

MKE INDUSTRIAL LAND USE ANALYSIS

PIERCE & BRUCE SUB-DISTRICT PLAN

ZONING, NEIGHBORHOODS & DEVELOPMENT COMMITTEE

6/4/2024





hello!

AGENDA

1. Update
2. Project Overview
3. Public Feedback
4. Recommendations

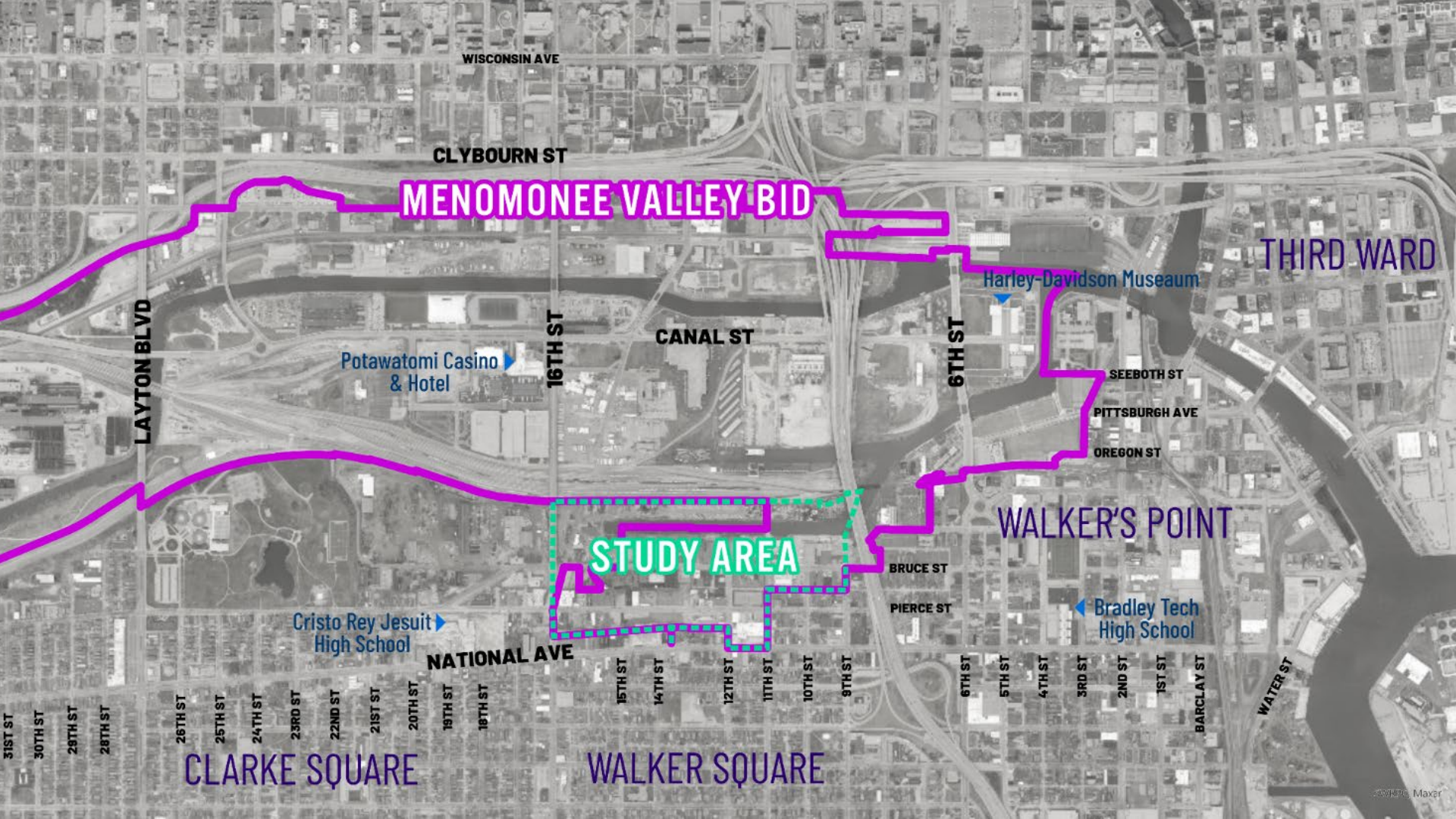
Update

1. **Zoning, Neighborhoods, and Development Committee (ZND) Public Hearing on December 5, 2023: Property owner on north side of Pierce Street objected to recommendation to rezone from Industrial Light (IL) from Industrial Heavy (IH), after Plan adoption.**
2. **Added text to p.12 of the Draft Final Plan to further memorialize support for existing businesses and job-centric uses while discouraging non-compatible uses:**

***Support existing businesses.** Existing businesses that provide quality jobs and whose operations are not in conflict with adjacent uses (i.e. operations that are generally contained indoors with minimal noise and odor concerns) should continue to be supported. On the other hand, uses that do not contribute to employment goals or have potential to be disruptive to adjacent land uses, are discouraged. These uses include storage, parking, and salvage.*

3. **Meetings with property owner, their legal counsel, and business owner (tenant) on January 31 and March 14, 2024**

Project Overview



WISCONSIN AVE

CLYBOURN ST

MENOMONEE VALLEY BID

THIRD WARD

Harley-Davidson Museum

Potawatomi Casino & Hotel

CANAL ST

16TH ST

6TH ST

SEEBOTH ST

PITTSBURGH AVE

OREGON ST

WALKER'S POINT

STUDY AREA

BRUCE ST

PIERCE ST

Bradley Tech High School

Cristo Rey Jesuit High School

NATIONAL AVE

15TH ST

14TH ST

12TH ST

11TH ST

10TH ST

9TH ST

6TH ST

5TH ST

4TH ST

3RD ST

2ND ST

1ST ST

BARCLAY ST

WATER ST

CLARKE SQUARE

WALKER SQUARE

PIERCE & BRUCE STUDY AREA

Burnham Canal

GRANARY
LOFTS

ALTER
METAL RECYCLING

W BRUCE STREET

MID-CITY
FOUNDRY

KPH

ZYN

PAPER BOX
LOFTS

W PIERCE STREET

12TH STREET

11TH STREET

10TH STREET

9TH STREET

GARDEN
FRESH

EAGLE
METAL

MATC

ASTRONAUTICS
BUILDING

W NATIONAL AVENUE

1331 PLACE
APARTMENTS

INTERSTATE
94

INTERSTATE
43

16TH STREET

3 Key factors that led to this sub-area zoning study:

- 1. The Industrial Land Use Analysis⁽²⁰²¹⁾ suggested a review of local zoning.**
- 1. The Burnham Canal Wetland Restoration Project is underway in this area.**
- 1. The Menomonee Valley Industrial BID wants to make sure all area land is safe and productive.**

WHY is preserving land for industry important YOU ASK?

