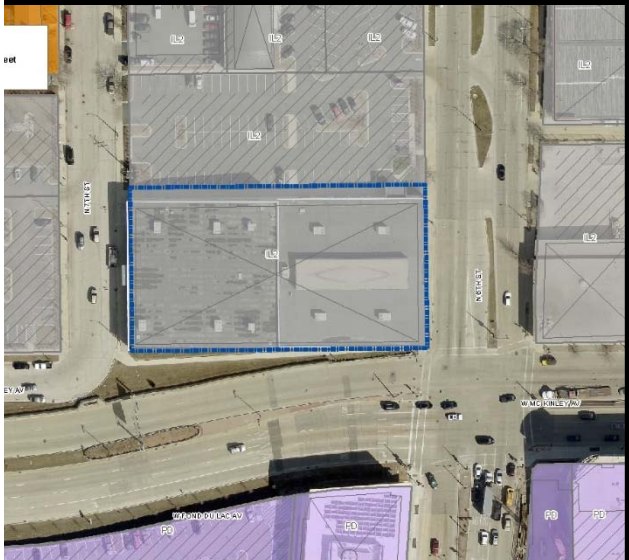


File No. 210167. A substitute ordinance relating to the change in zoning from Industrial Light, IL2, to Downtown Mixed Activity, C9G, to allow a wider mix of uses for the property located at 1311 North 6th Street, on the north side of West McKinley Avenue, west of North 6th Street, in the 6th Aldermanic District.



File No. 210167. Site Context Photos.



View from 7th and McKinley looking north-east

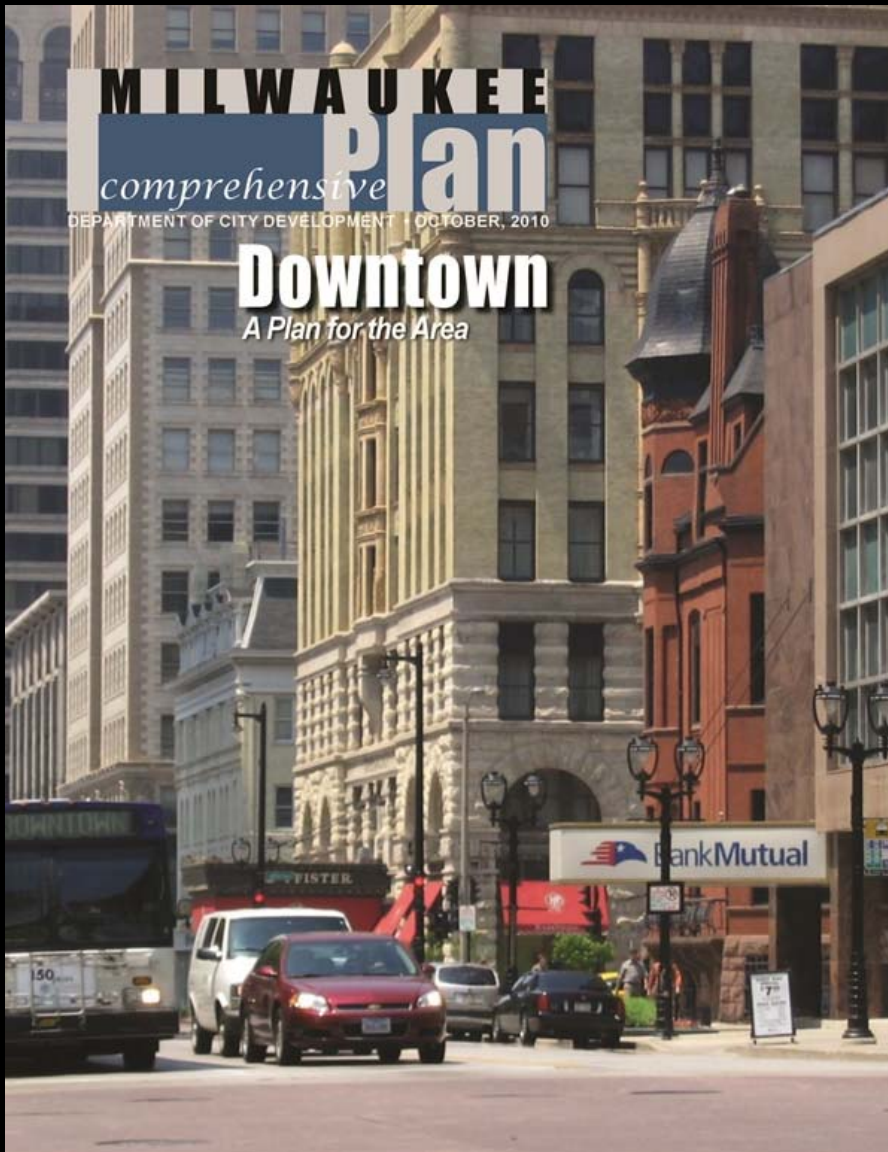


View from W. Fond Du Lac Ave looking north



View from N. 6th Street looking west

File No. 210167. Consistency with Area Plan.



