



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

Rocky Marcoux
Commissioner
rmarco@milwaukee.gov

Martha L. Brown
Deputy Commissioner
mbrown@milwaukee.gov

February 16, 2016

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

Dear Committee Members:

File Nos. 151407 and 151423 relate to the creation of an Industrial-Commercial (IC) zoning district and the change in zoning from Industrial Light (IL2) and Industrial Heavy (IH) to Industrial Commercial for properties generally located on the north and south side of West St. Paul Avenue between North 9th Street and North 25th Street, in the 4th and 8th Aldermanic Districts..

The proposed IC district promotes light manufacturing, office and certain commercial uses while restricting residential. While the IH and IL districts prohibit residential uses, these categories do not allow general retail and other types of commercial uses associated with manufacturing. The IC zoning district is intended primarily for light industrial uses that utilize small and medium-sized buildings and do not have extensive outdoor operations or storage areas. This district also provides for the orderly conversion of certain older industrial and warehousing buildings to commercial and office uses with less traffic generation than uses located on more intensive commercial retail corridors. Retail uses are considered accessory or complementary to the primarily light manufacturing nature of the district. These areas have an urban character and are more pedestrian-scaled than other, vehicular-traffic-dominated corridors. Buildings in this district were typically built without setbacks or yards and often with little or no off-street parking.

The proposed IC zoning district is consistent with the land use recommendations in the recently adopted Menomonee Valley 2.0 comprehensive area plan. The area plan designated a new commercial and home furnishings showroom district as a catalytic project for the St. Paul Avenue portion of the Menomonee Valley and recommended rezoning St. Paul Avenue (from North 9th Street to North 25th Street) from IH and IL to a zoning classification more suitable to accommodate light manufacturing showroom spaces as detailed in the area plan. In addition, through the Menomonee Valley planning process, a majority of property and business owners supported keeping the industrial nature of St. Paul Avenue intact to avoid land use conflicts with possible residential and certain commercial and retail uses that would interfere with the industrial operations currently located along the street. The proposed IC zoning district best accommodates these goals that current light manufacturing and industrial mixed zoning districts do not address.

Several businesses within the zoning change boundary and the Menomonee Valley Partners submitted letters of support for the proposed establishment of the Industrial Commercial zoning district and the map change, and attended the meeting to express their support as well. Since the zoning code text change and map change are consistent with the Menomonee Valley 2.0 Comprehensive Plan and reflect the current uses and recommended future of the sites, the Plan Commission at its regular meeting on February 15, 2016, recommended approval of the file. Proposed Substitute A for the text change, file number 151407, is



recommended for approval conditioned on findings from the Zoning Code Technical Committee, which is scheduled to meet to review the proposed zoning district on February 17, 2016.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

c: Ald. Bauman
Ald. Donovan
E. Richardson