1 in 5 jobs in MKE



THAT'S ABOUT

45,000 jobs **\$3.6b** in wages

Industrial land supports
***MUCH* higher wages**

commercial land



RETURNS WAGES

1.6x
ITS LAND VALUE

industrial land



RETURNS WAGES

4.3x
ITS LAND VALUE

AND! industrial jobs pay more



\$64,580

AVERAGE INDUSTRIAL JOB SALARY

↑ 15% higher

THAN THE AVERAGE PRIVATE SECTOR WAGE

Manufacturing jobs are even better.

\$68,222

AVERAGE MANUFACTURING JOB SALARY

3.8x HOSPITALITY JOBS

2.4x RETAIL JOBS

2.3x ADMINISTRATIVE SERVICE JOBS

1.7x WAREHOUSING & TRANSPORTATION

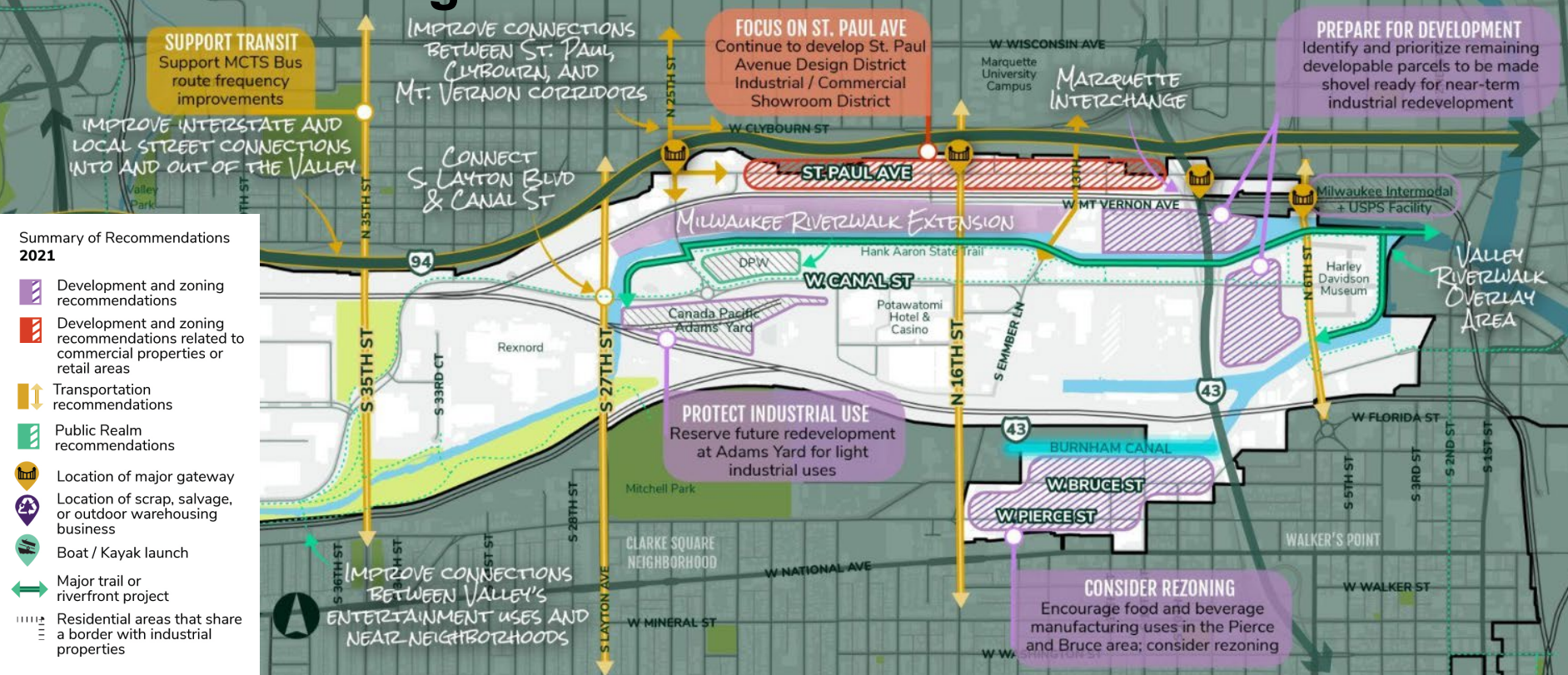
1.5x HEALTHCARE & SOCIAL SERVICES

Created for the Milwaukee Industrial Land Analysis, 2021. Source: Interface Studio & Ninigret Partners

¹ Industrial land holds \$829m of property value hosts \$3.6b in wages – a wage base to land value return of 4.3 to 1. Commercial property holds \$12.4b with an estimated wage base of \$7.97b or a 1.6 to 1 wage base to land value return. Calculated based on estimated total wages for sector / assessed and equalized value of corresponding land category – industrial or mercantile (commercial). Excludes wages for healthcare social services and educational services since a large portion of their activity takes place on tax exempt property.