Downtown Area Plan

- Adopted in 2010
- Recommends introducing new uses to Haymarket District the area, including commercial and residential uses that are not permitted in the IL2 zoning district.
- Identifies district as an underutilized area with opportunity to evolve into a new mixed use-neighborhood similar to the Third Ward
- Upcoming changes to area:
 - New Milwaukee Public Museum complex planned across North 6th Street
 - Hillside neighborhood redevelopment
 - Continued Park East Corridor/Deer District development
- **The proposed rezoning is consistent with the Downtown Area Plan.**

1311 N. 6th St. rezoning



City Plan Commission

July 12, 2021

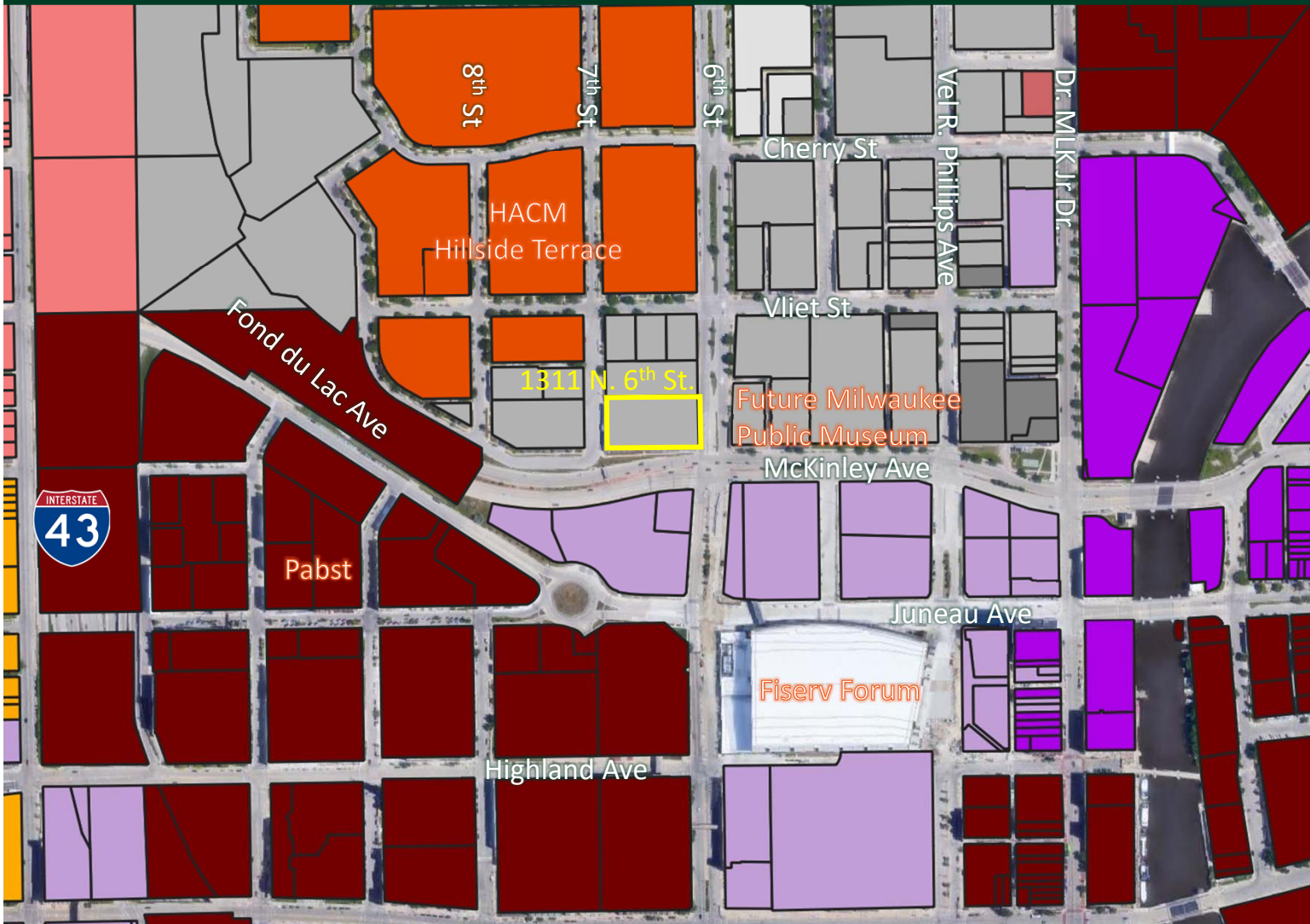
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Zoning

