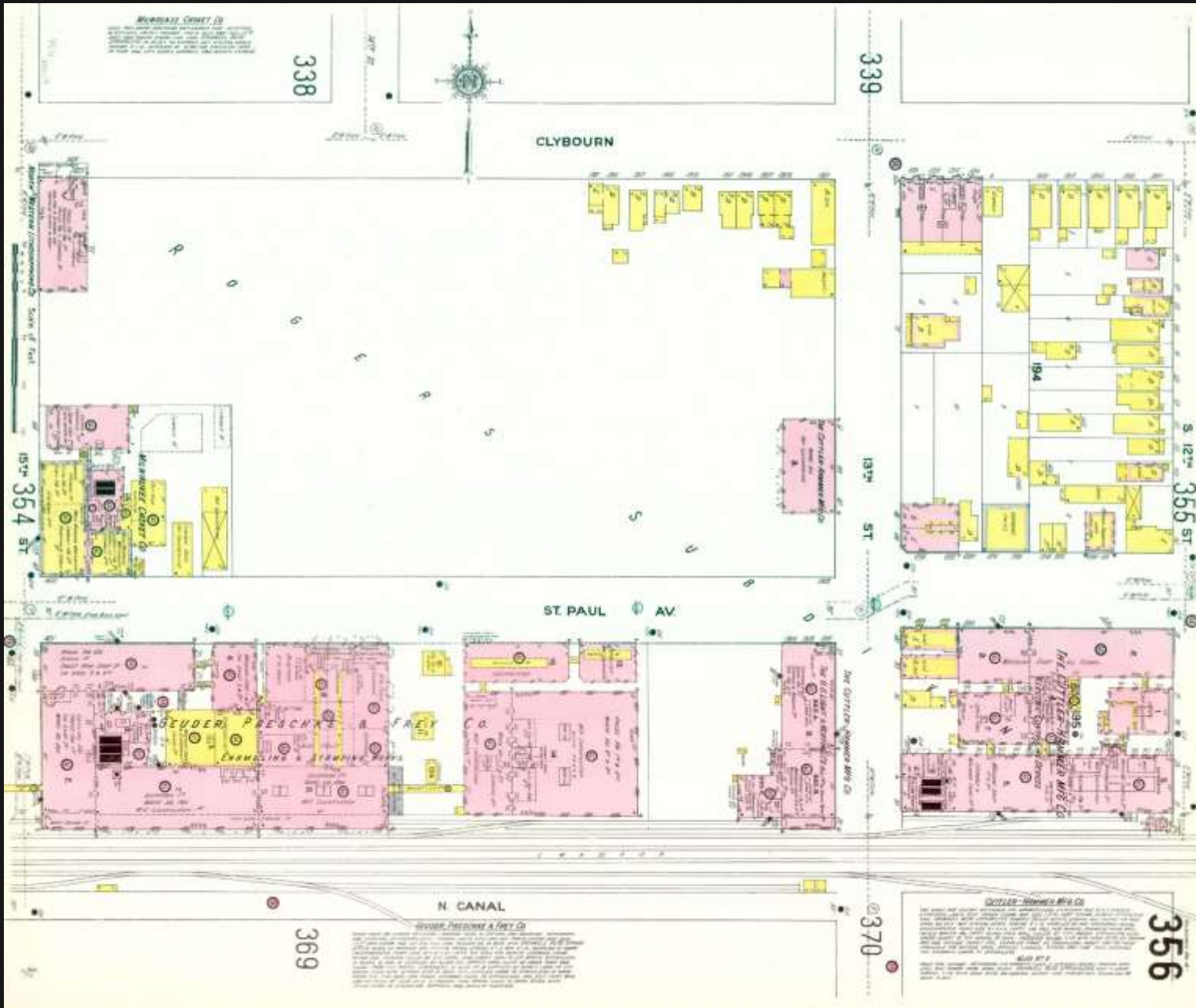




## Origins

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





## Geuder Paeschke & Frey Co.

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









HISTORIC PRESERVATION CERTIFICATION APPLICATION  
PART 1 – EVALUATION OF SIGNIFICANCE

Instructions: This page must bear the applicant's original signature and must be dated. The National Park Service certification decision is based on the descriptions in this application form. In the event of any discrepancy between the application form and other, supplementary material submitted with it (such as architectural plans, drawings and specifications), the application form takes precedence. A copy of this form will be provided to the Internal Revenue Service.