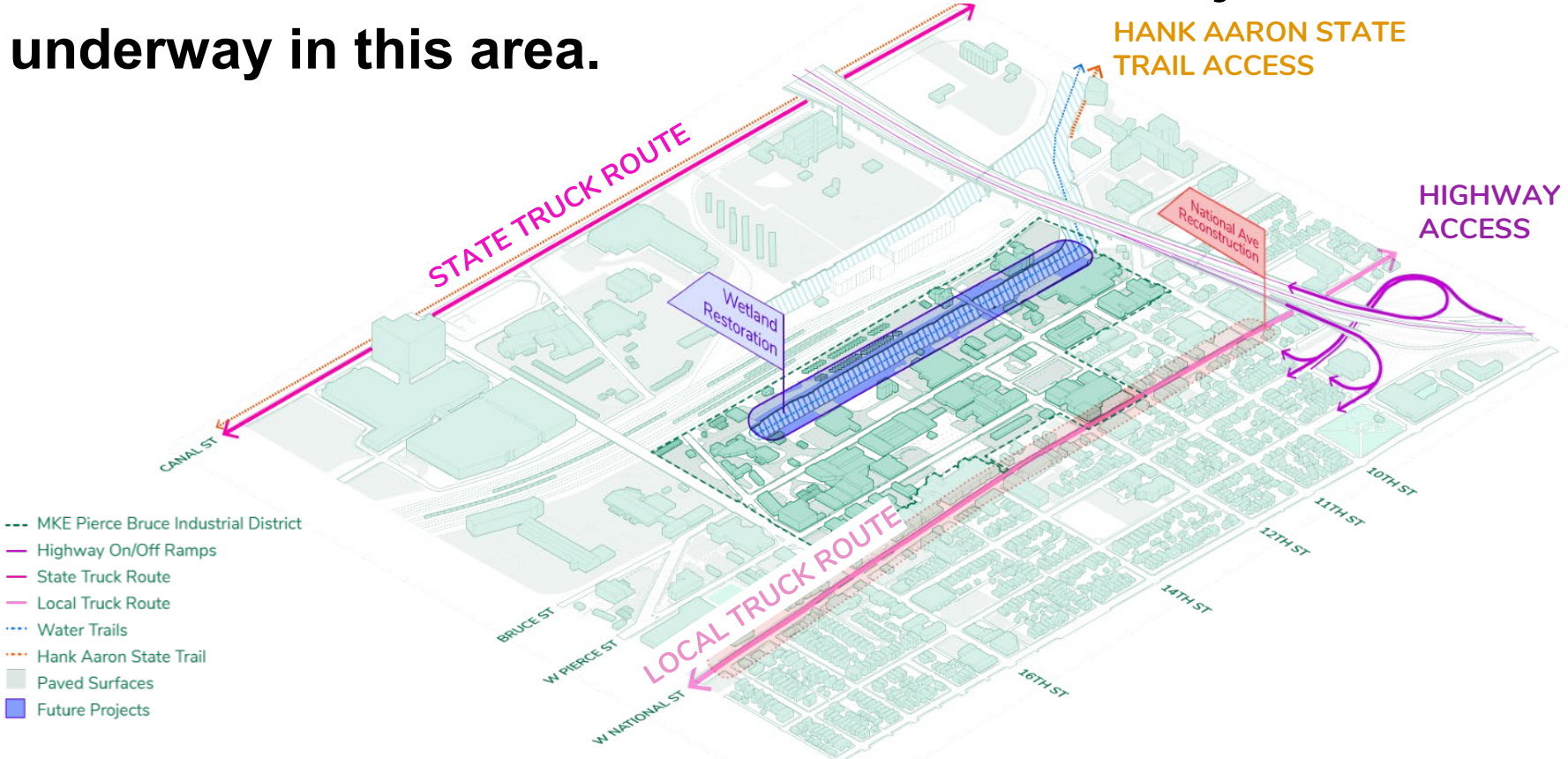
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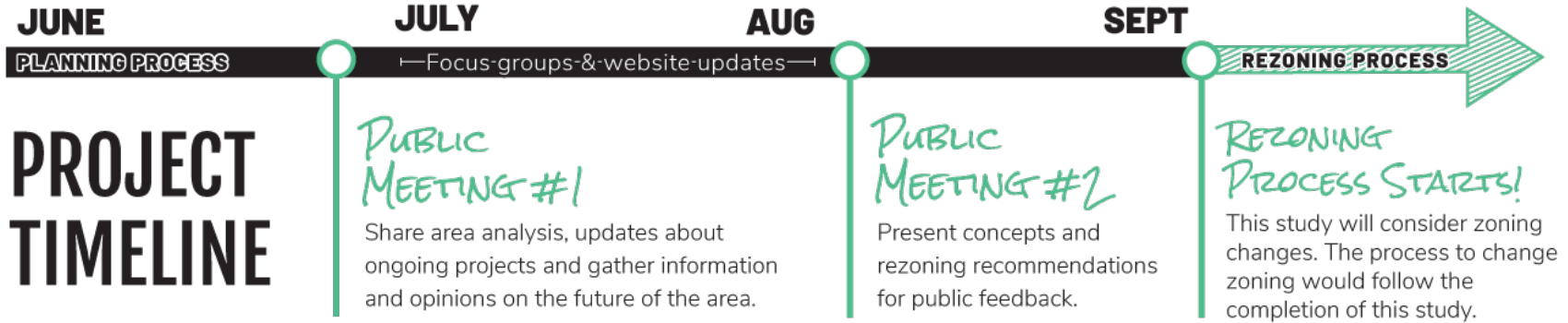