- Residential Single Family
- Residential Two Family
- Residential Multi-Family
- Residential and Office
- Commercial Neighborhood Shopping
- Local Business
- Commercial Service
- Commercial Regional Business
- Downtown** Proposed Zoning
- Industrial Commercial
- Industrial Office
- Industrial Light** Current Zoning
- Industrial Mixed
- Industrial Heavy
- Park
- Special Planned Development
- Special Redevelopment District
- Special Institutional

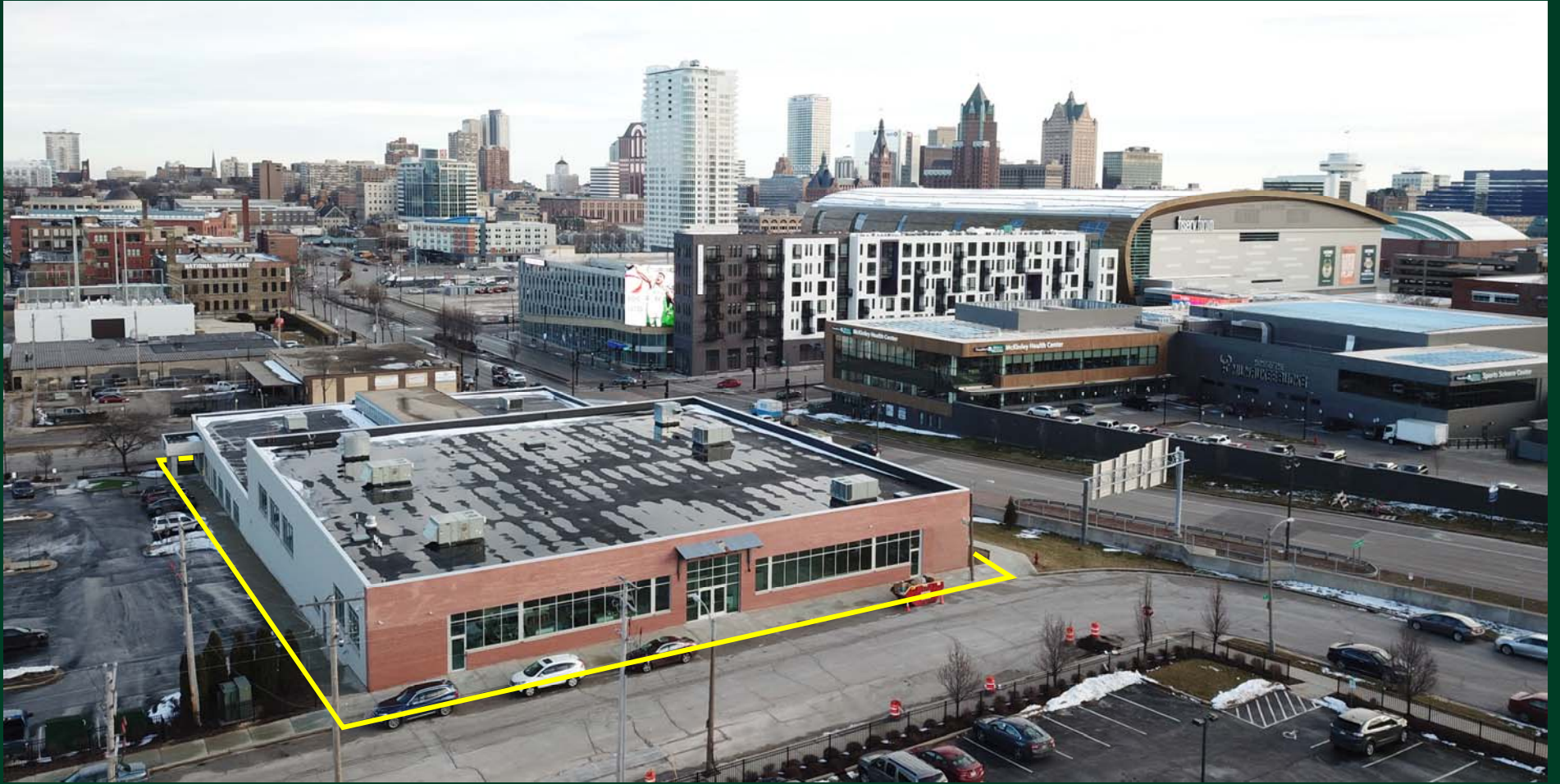
1311 N. 6th St. Rezoning

- From Industrial Light (IL2) to Downtown Mixed Activity (C9G)
- Area has changed dramatically in recent years
 - Removal of Park East Freeway
 - Pabst Brewery Redevelopment (rezoned C9G)
 - Fiserv Forum
 - New apartments, offices, services, and retail
 - Milwaukee Public Museum moving across the street
- Increased interest in the property from a wide variety of users
- More flexibility is needed to respond to potential future tenants



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