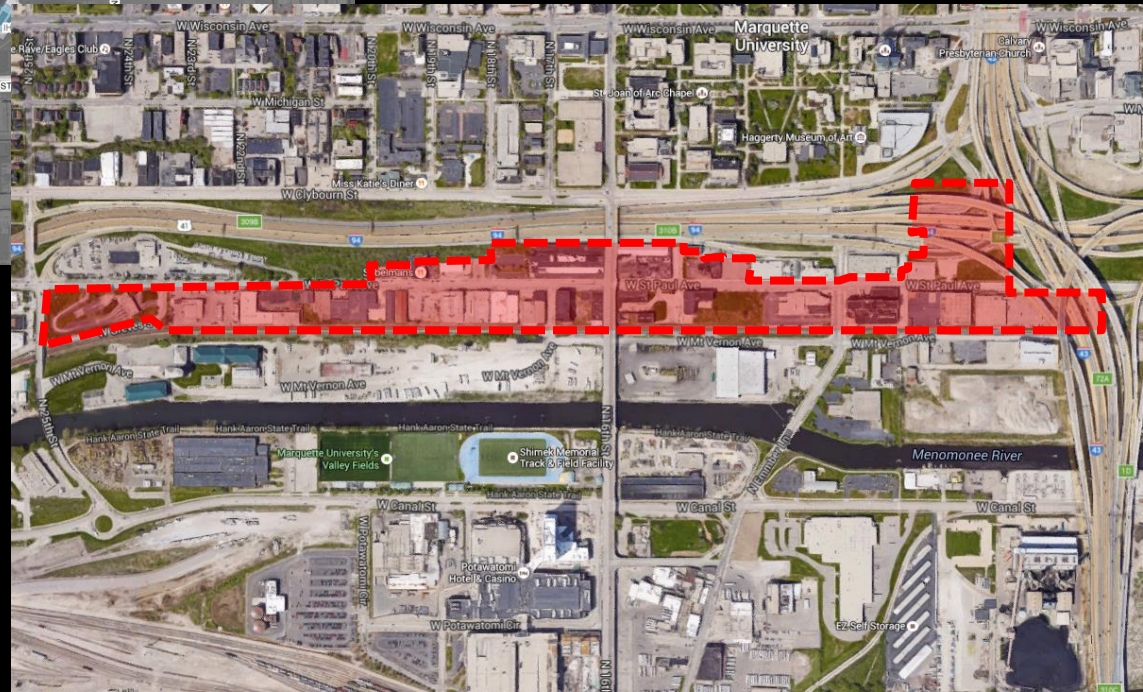
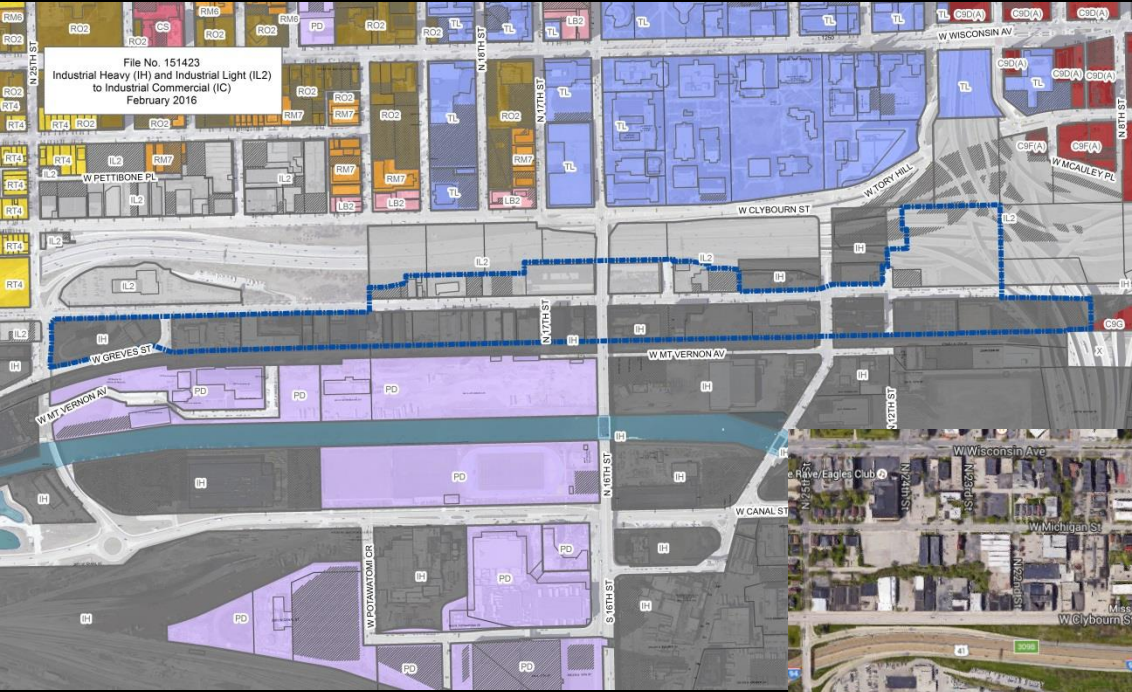