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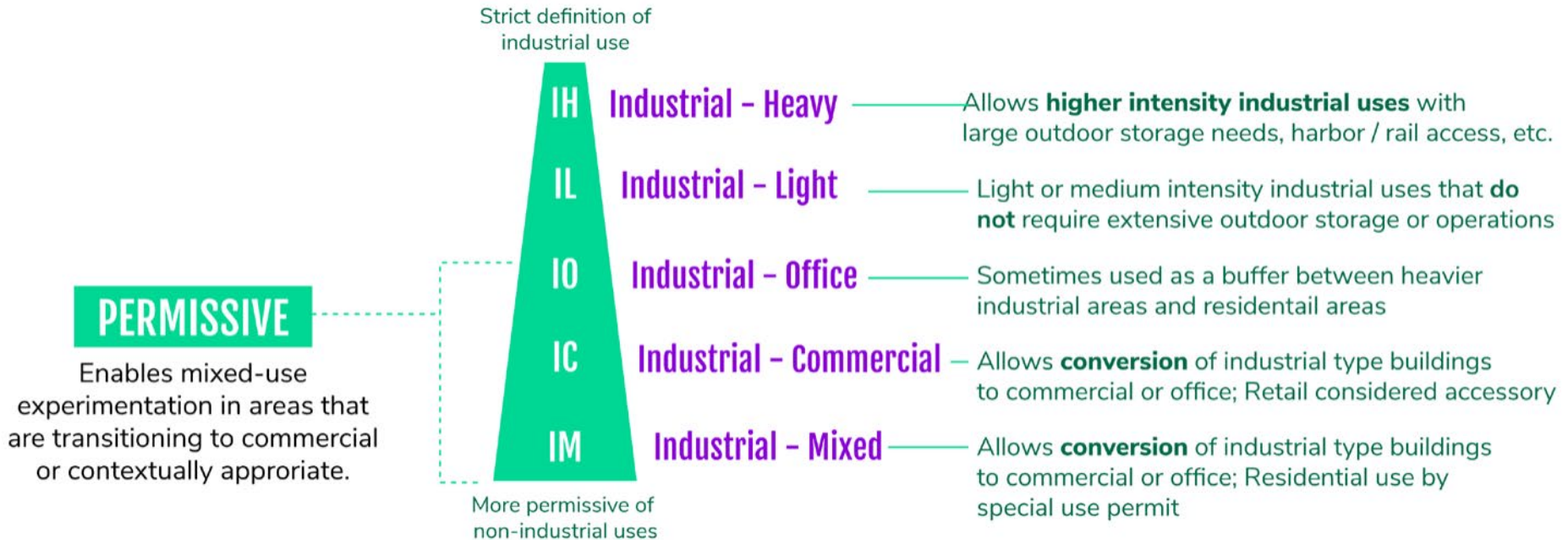
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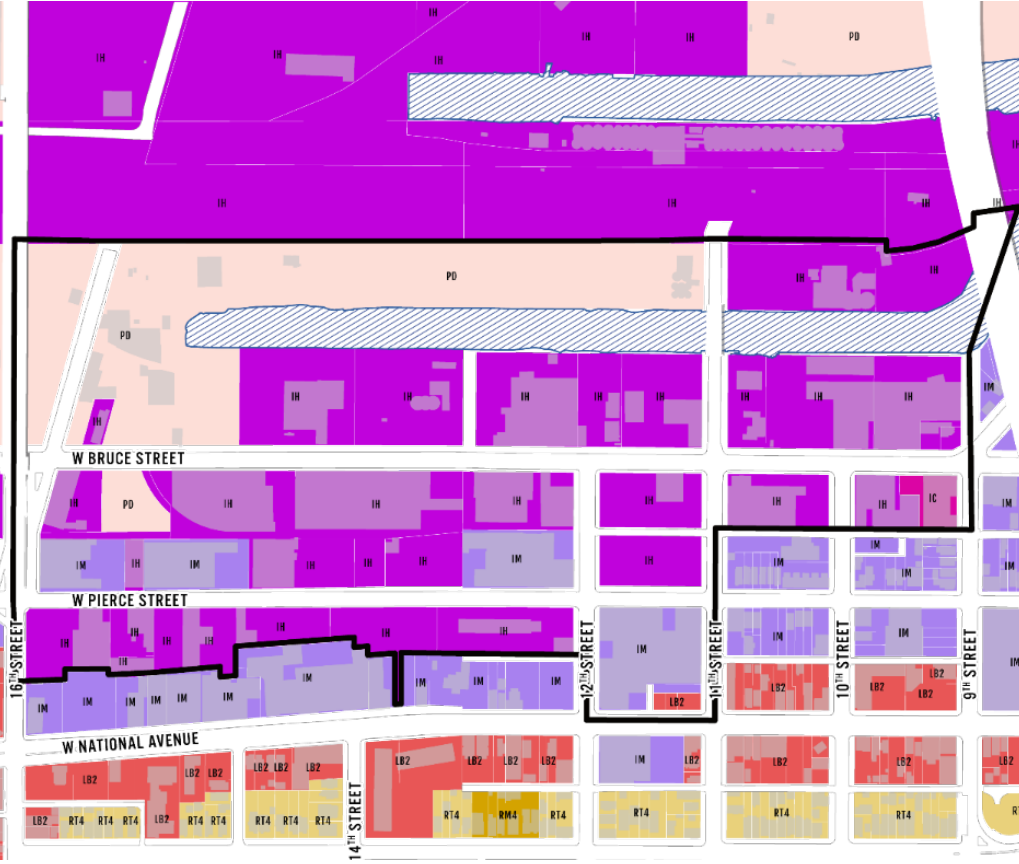
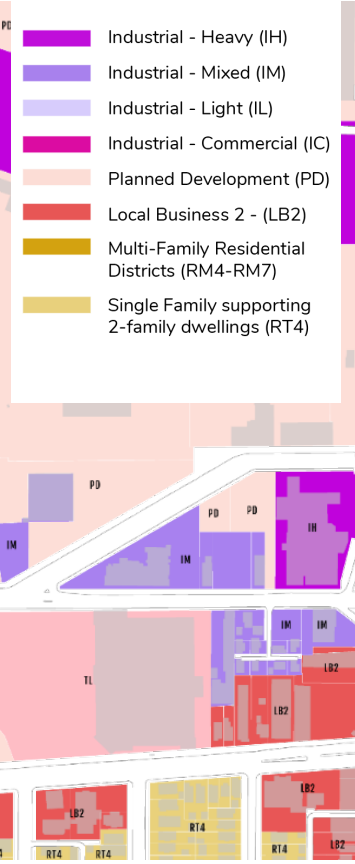
Get involved!



