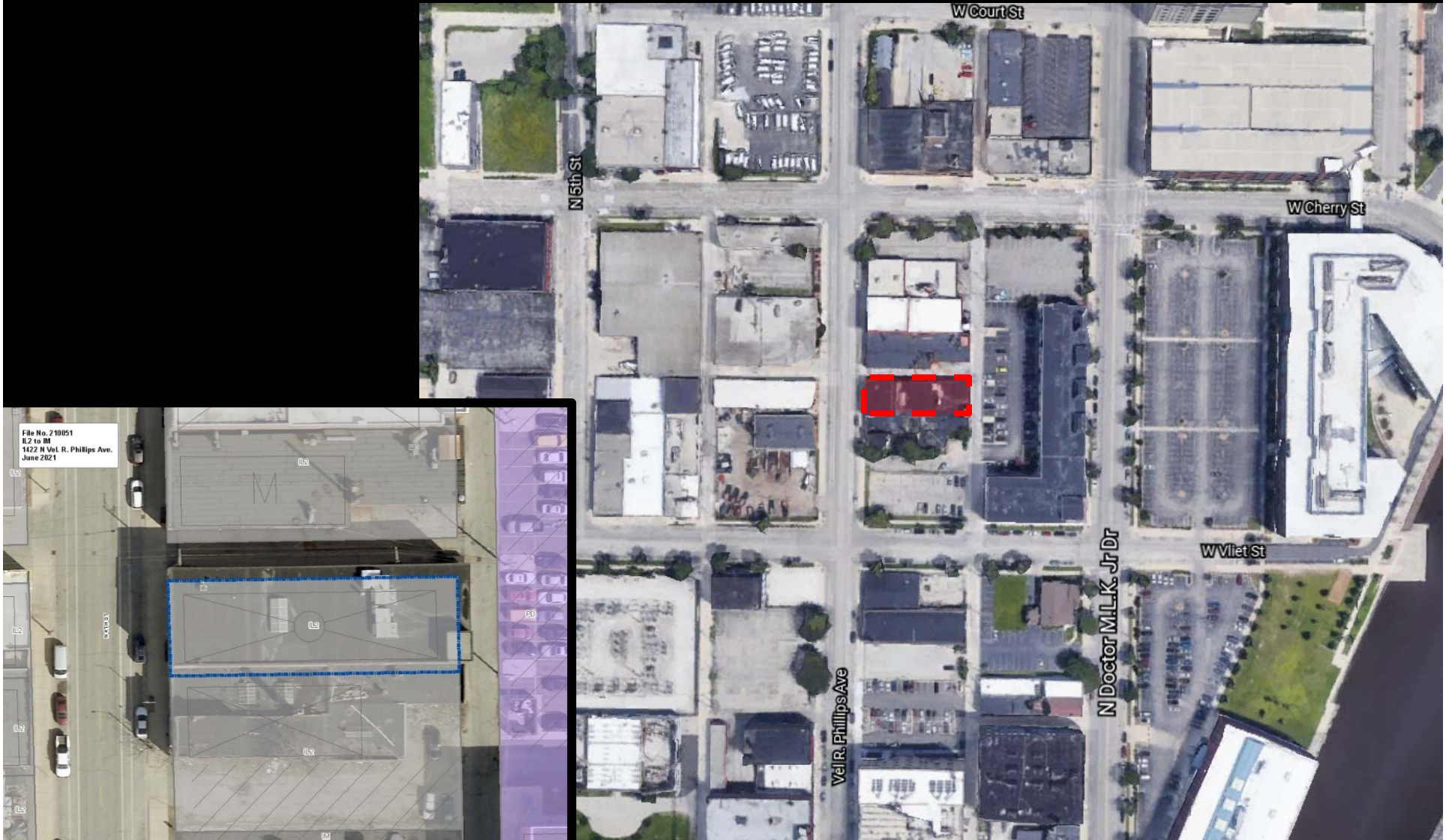


File No. 210051. A substitute ordinance relating to the change in zoning from Industrial-Light, IL2, to Industrial-Mixed, for the property located at 1422 North Vel R. Phillips Avenue, on the east side of North Vel R. Phillips Avenue and north of West Vliet Street, in the 6th Aldermanic District.



File No. 210051. Site Context Photos.