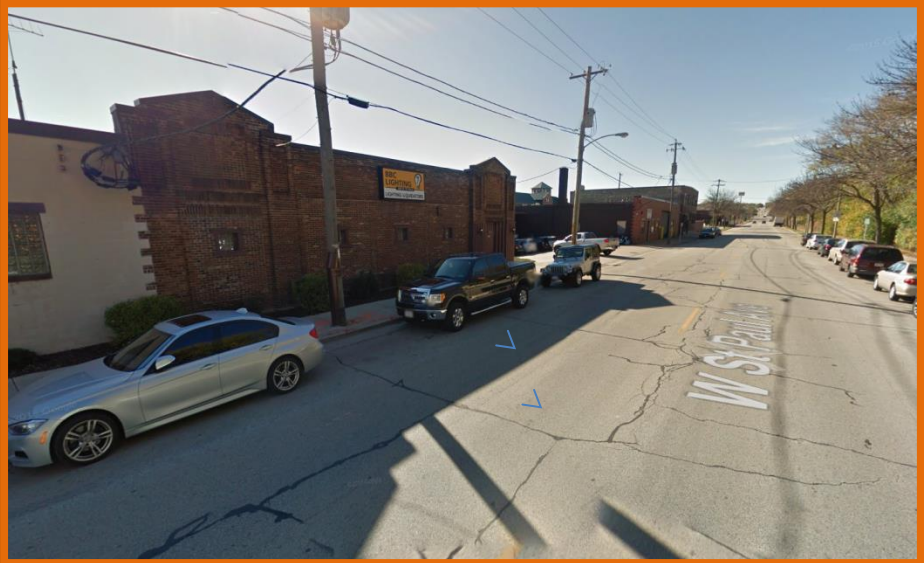
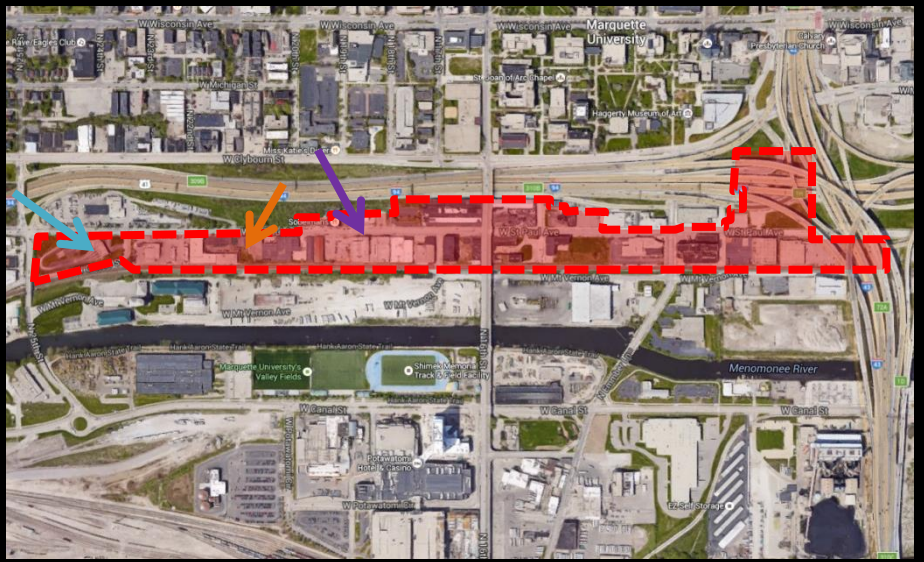
File No. 151423. An ordinance relating to the change in zoning from Industrial-Light and Industrial-Heavy to Industrial-Commercial for properties generally located on the north and south side of West St. Paul Avenue between North 9th Street and North 25th Street, in the 4th and 8th Aldermanic Districts.



File No. 151423. Site Context Photos.