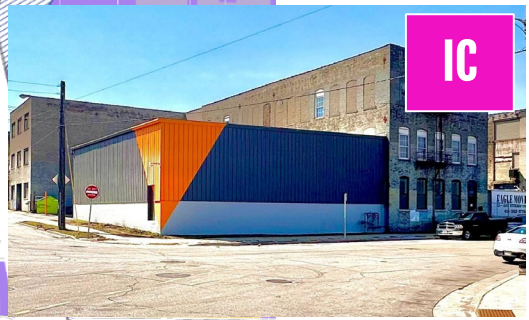
INDUSTRIAL ZONING CATEGORIES



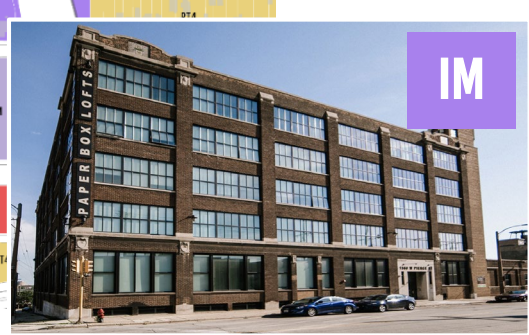
ZONING



IH



IC



IM

Public Feedback

PUBLIC MEETING FEEDBACK

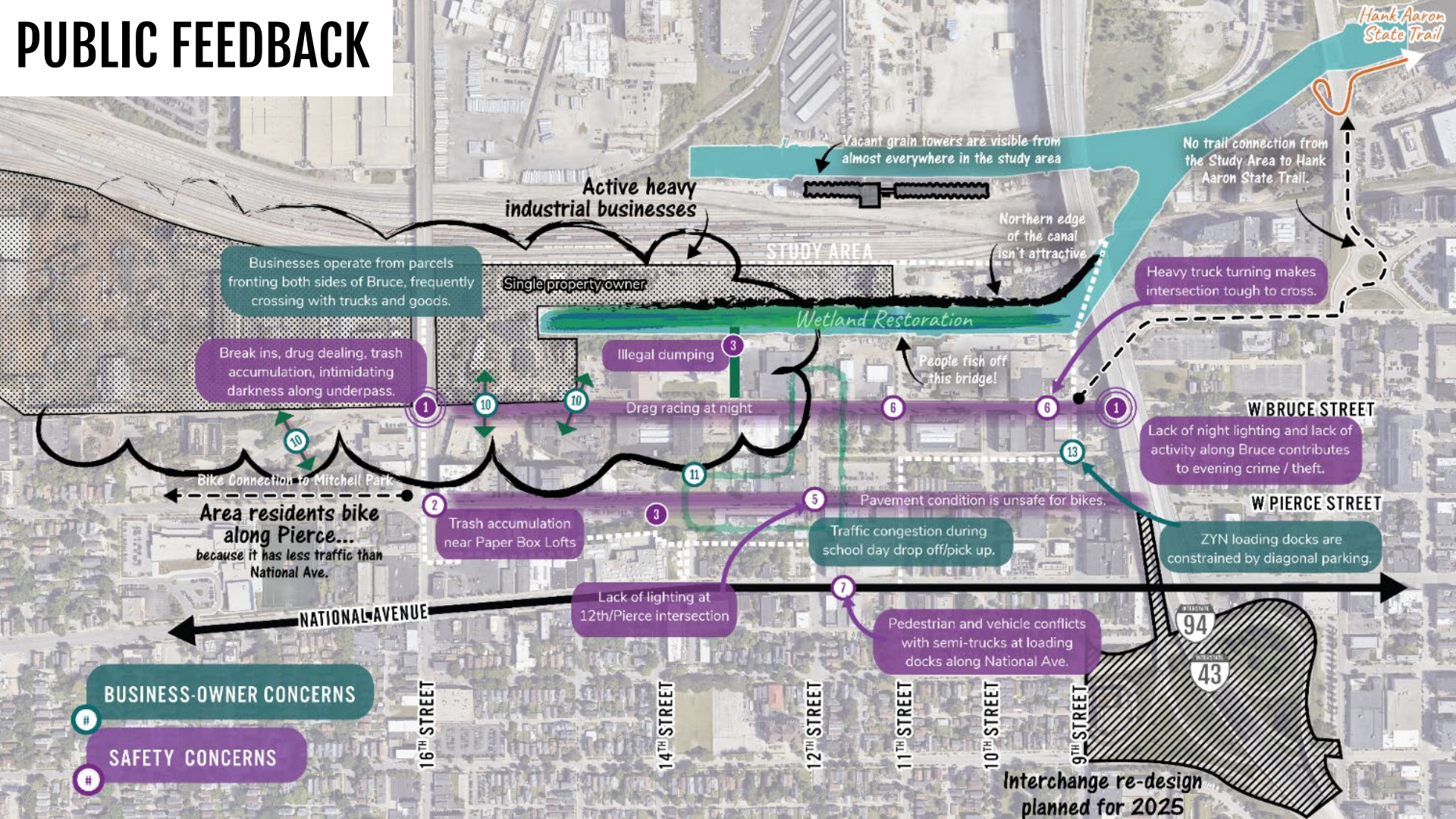
AREA BENEFITS

- “**Having a fleet of vehicles on site, easy access to freeway, and central location** make this attractive to industrial uses.”
- “We like the area as well, and we have **local residents working at our facilities**. It is convenient being off the freeway, and not within the intensity of the downtown area.” - *Multiple mentions of desirable, accessible workforce in the surrounding areas. (most drive to work)*
- “Bruce Street has most traffic, some people speed down this road, which is something to consider. **Pierce is far less trafficked than Bruce.**”
- **Cyclists use Pierce Street** as an alternative to biking on National Avenue.

AREA CONCERNS

- “**lighting could be improved**. We’ve got truck drivers that come in the middle of the night. We have to keep our truck gate locked.”
- Concerns about additional foot traffic at intersections and **preservation for truck circulation** around canal access.
- **Illegal dumping and encampment under viaducts** and on vacant parcels including at the edge of the Burnham Canal.
- “With office and commercial, one issue would be parking. **It’s tough to find parking in the street** and new uses could create additional congestion.”
- “Not interested in seeing more bars and clubs given the **isolation of the area**”

PUBLIC FEEDBACK



AREA RECOMMENDATIONS

AREA RECOMMENDATIONS

- 1. Pursue rezoning two sub-areas as more permissive industrial zoning**
- 2. Pursue opportunities for public access to the Burnham Canal**
- 3. Explore potential streetscape and intersection improvements**
- 4. Mobilize resources to address real and perceived safety issues in the district**

Recommendation 1: Zoning Changes

INDUSTRIAL-HEAVY (IH)

Accommodates high-intensity industry and industrial sites connected to harbor, airport, and rail service.