NPS Project Number

1. Historic Property Name Geuder, Paeschke & Frey Company  
Street 324 N. 15th Street  
City Milwaukee County Milwaukee State WI Zip 53233-2650  
Name of Historic District or National Register property West St. Paul Avenue Industrial Historic District  
 National Register district  certified state or local district  potential district  National Register property

2. Nature of Request (check only one box)  
 certification that the building contributes to the significance of the above-named historic district or National Register property for rehabilitation purposes.  
 certification that the building contributes to the significance of the above-named historic district for a charitable contribution for conservation purposes.  
 certification that the building does not contribute to the significance of the above-named district or National Register property.  
 preliminary determination for individual listing in the National Register.  
 preliminary determination that a building located within a potential historic district contributes to the significance of the district.  
 preliminary determination that a building outside the period or area of significance contributes to the significance of the district.

3. Project Contact (if different from applicant)  
Name Michael McQuillen, M.S. Company McQuillen Historical Consulting, LLC  
Street 1900 E. Wood Place City Shorewood State WI  
Zip 53211 Telephone (414) 817-2571 Email Address michaeltmcquillen@gmail.com

4. Applicant  
I hereby attest that the information I have provided is, to the best of my knowledge, correct. I further attest that (check one or both boxes, as applicable):  
 I am the owner of the above-described property within the meaning of "owner" set forth in 36 CFR § 67.2 (2011), and/or  
 If I am not the fee simple owner of the above described property, the fee simple owner is aware of the action I am taking relative to this application and has no objection, as noted in a written statement from the owner, a copy of which (i) either is attached to this application form and incorporated herein, or has been previously submitted, and (ii) meets the requirements of 36 CFR § 67.3(a)(1) (2011).  
For purposes of this attestation, the singular shall include the plural whenever appropriate. I understand that knowing and willful falsification of factual representations in this application may subject me to fines and imprisonment under 18 U.S.C. § 1001, which, under certain circumstances, provides for imprisonment of up to 5 years.  
Name Kendall Breunig, Principal Signature *Kendall Breunig* Date 11/2/2023  
Applicant Entity Sunset Investors St Paul, LLC SSN \_\_\_\_\_ or TIN \_\_\_\_\_  
Street 10700 W. Venture Drive STE G1 City Franklin State WI  
Zip 53132 Telephone (414) 529-8352 Email Address ken@sunsetinvestors.com

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 "certified historic structure" for rehabilitation purposes.  
 contributes to the significance of the above-named 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:  
 appears 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 CFR Part 60.  
 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 documented 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'

Date \_\_\_\_\_ National Park Service Authorized Signature \_\_\_\_\_  
 NPS Comments Attached

Historic Part I Approved





Fire Damage (Recent)





Fire Damage





Major fire in about 2000  
South 50' demolished





Major reframing of south wing after fire





Graffiti





Graffiti





Floor Settlement





New South Wall



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



## Insider

### 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

**T**he rebirth of Milwaukee's Menomonee Valley has been, by almost any measure, a major success. But a few dilapidated old industrial eyesores remain, none more noticeable than the vacant four-story former metalwork 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 324 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 Zetta, 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 Zetta. "We have toured it several times over the years with potential tenants but, unfortunately, no plans yet had enough traction to redevelop this property."

PHOTO: CHELSEA MAHEROW

September 2022 49

#### 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 65,000-square-foot building once housed Gender, Pweschke & 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 nixed 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 since 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 funky, 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 big 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 Milwaukee Casket at 222 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."** - CHRISTOPHER KIDD

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 big 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." ■

50 rebov.com



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

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



March 12, 2024

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, Wisconsin 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:

<u>Use</u>	<u>North Side</u>	<u>Residential Use</u>	<u>Office Use</u>	<u>Snow Loads</u>
Floor joists		Pass	Pass	
1 <sup>st</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

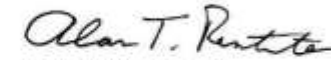
<u>South Side</u>	<u>Residential Use</u>	<u>Office Use</u>	<u>Snow Loads</u>
Floor joists	Pass	Fail	
TJI floor joists	Pass	Fail	
3 <sup>rd</sup> floor beams	Pass	Fail	
4 <sup>th</sup> floor beams	Pass	Fail	
Roof beams	n/a	n/a	Fail

No areas of the building capable of supporting Office floor loads, including the areas rebuilt with TJIs 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.**



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

ATR:bef

2024-03-12 Timber structural analysis results.docx





# My Qualifications

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Commission House  
90,000 SF







**Pritzlaff Building**  
260,000 SF Timber Frame





Pritzlaff Building



# Plankinton Building

150,000 SF Floors 3-4-5

125 Apts. 46 Offices







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