View from 1865 West St. Paul Avenue



View from 2003 West St. Paul Avenue



View from 2479 West St. Paul Avenue

Milwaukee City Plan
Commission

February 15th, 2016

Proposed New Industrial Zoning
District: Industrial-Commercial
(IC)

CURRENT MILWAUKEE INDUSTRIAL DISTRICTS

IH – INDUSTRIAL HEAVY



IM – INDUSTRIAL MIX



IL – INDUSTRIAL LIGHT



IO – INDUSTRIAL OFFICE



IC ZONING INTENT

- Maintain industrial as the primary use.
- Targeted for older, urban industrial areas with vacancies yet still contain viable and productive industrial uses.
- Limit retail as accessory to the industrial use or compatible with a relevant Comprehensive Plan.
- Not an everyday commercial district.
- Avoid land uses that conflict with industrial ones.
- Increase flexibility with additional office and limited commercial uses not otherwise permitted in Industrial Heavy.
- Limit the scope of non-industrial uses found in Industrial Mixed.
- Avoid additional Special Uses / BOZA
- Do not make existing conforming businesses non-conforming
- Apply to similar industrial corridors or areas.

Table 295-803-1

INDUSTRIAL DISTRICTS USE TABLE

<p>Y = Permitted Use L = Limited Use S = Special Use N = Prohibited Use</p>	Zoning Districts			
Notable Uses	IC	IL1/ IL2	IM	IH
Multi-family dwelling	N	N	L	N
Day care center	N	S	S	S
School, elementary or secondary	N	N	S	N
Assembly Hall	N	S	S	N
Religious assembly	N	N	S	N
General office	Y	Y	Y	L
Installment loan agency	N	N	S	N
Retail establishment, general	L	N	Y	N
Adult retail establishment	N	N	S	N
Medical office	N	N	Y	N
Personal service	N	N	Y	N
Business service	Y	S	Y	N

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General office	Y	Y	Y	L
Installment loan agency	N	N	S	N
Retail establishment, general	L	N	Y	N
Adult retail establishment	N	N	S	N
Medical office	N	N	Y	N
Personal service	N	N	Y	N
Business service	Y	S	Y	N

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<p>Notable Uses</p>	<p>IC</p>	<p>IL1/ IL2</p>	<p>IM</p>	<p>IH</p>
<p>Motor Vehicle Sales</p>	<p>N</p>	<p>S</p>	<p>S</p>	<p>S</p>
<p>Motor Vehicle Outdoor Storage</p>	<p>N</p>	<p>Y</p>	<p>S</p>	<p>Y</p>
<p>Parking lot, principal use</p>	<p>S</p>	<p>Y</p>	<p>L</p>	<p>Y</p>
<p>Parking lot, accessory use</p>	<p>L</p>	<p>Y</p>	<p>L</p>	<p>Y</p>
<p>Indoor Storage</p>	<p>L</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>Outdoor Storage</p>	<p>N</p>	<p>Y</p>	<p>S</p>	<p>Y</p>
<p>Food processing</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>Alcohol beverage facility, micro</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>Alcohol beverage facility, large</p>	<p>Y</p>	<p>L</p>	<p>S</p>	<p>Y</p>
<p>Manufacturing, light</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>	<p>Y</p>
<p>Manufacturing, heavy</p>	<p>S</p>	<p>S</p>	<p>S</p>	<p>Y</p>
<p>Manufacturing, intense</p>	<p>N</p>	<p>N</p>	<p>N</p>	<p>S</p>

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Notable Uses	IC	IL1/ IL2	IM	IH
Motor Vehicle Sales	N	S	S	S
Motor Vehicle Outdoor Storage	N	Y	S	Y
Parking lot, principal use	S	Y	L	Y
Parking lot, accessory use	L	Y	L	Y
Indoor Storage	L	Y	Y	Y
Outdoor Storage	N	Y	S	Y
Food processing	Y	Y	Y	Y
Alcohol beverage facility, micro	Y	Y	Y	Y
Alcohol beverage facility, large	Y	L	S	Y
Manufacturing, light	Y	Y	Y	Y
Manufacturing, heavy	S	S	S	Y
Manufacturing, intense	N	N	N	S

CASE STUDY: Pierce Street



MENOMONEE VALLEY 2.0

IMPLEMENTATION

INDUSTRIAL-COMMERCIAL (IC):

A proposed new zoning district for St. Paul Avenue in the Valley.

MENOMONEE VALLEY 2.0

Catalytic Project

St. Paul Avenue Design Showroom District



MENOMONEE VALLEY 2.0

Catalytic Project

St. Paul Avenue Design Showroom District

Entrepreneurial Indust'l Park moving forward on St Paul Ave

See the original story at <http://www.jsonline.com/business/valley-industrial-buildings-find-new-life-as-industrial-buildings-b99619747z1-353032751.html>.