ALTER METAL RECYCLING
1640 W Bruce St, Milwaukee, WI 53204

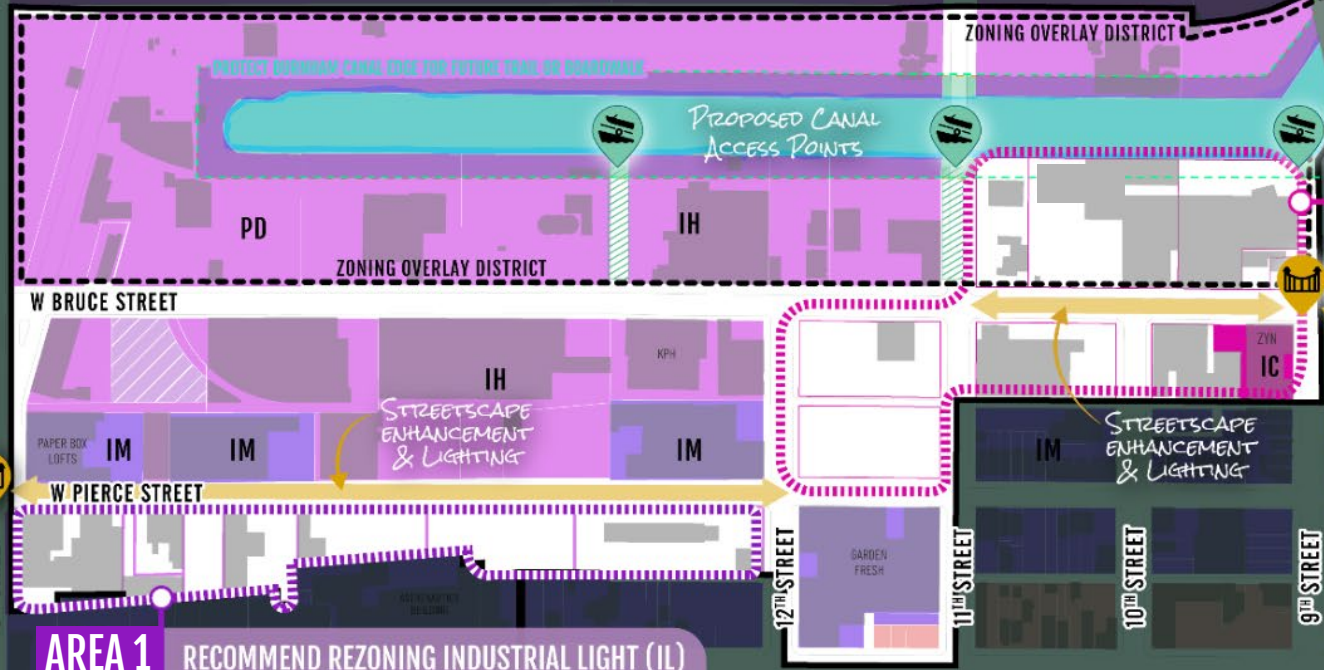
Site / Development Qualities:

- Large structures
- Exterior storage / operations / mechanical
- Zero/limited building setbacks or buffers
- Commercial / office support primary industrial use
- NO residential uses

Things to consider:

- Most IH districts have already been re/developed.
- IH zoning assumes outdoor space is critical to supporting the on-site use.
- Where possible, the IH district should be separated from residential neighborhoods with less intensive, non-residential districts.

ZONING RECOMMENDATIONS



ZONING RECOMMENDATIONS – AREA 1

RECOMMENDATION:

Rezone parcels in Area 1 from Industrial Heavy (IH) to Industrial Light (IL).

WHY REZONE?

- Continue to protect land in this area for the broadest possible spectrum industrial use.
- Align future uses with existing context.
- Create a buffer between heavy industry to the north and anticipated growth of mixed use development along National Avenue.



INDUSTRIAL-LIGHT (IL2/IL1)

“Light Industrial” uses include everything from product fabrication to medical research, but the scale of the building, site, and product are smaller / lighter / less intense on site than IH uses.



SPIKE BREWING
EQUIPMENT

Site / Development Qualities:

- “Lighter” industrial uses.
- LIMITED use of outdoor space for heavy vehicles. Exterior storage of smaller vehicles (not junk), contractor’s yard or garden supply type uses.
- NO residential uses
- Commercial / office support primary industrial use
- IL uses require more extensive buffering from adjoining residential areas.
- SOME commercial and office uses may also be included; typically heavier uses than the IO district

