



Department of City Development
City Plan Commission
Redevelopment Authority of the City of Milwaukee
Neighborhood Improvement Development Corporation

Lafayette L. Crump
Commissioner

Sam Leichtling
Deputy Commissioner

Pres. Perez
12th Ald. District

CITY PLAN COMMISSION ZONING REPORT

File No: [250522](#)

Location: 1435 South 1st Street; on the northwest corner of South 1st Street and West Orchard Street

Applicant/Owner: Bear Development (applicant/developer)

Current Zoning: Industrial Light (IL2)

Proposed Zoning: Industrial Mixed (IM)

Proposal: This currently vacant site is owned by Rockwell Automation and was previously used as a surface parking lot. Bear Development intends to purchase the site and has requested to change the zoning to Industrial Mixed (IM) to allow the construction of a 5-story, 69-unit residential building with indoor vehicle and bicycle parking. While specific development plans are not part of this file, the building design and placement will be required to comply with the IM zoning design standards.

Since this zoning change file will change the zoning of the site from an industrial zoning district to a different zoning district that allows residential uses, which the proposed development intends to include, the applicant has been informed that additional environmental review as per File No. [231338](#) might be applicable, and if so, would be required to occur prior to the issuance of an occupancy permit.

Adjacent Land Use: Sites to the north, south and west of the site are zoned IL2 and used as parking and or industrial purposes. Properties to the east of the site are zoned IO2 and include vacant land and an existing building.

Consistency with Area Plan: The subject site is located within the Harbor District Water & Land Use Plan (WaLUP, 2018) as part of the First Street Sub-District. The Plan calls to continue the development of S. 1st Street as a mixed-use corridor that includes housing, retail, offices, and industrial uses. Changes to the street and built environment should encourage the transition from an auto-oriented corridor to a more pedestrian friendly walkable urban environment (p. 78-84).

The *Equitable Growth Through Transit Oriented Development: A Neighborhood Plan for Walker's Point* (2018) also provides guidance for this site. This site is identified as a "Primary Development Opportunity" for residential development to provide housing opportunities close to the nearby employment centers in the Harbor District and in adjacent neighborhoods. Additionally, the scale of the proposed multi-story multifamily development is appropriate given the large scale of nearby buildings such as Rockwell (p. 60, 72).

The City's *Industrial Land Analysis* (2021) also identifies this area for potential changes to existing industrial zoning to support a broader mix of uses (p. 28 & 81). The proposed zoning change to Industrial Mixed (IM) is consistent with the *Harbor District Water & Land Use Plan*, *Equitable Growth Through Transit Oriented Development: A Neighborhood Plan for Walker's Point*, and the *Industrial Land Analysis*.

Previous City

Plan Action:

None.

Previous Common

Council Action:

None.

Recommendation:

Since the proposal will allow the vacant site to be developed as a multi-family residential building and is consistent with the recommendations of the Harbor District's Water & Land Use Plan, *Equitable Growth Through Transit Oriented Development: A Neighborhood Plan for Walker's Point*, and the *Industrial Land Analysis*, staff recommends approval of the subject file.