GROWING PROSPERITY | WORK PLAN

STRATEGY 4.3

Develop and Promote Neighborhood Business Opportunities

ACTION ITEM

4.3.3: Explore and advance opportunities for live/work/sell space to support artists and entrepreneurs alike.

* Can be implemented concurrently with Action Items 4.3.2. and 6.3.4

PRIORITY

Long-term, medium priority

PARTNERS

LEAD:
- City of Milwaukee

PARTNERS:
- Creative Alliance
- Wisconsin Women's Business Initiative Corporation (WWBIC)
- Local Business Action Team (LBAT

REASON FOR ACTION

In recent years, work habits have changed, and along with them the spaces needed to accommodate new production processes and collaboration opportunities.

Many independent and creative workers seek more flexible spaces that allow them to work, live and even sell their creations all in the same space; many also express a desire for shared and common spaces that foster communication, collaboration, and the exchange of ideas.

The City must be responsive to new trends in the way people work, innovate, create wealth, and engage in economic activity by ensuring that its zoning and regulatory environment is receptive to new ways of doing business.

RESOURCES REQUIRED

- Staff time to conduct research and survey live/work/sell workers; discuss findings and develop possible zoning code and regulatory changes.

IMPLEMENTATION STEPS

1. Conduct a literature survey to understand trends in creative and artistic businesses and best practices other cities have implemented to cater to these individuals.
2. Conduct a survey of local independent workers to better understand their needs and preferences and how City government can be responsive to these needs.
3. Convene a group of City staff to review findings from steps 1 and 2 and identify areas in City regulations, zoning and building codes that could be changed to better accommodate the needs of shared and live/work/sell spaces.
4. Provide proposed zoning and building code changes to LRB for review and introduction to Common Council.
5. Introduce proposed zoning and building code changes to CPC and ZCTC for review and support.
6. Shepherd changes through CPC, ZCTC, and ZND to eventual Common Council adoption.
7. Work with the State to update International Building Code (IBC), to allow for the conversion of occupancy to permit home-based businesses.
8. Work with MEDC to develop a loan or grant program to support the creation of home-based businesses.

DESIRED OUTCOME

A menu of proposed regulatory and zoning changes for Common Council review and adoption that will make it easier for creative workers, artists and independent workers to be successful in the City of Milwaukee, identified by the research and advisory group established in implementation steps 1 - 3, which may include changes in local zoning and building codes, and support programs for people wishing to work in collaborative, creative or artistic types of business.