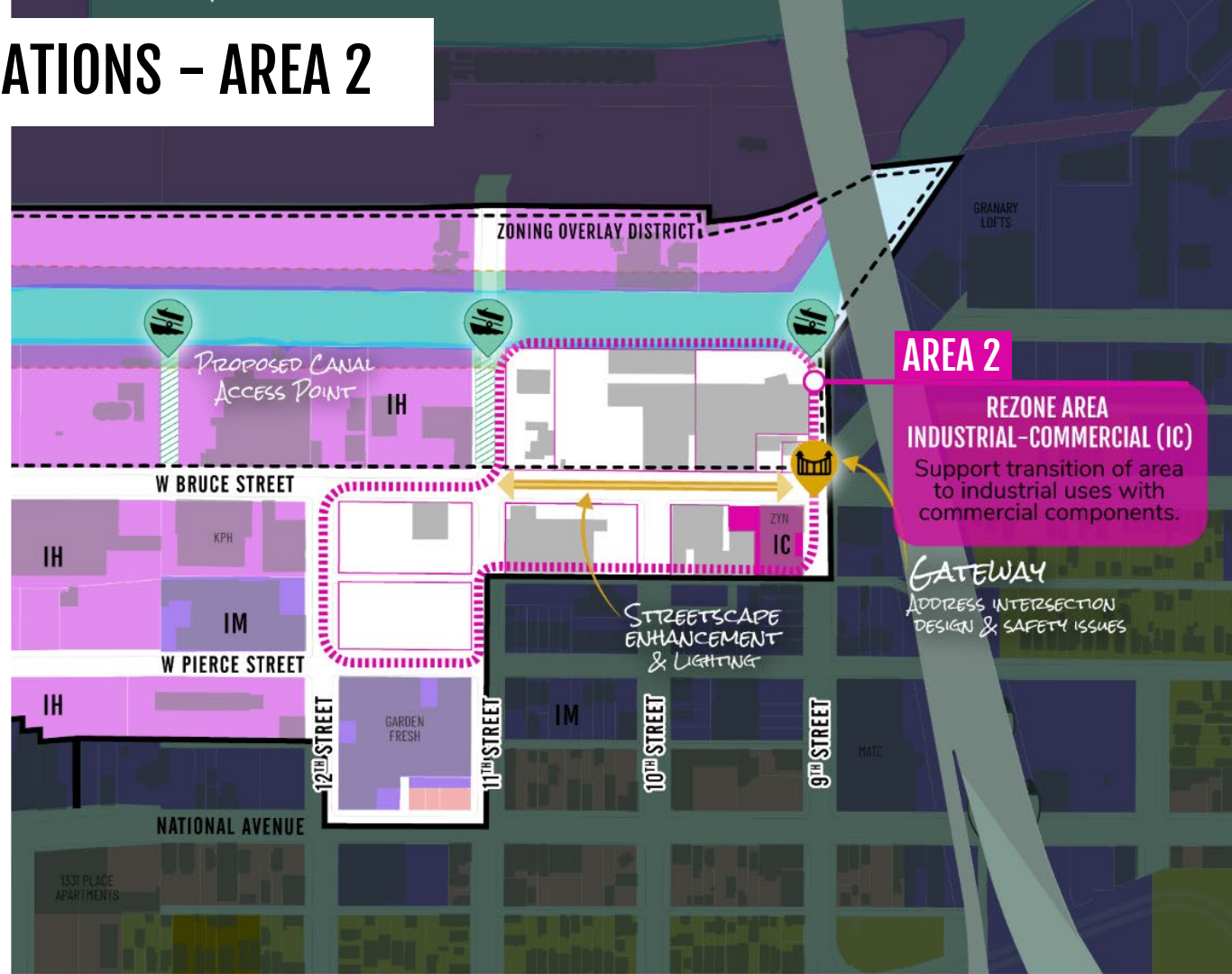
ZONING RECOMMENDATIONS – AREA 2

RECOMMENDATION:

Rezone parcels in Area 2 from Industrial Heavy (IH) to Industrial Commercial (IC).

WHY REZONE?

- Continue to protect land in this area for industrial use.
- Recognize the unique urban character in this sub-area
- Align future uses with anticipated pedestrian activity in the area.
- Create a buffer between heavy industry to the east and adjacent, established residential area.



INDUSTRIAL-COMMERCIAL (IC)

Intended primarily for light industrial uses that utilize small and medium-sized buildings and do not have extensive outdoor operations or storage areas. Enables conversion of older industrial buildings to commercial/office uses in support of or related to the primary industrial use.