Valley industrial buildings find new life as ... industrial buildings

"We love the authenticity," Wright said.



John Klein / for the Journal Sentinel

The former loading dock area could eventually be the beer garden for Kevin Wright's Third Space Brewing. Steve Looft and other investors are redeveloping some long-vacant industrial properties into the future home of Third Space Brewery and other new uses.

Menomonee Valley redevelopment

The neighboring buildings will include a craft brewery and other new manufacturing uses.



While a lot of Milwaukee's older industrial buildings are being redeveloped as apartments, offices and retail space, Steve Looft has another idea.

Looft plans to convert three older, long-vacant Menomonee Valley industrial buildings into updated industrial space.

He and his investors are launching the project after securing Third Space Brewing LLC, a start-up craft brewery, as a tenant. And Looft is in discussions with other prospective tenants that

Business

[Home](#) » [Business](#)

Development returns business uses to old, industrial neighborhood

By Tom Daykin of the Journal Sentinel

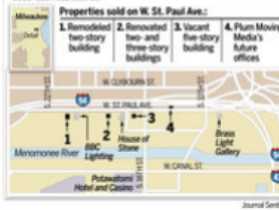
March 21, 2015

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[EMAIL](#) [PRINT](#) [\(0\) COMMENTS](#)

St. Paul Ave. sees buildings sold, remodeled for businesses

Four properties have been sold since 2012 on a 10-block stretch of W. St. Paul Ave., where the city is encouraging creation of a home décor business district.



About 10 blocks of St. Paul Ave., west of the I-94 overpass, are marked by the same type of old, industrial brick buildings that have been transformed into apartments and condos throughout the downtown Milwaukee area.

But recent investments and development along the avenue are closer to that street's roots as a place for work.

At four properties sold within the past three years, plans that have surfaced involve commercial activity: offices, light industrial use, event space and possible antique shops.

Those investments have occurred as the city's proposed update to its Menomonee Valley plan includes continued development of avenue businesses that make home and commercial décor, featuring showrooms to become a regional shopping draw.

Land and Space

New zoning would create Menomonee Valley home décor district

Read the original article at [Milwaukee Journal Sentinel](#).

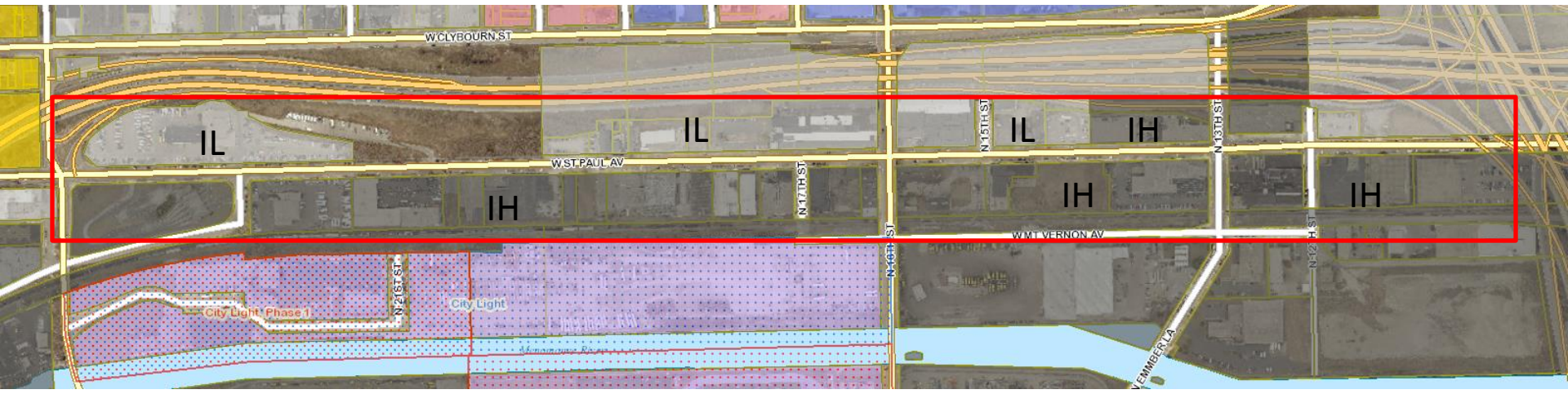
New zoning would create Menomonee Valley home décor district

By Tom Daykin of the Journal Sentinel

A new Milwaukee zoning proposal would allow Menomonee Valley businesses and city officials to pursue plans to create a home décor design and showroom district.