View from N. Vel R. Phillips looking south-east

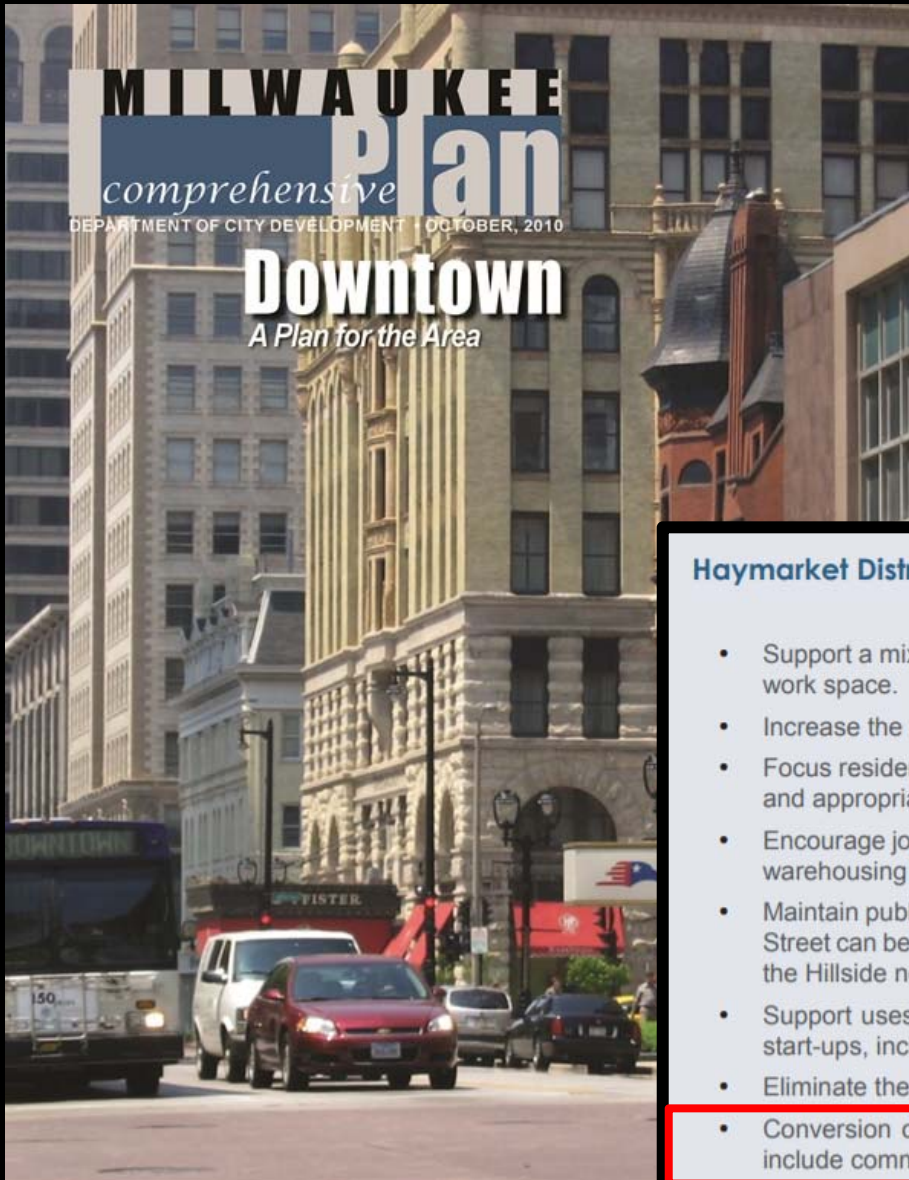


View from N. Vel R. Phillips looking north-east



View from alley looking south-west

File No. 210051. Consistency with Area Plan.



## Downtown Area Plan

- Adopted by Common Council in 2010
- Site is within the Haymarket District sub-area of the plan which supports the reuse of vacant or underutilized industrial sites for a wider mix of uses including residential and community serving uses (page 149).
- **The proposed rezoning is consistent with the Downtown Area Plan.**

### Haymarket District Recommendations:

- Support a mix of smaller scale, low rise residential uses in the Haymarket, including live-work space.
- Increase the overall residential density of the district.
- Focus residential development around a 4th / Vliet commons served by streetcar service and appropriate streetscape and landscaping.
- Encourage job creating uses and discourage passive, low economic impact uses such as warehousing and outdoor storage as principle uses.
- Maintain public access to the river and RiverWalk via Vliet Street east of MLK Drive. Vliet Street can be the uniting connection between the river, a future Haymarket neighborhood, the Hillside neighborhood and west to the former Pabst Brewery
- Support uses in the District that are oriented towards the creative arts and technology start-ups, including live-work space for such uses.
- Eliminate the right-turn by-passes along Walnut Street at 6th Street and MLK Drive.
- Conversion or re-development of industrial or other vacant or under-utilized sites can include community service uses.