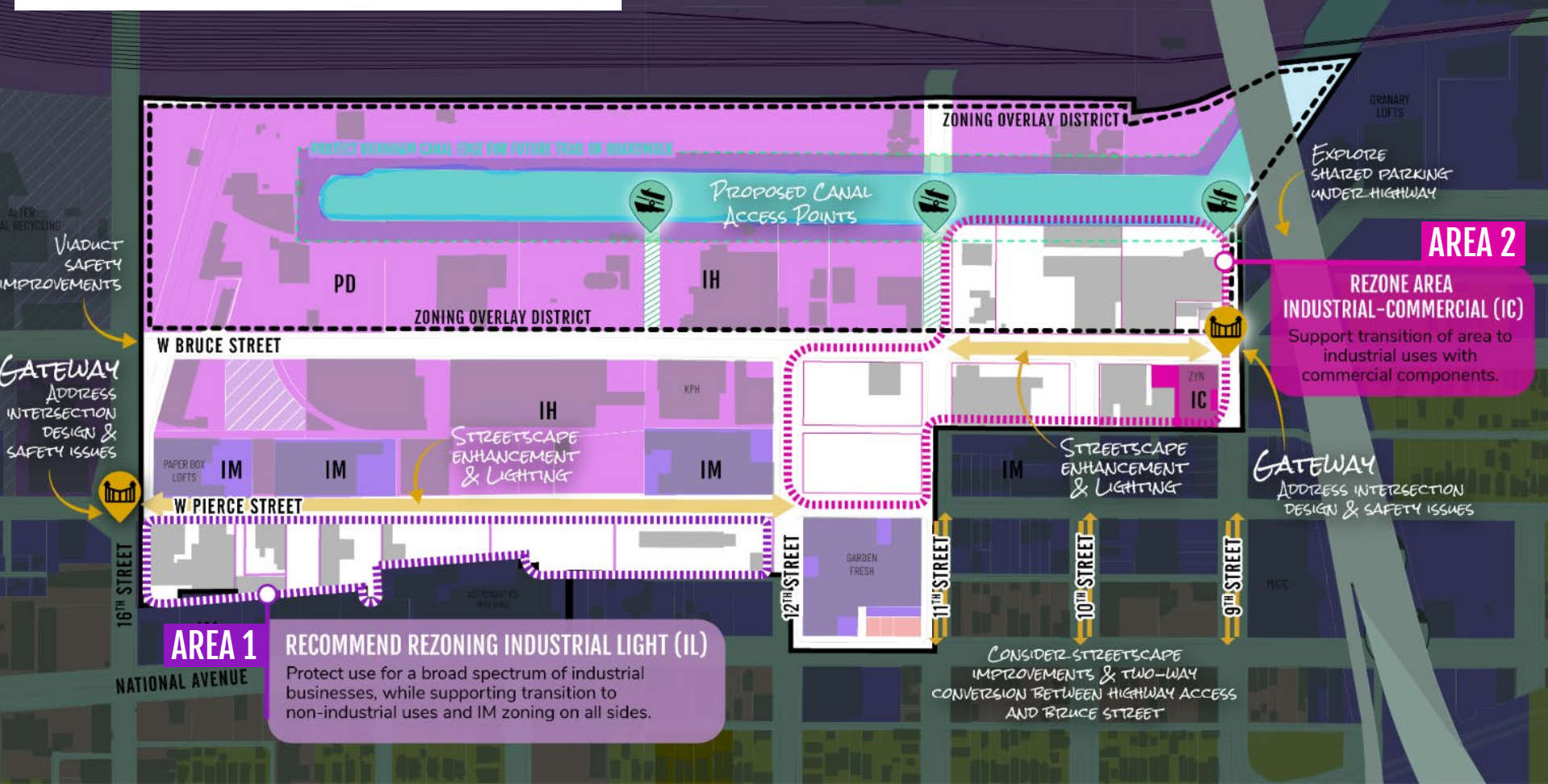


BACHMAN FURNITURE
1741 W Saint Paul Avenue

Site / Development Qualities:

- Retains expectation for industrial use on site
- Smaller and mid-sized buildings and sites
- Limited outdoor operations or storage space
- Enables conversion of industrial type buildings to commercial and office.
- NO residential uses
- IC District areas have an urban character and are more pedestrian-scaled than other, vehicular-traffic-dominated corridors.

ZONING RECOMMENDATIONS



ALTER
AL RECYCLING

VIADUCT
SAFETY
IMPROVEMENTS

GATEWAY
ADDRESS
INTERSECTION
DESIGN &
SAFETY ISSUES

PROTECT BIRMINGHAM CANAL EDGE FOR FUTURE TRAIL OR BOARDWALK

PROPOSED CANAL
ACCESS POINTS

EXPLORE
SHARED PARKING
UNDER HIGHWAY

AREA 2

**REZONE AREA
INDUSTRIAL-COMMERCIAL (IC)**
Support transition of area to
industrial uses with
commercial components.

AREA 1

RECOMMEND REZONING INDUSTRIAL LIGHT (IL)
Protect use for a broad spectrum of industrial
businesses, while supporting transition to
non-industrial uses and IM zoning on all sides.

GATEWAY
ADDRESS INTERSECTION
DESIGN & SAFETY ISSUES

CONSIDER STREETScape
IMPROVEMENTS & TWO-WAY
CONVERSION BETWEEN HIGHWAY ACCESS
AND BRUCE STREET

16TH STREET

NATIONAL AVENUE

W BRUCE STREET

W PIERCE STREET

12TH STREET

11TH STREET

10TH STREET

9TH STREET

PD

IH

IH

KPH

PAPER BOX
LOFTS

IM

IM

IM

IM

ZYN

IC

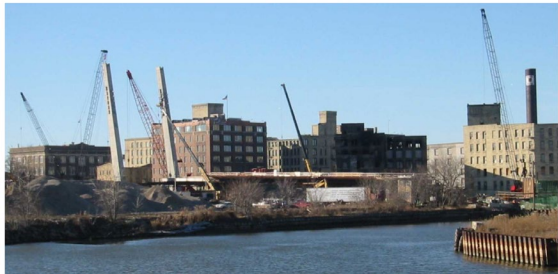
GARDEN
FRESH

GRANARY
LOFTS

Recommendation 2: Vision for the Burnham Canal

What's the future of the Burnham Canal?

Burnham Canal Remediation/Ecosystem Restoration Design *Artistic Rendering*



POTENTIAL PUBLIC ACCESS



NEAR TERM
RECOMMENDATION!

BURNHAM CANAL

LONG TERM VISION

PLACEMAKING

Consider mural or other silo activation

OVERLAY DISTRICT RESTRICTS DEVELOPMENT WITHIN A DEFINED DISTANCE ALONG THE CANAL

PUBLIC ACCESS & BOAT / KAYAK LAUNCH

ADDRESS INTERSECTION DESIGN AND SAFETY ISSUES



ZONING OVERLAY

Parcels with water frontage become part of a new Zoning Overlay District to accommodate a waterfront trail.

W BRUCE STREET

W PIERCE STREET

16TH STREET

NATIONAL AVENUE

10TH STREET

12TH STREET

11TH STREET

10TH STREET

9TH STREET

IMPROVE CONNECTIONS TO POTENTIAL WATERFRONT ACCESS POINTS

Why a Site Plan Review Overlay Zone?

Riverwalk Site Plan Review Overlay Zone (SPROZ)

Site Plan Review Overlay zones provide an opportunity for adding design standards over and above those required in the base zoning, including improved landscape buffers.

OVERLAY ZONE DEFINES:

- Restricted development width along canal
- Physical conditions of buildings and outdoor storage visible from water
- Preferred plantings and vegetation
- Lighting and site circulation infrastructure

What happens to the existing properties?

Nothing! An Overlay Zone only applies when a property is redeveloped.

Redevelopment typically happens after a property is sold to a new owner, but can be initiated by the current owner investing in improvements to their own property.

An Overlay Zone would set design standards when major redevelopment takes place—typically valued at about 70% of the assessed value.

Recommendation 3 + 4: Streetscape & Public Safety



RECOMMENDATION 3:

Explore potential streetscape and intersection improvements

- Improve the street condition and quality.
- Redesign intersections and streets where trucks and people mix.
- Welcome more pedestrian activity.



RECOMMENDATION 4:

Mobilize resources to address real and perceived safety issues in the district

- Improve lighting along W. Pierce Street and W. Bruce Street.
- Clean up the streets and open spaces.
- Maintain vacant property

SUMMARY

- 1. Pursue rezoning two sub-areas as more permissive industrial zoning**
- 2. Expand public access to the Burnham Canal**
- 3. Explore potential streetscape and intersection improvements**
- 4. Mobilize resources to address real and perceived safety issues in the district**