The district is among five potential major developments included in the city's updated comprehensive plan for the valley, which the Common Council and Mayor Tom Barrett approved in June.

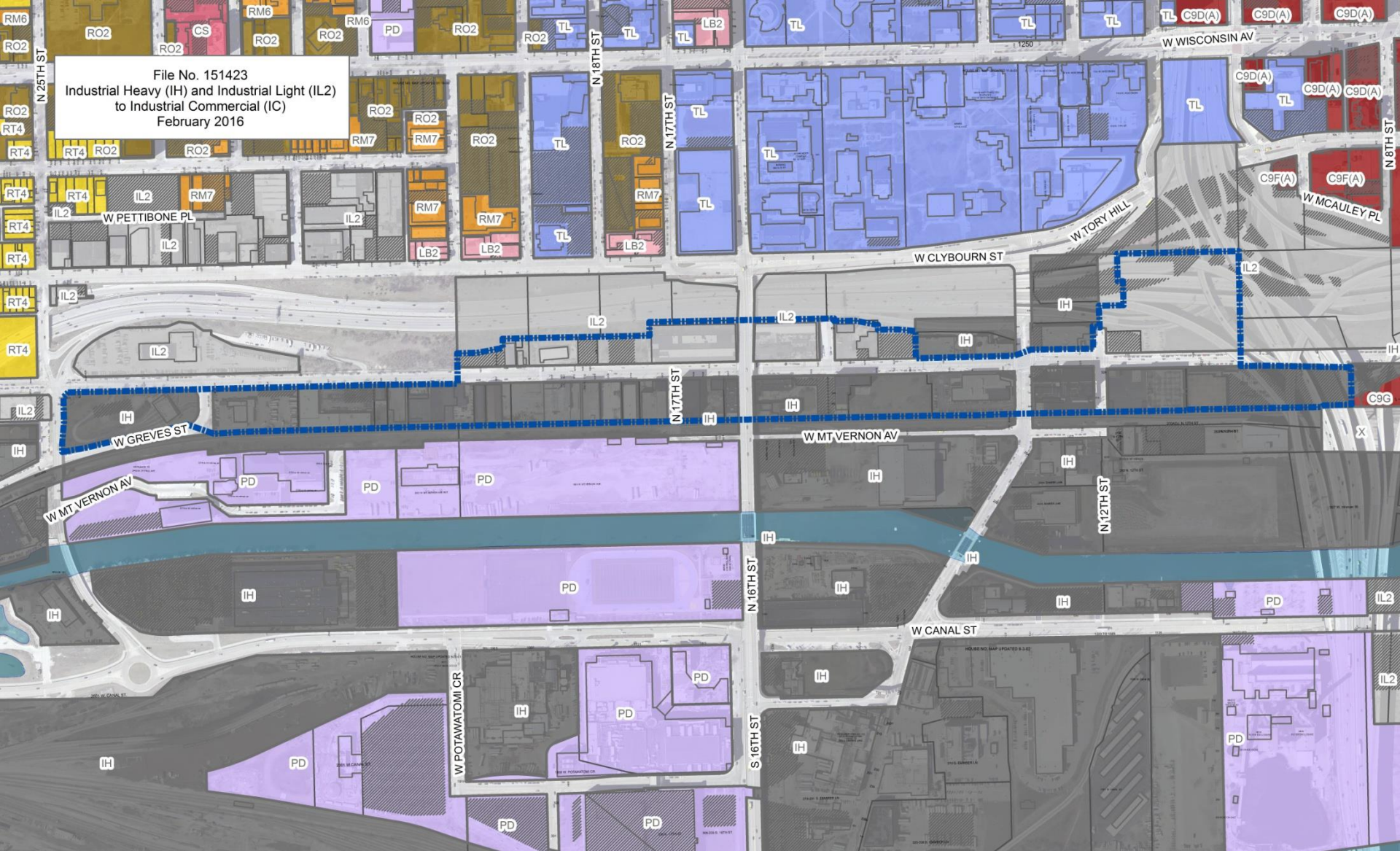
PROJECT BOUNDARY AND CURRENT ZONING



General boundary: St. Paul Avenue between North 8th Street and North 25th Street

ACTUAL PROJECT BOUNDARY

File No. 151423
Industrial Heavy (IH) and Industrial Light (IL2)
to Industrial Commercial (IC)
February 2016



IC ZONING INTENT

